

## **Call for listing:**

### **W2022-01 Sparkling Wine / Champagne**

January 12, 2022

#### **CATEGORY PERFORMANCE:**

Sparkling Wine / Champagne within MBLL represents a \$9.5 million annual portfolio, generating a \$ growth of +10.07%, with a Litre growth of +5.76%.

Primary category indicators are as noted below:

- ✓ Sparkling Wine Other represents 40% of the category sales, with a softer \$ growth of (-1.10%), generating an average \$ sales per SKU of \$68K
- ✓ Prosecco represents 29% of the category sales, with a \$ growth of +16.08%, generating an average \$ sales per SKU of \$96K
- ✓ Champagne represents 19% of the category sales, with a \$ growth of +27.24%, generating an average \$ sales per SKU of \$63K
  
- ✓ The Super Premium, Ultra Premium & Super Deluxe price bands combined control 82% of the category sales, with \$ growth of +13.14, generating an average \$ sales per SKU of \$76K
- ✓ 37% of the listed SKU's represent 80% of sales commanding an average \$ sales per SKU of \$161K

Category Management is seeking product presentations for the following;

- Sparkling Wine:
  - 750ml Format: Price Point - \$16.99 - \$24.99
  - 1500ml Format: Price Point - \$19.99 - \$24.99
- Prosecco or Cava:
  - 750ml Format: Price Point - \$18.99 - \$29.99
- Sparkling Wine, Prosecco, or Cava:
  - 3/200ml Format: Price Point - \$13.99 - \$17.99
- Champagne:
  - 750ml Format: Price Point - \$74.99 - \$99.99
  - 375ml Format: Price Point - \$45.99 - \$59.99

#### **Application Limit:**

- A **maximum** of 4 applications will be accepted per Agent

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***Email Applications to: [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)***

***Subject line: W2022-01 Sparkling Wine / Champagne***

***Application deadline: 11:59 pm CT, Tuesday February 8, 2022***

***Applications received after the deadline will not be accepted***

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**Application checklist:**

Only applications containing **ALL** components of this check list will be considered. Applications missing information will be deemed incomplete, and not considered for listing.

Required:

- ✓ Product Presentation (***Template format to be followed***)
- ✓ Supplier Information Form (excel format only, no PDF)
  - With letter of authorization if required
- ✓ Product Application Form (Most recent version only)
  - Completed forms must be submitted in excel format only
- ✓ 2 Digital Color Images (either PDF OR JPEG format only).
  - 1 image for MBLL Website (Bottle/can – 3” wide at 300 dpi **or** case/package – 5” wide at 300 dpi)
  - 1 image of Back/Side label –clear enough to review all label details
    - Please note: File share transfers (E.g. We transfers) will not be accepted
- ✓ Review CSR Product Listing Guidelines prior to submission (***NEW***)

Additional requirements if applicable:

- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)
- ✓ Product sell sheet (Optional)

**Evaluation Criteria:**

Evaluations will be conducted on the material provided, including, but not limited to the following criteria.

- ✓ Sustainability and overall suitability of the product to meet or exceed MBLL’s current and future business needs
- ✓ Compatibility of the product to meet MBLL strategic focus
- ✓ Quality and detail of the documentation submitted

**Terms & Conditions:**

- ✓ Any submissions accepted by the MBLL, shall not constitute a contract between the parties
- ✓ The MBLL reserves the right to withdraw this Call for Listing at any time, for any reason
- ✓ Suppliers may alter or withdraw their submission at any time prior to the closing date

**Reminder:**

- ✓ Samples are not required at the time of submission and are upon request only

*We thank everyone for their applications; however, notifications will only be issued for successful listings which will be communicated by April 8, 2022.*

Thank you,  
Category Management