

Call for listing:
S2020-10 Liqueurs

Monday, December 21st, 2020

CATEGORY PERFORMANCE:

Overall Liqueurs represents \$30.94 million annual portfolio trending at 15.95% in \$ sales and 14.29% in L sales.

Primary category indicators are as noted below.

- ✓ The three largest segments of Liqueurs include Cream, Misc Flavours, and Coffee representing just over 60% of the overall Liqueur Category.
 - Cream Liqueurs represents \$10.44 million annual portfolio trending at 25.2% in \$ sales and 24.6% in L sales.
 - Misc Flavoured Liqueurs represents \$4.95 million annual portfolio trending +3.7% in \$ sales and +3.05 in L sales.
 - Coffee Liqueurs represents \$3.46 million annual portfolio trending +21.04% in \$ sales and +19.7 in L sales.
- ✓ In terms of classification, Deluxe Liqueurs have the strongest growth rate, trending +18% in \$ sales and +17.4% in L sales, the greatest share at 44.7%, along with the greatest \$ increase this past year, gaining an additional \$2.1 in \$ sales.
- ✓ Within Liqueurs the following sizes have significant share of segment. (750ml – 61% \$ share, 1140ml – 22% \$ share, 375ml – 13% \$ share and 1750 – 4% share).
 - 750ml size format had the greatest \$ increase this past year, gaining an additional \$2.67 in \$ sales.
 - 1750ml size format had the strongest growth rate, trending +30.8% in \$ sales and 29% in L sales.

Category Management is seeking product presentations for the following;

- Cream Liqueurs
 - \$32.99 - \$49.99 (based on a 750ml size offering)
- Coffee, Herbal, Orange and Amaretto Liqueurs
 - \$30.99 - \$49.99 (based on a 750ml size offering)
- All Remaining Flavours of Liqueurs
 - \$24.99 - \$39.99 (based on a 750ml size offering)

** Please note sizes 200ml or smaller will not be considered

** **Application Limit:** A **maximum of 4** completed applications will be accepted per Agent.

Email Application to: categorymanagement@mbll.ca

Subject line: S2020-10 Liqueurs

Application deadline: 11:59 pm CT, Sunday January 17th, 2021

Applications received after the deadline will not be accepted

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 (See attached template)
 - ✓ 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 March 15th, 2021.

Thank you,
Category Management