

Call for Listing **B2024-03 Craft Style Beer – Core Listing**

September 18, 2024

CATEGORY PERFORMANCE:

Within Manitoba, Craft Style Beer net \$ sales reached \$25.8M with a decline of -5.11% in net \$ sales, and -4.35 litre sales. During the same period, the Liquor Mart channel delivered \$12.1M R12 with a decline of -14.16% in net \$ sales and -14.70% litre sales

Primary Segment sales indicators for total Manitoba were:

- Higher ABV >5.5% represents 41% of net sales
- Ales represents 32% of net sales
- Lagers represents 17% of net sales

Primary Format indicators for total Manitoba were:

- Single serve represents 70% of net sales
 - Of which, 473ml controls 94% of net single serve sales
- 8 packs represent 15% of net sales
- 12 packs represent 9% of net sales
- 6, 15, & 24 packs combined represent 5% of net sales

Category Management is seeking product presentations to enhance our current craft style assortment that meet the following criteria:

- Brands with proven sales success locally or in other markets
- Formats:
 - Single serve can 473ml (Preferred)
 - Variety/mixer packs from brands with proven sales success
 - Additional formats of currently listed core product will be considered if sales thresholds are met

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, October 15, 2024

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 Presentation (Please use the attached template)
- ✓ Supplier Information Form (excel format only, no PDF)
 - With letter of authorization if required
- ✓ 2 Digital Color Images of the selling unit (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

Please note:

*file share transfers (E.g., We transfers) will not be accepted

*Review SR Product Listing Guidelines prior to submission; available at <https://www.mblpartners.ca>

Additional requirements if applicable:

- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)

Evaluation Criteria:

Evaluations will be conducted on the material provided, including, but not limited to the following criteria.

- ✓ Sustainability and overall suitability of the product to meet or exceed MBLL’s current and future business needs
- ✓ 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

Reminder:

- ✓ Samples are not required at the time of submission and are upon request only.

We thank everyone for their applications however, notifications will only be issued for successful listings which will be communicated by December 13, 2024.

Thank you,
Category Management