

## **Call for listing:**

### **W2021-06 Table Wine – Portugal**

April 7, 2021

#### **CATEGORY PERFORMANCE:**

Table Wine – Portugal within MBLL represents a \$1.6 million annual portfolio, generating a \$ growth of +4.25%, with a Litre growth of +5.62%.

Primary category indicators are as noted below:

- ✓ Red Wine represents 63.21% of the category sales, with a \$ growth rate of +2.69%
- ✓ White Wine represents 22.77% of the category sales, with a \$ growth rate of +1.91%
- ✓ Rosé Wine represents 14.02% of the category sales, with a \$ growth rate of +16.58%
  
- ✓ The 750ml size format dominates 90% of sales, delivering a soft \$ growth rate of **-1.66%**
- ✓ The 3 premium price bands combined commands 73% of the sales securing a \$ growth rate of +8.54%
- ✓ 37% of the listed SKU's represent 80% of sales commanding a \$ growth rate of +11.13%

Category Management is seeking product presentations for the following:

- **Red / White / Rosé**
  - 750ml:
    - Price Point: \$13.99 – 16.99
    - Price Point: \$17.00 - \$39.99
  - **1500ml Pouch:** *(Bottles will not be considered)*
    - Price Point: \$23.99 - \$29.99
  - **3L Box Format:**
    - Price Point: \$39.99 - \$44.99

#### **Application Limit:**

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

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

*Subject line: W2021-06 Table Wine – Portugal*

*Application deadline: 11:59 pm CT, Tuesday May 4, 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 June 18, 2021.*

Thank you,  
Category Management