

CALL FOR LISTING
2025 Holiday Gift Packs & Holiday Seasonal

January 15, 2025

OBJECTIVE

Category Management is requesting submissions in all categories from qualified suppliers for Holiday Gift Packs, products packaged with a Christmas or Holiday theme, as well as products supporting seasonally relevant flavours.

CATEGORY PERFORMANCE

Holiday Gift Packs and Holiday Seasonal products represented approximately \$1.6 million last year (October – December 2024) consisting of 54 items. Public/Liquor Marts sales represented approximately 80% of the total sales.

Holiday Gift Packs & Holiday Seasonal 2024 Category performance

Category	Net Sales \$	% of Net \$ Sales
Total	1,571,942	100.00%
Spirits	1,202,327	76.49%
Beer	160,168	10.19%
Wine	126,832	8.07%
Ready to Drink	82,614	5.26%

CRITERIA

Successful listings are expected to arrive in our Manitoba DC no later than October 10, 2025, to ensure store execution by October 26, 2025. *Failure to meet arrival dates may result in cancelled purchase orders, reduced quantity commitment, guaranteed sales, or markdown coverage.*

Areas of Interest

- Well recognized brands that have gift packaging, holiday themed packaging or a seasonally relevant flavour
- Advent calendars (24 individual units in small format size only)
- *There is an increased focus on ‘New’ products & Gift Packs for 2025 that deliver unique innovative packaging or on-trend flavours that are seasonally relevant*
- Multi-bottle gift sets
 - Various size formats accepted

Application Submission to: categorymanagement@mbll.ca

Subject line: Holiday Gift Packs and Holiday Seasonal 2025

All applications should be submitted on the Holiday Gift Pack Application form (GP 2025)

Application deadline: 11:59 pm CT, Tuesday February 11th, 2025,

Applications received after the deadline may not be considered

NEW FOR 2025

An exit strategy will be utilized for the 2025 Christmas assortment. The discounted markdown will be recognized equally between MBLL & the invoicing supplier or agent

Requirements of Submissions

- A Holiday Gift Pack must consist of at least one selling unit with something to compliment (example: corkscrew, toque, glassware, etc.) or a variety of selling units in a single enclosed package
 - Value Add-Ons are not considered a gift pack
- For pricing purposes, it is essential that the cost of Holiday Gift Pack items be broken down into a gift component and a product component; mark-ups are applied to the liquor only
- If the parent item is listed by MBLL, the liquid cost must match that of the parent item
- Firm retails are required, please ensure that the correct retail price is stated on the application
 - MBLL will hold to this firm retail, and case costs will be adjusted accordingly
- Application form
 - All applications should be submitted on the Holiday Gift Pack Application form (GP 2025)

All submissions require a completed presentation. Please prepare your proposal providing the details below. It is important that presentations contain all criteria to allow for a thorough analysis of the opportunity.

Presentation details/Performance Measurement

- If it is a previously listed MBLL Holiday Gift Pack or Holiday Seasonal Listing
 - Provide SKU# and indicate last year's performance in dollars and cases
 - If it is a gift pack, identify the value to gift ratio (ex. product \$35.99, gift \$4 = retail \$39.99)
 - Include breakdown for previous year
 - Anticipated MBLL seasonal dollar and case sales for 2025
 - Indicate how the item will enhance our holiday selection performance
- If it is a new Holiday Gift Pack of an existing MBLL listed product
 - Indicate the following from the listed parent product
 - SKU#, current retail price, annual sku performance and brand performance in Manitoba in dollars and cases
 - The value to gift ratio (ex. product \$35.99, gift \$4 = retail \$39.99)
 - Include sales performance in other markets: dollars and cases
 - Anticipated MBLL seasonal dollar and case sales for 2025
 - Indicate how the item will enhance our holiday selection performance
- If it is a new Holiday Gift Pack or new Holiday Seasonal flavour/package variation not listed by MBLL
 - Brand performance nationally
 - SKU performance nationally
 - Anticipated MBLL seasonal dollar and case sales for 2025
 - Indicate how the item will enhance our holiday selection performance

Exit Strategy

- All 2025 Christmas assortment remaining after December 24, 2025, will be marked down for 'Last Chance' beginning December 26, 2025. The initial markdown will adhere to the discount strategy set forth within the pertaining category
 - Exception: Advent calendars will be marked down starting December 3, 2025, and increased to DPLC +5% starting December 15, 2025
- With your submission, it validates that all suppliers & agents understand, and agree with the exit strategy for 2025, thus authorizing all applicable discount deductions

Application Checklist

Required

- ✓ Product Presentation – Template provided
- ✓ Supplier Information Form (excel format only, no PDF)
- ✓ Product Application Form (found on MBLL partners website)
- ✓ Digital Color Image of the selling unit (either PDF OR JPEG format only).
 - *Image for the MBLL Website (Bottle/can – 3” wide at 300 dpi **or** case/package – 5” wide at 300 dpi)*
 - *Image of Back/Side label –clear enough to review all label details*
 - *Images must be against a white background only*
 - Please note: File share transfers (E.g. We transfers) will not be accepted

Additional requirements if applicable

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

Listing Information

- ✓ Review Social Responsibility Product Listing Guidelines prior to submission

Evaluation Criteria

Evaluations will be conducted on the material provided, including, but not limited to the following.

- ✓ 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 April 18, 2025.

Thank you,
Category Management