

Call For Listing:
W2024-01 Sparkling Wine

January 3, 2024

CATEGORY PERFORMANCE:

Sparkling Wine within MBLL represents a \$9.0 million annual portfolio, generating a dollar growth rate of +0.4%, and a litre growth rate of (-0.1%).

- ✓ Prosecco represents 38% of category sales, with a \$ growth rate of +13.7%. Average \$ sales per SKU: \$82K
- ✓ Cava represents 13% of category sales, with a \$ growth rate of (-4.5%). Average \$ sales per SKU: \$69K
- ✓ Champagne represents 13% of category sales, with \$ growth rate of (-\$17.7%). Average \$ sales per SKU: \$33K
- ✓ Other Sparkling Wine represents 36% of the category sales, with a \$ growth rate of (-2.4%). Average \$ sales per SKU: \$37K

- ✓ 750ml format is dominant size representing 95% of category sales
- ✓ In the 750ml format, wines priced \$14.00 and above represent 92% of sales, with a \$ growth rate of +2.4%

CALL FOR LISTING PARAMETERS:

Category Management is seeking product presentations for wines that will enhance our current assortment, with a focus 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, Unique Offerings and Strong Packaging

- 750ml Format:
 - Prosecco: \$17.99 & Above
 - Cava: \$17.99 & Above
 - Other Sparkling Wine: \$12.99 & Above
 - Champagne: All Pricepoints
 - VQA Sparkling Wines: All Pricepoints

APPLICATION LIMIT:

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

*Please submit applications to the new Wine Smartsheet Application Form
(Smartsheet link can be found in the body of the email)
Application deadline: 11:59 pm CT, January 30, 2024
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 (Smartsheet)
 - Only Smartsheet submissions will be accepted, no excel forms
- ✓ 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
- ✓ 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 April 3, 2024.

Thank you, Category Management