

## Refreshment Beverage Stockpile Program

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*The Refreshment Beverage Stockpile Program allows suppliers the opportunity to purchase "Cold Zone" cold box placement and a case stack display in a destination flex area of Tier 1 Liquor Marts 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 February 25, 2020. All applications must be submitted by **March 10, 2020**. Late applications will not be accepted.

### Participation and Eligibility

All listed refreshment beverages (excluding economy) are eligible for the Refreshment Beverage Stockpile Program.

There are 12 opportunities for Tier 1 Liquor Marts, May – August.

### Cost

**\$5500** 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 Liquor Marts are required to list and case stack (stockpile) all 12 selected refreshment beverages in a destination flex area of the store.

These destination flex areas will be clearly identified via wayfinding signage and a corresponding marketing campaign. MBLL will print and distribute the program P.O.P signage.

This will be the primary location for each identified SKU.

Each SKU will also be featured in the "Cold Zone" cold box. Package sizes 4260ml or greater are not eligible for cold box placement.

Inventory levels will be determined by MBLL and enough inventory will be maintained for the 4-month duration to support visually effective case stack (stockpile) displays.

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



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