

CALL FOR LISTING:

Holiday Gift Packs and Winter Seasonal
Call#S2019-03

February 28, 2019

OBJECTIVE

Category Management is requesting submissions from qualified suppliers for Holiday Gift Packs and Winter Seasonal Listings for 2019 for all categories including Spirits, Beer, Refreshment Beverages and Wine.

CATEGORY PERFORMANCE

Holiday Gift Packages and Winter Seasonal product sales represented \$1.4 million last year (to December 31, 2018). This was a +18% growth in dollars to the previous year with an assortment of over 80 items. Public/Liquor Marts sales represented 92% of the total sales.

Total sales to October 1, 2018 to Dec.31, 2018:

Category	Net Sales \$	YOY Net Sales \$ Growth %	Net Sales (Vol Ltr)	YOY Net Sales (Vol Ltr) Growth %
	\$1,445,769	17.52%	54,718	12.1%
Spirits	\$1,084,737	25.0%	24,960	26.9%
Beer	\$212,985	3.8%	19,325	5.0%
Refreshment Beverage	\$75,719	15.5%	7,121	32.1%
Wine	\$72,328	-20.9%	3,313	-38.2%

PRODUCT SPECIFICATIONS

Category Management is sourcing a selection of Holiday Gift Packs and Winter Seasonal Listings for 2019. Products will be launched approximately November 1st, 2019 in the Manitoba market. Items will be purchased to arrive approximately 2 weeks before this date. 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 winter 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 bottle with something to compliment the bottle (example: corkscrew, olive oil, glassware) or a variety of bottles in a closed selling unit. Please note that Free of Charge (FOC) packaging is not considered a gift pack and is to be applied for through the Marketing Department.
- A Winter Seasonal Listing may be a special packaging or a special flavoured product with a unique item number.
- For pricing purposes, it is essential that the cost of Holiday Gift Pack items be broken down into a packaging component and a product component, as we only apply mark-ups to the product.
- For all Holiday Gift Packs, please submit your request in on the Gift Pack Application Form.
- For all Winter Seasonal Listings please submit your request in on the applicable regular 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. Please include data source for all insights & performance measurements identified.

a) Presentation details/Performance Measurement:

- If previously listed MBLL gift pack or winter seasonal
 - Provide sku# and indicate last years performance in dollars and cases
 - If gift pack, what is the value to gift ratio (ex. product \$35.99, gift \$4= retail \$39.99). As well, please provide this breakdown from the previous year
 - Anticipated MBLL seasonal dollar and case sales expectancy for 2019
 - Indicate marketing support for the season (such as samplings, AirMiles, LTOs, etc)
 - How will this submission enhance our holiday selection performance
- If new 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
 - What is the value to gift ratio (ex. product \$35.99, gift \$4= retail \$39.99)
 - Has it sold in other markets. If so, when, where and what were the case sales
 - Anticipated MBLL seasonal dollar and case sales expectancy for 2019
 - Indicate marketing support for the season
 - How will this submission enhance our holiday selection performance
- If new gift pack or new winter seasonal flavour/package variation to MBLL market
 - Brand performance nationally
 - SKU performance nationally
 - Anticipated MBLL seasonal dollar and case sales expectancy for 2019
 - Indicate marketing support for the season (such as samplings, AirMiles, LTOs, etc)
 - How will this submission enhance our holiday selection performance

b) 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 for single units/ 5" wide at 300 dpi for cases or packages)
 - File share transfers (E.g. We transfers) will not be accepted
- ✓ Full product descriptions for use on website, advertising, catalogues, etc.

c) Sample required at time of submission:

- If previously listed MBLL gift pack or winter seasonal
 - Provide sample of gift packaging with added value item (no liquor in pack required)
 - If repeat winter seasonal with same UPC, no sample required
- If new gift pack of existing MBLL listed product
 - Provide sample of gift pack with added value item (no liquor in pack required)
- If new gift pack or new winter seasonal flavour/package variation to MBLL market
 - Provide sample of complete selling unit (including liquor item and if applicable, gift package and added value item)

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 and samples are to be emailed to categorymanagement@mbl.ca no later than;

11:59 pm CDT, Friday, March 29, 2019

Subject line: S2019 – 03 - Holiday Gift Packs and Winter Seasonal

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 1, 2019.

***Thank you,
Category Management***