

Call for listing:

Rum

Monday, November 1st, 2021

CATEGORY PERFORMANCE:

Overall Rum represents \$41.5 million annual portfolio trending at 0.3% in \$ sales and -0.8% in L sales.

Primary category indicators are as noted below.

- ✓ Flavoured Rum represents \$19 million annual portfolio trending -0.53% in \$ sales and -0.8% in L sales.
 - Flavoured Rum represents the largest share of the Rum Category at 46% share.
 - Flavoured Rum can be further broken down into Spiced and Other.
 - Spiced Flavoured Rum represents 91% share of the Flavoured Rum segment and is trending -3.14% in dollars and -3.3% in litres.
 - Other Flavoured Rum represents the remaining 9% share and has gained an additional \$460,000 in \$ sales over the last 12 months. It is currently trending +41% in dollars and +36% in L.
- ✓ White Rum represents \$8.9 million annual portfolio trending -3.68% in \$ sales and -3.8% in L.
- ✓ Amber or Light Rum represents \$10.2 million annual portfolio trending at 4% in \$ sales and 1.6% in L.
 - White Rum and Amber or Light Rum are very close in share at 21.5% and 24.6% respectively.
- ✓ Dark Rum is the smallest segment of rum and represents \$3.3 million annual portfolio trending at 5.57% in \$ sales and 2.2% in L sales.
- ✓ Within Rum, the 3 largest classification/segment dollars gains came from deluxe Flavoured Rum at \$400,000 (>\$29.99 for a standard 750ml size format), premium Amber or Light Rum at \$286,000 (between \$24.49 - \$30.99 for a standard 750ml size format), and deluxe dark Rum at \$240,000 (>\$29.99 for a standard 750ml size format).
- ✓ Within Rum the following sizes have significant share of segment. (750ml – 49% \$ share, 1750ml – 26% \$ share, and 1140 – 25% share).
 - In terms of dollar growth, the 1750ml size has contributed the most, gaining over \$1.1 million in \$ sales, and trending +11.6% in \$ sales over the last 12 months.

Category Management is seeking product presentations for the following;

- Flavoured Rum (focusing primarily on flavours other than spiced)
 - \$28.99 - \$59.99 (based on a 750ml size offering)
- Amber or Light Rum
 - \$28.99 - \$79.99 (based on a 750ml size offering)
- Dark Rum
 - \$29.99 - \$99.99 (based on a 750ml size offering)

** Please note sizes 375ml or smaller will not be considered

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

Email Application to: categorymanagement@mbll.ca

Subject line: Rum

Application deadline: 11:59 pm CT, Sunday November 28th, 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 (**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, see attached)
 - Completed forms must be submitted in excel format only
 - ✓ 2 Digital Color Images of the selling unit (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 SR Product Listing Guidelines prior to submissions (**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 15th, 2021.

Thank you, Category Management