

Call for listing:

W2021-03 - Table Wine – Canada VQA

February 17, 2021

CATEGORY PERFORMANCE:

Table Wine Canada/VQA within MBLL represents a \$7.2 million annual portfolio, generating a \$ growth of +1.11%, with a Litre growth of +3.67%.

Primary category indicators are as noted below.

- ✓ Red Wine represents 55.13% of the category sales, with a \$ growth rate of +0.88%
- ✓ White Wine represents 35.38% of the category sales, with a \$ growth rate of **-3.40%**
- ✓ Rosé Wine represents 9.30% of the category sales, with a \$ growth rate of 22.79%

- ✓ Of the key size & Price Band formats
 - Box Wine generates the greatest \$ sales per SKU of \$109K, producing a strong \$ sales growth rate of +62.9%
 - The 750ml size format commands 95% of sales, delivering a soft sales growth rate of **-0.38%**
 - The 3 premium price bands combined dominate the category with 85% of the sales securing a \$ growth rate of +2.71%

Category Management is seeking product presentations for the following;

- **750ml Bottle**
 - Varietal or Generic Blend, Pinot Gris, Merlot, Sauvignon Blanc, Cabernet Sauvignon, Pinot Noir
 - Price Point: \$16.99 - \$19.99
 - VQA Only – Varietal Blend, Merlot, Pinot Noir, Shiraz
 - Price point: \$19.99 - \$39.99
 - Rosé
 - Price Point: \$15.99 - \$17.99

- **1500ml Pouch (Bottles will not be considered)**
 - Pinot Gris, Merlot, Sauvignon Blanc
 - Price Point: \$24.99 - \$29.99

- **3L Box**
 - Varietal or Generic Blend, Pinot Gris, Merlot
 - Price Point: \$39.99 - \$44.99

Application Limit:

- A **maximum** of 4 applications will be accepted per Agent

Email Applications to: categorymanagement@mbll.ca

Subject line: W2021-03 - Table Wine – Canada VQA

Application deadline: 11:59 pm CT, Tuesday March 16, 2021

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 (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-Transfer) 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 30, 2021.

Thank you,
Category Management