

Call for listing:

W2023-04 Table Wine – Canada & VQA

February 21, 2023

CATEGORY PERFORMANCE:

Table Wine Canada & VQA within MBLL represents a \$7.24 million annual portfolio, generating a \$ growth of -5.46%, and a Litre growth of -6.61%. The category has been impacted by limited supply in recent vintages.

Primary category indicators are as noted below.

- ✓ Red Wine represents 54% of the category sales, with a \$ growth rate of +2.1%
- ✓ White Wine represents 36% of the category sales, with a \$ growth rate of +0.1%
- ✓ Rose' Wine represents 9% of the category sales, with a \$ growth rate of -11.5%

- ✓ 750ml format is dominant size representing 97% of category sales
- ✓ The three Premium Price Bands (\$11.00 - \$19.99) account for 77% of category sales

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

Please ensure that inventory for items applied for will be available. Any limited availability of product should be communicated on the application.

Application Limit:

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

*Email Applications to: categorymanagement@mbll.ca
Subject line: W2023-04 Table Wine – Canada & VQA
Application deadline: 11:59 pm CT, March 22, 2023
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 May 27, 2023.

Thank you,
Category Management