

Call For Listing:
W2026-09 Rose Table Wines

September 4, 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. No late or incomplete submissions will be accepted.

CATEGORY PERFORMANCE (August 2025 – July 2026):

Rose Table Wine within MBLL represents a \$6.4 million annual portfolio, generating a dollar growth rate of (-3.8%), and a litre growth rate of (-5.2%). Rose represents 4.5% share of overall wine sales.

Country of Origin	% Share	R12 \$ Sales % Var	R12 Vol L % Var	Country of Origin	% Share	R12 \$ Sales % Var	R12 Vol L % Var
France	27.0%	3.7%	5.1%	New Zealand	2.8%	17.8%	18.8%
Blended & Bottled	22.1%	19.3%	18.0%	Chile	2.7%	-18.1%	-27.7%
Australia	13.2%	6.0%	5.0%	Argentina	1.7%	10.2%	5.0%
Canada	12.8%	7.1%	11.5%	Germany	1.5%	-6.0%	-6.6%
USA	5.2%	-65.3%	-64.9%	Spain	1.5%	-33.7%	-38.3%
Italy	4.9%	8.6%	6.1%	South Africa	1.1%	-5.9%	-9.8%
Portugal	3.1%	5.2%	2.3%	Other	0.3%	1.0%	17.6%

CALL FOR LISTING PARAMETERS:

- **750ml Format – Pricepoint \$12.99 - \$39.99 - All Countries (Excluding USA)**

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

- Innovative or Unique Offerings and Strong Packaging
- New concepts and extensions from wineries and producers in current assortment with strong performance
- New wineries and producers to market with proven sales, current accolades or strong price/quality ratio

APPLICATION LIMIT:

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

Note: Items selected for listing through this call may be considered for Seasonal or Regular Listing

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, October 18, 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.

Potential listings are encouraged to support MBLL's Net Zero Emissions by 2050 goal by reducing supply chain emissions, such as using lightweight packaging, lowering GHG emissions, supporting biodiversity, and certified organic production practices.

We thank everyone for their applications; however, notifications will only be issued for successful listings which will be communicated by December 18, 2026.