

marketing program guide

APRIL 2024 /
MARCH 2025



LAND ACKNOWLEDGEMENT

Manitoba Liquor & Lotteries benefits from being on the original territories of the Anishinaabe, Cree, Oji-Cree, Dakota, Lakota, and Dene peoples, lands now known as Treaties One through Five – and the homeland of the Red River Métis.

We commit to respecting the treaties made on these territories while acknowledging the harms of the past and moving forward in partnership with Indigenous communities and a spirit of reconciliation.

While we acknowledge that territorial acknowledgements are only one step in cultivating greater respect for and inclusion of Indigenous Peoples, these words will accompany actions invested in building a future and community better for all.

Manitoba Liquor & Lotteries bénéficie de la possibilité d'exercer ses activités sur les territoires occupés à l'origine par les Anishinaabe, les Cris, les Oji-Cris, les Dakotas, les Lakotas et les Dénés, terres maintenant connues comme territoires visés par les Traités nos 1 à 5 – et la patrie des Métis de la rivière Rouge.

Nous nous engageons à respecter les traités conclus sur ces territoires, tout en reconnaissant les préjudices du passé et en progressant en partenariat avec les communautés autochtones et dans un esprit de réconciliation.

Bien que la reconnaissance territoriale ne constitue qu'une étape dans la promotion d'un plus grand respect et d'une plus grande inclusion des peuples autochtones, à ces paroles nous joindrons des actes en vue de construire un avenir et une communauté qui seront meilleurs pour tous.



*Photo by Buddy Prince, a member of Brokenhead Ojibway Nation.
Photo prise par Buddy Prince, membre de la Nation ojibway de Brokenhead.*

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SECTION 1

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doing business with *MBLL*

MANITOBA LIQUOR AND LOTTERIES OVERVIEW



ENRICHING THE LIVES OF MANITOBANS

Manitoba Liquor & Lotteries (MBLL) 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 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 2025 fiscal year /F'25 (April 2024-March 2025). 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 POP 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 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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Vacant

Liquor Experience Coordinator
Festivals, Events and Tastings

SALES TRENDS

The Marketing Program Guide details MBLL's updated marketing programs, program periods and application period for the 2025 fiscal year (April 2024-March 2025).

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

PERIOD		%
1	April	7.53%
2	May	8.06%
3	June	9.49%
4	July	9.63%
5	August	8.63%
6	September	7.84%
7	October	7.85%
8	November	7.66%
9	December	12.93%
10	January	6.14%
11	February	6.37%
12	March	7.87%

LIQUOR MARTS (F'23)

- \$461,138,383 Net Sales
- 29,199,380 Net Units
- 9,376,246 Transactions
- \$49.18 Average Transaction Value (ATV)
- 3.11 Units Per Transaction (UPT)

LIQUORMARTS.CA

- 961,023 Average Monthly Pageviews*
- 88,884 Average Monthly Homepage Views

SOCIAL MEDIA

- Facebook: 12K+ Followers
- Instagram: 8.8K + Followers
- X (Formerly known as Twitter): 9.5K + 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'25 Brand Spotlight Application deadline was October 10, 2023. This outline can be used as a reference for successful F'25 Brand Spotlight candidates, or for reference if considering the F'26 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	\$36,270
3	June		
4	July	Summer	\$37,000
5	August		
6	September	Fall	\$32,910
7	October		
8	November	Holiday	\$41,240
9	December		
10	January	Winter	\$24,970
11	February		
12	March	Spring	\$29,680
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
	Nesting Table Display	Tier 1-3	1 each month	Minimum of 4 SKUs, maximum of 5 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
	Limited Time Offer (LTO)	Tier 1-4	6 total	
Advertising	Shopping Cart	Tier 1-4	1 each month	Advertisement in approx. 650 shopping carts
	In Store Audio	Tier 1-4	4 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 X (Formerly known as 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, MBLL will share with Partners a document containing specs for all required artwork files, and a OneDrive link for upload.

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 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 Flagship Window Display. Flagship Window Display materials must be presented to the Liquor Programming and Experience (LPX) team and approved prior to setup. Partners are responsible for the setup and tear down 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 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.

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 will be given to unsuccessful F'25 Brand Spotlight applicants.

Vacant F'25 Mini Brand Spotlight opportunities will be communicated ahead of the period application deadline.

COST

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

PERIOD		\$ Rate per month
1	April	\$12,490
2	May	\$13,450
3	June	\$15,780
4	July	\$15,940
5	August	\$13,870
6	September	\$12,980
7	October	\$13,550
8	November	\$12,670
9	December	\$20,570
10	January	\$9,690
11	February	\$10,440
12	March	\$11,430

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	
	Limited Time Offer (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 X (Formerly Known as 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, MBLL will share with Partners a document containing specs for all required artwork files, and a OneDrive link for upload.

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 Partner 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.

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 Appendix B).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

There are 9 opportunities per period, charged on a per SKU basis in this Tier 1-2 display.

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

Additional programming (LTO, month-long Bonus AIR MILES®, Value Add, etc.) is required for program consideration.

COST

Tier 1-2 26 Stores 41%				
PERIOD		\$ Rate per SKU	Theme	Looking For...
1	April	\$640	Earth Day	Fair Trade, Sustainable Practices, Organic
2	May	\$680	Mother's Day	Rosé Wines, Sparkling Wines
3	June	\$780	Father's Day	Brown Spirits, Beer, Red Wine
4	July	\$790	Patio Pleasers	Tequila, Gin, Vodka, White Wines
5	August	\$690	Backyard BBQ	Red Wines, Rosé Wines, Beer, Bourbon
6	September	\$660	Fall/Harvest	Fall Beers, Ciders, Flavoured Spirits
7	October	\$680	Halloween	Spooky Labels
8	November	\$640	Grey Cup (Game Day)	Spirits, Beer, Ready-to-Drink (RTD)
9	December	n/a		
10	January	\$510	New Year's Resolutions	Low Alcohol, Low Calorie, Low Sugar
11	February	\$540	Valentine's Day	Rosé Wines, Sparkling Wines, Liqueurs, Themed Labels
12	March	\$590	St. Patrick's Day	Irish Whiskies & Beers

SELECTION CRITERIA

- Seasonal/Occasion-based focus
- Good distribution in Liquor Marts
- Provide overall balance to the display assortment
- Additional program participation (month-long Bonus AIR MILES®, LTO, Value Add)
- 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 1-2 Liquor Marts are required to list and display all approved SKUs on the In the Moment display for the duration of the period.

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

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

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

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 Appendix B).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

There are 9 opportunities per period, charged on a per SKU basis in this Tier 1-2 display.

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

All regularly listed products are eligible.

Additional programming (LTO, month-long Bonus AIR MILES®, Value Add, etc.) is required for program consideration.

COST

		Tier 1-2 26 Stores 41%	
PERIOD		\$ Rate Per SKU	Theme
1	April	\$640	New Ready-to-Drink
2	May	\$680	Vodka
3	June	\$780	Sparkling
4	July	\$790	Tequila
5	August	\$690	One-Pour Cocktails
6	September	\$660	Winnipeg Wine Festival
7	October	\$680	American Whiskey
8	November	\$640	Liqueurs
9	December	n/a	
10	January	\$510	Canadian Whisky
11	February	\$540	Winnipeg Whisky Festival
12	March	\$590	Rum

SELECTION CRITERIA

- Category-based focus
- Good distribution in Liquor Marts
- Provide overall balance to the display assortment
- Additional program participation (month-long Bonus AIR MILES®, LTO, Value Add)
- Projected sales volume
- Inventory availability/replenishment schedule
- Approved listing (approval of listing must be confirmed prior to applying for the Our Favourites program)

LIQUOR MART EXECUTION

Tier 1-2 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

LIQUOR MART

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

USE LOCATION FIND A LIQUOR MART FIND A PRODUCT

PRODUCTS PROMOTIONS LEARNING SHOP ONLINE ABOUT

OUR FAVOURITES - FLAVOURED BROWN SPIRITS

spice & everything nice

Spirits 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. 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 Appendix B).

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.

MBLL reserves the right to move and approve Product Spotlights at a level below what was applied for to balance display assortment for customers.

PARTICIPATION & ELIGIBILITY

There are up to 14 opportunities per period, with the exception of December, where there are up to 18 opportunities.

Displays will consist of no more than 3 related SKUs.

All regular listed products are eligible.

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

Additional programming (LTO, month-long Bonus AIR MILES®, Value Add, etc.) is required for program consideration. Additional offers should be across all participating products.

COST

PERIOD		Tier 1-4 56 Stores 89%	Tier 1-3 41 Stores 65%	Tier 1-2 26 Stores 41%	Tier 1 12 Stores 19%
1	April	\$5,870	\$5,610	\$4,250	\$1,910
2	May	\$6,320	\$6,040	\$4,580	\$2,170
3	June	\$7,420	\$7,090	\$5,370	\$2,710
4	July	\$7,490	\$7,160	\$5,430	\$2,440
5	August	\$6,520	\$6,230	\$4,730	\$2,710
6	September	\$6,100	\$5,830	\$4,420	\$2,170
7	October	\$6,370	\$6,090	\$4,610	\$2,170
8	November	\$5,960	\$5,690	\$4,320	\$2,170
9	December	\$9,670	\$9,240	\$7,000	\$3,530
10	January	\$4,560	\$4,350	\$3,300	\$1,620
11	February	\$4,910	\$4,690	\$3,550	\$1,620
12	March	\$5,380	\$5,140	\$3,890	\$1,910

SELECTION CRITERIA

- Seasonal/category focus
- Good distribution in Liquor Marts
- Overall balance of displays
- Additional program participation (month-long Bonus AIR MILES®, LTO, Value Add)
- Projected sales volume
- Approved listing (approval of listing must be confirmed prior to applying for the Product Spotlight program).
- Availability of bilingual campaigns and promotional signage/items

PROGRAM GUIDELINES & 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.

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

MBLL will provide stores with display signage and shelf talkers.

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 49 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 ready-to-drink (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 POP 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 Appendix B).

Late applications will not be accepted.

Partners must select the Tier(s) they wish to be featured in.

MBLL reserves the right to move and approve Footprint applications at a level below what was applied for to balance display assortment for customers.

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

PARTICIPATION & ELIGIBILITY

There is up to 1 opportunity per period for a Tier 1 display.

There is up to 1 opportunity per period for a Tier 1-2 display.

There is up to 1 opportunity per period for a Tier 1-3 display.

Displays will consist of a maximum of 3 SKUs.

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

Additional programming (LTO, month-long Bonus AIR MILES®, Value Add, etc.) is required for program consideration

COST

PERIOD		Tier 1-3 41 Stores 65%	Tier 1-2 26 Stores 41%	Tier 1 12 Stores 19%
1	April	\$3,470	\$2,200	\$1,010
2	May	\$3,730	\$2,370	\$1,090
3	June	\$4,380	\$2,780	\$1,280
4	July	\$4,430	\$2,810	\$1,300
5	August	\$3,850	\$2,440	\$1,130
6	September	\$3,610	\$2,290	\$1,060
7	October	\$3,760	\$2,390	\$1,100
8	November	\$3,500	\$2,220	\$1,030
9	December	\$5,710	\$3,620	\$1,670
10	January	\$2,700	\$1,710	\$790
11	February	\$2,890	\$1,830	\$850
12	March	\$3,170	\$2,010	\$930

SELECTION CRITERIA

- Seasonal/Category focus
- Additional program participation (month-long Bonus AIR MILES®, LTO, Value Add)
- 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 POP displays no larger than 36" W x 24" D (or otherwise approved by the Liquor Programming and Experience department).

Partners must provide images and dimensions (height, width and depth) for the merchandiser for approval. Images must be uploaded to the OneDrive folder according to the deadlines and instructions outlined in Appendix C.

POP displays should be shoppable from 360 degrees or at a minimum have creative on all sides (no white space on the back).

Partners will deliver POP displays 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.

MBLL will provide stores with shelf talkers.

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 Appendix B).

Late applications will not be accepted.

Partners must select the Tier(s) they wish to be featured in.

MBLL reserves the right to move and approve Impulse Bins at a level below what was applied for to balance display assortment for customers.

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.

Additional programming (LTO, month-long Bonus AIR MILES®, Value Add, etc.) is required for program consideration.

COST

Tier 1-4 56 Stores 89%		
PERIOD		\$ Rate per period
1	April	\$1,120
2	May	\$1,200
3	June	\$1,410
4	July	\$1,420
5	August	\$1,240
6	September	\$1,160
7	October	\$1,210
8	November	\$1,130
9	December	\$1,840
10	January	\$870
11	February	\$930
12	March	\$1,030

Tier 1-3 41 Stores 65%		
PERIOD		\$ Rate per period
1	April	\$850
2	May	\$910
3	June	\$1,070
4	July	\$1,080
5	August	\$940
6	September	\$880
7	October	\$920
8	November	\$860
9	December	\$1,390
10	January	\$660
11	February	\$710
12	March	\$780

SELECTION CRITERIA

- Attractive price point and size format to entice the impulse purchase
- Seasonal/Category focus
- Additional program participation (month-long Bonus AIR MILES®, LTO, Value Add)
- 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.

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

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 POP signage.

Liquor Mart staff will place the POP 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 Appendix B).

PARTICIPATION & ELIGIBILITY

There is 1 opportunity per period.

Displays will consist of a maximum of 1 SKU and will be executed in Tier 1-4 Liquor Marts.

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

SKUs cannot participate in back-to-back periods.

COST

Tier 1-4 56 Stores 89%	
PERIOD	\$ Rate per period
1 April	\$1,150
2 May	\$1,250
3 June	\$1,460
4 July	\$1,480
5 August	\$1,290
6 September	\$1,200
7 October	\$1,250
8 November	\$1,180
9 December	\$1,900
10 January	\$900
11 February	\$970
12 March	\$1,060

SELECTION CRITERIA

- Seasonal/Category focus
- Additional program participation (month-long Bonus AIR MILES®, LTO, Value Add)
- 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.

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

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 POP signage.

Liquor Mart staff will place the POP 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.

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 Appendix B).

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

PARTICIPATION & ELIGIBILITY

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

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

All listed products are eligible.

BYOAH program is an elevated opportunity to support:

- Unique eye-catching displays
- Target specific store/customer demographics that cannot be achieved with a Footprint display
- Volume requirements to promote a strong customer offer, such as a deep LTO, enhanced month-long AIR MILES® offer or contest.

Participating stores and display quantities will be determined by MBLL in collaboration with the Partner.

COST

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

SELECTION CRITERIA

- Seasonal/Category focus
- Additional program participation (month-long Bonus AIR MILES®, LTO, Value Add)
- Good distribution in Liquor Marts
- Projected sales volumes
- Availability of bilingual campaigns and promotional signage/items.

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Partners are responsible for providing all POP artwork for approval.

Partners are responsible for printing and delivering all POP components to participating stores. MBLL will provide stores with shelf talkers.

LIQUOR MART EXECUTION

Participating Liquor Marts are required to list and display all approved SKUs on the BYOAH 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
- Additional program participation (month-long Bonus AIR MILES®, LTO, Value Add)
- 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 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 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 ready-to-drink (RTD) are eligible for participation in this program.

New or seasonal listings are eligible, following 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.

Additional programming (LTO, Bonus AIR MILES®) is required for program consideration.

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 43%		
PERIOD		\$ Rate per period
1	April	\$2,010
2	May	\$2,170
3	June	\$2,550
4	July	\$2,570
5	August	\$2,240
6	September	\$2,100
7	October	\$2,180
8	November	\$2,040
9	December	\$3,320
10	January	\$1,560
11	February	\$1,690
12	March	\$1,850

SELECTION CRITERIA

- Seasonal/Category focus
- Additional program participation (month-long Bonus AIR MILES®, LTO, Value Add)
- 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.

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

Partners are 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.

Two horizontal white decal strips are used to highlight and further enhance visibility of the priority shelf, drawing the customer's attention to the feature product.

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.



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 Appendix B).

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 in select Tier 1-4 locations with an impulse lane cold box for each quarter, charged on a per SKU basis.

COST

TIER 1, TIER 2 (EXCEPT 6 & 52), TIER 3 (EXCEPT 10, 12, 22, 31, 32), 29, 39, 85, 74 38 Stores 60%			
PERIOD		\$ Rate per SKU	Theme
1-3	April-June	\$1,350	Rosé
4-6	July-September	\$1,380	White
7-9	October-December	\$1,510	Sparkling
10-12	January-March	\$1,020	White

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.



SECTION 4

support programs



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 Appendix B).

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 & ready-to-drink (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 & 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	Grant Park
	49	Brandon Victoria
	54	Crestview
	59	Seasons
	14	Main & Pritchard
	26	Charleswood
	36	Northdale
2	46	Thompson
	52	Eastwinds
	57	Steinbach
	60	Madison Square
	84	Portage La Prairie West
	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 Tier 1-3 (41 Stores)		
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Creative would be combination footer/no footer.

COST

PERIOD		Option 1 12 Stores 19%	Option 2 25 Stores 40%	Option 3 41 Stores 65%
1	April	\$690	\$1,440	\$2,360
2	May	\$980	\$2,030	\$3,340
3	June	\$1,160	\$2,420	\$3,970
4	July	\$1,100	\$2,290	\$3,760
5	August	\$1,040	\$2,160	\$3,550
6	September	\$690	\$1,440	\$2,360
7	October	\$690	\$1,440	\$2,360
8	November	\$630	\$1,310	\$2,150
9	December	\$980	\$2,010	\$3,340
10	January	\$570	\$1,180	\$1,940
11	February	\$570	\$1,180	\$1,940
12	March	\$690	\$1,440	\$2,360

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

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.

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

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 Appendix B).

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 Shelf Talker 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	\$260
2	May	\$280
3	June	\$330
4	July	\$330
5	August	\$290
6	September	\$270
7	October	\$280
8	November	\$260
9	December	\$430
10	January	\$200
11	February	\$220
12	March	\$240

*Up to 100% participation; store listing not required.

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.

Partners are required to submit creative files:

- High resolution JPEG
- 5.125" W x 3" H
- No crops or bleeds

Requirements: SKU# must be included. Must not refer to price.

Must not mention the alcohol content of the featured product, unless promoting its 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.

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 Appendix B).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed products are eligible.

SKUs cannot participate in back-to-back Neck Tag programs.

COST

TIER 1-4 + LMX 63 STORES 100%*		
PERIOD		\$ Rate per SKU
1	April	\$50
2	May	\$60
3	June	\$70
4	July	\$70
5	August	\$60
6	September	\$60
7	October	\$60
8	November	\$50
9	December	\$90
10	January	\$40
11	February	\$50
12	March	\$50

*Up to 100% participation; store listing not required.

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; with a 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 non-liquor value adds are 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 Appendix B).

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	\$60
3	June	\$70
4	July	\$70
5	August	\$60
6	September	\$60
7	October	\$60
8	November	\$50
9	December	\$90
10	January	\$40
11	February	\$50
12	March	\$50

*Up to 100% participation; store listing not required.

RURAL STORE DISTRIBUTION

Partners may distribute value adds directly to the rural stores.

If a Partner prefers, they may request that MBLL 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 (Unit 7 - 1000 King Edward St.) 30 days prior to the start of the period. 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. Please adhere to the same requirements as in section 5) Near Packs - Near Pack Distribution to Rural Stores

2) REP-APPLIED LIQUOR VALUE ADDS

Rep-Applied Liquor Value Adds are small format sprits, wine, beer or ready-to-drink (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 Appendix B).

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

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

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 value add does not have to be a Liquor Mart listed small format 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 (i.e. label, image, etc.).

The product must be priced with a minimum unit cost of \$0.01 plus freight, exchange and excise. Minimum-markup and Social Reference Pricing (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 expected 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	\$260
2	May	\$280
3	June	\$330
4	July	\$330
5	August	\$290
6	September	\$270
7	October	\$280
8	November	\$260
9	December	\$430
10	January	\$200
11	February	\$220
12	March	\$240

*Up to 100% participation; store listing not required.

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 Appendix B).

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.

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	\$260
2	May	\$280
3	June	\$330
4	July	\$330
5	August	\$290
6	September	\$270
7	October	\$280
8	November	\$260
9	December	\$430
10	January	\$200
11	February	\$220
12	March	\$240

*Up to 100% participation; store listing not required.

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 approved 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 Appendix B).

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	\$60
3	June	\$70
4	July	\$70
5	August	\$60
6	September	\$60
7	October	\$60
8	November	\$50
9	December	\$90
10	January	\$40
11	February	\$50
12	March	\$50

*Up to 100% participation; store listing not required.

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 Appendix B:

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.

If utilizing a Liquor Mart branded impulse bin merchandiser, Partners must submit to Programming@mbll.ca a print-ready 8.5" x 11" poster (PDF format, no crop marks) which will communicate the near pack value add offer.

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.

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 programming@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**



HOT BUY

The Hot Buy program is an extension of the Limited Time Offer (LTO) program, where the discount offers big savings to the customer for a two-week time frame.

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 Appendix B).

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 or limited release items (list type 11).

Seasonal listings (list type 23) may apply provided there is enough inventory to support and additional orders are not required to execute.

Back-to-back discount months 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.

Items approved for the Hot Buy Program may not participate in any other display programs during the approved discount period.

COST

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

PERIOD		\$ Rate per SKU
1	April 1-15 April 16-30	\$190
2	May 1-15 May 16-31	\$200
3	June 1-15 June 16-30	\$240
4	July 1-15 July 16-31	\$240
5	August 1-15 August 16-31	\$210
6	September 1-15 September 16-30	\$190
7	October 1-15 October 16-31	\$200
8	November 1-15 November 16-30	\$190
9	December 1-15 December 16-31	\$300
10	January 1-15 January 16-31	\$140
11	February 1-15 February 16-28	\$150
12	March 1-15 March 16-31	\$170

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

* 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*
Spirits	Minimum 15%
Wine	Minimum 20%
Beer	Minimum 20%
Ready-to-Drink	Minimum 20%

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).

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 45 days prior to the 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

Internationally sourced items (including USA) may be cancelled up until the date that a PO has been placed without penalty.

If a Partner-driven cancellation is requested after the PO has been placed, it may be reviewed by MBLL to ensure that there is no risk of an overstock situation. If an overstock situation is possible, the Partner may either run the program as planned, or find a domestic liquor jurisdiction to send the product to at the cost of the Partner and/or agency, and the discount program will be cancelled.

Domestically sourced items may be cancelled 60 days prior to the LTO period beginning. After this date, inventory will be ordered to support the promotion, if it has not already been ordered. If a Partner-driven cancellation is requested after the PO has been placed, it may be reviewed by MBLL to ensure there is no risk of an overstock situation. If an overstock situation is possible, the Partner may either run the program as planned or may return inventory to the source point at the cost of the Partner and/or agency and the discount program will be cancelled.

Privately distributed items will still have until the 45-day cut off to add/remove items, as MBLL is not responsible for sourcing the inventory provided there is space available and the criteria on page 51 can be met.

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 provided inventory is not a concern, space is available, and the criteria outlined on page 51 can be met.

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.

ORDER RESTRICTING

By submitting an application, Partners are entering an agreement that if approved for the intended program, inventory will be ready and available to be ordered to support the program from the current source point. One-time ship point changes should not be used as a method of inventory security when applying for these programs.

Inventory must arrive 2 weeks prior to the program start date for distribution to all participating locations, including private channels where applicable.

If unsure what anticipated order levels will be or when the order would be placed, please reach out to your assigned Senior Buyer for the product(s) you're looking to submit before the deadline day, if possible.

If available supply cannot meet anticipated demand, or practices of inventory restriction to manage costs are suspected, MBLL reserves the right to cancel the Hot Buy approval.

LIMITED TIME OFFER

The Limited Time Offer (LTO) program allows Partners to offer month-long discounts on products, in accordance with the MBL'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 Appendix B).

Late LTO additions may be accepted after the application deadline at the discretion of MBL. 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 MBL is not responsible for sourcing the inventory, the Liquor Programming and Experience department may consider LTO applications for Privately Distributed Licensee-Only (list type 27) 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 discount months 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 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	\$190
2	May	\$200
3	June	\$240
4	July	\$240
5	August	\$210
6	September	\$190
7	October	\$200
8	November	\$190
9	December	\$300
10	January	\$140
11	February	\$150
12	March	\$170

*Up to 100% participation; store listing not required.

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

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

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, MBLL will adjust the discount value to meet the minimum requirements.

Approximately 45 days 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

Internationally sourced items (including USA) may be cancelled up until the date that a PO has been placed without penalty.

If a Partner-driven cancellation is requested after the PO has been placed, it may be reviewed by MBLL to ensure that there is no risk of an overstock situation. If an overstock situation is possible, the Partner may either run the program as planned, or find a domestic liquor jurisdiction to send the product to at the cost of the Partner and/or agency, and the discount program will be cancelled.

Domestically sourced items may be cancelled 60 days prior to the LTO period beginning. After this date, inventory will be ordered to support the promotion, if it has not already been ordered. If a Partner-driven cancellation is requested after the PO has been placed, it may be reviewed by MBLL to ensure there is no risk of an overstock situation. If an overstock situation is possible, the Partner may either run the program as planned or may return inventory to the source point at the cost of the Partner and/or agency and the discount program will be cancelled.

Privately distributed items will still have until the 45-day cut off to add or remove items, as MBLL is not responsible for sourcing the inventory.

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.

ORDER RESTRICTING

By submitting an application, Partners are entering an agreement that if approved for the intended program, inventory will be ready and available to be ordered to support the program from the current source point. One-time ship point changes should not be used as a method of inventory security when applying for these programs.

Inventory must arrive 2 weeks prior to the program start date for distribution to all participating locations, including private channels where applicable.

If unsure what anticipated order levels will be or when the order would be placed, please reach out to your assigned Senior Buyer for the product(s) you're looking to submit before the deadline day, if possible.

If available supply cannot meet anticipated demand, or practices of inventory restriction to manage costs are suspected, MBLL reserves the right to cancel the LTO approval.

BLACK FRIDAY

The Black Friday Program is an opportunity for Partners to offer a large discount for a three day period from November 28-30, 2024.

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 Appendix B).

Late or incomplete applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed products are eligible, except for those participating in the November or December LTO or Hot Buy or November B Bonus AIR MILES® programs.

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.

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.

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.



SECTION 6

—
AIR MILES[®] programs



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 F25 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, 2024.

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 apply.

COST

The cost of this program is subject to the tier level mutually agreed upon between the 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	80K	200K	325K	450K
Vendor Price per Mile	\$0.27	\$0.25	\$0.22	\$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 Appendix B).

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

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.

MBLL reserves the right to limit the number of Bonus AIR MILES® products for any period.

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.

Bulk Buy participants will be charged their discounted per mile rate.

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 Appendix B).

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.

COST

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

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)

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.

LIQUOR MART EXECUTION

Tier 1 & 2 stores will be required to list all SKUs featured on the Bonus Bundles display.

Tier 3 & 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 liquormarts.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 Appendix B).

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:

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

Partners are strongly encouraged to round offers to the nearest 5/0 value to have an attractive and competitive offer for customers.

Offers below 5 AIR MILES® Bonus Miles™ will not be considered.

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 required to list and display all 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 14 Max Miles programs scheduled for this fiscal year.

PROGRAM DATE	Occasion
May 6-12, 2024	Mother's Day
May 13-20, 2024	Victoria Day
June 10-16, 2024	Father's Day
June 24-July 1, 2024	Summer
July 29-August 5, 2024	August Long
August 26-September 2, 2024	Labour Day
October 7-14, 2024	Thanksgiving
October 24-31, 2024	Halloween
November 11-17, 2024	Grey Cup
December 9-15, 2024	Winter/Holiday
December 26-31, 2024	New Year's Eve
February 2-9, 2025	Super Bowl
February 10-17, 2025	Valentine's Day/Louis Riel
March 11-17, 2025	St. Patrick's Day



SECTION 7

— 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 4-5 weeks in advance prior to the requested month.

Application is available on [MBLLPartners.ca](https://mbllpartners.ca)

The Store Management will create the sampling schedule during the first week of the month prior to the requested month. After the deadline, any remaining sampling slots will be meted out on a first-come, first-serve basis and are not guaranteed. Samplings will be confirmed by the store upon completion of the schedule.

If the same products are being sampled across multiple locations in a short timeframe, ensure there is adequate inventory available to support each sampling.

All products are eligible to be sampled, however they must be store-listed in the Liquor Mart where you are applying.

A minimum of 2 SKUs are required, with a maximum of 4 SKUs per opportunity.

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.

Please note, peak periods may vary slightly from store to store as well as between urban and rural locations.

SELECTION CRITERIA

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

- Premium/higher profit product
- Projected sales volumes
- New product
(Set up must be finalized and product needs to be available to order from the Distribution Centre.)
- Unique product
- Overall balance of product being sampled.
(For example, if three samplings, one each of spirits, wine and RTD/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:

Wine	2 ounces	60 ml
Beer & RTD	4 ounces	120 ml
Spirits & Liqueurs	1/2 ounce	15 ml

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.)

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

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

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

Please consult Appendix F for complete details.

NO SHOWS & CANCELLATIONS

It is important to follow up on and double check all approved sampling locations, dates and times prior to execution.

No shows and cancellations, as well as late arrivals over 30 minutes will be monitored by each Liquor Mart and reported directly to LPX.

Repeat occurrences may result in a temporary suspension of sampling applications until proof of good standing can be demonstrated.

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 ready-to-drink (RTD), and 30% off the basic retail price for beer.

The desired payment method must be checked off on the application form which will guide staff on how to charge for the product used (NEW).

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

- Head Office Account Charge (Electronic Funds Transfer - EFT)
- Payment immediately following the sampling via credit card, debit or cash

If credit, debit or cash is not presented at the end of the sampling but was chosen as the payment method in the application, the account will be automatically charged so no open/outstanding balance to the store remains.

Marketing Representatives should keep 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 Liquor Mart. It is the store management's responsibility to:

- a) Use for staff
- b) Use for public sampling by Product Consultants
- c) Dispose of immediately

Under no circumstance may the agent, marketing representative, sampler or any Liquor Mart employee remove this product from the store.

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 store at least 4-5 weeks in advance prior to the requested month.

Application is available on MBLLPartners.ca

The Product Consultants will create the sampling schedule during the first week of the month prior to the requested month. After the deadline, any remaining sampling slots will be meted out on a first-come, first-serve basis and are not guaranteed. Samplings will be confirmed by the store upon completion of the schedule.

If the same products are being sampled across multiple locations in a short timeframe, ensure there is adequate inventory available to support each sampling.

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 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 Appendix B).

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 SKUs along with tasting notes, food pairings or cocktail recipes.

COST

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 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 Appendix B).

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

There are 3 opportunities per period.

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

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.

Limited Time Offer (LTO) or (Bonus AIR MILES®) information may be included on any month-long programs.

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

Spots must include a social responsibility message and must not exceed 20 seconds in length (i.e. "Please enjoy responsibly").

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

— appendices



APPENDIX A: LIQUOR MART TIER STRUCTURE

TOTAL BY TIER		STORE #	STORE		% TOTAL SALES	CUMULATIVE	PRODUCT SPOTLIGHT	P9 PRODUCT SPOTLIGHT	RUNNING TOTAL
12 STORES 11 CITY • 1 RURAL	TIER 1	20	ST. VITAL SQUARE	D	3.69%	3.69%	16	20	12 STORES 11 CITY • 1 RURAL
		5	GARDEN CITY SQUARE	D	3.67%	7.36%	16	20	
		45	GRANT PARK	D	3.51%	10.87%	16	20	
		54	CRESTVIEW	D	3.31%	14.18%	16	20	
		43	SOUTHDALE	D	3.15%	17.33%	16	20	
		17	KENASTON CROSSING	D	3.07%	20.40%	16	20	
		40	FORT RICHMOND	D	2.74%	23.14%	16	20	
		41	SOUTHGLEN		2.20%	25.34%	16	20	
		8	PORTAGE & AINSLIE		2.00%	27.34%	16	20	
		30	SAGE CREEK	D	1.89%	29.23%	16	20	
		49	BRANDON VICTORIA		1.80%	31.02%	16	20	
		59	SEASONS	D	1.38%	32.41%	16	20	
14 STORES 10 CITY • 4 RURAL	TIER 2	52	EASTWINDS		3.03%	35.44%	11	14	26 STORES 21 CITY • 5 RURAL
		60	MADISON SQUARE	D	2.99%	38.42%	11	14	
		46	THOMPSON		2.95%	41.37%	11	14	
		57	STEINBACH	D	2.86%	44.24%	11	14	
		36	NORTHDALE	D	2.65%	46.89%	11	14	
		51	BRANDON SOUTH		2.09%	48.98%	11	14	
		50	TYNDALL MARKET		1.86%	50.84%	11	14	
		44	SPRING MEADOW SQUARE		1.84%	52.69%	11	14	
		26	CHARLESWOOD		1.77%	54.45%	11	14	
		9	TUXEDO	D	1.57%	56.02%	11	14	
		18	FORT GARRY		1.42%	57.44%	11	14	
		6	HARGRAVE & ELLICE		1.39%	58.83%	11	14	
		84	PORTAGE LA PRAIRIE WEST		1.30%	60.13%	11	14	
		14	MAIN & PRITCHARD		1.14%	61.27%	11	14	

APPENDIX A: LIQUOR MART TIER STRUCTURE

TOTAL BY TIER		STORE #	STORE		% TOTAL SALES	CUMULATIVE	PRODUCT SPOTLIGHT	P9 PRODUCT SPOTLIGHT	RUNNING TOTAL
15 STORES 7 CITY • 8 RURAL	TIER 3	19	BUNNS CREEK SHOPPING MALL	D	2.32%	63.59%	7	6	41 STORES 28 CITY • 13 RURAL
		25	PORTAGE & BURNELL		2.21%	65.80%	7	6	
		11	SELKIRK		2.03%	67.83%	7	6	
		12	RIVER & OSBORNE		2.02%	69.86%	7	6	
		28	RIVERGROVE		1.83%	71.68%	7	6	
		42	DOMINION		1.77%	73.46%	7	6	
		32	BRANDON CORRAL CENTRE	D	1.55%	75.01%	7	6	
		27	WINKLER		1.52%	76.52%	7	6	
		13	GIMLI		1.47%	77.99%	7	6	
		7	DAUPHIN		1.45%	79.44%	7	6	
		38	MAIN & JEFFERSON		1.41%	80.85%	7	6	
		10	FLIN FLON		1.26%	82.11%	7	6	
		48	TRANSCONA SQUARE		1.23%	83.35%	7	6	
		31	THE PAS		1.18%	84.53%	7	6	
		22	PORTAGE LA PRAIRIE EAST		0.80%	85.33%	7	6	
16 STORES 3 CITY • 13 RURAL	TIER 4	39	STONEWALL		1.18%	86.51%	4	4	56 STORES 31 CITY • 25 RURAL
		85	BRIDGWATER		1.13%	87.64%	4	4	
		74	PARK WEST		1.09%	88.72%	4	4	
		29	LAC DU BONNET		1.04%	89.77%	4	4	
		55	BEAUSEJOUR		0.81%	90.57%	4	4	
		37	MORDEN		0.74%	91.31%	4	4	
		4	NEEPAWA		0.68%	91.99%	4	4	
		23	SWAN RIVER		0.67%	92.66%	4	4	
		24	VIRDEN		0.57%	93.23%	4	4	
		34	PINE FALLS		0.53%	93.76%	4	4	
		86	TRUE NORTH SQUARE	D	0.53%	94.29%	4	4	
		53	CARMAN		0.46%	94.75%	4	4	
		33	MINNEDOSA		0.43%	95.19%	4	4	
		56	RUSSELL		0.42%	95.61%	4	4	
		15	ROBLIN		0.42%	96.03%	4	4	
		16	KILLARNEY						
		NEW fixtures - full store			NEW fixtures - beer & ready-to-drink sections only			D = Distinctions Store	

APPENDIX A: LIQUOR MART TIER STRUCTURE

TOTAL BY TIER		STORE #	STORE	% TOTAL SALES	CUMULATIVE	PRODUCT SPOTLIGHT	P9 PRODUCT SPOTLIGHT	RUNNING TOTAL
6 STORES 5 CITY • 1 RURAL	LMX	73	GATEWAY					
		79	SARGENT AVENUE					
		81	REENDERS					
		76	ST. ANNES					
		75	BRANDON WEST END					
		72	BISON DRIVE					
NEW fixtures - full store				NEW fixtures - beer & ready-to-drink sections only				

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

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

APPENDIX B: MARKETING PROGRAM SCHEDULE

2024/2025 PERIODS		SPRING		SUMMER			FALL		HOLIDAY		WINTER				
		P1 APRIL 2024	P2 MAY 2024	P3 JUNE 2024	P4 JULY 2024	P5 AUGUST 2024	P6 SEPTEMBER 2024	P7 OCTOBER 2024	P8 NOVEMBER 2024	P9 DECEMBER 2024	P10 JANURAY 2025	P11 FEBRUARY 2025	P12 MARCH 2025		
CATEGORY STRATEGY	Wine	Rosé		Sparkling	White	Red	Red		Sparkling		Better For You (Low Alcohol/Low Sugar/Low Calorie)				
	Spirits	Vodka	Gin	Tequila		Rum	Bourbon		Scotch	Liqueurs	Canadian Whisky		Rum		
	Beer	New Beers		Light & Refreshing			Rich & Flavourful		Premium and Deluxe		Better For You (Low Alcohol/Low Sugar/Low Calorie)				
	Ready-to-Drink (RTD)	New RTDs		Trending Flavours			Cider		Premium and Deluxe		Better For You (Low Alcohol/Low Sugar/Low Calorie)				
PROGRAMS	In the Moment	Earth Day	Mother's Day	Father's Day	Patio Pleasers	Backyard BBQ	Fall/Harvest	Halloween	Game Day (Grey Cup)	n/a	New Year's Resolutions	Valentine's Day	St. Patrick's Day		
	Our Favourites	New RTDs	Vodka	Sparkling	Tequila	One-Pour Cocktails	Winnipeg Wine Festival	American Whiskey	Liqueurs	n/a	Canadian Whisky	Winnipeg Whisky Festival	Rum		
	Impulse Cold Box	Rosé Wines		Rosé Wines	White Wines		White Wines	Sparkling Wines	Sparkling Wines		White Wines				
	Limited Time Offer (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		
	Black Friday								28-30						
	Max Miles		6-12 (Mother's Day) 13 -20 (Victoria Day)	10-16 (Father's Day) 24-1 (Canada Day)	29-5 (August Long)	26-2 (Labour Day)		7-14 (Thanksgiving) 24-31 (Halloween)	11-17 (Grey Cup)	9-15 (Winter/Holiday) 26-31 (Boxing Day/NYE)		2-9 (Super Bowl) 10-17 (Valentine's Day/Louis Riel)	11-17 (St. Patrick's Day)		
	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 Sales Occasions	MLB Season begins	Cinco de Mayo (5)	CFL Season begins	Canada Day (1)	Terry Fox Day (5)	Labour Day (2)	Thanksgiving (14)	Grey Cup (17)	Cyber Monday (2)	NFL Playoffs	Super Bowl (9)	St. Patrick's Day (17)		
		World Malbec Day (17)	Victoria Day (20)	Cottage Season			Lead-up to Thansksgiving	Halloween (31)	Black Friday (29)	Christmas (25)		Louis Riel (17)	March Madness		
			NHL & NBA Playoffs begin				NFL Season begins	NHL Season begins		Boxing Day (26)					
			Cottage Season					NBA Season begins							
	Key Gifting Occasions		Mother's Day (12)	Wedding Season					Early Holiday Gifting	Christmas		Valentine's Day (14)			
				Graduation Season			Corporate Holiday Gifting								
				Father's Day (16)											
				Diversity, Equity & Inclusion Support Occasions	Earth Day (22)		Indigenous History Month				National Day for Truth & Reconciliation (30)	Fair Trade Month	Diwali (1)	Hanukkah (25-2)	Orthodox Christmas (7)
	Passover (22-30)	Pride Month			Rosh Hashanah (2-4)		Day of the Dead (2)	Kwanzaa (26-1)				Robbie Burns (25)		International Women's Day (8)	
		National Indigenous People's History Day (21)					Yom Kippur (11-12)	Remembrance Day (11)				New Year's Eve (31)	Lunar New Year (29)		
								Beaujolais Nouveau (21)							
APPLICATION DEADLINE		November 14, 2023	January 9, 2024		March 5, 2024		April 30, 2024		June 4, 2024		September 10, 2024		November 12, 2024		
POP & Image Upload Deadline		January 26, 2024	February 23, 2024	March 22, 2024	April 26, 2024	May 24, 2024	June 21, 2024	July 26, 2024	August 23, 2024	September 27, 2024	October 25, 2024	November 22, 2024	December 20, 2024		

APPENDIX B: SPRING (APRIL & MAY 2024)

	Program Dates	Application Deadline	POP & Image Deadline
Period 1 (P1)	April 1-30, 2024	November 14, 2023	January 26, 2024
Period 2 (P2)	May 1-31, 2024	January 9, 2024	February 23, 2024

All programs are month-long, unless otherwise specified. Dates are noted in brackets.

SEASONAL THEMES

Springtime means warm sun, refreshing air, and new life. We'll capture the essence of spring in a glass with the latest and greatest beer and ready-to-drink options. Rosé wines will be in full bloom and ready to enjoy on the patio or as a gift for someone special. Manitobans will also unearth the versatility of Vodka and Gin with light and refreshing cocktail ideas – perfect for entertaining!

OCCASIONS & OBSERVANCES

	Key Sales Occasions	Key Gifting Occasions	Diversity, Equity & Inclusion Support Occasions
P1	MLB Season begins World Malbec Day (17)	n/a	Earth Day (22) Passover (22-30)
P2	Cinco de Mayo (5) Victoria Day (20) NHL & NBA Playoffs begin Cottage Season	Mother's Day (12)	n/a

CATEGORY FOCUS

	Wine	Spirits	Beer	Ready-to-Drink (RTD)
P1	Rosé	Vodka	New Beers	New RTDs
P2		Gin		

SEASONAL DISPLAYS

	In the Moment	Our Favourites	Impulse Cold Box
P1	Earth Day <i>Fair Trade, Sustainable practices, Organic</i>	New RTDs	Rosé Wines April-June 2024
P2	Mother's Day <i>Rosé Wines, Sparkling Wines</i>	Vodka	

DISCOUNT & LOYALTY PROGRAMS

	Hot Buy & AIR MILES A	Hot Buy & AIR MILES B	Limited Time Offers (LTO)	Max Miles
P1	April 1-15, 2024	April 16-30, 2024	April 1-30, 2024	n/a
P2	May 1-15, 2024	May 16-31, 2024	May 1-31, 2024	Mother's Day (6-12) Victoria Day (13-20)

APPENDIX B: SUMMER (JUNE, JULY & AUGUST 2024)

	Program Dates	Application Deadline	POP & Image Deadline
Period 3 (P3)	June 1-30, 2024	January 9, 2024	March 22, 2024
Period 4 (P4)	July 1-31, 2024	March 5, 2024	April 26, 2024
Period 5 (P5)	August 1-31, 2024		May 24, 2024

All programs are month-long, unless otherwise specified. Dates are noted in brackets.

SEASONAL THEMES

Manitobans live for our fleeting prairie summers and soak up everything the season has to offer. With that, Liquor Marts will have something for every occasion – great gifts for “dad”, bubbly for graduation & weddings, perfect pairings for your BBQ fare, and refreshing sips for those lazy days in the hammock. Rum and Tequila will be the spirit focus – offering customers new ways to jazz up a classic Mojito or Tequila Sunrise.

OCCASIONS & OBSERVANCES

	Key Sales Occasions	Key Gifting Occasions and Diversity	Diversity, Equity & Inclusion Support Occasions	Events
P3	CFL Season begins Cottage Season	Father’s Day (16) Graduation Season Wedding Season	Indigenous History Month Pride Month National Indigenous People’s History Day (21)	Flatlander’s Beer Festival
P4	Canada Day (1) Cottage Season	Wedding Season	n/a	n/a
P5	Terry Fox Day (5) Cottage Season			

CATEGORY FOCUS

	Wine	Spirits	Beer	Ready-to-Drink (RTD)
P3	Sparkling	Tequila	Light & Refreshing	Trending Flavours
P4	White			
P5	Red	Rum		

SEASONAL DISPLAYS

	In the Moment	Our Favourites	Impulse Cold Box
P3	Father’s Day <i>Brown Spirits, Beer, Red Wine</i>	Sparkling	Rosé Wines April-June 2024
P4	Patio Pleasers <i>Tequila, Gin, Vodka, White Wines</i>	Tequila	White Wines July-September 2024
P5	Backyard BBQ <i>Red Wines, Rosé Wines, Beer, Bourbon</i>	One-Pour Cocktails	

DISCOUNT & LOYALTY PROGRAMS

	Hot Buy & AIR MILES A	Hot Buy & AIR MILES B	Limited Time Offers (LTO)	Max Miles
P3	June 1-15, 2024	June 16-30, 2024	June 1-30, 2024	Father’s Day (10-16) Canada Day (24-1)
P4	July 1-15, 2024	July 16-31, 2024	July 1-31, 2024	August Long (29-5)
P5	August 1-15, 2024	August 16-31, 2024	August 1-31, 2024	Labour Day (26-2)

APPENDIX B: FALL (SEPTEMBER & OCTOBER 2024)

	Program Dates	Application Deadline	POP & Image Deadline
Period 6 (P6)	September 1-30, 2024	April 30, 2024	June 21, 2024
Period 7 (P7)	October 1-31, 2024		July 26, 2024

All programs are month-long, unless otherwise specified. Dates are noted in brackets.

SEASONAL THEMES

Pull out your cozy sweaters – fall has arrived! As Manitobans begin to slow down after a busy summer, things will be kicking off in Liquor Marts. We'll present our lineup of crisp beer and ciders to enjoy while watching the game. We'll also shine a light on the rich flavours and artful craft of Bourbon. Winnipeg Wine Festival will leave customers with a list of favourite wines for every occasion – whether festive or spooky.

OCCASIONS & OBSERVANCES

	Key Sales Occasions	Key Gifting Occasions	Diversity, Equity & Inclusion Support Occasions	Events
P6	Labour Day (2) Lead-up to Thansksgiving NFL Season begins	n/a	National Day for Truth & Reconciliation (30)	Winnipeg Wine Festival
P7	Thanksgiving (14) Halloween (31) NHL Season begins NBA Season begins	n/a	Fair Trade Month Rosh Hashanah (2-4) Yom Kippur (11-12)	n/a

CATEGORY FOCUS

	Wine	Spirits	Beer	Ready-to-Drink (RTD)
P6	Red	Bourbon	Rich & Flavourful	Cider
P7				

SEASONAL DISPLAYS

	In the Moment	Our Favourites	Impulse Cold Box
P6	Fall Harvest <i>Fall Beers, Ciders, Flavoured Spirits</i>	Winnipeg Wine Festival	White Wines July-September 2024
P7	Halloween <i>Spooky Labels</i>	American Whiskey	Sparkling Wines October-December 2024

DISCOUNT & LOYALTY PROGRAMS

	Hot Buy & AIR MILES A	Hot Buy & AIR MILES B	Limited Time Offers (LTO)	Max Miles
P6	September 1-15, 2024	September 16-30, 2024	September 1-30, 2024	n/a
P7	October 1-15, 2024	October 16-31, 2024	October 1-31, 2024	Thanksgiving (7-14) Halloween (24-31)

APPENDIX B: HOLIDAY (NOVEMBER & DECEMBER 2024)

	Program Dates	Application Deadline	POP & Image Deadline
Period 8 (P8)	November 1-30, 2024	June 4, 2024	August 23, 2024
Period 9 (P9)	December 1-31, 2024		September 27, 2024

All programs are month-long, unless otherwise specified. Dates are noted in brackets.

SEASONAL THEMES

’Tis the season for gifting and hosting! With our premium and deluxe offerings, there’s sure to be something special for everyone on your list. Gift packs will be coming to town, with Manitobans eager to explore the variety of unique products and bonus items. Customers will feast their eyes on the endless flavours of liqueurs and find that perfect bottle of wine to add that extra sparkle to their New Year’s celebrations.

OCCASIONS & OBSERVANCES

	Key Sales Occasions	Key Gifting Occasions	Diversity, Equity & Inclusion Support Occasions	Events
P8	Grey Cup (17) Black Friday (29)	Early Holiday Gifting Corporate Holiday Gifting	Diwali (1) Day of the Dead (2) Remembrance Day (11) Beaujolais Nouveau (21)	Premium Spirit Release
P9	Cyber Monday (2) Christmas (25) Boxing Day (26)	Christmas	Hanukkah (25-2) Kwanzaa (26-1) New Year’s Eve (31)	n/a

CATEGORY FOCUS

	Wine	Spirits	Beer	Ready-to-Drink (RTD)
P8	Sparkling	Scotch	Premium & Deluxe	Premium & Deluxe
P9		Liqueurs		

SEASONAL DISPLAYS

	In the Moment	Our Favourites	Impulse Cold Box
P8	Grey Cup <i>Spirits, Beer, RTDs</i>	Liqueurs	Sparkling Wines October-December 2024
P9	n/a	n/a	

DISCOUNT & LOYALTY PROGRAMS

	Hot Buy & AIR MILES A	Hot Buy & AIR MILES B	Limited Time Offers (LTO)	Black Friday	Max Miles
P8	November 1-15, 2024	November 16-30, 2024	November 1-30, 2024	November 28-30, 2024	Grey Cup (11-17)
P9	December 1-15, 2024	December 16-30, 2024	December 1-30, 2024	n/a	Winter/Holiday (9-15) Boxing Day/New Year’s Eve (26-31)

APPENDIX B: WINTER (JANUARY, FEBRUARY & MARCH 2025)

	Program Dates	Application Deadline	POP & Image Deadline
Period 10 (P10)	January 1-31, 2025	September 10, 2024	October 25, 2024
Period 11 (P11)	February 1-28, 2025		November 22, 2024
Period 12 (P12)	March 1-31, 2025	November 12, 2024	December 20, 2024

All programs are month-long, unless otherwise specified. Dates are noted in brackets.

SEASONAL THEMES

The weather may be cold, but the selection is hot in Liquor Marts. Brown spirits will take centre stage in support of the Winnipeg Whisky Festival and Premium Spirit Release. Manitobans looking for something light will find an assortment of wine, beer and ready-to-drink products that are low alcohol, low sugar, or low calorie. We'll be driving key occasions such as Valentine's Day, St. Patrick's Day, and sporting events such as Super Bowl and NHL Playoffs.

OCCASIONS & OBSERVANCES

	Key Sales Occasions	Key Gifting Occasions	Diversity, Equity & Inclusion Support Occasions	Events
P10	NFL Playoffs	n/a	Orthodox Christmas (7) Robbie Burns (25) Lunar New Year (29)	n/a
P11	Super Bowl (9) Louis Riel Day (17)	Valentine's Day (14)	Black History Month	n/a
P12	St. Patrick's Day (17) March Madness	n/a	International Women's Day (8) Ramadan (1-30)	Winnipeg Whisky Festival Premium Spirit Week

CATEGORY FOCUS

	Wine	Spirits	Beer	Ready-to-Drink (RTD)
P10	Better for You <i>Low Alcohol, Low Calorie, Low Sugar</i>	Canadian Whisky	Better for You <i>Low Alcohol, Low Calorie, Low Sugar</i>	Better for You <i>Low Alcohol, Low Calorie, Low Sugar</i>
P11				
P12		Rum		

SEASONAL DISPLAYS

	In the Moment	Our Favourites	Impulse Cold Box
P10	New Year's Resolutions <i>Low Alcohol, Low Calorie, Low Sugar</i>	Canadian Whisky	White Wines January-March 2025
P11	Valentine's Day <i>Rosé Wines, Sparkling Wines, Liqueurs, Themed Labels</i>	Winnipeg Whisky Festival	
P12	St. Patrick's Day <i>Irish Whiskies & Beers</i>	Rum	

DISCOUNT & LOYALTY PROGRAMS

	Hot Buy & AIR MILES A	Hot Buy & AIR MILES B	Limited Time Offers (LTO)	Max Miles
P10	January 1-15, 2025	Janauary 16-31, 2025	January 1-31, 2025	n/a
P11	February 1-15, 2025	February 16-28, 2025	February 1-28, 2025	Super Bowl (2-9) Valentine's Day / Louis Riel Day (10-17)
P12	March 1-15, 2025	March 16-31, 2025	March 1-31, 2025	St. Patrick's Day (11-17)

APPENDIX C:

POP 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.

Brand Spotlight & Mini Brand Spotlight POP requirements will be sent to the Partner prior to the upload deadline.

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:

- In the Moment
- Our Favourites
- Cold Zone Billboard
- Hot Buy
- AIR MILES® Max Miles
- AIR MILES® Bonus Bundles
- Black Friday
- Product Spotlight (excluding Brand & Mini Brand Spotlight)
- Canopy Signage
- Impulse Bin
- Impulse @ Cash

Images and dimensions (width, depth, height) must be provided for the following programs:

- Footprint displays
- Near Pack Value Add merchandisers

Brand Spotlight and Mini Brand Spotlight final POP files are due in conjunction with the file upload deadlines for the approved period.

FILE UPLOAD DEADLINES

PERIOD	POP File Upload Deadline
Period 1 (April 1-30)	January 26, 2024
Period 2 (May 1-31)	February 23, 2024
Period 3 (June 1-30)	March 22, 2024
Period 4 (July 1-31)	April 26, 2024
Period 5 (August 1-31)	May 24, 2024
Period 6 (September 1-30)	June 21, 2024
Period 7 (October 1-31)	July 26, 2024
Period 8 (November 1-30)	August 23, 2024
Period 9 (December 1-31)	September 27, 2024
Period 10 (January 1-31)	October 25, 2024
Period 11 (February 1-28)	November 22, 2024
Period 12 (March 1-31)	December 20, 2024

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.

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* and e-mail to **programming@mbll.ca** to apply for the following programs:

- Cold Zone Billboard
- In the Moment
- Our Favourites
- Impulse Cold Box
- Product Spotlight
- Build-Your-Own Ad-Hoc
- Footprint Theatre
- Impulse Bin
- Impulse @ Cash
- Canopy Signage
- Shelf Talker
- Neck Tag
- Value Add
- Limited Time Offer (LTO)
- Hot Buy
- Black Friday
- AIR MILES® Bonus Miles
- AIR MILES® Max Miles
- AIR MILES® Bonus Bundles
- 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 program, please use the Mini Brand Spotlight Application Form and apply to programming@mbll.ca:

- Mini Brand Spotlight Program

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

- Liquor Mart 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 SAMPLING: MARKETING REPRESENTATIVE & SAMPLER GUIDELINES AND RESPONSIBILITIES

Under no circumstance may the agent, marketing representative, sampler or any Liquor Mart employee remove sampling product from the store. Any opened/unconsumed product left at the end of an in-store sampling is to remain in the Liquor Mart.

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 \$2,500 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 as indicated on the application form.
- Payment on account is the preferred method of payment.

SAMPLER/3RD PARTY SAMPLING COMPANY

- **For locations without a controlled entrance, the sampler must request ID if customer appears to be 25 years 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.**
- **Must follow and adhere to maximum allowable sample sizes.**
- 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.

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 (e.g. QR code, website), 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.

Partners will be required to provide Rules & Regulations.

MBLL will create and distribute shelf talkers that communicate the contest. Partners will be required to submit bottle images and prize images to the OneDrive folder according to the deadline and instructions outlined in Appendix C.

For an AIR MILES® Scan to Win contest in conjunction with a Product Spotlight display, MBLL will create and distribute the POP. Partners will be required to submit bottle images and prize images to the OneDrive folder according to the deadline and instructions outlined in Appendix C.

For an AIR MILES® Scan to Win contest in conjunction with other displays (Footprint Theatre, Build Your Own Ad Hoc), Partners are required to create and distribute the POP. Creative files must be approved with the Liquor Programming & Experience department.

