LIQUOR MART

marketing program guide

APRIL 2021 / MARCH 2022

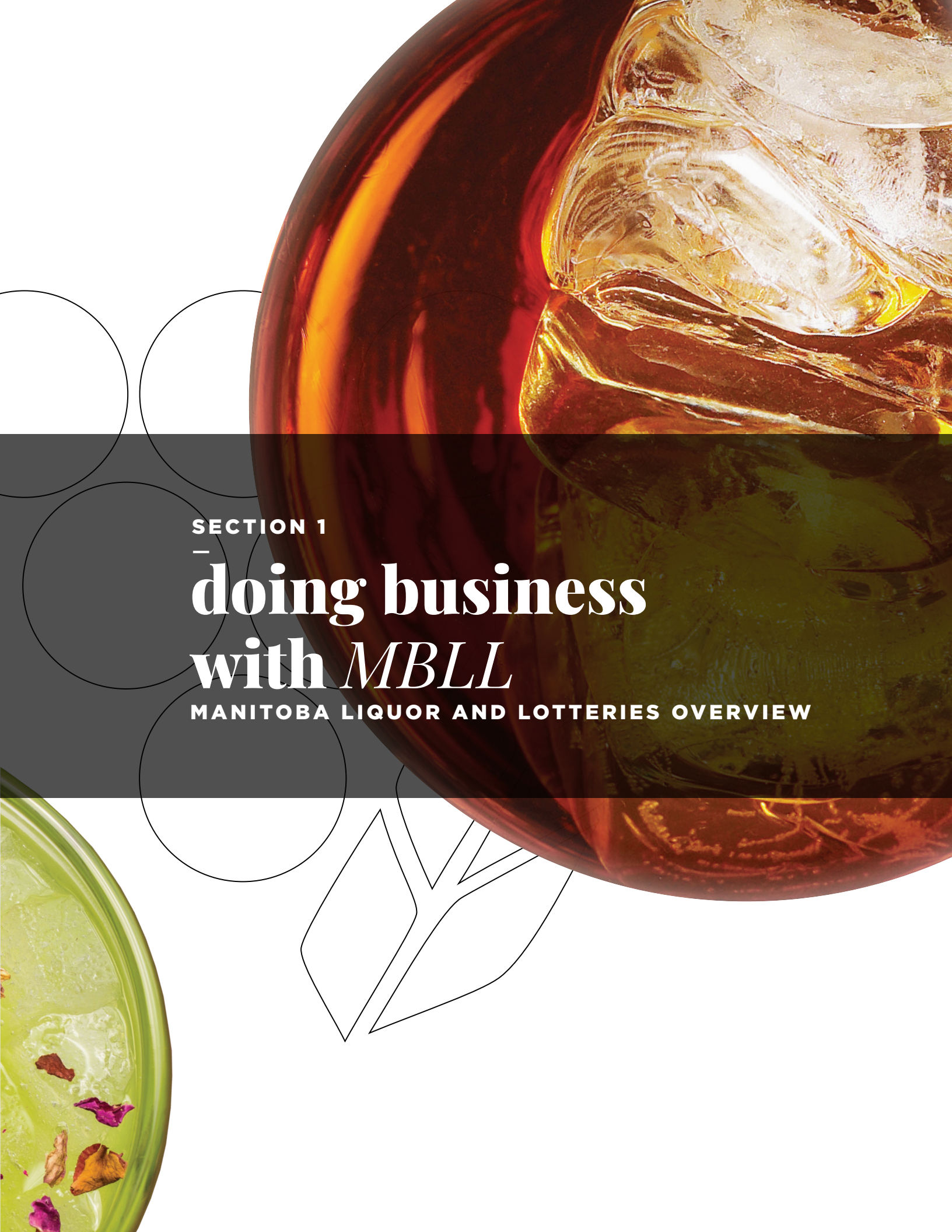
MANITOBA LIQUOR & LOTTERIES

table of contents

DOING BUSINESS WITH MBLL	**5**
Manitoba Liquor and Lotteries Overview	5
Enriching the lives of Manitobans	6
Purpose	7
Elements	7
Values	7
About the Marketing Program Guide	8
Objectives	8
Commitments and Expectations	8
We're here to help	9
Sales Trends	10
DISPLAY PROGRAMS	**11**
NEW! Hello!	12
NEW! In the Moment	14
NEW! Our Favourites	16
NEW! Refreshment Beverage Stockpile	18
NEW! Impulse Cold Box	19
NEW! LMX Footprint Theatre	20
NEW! LMX Impulse Bin	22
NEW! LMX Impulse @ Cash	24
Product Spotlight	26
Brand Spotlight	29
Footprint Theatre	32
Impulse Bin	34
Impulse @ Cash	36
Coordinated Ad-Hoc	38
Liquor Mart Ad-Hoc	39

SUPPORT PROGRAMS	**40**
Refreshment Beverage Area Signage	41
Shelf Talker	43
Neck Tag	45
Value Add	47
Rep-Applied	47
Plant-Applied	48
Free of Charge (FOC) Packaging	49
Near Packs	51
LIMITED TIME OFFER PROGRAMS	**52**
NEW! Save & Get	53
Limited Time Offer	55
Hot Buy	59
Black Friday	62
AIR MILES® PROGRAMS	**64**
NEW! Save & Get	65
NEW! AIR MILES® Bundle Buy	67
AIR MILES® Bonus Miles	69
AIR MILES® Bonus AIR MILES® Buy More. Get More. Event	70
AIR MILES® Multi SKU	71
AIR MILES® Buckslip	73
AIR MILES® Max Miles	74
AIR MILES® 12 Days of Max Miles	76

EXPERIENCE PROGRAMS	**77**
In-Store Sampling	78
WineStation®	80
ADVERTISING PROGRAMS	**81**
COMING SOON! Domination Skin Advertising	82
COMING SOON! Reusable Bag Advertising	83
COMING SOON! Coldbox Billboard	84
NEW! Online Brand Boutique	85
NEW! Social Media	86
12-Pack Carrier Advertising	87
In-Store Audio Advertising	89
Shopping Cart Advertising	90
APPENDICES	**92**
Appendix A: Liquor Mart Tier Structure	93
Appendix B: Marketing Program Schedule	96
Appendix C: POP Material Requirements and Instructions for File Upload	97
Appendix D: Product Category Classifications	98
Appendix E: Applications – Where and How to Apply	99
Appendix F: Liquor Mart In-Store Samplings Supplier/Sampler Guidelines and Sampler Responsibilities	100
Appendix G: Contesting	101



SECTION 1

doing business with *MBLL*

MANITOBA LIQUOR AND LOTTERIES OVERVIEW

ENRICHING THE LIVES OF MANITOBANS

Manitoba Liquor & Lotteries is a Crown corporation of the Province of Manitoba. We distribute and sell liquor, provide gaming and entertainment experiences, and source and distribute non-medical cannabis to retailers in the province, all in a socially responsible manner.

Our profits go to the Province of Manitoba's general revenue and support priority programming in areas like health care, education, social and community services.

Two percent of anticipated annual net income is committed towards responsible gambling, responsible liquor and cannabis consumption, and research and treatment programs.

LIQUOR

One of the largest single buyers of beverage alcohol in the world, Manitoba Liquor & Lotteries brings an incredible array of products into our province from over 50 different countries.

As a retailer, we operate 63 Liquor Mart and Liquor Mart Express stores throughout the province. As the wholesaler and distributor of liquor for the province, the corporation's distribution center serves more than 1,700 commercial customers across Manitoba including privately-owned liquor vendors, duty-free stores, and specialty wine stores.

GAMING

We operate Club Regent Casino, McPhillips Station Casino and PlayNow.com. The province's VLT network, managed through our Morris office, supports the province's hotel and restaurant industry. We distribute and sell Western Canada Lottery Corporation products through our network of privately-owned lottery ticket retailers.

CANNABIS

We source and distribute non-medical cannabis to privately-owned retailers in Manitoba. Our province uses a direct distribution model that sees cannabis ship directly from Canadian producers to retailers.

PURPOSE

Enrich the lives of Manitobans

Manitoba Liquor & Lotteries strives to make the greatest possible contribution to the economic and social well-being of our province.

ELEMENTS

Perform Profitably and Sustainably

Sound business practices that strengthen our profitability – allowing us to maximize funding available for healthcare, education and other services Manitobans rely on.

Champion Innovation

A vibrant ownership culture that celebrates innovation – supporting and challenging our employees to continuously improve all aspects of our operations.

Be Progressive

Products and experiences that keep pace with evolving preferences and market trends – ensuring Manitobans' expectations for choice, quality, value and social responsibility are consistently exceeded.

Engage Manitobans

Meaningful relationships with Manitobans – engaging Manitobans both as customers and citizens to ensure all aspects of Manitoba Liquor & Lotteries operations reflect the needs, expectations and interests of those to whom we are ultimately accountable.

VALUES

We aspire to live these values in all that we do to enrich the lives of Manitobans.

Caring

Everyone Matters – We care about each other, our communities and the environment by being genuine, responsible and considerate.

Collaborative

Better Together – We work together in an open, respectful way to produce and deliver outstanding results.

Customer Focused

Great Experiences – We listen to our internal and external customers so we can anticipate, understand and respond to their needs.

Creative

Courage to Explore – We foster an environment of idea sharing, continuous learning and improvement, and push beyond what we have today to what is possible tomorrow.

Committed

Keep Promises – We take pride and ownership in making and meeting our commitments.

ABOUT THE MARKETING PROGRAM GUIDE

MBLL strives to promote products to consumers that encompass innovation, education and value. We seek opportunities to shine a spotlight on new products, or to reignite an appreciation for an old favourite. We value relationships with our Industry Partners and believe that working together is the best way to achieve mutual goals.

Industry Partners are invited to apply for Liquor Mart Marketing at Retail programming. MBLL has developed the Marketing Program Guide to provide Industry Partners with the information required to maximize programming opportunities available in Liquor Marts.

This document will help you understand all the programming opportunities available for the 2022 fiscal year (April 2021 – March 2022). We encourage you to read all program criteria in full and ensure your applications are timely, accurate and complete before submission. Late and/or incomplete applications will factor into our decision-making processes and are subject to rejection and/or late fees.

Please refer to Appendix E for applications, Appendix B for application deadlines and Appendix C for P.O.P material requirements and instructions for file upload.

OBJECTIVES

The objectives of this document are:

- To provide Industry Partners with an understanding of the Liquor Mart brand and brand goals
- To provide the Liquor Mart Marketing Program Schedule
- To provide an outline of the criteria that MBLL applies for promotional activity
- To provide opportunities for product promotion
- To encourage the responsible use of beverage alcohol

COMMITMENTS AND EXPECTATIONS

MBLL is committed to providing the highest quality service to our Industry Partners and will achieve this by:

- Providing multiple opportunities for programming
- Innovative programming
- Committing to the necessary inventory to be maintained for the period
- Optimizing merchandising execution
- Updating Liquor Marts to maximize sales opportunities
- Working together to bring brand engagement to life
- Providing a best in class shopping experience to our customers
- Supporting a sustained value to our customers
- Maximizing our opportunities by ensuring we are targeting consumer needs and shopping habits
- Capitalizing on the “in-store” and “online” experience

WE'RE HERE TO HELP

The Liquor Programming and Experience team highly encourages and is available to meet with Industry Partners to assist in maximizing opportunities to market their products and determine programs and program bundles to help execute and maximize marketing strategies.

For general inquiries please contact the following: marketing@mbll.ca

For specific inquiries please contact:

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SALES TRENDS

The Marketing Program Guide details MBLL's updated marketing programs, program periods and application period for the 2022 fiscal year (April 2021 – March 2022).

Marketing program fees are aligned by monthly sales volumes as detailed below:

PERIOD		%
1	April	7%
2	May	8%
3	June	10%
4	July	9%
5	August	10%
6	September	8%
7	October	8%
8	November	8%
9	December	13%
10	January	6%
11	February	6%
12	March	7%

LIQUOR MARTS (F'20)

- 63 stores
- $442,592,663 net sales
- 32,240,451 net sales units
- 11,065,415 transactions
- $40.00 ATV
- 2.91 UPT

LIQUORMARTS.CA (F'20)

- 1.2 MM users
- 7.7 MM total pageviews
- 688 K Homepage Pageviews

SOCIAL MEDIA

- Facebook – 10.4K+ followers
- Twitter – 10.0K+ followers
- Instagram – 5.2K+ followers

NOTE:

Users *represent individuals that visit your site. If that same User leaves your site and comes back later, Google Analytics will remember them, and their second visit won't increase the number of Users (since they have already been accounted for in the past).*

Sessions *represent a single visit to your website. Whether a User lands on one of your web pages and leaves a few seconds later, or spends an hour reading every blog post on your site, it still counts as a single Session. If that User leaves and then comes back later, it wouldn't count as a new User (see above), but it would count as a new Session.*

Pageviews *represent each individual time a page on your website is loaded by a User. A single Session can include many Pageviews, if a User navigates to any other web pages on your website without leaving.*

SECTION 2

—

display programs

NEW! HELLO!

This is a new program that provides the opportunity for suppliers to make a high-visibility impact when a customer first enters a store. This program introduces customers to our current seasonal themes, and/or a category focus rotating on a monthly basis.

APPLICATION

Suppliers may apply by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed products (**excluding** Economy) are eligible. New or seasonal listings are eligible, pending listing approval by Category Management.

There are 9 opportunities per period for this Tier 1-3 display, charged on a per SKU basis.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

TIER 1-3 41 STORES 89%			
PERIOD		THEME	$ Rate per SKU
1	April	Gin	$600
2	May	New Refreshment Beverage	$675
3	June	Blanco Tequila	$850
4	July	Reposado Tequila	$775
5	August	Anejo Tequila	$850
6	September	TBD	$650
7	October	Canadian Whisky	$650
8	November	Liqueurs	$650
9	December	Sparkling Wine	$875
10	January	Scotch Whisky	$500
11	February	American Whiskey	$500
12	March	TBD	$575

SELECTION CRITERIA

- Seasonal/Category Focus
- Good distribution in Liquor Marts
- Provide overall balance to the display assortment
- Additional program participation (Bonus AIR MILES®/LTO)
- Projected sales volume
- Approved listing (Approval of listing must be confirmed prior to applying for the "Hello!" Display)
- Inventory availability/replenishment schedule

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon approval, suppliers are required to provide the following:

A high-resolution print ready bottle shot file (minimum 300 dpi) for each approved SKU.

The file must be uploaded to the OneDrive folder according to the deadlines and instructions outlined in Appendix C.

LIQUOR MART EXECUTION

Tier 1-3 Liquor Marts are required to list and display all approved SKUs on the Hello! display for the duration of the period.

The display will be placed near the front entrance to encourage high visibility as the customer enters the store.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

Liquor Marts will have displays completed no later than end of day, on the second day of the period.

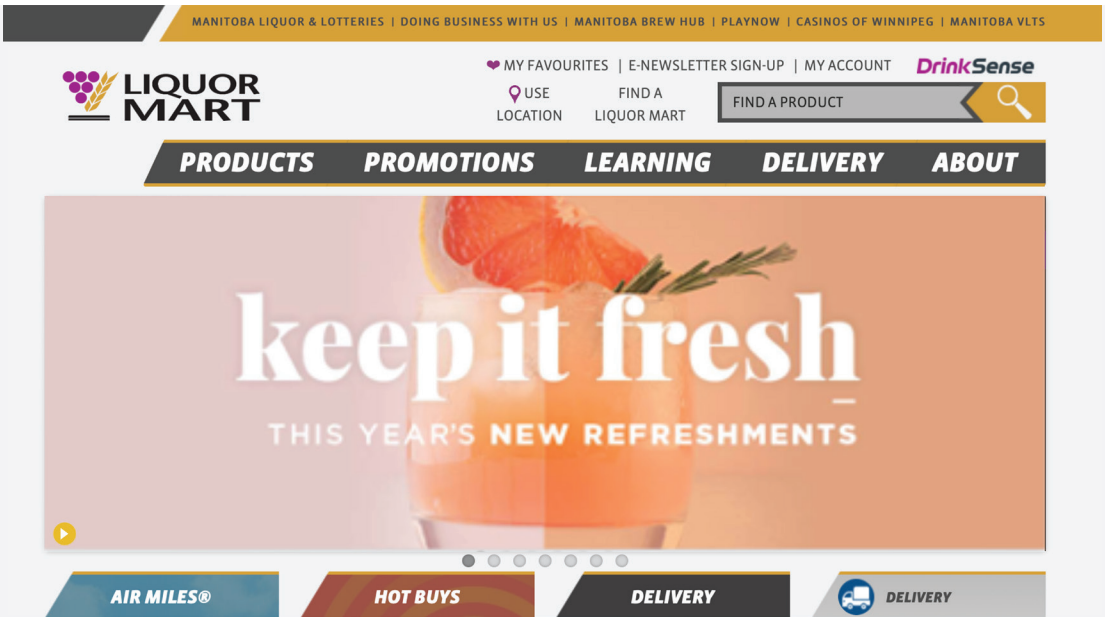
MARKETING SUPPORT

MBLL will be responsible for the creation of all creative materials associated with this display.

MBLL will provide stores with Hello! display signage and shelf talkers.

All approved SKUs will be featured on LiquorMarts.ca with a Hello! web banner and corresponding landing page.

Hello! products may also be featured in the Liquor Mart Sip n Savour E-newsletter.



NEW! IN THE MOMENT

This a new program that provides the opportunity for suppliers to showcase products on an end cap display that fit within a seasonal or occasion-based theme, rotating on a monthly basis.

APPLICATION

Suppliers may apply by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed products (**excluding** Economy) are eligible. New or seasonal listings are eligible, pending listing approval by Category Management.

There are 9 opportunities per period for this Tier 1-3 display, charged on a per SKU basis.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

TIER 1-3 41 STORES 89%			
PERIOD		THEME	$ Rate per SKU
1	April	Easter	$550
2	May	Mother's day	$625
3	June	Father's day	$775
4	July	Patio Pleasers	$700
5	August	Backyard BBQ	$775
6	September	Fall/Harvest	$600
7	October	Halloween	$600
8	November	Grey Cup	$600
9	December	N/A	N/A
10	January	Light and Low	$450
11	February	Valentine's Day	$450
12	March	St. Patrick's Day	$525

SELECTION CRITERIA

- Seasonal/Occasion-based focus
- Good distribution in Liquor Marts
- Provide overall balance to the display assortment
- Additional program participation (Air Miles®/LTO)
- Projected sales volume
- Approved listing (Approval of listing must be confirmed prior to applying for "In the Moment" program)
- Inventory availability/replenishment schedule

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon approval, suppliers are required to provide the following:

A high-resolution print ready bottle shot file (minimum 300 dpi) for each approved SKU.

The file must be uploaded to the OneDrive folder according to the deadlines and instructions outlined in Appendix C.

LIQUOR MART EXECUTION

Tier 1-3 Liquor Marts are required to list and display all approved SKUs on the In the Moment display for the duration of the period.

The display will be featured at an end cap location in a high traffic, high visibility section of the store.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

Liquor Marts will have displays completed no later than end of day, on the second day of the period.

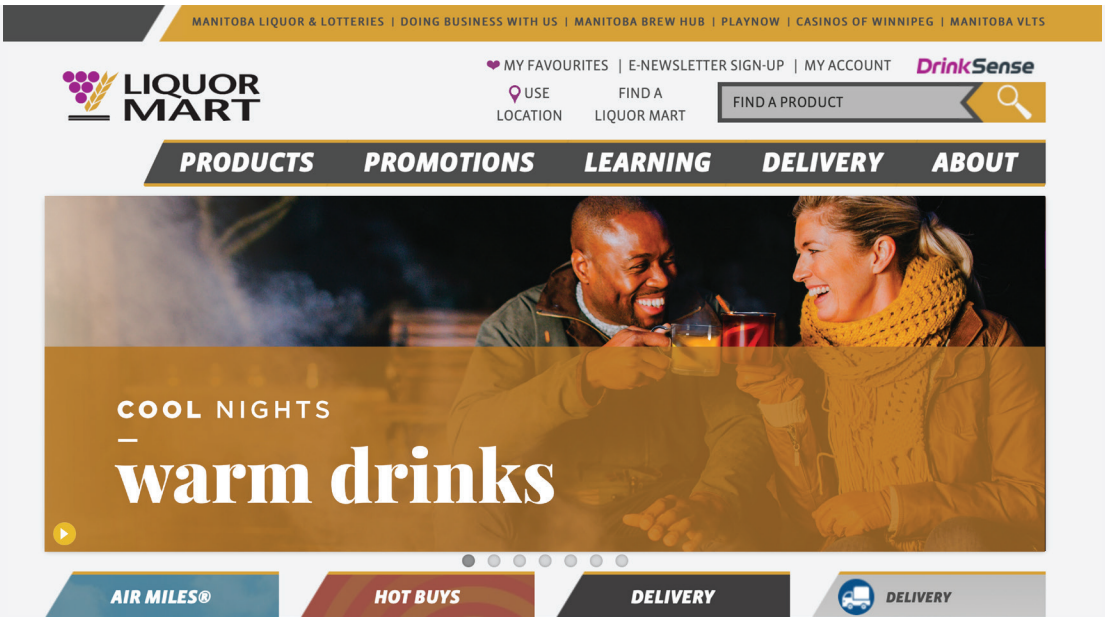
MARKETING SUPPORT

MBLL will be responsible for the creation of all creative materials associated with this display.

MBLL will provide stores with In the Moment display signage and shelf talkers.

All approved SKUs will be featured on LiquorMarts.ca with a In the Moment web banner and corresponding landing page.

In the Moment may also be featured in the monthly Liquor Mart Sip n Savour E-newsletter.



NEW! OUR FAVOURITES

This a new program that provides the opportunity for suppliers to showcase products on an end cap display that fit within a Category Focus rotating on a monthly basis.

APPLICATION

Suppliers may apply by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All regularly listed products (**excluding** Economy) are eligible.

New or seasonal listings are eligible, pending listing approval by Category Management.

There are 9 opportunities per period for this Tier 1-3 display, charged on a per SKU basis.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

TIER 1-3 41 STORES 89%			
PERIOD		THEME	$ Rate per SKU
1	April	Rose	$550
2	May	Flavoured Beers	$625
3	June	Summer Sparkling	$775
4	July	Summer Whites	$700
5	August	Summer Reds	$775
6	September	Ciders	$600
7	October	Flavoured Spirits	$600
8	November	Import Beers	$600
9	December	N/A	N/A
10	January	Light Beers	$450
11	February	Seltzers	$450
12	March	Irish Whiskey	$525

SELECTION CRITERIA

- Category-based focus
- Good distribution in Liquor Marts
- Provide overall balance to the display assortment
- Additional program participation (Air Miles®/LTO)
- Projected sales volume
- Approved listing (Approval of listing must be confirmed prior to applying for Our Favourites program)
- Inventory availability/replenishment schedule

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon approval, suppliers are required to provide the following:

A high-resolution print ready bottle shot file (minimum 300 dpi) for each approved SKU.

The file must be uploaded to the OneDrive folder according to the deadlines and instructions outlined in Appendix C.

LIQUOR MART EXECUTION

Tier 1-3 Liquor Marts are required to list and display all approved SKUs on the Our Favourites display for the duration of the period.

To ensure visual consistency, the display will be merchandised on end cap shelving, except for select boxed wine, beer and refreshment beverages, as determined by MBLL. Other exceptions may apply, should racking impede program execution.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

Liquor Marts will have displays completed no later than end of day, on the second day of the period.

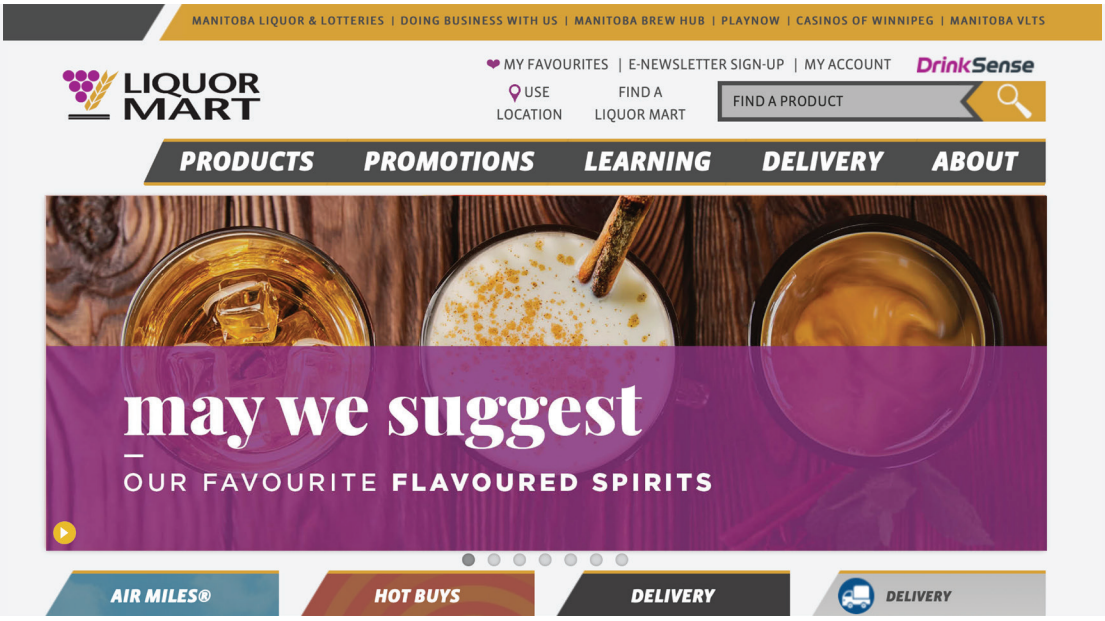
MARKETING SUPPORT

MBLL will be responsible for the creation of all creative materials associated with this display.

MBLL will provide stores with Our Favourite display signage and shelf talkers.

All approved SKUs will be featured on LiquorMarts.ca with a Our Favourite web banner and corresponding landing page.

Our Favorites may also be featured in the monthly Liquor Mart Sip n Savour E-newsletter.



NEW! REFRESHMENT BEVERAGE STOCKPILE

The Refreshment Beverage Stockpile program allows suppliers the opportunity to purchase "Cold Zone" cold box placement and a case stack display in a destination flex area of Tier 1 Liquor Marts for a 4-month period (May, June, July, August).

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Program Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed refreshment beverages (**excluding** Economy) are eligible.

There are 12 opportunities for Tier 1 Liquor Marts, May – August charged on a per SKU basis.

COST

TIER 1 13 STORES 36%			
PERIOD		THEME	$ Rate per SKU
2-5	May - August	Refreshment Beverage	$5,625

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon notification of approval, suppliers are responsible for providing a high resolution, print ready bottle shot file (minimum 300 dpi) for each applied SKU.

LIQUOR MART EXECUTION

Tier 1 Liquor Marts are required to list and case stack (stockpile) all 12 selected refreshment beverages in a destination flex area of the store for the duration of the period.

These destination flex areas will be clearly identified via wayfinding signage and a corresponding marketing campaign. MBLL will print and distribute the program P.O.P signage.

This will be the primary location for each identified SKU.

Each SKU will also be featured in the "Cold Zone" cold box. Package sizes 4260ml or greater are not eligible for cold box placement.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

Liquor Marts will have displays completed no later than the end of day, on the second day of the period.

NEW! IMPULSE COLD BOX

The Impulse Cold Box Program allows suppliers to feature wines in the Liquor Mart impulse cold box for a 3-month period.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Program Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed white, rose and sparkling wines (**excluding** Economy) are eligible 750 ml or less.

There are 8 opportunities for Tier 1 – 4, each quarter charged on a per SKU basis.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

37 STORES			
PERIOD		THEME	$ Rate per SKU
1-3	April -June	Rose	$1,225
4-6	July-September	White	$1,325
7-9	October-December	Sparkling	$1,425
10-12	January-March	White	$925

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon notification of approval, suppliers are responsible for providing a high resolution, print ready bottle shot file (minimum 300 dpi) for each applied SKU.

LIQUOR MART EXECUTION

Tier 1 - 4 Liquor Marts with an impulse lane cold box are required to list and display all 8 selected wines in the cold box door closest to the cash desk.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

Liquor Marts will have the cold box door filled no later than end of day, on the second day of the period.

SELECTION CRITERIA

- Seasonal/Category focus
- Support of other Marketing Programs during the period (Bonus AIR MILES®, LTO, Value-Add, etc.)
- Projected sales volumes
- Good distribution in Liquor Marts
- Overall balance of displays

NEW! LMX FOOTPRINT THEATRE

The LMX Footprint Theatre program allows suppliers to create in-store excitement with a unique display unit that offers a small footprint with big impact. This program is a great opportunity to elevate your brand, showcase a new brand extension and encourage purchases with occasion-based products. Footprint Theatres are located in high-traffic areas for a period of one month.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Program Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

Applications **MUST** include an image of the actual display, construction material details, dimensions (height, width and depth), and holding power.

PARTICIPATION & ELIGIBILITY

All LMX assorted listed products (**excluding** Economy) are eligible.

New or seasonal listings are eligible, pending listing approval by Category Management.

Displays will consist of a maximum of three SKUs.

There is 1 opportunity per period.

Participation is limited to LMX locations.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

LMX 6 STORES		
PERIOD		$ Rate per period
1	April	$925
2	May	$1,075
3	June	$1,325
4	July	$1,200
5	August	$1,325
6	September	$1,075
7	October	$1,075
8	November	$1,075
9	December	$1,725
10	January	$800
11	February	$800
12	March	$925

SELECTION CRITERIA

- Seasonal/Category focus
- Support of other Marketing Programs during the period (Bonus AIR MILES®, LTO, Value-Add, etc.)
- Projected sales volumes
- Good distribution in LMX
- Overall balance of displays

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Suppliers will be required to produce POS displays no larger than 36" W x 24" D (or otherwise approved by the Liquor Programming and Experience department). Display racks should be shop-able from 360 degrees or at a minimum have creative on all sides (no white space on the back).

Suppliers will deliver POS to participating stores during the week preceding the start date. If significant building is required, the supplier is responsible to ensure the unit is constructed in advance of the period start date.

If suppliers wish to augment their LMX Footprint Theatre display with a near pack value add, the value add item must be merchandised within the rack. Near packs outside of the rack are not permitted.

Suppliers may use contests to enhance their LMX Footprint Theatre display. All contest entry mechanisms must be paperless - text-to-win, enter online, QR code, hashtag, or AIR MILES® scan-to-win. Ballot entries are not permitted.

If the contest is run through AIR MILES® with a scan-to-win mechanism, all products on display must include a month-long AIR MILES® offer. Contest details must be communicated to the Liquor Programming and Experience department to ensure proper usage of AIR MILES® logos, shelf talkers and rules & regulations. See the Appendix G for more details.

All displays must be removed by the supplier from stores at the end of the period. Display units should be disposed of in an environmentally friendly manner.

LIQUOR MART EXECUTION

LMX Footprint Theatre displays will be placed in a high traffic, high visibility section of the store.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

LMX will have displays completed no later than end of day, on the second day of the period.

LMX are required to list and display all approved SKU on the LMX Footprint Theatre display for the duration of the period.

NEW! LMX IMPULSE BIN

The LMX Impulse Bin program allows suppliers to promote basket-building with products under $20.00. This program is a great opportunity to promote exciting new products or offer the season's latest trends at an attractive price point. The impulse bin is located within proximity to the checkout for a period of one month.

APPLICATION

Suppliers may apply for inclusion in the program by completing a Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All LMX assorted listed products 750 ml or less (**excluding** Economy) are eligible.

Product price points must be under $20.00 to encourage impulse/basket-building purchases.

SKUs cannot participate in back-to-back periods.

Displays will consist of a maximum of 3 SKUs per Impulse Bin.

There is 1 opportunity per period.

Participation is limited to LMX locations.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

LMX 6 STORES		
PERIOD		$ Rate per period
1	April	$725
2	May	$825
3	June	$1,025
4	July	$925
5	August	$1,025
6	September	$825
7	October	$825
8	November	$825
9	December	$1,300
10	January	$625
11	February	$625
12	March	$725

SELECTION CRITERIA

- Seasonal/Category focus
- Support of other Marketing Programs during the period (Bonus AIR MILES®, LTO, etc.)
- Projected sales volumes
- Good distribution in Liquor Marts

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon approval, suppliers are responsible for providing a high resolution, print ready bottle shot file (minimum 300 dpi) for each SKU. The file must be uploaded to the OneDrive folder according to the deadlines and instructions outlined in Appendix C.

LIQUOR MART EXECUTION

LMX are required to list and display all approved SKU on the LMX Impulse Bin display for the duration of the period.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

LMX Impulse Bin displays will be placed in a high traffic, high visibility section of the store.

MBLL will print and distribute the Impulse Bin display P.O.P signage.

Liquor Mart staff will place the P.O.P signage with the LMX Impulse Bin display for the period.

LMX will have displays completed no later than end of day, on the second day of the period.

NEW! LMX IMPULSE @ CASH

The LMX Impulse @ Cash program allows suppliers to encourage basket building directly at checkout by featuring small format products (500ml or less). This program is a great opportunity to promote new or seasonal products, small gift ideas and single-serve beverages. The Impulse @ Cash bins are located at each register for a period of one month.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All LMX assorted listed single-serve products, 500ml or less (**excluding** Economy) are eligible.

SKUs cannot participate in back-to-back periods.

Displays will consist of a maximum of 1 SKU.

There is 1 opportunity per period.

Participation is limited to LMX Liquor Marts.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

LMX 6 STORES		
PERIOD		$ Rate per period
1	April	$725
2	May	$825
3	June	$1,025
4	July	$925
5	August	$1,025
6	September	$825
7	October	$825
8	November	$825
9	December	$1,300
10	January	$625
11	February	$625
12	March	$725

SELECTION CRITERIA

- Seasonal/Category focus
- Support of other Marketing Programs during the period (Bonus AIR MILES®, LTO, etc.)
- Projected sales volumes
- Good distribution in Liquor Marts

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon approval, suppliers are responsible for providing a high resolution, print ready bottle shot file (minimum 300 dpi) for each SKU. The file must be uploaded to the OneDrive folder according to the deadlines and instructions outlined in Appendix C.

LIQUOR MART EXECUTION

Liquor Marts are required to list and display all approved SKU on the LMX Impulse @ Cash display for the duration of the period.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

LMX Impulse @ Cash displays will be placed at each cash register of the respective store.

MBLL will print and distribute the Impulse @ Cash display P.O.P signage.

Liquor Mart staff will place the P.O.P signage with the LMX Impulse @ Cash display for the period.

LMX will have displays completed no later than end of day, on the second day of the period.

PRODUCT SPOTLIGHT

The "Product Spotlight" program allows suppliers to create an impactful display featuring up to 3 related SKUs. This program is a great opportunity to promote your brand, educate the consumer, highlight new and seasonal products or the perfect product for that special occasion. Additional offers to customers are encouraged through LTO, AIR MILES®, contests or value adds. Product Spotlight displays are located at end caps and other prime locations for a period of one month.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

Liquor Marts are classified as Tiers 1 through 4 (refer to Appendix A). Liquor Marts have been classified based on a combination of sales volume and availability of display space. Suppliers must select the Tier (s) they wish to be featured in.

PARTICIPATION & ELIGIBILITY

There are up to 16 opportunities per period (excluding December). There are up to 24 opportunities in December.

Displays will consist of no more than 3 related SKUs.

All regular listed products (**excluding** Economy*) are eligible.

New or seasonal listings are eligible, pending listing approval by Category Management.

*Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

PERIOD		Tier 1-4 56 Stores 100%	Tier 1-3 41 stores 89%	Tier 1-2 26 Stores 65%	Tier 1 13 Stores 36%
1	April	$5,000	$4,775	$3,625	$1,975
2	May	$5,725	$5,450	$4,125	$2,250
3	June	$7,150	$6,850	$5,175	$2,800
4	July	$6,425	$6,150	$4,675	$2,525
5	August	$7,150	$6,850	$5,175	$2,800
6	September	$5,725	$5,450	$4,125	$2,250
7	October	$5,725	$5,450	$4,125	$2,250
8	November	$5,725	$5,450	$4,125	$2,250
9	December	$9,275	$8,875	$6,750	$3,650
10	January	$4,275	$4,100	$3,100	$1,675
11	February	$4,275	$4,100	$3,100	$1,675
12	March	$5,000	$4,775	$3,625	$1,975

SELECTION CRITERIA

- Seasonal/category focus
- Good distribution in Liquor Marts
- Overall balance of displays
- Support of other marketing programs during the period (Bonus AIR MILES®, LTOs, Value Adds etc.)
- Projected sales volume
- Approved listing (Approval of listing must be confirmed prior to applying for Product Spotlight Display).

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

The supplier is responsible for ensuring adequate inventory of privately distributed products is on hand at the distribution point to support the program.

It is the supplier's responsibility to ensure that all promotional activities and creative elements are compliant with regulations.

LIQUOR MART EXECUTION

Liquor Marts will be required to list and display all SKUs approved for the Product Spotlight program for the duration of the period.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

To ensure visual consistency, all Product Spotlight displays will be merchandised on end cap shelving, except for select boxed wine, beer and refreshment beverages, as determined by MBLL. Other exceptions may apply, should racking impede program execution.

Liquor Marts will have displays completed no later than end of day, on the second day the period.

P.O.P. SIGNAGE

Upon notification of approval, the supplier must submit P.O.P. signage to the Liquor Programming and Experience department for approval. Suppliers' signage creative must be 20" W x 20" H, with the live viewable area being 19" W x 19" H. All critical text and artwork should be kept within an 18" W x 18" H safe are to account for the P.O.P. signage frame. All signage must include crop marks and 0.5" bleeds and contain a legible social responsibility message (Ex. Please enjoy responsibly).

Once the creative is approved, the supplier is responsible for uploading the file to the OneDrive folder according to the deadlines and instructions outlined in Appendix C. MBLL will have the signage created. Materials will be printed, kitted and shipped directly to Liquor Marts for placement in our P.O.P. signage frames.

P.O.P. must be seasonably appropriate, relevant to all products on display and clearly communicate a "reason to buy". P.O.P must not reference near pack value add items.

Reference to price may appear on Product Spotlight Display signage during the month-long LTO periods, provided all participating products are approved on LTO. When referencing LTOs, the signage must include the SKU#, product name, regular price, sale price, savings amount and effective date range.

Reference may also be made to an approved month-long AIR MILES® offer. When referencing AIR MILES® , the signage must include the SKU#, product name, price, AIR MILES® offer and effective date range. All AIR MILES® logos and fine print must be approved by MBLL prior to upload to the OneDrive folder.

Contests
Suppliers may use contests to enhance their Product Spotlight Displays, but stores may be unable to include the actual prize in the display due to space limitations. All contest entry mechanisms must be paperless - text-to-win, enter online, QR code, hashtag, or AIR MILES® scan-to-win. Ballot entries are not permitted. If the contest is run through AIR MILES® with a scan-to-win mechanism, all products on display must include a month-long AIR MILES® offer. Contest details must be communicated to the Liquor Programming and Experience department to ensure proper usage of AIR MILES® logos, shelf talkers and rules & regulations.

See Appendix G for further contest details.

Value adds and Near Packs
If the Product Spotlight display includes a near packed value add, it is expected that enough quantity of the bonus item be available to support the program for the entire month. The supplier must provide a method of display of the near pack, i.e. a floor-model merchandiser. Suppliers may also choose to use Liquor Mart branded impulse bins for near pack value adds at a cost of $25.00 per bin, per store.

All participating stores must receive the near pack item and merchandiser 7 days prior to the start of the period. At the time of application, the Supplier must provide an image of the merchandiser, including the dimensions, to the Liquor Programming and Experience department for approval.

The merchandiser cannot exceed 18″ W x 44″ H x 15.5″ D, with or without a header. Suppliers must deliver merchandisers pre-assembled, or assist in building and stocking the merchandisers, as required. If a supplier wishes for stores to keep the near pack merchandisers for pick-up at the end of the period, please email marketing@mbll.ca and the Liquor Programming and Experience team will notify stores and send reminders. Suppliers are also encouraged to attach a note to the back or bottom of the merchandiser advising not to dispose of the merchandiser at the end of the period.

NOTE: *Value adds of any kind cannot be mentioned on the Product Spotlight display signage. If a store depletes the near pack value add, the merchandiser will be removed, and the Product Spotlight display will remain up until the end of the period.*

It is the supplier's responsibility to follow-up with store management to replenish inventory of the near pack value add.

Reference to the near pack value add and how to get the offer must appear on the merchandiser only – either on the side panels or on a header, provided use of a header does not exceed the maximum height of 44".

Near Pack Distribution to Rural Stores
Suppliers can distribute near packs directly to rural stores. These items must arrive at the store prior to the start date of the period.

If a supplier prefers, they may request that MBLL distribute the near pack items to rural stores. Suppliers must pre-package the items and label each piece with the store number. These kits must then be delivered to the MBLL Distribution Centre (1000 King Edward St.) 30 days prior to the start of the period.

Shipping and handling charges are $25.00 for the first case, $5.00 for each additional case, per store.

BRAND SPOTLIGHT

The Brand Spotlight program provides an opportunity for suppliers to showcase their brand during a two-month period by engaging with Liquor Mart customers through a multi-faceted approach. Program participation will position their brand at the forefront of the customer's journey, and includes brand presence in key display space, along with prominent brand positioning in Liquor Mart advertising.

Why participate in the Brand Spotlight Program?

- Drive significant sales volume in participating stores
- Trial product to Liquor Mart customers
- Drive customer acquisition through multiple advertising tactics
- Dedicated & seamless brand integration through display signage

APPLICATION

Suppliers may apply for inclusion in the program by completing the Brand Spotlight Application Form.

All "Brand Spotlight" applications must be submitted January 12, 2021

Late applications will not be accepted.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

The Brand Spotlight display program is inclusive of all opportunities as previously outlined, there are six opportunities per fiscal year available for a rate of:

PERIOD		SEASON	$ Rate per two-month period
2	May	Spring	$33,150
3	June		
4	July	Summer	$33,150
5	August		
6	September	Fall	$30,600
7	October		
8	November	Holiday	$35,700
9	December		
10	January	Winter	$28,050
11	February		
12	March	WWF	$28,050
1	April		

PARTICIPATION & ELIGIBILITY

All listed products are eligible (**excluding** Economy).

Up to 12 SKUs can be featured during the two-month period

The Brand Spotlight program will include the following:

PROGRAM	Component	Engagement	Impressions	Inventory Requirement	Details
Display	Product Spotlight	Tier 1-3	1 each month	N/A	
	Impuse Bin	Tier 1-3	1 each month	N/A	
	Case Stack	Tier 1-2	1 each month	N/A	Exclusive to Brand Spotlight program
	Flagship Window display for the entire period	Grant Park Only	1 Total	N/A	Dedicated brand exposure in highly visible, high traffic Grant Park flagship Liquor Mart
Support	Shelf Talkers	Tier 1-4	4 Total	N/A	
	Shelf Blades	Tier 1-2	4 Total	N/A	Exclusive to Brand Spotlight program
	Vestibule Teaser Decal	Tier 1-3	1 Total	N/A	Exclusive to Brand Spotlight program
	Floor Decals	Tier 1-3	2 Total	N/A	Exclusive to Brand Spotlight program
	LTO	Tier 1-4	4 Total	N/A	
Experience	Coordinated Sampling	Tier 1	1 Total	N/A	Currently suspended due to Covid 19
	Supplier Lead Event	Virtual	1 Total	N/A	
Advertising	Exterior Branding	10 Liquor Marts	1 Total	N/A	Exclusive to Brand Spotlight program. Dedicated brand exposure in 11 high visible, high traffic Liquor Mart stores
	Shopping Cart	Tier 1-4	1 each month	N/A	Advertisement in approx. 650 shopping carts
	In Store Audio	Tier 1-4	up to 4 total each month	N/A	Dedicated brand spot in 63 stores with approx. 720 plays each month
	Online Brand Boutique		1 Total	N/A	
	Social Media		12 Total	N/A	4 x Facebook 4 x Twitter 4 x Instagram

SELECTION CRITERIA

- Size of the brand and growth trend
- Liquor Mart benefit: Sales, up-sell potential, relevancy
- Alignment with Liquor Mart seasonal themes and key consumer occasions.
- Consumer benefit: Education, solution, engagement, value

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon approval, suppliers are responsible for uploading the following artwork files to the OneDrive folder according to the deadlines and instructions in Appendix C:

- A high-resolution print ready bottle shot file (minimum 300 dpi) for each applied SKU.
- Product Spotlight
- Impulse Bin 8.5x11 signage & side panel
- Shelf Talkers
- Shelf Blades
- Exterior Branding
- Vestibule Teaser Decal
- Floor Decal
- Shopping Cart Advertising
- In-Store Audio file
- Web banner files
- Social Media files

MBLL will print, kit and distribute all Brand Spotlight marketing materials , except for the Case Stack Display and Flagship Window Display. Case Stack Display and Flagship Window Display materials must be presented to MBLL and approved prior to setup. Supplier are responsible for producing and shipping all Case Stack Display marketing materials to stores prior to the start of the period. Suppliers are responsible for the setup of the Flagship Window Display.

LIQUOR MART EXECUTION

Liquor Marts will be required to list and display all SKUs approved for the Brand Spotlight program in the respective store for the duration of the period.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

Liquor Marts will have displays completed no later than end of day, on the second day the period.

FOOTPRINT THEATRE

The Footprint Theatre program allows suppliers to create in-store excitement with a unique display unit that offers a small footprint with big impact. This program is a great opportunity to elevate your brand, showcase a new brand extension and encourage purchases with occasion-based products. Footprint Theatres are located in high-traffic areas for a period of one month.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Program Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

Applications **MUST** include an image of the actual display, construction material details, dimensions (height, width and depth), and holding power.

PARTICIPATION & ELIGIBILITY

All listed products (**excluding** Economy) are eligible.

New or seasonal listings are eligible, pending listing approval by Category Management.

There are up to 3 opportunities per period for this Tier 1 display.

Displays will consist of a maximum of 3 SKUs.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

TIER 1 13 STORES 36%		
PERIOD		$ Rate per period
1	April	$925
2	May	$1,075
3	June	$1,325
4	July	$1,200
5	August	$1,325
6	September	$1,075
7	October	$1,075
8	November	$1,075
9	December	$1,725
10	January	$800
11	February	$800
12	March	$925

SELECTION CRITERIA

- Seasonal/Category focus
- Support of other Marketing Programs during the period (Bonus AIR MILES®, LTO, Value-Add, etc.)
- Projected sales volumes
- Good distribution in Liquor Marts
- Overall balance of displays

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Suppliers will be required to produce POS displays no larger than 36" W x 24" D (or otherwise approved by the Liquor Programming and Experience

department). Display racks should be shop-able from 360 degrees or at a minimum have creative on all sides (no white space on the back).

Suppliers will deliver POS to participating stores during the week preceding the start date. If significant building is required, the supplier is responsible to ensure the unit is constructed in advance of the period start date.

If suppliers wish to augment their Footprint Theatre display with a near pack value add, the value add item must be merchandised within the rack. Near packs outside of the rack are not permitted.

Suppliers may use contests to enhance their Footprint Theatre display. All contest entry mechanisms must be paperless - text-to-win, enter online, QR code, hashtag, or AIR MILES® scan-to-win. Ballot entries are not permitted. If the contest is run through AIR MILES® with a scan-to-win mechanism, all products on display must include a month-long AIR MILES® offer. Contest details must be communicated to the Liquor Programming and Experience department to ensure proper usage of AIR MILES® logos, shelf talkers and rules & regulations. See the Appendix G for more details.

All displays must be removed by the supplier from stores at the end of the period. Display units should be disposed of in an environmentally-friendly manner.

LIQUOR MART EXECUTION

Footprint Theatre displays will be placed in a high traffic, high visibility section of the store.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

Liquor Marts will have displays completed no later than end of day, on the second day of the period.

Liquor Marts are required to list and display all approved SKU on the Footprint Theatre display for the duration of the period.

IMPULSE BIN

The Impulse Bin program allows suppliers to promote basket-building with products under $20.00. This program is a great opportunity to promote exciting new products or offer the season's latest trends at an attractive price point, The Impulse Bin is located within proximity to the checkout for a period of one month.

APPLICATION

Suppliers may apply for inclusion in the program by completing a Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

PARTICIPATION & ELIGIBILITY

All listed products 750 ml or less (**excluding** Economy) are eligible.

Product price points must be under $20.00 to encourage impulse/basket-building purchases.

SKUs cannot participate in back-to-back periods.

Displays will consist of a maximum of 3 SKUs per Impulse Bin.

There are up to 4 opportunities per period – 2 in Tier 1-4 and 2 in Tier 1-3.

COST

TIER 1-4 56 STORES 100%		
PERIOD		$ Rate per period
1	April	$950
2	May	$1,075
3	June	$1,350
4	July	$1,225
5	August	$1,350
6	September	$1,075
7	October	$1,075
8	November	$1,075
9	December	$1,775
10	January	$825
11	February	$825
12	March	$950

TIER 1-3 41 STORES 89%		
PERIOD		$ Rate per period
1	April	$725
2	May	$825
3	June	$1,025
4	July	$925
5	August	$1,025
6	September	$825
7	October	$825
8	November	$825
9	December	$1,300
10	January	$625
11	February	$625
12	March	$725

SELECTION CRITERIA

- Seasonal/Category focus
- Support of other Marketing Programs during the period (Bonus AIR MILES®, LTO, Value-Add, etc.)
- Projected sales volumes
- Good distribution in Liquor Marts
- Overall balance of displays

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon approval, suppliers are responsible for providing a high resolution, print ready bottle shot file (minimum 300 dpi) for each SKU. The file must be uploaded to the OneDrive folder according to the deadlines and instructions outlined in Appendix C.

LIQUOR MART EXECUTION

Liquor Marts are required to list and display all approved SKUs on the Impulse Bin display for the duration of the period

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

Impulse Bin displays will be placed in a high traffic, high visibility section of the store.

MBLL will print and distribute the Impulse Bin display P.O.P signage.

Liquor Mart staff will place the P.O.P signage with the Impulse Bin display for the period.

Liquor Marts will have displays completed no later than end of day, on the second day of the period.

IMPULSE @ CASH

The Impulse @ Cash program allows suppliers to encourage basket building directly at checkout by featuring small format products (500ml or less). This program is a great opportunity to promote new or seasonal products, small gift ideas and single-serve beverages. The Impulse @ Cash bins are located at each register for a period of one month.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

PARTICIPATION & ELIGIBILITY

All listed single-serve products, 500ml or less **(excluding** Economy) are eligible.

SKUs cannot participate in back-to-back periods.

Displays will consist of a maximum of 1 SKU.

There is 1 opportunity per period.

Participation is limited to Tier 1-3 Liquor Marts (124 points of distribution).

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

TIER 1-3 41 STORES 89%		
PERIOD		$ Rate per period
1	April	$725
2	May	$825
3	June	$1,025
4	July	$925
5	August	$1,025
6	September	$825
7	October	$825
8	November	$825
9	December	$1,300
10	January	$625
11	February	$625
12	March	$725

SELECTION CRITERIA

- Seasonal/Category focus
- Support of other Marketing Programs during the period (Bonus AIR MILES®, LTO, etc.)
- Projected sales volumes
- Good distribution in Liquor Marts

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon approval, suppliers are responsible for providing a high resolution, print ready bottle shot file (minimum 300 dpi) for each SKU. The file must be uploaded to the OneDrive folder according to the deadlines and instructions outlined in Appendix C.

LIQUOR MART EXECUTION

Liquor Marts are required to list and display all approved SKU on the Impulse @ Cash display for the duration of the period.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

Impulse @ Cash displays will be placed at each cash register of the respective store.

MBLL will print and distribute the Impulse @ Cash display P.O.P signage.

Liquor Mart staff will place the P.O.P signage with the Impulse @ Cash display for the period.

Liquor Marts will have displays completed no later than end of day, on the second day of the period.

COORDINATED AD-HOC

MBLL encourages proposals for innovative and engaging programming. Some Liquor Marts may have extra display space that can be sold as an "Ad-Hoc" opportunity. Suppliers may coordinate directly with the Liquor Programming and Experience team for "non-scheduled" or "Ad-Hoc" opportunities.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

PARTICIPATION & ELIGIBILITY

All listed products are eligible (**excluding** Economy).

New or seasonal listings are eligible, pending listing approval by Category Management.

Display SKU and quantities will be determined by MBLL.

The number of opportunities per period will be determined by MBLL.

Participation by tier will be determined by MBLL.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

Cost will be determined on a case by case basis based on the number of stores, display size and seasonality

SELECTION CRITERIA

Selection will be based on the theme focus for each period (Please refer to the Marketing Program Guide Schedule).

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon approval, suppliers are responsible for providing all POS artwork for approval.

Files must be uploaded to the OneDrive folder according to the deadlines and instructions outlined in Appendix C.

LIQUOR MART EXECUTION

Select Liquor Marts are required to list and display all approved SKU on the "Coordinated Ad-Hoc" display for the duration of the period.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

LIQUOR MART AD-HOC

The Ad-Hoc program provides the opportunity for suppliers to display spirits and wines in the Fine Wines section of a Liquor Mart for a month-long period, at no charge.

APPLICATION

Suppliers may apply for inclusion in the program by completing an Ad-Hoc Display application form.

Application forms should be submitted to the Liquor Mart Manager.

Liquor Mart Managers/Assistant Managers/ Product Consultants will receive and approve Ad-Hoc applications approximately 4-5 weeks prior to the next period start date.

Suppliers must select the stores they wish to be featured in. It is the responsibility of the supplier to ensure the product is listed at the requested stores.

PARTICIPATION & ELIGIBILITY

Eligible products for display:

- Ultra-Premium or better wines
- Deluxe spirits

No more than 3 SKUs are permitted per display.

The method of display and inventory levels will be determined by the store management team.

COST

There is no participation fee for the Ad-Hoc Program.

SELECTION CRITERIA

- Seasonal/Category focus
- Overall balance of displays
- Support of other marketing programs during the period (Bonus AIR MILES®, LTO's, Value Adds etc.)
- Projected sales volumes

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Signage is not required. However it does enhance the display and increase the likelihood of being selected. Signage cannot exceed 25″W x 20″ H, must be seasonally appropriate, and where possible, be relevant to all products on display. Pricing information may not appear on the sign. All signage must include a social responsibility message and be pre-approved by the Liquor Programming and Experience department 30 days in advance (submit to marketing@mbll.ca) The supplier is responsible for the production and distribution of signage.

It is the supplier's responsibility to ensure that all promotional activities and creative elements are compliant with regulations.

SECTION 3

support programs

REFRESHMENT BEVERAGE AREA SIGNAGE

The Refreshment Beverage Area Signage program allows suppliers to accentuate their beer or refreshment beverage products with large eye-catching signage. This program is a great opportunity to feature new and seasonal products, highlight an LTO or AIR MILES® offer and communicate the many ways consumers can enjoy your products. Refreshment Beverage Area Signage is located in the Refreshment Beverage Area for a period of one month.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed beer, coolers and ciders (**excluding** Economy) are eligible.

New or seasonal listings are eligible, pending listing approval by Category Management.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

There are 6 opportunities per tiers 1–3 per period.

Inventory levels will be determined by MBLL.

This program is intended for listed products regularly merchandised in refreshment beverage areas.

Near pack value adds are not permitted in conjunction with the RBA program.

Online contests are permitted; see the Appendix G for details.

COST

TIER 1-3 41 STORES 89%		
PERIOD		$ Rate per Period
1	April	$2,250
2	May	$3,175
3	June	$3,775
4	July	$3,575
5	August	$3,375
6	September	$2,250
7	October	$2,250
8	November	$2,050
9	December	$3,175
10	January	$1,850
11	February	$1,850
12	March	$2,250

SELECTION CRITERIA

- Seasonal/Category focus
- Good distribution in Liquor Marts
- Projected sales volumes
- Product is approved on Pick List

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

The supplier is responsible for ensuring adequate inventory of Privately Distributed product is on hand at the distribution point to support this program. Product must be approved for Liquor Mart pick-list prior to application for RBA signage.

Upon notification of approval, the supplier must submit P.O.P. signage to the Liquor Programming and Experience department for approval. Once the creative is approved, the supplier is responsible for uploading the files to the OneDrive folder. See Appendix C for deadlines and file upload instructions.

NOTE: *Two different file dimensions are required with the same creative, as there are two different size fixtures in Liquor Marts. Requirements are as follows:*

- 34.75”W x 8”H with and 8” footer with crop marks, 0.5 bleed and 1” margin, landscape orientation
- 34.75”W x 8”H with **no** footer with crop marks, 0.5” bleed and 1” margin, landscape orientation.

P.O.P. must be "seasonally appropriate", relevant to the participating product, and clearly communicate a “reason to buy”.

Reference to price may appear on RBA signage only during the month-long LTO periods. When referencing LTOs, the signage must include the SKU#, product name, regular price, sale price, savings amount and effective date range.

Reference may also be made to approved month-long AIR MILES® offers. When referencing AIR MILES® , the signage must include the SKU#, product name, price, AIR MILES® offer and effective date range. All AIR MILES® logos and fine print must be approved by the Liquor Programming and Experience department prior to upload to the OneDrive folder.

RBA signage must not reference any value adds.

LIQUOR MART EXECUTION

MBLL will have the signage created. RBA materials will be printed, kitted and shipped directly to Liquor Marts.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the program period to support a visually effective display.

SHELF TALKER

The Shelf Talker program allows suppliers to provide meaningful information to customers about a given product. This program is a great opportunity to show off meaningful accolades, provide tasting notes, food pairing suggestions and drink recipes. Shelf Talkers are located beneath the product at the regular shelf location for a period of one month.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

All applications **MUST** be accompanied by the FINAL creative (details below).

PARTICIPATION & ELIGIBILITY

All listed products are eligible.

Products participating in Bonus AIR MILES® or an LTO in the same period are not eligible for the Shelf Talker program.

SKUs cannot participate in back-to-back programs.

Shelf Talkers are limited to 1 SKU per Shelf Talker.

COST

TIER 1-4 + LMX 63 STORES 100%		
PERIOD		$ Rate per SKU
1	April	$205
2	May	$255
3	June	$305
4	July	$280
5	August	$305
6	September	$255
7	October	$255
8	November	$255
9	December	$410
10	January	$180
11	February	$180
12	March	$205

SELECTION CRITERIA

The total number of Shelf Talkers may be limited. Selection will be made based on:

- Seasonal/Category focus
- Overall balance

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Shelf Talker creative must:

- Be submitted as a high resolution JPEG file (min. 300dpi)
- Measure 5.125" W x 3" H, landscape orientation only
- Include the brand number (1 SKU per shelf talker)
- **Not** include bleeds or crop marks
- **Not** include or refer to price
- **Not** mention the alcohol content of the featured product. (Alcohol % on bottle image is acceptable)

If the Shelf Talker text mentions a vintage, it should match the vintage of the bottle on the shelf. If the vintages don't match, Liquor Mart staff reserve the right to not display the Shelf Talker.

The artwork file must be uploaded to the OneDrive folder according to the deadline and instructions outlined in Appendix C.

LIQUOR MART EXECUTION

MBLL will print and distribute the Shelf Talkers to Liquor Marts and stores that carry the product will display the Shelf Talkers at the regular shelf location for the entire period.

Stores are not required to list products if they do not regularly carry them.

NECK TAG

The Neck Tag program allows suppliers to apply Neck Tags directly onto corresponding products. This program is a great opportunity to show off meaningful accolades, provide tasting notes, food pairing suggestions and drink recipes. Neck Tags can be placed on product anywhere it is located in the store, such as the regular shelf location or on a display. Neck Tags can be applied to bottles throughout a period of one month.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

All applications **MUST** be accompanied by the FINAL creative.

PARTICIPATION & ELIGIBILITY

All listed products are eligible.

SKUs cannot participate in back-to-back programs.

COST

TIER 1-4 + LMX 63 STORES 100%		
PERIOD		$ Rate per SKU
1	April	$40
2	May	$50
3	June	$60
4	July	$50
5	August	$60
6	September	$50
7	October	$50
8	November	$50
9	December	$75
10	January	$35
11	February	$35
12	March	$40

SELECTION CRITERIA

The total number of Neck Tags may be limited. Selection will be based on:

- Seasonal/Category focus
- Overall assortment

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

It is the supplier's responsibility to print, distribute and place Neck Tags on approved products.

Neck Tag creative **must not:**

- Exceed 3" W x 5" H.
- Include or refer to price, price change, or a Bonus AIR MILES® offer.

Neck Tags must be professionally produced and must contain meaningful information, such as food pairings, drink recipes, accolades, and/or information about the product.

If the Neck Tag text refers to a specific vintage, it should match the vintage of the bottle on the shelf. If the vintages don't match, Liquor Mart staff reserve the right to remove the Neck Tag.

It is the supplier's responsibility to ensure that all promotional activities and creative elements are compliant with regulations.

LIQUOR MART EXECUTION

Stores are not required to list products if they do not regularly carry them.

Liquor Marts will receive a summary of approved Neck Tags each period however, it is the supplier's responsibility to print, distribute and place Neck Tags on approved products.

VALUE ADD

The Value Add program allows suppliers to offer the customer a promotional item as a purchase incentive. This program is a great opportunity to offer branded materials, sample-size bottles of related products, or specialty gift packaging at no additional cost to the customer. Value adds are located at the regular shelf location and at display locations for an average period of one month.

There are four different ways suppliers may apply for the **Value Add** program:

1) REP-APPLIED
2) PLANT-APPLIED
3) FREE OF CHARGE PACKAGING
4) NEAR PACK
(in conjunction with an approved Product Spotlight display)

IMPORTANT

Suppliers are not permitted to ship or house rep-applied value adds in Liquor Marts without MBLL approval. Liquor Mart staff will not apply rep-applied value adds to products.

We ask that suppliers pick up any remaining value adds, including near pack items, within 7 days of the end of the period. Value adds not picked up will be disposed of. Already-applied value adds can remain on product until they sell through; suppliers are not required to remove value adds from product at the end of the period.

Value add items **must not be** offered to Liquor Mart employees, including Store Managers, under any circumstances.

1) REP-APPLIED

Rep-Applied value adds are non-liquor bonus items that are placed on product by sales representatives in store.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide application form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

A physical sample of the actual value add must be provided to MBLL at least one month in advance of the start of the program.

PARTICIPATION & ELIGIBILITY

All listed products are eligible to participate.

Value add items must be appropriate, of good quality, and not obscure the UPC.

MBLL reserves the right to turn down value adds that are considered unacceptable.

Proper fasteners are required, i.e. no elastic bands or tape.

COST

TIER 1-4 + LMX 63 STORES 100%		
PERIOD		$ Rate per SKU
1	April	$40
2	May	$50
3	June	$60
4	July	$50
5	August	$60
6	September	$50
7	October	$50
8	November	$50
9	December	$75
10	January	$35
11	February	$35
12	March	$40

RURAL STORE DISTRIBUTION

Suppliers may distribute value-adds directly to the rural stores.

If a supplier prefers, they may request that the Liquor Programming and Experience Department distribute non-liquor value-adds to rural stores. Suppliers must pre-package the items for each store and deliver these kits to the Liquor Programming and Experience Department. Small packages of value-adds which will fit in an envelope may be shipped to stores at no cost to the supplier. Shipping and handling charges for larger value-adds that cannot fit in an envelope, eg. glasses, are $25.00 for the first case, $5.00 for each additional case, per store. The value-adds should be delivered to the Liquor Programming and Experience Department for distribution 30 days prior to the start of the period.

2) PLANT-APPLIED

Plant-Applied value adds are liquor or non-liquor bonus items delivered to MBLL's warehouse with the bonus item already fastened to the bottles.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form. **All applications must be submitted by the deadline date** (please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

Applications must include the plant-applied SCC number as well as the quantity of cases available for the period.

An image of the value add and/or fastener must accompany the application. A physical sample may also be requested.

PARTICIPATION & ELIGIBILITY

- The parent brand must be sourced within Canada.
- Economy products are not eligible for a plant-applied value-add program.
- SKUs cannot participate in back-to-back plant-applied valueadd programs.
- The parent brand must have wide distribution in Liquor Marts.
- Only high volume product submissions for liquor value adds will be entertained for Period 9 due to logistics issues.
- If the value add is a liquor miniature, the miniatures must be a Liquor Mart listed product.

All relevant UPC/SCC standards must be adhered to pursuant to the "Product Identification Standards for Use in the Distribution of Beverage Alcohol" guidelines. The guidelines are available on-line – www.MBLLpartners.ca – on the Liquor Agents & Suppliers page under CALJ Product Identification Standards.

We are unable to approve plant-applied liquor value adds on products sourced outside of Canada. Since value adds are sold under the parent brand number in Manitoba, we are unable to reconcile inventory pursuant to the Canada Border Services Agency regulations.

Plant-applied value adds must be clearly marked with the new SCC on the shipper, as well as a label identifying the value add.

All value adds are time specific, and plant-applied value adds will be front-loaded in the Distribution Centre approximately 3 weeks prior to the start of the program. Requests for value adds should be for amounts equivalent to 4 weeks projected sales. MBLL will not accept applications for less than full pallet amounts. MBLL will determine final quantities required.

Ideally, the master case configuration should not change. If by nature of the value add the case configuration would be different from that of the parent brand, i.e. 6 units per case versus the regular 12 per case, the supplier will be charged a $500.00 handling charge per period.

Plant applied value adds are bulletined approximately five weeks prior to the period start date.

COST

TIER 1-4 + LMX 63 STORES 100%		
PERIOD		$ Rate per SKU
1	April	$205
2	May	$255
3	June	$305
4	July	$280
5	August	$305
6	September	$255
7	October	$255
8	November	$255
9	December	$410
10	January	$180
11	February	$180
12	March	$205

The Supplier is also responsible for the minimum markup and surcharges on all value-added beverage alcohol.

ACCURACY

Any product received at the Distribution Centre improperly identified will be retagged at the Distribution Centre, for which the supplier will be charged. Rates below:

Minimum Labour Charge	
Re-Piling/Clean Up/Wrong Pallet Patterns	
First 40 Cases	$100.00
Additional Cases	$ 0.50/cs

Minimum Re-Label Charge of Cases	
First 40 Cases (includes re-pile)	$150.00
Additional Cases (includes re-pile)	$ 1.00/cs

NOTE: *Rep-Applied value adds may be permitted on the same SKU in the same period as plant-applied value adds. However, rep-applied value adds may only be placed on product once inventory of the plant-applied value add has depleted or placed on product that does not have the plant-applied value add.*

3) FREE OF CHARGE (FOC) PACKAGING

Free of Charge Packaging refers to gift boxes, tins, etc. where the retail price is the same as the bare bottle product. FOC packaging may be plant or rep-applied.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form. **All applications must be submitted by the deadline date.** (please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

A physical sample of the actual FOC packaging must be provided to MBLL at least one month in advance of the start of the program.

PARTICIPATION & ELIGIBILITY

All listed products are eligible for rep-applied FOC packaging.

If the FOC packaging is plant-applied, the parent brand must be sourced within Canada.

The quantity of plant-applied FOC packages requested should be for amounts no greater than 4 weeks projected sales. The MBLL will determine final quantities required.

All relevant UPC/SCC standards must be adhered to pursuant to the "Product Identification Standards for Use in the Distribution of Beverage Alcohol" guidelines. The guidelines are available on–line – www.MBLLpartners.ca – on the Liquor Agents & Suppliers page under CALJ Product Identification Standards.

If the FOC packaging is plant-applied, the new SCC, as well as a label identifying the package, must be clearly marked on the shipper. Only the UPC should appear on the packaging.

Cellophane wraps are permitted, provided that the UPC is clear and scannable and matches the UPC of the bottle.

COST

TIER 1-4 + LMX 63 STORES 100%		
PERIOD		$ Rate per SKU
1	April	$40
2	May	$50
3	June	$60
4	July	$50
5	August	$60
6	September	$50
7	October	$50
8	November	$50
9	December	$75
10	January	$35
11	February	$35
12	March	$40

ACCURACY

Any product received at the Distribution Centre improperly identified will be retagged at the Distribution Centre, for which the supplier will be charged. Rates below:

Minimum Labour Charge	
Re-Piling/Clean Up/Wrong Pallet Patterns	
First 40 Cases	$100.00
Additional Cases	$ 0.50/cs

Minimum Re-Label Charge of Cases	
First 40 Cases (includes re-pile)	$150.00
Additional Cases (includes re-pile)	$ 1.00/cs

4) NEAR PACK

Near Packs are a value add that is not attached to the bottle, but instead has its own free-standing merchandiser. Near Pack value adds are only allowed in conjunction with an approved Product Spotlight display.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date (please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

It is expected that a enough of the bonus item be available to support the program for the entire period.

The supplier must provide a method of display of the near pack, i.e. a floor-model merchandiser. Suppliers may also choose to use Liquor Mart branded impulse bins for near pack value adds at a cost of $25.00 per bin, per store.

All participating stores must receive the near pack item and merchandiser 7 days prior to the start of the period. At the time of application, the supplier must provide an image of the merchandiser, including the dimensions, to the Liquor Programming and Experience Department for approval.

The merchandiser cannot exceed 18″ W x 44″ H x 15.5″ D, with or without a header. Suppliers must deliver merchandisers pre-assembled, or assist with building and stocking the merchandisers, as required.

If a supplier wishes for stores to keep the near pack merchandisers for pick-up at the end of the period, please contact the Liquor Programming and Experience department and they will notify stores and send reminders. Suppliers are also encouraged to attach a note to the back or bottom of the merchandiser advising not to dispose of the merchandiser at the end of the period.

NOTE: *Near pack value adds cannot be mentioned on the Product Spotlight display signage. Reference to the near pack value add and how to get the offer must appear on the merchandiser only – either on the side panels or on a header, provided use of a header does not exceed the maximum height of 44".*

Near Pack Distribution to Rural stores

Suppliers can distribute near packs directly to rural stores. These items must arrive at the store prior to the start date of the period.

If a supplier prefers, they may request that MBLL distribute the near pack items to rural stores. Suppliers must pre-package the items and label each piece with the store number. These kits must then be delivered to the MBLL Distribution Centre (1000 King Edward St.) 30 days prior to the start of the period.

Shipping and handling charges are $25.00 for the first case, $5.00 for each additional case, per store.

LIQUOR MART EXECUTION

If at store runs out of the near pack item, the merchandiser will be removed, and the Product Spotlight display will remain up until the end of the period.

It is the supplier's responsibility to follow-up with store management to replenish inventory of the near pack value add.

SECTION 4

limited time offer programs

NEW! SAVE & GET

The Save & Get Program allows suppliers to offer LTO and Bonus Reward Miles on a product at the same time. To qualify the product must participate in the Bonus AIR MILES® program for the entire month. There are up to 9 Save & Get program opportunities each period.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

Products participating in the Save & Get program cannot participate back to back in any LTO or Bonus AIR MILES® programs.

COST

Suppliers will be charged the respective LTO fee and the full amount of the retail discount for the LTO, including the pre-buy period.

AIR MILES® will be charged a rate of $0.20 per AIR MILES® Reward Mile awarded.

SELECTION CRITERIA

MBLL will select the participating SKUs based on the following criteria:

- Sub-category allocation
- % discount /Air Miles® offer
- Smart discounts*
- Premiumization
- $ Sales
- Distribution
- Seasonality
- Category focus
- Assortment balance and variety
- Additional program participation
- Additional festival/event support
- Annual marketing spend

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

LTO and Bonus AIR MILES® offer minimums and maximums (where applicable) will be consistent with the LTO and Bonus AIR MILES® program respectively.

AIR MILES® offers must be applied for both A and B periods.

LIQUOR MART EXECUTION

Tier 1-3 stores will be required to list and feature all of the the participating SKUs on an end cap display.

Tier 4 and LMX stores will feature participating SKUS at shelf that are already in their assortment.

MARKETING SUPPORT

Participating SKU's may be featured at LiquorMarts.ca on a dedicated web page and in the Liquor Mart Sip n Savour e-newsletter.

At select times throughout the year, these offers may be included in an AIR MILES® generated direct e-mail to collectors in Manitoba. There are approximately 85,000 collectors in Manitoba signed up to receive e-mail offers from Manitoba Liquor Mart.

LIMITED TIME OFFER

The Limited Time Offer (LTO) Program allows suppliers to offer short-term discounts on products, in accordance with the MBLL's Social Reference Pricing Policy.

There are 11 month-long LTO periods this fiscal year: P2 May thru P12 March; which start on the first of the month and end on the last day of the month. There is 1 two-week LTO period: P1 April 1st – 15th. The Marketing Program Guide Schedule (see Appendix B) outlines the timing of the LTO events.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

As MBLL is not responsible for sourcing the inventory, the Liquor Programming and Experience department may consider LTO applications for Privately Distributed products up to 6 weeks in advance of the LTO start date, provided that the bulletin has not been released and appropriate reason is provided.

PARTICIPATION & ELIGIBILITY

All listed products are eligible for the LTO program, except for:

- Economy Spirits
    - Economy Liqueurs are eligible
    - Some Economy Spirits may be permitted based on allocation determined by sales volumes
- Products participating in the AIR MILES® program during the same period

Back-to-back LTOs on the same SKU are not permitted.

NEW SKUs will only be approved for LTOs in situations where the full shelf group allocation has not been hit, and confirmation of listing/ active PO has been given by Category Management.

It is the responsibility of the agent/supplier to provide a copy of communication showing the SKU approval at the time of application.

LTO applications for two consumer-size packages (750ml and 1140ml) of **spirits and liqueurs** will not be considered for the same period.

LTO applications for wine will be limited to one package size per period.

COST

The participation fee for approved LTO SKUs is as follows:

TIER 1-4 + LMX 63 STORES 100%		
PERIOD		$ Rate per SKU
1	April	$130
2	May	$155
3	June	$205
4	July	$180
5	August	$205
6	September	$155
7	October	$155
8	November	$155
9	December	$255
10	January	$105
11	February	$105
12	March	$130

For MBLL Distributed products, Suppliers will be charged back the full amount of the retail discount for the sales to commercial customers during the pre-buy and LTO period. Suppliers will also be charged back the full amount of the retail discount for the sales at Liquor Marts.

For Privately Distributed beer, the Retail/ Licensee price and the PO case cost are adjusted for the LTO period (including pre-buy) and thus the supplier chargeback is only for the SKU participation fee.

Maximum number of SKUs available for each LTO period						
PERIOD		Spirits	Wine	Beer	Refreshment Beverage	Total # Of LTO
1	April	69	145	42	14	270
2	May	79	166	48	16	309
3	June	98	208	60	20	386
4	July	89	187	54	18	347
5	August	98	208	60	20	386
6	September	79	166	48	16	309
7	October	79	166	48	16	309
8	November	79	166	48	16	309
9	December	128	270	78	26	502
10	January	59	125	36	12	232
11	February	59	125	36	12	232
12	March	69	145	42	14	270

SELECTION CRITERIA

There will be a maximum number of SKUs selected for each LTO period based on the percentage of category SKU count divided by the total SKU count.

MBLL will select the participating SKUs based on the following criteria:

- Sub-category allocation
- % discount
- Smart discounts*
- Premiumization
- $ Sales
- Distribution
- Seasonality
- Category focus
- Assortment balance and variety
- Additional program participation
- Additional festival/event support
- Annual marketing spend

*Suppliers are highly encouraged to round the LTO discount to the nearest quarter. Ideally LTO discounts are rounded to the nearest dollar.

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

To qualify for the LTO program, the following pricing guidelines apply:

	Discount*	Eligibility
Spirits**	5% - SRP	Premium or better
Wine	10% - SRP	Economy is allocated
Beer	10% - SRP	Popular or better
Ref Bev	10% - SRP	Premium or better

*Discount cannot bring the retail below Social Reference Pricing (SRP) or cost. (This policy can be found on www.MBLLPartners.ca under the Liquor Suppliers & Agents tab).

**If the minimum discount on a spirit brings the retail price below SRP, a discount less than 5% may be accepted.

The dollar savings amount is required to be filled out on the Marketing Program Guide Application Form. If a product changes retail price following the application approval and the discount falls outside of the above criteria, MBLL will adjust the discount value to meet the minimum requirements.

Suppliers will receive notification of approved or declined LTO applications approximately 10-14 business days after the application deadline. Approximately 6 weeks prior to the LTO period starting, a final summary will be sent to suppliers from Product Management Coordinators for final verification. Once the summary is released, NO changes to discounts are permitted.

It is the responsibility of the Supplier to read the draft bulletins and confirm that all LTO details are correct and finalized.

PRODUCT WITHDRAWAL FROM LTO

The Supplier may request a withdrawal from the LTO program prior to the LTO bulletin being finalized. If approved, any costs associated with the withdrawal from the LTO program will be borne by the supplier up to the full participation fee value. All changes to the originally approved applications must be submitted in writing.

If a product is withdrawn due to delisting or inventory issues outside of the Supplier control, the Supplier may come forward with an equal or better replacement product to fill the LTO allocation subject to MBLL approval.

LTO withdrawals due to portfolio preference will only receive a replacement opportunity if there are no other applications that were declined in the approval category.

LTO allocations are awarded to the SKU based on the criteria above, not the Supplier.

LIQUOR MART EXECUTION

Products on the program will be available to all customer types with no limit on the purchase per customer. Private retailers stocking the product (Liquor Vendors and Beer Vendors, Specialty Wine Stores), must offer participating products at the sale price for the entire LTO period. Private retailers will have a pre-buy period in advance of each LTO period.

In Liquor Marts, LTO products will be provided shelf talkers, indicating the regular price, the sale price, the savings and the duration of the LTO. Liquor Vendors will be supplied with blank shelf talkers to use in their outlets. Advertising for beer vendors will be the responsibility of the supplier.

MARKETING SUPPORT

All approved SKUs will be featured at LiquorMarts.ca on the Limited Time Offers web page.

Select items may be featured on Liquor Mart digital and social media platforms and/or additional advertising mediums. These SKUs are selected at the discretion of MBLL.

HOT BUY

The Hot Buy Program is an extension of the LTO Program, where the discount offered is greater.

The Hot Buy program runs concurrently with the LTO program: There are 11 month-long Hot Buy periods this fiscal year: P2 May thru P12 March; which start on the first of the month and end on the last day of the month. There is 1 two-week Hot Buy period: P1 April 1st – 15th. The Marketing Program Guide Schedule (see Appendix B) outlines the timing of the LTO events.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form. **All applications must be submitted by the deadline date.** (please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

As MBLL is not responsible for sourcing the inventory, the Liquor Programming and Experience department may entertain Hot Buy applications for Privately Distributed products up to 6 weeks in advance of the LTO start date, provided that the bulletin has not been released and spots are still available.

NEW SKUs will only be approved for Hot Buy in situations where the full allocation has not been hit, and confirmation of listing has been given by Category Management.

It is the responsibility of the agent/supplier to provide a copy of communication showing the SKU approval at the time of application.

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PARTICIPATION & ELIGIBILITY

All listed products are eligible for the Hot Buy program, with the exception of:

- Economy Spirits (excluding spirits which are allocated based on sales volume).
- Economy Liqueurs are eligible.
- Products participating in the AIR MILES® program during the same period.

Back-to-back Hot Buys (LTOs) on the same SKU are not permitted.

COST

The participation fee for approved Hot Buy SKUs is as follows:

TIER 1-4 + LMX 63 STORES 100%		
PERIOD		$ Rate per SKU
1	April	$130
2	May	$155
3	June	$205
4	July	$180
5	August	$205
6	September	$155
7	October	$155
8	November	$155
9	December	$255
10	January	$105
11	February	$105
12	March	$130

For MBLL Distributed products, Suppliers will be charged back the full amount of the retail discount for the sales to commercial customers during the pre-buy and LTO period. Suppliers will also be charged back the full amount of the retail discount for the sales at Liquor Marts.

For Privately Distributed beer, the Retail/ Licensee price and the PO case cost are adjusted for the LTO period (including pre-buy) and thus the supplier chargeback is only for the SKU participation fee.

SELECTION CRITERIA

There will be a maximum number (9) of items selected for each Hot Buy period.

MBLL will select the participating items based on the following criteria:

- Sub-category allocation
- % discount
- Smart discounts*
- Premiumization
- $ Sales
- Distribution
- Seasonality
- Category focus
- Assortment balance and variety
- Additional program participation
- Additional festival/event support
- Annual marketing spend

*Suppliers are highly encouraged to round the Hot Buy discount to the nearest quarter. Ideally Hot Buy discounts are rounded to the nearest dollar.

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

To qualify for the Hot Buy program, the following pricing guidelines apply:

	Discount*	Eligibility
Spirits	15% - SRP	Premium or better
Wine	20% - SRP	Popular or better
Beer	20% - SRP	Premium or better
Ref Bev	20% - SRP	Premium or better

*Discount cannot bring the retail below Social Reference Pricing (SRP) or cost. (This policy can be found on www.MBLLPartners.ca under the Liquor Suppliers & Agents tab).

PRODUCT WITHDRAWAL FROM HOT BUY

The Supplier may request a withdrawal from the Hot Buy program prior to the LTO bulletin being finalized. If approved, any costs associated with the withdrawal from the Hot Buy program up to the value value of the participation fee will be borne by the supplier.

All changes to the originally approved applications must be submitted in writing.

If a product is withdrawn due to delisting or inventory issues outside of the Supplier control, the Supplier may come forward with an equal or better replacement product to fill the Hot Buy allocation subject to MBLL approval.

Hot Buy withdrawals due to portfolio preference will only receive a replacement opportunity if there are no other applications that were declined in the approval category.

Hot Buy allocations are awarded to the SKU based on the criteria above, not the Supplier.

LIQUOR MART EXECUTION

Hot Buy products will be featured in Liquor Marts in one of two ways: on display or at shelf.

MBLL will select a maximum of 9 SKUs to be featured on a display in Tier 1-3 stores with Hot Buy signage.

Tier 1-3 stores are required to list all products on Hot Buy display. Tier 4 and Liquor Mart Express locations will merchandise Hot Buys at shelf only, providing they carry the product.

Suppliers will be notified if their application is approved for a Hot Buy display. If the application is not approved for the Hot Buy display, it will be considered for LTO approval instead at the Supplier's request.

MBLL will provide stores with shelf talkers indicating the Hot Buy designation, the regular price, the sale price, the savings and duration of the offer.

Note that there will be no Hot Buy display in Period 9, however all Hot Buy designated products will be identified with a shelf talker.

If a product is withdrawn due to delisting or inventory issues outside of the suppliers control, the supplier may come forward with a equal or better replacement product to fill the Hot Buy spot subject to Marketing approval.

Hot Buy withdrawals due portfolio preference will only receive a replacement opportunity if there are no other applications that were declined in the approval category.

Hot Buy spots are awarded to the SKU based on the criteria above, not the supplier.

Private retailers stocking the product (Liquor Vendors, Specialty Wine Stores and Licensees) must offer participating products at the sale price for the duration of the promotion.

MARKETING SUPPORT

All approved Hot Buy SKUs will be featured at LiquorMarts.ca on the Hot Buy web page.

Hot Buy SKUs may be featured on Liquor Mart digital and social media platforms and/or additional advertising mediums.

Hot Buy SKUs will also be featured in the Sip n Savour e-newsletter.

BLACK FRIDAY

The Black Friday Program is an opportunity for suppliers to offer a large discount for a 3 day period from November 26 to November 28, 2021.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed products are eligible.

Products participating in the November LTO/Hot Buy, Save and Get or November B Bonus AIR MILES® Program are not eligible for the Black Friday Sale.

COST

There is no participation fee for this program.

For MBLL Distributed products, Suppliers will be charged back the full amount of the retail discount for the sales to commercial customers during the pre-buy and Black Friday period. Suppliers will also be charged back the full amount of the retail discount for the sales at Liquor Marts.

For Privately Distributed beer, the Retail/Licensee price and the PO case cost are adjusted for the Black Friday period (including pre-buy) and thus the supplier chargeback is only for the SKU participation fee.

SELECTION CRITERIA

MBLL will select the participating items based on the following criteria:

- Subcategory allocation
- % Discount
- Smart discount*
- Premiumization
- $ Sales
- Distribution
- Seasonality
- Category focus
- Assortment balance and variety
- Additional program participation
- Additional festival/event support
- Annual marketing spend

*Suppliers are highly encouraged to round the Black Friday discount to the nearest quarter. Ideally Black Friday discounts are rounded to the nearest dollar.

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

To qualify for the Black Friday program, the following pricing guidelines apply:

	Minimum Discount
Spirits**	25%*
Wine	25%*
Beer	25%*
Refreshment Beverage	25%*

*Discount must not bring retail below cost, nor drop below the Social Reference Price.

PRODUCT WITHDRAWAL FROM BLACK FRIDAY

The Supplier may request a withdrawal from the Black Friday program prior to the bulletin being finalized. If approved, any costs associated with the withdrawal from the Black Friday program, including the participation fee will be borne by the Supplier.

All changes to the originally approved applications must be submitted in writing.

If a product is withdrawn due to delisting or inventory issues outside of the Supplier control, the Supplier may come forward with an equal or better replacement product to fill the Black Friday allocation subject to MBLL approval.

Black Friday withdrawals due to portfolio preference will only receive a replacement opportunity if there are no other applications that were declined in the approval category.

Black Friday spots are awarded to the SKU based on the criteria above, not the Supplier.

LIQUOR MART EXECUTION

All Tier 1-3 Liquor Marts will feature a Black Friday display, as well as having highly visible shelf talkers at the shelf location. SKUs selected for display in each store is at the discretion of Supply Chain & Store Management.

Private retailers stocking the product (Liquor Vendors, Specialty Wine Stores and Licensees) must offer participating products at the sale price for the duration of the promotion.

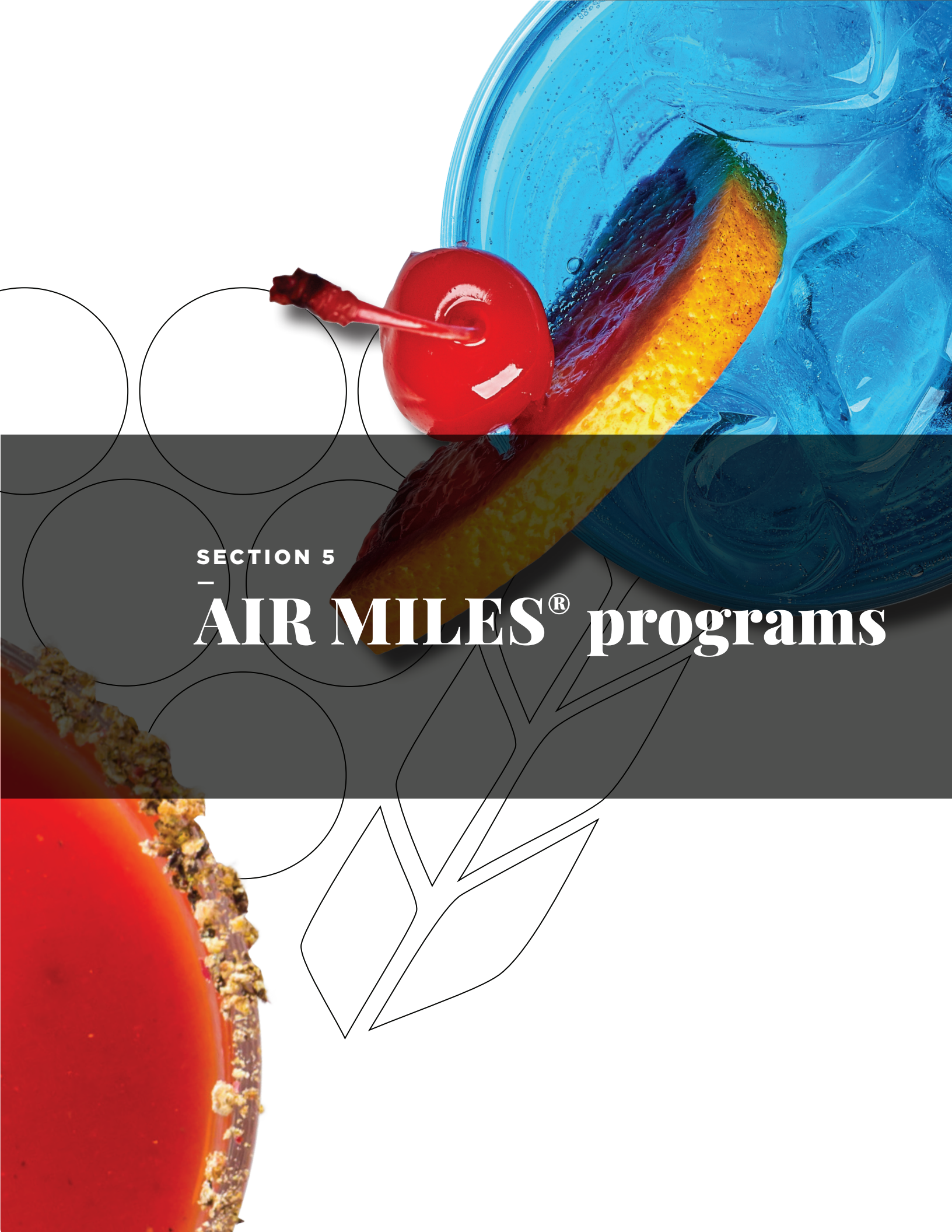
MARKETING SUPPORT

The Black Friday program will be supported with significant newspaper and radio advertising.

All approved Black Friday SKUs will be featured at LiquorMarts.ca on the Black Friday web page.

Select Black Friday SKUs will be featured on Liquor Mart digital and social media platforms and/or additional advertising mediums.

Black Friday SKUs will also be featured in the Sip n Savour e-newsletter.



SECTION 5

AIR MILES® programs

NEW! SAVE & GET

The Save & Get Program allows suppliers to offer LTO and Bonus Reward Miles on a product at the same time. To qualify the product must participate in the Bonus AIR MILES® program for the entire month. There are up to 9 Save & Get program opportunities each period.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All products eligible to participate in the LTO and Bonus AIR MILES® program can apply for the Save & Get Program.

COST

Suppliers will be charged the respective LTO fee and the full amount of the retail discount for the LTO, including the pre-buy period.

AIR MILES® will be charged a rate of $0.20 per AIR MILES® Reward Mile awarded.

SELECTION CRITERIA

MBLL will select the participating SKUs based on the following criteria:

- Subcategory allocation
- % discount
- Smart discount*
- Premiumization
- $ Sales
- Distribution
- Seasonality
- Category focus
- Assortment balance and variety
- Additional program participation
- Additional festival/event support
- Annual marketing spend

*Suppliers are highly encouraged to round the LTO discount to the nearest quarter. Ideally LTO discounts are rounded to the nearest dollar.

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

LTO and Bonus AIR MILES® offer minimums and maximums (where applicable) will be consistent with the LTO and Bonus AIR MILES® program respectively.

LIQUOR MART EXECUTION

Tier 1-3 stores will be required to list and feature all of the participating SKUs on an end cap display.

Tier 4 and LMX stores will feature the participating SKUs if they currently offer in their assortments.

Participating SKU's will be featured at LiquorMarts.ca on a dedicated web page and in the Liquor Mart Sip n Savour e-newsletter.

They will also be featured on Liquor Mart digital and social media platforms and/or additional advertising mediums which may include newspaper advertising.

In addition, these offers may be included in an AIR MILES® generated direct e-mail to collectors in Manitoba. There are approximately 85,000 collectors in Manitoba signed up to receive e-mail offers from Manitoba Liquor Mart.

MARKETING SUPPORT

Participating SKU's may be featured at LiquorMarts.ca on a dedicated web page and in the Liquor Mart Sip n Savour e-newsletter.

At select times throughout the year, these offers may be included in an AIR MILES® generated direct e-mail to collectors in Manitoba. There are approximately 85,000 collectors in Manitoba signed up to receive e-mail offers from Manitoba Liquor Mart.

NEW! AIR MILES® BUNDLE BUY

The AIR MILES® Bundle Buy Program allows suppliers to offer additional Bonus Reward Miles with the purchase of more than one unit to a maximum of 3 units of the participating product. There must be a mile escalator for each additional unit on offer.

OPTION 1:

Multi-Tiered
Earn progressive Bonus AIR MILES® buy purchasing additional units in a single transaction. May be based on a single SKU or combination of SKUs.

Product X = 5 Bonus AIR MILES®

Product X = 12 Bonus AIR MILES®

Product X = 20 Bonus AIR MILES®

OPTION 2:

Combo
Earn additional Bonus AIR MILES® by purchasing product X and Product Y together

Buy Product X = 10 Bonus AIR MILES®

Buy product Y = 10 Bonus AIR MILES®

Purchase X & Y together = 25 Bonus AIR MILES®

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications, provided they are submitted 45 days in advance of the month of the program, may be considered in rare circumstances, e.g. successful delisting appeal.

PARTICIPATION & ELIGIBILITY

All listed products are eligible to participate in the program. AIR MILES® will be offered as per the Marketing at Retail Program Schedule included in this manual.

Back-to-back Bundle Buys on the same SKUs are not permitted.

COST

Suppliers will be charged a rate of $0.25 per AIR MILES® Reward Mile awarded.

SELECTION CRITERIA

The Liquor Programming and Experience Department reserves the right to limit the number of Bonus AIR MILES® products for any period. This will be done based on the following criteria:

- Seasonal / category focus
- Category assortment balance and variety
- Strength of offer

PROGRAM GUIDELINES AND SUPPLIER REQUIREMENTS

Multi-Tiered
The Bonus Mile offer for the single unit must meet the minimum requirements as outlined in the Bonus AIR MILES® bi-weekly program. The escalating Mile offers minimums are calculated using the following formula:

Minimum Offer:

Buy 1 get X Bonus Miles
Buy 2 get (X times 2) + 2
Buy 3 get (X times 3) + 5

Example:

Buy 1 get 5 Bonus Miles
Buy 2 get (5 times 2) + 2 = 12 Bonus Miles
Buy 3 get (5 times 3) + 5 = 20 Bonus Miles

Combo
The Bonus Mile offer for the single units must meet the minimum requirements as outlined in the Bonus AIR MILES® bi-weekly program. The additional Bonus AIR MILES® offer should be the same or greater than the offer of the highest mile product offer, to compel the customer to purchase.

The expectation is escalating Bonus Mile offers would exceed minimums for Premium and Deluxe products.

Offer must be month long to be considered for the program.

LIQUOR MART EXECUTION

Stores will feature the SKUs that they currently offer in their assortments.

MARKETING SUPPORT

Offers will be featured on LiquorMarts.ca. Custom Bundle Buy Bonus AIR MILES® shelf talkers will be provided to each Liquor Mart.

AIR MILES® BONUS MILES

In addition to the Liquor Mart AIR MILES® Reward Miles program that rewards customers with one Reward Mile for every $30 before taxes (cumulative on a monthly basis); suppliers may offer Bonus AIR MILES® Reward Miles on selected products.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications, provided they are submitted 45 days in advance of the month of the program, may be considered in rare circumstances.

PARTICIPATION & ELIGIBILITY

All listed products are eligible to participate in the program.

Back-to-back months are permissible however the offer cannot change.

COST

Suppliers will be charged a rate of $0.29 per AIR MILES® Reward Mile awarded.

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Below are the minimum numbers of Bonus AIR MILES® Reward Miles that can be awarded, based on price:

RETAIL PRICE	Bonus AIR MILES® Reward Miles
Under $10.00	2
$10.00 to $14.99	3
$15.00 to $19.99	4
$20.00 to $29.99	6
$30.00 to $39.99	8
$40.00 to $49.99	10
$50.00 and higher	12

SELECTION CRITERIA

MBLL reserves the right to limit the number of Bonus AIR MILES® products for any period. This will be done based on the following criteria:

- Seasonal/Category Focus
- Category assortment balance and variety
- Product Spotlight Program participation

LIQUOR MART EXECUTION

Stores will feature the SKUs that they currently offer in their assortments.

Bonus AIR MILES® products will be provided shelf talkers indicating the bonus offer.

MARKETING SUPPORT

All approved items will feature on LiqiuorMarts.ca on the Bonus AIR MILES® web page. Select items may feature on Liquor Marts social media platforms and/or additional advertising mediums. This includes AIR MILES® generated direct e-mail to collectors in Manitoba. These items are selected at the discretion of MBLL.

AIR MILES® BONUS AIR MILES® BUY MORE. GET MORE. BONUS EVENT

The Bonus AIR MILES® Buy More. Get More. Bonus Event is a month-long program that allows AIR MILES® collectors to earn additional Bonus AIR MILES® when purchasing bonus items.

The additional bonus mile offer construct will be (subject to change):

- Buy 5 bonus items get an additional 10 bonus miles
- Buy 7 bonus items get an additional 20 bonus miles
- Buy 9 bonus items get an additional 30 bonus miles

There will be three opportunities during this fiscal period:

- June 2021
- October 2021
- January 2022

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications, provided they are submitted 45 days in advance of the month of the program, may be considered in rare circumstances.

PARTICIPATION & ELIGIBILITY

Participation in this program is automatic if an application is approved for the AIR MILES® Bonus Miles Program for the above periods. See the eligibility details under the AIR MILES® Bonus Miles Program page.

COST

See Bonus AIR MILES® program.

PROGRAM GUIDELINES AND SUPPLER REQUIRMENTS

See Bonus AIR MILES® program.

LIQUOR MART EXECUTION

See Bonus AIR MILES® program. Stores will receive custom “Buy More. Get More.” shelf talkers communicating the additional bonus mile offer construct.

MARKETING SUPPORT

- Newspaper Ad
- Social Media
- LiquorMarts.ca
- In-store display
- Direct e-mail

AIR MILES® MULTI SKU

The Multi-SKU Bonus AIR MILES® Program allows suppliers to offer Bonus Reward Miles with the purchase of multiple SKUs as defined by the supplier.

There are up to 3 Multi-SKU Bonus program opportunities in each AIR MILES® period

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications, provided they are submitted 45 days in advance of the month of the program, may be considered in rare circumstances.

PARTICIPATION & ELIGIBILITY

AIR MILES® Reward Miles will be offered on a selected group of products.

Applications must include a minimum of 2 SKUs and a maximum of 3 SKUs.

All listed products are eligible.

Monthly offers must remain the same for the entire month.

COST

AIR MILES® will be charged a rate of $0.25 per AIR MILES® Reward Mile awarded.

SELECTION CRITERIA

- Seasonal/Category Focus
- Good distribution in Liquor Marts
- Sufficient inventory levels exist to support the program
- Strength of offer
- Overall supplier participation in AIR MILES® Program
- Sales volume

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Applications will only be accepted for offers that reflect a cost of $1.99/mile or less for the customer. Please use the following calculation to determine the minimum offer:

(Average price of products x buy multiple) ÷ $1.99 = minimum offer

LIQUOR MART EXECUTION

Tier 1 stores must list all of the SKUs from each offer.

Tier 2 and 3 stores must display each of the offers and must include a minimum of two SKUs from each offer in the display.

Tier 4 stores may completely opt out of displaying any one or all of the offers if they do not already carry the participating product. If they choose to display an offer, they must include a minimum of two SKUs from that offer.

Offers will be featured on LiquorMarts.ca. Participating SKUs will be displayed on free-standing units. The display will be supported by signage, created by the Liquor Programming and Experience Department, which will describe the Multi-SKU Bonus AIR MILES® offer. Each participating SKU will be provided shelf talkers stating the bonus offer.

MARKETING SUPPORT

Select items may feature on Liquor Mart social media platforms and/or additional advertising mediums. This includes AIR MILES® generated direct email to collectors in Manitoba. These items are selected at the discretion of MBLL.

AIR MILES® BUCKSLIP

Liquor Marts participate in the AIR MILES® Mailer Initiatives by inserting buckslips/coupons with Bonus AIR MILES® offers up to three times annually. Approximately 140,000 Manitoba AIR MILES® collectors receive the Mailers, making this an affordable and unique opportunity for suppliers to market their brands. Collector preferred category will be highlighted where applicable. collectors receive the Mailers, making this an affordable and unique opportunity for suppliers to market their brands. Collector preferred category will be highlighted where applicable.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

BUCKSLIP SCHEDULE

Promotion Dates (tentative)	Application Deadline Date
May/June 2021	January 12, 2021
Nov/Dec 2021	June 15, 2021
March/April 2022	November 16, 2021

PARTICIPATION & ELIGIBILITY

All listed products are eligible (**including** Ecomomy). Only a single SKU per buckslip can participate.

COST

The cost to suppliers will be $0.25 per AIR MILES® Reward Mile awarded.

Printing, creative, and mailing costs will be borne by Liquor Marts.

In consideration of that, we expect the offer to be a compelling one.

SELECTION CRITERIA

- Seasonal/Category Focus
- Good distribution in Liquor Marts
- Sufficient inventory levels exist to support the program
- Strength of offer
- Overall supplier participation in AIR MILES® Program
- Sales volume

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Applications will only be accepted for offers that reflect a cost of $1.50/mile or less for the customer. Please use the following calculation to determine the minimum offer:

Product price ÷ $1.50 = minimum offer

LIQUOR MART EXECUTION

Tier 1 and 2 stores are expected to list all the participating products. Tier 3 and 4 plus LMX are encouraged to list participating products.

AIR MILES® MAX MILES

The Max Miles program is a short-term AIR MILES® promotion that provides suppliers the opportunity to promote seasonally appropriate products with Bonus AIR MILES® offers. These opportunities will be focused around holidays and recognized occasions.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications, provided they are submitted 45 days in advance of the month of the program, may be considered in rare circumstances.

PARTICIPATION & ELIGIBILITY

All listed products are eligible to participate (**including** Economy). Products participating in LTO or AIR MILES® Bonus Miles Programs during the same time period are NOT eligible to participate.

COST

Suppliers will be charged a reduced rate of $0.20 per AIR MILES® Reward Mile awarded.

SELECTION CRITERIA

- Seasonal / category focus
- Good distribution in Liquor Marts
- Sufficient inventory levels exist to support the program
- Best value to consumer
- Overall supplier participation in the AIR MILES® Program
- Sales volume

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Applications will only be accepted for offers that reflect a cost of $1.50/mile or less for the customer. Please use the following calculation to determine the minimum offer:

Product price ÷ $1.50 = minimum offer

Please include a high-resolution bottle shot, i.e. tiff or jpeg, 4-5 inches tall at 300dpi (usually a minimum 800 KB to 1 MB in size).

LIQUOR MART EXECUTION

Tier 1 - 3 stores are expected to list all the participating products. Tier 4 stores and Liquor Mart Express locations will merchandise Max Miles at shelf only, provided they carry the product.

MARKETING SUPPORT

Each initiative will be supported by the following media:

- Newspaper ads
- AIR MILES® generated direct email to approximately 85,000 collectors in Manitoba
- Web banners
- Social media

Ads may also feature other Liquor Mart offers.

PROGRAM DATES

There are 15 Max Miles programs scheduled for this fiscal year. Please refer to the Marketing Program Guide Schedule for offer dates, categories and application deadlines.

PROGRAM DATE	Occasion	Category Focus
March 29 - April 4, 2021	Easter	Wine, Spirits, Beer, RB
May 3 - 9, 2021	Mother's Day	Wine
May 17 - 24, 2021	Victoria Day	Beer, RB, Spirits, Wine
June 14 - 20, 2021	Father's Day	Spirits, Beer
June 25 - July 1, 2021	Canada Day	Sprits, Wine, Beer RB
July 26 - Aug 2, 2021	Terry Fox Day	Beer, RB, Spirits, Wine
Aug 30 - Sept 6, 2021	Labour Day	Spirits, Beer, RB
Oct 4 - 11, 2021	Thanksgiving Day	Wines, Spirits
Oct 25 - 31, 2021	Halloween	Spirits, Wine
Nov 15 - 21, 2021	Grey Cup	Beer, Spirits, RB, Wine
Dec 26 - 31, 2021	Boxing Day/New Year's Eve	Wine, Spirits, Beer, RB
Jan 31 - Feb 6, 2022	Super Bowl	Beer, Spirits, RB, Wine
Feb 7 - 14, 2022	Valentine's Day	Wine, Spirits, Beer, RB
Feb 15 - 21, 2022	Louis Riel Day	Wine, Spirits, Beer, RB
March 11 - 17, 2022	St Patrick's Day	Spirits, Beer

AIR MILES® 12 DAYS OF MAX MILES

The 12 Days of MAX MILES AIR MILES® Program allows suppliers to offer Bonus Reward Miles for one day only from December 13 – 24, 2021. There will be one product selected for each day of the promotion.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications, provided they are submitted 45 days in advance of the month of the program, may be considered in rare circumstances.

PARTICIPATION & ELIGIBILITY

All listed products (**excluding** Economy) are eligible to participate in the program.

COST

Suppliers will be charged a rate of $0.20 per AIR MILES® Reward Mile awarded.

SELECTION CRITERIA

- Seasonal/Category focus
- Category assortment balance and variety
- Strength of Offer

Product selection and featured dates will be done at the discretion of the Liquor Programming and Experience Department.

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Applications will only be accepted for offers that reflect a cost of $1.25/mile or less for the customer. Please use the following calculation to determine the minimum offer:

Product price ÷ $1.25 = minimum offer

LIQUOR MART EXECUTION

Tier 1-3 stores will be required to feature the participating SKUs on a display in a high traffic area of the store. Tier 4 and LMX stores will feature the participating SKUs if they currently offer them in their assortments.

MARKETING SUPPORT

Offers will be featured daily on LiquorMarts.ca, Sip n Savour e-newsletter and on Liquor Mart and AIR MILES® social media platforms. Custom 12 Days of Max Miles AIR MILES® signage will be provided to each Liquor Mart.

SECTION 6

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experience programs

IN-STORE SAMPLING

The In-Store Sampling Program provides suppliers the opportunity to sample their products in Liquor Mart stores.

APPLICATION

Suppliers may apply for In-Store Sampling by completing the In-Store Sampling Application form and submitting directly to Liquor Mart Managers at least 7 days before the first of the month prior to the requested month.

For example, samplings for the month of May should be applied for no later than March 25. The Store Manager will create the sampling schedule on the first day of the month prior to the requested month, so April 1st, using this same example. After the deadline, any remaining sampling slots will be meted out on a first-come, first-serve basis. Samplings will be confirmed by the store upon completion of the schedule.

ELIGIBILITY

All listed products are eligible to be sampled.

Any wines sampled during the **peak periods of 4-8 on Fridays or 3-7 on Saturdays** must meet or exceed the store's $/750ml goal.

If the pack size exceeds 750ml (in the case of 1.5L or boxed wine for instance), you must convert to the equivalent $ per 750ml.

Applications for products that are below a store's $/750ml may still be accepted and scheduled during non-peak periods.

Economy spirits are not eligible for sampling during peak periods.

COST AND PAYMENT

MBLL will cost share the product to be sampled to the Marketing Representative at 50% off the basic retail price for spirits, wine and refreshment beverages, and 30% off the basic retail price for beer.

Payment will be made at the end of each sampling period utilizing Electronic Funds Transfer (EFT). Contact the MBLL Accounting department to arrange for an account. Marketing Representatives may pay by credit card, however, they must be present at the completion of the sampling.

Upon payment, all open, unconsumed products are the property of the Marketing Representative, not a designate. If the Marketing Representative does not remove the unconsumed product, it will be the responsibility of store management to:

a) Use for staff

b) Use for public sampling by Product Consultants

c) Dispose of immediately

Under no circumstance may Liquor Mart employees remove this product from the store.

SELECTION CRITERIA

The selection criteria for in-store samplings are as follows:

- Premium/higher profit product
- Projected sales volumes
- New product
- Unique product
- Overall balance of product being sampled. (For example, if three samplings, one each of coolers, wine and beer.)
- Seasonality
- Participation in other marketing programs

EXECUTION

Samplings must be conducted by a Marketing Representative or their designate.

A maximum of four products are allowed at each sampling station.

Taste samples will be provided without charge to the customer and in quantities not greater than contained in the following guidelines:

The use of merchandising and customer information materials are permissible. At the end of the sampling, the sampler will remove all display materials (table, mobiles, cases, bins, refuse, etc.)

Wine	2 ounces	60 ml
Cider, Beer and Refreshment Beverages	4 ounces	120 ml
Spirits & Liqueurs	1/2 ounce	15 ml

Suppliers will provide recyclable sampling glasses, mix, ice, etc. and, if sampling wine, bread and/or unflavoured crackers.

It is permissible for a supplier to hire off-duty Manitoba Liquor & Lotteries employees to facilitate samplings on their behalf, subject to the operational requirements of the store or department. Approval must be received from the employee's manager. Suppliers will remunerate the employee directly at an agreed upon rate of pay. Pursuant to the MBLL's Code of Conduct, product may not be used as payment.

The sampler must not leave supplies of opened product unattended at any time.

Please see Appendix F for Liquor Mart In-Store Sampling Supplier/Sampler Guidelines and Sampler Responsibilities.

WINESTATION®

The WineStation® is available in select Liquor Marts and offers customers a "try before you buy" experience for customers, while providing 60 day product preservation.

APPLICATION

Using the WineStation® Sampling Application, requests for samplings should be made directly to the Product Consultant at the respective stores, at least 7 days before the first day of the month prior to the requested month. Application is available on **MBLLpartners.ca**

For example, samplings for the month of May should be applied for no later than March 25. The Product Consultants will create the sampling schedule on the first day of the month prior to the requested month, so April 1st, using this same example. After the deadline, any remaining sampling slots will be meted out on a first-come, first-serve basis. Samplings will be confirmed by the store upon completion of the schedule.

ELIGIBILITY

Ultra Premium or greater wines are eligible to be sampled.

COST

MBLL will cost share the product to be sampled to the Marketing Representative at 50% off the basic retail price.

LIQUOR MART EXECUTION

- Samplings will be conducted by Liquor Mart staff.
- A maximum of eight products can be sampled at any time.
- Taste samples of wine will be provided without charge to the customer and in quantities not greater than 2 ounces (60 ml)
- The use of customer information materials in encouraged.
- A small display will accompany each wine.

WineStations® are currently located in 27 of the following Liquor Marts:

#5	Garden City
#7	Dauphin
#8	Portage & Ainslie
#17	Kenaston Crossing
#19	Bunn's Creek
#20	St. Vital
#25	Portage & Burnell
#26	Charleswood
#30	Sage Creek
#36	Northdale
#38	Main & Jefferson
#40	Fort Richmond
#41	Southglen
#43	Southdale
#44	Spring Meadow
#45	Grant Park
#46	Thompson
#48	Transcona
#51	Brandon South
#54	Crestview
#57	Steinbach
#59	Seasons of Tuxedo
#60	Madison (also equipped with SpiritStation®)
#84	Portage la Prairie West
#86	True North Square

SECTION 7

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advertising programs

COMING SOON! DOMINATION SKIN ADVERTISING

COMING SOON!

COMING SOON! REUSABLE BAG ADVERTISING

The Reusable Bag advertising program allows suppliers to purchase advertising space on up to 3 different and uniquely sized reusable Liquor Mart shopping bags.

COMING SOON!

COMING SOON! COLD BOX BILLBOARD

Industry Partners have the opportunity to purchase advertising space on Liquor Mart cold box doors.

COMING SOON!

NEW! ONLINE BRAND BOUTIQUE

Industry Partners have the opportunity to build an Online Brand Boutique via a LiquorMarts.ca homepage web banner and landing page to advertise the selected product/brand.

PROGRAM USE

The LiquorMart.ca website is home to over 4000 product listings, store inventories, event information, social responsibility messaging as well as spirit, wine, beer and refreshment beverage product education.

Take advantage of increased website traffic to optimize visibility, engagement, lead generation and most important bottom line sales.

- Launch new product/Brand
- Current product/Brand
- Added programming value
- Special promotion/contest/event

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed products/Brands are eligible.

Preference will be given to premium or better products.

Preference will also be given to products tied to national advertising campaigns.

There is 1 opportunity per period.

COST

PERIOD		$ Rate per SKU
1	April	$2,675
2	May	$3,075
3	June	$3,850
4	July	$3,450
5	August	$3,850
6	September	$3,075
7	October	$3,075
8	November	$3,075
9	December	$5,000
10	January	$2,300
11	February	$2,300
12	March	$2,675

SELECTION CRITERIA

Selection will be based on the theme focus for each period (Please refer to the Marketing Program Guide Schedule).

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Web banner creative will be at the discretion of MBLL and will follow Liquor Mart brand guidelines.

The successful applicant will be responsible for providing product images as required.

Web page content and layout is limited to LiquorMarts.ca design capabilities. MBLL will work with successful applicant to develop a web page design.

Successful applicant may be required to provide assets to be included in web page layout.

NEW! SOCIAL MEDIA

Liquor Marts use third party networking sites including Facebook, Twitter and Instagram to encourage interaction, promote products, and communicate with our customers. Social media advertising can enhance our customers responsible enjoyment of food and beverage paring by offering information on programming, news and other relevant offers.

PROGRAM USE

Provide Industry Partners the opportunity communicates digitally with the Liquor Mart Brand social media platforms increasing targeted visibility, engagement and driving sales.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed products/Brands are eligible.

Preference will be given to premium or better products with breadth and depth of assortment.

There is one opportunity per period.

4x monthly organic posts on each Liquor Mart social media channels including:

- Facebook
- Twitter
- Instagram

COST

PERIOD		$ Rate per Period
1	April	$850
2	May	$950
3	June	$1,200
4	July	$1,100
5	August	$1,200
6	September	$950
7	October	$950
8	November	$950
9	December	$1,550
10	January	$725
11	February	$725
12	March	$850

SELECTION CRITERIA

Selection will be based on the theme focus for each period (Please refer to the Marketing Program Guide Schedule).

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Creative to support the social media posts will be at the discretion of MBLL and will follow set social media guidelines.

The successful applicant is responsible for supplying the copy to accommodate each social media post.

Copy must accommodate any character maximums dictated by social media platform.

12-PACK CARRIER ADVERTISING

The 12-Pack Beer Carrier Advertising Program offers Industry Partners the opportunity to purchase advertising space on 50,000 12-pack carriers.

PROGRAM USE

This is an excellent program to enhance brand and product awareness within the single serve category. Particularly useful in instances of a new product launch, promoting a seasonal release and where a new varietal is launching that is part of an existing brand of products.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

Suppliers of single serve beer, cider and refreshing beverages 500ml or less in size.

Premium or better brands only.

Economy brands are not eligible.

There are six opportunities annually, as per the schedule below.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

PERIOD		SEASON	APPLICATION DEADLINE	ARTWORK DEADLINE	$ Rate per Period
2 3	May June	Spring/Summer	January 14, 2021	February 19 2021	$6,000
4 5	July August	Summer	March 10, 2021	April 20, 2021	$6,250
6 7	September October	Fall	May 5, 2021	June 19, 2021	$5,250
8 9	November December	Holiday	June 16, 2021	August 20, 2021	$7,000
10 11	January February	Winter	September 22, 2021	October 20, 2021	$4,000
12 1	March April	Spring	November 17, 2021	December 15, 2021	$4,750

SELECTION CRITERIA

- Good distribution in Liquor Marts
- Innovation
- Seasonality

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon approval, the supplier must develop the artwork. MBLL will provide a die line template to construct the creative as well as a UPC Barcode.

All creative MUST:

- Be built as a 4 colour process (Cyan, Magenta, Yellow, Black) in an Illustrator file according to the provided die line.
- Images and fonts must be included or attached to the Illustrator file.
- Include the provided UPC Bar Code on the side of the carrier artwork.
- Include Social Responsibility messaging.
- Include Reuse/Return/Recycle messaging.
- Be submitted as a proof for approval to MBLL prior to uploading final files
- Be received by the above artwork deadline in order to ensure no production or shipping delays.
- Not refer to price

LIQUOR MART EXECUTION

The printed carrier will be distributed to Tier 1 – 4 Liquor Marts prior to the beginning of each above period.

Stores will continue to order and display the printed carrier until the 50,000 printed units are depleted from inventory. At that time, a generic carrier will be used until the beginning of the next period.

IN-STORE AUDIO ADVERTISING

In-Store Audio provides the opportunity for Industry Partners to purchase 15-20 second advertising spots on the Liquor Mart in-store audio system for a one-month period.

PROGRAM USE

This is an excellent program that literally provides a call to action to our customers instore. If your SKU is on LTO/AIR MILES® programming, has just released a new innovation product, is participating in a contest or there is an existing radio campaign in market that his medium can be adapted for, the Audio program is an excellent fit. Additionally, accolades, food pairing recommendations and product knowledge are also excellent communication points.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed products are eligible for the In-Store Audio Program.

Spots must include a social responsibility message

Spots may not refer to any value-add offers in the event inventory runs out

There are 3 opportunities per period.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

SELECTION CRITERIA

- Seasonal/Category focus
- Good distribution in Liquor Marts

COST

TIER 1-4 + LMX 63 STORES 100%		
PERIOD		$ Rate per Period
1	April	$425
2	May	$475
3	June	$600
4	July	$550
5	August	$600
6	September	$475
7	October	$475
8	November	$475
9	December	$775
10	January	$350
11	February	$350
12	March	$425

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon approval, Suppliers must submit a digital audio .mp3 or .wav file with their application. Audio spots cannot exceed 20 seconds in length.

LIQUOR MART EXECUTION

MBLL will upload the files to our audio system.

In-store audio advertising will repeat once every 15 minutes, during store operational hours.

SHOPPING CART ADVERTISING

Shopping Cart Advertising allows Industry Partners to purchase advertising space on Liquor Mart shopping carts for a one-month period.

PROGRAM USE

This is an excellent program that targets customers that are intending to make large purchases as they require a cart to assist in carrying their purchased products. Large purchases can refer to either numerous SKUs or large volume product. This medium provides a Front and Centre view to the customer of your products. This medium is excellent for SKUs in all life cycle phases ranging from new innovations to existing established brands.

APPLICATION

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Application Form.

All applications must be submitted by the deadline date. (Please refer to the Marketing Program Guide Schedule).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All Liquor Marts, Tiers 1-4 will participate in this program. This includes approximately 600 shopping carts.

All listed products may be featured in Shopping cart advertising

There is 1 opportunity available per period.

SKUs cannot participate in back-to-back Shopping Cart Advertising.

Applications for Economy products will be considered for Periods 10 and 11 (January and February) only.

COST

TIER 1-4 + LMX 63 STORES 100%		
PERIOD		$ Rate per Period
1	April	$1,400
2	May	$1,600
3	June	$2,000
4	July	$1,800
5	August	$2,000
6	September	$1,600
7	October	$1,600
8	November	$1,600
9	December	$2,600
10	January	$1,200
11	February	$1,200
12	March	$1,400

SELECTION CRITERIA

Selection will be based on:

- Seasonal/Category focus
- Good distribution in Liquor Marts
- Other program participation

PROGRAM GUIDELINES & SUPPLIER REQUIREMENTS

Upon notification of approval, the supplier must submit P.O.P. signage to the Liquor Programming and Experience department for approval.

Shopping Cart Advertising creative:

- the supplier is responsible for uploading the file to the FTP site according to the deadlines and instructions outlined in Appendix C.
- 10.75”w x 6.88”h with ” bleed and crop marks.
- Must be submitted as a high resolution pdf
- Must include the item number(s)
- Must not mention the alcohol content of the featured product(s). (Alcohol % on the bottle image is acceptable).
- Creative must include Social Responsibility messaging

LIQUOR MART EXECUTION

MBLL will print and distribute the Shopping Cart Advertising P.O.P signage to Liquor Marts.

Liquor Mart staff will place the P.O.P signage in the Shopping Cart hardware for the designated period.

Stores will not be expected to list the products featured on the advertising.

SECTION 8

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appendices

APPENDIX A: LIQUOR MART TIER STRUCTURE

TOTAL BY TIER			STORE #	STORE		% TOTAL SALES	CUMULATIVE	PRODUCT SPOTLIGHT	PERIOD 9	RUNNING TOTAL
13 STORES 12 CITY • 1 RURAL	TIER 1	1	20	ST. VITAL SQUARE	D	3.50	3.50	16	24	13 STORES 12 CITY • 1 RURAL
		2	45	GRANT PARK	D	3.33	6.83	16	24	
		3	5	GARDEN CITY	D	3.22	10.05	16	24	
		4	54	CRESTVIEW	D	3.17	13.22	16	24	
		5	17	KENASTON CROSSING	D	3.16	16.38	16	24	
		6	43	SOUTHDALE CENTRE	D	3.09	19.47	16	24	
		7	40	FORT RICHMOND	D	2.72	22.19	16	24	
		8	36	NORTHDALE	D	2.64	24.83	16	24	
		9	41	SOUTHGLEN		2.36	27.19	16	24	
		10	49	BRANDON VICTORIA		2.25	29.44	16	24	
		11	8	PORTAGE & AINSLIE		2.14	31.58	16	24	
		12	30	SAGE CREEK	D	1.90	33.48	16	24	
		13	59	SEASONS	D	1.30	34.78	16	24	
13 STORES 9 CITY • 4 RURAL	TIER 2	14	52	EASTWINDS	D	2.75	37.53	11	16	26 STORES 21 CITY • 5 RURAL
		15	46	THOMPSON		2.75	40.28	11	16	
		16	60	MADISON SQUARE	D	2.66	42.94	11	16	
		17	57	STEINBACH		2.55	45.49	11	16	
		18	51	BRANDON SOUTH		2.17	47.66	11	16	
		19	50	TYNDALL MARKET		1.95	49.61	11	16	
		20	26	CHARLESWOOD		1.79	51.40	11	16	
		21	44	SPRING MEADOW SQUARE		1.77	53.17	11	16	
		22	9	TUXEDO	D	1.76	54.93	11	16	
		23	18	FORT GARRY		1.56	56.49	11	16	
		24	6	HARGRAVE & ELLICE		1.43	57.92	11	16	
		25	84	PORTAGE LA PRAIRIE WEST		1.39	59.31	11	16	
		26	14	MAIN & PRITCHARD		1.24	60.55	11	16	

NEW fixtures

D = Distinctions Store

APPENDIX A: LIQUOR MART TIER STRUCTURE

TOTAL BY TIER			STORE #	STORE		% TOTAL SALES	CUMULATIVE	PRODUCT SPOTLIGHT	PERIOD 9	RUNNING TOTAL
15 STORES 7 CITY • 8 RURAL	TIER 3	27	19	BUNN'S CREEK	D	2.48	63.03	7	6	41 STORES 28 CITY • 13 RURAL
		28	11	SELKIRK		2.24	65.27	7	6	
		29	25	PORTAGE & BURNELL		2.18	67.45	7	6	
		30	12	RIVER & OSBORNE		1.94	69.39	7	6	
		31	28	RIVERGROVE		1.92	71.31	7	6	
		32	42	DOMINION		1.85	73.16	7	6	
		33	31	THE PAS		1.61	74.77	7	6	
		34	13	GIMLI		1.60	76.37	7	6	
		35	32	BRANDON CORRAL	D	1.60	77.97	7	6	
		36	7	DAUPHIN		1.52	79.49	7	6	
		37	38	MAIN & JEFFERSON		1.43	80.92	7	6	
		38	10	FLIN FLON		1.34	82.26	7	6	
		39	27	WINKLER		1.34	83.60	7	6	
		40	48	TRANSCONA SQUARE		1.32	84.92	7	6	
		41	22	PORTAGE LA PRAIRIE EAST		0.88	85.80	7	6	
15 STORES 3 CITY • 12 RURAL	TIER 4	42	39	STONEWALL		1.22	87.02	4	4	56 STORES 31 CITY • 25 RURAL
		43	29	LAC DU BONNET		1.16	88.18	4	4	
		44	85	BRIDGWATER		1.12	89.30	4	4	
		45	74	PARK WEST		1.12	90.42	4	4	
		46	55	BEAUSEJOUR		0.76	91.18	4	4	
		47	37	MORDEN		0.71	91.89	4	4	
		48	23	SWAN RIVER		0.70	92.59	4	4	
		49	4	NEEPAWA		0.65	93.24	4	4	
		50	24	VIRDEN		0.61	93.85	4	4	
		51	34	PINE FALLS		0.60	94.45	4	4	
		52	15	ROBLIN		0.48	94.93	4	4	
		53	33	MINNEDOSA		0.48	95.41	4	4	
		54	56	RUSSELL		0.46	95.87	4	4	
		55	53	CARMAN		0.45	96.32	4	4	
		56	86	TRUE NORTH	D	0.37	96.69	4	4	

NEW fixtures

D = Distinctions Store

Total: **63 STORES** 36 CITY • 27 RURAL

APPENDIX A: LIQUOR MART TIER STRUCTURE

TOTAL BY TIER			STORE #	STORE	% TOTAL SALES	CUMULATIVE	PRODUCT SPOTLIGHT DISPLAYS	PERIOD 9	RUNNING TOTAL
6 STORES 5 CITY • 1 RURAL	LMX	1	72	BISON					
		2	73	GATEWAY					
		3	75	BRANDON					
		4	76	ST. ANNE'S					
		5	79	SARGENT					
		6	81	REENDERS					

NEW fixtures

APPENDIX B: MARKETING PROGRAM SCHEDULE

2021/2022 PERIODS		P1 APRIL	P2 MAY	P3 JUNE	P4 JULY	P5 AUGUST	P6 SEPTEMBER	P7 OCTOBER	P8 NOVEMBER	P9 DECEMBER	P10 JANUARY	P11 FEBRUARY	P12 MARCH
		SPRING		SUMMER			FALL		HOLIDAY		WINTER		
SEASONAL FOCUS		With the melting of the snow, Manitobans will be seeking lighter, more refreshing flavour experiences – new, trendy and seasonal. We'll help them by introducing them to the hottest refreshment beverage trends. We're also highlighting lighter rose wines just in time for the warming weather, as well as providing renewed focus on the timeless favourite - gin.		Liquor Mart's focus on occasions is perfect for highlighting one of the great joys of summer: getting together with friends and family with an outdoor barbecue. We'll help Manitobans by showcasing red, white and sparkling wine perfect for enjoying outdoors. We'll then heat the party up with our special spirit focus of tequila, and then cool everything down with a focus on most exciting trends in summer beer styles.			We're embracing the fall season with our annual showcasing of Oktoberfest beers and harvest flavours, along with a focus on ciders. We'll also be exploring the ever-growing world of whisk(e)y, helping new initiates discover the category, while also bringing exciting new experiences to enthusiasts.		Manitoba holiday shoppers will love Liquor Mart with our focus on products in the premium and deluxe categories, as well as our bevy of gift packages specially brought in for the season. We'll also help customers get into the holiday spirit with expanded promotion of both liqueurs and sparkling wines, plus many other recipe and enjoyment ideas found instore and online.		With Manitoba deep in the heart of winter, we'll warm things up with a spotlight on brown spirits, including a special focus on Scotch, American and Irish Whiskies – just in time for the Winnipeg Whisky Festival. We'll also drive occasions such as Valentine's Day, game day and St. Patrick's Day, plus place greater emphasis on our low alcohol and lighter product options.		
CATEGORY STRATEGY	WINE	Rose		Sparkling	White	Red	Blends		Sparkling		Better For You		
	SPIRITS	Gin		Tequila			Whisk(e)y		Liqueurs		Scotch	Bourbon	Irish
	BEER	Flavoured		Light and Refreshing			Harvest/Pumpkin		Premium and Deluxe		Better For You		
	REFRESHMENT BEVERAGE	New Refreshment Beverage		Better For You			Cider		Premium and Deluxe		Better For You		
	LTO/HOT BUY	1 -15	1 - 31	1 - 30	1 - 31	1 -31	1 - 30	1 - 31	1 - 30	1 - 31	1 - 31	1 - 28	1 - 31
SALES PROGRAMS	BLACK FRIDAY								26 - 28				
	MAX MILES	29 - 4 (Easter)	3 - 9 (Mother's Day) 17 -24 (Victoria Day)	14 - 20 (Father's Day) 25 -1 (Canada Day)	26 - 2 (Terry Fox)		30 - 6 (Labour Day)	4 - 11 (Thanksgiving) 25 - 31 (Halloween)	15 - 21 (Grey Cup)	26 - 31 (Boxing Day/ NYE)		31 – 6 (Superbowl) 7 – 14 (Valentine's Day) 15 – 21 (Louis Riel)	11 - 17 (St. Patrick's)
	12 DAYS OF MAX MILES									13 -24			
	AIR MILES A	1 - 15	1 - 15	1 - 15	1 - 15	1 - 15	1 - 15	1 - 15	1 - 15	1 - 15	1 - 15	1 - 15	1 - 15
	AIR MILES B	16 - 30	16 - 31	16 - 30	16 - 31	16 - 31	16 - 30	16 - 31	16 -30	16 - 31	16 - 31	16 - 28	16 - 31
	All Other Display, Support and Advertising Programs	1 - 30	1 - 31	1 - 30	1 - 31	1 -31	1 - 30	1 - 31	1 - 30	1 - 31	1 - 31	1 - 28	1 - 31
CALENDAR	KEY OCCAISIONS	Easter (4)	Cinco de Mayo (5)	Father's Day (20)	Canada Day (1)	Terry Fox Day (2)	Labour Day (6)	Thanksgiving (11)	Dia de los Muertos (2)	Christmas (25)	Robbie Burns (25)	Superbowl (6)	St. Patrick's Day (17)
		World Malbec Day (17)	Mother's Day (9)		National Tequila Day (24)			Halloween (31)	Beaujolais Nouveau (19)	Boxing Day (26)		Valentine's Day (14)	
		Earth Day (22)	Victoria Day (24)						Grey Cup (22)	NYE (31)		Louis Riel (21)	
									Black Frday (26)			National Margarita Day (22)	
APPLICATION DEADLINE		11-Dec-20	12-Jan-21	12-Jan-21	9-Mar-21	9-Mar-21	4-May-21	4-May-21	15-Jun-21	15-Jun-21	21-Sep-21	21-Sep-21	16-Nov-21

APPENDIX C:

POP MATERIAL REQUIREMENTS AND INSTRUCTIONS FOR FILE UPLOAD

All Product Spotlight and Refreshment Beverage Area signage, Shopping Cart Advertising and Shelf Talker creative files will be printed and distributed to Liquor Marts by MBLL.

Upon approval, suppliers will be given a link to MBLL's OneDrive account where files can be uploaded.

Upload deadline and file specifications for each program are detailed below.

	Trim Size	Live Viewable Area	Bleed	Crops	Other
Product Spotlight	20"W x 20" H	19"W x 19"H	0.5"	YES	18"w X 18"H Safe Area
Refreshment Beverage Area file #1	34.75"W x 18"H	34.75"W x 8"H	0.5"	YES	No Footer Specs
Refreshment Beverage Area file #2	34.75"W x 16"H	34.75"W x 8"H	0.5"	YES	With Footer Specs
Shopping Cart Advertising	10.75"W x 6.88"H	10.75"W x 6.88"H	0.25"	YES	
Shelf Talkers	5.125"W x 3"H	5.125"W x 3."H	NO	NO	Only JPEG files accepted

FILE SPECIFICATIONS

For Product Spotlight and RBA signage, all critical text and artwork should be kept 1" inside of live area.

Social Media

- Creative must be sized 800x800 to accommodate placement on all platforms.
- Copy must meet maximum character length for all platforms

Files to be uploaded must be in one of the following formats unless otherwise specified:

- Hi-Res PDF (minimum 300 dpi)
- InDesign (Id)
- Illustrator (Ai)

FILE UPLOAD DEADLINES

Period	P.O.P. File Upload Deadline
Period 1 (April 1–30)	January 29, 2021
Period 2 (May 1–31)	February 26, 2021
Period 3 (June 1–30)	March 26, 2021
Period 4 (July 1–31)	April 23, 2021
Period 5 (August 1–31)	May 28, 2021
Period 6 (September 1–30)	June 25, 2021
Period 7 (October 1–31)	July 30, 2021
Period 8 (November 1–30)	August 27, 2021
Period 9 (December 1–31)	September 24, 2021
Period 10 (January 1–31)	October 29, 2021
Period 11 (February 1–28)	November 26, 2021
Period 12 (March 1–31)	December 23, 2021

PROCESS

Upon approval of the application, MBLL will provide a reminder of the upload deadline (listed above), and a link to the OneDrive folder to which the file(s) should be uploaded. Please share that link with whomever is responsible for uploading your file(s).

If you wish to re-use a POP file from an earlier period, you will be required to upload again.

TIMING

It is imperative that the above deadlines are met. If artwork is not received by the due date, displays will be cancelled, and the full cost of the display program will be charged as a penalty.

APPENDIX D:
PRODUCT CATEGORY CLASSIFICATIONS
(AS DEFINED BY CATEGORY MANAGEMENT)

SPIRITS:

Deluxe
Premium
Economy

REFRESHMENT BEVERAGE:

Deluxe
Premium
Economy

BEER:

Deluxe
Premium
Economy

WINE:*

Old Store Concept
(based on 750 ml format):

Over $23.00	Deluxe
$20.00 to $22.99	Ultra Premium
$17.00 to $19.99	Super Premium
$14.00 to $16.99	Premium
$11.00 to $13.99	Popular
$8.00 to $10.99	Economy
$7.99 and under	Economy

*subject to change

New Store Concept

Over $25.00	Luxury
$20.00 to $24.99	Deluxe
$14.00 to $19.99	Premium
$13.99 and under	Popular

*subject to change

APPENDIX E:
APPLICATIONS WHERE AND HOW TO APPLY

Application templates are all available online.

Visit www.mbllpartners.ca under Liquor Marketing Manual & Applications.

Please use the **MARKETING PROGRAM GUIDE APPLICATION FORM** in accordance to Appendix B Marketing Program Schedule and e-mail to **Marketing@mbll.ca** to apply for the following programs:

- Hello!
- In the Moment
- Our Favourites
- Refreshment Beverage Stockpile
- Impulse Cold Box
- LMX Footprint Theatre
- LMX Impulse Bin
- LMX Impulse @ Cash
- Product Spotlight
- Coordinated Ad-Hoc
- Footprint Theatre
- Impulse Bin
- Impulse @ Cash
- Refreshment Beverage Area Signage
- Shelf Talker Program
- Neck Tag
- Value Add
- Save and Get
- Limited Time Offer (LTO)
- Hot Buy
- Black Friday
- AIR MILES® Bonus Miles
- AIR MILES® Multi-SKU
- AIR MILES® Max Miles
- AIR MILES® 12 Days of Max Miles
- AIR MILES® Buckslip
- Domination Skin
- Reusable Bag
- Online Product/Brand shop
- Social Media
- 12-pack Carrier Advertising
- In-Store Audio
- Shopping Cart Advertising

For the following program, please use the Brand Spotlight Application Form and apply to marketing@mbll.ca:

- Brand Spotlight Display Program

For the following programs, please apply to directly to individual Liquor Mart Managers:

- Ad-Hoc Display Program
- In-Store Sampling Program

For the following program, please apply directly to individual Liquor Mart Product Consultants:

- Winestation® Application Form

NOTE: *Processes, deadline dates and file requirements are subject to change. While the MBLL team will always do its best to communicate changes, please visit www.mbllpartners.ca frequently for updates.*

APPENDIX F:

LIQUOR MART IN-STORE SAMPLINGS SUPPLIER/ SAMPLER GUIDELINES AND SAMPLER RESPONSIBILITIES

NOTE: *Our In-store sampling program is currently suspended. The following outlines Pre-Covid-19 processes. These are subject to change.*

Please visit the MBLL Partners website and or contact marketing@mbll.ca to obtain up-to-date information.

SUPPLIER RESPONSIBILITIES

- Ensure proper and adequate supply of sampling glasses, ice, cooler, etc., and if sampling wine, provide bread and/or crackers.
- May provide promotional items under $10 value, with signage conveying the giveaway.
- Provide sampler with adequate product information.
- Verify times and locations just prior to execution date.
- Inform all samplers that serving an underage or intoxicated person may result in a personal fine of $2,500. Provide training if required.
- Ensure sampler is aware of their responsibilities (outlined below).

SAMPLER RESPONSIBILITIES

- Arrive in presentable dress. Branded clothing permitted if the brand is being sampled.
- Use of cellphones (voice or text) on the sales floor is prohibited.
- Must identify oneself to management or designate.
- Must wear an identity tag stating which company they are sampling for (ex. Molson, Diageo).
- Samplers should taste product in the staff area (kitchen or office), and not on the sales floor.
- **Must request ID if customer appears to be 25 year of age or younger.**
- **Must not provide a sample to anyone who is less than 18 year of age.**
- **Must not provide a sample to anyone who appears to be intoxicated.**
- **Must be able to provide information about the product being sampled. Make no comparisons to a competitor's brand.**
- Open product and empties should be turned over to the manager or designate at the end of each day's sampling.
- No sampler under any circumstances can remove sampled product from the store.
- Samplers are considered to be representing Liquor Marts and must follow management direction.
- A sampler who reports more than 30 minutes late for a sampling may not be able to set up.

APPENDIX G: CONTESTING

Suppliers may use contests to promote their products. Suppliers should notify the Liquor Programming and Experience Department of contests in writing.

Contests executed by suppliers are not connected to Manitoba Liquor and Lotteries. Suppliers are responsible for compliance with all laws and regulations and shall save Manitoba Liquor and Lotteries harmless from any actions resulting from a dispute involving a supplier-run contest.

Liquor Mart Managers and staff will not execute any contests on behalf of suppliers.

It is the supplier's responsibility to ensure the contest, and any promotion or advertising associated with the contest, comply with all applicable laws, regulations and guidelines, including specifically the guidelines established below:

a) All contestants must be 18 years of age or over;

b) The contest must be legal in accordance with all federal, provincial and municipal legislation;

c) The prize(s) offered must be within the limits of good taste and propriety.

d) Contest rules must state that Manitoba Liquor and Lotteries is not connected with the contest in any manner whatsoever and is not liable in any way whatsoever with respect to any matter relating to the contest;

e) Contests conducted in Liquor Marts must be approved by the Liquor Programming and Experience Department;

f) A prize of liquor is prohibited;

g) Contests may NOT be executed via Ballot boxes. Only digital contesting, Text-to-win, PIN in case or AIR MILES® Scan to Win contesting is permitted.

AIR MILES® Scan to Win activation is the MBLL preferred method of contesting as a purchase must be made to be entered into the contest. Additional program analytics and insights are available upon request post program.

LIQUOR MART