

## **Call for listing:**

### **W2020-12 Summer Wine 2021**

September 16, 2020

#### **CATEGORY PERFORMANCE:**

MBLL Wine sales for the months of May to August represent \$60.0 Million, generating a \$ growth of +2.9%, capturing a \$ share of 34.62% of the overall year.

Category Management is seeking product presentations for **Summer Wines** that will be listed & merchandised in store from May 1 – August 31, 2021.

*Please note that this opportunity is over and above our annual call for listing schedule*

- Submitted Wines must be seasonally relevant with a proven track record of delivering enhanced sales during the summer months
  - For this event, MBLL \$ performance will need to be at least \$20,000 per month for each submitted product
    - Please include a monthly sales data grid within your presentation confirming the above
- Since this is a timed based event that will end August 31, 2020;
  - Please include an exit strategy within your submission
- Submissions should **not** be line extensions for current brands listed within MBLL
  - Unless they are seasonally relevant
- Ideally, we (MBLL) will be looking to list up to 6 wines for this selling season
- New listings will need to be received in our DC prior to April 16, 2021
- These wines will be merchandised on a dedicated end in all Tier 1-3 stores during the months of May–August 2021
  - **Successful Summer listings will be subject to a programming commitment**
    - **Suppliers will be expected to apply for display and support programming via the F'22 Marketing Program Guide with a minimum marketing investment of \$3500 per SKU**

A few areas to focus on should include, but not limited to are:

- ✓ Summer Themed Packaging
- ✓ Pouch Format 2L to 3L
- ✓ Flavoured Wine / Sangria / Rosé

#### **Application Limit:**

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

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

*Subject line: W2020-12 Summer Wine 2021*

*Application deadline: 11:59 pm CT, Tuesday September 29, 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
- ✓ 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 October 27, 2020.*

Thank you,  
Category Management