

**Call for listing:**  
**W2023-13 Table Wine – Rose**

October 4, 2023

**CATEGORY PERFORMANCE:**

Rose Table Wine within MBLL represents a \$7.0 million annual portfolio, generating a \$ growth of -3.8%, and a Litre growth of -8.8%.

- ✓ 750ml format is dominant size representing 77% of category sales
- ✓ Wines priced \$11.99 - \$19.99 account for 88% of category sales

Segment	Net Sales \$ Contribution %	YOY Net Sales \$ Growth %	YOY Net Sales \$ Growth %	Average PPL
USA	27.9%	-5.2%	-12.5%	\$13.11
France	20.2%	-2.5%	-6.2%	\$23.05
Australia	11.0%	-14.6%	-21.8%	\$19.25
Blended & Bottled in Canada	9.6%	6.4%	0.7%	\$11.36
Canada VQA & Other	9.3%	-2.4%	-5.2%	\$20.56
Italy	3.2%	-20.0%	-23.6%	\$22.75
Portugal	3.0%	-0.7%	-10.4%	\$15.00
Impulse	3.0%	-3.7%	-5.3%	\$20.04
Spain	3.0%	-1.4%	-3.2%	\$18.07
New Zealand	2.7%	-1.0%	-2.8%	\$26.04
Chile	2.1%	55.8%	52.4%	\$13.20
Argentina	1.9%	22.4%	18.3%	\$18.44
Germany	1.9%	-18.1%	-23.6%	\$19.64
South Africa	1.1%	1.7%	-3.5%	\$17.35
Misc.	0.2%	0.3%	-5.0%	\$19.79
<b>Total</b>	<b>100.0%</b>	<b>-3.8%</b>	<b>-8.8%</b>	<b>\$16.50</b>

Category Management is seeking product presentations for wines that will enhance our current assortment:

- Rose Table Wine - 750 Format – All Countries – Retail: \$11.00 - \$39.99
- **Please Note:**
  - Only current vintages will be considered. Where applicable please ensure vintage is stated on application and presentation
  - Sparkling Wines and Formats <750ml will **not** be accepted

Focusing on:

- New concepts and extensions from high performing and trending brands in current assortment
- New brands/producers to market with proven sales, current accolades and/or strong price/quality ratio
- Innovative or Unique Offerings and Strong Packaging

**Application Limit:**

A **maximum** of 3 completed applications will be accepted per Agent.

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*Email Applications to: [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)  
Subject line: W2023-13 Table Wine – Rose  
Application deadline: 11:59 pm CT, October 31, 2023  
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***)
- ✓ 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 21, 2023.*

Thank you, Category Management