

Call for listing: **B2021-02 Beer - Core Craft Style**

April 23, 2021

CATEGORY PERFORMANCE:

Craft style beer net sales at Liquor Marts reached just over \$19MM April 2020 – March 2021; a growth of 15% over the previous year.

Primary Category indicators:

- Ales represent 70% of net \$ sales grew by 20%
 - IPAs represent 27% of Ales and had modest 2% growth
 - flavoured beers (including sours & radlers) with 20% share of Ales grew net \$ sales by 51%
- Lagers contributed 19%, but down -2%
- Variety packs have a 10% share, up 12% from last year
- Formats: Single serve represent most of the sales, 66% share with the remaining 34% from multipacks

Category Management is seeking product presentations that meet the following criteria:

- Brands with sales success locally or in other markets
- Formats:
 - single serve can 473ml, and 500ml
 - variety/mixer packs from brands with proven sales success in Liquor Marts
- Additional formats of currently listed core product will be considered if sales thresholds are met
- Styles; craft style **ales** of any kind with a preference to save stouts and porters for the fall/winter call
- We are not currently seeking craft style lagers

Application Limit:

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

*Email Applications to: categorymanagement@mbl.ca
Subject line: B2021-02 Beer – Core Craft Style
Application deadline: 11:59 pm CT, May 23, 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 June 21, 2021.

Thank you,
Category Management