Call for Listing:
W2026-11 Fruit & Flavoured Wine

October 30, 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: (October 2025 – September 2026)

Flavoured Wine Within Manitoba this category represents a nearly $2.5 million annual portfolio, with a net sales $ growth of -3.5%, and a net sales litre growth of -3.4%.

Fruit Wine represents nearly $120k in sales, with a net sales $ growth rate of -5.7%

Call for listing parameters:

Opportunities are limited. Submissions should demonstrate a clear point of differentiation and address an unmet consumer need:

- Retail range: $9.99-$24.99
- New flavours/blends not currently in assortment
- 750ml focus, innovative packaging

Application Limit: **A maximum of 2 completed applications** will be accepted per Agent.

- Please note: applications **not** considered for this call:
  - Alternatives/duplicates to existing offerings
  - formats 500ml and under
  - additional formats of existing product unless sales net sales $ thresholds are met

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- *Applications to be submitted via Smartsheet (link found in body of email)*
- ***Application deadline: 11:59 pm CT, November 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)
  - Product Presentation (Template format to be followed)
  - Supplier Information Form (excel format only, no PDF)
  - Letter of Authorization
  - Product Technical/Sell sheet
  - 2 Digital Color Images of the selling unit (either PDF or JPEG format only).
    - *1 image (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*

Additional requirements if applicable:

- ✓ Product must be Canadian Food Inspection Agency (CFIA) compliant
- ✓ Review of Social Responsibility Product Listing Guideline prior to submissions
- ✓ 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 MBLL, shall not constitute a contract between the parties
- ✓ 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 only necessary upon request

We thank everyone for their applications however, notifications will only be issued for successful listings which will be communicated by **December 30, 2026**.

Thank you,
Category Management