

## **Call for listing:**

W2020-17 - Table Wine – USA

December 9, 2020

### **CATEGORY PERFORMANCE:**

Table Wine USA within MBLL represents a \$26.9 million annual portfolio, generating a \$ growth of +6.96%, and a Litre growth of +6.08%.

Primary category indicators are as noted below.

- ✓ Red Wine represents 65% of the category sales, generating a \$ growth of +9.08%
- ✓ White Wine represents 25% of the category sales, generating a \$ growth of +2.10%
- ✓ Rose' Wine represents 10% of the category sales, generating a \$ growth of +6.37%
  
- ✓ 750ml size format & the Premium Price Bands combined are the dominate size & price formats within this category
  - Representing 76% & 52% respectively of the overall category

Category Management is seeking product presentations for the following;

- Cabernet Sauvignon / Varietal & Generic Blend / Zinfandel / Pinot Gris / Muscat / Pinot Noir
  - 750ml Format: Price Point: \$15.99 – \$24.99
  - 3L Box Format: Price Point: \$35.99 – 45.99
- Cabernet Sauvignon / Zinfandel / Pinot Noir
  - 750ml Format: Price point: \$25.00 - \$39.99
- Rosé
  - 750ml Format: Price Point: \$14.99 - \$17.99

### **Application Limit:**

A **maximum** of 4 completed applications will be accepted per Agent.

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*Email Applications to: [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)*

*Subject line: W2020-17 Table Wine – USA*

*Application deadline: 11:59 pm CT, Tuesday January 5, 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 (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 February 19, 2021.*

Thank you,  
Category Management