

## IMPULSE COLD BOX ROSÉ PROGRAM

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*The Impulse Cold Box Rosé Program allows suppliers to feature Rosé wines in the Liquor Mart impulse cold box for a 4-month period (May, June, July, August).*

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### **APPLICATION**

Suppliers may apply for inclusion in the program by completing the Marketing Program Guide Seasonal Application Form. Applications will be posted online @ [mblpartners.ca](http://mblpartners.ca) February 25, 2020. All applications must be submitted by **March 10, 2020**. Late applications will not be accepted.

### **PARTICIPATION AND ELIGIBILITY**

All listed rosé wines (excluding economy) are eligible for the Impulse Cold Box Rosé Program.

There are 8 opportunities for Tier 1 – 4, May – August.

### **COST**

**\$1200** per SKU

### **PROGRAM GUIDELINES AND SUPPLIER REQUIREMENTS**

Upon notification of approval, suppliers are responsible for providing a high resolution, print ready bottle shot file (minimum 300 dpi) for each applied SKU.

### **LIQUOR MART EXECUTION**

Tier 1 - 4 Liquor Marts with an impulse lane cold box are required to list and display all 8 selected rosé wines in the door closest to the cash of the impulse cold box.

Inventory levels will be determined by MBL and enough inventory will be maintained for the 4-month duration to support visually effective displays.

Suppliers are also expected to maintain sufficient inventory for the duration of the period.



\*\*\*Example Only\*\*\*