

Call For Listing:
W2026-03 Table Wine – Canada, VQA & Icewine

February 2, 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 Canada & VQA within MBLL represents an \$8.6 million annual portfolio, generating a dollar growth rate of +64.1%, and a litre growth rate of +55.2%.

- ✓ Breakdown of category \$ sales by segment: Ontario VQA 48%, British Columbia VQA 37%, Other 15%
- ✓ Red Wine represents 58% of the category sales, with a \$ growth rate of +86.6%
- ✓ White Wine represents 33% of the category sales, with a \$ growth rate of +44.9%
- ✓ Rose' Wine represents 9% of the category sales, with a \$ growth rate of +23.4%
- ✓ Wines priced under \$20.00 represent 66% of category sales, with a growth rate of +65.7%
- ✓ 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:

- 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

- 750ml Format – Red, White & Rose Wines – All price points and varietals:
 - VQA Wines
 - 100% Canadian Wines

- 200ml & 375ml Format – VQA Icewine - All price points

APPLICATION LIMIT:

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

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

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.

Thank you, Category Management