Call For Listing:
W2025-01 Sparkling Wine

January 6, 2025

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.

Please ensure that front label, back label and high-resolution website images are attached to your Smartsheet Application as individual files.

CATEGORY PERFORMANCE:

Sparkling Wine within MBLL represents a $9.7 million annual portfolio, generating a dollar growth rate of +8.0%, and a litre growth rate of +5.2%.

- ✓ Prosecco represents 39% of category sales, with a $ growth rate of +13.2%
- ✓ Cava represents 13% of category sales, with a $ growth rate of (-0.5%)
- ✓ Champagne represents 13% of category sales, with $ growth rate of +1.3%
- ✓ Other Sparkling Wine represents 35% of the category sales, with a $ growth rate of +8.4%
- ✓ 750ml format is dominant size representing 94% of category sales
- ✓ In the 750ml format wines priced under $25.00 represent 78% of sales, with a $ growth rate of +9.4%

CALL FOR LISTING PARAMETERS:

Category Management is seeking product presentations for wines that will enhance our current assortment, with a focus on:
- New brands to market with proven sales, current accolades or strong price/quality ratio
- New concepts and extensions from brands in current assortment with strong performance
- Innovative, unique offerings and strong packaging

  - o 750ml Format – All Countries & Styles - $14.99 & Above

APPLICATION LIMIT:
   A **maximum** of 4 completed applications will be accepted per Agent.
      Please note applications for the following will not be considered:
- Formats < 500ml
- Formats > 750ml

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, February 2, 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)
    - o With letter of authorization if required
- ✓ Product Application Form (Smartsheet)
    - o Only Smartsheet submissions will be accepted, no excel forms
- ✓ 2 Digital Color Images (either PDF OR JPEG format only).
    - o *1 image for MBLL Website (Bottle/can – 3" wide at 300 dpi **or** case/package – 5" wide at 300 dpi)*
    - o *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 March 21, 2025.

Thank you, Category Management