

Call for listing:
Distinctions - Spirits

March 6th, 2023

OBJECTIVE:

MBLL looks to further grow our Distinctions category and are calling for Spirits to be featured in our November 2023 and March 2024 Distinctions Release.

CATEGORY SEGMENT PERFORMANCE:

Distinction Spirit Sales represents a \$1,508,500 portfolio, which is trending at 5.5% in \$ sales. Primary category developments of active assortment are as noted below.

- The largest Distinction category segment is Single Malt Scotch, representing 39% of sales and growing at 28% this past year.
- American Whiskey is an area of interest as it is a focus category for both Distinction releases. American Whiskey is the second largest category segment, representing 16% of the total Distinctions sales, flat to LY.
- Mezcal/Tequila/Raicilla represents 13% of the Distinction Category, growing 16% this past year.
- Canadian Whisky represents 10% of the Distinction Category.
- Although smaller in scale, other interesting areas of growth are International Whiskies, Aged Rums and Gin.

Considerations for this call will be focused on the following:

✓ **Primary Focus:**

- Price Range \$80 and up (based on a 750ml size format)
- Highly Regarded Items
- Highly Awarded Items (current accolades)
- In general, looking for unique items, allocations (open to any quantity small or large), single barrel offers, and superior liquid
- Products historically unavailable in Manitoba

**Open to any product across any spirit segment including; Whisky, Rum, Vodka, Gin, Brandy, Tequila, Liqueurs, and or any Misc Spirits.

Email Application to: categorymanagement@mbll.ca

Subject line: Distinctions - Spirits

Application deadline: 11:59 pm CT, Sunday, April 9, 2023

Requirements for all submissions

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 (**Distinctions 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 SR Product Listing Guidelines 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 May 31st, 2023.

Thank you, Category Management