

CALL FOR LISTING:

Fortified Wines
Call#W2019-04

February 25, 2019

OBJECTIVE:

Category Management is reviewing our current assortment to identify potential opportunities. We are requesting proposals to enhance our current product offering of fortified wines so that it better aligns with the corporate direction supporting a shopper centric model.

CATEGORY PERFORMANCE:

Fortified wines represents \$4.2 million annually and is trending at -1% in dollars, -7% in litres. The category is divided into 3 main areas: Sherry/Apera, Port/Port-Style and Other Fortified which includes vermouths, madeiras, marsalas and other miscellaneous fortified offerings.

Shelf Group	% of Actual \$ Sales	Actual \$ Sales MAT to Jan.31, 2019	% \$ Var	Litre Sales MAT to Jan.31, 2019	% Litres Var
FORTIFIED WINE-SHERRY/APERA	58.38%	\$2,409,411	2%	197,332	-7%
FORTIFIED WINE-PORT/PORT-STYLE	21.59%	\$890,832	-8%	47,301	-9%
FORTIFIED WINE-OTHER	20.03%	\$826,811	-1%	52,298	-3%
Grand Total	100.00%	\$4,127,054	-1%	296,931	-7%

Sherry/Apera holds 58% of the sales yet only 24% of the sku base. Port/Port-Style currently is 42% of the sku base and Other Fortified at 34%.

For this Call for Listing, Category Management is seeking product submissions to further enhance the following opportunities. **Considerations for this call will only be focused on the following:**

✓ **Primary Focus:**

- Super premium and above (over \$14 for 750ml size) offerings of port/port-style, sherry/apera and vermouths from all countries
- Considering 750ml, 500ml and 375ml format sizes
- We are not accepting any submissions on madeira or marsala at this time

Requirements for all submissions

Please prepare your proposal in the order noted below. It is important that presentations contain all criteria to allow for a thorough analysis of the opportunity. Please include data source for all insights & performance measurements identified. (Click [here](#) for sample presentation).

Market Insights (Trends):

- Please provide market insights/trends
 - How/Why will this product enhance category performance

Performance Measurement: (ACD Data or other Measurements)

- Sales Ranking:
 - Brand performance
 - SKU performance
- Market Penetration / SKU Potential within MBLL:
 - Where in Canada is this product currently being sold
 - What are MBLL's annual \$ sales expectancy for this SKU

Marketing Support:

- Brand marketing plan in Manitoba
 - Sponsorship, Eventing, Social Media, TV/Radio, Institutional Ad, Etc.
- Liquor Mart marketing plan
 - Air Miles
 - LTO's / Hot Buys
 - Impact Merchandising
 - Refrigerated Positioning
 - Shelf Talker/Neck Tag
 - Value Ad
 - Sampling

Product Identification:

The following information is required with every call letter submission. Submissions must contain **all** documentation outlined below to be considered.

- ✓ Supplier Information Form (excel format only, no PDF)
 - With letter of authorization if required
- ✓ Product Application Form (excel version only, no PDF)
- ✓ Declaration of Origin
- ✓ Annual declaration of production (when claiming Micro status)
- ✓ High resolution JPEGs, TIFFs, or PSD digital color image of the product (individual unit image should be minimum 3" wide at 300 dpi)
 - File share transfers (E.g. We transfers) will not be accepted

Evaluation Criteria:

All submissions received will be evaluated on the proposal requirements above, along with the following criteria.

- ✓ Sustainability and overall suitability of the product to meet or exceed the MBLL's current and future business needs
- ✓ Compatibility of the product to meet MBLL strategic focus
- ✓ Quality and completeness of all documentation submitted

Terms & Conditions:

1. MBLL reserves the right to award in whole or in part, in the best interests of the MBLL
2. Any submissions accepted by the MBLL, shall not constitute a contract between the parties
3. The award of any resulting contract may not result from this Call for Listing
4. The MBLL reserves the right to withdraw this Call for Listing at any time, for any reason
5. The highest scoring or any submission will not necessarily be accepted
6. Suppliers may alter or withdraw their submission at any time prior to the closing date

SUBMISSION DEADLINE:

All submission information is to be emailed to categorymanagement@mbll.ca no later than;

11:59 pm CDT, Tuesday, March 26, 2019

Subject line: W2019 – 04 Fortified Wines

Submissions received after the deadline will not be accepted for review. We thank everyone for applying however notifications will only be sent to successful listings and issued by May 24, 2019.

Reminder: Samples are not required at the time of submission and are upon request only.

***Thank you,
Category Management***