

Call for listing:
Core Craft Beer B2020-04

September 11, 2020

Category Management is seeking product presentations for Core Craft Beer for year-round listings that meet the following:

- Single serve format cans (473ml, 500ml)
- Packaged beer for brands with proven sales success in Manitoba and other markets will be considered
- Primary Focus: Ales

Please do not submit seasonal products in response to this Core listing call.

CATEGORY PERFORMANCE R12:

Craft Style Beer represents ~12% of all Beer sales in Manitoba and 22% of all Beer sales in Liquor Marts

Within our Liquor Mart Stores:

- Ales represent 68% of our craft sales
- Lagers represent 21%
- Assortment packs represent 11%

Format:

- Single Serve represents 66% of sales; with 14% growth
- Multi-packs represent 33% of sales, with 12% growth

Application Limit

In order to make the application process more efficient, we are imposing a maximum number on applications. We trust that this will encourage a more focused and streamlined application process.

A **maximum** of 5 completed applications per Agent, and/or Supplier will be accepted for review.

*Email Applications to: categorymanagement@mbll.ca
Subject line: B2020-04 Core – Craft Beer
Application deadline: 11:59 pm CT, October 1, 2020
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

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

Reminder:

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

We thank everyone for their applications however, notifications will only be issued for successful listings which will be communicated by October 30, 2020.

Thank you,
Category Management