

Call for listing:

Table Wine – Chile W2020-04

March 11, 2020

CATEGORY PERFORMANCE:

Table Wine – Chile category within MBLL represents a \$9.3 million annual portfolio.

Primary category indicators are as noted below.

- ✓ Red Wine represents 69% of the category sales
- ✓ White Wine represents 29% of the category sales
- ✓ Rose & Flavored Wine represents 2% of the category sales

- ✓ The 3 Premium Price Bands combined represent over 50% of the overall category

Category Management is seeking product presentations for the following:

- **750ml Bottle**
 - Carmenere, Cabernet Sauvignon, Merlot, Sauvignon Blanc, Chardonnay, Varietal Blend
 - Price Point: \$14.99 – \$16.99
 - Carmenere, Cabernet Sauvignon, Varietal blend-(Red)
 - Price Point: \$17.00 - \$19.99
 - Carmenere, Cabernet Sauvignon, Varietal Blend-(Red)
 - Price point: \$25.00 - \$49.99
 - Fairtrade / Any Varietal (Must denote the Fairtrade symbol on label)
 - Price Point: \$14.99 - \$16.99
- **3L Box**
 - Cabernet Sauvignon, Varietal Blend-(Red)
 - Price Point: \$33.99 - \$39.99
- **Rose'**
 - Price Point: \$14.99 - \$16.99
- **250ml**
 - Bottle / Can / Tetra
 - Price Point: \$4.99 - \$5.99

Application Limit:

A **maximum** of 5 completed applications will be accepted per Agent, or Supplier.

Email Applications to: categorymanagement@mbll.ca

Subject line: Table Wine – Chile W2020-04

Application deadline: 11:59 pm CT, Tuesday April 7, 2020

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 (See attached template)
- ✓ 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
- ✓ Digital Color Image (any format). File share transfers (E.g. We transfers) will not be accepted
 - *Bottle/Box – 3” wide at 300 dpi*
 - *Case/package – 5” wide at 300 dpi (Does not apply to wine)*

Additional requirements if applicable:

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

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 June 5, 2020.

Thank you,
Category Management