



Call for listing: W2025-12 - Fruit & Flavoured

October 7, 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.

CATEGORY PERFORMANCE: (October 2024 – September 2025)

Fruit & Flavoured

Within Manitoba this category represents nearly a \$2.5 million annual portfolio, with a net sales \$ growth of -2.9%, and a net sales litre growth of -6.5%.

Flavoured Wine represents 81% of the category sales, with a net sales \$ growth rate of -17%

- Flavoured Format: 750ml has a 94% share, followed by 1.5L with 5%, then 1L with 1% share

Within the 750ml format, flavoured wines priced at:

- \$10 - \$14.99 account for 76% of sales, with a \$ growth rate of -19%
- \$15 - \$19.99 account for 19% of sales, with a \$ growth rate of +17%
- \$20 - \$24.99 account for 4% of sales, with a \$ growth rate of +147%

Fruit Wine represents 19% of the category sales, with a net sales \$ growth rate of +200+% (on a small \$)

Call for listing parameters:

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

- Retails ranging \$9.99-\$19.99
- New flavours/blends not currently in assortment
- 750ml focus, innovative packaging

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

- Please note: applications **not** considered for this call:
 - formats 500ml and under; and
 - additional formats of existing product unless sales net sale \$ thresholds are met

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- *Applications to be submitted via Smartsheet (link found in body of email)*
 - ***Application deadline: 11:59 pm CT, November 2, 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 Canadian Food Inspection Agency (CFIA) 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 **December 8, 2025**.

Thank you,
Category Management