

**Call for listing:**  
**S2021-02 - Spirit Impulse**

Monday, January 25<sup>th</sup>, 2021

**CATEGORY PERFORMANCE:**

Overall Spirit Impulse represents \$23.1 million annual portfolio trending at -0.58% in \$ sales and -3.3% in L sales.

Primary category indicators are as noted below.

- ✓ 85% of the Spirit Impulse Category is represented by 4 main areas including; Vodkas representing 36% \$ share, Canadian Whisky representing 22% \$ share, Rum representation 17% \$ share, and Liqueurs representing 11% \$ share.
- ✓ Within Spirit Impulse the following sizes have significant share of segment. (375ml – 79% \$ share, 200ml – 11% \$ share 50ml – 5% \$ share).
- ✓ In terms of growth areas, although the overall Spirit Impulse category is trending down slightly, there were a few areas of significant growth including; Liqueurs +42% in \$ sales (\$720,000) and Tequila +70% in \$ sales (\$210,000).
- ✓ In terms of classification, Deluxe Impulse spirits was the only area of growth +13% in \$ sales and +5% in litre sales.

Category Management is seeking product presentations for the following;

- Format size 375ml or smaller for all spirit segments, except for Liqueurs.
- Format size of 200ml or smaller for Liqueurs.
- Large volume, strong trending brands, small format line extensions
- Premium and Deluxe price points only, we are not interested in economy offerings
- Products that clearly demonstrate category incrementality/expandability
- Products that tie into new product launches
- Innovative or Unique offerings

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

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*Email Application to: [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)*  
*Subject line: S2021-02 Spirit Impulse*  
*Application deadline: 11:59 pm CT, Sunday February 21<sup>st</sup>, 2021*  
*Applications received after the deadline will not be accepted*

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**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 April 15<sup>th</sup>, 2021.*

Thank you,  
Category Management