

## **Call for listing:**

### **W2022-13 Table Wine – South Africa**

November 24, 2022

#### **CATEGORY PERFORMANCE:**

Table Wine South Africa within MBLL represents a \$2.2 million annual portfolio, with \$ growth rate of +0.5%, and a Litre growth rate of –3.3%.

Primary category indicators are as noted below.

- ✓ Red Wine represents 51% of the category sales, with a \$ growth rate of -7.9%
- ✓ White Wine represents 45% of the category sales, with a \$ growth rate of +27.7%
- ✓ Rose' Wine represents 4% of the category sales, with a \$ growth rate of +9.9%
  
- ✓ 750ml format is dominant size representing 81% of category sales
- ✓ Wines priced \$11.00-\$16.99 represent 86% of category sales

Category Management is seeking product presentations for South African wines that will enhance our current assortment. We are considering products with Retail at [Social Reference Pricing](#) and higher.

Additional consideration given to FairTrade Certified wines

#### **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: W2022-13 Table Wine – South Africa*

*Application deadline: 11:59 pm CT, December 20, 2022*

*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 (***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 February 18, 2023.*

Thank you,  
Category Management