

marketing program guide

APRIL 2026 - MARCH 2027



LAND ACKNOWLEDGEMENT

Manitoba Liquor & Lotteries benefits from being on the original territories of the Anishinaabeg, Anishininewuk, Dakota Oyate, Denesuline and Nehethowuk Nations, lands now known as Treaties One through Five – and the homeland of the Red River Métis.

We acknowledge northern Manitoba includes lands that were and are the ancestral lands of the Inuit.

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 nations Anishinaabeg, Anishininewuk, Dakota Oyate, Denesuline et Nehethowuk, terres maintenant connues comme territoires visés par les Traités nos 1 à 5 – et la patrie des Métis de la rivière Rouge.

Nous reconnaissons que le nord du Manitoba comprend des terres qui étaient et sont encore les terres ancestrales des Inuits.

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, and to reignite an appreciation for old favourites. We value relationships with our Industry Partners and believe that working together is the best way to achieve mutual goals.

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 programming opportunities available for the 2027 fiscal year/F'27 (April 2026 - March 2027). 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 B for application deadlines and Appendix C for point-of-purchase (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 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

Liquor Programming and Experience (LPX) is available to meet with partners for joint business planning to assist in maximizing opportunities for their products. Liquor Programming and Experience is happy to recommend programs based on priorities, or build collaborative bundles to help execute marketing strategies.

**For general programming inquiries,
please contact:
programming@mbll.ca**

**For general experience inquiries,
please contact:
experience@mbll.ca**

For specific inquiries please contact:

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JOINT BUSINESS PLANNING

Joint Business Planning (JBP) is an opportunity for partners to meet with MBLL persons of interest to discuss upcoming priorities, innovation, and areas for support in a collaborative environment. Liquor Programming and Experience (LPX) is available to meet with partners throughout the fiscal year. However, it is recommended that partners focus their JBP efforts around the Marketing Program Application deadline days outlined in Appendix B.

BOOKING JOINT BUSINESS PLANNING MEETINGS

Partners can email programming@mbll.ca to schedule JBP meetings at any time. JBP meeting requests should include preferred meeting times. Meetings will be booked virtually unless otherwise requested.

Please refrain from booking LPX calendars without reaching out in advance.

Meetings will be booked on a first come, first served basis. Spots are limited and are not guaranteed when booking within two-weeks of the deadline day.

JBP meetings will be limited to 30-minute blocks when within two weeks of a deadline day. Longer meetings (i.e. – quarterly reviews) may be scheduled outside of the two-week pre-deadline day window.

In fairness to all partners, meeting requests for a period of interest will not be accommodated after the deadline day.

PARTNER REQUIREMENTS

JBP meetings are led by the partner and can be used to discuss partner driven and/or MBLL driven opportunities for a given intake period.

Prior to the JBP meeting, it is the expectation that partners have:

- Reviewed Appendix B and the monthly MBLL themes for the relevant period(s).
- Reviewed the store participation, cost, and submission requirements for the partner driven programs of interest.
- Prepared information to share during the JBP meeting to showcase priorities, innovation, and/or collaborative opportunities. Partners may present information via:
 - PowerPoint
 - PDF
 - Calendar of activities
 - Excel table

LPX may make suggestions or provide insights to assist partners in putting their best foot forward as part of JBP meetings, however **this does not guarantee application approval.**

Final selections will be communicated to the partner through their results email approximately four weeks after the deadline day.

WHO WILL ATTEND

Meetings will include members of LPX to provide insights for in-store program opportunities. Additional persons of interest (Category Management, Retail, Supply Chain) may be included at the discretion of LPX.

Partners that would like additional areas included in JBP discussions (i.e. – Category Management to discuss new listings) can request this with LPX.

SALES TRENDS

The Marketing Program Guide details MBLL's updated marketing programs, program periods and application intake deadlines for the F'27 fiscal year (April 2026 - March 2027).

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

PERIOD		%
1	April	7.28%
2	May	9.14%
3	June	10.56%
4	July	10.80%
5	August	10.34%
6	September	7.53%
7	October	7.69%
8	November	7.45%
9	December	10.77%
10	January	5.62%
11	February	6.11%
12	March	6.71%

LIQUOR MARTS (F'25)

- \$459,895,826 Net Sales
- 27,533,284 Net Units
- 9,384,621 Transactions
- \$49.01 Average Transaction Value (ATV)
- 2.93 Units Per Transaction (UPT)

LIQUORMARTS.CA

- 856,322 Average Monthly Pageviews*
- 98,918 Average Monthly Homepage Views

SOCIAL MEDIA

- Facebook: 12K+ Followers
- Instagram: 9K+ Followers

NOTE:

**Total number of web pages viewed*



SECTION 2

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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'27 Brand Spotlight Application deadline was October 7, 2025. This outline can be used as a reference for successful F'27 Brand Spotlight candidates, or for reference if considering the F'28 Brand Spotlight Program. Program inclusions and fee changes may apply.

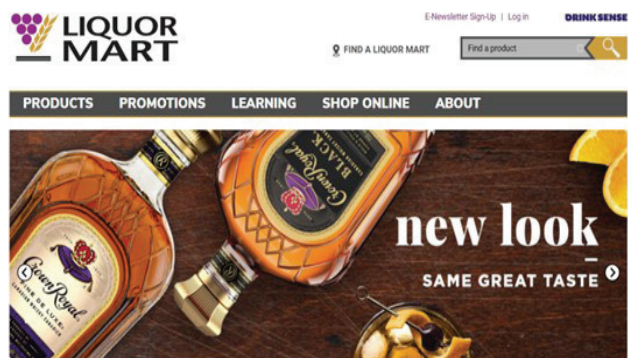
Bilingual campaigns and promotional signage are highly encouraged.

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	\$41,750
3	June		
4	July	Summer	\$44,750
5	August		
6	September	Fall	\$32,250
7	October		
8	November	Holiday	\$38,600
9	December		
10	January	Winter	\$24,850
11	February		
12	March	Spring	\$29,650
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
	Impulse 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	8 total	8 waived LTO fees through the duration of the Brand Spotlight. These LTOs can be used at the discretion of the partner to support their Brand Spotlight plans. All other LTO requirements must be met (no back to backs, discount minimums, etc.).
AIR MILES®	AIR MILES® Bonus Miles	Tier 1-4		Reduced rate of \$0.25 Price Per Mile (PPM)
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		Placement of participating SKUs in up to 4 templated posts per Manitoba Liquor Mart social media channel throughout the period.
	Liquor Mart Flyer Cover		1 each month	3 SKUS max per cover page.

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 Liquor Programming and Experience 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 first 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'27 Brand Spotlight applicants.

Vacant F'27 Mini Brand Spotlight opportunities will be communicated ahead of the period application deadline.

COST

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

PERIOD		\$ Rate per month
1	April	\$12,450
2	May	\$15,600
3	June	\$18,050
4	July	\$18,450
5	August	\$17,650
6	September	\$12,850
7	October	\$13,150
8	November	\$12,750
9	December	\$18,400
10	January	\$9,600
11	February	\$10,450
12	March	\$11,450

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
	Impulse Bin	Tier 1-3	1 total	Up to 3 SKUs
	Shelf Talkers	Tier 1-4	4 total	
Support	Limited Time Offer (LTO)	Tier 1-4	4 total	4 waived LTO fees through the duration of the Mini Brand Spotlight. These LTOs can be used at the discretion of the partner to support their Mini Brand Spotlight plans. All other LTO requirements must be met (no back to backs, discount minimums, etc.).
AIR MILES®	AIR MILES® Bonus Miles	Tier 1-4		Reduced rate of \$0.25 Price Per Mile (PPM)
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		Placement of participating SKUs in up to 2 templated posts per Manitoba Liquor Mart social media channel
	Liquor Mart Flyer		1 total	Up to 9 SKUs

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

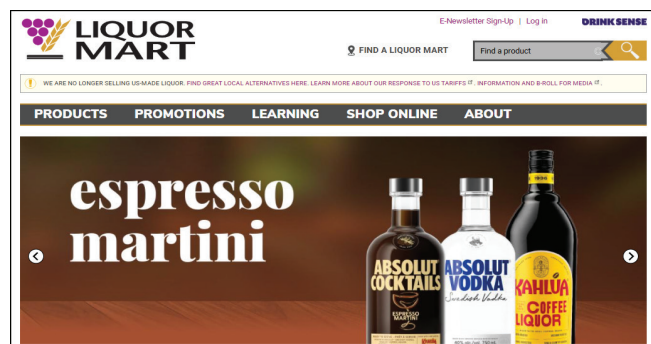
Upon approval, MBLL will share with partners a document containing specs for all required artwork files, and a OneDrive link for upload.

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 first day of the period.



espresso martini

MIX IT YOUR WAY OR POUR IT PRE-MADE

ESPRESSO MARTINI

INGREDIENTS

- 2 oz Absolut vodka
- 1 oz Kahlúa coffee liqueur
- 1 oz freshly brewed espresso
- 3 whole coffee beans

DIRECTIONS

In a shaker add first 3 ingredients then shake vigorously with ice until frosty. Strain mixture into a martini glass, garnish with whole coffee beans.

SAVE \$2.50
\$24.49 | Reg. \$26.99
 Absolut Cocktails Espresso Martini (Canada)
 750 ml | 62615

SAVE \$2.00
\$27.99 | Reg. \$29.99
 Absolut Vodka (Canada)
 750 ml | 110056

SAVE \$3.00
\$42.99 | Reg. \$45.99
 Kahlúa Coffee Liqueur (Canada)
 1140 ml | 30210



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 H). 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 apply for.

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 9 opportunities per period, with the exception of December, where there are up to 10.

Displays will consist of a maximum of 3 related SKUs.

All listed products are eligible.

Additional programming (LTO, 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	\$5,850	\$5,600	\$4,250	\$2,150
2	May	\$7,350	\$7,050	\$5,350	\$2,700
3	June	\$8,500	\$8,100	\$6,150	\$3,100
4	July	\$8,700	\$8,300	\$6,300	\$3,150
5	August	\$8,300	\$7,950	\$6,050	\$3,050
6	September	\$6,050	\$5,800	\$4,400	\$2,200
7	October	\$6,200	\$5,900	\$4,500	\$2,250
8	November	\$6,000	\$5,750	\$4,350	\$2,200
9	December	\$8,650	\$8,300	\$6,300	\$3,150
10	January	\$4,550	\$4,350	\$3,300	\$1,650
11	February	\$4,950	\$4,700	\$3,550	\$1,800
12	March	\$5,400	\$5,150	\$3,900	\$2,000



PROGRAM GUIDELINES & PARTNER REQUIREMENTS

The partner must submit POP signage to Liquor Programming and Experience for approval. The file must be uploaded to the OneDrive folder according to the deadlines and specifications outlined in Appendix C.

MBLL will provide stores with 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 E for further details.

Value Adds & Near Packs

Partners may use value adds and near pack merchandisers to enhance their Product Spotlight displays. Please see the Value Add program outline 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 apply for.

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 are up to 2 opportunities per period for a Tier 1 display.

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

Displays will consist of a maximum of 4 SKUs.

All listed products are eligible.

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

COST

PERIOD		Tier 1-2 26 Stores 41%	Tier 1 12 Stores 19%
1	April	\$2,200	\$1,050
2	May	\$2,750	\$1,300
3	June	\$3,200	\$1,500
4	July	\$3,250	\$1,500
5	August	\$3,150	\$1,450
6	September	\$2,300	\$1,050
7	October	\$2,350	\$1,100
8	November	\$2,250	\$1,050
9	December	\$3,250	\$1,500
10	January	\$1,700	\$800
11	February	\$1,850	\$850
12	March	\$2,050	\$950



PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Partners will be required to produce POP displays no larger than 36" W x 24" D x 72" H (or otherwise approved by Liquor Programming and Experience).

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). Product must fit entirely on the display (no case stacks beside).

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 E for more details.

At the end of the period, stores will dispose of merchandisers in an environmentally friendly manner, unless otherwise notified by the partner.

If a partner will be picking up merchandisers at the end of the period, stores must be notified and merchandisers must be picked up no later than one week after the period's end.

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.

MBLL will provide stores with shelf talkers.

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 apply for.

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. There are 2 opportunities in Tier 1-4 and 1 opportunity in Tier 1-3.

All listed products 740 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, Bonus AIR MILES®, Value Add, etc.) is required for program consideration.

COST

PERIOD		Tier 1-4 56 Stores 89%	Tier 1-3 41 Stores 65%
1	April	\$1,150	\$850
2	May	\$1,400	\$1,100
3	June	\$1,650	\$1,250
4	July	\$1,650	\$1,300
5	August	\$1,600	\$1,200
6	September	\$1,150	\$900
7	October	\$1,200	\$900
8	November	\$1,150	\$900
9	December	\$1,650	\$1,250
10	January	\$900	\$700
11	February	\$950	\$750
12	March	\$1,050	\$800



PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, partners are responsible for providing a high resolution, print ready bottle image (minimum 300 dpi) for each SKU. The file must be uploaded to the OneDrive folder according to the deadlines and specifications 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 first 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.

Late applications will not be accepted.

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, 568 ml or less are eligible.

SKUs cannot participate in back-to-back periods.

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



COST

Tier 1-4 56 Stores 89%	
PERIOD	\$ Rate per period
1 April	\$1,200
2 May	\$1,500
3 June	\$1,750
4 July	\$1,800
5 August	\$1,700
6 September	\$1,250
7 October	\$1,300
8 November	\$1,250
9 December	\$1,800
10 January	\$950
11 February	\$1,000
12 March	\$1,100

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, partners are responsible for providing a high resolution, print ready bottle image (minimum 300 dpi) for the SKU. The file must be uploaded to the OneDrive folder according to the deadlines and specifications 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 for the Impulse @ Cash bins for the duration of the period.

Impulse @ Cash bins 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 each Impulse @ Cash bin for the period.

Liquor Marts will have displays completed no later than end of day on the first 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

The F'27 BYOAH application deadline was October 7, 2025 for larger scale/multi-month/semi-permanent displays. These proposals require more extensive planning and execution lead times compared to month-long BYOAH proposals.

For month-long BYOAH proposals, 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.

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

Program cost starts at \$200 per store, per month.

Final cost will be determined on a case by case basis based on, but not limited to, store count, display size, power requirements, overall set up time and display complexity as well as seasonality.





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 Liquor Mart Ad-Hoc program provides the opportunity for partners to display deluxe spirits and ultra premium 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 the Liquor Mart Ad-Hoc Display Application Form available on the MBLL partners site.

Application forms should be submitted to the Liquor Mart Management team.

Liquor Mart Managers/Assistant Managers/Product Consultants will receive and approve Ad-Hoc applications approximately 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 Liquor Mart Ad-Hoc Program.

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 Liquor Programming and Experience 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.

LIQUOR MART EXECUTION

It is encouraged that the partner provide the store with an appropriately sized display fixture for the period. Alternatively, small racks, columns, black end cap fixtures, barrels or crates that are in good condition can be used.

NEW! COLD ZONE TAKEOVER

The Cold Zone Takeover provides partners with seasonally exclusive, high-impact visibility in Liquor Mart Cold Zones. This program highlights key wine, beer, ready-to-drink and ready-to-serve (RTD/RTS) products during peak seasonal demand driving trial, conversion, and incremental basket sales.

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 two opportunities per period. One for wine, and one for beer and/or RTD/RTS. Each period is two months long.

The display will consist of a minimum of 4 SKUs and a maximum of 7 SKUs in participating Liquor Mart locations.

All listed products in package sizes smaller than 3750ml for beer and RTD, or 750ml or less for wine and spirits are eligible for the program.

Though not required, applications that feature a singular brand family or category are preferred. Opportunities that feature more than one brand or category should have an overarching connection between the SKUs applied.

Each participating SKU must be supported with additional programming (LTO, AIR MILES®) in at least one of the months in the two-month period. However, partners are strongly encouraged to add additional programming above this minimum requirement.

COST

Tier 1-2 stores (excluding #44, 45, 52), plus #7, 19, 22, 25, 27, 38, 48

30 Stores

47%

PERIOD		\$ Rate per period
2 - 3	May/June	\$ 8,800
4 - 5	July/August	\$ 9,500
6 - 7	September/October	\$ 6,800
8 - 9	November/December	\$ 8,200
10 - 11	January/February	\$ 5,300
12 - 1	March/April	\$ 6,300



PROGRAM GUIDELINES & PARTNER REQUIREMENTS

MBLL will be responsible for the creation & distribution of all creative materials associated with this display. A decal will be used to highlight and further enhance visibility of the program, drawing the customer's attention to the feature product.

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

Tier 1-3 Liquor Marts with rear-fed Cold Zones (30 total stores) are required to list and display all approved SKUs in the static Cold Zone programming door.

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 Zone door filled no later than end of day on the third day of the period.



IMPULSE COLD BOX TAKEOVER

For products best served chilled, the Impulse Cold Box Takeover program allows partners to take over one door of the cold box in the impulse lane for a 1-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.

PARTICIPATION & ELIGIBILITY

There is 1 opportunity per period.

The display will consist of a minimum of 4 SKUs and a maximum of 8 SKUs in participating Liquor Mart locations.

All listed beer and RTD, in package sizes smaller than 1892 ml are eligible for the program.

Though not required, applications that feature a singular brand family or category are preferred. Opportunities that feature more than one brand or category should have an overarching connection between the SKUs applied.

While partners are encouraged to include additional programming on all SKUs, (LTO, Bonus AIR MILES®) is required on a minimum of 50% of participating products for program consideration.

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

MBLL will be responsible for the creation & distribution of all creative materials associated with this display. A decal will be used to highlight and further enhance visibility of the program, drawing the customer's attention to the feature product.

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

COST

Tier 1-3 (excluding #6, 10, 31, 32) plus Stores #29, 39, 85, 74 41 Stores		
PERIOD		\$ Rate per period
1	April	\$3,400
2	May	\$4,250
3	June	\$4,950
4	July	\$5,050
5	August	\$4,850
6	September	\$3,500
7	October	\$3,600
8	November	\$3,500
9	December	\$5,050
10	January	\$2,650
11	February	\$2,850
12	March	\$3,150

LIQUOR MART EXECUTION

Tier 1-4 Liquor Marts with an impulse lane cold box (41 total stores) are required to list and display all approved SKUs in the middle cold box door. For stores with 2-door cold boxes, the takeover door will be the first door the customer sees when walking toward the checkout.

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

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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 a 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, except for items in the Ready to Serve and Dealcoholized categories due to insufficient space.

There are up to 6 opportunities per option, per period.

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

Option 2: New fixtures – all beer & ready-to-drink (RTD)

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

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, Bonus AIR MILES®, Value Add, etc.).

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

Contests are permitted; see Appendix E 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) 18 Stores		
TIER	Store #	Store Name
1	43	Southdale
	59	Seasons
2	14	Main & Pritchard
	18	Fort Garry
	26	Charleswood
	46	Thompson
	50	Tyndall Market
	51	Brandon South
	52	Eastwinds
	60	Madison Square
	84	Portage La Prairie West
3	7	Dauphin
	13	Gimli
	22	Portage la Prairie East
	25	Portage & Burnell
	32	Brandon Corral
	38	Main & Jefferson
	48	Transcona Square

Creative would be no footer.



Option 2: Any Size Beer & RTDs 29 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
2	14	Main & Pritchard
	18	Fort Garry
	26	Charleswood
	36	Northdale
	46	Thompson
	51	Brandon South
	50	Tyndall Market
	52	Eastwinds
	57	Steinbach
	60	Madison Square
	84	Portage La Prairie West
3	7	Dauphin
	13	Gimli
	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, excl. 22 (40 Stores)		
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Creative would be combination footer/no footer.

COST

PERIOD		Option 1 18 Stores 29%	Option 2 29 Stores 46%	Option 3 40 Stores 63%
1	April	\$1,200	\$1,850	\$2,550
2	May	\$1,500	\$2,300	\$3,250
3	June	\$1,750	\$2,650	\$3,700
4	July	\$1,750	\$2,700	\$3,800
5	August	\$1,700	\$2,600	\$3,650
6	September	\$1,250	\$1,900	\$2,650
7	October	\$1,250	\$1,950	\$2,700
8	November	\$1,250	\$1,850	\$2,650
9	December	\$1,750	\$2,700	\$3,800
10	January	\$950	\$1,400	\$2,000
11	February	\$1,000	\$1,550	\$2,150
12	March	\$1,100	\$1,700	\$2,400

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

The partner must submit POP signage to Liquor Programming and Experience for approval. The file must be uploaded to the OneDrive folder according to the deadlines and specifications outlined in Appendix C.

Partners may use contests to enhance their Canopy Signage program. Please see Appendix E for further details.

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

LIQUOR MART EXECUTION

All participating Liquor Marts are required to list all SKUs on the Canopy Signage 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.

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 to avoid late fees. Please refer to Appendix B.

Late applications may be accepted up to 45 days before the program start date. Applications after this date will be declined. Please refer to Appendix D for more information.

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
1-12	April-March	\$300

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





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
- Landscape oriented
- 5.125" W x 3" H
- No crops or bleeds

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 to avoid late fees. Please refer to Appendix B for deadline dates.

Late applications may be accepted up to 45 days before the program start date. Applications after this date will be declined. Please refer to Appendix D for more information.

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
1-12	April-March	\$100

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





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.

NOTE: Gift tags and gift bows are approved as rep-applied non-liquor value adds.

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 social responsibility requirements.

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

LIQUOR MART EXECUTION

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

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 five 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

IMPORTANT

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

We ask that partners pick up any remaining value adds, including near pack items, within 7 days of the end of the period. Value adds not picked up will be disposed of.

Already-applied value adds can remain on product until they sell through; partners are not required to remove value adds from product at the end of the period.

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

1) REP-APPLIED NON-LIQUOR

Rep-Applied Non-Liquor Value Adds are bonus items, gift tags, or gift bows that are placed on product by partners 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 to avoid late fees. Please refer to Appendix B.

Late applications may be accepted up to 45 days before the program start date. Applications after this date will be declined. Please refer to Appendix D for more information.

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
1-12	April-March	\$100

*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

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.

Late applications will not be accepted.

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

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)

Listed Small Format Value Adds

- Small format value adds can be listed SKUs. If the small format value add is not a listed SKU, the liquid must be available in a larger format listed SKU at 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 Programming@mbll.ca. 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 at full retail. Partners must then remove the product from the store.

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
1-12	April-March	\$300

*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 available in a larger format listed SKU at Liquor Marts.

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
1-12	April-March	\$300

*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
1-12	April-March	\$100

*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, Footprint Theatre or BYOAH display.**

APPLICATION

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

At the time of application, the partner must provide an image of the merchandiser, including the dimensions, to Liquor Programming and Experience for approval.

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 based on the average monthly case sales, and be available as a gift with purchase for all of the items participating on the Product Spotlight display.

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.

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

If a partner wishes for stores to keep the near pack merchandisers for pick-up at the end of the period, please contact Liquor Programming and Experience and they will notify stores. 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

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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.

APPLICATION

Partners may apply by completing the Marketing Program 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.

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

COST

Tier 1-4 + LMX 63 Stores 100%*		
PERIOD		\$ Rate per SKU
2-12	A or B	\$350

Hot Buy A: 1st - 15th

Hot Buy B: 16th - end of the month

As of July 2025, SKUs that are classified as micro craft will not be charged the Hot Buy participation fee.

In addition to the participation fee, Partners are responsible for covering the full amount of the retail discount, including sales to commercial customers, during the pre-buy and Hot Buy period

MBLL does not participate in cost sharing for MBLL or Privately Distributed products participating in the Hot Buy program.



PROGRAM GUIDELINES & PARTNER REQUIREMENTS

To qualify for the Hot Buy program, partners may apply with their best savings offer above the minimum Limited Time Offer percentage requirements by category. Please see Limited Time Offer program for details.

Partners are required to submit "smart" discounts for Hot Buy consideration. "Smart" discounts are savings rounded to the nearest quarter, but ideally the nearest dollar.

Example - Save \$5.00 vs Save \$4.93

The submitted 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 Hot Buy approval, it is at the discretion of the partner to reach out to Liquor Programming and Experience to amend their discount amount, while maintaining a "smart" discount offer.

These changes must be requested and approved by the deadline outlined in Appendix D, and are subject to Liquor Programming and Experience approval.

After the cut off date outlined in Appendix D for each period, no partner-driven discount changes will be permitted.

A final summary will be sent to partners from Product Management Coordination (PMC) for product and discount verification. Once the summary is released, only administrative error corrections will be permitted.

Once the review deadline in the PMC verification email has passed, the bulletins will be published on the MBLL partners website, and no further changes may occur.

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

Please note that all participating products approved for a Hot Buy will be subject to a 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.

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 in the event of a withdrawal provided inventory is not a concern, space is available and the substitute product is not in direct competition with another previously approved Hot Buy product. All changes are subject to MBLL approval.

LIQUOR MART EXECUTION

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

Approved Hot Buy SKUs will be featured on a display in Tier 1-3 stores with Hot Buy signage, unless otherwise noted in the partner's results email.

There will be a Hot Buy display in Period 9, however stores will not be required to list all approved items. It will be store discretion to build a full and impactful display with items already in their assortment to help with warehouse space. All items will be identified at the shelf location with a shelf talker.

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.

Private retailers stocking the product: Liquor Vendors, Specialty Wine Stores, Hotel Beer Vendors and Licensees must offer participating products at the Hot Buy 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. Items approved for Hot Buy that are 4-pack or larger (exception: mixer packs) must provide a package and single can image. 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 on 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.

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 to avoid late fees. Please refer to Appendix B and D.

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.



PARTICIPATION & ELIGIBILITY

All listed products are eligible for the LTO program, except for products participating in the AIR MILES® or Shelf Talker program during the same period.

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

New SKUs will only be approved when confirmation of listing 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 of the same item (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

Tier 1-4 + LMX 63 Stores 100%*		
PERIOD		\$ Rate per SKU
2-12	May-March	\$350

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

Program fees for spirit and wine categories will be prorated based on regular retail price.

Wine	\$0-\$49.99	100% of the LTO fee
	\$50+	0% of the LTO fee
Spirits	\$0-\$99.99	100% of the LTO fee
	\$100+	0% of the LTO fee

*There will be no prorated fees applied to beer or ready-to-drink products.

As of July 2025, SKUs that are classified as micro craft will not be charged the LTO participation fee.

In addition to the participation fee, Partners are responsible for covering the full amount of the retail discount, including sales to commercial customers, during the pre-buy and LTO period.

MBLL does not participate in cost sharing for MBLL or Privately Distributed products participating in the LTO program.

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

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

WINE			
Package Size Tier	Criteria	Minimum LTO % Discount	Maximum LTO % Discount
Small Format	</=375 ml	12%	SRP
Medium Format	376 ml – 750 ml	10%	SRP
Large Format	751 ml – 2000 ml	7%	SRP
Extra Large Format	>2001 ml	5%	SRP

SPIRITS			
Package Size Tier	Criteria	Minimum LTO % Discount	Maximum LTO % Discount
Small Format	</=375 ml	10%	SRP
Medium Format	376 ml – 750 ml	7%	SRP
Large Format	751 ml – 1140 ml	5%	SRP
Extra Large Format	>1141 ml	3%	SRP

BEER & READY-TO-DRINK			
Package Size Tier	Criteria	Minimum LTO % Discount	Maximum LTO % Discount
Small Format	</=1420ml	12%	SRP
Medium Format	1421ml – 2840ml	10%	SRP
Large Format	2841ml – 6390ml	7%	SRP
Extra Large Format	>6391ml	5%	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 required on a product brings the retail price below SRP, the product will not be eligible for the LTO program. This includes economy product exceptions.

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.

If a product has a regular price reduction after the application has been submitted, it is the responsibility of the partner to request a discount amount reduction.

These changes must be requested and approved by the deadline outlined in Appendix D, and are subject to Liquor Programming and Experience approval.

After the cut off date outlined in Appendix D for each period, no partner-driven discount changes will be permitted.

A final summary will be sent to partners from Product Management Coordination (PMC) for product and discount verification.

Once the summary is released, only administrative error corrections will be permitted. Once the review deadline in the PMC verification email has passed, the bulletins will be published on the MBLL partners website, and no further changes may occur.

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

Partners who apply for discounts above minimum requirements that would require significant inventory based on forecasting may be subject to additional review by Marketing, Retail Operations, and Supply Chain.

Approval factors may include competing Hot Buy offers and inventory availability.

Deep discounts that are deemed to be in competition with the Hot Buy program will only be approved if supported with an approved display program (Product Spotlight, Footprint, BYOAH, MBLL Driven End Cap).

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 Vendors, Specialty Wine Stores, Hotel Beer Vendors and Licensees 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 Hotel 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 27-29, 2026.

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, except for those participating in the November or December LTO/Hot Buy, or November B Bonus AIR MILES® programs.

COST

There is no participation fee for this program.

Partners are responsible for covering the full amount of the retail discount for the sales to commercial customers during the pre-buy and Black Friday period.

MBLL does not participate in cost sharing for MBLL or Privately Distributed products participating in the Black Friday program.

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

To qualify for the Black Friday program, partners are to apply with their best savings offer above the minimum Limited Time Offer percentage requirements by category. Please see Limited Time Offer program for details.

Partners are required to submit "smart" discounts for Black Friday consideration. "Smart" discounts are savings rounded to the nearest quarter, but ideally the nearest dollar.

Example - Save \$5.00 vs Save \$4.93

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 Black Friday approval, it is at the discretion of the partner to reach out to Liquor Programming and Experience to amend their discount amount, while maintaining a "smart" discount offer.

These changes must be requested and approved by the deadline outlined in Appendix D, and are subject to LPX approval.

After the cut off date outlined in Appendix D for each period, no partner-driven discount changes will be permitted.

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 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, Hotel 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 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

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AIR MILES[®] programs



AIR MILES® BONUS MILES

In addition to the Liquor Mart AIR MILES® Reward Miles program that rewards customers with one Reward Mile for every \$30 before taxes 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 to avoid late fees. Please refer to Appendix B.

Late applications may be accepted up to 45 days before the program start date. Applications after this date will be declined. Please refer to Appendix D for more information.

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, or have a confirmed PIB date before the program starts.

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.

Partners who participate in the Brand Spotlight or Mini Brand Spotlight programs will be charged a rate of \$0.25 per AIR MILES® Reward Mile awarded.

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Below are the minimum number 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 SKUs will be featured 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 for a one month period.



AIR MILES™

APPLICATION

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

All applications must be submitted by the deadline date. Please refer to Appendix B.

Late applications will not be accepted.

PARTICIPATION & ELIGIBILITY

All listed products are eligible to participate in the program.

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.

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

COST

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

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.

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 21

If applying as part of a partner driven 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 partner driven creative.

Upon approval, partners are responsible for providing a high resolution, print ready bottle shot (minimum 300 dpi) for each approved SKU. Bottle images for AIR MILES programs must be received in JPEG format only. 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 LMX 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 driven 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 display offers, will be featured on custom Shelf Talkers in all stores, as well as online at liquormarts.ca.

MARKETING SUPPORT

Select SKUs 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.

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.

Late applications will not be accepted.

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. Bottle images for AIR MILES programs must be received in JPEG format only. 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.

PROGRAM DATES

There are 16 Max Miles opportunities scheduled for this fiscal year.

PROGRAM DATE	OCCASION
March 30 - April 5, 2026	Easter
May 4-10, 2026	Mother's Day
May 11-18, 2026	Victoria Day
June 15-21, 2026	Father's Day
June 24-July 1, 2026	Summer
July 27-August 3, 2026	August Long
August 31 - September 7, 2026	Labour Day
October 5-12, 2026	Thanksgiving
October 24-31, 2026	Halloween
November 9-15, 2026	Grey Cup
December 7-13, 2026	Winter/Holiday
December 26-31, 2026	New Year's Eve
February 8-14, 2027	Valentine's Day
February 15-22, 2027	Louis Riel
March 11-17, 2027	St. Patrick's Day
March 22-28, 2027	Easter



SECTION 7

advertising programs



LIQUOR MART FLYER

The Liquor Mart Flyer program drives customers into stores by showcasing exciting, featured products. It not only sparks shopper interest but also gives partners a high-impact platform to grow visibility beyond the retail environment. To amplify its reach and connect with even more customers, Liquor Marts has teamed up with Flipp to deliver the flyer experience in an engaging, digital format that meets shoppers where they are.

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 are eligible.

Back-to-back months are permissible for brand families; however, the specific SKUs cannot be repeated.

Partners may apply for more than one flyer submission per period. Each submission is subject to the fees outlined below.

Each submission can include up to 9 related SKUs along with tasting notes, food pairings or cocktail recipes. Partners must include a theme or tagline on the application form.

Preference will be given to products with additional support programming that are participating in the AIR MILES® or LTO programs. Preference will be given to premium or better products.

COST

PERIOD		\$ Rate per period
1	April	\$2,100
2	May	\$2,650
3	June	\$3,050
4	July	\$3,100
5	August	\$2,950
6	September	\$2,150
7	October	\$2,200
8	November	\$2,150
9	December	\$3,100
10	January	\$1,650
11	February	\$1,750
12	March	\$1,950

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, partners are required to provide:

- A high-resolution print ready bottle/case image for each approved SKU.
- A theme or tagline
- Tasting notes, cocktail recipes or other pertinent information.

Image files must be uploaded to the OneDrive folder according to the deadlines and specifications as outlined in Appendix C.

LIQUOR MART EXECUTION

There is no in-store execution for this program.

MARKETING SUPPORT

Submission layouts will be compliant with Liquor Mart brand standards. Layouts may vary in size based on the number of SKUs and image dimensions. Final layout will be determined by MBLL's design team.



SECTION 8

— experience programs



IN-STORE SAMPLING

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

APPLICATION

Partners may apply for In-Store Sampling by completing the In-Store Sampling Application form and submitting directly to Liquor Mart management teams. All applications must be submitted at least 5 weeks in advance prior to the requested month.

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

Each store management team will create their 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

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 products are required, with a maximum of 4 products 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 respective \$/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 volume
- 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 there are three samplings; one each of spirits, wine and RTD/beer.)
- Seasonality
- Participation in other marketing programs

EXECUTION

Products used for the sampling are purchased from the Liquor Mart. Outside products are not permitted to be brought in for in-store sampling.

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 MBLL's Code of Conduct, product may not be used as payment.

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

Please consult Appendix F for complete details on Marketing Representative and Sampler guidelines and responsibilities.

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 Liquor Programming and Experience.

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 the following discount rates:

Spirits	50%
Wine	50%
Ready-to-Drink	50%
Beer	30%

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

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 using the EFT account 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 business days to process before 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:

- Use for staff
- Use for public sampling by Product Consultants
- Dispose of immediately

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

WINESTATION® AND SPIRITSTATION® SAMPLING

WineStation® and SpiritStation® units are available in select Liquor Marts and offer customers a “try before you buy” experience while providing 60 day product preservation.

APPLICATION

Partners may apply by completing the WineStation® and SpiritStation® Sampling Application form and submitting directly to Liquor Mart Product Consultant teams. All applications must be submitted at least 5 weeks in advance prior to the requested month.

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

Each Liquor Mart will approve SKUs during the first week of the month prior to the requested month. After the deadline, any remaining spots will be meted out on a first-come, first-serve basis and are not guaranteed. Successful applicants will be confirmed by the store.

If the same products are being applied for across multiple locations, ensure there is adequate inventory available to support.

ELIGIBILITY

Red, white, and rosé wines (Ultra Premium or better) are eligible to be sampled.

Deluxe or better spirits are eligible in the locations with a SpiritStation®.

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

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.

Taste samples of wine will be provided without charge to the customer and in quantities not greater than 2 ounces (60 ml) for wine and 1/2 ounce (15 ml) for spirits.

The use of customer information material is encouraged.

A small display will accompany each product.

WineStation® (27) and SpiritStation® (16) Liquor Mart locations:

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



SECTION 8

—

MBLL driven programs



MBLL COCKTAIL OF THE MONTH

The Cocktail of the Month program features one cocktail each month that fits a season, occasion, or theme. Cocktails will include multiple ingredients and accompanying accessories – all on a nesting table in a prominent location in the store.

APPLICATION

There is no application process for this program.

Partners are encouraged to propose SKUs for this program during Joint Business Planning meetings.

Final SKU participation in the Cocktail of the Month display is determined by MBLL.

PARTICIPATION & ELIGIBILITY

There are up to 9 SKUs featured each period depending on the cocktail.

All listed products are eligible for this program.

Privately Distributed products must be approved for Pick List to be considered for participation in the program.

Product size and style will be determined by MBLL based on the cocktail chosen for the period.

The display space will be allocated to top-selling SKUs with options for innovation, such as new listings and trending styles.

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

COST & PARTICIPATION

There is no participation fee.

The Cocktail of the Month will be executed in Tier 1-2 (26 stores).

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, partners are required to provide a high-resolution, print-ready bottle image (minimum 300dpi) for the approved SKU. The file must be uploaded to the OneDrive folder according to the deadlines and specifications outlined in Appendix C.

MBLL will be responsible for the creation and 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

Liquor Marts are required to list and display all approved SKUs on the Cocktail of the Month 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.

The Cocktail of the Month will be executed on a nesting table placed near the front of the store.

MBLL will design, print and distribute the POP signage.

Liquor Mart staff will place the POP signage with the Cocktail of the Month display for the period.

Liquor Marts will have the display completed no later than end of day on the third day of the period.

MARKETING SUPPORT

Additional support through Liquor Mart social media platforms and/or the Liquor Mart Flyer are determined by MBLL.

MBLL LOCAL END CAP

The Local End Cap will feature products made by Manitoba liquor producers. Each period will showcase an array of products that fit a common theme – from beers to enjoy while watching the big game to fall flavours to enjoy by the bonfire. The customer will discover a new home-grown favourite they are proud to sip, gift, or offer their guests.

APPLICATION

There is no application process for this program.

Partners are encouraged to propose SKUs for this program during Joint Business Planning meetings.

Final SKU participation in the Local End Cap is determined by MBLL.

PARTICIPATION & ELIGIBILITY

There are up to 9 SKUs featured each period.

All listed products from a Manitoba liquor producer are eligible for this program.

Privately Distributed products must be approved for Pick List to be considered for participation in the program.

Product size and category will be determined by MBLL based on the theme for the period.

The display space will be allocated to top-selling SKUs with options for innovation, such as new listings and trending styles.

Additional programming (LTO, AIR MILES® Bonus Miles or value add) is highly encouraged for program consideration.

COST & PARTICIPATION

There is no participation fee.

The Local End Cap will be executed in Tier 1 (12 stores).

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, partners are required to provide a high-resolution, print-ready bottle image (minimum 300dpi) for the approved SKU. The file must be uploaded to the OneDrive folder according to the deadlines and specifications outlined in Appendix C.

MBLL will be responsible for the creation and 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

Liquor Marts are required to list and display all approved SKUs on the Local End Cap 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.

The Local End Cap will be executed on end cap shelving.

MBLL will design, print and distribute the POP signage.

Liquor Mart staff will place the POP signage with the Local End Cap display for the period.

Liquor Marts will have the display completed no later than end of day on the third day of the period.

MARKETING SUPPORT

Additional support will be determined by MBLL and may include Liquor Mart social media platforms, Liquor Mart flyer, etc.

MBLL SIMPLY MIX END CAP

The Simply Mix End Cap will feature a 2-ingredient cocktail each period. Everything from a classic rum & cola to a spiked lemonade will offer all the convenience and flavours without the need for a mixology background.

APPLICATION

There is no application process for this program.

Partners are encouraged to propose SKUs for this program during Joint Business Planning meetings.

Final SKU participation in the Simply Mix End Cap is determined by MBLL.

PARTICIPATION & ELIGIBILITY

There are up to 3 SKUs featured each period.

All listed products are eligible for this program.

Privately Distributed products must be approved for Pick List to be considered for participation in the program.

Product size and category will be determined by MBLL based on the theme for the period.

The display space will be allocated to top-selling SKUs with options for innovation, such as new listings and trending styles.

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

COST & PARTICIPATION

There is no participation fee.

The Simply Mix End Cap will be executed in Tier 1-3 plus #85, excluding #22 (41 stores).

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, partners will be notified in their program results emails if a bottle image is required.

If a bottle image is required, partners are responsible for providing a high-resolution,

print-ready image (minimum 300dpi) for the approved SKU. The file must be uploaded to the OneDrive folder according to the deadlines and specifications outlined in Appendix C.

MBLL will be responsible for the creation and 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

Liquor Marts are required to list and display all approved SKUs on the Simply Mix End Cap 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.

The Simply Mix End Cap will be executed on end cap shelving.

MBLL will design, print and distribute the POP signage.

Liquor Mart staff will place the POP signage with the Simply Mix End Cap display for the period.

Liquor Marts will have the display completed no later than end of day on the third day of the period.

MARKETING SUPPORT

Additional support will be determined by MBLL and may include Liquor Mart social media platforms, Liquor Mart flyer, etc.

MBLL SEASONAL END CAPS

Each period there will be four Seasonal End Caps featuring an assortment of products that relate to a seasonal theme or occasion. Whether it's patio pleasers in the summer or 2SLGBTQI+ -related products during Pride Month, there's an end cap for every moment with this program.

APPLICATION

There is no application process for this program.

Partners are encouraged to propose SKUs for this program during Joint Business Planning meetings.

Final SKU participation in each Seasonal End Cap is determined by MBLL.

PARTICIPATION & ELIGIBILITY

There are up to 9 SKUs featured for each Seasonal End Cap in each period.

All listed products are eligible for this program.

Privately Distributed products must be approved for Pick List to be considered for participation in the program.

Product size and category will be determined by MBLL based on the theme for the period.

The display space will be allocated to top-selling SKUs with options for innovation, such as new listings and trending styles.

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

COST & PARTICIPATION

There is no participation fee.

Seasonal End Cap 1 will be executed in Tier 1 (12 stores).

Seasonal End Cap 2 will be executed in Tier 1 (12 stores).

Seasonal End Cap 3 will be executed in Tier 1-3 plus #85, excluding #18 & #22 (40 stores).

Seasonal End Cap 4 will be executed in Tier 1-2 (26 stores).

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, partners will be notified in their program results emails if a bottle image is required.

If a bottle image is required, partners are responsible for providing a high-resolution, print-ready image (minimum 300dpi) for the approved SKU. The file must be uploaded to the OneDrive folder according to the deadlines and specifications outlined in Appendix C.

MBLL will be responsible for the creation and 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

Liquor Marts are required to list and display all approved SKUs on the Seasonal End Cap 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.

The Seasonal End Caps will be executed on end cap shelving.

MBLL will design, print and distribute the POP signage.

Liquor Mart staff will place the POP signage with the Seasonal End Cap display for the period.

Liquor Marts will have the display completed no later than end of day on the third day of the period.

MARKETING SUPPORT

Additional support will be determined by MBLL and may include Liquor Mart social media platforms, Liquor Mart flyer, etc.

MBLL SEASONAL IMPULSE BIN

The Seasonal Impulse Bin will feature single-serve products in an impulse bin located in a high traffic area of the store. Each period the SKUs will share a common theme at attractive price points to promote basket-building.

APPLICATION

There is no application process for this program.

Partners are encouraged to propose SKUs for this program during Joint Business Planning meetings.

Final SKU participation in the Seasonal Impulse Bin is determined by MBLL.

PARTICIPATION & ELIGIBILITY

There are up to 3 SKUs featured in the bin each period.

All listed single-serve products 740 ml or less, under \$20.00, are eligible.

Privately Distributed products must be approved for Pick List to be considered for participation in the program.

Product category will be determined by MBLL based on the theme for the period.

The display space will be allocated to top-selling SKUs with options for innovation, such as new listings and trending styles.

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

COST & PARTICIPATION

There is no participation fee.

The Seasonal Impulse Bin will be executed in Tier 1 (12 stores).

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, partners are required to provide a high resolution, print ready bottle image (minimum 300 dpi) for each SKU. The file must

be uploaded to the OneDrive folder according to the deadlines and specifications 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

Liquor Marts are required to list and display all approved SKUs on the Seasonal Impulse Bin 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.

The Seasonal Impulse Bin 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 Seasonal Impulse Bin display for the period.

Liquor Marts will have the display completed no later than end of day on the third day of the period.

MARKETING SUPPORT

Additional support will be determined by MBLL and may include Liquor Mart social media platforms, Liquor Mart flyer, etc.

MBLL IMPULSE COLD BOX

The Impulse Cold Box program will offer customers chilled white, rosé, and sparkling wine options for those last-minute basket building opportunities at check-out. Each period will showcase wines with a common theme and the possibilities are endless when it comes to occasions, varietal, size format, price point, and country of origin!

APPLICATION

There is no application process for this program.

Partners are encouraged to propose SKUs for this program during Joint Business Planning meetings.

Final SKU participation in the Impulse Cold Box is determined by MBLL.

PARTICIPATION & ELIGIBILITY

There are up to 8 SKUs featured each period.

All listed white, rosé, and sparkling wines 750ml and smaller, under \$20.00, are eligible for this program.

Product size and varietal will be determined by MBLL based on the theme for the period.

The display space will be allocated to top-selling SKUs with options for innovation, such as new listings and trending styles.

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

COST & PARTICIPATION

There is no participation fee.

The Impulse Cold Box will be executed in Tier 1-3 (excluding #6, 10, 12, 31, 32) and #29, 39, 74 & 85 (40 stores)

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Upon approval, partners will be notified in their program results emails if a bottle image is required.

If a bottle image is required, partners are responsible for providing a high-resolution, print-ready image (minimum 300dpi) for the approved SKU. The file must be uploaded to the

OneDrive folder according to the deadlines and specifications outlined in Appendix C.

MBLL will be responsible for the creation and 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

Tier 1-4 Liquor Marts with an impulse lane cold box are required to list and display all approved SKUs in the 3rd cold box door. For stores with 2-door cold boxes, the Impulse Cold Box door will be the last door the customer sees when walking toward the checkout.

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 create and distribute all price tickets, LTO and Bonus AIR MILES® shelf talkers associated with this display.

Liquor Marts will have the display completed no later than end of day on the third day of the period.

MARKETING SUPPORT

Additional support will be determined by MBLL and may include Liquor Mart social media platforms, Liquor Mart flyer, etc.



SECTION 9

— appendices



APPENDIX A: APPLICATION PROCESS & SELECTION CRITERIA

All application templates are available online.

Visit www.mblpartners.ca under Liquor Marketing Guide & Applications.

PARTNER DRIVEN APPLICATION PROCESS

Please use the **Marketing Program Guide Application Form** in accordance to Appendix B and e-mail to programming@mbll.ca to apply for all partner driven programs.

All applications should be re-named and saved before submitting to include:

- Programming period
- Partner name

Example: P09 - December Application - Agency XYZ

Only one application form should be attached per email.

Partners are welcome to attach presentations, supporting documents and/or add notes in the body of their email to accompany their application.

SELECTION CRITERIA

Unless otherwise noted in this guide, Liquor Programming and Experience considers the following selection criteria when reviewing all programs:

- Seasonal/Category Focus
- Projected Sales Volume
- Good distribution in Liquor Marts
- Overall balance of displays/SKUs on promotion
- Spend in market
- Strength of additional offers (LTO depth, AIR MILES® Bonus Miles, value add items)
- Availability of bilingual campaigns and promotional signage/items.
- Timely and complete application form
- Participation in festivals & ad hoc events
- Partner performance (account in good standing, past program execution, timely asset submission)

Weight of the above criteria is at the discretion of MBLL, and the selection committee.

LIQUOR MART AD HOC & IN-STORE SAMPLING APPLICATION PROCESS

For the following programs, please use each respective application form and apply directly to individual Liquor Mart management and/or Product Consultant teams according to the deadlines highlighted on the program pages:

- Liquor Mart Ad-Hoc Display Program
- In-Store Sampling Program
- Winestation® and Spiritstation® Programs

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

APPENDIX B: MARKETING PROGRAM SCHEDULE

SEASON		SPRING		SUMMER		FALL		HOLIDAY		WINTER			
Theme	Refresh & Renew		Toast to Summer			Fall for Flavour		Celebrate Together		Rest & Relaxation			
	The snow is melting and the flowers are blooming! Manitobans are looking for new and refreshing libations. Botanically-driven gin cocktails and vibrant white wines will inspire their spring entertaining. Customers will celebrate Cinco de Mayo and honour the mother in their life with the perfect rosé from subtle & crisp to bright & juicy!		There's lots to celebrate in summer - fathers, graduates, newlyweds, and the LGBTQIA2S+ community. Whoever they're honouring, Manitobans can raise a glass with a beautiful sparkling wine or a Pride-themed beverage. The festivities don't stop there - customers will be looking for the season's trendiest line-up to cool off on the patio or to pair with their favourite BBQ fare.			Sweaters and bonfires aren't the only things bringing the heat this fall! Customers will taste the orchard with flavoured spirits and pumpkin beers. They'll be cracking open a Marzan for Oktoberfest without the jet-lag. The Winnipeg Wine Festival will offer tons of great wines for Thanksgiving gatherings. Best of all, customers will enjoy some scary good deals on Halloween treats!		Whether hosting or gift-giving, Manitobans will find a premium beverage for everyone on their list. For that 'wow' factor, they'll have plenty of options at the Premium Spirit Release. Customers will impress their guests with a flashy cocktail made with the best liqueurs. They'll be ringing in the new year in style with their favourite bottle of bubbly.		Light or low is the way to go this January. Manitobans will have a chance to try a dealcoholized wine or beer, or something low in sugar and low in calories. Come February, they'll be dreaming of a winter getaway but they won't have to look very far. Customers will have their passport to paradise with an assortment of Caribbean rums and beer & RTDs busting with tropical flavours. Winnipeg Whisky Festival will offer more than just whisky with deluxe tequilas and mezcals that bring the flavours of Mexico to your tastebuds. In March, customers will escape to Europe to enjoy a dram with the lads & lasses, a glass of vino with la famiglia, or pint of Irish ale - Slainte!			
	PERIOD	P1 APRIL 2026	P2 MAY 2026	P3 JUNE 2026	P4 JULY 2026	P5 AUGUST 2026	P6 SEPTEMBER 2026	P7 OCTOBER 2026	P8 NOVEMBER 2026	P9 DECEMBER 2026	P10 JANUARY 2027	P11 FEBRUARY 2027	P12 MARCH 2027
MBLL DRIVEN	Sub-themes	Fresh Finds	Lively Libations	Cheers to You!	Patio Pairings	Grill & Chill	Crisp & Cool	Harvest Haul	Holiday Hosting	Holiday Gifting	Light & Free	Passport to Paradise	Escape to Europe
CATEGORY FOCUS	Wine	White	Rosé	Sparkling	White	Bold, Barrel-aged Red	Winnipeg Wine Festival	White	Premium & Deluxe Box Wine	Sparkling	Light, Low, Dealcoholized	Rosé	European Countries
	Spirits	Gin	Tequila	Premium & Deluxe	White	Brown Spirits	Flavoured	Flavoured	Liqueurs	Premium & Deluxe	Vodka	Rum & Tequila	Irish Whiskey, Scotch, Vodka
	Beer	Light & Crisp	Flavoured	Craft	Light & Crisp	Crisp, Hoppy, Roasted, Spicy	German & Oktoberfest	Pumpkin & Flavoured	Premium & Deluxe Mixers	Premium & Deluxe	Light, Low, Dealcoholized	Tropical Flavours & Cerveza	European Countries
	Ready-to-Drink (RTD) & Ready-to-Serve (RTS)	New listings	Cocktails	Coolers	New & Trending	Teas	Fall flavours	Cider	Cocktails	Premium & Deluxe	Sodas & Seltzers	Tropical flavours	European Spirit-base
PARTNER DRIVEN	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
	Hot Buy B		16-31	16-30	16-31	16-31	16-30	16-31	16-30	16-31	16-31	16-28	16-31
	Black Friday								27-29				
	MAX MILES®	March 30 - April 5 (Easter)	4 - 10 (Mother's Day) 11-18 (Victoria Day)	15 - 21 (Father's Day) 24-1 (Canada Day/ Summer)	July 27 - Aug 3 (August Long)	Aug 31 - Sept 7 (Labour Day)		5 - 12 (Thanksgiving) 24 - 31 (Halloween)	9 - 15 (Grey Cup)	7 - 13 (Winter/Holiday) 26 - 31 (New Year's Eve)		8 - 14 (Valentine's Day) 15 - 22 (Louis Riel Day)	11 - 17 (St. Patrick's Day) 22 - 28 (Easter)
	Bonus AIR MILES® & Bonus Bundles	1 - 30	1 - 31	1 - 30	1 - 31	1 - 31	1 - 30	1 - 31	1 - 30	1 - 31	1 - 31	1 - 28	1 - 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
MBLL EVENTS				Flatlanders Beer Festival			Winnipeg Wine Festival		Premium Spirit Release				Winnipeg Whisky Festival, Premium Spirit Release
CALENDAR	Key Occasions & Observances	Passover (1 - 9)	Cinco de Mayo (5)	Father's Day (21)	Canada Day (1)	Terry Fox Day (3)	Labour Day (1)	Thanksgiving (12)	Diwali (8)	Hanukkah (4 - 12)	New Year's Day (1)	Lunar New Year (6)	International Women's Day (8)
		World Malbec Day (17)	Mother's Day (10)	National Indigenous People's History Day (21)	National Tequila Day (24)	Wedding Season	Oktoberfest (Sept 19 - Oct 4)	Halloween (31)	Remembrance Day (11)	Christmas (25)	Orthodox Christmas (7)	Super Bowl (14)	St. Patrick's Day (17)
		Easter (5)	National Caesar Day (14)	Wedding Season	Wedding Season	Grilling Season	Rosh Hashanah (11 - 13)	NBA Season Begins	Grey Cup (15)	Boxing Day (26)	Robbie Burns Day (25)	Valentine's Day (14)	Holi (22)
		Earth Day (22)	Victoria Day (18)	Graduation Season	Grilling Season		Yom Kippur (20 - 21)	NHL Season Begins	Beaujolais Nouveau (19)	Kwanzaa (26-1)	NFL Playoffs	Louis Riel Day (15)	Easter (28)
		MLB Season Begins	Cottage Season Begins	Grilling Season			National Day for Truth & Reconciliation (30)	MLB Playoffs	Black Friday (27)	New Year's Eve (31)		Ramadan (Feb 7 - Mar 8)	March Madness
		NBA Playoffs		CFL Season begins			Lead-up to Thanksgiving	Fair Trade Month	Cyber Monday (30)			Black History Month	
		NHL Playoffs		Pride Month			NFL Season Begins		Early Holiday Gifting				
				Indigenous History Month					Corporate Holiday Gifting				
APPLICATION DEADLINE		November 10, 2025	January 6, 2026		March 3, 2026		April 28, 2026		June 2, 2026		September 8, 2026		November 10, 2026
POP DEADLINE		January 23, 2026	February 20, 2026	March 20, 2026	April 24, 2026	May 22, 2026	June 19, 2026	July 24, 2026	August 21, 2026	September 25, 2026	October 23, 2026	November 20, 2026	December 18, 2026

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.

Creative files that are submitted late and/or are incorrect may be subject to additional fees. Please see Appendix D for more information.

FILE UPLOAD DEADLINES

PERIOD		POP Deadline
1	April	January 23, 2026
2	May	February 20, 2026
3	June	March 20, 2026
4	July	April 24, 2026
5	August	May 22, 2026
6	September	June 19, 2026
7	October	July 24, 2026
8	November	August 21, 2026
9	December	September 25, 2026
10	January	October 23, 2026
11	February	November 20, 2026
12	March	December 18, 2026

FILE REQUIREMENTS - POP & BOTTLE IMAGES

Brand Spotlight & Mini Brand Spotlight

POP requirements will be sent to the partner prior to the upload deadline.

Neck Tags

Artwork files must be legible and include images of both sides of the neck tag.

Footprint Theatre & Near Pack Value Add Merchandisers

Must include images and dimensions (width x depth x height).

Product Images

Minimum Resolution Requirements - **300 DPI**

Minimum Dimensions (width x height) -

12" X 20" OR 3600px - 4800px

File Type - TIFF (JPEG & PNG may be accepted if minimum dpi/size requirements are met or exceeded)

Bottle images for AIR MILES programs must be received in JPEG format only.

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

- Hot Buy
- AIR MILES® Max Miles
- AIR MILES® Bonus Bundles
- Black Friday
- Impulse Bin
- Impulse @ Cash
- MBLL Driven Programming
- Liquor Mart Flyer

Items approved for Hot Buy that are 4-pack or larger (exception: mixer packs) must provide a package and single can image.

Images should be named at time of upload with the SKU # and Product Name in the appropriate OneDrive folder.

1234 - Product Name, Size

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 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.

Product Spotlight

File Type	Trim Size	Viewable Area	Safe Area	Bleeds	Crops
High-res PDF	20" W x 20" H	19" W x 19" H	18" W x 18" H	0.5"	Yes

Requirements: Must include a social responsibility message.
Must not mention a value add
Final, print-ready file only should be uploaded.

All files should have one set of cut lines, no visible die lines, and no colour bars or dots unless they are part of the final artwork.
LTO (Limited Time Offer) or BAM (Bonus AIR MILES®) information may be included on any month-long programs. Please see requirements on next page.

Canopy Signage

Options 1 & 2 (1 file):				
File Type	Trim Size	Viewable Area	Bleeds	Crops
High-res PDF	34.75" W x 8" H	34.75" W x 8" H	0.5	Yes

Option3 (2 files):				
File Type	Trim Size	Viewable Area	Bleeds	Crops
High-res PDF	34.75" W x 8" H	34.75" W x 8" H	0.5	Yes

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

Requirements: Must include a social responsibility message.
Must not mention a value add
Final, print-ready file only should be uploaded.

All files should have one set of cut lines, no visible die lines, and no colour bars or dots unless they are part of the final artwork.
LTO (Limited Time Offer) or BAM (Bonus AIR MILES®) information may be included on any month-long programs. Please see requirements on next page.

LTO (LIMITED TIME OFFER) AND BAM (BONUS AIR MILES®) REQUIREMENTS

LTO Requirements	BAM Requirements
POP must reference:	POP must reference:
SKU #	SKU#
Discount Amount (\$)	### AIR MILES® Bonus Miles™ (must be on one line, not broken up)
Effective Date Range	Effective Date Range
	Required fine print: ®™ Trademarks of AM Royalties Limited Partnership used under license by AIR MILES Loyalty Inc. and Manitoba Liquor and Lotteries Corporation.
	All AIR MILES® logos and fine print must be approved by Liquor Programming and Experience prior to upload to the OneDrive folder.

Partners are responsible for ensuring LTO discount amounts are not affected by any price changes that might occur before the start of the program. Any costs associated with the reprinting of materials due to changes in discount amount or Bonus AIR MILES® offer will be borne by the partner.

APPENDIX D:

LATE APPLICATION & REVISION FEES

LATE APPLICATIONS

Liquor Programming and Experience expects all partners to apply for marketing programs as completely as possible at each deadline day.

Applications that are submitted after the deadline day, outlined in Appendix B, may be subject to a late fee:

Display & Advertising Programs (regardless of Support, LTO, and/or AIR MILES®) - \$50

LTO, AIR MILES® & Support Programs Only - \$25

If the partner receives no approvals from their late submission, no fee(s) will be issued.

SUPPORT PROGRAM REVISIONS & ADDITIONS

When new or last-minute opportunities arise, Liquor Programming and Experience will work with partners where possible to accommodate late requests on select program opportunities.

The following programs may be added up until the late addition cut off:

- Limited Time Offers (LTOs)
- AIR MILES® (At Shelf only)
- Shelf Talker
- Neck Tag
- Rep-Applied Value Add (Non-Liquor)

Late additions may be subject to a \$25 fee per SKU.

CUT OFF DATES

PERIOD		LATE ADDITION CUT OFF
1	April	February 17, 2026
2	May	March 16, 2026
3	June	April 15, 2026
4	July	May 15, 2026
5	August	June 15, 2026
6	September	July 15, 2026
7	October	August 17, 2026
8	November	September 15, 2026
9	December	October 15, 2026
10	January	November 16, 2026
11	February	December 15, 2026
12	March	January 15, 2027

LATE POP & REVISION FEES

It is the expectation that partners submit all creative on time and follow the requirements outlined in Appendix C for Liquor Programming and Experience to adhere to third party printing timelines.

Each creative file that is late or requires revisions after the POP deadline due to issues such as (but not limited to) incorrect specs, products and/or pricing, may be subject to the following compounding late fees:

**First delay/revision/reminder -
3 business days after deadline - \$50**

**Second delay/revision/reminder -
5 business days after deadline - \$100**

If creative files are not received by 8 business days past the POP deadline, programming may be canceled, and the full cost of the program may be charged as a penalty.

Revisions due to price/product changes after the final POP upload deadline that are within the partner's control may be subject to a \$100 re-print fee.

APPENDIX E: CONTESTING

Partners must include contests as part of their Marketing Program Application Form. Any contests tied to a Liquor Mart Ad-Hoc must be submitted to programming@mbll.ca for approval.

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 Liquor Programming and Experience.
- 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 are required to provide Rules & Regulations.

MBLL will print and distribute shelf talkers that communicate the contest.

For any AIR MILES® Scan to Win contests, all creative elements (POP, Shelf Talkers, merchandisers, etc.), along with Rules and Regulations, must be submitted to Liquor Programming and Experience a minimum of **2 weeks** prior to the POP upload deadline as outlined in Appendix B and C.

Template will be shared by Liquor Programming and Experience to assist in the creation of the required materials.

Draft creative will be shared with the AIR MILES® team to review, and any adjustments will be sent back to the partner ahead of the POP upload deadline, should any revisions be required.

Failure to provide Scan to Win POP in a timely manner may result in contest cancellation, with an opportunity to provide generic POP in lieu.

The final file must be uploaded to the OneDrive folder according to the deadlines and specifications 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 by Liquor Programming and Experience as outlined above; submitted for AIR MILES® review a minimum of 2 weeks before the POP upload deadline.

APPENDIX F:

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

Under no circumstance may the agent, marketing representative, 3rd party sampler or any Liquor Mart employee remove sampling product from the store. **Any opened/unconsumed product left at the end of an Liquor Mart in-store sampling is to remain in the Liquor Mart.**

REGISTERED MARKETING REPRESENTATIVE/AGENT

If the registered marketing representative/agent is not personally conducting the sampling, they are responsible to verify and provide the following information to their sampler/3rd party sampling company:

- Verify and re-confirm approved sampling times, dates 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: recyclable 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 the sampler is educated and aware of their responsibilities.
- Arrange for payment of product at the end of the session as indicated and authorized on the application form.
- Payment on account is the preferred method of payment for sampled products.

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 is permitted if the brand is being sampled.
- Must identify oneself to management or acting designate. Samplers are considered to be representing Liquor Marts and must follow management's 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 products 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.
- All open product and/or empties are turned over to the Store Manager or acting designate at the end of each day's sampling and remain in the Liquor Mart - no exceptions.

APPENDIX G: PRODUCT CATEGORY CLASSIFICATIONS

SPIRITS:

Deluxe
Premium
Economy

READY-TO-DRINK:

Deluxe
Premium
Economy

BEER:

Deluxe
Premium
Economy

WINE:

CLASSIFICATION	\$ RANGE	LOCATION
Icon	Above \$100.00	Fine Wine
Super Luxury	\$50.00-\$99.99	Fine Wine
Luxury	\$30.00-\$49.99	Fine Wine
Ultra Premium	\$25.00-\$29.99	Sales Floor
Super Premium	\$20.00-\$24.99	Sales Floor
Premium	\$15.00-\$19.99	Sales Floor
Popular	Under \$14.99	Sales Floor

NOTE: Category Management uses MULTIPLE price bands for listing and sku management purposes.

liquor marts merchandise using The deluxe/Premium/Economy approach to allow for simplified shelf management in Spirits, ready-to-drink and beer categories. These are established in our system at the time of set-up and follow any applicable price changes throughout the product's lifecycle.

Wine THRESHOLDS were revised in f'25 to the above classifications; with 3 segments in the fine wine corner above the \$30 price point (where applicable), and 4 segments on the general sales floor at ~\$29.99 and under.

APPENDIX H: 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	5	GARDEN CITY SQUARE	D	3.77%	3.77%	9	10	12 STORES 11 CITY • 1 RURAL
		45	GRANT PARK	D	3.65%	7.42%	9	10	
		20	ST. VITAL	D	3.62%	11.03%	9	10	
		54	CRESTVIEW	D	3.33%	14.37%	9	10	
		17	KENASTON CROSSING	D	3.20%	17.57%	9	10	
		43	SOUTHDALE	D	3.03%	20.60%	9	10	
		40	FORT RICHMOND	D	2.71%	23.31%	9	10	
		49	BRANDON VICTORIA		2.27%	25.57%	9	10	
		41	SOUTHGLEN		2.03%	27.61%	9	10	
		8	PORTAGE & AINSLIE		1.92%	29.53%	9	10	
		30	SAGE CREEK	D	1.85%	31.37%	9	10	
		59	SEASONS	D	1.37%	32.74%	9	10	
14 STORES 10 CITY • 4 RURAL	TIER 2	52	EASTWINDS		3.07%	35.81%	7	7	26 STORES 21 CITY • 5 RURAL
		60	MADISON SQUARE	D	3.06%	38.87%	7	7	
		46	THOMPSON		2.92%	41.79%	7	7	
		57	STEINBACH	D	3.00%	44.80%	7	7	
		36	NORTHDALÉ	D	2.49%	47.28%	7	7	
		51	BRANDON SOUTH		2.12%	49.40%	7	7	
		6	HARGRAVE & ELLICE		1.91%	51.32%	7	7	
		50	TYNDALL MARKET		1.80%	53.12%	7	7	
		44	SPRING MEADOW SQUARE		1.82%	54.94%	7	7	
		26	CHARLESWOOD		1.66%	56.60%	7	7	
		9	TUXEDO	D	1.41%	58.01%	7	7	
		18	FORT GARRY		1.40%	59.41%	7	7	
		84	PORTAGE LA PRAIRIE WEST		1.30%	60.71%	7	7	
		14	MAIN & PRITCHARD		1.16%	61.87%	7	7	

NEW fixtures - full store

NEW fixtures - beer & ready-to-drink sections only

D = Distinctions Store

APPENDIX H: 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	2.24%	64.11%	5	5	41 STORES 28 CITY • 13 RURAL
		25	PORTAGE & BURNELL		2.17%	66.28%	5	5	
		11	SELKIRK		2.06%	68.34%	5	5	
		12	RIVER & OSBORNE		2.04%	70.38%	5	5	
		28	RIVERGROVE		1.70%	72.07%	5	5	
		42	DOMINION		1.69%	73.76%	5	5	
		27	WINKLER		1.50%	75.26%	5	5	
		7	DAUPHIN		1.54%	76.80%	5	5	
		13	GIMLI		1.50%	78.31%	5	5	
		32	BRANDON CORRAL CENTRE	D	1.46%	79.77%	5	5	
		38	MAIN & JEFFERSON		1.35%	81.12%	5	5	
		31	THE PAS		1.27%	82.39%	5	5	
		48	TRANSCONA SQUARE		1.17%	83.55%	5	5	
		10	FLIN FLON		1.18%	84.74%	5	5	
		22	PORTAGE LA PRAIRIE EAST		0.80%	85.54%	5	5	
16 STORES 3 CITY • 13 RURAL	TIER 4	39	STONEWALL		1.15%	86.69%	4	4	56 STORES 31 CITY • 25 RURAL
		85	BRIDGWATER		1.02%	87.71%	4	4	
		74	PARK WEST		1.07%	88.78%	4	4	
		29	LAC DU BONNET		1.05%	89.83%	4	4	
		55	BEAUSEJOUR		0.76%	90.58%	4	4	
		37	MORDEN		0.71%	91.29%	4	4	
		4	NEEPAWA		0.69%	91.98%	4	4	
		23	SWAN RIVER		0.67%	92.65%	4	4	
		24	VIRDEN		0.62%	93.27%	4	4	
		34	PINE FALLS		0.57%	93.84%	4	4	
		86	TRUE NORTH SQUARE	D	0.56%	94.40%	4	4	
		53	CARMAN		0.46%	94.87%	4	4	
		33	MINNEDOSA		0.46%	95.32%	4	4	
		56	RUSSELL		0.45%	95.77%	4	4	
		15	ROBLIN		0.43%	96.20%	4	4	
		16	KILLARNEY						
	NEW fixtures - full store				NEW fixtures - beer & ready-to-drink sections only			D = Distinctions Store	

APPENDIX H: 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. ANNE'S					
		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 I: STORE CONTACT INFORMATION

Store Number	Store Name	Address	Postal Code	Phone Number/ Fax	Email Addresses	Tier	City (Winnipeg) or Rural
4	Neepawa	393 Mountain Ave	R0J 1H0	P: 204-476-5769 F: 204-476-3136	Store 04-StoreManager@mbll.ca	4	Rural
5	Garden City Square	Unit 2 - 915 Leila Ave	R2V 3J7	P: 204-987-4005	Store05-StoreManager@mbll.ca Store05-AssistantStoreManager@mbll.ca	1	City
6	Hargrave & Ellice	325 Ellice Ave	R3B 1X7	P: 204-987-4006	Store06-StoreManager@mbll.ca Store06-AssistantStoreManager@mbll.ca	2	City
7	Dauphin	1460 Main St S.	R7N 3H4	P: 204-622-7070 F: 204-638-4069	Store07-StoreManager@mbll.ca	3	Rural
8	Portage & Ainslie	2549 Portage Ave	R3J 0P1	P: 204-987-4008	Store08-StoreManager@mbll.ca Store08-AssistantStoreManager@mbll.ca	1	City
9	Tuxedo Park S/C	168 – 2025 Corydon	R3P 0N5	P: 204-987-4009	Store09-StoreManager@mbll.ca Store09-AssistantStoreManager@mbll.ca	2	City
10	Flin Flon	26 Hapnot St	R8A 1L4	P: 204-687-1380 F: 204-687-6677	Store10-StoreManager@mbll.ca Store10-AssistantStoreManager@mbll.ca	3	Rural
11	Selkirk	377 Main St	R1A 1T7	P: 204-482-2360 F: 204-785-2124	Store11-StoreManager@mbll.ca Store11-AssistantStoreManager@mbll.ca	3	Rural
12	River & Osborne	469 River Ave	R3L 0C9	P: 204-987-4012	Store12-StoreManager@mbll.ca Store12-AssistantStoreManager@mbll.ca	3	City
13	Gimli	69 Centre St	R0C 1B1	P: 204-642-6540 F: 204-642-9778	Store13-StoreManager@mbll.ca Store13-AssistantStoreManager@mbll.ca	3	Rural
14	Main & Pritchard	1005 Main St	R2W 3P8	P: 204-987-4014	Store14-StoreManager@mbll.ca Store14-AssistantStoreManager@mbll.ca	2	City
15	Roblin	124 Main St West Box 1178	R0L 1P0	P: 204-937-4411 F: 204-937-3698	Store15-StoreManager@mbll.ca	4	Rural
16	Killarney	516 Broadway Ave	R0K 1G0	P: 204-523-7721 F: 204-523-5109	Store16-StoreManager@mbll.ca	4	Rural
17	Kenaston Crossing	8-1650 Kenaston Blvd	R3P 2M6	P: 204-987-4017	Store17-StoreManager@mbll.ca Store17-AssistantStoreManager@mbll.ca	1	City
18	Fort Garry	1235 Pembina Hwy	R3T 2A9	P: 204-987-4018	Store18-StoreManager@mbll.ca Store18-AssistantStoreManager@mbll.ca	2	City
19	Bunn's Creek	2001 Henderson Hwy	R2G 1P7	P: 204-987-4019	Store19-StoreManager@mbll.ca Store19-AssistantStoreManager@mbll.ca	3	City
20	St. Vital Square	#5 – 827 Dakota St	R2M 3K4	P: 204-987-4020	Store20-StoreManager@mbll.ca Store20-AssistantStoreManager@mbll.ca	1	City
22	Portage la Prairie	300 Saskatchewan Ave East - Box 464	R1N 0K8	P: 204-856-2170 F: 204-857-6570	Store22-StoreManager@mbll.ca Store22-AssistantStoreManager@mbll.ca	3	Rural
23	Swan River	716 Main St	R0L 1Z0	P: 204-734-2002 F: 204-734-9360	Store23-StoreManager@mbll.ca	4	Rural
24	Virden	197 3rd Ave	R0M 2C0	P: 204-748-2361 F: 204-748-6454	Store24-StoreManager@mbll.ca	4	Rural
25	Portage & Burnell	923 Portage Ave	R3G 0P6	P: 204-987-4025	Store25-StoreManager@mbll.ca Store25-AssistantStoreManager@mbll.ca	3	City
26	Charleswood Square	Unit 10-3900 Grant Ave	R3R 3C2	P: 204-987-4026	Store26-StoreManager@mbll.ca Store26-AssistantStoreManager@mbll.ca	2	City
27	Winkler	Unit A - 155 Cargill Rd	R6W 1K2	P: 204-331-6213 F: 204-331-6220	Store27-StoreManager@mbll.ca Store27-AssistantStoreManager@mbll.ca	3	Rural
28	Rivergrove	2615 Main St	R2V 4W3	P: 204-987-4028	Store28-StoreManager@mbll.ca Store28-AssistantStoreManager@mbll.ca	3	City
29	Lac du Bonnet	99, 2nd St	R0E 1A0	P: 204-345-2350 F: 204-345-9037	Store29-StoreManager@mbll.ca Store29-AssistantStoreManager@mbll.ca	4	Rural
30	Sage Creek	Unit 1200- 50 Sage Creek Blvd	R3X 0J6	P: 204-987-4030	Store30-StoreManager@mbll.ca Store30-AssistantStoreManager@mbll.ca	1	City
31	The Pas	249 Fischer Ave - Box 300	R9A 1K4	P: 204-627-1480 F: 204-623-4782	Store31-StoreManager@mbll.ca Store31-AssistantStoreManager@mbll.ca	3	Rural
32	Brandon Corral Centre	805 - 18th Street North	R7A 7S1	P: 204-571-5132 F: 204-571-5104	Store32-StoreManager@mbll.ca Store32-AssistantStoreManager@mbll.ca	3	Rural
33	Minnedosa	16-2nd Ave North West	R0J 1E0	P: 204-867-2838 F: 204-867-5422	Store33-StoreManager@mbll.ca	4	Rural
34	Pine Falls	17 Pine St	R0E 1M0	P: 204-367-2965	Store34-StoreManager@mbll.ca	4	Rural
36	Northdale S/C	965-A Henderson Hwy	R2K 2M2	P: 204-987-4036	Store36-StoreManager@mbll.ca Store36-AssistantStoreManager@mbll.ca	2	City
37	Morden	331 North Railway St	R6M 1S9	P: 204-822-5875 F: 204-822-4503	Store37-StoreManager@mbll.ca	4	Rural
38	Main & Jefferson	1662 Main St	R2V 1Y9	P: 204-987-4038	Store38-StoreManager@mbll.ca Store38-AssistantStoreManager@mbll.ca	3	City
39	Stonewall	Unit 19 - 333 Main St.	R0C 2Z0	P: 204-467-9571 F: 204-467-9372	Store39-StoreManager@mbll.ca Store39-AssistantStoreManager@mbll.ca	4	Rural

APPENDIX I: STORE CONTACT INFORMATION

Store Number	Store Name	Address	Postal Code	Phone Number/ Fax	Email Addresses	Tier	City (Winnipeg) or Rural
40	Fort Richmond	2851 Pembina Hwy	R3T 2H5	P: 204-987-4040	Store40-StoreManager@mbll.ca Store40-AssistantStoreManager@mbll.ca	1	City
41	Southglen S/C	Unit A - 730 St. Anne's	R2N 0A2	P: 204-987-4041	Store41-StoreManager@mbll.ca Store41-AssistantStoreManager@mbll.ca	1	City
42	Dominion S/C	21 Marion St	R2H 0S8	P: 204-987-4042	Store42-StoreManager@mbll.ca Store42-AssistantStoreManager@mbll.ca	3	City
43	Southdale Centre	81 Vermillion Rd	R2J 3W7	P: 204-987-4043	Store43-StoreManager@mbll.ca Store43-AssistantStoreManager@mbll.ca	1	City
44	Spring Meadow Square	Unit 21 - 1783 Plessis Rd	R3W 1N3	P: 204-987-4044	Store44-StoreManager@mbll.ca Store44-AssistantStoreManager@mbll.ca	2	City
45	Grant Park S/C	1120 Grant Ave	R3M 2A6	P: 204-987-4045	Store45-StoreManager@mbll.ca Store45-AssistantStoreManager@mbll.ca	1	City
46	Thompson	2-300 Mystery Lake Rd	R8N 0M2	P: 204-677-0211 F: 204-778-8483	Store46-StoreManager@mbll.ca Store46-AssistantStoreManager@mbll.ca	2	Rural
48	Transcona Square	3-620 Kildare Ave East	R2C 0P8	P: 204-987-4048	Store48-StoreManager@mbll.ca Store48-AssistantStoreManager@mbll.ca	3	City
49	Brandon 10th & Victoria	1015 Victoria Ave 10th & Victoria	R7A 1A9	P: 204-571-5105 F: 204-727-2714	Store49-StoreManager@mbll.ca Store49-AssistantStoreManager@mbll.ca	1	Rural
50	Tyndall Market Mall	Unit 15 - 850 Keewatin	R2R 0Z5	P: 204-987-4050	Store50-StoreManager@mbll.ca Store50-AssistantStoreManager@mbll.ca	2	City
51	Brandon South	1645C 18th Street	R7A 5C6	P: 204-571-5100 F: 204-726-5983	Store51-StoreManager@mbll.ca Store51-AssistantStoreManager@mbll.ca	2	Rural
52	Eastwinds S/C	23 - 1530 Regent Ave	R2C 4J5	P: 204-987-4052	Store52-StoreManager@mbll.ca Store52-AssistantStoreManager@mbll.ca	2	City
53	Carman	3 Centre Ave West	R0G 0J0	P:204-745-2147 F:204-745-1937	Store53-StoreManager@mbll.ca	4	Rural
54	Crestview S/C	Unit 170–3393 Portage	R3K 2G7	P:204-987-4054	Store54-StoreManager@mbll.ca Store54-AssistantStoreManager@mbll.ca	1	City
55	Beausejour	619 Park Ave	R0E 0C0	P: 204-268-1855 F: 204-268-3230	Store55-StoreManager@mbll.ca	4	Rural
56	Russell	202 Shell River Ave North/ Box 489	R0J 1W0	P: 204-773-2570 F: 204-773-3945	Store56-StoreManager@mbll.ca	4	Rural
57	Steinbach	Unit A - 118 PTH #12N	R5G 1T4	P: 204-320-2557 F: 204-320-2558	Store57-StoreManager@mbll.ca Store57-AssistantStoreManager@mbll.ca	2	Rural
59	Seasons	Unit 5, 469 Sterling Lyon Parkway	R3P 2S8	P: 204-987-4059	Store59-StoreManager@mbll.ca Store59-AssistantStoreManager@mbll.ca	1	City
60	Madison Square	P – 1600 Ness Ave	R3J 3W7	P: 204-987-4060	Store60-StoreManager@mbll.ca Store60-AssistantStoreManager@mbll.ca	2	City
72	Bison Drive Express	80 Bison Dr	R3T 4Z7	P: 204-987-4072	Store72-StoreManager@mbll.ca Store72-AssistantStoreManager@mbll.ca	LMX	City
73	Gateway Express	1035 Gateway Road	R2K 4C1	P: 204-987-4073	Store73-StoreManager@mbll.ca Store73-AssistantStoreManager@mbll.ca	LMX	City
74	Park West	101- 6640 Roblin Blvd	R3R 2P9	P: 204-987-4074	Store74-StoreManager@mbll.ca	4	City
75	Brandon West End Express	3409 Victoria Avenue	R7B 2L8	P: 204-571-5109	Store75-StoreManager@mbll.ca Store75-AssistantStoreManager@mbll.ca	LMX	Rural
76	St. Anne's Express	215 St. Anne's Rd	R2M 2Z9	P: 204-987-4076	Store76-StoreManager@mbll.ca Store76-AssistantStoreManager@mbll.ca	LMX	City
79	Sargent Express	1-1385 Sargent Ave	R3E 3P8	P: 204-987-4079	Store79-StoreManager@mbll.ca Store79-AssistantStoreManager@mbll.ca	LMX	City
81	Reenders Express	7 Reenders Dr	R3C 5K5	P: 204-987-4081	Store81-StoreManager@mbll.ca Store81-AssistantStoreManager@mbll.ca	LMX	City
84	Portage la Prairie West	2255 Saskatchewan Ave West	R1N 4A1	P: 204-856-1159	Store84-StoreManager@mbll.ca Store84-AssistantStoreManager@mbll.ca	2	Rural
85	Bridgwater	420-400 North Town Road	R3Y 0Y3	P: 204-987-4085	Store85-StoreManager@mbll.ca	4	City
86	True North Square	201 - 223 Carlton St	R3C 0V4	P: 204-987-4086	Store86-StoreManager@mbll.ca	4	City

