

Call For Listing:
W2026-05 Table Wine – Italy

March 2, 2026

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

CATEGORY PERFORMANCE (February 2025 – January 2026):

Table Wine Italy within MBLL represents a \$11.1 million annual portfolio, generating a dollar growth rate of +18.9%, and a litre growth rate of +15.0%.

- ✓ Red Wine represents 53% of the category sales, with a \$ growth rate of +30.9%
- ✓ White Wine represents 44% of the category sales, with a \$ growth rate of +8.5%
- ✓ Rose Wine represents 3% of category sales, with \$ growth rate of (-5.8%)
- ✓ Wines priced under \$25.00 represent 81% of category sales with a growth rate of +15.4%
- ✓ Wines priced greater than \$25.00 are trending at +38.1%
- ✓ 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 – Price point \$13.99 & Above - All Regions & Varietals**
 - Special Consideration:
 - White Wines >\$25
 - Red Wines >\$70

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 29, 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.mblpartners.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 22, 2026.

Thank you, Category Management