

June 3, 2019



Implementation Guide

Assortment Expansion

Hotels Selling Coolers & Ciders Off-Premises

Commercial Retail Partners Team
Manitoba Liquor & Lotteries
1555 Buffalo Place, Winnipeg MB R3T 1L9

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Introduction

In March 2019, the Province of Manitoba proposed legislative changes to regulations for both Manitoba Liquor & Lotteries (MBLL) and the Liquor, Gaming, and Cannabis Authority of Manitoba (LGCA), which took effect on June 3, 2019. The changes address gaps in current regulations between both organizations with a focus on red tape reduction and business effectiveness. Specifically, the changes will allow all retail hotel beer vendors the ability to sell spirit-based coolers and ciders off-premises.

The information outlined in this guide will assist you with the implementation process.

Once updated, details will be found in Liquor & Lotteries' Commercial Customer Manual: Liquor Licensees, located on [MBLLpartners.ca](https://www.mblpartners.ca) at:

<https://www.mblpartners.ca/liquor-partners/liquor-licensees>

Until then, please reference this implementation guide which is also available on the same page noted above.

If you have any questions about this process, please email channel.partners@mbl.ca. You can also reach the Commercial Retail Department at 204-957-2500 using the extensions listed below (outside of Winnipeg, call toll-free 1-800-265-3912):

Rosanna Chenier	Commercial Retail Partners	ext. 2416
Grant Kennedy	Manager, Commercial Customer Sales	ext. 5103
Eric Scheepers	Manager, Commercial Customer Sales	ext. 5122
John Buchanan	Manager, Commercial Customer Sales	ext. 5879
Liquor Contact Centre		ext. 5500

Product Information

The products you will be authorized to sell in addition to beer are considered refreshment beverages and are identified as coolers and ciders in the MBLL Category Price List.

Definitions

Coolers

- **Malt-based coolers** are malt beverages to which various fruit juices or other flavourings have been added. In Manitoba, the distribution of malt-based beverages is handled similarly to beer. All retail beer vendors currently have access to malt-based coolers.
- **Wine-based coolers** are beverages containing wine to which ingredients such as fruit juice or other flavourings have been added.
- **Spirit-based coolers** are beverages containing distilled alcohol and added ingredients such as fruit juice or other flavourings.

Ciders

- **Cider** is a fermented alcoholic beverage made from apple juice. In Canada and the United States, the term "hard cider" can be used for the alcoholic beverage while the term "cider" may refer to a non-alcoholic apple juice beverage.

MBLL's Product Listing & Delisting Processes

- MBLL's Category Management team conducts a scheduled call for listing process with suppliers to solicit new products for the Manitoba market.
- The Category Management team may consider listing refreshment beverages outside the call for listing schedule if products are unique or innovative to the local market.
- New refreshment beverages are typically launched all together during the spring season.
- Sales performance of refreshment beverages are monitored on an ongoing basis. Sales performance, inventory availability, and purchase order lead times all factor into the delisting process.
- Products that do not meet sales performance targets will be discounted in price and cleared once inventory levels have run down.
- MBLL determines the frequency and value of discount for discontinued products based on a number of factors.

Top-Selling Spirit-Based Coolers & Ciders

Below is a list of 20 of the top-selling spirit-based coolers and ciders. This list may help you decide which products your customers are looking for.

CSPC	SKU Description
11415	ROCKSTAR ORIGINAL 473C COOLER 473
8892	SMIRNOFF ICE VODKA 1L PET COOLER 1000
7130	MOTT'S CLAM CAESAR ORIG 6/341C COOLER CANADA DRY (USA) 2046
22422	MOTT'S CLAM CAES PKLDBEAN 458C COOLER CANADA DRY (USA) 458
14697	MIKE'S HARD LEMONADE 6/355C COOLER 2130
14868	SMIRNOFF ICE VODKA 6/355 C COOLER 2130
13054	PALM BAY MIXER PACK 12/355C COOLER 4260
22755	MIKE'S HARD BLK CHERRY 6/355C COOLER 2130
20260	ROCKSTAR FRUIT PUNCHED 473C COOLER 473
344119	GROWERS ORCH BRY CIDER 2L PET 2000
314906	GROWERS RASP CIDER 2L PET 2000
7131	MOTT'S CLAM CAESAR EX SP6/341C COOLER CANADA DRY (USA) 2046
190884	ROCKABERRY 2L PET COOLER VINCOR 2000
20174	SNAPPLE SP RASPCHERY TEA 458C VODKA COOLER CANADA DRY 458
18223	AMERICAN V ICED TEA MX 12/355C COOLER 4260
18326	GROWERS STRW RHUB CIDER 2L PET (BC #863498) 2000
18167	SNAPPLE SPIKED PEACH TEA 458C VODKA COOLER CANADA DRY 458
120733	PALM BAY STR/PINE 6/355 C COOLER 2130
18173	OKANAGAN BC CIDER SAMP 12/355C OKANAGAN CIDER CO 4260
188920	WILDBERRY VODKA 1L PET COOLER 1000

If you would like a more in-depth category analysis on refreshment beverages, please email channel.partners@mbl.ca.

Ordering & Delivery Information

Ordering from MBLL's Distribution Centre

(in Winnipeg & select locations)

To facilitate direct delivery of product through the MBLL Distribution Centre to commercial customers, the following conditions must be met:

- A minimum order size of 30 cases must be ordered to receive direct shipment of product from the Distribution Centre.
- Product is only shipped in full case lot quantities. At this time, no repack orders will be processed for direct shipment to commercial customers.
- The ATLAS ordering system is the only order method acceptable for direct delivery of product.
- Deliveries will only be made to locations that can accept full pallet drop deliveries of product. (i.e. through an overhead door or double door).
- During weeks with a statutory holiday, orders may not arrive on the routine delivery day. Communication will be sent out in advance of statutory holidays regarding any changes to order or delivery schedules.
- The commercial customer must meet any requirements imposed by the carrier.

Ordering from a Liquor Mart

(hotels in rural areas)

- You may order and purchase spirit-based coolers and ciders from a nearby Liquor Mart.
- All Liquor Marts require advance notice of your inventory requirements.
- Please work directly with the Liquor Mart manager to determine ordering and purchase timelines, as stores have differing order and delivery dates.
- Liquor Marts will make every effort to fulfill your inventory requirements. Please note that products that are out of stock in the Distribution Centre due to high demand are beyond the control of your area Liquor Mart.
- While short notice orders may be permitted, each Liquor Mart retains the right to limit the quantities purchased at the retail point of sale.

Quality Control

Occasionally, a product may be recalled/withdrawn for various reasons. In the event of a product recall, MBLL will notify commercial customers via the ATLAS ordering system and provide full instructions on how to return or dispose of the product.

If you have quality concerns about a product, contact MBLL's Liquor Contact Centre at 204-957-2500, ext. 5500.

Product Returns

- Product purchased through a Liquor Mart may be returned to the Liquor Mart within 30 days, with a receipt.
- All product being returned must be in saleable condition, meaning no damaged or opened cases/units.
- Large volume returns will require approval from your Commercial Customer Sales Manager in advance of returning to a Liquor Mart or MBLL's Distribution Centre.

Discount Process for Commercial Customers

- All commercial customers authorized to sell spirit-based coolers/ciders for off-sale receive a discount off the retail price (price to public) of the product.
- Your MBLL commercial customer card **MUST** be presented at time of purchase when buying through a Liquor Mart to receive the discount.
- Orders placed through ATLAS will have the discount applied at the bottom of your MBLL invoice.

Empty Containers

Currently, container deposits are not charged on cider, spirit- or wine-based cooler purchases so there are no container deposits to collect or refund.

MBLL strongly encourages the public to dispose of cider, spirit- and wine-based cooler containers through municipal recycling programs (i.e. Blue Box).

Product Pricing

Under *The Manitoba Liquor and Lotteries Corporation Act*, [uniform pricing](#) applies to all liquor products sold in Manitoba, including spirit-based coolers and ciders. Products must be priced and sold according to the product price lists and bulletins published by MBLL.

You can learn more about refreshment beverage products and prices (such as coolers and ciders). This information is published to ATLAS:

- *MBLL Category Price List* shows the price to public only.
- *Product Information Bulletins*, distributed biweekly, list new product information. Cooler pricing is currently displayed at the price to public.
- *Cooler & Cider Price List* (with discount) displays both licensee pricing (discounted) and the price to public.
- *Limited Time Offer (LTO) Bulletins* display the price to public only. You may purchase products on LTO during the pre-buy period. Your commercial customer discount is taken from the LTO price to public.

Frequently Asked Questions

General

Q: How do I order spirit-based cooler/cider product?

A: Most rural hotel beer vendors will order inventory through their closest Liquor Mart. Please refer to the Commercial Customer Order Form for ordering instructions.

Q: When should I place my order?

A: Rural Liquor Marts receive shipments on specific days of the week based on third-party carrier routes. You will need to discuss order deadlines and pick up days directly with the Liquor Mart in your area.

Q: What about items that are out of stock?

A: MBLL's Supply Chain works hard to make inventory available for all customer types. Many of the products are sourced internationally and may take weeks or months to arrive. The Supply Chain team uses several metrics to determine inventory requirements for the Manitoba market.

Q: Why does the Liquor Mart reserve the right to limit quantities?

A: Liquor Marts make every attempt to satisfy the needs of all customer types. However, the primary focus of a Liquor Mart is to serve its public customers. Liquor Marts are not intended to be an extension of MBLL's Distribution Centre for commercial customers.

Q: Will I be advised of Limited Time Offers (LTOs)?

A: Yes, all price changes, including Limited Time Offers, are bulletined just like current LTO beer bulletins.

Q: How do I know the public price?

A: MBLL's Supply Chain issues bulletins which shows available products and the public retail price.

Q: Do I have to post the enviro levy?

A: No, the enviro levy is built into the public price. The only additional charges are PST and GST.

Q: Will I be notified if a product is discontinued?

A: Yes, MBLL's Supply Chain communicates discontinued products using product bulletins on ATLAS and email notification.

Q: May I return discontinued product?

A: MBLL will allow returns of saleable product that is being discontinued. Contact your Commercial Customer Sales Manager for return approval.

Q: What do I do if a product is received damaged?

A: If product is received damaged in transit, contact your Commercial Customer Sales Manager to arrange for credit.

Q: What if product is damaged by my employees or customers while handling it?

A: You cannot return or get credit for product that has been damaged within your business. A portion of the commercial customer discount is intended to cover customer/employee breakage.

MBLL Distribution Centre Orders

Q: How do I arrange for direct delivery from MBLL warehouse?

A: If your business meets ALL requirements outlined in the *Ordering from MBLL's Distribution Centre* section, contact your Commercial Customer Sales Manager for more information regarding direct deliveries.

Q: What if I don't have an overhead door or double door for receiving?

A: MBLL's current contract with 3rd party carriers is for pallet drop orders only. MBLL will not arrange for carrier deliveries that must be unloaded by hand.

Q: Is there a delivery charge?

A: You must order a minimum of 30 cases to receive a free delivery. Orders that do not meet the minimum order quantity will be deleted by MBLL's Liquor Contact Centre.

Q: Can I order quantities less than a full case?

A: Currently only full case quantities are allowed.

Q: What is MBLL's order and delivery schedule?

A: Delivery day is determined by when the 3rd party carrier is servicing a specific community. MBLL order cut off time is based on logistical workflow requirements to get product to the 3rd party carrier in time for service to the community.

Q: What if I miss my order deadline?

A: It is imperative that MBLL receives orders by the cut-off time. Late orders will not be processed, and you will not get your order. You will need to re-order the following week.

Q: If I miss my order deadline, can I purchase inventory from a Liquor Mart?

A: Liquor Mart inventory levels are based on the sales history of their customers. Liquor Marts are not able to anticipate or store enough product for commercial customers who have missed an order. Most locations will not have enough inventory to meet your needs and those of their public customers.

Q: What if I notice the product is broken while it's being delivered?

A: Make note of the breakage on your bill of lading. You will also need to advise the Liquor Contact Centre at 1-204-957-2500, ext. 5500 of the product damaged in transit (toll-free 1-800-265-3912).

If you have any other questions, please contact your Commercial Customer Sales Manager.