

***Call For Listing:***  
***W2026-02 Table Wine – France***

January 26, 2025

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 (January 2025 – December 2025):**

Table Wine France within MBLL represents a \$5.8 million annual portfolio, generating a dollar growth rate of +15.8%, and a litre growth rate of +13.7%.

- ✓ Red Wine represents 53% of the category sales, with a \$ growth rate of +17.9%
- ✓ Rose Wine represents 27% of the category sales, with a \$ growth rate of +8.3%
- ✓ White Wine represents 20% of category sales, with \$ growth rate of +22.0%
- ✓ Wines priced under \$25.00 represent 78% of category sales with a growth rate of +14.2%
- ✓ Growth in all regions, varietals and price points

**CALL FOR LISTING PARAMETERS:**

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

- Regions, varietals & styles 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 – Red, Rose & White Wines - All Regions & Varietals
  - Retail: \$13.99 & Above

**APPLICATION LIMIT:**

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

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***Please submit applications on the Wine Smartsheet Application Form***  
***(Smartsheet link can be found in the body of the email)***

***Application deadline: 11:59 pm CT, March 1, 2026***

***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 Application Form (Smartsheet) including the following attachments:
  - Product Presentation Template 2026
  - Supplier Information Form (excel format only, no PDF)
  - Letter of Authorization
  - Product Technical/Sell Sheet
  - 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

Required forms and templates are located at <https://www.mbllpartners.ca/liquor-partners/liquor-agents-suppliers>

**Additional information and requirements:**

- ✓ Product must be Canadian Food Inspection Agency (CFIA) compliant
- ✓ Review of Social Responsibility Product Listing Guideline prior to submission
- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)
- ✓ Organic Certification if applicable

**Evaluation Criteria:**

Evaluations will be conducted on the material provided, including, but not limited to the following criteria.

- ✓ 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

**Samples:**

- ✓ Samples are not required at the time of submission and are upon request only.
- ✓ All successful listings will require 1-2 samples and will be requested at time of approval notice.

*We thank everyone for their applications; however, notifications will only be issued for successful listings which will be communicated by May 8, 2026.*