

# **Product Listing Application Form - Instructions**

**When filling out the Product Listing Application Form, tab to each entry.**  
**Do not click on the enter button as this will change the appearance of this form.**

**New Supplier:** If you are a new Supplier with an Agent in Manitoba, please attach a letter appointing your Agent. As well, all new Suppliers must fill out a Supplier/Agent Information form to set up all payment and shipping information for the purchase order.

**Application Date:** The date the application is to be submitted.

**List Type:** Check off the List Type for which you are applying. Please check one entry only from the following General/Specialty/MLCC Distributed Beer/Private Distributed Beer /Duty Free/Licensee Only/ Seasonal/ One Time Purchase

**Supplier Information:** Name, Address, City, Country, Fax & Phone numbers. For new suppliers only please indicate years in business

**New Suppliers Only:** Please indicate years in business

**Representative Information:** This will be the company including the individual requesting the new listing, Phone number/Email and Fax.

**Sample Label Attached:** Check box if Label it attached to application.

**Product Sample Submitted:** Check box if sample is to be submitted with application. We require 1 sample for Spirits and Refreshment Beverages. We require 2 samples for Wine and Specialty Beer.

**Item #:** If the product already has an assigned item# please give this number. If not please state "Please assign".

**UPC/EAN #:** This is the digit code that is indicated on each selling unit and must have 8, 12 or 13 digits.

**SCC #:** This is the digit code on the Shipping Container Code (14 digits).

**Certificate of Origin attached:** A certificate of origin is required for products produced in the USA, Mexico and Chile, in order to receive preferential duty rates. If MLCC does not have a Certificate of Origin, then full customs duties apply to product, which results in a higher retail price.

**Full Product Name:** Complete product name as per labeling of product.

**Producer:** If Producer is different than Supplier, give full Producer name.

**Container Size:** Indicate what each container size is. Ex: **750ml.** or **341ml.**

**Containers per Selling Unit:** Indicate how many containers are in each selling unit. Ex: 750ml = **1** container, 6/341ml = **6** containers.

**Units per Case:** Indicate how many selling units in a case. Ex: 12/750ml = **12**, 4 of 6/341ml = **4**

**Container Type:** Choose the type of container that the product is packaged in from drop down box. Ex: Glass, bag in box, can, ceramic, glass pack, Pet, tetra, keg.

**Glass Type:** Indicate if glass is clear, brown, green, blue, black, red or other

**Cases per Layer:** Indicate how many cases are in one layer.

**Layers per Pallet:** Indicate how many layers are in one pallet.

PALLET CONFIGURATION IS BASED ON A STANDARD CANADIAN PALLET SIZE OF 40 INCHES BY 48 INCHES. IF YOUR PALLET SIZE IS DIFFERENT PLEASE INDICATE WHAT SIZE PALLETS WILL BE USED.

**Bottle Wine - Cork or Screw Cap:** Please indicate which one.

**Case Weight:** Indicate the full case weight. This should include the weight of the physical case as well as the product contained within the case. This is case gross weight in kilograms.

**Empty Container Weight:** Indicate the weight of the empty bottle or selling unit, in grams only.

**% Alcohol/Volume:** This is the volume of alcohol within a unit of product.

**Case Dimensions:** Indicate the height, width, and depth of the case. This is to be given in centimeters only.

**Spirit/Wine/Beer/Refreshment Beverage:** This section is segmented by type of product. Please check off the appropriate boxes for your request. Each Category is segmented in a box format. You only need to fill out the box that applies to your product. Please use drop down boxes to give better descriptions of your product. If these box options do not satisfy the full description of your product please insure you give a full and complete description under "Full Product Name" or on the comment line below.

**Note for Spirits:** (drop down boxes)

Please check off appropriate box, then use drop down box to elaborate on product.

**Note for Wine Products:** (drop down boxes)

**Description** Please indicate if wine is red/white/sparkling/etc.

**Grape Variety** Indicate the grape variety of the product as per indicated on the label of the product. If your product is a blend of a few varietals on the label please indicate “Varietal Blend” and list your varietals in the comment section. If nothing is indicated on the label please indicate “Blend”.

**Region** Indicate which region the product comes from.

**Vintage** If there is a vintage indicated on your product, and is specific to this vintage, please advise us of this vintage year.

**Quality Designation** Indicate if product has a Quality Designation.

**Note for Beer:** (drop down boxes)

Check box and use drop down box to elaborate on products. For MLCC distributed product only we require tamper evident closures on bottles. Please indicate if product is tamper evident.

**Note for Refreshment Products:** (drop down boxes)

Check box and use drop down box to elaborate on product.

**Country/State of Origin:** This is the Country in which the product was produced. If this Country is the US please also indicate the State of Origin.

**Country/State of Export:** This is the Country in which the product is shipping out of. If this Country is the US please also indicate the State of Export.

**Ship Terms:** Indicate the shipping term that applies to your product. There are two options, which have been defined below. Please indicate the destination beside the appropriate ship term.

**MLCC consolidator picks up at the supplier:** The seller’s obligations are fulfilled when the specified goods are made available to the buyer at the seller’s premises. The seller does not incur any costs. The importer/buyer pays all costs customs clearance, inland freight, consolidation & ocean. (i.e. cellar, brewery, factory, warehouse etc.)

**Supplier delivers to MLCC Consolidator Warehouse:** The seller delivers to a named carrier/freight forwarder at the named place or point. Seller may act at the buyer’s risk when required to assist. Seller pays for customs clearance & inland freight costs. Importer/buyer pays for consolidation & ocean.

**Currency/Case cost/Unit Cost:** Indicate the cost per case/unit and the currency in which you are quoting.

**Firm Required Retail:** This is only to be used if there is a firm retail price required.

**Shelf Life:** Indicate the shelf life of the product in days. Indicate if product states a “Best Before Date” or a “Production Date”.

**Canadian produced products:** Must state how product will be shipped-In bond requires MLCC to pay excise duties, Duty Paid requires supplier to pay excise duties, Duty Exempt requires no duties to be paid.

**Annual Sales Performance 9L cases in other Canadian Provinces:** Indicate which other provinces your product is currently selling in, the date in which the product started to sell and 9L case sales since launch or just annual sales.

**9L Case Sales and Dollar Sales projections for this brand in the Manitoba Market:** Indicate what you project you will do in 9L case sales and dollar sales over 12 months.

**Liquor Mart Programs & Other Initiatives:** Mandatory for General Listing submissions, optional for other types. Identify your planned marketing spend for the initial 12 months of the product's life. There are fields for up to three programs. The total spend, however, should be for the 12 month period. Any additional information can be included on a separate document.

**Comments/Special Considerations:** If your product has any special considerations please indicate. For example Beaujolais Nouveau is only available at one specific time per year and must be air freighted in. If you have a minimum order quantity for your product, please indicate this amount here.