

## **Call for listing:**

### **W2022 – 03 Table Wine – Canada VQA**

February 23, 2022

#### **CATEGORY PERFORMANCE:**

Table Wine Canada VQA within MBLL represents a \$7.24 million annual portfolio, generating a \$ growth of +1.60%, and a Litre growth of +1.18%.

Primary category indicators are as noted below.

- ✓ Red Wine represents 55% of the category sales, generating a \$ growth of -0.83%
- ✓ White Wine represents 35% of the category sales, generating a \$ growth of +4.45%
- ✓ Rose' Wine represents 10% of the category sales, generating a \$ growth of +3.31%
  
- ✓ 750ml size format drives sales in the category, representing 98% of sales
- ✓ The three Premium Price Bands (\$11.00 - \$19.99) account for 81% of category sales
- ✓ Wines priced \$20 and above are trending positively, +24% in \$ sales

Category Management is seeking product presentations for the following;

- Red Wines: Merlot, Pinot Noir, Cabernet Sauvignon, Baco Noir & Varietal Blend
  - 750ml Format: Price Point: \$14.99 – \$49.99
- White Wines: Pinot Gris, Sauvignon Blanc, Chardonnay, Riesling, Gewurztraminer & Varietal Blend
  - 750ml Format: Price point: \$14.99 - \$39.99
- Rose' Wines:
  - 750ml Format: Price Point: \$14.99 - \$19.99

#### **Application Limit:**

A **maximum** of 4 completed applications will be accepted per Agent.

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

*Subject line: W2022-03 Table Wine – Canada VQA*

*Application deadline: 11:59 pm CT, Tuesday March 22, 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 May 6, 2022.*

Thank you,  
Category Management