

Call for listing: R2021-01 Refreshment Beverage

September 3, 2021

Category Management is seeking product presentations for new and innovative Refreshment Beverages for year-round listings to enhance our assortment.

New products if available, can be released in Manitoba starting February 8th, 2021, with full assortment implemented by April 1st, 2021. This requires product arrival to our warehouse (or private distribution) no later than March 15th, 2021. It is important to note if you are unable to meet this timeline as this may affect your successful listing with Liquor Marts.

CATEGORY PERFORMANCE September 2020 – August 2021:

Overall, the Refreshment Beverage category represents a \$109 million annual portfolio with growth of growth of +33% in net sales \$ and volume over the same period the previous year.

As of August 31, 2021 (R12):

Segments:	YoY Net Sales % Growth	Net Sales % Share
Traditional Coolers	12%	31%
Hard Seltzers	111%	26%
Teas	39%	25%
Cocktails	6%	10%
Cider	4%	8%
Hard Sodas	11%	1%
Total	33%	100 %

Format:

- Multi-packs, primarily 12s and 6s, continue to be the largest format representing 60% of net sales, with a 41% growth
- Single Serve represents 32% of net sales with 23% growth
- 1 & 2 litre represent 8% of net sales with 15% growth

Criteria:

Non-alcoholic products will not be accepted at this time

Email Application to: categorymanagement@mbll.ca
Subject line: B2021-01 Refreshment Beverages
Application deadline: 11:59 pm CT, October 3, 2021
Applications received after the deadline will not be accepted

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 (See attached template)
- ✓ Supplier Information Form (excel format only, no PDF)
 - With letter of authorization if required
- ✓ Product Application Form (Most recent version only, see attached)
 - Completed forms must be submitted in excel format only
- ✓ 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
- ✓ **NEW!** Review CSR Product Listing Guidelines prior to submission; available at <https://www.mbllpartners.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
- ✓ ******Successful listing applications will be held to firm retail stated on application until July 1 2022 price change******
- ✓ First price change requests may be submitted for the July 1 price change and any scheduled price change thereafter

Reminder:

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

We thank everyone for their applications however, notifications will only be issued for successful listings which will be communicated by November 10, 2021.

Thank you,
Category Management