

## **Call for listing:** *R2021-02 Craft Style Beer Core listing*

November 2, 2021

### **CATEGORY PERFORMANCE:**

Craft style beer net sales at Liquor Marts reached just over \$19MM April 2020 – March 2021; a growth of 15% and a growth of 13% net sales litres over the previous year.

Year to date (YTD), April 2021 – Oct 28, 2021, Craft style beer net sales at Liquor Marts was nearly \$12MM and had a decline of -9% in net sale dollars and a decline of -12% in net sales litres.

Primary Category indicators YTD Liquor Mart Sales:

- Ales represent 70% of net \$ sales, grew by 20%
- Lagers represent 17% of net \$ sales, declined -23%
- Variety packs represent 13% of net \$ sales, grew by 11%
  
- Formats: Single serve represent 65% of net sales and multipacks have a 35% share.

Category Management is seeking product presentations to enhance our current craft style assortment that meet the following criteria:

- Brands with proven sales success locally or in other markets
- Styles:
  - Craft style ales of any kind with a primary focus on Pale Ales, Blonde Ales and variety, see format below
  - We are currently not seeking craft style lagers or de-alcoholized beer
- Formats:
  - Single serve can 473ml preferred, and 500ml
  - Variety/mixer packs from brands with proven sales success in Liquor Marts
  - Additional formats of currently listed core product will be considered if sales thresholds are met

### ***Application Limit:***

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

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*[Email Application to: categorymanagement@mbl.ca](mailto:categorymanagement@mbl.ca)*  
*[Subject line: B2021-02 Craft Style Beer Core](#)*  
*[Application deadline: 11:59 pm CT, November 28, 2021](#)*  
*[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, 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 CSR Product Listing Guidelines prior to submission; available at <https://www.mblpartners.ca>

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 required upon request only

We thank everyone for their applications however, notifications will only be issued for successful listings which will be communicated by December 21, 2021.

Thank you,  
Category Management