

Call For Listing:

W2024-08 Table Wine – Rose

August 26, 2024

CATEGORY PERFORMANCE:

Rose Table Wine within MBLL represents a \$6.7 million annual portfolio, with \$ growth rate of (-4.1%), and a Litre growth of (-10.4%).

- ✓ 750ml format is dominant size representing 77% of category sales
- ✓ In the 750ml format, wines priced <\$19.99 account for 83% of category sales

Segment	Net Sales \$ Contribution	\$ Sales % Var	Vol L % Var	Average PPL
USA	25.8%	-8.8%	-18.2%	\$14.83
France	21.1%	2.3%	-3.5%	\$24.54
Blended & Bottled in Canada	12.7%	18.5%	10.6%	\$12.09
Australia	10.9%	-3.6%	-3.2%	\$19.30
Canada VQA & Other	8.6%	-17.2%	-25.9%	\$21.82
Italy	4.6%	28.2%	18.7%	\$23.44
Portugal	2.7%	-14.5%	-14.2%	\$15.01
Chile	2.4%	8.3%	0.0%	\$14.19
New Zealand	2.4%	-14.4%	-18.3%	\$27.30
Spain	2.2%	-26.9%	-33.8%	\$19.94
Argentina	1.9%	-6.1%	-14.9%	\$20.42

Category Management is seeking product presentations for wines that will enhance our current assortment, with a focus on:

- Rose Table Wine - 750 Format – All Countries – Retail: \$13.99 - \$49.99
 - New wineries and producers to market with proven sales, current accolades or strong price/quality ratio
 - New concepts and extensions from wineries and producers in current assortment with strong performance
 - Innovative, unique offerings and strong packaging
- **Please Note:**
 - Only current vintages will be considered, please ensure vintage is stated on application and presentation.
 - Sparkling Wines and Formats <750ml will **not** be accepted

Application Limit:

A **maximum** of 3 completed applications will be accepted per Agent.

Email Applications to: categorymanagement@mbll.ca

Subject line: W2024-08 Table Wine – Rose

Application deadline: 11:59 pm CT, September 29, 2024

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)
 - With letter of authorization if required
- ✓ Product Application Form (Smartsheet)
 - Only Smartsheet submissions will be accepted, no excel forms
- ✓ 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
- ✓ Review CSR Product Listing Guidelines prior to submission
- ✓ Product must be CFIA (Canadian Food Inspection Agency) compliant

Additional requirements if applicable:

- ✓ 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 December 6, 2024.

Thank you, Category Management