

**Call for listing:**  
*B2021-05 Beer – Import Beer*

November 16, 2021

**CATEGORY PERFORMANCE:**

Import Beer represents an annual portfolio of nearly \$22 million in the Manitoba market. The past 12 months saw a decline over last year of -6.34% in net sales \$ and -8.5% in net sales volume.

Primary Category indicators:

- Lagers represent 77% of net \$ sales and had a decline of -7.5%
- Ales represent 21% of net \$ sales and had a decline of -1.5%
- Among these, flavoured and Light style beers grew by 15% and 18% respectively; combined these styles represent 12% of imported beer net sales
- Format:
  - Single serve represents 74% of net sales and grew by +0.38%
  - Multipacks represent 24% of net sales and declined by -10%

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

- Brands with sales success locally or in other markets
- Single serve format
- Variety packs
- No brand format extensions on current listings

**Application Limit:**

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

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*Email Applications to: [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)  
Subject line: B2021-04 Beer – Import  
Application deadline: 11:59 pm CT, December 12, 2021  
Applications received after the deadline will not be accepted*

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**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 (Template format to be followed)
- ✓ 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
- ✓ Review of Social Responsibility Product Listing Guideline prior to submissions

Additional requirements if applicable:

- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)
- ✓ Product Sell sheet (Optional)

**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 January 11, 2022.

Thank you,  
Category Management