

# BC LIQUORSTORES

## Argentina Wine Invitation Fall/Winter 2020/21

Date: 2020-17-04 **Invitation Number: 20-2045**

Applications Accepted	# Submissions Per Supplier	Sample Deadline	Agent Notification By	Launch Date
April 20 2020 –May 22, 2020	3	May 22, 2020	June 5, 2020	November 2, 2020*

### Tender Specifications

- Product must be currently registered for sale in BC.
- Will be Ongoing Listings for sale in BC Liquor Stores that retail for under \$20.  
**\*Sales start: Period 8 November 2, 2020 -** Please note products that are late will not start until January as not putting new products into stores for December.  
Sales performance will be reviewed at 3, 6, 9, 12 months.  
Sales Objective: Under \$15 to exceed \$200K in 12 months/\$15-20 to exceed \$150K in 12 months
- Red 2018-19 vintages only. As Malbec, Cabernet Sauvignon, Blends.
- Wholesale costs: \$7.00 – \$15.39 per 750 ml or equivalent.
- Prefer new brands
- Offerings with a point of difference from the current listed selection should be clearly stated.
- Packaging must have strong visual appeal and compelling story.
- Agent to outline marketing/promotion plan to support this listing in BC Liquor Stores for November 2020 – October 2021. Please include promotion schedule, depth of promotion. Please note that consumer behavior will change due to the current Covid-19 Pandemic conditions, such that tasting and other programs may not be able to be utilized like in past.
- Only complete listing applications with samples will be considered. I.e. a marketing plan including promotional plans, accolades and success in other markets, invitation #, jpg, dimensions and tasting note, etc.
- BC Select products will also be considered here; please indicate all pricing options clearly.
- Please address finished samples only, labeled with wholesale cost, agent contact information and Listing Application #.

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- Please note there will be an Argentina Spring/Summer (April 2021-September 2021) invitation issued later this year for white, rose and Pinot Noir.

## Tender Terms and Conditions

- Approval letters will include listing type, launch date, case amount, store count and other BC Liquor Store promotional plans, i.e. New Product End
- Products will be planogrammed and auto-replenishment to stores based on price point.
- Comply with BCLS listing agreement details including wholesale price point, correct vintage, etc.
- Initial order required in the BCLDB Wholesale warehouse 2 weeks prior to launch date (November 2, 2020) as active/costed sku.
- BC Liquor Stores reserves the right to reduce or modify quantities or **cancel agreement** for late arrivals.
- Agents and suppliers are to monitor their sales performance and manage inventory accordingly, and communicate any product updates to Merchandising.
- Stock issues or inventory limitations may result in product delisting.
- Any excess inventory above the BCLS agreement is the sole responsibility of the supplier/agent.