



# **Unlisted Wine Inventory Program (UWIP)**

## **Industry Guidelines**

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## 1.0 PROGRAM DEFINITIONS

- 1. Agent:** means a person, who has been approved by the producer or supplier to act as the Primary Contact with MBLL and represent an Unlisted Product as set out in a corresponding Letter of Authorization. A producer or supplier who has not designated a third-party to act as their Agent through a Letter of Authorization shall be considered their own Agent for the purposes of this document.
- 2. Bulletin:** means a document issued by MBLL to Specialty Wine Store Operators advising them of Unlisted Product arrivals, price changes and other notifications such as package size changes or exclusivity changes.
- 3. Label and Case Marking Requirements:** means the MBLL Label Requirements of Alcoholic Beverages and Case Marking Requirements as published from time to time at [www.mblpartners.ca](http://www.mblpartners.ca)
- 4. Letter of Authorization:** means a formal letter submitted to MBLL by a producer or recognized supplier authorizing a third-party Agent to act as the formal representative of an Unlisted Product in the Manitoba market. A Letter of Authorization may also be used to authorize the Agent for other purposes defined within the letter.
- 5. MBLL Standard Terms:** means the Payment Terms outlined in the [MBLL Liquor Purchase Order Terms & Conditions](#) document posted on the MBLL Partners website.
- 6. MPWSA:** means the Manitoba Private Wine Store Association and is considered an industry association.
- 7. Purchase Order:** means the procurement request from MBLL to the Supplier for Unlisted products that have been approved for inclusion in the Unlisted Wine Inventory Program.
- 8. Pushed Distribution:** means an action by MBLL to move inventory out of the MBLL distribution centre, associated with a single purchase order, after that inventory has resided in the MBLL distribution centre for one hundred and eighty-two (182) days.
- 9. SWS Order Schedule:** means an ordering schedule, established by MBLL, that outlines the cut-off date for ordering Unlisted products from a specific ship point for an approximate arrival month. This schedule is published on MBLL's partner website.
- 10. Total Inventory Forecast:** means the total quantity of each Unlisted product included by all Specialty Wine Store Operators in the UWIP Application Form and which the Agent and applicable Specialty Wine Store Operator(s) represent to MBLL will be sold in a six (6) month period.
- 11. Wine Store Operator(s):** refers to the collection of individuals, companies, or corporate entities, that operate Specialty Wine Stores.
- 12. Unlisted Products:** means items approved for sale within a Specialty Wine Store and which are not listed for sale by MBLL from time to time in its own retail stores or liquor vendors.



**13. UWIP:** An acronym for the Unlisted Wine Inventory Program. Throughout this document this will be referred to as either “UWIP” or “the program”.

**14. UWIP Application Form:** the application found on MBLL’s Partners website used to propose Unlisted Product for inclusion in the UWIP, or to request reorders.

## 2.0 PROGRAM SUMMARY

The Unlisted Wine Inventory Program (UWIP) is an MBLL program designed specifically to provide in-province warehousing for select Unlisted products procured by Specialty Wine Store Operators. The program allows Wine Store Operators to collaborate directly with Agents or Suppliers to source the Unlisted products they desire to sell through their stores. This document provides the operating guidelines and parameters that Wine Store Operators, Agents and Suppliers will reference when collaborating to apply for product placement in the program.

### Program Summary:

- Specialty Wine Stores Operators will collaborate with Agents and Suppliers to identify the Unlisted products they would like to sell through their respective stores.
- Agents (as defined in this document) will lead the application process on behalf of Wine Store Operators and will work with MBLL to have products warehoused; MBLL will only accept applications from those defined as an “Agent” in this document and will only accept those that have a demonstrated commitment from one or many Wine Store Operators.
- Agents will collaborate with Wine Store Operators to create achievable six (6) month forecasts. These forecasts (total case count) must be provided within the application to MBLL.
- The UWIP program will allow for single store exclusives, multi-store exclusives, or products that are available to all Wine Store Operators.
- Purchase Orders are permitted to reside in MBLL’s Distribution Center for a maximum of 182 days (6 months). Any inventories remaining after this period will be distributed by MBLL equally to the Wine Store Operators that committed to that product.
- Agents and Suppliers will be responsible for managing the products they have residing in the MBLL Distribution Centre and will ensure that inventory moves out of MBLL’s Distribution Centre in alignment with the forecast provided to MBLL.
- MBLL will provide monthly reports to Agents and Wine Stores indicating the inventory being held in the program, displayed on a SKU-by-SKU basis, and the days of eligibility remaining for each item before pushed distribution occurs.
- Bulletins will be sent out to Wine Store Operator to notify them of new arrivals or price changes.
- Purchase Orders will be paid based on MBLL standard terms (e.g. Purchase Orders will be paid within 30 days upon arrival into the MBLL Distribution Center)



## 3.0 GENERAL INFORMATION

### 3.1 Primary Contact

- 3.11 All Unlisted Products included in the UWIP shall be represented by an individual, defined on page 3 as an “Agent” who shall act as the primary contact. The primary contact will be responsible for managing their products in the UWIP and fulfilling the roles and responsibilities stated in this document.
- 3.12 As the primary contact, the Agent will be the party that MBLL will communicate with regarding all matters related to Unlisted Products included in the UWIP. For products in the UWIP associated with a single Wine Store Operator, the Operator may work with the Agent in respect to communications with MBLL on the condition that the applicable Agent is copied on all communications to MBLL. For clarity, this allowance will only be permitted when there is a one-to-one relationship between Operator and Agent, as opposed to situations where multiple Wine Store Operators are involved in which case the Agent shall at all times be the exclusive contact.
- 3.13 Supplier of Record will be paid as per payment terms set out in MBLL’s Purchase Order Terms and Conditions.
- 3.14 The Agent is responsible for the resolution of all Quality Control issues, shipping discrepancies and delays related to the product. Failure to act on issues may result in Purchase Orders not being shipped, incorrect product shipped, delays, incorrect retail pricing, or incorrect payment amount. MBLL will ensure the applicable Wine Store Operator is copied on communications between Agents and MBLL respecting Quality Control, discrepancies, and delays to contribute to a timely resolution.
- 3.15 The Agent is responsible for implementing in-market promotions and product support for the purpose of ensuring the Unlisted Product inventory is depleted within the stated period of one-hundred and eighty-two (182) days.
- 3.16 The Agent is responsible to act in a timely manner in respect to issues arising under the program. Failure or neglect in doing so may result in Purchase Orders not being placed, orders not being shipped, incorrect or discrepancies in shipments, delays in shipments, incorrect retail pricing, incorrect payment amounts, and other errors. Where an Agent does not act in a timely manner, Unlisted Products may be removed from the program. MBLL will copy the applicable Operator in respect to communications where an Agent is not acting in a timely manner.



## 3.2 Product Information


- 3.21 The following Unlisted product categories will be eligible for placement in the program: Wine, Grape-Based Spirits (authorized store(s) only), Wine Coolers, and Ciders, that are not listed for sale by MBLL from time to time in its own retail stores or liquor vendors.
- 3.22 Unlisted products in the program may be classified as 1) Exclusives (one or two stores); 2) multi-store exclusives (three to seven stores); or 3) Available to all wine stores (all eight).
- 3.23 Agents are responsible for the quality of the product placed in the program and warrants that it conforms to the laws of Canada, meets labelling or product identification requirements with CFIA, and is free from defects.

## 3.3 Preparing for Submission

- 3.31 Wine Store Operators are responsible for contacting the Agent to procure the Unlisted product(s) they are desirous to have available to them within the program. Agents may also proactively contact Wine Store Operators to offer them Unlisted products. Wine Store Operators are responsible to compile and maintain their own supplier and agency contact information.
- 3.32 After the Agent and the Wine Store Operator(s) have agreed on an Unlisted product to propose for inclusion, or renewal in UWIP, it is the Agent's responsibility to complete and submit the application process, including the UWIP Application Form, required to have that Unlisted product considered by MBLL. MBLL will not accept applications directly from a Wine Store Operator, however, Operators may provide assistance to Agents in preparing application forms.
- 3.33 The UWIP Application form must be populated in full by the Agent. Incomplete application forms will not be accepted by MBLL. When submitting an UWIP Application Form to MBLL, the Agent must include the Total Inventory Forecast, including the approval of the Total Inventory Forecast from each Wine Store Operator participating in the application. The Operator approvals shall be provided as attachments to the application email submitted to MBLL. The quantity for each Unlisted Product included in the Total Inventory Forecast, must meet or exceed a half-pallet (as defined by supplier) to be considered by MBLL.
- 3.34 Application forms can include multiple Unlisted products provided they are from the same supplier, ship point, have the same store exclusivities, and include a case count commitment of a minimum of a half-pallet for each Unlisted Product.
- 3.35 All UWIP Application Forms shall be submitted prior to the submission deadline dates as indicated on the ***SWS Order Schedule***. The schedule is published on the MBLL Partners website.

### 3.4 Submission to MBLL

- 3.41 UWIP Application Forms will be submitted to [swssupport@mbll.ca](mailto:swssupport@mbll.ca) using the following subject line standards: *UWIP “Producer Name”- “Ship Point”- “Month, Year”* (E.g. *UWIP - Cantina Olivia – Italy – January 2025*). Agents must ensure all participating Operators are copied on the application email when being submitted to MBLL. Failure to do so may result in applications being denied.
- 3.42 Applications will be assessed on the following criteria:
- i) Completeness of the UWIP Application Form.
  - ii) Eligibility of the Unlisted Products included in the application.
  - iii) Inclusion of documented Approvals from participating Wine Store Operators.
  - iv) Whether the minimum order quantity of a half-pallet has been met.
  - v) The Agent’s past performance and standing with MBLL.
  - vi) Whether the Unlisted Product has maintained a minimum annual sales volume of at least one full pallet.
  - vii) New product applications will only be accepted if there is warehouse space available in the defined zones of MBLL’s Distribution Centre:
    - Zone 1- Exclusives (one or two stores)
    - Zone 2- Multi-store exclusives (three to seven stores)
    - Zone 3- Available to all wine stores (all eight)
- 3.43 Prior to approving an application, MBLL will verify that applicable Wine Store Operators have approved their participation in the program for the Unlisted Product they have forecasted for their store and the Total Inventory Forecast being submitted by the Agent. The onus is on the Agent and participating Wine Store Operators to ensure quality and achievable forecasts are being submitted. The process to submit a Wine Store Operator’s approval is as follows:
- i) The Agent shall share the Total Inventory Forecast with each participating Wine Store Operator.
  - ii) Each participating Wine Store Operator must reply to the Agent, via email, indicating the forecast is “Approved”.
  - iii) The Agent shall attach each Wine Store Operator’s approval email to the UWIP Application Form email sent to MBLL.
  - iv) MBLL shall review the application and ensure all participating Wine Store Operators have acknowledged and approved their participation in the Unlisted Product and associated forecast quantities.
- 3.44 If the product is approved for entry into the program or for reorder, MBLL will place a Purchase Order to the supplier based on the information included in the Application Form.

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- 3.45 Estimated Purchase Order Arrival Date will be based the ***SWS Order Schedule*** dates.
  - 3.46 Purchase Order discrepancies will be communicated to the Agent, with the applicable Wine Store Operator copied. The Agent shall provide MBLL with Wine Store Operator approval(s) for any changes. Once all approvals are received, the Purchase Order will be revised accordingly. If the order is already in transit, then no changes will be implemented, and Operators are required to accept the order.
  - 3.47 MBLL will monitor all open Purchase Orders, i.e. orders which have not been received by MBLL by the estimated date of arrival. MBLL will work with Agents to identify new estimated receival dates.

### **3.5 Products Not Approved**

- 3.51 MBLL will notify the Agent if an application has been denied. Where a new application has been denied, the Agent can resubmit the application for that product after thirty (30) days have passed from the notice of denial. Denial of an application shall not preclude the Wine Store Operator from requesting the product as an SWS Special Order which in turn will not preclude the product from being accepted into the UWIP in the event of a successful application following the thirty (30) day application prohibition.
- 3.52 Unlisted Products accepted in the UWIP that result in Pushed Distribution in accordance with Section 3.68, or Unlisted Products that have not moved in accordance with the forecast provided, may be denied by MBLL for reorder. Agents and Operators are encouraged to work together to provide accurate and achievable forecasts to prevent this from occurring. If an Unlisted Product that is currently in the UWIP is not approved for reorder, MBLL will notify the Agent at which time remaining inventory for that product in the program will be moved to a 'Obsolete - Use Up' status. In this instance the product will only be eligible for re-entry to the program after a period of twelve (12) months from the date that inventory was depleted from the program.
- 3.53 If a reorder item is not approved, Wine Store Operator(s) can request to order the product as an SWS Special Order but only after all current inventory for that item is depleted.

### **3.6 Ordering/Warehousing**

- 3.61 With every UWIP Application Form, the Agent shall complete the Total Inventory Forecast for each product being submitted. Agents are responsible for submitting order quantities that align to the Wine Store Operator's individual forecasts with an understanding that the total order quantity being submitted





shall be depleted within the stated storage period of one hundred and eighty-two (182) days following arrival at MBLL's Distribution Centre. All applicable Wine Store Operators must approve the Total Inventory Forecast submitted prior to the Application being approved by MBLL.

- 3.62 MBLL requires a minimum of a half pallet (as defined by the supplier) commitment per product ordered for any program products. Wine Store Operator(s) will have the option to order products as an SWS Special Order should the total number of cases for each item be under a half pallet.
- 3.63 After being reviewed by MBLL, all denied applications will receive notification.
- 3.64 Approved applications will have Purchase Orders placed based on the ***SWS Order Schedule*** deadline dates.
- 3.65 Any Purchase Order revisions must be approved by the Wine Store Operator via the applicable Agent and provided to MBLL prior to the order being processed and shipped. A revised Purchase Order may not be issued by MBLL if the supplier has shipped the product.
- 3.66 A *New Product Bulletin* will be issued by MBLL to notify Wine Store Operators of its availability once the product has arrived in the MBLL Distribution Centre.
- 3.67 MBLL will provide Agents and Wine Store Operators with a monthly summary report of Unlisted Products in the UWIP being warehoused at MBLL's Distribution Centre indicating the remaining number of days before the product is subject to Pushed Distribution by MBLL (the "Inventory Age Report").
- 3.68 UWIP specific Purchase Order will be warehoused for a period of up to one hundred and eighty-two (182) days from the date of receipt at the MBLL Distribution Centre. After one hundred and eighty-two (182) days of warehousing any remaining inventory will be divided up equally and delivered to the Wine Store Operators who approved the UWIP application.
- 3.69 Consistent with the previous iteration of the consignment program, MBLL continues to dedicate two aisles within its Distribution Centre to the UWIP. The Manitoba Private Wine Store Association (MPWSA) advises MBLL of the ratio of available space assigned to each of the three zones identified below:
  - i) Zone 1: Products exclusive for 1 to 2 stores.
  - ii) Zone 2: Products exclusive for 3 to 7 stores.
  - iii) Zone 3: Products available to all 8 stores.




### 3.7 Pricing/Payment

- 3.71 Uniform pricing does not apply to Unlisted Products. MBLL will calculate suggested retail price for Unlisted Products based on standard markups and rates as of the date the Unlisted Products are received at MBLL's Distribution Centre.
- 3.72 Retail price changes will be calculated when a new Purchase Order has a revised case cost or where pricing rates have changed. Retail price will be updated upon depletion of the previous Purchase Order and thereafter a *Price Change Bulletin* will be issued. The new retail price will be in effect at the time the Bulletin is issued.
- 3.73 Retail price changes within a +/- \$0.05 variance will not be implemented.
- 3.74 Purchase Order payments will be made in accordance with MBLL's standard payment terms and issued to the Supplier of Record (Payee).

### 3.8 Managing Program Products

- 3.81 UWIP products that have been out of stock and inactive (products with no order activity) for a period of three (3) months or more will be removed from the program. Unlisted Products removed from the program may only be eligible for re-entry after a period of twelve (12) months post-removal.
- 3.82 To remain eligible for inclusion in the program, Unlisted Products must maintain an annual sales volume of at least one full pallet (as defined by supplier). Unlisted Products that do not meet the minimum annual sales volume may be deemed ineligible for reorder and subsequently removed from the program.
- 3.83 MBLL will monitor the accuracy of product forecasts that Agents input on the UWIP Application Form. Recurring inaccurate forecasts, resulting in Pushed Distribution, shall be considered poor performance and may result in MBLL denying future program applications placed by the applicable Agent. Consistent Pushed Distributions of Unlisted Products by MBLL following one hundred and eighty-two (182) days of warehousing in UWIP will be deemed a primary indicator of poor forecasting. Agents are encouraged to work closely with Wine Store Operators to create accurate and achievable forecasts before submitting the UWIP Application Form.
- 3.84 To ensure MBLL can efficiently and accurately utilize the warehouse space dedicated to this program, Agents are required to provide MBLL, via [swssupport@mbll.ca](mailto:swssupport@mbll.ca), with advanced notice of any intention to remove or discontinue Unlisted Products in the program.

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- 3.85 Wine Store Operators are responsible for working with Agents to resolve shipping, quality control, inventory, and all other product issues related to products in the program. MBLL will undertake reasonable efforts to assist in facilitating these discussions.
- 3.86 It is the responsibility of Wine Store Operators to purchase and draw down on UWIP inventory in alignment with the forecasts provided to the Agent. MBLL will not monitor or enforce individual Wine Store Operator's compliance of their forecasts, draw down rates, ordering behaviours, whether any particular Wine Store Operator has over or under drawn, nor will MBLL resolve disputes between Wine Store Operators. including where Operators are drawing more or less inventory than what they represented in their forecasts.

## 4.0 QUALITY CONTROL

### 4.1 General Returns

- 4.11 Unlisted Products in the UWIP are not eligible to be returned. Orders for Unlisted Products are non-refundable.

### 4.2 Quality Control Issues

- 4.21 Unlisted Products in the program with Quality Control (QC) issues are only permitted for return with prior agreement between MBLL and the Agent to allow MBLL to chargeback the total cost of the returned Unlisted Products and any additional costs associated with the return. Unlisted Products with QC issues are the responsibility of the Wine Store Operator to resolve with the Agent with no costs borne by MBLL, unless the QC issue was caused solely by the conduct of MBLL. MBLL will undertake reasonable efforts to assist Wine Store Operators in facilitating a QC return for Unlisted Products.

## 5.0 KEY DOCUMENTS

### 5.1 Application forms

- 5.11 All application forms will be available on the MBLL partners website under '*Supplier or Agent of Liquor Products*' section ([Liquor Agents & Suppliers | Doing Business with Us](#)).
- i) **Supplier Information Form** - If MBLL does not already have a business relationship with the Supplier, then a new Supplier Information Form will have to be submitted prior to, or in conjunction with the UWIP Application Form.
  - ii) **UWIP Order Application Form** - Agents shall complete a UWIP Application Form for all NEW and REORDERED items.



## 5.2 Order Schedule

- 5.21 On an annual basis, MBLL will publish the ***SWS Order Schedule***. This document will be available on the MBLL Partners website at the following link [www.mblpartners.ca/liquor-partners/liquor-agents-suppliers](http://www.mblpartners.ca/liquor-partners/liquor-agents-suppliers). The *SWS Order Schedule* indicates by order point/country, the deadline date for submission as well as the anticipated estimated time of arrival (ETA) date. Please note: ETA's are estimates only and not guaranteed arrival dates.

## 5.3 Monthly Inventory Age Report

- 5.31 The ***Inventory Age Report*** summarizes all active products in the program by individual Purchase Order receipt, with a countdown of days left before Pushed Distribution occurring. Reports will be sent out to participating Agents, as well as Wine Store Operators monthly with their specific products.
- 5.32 Agents will be responsible for monitoring inventory levels for products they have in the program and ensuring the draw down / order rate aligns with the total forecast quantity indicated on the UWIP Application Form. Agents will be responsible for working with Wine Store Operators to draw down inventory in alignment with the commitment made by Wine Store Operators prior to one hundred and eighty-two days.

## 6.0 Transition to UWIP From Current Consignment Program

- 6.01 During the transition period between the former Marketing Representative Consignment Program and the new UWIP, MBLL will make reasonable efforts to maintain continuity of service for all wine cases that were accepted into the former program and being currently warehoused at MBLL's distribution centre, including warehousing for up to 12 months. Where MBLL deems it reasonable to make a change to the services provided under the former program, MBLL will communicate with the Operators in advance.