

Call for listing:

S2025-01 - American Whiskey

Monday, January 20, 2025

CATEGORY PERFORMANCE:

Overall American Whiskey represents \$11.36 million annual portfolio trending at +9.63% in \$ sales and +1.7% in L sales.

Primary category indicators are as noted below.

- ✓ Within American Whiskey the following sizes have significant share of segment. (750ml – 76% \$ share, 1140ml – 15% \$ share 1750ml – 8% \$ share).
 - In terms of dollar growth, the 750ml size has contributed the most, gaining an additional \$900,000 in sales this past year, and trending +11.7% in \$ sales.
- ✓ Bourbon Whiskey has the largest share of the overall American Whiskey category segment at 63%.
- ✓ In terms of segments that saw the most significant \$ gains this past year in American Whiskey, Bourbon Whiskey gained an additional \$894,800 in sales, +14.36% in \$, American Flavoured Whiskey gained an additional \$183,276 in sales, +15.97% in \$, followed by American Rye Whiskey which gained an additional \$147,000 in sales, +42.36% in \$.
- ✓ In terms of price bands, the greatest dollar gains have come from the \$40 - \$49.99 price band, followed by the \$60 - \$79.99 price band, then followed by the \$80 - \$99.99, over the last year.

Category Management is seeking product presentations for the following;

- Bourbon Whiskey, American Flavoured Whiskey, or American Rye Whiskey
 - 750ml format
 - \$33.99 - \$99.99 (based on a standard 750ml size)
 - 1140ml or 1750ml format
 - Open to size extensions on already established high performing brands currently listed in Manitoba.

** Please note sizes 375ml or smaller will not be considered

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

Email Application to: categorymanagement@mbll.ca

Subject line: S2025-01 - American Whiskey

Application deadline: 11:59 pm CT, Sunday February 16th, 2025

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 (**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)
 - 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 April 15st, 2025.

Thank you, Category Management