

Call for listing:
Distinctions - Spirits

February 11, 2025

OBJECTIVE:

MBLL looks to further grow our Distinctions category and are calling for Spirits to be featured in our November 2025 and March 2026 Distinction Releases.

CATEGORY SEGMENT PERFORMANCE:

Overall Distinction Spirit Sales represents \$1.85 million annual portfolio trending at +4.28% in \$ sales and +4.61% in L sales.

Primary category indicators are as noted below.

- The largest Distinction category segment is American Whiskey, representing 37.5% of \$ sales and growing at 27% this past year.
- Scotch Whisky is the second largest Distinctions category segment, representing 31.5% of \$ sales, -11% this past year.
- Mezcal/Tequila/Raicilla represents 9% of the Distinction category segment, -14% in \$ sales this past year.
- Canadian Whisky represents 7.5% of the Distinction category segment, growing at 26% in \$ sales this past year.
- Irish Whiskey represents 6.5% of the Distinction category segment, - 11% in \$ sales this past year.

Considerations for this call will be focused on the following:

- ✓ **Primary Focus:**
 - Price Range \$80 and up (based on a 750ml size format)
 - Highly Regarded Items
 - Highly Awarded Items (current accolades)
 - In general, looking for unique items, allocations (open to any quantity small or large), single barrels, and superior liquid
 - Products historically unavailable in Manitoba

**Please note, we are open to submissions that fall into any category segment within spirits .

Email Application to: categorymanagement@mbll.ca

Subject line: Distinctions - Spirits
Application deadline: 11:59 pm CT, Sunday, March 9th, 2025

Requirements for all submissions

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 (**Distinctions Template format to be followed**)
 - ✓ Supplier Information Form (excel format only, no PDF)
 - ✓ Product Application Form (Most recent version only, see attached)
 - Completed forms must be submitted in excel format only
 - ✓ 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)
Image must be on a white background.
 - 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 submissions
 - ✓ Product must be CFIA (Canadian Food Inspection Agency) compliant

Additional requirements if applicable:

- ✓ Letter of Authorization
- ✓ Declaration of Origin (Imported products)
- ✓ Annual Declaration of Production (new suppliers claiming Micro status)
- ✓ Product sell sheet (Optional)

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 May 31st, 2025.

Thank you, Category Management