

TO: All Supplier and Industry Representatives
FROM: Manitoba Liquor and Lotteries – Supply Chain
DATE: October 12, 2018
RE: Privately Distributed Beer & Liquor Mart Pick List

Good day,

Manitoba Liquor & Lotteries Supply Chain is continuing to develop an improved core merchandising business model. To assist with this initiative, effective **October 15, 2018** all applications for Privately Distributed Beer and Liquor Mart Pick List must be submitted to the categorymanagement@mbl.ca mailbox.

Please note that as of October 15th Category Management will be the primary contact for all Privately Distributed Beer inquiries and Pick List. For information regarding micro-status, setup, pricing and bulletin dates (except Pick List) communications should be directed to ProductManagementCoordination@mbl.ca

Best regards,



Brad Fulham
Director, Supply Chain

October 12, 2018

Privately Distributed Beer:

Effective October 15, 2018, all Privately Distributed Beer Applications are to be directed to categorymanagement@mbl.ca. Below are the required steps to have new products setup and priced for retail sale through the private channel.

Process Overview:

Privately Distributed Beer is bulletined every Tuesday with applicable effective dates; the beer bulletin is a means of communicating to the Private Channel new products available for purchase and the applicable retail prices.

1. A product listing application and supplier information form (if required) must be completed and sent to Category Management a minimum of one week prior to the Sunday of the agent's requested bulletin date. If a product qualifies for micro-producer status the MBLL Annual Declaration of Production and third party verification must be submitted at the time of application. If the application indicates that micro-producer status applies, but documentation is not provided, set up on the item will not proceed until all documentation is received.
 - o Items to be bulletined on Tuesday, October 23rd must be submitted for set up by Sunday, October 14th at 11:59 pm to categorymanagement@mbl.ca
2. Once the product is set up in our system and priced an email with the relevant information will be sent to the agent for approval. Approvals must be received no later than 11:59 pm the Sunday prior to bulletin date.
 - o Items to be bulletined on Tuesday, October 23rd must have agent approval on pricing by Sunday, October 21st at 11:59 pm to ProductManagementCoordination@mbl.ca
3. A second confirmation email containing a copy of the weekly beer bulletin will be provided. This also requires agent approval by Tuesday at 11:59 am the day of bulletin posting.
 - o Items to be bulletined on Tuesday, October 23rd, must receive final approval from agent by 11:59 am on Tuesday, October 23rd to ProductManagementCoordination@mbl.ca
4. Products without approval will be removed from the weekly beer bulletin, and not made available for sale until bulletined. If a product has been removed the agent may request, in writing, an alternate bulletin date.

Liquor Mart Pick List:

Effective October 15, 2018, all Liquor Mart Pick List Proposals are to be directed to categorymanagement@mbl.ca. Below are the required steps to have new products setup and priced for retail sale through Liquor Marts.

Process Overview:

The Liquor Mart Pick List is reviewed every two weeks and is a means to identify new products intended to enhance the overall Liquor Mart assortment. Pick List Proposals can be submitted at the same time as Privately Distributed Beer Bulletin submissions.

1. Liquor Mart Pick List requests are now required to be submitted as a proposal. The template proposal was reviewed at the Industry meeting held September 19th, 2018
2. Pick List Proposals are due no later than the Sunday prior to the Pick List bulletin date
3. Pick List bulletins are issued every second Thursday.

4. Proposals will be reviewed every two weeks and if approved will be added to the next Pick List.
 - o Proposals submitted between Oct 15th - Oct 28th will be considered for the November 1st bulletin etc.
5. Along with the proposal a high resolution JPEGS, TIFFS or PSD files (150 dpi and 2500 pixels) image is required with every submission.
6. Late proposals will be deferred to the next review period.

If you have any questions regarding this process please direct them to categorymanagement@mbll.ca .

Privately Distributed Beer Bulletin:

Week	Sunday	Tuesday	Wednesday-Friday
1	Product Information Form, Supplier Information form and Micro-producer documentation (if applicable) submitted by 11:59 pm to categorymanagement@mbll.ca		PMC to email agents draft item pricing for approval
2	Pricing confirmed by 11:59 pm to PMC at ProductManagementCoordination@mbll.ca	Final approval on bulletin submission to PMC at ProductManagementCoordination@mbll.ca Bulletin to be distributed to Channel Partners and posted to ATLAS by 4:00pm	

Beer Pick List:

Week	Sunday	Monday-Wednesday	Thursday
1	Pick List Proposal, including high resolution digital image to categorymanagement@mbll.ca		
2		Category Management to send confirmation of approval for Pick List submissions to agents	Pick List distributed to MBLL retail stores by 4:00pm