



 **LIQUOR MART**

marketing program guide

APRIL 2022 / MARCH 2023

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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 2023 fiscal year (April 2022 – March 2023). 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
- Generating 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 MBL's updated marketing programs, program periods and application period for the 2023 fiscal year (April 2022 - March 2023).

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

PERIOD		%
1	April	7.55%
2	May	9.33%
3	June	9.68%
4	July	9.69%
5	August	8.66%
6	September	7.38%
7	October	8.03%
8	November	7.58%
9	December	11.76%
10	January	6.31%
11	February	6.58%
12	March	7.44%

LIQUOR MARTS (F'21)

- 63 stores
- \$495,288,303 net sales
- 33,670,033 net sales units
- 10,079,607 transactions
- \$49.14 ATV
- 3.34 UPT

LIQUORMARTS.CA (F'21)

- 1.7 MM users
- 13.9 MM total page views
- 1.0 MM Homepage pageviews

SOCIAL MEDIA

- Facebook - 11K+ followers
- Twitter - 9.8K+ followers
- Instagram - 7.6K+ 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).

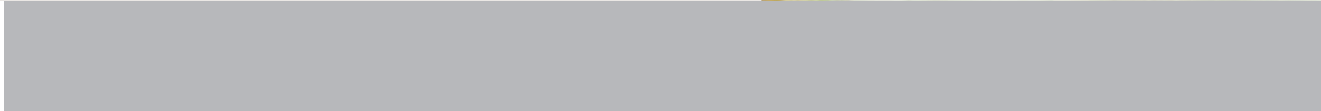
Sessions represent a single visit to your website. Whether a User lands on one of your web pages and leaves a few seconds later, or spends an hour reading every blog post on your site, it still counts as a single Session. If that User leaves and then comes back later, it wouldn't count as a new User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

—
**omni-channel
programs**



BRAND SPOTLIGHT

The Brand Spotlight program provides an opportunity for partners to showcase their brand during a two-month period by engaging with Liquor Mart customers through a multi-faceted approach. Program participants 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.

PROGRAM USE

The Brand Spotlight program is an enhanced brand takeover within the Liquor Mart stores. It combines numerous in-store marketing programs along with exclusive elements, such as shelf blades and floor decals, for a two-month period throughout all Tier 1-3 Liquor Mart stores.

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

NEW! F23 Brand Spotlight Application deadline was October 15, 2021. This outline can be used as a reference for successful F23 Brand Spotlight candidates, or for reference if considering the F24 Brand Spotlight Program. Program inclusions and fee changes may apply.

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/ Summer	\$33,815
3	June		
4	July	Summer	\$33,815
5	August		
6	September	Fall	\$31,215
7	October		
8	November	Holiday	\$36,415
9	December		
10	January	Winter	\$28,615
11	February		
12	March	Spring	\$28,615
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	Details
Display	Product Spotlight	Tier 1-3	1 each month	
	Impuse Bin	Tier 1-3	1 each month	
	Case Stack	Tier 1-2	1 each month	Exclusive to Brand Spotlight program
	Flagship Window display for the entire period	Grant Park Only	1 Total	Dedicated brand exposure in highly visible, high traffic Grant Park flagship Liquor Mart
Support	Shelf Talkers	Tier 1-4	4 Total	
	Shelf Blades	Tier 1-2	4 Total	Exclusive to Brand Spotlight program
	Vestibule Teaser Decal	Tier 1-3	1 Total	Exclusive to Brand Spotlight program
	Floor Decals	Tier 1-3	2 Total	Exclusive to Brand Spotlight program
	LTO	Tier 1-4	4 Total	
Experience	Coordinated Sampling	Tier 1	1 Total	Currently suspended due to Covid 19
	Partner Lead Event	Virtual	1 Total	
Advertising	Shopping Cart	Tier 1-4	1 each month	Advertisement in approx. 650 shopping carts
	In Store Audio	Tier 1-4	up to 4 total each month	Dedicated brand spot in 63 stores with approx. 720 plays each month
	Online Brand Boutique		1 Total	Dedicated web banner and content landing page on Liquormarts.ca
	Social Media		14 Total	4 x Facebook 6x Twitter 4 x Instagram
	Liquor Mart Flyer Cover		1 each month	2 consecutive Liquor Mart Flyer cover features

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 & PARTNER REQUIREMENTS

Upon approval, partners 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 8.5" x 11" signage & side panel
- Shelf Talkers
- Shelf Blades
- 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. Partners are responsible for producing and shipping all Case Stack Display marketing materials to stores prior to the start of the period. Partners 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 of the period.

HELLO!

This is a program that provides partners the opportunity 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.

PROGRAM USE

This highly visible program is the first thing our customers see when they enter the store. This program allows partners to display category focus SKUs without the commitment of executing our larger displays while growing awareness and sales. Pair this program with LTO or AIR MILES to make a strong first impression.

APPLICATION

Partners 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.

Increased consideration will be given to SKUs with additional programming (LTO, month-long Bonus AIR MILES, Value Add, etc.).

COST

TIER 1-3 + 85 42 STORES 89%			
PERIOD		THEME	\$ Rate per SKU
1	April	Gin	\$615
2	May	New Refreshment Beverage	\$690
3	June	Radlers/Flavoured Beer	\$870
4	July	Mixer Packs	\$795
5	August	New Zealand	\$870
6	September	Cider	\$665
7	October	Canadian Whisky	\$665
8	November	Liqueurs	\$665
9	December	Sparkling	\$895
10	January	Light Beer/Seltzers	\$510
11	February	Rose	\$510
12	March	Irish Whiskey	\$590

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

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.

Liquor Mart Flyer

- Dedicated ‘Hello’ page
- Flyer is sent to approximately 65,000 homes the first Wednesday of each month

LiquorMarts.ca

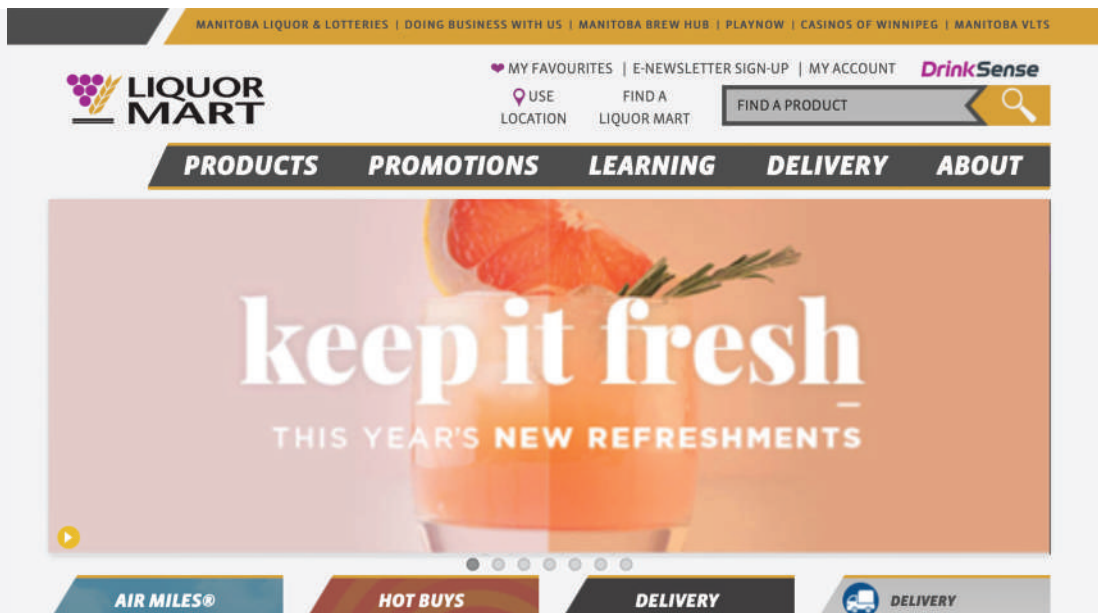
- Hello! web banner on home page
- Dedicated Hello! web page

Liquor Mart Social Media

- Instagram story featuring all participating products

Sip n Savour E-newsletter

- Direct e-newsletter to all subscribers



IN THE MOMENT

This program provides the opportunity for partners to showcase products on an end cap display that fits within a season or occasion-based theme, rotating on a monthly basis.

PROGRAM USE

Situated on a highly visible end cap display, this occasion-based display program allows partners to highlight unique SKUs relative to key occasion. Whether it's a unique product for Father's Day, an Irish beer for St. Patrick's Day or something for your partner on Valentine's Day, this display will feature the best products for that occasion and is a favourite of our customers.

APPLICATION

Partners 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.

Increased consideration will be given to SKUs with additional programming (LTO, month-long Bonus AIR MILES, Value Add, etc.).

COST

TIER 1-3 + 32, 35 & 85				
42 STORES				
89%				
PERIOD	THEME	LOOKING FOR...		\$ Rate per SKU
1	April	Easter	White, Rose & Sparkling Wine	\$565
2	May	Mother's Day	Gin, Vodka, Rose Wine, Refreshment Beverage	\$640
3	June	Father's Day	Brown Spirits, Beer, Red Wine	\$795
4	July	Patio Pleasers	Ready to Drink Cocktails, Gin, Vodka, Tequila	\$715
5	August	Backyard BBQ	Beer, Red Wine, Bourbon, Rose Wine	\$795
6	September	Fall/Harvest	Fall Beers, Cider, Flavoured Spirits	\$615
7	October	Halloween	Themed Labels	\$615
8	November	Game Day	Spirits, Beer	\$615
9	December	N/A	N/A	N/A
10	January	New Year's Resolutions	Low/no sugar, calories and alcohol content Wine, Beer, Seltzers and Simple Cocktails	\$460
11	February	Valentine's Day	Rose Wine, Sparkling Wine, Liqueurs, Themed Labels	\$460
12	March	St. Patrick's Day	Irish Whiskey, Irish Beer, Irish Liqueurs	\$540

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

LIQUOR MART EXECUTION

Tier 1-3 plus Store 32, 35 and 85 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.

Liquor Mart Flyer

- Dedicated 'In the Moment' page
- Flyer is sent to approximately 65,000 homes the first Wednesday of each month

LiquorMarts.ca

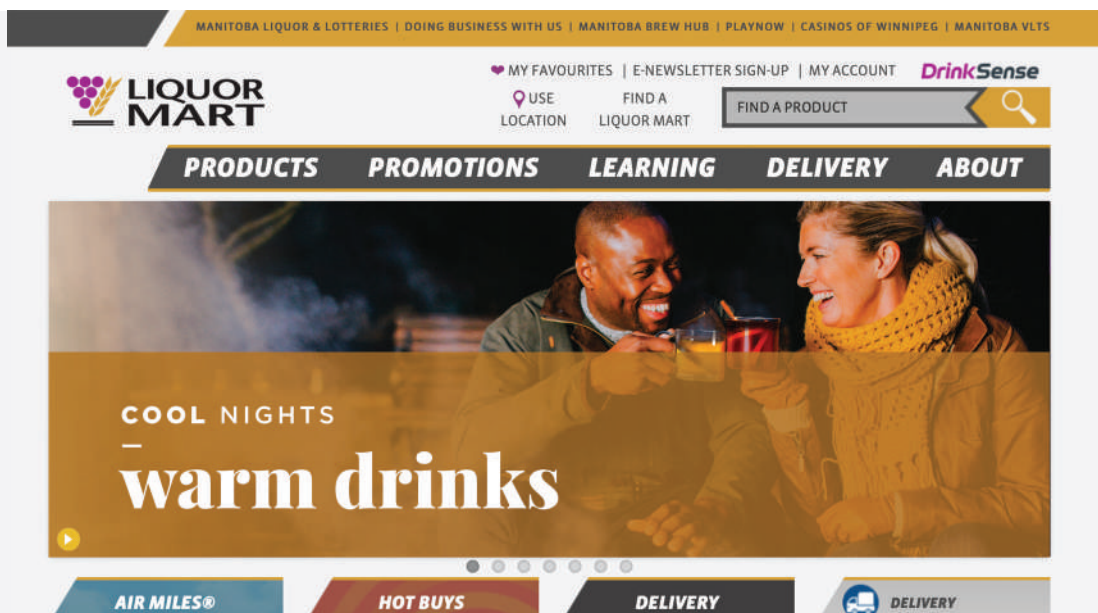
- In the Moment web banner on home page
- Dedicated In the Moment web page

Liquor Mart Social Media

- Instagram story featuring all participating products

Sip N' Savour E-newsletter

- Direct e-newsletter to all subscribers



OUR FAVOURITES

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

PROGRAM USE

The Our Favourites display provides the opportunity for partners to promote established, innovative, seasonally listed, One Time Buys and non-established brands that fall into the category focus of the respective period within a highly visible endcap display. This program allows partners to participate in display programming for single SKUs without the commitment of our larger more costly display programs.

APPLICATION

Partners 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.

Increased consideration will be given to SKUs with additional programming (LTO, month-long Bonus AIR MILES, Value Add, etc.).

COST

TIER 1-3 + STORE 39, 85 (EXCLUDING 32)			
42 STORES			
67%			
PERIOD		THEME	\$ Rate per SKU
1	April	Rose	\$565
2	May	Tequila	\$640
3	June	Sparkling	\$795
4	July	Whites	\$715
5	August	Gin	\$795
6	September	Red	\$615
7	October	Flavoured Brown Spirits	\$615
8	November	Scotch Whisky	\$615
9	December	N/A	N/A
10	January	Cask Wine	\$460
11	February	American Whiskey	\$460
12	March	Flavoured White Spirits	\$540

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

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 Favourites display signage and shelf talkers.

Liquor Mart Flyer

- Dedicated 'Our Favourites' page
- Flyer is sent to approximately 65,000 homes the first Wednesday of each month

LiquorMarts.ca

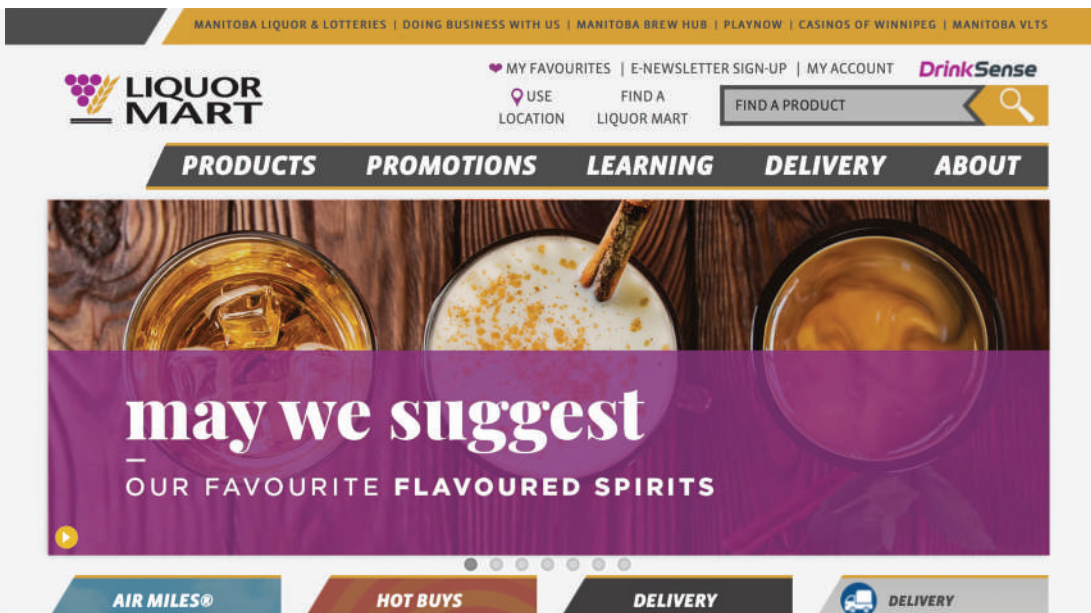
- Our Favourites web banner on home page
- Dedicated Our Favourites web page

Liquor Mart Social Media

- Instagram story featuring all participating products

Sip N' Savour E-newsletter

- Direct e-newsletter to all subscribers





SECTION 3

eChannel programs



NEW! DIGITAL SPOTLIGHT

This program gives partners the opportunity to make a splash on Liquor Mart digital platforms including LiquorMarts.ca, Instagram, Twitter and Facebook to encourage interaction, promote products and communicate with our customers for a one-month period. The Digital Spotlight program will enhance responsible enjoyment of your products for our customers.

PROGRAM USE

Take advantage of our web and social platforms to optimize visibility, engagement, brand awareness and sales. Launch a new product/brand, a special promotion or a limited edition offering!

Liquormarts.ca Web Metrics from April 1, 2020 - March 31, 2021

1.7 Million Users
13.9 Million Pageviews
1.0 Million Homepage Pageviews

Social Followers (August 2021)

Facebook - 11K Followers
Instagram - 7.6K Followers
Twitter - 9.8K Followers

APPLICATION

Partners may apply for 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, as well as brands tied to national advertising campaigns.

There is one opportunity per period.

Participation is up to 2 SKUs.

COST

PERIOD		\$ Rate per period
1	April	\$3,000
2	May	\$3,425
3	June	\$4,300
4	July	\$3,875
5	August	\$4,300
6	September	\$3,425
7	October	\$3,425
8	November	\$3,425
9	December	\$5,575
10	January	\$2,575
11	February	\$2,575
12	March	\$3,000

SELECTION CRITERIA

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

PROGRAM GUIDELINES AND PARTNER REQUIREMENTS

The successful applicant will be responsible for providing website and social media content as required. This includes, but not limited to, web banner and web page content, social media graphics and associated copy. The MBL Marketing Department will provide guidelines and best practices to ensure content connects with Liquor Mart customers.



LIQUOR MART EXECUTION

There is no in store execution for this program.

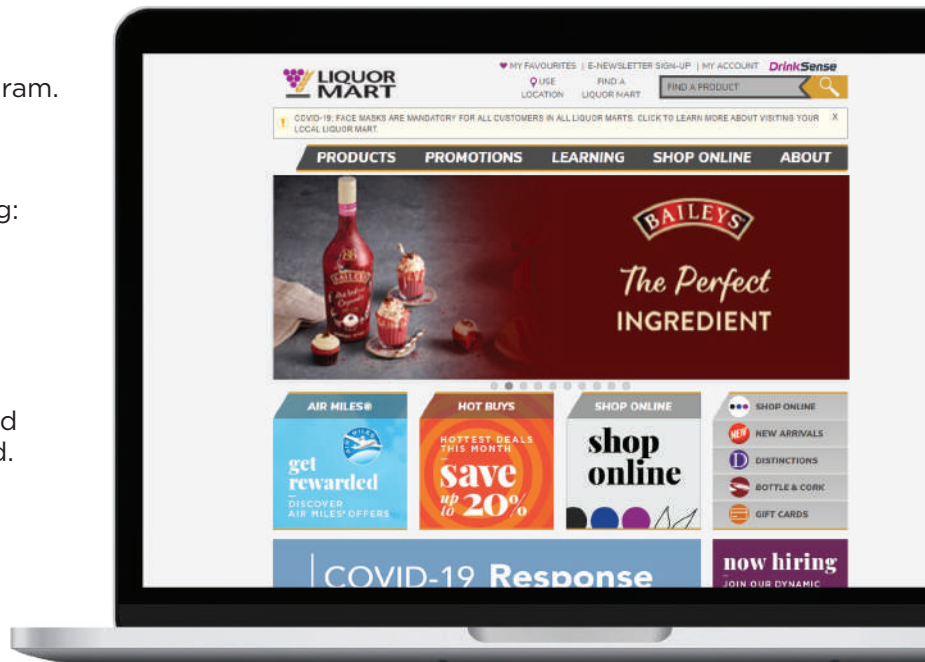
MARKETING SUPPORT

The Digital Spotlight includes the following:

7 Organic Social Media Posts:

- 3x Twitter
- 2x Instagram
- 2x Facebook

LiquorMarts.ca home page web banner and landing page to advertise a product/brand.





SECTION 4

display programs



PRODUCT SPOTLIGHT

The Product Spotlight program allows partners 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

Partners 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. Partners 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.

Increased consideration will be given to SKUs with additional programming (LTO, month-long Bonus AIR MILES, Value Add, etc.) on all participating 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	\$5,100	\$4,875	\$3,700	\$2,015
2	May	\$5,840	\$5,560	\$4,210	\$2,295
3	June	\$7,295	\$6,990	\$5,280	\$2,860
4	July	\$6,555	\$6,275	\$4,770	\$2,580
5	August	\$7,295	\$6,990	\$5,280	\$2,860
6	September	\$5,840	\$5,560	\$4,210	\$2,295
7	October	\$5,840	\$5,560	\$4,210	\$2,295
8	November	\$5,840	\$5,560	\$4,210	\$2,295
9	December	\$9,465	\$9,055	\$6,885	\$3,725
10	January	\$4,365	\$4,185	\$3,165	\$1,710
11	February	\$4,365	\$4,185	\$3,165	\$1,710
12	March	\$5,100	\$4,875	\$3,700	\$2,015

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 & PARTNER REQUIREMENTS

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

It is the partner'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 partner must submit P.O.P. signage to the Liquor Programming and Experience department for approval. Partners' 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 area 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 partner 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.

It is the responsibility of the Partner to ensure that pricing, discount amounts, and AIR MILES information remain correct from the time of P.O.P. artwork submission to the month of Product Spotlight execution. Any costs associated to re-printing of materials due to changes in price/discount/Bonus AIR MILES offer will be borne by the Agent/ Partner.

Contests

Partners 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.

Partners will have the opportunity to design and provide a custom Shelf Talker at no charge for store tiers where the contest is not supported by a Product Spotlight display. See Shelf Talker program for design requirements.

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 partner must provide a method of display of the near pack, i.e. a floor-model merchandiser. Partners 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 Partner 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. Partners must deliver merchandisers pre-assembled, or assist in building and stocking the merchandisers, as required. If a partner 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. Partners 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 partner'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

Partners 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 partner prefers, they may request that MBLL distribute the near pack items to rural stores. This request should be made to customer.experience@mbll.ca.

The following requirements must be met for MBLL to ship near pack items:

- Kits must then be delivered to the MBLL Distribution Centre (Unit 7 - 1000 King Edward St.) 30 days prior to the start of the period.
- Partners must pre-package the items and label each piece with program period and contents of package (no store numbers required)
- A detailed distribution list must be submitted.
- Maximum weight limit of each kit for the safety of our staff is 30LB.
- If total number of pieces exceeds 50, delivery must be made on a pallet using a dock level truck. Different near packs must be grouped together.

Shipping and handling charges are \$25 for the first case, \$5 for each additional case, per store.

FOOTPRINT THEATRE

The Footprint Theatre program allows partners 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

Partners 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.

Increased consideration will be given to SKUs with additional programming (LTO, month-long Bonus AIR MILES, Value Add, etc.).

COST

TIER 1 13 STORES 36%		
PERIOD		\$ Rate per period
1	April	\$945
2	May	\$1,100
3	June	\$1,355
4	July	\$1,225
5	August	\$1,355
6	September	\$1,100
7	October	\$1,100
8	November	\$1,100
9	December	\$1,760
10	January	\$820
11	February	\$820
12	March	\$945

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 & PARTNER REQUIREMENTS

Partners 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).

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

If partners 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.

Partners 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 partner 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 SKUs on the Footprint Theatre display for the duration of the period.

IMPULSE BIN

The Impulse Bin program allows partners to promote basket-building with products under \$20. 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

Partners 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.

COST

TIER 1-4 56 STORES 100%		
PERIOD		\$ Rate per period
1	April	970
2	May	\$1,100
3	June	\$1,380
4	July	\$1,250
5	August	\$1,380
6	September	\$1,100
7	October	\$1,100
8	November	\$1,100
9	December	\$1,815
10	January	\$845
11	February	\$845
12	March	\$970

PARTICIPATION & ELIGIBILITY

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

Product price points must be under \$20 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.

Increased consideration will be given to SKUs with additional programming (LTO, month-long Bonus AIR MILES®, Value Add, etc.)

Impulse Bin items on Bonus AIR MILES® must be on a month-long offer.

TIER 1-3 41 STORES 89%		
PERIOD		\$ Rate per period
1	April	\$740
2	May	\$845
3	June	\$1,050
4	July	\$945
5	August	\$1,050
6	September	\$845
7	October	\$845
8	November	\$845
9	December	\$1,330
10	January	\$640
11	February	\$640
12	March	\$740

SELECTION CRITERIA

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

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, partners 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 partners to encourage basket building directly at checkout by featuring small format products (500 ml 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

Partners 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, 500 ml 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	\$740
2	May	\$845
3	June	\$1,045
4	July	\$945
5	August	\$1,045
6	September	\$845
7	October	\$845
8	November	\$845
9	December	\$1,325
10	January	\$640
11	February	\$640
12	March	\$740

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 & PARTNER REQUIREMENTS

Upon approval, partners are responsible for providing a high resolution, print ready bottle shot file (minimum 300 dpi) for the 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 the 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.

REFRESHMENT BEVERAGE STOCKPILE

The Refreshment Beverage Stockpile program allows partners 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

Partners 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		\$5,740

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 4260 ml 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.

BUILD-YOUR-OWN 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. Partners may coordinate directly with the Liquor Programming and Experience team for “non-scheduled” or “Ad-Hoc” opportunities.

PROGRAM USE

The Build-Your-Own Ad-Hoc program allows partners to target specific stores (based on geographic location, store Tier, sales performance or other KPIs) to execute innovative and attention grabbing displays, driving customer engagement

APPLICATION

Partners 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 the MBLL in conjunction with the industry partner.

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

Participation by tier will be determined by MBLL.

There are no opportunities for P8 or P9 due to limited store space.

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 & PARTNER REQUIREMENTS

Upon approval, partners are responsible for providing all P.O.P. 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 SKUs on the “Build-Your-Own 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 partners to display spirits and wines in the Fine Wines section of a Liquor Mart for a month-long period, at no charge.

APPLICATION

Partners 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.

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

PARTICIPATION & ELIGIBILITY

Eligible products for display:

- Ultra Premium or better wines
- Deluxe or better 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.

Price minimum is based off regular shelf price, not LTO/Hot Buy pricing.

Canada VQA price point exceptions no longer apply.

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 & PARTNER 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 partner is responsible for the production and distribution of signage.

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

COLD ZONE BILLBOARD

The Cold Zone Billboard Advertising Program provides the opportunity for partners to purchase advertising space on Cold Zone doors in all stores equipped with rear-feeding coolers as well as priority shelf refrigerated placement for a month-long period.

PROGRAM USE

The Cold Zone Billboard program is the perfect way to connect with shoppers as the only image in their mind as they reach inside the Cold Zone door. This is an ideal medium to optimize visibility to launch a new product, enhance brand awareness and promote additional support programming such as LTO/AIR MILES®.

APPLICATION

Partners 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 - Appendix B).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed beer, coolers and ciders (excluding Economy) are eligible for participation in this program.

Privately Distributed products must be approved for Pick List prior to application for the Cold Zone Billboard program.

Beer and coolers are limited to 2130 ml or less in size.

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

There is one opportunity per period.

Participation is up to 2 SKUs.

COST

STORE #5, 7, 8, 9, 14, 17, 19, 20,
25, 26, 30, 36, 38, 40, 41, 43, 44,
46, 48, 50, 51, 54, 57, 59, 60, 84, 86
27 STORES

PERIOD	\$ Rate per period
1 April	\$1,750
2 May	\$2,000
3 June	\$2,500
4 July	\$2,250
5 August	\$2,500
6 September	\$2,000
7 October	\$2,000
8 November	\$2,000
9 December	\$3,250
10 January	\$1,500
11 February	\$1,500
12 March	\$1,750

SELECTION CRITERIA

- Seasonal/Category focus
- Support of other Marketing Programs during the period (LTO/AIR MILES®)
- Good distribution in Liquor Marts
- Projected sales volumes
- Product is approved on Pick List

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, partners 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.

The partner is responsible for ensuring adequate inventory of Privately Distributed product is on hand at the distribution point to support this program.

LIQUOR MART EXECUTION

All Liquor Marts equipped with rear feeding cold boxes are required to list and display the featured SKUs on a priority shelf in the 1st door of the refreshment beverage cold zone for the duration of the period.

If a selected product is already available in the cold box it shall maintain its primary cold box placement while the program will allow a secondary location at the selected priority shelf.

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

Cold Zone Billboard Advertising frames will be placed on each swinging Cold Zone door (Approx. 249 points of contact).

MBLL will print and distribute the Cold Zone Billboard P.O.P. signage.



IMPULSE COLD BOX

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

PROGRAM USE

For wines that are “best served chilled”, this program allows customers to purchase products that are ‘ready to consume’ as they will not be required to chill the wine prior to consumption. Ideal for our customers that are busy and on the go!

APPLICATION

Partners 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 select Tier 1-4 with an Impulse Cold Box 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	\$1,250
4-6	July-September	White	\$1,355
7-9	October-December	Sparkling	\$1,455
10-12	January-March	White	\$945

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

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.

NEW! LMX SPOTLIGHT

LMX Spotlight is a miniaturized Brand Spotlight program which is exclusively executed within our six Liquor Mart Express (LMX) stores for a one-month period. This program will allow partners to promote up to six unique SKUs under a single partner brand family.

The LMX Spotlight program allows partners to enhance their presence within the LMX stores by being the exclusive featured product. This program drives both trial and loyalty to established SKUs within the brand.

This includes:

- LMX Footprint Theatre Display - up to 3 SKUs
- LMX Impulse Bin Display - up to 2 SKUs
- LMX Impulse @ Cash display - 1 SKU

APPLICATION

Partners may apply for 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. All submitted SKUs must be a part of the overarching brand family.

COST

The LMX Spotlight consists of 12 periods per year with respective rates as follows:

PERIOD		\$ Rate per period
1	April	\$2,375
2	May	\$2,725
3	June	\$3,370
4	July	\$3,045
5	August	\$3,370
6	September	\$2,725
7	October	\$2,725
8	November	\$2,725
9	December	\$4,320
10	January	\$2,050
11	February	\$2,050
12	March	\$2,275

SELECTION CRITERIA

- Seasonal/Category focus
- Distribution in all 6 LMX Express store locations
- Projected sales volumes

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

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

- High-resolution print ready bottle shot files (minimum 300 dpi) for each SKU on Impulse Bin and Impulse @ Cash programming.
- Image of the proposed Footprint Theatre merchandiser, the dimensions of the merchandiser in inches (Length xWidth x Height) and identify the holding power (i.e. number of units the merchandiser can hold).

LIQUOR MART EXECUTION

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



SECTION 5

—

support programs



REFRESHMENT BEVERAGE AREA SIGNAGE

The Refreshment Beverage Area (RBA) Signage program allows partners 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

Partners 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.

Increased consideration will be given to SKUs with additional programming (LTO, month-long Bonus AIR MILES®, Value Add, etc.)



There are up to 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 & PARTNER REQUIREMENTS

Partners are 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 partner must submit P.O.P. signage to the Liquor Programming and Experience department for approval. Once the creative is approved, the partner 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.

It is the responsibility of the partner to ensure that pricing, discount amounts, and AIR MILES® information remain correct from the time of P.O.P. artwork submission to the month of execution. Any costs associated to re-printing of materials due to changes in price/discount/Bonus AIR MILES® offer will be borne by the partner.

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 partners 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

Partners 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	\$210
2	May	\$265
3	June	\$315
4	July	\$290
5	August	\$315
6	September	\$265
7	October	\$265
8	November	\$265
9	December	\$420
10	January	\$185
11	February	\$185
12	March	\$210

SELECTION CRITERIA

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

- Seasonal/Category focus
- Overall balance



PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Shelf Talker creative must:

- Be submitted as a high resolution JPEG file (min. 300 dpi)
- 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 partners 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

Partners 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.

SKUs cannot participate in back-to-back programs.

COST

TIER 1-4 + LMX 63 STORES 100%		
PERIOD		\$ Rate per SKU
1	April	\$45
2	May	\$55
3	June	\$65
4	July	\$55
5	August	\$65
6	September	\$55
7	October	\$55
8	November	\$55
9	December	\$80
10	January	\$40
11	February	\$40
12	March	\$45

SELECTION CRITERIA

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

- Seasonal/Category focus
- Overall assortment



PROGRAM GUIDELINES & PARTNER REQUIREMENTS

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

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

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 partner's responsibility to print, distribute and place Neck Tags on approved products.

VALUE ADD

The Value Add program allows partners 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 partners may apply for the **Value Add** program:

- 1) REP-APPLIED NON-LIQUOR
- 2) NEW! REP-APPLIED LIQUOR
- 3) PLANT-APPLIED
- 4) FREE OF CHARGE PACKAGING
- 5) NEAR PACK

(in conjunction with an approved Product Spotlight display)

IMPORTANT

Partners 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 partners 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; partners 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 NON-LIQUOR

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

APPLICATION

Partners 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	\$45
2	May	\$55
3	June	\$65
4	July	\$55
5	August	\$65
6	September	\$55
7	October	\$55
8	November	\$55
9	December	\$80
10	January	\$40
11	February	\$40
12	March	\$45

RURAL STORE DISTRIBUTION

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

If a partner prefers, they may request that the Liquor Programming and Experience Department distribute non-liquor value-adds to rural stores. Partners 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 partner. Shipping and handling charges for larger value-adds that cannot fit in an envelope, eg. glasses, are \$25 for the first case, \$5 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) NEW! REP-APPLIED LIQUOR

Rep-Applied Liquor Value Adds are small format spirits, wine, beer, or refreshment beverages that are distributed to a Liquor Mart for partners to purchase at full retail and fasten directly to an approved parent brand.

The Rep-Applied Liquor Value Add program allows partners to fasten small format products on parent brands in-store rather than applying for the plant-applied value add program. This is an ideal medium to encourage trial of a listed product, particularly if the parent brand is sourced outside of Canada and otherwise wouldn't qualify for the plant-applied value add program.

APPLICATION

Partners 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 be accompanied by a Product Listing Form if the small format product is not currently a listed SKU.

PARTICIPATION & ELIGIBILITY

- Small format products include:
 - Spirits: 50 ml – 200 ml
 - Wine: 50 ml – 250 ml
 - Beer & refreshment beverage – 355 ml (can format only)
- The parent brand can be imported or sourced domestically.
- Economy parent brands are not eligible for the Rep-Applied Liquor Value Add program.
- Parent brand SKUs cannot participate in back-to-back liquor value add programs.
- The value add brand must be premium or better.
- The value add brand must be a Liquor Mart listed product.
- The value add must be applied in all locations where the parent brand is listed.
- Proper fasteners are required, i.e. no elastic bands or tape.

For beer, refreshment beverages and wine, a partner may purchase an existing pack size and remove the individual units for use as the intended value add.

Partners must submit a Product Listing Form to Marketing along with their program application if the small format product is not listed in Liquor Marts. The Product Listing Form must include all relevant information, including the total cases for order. Case requirements should be for amounts equivalent to 4 weeks projected sales of the parent brand.

For unlisted small format products intended for value adds, there is a minimum unit cost is \$0.01 plus freight. Exchange and excise costs apply. Minimum mark-up and SRP costs apply.

Please refer to the trial pricing calculator found on the MBLL Partners website.

The barcode on the value add product must be covered to prevent individual sale.

If approved for programming, partners must ensure the value add product arrives in the MBLL Distribution Centre two weeks prior to the start of the period. MBLL will deliver the value add product to a Liquor Mart determined by the partner & MBLL. Partners will be notified when the product has arrived in-store and is available for purchase.

For privately distributed beer and refreshment beverage value adds, the partner is responsible for shipping the product to a Liquor Mart location of their choosing. The partner is responsible for notifying the Liquor Mart store manager of the pending shipment and arrange for pick-up.

Partners must purchase all MBLL or privately distributed value adds at full retail (no agent discounts permitted).

Once purchased, the liquor value add is the property of the partner and must be removed from the Liquor Mart. Partners are not permitted to keep any un-used value adds in Liquor Marts.

COST

TIER 1-4 + LMX 63 STORES 100%		
PERIOD		\$ Rate per SKU
1	April	\$210
2	May	\$265
3	June	\$315
4	July	\$290
5	August	\$315
6	September	\$265
7	October	\$265
8	November	\$265
9	December	\$420
10	January	\$185
11	February	\$185
12	March	\$210

3) 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

Partners 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.
- The value add brand 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 & Partners 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.

MARKETING PROGRAM GUIDE

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 partner will be charged a \$500 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	\$210
2	May	\$265
3	June	\$315
4	July	\$290
5	August	\$315
6	September	\$265
7	October	\$265
8	November	\$265
9	December	\$420
10	January	\$185
11	February	\$185
12	March	\$210

The partner 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 partner will be charged. Rates below:

Minimum Labour Charge

Re-Piling/Clean Up/Wrong Pallet Patterns

First 40 Cases	\$100
Additional Cases	\$ 0.50/cs

Minimum Re-Label Charge of Cases

First 40 Cases (includes re-pile)	\$150
Additional Cases (includes re-pile)	\$ 1/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.

4) 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

Partners 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. 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 & Partners 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	\$45
2	May	\$55
3	June	\$65
4	July	\$55
5	August	\$65
6	September	\$55
7	October	\$55
8	November	\$55
9	December	\$80
10	January	\$40
11	February	\$40
12	March	\$45

ACCURACY

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

Minimum Labour Charge

Re-Piling/Clean Up/Wrong Pallet Patterns

First 40 Cases	\$100
Additional Cases	\$ 0.50/cs

Minimum Re-Label Charge of Cases

First 40 Cases (includes re-pile)	\$150
Additional Cases (includes re-pile)	\$ 1/cs

5) 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

Partners 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 & PARTNER REQUIREMENTS

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

The partner must provide a method of display of the near pack, i.e. a floor-model merchandiser. Partners may also choose to use Liquor Mart branded impulse bins for near pack value adds at a cost of \$25 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 partner 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. Partners must deliver merchandisers pre-assembled, or assist with building and stocking the merchandisers, as required.

If a partner 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. Partners 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

Partners 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 partner prefers, they may request that MBLL distribute the near pack items to rural stores. This request should be made to customer.experience@mbll.ca.

The following requirements must be met for MBLL to ship near pack items:

- Kits must then be delivered to the MBLL Distribution Centre (Unit 7 - 1000 King Edward St.) 30 days prior to the start of the period.
- Partners must pre-package the items and label each piece with program period and contents of package (no store numbers required)
- A detailed distribution list must be submitted.
- Maximum weight limit of each kit for the safety of our staff is 30 lbs.
- If total number of pieces exceeds 50, delivery must be made on a pallet using a dock level truck. Different near packs must be grouped together.

Shipping and handling charges are \$25 for the first case, \$5 for each additional case, per store.

LIQUOR MART EXECUTION

If a 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 partner's responsibility to follow-up with store management to replenish inventory of the near pack value add.



SECTION 6

limited time offer programs



LIMITED TIME OFFER

The Limited Time Offer (LTO) Program allows partners to offer short-term discounts on products, in accordance with the MBL'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

Partners 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 or incomplete applications will not be accepted.

As MBL is not responsible for sourcing the inventory, the Liquor Programming and Experience department may consider LTO applications for Privately Distributed Licensee-Only (L27) products up to 45 days 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/partner to provide a copy of communication showing the SKU approval at the time of application.

LTO applications for two consumer-size packages (750 ml and 1140 ml) 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	\$140
2	May	\$165
3	June	\$220
4	July	\$190
5	August	\$220
6	September	\$165
7	October	\$165
8	November	\$165
9	December	\$270
10	January	\$115
11	February	\$115
12	March	\$140

For MBLL Distributed products, partners will be charged back the full amount of the retail discount for the sales to commercial customers during the pre-buy and LTO period. Partners 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 partner chargeback is only for the SKU participation fee.

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

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

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

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

	Minimum 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 Partners & 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.

Approximately 6 weeks prior to the LTO period starting, a final summary will be sent to partners from Product Management Coordinators for final verification. Once the summary is released, NO changes to discounts are permitted.

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

Discount minimums not being met at the time of application may lead to disqualification.

PRODUCT WITHDRAWAL FROM LTO

The partner 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 partner 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 partner's control, the partner may come forward with an equal or better replacement product to fill the LTO allocation subject to MBLL approval.

LTO withdrawals or changes due to portfolio preference, whether MBLL or Privately Distributed, will only be accommodated if no other individuals were declined for that shelf group.

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

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 partner.

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

Partners 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 or incomplete 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 partner to provide a copy of communication showing the listing approval at the time of application.

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	\$140
2	May	\$165
3	June	\$220
4	July	\$190
5	August	\$220
6	September	\$165
7	October	\$165
8	November	\$165
9	December	\$270
10	January	\$115
11	February	\$115
12	March	\$140

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

*Partners 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 & PARTNER 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 Partners & Agents tab).

PRODUCT WITHDRAWAL FROM HOT BUY

The Partners 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 of the participation fee will be borne by the partner.

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 partner's control, the partner 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 Partner.

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.

Partners 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 if requested in advance.

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 partners control, the partner 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 partner.

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 partners to offer a large discount for a 3 day period from November 25 - November 27, 2022.

APPLICATION

Partners 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 or incomplete applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed products are eligible.

Products participating in the November LTO/Hot Buy, 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, Partners 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. Partners 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 partner 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

*Partners 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 & PARTNER 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 partner 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 partner.

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 partner's control, the partner 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 partner.

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 7

—
AIR MILES[®] programs



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); partners may offer Bonus AIR MILES® Reward Miles on selected products.



AIR MILES™

APPLICATION

Partners 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.

SKUs must be set-up and available to Liquor Marts at the time of bulletin creation.

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

COST

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

PROGRAM GUIDELINES & PARTNER 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	2
\$10 to \$14.99	3
\$15 to \$19.99	4
\$20 to \$29.99	6
\$30 to \$39.99	8
\$40 to \$49.99	10
\$50 and higher	12

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 LiquorMarts.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.

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

NEW! AIR MILES® BONUS BUNDLES

The AIR MILES® Bonus Bundles Program allows partners to offer additional Bonus Reward Miles with the purchase of multiple units of up to three participating SKUs. There are up to three opportunities per period on the Bonus Bundles fixture.



AIR MILES™

PROGRAM USE

This is a great program for all AIR MILES® collectors as it incentivises the purchase of additional units for established brands that collectors already love. It also encourages trial both with newcomers to your brand, or with existing customers to launch innovation SKUs.

COST

Partners will be charged a rate of \$0.25 per AIR MILES® Reward Miles awarded.

APPLICATION

Partners 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 to participate in the program. Offer(s) must be month long to participate.

Back-to-back Bonus Bundles offers may be approved in some circumstances when there is limited applications for a period.

There are up to 3 opportunities per period on the Bonus Bundles fixture.

Partners can apply to add a Bonus Bundles offer to their partner-paid Product Spotlight display provided all Program Guidelines and Partner Requirements are met (see below for program details, and Appendix C for creative requirements).

NOTE: Beer and Refreshment Beverages are limited to a package size of 3784 ml or less (8 x 473 C equivalent) for the Bonus Bundles fixture.

PROGRAM GUIDELINES AND PARTNER REQUIREMENTS

Partners can apply for the Bonus Bundles program with a minimum of 2 to a maximum of 3 SKUs.

All Bonus Bundles offers must have a Buy 1 offer that meets AIR MILES® Reward Miles minimums (see AIR MILES® Bonus Miles Program for details). All offers must follow a “Buy 1, Buy 2, Buy 3” format.

It is the expectation that ‘Buy 1’ offers would exceed minimums on Premium and Deluxe products.

Buy 2 and Buy 3 offers must add incremental value to the consumer.

Example:

Buy 1, Get 5
Buy 2, Get 12
Buy 3, Get 20

Partners may also apply to add a Bonus Bundles offer to their partner-paid Product Spotlight display.

If applying as part of a Product Spotlight display, all SKUs on the display must take part in the Bonus Bundle offer. Minimum of 2 SKUs to a maximum of 3 SKUs. Offer must follow a “Buy 1, Buy 2, Buy 3” format.

Additional consideration will be given to partners whose SKUs are all line priced and/or part of the same Shelf Group (Argentinian wines, Vodka, etc.)

NOTE: *In order to earn the Buy 2 or Buy 3 offer, customers must purchase all units in a single transaction.*

MBLL will not enforce SKU purchase combinations. Customers will be permitted to mix and match, but ideal combinations can be communicated on creative if participating in a Product Spotlight display.

SELECTION CRITERIA

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

- Seasonal/category focus
- Category assortment, balance and variety
- Distribution/sales
- Strength of offer/customer achievability (cost to customer)

LIQUOR MART EXECUTION

Tier 1-3 stores will be required to list all SKUs featured on the Bonus Bundles display.

If a partner is approved for a Bonus Bundles offer on their partner-funded display, store listing requirement will be determined by the level of that display.

All offers, both from the Bonus Bundles display and any partner-driven offers, will be featured on custom Shelf Talkers in all stores, as well as online at liquormart.ca.

MARKETING SUPPORT

Select items may be featured on Liquor Mart social media platforms and/or additional advertising mediums such as flyers, liquormarts.ca webpage, or direct email to collectors in Manitoba. These items are selected at the discretion of MBLL.

AIR MILES® MAX MILES

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



AIR MILES™

APPLICATION

Partners 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 if spots are available.

PARTICIPATION & ELIGIBILITY

Products participating in AIR MILES Bonus Miles programs during the same period are not eligible for Max Miles. Items can participate in both the LTO and Max Miles events when the Max Miles event runs across two LTO periods. All costs associated with running an LTO and Max Miles offer at the same time will be borne by the partner.

COST

Partners 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 partner participation in the AIR MILES® Program
- Sales volume

PROGRAM GUIDELINES & PARTNER 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:

$$\text{Product price} \div \$1.50 = \text{minimum offer}$$

Please include a high-resolution bottle shot, i.e. tiff or jpeg, 4-5 inches tall at 300 dpi (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
April 11 - April 17, 2022	Easter	Wine, Spirits, Beer, RB
May 2 - May 8, 2022	Mother's Day	Wine
May 16 - May 23, 2022	Victoria Day	Beer, RB, Spirits, Wine
June 13 - June 19, 2022	Father's Day	Spirits, Beer
June 24 - July 1, 2022	Canada Day	Sprits, Wine, Beer RB
July 25 - August 1, 2022	Terry Fox Day	Beer, RB, Spirits, Wine
August 29 - September 4, 2022	Labour Day	Spirits, Beer, RB
October 3 - October 10, 2022	Thanksgiving Day	Wines, Spirits
October 24 - October 31, 2022	Halloween	Spirits, Wine
November 21 - November 27, 2022	Grey Cup	Beer, Spirits, RB, Wine
December 26 - December 31, 2022	Boxing Day/New Year's Eve	Wine, Spirits, Beer, RB
January 30 - February 5, 2023	Super Bowl	Beer, Spirits, RB, Wine
February 7 - February 14, 2023	Valentine's Day	Wine, Spirits, Beer, RB
February 15 - February 21, 2023	Louis Riel Day	Wine, Spirits, Beer, RB
March 11 - March 17, 2023	St Patrick's Day	Spirits, Beer

AIR MILES® 12 DAYS OF MAX MILES

The 12 Days of MAX MILES AIR MILES® Program allows partners to offer Bonus Reward Miles for one day only from December 13 – 24, 2022. There will be one product selected for each day of the promotion.



AIR MILES™

APPLICATION

Partners 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

Partners 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 & PARTNER 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:

$$\text{Product price} \div \$1.25 = \text{minimum offer}$$

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 8

—

experience programs



IN-STORE SAMPLING

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

APPLICATION

Partners 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 \$/750 ml goal.

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

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

Economy spirits are not eligible for sampling during peak periods.

COST AND PAYMENT

All Marketing Representatives/Agents must be registered through MBLL's Accounting Department and receive a Commercial Customer Identification Card (CCIC). **It is highly encouraged** to set up an Electronic Funds Transfer (EFT)

account to facilitate sampling payments at the store level. Funds will automatically be withdrawn from the Marketing Representative's account. Marketing Representatives may maintain a credit balance on their account and ensure this balance is maintained. Please contact accounting@mbll.ca for inquiries.

MBLL will cost share the product to be sampled to the Registered Marketing Representative at:

- 50% off the basic retail price for Spirits, Wine and Refreshment Beverages, and 30% off the basic retail price for Beer

These discount rates will automatically apply to the transaction once the Commercial Customer Identification Card number has been scanned/swiped/keyed into the POS system.

Payment will be made at the end of each sampling with one of the following options listed below:

- Electronic Funds Transfer (EFT).
- Payment immediately following the sampling via credit card, debit or cash. No outstanding balances are to remain at the store. The Marketing Representative, **not a designate (ex. 3rd party sampling company)** must be present and must have their Commercial Customer Identification Card.

Marketing Representatives may maintain a credit balance on their account for the stores to draw from and ensure this balance is maintained by one of the two following options:

- Making a payment on account at any Liquor Mart location. Payment can be made via credit card, debit or cash.
- Sending a cheque to MBLL's Corporate Head Office for deposit. Deposits are made once a week.

Payment on accounts take two days to process before all Liquor Marts have access to the funds in the Marketing Representative’s account.

Upon payment, all open, unconsumed products are the property of the Marketing Representative, **not a designate (eg. 3rd party sampling company).**

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

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

It is permissible for a partner 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. Partners will remunerate the employee directly at an agreed upon rate of pay. Pursuant to the MBL’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 Partner/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](https://www.mblpartners.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

Super Premium or better 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 is 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 9

—
advertising programs



NEW! LIQUOR MART FLYER

The Liquor Mart Flyer Advertising program offers partners the chance to position product in a monthly flyer along with other Liquor Mart product offers. Approximately 65,000 homes the first Wednesday of each month. By participating in this program, partners can own a page of the flyer to highlight a brand or family of products.

This program is designed to be a driver, enticing customers to come to Liquor Mart stores to seek out products featured in the advertising program. It also provides partners the ability to build awareness of their brands outside of the retail environment. This program is best used by communicating a brand or family of products and highlighting unique value add offerings, limited releases, innovative products and SKU on AIR MILES®/LTO/Hot Buy support programs.

APPLICATION

Partners may apply for 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 products with additional support programming that are participating in the AIR MILES® or LTO program

Preference will be given to premium or better products.

There are 2 opportunities (pages) per period.

Each page can include up to 9 items along with tasting notes, food pairings or cocktail recipes.

COST

SINGLE PAGE		
PERIOD		\$ Rate per period
1	April	\$1260
2	May	\$1440
3	June	\$1800
4	July	\$1620
5	August	\$1800
6	September	\$1440
7	October	\$1440
8	November	\$1440
9	December	\$2340
10	January	\$1080
11	February	\$1080
12	March	\$1260

DOUBLE PAGE SPREAD		
PERIOD		\$ Rate per period
1	April	\$2100
2	May	\$2400
3	June	\$3000
4	July	\$2700
5	August	\$3000
6	September	\$2400
7	October	\$2400
8	November	\$2400
9	December	\$3900
10	January	\$1800
11	February	\$1800
12	March	\$2100

SELECTION CRITERIA

- Seasonal/Category focus
- Premiumization
- Projected sales volumes
- Good distribution in Liquor Marts
- Overall balance of flyer

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval Partners are required to provide the following:

A high-resolution print ready bottle/case shot (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

There is no in-store execution for this program.

MARKETING SUPPORT

The Marketing team will work with the successful candidate on content and layout.

12-PACK CARRIER ADVERTISING

Marketing at retail shouldn't end when a customer leaves the store. The 12-Pack Carrier program allows customers to take your message with them as they leave. 12-pack carriers are designed by participating partners to communicate brand messaging, unique varietals, and the story about the brand that customers will see well beyond the Liquor Mart environment. 50,000 units are produced, and the carriers are distributed over a 2-month period or when the units are fully distributed (whichever comes first).

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

Partners 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

Partners of single serve beer, cider and refreshing beverages 500 ml 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, 2022	February 19, 2022	\$6,000
4 5	July August	Summer	March 10, 2022	April 20, 2022	\$6,250
6 7	September October	Fall	May 5, 2022	June 19, 2022	\$5,250
8 9	November December	Holiday	June 16, 2022	August 20, 2022	\$7,000
10 11	January February	Winter	September 22, 2022	October 20, 2022	\$4,000
12 1	March April	Spring	November 17, 2022	December 15, 2022	\$4,845

SELECTION CRITERIA

- Good distribution in Liquor Marts
- Innovation
- Seasonality

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, the partner 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 in store. This program is a fantastic way to highlight SKUs that are on LTO, AIR MILES, Product Spotlight or other types of support programming that our customers can't help but hear. Additionally, accolades, food pairings and product education are excellent ways to use this program.

APPLICATION

Partners 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	\$435
2	May	\$485
3	June	\$615
4	July	\$565
5	August	\$615
6	September	\$485
7	October	\$485
8	November	\$485
9	December	\$795
10	January	\$360
11	February	\$360
12	March	\$435

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, Partners 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 making larger purchases requiring shopping carts and puts your brand right in front of their eyes. This program provides a front and centre view and is excellent for SKUs in all life cycling, ranging from new innovations to the tried-and-true.

APPLICATION

Partners 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

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

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

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

Shopping Cart Advertising creative:

- The partner is responsible for uploading the file to the OneDrive folder according to the deadlines and instructions outlined in Appendix C.
- 10.75" W x 6.88" H with 0.125" 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 10

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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
		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	NORTHDAL	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
		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	
16 STORES 3 CITY • 13 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	
		57	16	KILLARNEY*						

NEW fixtures

D = Distinctions Store

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	BISON					
		2	GATEWAY					
		3	BRANDON					
		4	ST. ANNE'S					
		5	SARGENT					
		6	REENDERS					

NEW fixtures

Total: 63 STORES 36 CITY • 27 RURAL

*Store 16 - Killarney does not execute In Store Display Programming

APPENDIX B: MARKETING PROGRAM SCHEDULE

2022/2023 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
SEASONAL FOCUS	SPRING	SUMMER			FALL			HOLIDAY		WINTER			
	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 Gin and Tequila.	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 white and sparkling wine as well as New Zealand's favourite wines - perfect for enjoying outdoors. We'll then heat the party up with our special spirit focus of Vodka and Gin and then cool everything down with a focus on the most exciting trends in summer beer styles.			We're embracing the fall season with our annual showcasing of rich and flavourful 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 value and less sugar, fewer calories and no/low alcohol content options.			
CATEGORY STRATEGY	WINE	Rose		Sparkling	White	New Zealand	Red		Sparkling		Better For You	Value	
	SPIRITS	Gin	Tequila	Vodka	Gin		Whisk(e)y		Liqueurs		Scotch	American Whiskey	Irish Whiskey
	BEER	Light and Refreshing		Radlers and Flavoured	Mixer Packs		Rich and Flavourful		Premium and Deluxe		Better For You	Value	
	REFRESHMENT BEVERAGE	New Refreshment Beverages		Premium and Deluxe			Cider		Premium and Deluxe		Better For You		
SALES PROGRAMS	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
	BLACK FRIDAY								26 - 28				
	MAX MILES	11 - 17 (Easter)	2 - 8 (Mother's Day) 16 - 23 (Victoria Day)	13 - 19 (Father's Day) 25 - 1 (Canada Day)	25 - 1 (Terry Fox)	29 - 4 (Labour Day)		3 - 10 (Thanksgiving) 24 - 31 (Halloween)	21 - 27 (Grey Cup)	26 - 31 (Boxing Day/NYE)		6 - 14 (Valentine's Day) 15 - 20 (Louis Riel Day)	11 - 17 (St. Patrick's Day)
	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 OCCASIONS	Easter (17)	Cinco de Mayo (5)	World Gin Day (11)	Canada Day (1)	Terry Fox Day (1)	Labour Day (5)	Thanksgiving (10)	Remembrance Day (11)	Christmas (25)	Robbie Burns Day (25)	Superbowl (12)	St. Patrick's Day (17)
		World Malbec Day (17)	Mother's Day (8)	Father's Day (19)			Truth and Reconciliation Day (30)	Gin & Tonic Day (19)	Beaujolais Nouveau (17)	Boxing Day (26)		Valentine's Day (14)	
		Earth Day (22)	Victoria Day (23)					Halloween (31)	Grey Cup (TBD)	NYE (31)		Louis Riel Day (20)	
									Black Friday (25)			National Margarita Day (22)	
APPLICATION DEADLINE	16-Nov-21	11-Jan-22	11-Jan-22	08-Mar-22	08-Mar-22	03-May-22	03-May-22	14-Jun-22	14-Jun-22	20-Sep-22	20-Sep-22	15-Nov-22	

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.

PROCESS

Partners will receive a link with their program approvals where creative files may be uploaded. MBLL will provide a reminder of the upload deadline with the link. The link should be shared with whomever is responsible for uploading files.

TIMING

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

FILE SPECIFICATIONS:

FILE UPLOAD DEADLINES

Period	P.O.P. File Upload Deadline
Period 1 (April 1–30)	January 28, 2022
Period 2 (May 1–31)	February 25, 2022
Period 3 (June 1–30)	March 25, 2022
Period 4 (July 1–31)	April 22, 2022
Period 5 (August 1–31)	May 27, 2022
Period 6 (September 1–30)	June 24, 2022
Period 7 (October 1–31)	July 29, 2022
Period 8 (November 1–30)	August 26, 2022
Period 9 (December 1–31)	September 23, 2022
Period 10 (January 1–31)	October 28, 2022
Period 11 (February 1–28)	November 25, 2022
Period 12 (March 1–31)	December 23, 2022

	Trim Size	Live Viewable Area	Bleed	Crops	Other Details	File Format
Product Spotlight*	20" W x 20" H	19" W x 19" H	0.5"	YES	18" W X 18" H Safe Area	Hi-Res PDF, InDesign (Id), Illustrator (Ai)
Refreshment Beverage Area file #1*	34.75" W x 8" H	34.75" W x 8" H	0.5"	YES	No Footer	Hi-Res PDF, InDesign (Id), Illustrator (Ai)
Refreshment Beverage Area file #2*	34.75" W x 16" H	34.75" W x 8" H	0.5"	YES	With Footer	Hi-Res PDF, InDesign (Id), Illustrator (Ai)
Shopping Cart Advertising	10.75" W x 6.88" H	10.75" W x 6.88" H	0.25"	YES		Hi-Res PDF, InDesign (Id), Illustrator (Ai)
Shelf Talkers	5.125" W x 3" H	5.125" W x 3" H	NO	NO		JPEG only

*For Product Spotlight and RBA signage, all critical text and artwork should be kept 1" inside of the live area (i.e. inside of the 18"W x 18"H safe area).

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	Super Deluxe
\$20 to \$22.99	Deluxe
\$17 to \$19.99	Ultra Premium
\$14 to \$16.99	Super Premium
\$11 to \$13.99	Premium
\$8 to \$10.99	Popular
\$7.99 and under	Economy

*subject to change

New Store Concept

Over \$25	Luxury
\$20 to \$24.99	Deluxe
\$14 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.mblpartners.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:

- Premium Product Spotlight
- Cold Zone Billboard
- Hello!
- In the Moment
- Our Favourites
- Refreshment Beverage Stockpile
- Impulse Cold Box
- LMX Spotlight
- Product Spotlight
- Coordinated Ad-Hoc
- Footprint Theatre
- Impulse Bin
- Impulse @ Cash
- Refreshment Beverage Area Signage
- Shelf Talker Program
- Neck Tag
- Value Add
- Limited Time Offer (LTO)
- Hot Buy
- Black Friday
- AIR MILES® Bonus Miles
- AIR MILES® Max Miles
- AIR MILES® 12 Days of Max Miles
- Digital Spotlight
- 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 MBL team will always do its best to communicate changes, please visit www.mblpartners.ca frequently for updates.

APPENDIX F:

LIQUOR MART IN-STORE SAMPLINGS MARKETING REPRESENTATIVE & SAMPLER GUIDELINES AND RESPONSIBILITIES

NOTE: Effective June 2022, our sampling program has been fully re-instated. May be subject to change.

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

REGISTERED MARKETING REPRESENTATIVE/AGENT

If the Registered Marketing Representative/Agent is not conducting the sampling, they are responsible to provide the following to their Sampler/3rd Party Sampling Company:

- Verify and re-confirm approved sampling times and Liquor Mart locations prior to execution date(s).
- Inform all samplers that serving an underage or intoxicated person may result in a personal fine of \$2,542 enforceable by the Liquor, Gaming and Cannabis Authority of Manitoba (LGCA). Provide training if required.
- Ensure proper and adequate supply of items required for a successful sampling: sampling glasses, ice, tongs, napkins, cooler/bucket, etc., and if sampling wine, provide bread and/or crackers.
- May provide promotional items under \$10 value, with signage conveying the giveaway.
- Provide the sampler with adequate product information/education.
- Ensure sampler is educated and aware of their responsibilities (outlined below).
- Arrange for payment of product at the end of the session.

SAMPLER/3RD PARTY SAMPLING COMPANY

- **For locations without a controlled entrance, the sampler 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 years of age.**
- **Must not provide a sample to anyone who appears to be intoxicated.**
- Arrive in presentable dress. Branded clothing permitted if the brand is being sampled.
- Must identify oneself to management or designate. Samplers are considered to be representing Liquor Marts and must follow management direction.
- Use of cellphones (voice or text) on the sales floor is prohibited.
- A sampler who reports more than 30 minutes late for a sampling may not be able to set up.
- Samplers should taste product in the staff area (kitchen or office), and not on the sales floor.
- Samplers must be able to provide information about the product being sampled. Make no comparisons to a competitor's brand.
- Any open product and/or empties should be turned over to the Store Manager or designate at the end of each day's sampling.
- No sampler under any circumstances can remove sampled product from the store unless they are the official registered Marketing Representative/Agent for that brand.

APPENDIX G: CONTESTING

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

Contests executed by partners are not connected to Manitoba Liquor and Lotteries. Partners 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 partner-run contest.

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

It is the partner'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

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.

The Marketing Department will contact partners with specifications to execute the AIR MILES® Scan to Win contest in addition to the requirements laid out in the Marketing Program Guide (shelf talkers, Product Spotlight signage, Bonus AIR MILES® minimums, etc.).

All creative requirements, as well as Rules and Regulations, are subject to approval in advance of the P.O.P. deadline by both MBLL and the LoyaltyOne team.

Creative materials, as well as Rules and Regulations are required to be submitted for review at least 7 business days in advance of the P.O.P. deadline to allow time for review by the AIR MILES team.

