

Call for listing:

R2026-02 - Ready to Serve

October 9, 2026

Category Performance:

Within Manitoba, the recently defined Ready to Serve category delivered R12 net \$ sales of \$6.2M securing a net \$ sales growth of +74.45%, and +114.96% in litre sales growth.

Primary Segment indicators for Manitoba are:

- Ready to Drink >7% ABV represented 82% of net sales
 - 4x355C represented the greatest share with 59% of net \$ sales
 - Margarita / Tequila spirit base dominated the RTD assortment with 55% of net \$ sales
- Spirits represented 18% of net sales
 - 750ml represented the greatest share with 75% of net \$ sales
 - Whiskey & Vodka controlled the greatest share with 38% & 37% respectively of net \$ sales

Category Management is seeking product presentations to enhance our Ready to Serve assortment that meet the following criteria:

- Trending Spirit Based 'Mixologist Inspired' Cocktails
 - Traditional or Complex
 - Recognized RTD/RTS & Spirit brands delivering strong sales success in MB or other major markets
 - Package Formats
 - Single Serve (Can) 355ml or greater / Resealable (Bottle) 375ml or greater
 - Size formats less than noted above will only be considered if they are sold in a multi-pack format
 - If not in a multi-pack, size formats less than noted above are recognized as 'Impulse' and will not be considered for this call

Important Notes:

- To fall within the RTD mark-up structure, the ABV level **cannot** exceed 14.5%
 - Anything exceeding 14.5% will be considered a Spirit and marked up as such
- RTS will align with our RTD strategic assortment structure
 - Focus will be directed to Brand Depth versus Brand Width
- Non-Resealable formats cannot exceed 3 standard drinks
 - For assistance with this calculation, copy & paste the link below into google
 - [Standard Drink Calculator](#)
 - Resealable formats default to 1 standard drink

Application Limit:

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

Application Submissions to be completed via:

Applicable Smartsheet Application form

Application deadline: 11:59 pm CT, November 3rd, 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 December 31, 2026.