

Call for Listing ***R2026-01 - Ready to Drink 2027***

July 7, 2026

Category Management is accepting product presentations for year-round Ready to Drink 2027 offerings.

Criteria:

- New & innovative product submissions well suited for a year-round listing
 - Please detail your brands 2026-2027 rationalization expectancies within your presentation
- Dealcoholized products will not be accepted for this call
- Ready to Serve >7% ABV <=14.5% ABV will not be accepted for this call
 - A separate call letter will be released for Ready to Serve in October

New products, if available, can be released in Manitoba starting February 16th, 2027, with the full assortment implemented by April 1st, 2027. This requires product arrival to our warehouse or stock availability for private distribution no later than Friday March 26th, 2027, supporting the March 30th, 2027, PIB date. It is important to note that if these dates are not achievable, it may affect a successful listing within Liquor Marts.

Category Performance (R12) July 2025 – June 2026:

The Ready to Drink category delivered a \$132.4 million annual portfolio generating a \$ sales growth of +3.04%, with a litre growth of +1.37%. Inset below is a breakdown of the individual key segment performance.

Key Segment	\$ Sales Growth %	Vol Ltr Growth %	% of Net Sales \$
TEAS	3.85%	0.63%	30%
COOLERS	0.34%	1.02%	28%
SELTZERS	-0.33%	0.99%	17%
COCKTAILS	-5.64%	-4.65%	12%
CIDER	-9.21%	-11.05%	5%
SODAS	8.24%	7.64%	4%
READY TO SERVE	180.92%	195.16%	4%

Key Deliverables of regularly listed SKUs:

- 12pks represent 40.4% of overall category sales, delivering a \$ sales per SKU performance >\$400K
- 473ml delivered 18.7% of net sales with a \$ growth of +25.3%
- 4pks generated 5.6% of net sales with a \$ growth of +56.0%
- Innovation within MB represented 2.4% of net sales

Application Limit:

A maximum of 12 completed applications per Agent, and/or Supplier will be accepted for review.

Application Submissions to be completed via.

Smartsheet – Ready to Drink Application form

Application deadline: 11:59 pm CT, August 4th, 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
- ✓ 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 October 31, 2026.