

Call for listing:

S2021-05 - Scotch Single Malt, Scotch Whisky Blended, Irish Whiskey, and Whisky Other

Monday, May 3rd, 2021

CATEGORY PERFORMANCE:

Scotch Single Malt;

Scotch Single Malt represents a \$7.37 million annual portfolio trending at +20.3% in \$ sales and +17% in L sales. Primary category indicators are as noted below.

- ✓ Deluxe Scotch Single Malt (over \$49.99 for a standard 750ml format) represents the largest segment of the category at 96% of the category \$ Sales and is trending at +20.6% in \$ sales and +17% in L sales.
- ✓ Within Scotch Single Malt the following sizes have significant share of segment. (750ml - 90% share and 1140ml - 6% share).
 - In terms of trend, the 1140ml size has the fastest growth rate at +38%, gaining over \$117,000 in sales over the last 12 months.
 - In terms of dollar growth, the 750ml size has contributed the most, gaining over \$1.2M in sales over the last 12 months.

Scotch Whisky Blended;

Scotch Whisky Blended represents a \$5.89 million annual portfolio trending at +14.9% in \$ sales and +8.9% in L sales.

Primary category indicators are as noted below.

- ✓ Premium Blended Scotch (between \$28.49 and \$35.99 for a standard 750ml format) represents the largest segment of the category at 42% of the category \$ Sales and is trending at +1.8% in \$ sales and +0.4% in L sales.
- ✓ Deluxe Blended Scotch (\$35.99 and above for a standard 750ml) represents the second largest segment 29% of the category \$ Sales and is trending at +39% in \$ sales and +30% in L sales.
- ✓ Economy Blended Scotch (\$28.48 and below for a standard 750ml) represents 28% of the category \$ Sales and is trending at +16.5% in \$ sales and +14% in L sales.
- ✓ Within Blended Scotch the following sizes have significant share of segment. (750ml - 50% share, 1140ml - 45% share, and 1750ml – 5% share).
 - In terms of dollar growth and trend growth, the 1140ml size has contributed the most, gaining over \$444,000 in sales and trending +20% in the last 12 months.

Whisky Other;

Whisky Other is a very small category segment which represents a \$381,000 annual portfolio trending at +22.5% in \$ sales and +40% in L sales.

Irish Whiskey:

Irish Whiskey represents a \$4.12 million annual portfolio trending at +21.2% in \$ sales and +20% in L sales.

Primary category indicators are as noted below.

- ✓ Deluxe Irish Whiskey (\$35.99 and above for a standard 750ml) represents the largest segment 63% of the category \$ Sales and is trending at +19% in \$ sales and +16% in L sales.
- ✓ Premium Irish Whiskey (between \$28.49 and \$37.99 for a standard 750ml format) represents the balance of the category at 37% of the category \$ Sales and is trending at +25% in \$ sales and +25% in L sales.
- ✓ Within Irish Whiskey the following sizes have significant share of segment. (750ml - 68% share, 1140ml – 20% share, and 1750ml – 9% share).
 - In terms of trend, the 1750ml size has the fastest growth rate at +190%, gaining over \$234,000 in sales over the last 12 months.
 - In terms of dollar growth, the 750ml size has contributed the most, gaining over \$455,000 in sales over the last 12 months.

Category Management is seeking product presentations for the following only;

- Scotch Single Malt
 - 750ml size format or greater
 - Price Point \$69.99 - \$199.99 (based on a standard 750ml size)
 - Sizes 375ml or smaller will not be considered
- Scotch Whisky Blended
 - 750ml size format or greater
 - Price Point \$30.99 - \$99.99 (based on a standard 750ml size)
 - Sizes 375ml or smaller will not be considered
- Whisky Other
 - 750ml size format or greater
 - Price Point \$49.99 - \$129.99 (based on a standard 750ml size)
 - Unique offerings with a focus on Japanese Whisky
 - Whisky from Canada or the USA will not be considered
 - Sizes 375ml or smaller will not be considered
- Irish Whiskey
 - 750ml size format or greater
 - Price Point \$39.99 - \$79.99 (based on a standard 750ml size)
 - Sizes 375ml or smaller will not be considered

****Application Limit:** A **maximum of 6** completed applications will be accepted per agent across all segments.

*Email Application to: categorymanagement@mbll.ca
Subject line: S2021-05 - Scotch Single Malt, Scotch Blended, Irish Whiskey, and Whisky Other*

*Application deadline: 11:59 pm CT, Sunday May 30th, 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 July 15th, 2021.

Thank you, Category Management