

## **Call for listing:**

### **W2022-09 Table Wine – Australia**

September 14, 2022

#### **CATEGORY PERFORMANCE:**

Table Wine Australia within MBLL represents a \$14.2 million annual portfolio, with \$ growth rate of -7.6%, and a Litre growth rate of -9.5%.

Primary category indicators are as noted below.

- ✓ Red Wine represents 60% of the category sales, with a \$ growth rate of -7.17%
- ✓ White Wine represents 34% of the category sales, with a \$ growth rate of -8.46%
- ✓ Rose' Wine represents 6% of the category sales, with a \$ growth rate of -6.60%
  
- ✓ 750ml format is dominant size representing 79% of category sales
- ✓ Wines priced \$11-\$19.99 represent 79% of category sales

Category Management is seeking product presentations for the following;

- 750ml Format
  - White Wines:
    - Price Point: \$12.99 – \$34.99
  
  - Red Wines:
    - Price Point: \$12.99 – \$69.99
  
  - Rose' Wines:
    - Price Point: \$12.99 - \$16.99

#### **Application Limit:**

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

---

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

*Subject line: W2022-09 Table Wine – Australia*

*Application deadline: 11:59 pm CT, Tuesday October 11, 2022*

*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 (***Template format to be followed***)
- ✓ Supplier Information Form (excel format only, no PDF)
  - With letter of authorization if required
- ✓ Product Application Form (Most recent version only)
  - 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
- ✓ Review CSR Product Listing Guidelines prior to submission (***NEW***)

Additional requirements if applicable:

- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)
- ✓ Product Sell Sheet (Optional)

**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 December 2, 2022.*

Thank you,  
Category Management