

**Call for listing:**  
**American Whiskey S2020-03**

Monday, March 23<sup>rd</sup>, 2020

**CATEGORY PERFORMANCE:**

American Whiskey represents a \$6.25 million annual portfolio trending at +7.86% in \$ sales, and +4.97% in L sales.

Primary category indicators are as noted below.

- ✓ Deluxe American Whiskey (over \$33.99 for a standard 750ml format) represents the largest segment of the category at 80% of the category \$ Sales.
- ✓ All remaining sales in American Whiskey are premium (between \$26.99 and \$33.99 for a standard 750ml format).
- ✓ Within American Whiskey the following sizes have significant share of segment. (750ml - 75% share, 1140ml - 19% share, and 1750ml - 5% share).
  - In terms of dollar growth, the 750ml size has contributed the most, +6.56% in \$ sales.
  - In terms of trend growth, the 1140ml size has the best trend +15.78%.
- ✓ Bourbon has the largest share of the overall American Whiskey category segment at 56% and is trending at +15.40% in dollar sales.
- ✓ The Other Whisky segment in American Whiskey represents 41% share of category and is trending at +0.11%
- ✓ Flavoured American Whisky represents 3% share of category and is trending -7.22%

Category Management is seeking product presentations for the following;

- American Whiskey - bourbon
  - 750ml Format or greater
    - Price Point \$33.99 - \$79.99 (based on a standard 750ml size)

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*Email Application to: [categorymanagement@mbll.ca](mailto:categorymanagement@mbll.ca)*

*Subject line: American Whiskey S2020-03*

*Application deadline: 11:59 pm CT, Sunday, April 19<sup>th</sup>, 2020*

*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 (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/can – 3” wide at 300 dpi*
  - *Case/package – 5” wide at 300 dpi*
  - *Back/Side label – (PDF OR JPEG)*

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 15th, 2020.*

Thank you,  
Category Management