

APRIL 2023 / MARCH 2024

marketing program guide



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SECTION 1

doing business with *MBLL*

MANITOBA LIQUOR AND LOTTERIES OVERVIEW



ENRICHING THE LIVES OF MANITOBBANS

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 such as health care, education, social and community services.

Two percent of anticipated annual net income is committed towards responsible gambling, 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 centre 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

- Meeting the needs of the Government by making the greatest possible contribution to the economic and social well-being of the Province of Manitoba
- Anticipating the needs of customers
- Enabling our employees
- Engaging private sector partners and suppliers in sound business practices and mutually beneficial relationships.
- Supporting local communities in a way that matters to Manitobans

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. MBLL has a strong desire to feature bilingual promotional activity and signage for in-store programming. Bilingual campaigns are highly desirable and will become a part of the selection criteria.

This document will help you understand all the programming opportunities available for the 2024 fiscal year /F'24 (April 2023 - March 2024). 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 (LPX) team is available to meet with Industry Partners to assist in maximizing opportunities for their products. LPX is happy to recommend programs based on priorities, or build collaborative bundles to help execute marketing strategies.

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

For specific inquiries please contact:

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SALES TRENDS

The Marketing Program Guide details MBLL's updated marketing programs, program periods and application period for the 2024 fiscal year (April 2023 - March 2024).

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

PERIOD		%
1	April	7.67%
2	May	8.26%
3	June	9.69%
4	July	9.79%
5	August	8.52%
6	September	7.97%
7	October	8.32%
8	November	7.78%
9	December	12.63%
10	January	5.95%
11	February	6.41%
12	March	7.02%

LIQUOR MARTS (F'22)

- \$467,582,270 net sales
- 31,315,084 net units
- 9,540,826 transactions
- \$49.01 ATV
- 3.28 UPT

LIQUORMARTS.CA

- 944,000 average monthly pageviews*
- 84,000 average monthly homepage views

SOCIAL MEDIA

- Facebook: 11.5K+ Followers
- Instagram: 8K+ Followers
- Twitter: 9.8K+ Followers

NOTE:

**Total number of web pages viewed*



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.

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

The F'24 Brand Spotlight Application deadline was October 11, 2022. This outline can be used as a reference for successful F'24 Brand Spotlight candidates, or for reference if considering the F'25 Brand Spotlight Program. Program inclusions and fee changes may apply.

Bilingual campaigns and promotional signage are highly encouraged.

Late applications will not be accepted.

COST

There are six opportunities per fiscal year available at a rate of:

	PERIOD	SEASON	\$ Rate per two-month period
2	May	Spring/ Summer	\$35,385
3	June		
4	July	Summer	\$36,095
5	August		
6	September	Fall	\$32,110
7	October		
8	November	Holiday	\$40,235
9	December		
10	January	Winter	\$24,365
11	February		
12	March	Spring	\$28,960
1	April		

PARTICIPATION & ELIGIBILITY

All listed products are eligible.

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	Up to 3 SKUs per month
	Impuse Bin	Tier 1-3	1 each month	Up to 3 SKUs per month
	Case Stack	Tier 1-2	1 each month	Exclusive to Brand Spotlight program, Up to 4 SKUs per month
	Flagship Window	Grant Park Only	1 Total	Dedicated brand exposure in the highly visible, high traffic Grant Park flagship Liquor Mart window for the entire period.
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	6 Total	
Experience	Coordinated Sampling	Tier 1	1 Total	
	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 - maximum length: 20 seconds per ad
	Website	Liquormarts.ca		Dedicated web banner and templated content landing page on Liquormarts.ca
	Social Media	Facebook Instagram Twitter* <small>*subject to change</small>		Placement of participating SKUs in up to 4 templated posts per Manitoba Liquor Mart social media channel
	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
- Availability of bilingual campaigns and promotional signage/items

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
- Product Spotlight P.O.P. Signage
- 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
- Website assets
- Social media assets

The Marketing team will work with the successful candidate on the website content to ensure all supplied assets fit within the templated design and facilitate optimal customer experience.

The Marketing team will draft all social media posts, leveraging a templated design which will feature bottle/product shots of participating SKUs. Final posts will be shared with the Liquor Partner prior to publishing.

All online assets and/or content must be vetted and approved by MBLL.

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.

MINI BRAND SPOTLIGHT

The Mini Brand Spotlight Program provides an opportunity for partners to showcase their brand during a one-month period by engaging with Liquor Mart customers through a multi-faceted approach. Program participants will position their brand with a strong in-store presence and be a memorable part of the customer's journey. This program is a bundle of key display and advertising programs within the Liquor Mart retail space.

Why participate in the Mini Brand Spotlight Program?

- Strong impact and drive sales in participating stores
- Ability to share a cohesive message and brand vision across multiple advertising streams
- Cost savings vs purchasing programs individually

APPLICATION

Initial consideration has been given to unsuccessful F24 Brand Spotlight applicants.

At time of publication (January 2023), the following F24 Mini Brand Spotlight opportunities are still available:

January 2024
February 2024
March 2024

Contact programming@mbll.ca for more information by Tuesday, August 15, 2023.

COST

There are 12 opportunities per fiscal year available for a rate of:

PERIOD		\$ Rate Per Month
1	April	\$12,185
2	May	\$13,125
3	June	\$15,395
4	July	\$15,555
5	August	\$13,535
6	September	\$12,665
7	October	\$13,220
8	November	\$12,360
9	December	\$20,065
10	January	\$9,455
11	February	\$10,185
12	March	\$11,155

PARTICIPATION & ELIGIBILITY

All listed products are eligible.

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

The Mini Brand Spotlight Program includes the following:

PROGRAM	Component	Engagement	Impressions	Details
Display	Product Spotlight	TIER 1-3	1 Total	UP TO 3 SKUs
	Impuse Bin	TIER 1-3	1 Total	UP TO 3 SKUs
Support	Shelf Talkers	TIER 1-4	4 Total	
	LTO	TIER 1-4	4 Total	
Advertising	Shopping Cart	TIER 1-4	1 Total	Advertisement in approx. 650 shopping carts.
	In-Store Audio	Tier 1-4	1 Total	Dedicated brand spot in 63 stores with approx. 720 plays each month. Maximum length: 20 seconds per ad.
	Website	Liquormarts.ca		Dedicated web banner and templated content landing page on Liquormarts.ca
	Social Media	Facebook Instagram Twitter * <small>*subject to change</small>		Placement of participating SKUs in up to 2 templated posts per Manitoba Liquor Mart social media channel
	Liquor Mart Flyer Single Page Spread	1 Page	65,000 homes the 1st Wednesday of the month	UP TO 9 SKUs

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 and Mini Brand Spotlight Requirements files (file to be sent from the Marketing Department) to the OneDrive folder. All partners must follow instructions and deadlines specified in Appendix C.

- Product Spotlight P.O.P. Signage
- Impulse Bin Topper & Side Panel
- Shelf Talkers
- Shopping Cart Advertisement
- In-Store Audio
- Website Assets
- Social Media Assets

The Marketing team will work with the successful candidate on the website content to ensure all supplied assets fit within the templated design and facilitate optimal customer experience.

The Marketing team will draft all social media posts, leveraging a templated design which will feature bottle/product shots of participating SKUs. Final posts will be shared with supplier prior to publishing.

All online assets and/or content must be vetted and approved by MBLL.

MBLL will print, kit, and distribute all Mini Brand Spotlight marketing materials.

LIQUOR MART EXECUTION

Liquor Marts will be required to list and display all SKUs approved for the Mini Brand Spotlight Program in the required 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.

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. Pair this program with an AIR MILES® or LTO offer 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

There are 9 opportunities per period, charged on a per SKU basis.

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

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

COST

TIER 1-3 + 39, 85 & 86 44 STORES 89%			
PERIOD		THEME	\$ Rate per SKU
1	April	Gin	\$660
2	May	New Ready-to-Drink	\$710
3	June	Domestic Single Serve Beer	\$830
4	July	Canadiana	\$840
5	August	Imported Single Serve Beer	\$730
6	September	Argentina	\$685
7	October	Canadian Whisky	\$715
8	November	Liqueurs	\$665
9	December	Sparkling	\$1,080
10	January	Cask Wine	\$510
11	February	Whisk(e)y	\$550
12	March	Celebrity Brands	\$600

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 plus stores #39, #85 and #86 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.

PROGRAM GUIDELINES AND PARTNER REQUIREMENTS

Upon approval, partners are responsible for providing a high resolution, print ready bottle 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.

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

The screenshot shows the top navigation bar of the Liquor Mart website. It includes links for 'MY FAVOURITES', 'E-NEWSLETTER SIGN-UP', 'MY ACCOUNT', and 'DrinkSense'. Below these are search and location tools: 'USE LOCATION', 'FIND A LIQUOR MART', and 'FIND A PRODUCT'. The main navigation menu consists of 'PRODUCTS', 'PROMOTIONS', 'LEARNING', 'SHOP ONLINE', and 'ABOUT'. The featured banner is for 'HELLO - SPARKLING' with the text 'pop the bubbly' in a large, white, serif font. The banner image shows two glasses of sparkling wine on a dark surface, surrounded by festive decorations like pine branches, oranges, and cheese. At the bottom of the banner, there is a purple bar with the word 'Wine' in white and a link 'See all Wine' in white text.

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.

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

There are 9 opportunities per period, charged on a per SKU basis.

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

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

COST

TIER 1-3 + 39, 85, 86 44 STORES 89%			
PERIOD	THEME	LOOKING FOR...	\$ Rate per SKU
1 April	Easter	Table Wine & Sparkling Wine	\$621
2 May	Mother's Day	Gin, Vodka, Rosé Wine, Liqueurs, Sparkling Wine, Ready-to-Drink	\$661
3 June	Father's Day	Brown Spirits, Beer, Red Wine	\$761
4 July	Patio Pleasers	One-Pour Cocktails, Gin, Vodka, Tequila	\$766
5 August	Backyard BBQ	Beer, Red Wine, Bourbon, Rosé	\$676
6 September	Fall/Harvest	Fall Beers, Cider, Flavoured Spirits	\$641
7 October	Halloween	Themed Labels	\$666
8 November	Game Day (Grey Cup)	Spirits, Beer, Ready-to-Drink	\$626
9 December	N/A	N/A	\$0
10 January	New Year's Resolutions	Low/No Sugar, Calories and Alcohol Content Wine, Beer, Seltzers and Simple Cocktails	\$501
11 February	Valentine's Day	Rosé Wine, Sparkling Wine, Liqueurs, Themed Labels	\$531
12 March	Easter	White Wine, Rosé Wine, Sparkling Wine	\$571

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 Liquor Marts plus stores #39, #85 and #86 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.

PROGRAM GUIDELINES AND PARTNER REQUIREMENTS

Upon approval, partners are responsible for providing a high resolution, print ready bottle 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.

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



♥ MY FAVOURITES | E-NEWSLETTER SIGN-UP | MY ACCOUNT **DrinkSense**

USE
LOCATION

FIND A
LIQUOR MART

FIND A PRODUCT



PRODUCTS

PROMOTIONS

LEARNING

SHOP ONLINE

ABOUT

IN THE MOMENT - HALLOWEEN



Wine

See all Wine

OUR FAVOURITES

This program provides the opportunity for partners to showcase individual products on a category-driven end cap display for a one-month period. This is a great avenue to promote new innovation, trial, or bring focus back to an established brand at a more economical rate.

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

There are 9 opportunities per period, charged on a per SKU basis.

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

All regularly listed products are eligible.

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 & 86 44 STORES 89%			
PERIOD		THEME	\$ Rate per SKU
1	April	Rosé	\$621
2	May	Tequila	\$661
3	June	Sparkling	\$761
4	July	White Wine	\$766
5	August	Vodka/Flavoured Vodka	\$676
6	September	American Whiskey	\$641
7	October	Red Wine	\$666
8	November	Aged Spirits	\$626
9	December	N/A	\$0
10	January	Scotch	\$501
11	February	Rum	\$531
12	March	Irish	\$571

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 plus stores #39, #85 and #86 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 RTD, 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.

PROGRAM GUIDELINES AND PARTNER REQUIREMENTS

Upon approval, partners are responsible for providing a high resolution, print ready bottle 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.

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

The screenshot shows the top navigation bar of the Liquor Mart website. It includes links for 'MY FAVOURITES', 'E-NEWSLETTER SIGN-UP', 'MY ACCOUNT', and 'DrinkSense'. Below these are links for 'USE LOCATION', 'FIND A LIQUOR MART', and a 'FIND A PRODUCT' search bar. The main navigation bar features 'PRODUCTS', 'PROMOTIONS', 'LEARNING', 'SHOP ONLINE', and 'ABOUT'. The featured promotion is 'OUR FAVOURITES - FLAVOURED BROWN SPIRITS'. The banner image shows a glass of spirit with the text 'spice & everything nice'. At the bottom, there is a purple bar with the word 'Spirits' and a link 'See all Spirits'.



SECTION 3

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, with the exception of December, where there are up to 24 opportunities.

Displays will consist of no more than 3 related SKUs.

All regular listed products are eligible.

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

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

COST

PERIOD		Tier 1-4 55 Stores 100%	Tier 1-3 41 stores 86%	Tier 1-2 26 Stores 61%	Tier 1 12 Stores 32%
1	April	\$5,730	\$5,475	\$4,150	\$1,860
2	May	\$6,170	\$5,895	\$4,465	\$2,120
3	June	\$7,235	\$6,915	\$5,240	\$2,640
4	July	\$7,310	\$6,985	\$5,295	\$2,385
5	August	\$6,365	\$6,080	\$4,610	\$2,640
6	September	\$5,950	\$5,690	\$4,310	\$2,120
7	October	\$6,215	\$5,940	\$4,500	\$2,120
8	November	\$5,810	\$5,555	\$4,210	\$2,120
9	December	\$9,430	\$9,015	\$6,830	\$3,440
10	January	\$4,445	\$4,245	\$3,220	\$1,580
11	February	\$4,790	\$4,575	\$3,465	\$1,580
12	March	\$5,245	\$5,010	\$3,795	\$1,860

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).
- Availability of bilingual campaigns and promotional signage/items



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.

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

The partner is responsible for ensuring adequate inventory of privately distributed products are 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.

Contests

Partners may use contests to enhance their Product Spotlight displays. Please see Appendix G for further details.

Value Adds & Near Packs

Partners may use value adds and near pack merchandisers to enhance their Product Spotlight displays. Please see page 53 for full details.

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 RTD, as determined by MBLL. Other exceptions may apply, should racking impede program execution.

MBLL will have the signage printed, kitted and shipped to Liquor Marts for placement in our P.O.P. signage frames.

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

FOOTPRINT THEATRE

The Footprint Theatre program allows 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

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

Displays will consist of a maximum of 3 SKUs.

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

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

COST

TIER 1 12 STORES 32%		
PERIOD		\$ Rate per period
1	April	\$990
2	May	\$1,066
3	June	\$1,250
4	July	\$1,265
5	August	\$1,100
6	September	\$1,030
7	October	\$1,075
8	November	\$1,000
9	December	\$1,630
10	January	\$770
11	February	\$825
12	March	\$905

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
- Availability of bilingual campaigns and promotional signage/items



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 shoppable 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.

Partners may choose to add a near pack value add to their Footprint display. While it is preferential that the near pack be merchandised as part of the Footprint display, a secondary near pack display unit may be approved subject to display dimensions and available floor space.

Partners may use contests to enhance their Footprint Theatre display. 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.

The partner must provide images and dimensions for the near pack merchandiser for approval. Images 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 Footprint Theatre display for the duration of the period.

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.

IMPULSE BIN

The Impulse Bin program allows partners to promote basket-building. 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 in high traffic areas 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.

PARTICIPATION & ELIGIBILITY

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

All listed products 750 ml or less are eligible.

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

Product price points are ideally under \$20 to encourage impulse/basket-building purchases.

SKUs cannot participate in back-to-back periods.

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.

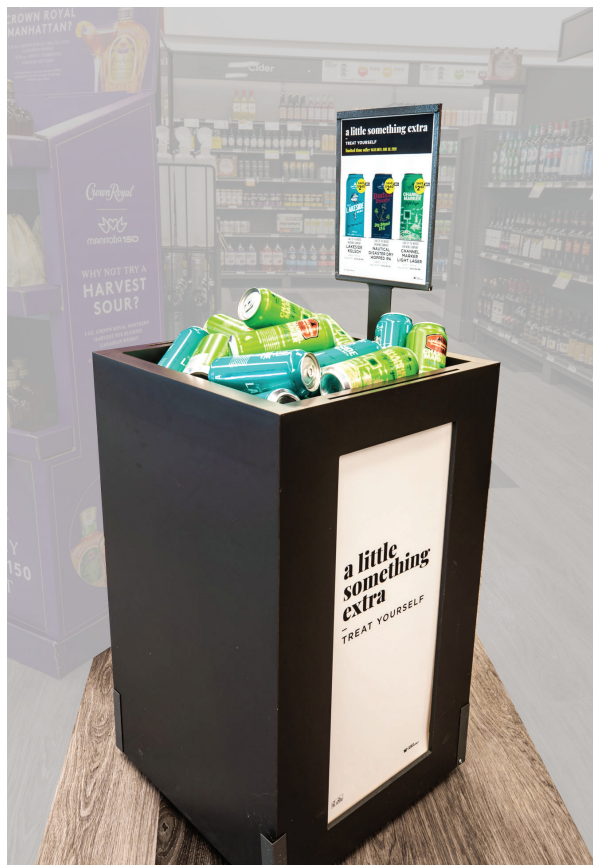
COST

TIER 1-4 55 STORES 100%		
PERIOD		\$ Rate per period
1	April	\$1,090
2	May	\$1,175
3	June	\$1,375
4	July	\$1,390
5	August	\$1,210
6	September	\$1,135
7	October	\$1,185
8	November	\$1,105
9	December	\$1,795
10	January	\$845
11	February	\$910
12	March	\$1,000

TIER 1-3 41 STORES 86%		
PERIOD		\$ Rate per period
1	April	\$830
2	May	\$890
3	June	\$1,045
4	July	\$1,055
5	August	\$920
6	September	\$860
7	October	\$900
8	November	\$840
9	December	\$1,360
10	January	\$645
11	February	\$695
12	March	\$760

SELECTION CRITERIA

- Attractive price point and size format to entice the impulse purchase
- 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 design, print and distribute the 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

There is 1 opportunity per period.

Displays will consist of a maximum of 1 SKU and will be executed in Tier 1-3 Liquor Marts (124 points of distribution).

All listed single-serve products, 500 ml or less are eligible.

SKUs cannot participate in back-to-back periods.

COST

TIER 1-3 41 STORES 86%		
PERIOD		\$ Rate per period
1	April	\$825
2	May	\$890
3	June	\$1,045
4	July	\$1,055
5	August	\$920
6	September	\$860
7	October	\$895
8	November	\$840
9	December	\$1,360
10	January	\$640
11	February	\$690
12	March	\$755

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.

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

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

MBLL will design, print and distribute the 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.

RTD STOCKPILE

The Ready-to-Drink (RTD) 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

There are 14 opportunities for this Tier 1 display over the 4-month period (May-August), charged on a per-SKU basis.

All listed RTD are eligible.

COST

TIER 1 12 STORES 32%			
PERIOD	THEME	\$ Rate per SKU	
2-5	May - August	Ready-to-Drink	\$5,430

LIQUOR MART EXECUTION

Tier 1 Liquor Marts are required to list and case stack (stockpile) all selected SKUs 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 and will instead be allocated an alternate product in a smaller format.

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.

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).

Partners are highly encouraged to provide images, mock-ups and other materials with their application to demonstrate their overall ‘vision’ for the display.

PARTICIPATION & ELIGIBILITY

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

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

All listed products are eligible.

Display SKU(s) and quantities will be determined by the MBLL in conjunction with the industry partner.

Participation by Tier will be determined by MBLL.

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

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) as well as availability of bilingual campaigns and promotional signage/items.

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Partners are responsible for providing all P.O.P. artwork for approval.

Partners are responsible for printing and delivering all P.O.P. components to participating stores.

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

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
- Availability of bilingual campaigns and promotional signage/items

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 is not required to 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 programming@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 program is an ideal medium to optimize visibility on a new product launch, enhance brand awareness, and/or promote additional support programming with shoppers in all stores equipped with rear feeding cold boxes. The program also offers priority shelf refrigerated shelf placement for a month-long period.

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

There is one opportunity per period.

Participation is limited to a maximum of 2 SKUs.

All listed beer and RTD are eligible for participation in this program.

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

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

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

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	\$1,965
2	May	\$2,115
3	June	\$2,485
4	July	\$2,510
5	August	\$2,185
6	September	\$2,045
7	October	\$2,130
8	November	\$1,995
9	December	\$3,235
10	January	\$1,525
11	February	\$1,645
12	March	\$1,800

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 (if applicable)

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 RTD cold zone for the duration of the period.

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

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.

MBLL will design, print and distribute the P.O.P. signage.



IMPULSE COLD BOX

For wines that are best served chilled, the Impulse Cold Box program allows partners to feature wines in the Liquor Marts with cold boxes in the impulse lane for a 3-month period.

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 will only be accepted for the start of each period grouping (April, July, October and January).

PARTICIPATION & ELIGIBILITY

All listed white, rosé and sparkling wines, 750 ml or less are eligible.

There are 8 opportunities for select Tier 1-4 with an Impulse Cold Box each quarter, charged on a per SKU basis.

COST

37 STORES			
PERIOD		THEME	\$ Rate per SKU
1-3	April -June	Rosé	\$1,315
4-6	July-September	White	\$1,350
7-9	October-December	Sparkling	\$1,475
10-12	January-March	White	\$995

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.

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.

Footprint: All listed products are eligible up to a maximum of 3 SKUs.

Impulse Bin: All listed products 750 ml or less are eligible up to a maximum of 3 SKUs. Product price points are ideally under \$20 to encourage impulse/basket-building purchases.

Impulse @ Cash: All listed single-serve products, 500ml or less are eligible up to a maximum of 1 SKU.

COST

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

PERIOD		\$ Rate per period
1	April	\$2,590
2	May	\$2,790
3	June	\$3,270
4	July	\$3,305
5	August	\$2,875
6	September	\$2,690
7	October	\$2,810
8	November	\$2,625
9	December	\$4,265
10	January	\$2,010
11	February	\$2,165
12	March	\$2,370

SELECTION CRITERIA

- Seasonal/Category focus
- Distribution in all 6 LMX store locations
- Projected sales volumes
- Availability of bilingual campaigns and promotional signage/items

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 x Width x Height) and identify the holding power (i.e. number of units the merchandiser can hold)

LIQUOR MART EXECUTION

LMX locations will be required to list and display all SKUs approved for the LMX 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.

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



SECTION 4

—

support programs



NEW! CANOPY SIGNAGE

The Canopy Signage program allows partners to accentuate their 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 the products. Canopy Signage is located above the primary location of the product 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 products are eligible.

Option 1: New fixtures – wine and spirits (750 ml and up)

There are up to 6 opportunities in Option 1.

Option 2: New fixtures – all beer & RTD

There are up to 6 opportunities in Option 2.

Option 3: Old fixtures & New fixtures – only packaged beer & RTD (6-packs and up)

There are up to 6 opportunities in Option 3.

Privately Distributed beers and RTD must be approved for the Liquor Mart pick list for program approval.

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

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

Contests are permitted; see Appendix G for details.

Maximum of 2 SKUs per sign, exceptions may be made at the discretion of MBL.

The number of approvals in each beer/RTD segment, wine country and spirit category are based on available space within the canopy.



OPTION 1: WINE & SPIRITS (750 ML AND UP) (12 STORES)		
TIER	STORE #	STORE NAME
1	43	SOUTHDALE
	59	SEASONS
2	14	MAIN & PRITCHARD
	26	CHARLESWOOD
	46	THOMPSON
	60	MADISON SQUARE
	84	PORTAGE LA PRAIRIE WEST
3	7	DAUPHIN
	25	PORTAGE & BURNELL
	32	BRANDON CORRAL
	38	MAIN & JEFFERSON
	48	TRANSCONA SQUARE

Creative would be no footer.

OPTION 2: ANY SIZE BEER & RTDS (25 STORES):		
TIER	STORE #	STORE NAME
1	5	GARDEN CITY
	8	PORTAGE & AINSLIE
	17	KENASTON
	20	ST. VITAL
	40	FORT RICHMOND
	41	SOUTHGLEN
	43	SOUTHDALE
	45	GRANTPARK
	49	BRANDON VICTORIA
	54	CRESTVIEW
	59	SEASONS
2	14	MAIN & PRITCHARD
	26	CHARLESWOOD
	36	NORTHDALE
	46	THOMPSON
	52	EASTWIND
	57	STEINBACH
	60	MADISON SQUARE
	84	PORTAGE LA PRAIRIE WEST
3	7	DAUPHIN
	19	BUNN'S CREEK
	25	PORTAGE & BURNELL
	32	BRANDON CORRAL
	38	MAIN & JEFFERSON
	48	TRANSCONA SQUARE

Creative would be no footer.

OPTION 3:
PACKAGED BEER & RTDS:
ALL TIER 1-3 STORES (41 STORES)

Creative would be combination footer/no footer.

COST

PERIOD		OPTION 1 12 STORES \$ Rate per period	OPTION 2 25 STORES \$ Rate per period	OPTION 3 41 STORES \$ Rate per period
1	April	\$675	\$1,405	\$2,305
2	May	\$953	\$1,985	\$3,255
3	June	\$1,133	\$2,360	\$3,870
4	July	\$1,073	\$2,235	\$3,665
5	August	\$1,013	\$2,110	\$3,460
6	September	\$675	\$1,405	\$2,305
7	October	\$675	\$1,405	\$2,305
8	November	\$615	\$1,280	\$2,100
9	December	\$953	\$1,985	\$3,255
10	January	\$555	\$1,155	\$1,895
11	February	\$555	\$1,155	\$1,895
12	March	\$675	\$1,405	\$2,305

SELECTION CRITERIA

- Seasonal/Category focus
- Good distribution in Liquor Marts
- Projected sales volumes
- Product is approved for listing
- Availability of bilingual campaigns and promotional signage/items.

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.

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.

LIQUOR MART EXECUTION

All participating Liquor Marts are required to list all SKUs on the Canopy Signage program for the duration of the period.

MBLL will have the signage created. Canopy Signage 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.

PARTICIPATION & ELIGIBILITY

All listed products are eligible.

Products participating in Bonus AIR MILES® or an LTO program 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	\$255
2	May	\$270
3	June	\$320
4	July	\$320
5	August	\$280
6	September	\$265
7	October	\$275
8	November	\$255
9	December	\$415
10	January	\$195
11	February	\$210
12	March	\$230

SELECTION CRITERIA

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

- Seasonal/Category focus
- Overall balance
- Bilingual format

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

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.

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.



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	\$50
2	May	\$55
3	June	\$65
4	July	\$65
5	August	\$60
6	September	\$55
7	October	\$55
8	November	\$50
9	December	\$85
10	January	\$40
11	February	\$45
12	March	\$50

SELECTION CRITERIA

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

- Seasonal/Category focus
- Overall assortment
- Bilingual format



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) 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.

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	\$50
2	May	\$55
3	June	\$65
4	July	\$65
5	August	\$60
6	September	\$55
7	October	\$55
8	November	\$50
9	December	\$85
10	January	\$40
11	February	\$45
12	March	\$50

RURAL STORE DISTRIBUTION

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

If a partner prefers, they may request that the Marketing Department distribute non-liquor value-adds to rural stores. Partners must pre-package the items for each store and deliver these kits to the MBLL Distribution Centre. 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, (e.g. glasses) are \$25 for the first case and \$5 for each additional case per store. The value-adds should be delivered for distribution 30 days prior to the start of the period.

2) REP-APPLIED LIQUOR VALUE ADDS

Rep-Applied Liquor Value Adds are small format spirits, wine, beer or RTD that partners may purchase at full retail and apply directly to an approved parent brand.

This program allows partners to apply liquor value adds to products that may not be eligible through the plant-applied value add program. It is an ideal medium to encourage trial of a listed product.

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).

As shipping lead times may not line up with Marketing program application deadlines, the Marketing department may give approval outside of the Program Guide Schedule for this program.

Late applications will not be accepted.

Parent Brand Eligibility:

- The parent brand may be imported or sourced domestically.
- Parent brand SKUs may not participate in back-to-back liquor value add programs.

Small Format Value Add Eligibility:

Small format value add products may be:

- Spirits: 50 ml – 200 ml
- Wine: 50 ml – 250 ml
- Beer & RTD: 355 ml (can format only)
- The small format value add does not have to be a Liquor Mart listed SKU, but the liquid must be listed in a larger format in Liquor Marts.
- For beer, RTD and wine, a partner may purchase an existing pack size and remove the individual units for use as the intended value add.
- The barcode on the small format value add must be covered to prevent individual sale.
- Proper fasteners are required (i.e. no elastic bands or tape).

Unlisted Small Format Value Adds:

If the small format product is not listed in Liquor Marts, partners must submit a Product Listing Form to Marketing. The Product Listing form must be accompanied by all listing application components (label, image, etc.).

The product must be priced with a minimum unit cost of \$0.01 plus freight, exchange and excise. Minimum-markup and SRP costs apply. Please refer to the trial pricing calculator found on the MBLL Partners website.

MBLL buyers will order enough inventory equivalent to 4 weeks projected sales of the parent brand.

Once approved for programming, partners must ensure the value add product arrives to the MBLL Distribution Centre two weeks prior to the start of the period. Once received, MBLL will deliver the small format product to the Grant Park Liquor Mart. Partners will be notified when the product has arrived in-store and is available for purchase and pick up.

For privately distributed beer and RTD small format 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 value adds at full retail (no agent discounts permitted).

Once purchased, the small format 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	\$255
2	May	\$270
3	June	\$320
4	July	\$320
5	August	\$280
6	September	\$265
7	October	\$275
8	November	\$255
9	December	\$415
10	January	\$195
11	February	\$210
12	March	\$230

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.

PARTICIPATION & ELIGIBILITY

- The parent brand must be sourced within Canada.
- SKUs cannot participate in back-to-back plant-applied value add 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 online – www.MBLLpartners.ca – on the Liquor Agents & Partners page under CALJ Product Identification Standards.

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

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

Ideally, the master case configuration should not change. If by nature of the value add the case configuration would be different from that of the parent brand, (i.e. six 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	\$255
2	May	\$270
3	June	\$320
4	July	\$320
5	August	\$280
6	September	\$265
7	October	\$275
8	November	\$255
9	December	\$415
10	January	\$195
11	February	\$210
12	March	\$230

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.

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 online – 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	\$50
2	May	\$55
3	June	\$65
4	July	\$65
5	August	\$60
6	September	\$55
7	October	\$55
8	November	\$50
9	December	\$85
10	January	\$40
11	February	\$45
12	March	\$50

ACCURACY

Any product received by MBLL 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 for 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 seven 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.

The partner must provide images and dimensions for the near pack merchandiser for approval.

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

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 customerexperience@mbll.ca

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

- Kits must 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 5

limited time offer programs



NEW! FLASH SALE

The Flash Sale program is an extension of the LTO Program, where the partner discount offered is greater and will be matched or exceeded by MBLL to bring accelerated savings on Key Value Items and Brands for a 3-day duration.

The Flash Sale program will have 1 three-day opportunity per period, with up to a maximum of 9 SKUs. Note: There will be no Flash Sale in November.

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 Key Value Items/Brands (high volume, brand recognition, top seller) are eligible for the Flash Sale program, except for:

- Products participating in the LTO, Hot Buy or AIR MILES® programs during the same period.
- Back-to-back Flash Sales on the same SKU are not permitted.
- Products approved for the Flash Sale program must not overlap with a LTO Pre-Buy period for a subsequent month.

COST

PERIOD	\$ Rate per SKU per period
1 April 24 - 26	\$170
2 May 29 - 31	\$180
3 June 19 - 21	\$215
4 July 24 - 26	\$215
5 August 21 - 23	\$190
6 September 25 - 27	\$175
7 October 16 - 18	\$185
8 N/A	N/A
9 December 18 - 20	\$275
10 January 29 - 31	\$130
11 February 26 - 28	\$140
12 March 18 - 20	\$155

For MBLL Distributed products, Liquor Partners will be charged back their applied for amount of the retail discount for the sales to commercial customers during the pre-buy period. Partners will also be charged back their applied for 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 period (including pre-buy) and thus the Liquor Partner chargeback is only for the SKU participation fee.

SELECTION CRITERIA

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

- Partner % discount
- Smart discounts*
- Premiumization
- Seasonal/Category focus
- Good distribution in Liquor Marts
- Projected sales volume
- Overall balance of display
- Approved listing or on Pick List (If applicable)
- Active festival/event support & participation
- Annual partner marketing spend

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

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

To qualify for the Flash Sale program, the following pricing guidelines apply:

	Partner Discount*	MBLL Discount*	Total Discount
Spirits	Minimum 10%	Match or exceed Partner Discount	Minimum 20%
Wine	Minimum 15%	Match or exceed Partner Discount	Minimum 30%
Beer	Minimum 15%	Match or exceed Partner Discount	Minimum 30%
Ready-to-Drink	Minimum 15%	Match or exceed Partner Discount	Minimum 30%

- Combined 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).
- Should a product fall below SRP when discount matching, the Partner must meet discount minimums outlined for the program based on the item category. MBLL will then top up the discount to SRP, to a maximum of a discount match.

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.

Please note that privately distributed products approved for a Flash Sale will be subject to a 10 day pre-commitment period for interested commercial customers.

PRODUCT WITHDRAWAL FROM FLASH SALE

The partner may request a withdrawal from the Flash Sale program prior to the Flash Sale bulletin being finalized by Supply Chain. If approved, any costs associated with the withdrawal from the 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 Flash Sale spot (subject to MBLL approval).

Flash Sale withdrawals or changes due to portfolio preference, whether MBLL or Privately Distributed, may receive a replacement opportunity if there are no other applications and if they meet the criteria above.

LIQUOR MART EXECUTION

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

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

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

Partners will be notified if their application is approved for the Flash Sale. If the application is not approved for the Flash Sale program display, it will be considered for Hot Buy or LTO approval if applied for at the programming deadline.

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

Packaged beer and ready-to-drink applications (4260 ml and up) may be stacked out next to the display fixture to allow for proper merchandising quantities. Alternatively in situations of limited space in some locations, Flash Sale items 4260 ml or larger may be displayed at the shelf location only based on the store's discretion.

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

MARKETING SUPPORT

Upon approval, partners are responsible for providing a high resolution, print ready bottle 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.

The Flash Sale program will be featured at LiquorMarts.ca on the Flash Sale program web page and in the Liquor Mart Sip n' Savour e-newsletter.

Flash Sale program SKUs may also be featured on Liquor Mart digital and social media platforms and/or additional advertising mediums.

REVISED! HOT BUY

The Hot Buy program is an extension of the LTO program, where the partner discount offered is greater and will be matched or exceeded by MBL.

The Hot Buy program will have 24 two-week opportunities this fiscal year. The program runs twice per period, with up to a maximum of 10 SKUs approved per 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 or incomplete applications will not be accepted.

PARTICIPATION & ELIGIBILITY

- All listed products are eligible for the Hot Buy program, except for products participating in the LTO or AIR MILES® programs during the same period.
- Back-to-back Hot Buys (LTOs) on the same SKU are not permitted.
- Products approved for the Hot Buy Program must not overlap with the LTO Pre-Buy period for the subsequent month.

COST

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

PERIOD		\$ Rate per SKU
1	April 1 - 15 April 16 - 30	\$170
2	May 1 - 15 May 16 - 31	\$180
3	June 1 - 15 June 16 - 30	\$215
4	July 1 - 15 July 16 - 31	\$215
5	August 1 - 15 August 16 - 31	\$190
6	September 1 - 15 September 16 - 30	\$175
7	October 1 - 15 October 16 - 31	\$185
8	November 1 - 15 November 16 - 30	\$170
9	December 1 - 15 December 16 - 31	\$275
10	January 1 - 15 January 16 - 31	\$130
11	February 1 - 15 February 16 - 28	\$140
12	March 1 - 15 March 16 - 31	\$155

For MBLL Distributed products, Liquor Partners will be charged back their applied for amount of the retail discount for the sales to commercial customers during the pre-buy and LTO period. Partners will also be charged back their applied for 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 period (including pre-buy) and thus the Liquor Partner chargeback is only for the SKU participation fee.

SELECTION CRITERIA

- Partner % discount
- Smart discounts*
- Premiumization
- Seasonal/Category focus
- Good distribution in Liquor Marts
- Projected sales volume
- Overall balance of display
- Approved listing or on Pick List (If applicable)
- Active festival/event support & participation
- Annual partner marketing spend

*Liquor Partners are highly encouraged to round their portion of the discount to the nearest quarter. Ideally discounts are rounded to the nearest dollar.

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

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

	Partner Discount*	MBLL Discount*	Total Discount
Spirits	Minimum 15%	Match Partner Discount	Minimum 30%
Wine	Minimum 20%	Match Partner Discount	Minimum 40%
Beer	Minimum 20%	Match Partner Discount	Minimum 40%
Ready-to-Drink	Minimum 20%	Match Partner Discount	Minimum 40%

- Combined 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).
- Should a product fall below SRP when discount matching, the Partner must meet discount minimums outlined for the program based on the item category. MBLL will then top up the discount to SRP, to a maximum of a discount match.

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/Hot Buy 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 Hot Buy details are correct and finalized. Discount minimums not being met at the time of application may lead to disqualification.

Please note that privately distributed products approved for a Hot Buy will be subject to 10 day pre-buy period for interested commercial customers.

PRODUCT WITHDRAWAL FROM HOT BUY

The partner may request a withdrawal from the Hot Buy Program prior to the bulletin being finalized by Supply Chain. If approved, any costs associated with the withdrawal from the 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 Hot Buy spot (subject to MBLL approval).

Hot Buy withdrawals or changes due to portfolio preference, whether MBLL or Privately Distributed, may receive a replacement opportunity if there are no other applications and if they meet the criteria above.

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 up to a maximum of 10 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 the 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 Hot Buy. 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.

Packaged beer and ready-to-drink applications (4260 ml and up) may be stacked out next to the Hot Buy fixture to allow for proper merchandising quantities. Alternatively in situations of limited space in some locations, Hot Buy items 4260 ml or larger may be displayed

at the shelf location only based on the store's discretion. These items will still receive the same benefits of the Hot Buy program - social media, flyer and web advertising.

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

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

MARKETING SUPPORT

Upon approval, partners are responsible for providing a high resolution, print ready bottle 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.

All approved Hot Buy SKUs will be featured at LiquorMarts.ca on the Hot Buy web page and in the Liquor Mart Sip n' Savour e-newsletter.

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

LIMITED TIME OFFER

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

All LTO periods are one-month long, beginning on the first day of the month and ending on the last day of the month. 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.

Late LTO additions may be accepted after the application deadline at the discretion of MBLL. Late application approvals do not guarantee additional inventory will be ordered, and will be assessed on a case by case basis. Additional orders are subject to global timelines, current stock on-hand, and anticipated rate of sale during the promotional period.

As MBLL 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 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 when confirmation of listing/active PO has been given by Category Management.

It is the responsibility of the Liquor 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	\$170
2	May	\$180
3	June	\$215
4	July	\$215
5	August	\$190
6	September	\$175
7	October	\$185
8	November	\$170
9	December	\$275
10	January	\$130
11	February	\$140
12	March	\$155

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 Liquor Partner chargeback is only for the SKU participation fee.

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

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

	Minimum Discount*
Spirits**	5% - SRP
Wine	10% - SRP
Beer	10% - SRP
Ready-to-Drink	10% - SRP

*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, MBL will adjust the discount value to meet the minimum requirements.

Approximately six 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 provided the LTO Bulletin has not been finalized.

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 and Beer vendors and 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.

BLACK FRIDAY

The Black Friday Program is an opportunity for partners to offer a large discount for a 3 day period from November 24 - November 26, 2023.

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/December 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%*
Ready-to-Drink	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 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.

Upon approval, partners are responsible for providing a high resolution, print ready bottle 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.

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, Beer Vendors 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 6

AIR MILES[®] programs



NEW! AIR MILES® BULK BUY

This program is an opportunity for partners to commit to a large volume of AIR MILES® Bonus Miles to issue throughout the F24 fiscal year. In support of this commitment, partners can take advantage of a reduced price per mile rate on Aisles of Miles programming, as well as increased analytic information from the AIR MILES® team (based on the commitment level selected). This is a great program to gain increased insights into the Liquor Mart AIR MILES® Collector base.



AIR MILES™

APPLICATION

Expression of interest to participate in this program is due February 1, 2023.

The Liquor Programming and Experience team will reach out to discuss which commitment level would be best suited for each interested partner based on previous AIR MILES® participation and issuance from the last three fiscal years.

PARTICIPATION & ELIGIBILITY

All registered partners in good financial standing are eligible to express interest in the program.

Partners who are interested in the program must have an HO Account and have billings back to their agency of representation

MBLL will not be able to invoice individual suppliers for miles issued if participating in the Bulk Buy Program.

All parameters set out in the AIR MILES® Bonus Miles Program on page 70 apply.

COST

The cost of this program is subject to the tier level mutually agreed upon between the Liquor Partner, MBLL and the AIR MILES® team.

All price per mile savings will apply to Aisles of Miles programming only.

However, issuance from all AIR MILES® programs (Max Miles, Bonus Bundles, contests and coalition promotions) funded by the partner will count towards Minimum Issuance Commitment based on the selected tier level.

Participating partners will be invoiced on a monthly basis at their reduced price per mile rate, and will be provided with monthly updates as to their YTD issuance.

At the end of the fiscal year if there is a shortfall against the Annual Minimum Commitment, the partner will be invoiced for the unissued minimum miles in a one-time invoice at the reduced mile rate outlined in their commitment level.

There will be no refunds or rate amendments if a partner's Annual Issuance Commitment reaches a higher tier level before the end of the fiscal year.

PACKAGES	BASIC	ENHANCED	HERO	PLATINUM
Minimum Annual Issuance Commitment	125K	250K	450K	800K
Vendor Price per Mile	\$0.27	\$0.25	\$0.23	\$0.20
Data & Reporting				
Promo Effectiveness Report	Y	Y	Y	Y
Basket Interaction Data	N	Y	Y	Y
Collector Demographic Profile (Brand)	N	N	Y	Y
Shelf talkers indicating the bonus offer	Y	Y	Y	Y
Feature on LiquorMarts.ca on the Bonus AIR MILES® web page	Y	Y	Y	Y
Offer included in the AIR MILES® mobile app and AirMiles.ca	Y	Y	Y	Y

AIR MILES EXECUTION

Partners who participate in the program will have access to a portal which will provide information on SKU performance based on their selected commitment level no later than 10 days post the Aisles of Miles period ending.

All partners who participate in the program will receive dedicated training from the AIR MILES® team on how to set-up access and review the data that is included in the reporting system, as well as ongoing support from MBLL.

REPORT DESCRIPTIONS

Depending on the level of investment partners select, they will be eligible to receive one or more of the following reports:

Promo Effectiveness Report – Provides key KPIs based on the SKUs promoted during an AIR MILES® Aisles of Miles period including, but not limited to, Total Sales, Incremental Sales/ Transactions and Units by Category. All levels will receive access to this report.

Basket Interaction Data – Gain a better understanding of the top 20 products that your Aisles of Miles SKU(s) interacted within the past 12 months of the promotional period including a transaction count of how many times your product was purchased alongside the items. Available to Enhanced and up.

Brand X Collector Demographic Profile – Learn the who's who of AIR MILES® collectors purchasing 5 key SKUs within your selected brand family vs. all active Liquor Mart collectors. This will help you understand your collector base, build out targeted marketing plans, and give insights for future innovation. Available to Hero and up.

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 be featured on LiquorMarts.ca on the Bonus AIR MILES® web page. All offers are included in the AIR MILES® mobile app and AIR MILES.ca

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 on a transactional basis. Partners may offer Bonus AIR MILES® Reward Miles on selected 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, 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.

Delisted items may participate as an incentive to move remaining inventory. Removal of any delisted items is the responsibility of the partner ahead of the 45 day cut off.

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.

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

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 any AIR MILES® generated direct emails to collectors in Manitoba. These items are selected at the discretion of MBLL.

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.



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).

COST

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

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 are limited applications for a period.

There are up to three 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 RTD 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.

Upon approval, partners are responsible for providing a high resolution, print ready bottle 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.

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.

Tier 4 stores and Liquor Mart Express locations will merchandise Bonus Bundles at shelf only, provided they carry the product.

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. All participants will receive a detailed summary of SKU performance from the AIR MILES® Analytics team.



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

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.

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:

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

Upon approval, partners are responsible for providing a high resolution, print ready bottle 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

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.

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
- Balance within promotional offerings (not all beer, etc.)

PROGRAM DATES

There are 15 Max Miles programs scheduled for this fiscal year.

PROGRAM DATE	Occasion
April 3 - 9, 2023	Easter
May 8 - 14, 2023	Mother's Day
May 15 - 22, 2023	Victoria Day
June 12 - 18, 2023	Father's Day
June 26 - July 3, 2023	Summer
August 1 - 7, 2023	Terry Fox Day
August 28 - September 5, 2023	Labour Day
October 2 - 9, 2023	Thanksgiving
October 24 - 31, 2023	Halloween
November 13 - 19, 2023	Grey Cup
December 26 - 31, 2023	New Years Eve
February 7 - 14, 2024	Valentine's Day
February 15 - 21, 2024	Louis Riel
March 11 - 17, 2024	St. Patrick's Day
March 25 - 31, 2024	Easter

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, 2023. 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 are eligible to participate in the program.

COST

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

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:

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

Upon approval, partners are responsible for providing a high resolution, print ready bottle 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

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.

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.



SECTION 7

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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 Management. All applications must be submitted 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 Management 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.

COST AND PAYMENT

All Marketing Representatives/Agents are 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. 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 RTD, and 30% off the basic retail price for beer.

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. The representative 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 the 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
Beer & RTD	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 MBLL's Code of Conduct, product may not be used as payment.

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

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

WINESTATION®

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

APPLICATION

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

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

ELIGIBILITY

Ultra Premium or 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 25 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 Sq (also equipped with SpiritStation®)
#84	Portage la Prairie West
#86	True North Square



SECTION 8

— advertising programs



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 receive the flyer on the first Wednesday of the 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 Brand Awareness 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 or innovative products 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	\$1,415
2	May	\$1,525
3	June	\$1,790
4	July	\$1,805
5	August	\$1,575
6	September	\$1,470
7	October	\$1,535
8	November	\$1,435
9	December	\$2,330
10	January	\$1,100
11	February	\$1,185
12	March	\$1,295

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.

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.

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

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

There are 3 opportunities per period.

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

Spots must include a social responsibility message and must not exceed 20 seconds in length.

SELECTION CRITERIA

- Seasonal/Category focus
- Good distribution in Liquor Marts

COST

TIER 1-4 + LMX 63 STORES 100%		
PERIOD		\$ Rate per Period
1	April	\$485
2	May	\$520
3	June	\$610
4	July	\$615
5	August	\$535
6	September	\$500
7	October	\$525
8	November	\$490
9	December	\$795
10	January	\$375
11	February	\$405
12	March	\$440

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, partners are required to upload a digital audio MP3 or WAV file to the OneDrive folder according to the deadlines outlined in Appendix C.

LTO (Limited Time Offer) or BAM (Bonus AIR MILES®) information may be included on any month-long programs. Please see requirements on page 91.

LIQUOR MART EXECUTION

MBLL will upload the files to our audio system. In-store audio advertising will repeat once every 10 minutes, during store operational hours.



SECTION 9

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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
12 STORES 11 CITY • 1 RURAL	TIER 1	1	20	ST. VITAL SQUARE	D	3.65%	3.65%	16	24
		2	5	GARDEN CITY SQUARE	D	3.48%	7.13%	16	24
		3	45	GRANT PARK	D	3.47%	10.60%	16	24
		4	54	CRESTVIEW	D	3.26%	13.86%	16	24
		5	43	SOUTHDALE	D	3.15%	17.01%	16	24
		6	17	KENASTON CROSSING	D	3.07%	20.07%	16	24
		7	40	FORT RICHMOND	D	2.73%	22.80%	16	24
		8	41	SOUTHGLEN		2.31%	25.11%	16	24
		9	8	PORTAGE & AINSLIE		2.08%	27.19%	16	24
		10	30	SAGE CREEK	D	1.93%	29.12%	16	24
		11	49	BRANDON VICTORIA		1.80%	30.92%	16	24
		12	59	SEASONS	D	1.41%	32.32%	16	24
14 STORES 10 CITY • 4 RURAL	TIER 2	13	46	THOMPSON		3.06%	35.39%	11	16
		14	60	MADISON SQUARE	D	2.88%	38.27%	11	16
		15	52	EASTWINDS		2.84%	41.11%	11	16
		16	57	STEINBACH	D	2.78%	43.89%	11	16
		17	36	NORTHDALÉ	D	2.64%	46.53%	11	16
		18	51	BRANDON SOUTH		2.12%	48.65%	11	16
		19	44	SPRING MEADOW SQUARE		1.86%	50.51%	11	16
		20	50	TYNDALL MARKET		1.84%	52.35%	11	16
		21	26	CHARLESWOOD		1.82%	54.17%	11	16
		22	9	TUXEDO	D	1.71%	55.88%	11	16
		23	18	FORT GARRY		1.56%	57.45%	11	16
		24	6	HARGRAVE & ELLICE		1.34%	58.79%	11	16
		25	84	PORTAGE LA PRAIRIE WEST		1.34%	60.12%	11	16
		26	14	MAIN & PRITCHARD		1.17%	61.30%	11	16

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	BUNNS CREEK	D	2.46%	63.75%	7	6	41 STORES 28 CITY • 13 RURAL	
		28	25	PORTAGE & BURNELL			2.19%	65.94%	7		6
		29	11	SELKIRK			2.07%	68.01%	7		6
		30	12	RIVER & OSBORNE			1.97%	69.98%	7		6
		31	28	RIVERGROVE			1.83%	71.81%	7		6
		32	42	DOMINION			1.78%	73.59%	7		6
		33	32	BRANDON CORRAL	D	1.58%	75.16%	7	6		
		34	13	GIMLI			1.49%	76.66%	7		6
		35	7	DAUPHIN			1.47%	78.13%	7		6
		36	27	WINKLER			1.45%	79.58%	7		6
		37	38	MAIN & JEFFERSON			1.45%	81.03%	7		6
		38	31	THE PAS			1.32%	82.35%	7		6
		39	10	FLIN FLON			1.29%	83.65%	7		6
		40	48	TRANSCONA SQUARE			1.28%	84.92%	7		6
		41	22	PORTAGE LA PRAIRIE EAST			0.80%	85.72%	7		6
16 STORES 3 CITY • 13 RURAL	TIER 4	42	39	STONEWALL			1.20%	86.92%	4	4	56 STORES 31 CITY • 25 RURAL
		43	74	PARK WEST			1.13%	88.05%	4	4	
		44	85	BRIDGWATER			1.12%	89.17%	4	4	
		45	29	LAG DU BONNET			1.08%	90.25%	4	4	
		46	55	BEAUSEJOUR			0.82%	91.07%	4	4	
		47	37	MORDEN			0.73%	91.80%	4	4	
		48	23	SWAN RIVER			0.70%	92.50%	4	4	
		49	4	NEEPAWA			0.67%	93.16%	4	4	
		50	24	VIRDEN			0.58%	93.75%	4	4	
		51	34	PINE FALLS			0.53%	94.28%	4	4	
		52	53	CARMAN			0.47%	94.75%	4	4	
		53	33	MINNEDOSA			0.45%	95.20%	4	4	
		54	86	TRUE NORTH SQUARE	D	0.44%	95.64%	4	4		
		55	56	RUSSELL			0.44%	96.07%	4	4	
		56	15	ROBLIN			0.41%	96.49%	4	4	
	57	16	KILLARNEY*								
	NEW fixtures			NEW fixtures Beer & RTD sections only			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	73	GATEWAY						
		2	81	REENDERS						
		3	79	SARGENT						
		4	76	ST. ANNE'S						
		5	75	BRANDON						
		6	72	BISON						

NEW fixtures

NEW fixtures Beer & RTD sections only

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

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

APPENDIX B: MARKETING PROGRAM SCHEDULE

2023/2024 PERIODS		P1 APR-23	P2 MAY-23	P3 JUN-23	P4 JUL-23	P5 AUG-23	P6 SEP-23	P7 OCT-23	P8 NOV-23	P9 DEC-23	P10 JAN-24	P11 FEB-24	P12 MAR-24
SEASONAL FOCUS		SPRING		SUMMER			FALL		HOLIDAY		WINTER		
		With the melting of the snow, Manitobans will be seeking lighter, more refreshing experiences – new flavours, innovations, formats and choices. We'll help them by introducing them to the hottest ready-to-drink trends. We're also highlighting lighter rosé 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 the great joys of summer: getting together in the great outdoors with family and friends to enjoy a backyard BBQ or time on the patio. We'll help Manitobans by showcasing red, white and sparkling wine perfect for enjoying outdoors. We'll then heat the party up with our special spirit focus of tequila, and then cool everything down with a focus on most exciting trends in summer beer styles.			We're embracing the fall season with our annual showcasing of savory beers and harvest flavours, along with a focus on ciders. We'll also be exploring the ever-growing world of whisk(e)y, helping new initiates discover the category, while also bringing exciting new experiences to enthusiasts.		Manitoba holiday shoppers will love Liquor Mart with our focus on products in the premium and deluxe categories, as well as our bevy of gift packages specially brought in for the season. We'll also help customers get into the holiday spirit with expanded promotion of both liqueurs and sparkling wines, plus many other recipe and enjoyment ideas found instore and online.		With Manitoba deep in the heart of winter, we'll warm things up with a spotlight on brown spirits, including a special focus on Scotch, American and Irish Whiskies – just in time for the Winnipeg Whisky Festival. We'll also drive occasions such as Valentine's Day, game day and St. Patrick's Day, plus place greater emphasis on our low alcohol and lighter product options.		
CATEGORY STRATEGY	WINE	Rosé		Sparkling	White	Red	Red		Sparkling		Better For You		
	SPIRITS	Gin	Tequila	Vodka	Gin		Whisk(e)y		Liqueurs		Scotch	Bourbon	Irish
	BEER	Flavoured		Light and Refreshing Lagers			Rich and Flavourful Ales		Premium and Deluxe		Better For You		
	READY-TO-DRINK	New Ready-to-Drink		Better For You			Cider		Premium and Deluxe		Better For You		
SALES PROGRAMS	HELLO	Gin	New RTD	Domestic Single Serve Beer	Canadiana	Imported Single Serve Beer	Argentina	Canadian Whisky	Liqueurs	Sparkling	Cask Wine	Whisk(e)y	Celebrity Brands
	IN THE MOMENT	Easter	Mother's Day	Father's Day	Patio Pleasers	Backyard BBQ	Fall/Harvest	Halloween	Game Day (Grey Cup)	N/A	New Years Resolutions	Valentine's Day	Easter
	OUR FAVOURITES	Rosé	Tequila	Sparkling	Whites	Vodka/Flavoured Vodka	American Whiskey	Fall Wines	Aged Spirits	N/A	Scotch	Rum	Irish
	LTO	1 - 30	1 - 31	1 - 30	1 - 31	1 - 31	1 - 30	1 - 31	1 - 30	1 - 31	1 - 31	1 - 28	1 - 31
	HOT BUY 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
	HOT BUY 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
	FLASH SALE	24 - 26	29 - 31	19 - 21	24 - 26	21 - 23	25 - 27	16 - 18		18 - 20	29 - 31	26 - 28	18 - 21
	BLACK FRIDAY								24 - 26				
	MAX MILES	3 - 9 (Easter)	8 - 14 (Mother's Day) 15 - 22 (Victoria Day)	12 - 18 (Father's Day) 26 - 3 (Summer)		1 - 7 (Terry Fox) 28 - 4 (Labour Day)		2 - 9 (Thanksgiving) 24 - 31 (Halloween)	13 - 19 (Grey Cup)	13 - 24 (12 Days) 26 - 31 (Boxing Day/NYE)		7 - 14 (Valentine's Day) 15 - 21 (Louis Riel)	11 - 17 (St. Patrick's) 25 - 31 (Easter)
	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
EVENTS				Flatlanders Beer Festival			Winnipeg Wine Festival		Premium Spirit Release				Winnipeg Whisky Festival & Premium Spirit Release
CALENDAR	KEY OCCASIONS	Easter (9)	Cinco de Mayo (5)	Indigenous History Month	Canada Day (1)	Terry Fox Day (7)	Labour Day (4)	Thanksgiving (9)	Day of the Dead (2)	Hanukkah (7 - 15)	Robbie Burns (25)	Black History Month	International Women's Day (8)
		World Malbec Day (17)	Mother's Day (14)	Pride Month			Rosh Hashanah (15 - 17)	Halloween (31)	Remembrance Day (11)	Christmas (25)		Lunar New Year (10)	St. Patrick's Day (17)
		Earth Day (22)	Victoria Day (22)	Father's Day (18)		5 (Labour Day)	Yom Kippur (24 - 25)		Diwali (12)	Boxing Day (26)		Superbowl (11)	Easter (31)
							Truth and Reconciliation Day (30)		Beaujolais Nouveau (16)	NYE (31)		Valentine's Day (14)	
									Grey Cup (19)			Louis Riel (19)	
									Black Friday (24)				
									Cyber Monday (27)				
APPLICATION DEADLINE		10-Jan-23	10-Jan-23	10-Jan-23	07-Mar-23	07-Mar-23	02-May-23	02-May-23	06-Jun-23	06-Jun-23	12-Sep-23	12-Sep-23	14-Nov-23

APPENDIX C:

P.O.P. MATERIAL REQUIREMENTS AND INSTRUCTIONS FOR FILE UPLOAD

PROCESS

Partners will receive a link with their program approvals where creative files must 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 canceled, and the full cost of the display program may be charged as a penalty.

Neck Tag artwork files must be legible and include images of both sides of the neck tag.

High-res product images (min. 300dpi) are required for the following programs:

- Hello
- In the Moment
- Our Favourites
- Cold Zone Billboard
- Hot Buy
- Flash Sale
- AIR MILES® Max Miles
- AIR MILES® Bonus Bundles
- Black Friday

Images and dimensions must be provided for the following programs:

- Footprint displays (includes LMX)
- Near Pack Value Add merchandisers

FILE SPECIFICATIONS:

Product Spotlight					
File Type	Trim Size	Viewable Area	Safe Area	Bleeds	Crops
High-res PDF	20"W x 20" H	19" W x 19" H	18" W x 18" H	0.5"	Yes
Requirements:	Must include a social responsibility message. Must not mention a near pack value add. Final, print-ready file only should be uploaded. File should not have visible die lines.				
LTO (Limited Time Offer) or BAM (Bonus AIR MILES®) information may be included on any month-long programs. Please see requirements on page 93.					

FILE UPLOAD DEADLINES

Period	P.O.P. File Upload Deadline
Period 1 (April 1 - 30)	February 17, 2023
Period 2 (May 1 - 31)	February 24, 2023
Period 3 (June 1 - 30)	March 24, 2023
Period 4 (July 1 - 31)	April 21, 2023
Period 5 (August 1 - 31)	May 26, 2023
Period 6 (September 1 - 30)	June 23, 2023
Period 7 (October 1 - 31)	July 28, 2023
Period 8 (November 1 - 30)	August 25, 2023
Period 9 (December 1 - 31)	September 22, 2023
Period 10 (January 1 - 31)	October 27, 2023
Period 11 (February 1 - 28)	November 24, 2023
Period 12 (March 1 - 31)	December 22, 2023

Canopy Signage

Options 1 & 2 (1 file):

No Footer

File Type	Trim Size	Viewable Area	Bleeds	Crops
High-res PDF	34.75"W x 8"H	34.75"W x 8"H	0.5"	Yes



Option 3 (2 files):

No Footer

File Type	Trim Size	Viewable Area	Bleeds	Crops
High-res PDF	34.75"W x 8"H	34.75"W x 8"H	0.5"	Yes



With Footer

File Type	Trim Size	Viewable Area	Bleeds	Crops
High-res PDF	34.75"W x 16"H	34.75"W x 8"H	0.5"	Yes



Requirements: Must include a social responsibility message.
 Must not mention a near pack value add.
 Final, print-ready file only should be uploaded. File should not have visible die lines.

LTO (Limited Time Offer) or BAM (Bonus AIR MILES®) information may be included on any month-long programs. Please see requirements on next page.

Shelf Talkers

File Type	Trim Size	Viewable Area	Bleeds	Crops
High-res JPEG	5.125"W x 3"H	5.125"W x 3"H	NO	NO

Requirements: SKU# must be included. Must not refer to price.
Must not mention the alcohol content of the featured product, unless promoting it's low alcohol content.

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

LTO (LIMITED TIME OFFER) AND BAM REQUIREMENTS

LTO (Limited Time Offer) Requirements:

P.O.P. must reference:
SKU#
Regular Price
Discount Amount
LTO Price
Effective date

BAM Requirements

P.O.P. must reference:
SKU#
BAM Amount
Effective Date
All AIR MILES® logos and fine print must be approved by the Liquor Programming and Experience Department prior to upload to the OneDrive folder.

Note that any pricing information must be accurate and consider any price changes that might occur before the start of the program.
Any costs associated with the reprinting of materials due to changes in price/discount/Bonus AIR MILES® offer will be borne by the partner.

APPENDIX D: PRODUCT CATEGORY CLASSIFICATIONS

(AS DEFINED BY CATEGORY MANAGEMENT)

SPIRITS:

Deluxe
Premium
Economy

READY-TO-DRINK:

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 **programming@mbll.ca** to apply for the following programs:

- Cold Zone Billboard
- Hello!
- In the Moment
- Our Favourites
- RTD Stockpile
- Impulse Cold Box
- LMX Spotlight
- Product Spotlight
- Coordinated Ad-Hoc
- Footprint Theatre
- Impulse Bin
- Impulse @ Cash
- Canopy 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
- In-Store Audio

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

- Brand Spotlight Display Program

For the following programs, please apply 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 programming@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.
- 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) Contest rules must state that Manitoba Liquor and Lotteries employees and their immediate family members (spouses, parents, children, siblings and their respective spouses, regardless of where they live) or persons living in the same households of such employees, whether or not related, are not eligible to enter/participate in the contest.

g) A prize of liquor is prohibited;

h) 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.

