



Call for listing: W2024-14 - Portugal & Spain

November 26, 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: (November 2023 – October 2024)

Portugal

Within MBLL, Portugal represents a \$2.1 million annual portfolio, with a net sales \$ growth of +5% and a net sales litre growth of -2%.

- Red wine accounts for 66% share, followed by white 25%, then Rose with a 9% share

Within the 750ml format, wines priced at:

- \$10 - \$14.99 account for 68% of sales, with a \$ growth rate of +8.7%, +3% in litre sales
- \$15 - \$19.99 account for 24% of sales, with a \$ growth rate of +16%, +7% in litre sales

Spain

Within MBLL Spain represents a \$2.7 million annual portfolio, with a net sales \$ growth of -8% and a net sales litre growth of -16%.

- Red wine accounts for 89% share, followed by white 6%, then Rose with a 5% share
- Tempranillo and Red varietal blends have 42% share and 38% share of sales respectively

Within the 750ml format, wines priced at:

- \$15 - \$19.99 account for 44% of sales, with a \$ growth rate of -9%, -16% in litre sales
- \$10 - \$14.99 account for 26% of sales, with a \$ growth rate of +11%, +6% in litre sales
- \$20 - \$24.99 account for 13% of sales, with a \$ growth rate of -8%, -22% in litre sales

Call for listing parameters:

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

- Primary focus on retails ranging \$10.99-\$19.99; secondary \$20-\$29.99
- 750ml, innovative packaging
- Spain: focus on red wine

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

- Please note, applications **not** considered for this call:
 - formats 500ml and under;
 - formats greater than 750ml; and
 - additional formats of existing product unless sales thresholds are met

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- Please submit applications via the Wine Smartsheet Application form (link found in body of email)
 - **Application deadline: 11:59 pm CT, January 5, 2025**
 - 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 (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 of Social Responsibility Product Listing Guideline prior to submissions
 - ✓ Product must be Canadian Food Inspection Agency (CFIA) 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 only necessary upon request

We thank everyone for their applications however, notifications will only be issued for successful listings which will be communicated by **February 3, 2025**.

Thank you,
Category Management