

To: Industry Partners
From: Mark Ogg, Manager, Core Merchandising & Product Administration
Date: November 19, 2024
RE: New & Updated Product Application Forms

New & Updated Product Application Forms

Recently, MBLL has made some necessary updates to the existing excel application forms. We have also created a new form specifically for festival products. These new and updated forms are now live on our partners website (<https://www.mblpartners.ca/liquor-partners/liquor-agents-suppliers>), and should be used exclusively moving forward. A full list of active forms is available below.

Active Forms Include:

- For Wine applications: Smartsheet Wine Product Listing Application Form
- For Beer applications: Smartsheet Beer Application Form
- For RTD applications: Smartsheet Ready to Drink Beverage Application Form
- For Spirits applications: Excel Product Listing - Spirit Application Form (S 2025)
- For Festival applications: Excel Product Listing - Festival Application Form (F 2025)
- For Holiday Gift Pack applications: Excel Product Listing - Holiday Gift Pack Application Form (GP 2025)
- For Special Order applications: Excel Product Listing - Special Order Application Form (SPOR 2025)

For further questions or inquiries please contact the category management group at categorymanagement@mbl.ca

Thank you for your attention and understanding.