



Call for listing: Liqueurs

December 21, 2021

CATEGORY PERFORMANCE:

Liqueur represents an annual portfolio of \$32.5 million trending +5.3% in \$ sales and +3.5% in L sales.

Primary category indicators are as noted below.

- ✓ The three largest segments of Liqueurs include Cream, Misc. Flavours, and Coffee representing 63% of the overall Liqueur Category.
 - Cream Liqueurs represent nearly \$12 million annual portfolio trending at +15% in \$ sales and +14% in L sales.
 - Misc. Flavoured Liqueurs represent \$5.2 million annual portfolio trending +7% in \$ sales and +3.5% in L sales.
 - Coffee Liqueurs represent \$3.4 million annual portfolio trending -2% in \$ sales and -2.5% in L sales.

- ✓ In terms of classification, Deluxe Liqueurs, with 53% share, have the strongest growth rate trending +9.5% in \$ sales and +8% in L sales. Deluxe Liqueurs also saw the greatest \$ increase this past year, with an additional \$1.48 million in \$ sales. Premium Liqueurs had a slight decline of -0.25% and Economy Liqueurs +4.6% in \$ sales.

- ✓ Within Liqueurs the share by size is as follows.
 - 750ml: 61% \$ share, +5.8% in \$ sales
 - 750ml size format had the greatest \$ increase, with + \$1.1 million
 - 1140ml: 21% \$ share, -0.4% in \$ sales
 - 375ml: 12% \$ share, -0.6% in \$ sales
 - 1750: 4% share, +7.4% in \$ sales

Category Management is seeking product presentations for the following.

- Cream: \$32.99 - \$49.99, based on a 750ml size offering
 - Coffee, Herbal, Orange, and Amaretto: \$30.99 - \$49.99, based on a 750ml size offering
 - All other Flavours: \$24.99 - \$39.99, based on a 750ml size offering
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- Please note sizes 200ml or smaller will not be considered
 - A **maximum** of 4 completed applications per Agent, and/or Supplier will be accepted for review

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- *Email Applications to: categorymanagement@mbll.ca*
 - *Subject line: S2021-10 Liqueurs*
 - *Application deadline: 11:59 pm CT, January 16, 2022*
- 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 (Template format to be followed)
 - ✓ 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
- ✓ Review of Social Responsibility Product Listing Guideline prior to submissions

Additional requirements if applicable:

- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)
- ✓ Product Sell sheet (Optional)

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 11, 2022.

Thank you,
Category Management