

# Call for Listing

## **R2024-01-Ready to Drink**

July 10, 2024

Category Management is accepting product presentations for year-round Ready to Drink offerings.

**Criteria:**

- New & innovative product submissions well suited for a year-round listing
  - We continue to express interest in the Ready to Serve >7% ABV - <=14.5% ABV in the 750ml and greater selling size format
    - Examples: Cosmopolitan, Daiquiri, Mai Tai, Manhattan, Margarita, Mimosa, Mojito, Negroni, Old Fashioned, Pina Colada, Singapore Sling, etc.
- Alcohol Free, Non-alcoholic, or Dealcoholized products will not be accepted for this call
- Please detail your brands 2024 - 2025 brand rationalization expectancies within your presentation

New products if available, can be released in Manitoba starting February 18<sup>th</sup>, 2025, with the full assortment implemented by April 1<sup>st</sup>, 2025. This requires product arrival to our warehouse or available stock for private distribution no later than Friday March 28<sup>th</sup>, 2025, supporting the April 1<sup>st</sup>, 2025, PIB date. It is important to note that if these dates are not achievable, it may affect a successful listing within Liquor Marts.

**Category Performance (R12) July 2023 – June 2024:**

The Ready to Drink category delivers a \$121.8 million annual portfolio generating a \$ growth of +1.83%, with a litre growth of (-0.39%). Inset below is a breakdown of the individual key segment performance.

Key Segment	\$ Sales % VAR	Vol % Var	% of Net Sales
TEAS	14.80%	13.47%	31%
COOLERS	-1.59%	-1.79%	28%
SELTZERS	-7.02%	-9.79%	18%
COCKTAILS	8.73%	1.85%	13%
CIDER	-15.53%	-21.01%	6%
SODAS	-5.57%	-12.76%	3%
Grand Total	1.83%	-0.39%	100%

**Key Deliverables of regularly listed SKU's:**

- Twelve packs represent 39% of overall category sales, while experiencing greater than average \$ sales growth of +19.64% and generating an average \$ sales per SKU performance >\$450K
- 473ml delivers 17% of net sales with a \$ growth of +3.88%
- 2L PET bottles generated 9% of net sales with a strong \$ growth of +9.04%
- Innovation overall within MB represented 5.40% of net sales

**Application Limit:**

- A **maximum** of 15 applications will be accepted per Agent

**Application Submissions to be completed via.**

Smartsheet – Ready to Drink Application form

Application deadline: 11:59 pm CT, August 6, 2024

Applications received after the deadline may not be considered

**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 (Please use the attached template)
- ✓ Supplier Information Form (excel format only, no PDF)
  - With letter of authorization if required
- ✓ 2 Digital Color Images of the selling unit (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

\*Review SR Product Listing Guidelines prior to submission; available at <https://www.mblpartners.ca>

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 1, 2024.

Thank you,  
Category Management