

Call for listing:
Tequila/Mezcal/Raicilla

Monday, October 4th, 2021

CATEGORY PERFORMANCE:

Overall Tequila/Mezcal/Raicilla represents \$7.46 million annual portfolio trending at 15.84% in \$ sales and 6.47% in L sales.

Primary category indicators are as noted below.

- ✓ Blanco/Silver/Plata represents \$2.1 million annual portfolio trending at 38.4% in \$ sales and 32.3% in L.
 - Blanco/Silver/Plata represents the largest increase in \$ sales this past year, gaining over \$580,000.
 - Blanco/Silver/Plata represents the largest share of the Tequila/Mezcal/Raicilla holding 28% share of the category.
- ✓ Reposado represents \$2.07 million annual portfolio trending at 15.3% in \$ sales and 7.8% in L.
- ✓ Mixto represents \$2 million annual portfolio trending -13.9% in \$ sales and -15.8% in L sales.
- ✓ Anejo/Extra Aged represents \$882,000 annual portfolio trending at 55.8% in \$ sales and 40.6% in L sales.
- ✓ Flavoured Teq/Mezcal/Raicilla represents \$232,000 annual portfolio trending at 82.3% in \$ sales and 111.5% in L sales.
- ✓ The remaining 2.3% of sales is from Mezcal, Cristalino, and Raicilla sub segments of the Tequila/Mezcal/Raicilla Category.
- ✓ Deluxe Tequila (>\$35.99 for a standard 750ml size format) represents the largest price classification of Tequila/Mezcal/Raicilla at 60% share of \$ sales, and is +34.5% in \$ sales and +24.4% in L.
- ✓ Within Tequila/Mezcal/Raicilla the following sizes have significant share of segment. (750ml – 91% \$ share and 1140ml – 9% \$ share).
 - In terms of dollar growth, the 750ml size has contributed the most, gaining over \$1.23 million in \$ sales, and trending +22.3% in \$ sales over the last 12 months.

Category Management is seeking product presentations for the following (all price ranges based on a 750ml size offering;

Primary focus:

- Blanco/Silver/Plato - \$40.00 - \$79.99
- Reposado - \$40.00 - \$89.99
- Anejo/Extra Aged - \$50.00 - \$99.99
- Flavoured Teq/Mezcal/Raicilla - \$38.00 - \$49.99
- Line extensions on MBLL high trending brands that are outside the above segment price ranges

Secondary Focus:

- Extra Anejo/Ultra Aged, Cristalino, Raicilla, open to various price points

** Please note Mixto will not be accepted as well as any sizes 375ml or smaller

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

*Email Application to: categorymanagement@mbll.ca
Subject line: Tequila/Mezcal/Raicilla
Application deadline: 11:59 pm CT, Sunday October 31st, 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 January 15th, 2022.

Thank you, Category Management