

**Call For Listing:**  
**W2025-04 Table Wine – Italy**

March 17, 2025

**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.**

**Please ensure that front label, back label and high-resolution website images are attached to your Smartsheet Application as individual files.**

**CATEGORY PERFORMANCE (R12 February 2025):**

Table Wine - Italy within MBLL represents a \$10.0 million annual portfolio, generating a dollar growth rate of +4.5%, and a litre growth rate of +0.5%.

- ✓ White Wine represents 49% of the category sales, with a \$ growth rate of +3.1%
- ✓ Red Wine represents 48% of the category sales, with a \$ growth rate of +5.3%
- ✓ Rose Wine represents the remaining 3% of category sales
- ✓ 750ml format is dominant size representing 80% of category sales, with a \$ growth rate of +7.6%
- ✓ In the 750ml format, wines priced under \$25.00 represent 80% of category sales

**CALL FOR LISTING PARAMETERS:**

Category Management is seeking product presentations for wines that will enhance our current assortment, with a focus on:

- Regions & varietals not well represented in current assortment
- New wineries and producers to market with proven sales, current accolades or strong price/quality ratio
- New concepts and extensions from wineries and producers in current assortment with strong performance
- Innovative, unique offerings and strong packaging
- 750 Format – All Regions & Varietals
  - White Wine - Pricepoint \$13.99 - \$39.99
  - Red Wine – Pricepoint: \$13.99 - \$79.99

**APPLICATION LIMIT:**

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

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*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, April 13, 2025  
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 (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 May 30, 2025.*

Thank you, Category Management