



Call for listing: Australia & New Zealand

September 17, 2024

Please note that all applications and attachments are to be submitted through Smartsheet, and all presentations are to follow the updated 2024 Product Presentation Template format.

CATEGORY PERFORMANCE: (August 2023 – July 2024)

Australia

Table Wine Australia within MBLL represents a \$12.3 million annual portfolio, generating a net sales \$ growth of +2.3%, and a net sales litre growth of -0.2%.

- Red Wine represents 61% of the category sales, with a \$ growth rate of +1.7%
- White Wine represents 33% of the category sales, with a \$ growth rate of +4.4%
- Rose' Wine represents 6% of the category sales, with a \$ growth rate of -4.6%

- Wines priced \$10 - \$14.99 accounted for 33% of sales, with a \$ growth rate of +12.5%
- Wines priced \$15 - \$19.99 accounted for 36% of sales, with a \$ growth rate of -4.4%
- Wines priced \$20 - \$24.99 accounted for 12% of sales, with a \$ growth rate of +1.8%

Category Management is seeking product presentations for wines that will enhance our current assortment with a focus on 750ml format in:

- Red Wines - Mainstream Varietals, Varietal Blends– all regions: \$13.99 - \$69.99
- White Wines – Mainstream Varietals, Varietal Blends – all regions: \$13.99 - \$29.99

New Zealand

Table Wine New Zealand within MBLL represents nearly \$6.1 million annual portfolio, trending at a net sales \$ growth of +5%, and a net sales litre growth of +1.5%.

- White Wine represents 92% of the category sales, with a net sales \$ growth rate of +7.3%
- Red Wine represents 5.5% of the category sales, with a net sales \$ decline rate of -15.8%
- Rose' Wine represents 2.6% of the category sales, with a net sales \$ decline rate of -14.4%

- Wines priced \$15.99-\$19.99 accounted for 50% of sales, with a \$ growth rate of +17.4%
- Wines priced \$20-\$24.99 accounted for 45% of sales, with a net sales \$ growth rate of -1.1%

Category Management is seeking product presentations for wines that will enhance our current assortment with a focus on 750ml format in:

- White Wines – Mainstream Varietals – all regions: \$16.99 - \$39.99
- Red Wines – Pinot Noir, Shiraz/Syrah – all regions: \$19.99 - \$49.99



Application Limit: A **maximum** of 6 completed applications will be accepted per Agent.

- Please note: applications **not** considered for this call include formats 500ml and under, and Rose' wines

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- *Submit Applications through the Smartsheet platform*
 - **Subject line: W2024-10 – Australia & New Zealand**
 - **Application deadline: 11:59 pm CT, October 20, 2024**
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 must be completed through Smartsheet
 - No excel forms will be accepted
 - ✓ 2 Digital Color Images of the selling unit (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 of Social Responsibility Product Listing Guideline prior to submissions

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 only necessary upon request

We thank everyone for their applications however, notifications will only be issued for successful listings which will be communicated by **November 29, 2024**.

Thank you,
Category Management