

**Call For Listing:**  
**W2024-09 Table Wine – Chile**

September 3, 2024

**Please note that all applications and attachments are to be submitted through Smartsheet, and all presentations are to follow the updated 2024 Product Presentation Template format.**

**CATEGORY PERFORMANCE:**

Chile within MBLL represents a \$9.0 million annual portfolio, generating a dollar growth rate of +4.4%, and a litre growth rate of (-1.7%).

- ✓ Red Wine represents 66% of the category sales, with a \$ growth rate of +4.3%
- ✓ White Wine represents 32% of the category sales, with a \$ growth rate of +4.6%
- ✓ Rose Wine represents 2% of the category sales, with a \$ growth rate of +8.3%
- ✓ 750ml format is dominant size representing 54% of category sales, followed by Bag-In-Box at 27%
- ✓ In the 750ml format, wines priced under \$20.00 represent 87% of category sales, trending +2.5%

**CALL FOR LISTING PARAMETERS:**

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

- 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
- Certified Organic (Recognized by CFIA)
- Fairtrade Canada Certified
  
- 750 Format – Red & White Wines:
  - Retail: \$14.99 - \$69.99
  - NOTE: For pricepoints outside of this range please reach out to Category Management

**APPLICATION LIMIT:**

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

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*Please submit applications to the new Wine Smartsheet Application Form  
(Smartsheet link can be found in the body of the email)  
Application deadline: 11:59 pm CT, October 6, 2024  
Applications received after the deadline will not be accepted*

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### **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 13, 2024.*

Thank you, Category Management