

Call for listing:

B2026-03 - Fall-Winter Seasonal Beer

May 6, 2026

Category Management is seeking product presentations for seasonally relevant Fall-Winter Beer offerings for our upcoming Fall-Winter 2026-27 season.

Successful listings are intended to be available for purchase in Liquor Mart retail locations starting September 2026 through to March 2027.

Criteria:

- Craft Style: Single Serve Can
- Domestic or Import/International Brands: Single Serve Can or Bottle
- Small-Medium seasonal multipacks may be considered
- Proven Brand sales locally, or in other markets
- Core listings will not be considered at this time

Application Limit:

A **maximum** of 4 completed applications per Agent, and/or Supplier will be accepted for review.

Application Submissions to be completed via.

Smartsheet – Beer Application form

Application deadline: 11:59 pm CT, June 2, 2026

Applications received after the deadline may not be considered

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 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

Samples:

- ✓ Samples are not required at the time of submission and are upon request only
- ✓ All successful listings will require 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 July 17, 2026.