

Call for listing:

B2020-06 Domestic Beer (produced in Canada; non-craft style)

December 16, 2020

CATEGORY PERFORMANCE: Dec 2019 - Nov 2020:

The Domestic Beer category generated \$268MM in sales and had YOY net sales \$ growth of +2.5%; excluding craft style beer.

The contribution by type and respective net sales \$ growth % is as follows:

Type	Net Sales Contribution %	YOY Net Sales \$ Growth %
Lager	97%	3.1%
Ale	3%	-15%

Contribution by format:

- Multi-packs represent 86% of net sales with 4.3% YOY growth
- Single Serve represent 11.5% of net sales, with 8.5% YOY growth
- Kegs had a 2.2% share and -48% YOY growth

Criteria

Category Management is seeking full time listings for Domestically produced beer, non-craft style, to enhance our current core assortment. Please do not submit applications for product that the manufacturer would deem to be craft style.

- Second formats of currently listed liquid are considered for those with annual **public sales** \$200,000+
- A **maximum** of 5 completed applications per Agent, and/or Supplier will be accepted for review
- Please note the following will not be considered;
 - 24 packs
 - Seasonal items ((these may be applied for under the next seasonal call, Jan 2021)
 - Craft style beer (these may be applied for under the next core call, April 2021)

New products will be released in Liquor Marts April-May 2021; with expected product arrival to our warehouse in March, if applicable.

*Email Applications to: categorymanagement@mbll.ca
Subject line: B2020-06 Domestic Beer – Core Listing
Application deadline: 11:59 pm CT, January 14, 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

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 February 5, 2021.

Thank you,
Category Management