

**CALL FOR LISTING:**

**Sparkling Wines**  
**Call#W2019-05**

**February 28, 2019**

**OBJECTIVE:**

Category Management is reviewing our current assortment to identify potential opportunities. We are requesting proposals to enhance our current product offering of sparkling wines so that it better aligns with the corporate direction supporting a shopper centric model.

**CATEGORY PERFORMANCE:**

Sparkling Wine represents \$7.4 million annually and is growing at +3% in dollars and +1% in litres. The largest growth segments are currently coming from Prosecco at +16% in \$ and Cava at +8% in \$.

Item Sub Type	% of Actual \$ Sales	Actual \$ Sales MAT to Jan.31, 2019	% \$ Var	Litre Sales MAT to Jan.31, 2019	% Litres Var
Sparkling Other	45.78%	\$3,394,486	-4%	207,427	-4%
Sparkling Prosecco	27.71%	\$2,054,224	16%	83,206	15%
Champagne	14.51%	\$1,076,082	-1%	10,198	-3%
Sparkling Cava	12.00%	\$889,476	8%	44,261	3%
<b>Grand Total</b>	<b>100.00%</b>	<b>\$7,414,267</b>	<b>3%</b>	<b>345,092</b>	<b>1%</b>

52% of the sales of sparkling wines are under \$16.99/bottle. This segment is trending at -1% in dollars and -2% in litres. Products over \$17/bottle contribute to 48% of the sales and is growing currently at +7% and +8% in litres.

Rosé sparkling wines represent over \$725,000 and growing at +2% in dollars over approximately 15 skus.

For this Call for Listing, Category Management is seeking product submissions to further enhance the following opportunities. **Considerations for this call will only be focused on the following:**

✓ **Primary Focus:**

- Cava and Prosecco offerings between \$17 and \$22.99 per bottle
- Sparkling Rosé offerings from \$12.99 to \$19.99 per bottle from France, Italy, Spain, USA and Canada
- Other Sparkling offerings from any country between \$13.99 and \$19.99 per bottle
- 750ml format size only

✓ **Secondary Focus:**

- Prosecco and Cava offerings between \$23 and \$50/bottle
- Champagne offerings between \$60 and \$100/bottle
- 750ml format size only

**Requirements for all submissions**

Please prepare your proposal in the order noted below. It is important that presentations contain all criteria to allow for a thorough analysis of the opportunity. Please include data source for all insights & performance measurements identified. (Click [here](#) for sample presentation).

**Market Insights (Trends):**

- Please provide market insights/trends
  - How/Why will this product enhance category performance

**Performance Measurement:** (ACD Data or other Measurements)

- Sales Ranking:
  - Brand performance
  - SKU performance
- Market Penetration / SKU Potential within MBLL:
  - Where in Canada is this product currently being sold
  - What are MBLL's annual \$ sales expectancy for this SKU

**Marketing Support:**

- Brand marketing plan in Manitoba
  - Sponsorship, Eventing, Social Media, TV/Radio, Institutional Ad, Etc.
- Liquor Mart marketing plan
  - Air Miles
  - LTO's / Hot Buys
  - Impact Merchandising
  - Refrigerated Positioning
  - Shelf Talker/Neck Tag
  - Value Ad
  - Sampling

### **Product Identification:**

The following information is required with every call letter submission. Submissions must contain **all** documentation outlined below to be considered.

- ✓ Supplier Information Form (excel format only, no PDF)
  - With letter of authorization if required
- ✓ Product Application Form (excel version only, no PDF)
- ✓ Declaration of Origin
- ✓ Annual declaration of production (when claiming Micro status)
- ✓ High resolution JPEGs, TIFFS, or PSD digital color image of the product (individual unit image should be minimum 3" wide at 300 dpi)
  - File share transfers (E.g. We transfers) will not be accepted

### **Evaluation Criteria:**

All submissions received will be evaluated on the proposal requirements above, along with the following criteria.

- ✓ Sustainability and overall suitability of the product to meet or exceed the MBLL's current and future business needs
- ✓ Compatibility of the product to meet MBLL strategic focus
- ✓ Quality and completeness of all documentation submitted

### **Terms & Conditions:**

1. MBLL reserves the right to award in whole or in part, in the best interests of the MBLL
2. Any submissions accepted by the MBLL, shall not constitute a contract between the parties
3. The award of any resulting contract may not result from this Call for Listing
4. The MBLL reserves the right to withdraw this Call for Listing at any time, for any reason
5. The highest scoring or any submission will not necessarily be accepted
6. Suppliers may alter or withdraw their submission at any time prior to the closing date

### **SUBMISSION DEADLINE:**

All submission information is to be emailed to [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca) no later than;

11:59 pm CDT, Tuesday, March 26, 2019

Subject line: W2019 – 05 - Sparkling Wines

Submissions received after the deadline will not be accepted for review. We thank everyone for applying however notifications will only be sent to successful listings and issued by May 24, 2019.

***Reminder: Samples are not required at the time of submission and are upon request only.***

***Thank you,  
Category Management***