

Call for listing:

W2023-12 Table Wine – Argentina & Chile

September 6, 2023

CATEGORY PERFORMANCE:

Argentina:

Table Wine Argentina within MBLL represents a \$5.5 million annual portfolio, generating a \$ growth of -3.6%, and a Litre growth of -6.0%.

- ✓ Red Wine represents 88% of the category sales, with a \$ growth rate of -2.5%
- ✓ White Wine represents 10% of the category sales, with a \$ growth rate of -17.5%
- ✓ Rose' Wine represents 3% of the category sales, with a \$ growth rate of +24.75%. Note: Growth rate affected by changes in assortment
- ✓ 750ml format is dominant size representing 98% of category sales
- ✓ In the 750ml format wines priced under \$19.99 account for 75% of category sales, with wines priced \$14.00-\$16.99 representing the largest share. Wines retailing \$17.99-\$19.99 have the largest growth rate: +20.6% in \$ sales

Chile:

Table Wine Chile within MBLL represents a \$8.6 million annual portfolio, generating a \$ growth of +2.7%, and a Litre growth of +1.1%.

- ✓ Red Wine represents 66% of the category sales, with a \$ growth rate of -1.1%
- ✓ White Wine represents 32% of the category sales, with a \$ growth rate of +54.7%
- ✓ Rose' Wine represents 2% of the category sales, with a \$ growth rate of +9.2%
- ✓ 750ml format is dominant size representing 56% of category sales
- ✓ In the 750ml format wines priced under \$19.99 account for 87% of category sales, with wines priced \$14.00-\$16.99 representing the largest share. Wines retailing \$17.99-\$19.99 have the largest growth rate: +16.6% in \$ sales.

CALL FOR LISTING PARAMETERS:

Category Management is seeking product presentations for wines that will enhance our current assortment. Focusing on new brand concepts and extensions to high performing and trending brands in current assortment. As well as new brands/producers to market, with proven sales and/or strong accolades.

Argentina

- 750 Format –
 - Red Wines - Mainstream Varietals with focus on Malbec, Cabernet Sauvignon & Varietal Blends– All Regions - \$14.99 - \$59.99
 - White Wines – Mainstream Varietals with focus on Pinot Gris, Chardonnay & Varietal Blends– All Regions - \$14.99 - \$26.99

Chile:

- 750 Format –
 - Red Wines - Mainstream Varietals with focus on Cabernet, Carmenera, Pinot Noir & Varietal Blends– All Regions - \$13.99 - \$49.99
 - White Wines – Mainstream Varietals with focus on Sauvignon Blanc, Chardonnay & Varietal Blends– All Regions - \$13.99 - \$26.99

APPLICATION LIMIT:

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

*Email Applications to: categorymanagement@mbll.ca
Subject line: W2023-12 Table Wine – Chile & Argentina
Application deadline: 11:59 pm CT, October 3, 2023
Applications received after the deadline will not be accepted*

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***)
- ✓ Product must be CFIA (Canadian Food Inspection Agency) compliant

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 December 6, 2023.

Thank you, Category Management