

Call For Listing:
W2026-01 Sparkling Wine

January 5, 2026

Please note that all applications and attachments are to be submitted through Smartsheet, and all presentations are to follow the updated **2026 Product Presentation Template** format.

CATEGORY PERFORMANCE:

Sparkling Wine within MBLL represents a \$9.8 million annual portfolio, generating a dollar growth rate of +1.5%, and a litre growth rate of (-1.3%).

- ✓ Prosecco represents 40% of category sales, with a \$ growth rate of +5.1%
- ✓ Champagne represents 14% of category sales, with \$ growth rate of +9.7%
- ✓ Cava represents 14% of category sales, with a \$ growth rate of (-8.4%)
- ✓ Other Sparkling Wine represents 34% of the category sales, with a \$ growth rate of (-1.9%)

CALL FOR LISTING PARAMETERS:

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

- Innovative, unique offerings and strong packaging
- 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
 - **750ml Format. Price point \$14.99 & above. All countries & styles.**
 - Special consideration:
 - Canada: VQA & 100% Domestic
 - France: All Styles
 - Italy: Prosecco (DOCG), Lambrusco & Franciacorta
 - Spain: Corpinnat
 - Organic, Biodynamic & Sustainable
 - Excluding:
 - Frizzante & Semi-Sparkling
 - Formats smaller or larger than 750ml

APPLICATION LIMIT:

A maximum of 4 completed applications will be accepted per Agency.

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, February 1, 2026

Applications received after the deadline will not be accepted

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 March 27, 2026.

Thank you,
Category Management