

Call for listing:
S2022-08 - Brandy & Cognac/Armagnac

Monday, October 31st, 2022

CATEGORY PERFORMANCE:

Overall Brandy & Cognac/Armagnac

Overall Brandy and Cognac/Armagnac represents \$5.31 million annual portfolio trending at +0.66% in \$ sales and -4.13% in L sales.

Primary category indicators are as noted below.

Brandy

- ✓ Brandy represents \$2.9 million annual portfolio trending at +1.1% in \$ sales and -4.85% in L sales.
- ✓ Within Brandy the following sizes have significant share of segment. (750ml - 65% \$ share and 1140ml - 35% \$ share).

Cognac/Armagnac

- ✓ Cognac/Armagnac represents \$2.4 million annual portfolio trending at +0.14% in \$ sales and -1.42% in L sales.
- ✓ Within Cognac/Armagnac the 750ml size does 99% \$ share of the category segment.
- ✓ Within Cognac/Armagnac VS hold the greatest share of \$ sales, representing 68% share of the overall segment, followed by VSOP which represents 22% share of \$ sales.
- ✓ Within Cognac/Armagnac VSOP is the only segment showing significant growth, trending +7.29% in \$ sales and +5.48% in L sales.

Category Management is seeking product presentations for the following only;

- Brandy
 - 750ml size format or greater
 - \$30.99 - \$59.99 (based on a 750ml size offering)
- Cognac
 - VS - 750ml size format or greater
 - \$59.99 - \$99.99 (based on a 750ml size offering)
 - VSOP - 750ml size format or greater
 - \$69.99 - \$149.99 (based on a 750ml size offering)
 - XO- 750ml size format or greater
 - Only open to XO submissions on high trending brands currently listed in the Manitoba Market

** Please note sizes 375ml or smaller will not be considered

****Application Limit:** A **maximum of 2** completed applications will be accepted per Agent.

*Email Application to: categorymanagement@mbll.ca
Subject line: S2022-08 Brandy & Cognac/Armagnac
Application deadline: 11:59 pm CT, Sunday November 27th , 2022
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 (**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 SR Product Listing Guidelines 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 February 1st, 2023.

Thank you, Category Management