

## **Call for listing:**

### **W2021-02 - Table Wine – Chile**

February 3, 2021

#### **CATEGORY PERFORMANCE:**

Table Wine Chile within MBLL represents a \$9.2 million annual portfolio, generating a soft \$ growth of **-1.93%**, with a Litre growth of **-2.37%**.

Primary category indicators are as noted below.

- ✓ Red Wine represents 70% of the category sales
- ✓ White Wine represents 29% of the category sales
- ✓ Rose' Wine represents 1% of the category sales
  
- ✓ Of the 3 key size formats
  - Box Wine (3000ml) generates the greatest \$ sales per SKU of \$284K, producing a strong \$ sales growth of +7.61%
  - The 750ml size format commands 53% of sales, with a SKU contribution of 82%, delivering a soft sales growth of **-5.42%**.

Category Management is seeking product presentations for the following;

- **750ml Bottle**
  - Sauvignon Blanc, Varietal Blend
    - Price Point: \$14.99 - \$17.99
  - Cabernet Sauvignon, Carmenere
    - Price point: \$14.99 - \$29.99
  - Rose'
    - Price Point: \$13.99 - \$15.99
  - Fairtrade / Any Varietal (Must denote the Fairtrade symbol on label)
    - Price Point: \$13.99 - \$15.99
- **1500ml Pouch (Bottles will not be considered)**
  - Cabernet Sauvignon, Sauvignon Blanc, Malbec, Varietal Blend, Carmenere
    - Price Point: \$19.99 - \$24.99
- **3L Box**
  - Cabernet Sauvignon, Sauvignon Blanc, Varietal Blend-(Red), Carmenere
    - Price Point: \$33.99 - \$39.99

#### **Application Limit:**

- A **maximum** of 4 applications will be accepted per Agent
  - If Fair Trade applications are part of your submissions, a maximum of 5 applications will be accepted per Agent

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

*Subject line: W2021-02 - Table Wine – Chile*

*Application deadline: 11:59 pm CT, Tuesday March 2, 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 April 16, 2021.*

Thank you,  
Category Management