

March 29, 2019

## **CALL FOR LISTING:**

### **MBLL Distributed Seasonal Craft Beer – Fall 2019**

#### **Call # B2019 - 01**

#### **OBJECTIVE:**

We are seeking, seasonal offerings for the upcoming Fall 2019 season that will appeal to the craft beer enthusiast:

- Craft seasonal beer appropriate for fall; Stouts, Porters, Marzen, Harvest, Pumpkin, etc., will be considered.

Preference given to single serve, however small multipacks will be considered.

Local sales success or proven track record in other markets will be considered.

Holiday beers will not be accepted and should have been applied for in response to the Holiday call.

Successful listings will be available for a limited time only.

#### **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. [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

### **Application Requirements:**

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

- Supplier Information Form (With letter of authorization if required)
- ✓ Product Application Form - complete with available date and Tasting Notes
  - Product Image: Bottle/can – 3” wide at 300 dpi OR
  - Product Image: Case/package – 5” wide at 300 dpi
- ✓ Proposal presentation

File share transfers (E.g. We transfers) will not be accepted

### **Evaluation Criteria:**

All submissions received will be evaluated on the 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
- ✓ Product samples will be evaluated on packaging, value to the consumer and quality based on the opinion of the MBLL

### **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:**

Submissions to be received no later than **Friday, May 31, 2019 11:59 pm CT**, via email to:

[categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)

**Subject line:** "B2019 – 01: Craft Seasonal Fall 2019"

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.

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

**Thank you,**

**Category Management**