LIQUOR MART

marketing program guide

APRIL 2027 - MARCH 2028



Available in alternate formats upon request.

MANITOBA LIQUOR & LOTTERIES

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.

MANITOBA
LIQUOR & LOTTERIES

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

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 64 Liquor Mart, Liquor Mart Express, and Liquor Mart Kiosk locations 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.

VISION

To consistently be one of the largest contributors to our province

MISSION

To proudly and responsibly serve positive experiences

PURPOSE

Enriching the lives of Manitobans

VALUES

We inspire to live the 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.



COMMITTED

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



COLLABORATIVE

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



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.



CUSTOMER FOCUSED

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

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 2028 fiscal year/F'28 (April 2027 - March 2028). 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 related to the items they intend to program such as, but not limited to:
  - Historical sales data
  - Industry trends
  - Priorities
  - Innovation
  - Approved Liquor Mart listings
  - External marketing initiatives
  - Collaborative opportunities.

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 & STRATEGIC GOALS

The programs and opportunities outlined in the Marketing Program Guide are developed and refined based on Manitoba sales trends, consumer insights, and strategic programming objectives.

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

PERIOD		%
1	April	7.62%
2	May	8.94%
3	June	9.18%
4	July	9.38%
5	August	9.25%
6	September	7.31%
7	October	8.26%
8	November	7.59%
9	December	12.91%
10	January	6.23%
11	February	6.31%
12	March	7.02%

LIQUOR MARTS (F'26)

- $452,132,758 Net Sales
- 26,980,043 Net Units
- 9,313,073 Transactions
- $48.55 Average Transaction Value (ATV)
- 2.90 Units Per Transaction (UPT)

LIQUORMARTS.CA

- 810,363 Average Monthly Pageviews*
- 91,407 Average Monthly Homepage Views

SOCIAL MEDIA

- Facebook: 13K+ Followers
- Instagram: 11K+ Followers

NOTE:

**Total number of web pages viewed*

LIQUOR PROGRAMMING STRATEGIC GOALS

- Drive foot traffic to retail locations via Liquor Mart web, social media, and flyer initiatives, and exceptional festivals and in-store experiences.
- Increase basket size via discount programs and opportunities for small format and innovation products that incentivize trial.

SECTION 2

omni-channel programs



BRAND SPOTLIGHT

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

Why participate in the Brand Spotlight Program?

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

APPLICATION

The F'28 Brand Spotlight Application deadline was October 6, 2026. This outline can be used as a reference for successful F'28 Brand Spotlight candidates, or for reference if considering the F'29 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

Store count			37
% of Liquor Mart sales			80%
Opportunities per 2-month period			1
2	May	Spring/Summer	$39,550
3	June		
4	July	Summer	$40,650
5	August		
6	September	Fall	$34,000
7	October		
8	November	Holiday	$44,750
9	December		
10	January	Winter	$27,350
11	February		
12	March	Winter/Spring	$31,950
1	April		

Canada's #1 Whisky



PARTICIPATION & ELIGIBILITY

All listed products are eligible.

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

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

The Brand Spotlight program will include the following:

PROGRAM	Component	Engagement	Placements	Details
Display	Product Spotlight	37 stores	1 each month	Up to 3 SKUs per month
	Impulse Bin	37 stores	1 each month	Up to 3 SKUs per month
	Nesting Table Display	37 stores	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	All stores	4 total	
	Shelf Blades	21 stores	4 total	Exclusive to Brand Spotlight program
	Vestibule Teaser Decal	37 stores	1 total	Exclusive to Brand Spotlight program
	Floor Decals	36 stores	3 total	Exclusive to Brand Spotlight program
	Limited Time Offer (LTO)	All stores	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.).
Advertising	Shopping Cart	All stores	1 each month	Advertisement in approx. 650 shopping carts
	In Store Audio	All stores	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 make every effort to 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'28 Brand Spotlight applicants.

Vacant F'28 Mini Brand Spotlight opportunities will be communicated ahead of the period application deadline.

COST

Store count		37
% of Liquor Mart sales		80%
Opportunities per period		1
1	April	$13,400
2	May	$15,750
3	June	$16,150
4	July	$16,500
5	August	$16,300
6	September	$12,900
7	October	$14,550
8	November	$13,400
9	December	$22,750
10	January	$11,000
11	February	$11,100
12	March	$12,350

PARTICIPATION & ELIGIBILITY

All listed products are eligible.

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

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

The Mini Brand Spotlight Program includes the following:

Program	Component	Engagement	Placements	Details
Display	Product Spotlight	37 stores	1 total	Up to 3 SKUs
	Impulse Bin	37 stores	1 total	Up to 3 SKUs
Support	Shelf Talkers	All stores	4 total	
	Limited Time Offer (LTO)	All stores	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.).
Advertising	Shopping Cart	All stores	1 total	Advertisement in approx. 650 shopping carts.
	In-Store Audio	All stores	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

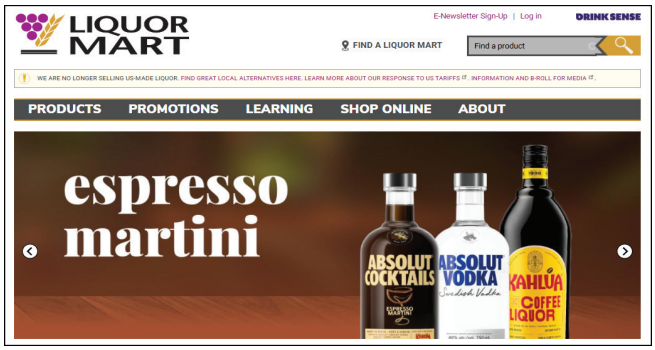
Upon approval, MBLL will share with partners a document containing specs for all required artwork files, and a OneDrive link for upload.

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 make every effort to have displays completed no later than end of day on the first day of the period.





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.

Participating Liquor Marts have been divided into four package groups. Partners must select the package group for which they wish to apply.

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

To ensure display balance, MBLL may approve Product Spotlight displays at a lower package level than requested.

There are up to 10 opportunities per period.

Displays will consist of a maximum of 3 SKUs.

Packaged product (12-packs and larger) with a near pack will be limited to a maximum of 2 SKUs.

All listed products are eligible. New products require Category Management listing approval prior to application.

COST

	Package	Essential	Growth	Core	Flagship
	Store count	37	23	13	8
	% of Liquor Mart sales	80%	56%	37%	25%
	Opportunities per period	2	3	3	2
1	April	$5,600	$3,800	$2,350	$1,550
2	May	$6,550	$4,450	$2,750	$1,850
3	June	$6,750	$4,600	$2,800	$1,900
4	July	$6,900	$4,700	$2,900	$1,900
5	August	$6,800	$4,600	$2,850	$1,900
6	September	$5,400	$3,650	$2,250	$1,500
7	October	$6,100	$4,150	$2,550	$1,700
8	November	$5,600	$3,800	$2,350	$1,550
9	December	$9,500	$6,450	$3,950	$2,650
10	January	$4,600	$3,100	$1,900	$1,300
11	February	$4,650	$3,150	$1,950	$1,300
12	March	$5,150	$3,500	$2,150	$1,450



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.

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

The partner is responsible to ensure all promotional activities and creative elements are compliant with social responsibility 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 print, kit, and distribute the in-store signage and price tickets.

Liquor Marts will make every effort to have displays completed no later than the end of day on the second day of 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.

Footprint Theatre store groupings align display placements with the highest-performing stores in each category, maximizing visibility and sales impact.

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

There are up to 3 opportunities per period, 1 per category: Spirits, Wine and Beer/RTD.

Displays will consist of a maximum of 4 SKUs.

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

All listed products are eligible. New products require Category Management listing approval prior to application.

COST

	Group	Spirits	Wine	Beer/RTD
	Store count	20	20	20
	% of Liquor Mart sales	54%	51%	52%
	Opportunities per period	1	1	1
1	April	$2,400	$2,400	$2,400
2	May	$2,800	$2,800	$2,800
3	June	$2,900	$2,900	$2,900
4	July	$2,950	$2,950	$2,950
5	August	$2,900	$2,900	$2,900
6	September	$2,300	$2,300	$2,300
7	October	$2,600	$2,600	$2,600
8	November	$2,400	$2,400	$2,400
9	December	$4,050	$4,050	$4,050
10	January	$1,950	$1,950	$1,950
11	February	$2,000	$2,000	$2,000
12	March	$2,200	$2,200	$2,200





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 3D renderings, holding power, and dimensions (height, width and depth) of 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 must deliver POP displays to participating stores one 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 Foorprint display. While it is preferential that the value add 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 price tickets.

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 make every effot to 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 with single-serve beer & RTD/RTS. 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.

Impulse Bins are grouped into two packages. Partners must select the Option for which they wish to apply.

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

To ensure display balance, MBLL may approve Impulse Bins at a lower package level than requested.

There are up to 3 opportunities per period. There are 2 opportunities offered in Option 1 (55 stores) and 1 opportunity in Option 2 (37 stores).

Only listed beer and RTD/RTS products 740 ml or less are eligible.

New products require Category Management listing approval prior to application.

COST

Package		Option 1	Option 2
Store count		55	37
% of Liquor Mart sales		95%	82%
Opportunities per period		2	1
1	April	$1,250	$950
2	May	$1,450	$1,100
3	June	$1,500	$1,150
4	July	$1,500	$1,150
5	August	$1,500	$1,150
6	September	$1,200	$900
7	October	$1,350	$1,050
8	November	$1,250	$950
9	December	$2,100	$1,600
10	January	$1,000	$800
11	February	$1,050	$800
12	March	$1,150	$900



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.

Contests
Partners may use contests to enhance their Impulse Bin displays. Please see Appendix E for further details.

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 make every effort to have displays completed no later than end of day on the second day of the period.

IMPULSE @ CASH

The Impulse @ Cash program allows partners to encourage basket building directly at checkout. 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.

There is 1 opportunity per period.

Displays will consist of a maximum of 1 SKU and will be executed in 55 Liquor Mart locations.

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

All listed single-serve products, 568 ml or less are eligible. SKUs cannot participate in back-to-back periods.

New products require Category Management listing approval prior to application.



COST

Store count		55
% of Liquor Marts sales		95%
Opportunities per period		1
1	April	$1,350
2	May	$1,550
3	June	$1,600
4	July	$1,650
5	August	$1,600
6	September	$1,250
7	October	$1,450
8	November	$1,300
9	December	$2,250
10	January	$1,100
11	February	$1,100
12	March	$1,200

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.

Liquor Mart staff will place the POP signage with each Impulse @ Cash bin for the period.

Liquor Marts will make every effort to have displays completed no later than end of day on the first day of the period.

BUILD-YOUR-OWN AD-HOC

The Build-Your-Own Ad-Hoc program allows partners to promote their brands using eye-catching displays. Partners can choose between a semi-permanent or monthly BYOAH display, each with its own list of eligible stores. The BYOAH will be executed in a high traffic area of the store.

A call will be issued in fall of 2026 for semi-permanent BYOAH proposals for F'28. These displays are programmed in multiple months and require more extensive planning and execution lead times compared to monthly BYOAH proposals.

Partners may apply for monthly BYOAH displays according to the deadline dates outlined in Appendix B. These displays are programmed for one month and are slightly larger than a Footprint Theatre display.

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

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.

New products require Category Management listing approval prior to application.

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 or contest.

Currently, there are up to 4 stores that can accommodate a semi-permanent BYOAH display, and up to 29 stores that can accommodate monthly BYOAH displays.

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

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

COST

Program cost starts at $250 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 price tickets.

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 make every effort to have displays completed no later than end of 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.

The partner is responsible to ensure all promotional activities and creative elements are compliant with social responsibility 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.

The Liquor Mart management team will print price tickets for ad-hoc displays.

COLD ZONE TAKEOVER

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

There is 1 opportunity per 2-month period.

The display will consist of a minimum of 4 SKUs and a maximum of 7 SKUS in participating Liquor Mart locations. The same SKUs will be featured during both months.

All listed products in package sizes smaller than 3784ml for beer and RTD, 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.

Participating products should have additional programming in one of the two month periods.

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

COST

Store count		28
% of Liquor Mart sales		61%
Opportunities per period		1
2	May	$8,400
3	June	
4	July	$8,650
5	August	
6	September	$7,250
7	October	
8	November	$9,500
9	December	
10	January	$5,800
11	February	
12	March	$6,800
1	April	

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

Participating stores are required to list and display all approved SKUs in the static Cold Zone programming door.

MBLL will provide stores with price tickets.

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 make every effort to 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.

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.

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

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

Store count		34
% of Liquor Marts sales		74%
Opportunities per period		1
1	April	$3,300
2	May	$3,850
3	June	$3,950
4	July	$4,050
5	August	$4,000
6	September	$3,150
7	October	$3,550
8	November	$3,250
9	December	$5,550
10	January	$2,700
11	February	$2,700
12	March	$3,000

LIQUOR MART EXECUTION

Participating 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.

MBLL will provide stores with price tickets.

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 make every effort to have the cold box door filled no later than end of day on the second day of the period.

SECTION 4

support programs



CANOPY SIGNAGE

The Canopy Signage program allows partners to accentuate their products with large eye-catching signage. This program is a great opportunity to feature new and seasonal products, highlight a LTO 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.

There are three options for Canopy Signage based on store finishings and product locations.

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

Option 1: New fixtures - general sales floor (excluding Fine Wine sections), 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.

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

Canopy Signage cannot advertise products from different shelf groups (i.e. Light beer and Dealcoholized).

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

All listed products are eligible, except for items in the Ready to Serve and Dealcoholized categories due to insufficient space.

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.



COST

		Option 1 Wine & Spirits	Option 2 Beer & RTD - All	Option 3 Beer & RTD - Packaged
Store count		18	31	37
% of Liquor Mart sales		38%	69%	80%
Opportunities per period		6	6	6
1	April	$1,250	$2,000	$2,600
2	May	$1,450	$2,350	$3,050
3	June	$1,500	$2,400	$3,100
4	July	$1,550	$2,450	$3,200
5	August	$1,500	$2,400	$3,150
6	September	$1,200	$1,900	$2,500
7	October	$1,350	$2,150	$2,800
8	November	$1,250	$2,000	$2,600
9	December	$2,100	$3,350	$4,350
10	January	$1,050	$1,650	$2,100
11	February	$1,050	$1,650	$2,150
12	March	$1,150	$1,850	$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.

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.

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

Liquor Marts will make every effort to have canopy signage in place no later than end of day on the second day of the period.

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.

Shelf Talker applications may be submitted up to 45 days prior to the program start date. However, late fees will apply to applications received after the application deadline and within the 45-day submission window. Please refer to Appendix D for additional information.

All listed products are eligible.

All listed products are eligible, except those participating in an LTO during the same period.

SKUs cannot participate in back-to-back Shelf Talker programs.

Shelf Talkers are limited to 1 SKU per Shelf Talker.

COST

All locations		
PERIOD		$ Rate per SKU
1-12	April-March	$300





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.

Liquor Marts will make every effort to have shelf talkers in place no later than end of day on the second day of the 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.

Neck Tag applications may be submitted up to 45 days prior to the program start date. However, late fees will apply to applications received after the application deadline and within the 45-day submission window. Please refer to Appendix D for additional information.

All listed products are eligible.

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



COST

All locations		
PERIOD		$ Rate per SKU
1-12	April-March	$100



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

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

The partner is responsible for printing and executing Neck Tags on approved products.

Neck Tag creative **must not:**

- Exceed 3” W x 5” H
- Include or refer to price or a price change

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

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

If a neck tag is promoting a contest, the partner is responsible to ensure that neck tags are removed as soon as the contest expires.

The partner is responsible 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.

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

Value Add applications may be submitted up to 45 days prior to the program start date. However, late fees will apply to applications received after the application deadline and within the 45-day submission window. Please refer to Appendix D for additional information.

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.

Stores are not required to list products with rep-applied, plant-applied, and FOC value adds if they do not regularly carry them.

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.

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

All locations		
PERIOD		$ Rate per SKU
1-12	April-March	$100

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.

COST

All locations		
PERIOD		$ Rate per SKU
1-12	April-March	$300

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.

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.

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



COST

All locations		
PERIOD		$ Rate per SKU
1-12	April-March	$300

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

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.

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

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.

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

All locations		
PERIOD		$ Rate per SKU
1-12	April-March	$100

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 Build Your Own Ad Hoc display.**

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Value Add Requirements:

The value add item must be offered on all items of the participating display.

Sufficient inventory of the value add item must be available to support the program for the full duration of the promotional period.

Partners should refer to the % of Liquor Mart sales when determining value add quantities for each Liquor Mart location. Please refer to the store participation document found at mbllpartners.ca/liquor-agents-suppliers.

All participating stores must receive the near pack value adds and merchandisers seven days prior to the start of the period. Partners are required to assist store staff in building near pack merchandisers.

If a store runs out of the value add item before the end of the period, the display will remain in place; however, the associated merchandiser will be removed.

The partner is responsible for following up with store management to ensure timely replenishment of near pack value add inventory.

Merchandising Requirements:

Partners are required to provide a merchandiser for the near pack value add.

Merchandiser renderings and poster files must be uploaded to the OneDrive folder according to the deadlines and instructions outlined in Appendix C.

Partners must provide 3D renderings, holding power, and dimensions (height, width and depth) of the merchandiser for approval. Merchandisers will not exceed 18"W x 15.5"D x 44"H (with or without a header).

Partners are asked to provide an 8.5" x 11" poster (pdf format, no crop or bleeds) to communicate the value add.

Unless otherwise communicated with Liquor Programming and Experience, all merchandisers will be disposed of by stores at the end of the program period.

Alternative Merchandising Options:

Partners may opt to use Liquor Mart branded impulse bins for near-pack value adds at a cost of $25 per bin, per store.

Near Pack Distribution to Rural Stores:

Requests for distribution of near pack value add items and merchandisers to be done through MBLL's Distribution Centre to rural locations must be made to Programming@mbll.ca, and the following requirements must be met:

- All kits must be delivered to the MBLL Distribution Centre (Unit 7 – 1000 King Edward St.) at least 30 days prior to the start of the period.
- Items must be pre-packaged into kits.
- Each kit must be clearly labeled with:
    - Program period
    - Contents of the package
    - Store numbers are not required on packaging.
- A detailed distribution list must be submitted with the shipment.
- Each kit must not exceed 30 lbs.
- If the total shipment exceeds 50 pieces, delivery must be made on a pallet using a dock-level truck
- Different near-pack kits must be grouped together.

Shipping Fees

- $25 for the first case, per store
- $5 for each additional case, per store

SECTION 5

discount 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.

Hot Buy applications may be submitted up to 45 days prior to the program start date. However, approval of late applications are subject to availability within the program. Late fees will apply to applications received after the application deadline and within the 45-day submission window. Please refer to Appendix D for additional information.

All listed products are eligible for the Hot Buy program, except for products participating in the LTO program 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

All locations		
PERIOD		$ Rate per SKU
1-12	A or B	$350

Hot Buy A: 1st - 15th
Hot Buy B: 16th - end of the month

SKUs that are classified as micro craft or dealcoholized 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 10 day 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 precentage 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 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.

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.

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 37 stores with Hot Buy signage, unless otherwise noted in the partner's results email.

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

There will be no Hot Buy display in Period 9. All items will be identified at the shelf location with a shelf talker.

The 37 participating stores are required to list all products on the Hot Buy display. All other Liquor Mart 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 price tickets indicating the Hot Buy designation, the regular price, the sale price, the savings and duration of the offer.

All other private retailers in Manitoba including 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.

Liquor Marts will make every effort to have Hot Buy price tickets in place by store opening on the first day of the period.

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

MARKETING SUPPORT

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 MBLL's Social Reference Pricing Policy.

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



All listed products are eligible for the LTO program, except for Buy Now items (list type 11) and products participating in the 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

All locations		
PERIOD		$ Rate per SKU
1-12	April-March	$350

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.

SKUs that are classified as micro craft or dealcoholized 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 10 day 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	</=1420 ml	12%	SRP
Medium Format	1421 ml – 2130 ml	10%	SRP
Large Format	2131 ml – 4260 ml	7%	SRP
Extra Large Format	>4261 ml	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.

The dollar savings amount is required to be filled out on the Marketing Program 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.

Dealcoholized

There is no uniform pricing or sloped discount requirements on dealcoholized products.

All private retailers in Manitoba including Liquor Vendors, Specialty Wine Stores, Hotel Beer Vendors, and Licensees will determine the final price to be sold to the public.

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. All other private retailers in Manitoba including Liquor Vendors, Specialty Wine Stores, Hotel Beer Vendors, and Licensees must offer the LTO sale price for the duration of the promotion.

In Liquor Marts, LTO products will be provided price tickets, 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.

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

Liquor Marts will make every effort to have LTO price tickets in place by store opening on the first day of the period.

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 26-28, 2027.

All listed products are eligible, except for those participating in the November or December LTO/Hot Buy.

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 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 precentage 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 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

Approved Black Friday SKUs will be featured on a display in 37 stores and will be supported with price tickets at the regular shelf location in all Liquor Marts. SKUs selected for display in each store is at the discretion of Supply Chain & Store Management.

All other private retailers in Manitoba including Liquor Vendors, Specialty Wine Stores, Hotel Beer Vendors, and Licensees must offer participating products at the Black Friday sale price for the duration of the promotion.

Liquor Marts will make every effort to have Black Friday price tickets in place by store opening on the first day of the period.

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

MARKETING SUPPORT

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

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

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

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

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

SECTION 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.

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 that are participating in the LTO program. Preference will be given to premium or better products.

COST

PERIOD		$ Rate per period
1	April	$2,250
2	May	$2,650
3	June	$2,700
4	July	$2,750
5	August	$2,750
6	September	$2,150
7	October	$2,450
8	November	$2,250
9	December	$3,800
10	January	$1,850
11	February	$1,850
12	March	$2,100

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 allows partners to sample products in Liquor Marts either directly or through a third-party sampling company.

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.

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.

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:

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

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

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.

NEW! COORDINATED SAMPLING

The Coordinated Sampling Program connects customers to brands in an experiential, educational, and engaging manner, facilitated by Liquor Mart staff. By allowing customers to taste before purchasing, the program builds confidence, encourages trial of new and premium products, and strengthens overall category growth. The program is designed to enhance the shopping experience, support partner investment, and drive sales within MBLL's programming framework.

There are three ways partners may apply for the Coordinated Sampling program:

1) Basic: Single Store Sampling
2) Elevated: Multiple Store Sampling
3) Experiential Sampling

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

Each coordinated sampling must feature a minimum of 2 products and up to 4.

Partners may select one 4-hour session:

Day	Available Time Slots
Weekday	3:00 pm – 7:00 pm
	4:00 pm - 8:00 pm
Saturday	11:30 am – 3:30 pm 1:00 pm – 5:00 pm 4:00 pm – 8:00 pm
Sunday	12:00 pm – 4:00 pm

MBLL will cost-share the products to be sampled at the following discount rates:

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

All products used during the sampling will be charged to the partners' Commercial Customer Identification Card number (CCIC).

Partners must complete and submit a product specific Brand Narrative document upon approval. This ensures consistency throughout the sampling and provides Liquor Mart staff conducting the sampling with key product information and messaging from the partner.

LIQUOR MART EXECUTION

Store managers will select an experienced and LGCA licensed Liquor Mart employee who knows and understands the local shopper to facilitate and serve samples on behalf of the partner.

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	½ ounce	15 ml

MBLL will provide all materials including cups, pour spouts, signage, and display elements.

Sufficient inventory levels will be determined by MBLL in collaboration with the partner to support sales volume and display standards.

The Coordinated Sampling Program will be given priority prime sampling location. No competing brands or products will be allowed to sample at the same time.

A post event summary of results and feedback will be provided following the event, including sales performance during the sampling period, customer engagement insights, conversion metrics, execution compliance and merchandising standards.

PARTICIPATION & ELIGIBILITY

All listed products are eligible. New products require Category Management listing approval prior to application.

Participation is available in up to 55 Liquor Marts, excluding Liquor Mart Express stores.

SELECTION CRITERIA

The number of applications approved will depend on both the quantity of applications received and the availability of participating stores.

1) BASIC: SINGLE STORE SAMPLING

Basic Single Store Sampling allows partners to target one selected Liquor Mart location where they believe product sampling will have the greatest impact, driving trial, awareness, and sales.

Partners may apply for inclusion in the program by submitting a Marketing Program Application Form.

All applications must be submitted by the deadline date.

All listed products are eligible. New products require Category Management listing approval prior to application.

All stores are eligible to participate.

COST

BASIC: SINGLE STORE SAMPLING		
PERIOD		$ Rate per store
1-12	April-March	$175

*Rate per store per 1 x 4-hour time slot

In addition to the participation fee, Partners are responsible for the cost of all product used during the sampling event.

LIQUOR MART EXECUTION

Each sampling event is conducted by an experienced LGCA licensed Liquor Mart employee who is knowledgeable about the featured products and trained to deliver professional, informative, and engaging customer experience on the partner's behalf.

There is no additional marketing support with Basic Single Store Sampling.

2) ELEVATED: MULTIPLE STORE SAMPLING

Elevated samplings provide an enhanced store sampling experience through the addition of marketing, while maintaining a simple footprint that integrates seamlessly into the store environment.

Partners may apply for inclusion in the program by submitting a Marketing Program Application Form.

All applications must be submitted by the deadline date.

PARTICIPATION & ELIGIBILITY

To qualify as an Elevated Sampling, the event must include distinctive signage, such as a banner or display materials.

All listed products are eligible. New products require Category Management listing approval prior to application.

Participation requires a minimum of 2 stores, with the option of expanding up to 55 Liquor Mart locations (excluding Liquor Mart Express stores) to maximize brand exposure and sales impact.

Partners have the flexibility to select the Liquor Mart locations that best align with their objectives and sales goals.

COST

ELEVATED: MULTIPLE STORE SAMPLING		
PERIOD		$ Rate per store
1-12	April-March	$150

*Rate per store per 1 x 4-hour time slot

In addition to the participation fee, Partners are responsible for the cost of all product used during the sampling event.

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

Each sampling event is conducted by an experienced LGCA licensed Liquor Mart employee who is knowledgeable about the featured products and trained to deliver professional, informative, and engaging customer experience on the partner's behalf.

MARKETING SUPPORT

All approved Elevated Sampling SKUs will be featured on LiquorMarts.ca event page.

Elevated Sampling SKUs may also be featured on Liquor Mart digital and social media platforms.

3) ELEVATED: EXPERIENTIAL SAMPLING

Experiential Samplings offer partners an opportunity to create a memorable customer activation that goes beyond standard in-store sampling experience.

To qualify as an Experiential Sampling, the event should include one or more impactful experiential elements, such as:

- Food pairings
- Brand ambassador or celebrity appearances
- Bottle signings
- Bottle engraving or personalization
- Interactive educational experiences
- Other experiential customer engagement opportunities

These activations are designed to showcase featured brands and SKUs while creating a differentiated customer experience that aligns with Liquor Marts marketing strategy and seasonal programming.

APPLICATION

Partners may apply for inclusion in the program by submitting a Marketing Program Application Form.

All applications must be submitted by the deadline date.

When submitting an Experiential Activation application, please include:

- Total footprint required
- Electrical requirements (if applicable)
- Dimensions of the tasting table, display, or booth
- Event renderings or setup visuals
- Description of any food pairing component
- Description of customer engagement activities
- Staffing requirements

If applicable, renderings and setup details for autograph or bottle-signing events

PARTICIPATION & ELIGIBILITY

Experiential activations may be offered in select Liquor Mart locations based on store size, customer traffic, product availability, and operational considerations.

Participation opportunities and eligible store lists will be communicated during the programming planning process.

All listed products are eligible. New products require Category Management listing approval prior to application.

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.

COST

EXPERIENTIAL SAMPLING		
PERIOD		$ Rate per store
1-12	April-March	*Contact LPX Manager

Pricing for Experiential Samplings will vary depending on the scope and requirements of the program. Costs may include:

- Event execution fees
- Staffing requirements
- Equipment or infrastructure needs
- Product sampling costs

PROGRAM GUIDELINES & PARTNER REQUIREMENTS

- Maximum allowable footprint: 10’ x 10’.
- Programs intended for multiple locations should be scalable to accommodate varying store layouts and available space.
- All activation setups must adhere to store safety and operational requirements.
- Experiential sampling focuses on in-store product sampling and customer engagement. Requests for ticketed consumer events fall outside the scope of this program.

LIQUOR MART EXECUTION

Each sampling event is conducted by an experienced LGCA licensed Liquor Mart employee who is knowledgeable about the featured products and trained to deliver professional, informative, and engaging customer experience on the partner’s behalf.

MARKETING SUPPORT

All approved Elevated Sampling SKUs will be featured on LiquorMarts.ca event page.

Elevated Sampling SKUs may also be featured on Liquor Mart digital and social media platforms.

WINESTATION® AND SPIRITSTATION® SAMPLING

WineStation® and SpirtStation® 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

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® (28) 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	
#42	Dominion	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.

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

All listed products are eligible. New products require Category Management listing approval prior to application.

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.

COST & PARTICIPATION

There is no participation fee.

The Cocktail of the Month will be executed in 24 stores.

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

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.

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

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 in a prominent location in 24 stores. All stores will promote the Cocktail of the Month at the regular shelf location with a recipe shelf talker.

MBLL will print, kit, and distribute the in-store signage, cocktail recipe shelf talkers, and price tickets.

Liquor Mart staff will place the POP signage with the Cocktail of the Month display and the cocktail recipe shelf talkers at the regular shelf location.

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.

There are up to 9 SKUs featured each period.

All listed products from a Manitoba liquor producer are eligible.

New products require Category Management listing approval 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.

COST & PARTICIPATION

There is no participation fee.

The Local End Cap will be executed in 15 stores within Winnipeg.

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

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.

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

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 print, kit, and distribute the in-store signage and price tickets.

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.

There are up to 3 SKUs featured each period.

All listed products are eligible. New products require Category Management listing approval 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.

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

COST & PARTICIPATION

There is no participation fee.

The Simply Mix End Cap will be executed in 37 stores.

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

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 print, kit, and distribute the in-store signage and price tickets.

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. There will be one end cap for each category (Spirits, Wine, Beer, RTD) and the displays will be featured in the top 20 stores for each respective category.

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

All listed products are eligible. New products require Category Management listing approval 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.

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

COST & PARTICIPATION

There is no participation fee.

The four Seasonal End Cap displays will be executed in the top 20 stores for each category (spirits, wine, beer, RTD).

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.



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 print, kit, and distribute the in-store signage and price tickets.

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.

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

All listed single-serve products 740 ml or less, under $17.00, are eligible.

New products require Category Management listing approval 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.

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

COST & PARTICIPATION

There is no participation fee.

The Seasonal Impulse Bin will be executed in 15 stores.

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

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 print, kit, and distribute the in-store signage.

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 CATEGORY DRIVEN END CAP

Four category-specific end cap displays will be featured each period, showcasing new and trending products selected by store employees. Categories will be strategically aligned with seasonal trends and peak-selling categories to maximize customer engagement and sales opportunities.

There up to 9 SKUs featured for each Category Driven End Cap display in each period.

All listed products are eligible. New products require Category Management listing approval to be considered for participation in the program.

Categories will be determined by MBLL as outlined in Appendix B.

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

COST & PARTICIPATION

There is no participation fee.

The four Category Driven End Cap displays will be executed in Support stores (19 in total).

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

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.

Final SKU participation in the Category Driven displays is determined by MBLL.

LIQUOR MART EXECUTION

MBLL will send Liquor Marts a list of eligible SKUs and merchandising instructions. Each store will base their selections on historical sales and customer demand.

Liquor Marts will display the chosen products on the Category Driven End Cap display for the duration of the promotional period.

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

The Category Driven End Cap displays will be executed on end cap shelving.

MBLL will print, kit, and distribute the in-store signage and price tickets.

The participating 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 IN THE MOMENT

The MBLL in the Moment program is a short-term promotion that showcases seasonally appropriate items on LTO leading up to recognized holidays and occasions.

There up to 9 SKUs featured on the In the Moment display each period, depending on the holiday/occasion and available space in each store.

All listed products are eligible. New products require Category Management listing approval to be considered for participation in the program.

All eligible products must be on LTO during the promotional period.

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.

Final SKU participation in the In the Moment display is determined by MBLL.

COST & PARTICIPATION

There is no participation fee for this program, other than any applicable LTO participation & chargeback fees.

The In the Moment display will be executed in Liquor Marts within Winnipeg, Steinbach, Brandon & Selkirk (35 stores).

Store participation lists can be found at mbllpartners.ca/liquor-agents-suppliers.

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.

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

MBLL will send Liquor Marts a list of eligible SKUs and merchandising instructions. Each store will base their selections on historical sales and customer demand.

Liquor Marts will display the chosen products on the In the Moment display for the duration of the promotional period.

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

The In the Moment display will be executed on a 4-tier mobile fixture.

MBLL will design, print, kit, and distribute the in-store signage and price tickets.

The participating Liquor Marts will have the display completed no later than store opening on the first day of the promotional period.

All other Liquor Marts can choose to participate in the In the Moment display using a discretionary end cap location.

MARKETING SUPPORT

All eligible SKUs will be featured on LiquorMarts.ca.

In the Moment SKUs may also be featured on Liquor Mart social media platforms and/or in the Sip n' Savour e-newsletter.

IN THE MOMENT DATES

Program Date	Occasion	Categories
March 10- 17, 2028	St. Patrick's Day	Irish spirits, beer, RTD
May 3 - 9, 2027	Mother's Day	Flavoured spirits, Rosé wine
May 17 - 24, 2027	Victoria Day	Packaged beer
June 14 - 20, 2027	Father's Day	Brown spirits, red wine
June 21 - July 1, 2027	Canada Day	All categories - Canadian
July 26 - August 2, 2027	Terry Fox	Packaged RTD
August 30 - September 6, 2027	Labour Day	Packaged beer
October 4 - 11, 2027	Thanksgiving	Wine - pair with Thanksgiving fare
October 25 - 31, 2027	Halloween	Spirits
November 1 - 7, 2027	Grey Cup	Canadian packaged beer & RTD
December 26 - 31, 2027	New Year's Eve	Sparkling wine, deluxe spirits
February 7 - 14, 2028	Super Bowl	Canadian packaged beer & RTD
March 10 - 17, 2028	St. Patrick's Day	Irish spirits, beer, RTD

SECTION 9

appendices



APPENDIX A:
APPLICATION PROCESS & SELECTION CRITERIA

There is no application process for MBLL Driven programs. Partners are encouraged to propose SKUs for these programs during Joint Business Planning meetings.

PARTNER DRIVEN APPLICATION PROCESS

Partner Driven application form templates are available online. Coordinated Samplings are included in the template.

Visit mbllpartners.ca/liquor-agents-suppliers under Liquor Marketing Guide & Applications.

Please e-mail application forms to programming@mbll.ca in accordance to Appendix B.

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

ADDITIONAL VALUE REQUIREMENTS

Additional value encourages customers to purchase a product on programming via LTOs, value adds, or contests.

At least one form of additional value is REQUIRED on all SKUs for the following programs in order to be considered for approval:

- Product Spotlight
- Footprint Theatre
- BYOAH
- Impulse Cold Box Takeover (LTO only, for min. 50% of the SKUs)
- Cold Zone Takeover (LTO only, each SKU at least once during the 2-month period)
- Impulse Bin & Impulse @ Cash (LTO only)

Additional value is HIGHLY ENCOURAGED on all SKUs for the following programs:

- Canopy Signage
- MBLL Driven programs
- Liquor Mart Ad Hoc

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, contest prizes 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 equirements are subject to change. While the MBLL team will always do its best to communicate changes, please visit www.mbllPartners.ca frequently for updates.*

APPENDIX B

Marketing program schedule
available for download at:

mbllpartners.ca/liquor-agents-suppliers

APPENDIX C:
POP MATERIAL REQUIREMENTS AND INSTRUCTIONS FOR FILE UPLOAD

Partners will receive a OneDrive link with their program approvals where all creative files must be uploaded. MBLL will send a reminder that includes the upload link 3-4 weeks prior to the deadline. Please ensure the link is shared with the individual responsible for uploading the files.

Creative files submitted after the deadline and/or files that do not meet requirements may be subject to late fees. Please refer to Appendix D for details.

FILE UPLOAD DEADLINES

PERIOD		POP Deadline
1	April	January 22, 2027
2	May	February 19, 2027
3	June	March 19, 2027
4	July	April 23, 2027
5	August	May 21, 2027
6	September	June 18, 2027
7	October	July 23, 2027
8	November	August 20, 2027
9	December	September 24, 2027
10	January	October 22, 2027
11	February	November 19, 2027
12	March	December 17, 2027

FILE REQUIREMENTS – POP & BOTTLE IMAGES

Brand & Mini Brand Spotlight

These programs require unique assets. Specifics 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.

Product Images

High-res product images are required for the following programs:

- Hot Buy
- Black Friday
- Impulse Bin
- Impulse @ Cash
- MBLL Driven Programming
- Liquor Mart Flyer
- Coordinated Sampling

Image Specifications

Minimum resolution: 300 DPI

Minimum dimensions (width x height): 12” or 20” or 3600px – 4800px

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

Image Naming Convention

Images should be named at time of upload with the SKU# and product name in the appropriate OneDrive folder

Example: 123456 Product Name, Size

Footprint Theatre Merchandisers

Final renderings of merchandisers, plus holding power & dimensions (width x depth x height) are required.

Near Pack Value Add Merchandisers

Final renderings of merchandisers, plus dimensions (width x depth x height) are required.

Renderings must include legible text and graphics to ensure accuracy to the products and value add items approved for the display.

Near pack value add 8.5” x 11” sign				
File Type	Trim Size	Viewable Area	Bleeds	Crops
High-res PDF	8.5” W x 11” H	8.5” W x 11” H	No	No
Requirements:	Must include a social responsibility message. Must not refer to product price. Must state which products (and related sizes) are eligible for the value add offer. (e.g. “Free (value add) with the purchase of (products & sizes). Must state the effective date range. (e.g. “Offer valid April 1 – 30, 2027”) Must state “While quantities last”.			

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) 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) information may be included on any month-long programs. Please see requirements on next page.

LTO (LIMITED TIME OFFER) REQUIREMENTS

LTO Requirements
POP must reference:
SKU #
Discount Amount ($)
Effective Date Range

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 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 of $50.

SUPPORT PROGRAM REVISIONS & ADDITIONS

Partners may make revisions and additions to existing applications between the application deadline and the 45 day cut off.

Additions are subject to a $25/SKU late fee for the following programs:

- Limited Time Offer (LTOs)
- Shelf Talker
- Neck Tag
- Rep-Applied Value Add (Non-Liquor)

CUT OFF DATES

PERIOD		LATE ADDITION CUT OFF
1	April	February 15, 2027
2	May	March 17, 2027
3	June	April 16, 2027
4	July	May 17, 2027
5	August	June 17, 2027
6	September	July 16, 2027
7	October	August 17, 2027
8	November	September 17, 2027
9	December	October 15, 2027
10	January	November 17, 2027
11	February	December 17, 2027
12	March	January 14, 2028

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 –
1 business days after deadline - $50

Second delay/revision/reminder –
3 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.

Creative files for Shelf Talkers, Neck Tags, bottle images that are late or require revisions after the upload deadline may be subject to the following late fee:

First delay/revision/reminder - 1 business day after deadline - $25

APPENDIX E: CONTESTING

Partners must include contests as part of their Marketing Program Application Form.

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.

The partner is responsible 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 and PIN in case are permitted.

For contests on an impulse bin display, partners must send LPX the contest details which will then be added to the header sign by MBLL..

- QR code/website link
- Contest rules & regulations
- Images of prizing

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

Category management uses multiple price bands for product listing and sku management. In the spirit categories, liquor marts merchandise products using a simplified economy, premium, and deluxe approach to support efficient shelf management and customer navigation according to price.

For the wine category products are segmented into three fine wine corner tiers for products priced above $30.00 (Where applicable) and four general sales floor tiers for products priced at approximately $29.99 And below. Products are merchandised according to price, using these classifications.

Beer & rtd are classified as deluxe, premium, and economy. They each have their own merchandising philosophy at shelf based on their respective sub-categories.

APPENDIX H

Store Participation & Contact Information available for download at:

mbllpartners.ca/liquor-agents-suppliers



LiquorMarts.ca