Call for listing

W2026-15 Table Wine – Portugal

November 16, 2026

CATEGORY PERFORMANCE: (November 2025 – October 2026)

Table Wine Portugal represents $2.1M Net Sales $; with a growth of +4.6% Net Sales $, and +4.5% in Net Sales Litres.

Type	Net Sales $ Share %	Net Sales $ Growth %
Red Wine	57%	-3%
White Wine	34%	+21%
Rose Wine	9%	+3%

Net Sales $ share by Price Band (750ml format):

Retail Price Band	Net Sales $ Share %	Net Sales $ Growth %
$10-$14.99	57%	+12%
$15-$19.99	32%	-9%
$20-$24.99	6%	+9%
$25-$29.99	2%	+21%
$30 and above	2%	-1%

Call for listing parameters:

Category Management is seeking product presentations that will enhance our current assortment.

- 750ml format;
- Innovative packaging
- Primary focus red wines, $14.99-$29.99
- Secondary focus white wines, $14.99-$24.99

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

- Please note applications **not** considered for this call:
  - Rose wines
  - Format extensions on existing listings (375ml, 1.5L or BIB)

- *Please submit applications via the Wine Product Listing Application Form*
- ***Application deadline: 11:59 pm CT, December 13, 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.

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.***