

TO: All Supplier and Industry Representatives

FROM: Manitoba Liquor and Lotteries – Supply Chain

DATE: December 4, 2019

RE: Updated Innovative Products Program, effective January 1, 2020

Good day,

Manitoba Liquor & Lotteries Supply Chain introduced the Innovative Products Program to enhance the speed to market for new and innovative products while supporting strategic objectives and category development.

The Innovative Products Program has been further refined as follows:

**Innovative Products Philosophy:**

New products introduced into the corporate assortment through this program are highly recognized brands or emerging product lines that display one or more of the following:

- Reflect trends locally and abroad
- Generate a sense of excitement and consumer appeal
- Demonstrate trending styles through flavour enhancements
- Unique packaging
- Introduce new varietals to the market
- Exhibit leading edge manufacturing methods
- Further enhance the category assortment

**Process Overview and Requirements:**

1. Suppliers and agents will be able to submit requests for listings that fall outside the standardized call for listing process at any time during the year.
2. Submissions must be received 10 weeks, plus shipping time, prior to the product launch date. This time is required for internal processes to take place and to ensure support and execution at retail for the new product launch.
3. Products must support the four strategic objectives of profitability, customer satisfaction, category growth and innovation.
4. Category Management will work collaboratively with internal and external stakeholders to ensure products support core merchandising initiatives.

**Submission/Selection Information:**

1. The following information is required with every submission. Only listing submissions containing **ALL** the required documentation outlined below will be considered.
  - Completed product information form
  - Completed supplier information form
  - Completed product presentation (template format to be followed)
  - Digital product image (bottle/label). Back label graphics or image.
  - Sell sheets
  - Documentation illustrating how the item supports the Innovative Products Philosophy
2. If a favorable score is achieved on the above documentation, a sample of the product may then be requested.
3. Only the highest scoring product submissions may be considered for listing.
4. Only those suppliers/agents that represent products selected for listing will be notified of the results.

**Questions:**

Should you have any questions regarding this program or submission results please direct them to the Category Management mailbox [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca).

Best regards,

Paul Halayko  
Manager, Core Merchandising