

## **Call for listing:**

### **B2021-06 Domestic Beer (produced in Canada; non-craft style)**

November 19, 2021

#### **CATEGORY PERFORMANCE: Nov 2020 - Oct 2021:**

The Domestic Beer category (excluding craft style beer) generated \$258MM in sales and had YOY net sales \$ decline of -4%.

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

<b>Type</b>	<b>Net Sales Contribution %</b>	<b>YOY Net Sales \$ Growth %</b>
Lager	96%	-4%
Ale	3%	-13%
Dealcoholized	0.09%	+8%

Contribution by format:

- Multi-packs represent 86% of net sales with -4% YOY negative growth
- Single Serve represent 13% of net sales, with +4% YOY growth
- Kegs represent 1% of net sales, with -47% YOY negative 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 product are considered for those with annual **public sales** \$250,000+
- 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)
  - Craft style beer (these may be applied for under the current open or next core craft call)
  - Imports (these may be applied for under the current open call)

New products may be released in Liquor Marts starting in March 2022; with expected product arrival to our warehouse early March, if applicable.

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*Email Applications to: [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)  
 Subject line: B2021-06 Domestic Beer – Core Listing  
 Application deadline: 11:59 pm CT, December 19, 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 18, 2022.

Thank you,  
Category Management