



Call for listing: W2025-13 - Portugal & Spain

November 24, 2025

Please note that all applications and attachments to be submitted through Smartsheet, and all presentations are to follow the updated 2025 Product Presentation Template format.

CATEGORY PERFORMANCE: (November 2024 – October 2025)

Portugal

Portugal represents a \$2 million annual portfolio, with a net sales \$ growth of +17% and a net sales litre growth of +12%.

- Red wine accounts for 61% share, followed by white 29%, then Rose with a 9% share

Within the 750ml format, wines priced at:

- \$10 - \$14.99 account for 64% of sales, with a \$ growth rate of +18%, +16% in litre sales
- \$15 - \$19.99 account for 26% of sales, with a \$ growth rate of +13%, +9% in litre sales
- \$20 - \$24.99 account for 6% of sales, with a \$ growth rate of +121%, +117% in litre sales

Spain

Spain represents a \$2.6 million annual portfolio, with a net sales \$ growth of +17% and a net sales litre growth of +14%.

- Red wine accounts for 87% share, followed by white 8%, then Rose with a 5% share
- Red Varietal blends & Tempranillo have a 50% and 35% share of total Spain sales respectively

Within the 750ml format, wines priced at:

- \$15 - \$19.99 account for 43% of sales, with a \$ growth rate of +17%, +15% in litre sales
- \$10 - \$14.99 account for 24% of sales, with a \$ growth rate of +9%, +14% in litre sales
- \$20 - \$24.99 account for 17% of sales, with a \$ growth rate of +32%, +33% in litre sales

Call for listing parameters:

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

- Primary focus on retails ranging \$10.99-\$19.99; secondary \$20-\$29.99
- 750ml, innovative packaging
- Spain: focus on red wine

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;
 - formats greater than 750ml; and
 - additional formats of existing product unless sales 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, December 14, 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 (Most recent version only, see attached)
 - Completed forms must be submitted in excel format only
- ✓ 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) on a white background
 - 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 communicated by **January 30, 2026**.

Thank you,
Category Management