



## ***Call for listing: W2025-10 Table Wine - Australia & New Zealand***

September 5, 2025

Please note that all applications and attachments are to be submitted through Smartsheet, and all presentations are to follow the updated 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: (September 2024 – August 2025)***

#### ***Australia***

Table Wine Australia represents an \$11.6 million annual portfolio, a net sales \$ growth of +4.6%, and a net sales litre growth of +1.1%.

- Red Wine = 61% of category sales, with a \$ growth rate of +6.4%
- White Wine = 32% of category sales, with a \$ growth rate of +0.5%
- Rose' Wine = 7% of category sales, with a \$ growth rate of +9% primarily in Moscato
- Wines priced \$10 - \$14.99 accounted for 40% of sales, with a net sales \$ growth rate of +2.2%
- Wines priced \$15 - \$19.99 accounted for 38% of sales, with a net sales \$ growth rate of +4.7%
- Wines priced \$20 - \$24.99 accounted for 11% of sales, with a net sales \$ growth rate of +10%
- Wines priced \$25 - \$29.99 accounted for 5% of sales, with a net sales \$ growth rate of +7%
- Wines priced \$30 - \$39.99 accounted for 4% of sales, with a net sales \$ growth rate of +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, all regions: \$15.99 - \$69.99
- White Wines – Mainstream Varietals, all regions: \$15.99 - \$39.99

#### ***New Zealand***

Table Wine New Zealand represents a \$7 million annual portfolio, trending at a net sales \$ growth of +11%, and a net sales litre growth of +10%.

- White Wine represents 96% of the category sales, with a net sales \$ growth rate of +9.6%
- Red Wine represents 6% of the category sales, with a net sales \$ growth rate of +35%
- Rose' Wine represents 2% of the category sales, with a net sales \$ growth rate of +1%
- Wines priced \$20-\$24.99 accounted for 48% of sales, with a net sales \$ growth rate of +9%
- Wines priced \$15.99-\$19.99 accounted for 46% of sales, with a \$ growth rate of +13%
- Wines priced \$25-\$29.99 accounted for 2% of sales, with a \$ growth rate of +8%



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: \$17.99 - \$39.99
- Secondary: Red Wines – Mainstream Varietals, all regions: \$17.99 - \$49.99

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

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

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- *Applications to be submitted via Smartsheet (link in email)*
  - ***Application deadline: 11:59 pm CT, October 10, 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)
- ✓ 2 Digital Color Images of the selling unit (either PDF or JPEG format only).
  - 1 image (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
- ✓ Review of Social Responsibility Product Listing Guideline prior to submissions
- ✓ 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 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 28, 2025**.

Thank you,  
Category Management