

**CALL FOR LISTING:**

**Rum – White, Light/Amber, Dark, and Flavoured**  
**Call# 2018-20**

**November 5th, 2018**

**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.

**CATEGORY PERFORMANCE:**

Rum represents a \$39.4 million annual portfolio, which is trending at -1 in \$ sales, and -3% in litres. Primary category developments of active assortment are as noted below.

- Flavoured Rum represents the largest segment of the category at 45% of the category sales
  - Growing at +2 in \$ sales / Average SKU Performance \$456K
- White and Light/Amber Rum represent equal share of the category, at 23.5% each
  - White trending -4% in \$ sales / Average SKU Performance \$511K
  - Light/Amber trending -3% in \$ sales / Average SKU Performance \$250K
- Dark Rum represents the small portion of the category at 8% of the category sales
  - Trending -1 in \$ sales / Average SKU Performance \$162K

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:**

- Flavoured Rum/ price point range: \$23.49 - \$59.99 (based on a 750ml size format)
- White Rum / price point range: \$22.99 - \$29.99 (based on a 750ml format)
- Light/Amber Rum / price point range: \$24.49 - \$59.99 (based on a 750ml format)
- Dark Rum / price point range: \$23.99 - \$79.99 (based on a 750ml format)
- All submissions must be 750ml size or greater

### **Requirements for all submissions**

Please prepare your proposal in the order noted below. It is important that presentations contain all criteria to allow for a thorough analysis of the opportunity. Please include data source for all insights & performance measurements identified. (Click [here](#) for sample presentation).

#### **Market Insights (Trends):**

- Please provide market insights/trends
  - How/Why will this product enhance category performance

#### **Performance Measurement:** (ACD Data or other Measurements)

- Sales Ranking:
  - Brand performance
  - SKU performance
- Market Penetration / SKU Potential within MBLL:
  - Where in Canada is this product currently being sold
  - What are MBLL's annual \$ sales expectancy for this SKU

#### **Marketing Support:**

- Brand marketing plan in Manitoba
  - Sponsorship, Eventing, Social Media, TV/Radio, Institutional Ad, Etc.
- Liquor Mart marketing plan
  - Air Miles
  - LTO's / Hot Buys
  - Impact Merchandising
  - Refrigerated Positioning
  - Shelf Talker/Neck Tag
  - Value Ad
  - Sampling

#### **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)
- ✓ High resolution image: JPEGs, TIFFS, or PSD digital color image of the product (150 dpi and 2500 pixels)
  - 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
- ✓ Product samples will be evaluated on packaging, value to the consumer and quality based on the opinion of the MBLL

**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](mailto:categorymanagement@mbll.ca) no later than;

11:59 pm CDT, Sunday December 2nd, 2018

Subject line: Rum Call #2018-20

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 February 4<sup>th</sup>, 2019.

***Reminder: Samples are not required at the time of submission and are upon request only.***

***Thank you,  
Category Management***