

Call for listing:

W2020-10 Table Wine – Argentina

September 2, 2020

CATEGORY PERFORMANCE:

Table Wine Argentina within MBLL represents a \$6.9 million annual portfolio, generating a \$ growth of +1.85%, and a Litre growth of (-1.01%). **Argentina is the theme country for the 2021 Winnipeg Wine Festival!**

Primary category indicators are as noted below.

- ✓ Red Wine represents 88% of the category sales, with an average \$ sales per SKU of \$60K
- ✓ White Wine represents 10% of the category sales, with an average \$ sales per SKU of \$37K
- ✓ Rose' Wine represents 2% of the category sales, with an average \$ sales per SKU of \$20K

- ✓ 750ml size format & the 3 Premium Price Bands combined are the dominate size & price formats within this category
 - Representing 92% & 81% respectively of the overall category

Category Management is seeking product presentations for the following;

- Malbec / Cabernet Sauvignon / Pinot Gris
 - 750ml Format
 - Price Point: \$15.99 - 19.99
 - Price point: \$22.99 - \$29.99
 - 3L Box Format
 - Price Point: \$39.99 - \$44.99
- Rosé
 - 750ml Format
 - Price Point: \$13.99 - \$15.99
- Fair Trade Certified
 - Table Wine – 750ml Format
 - Price Point: \$13.99 – 15.99

Application Limit:

A **maximum** of 4 completed applications will be accepted per Agent.

Email Applications to: categorymanagement@mbll.ca

Subject line: W2020-10 Table Wine – Argentina

Application deadline: 11:59 pm CT, Tuesday September 29, 2020

Applications received after the deadline will not be accepted

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
- ✓ 2 Digital Color Images (either PDF OR JPEG format only).
 - 1 image for MBLL Website (Bottle/can – 3” wide at 300 dpi **or** case/package – 5” wide at 300 dpi)
 - 1 image of Back/Side label –clear enough to review all label details
 - Please note: File share transfers (E.g. We transfers) will not be accepted

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 November 27, 2020.

Thank you,
Category Management