

# MARKETING AT RETAIL

APRIL 2010 – MARCH 2011



# LIQUOR MARTS



## Changes to Manual

- Marketing At Retail Program Schedule – Changed lead times from 120 days to 90 days  
- Changed AIR MILES Program #'s
- 2 - Impact Program Rates changed to reflect new POP signage  
- Removed case minimums established for each category, for each Liquor Mart  
- Removed Appendix A
- 4 - Updated Tier Structure
- 5 - Impact POP Signage – NEW  
- Mobile Signage change in size  
- Added an appendix A
- 6 - New Products – removed mandatory to advertise in Sip 'N' Savour
- 7 - New Products – added – MLCC will create and distribute product information shelf talkers for all new General list products.
- (10) - Sip 'N' Savour Flyer – Removed Program
- 11 - Value Add Program changed – Removed Plant applied value add inventory is distributed to Liquor Marts according to sales history and individual store assortment.  
- Accuracy – removed hourly rate and added new chargeback structure rates.
- 12 - Free of Charge Packaging – Accuracy – removed hourly rate and added new chargeback structure rates.
- 13 - Limited Time Offer – added fees for participation of approved LTO SKU's.  
Removed - The MLCC will determine the number of participating SKUs per period. Spirit LTOs will be allocated by the Marketing Department based on share of market in Liquor Marts. The selection of other products will be determined by the program objectives.
- 14 - Inventory forecasting for LTO programs for each SKU has been removed.
- 15 - Premium Spirit Sales under All LTO criteria apply - changed – cannot offer a plant applied value ad or a bonus AIR MILES offer in the period preceding or following this event  
- to - cannot be offered in the Impact period preceding or following a plant-applied value-add program, and cannot be offered in conjunction with a value-add or bonus AIR MILES<sup>®</sup> reward miles program.
- 18 - AIR MILES<sup>®</sup> Buy Two Program – NEW
- 19 - Multi SKU Bonus AIR MILES – Added under Selection Criteria – Sales Volume.
- 20 - AIR MILES<sup>®</sup> my planet – NEW
- 21 - AIR MILES<sup>®</sup> Buckslips – Changed from multiple SKU's per buckslip to single SKU only allowed per buckslip
- 23 - NEW PROGRAM ISSUED JANUARY 2010 – MEGA MILES ADVERTISING PROGRAM
- (25) - Backlit Signage Program – Removed Program
- 25 - One Time Purchase Program - NEW

- 26 - In-Store Sampling Program
  - added – Samplings must be conducted by a marketing rep or their designate.
  - added – Samplers should have knowledge of the product they are sampling
  - removed – (maximum of two samples per customer per supplier)
- 26 - Under Payment structure – payment by either EFT or credit card.
- (27) - liquormartsonline.com Advertising Program – Removed Program
- 30 Cold Box Guidelines
  - space allocation changes from 80% of the space allocated to 70%, and 20% remaining to 30%.
  - Removed the Guidelines section and Liquor Marts have refrigeration units located at the check-outs of most stores.
- 31 Clustering
  - removed the paragraph regarding store clusters A+, A, B+ or B in any given segment, bringing in all “new General products” for a 6 month period.
  - removed the Cluster Options chart.
  - Added a paragraph on Segment/Cluster examples for each cluster.
- 34 Under Positioning removed the paragraph regarding placement of Brand extensions.
- 36 Refreshment Beverage – removed malt based coolers and ready to drink
- 40 Liquor Mart Standard Product Signage – wall fixture added cocktails,
  - aisle fixture removed ready to drink
- 41 - Appendix A – MLCC P.O.P. Materials Requirements and Instructions to for File Uploads
- 43 - Appendix B – New Product store listings
- 44 - Appendix C - AIR MILES® my planet – NEW
- 45 - List of Marketing Program Application Templates
  - Added – Bonus AIR MILES® Buy Two program
  - Removed – Backlit Signage template and Sip ‘N’ Savour

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***Note that programs may change during the year.***





# Marketing At Retail Program Schedule

## April 2010 - March 2011

Deadlines	Impact & Value-ads	Bonus AIR MILES®	LTO						
<b>December 15, 2009</b>	<b>1</b>	March 29 - April 25	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>April A</b></td> <td>April 1-15</td> </tr> <tr> <td><b>April B</b></td> <td>April 16-30</td> </tr> <tr> <td colspan="2" style="text-align: right;">April 19-May 2</td> </tr> </table>	<b>April A</b>	April 1-15	<b>April B</b>	April 16-30	April 19-May 2	
<b>April A</b>	April 1-15								
<b>April B</b>	April 16-30								
April 19-May 2									
<b>January 19, 2010</b>	<b>2</b>	April 26 - May 23	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>May A</b></td> <td>May 1-15</td> </tr> <tr> <td><b>May B</b></td> <td>May 16-31</td> </tr> </table>	<b>May A</b>	May 1-15	<b>May B</b>	May 16-31		
<b>May A</b>	May 1-15								
<b>May B</b>	May 16-31								
<b>February 16, 2010</b>	<b>3</b>	May 24 - June 20	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>June A</b></td> <td>June 1-15</td> </tr> <tr> <td><b>June B</b></td> <td>June 16-30</td> </tr> <tr> <td colspan="2" style="text-align: right;">May 31 - June 13</td> </tr> </table>	<b>June A</b>	June 1-15	<b>June B</b>	June 16-30	May 31 - June 13	
<b>June A</b>	June 1-15								
<b>June B</b>	June 16-30								
May 31 - June 13									
<b>Christmas Gift Item Applications Due</b>		<b>June B</b>	June 16-30						
<b>March 16, 2010</b>	<b>4</b>	June 21 - July 18	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>July A</b></td> <td>July 1-15*</td> </tr> <tr> <td><b>July B</b></td> <td>July 16-31*</td> </tr> <tr> <td colspan="2" style="text-align: right;">July 19 – August 1</td> </tr> </table>	<b>July A</b>	July 1-15*	<b>July B</b>	July 16-31*	July 19 – August 1	
<b>July A</b>	July 1-15*								
<b>July B</b>	July 16-31*								
July 19 – August 1									
			<b>*AIR MILES – Win In July</b>						
<b>April 13, 2010</b>	<b>5</b>	July 19 - August 15	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>August A</b></td> <td>August 1-15</td> </tr> <tr> <td><b>August B</b></td> <td>August 16-31</td> </tr> <tr> <td colspan="2" style="text-align: right;">August 16-29</td> </tr> </table>	<b>August A</b>	August 1-15	<b>August B</b>	August 16-31	August 16-29	
<b>August A</b>	August 1-15								
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<b>May 11, 2010</b>	<b>6</b>	August 16 - Sept 12	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Sept A</b></td> <td>September 1-15</td> </tr> <tr> <td><b>Sept B</b></td> <td>September 16-30</td> </tr> <tr> <td colspan="2" style="text-align: right;">September 13-26</td> </tr> </table>	<b>Sept A</b>	September 1-15	<b>Sept B</b>	September 16-30	September 13-26	
<b>Sept A</b>	September 1-15								
<b>Sept B</b>	September 16-30								
September 13-26									
<b>June 8, 2010</b>	<b>7</b>	Sept 13 - October 10	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>October A</b></td> <td>October 1-15*</td> </tr> <tr> <td><b>October B</b></td> <td>October 16-31*</td> </tr> <tr> <td colspan="2" style="text-align: right;">October 18-31</td> </tr> </table>	<b>October A</b>	October 1-15*	<b>October B</b>	October 16-31*	October 18-31	
<b>October A</b>	October 1-15*								
<b>October B</b>	October 16-31*								
October 18-31									
			<b>*AIR MILES – Wine In October</b>						
<b>June 22, 2010</b>	<b>8</b>	October 11 - November 7	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Nov A</b></td> <td>November 1-15</td> </tr> <tr> <td><b>Nov B</b></td> <td>November 16-30</td> </tr> <tr> <td colspan="2" style="text-align: right;">November 15-28</td> </tr> </table>	<b>Nov A</b>	November 1-15	<b>Nov B</b>	November 16-30	November 15-28	
<b>Nov A</b>	November 1-15								
<b>Nov B</b>	November 16-30								
November 15-28									
			<b>Premium Products Only</b>						
<b>July 6, 2010</b>	<b>9</b>	November 15 - January 2	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>Dec A</b></td> <td>December 1-15</td> </tr> <tr> <td><b>Dec B</b></td> <td>December 16-31</td> </tr> </table>	<b>Dec A</b>	December 1-15	<b>Dec B</b>	December 16-31		
<b>Dec A</b>	December 1-15								
<b>Dec B</b>	December 16-31								
<b>FOC Packaging Applications Due</b>		<b>Dec B</b>	December 16-31						
<b>Holiday Season</b>									
<b>October 5, 2010</b>	<b>10</b>	January 3-30, 2011	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>January A</b></td> <td>Jan 2-15, 2011</td> </tr> <tr> <td><b>January B</b></td> <td>January 16-31</td> </tr> <tr> <td colspan="2" style="text-align: right;">January 17-30, 2011</td> </tr> </table>	<b>January A</b>	Jan 2-15, 2011	<b>January B</b>	January 16-31	January 17-30, 2011	
<b>January A</b>	Jan 2-15, 2011								
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<b>November 2, 2010</b>	<b>11</b>	January 31 - February 27	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>February A</b></td> <td>February 1-15</td> </tr> <tr> <td><b>February B</b></td> <td>February 16-28</td> </tr> <tr> <td colspan="2" style="text-align: right;">February 14-27</td> </tr> </table>	<b>February A</b>	February 1-15	<b>February B</b>	February 16-28	February 14-27	
<b>February A</b>	February 1-15								
<b>February B</b>	February 16-28								
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			<b>Premium Spirit Sale</b>						
<b>November 30, 2010</b>	<b>12</b>	February 28 - March 27	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;"><b>March A</b></td> <td>March 1-15</td> </tr> <tr> <td><b>March B</b></td> <td>March 16-31</td> </tr> <tr> <td colspan="2" style="text-align: right;">March 14-27</td> </tr> </table>	<b>March A</b>	March 1-15	<b>March B</b>	March 16-31	March 14-27	
<b>March A</b>	March 1-15								
<b>March B</b>	March 16-31								
March 14-27									

**Applications must be submitted by NOON CENTRAL TIME. Late applications will not be accepted.**





# THE IMPACT DISPLAY PROGRAM

## PRODUCTS ELIGIBLE FOR THE PROGRAM

All listed products, except Economy and Specialty Fringe are eligible for Impact displays (see page 33). Specialty Core products may be included in Impact displays only as a tertiary SKU.

Liquor Marts are not obliged to list Specialty Products to support an Impact display.

## SELECTION OF LIQUOR MARTS

Liquor Marts are classified as Tiers one through four (see page 4). Liquor Marts have been classified based on a combination of sales volume and availability of display space.

## PARTICIPATION

Suppliers may apply for inclusion in the program by completing an Impact Participation Form. Suppliers must also select the stores they wish to be featured in by Tier. Due to the limited number of displays available for the Tier 1 & 3 option, the product's suitability to the stores' demographic will be a consideration in the approval process.

**All participation applications must be submitted by 12 noon Central Time on the deadline dates.**



Impact Display

## IMPACT RATES

Period	Tier 1 to 4	Tier 1 to 3	Tier 1 & 2	Tier 1 & 3	Tier 1
1	\$3,900	\$3,500	\$2,800	\$2,800	\$1,900
2	\$3,900	\$3,500	\$2,800	\$2,800	\$1,900
3	\$3,900	\$3,500	\$2,800	\$2,800	\$1,900
4	\$3,900	\$3,500	\$2,800	\$2,800	\$1,900
5	\$3,900	\$3,500	\$2,800	\$2,800	\$1,900
6	\$3,900	\$3,500	\$2,800	\$2,800	\$1,900
7	\$3,900	\$3,500	\$2,800	\$2,800	\$1,900
8	\$3,900	\$3,500	\$2,800	\$2,800	\$1,900
9	\$7,000	\$6,500	\$5,200	\$5,200	\$3,900
10	\$3,200	\$2,700	\$2,200	\$2,200	\$1,500
11	\$3,200	\$2,700	\$2,200	\$2,200	\$1,500
12	\$3,900	\$3,500	\$2,800	\$2,800	\$1,900

### NUMBER OF SKUs AND INVENTORY

Displays will consist of no more than two related SKUs for spirits and beer, and three for wine, coolers and ciders, excluding Period 9 when displays will consist of a maximum of 3 SKUs. A separate application for Period 9 is provided.

- The minimum number of cases for each SKU in the display will equal approximately four weeks inventory based on anticipated sales **OR** one case **whichever is greater**. This level of inventory will be in place at the beginning of the display period.
- Liquor Marts will ensure the display maintains a “full look” for the entire duration on the Impact period.
- Liquor Marts not listing the third SKU are not obliged to include it in the display.

To ensure impactful displays, and conversely, maintain reasonable inventory levels, maximum levels will be established for Impact displays:

#### \* PER SKU MAX

SPIRITS (cases)	15
WINE (cases)	15
COOLERS & CIDERS (equivalent dozen)	20
BEER (equivalent dozen)	30

\* except period 9.

These guidelines will not apply for period 9 (Christmas).

Cut-cases are the preferred method for display building however, in smaller Liquor Marts and where sales do not warrant cut-cases, racking may be utilized.

When a company supplies a rack or bin it is understood that the holding power of the fixture will dictate the inventory level, which may be less than the stated minimum.

### **STORE DISPLAY LOCATION & SET-UP**

Liquor Marts will have displays completed within two days of the period commencement. The last day of the display period (usually Sunday) will be considered a “take-down day”.

### **AD HOC DISPLAYS OF SPECIALTY WINES**

Specialty wines may be displayed in Liquor Marts at no charge; however, they must be displayed in the area of the Wine Corner/Boutique, with the approval of the Store Manager and/or Product Consultant. Ad-hoc displays should not exceed 3 cases of wine.



## IMPACT TIER STRUCTURE

	STORE	Displays	P9	Tier
1	#20 St. Vital Square	20	35	1
2	#43 Southdale Centre	20	35	1
3	#05 Garden City Square	20	35	1
4	#52 Eastwinds SC	20	35	1
5	#54 Crestview SC	20	35	1
6	#60 Madison Square	20	35	1
7	#45 Grant Park	20	35	1
8	#36 Northdale SC	20	35	1
9	#40 Fort Richmond	20	35	1
10	#25 Portage & Burnell	20	35	1
11	#26 Charleswood Centre	20	35	1
12	#08 Portage & Ainslie	20	35	1
13	#49 Brandon 10th & Victoria	20	35	1
14	#42 Dominion SC	20	35	1
15	#46 Thompson	14	30	2
16	#19 Bunn's Creek	14	30	2
17	#11 Selkirk	14	30	2
18	#18 Fort Garry	14	30	2
19	#38 Main & Jefferson	14	30	2
20	#22 Portage la Prairie	14	30	2
21	#48 Regent Park	14	30	2
22	#06 Hargrave & Ellice	14	30	2
23	#50 Tyndall Market Mall	14	30	2
24	#51 Brandon Shoppers Mall	14	30	2
25	#14 Main & Pritchard	14	30	2
26	#17 Kenaston Crossing	9	13	3
27	#12 River & Osborne	9	13	3
28	#41 Southglen	9	13	3
29	#09 Tuxedo SC	9	13	3
30	#07 Dauphin	9	13	3
31	#28 Rivergrove	9	13	3
32	#57 Steinbach	9	13	3
33	#32 Brandon Corral Centre	9	13	3
34	#10 Flin Flon	9	13	3
35	#31 The Pas	9	13	3
36	#03 cityplace	9	13	3
37	#13 Gimli	4	8	4
38	#29 Lac du bonnet	4	8	4
39	#37 Morden	4	8	4
40	#23 Swan River	4	8	4
41	#04 Neepawa	4	8	4
42	#55 Beausejour	4	8	4
43	#24 Virden	4	8	4
44	#15 Roblin	4	8	4
45	#53 Carman	4	8	4
46	#56 Russell	4	8	4
47	#33 Minnedosa	4	8	4
48	#34 Pine Falls	4	8	4
48	#21 Churchill	4	8	4
50	#16 Killarney	4	8	4

## PROGRAM AND MATERIALS GUIDELINES

All merchandising materials must adhere to the Liquor Advertising Rules of Conduct.

### P.O.P. Signage

P.O.P. signage (20" H x 25" W) will be produced by the MLCC. Once approved creative will be transmitted, by the supplier, to our FTP site. Materials will be printed, kitted and shipped directly to Liquor Marts for placement in our P.O.P. signage frames. See appendix A

The exception will be P9 when signage holders will be removed to accommodate the increased number of displays for the holiday season. Suppliers are responsible for producing their own Impact signage for that period only.

P.O.P. must be "seasonally appropriate", relevant to all products in the display and clearly communicate a "reason to buy". Pricing information may not appear on submitted P.O.P.

## MOBILES (CEILING DANGLERS)

Mobiles should be no larger than 20" H x 25" W and MUST be two-sided.

Rough drafts or actual samples of materials to be utilized must accompany the request(s).



## **AUGMENTED DISPLAYS**

Individual store's Impact displays may be augmented by further merchandising efforts, including customer draws and/or giveaways and additional merchandising materials, for the designated store(s) only. This must be done with the approval of the Store Manager.

## **SELECTION CRITERIA FOR DISPLAYS**

The merit of each application presented for consideration will be assessed on an individual basis.

Selection criteria will include:

- a) premium/higher profit product
- b) overall balance of displays
- c) participation in Bonus AIR MILES® Program
- d) projected sales volume
- e) supplier investment supporting their brands in local print and electronic media
- f) Corporate investment in the Province

## **RECEIPT AND DISTRIBUTION OF MOBILES & P9 MATERIALS**

**Mobiles and Backer Cards** (P9-only) for Winnipeg Liquor Marts are to be received and delivered to the Winnipeg Liquor Marts involved by the local representative prior to the commencement of the Impact period. Late delivery of POP materials may result in cancellation of the display with the full Impact fees assessed.

- The materials for all rural Liquor Marts must be delivered to the MLCC Head Office 4 weeks prior to the commencement of the Impact period, for distribution. If materials are delivered late, suppliers will be charged a \$40.00 late charge, per store, and may be subject to cancellation of the program with the full Impact fees assessed.

## **AFTER DISPLAY PERIOD**

Representatives have 5 working days (14 in rural Liquor Marts) in which to pick up their mobiles. Any mobiles not picked up will be considered the property of the MLCC and may be destroyed or retained. Permanent/semi-permanent P.O.P. materials, i.e. bins, racks, etc. may be retained in the store with the permission of the Store Manager.

## NEW PRODUCTS

All stores are encouraged to list new General and Specialty spirits and wines while being consistent with their clustering position by category segment (see page 31). Top tier stores must stock all new General list wines and spirits based on the tables in Appendix B.

All new products will be incorporated into the store layout consistent with the criteria outlined in the Shelf Management section of this manual. Any new product incorporated into a store layout must be maintained for a minimum of six months. New products will not be placed on the bottom shelf.

MLCC will create and distribute product information shelf talkers for all new General list products.

Any new Specialty product introduced into a store's assortment will be identified by a "NEW ARRIVAL" shelf strip.

Products will also be displayed on "NEW ARRIVAL" racks. The life of a new product has been established as 30 days. After 30 days, the new product shelf talkers & strips will be removed.



## SUPPLIER SUPPLIED SHELF TALKERS & NECKTAGS

Supplier representatives may request the use of shelf talkers and necktags. Requests should be made to Store Managers. Shelf talkers must be removed from shelf at the end of each Impact period.

Shelf talkers and necktags must be professionally produced, and must contain MEANINGFUL information, ie. food pairings, drink recipes, accolades, information about the product. Supplier-provided shelf talkers and necktags identifying price are not permitted. Dimensions should not exceed 4" x 5" for shelf talkers, and 3" x 5" for necktags. All shelf talkers, including those for LTOs and AIR MILES, country flags on imported beer shelves, and any other promotional purpose, should always be placed to the right of the price ticket, hanging downwards with a super grip clip.

EXCEPTIONS: On Impact displays, the LTO card should be placed directly over the regular price point. Any shelf talker placed on the bottom shelf should still be to the right of the ticket, but could be directed upwards using a U clip. Should there be multiple shelf talkers on a particular product, MLCC shelf talkers would have priority.

## PERMANENT P.O.P.

Permanent P.O.P. material, neon/backlit signage, display units of exceptional quality, etc. can be used in Liquor Marts with the APPROVAL OF THE MANAGER, MARKETING.

Sample of permanent P.O.P.:



## PERMANENT DISPLAYS

Manitoba Liquor Marts are amenable to making perimeter wall space available in selected Liquor Marts for the purposes of promoting premium and deluxe products in an innovative and compelling format to our customers.



Suppliers will be required to supply custom-made fixtures with prior approval from the MLCC. There will be a fee charged relative to those charged for Impact displays and related to the size of the unit and sales volume for the relevant Liquor Mart. The program will run for a 12 month period.

If you are interested in pursuing this opportunity and would like more information, please contact the MLCC Marketing Manager.

## FLOOR DECAL PROGRAM

Floor decals are full-colour graphic images which adhere to store floors. Decals must be of a high quality, leaving no residue upon removal. This program offers an opportunity for suppliers to impact customers at the point-of-purchase. Only one product per category, per store will be available for periods of no longer than three months, for a fee of \$50.00 per store. Application should be made in writing to the Marketing Department.





# CHRISTMAS SPECIALTY GIFT PACKAGES

## **MLCC DISTRIBUTED GIFT PACKAGES:**

Suppliers may offer gift packages for Christmas gift-giving. All Christmas Specialty Gift Pack applications must be submitted to the MLCC Marketing Department prior to February 16, 2010. Late applications will NOT be accepted.

All applications must be accompanied by a colour photograph of the product, and an actual sample forwarded via freight PREPAID to the attention of the MLCC Marketing Department.

Gift packages should be reasonably priced. For pricing purposes, it is essential that the cost of these items be broken down into a packaging component and a product component, as we only apply mark-ups to the product.

Please complete your application carefully and completely. Incomplete or inaccurate applications may affect the application's approval.

## **PRIVATELY DISTRIBUTED BEER GIFT PACKAGES:**

Beer holiday gift package listings should be applied for in the normal fashion through our Purchasing Department. At the time of application, we ask that you also advise the MLCC Marketing Department of the proposed package.

If it is your intent to sell the gift pack solely in Liquor Marts, please contact the Marketing Department in advance to discuss quantities, etc.

Note: A gift pack is defined as "product plus another item such as glassware", and does not apply to variety packs of beer.

# VALUE-ADD PROGRAM

## APPLICATION

Requests for value-add items must be made to the Marketing Department, before 12 noon Central Time, at least 90 days in advance of the anticipated sale date (see Marketing at Retail Program Schedule). **Requests for value-adds for the November/December Christmas period must be made prior to June 8, 2010.**

**The actual value-add item and fastener MUST accompany the value-add application form.**

## PARTICIPATION

All listed products are eligible to participate.

Where the supplier wishes to offer a miniature on-pack, the following criteria must be met:

- An LTO or AIR MILES® program cannot be offered in the Impact period preceding or following a plant-applied value-add program.
- Plant-applied value-adds in two consecutive periods are not permissible.
- The value-add must be a Liquor Mart listed product. The miniature must be a premium or deluxe product. Same-on-same miniatures will not be approved.
- Trial miniature of a new product is acceptable (above criteria still apply).
- The parent brand must have wide distribution in Liquor Marts.

All relevant UPC/SCC standards must be adhered to pursuant to the "Product Identification for Use in the Distribution of Beverage Alcohol" guidelines. The guidelines are available on the Resources page of

the MLCC website – liquormartsonline.com. **Plant-applied value-adds must be clearly marked with the new SCC on the shipper, as well as a label identifying the value-add.** Only the UPC should appear on the product.

Value-add items must be appropriate, of good quality, and not obscure the UPC. The MLCC reserves the right to turn down value-adds that are considered to be unacceptable.

All value-adds are considered to be time specific, and plant-applied value-adds will be front-loaded in the MLCC Distribution Centre 2 weeks prior to the start of the program. Requests for value-adds should be for amounts no greater than 4 weeks projected sales. We will not accept applications for "less than full pallet" amounts. The Purchasing Department will determine acceptable quantities.

The Supplier is responsible for the minimum markup and surcharges on all value-added beverage alcohol. The MLCC will cost share with the Supplier the minimum markup (50/50) when a miniature is added to a Premium or Deluxe product.

## VALUE-ADD ATTACHMENT METHODS:

Value-adds may be either **rep-applied** at store shelf or **supplier plant-applied**. Where the value-add contains liquor, the on-packing must be done at plant. Proper fasteners must be used, ie. no elastic bands or tape.

**PLANT APPLIED**

Ideally, 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, ie. 6 units per case versus the regular 12 per case, the supplier will be charged a \$500.00 handling charge per period.

We are unable to approve value-added miniatures on products sourced outside of Canada. Since value-adds are sold under the parent brand number in Manitoba, we are unable to reconcile inventory pursuant to the Canada Border Services Agency regulations.

Plant applied value-adds are bulletined for release approximately two weeks prior to the period start date.



Example of value-add

**ACCURACY**

Any product received at the MLCC Distribution Centre improperly identified will be retagged at the Distribution Centre, for which the supplier will be charged. Any reoccurrence of problems may result in the product being returned to the supplier at their expense and/or non-approval of future programs.

Minimum Labour Charge	
Re-Piling/Clean Up/Wrong Pallet Patterns	
First 40 cases	\$100.00
Additional cases	\$ .50/cs
Minimum Re-Label Charge of Cases	
First 40 cases (includes re-pile)	\$150.00
Additional cases (includes re-pile)	\$ 1.00/cs

**NEAR-PACKS**

When a value-add item cannot be "practically" applied to a product, or the size impacts shelf space adversely, the supplier may be required to purchase an Impact display or mobile program. Suppliers must provide a method of display of near-pack items, i.e. plastic trays or bins. Impact display /mobile program criteria applies.

**RURAL STORE DISTRIBUTION**

Suppliers can distribute value-adds and near packs directly to the rural stores. Near packs must arrive at the store prior to the start of the period.

If a supplier prefers, they may request that the MLCC distribute non-liquor value-adds and near pack items to rural stores. Suppliers must pre-package the items for each store and deliver these kits to the MLCC Marketing Department. Small packages of value-adds which will fit in an envelope may be shipped to stores at no cost to the supplier. Shipping and handling charges for larger value-adds that cannot fit in an envelope, eg. glasses, are \$25.00 for the first case, \$5.00 for each additional case, per store. The near packs and value-adds should be delivered to the MLCC Marketing Department for distribution 30 days prior to the commencement of the period.

# FREE-OF-CHARGE PACKAGING (FOC)

Free-of-Charge packaging refers to gift boxes and tins, etc. where the retail price is the same as bare bottle product.

**APPLICATION**

All Free-of-Charge application forms must be submitted to the MLCC Marketing Department, before 12 noon Central Time, at least 90 days in advance of the anticipated sale date (see Marketing at Retail Program Schedule). **Requests for Free-of-Charge packaging for the November/December Christmas period must be made prior to July 6, 2010.**

***A sample of the actual FOC packaging MUST accompany the application form.***

**PARTICIPATION**

All listed products, except wines where the 750ml is priced under \$10.00, are eligible to participate.

Quantities requested should be for amounts no greater than 4 weeks projected sales. The Purchasing Department will determine acceptable quantities.

All relevant UPC/SCC standards must be adhered to pursuant to the "Product Identification for Use in the Distribution of Beverage Alcohol" guidelines. The guidelines are available on the Resources page of the MLCC website – [liquormartsonline.com](http://liquormartsonline.com).

**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.

Rep-applied gift bags/cellophane wraps are not permitted.

**ACCURACY**

Any product received at the MLCC Distribution Centre improperly identified will be retagged at the Distribution Centre, for which the supplier will be charged. Any reoccurrence of problems may result in the product being returned to the supplier at their expense and/or non-approval of future programs.

Minimum Labour Charge	
Re-Piling/Clean Up/Wrong Pallet Patterns	
First 40 cases	\$100.00
Additional cases	\$ .50/cs
Minimum Re-Label Charge of Cases	
First 40 cases (includes re-pile)	\$150.00
Additional cases (includes re-pile)	\$ 1.00/cs

free of charge packaging



# LIMITED TIME OFFER PROGRAM

## OBJECTIVES

- \* To increase visitation frequency and time spent shopping in Liquor Marts.
- \* To offer a selection of premium brands to stimulate consumers to try the product in the belief that once they try it, they will buy it again at full price.
- \* Allows suppliers the ability to short-term discount while maintaining a higher price in order to signal quality (prestige pricing) or to be consistent with other prices in the product category (price lining).

## APPLICATION

All LTO application forms must be submitted to the Marketing Department before 12 noon Central Time on the deadline date (see Marketing at Retail Program Schedule at the front of this manual).

**Late applications will not be accepted.**

## FEE

A fee for approved Limited Time Offer SKU's will be assessed as follows;

Spirits	\$100.00
Privately Distributed Beer	\$100.00
Wine	\$ 50.00
Coolers/Ciders	\$ 50.00
MLCC Distributed Beer	\$ 50.00

## PARTICIPATION

All general, licensee only and Specialty core listings are eligible for the program. Spirits smaller than 750ml are not eligible for participation.

An LTO program cannot be offered in the Impact period preceding or following a plant-applied value-add program, and cannot be offered in conjunction with a value-add or bonus AIR MILES® reward miles program.

An LTO period will run in two-week, non-overlapping periods beginning on a Monday and terminating on a Sunday. The Marketing at Retail Program Schedule outlines the timing and criteria of the LTO events.

## LTO SELECTION CRITERIA

Spirit suppliers will be allocated LTOs for Economy spirits based on public spirit sales volumes in Liquor Marts, and other market factors.

LTOs for other product types will not be allocated. Selection will be made based on LTO program objectives, seasonality, and overall LTO assortment balance. The total number of LTOs may be limited.

## PRICING

To qualify for the program the following pricing guidelines apply:

SPIRITS	WINE/COOLERS CIDER/BEER
5% or \$1.00, whichever is greater	Minimum 5% Maximum 10%

Suppliers will be charged back the full amount of the retail discount for the LTO, including the pre-buy period.

## PRODUCT WITHDRAWAL FROM LTO

The supplier/marketing rep may choose to withdraw from the LTO program only if adjustments can be made to bulletins and price lists. Any costs associated with the withdrawal from the LTO program will be borne by the supplier/marketing rep. All changes to the originally approved LTOs must be submitted in writing.

## DISTRIBUTION

Products on the program will be available to all customer types with no limit on the purchase per customer. Private retailers stocking the product (Liquor Vendors and Beer Vendors, Specialty Wine Stores) must offer participating products at the sale price for the entire LTO period.

## SHELF TALKERS

In Liquor Marts, LTO products will be provided shelf talkers indicating the regular price, the sale price and the duration of the LTO (sample pictured below). Liquor Vendors will be supplied with blank shelf talkers for use in their outlets. Advertising for beer vendors will be the responsibility of the supplier.



LTO shelf talker

## PREMIUM PRODUCT LTO – NOVEMBER 15 – 28, 2010

Only products deemed to be "premium" or better will be accepted for this LTO. **No "economy priced or popular wines" (see page 33) will be allowed during this LTO period.**

# PREMIUM SPIRIT SALE

The Premium Spirit Sale offers suppliers an opportunity to promote premium and deluxe spirits during the 2-week February 14-27, 2011 timeframe.

This event will be promoted by in-store signage, shelf talkers and print advertising. These costs will be borne by the MLCC.

## APPLICATION

Using the LTO application form, all applications must be submitted to the Marketing Department before 12 noon Central Time on the deadline date (see Marketing At Retail Program Schedule at the front of this manual). **Late applications will not be accepted.**

## PARTICIPATION

The Spirit Sale is intended for Premium and Deluxe Core spirits (rye, rum, vodka, gin, scotch, etc.). **At least** one SKU from each Premium and Deluxe brand set must participate (i.e. 750ml, 1140ml, or 1750ml). **Suppliers are encouraged to include more SKUs.** Premium and Deluxe Liqueurs are also eligible. Economy products cannot participate. All General, Licensee only and Specialty listings are eligible for the program. Spirits smaller than 750ml are not eligible for participation. **There is no limit to the number of participating SKUs.**

## PRICING

The maximum allowable discount is **8%** or \$1.00, whichever is greater.

**All LTO criteria apply.** As an example, products participating in the Premium Spirit Sale cannot be offered in the Impact period preceding or following a plant-applied value-add program, and cannot be offered in conjunction with a value-add or bonus AIR MILES<sup>®</sup> reward miles program.

## EXPECTATION OF STORE PARTICIPATION

Stores are encouraged to list as many of the participating products as possible, ensuring adequate inventory levels.

# BONUS AIR MILES® PROGRAM



In addition to the Liquor Mart AIR MILES® reward miles program that rewards customers with one reward mile every \$25 before taxes (cumulative on a monthly basis), suppliers may offer Bonus AIR MILES® reward miles on selected products.

## APPLICATION

Complete the Bonus AIR MILES® Application Form and submit to the Marketing Department before 12 noon Central Time on the deadline date, according to the Marketing at Retail Program Schedule.

## PARTICIPATION

All listed products are eligible to participate in the program. AIR MILES® will be offered as per the Marketing at Retail Program Schedule included in this manual.

**Back-to-back programs are permissible, however the offer cannot change.**

1. The MLCC reserves the right to limit the number of Bonus AIR MILES® products for any period.
2. Bonus AIR MILES® reward miles will not be offered in conjunction with Limited Time Offers or Value-adds.
3. The Supplier is responsible to ensure that product is available for the Bonus AIR MILES® Program.
4. An AIR MILES® program cannot be offered in the Impact period preceding or following a plant-applied value-add program.

## EXPECTATION OF STORE PARTICIPATION

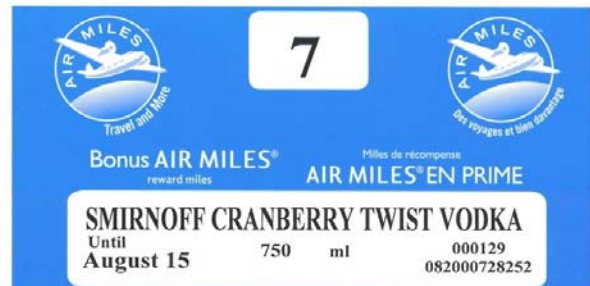
Stores will feature the SKUs that they list, and are encouraged to list additional SKUs if they feel it offers good value to their customers.

## COST

Suppliers will be charged based on \$0.29 per AIR MILES® reward mile awarded.

## SHELF TALKERS

Bonus AIR MILES® products will be provided shelf talkers indicating the bonus offer (sample below).



## BONUS PROGRAM GUIDELINES

Below are the **MINIMUM** numbers of bonus AIR MILES® reward miles that can be awarded, based on price:

Retail Price	Bonus AIR MILES® reward miles
under \$10.00	1
\$10.00 - \$14.99	2
\$15.00 - \$24.99	3
\$25.00 - \$34.99	4
\$35.00 and up	5



# AIR MILES® RISER PROGRAM



The AIR MILES® Riser Program provides the opportunity for non-economy products to be placed on elevated shelves above gondolas fixtures. Each riser accommodates 12 bottles (750ml or smaller). Product package size may limit participation.

**APPLICATION**

If you wish to participate, indicate so on the Bonus AIR MILES® Program application form.



**PARTICIPATION**

All Liquor Mart General listed non-economy products with reasonable representation in Liquor Marts are eligible for participation in this program. The Marketing Department will not select Fringe products for participation, but Store Managers may select Fringe products for their store if they wish. (Fringe products are one time buys or premium products priced above the General listing price lines.)

The AIR MILES® Riser Program will run concurrently with the AIR MILES® programs (1<sup>st</sup> to the 15<sup>th</sup>, 16<sup>th</sup> to the 30<sup>th</sup>). The MLCC Marketing Department will approve product for some of the risers in each tier (see below). Store Managers, in consultation with interested suppliers, will select non-economy products offering AIR MILES for the remaining risers.

	Total number of opportunities	Number of Opportunities Approved by Marketing	Number of Opportunities at Manager's discretion
Tier 1	24	16	8
Tier 2	20	10	10
Tier 3	16	8	8
Tier 4	No risers		

Programs will be approved with no exclusivity guaranteed.

The supplier is responsible for ensuring adequate inventory is on hand to support this program.

**EXPECTATION OF STORE PARTICIPATION**

Tiers 1, 2 and 3 stores must list participating products selected by the Marketing Department during the program, ensuring adequate inventory levels.

**COST**

The fee per bi-weekly program is \$70.00 per SKU for products approved for participation by the MLCC Marketing Department. There will no charge for product selected by stores.

# AIR MILES® BUY TWO PROGRAM



The Buy Two Bonus AIR MILES® Program allows suppliers to offer bonus reward miles with the purchase of two bottles of the same SKU, i.e. "Purchase any two 750 ml of a specific product and earn 9 AIR MILES® reward miles."  
(If the consumer purchases only one item they would receive no reward miles.)

## APPLICATION

AIR MILES® will be offered as per the Marketing at Retail Program Schedule. All application forms must be submitted to the Marketing Department before 12 noon Central Time on the deadline date, according to the Marketing at Retail Program Schedule.

## PARTICIPATION

Under the Buy Two Bonus Program, AIR MILES® reward miles will be offered on two units of the same SKU. Applications may be submitted for bi-monthly periods (1<sup>st</sup> to 15<sup>th</sup>/16<sup>th</sup> to 31<sup>st</sup>) or for an entire month. **(Monthly offers must remain the same for the entire month.) There are 10 Buy Two Bonus program opportunities in each AIR MILES® period.**

- Bonus AIR MILES® reward miles may not be offered in conjunction with LTOs or value-adds.
- The Supplier is responsible to ensure that product is available for the Bonus AIR MILES® Program. All additional costs for alternate sourcing are the responsibility of the applicant.

SKUs on the program will be available to all retail customers, with no limits on purchase per customer.

## EXPECTATION OF STORE PARTICIPATION

Stores will feature the SKU's that they list, and are encouraged to list additional SKU's if they feel it offers good value to their customers.

## SELECTION CRITERIA

- Good distribution in Liquor Marts
- Best value to consumer.
- Overall supplier participation in the AIR MILES® Program.

## COST

The offer should be more than that of a single SKU offer to compel the customer to participate. Suppliers will be charged based on \$0.29 per AIR MILES® reward mile awarded.

# MULTI-SKU BONUS AIR MILES® PROGRAM



The Multi-SKU Bonus AIR MILES® Program allows suppliers to offer bonus reward miles with the purchase of multiple SKUs as defined by the supplier, i.e. "Purchase any three 750mls of a specific wine brand set and earn 20 AIR MILES® reward miles."

## APPLICATION

AIR MILES® will be offered as per the Marketing at Retail Program Schedule. All application forms must be submitted to the Marketing Department before 12 noon Central Time on the deadline date, according to the Marketing at Retail Program Schedule.

## PARTICIPATION

Under the Multi-SKU Bonus Program, AIR MILES® reward miles will be offered on a selected group of products. Applications may be submitted for bi-monthly periods (1<sup>st</sup> to 15<sup>th</sup>/16<sup>th</sup> to 31<sup>st</sup>) or for an entire month. **(Monthly offers must remain the same for the entire month.) There are 4 Multi-SKU Bonus program opportunities in each AIR MILES® period.**

- Bonus AIR MILES® reward miles may not be offered in conjunction with LTOs or value-adds.
- The Supplier is responsible to ensure that product is available for the Multi-KSU Bonus AIR MILES® Program. All additional costs for alternate sourcing are the responsibility of the applicant.

SKUs on the program will be available to all retail customers, with no limits on purchase per customer. Licensees, Liquor Vendors and Specialty Wine Stores are not eligible for the program.

## EXPECTATION OF STORE PARTICIPATION

Stores must have **at least** two SKUs of a given brand set. Tier 4 stores may completely opt out of the Multi-SKU if they do not already carry the product.

## PROMOTION

Participating SKUs will be displayed on free-standing units. The display will be supported by MLCC produced signage that will describe the Multi-SKU bonus AIR MILES® offer. Each participating SKU will be provided shelf talkers stating the bonus offer.

## SELECTION CRITERIA

- Good distribution in Liquor Marts
- Where possible, the displays will feature non-conflicting brands.
- Best value to consumer.
- Sales volume
- Overall supplier participation in the AIR MILES® Program.

## COST

Suppliers will be charged based on \$0.29 per AIR MILES® reward mile awarded.



AIR MILES® Multi-SKU Display

# AIR MILES® my planet



The AIR MILES® my planet is an exciting initiative that aims to inspire and enable AIR MILES Collectors to make more environmentally sustainable choices. For more information visit [www.airmiles.ca/myplanet](http://www.airmiles.ca/myplanet).

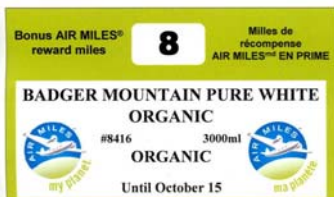
**Products will qualify subject to MLCC criteria.**

## APPLICATION

Complete the Bonus AIR MILES® Application Form and tick the appropriate box on the form. Submit to the Marketing Department before 12 noon Central Time on the deadline date, according to the Marketing at Retail Program Schedule.

## SHELF TALKERS

Bonus AIR MILES® products will be identified by AIR MILES my planet shelf talkers.



## CRITERIA

- **PRODUCED AND PACKAGED IN MANITOBA**

Products manufactured and distributed locally have less impact on the environment because of reduced carbon emissions. The environmental benefit of supporting local business promotes economic diversity in the community.

- **FAIR TRADE CERTIFIED AND/OR ORGANIC CERTIFIED PRODUCTS**

**Fair Trade** rewards and encourages farming and production practices that are environmentally sustainable. Producers are also encouraged to

strive toward organic certification in addition to Fair Trade Certification (FLO, 2009).

**Organic** farming systems rely on ecologically based practices such as cultural and biological pest management, exclusion of all synthetic chemicals, antibiotics, and hormones in crop and livestock production (USDA, 2009). To qualify, these products must be certified by a third party organization (e.g. USDA, FLO).

- **ALUMINUM**

Aluminum cans are both 100% recyclable and can be recycled infinitely without losing its structural integrity (MPSC, 2007). Recycling one tonne of aluminum can save an estimated 6,900 litres of oil (MPSC, 2007).

- **TETRA PAKS**

Tetra Paks are lightweight and accepted for recycling in Manitoba.

- **PET**

Lightweight and accepted for recycling in Manitoba. Approximately 70% of the PET plastic containers used in Manitoba homes are being recycled.

- **DOCUMENTATION AND VERIFIABLE PROOF OF SUSTAINABLE DEVELOPMENT PRACTICES**

**See appendix C**

Documentation supporting this criteria must be submitted with the application.

The final decision regarding eligibility for my planet will be at the discretion of the MLCC's Sustainable Development Coordinator.

# AIR MILES® BUCKSLIPS



## AIR MILES® BUCKSLIPS

Periodically, the MLCC participates in the AIR MILES® Mailer Initiatives by inserting buckslips/coupons with bonus AIR MILES® offers.

Approximately 110,000 Manitoba AIR MILES® collectors receive the Mailers, making this an affordable and unique opportunity for suppliers to market their brands.

As these opportunities arise, information will be sent to the industry along with the application templates.



## PARTICIPATION

All Liquor Mart General listed products with high volume sales and representation in Tier one and two Liquor Marts, are eligible for participation in this program. Only a single SKU per buckslip is allowed to participate.

## EXPECTATION OF STORE PARTICIPATION:

Stores must list participating products during the program and ensure that there are adequate inventory levels.

## SELECTION CRITERIA

- Best value to customer
- Breadth of distribution
- Overall supplier participation in the AIR MILES Program.
- Preference given to Premium and Deluxe brands

## COST

The only cost to Suppliers will be \$0.29 per AIR MILES® reward mile awarded. Printing, creative, and mailing costs will be borne by the MLCC. In consideration of that we would expect the offer to be a compelling one. Applications will only be accepted for offers that reflect a cost of \$1.99/mile or less for the customer. For example, if the featured product is priced at \$15.99, the minimum bonus AIR MILES offered should be 8 miles. The following calculation determines the minimum offer:

$$(\$15.99 \div \$1.99 = 8 \text{ miles})$$

# BONUS AIR MILES® SUMMER & FALL PROMOTIONS



Two theme promotions are scheduled for F'2011:

July 1 – 31, 2010      “Win In July”

October 1 – 31, 2010      “Win In October”

For the duration of the promotion, Liquor Mart AIR MILES® collectors will not only earn Bonus AIR MILES® reward miles on participating products, they will also have a chance to win an array of great seasonal merchandise.

## APPLICATION

Complete the Bonus AIR MILES® Summer Promotion or Fall Promotion Application template and submit to the Marketing Department before 12 noon Central Time on the deadline date, according to the Marketing at Retail Program Schedule.

## PARTICIPATION

All listed products are eligible to participate. We strongly encourage you to participate with as many products as possible to create an exciting event.

## PROMOTIONAL COST

Promotional costs (P.O.P. material, advertising and promotional costs) will be borne by the MLCC. The only cost to the supplier is the cost of the AIR MILES® reward miles (\$0.29 per AIR MILES® reward mile awarded).

# MEGA MILES ADVERTISING PROGRAM



There exists 8 opportunities throughout the year to participate in the Mega Miles Advertising Program. Each full page, full colour ad will run in the Winnipeg Free Press in advance of a holiday.

Each ad will include a number of mega AIR MILES offers (ideally no more than 6). Ads may also feature other Liquor Mart offers.

## APPLICATION

All application forms must be submitted to the Marketing Department before 12 noon Central Time on the deadline date, as described below.

## PARTICIPATION

- Mega AIR MILES® offers will be in market for a limited time – from 1 to 3 days in duration.
- Mega AIR MILES® offers may not be offered in conjunction with LTOs or value-adds.
- Economy products are not eligible.
- Ideally, products already participating in the Bonus AIR MILES Program during that timeframe are not eligible.

Ads are scheduled as follows:

HOLIDAY	PUBLICATION DATE	APPLICATION DEADLINE
Easter	Tuesday, March 30, 2010	Friday, February 12, 2010
May long weekend	Friday, May 21, 2010	Friday, April 9, 2010
Canada Day	Monday, June 28, 2010	Friday, May 14, 2010
Civic Holiday	Friday, July 30, 2010	Friday, June 18, 2010
Labour Day	Friday, September 3, 2010	Friday, July 23, 2010
Thanksgiving	Friday, October 8, 2010	Friday, August 27, 2010
Christmas	Friday, December 10, 2010	Friday, October 29, 2010
Boxing Day	Sunday, December 26, 2010	Friday, November 12, 2010

Suppliers should submit applications for items that have sufficient inventory to support the promotion. The MLCC will make the final decision on whether an item's inventory levels are sufficient.

## EXPECTATION OF STORE PARTICIPATION

Stores will feature the SKUs that they list, and are encouraged to list additional SKUs if they feel it offers good value to their customers.

## SELECTION CRITERIA

- Magnet brands with wide distribution in Liquor Marts.
- Best offer to consumer.
- Variety of categories.
- Sufficient inventory levels exist to support the program.

## COST

Suppliers will be charged a reduced rate of \$0.20 per AIR MILES® reward mile awarded.

# MOBILE SIGNAGE PROGRAM

The **Mobile Program** provides the opportunity for suppliers to place signage over product in the Refreshment Beverage Area, or at shelf. There are two options available.

**OPTION A: (TIME SPECIFIC)**

This program is intended for products regularly merchandised in refreshment beverage areas, with no added value component. **The timeframe will correspond directly with the Impact period dates.** Stores without refreshment beverage areas will not participate.

**OPTION B: (PROGRAM SPECIFIC)**

Intended for promotional packages with added value in-case (contest or bonus item), or when offering a near-pack. **The timeframe will correspond with the availability of the promo pack or near pack, to a maximum of 5 weeks.** Once the value-add or promo pack is no longer available, the signage will come down. See page 5 "MOBILES (CEILING DANGLERS)" for sign specifications. Due to the increased retail space required to accommodate a near pack, participating suppliers will be required to pay an additional fee (see table at the right).

**APPLICATION**

Using the Mobile Program Application Form, suppliers applying for the program must notify the Marketing Department of their intent to participate at least 90 days in advance of the period.

**PARTICIPATION**

All packaged beer on the Beer Pick List (except economy), and coolers and ciders with reasonable representation in Tiers 1 – 3 Liquor Marts are eligible for participation in this program. Overall brand volume/share of market is a consideration for participation. A limited number of programs (ideally no more than four) will be approved with no exclusivity being guaranteed. The supplier is responsible for ensuring adequate inventory is on hand to support this program.

**EXPECTATION OF STORE PARTICIPATION**

Tiers 1-3 are expected to list the product. Suppliers may ad-hoc Mobile Programs in Tier 4 stores by contacting the stores individually. Only programs approved for Tiers 1-3 during that same period may be offered in Tier 4.

**COST**

Period	Mobile only	with near pack
1	\$700	\$1,000
2	\$700	\$1,000
3	\$700	\$1,000
4	\$700	\$1,000
5	\$700	\$1,000
6	\$700	\$1,000
7	\$700	\$1,000
8	\$700	\$1,000
9	\$1,800	\$2,700
10	\$600	\$900
11	\$600	\$900
12	\$700	\$1,000



# ONE TIME PURCHASE PROGRAM

## OBJECTIVES

To add excitement to our Liquor Marts shopping experience while offering exceptional value to our retail customers on a one time only basis.

## APPLICATION

Complete an MLCC Listing Application identifying total amount of cases. Also supply a product information sheet. Select "ONE TIME PURCHASE" from the drop down menu. Submit to marketing@mlcc.mb.ca. Also supply a sample bottle to the MLCC Specialty Purchasing Dept.

## ELIGIBILITY

Wine and specialty beer only

## SELECTION CRITERIA

- Must "over deliver" on quality for the price point.
- Must be in good condition.
- Supported by accolades or compelling reasons to buy.
- Category performance.
- Quick access to market.

## EXECUTION

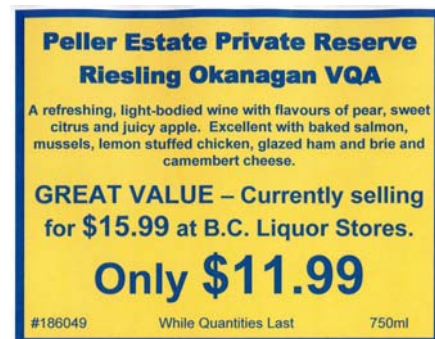
- Forced distribution to stores
- End-aisle display
- Impactful MLCC supplied signage
- Media support by MLCC (optional)

## NOTE

One Time Purchase products will not be considered for ongoing listing status. If gaining a regular listing is your intent, do not use this program.



27 x 37 In Store Signage



Shelf Talker

# IN-STORE SAMPLING PROGRAM

All listed products are eligible to be sampled.

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 oz	60 ml
Cider, Beer & Coolers	4 oz	120 ml
Spirits & Liqueurs	½ oz	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.).

Suppliers will provide the sampling glasses, mix, ice, etc., and, if sampling wine, bread and/or unflavoured crackers.

The MLCC will supply the product to be sampled to the marketing representative at a 50% discount (30% for beer) from the basic retail price.

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

Samplers should have knowledge of the product they are sampling and nametags identifying the company or brand they are representing.

## APPLICATION

Using the In-Store Sampling Application, requests for in-store samplings should be made directly to Liquor Marts at least 7 days before the first day of the month prior to the requested month. For example, samplings for the month of May should be applied for by no later than March 25. The Store Manager will create the sampling schedule on the first day of the month prior to the requested month, i.e. April 1<sup>st</sup> for May samplings. After the deadline, any remaining sampling slots will be meted out on a first come, first served basis. Samplings will be confirmed by the store upon completion of the schedule.

Selection criteria for in-store samplings:

1. Premium/higher profit product
2. Projected sales volume
3. New product
4. Unique product
5. Overall balance of product being sampled, e.g. if three samplings – one each of coolers, wine, and beer

## PAYMENT

Payment will be made at the end of each sampling period utilizing Electronic Funds Transfer (EFT). Contact the MLCC Accounting Department to arrange for an account. Marketing representatives may pay by credit card; however, they must be present at the completion of the sampling.

Upon payment to the MLCC, all open unconsumed products are the property of the marketing representative – **not a designate**. If the marketing representative does not remove the unconsumed product, it will be the responsibility of the store management to:

- a) use for staff,
- b) use for public sampling by the Product Consultant,
- c) dispose of immediately.

**Under no circumstance may MLCC employees remove this product from the store.**

## Rural Store Option:

In rural liquor stores, the marketing representative may request the MLCC to supply the staff, glasses, food for refreshing the palate and the chilling of the product for an administration fee (excluding product) of:

\$10.00 per sampling period - this is the charge to the marketing representative when the store can do the sampling with no additional staffing costs.

\$15.00 per sampling hour - this is the charge to the marketing representative when the store has to schedule additional staff during the sampling period.

It is the marketing representative's responsibility to make these arrangements directly with the store manager.



Sampling station complete with product display

# COLD BOX SIGNAGE OPPORTUNITIES

The opportunity exists twice annually, at Christmas (October through December) and during the summer (May through August) for the industry to purchase space in perimeter cold boxes. Participating suppliers may, if they wish, place backlit signage above their assigned doors.

## **SUMMER (Seasonal Refreshment Beverages):**

The supplier will receive the **top three shelves** in 5 "doors" in a variety of Liquor Marts for 4 months (May, June, July and August). **Cost \$1,500.00**

## **CHRISTMAS:**

The supplier will receive the **top shelf** in 5 "doors" in a variety of Liquor Marts for 3 months (October, November, and December). **Cost \$1,000.00**

The store locations will be divided into groups; each group with similar sales volumes overall. For example, if you receive a door in the top selling cooler Liquor Mart, you will also receive a door in the Liquor Mart with the lowest cooler sales. The MLCC Marketing Department will pair a supplier with a group of stores, utilizing a lottery system.

The unassigned shelves will be used at the Store Manager's discretion, but are intended for the biggest volume brands.

## **APPLICATION**

Using the Cold Box Signage Application Form, suppliers applying to participate must notify the Marketing Department of their intent to participate at least 90 days in advance of the period. The number of opportunities available will vary, depending upon the number of cold boxes in Liquor Marts.

A supplier may request more than one group, however requests for additional groups will only be considered if opportunities exist after the first round.

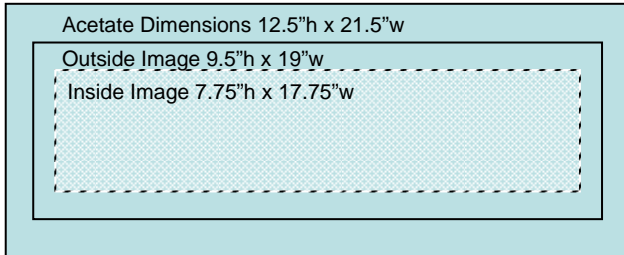
## **PARTICIPATION**

All Liquor Mart General listed wine, and coolers and ciders with a reasonable representation in Tier one, two and three stores are eligible to participate. This opportunity is intended for 4 and 6 pack products, high volume single unit brands and brands with multiple single unit SKUs. Some size restrictions apply, eg. the 2L cooler is ineligible to participate due to its height.

Participating products will have exclusivity in the assigned space. The number of SKUs permitted on each shelf will depend on sales volumes and packaging (4-pack vs single unit), keeping in mind that the quantity must support a full day's business.

## BACKLIT SIGNAGE DIMENSIONS

If interested in providing signage, please use the following guidelines:



Due to the inclusion of a new style Cold Box in some of our locations, the size of the acetate must be amended to fit both old and new units. Please see the illustration and dimensions above.

The 'Inside Image' is where all pertinent messages and creative should be centered. In some locations, the acetate will be trimmed at these measurements in order to fit the unit. Some non-vital creative should extend to the dimensions of the 'Outside Image', as it will be visible in other Cold Box units. Any area outside the dimensions of the 'Outside Image' will not be visible; no creative should be printed here, a clear border is fine. Please keep in mind that the images should be centered within the dimensions of the acetate. It will have to be trimmed on both the top and bottom.



## COLD BOX GUIDELINES

Liquor Marts have refrigeration units located on the perimeter of the store, as a customer service.

The cold box space is allocated to wine, single unit premium beer, and coolers.

Cold boxes are re-stocked at close of business to ensure product is cold for the next day's business.

70% of the space allocated should be occupied by each store's best selling brands (including wine casks). The remaining 30% of space may be used for other wines, at the discretion of the Manager or Product Consultant.

No packaged Privately Distributed beer is allowed in cold boxes.



Perimeter Cold Box

# CLUSTERING

## PHILOSOPHY OF CLUSTERING

Clustering is an assortment planning tool that places stores into groupings or “clusters” based on category segment volume performance.

Clustering applies to Spirits and Wines only.

Clustering is designed to aid in the buying decisions process, to maximize assortment opportunities through analysing customer purchase history, and to support our future MLCC business model of centralized replenishment.

## EXECUTION OF CLUSTERING

Clustering selection and assortment selection are the responsibility of each Store Manager and the respective Area Sales Manager.

Clustering is a fluid process with store assortments changing continuously.

All stores maintain and list products according to their current cluster in each segment.

## SEGMENT/CLUSTER EXAMPLE

Within Chilean table wines we have two segments which are “Chilean General Wines” and Chilean Specialty Wines. If we look at “Chilean General Wines” we have 4 clusters available which are clusters “A”, “B”, “C”, and “D”.

- Cluster “A” is made up of our top 5 public volume selling stores.
- Cluster “B” is the next best series of stores which make up to 80% of our public volume sales excluding Cluster “A” stores.
- Cluster “C” is the next best series of stores which make up less than 80% of our public volume sales but more than 90% of our public volume sales.
- Cluster “D” is all of our remaining stores that sell less than 90% of our total public volume in the Chilean General Segment.

For questions regarding:

Clustering philosophy – Category Manager

Clustering execution – Area Sales Managers

Marketing as it relates to clustering – Marketing Manager

## SEGMENT OPTIONS

### SPIRIT Category Segments:

American Whiskey  
Brandy-Cognac/Armagnac  
Brandy-Reg  
Canadian Whisky  
Gin  
Irish Whiskey  
Liqueur  
Misc Spirit  
Rum-Dark  
Rum-Flavoured  
Rum-Light  
Rum-White  
Scotch-Blended  
Scotch-Pure Malt  
Scotch-Single Malt  
Tequila  
Vodka – Flavoured  
Vodka – Regular  
Spirits – 375ml  
Spirits – 50/200ml  
Spirits – Showcase (> \$75)

Further reviewed by classification  
(Economy) & (Premium/Deluxe).

### WINE Category Segments:

Argentina  
Australia  
Canada  
Chile  
France  
Germany  
Italy  
New Zealand  
Portugal  
South Africa  
Spain  
U.S.  
Wine – Misc Countries  
Flavoured  
Dessert  
Kosher  
Sake  
Sherry  
Port  
Icewine  
Sparkling Champagne  
Sparkling Wine  
Vermouth  
Wine – 50/200/250ml  
Wine – Showcase (> \$75)

Further reviewed by type of listing  
(General) & (Specialty Core/Specialty  
Fringe).



# SHELF MANAGEMENT PHILOSOPHY

## OBJECTIVE

Shelf management augments Liquor Marts' customer service, inventory management and sales goals in the following ways:

- Promotes Premium and Deluxe brands through placement at reach level shelving. Because these products are easier to see, and in most cases they are the category leaders, they attract more attention from the shopper.
- Reduces the probability of an out-of-stock shelf situation as more shelf space is dedicated to high volume brands.
- Allocation is based on individual store sales. This allows Liquor Marts flexibility in targeting local customer preference.
- More effective utilization of staffing resources during peak periods, ie. high volume items do not require frequent restocking, enabling staff to address customer needs.
- To suppliers, it offers space based on brand performance in each individual store.
- Builds equity in brand extensions by placing with parent brand set.
- Excessive inventory is not required to make the shelves "look full".
- Allows the MLCC to work in partnership with the industry to profitably develop business opportunities.

## Product Category Classifications

(As defined by MLCC Category Management)

### Spirits:

- **Deluxe**
- **Premium**
- **Economy**

### Beer:

- **Deluxe**
- **Premium**
- **Economy**

### Wine\* (750ml equivalent):

- **Over \$20.50** - **Deluxe**
- **\$16.50 to \$20.49** - **Ultra Premium**
- **\$13.50 to \$16.49** - **Super Premium**
- **\$10.50 to \$13.49** - **Premium**
- **\$7.50 to \$10.49** - **Popular**
- **Under \$7.49** - **Economy**

\*subject to change

## OVERALL PRODUCT LOCATION

- spirits primarily on perimeter shelving
- wines primarily on gondola shelving
- coolers, ciders and single unit beer on gondola shelving
- Packaged beer stacked in refreshment beverage areas

## SPIRITS / LIQUEURS

### LOCATION

#### General

- spirits on perimeter shelving (highest volume category furthest from door – usually Canadian whisky)
- where possible, use "colour separation" i.e., dark vs. white spirits
- keep section boundaries within natural shelf dividing posts as much as possible

Spirit and liqueur categories will be sub-categorized.

The subcategories will be the following:

- Canadian Whisky
- Scotch Whisky: malts
  - highland
  - lowland
  - islayblends
- Other Whisky\*: bourbon/USA  
Irish Whiskey  
others

\*Ideally USA whiskies should be adjacent to Canadian. Irish should be adjacent to Scotch.

- Vodka
- Brandy: cognac  
brandy
- Rum: light  
white  
dark
- Gin
- Miscellaneous Spirits: tequila  
akvavit  
others

In some instances these sub-categories will be further segmented into classifications (eg. Economy, Premium, Deluxe).

Liqueurs are blocked together by subcategory (e.g. cream liqueur), or brand set. (e.g. Malibu).

#### Half bottle sections

375ml bottles of spirits will be "billboarded" together, by category, with the best-selling categories on primary shelves. EXCEPTION: All Deluxe spirits will be shelved with their parent brand.

- 375ml liqueurs will be placed in the liqueur section.

### **POSITIONING**

Wherever possible, brands will be displayed using a billboard effect. The billboard effect, created by putting all the 750ml/1140ml and 1750ml etc. of a brand together, will create an effective brand presentation and create potential for improved sales in the premium category and for up sizing. Sizes are displayed together, side by side, or in a "billboard" incorporating "right-hand trade-up", i.e. largest size to the right. The billboard will also include any logical brand extensions, i.e. CC Classic. The price of a 750ml of a brand or brand set will dictate the product's location, horizontally. The other sizes and any brand extensions will be associated in accordance with this document. A list of brand extensions is available from the MLCC Marketing Department or any Liquor Mart upon request. Where space permits, stores will have a minimum of 3 facings for Deluxe products, with the exception of some high-price brands (Cognac, Single Malts).

## **PREMIUM and DELUXE PRODUCTS**

Deluxe and Premium brands will occupy reach level shelving (top shelves), with the highest priced products occupying the top shelves. If variations in pricing exist within the Deluxe or Premium classification the lowest priced products will occupy the lower shelves, regardless of the brand's sales. Deluxe products will have a minimum 3 facings subject to space availability and with the exception of some higher-priced products (single malts, cognac, etc.) No premium SKU of Spirits or Liqueurs can occupy more than two three foot shelves, regardless of the number of facings indicated on the Shelf Management Report.

## **ECONOMY PRODUCTS**

If variations in pricing exist within the Economy classification the lowest priced products will occupy the bottom shelf, regardless of the brand's sales (see sample planogram on page 36). No Economy SKU can occupy more than one three foot shelf, regardless of the number of facings indicated on the Shelf Management Report.

## **CATEGORY SPACE**

Generally speaking, each category should be allocated space in a ratio to its sales. For example, if the rum category accounts for 15% of spirits' sales, it should receive 15% of the spirit space. HOWEVER, consideration must be given to the number of category SKUs, e.g. Liqueurs require more space than sales dictate due to the number of SKUs required to maintain an adequate assortment. Conversely Canadian whisky may require less space.

## **BRAND / SKU SPACE**

Ideally, each SKU is given the minimum facings

required for holding 30% of an average month's public sales on the shelf. For lower volume brands, there should be sufficient shelf space to hold inventory equivalent to a case. Exceptions can be made for unusual package sizes.

*SKU Space formula:*

*The calculation is six month's public sales x 5%, or one month x 30%*

*NB. As this system is designed to satisfy the "take-home" consumer, only public sales should be taken into consideration. These guidelines are intended as minimums, and store management may grant extended facings should space permit.*

## **WINE**

### **LOCATION**

#### General Principals

- Wine primarily on gondola shelving
- The most profitable categories will be placed on gondolas toward the front of the store to capitalize on impulse sales
- Where practical, Canada VQA wines should be adjacent to the Wine Corner.
- The lowest profit country categories should occupy the least desirable locations.

### **BRAND / SKU SPACE**

Each SKU will be given space commensurate with its sales volume. For lower volume brands, there should be sufficient shelf space to hold inventory equivalent to a case. Ideally, there should be no more than 4 SKUs to a shelf. Exceptions can be made for unusual package sizes and store space constraints.

### Fortified Wine

- separate subcategories
  - i.e., -sherry
  - port
  - vermouth
  - miscellaneous

### Table Wine

- separate by country
- separate by region where appropriate - i.e., France/Bordeaux, France/Burgundy
- separate Canadian wines by VQA and Blended & Bottled in Canada
- separate by billboarded brand set - i.e. Jackson -Triggs, Wolf Blass
- where possible and when a brand set includes 3 SKUs or more, one SKU should have top shelf presence.
- Within each country or category, products should be grouped together according to product category classifications (see page 32).

### Sparkling Wine

- separate by Champagne, import, domestic

### **POSITIONING**

Ideally highest priced products will occupy the top shelf, however in consultation with store management suppliers may request SKU moves within their brand sets to assist in marketing initiatives. Brand sets are placed in a "billboard" incorporating "right-hand trade-up", ie. largest sizes to the right. Location of a brand will be dictated by sales of the "consumer size" (750ml) or, if no 750ml, the "quasi consumer size" (1.5L).

## **REFRESHMENT BEVERAGES**

### **LOCATION**

- higher volume brands will be stacked in the refreshment beverage area with lower volume brands on gondola shelving
- separate by spirit coolers, wine coolers and ciders.
- separate by brand

## **BEER - PACK SIZES**

### **LOCATION**

#### General Principles

- Beer will be merchandised in Refreshment Beverage Areas.

#### "Packaged Beer"

- separate by subcategories
  - Deluxe
  - Premium
  - Economy

The classifications are Deluxe, Premium, Economy and single unit.

Gross profit quotas for domestic beer have been established on a store by store basis. This information is available from Liquor Mart Managers and the MLCC Marketing Department.

The only SKUS permitted in the Liquor Mart environment are those listed on the "Liquor Mart Beer Pick List". This information is available from Liquor Mart Managers and the MLCC Marketing Department.

## POSITIONING

Deluxe and premium products in the category will be displayed first, according to traffic flow. Brands sets are placed together.

### Single unit beer

- on gondola shelving blocked together by country, identified by country flag shelf strips to the right of the price ticket.

## ORGANIC PRODUCTS

### STORES WITH ORGANIC SECTIONS:

All organic wines and refreshment beverages should be shelved in the Organic section.

Organic spirits and beer should be merchandised in the Vodka and Beer sections, and identified with an Organic shelf strip. Stores have the option of also merchandising Vodka and Beer products in both the Organic section and the Vodka and Beer sections.

Shelf talkers that state "Organic Vodka available in the Vodka Section" and "Organic Beer available in the Beer Section" are available. These are intended for the Organic section of stores that will not include these items in both locations.

### STORES WITH NO ORGANIC SECTION:

All Organic products should be in their regular category location and identified with an Organic Product shelf strip.

Shelf strips and shelf talkers are available from the Merchandising Centre.

## Glossary of terms:

**Billboarding** - Grouping of products in a set to form a block or rectangular display of a brand or brand set, giving the visual impression of a billboard.

**Brand** -, i.e., Crown Royal, Bacardi White Rum, [ yellow tail ], Sawmill Creek

**Brand Set** - A set of products sharing the same brand name. - i.e., Jackson Triggs is the brand name; the varietal wines when combined on the shelf would form the Brand Set.

**Category** - Rum, Vodka, Liqueurs, Canadian wines etc.

**Classifications** - Economy, Premium, Deluxe, etc.

**Facing** - The full front exposure of a product package backed by additional stock of the same item.

**Reach Level Shelving** - The shelves between eye and waist level. i.e., - one, two and three shelves in a five-shelf configuration with the Economy category occupying the bottom shelves.

**Subcategory** – White Rum, Cream Liqueurs, Canadian varietal wines, etc

# Sample Planograms\*

*These planograms are conceptual and are intended as concepts, which apply to the MLCC's philosophy for shelf management.*

## POSITION ACCORDING TO PRICE FIRST, THEN SALES

### Canadian Whisky, Rum - White, Dark, Light, Vodka

<b>Highest price</b>	1	Deluxe	1	<b>Highest price</b>
↓	2	Premium	2	↓
	3	Low priced Premium	3	
	4	Economy	4	
<b>Lowest price</b>	5	Low priced Economy	5	<b>Lowest price</b>

### Gin

1	Deluxe
2	Premium
3	Low priced Premium
4	Economy
5	Low priced Economy

### Single Malts

### Blended Scotch

<b>Highland</b>	<b>Highest price</b>	<b>Deluxe</b>	1	<b>Highest price</b>
Highland	↓	Premium	2	↓
Highland	<b>Lowest price</b>	Low priced Premium	3	
Lowland		Economy	4	
Islay		Low priced Economy	5	<b>Lowest price</b>

**Cognac**

**Brandy**

Cognac	1	Deluxe	1	Highest price ↓ Lowest price
Cognac	2	Premium	2	
Cognac	3	*Premium >Economy	3	
Cognac	4	Economy	4	
Cognac	5	Economy	5	

**Liqueurs**

Coconut	Orange	Coffee/Choc	Cream	Cream	Fruit
Coconut	Orange	Coffee/Choc	Cream	Cream	Fruit
Nut	Herbal	Coffee/Choc	Cream	Cream	Fruit
Nut	Herbal	Coffee/Choc	Cream	Cream	Fruit
Nut	Herbal	Coffee/Choc	Cream	Cream	Fruit

\*Transition shelf (if required) will vary from category to category  
 i.e. depending on category there can be lesser or greater products SKU base

**WINE (e.g. Canada - Varietal brand sets)**

Jackson-Triggs	Jackson-Triggs	Calona	Mission Hill	Peller Estates	Sawmill Creek	Sawmill Creek
Jackson-Triggs	Jackson-Triggs	Calona	Mission Hill	Peller Estates	Sawmill Creek	Sawmill Creek
Jackson-Triggs	Jackson-Triggs	Calona	Mission Hill	Peller Estates	Sawmill Creek	Sawmill Creek

# LIQUOR MART STANDARD PRODUCT SIGNAGE

In order to promote consistency in our Liquor Marts, the following product signage standards have been established:

## WALL FIXTURE SIGNAGE

12" x 36" with 6" Helvetica Medium - lower case

brandy	tequila
rum	vodka
gin	beer
rye	half-bottles
liqueur	organic
scotch	cocktails

## AISLE FIXTURE SIGNAGE\*

Either 11" x 20" or 5" x 20", with 2" Helvetica Medium - upper and lower case

Champagne	Argentina
Sparkling Wine	Australia
Vermouth	Chile
Sherry	France
Port	Germany
Coolers	Greece
Cider	Italy
Beer	New Zealand
Flavoured Wine	Portugal
Half Bottles	South Africa
Organic	Spain
	USA
	Canada
	Canada VQA

## OPTIONAL 11" x 20" or 5" x 20"

- 1 Fortified Wine
- 2 South America
- 3 Europe
- 4 Eastern Europe

## SIGNAGE CRITERIA

If a store carries an insufficient number of listings to warrant signs for a country or category, then a generalized sign may be used in its place. For example, if you carry a very limited number of Hungarian and Bulgarian wines, then you may group all of these wines under the optional Eastern Europe sign. Countries and categories must occupy a minimum of two complete 3-foot sections to warrant a sign.

## Maximum Allowable Signs

No. of Sections	Signs
3	1
4	1
5	2
6	2
7	2
8	3
9	3

All requests for Liquor Mart signage must be approved by the Sales Manager.



## Appendix A

### MLCC P.O.P. Materials Requirements and Instructions to for File Uploads

All POP Signage (**except P 9**) will be printed and distributed to Liquor Marts by the MLCC. Once approved for the Impact Program, suppliers must forward camera-ready electronic files to our FTP site as set out below.

#### File Specifications

- Trim size - 25"W by 20"H
- Live viewable area – 23.5"W x 18.5"H
- All critical text and artwork should be kept .5" inside of live area.
- Files to be uploaded must be in one of the following formats:
  - Hi-Res PDF (minimum 300 dpi)
  - InDesign (Id)
  - Illustrator (Ai)
- The file name is to include
  - Brand name/Title of the POS sign/Impact Period number  
e.g. – Duff Beer/ Barbeque Contest/ Period 5

#### Process

- To acquire a username & password to allow access to the system, email [mlccpos@directfocus.com](mailto:mlccpos@directfocus.com), stating the company name (Smith Wine & Spirits) and your contact information. A confirmation email will be sent to you within 48 hours containing the FTP site login information and instructions.
- Prior to the first use of this system, install the FileZilla software on the PC or Mac from which the files will be transferred. There is no charge for the installation or use of this software. This software should be downloaded from:

<http://filezilla-project.org/download.php?type=client>

- Log on to FileZilla using the Host/Username/Password - as supplied to you under separate cover.

Note1: each supplier will have their own log-on ID & will be routed to their own folder within the MLCC FTP site, ensuring confidentiality.

Note 2: Only approved MLCC & DF staff will have access to all folders within the MLCC site.

- The directory structure for all files accessible from the workstation will be displayed in the panel on the upper left, titled "Local Site". Click on the relevant folder/sub-folder.
- All files within that folder will be displayed in the box on the lower left, below the Local Site panel.
- In the Remote Site panel on the right of the screen you will see the folder that is available to you, including any files recently uploaded.

- Files to be uploaded can be:
  - Dragged & dropped from the lower left panel to the lower right panel one at a time.
- or
- If you have several files to upload:
  - Right click on the first of these files on the left of the screen & select “Add Files to queue”. The file name will appear in the box at the foot of the screen.
  - Continue adding files in the same manner until complete.
  - In the box at the foot of the screen, right click on the first item and select “Process Queue”. Files will be uploaded & will appear in the box on the lower right of the screen.
- When the upload has been successfully completed, send an e-mail confirming the file upload to [mlccpos@directfocus.com](mailto:mlccpos@directfocus.com).

Details to be included in the e-mail are:

- Brand name/Title of the POS sign/Impact Period number  
e.g. – Duff Beer/ Barbeque Contest/ Period 5

This reference file name is very important as it will be used as an identifier in matching display backers to the appropriate Liquor Marts.

- If any modifications are made to the sign – for example, adding a recycling logo – a proof will be returned to you by e-mail. Response to that e-mail is required within 24 hours.
- If no changes are made, the sign will proceed through to print.

## Timing

- The Impact application & approval process is unchanged.
- Artwork for the signs to be printed must be uploaded (as described above) no less than 25 business days before the start of the promotional period.
- Direct Focus will then provide a thumbnail PDF of all artwork for approval to the MLCC within 36 hours of last file receipt.
- It is critical that you follow the timelines for each period. During the period between delivery of your files and the start of the promotional period the MLCC Marketing Department will complete the final artwork approval process and send all files to our printer, who will in turn provide us with a summary of received materials prior to production. MLCC will then ensure that all approved materials are delivered to Liquor Marts.
- If artwork is not received by the above noted due dates for each specific period, displays will be cancelled and the full cost of the display program will be charged as a penalty.

## Appendix B

	Wine	Spirits
03 cityplace		
04 Neepawa		
05 Garden City Square	X	X
06 Hargrave & Ellice		X
07 Dauphin		X
08 Portage & Ainslie	X	X
09 Tuxedo SC	X	
10 Flin Flon		
11 Selkirk		X
12 River & Osborne	X	X
13 Gimli		
14 Main & Pritchard		
15 Roblin		
16 Killarney		
17 Kenaston Crossing	X	X
18 Fort Garry	X	X
19 Bunn's Creek	X	X
20 St. Vital Square	X	X
21 Churchill		
22 Portage la Prairie		X
23 Swan River		
24 Virden		
25 Portage & Burnell	X	X
26 Charleswood Centre	X	X
28 Rivergrove		
29 Lac du bonnet		
31 The Pas		
32 Brandon Corral Centre		
33 Minnedosa		
34 Pine Falls		
36 Northdale SC	X	X
37 Morden		
38 Main & Jefferson		X
40 Fort Richmond	X	X
41 Southglen	X	X
42 Dominion SC	X	X
43 Southdale Centre	X	X
45 Grant Park	X	X
46 Thompson		X
48 Regent Park		X
49 Brandon 10th & Victoria	X	X
50 Tyndall Market Mall		X
51 Brandon Shoppers Mall		X
52 Eastwinds SC	X	X
53 Carman		
54 Crestview SC	X	X
55 Beausejour		
56 Russell		
57 Steinbach		
60 Madison Square	X	X



## Appendix C

### **DOCUMENTATION AND VERIFIABLE PROOF OF SUSTAINABLE DEVELOPMENT PRACTICES (including, but not necessarily, LEED, BOMA and ISO 14001)**

**LEED** - The LEED Green Building Rating System™ is the nationally accepted benchmark for the design, construction and operation of high performance green buildings. LEED gives building owners and operators the tools they need to have an immediate and measurable impact on their buildings' performance. LEED is a system to categorise the level of environmentally sustainable construction in sustainable buildings (URJ 2009).

**BOMA** - BOMA BEST is BOMA Canada's national environmental certification program for existing commercial buildings. It is the next evolution of BOMA Go Green and Go Green Plus and evaluates the environmental performance and management of commercial buildings (BOMA, 2009).

**ISO14001** - Specifies requirements for an environmental management system to enable an organization to develop and implement a policy and objectives which take into account legal requirements and other requirements to which the organization subscribes, and information about significant environmental aspects. It applies to those environmental aspects that the organization identifies as those which it can control and those which it can influence. It does not itself state specific environmental performance criteria (ISO, 2009).



#### **MARKETING PROGRAM APPLICATION TEMPLATES:**

- Bonus AIR MILES®
- Bonus AIR MILES® Buy Two Program
- Bonus AIR MILES® Fall Promotion
- Bonus AIR MILES® Summer Promotion
- Christmas Specialty Gift Application
- Cold Box
- Free of Charge Packaging
- Impact Participation
- Impact Period 9 Participation
- In-Store Sampling (apply directly to stores)
- Limited Time Offer
- Mobile Signage
- Multi-SKU Bonus AIR MILES®
- Multi-SKU Bonus AIR MILES® Fall Promotion
- Multi-SKU Bonus AIR MILES® Summer Promotion
- Supplier Trade Show Sampling Discount
- Value-Add



#### **PURCHASING TEMPLATES:**

- Limited Time Offer for Consignment Wine Application
- Price Change Request Application
- Request for Product Listing Application
- Supplier Set up Application

#### **PURCHASING INFORMATION SHEETS:**

- MLCC Labelling from Pricing Book
- Request for Product Listing Instructions

Disks are available upon request by emailing  
[marketing@mlcc.mb.ca](mailto:marketing@mlcc.mb.ca)