Call For Listing:
W2026-12 Germany Table Wines

November 2, 2026

CATEGORY PERFORMANCE (R12 Ending September 2026, MBLL Assortment):
Table Wine – Germany within MBLL represents a $1.8 million annual portfolio, generating a dollar growth rate of -7.4%, and a litre growth rate of -7.7%.

Item Type (Net Sales $):

Type	Share %	Growth %
White Wine	90.2%	-4.8%
Rose WIne	5.0%	-13.2%
Red Wine	4.8%	-35.5%

Varietal (Net Sales $):

Varietal	Share %	Growth %	Varietal	Share %	Growth %
Riesling	65.9%	-4.5%	Pinot Noir	4.7%	-5.7%
Other	22.9%	-16.0%	Pinot Gris	0.7%	51.5%
Gewurztraminer	5.7%	-9.5%	Pinot Blanc	0.2%	N/A

Price Band (Net sales $, 750ml)

Price Band	Share %	Growth %
$14.99 & Below	22.1%	-10.0%
$15 - $19.99	66.8%	-10.4%
$20 - $24.99	5.5%	84.7%
$25 - $29.99	3.4%	-0.4%
$30.00 & Above	2.1%	-4.7%

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

- New wineries/producers to market with proven sales, accolades or strong price/quality ratio
- New concepts and extensions from wineries/producers in current assortment with strong performance
- Innovative, unique offerings and strong packaging
- **White & Red Wines - Retail: $13.99 - $49.99**

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

Please submit applications on the Wine Smartsheet Application Form
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) 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. Samples may be requested as part of the listing review process.

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 January 29, 2027.