

CALL FOR LISTING:

Holiday Gift Packs and Holiday Seasonal

February 1, 2021

OBJECTIVE

Category Management is requesting submissions from qualified suppliers for Holiday Gift Packs and Holiday Seasonal Listings for 2021 for all categories including: Spirits, Beer, Refreshment Beverages and Wine.

CATEGORY PERFORMANCE

Holiday Gift Packages and Holiday Seasonal product sales represented \$1.5 million last year (to December 31, 2020). This was a -4.5% growth in dollars to the previous year with an assortment of 58 items. Public/Liquor Marts sales represented approximately 78% of the total sales.

Totalsales to October 1, 2020 to Dec.31, 2020:

Category	Net Sales \$	YOY Net Sales \$ Growth %	Net Sales (Vol Ltr)	YOY Net Sales (Vol Ltr) Growth %
Spirits	1,198,786	-0.45%	28,475	1.00%
Beer	143,285	-18.93%	14,660	-10.04%
Wine	96,283	-27.70%	4,684	-28.73%
Refreshment Beverage	80,273	4.99%	6,637	7.91%
TOTAL	1,518,628	-4.53%	54,455	-4.82%

CRITERIA

Category Management is sourcing a selection of Holiday Gift Packs and Holiday Seasonal Listings for 2021. Products will be launched approximately November 1st, 2021 in the Manitoba market. Successful listings are expected to arrive in Manitoba early October. **Failure to meet arrival dates could result in cancelled purchase orders.** Our selection will include all major categories: Spirits, Beer, Refreshment Beverages and Wine.

Primary Focus:

- large volume, well recognized, successful brands in the Manitoba market that have gift packaging or a holiday flavour seasonal offering

Secondary Focus

- new products with unique, innovative packaging or on-trend flavours that are seasonally appropriate with mass appeal from popular holiday categories (such as sparkling, liqueurs, etc.)
- advent calendars (individual units in small format size only)
- multi-bottle gift sets that show savings/good value
- various size formats accepted

REQUIREMENTS FOR SUBMISSIONS

- A Holiday Gift Pack should consist of at least one selling unit with something to compliment (example: corkscrew, toque, olive oil, glassware, etc.) or a variety of selling units in a single enclosed package.
 - Free of Charge (FOC) packaging is not considered a gift pack and must be applied for via Marketing Dept
- A Holiday Seasonal Listing may be a holiday themed package, or a seasonally relevant flavoured product.
- For pricing purposes, it is essential that the cost of Holiday Gift Pack items be broken down into a gift component and a product component; mark-ups are applied to the liquor only.
- If parent item is listed by MBLL, the liquid cost must match that of the parent item.
- Firm retails are required. Please ensure that the correct retail price is stated on the application. MBLL will hold to this firm retail, and case costs will be adjusted accordingly.
- Application forms:
 - Holiday Gift Pack: to be submitted on **Gift Pack Application Form**.
 - Holiday Seasonal: to be submitted on the standard **Product Listing Application Form**.

All submissions require a presentation to accompany. Please prepare your proposal giving details below. It is important that presentations contain all criteria to allow for a thorough analysis of the opportunity. Be sure to include data source for all insights & performance measurements identified.

A) Presentation details/Performance Measurement:

- If previously listed MBLL Holiday Gift Pack or Holiday Seasonal Listing
 - Provide sku# and indicate last year's performance in dollars and cases
 - If gift pack, identify the value to gift ratio (ex. product \$35.99, gift \$4 = retail \$39.99).
 - Include breakdown for previous year
 - Anticipated MBLL seasonal dollar and case sales for 2021
 - Indicate marketing support for the season (such as samplings, AirMiles, LTOs, etc.)
 - Indicate how the item will enhance our holiday selection performance
- If new Holiday Gift Pack of existing MBLL listed product
 - Indicate the following from the listed parent brand: sku#, current retail price, annual sku performance and brand performance in Manitoba in dollars and cases
 - The value to gift ratio (ex. product \$35.99, gift \$4 = retail \$39.99).
 - Include sales performance in other markets: dollars and cases
 - Anticipated MBLL seasonal dollar and case sales for 2021
 - Indicate marketing support for the season (such as samplings, AirMiles, LTOs, etc)
 - Indicate how the item will enhance our holiday selection performance
- If new Holiday Gift Pack or new Holiday Seasonal flavour/package variation not listed by MBLL
 - Brand performance nationally
 - SKU performance nationally
 - Anticipated MBLL seasonal dollar and case sales for 2021
 - Indicate marketing support for the season (such as samplings, AirMiles, LTOs, etc.)
 - Indicate how the item will enhance our holiday selection performance

*Email Application to: categorymanagement@mbll.ca
Subject line: **Holiday Gift Packs and Holiday Seasonal**
Application deadline: **11:59 pm CT, Sunday February 28th, 2021**
Applications received after the deadline will not be accepted*

B) 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 (please see above)
- ✓ 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 May 17th, 2021.

Thank you,
Category Management