

Hello,

In an effort to streamline private beer applications and to ensure product applications are received, we ask that suppliers and agents please direct all product applications to MBL's listing mailbox: Purchasing@mbl.ca.

Going forward, your confirmation of listing, pricing, and item number will be issued from our Pricing Department.

In addition we are excited to introduce a new and improved product listing application for Private Beer – see attached. Including only relevant fields and down to a single page! Please note that if you wish to be considered for a listing in our Liquor Marts, you are no longer required to complete a Beer Pick List application, simply select YES under “Liquor Mart Pick List.” If this field is left blank, your product application will not be considered for Liquor Marts.

The application will soon be available online at:

<https://www.mblpartners.ca/liquor-partners/liquor-agents-suppliers>

We appreciate your cooperation and support in directing your new product listing applications to: Purchasing@mbl.ca

Sent on behalf of

Jeff Wiebe, Manager Category Management & Analysis