

CALL FOR LISTING:

Distinction – Spirits (S2019-08)

May 21st, 2019

OBJECTIVE:

Category Management is reviewing our current assortment to identify potential opportunities. We are requesting proposals to enhance our current product offering so that it better aligns with the corporate direction supporting a shopper centric model. We are primarily looking for items for release in market, November 2019 but will also consider offerings for further out release opportunities into 2020.

CATEGORY SEGMENT PERFORMANCE:

Distinction Spirit Sales represents a \$724,000 portfolio, which is trending at 80% in \$ sales, and 94% in litres. Primary category developments of active assortment are as noted below.

- The largest Distinction category segment is Single Malt Scotch, representing representing 58% of total segment.
- In general, Whisky is a key focus for Distinction items, with American Whiskey and Canadian Whisky being the second and third largest segments of Distinctions, representing 15% and 10% respectively.
- Although smaller in scale, other interesting areas of growth are Irish Whiskeys, and Aged Rums.

For this Call for Listing, Category Management is seeking product submissions to further enhance the following opportunities. **Considerations for this call will only be focused on the following:**

✓ **Primary Focus:**

- Price Range \$150 and up (based on a 750ml size format)
- Highly Regarded Items
- Highly Awarded Items (current accolades)
- In general, looking for unique items, small allocations, and superior liquid

Requirements for all submissions

2 page document (maximum) outlining the following:

- The offer (please explain awards, product details in terms of the uniqueness of the product, and what it offers the Manitoba customer)
- Case Pack Size
- Cases Available
- Units Available
- Firm Unit Retail

- If available in other Canadian Markets, please include retail price in other markets as well, and if it is taxes in or out
- Maximum of 4 submissions per agent. If no agent, maximum 2 per supplier.

Product Identification:

The following information is required with every call letter submission. Submissions must contain **all** documentation outlined below to be considered.

- ✓ Supplier Information Form (excel format only, no PDF)
 - With letter of authorization if required
- ✓ Product Application Form (excel version only, no PDF)
- ✓ Declaration of Origin
- ✓ Annual declaration of production (when claiming Micro status)
- ✓ High resolution JPEGs, TIFFs, or PSD digital color image of the product (individual unit image should be minimum 3" wide at 300 dpi)
 - File share transfers (E.g. We transfers) will not be accepted

Evaluation Criteria:

All submissions received will be evaluated on the proposal requirements above, along with the following criteria.

- ✓ Sustainability and overall suitability of the product to meet or exceed the MBLL's current and future business needs
- ✓ Compatibility of the product to meet MBLL strategic focus
- ✓ Quality and completeness of all documentation submitted

Terms & Conditions:

1. MBLL reserves the right to award in whole or in part, in the best interests of the MBLL
2. Any submissions accepted by the MBLL, shall not constitute a contract between the parties
3. The award of any resulting contract may not result from this Call for Listing
4. The MBLL reserves the right to withdraw this Call for Listing at any time, for any reason
5. The highest scoring or any submission will not necessarily be accepted
6. Suppliers may alter or withdraw their submission at any time prior to the closing date

SUBMISSION DEADLINE:

All submission information is to be emailed to categorymanagement@mbll.ca no later than;

11:59 pm CDT, Sunday June 16th, 2019
 Subject line: Distinction Spirits S2019-08

Submissions received after the deadline will not be accepted for review. We thank everyone for applying however notifications will only be sent to successful listings and issued by September 1st, 2019.

***Reminder: Samples are not required at the time of submission and are upon request only.
 Thank you, Category Management***