

CALL FOR LISTING:

American Whiskey (S2019-06)

March 25th, 2019

OBJECTIVE:

Category Management is reviewing our current assortment to identify potential opportunities. We are requesting proposals to enhance our current product offering so that it better aligns with the corporate direction supporting a shopper centric model.

CATEGORY PERFORMANCE:

American Whiskey

American Whiskey represents a \$5.8 million annual portfolio, which is trending at 6% in \$ sales, and 3% in litres. Primary category developments of active assortment are as noted below.

- All classification segments of American Whiskey are increasing. The deluxe segment represents the largest share of American Whiskey at 81%.
- Average SKU Performance is \$125,000.
- Bourbon represents 56% of the overall American Whiskey segment and is trending overall 17% in \$ sales, and 13% in litres sales.
- All other American product is declining -6% in dollars, and -7% in litres.

For this Call for Listing, Category Management is seeking product submissions to further enhance the following opportunities. **Considerations for this call will only be focused on the following:**

- ✓ **Primary Focus:**
 - Price point range: \$25.99 - \$69.99 (based on a 750ml size format)
 - Sizes 375ml or smaller will not be considered

Requirements for all submissions

Please prepare your proposal in the order noted below. It is important that presentations contain all criteria to allow for a thorough analysis of the opportunity. Please include data source for all insights & performance measurements identified. (Click [here](#) for sample presentation).

Market Insights (Trends):

- Please provide market insights/trends
 - How/Why will this product enhance category performance

Performance Measurement: (ACD Data or other Measurements)

- Sales Ranking:
 - Brand performance
 - SKU performance
- Market Penetration / SKU Potential within MBLL:
 - Where in Canada is this product currently being sold
 - What are MBLL's annual \$ sales expectancy for this SKU

Marketing Support:

- Brand marketing plan in Manitoba
 - Sponsorship, Eventing, Social Media, TV/Radio, Institutional Ad, Etc.
- Liquor Mart marketing plan
 - Air Miles
 - LTO's / Hot Buys
 - Impact Merchandising
 - Refrigerated Positioning
 - Shelf Talker/Neck Tag
 - Value Ad
 - Sampling

Product Identification:

The following information is required with every call letter submission. Submissions must contain **all** documentation outlined below to be considered.

- ✓ Supplier Information Form (excel format only, no PDF)
 - With letter of authorization if required
- ✓ Product Application Form (excel version only, no PDF)
- ✓ Declaration of Origin
- ✓ Annual declaration of production (when claiming Micro status)
- ✓ High resolution JPEGS, TIFFS, or PSD digital color image of the product (individual unit image should be minimum 3" wide at 300 dpi)
 - File share transfers (E.g. We transfers) will not be accepted

Evaluation Criteria:

All submissions received will be evaluated on the proposal requirements above, along with the following criteria.

- ✓ Sustainability and overall suitability of the product to meet or exceed the MBLL's current and future business needs
- ✓ Compatibility of the product to meet MBLL strategic focus
- ✓ Quality and completeness of all documentation submitted

Terms & Conditions:

1. MBLL reserves the right to award in whole or in part, in the best interests of the MBLL
2. Any submissions accepted by the MBLL, shall not constitute a contract between the parties
3. The award of any resulting contract may not result from this Call for Listing
4. The MBLL reserves the right to withdraw this Call for Listing at any time, for any reason
5. The highest scoring or any submission will not necessarily be accepted
6. Suppliers may alter or withdraw their submission at any time prior to the closing date

SUBMISSION DEADLINE:

All submission information is to be emailed to categorymanagement@mbll.ca no later than;

11:59 pm CDT, Sunday April 21st, 2019

Subject line: American Whiskey S2019-06

Submissions received after the deadline will not be accepted for review. We thank everyone for applying however notifications will only be sent to successful listings and issued by July 1st, 2019.

Reminder: Samples are not required at the time of submission and are upon request only.

***Thank you,
Category Management***