

# In-Store Merchandising Procedures Manual



Sales and Marketing

July 22, 2011

Updated: November 25, 2011

Effective January 2, 2012

# ALCOOL NB LIQUOR

## Merchandising Policy

### Table of Contents

Introduction	3
General Regulations Governing Merchandising Programs	4
Application Process	
Criteria for Awarding Merchandising Programs	
Promotional Materials	
Approvals	
Language Requirements	
Specifications	
Display Enhancements	
Receipt & Distribution	
Criteria for approval if in store materials	
Highlights of Policy Changes Jan-July 2012	9
Merchandising Programs	10
Merchandising Programs – Display Options	23
Merchandising Programs – At Shelf	25
Merchandising Programs – On Packs	32
Merchandising Programs – Individual Stores	35
Merchandising Programs – Agency Store Display	38
Merchandising Programs – Tastings	41
Appendices	45
A - Contacts	
B - Important Dates	
C - Agency Stores	
D - Cash Lanes	
E - LTO Rules	
F - # of Beer Displays Available	
G - Agent Product Tasting Rebate Form	
H - Store Listing by Banner and Groupings	
I - ANBL Display Groups	
J - Program Fees	

**ALCOOL NB LIQUOR**  
Merchandising Policy

**INTRODUCTION**

The New Brunswick Liquor Corporation is a Provincial Crown Corporation established as the sole authority for the importation and retailing of beverage alcohol within the Province of New Brunswick.

The Corporation operates a Head Office and Distribution Centre, which is located in Fredericton. All warehousing and distribution of beverage alcohol is done through this facility, with the exception of direct delivery of locally produced / bottled beer.

The provincial retail network consists (effective April 1, 2011) of 49 Corporate Stores, 73 Agency Stores that are privately operated and 14 Manufacturer's Agency Stores.

This document is published by the Marketing department for the purposes of providing details to suppliers / representatives regarding merchandising opportunities available in Alcool NB Liquor (ANBL) Corporate and Agency Stores. All inquiries regarding this document and the programs described therein should be directed to the Marketing Administrative Assistant.

Unless specifically noted otherwise, all applications, submissions and approvals referenced in this procedures manual are to be directed to the attention of the Marketing Administrative Assistant. Please refer to Appendix A for contact information.

**Our Mission:**

To responsibly host New Brunswick's beverage alcohol experience.

**Our Vision:**

To be a high performance retailer, engaging employees in service excellence.

## **General Regulations Governing Merchandising Programs**

### **APPLICATION PROCESS**

In-store merchandising programs are offered during 12 set periods per year. Suppliers / representatives are invited to apply for in-store merchandising programs for the calendar year (Jan-Dec). The application process will occur twice per year (Jan-June and July-Dec) and involves the completion of on line forms via the log in process provided by the ANBL Marketing Department. In order to activate a new account, contact the Marketing Administrative Assistant.

The supplier / representative who places the application for the marketing program is the party who will be invoiced for the program. If an agent books the marketing program, they will be invoiced. ANBL will not go to the supplier of the brand on display looking for payment – that agent is responsible for all invoicing related to the marketing program they booked.

The Corporation reserves the right to change bookings after consulting with the supplier / representative. ANBL also reserves the right to revoke privileges to suppliers / representatives not complying with stated policies associated with ANBL's Merchandising Programs.

### **CRITERIA FOR AWARDING MERCHANDISING PROGRAMS (Profitability & Merit)**

All merchandising programming will be approved on a merit basis, with emphasis on profitability potential. A prime focus of ANBL's in-store marketing philosophy is to develop and grow profitable volume. With this in mind, selection of the merchandising and display programs will be made while considering the following factors:

- ANBL volume and profit potential
- Category and brand performance
- The supplier/agent's annual marketing plan
  - Including external marketing activities
- Other ANBL support programs (ie – tastings, LTO's, etc.)
- Potential display impact on the category and profitability
- Alignment with ANBL promotional themes
- Larger size offerings preferred (unless a dedicated impulse display)
- Applicant performance
  - Ability to reach specified targets set by the supplier
  - Reliability of POS material arrivals
  - Past performance
- National / regional programs
- Creativity
- New products

**ALCOOL NB LIQUOR**  
Merchandising Policy

- Seasonality / special occasions
- Community programs / events

In line with the above criteria and submission deadlines, the Marketing Department and Category Management will undertake a comprehensive review of all applications received, and decide which specific proposals will be approved for subsequent implementation at the retail level.



## ALCOOL NB LIQUOR

### Merchandising Policy

- Pricer Cards 5"W x 8"T
- Shelf Extender POS 2.5"T x 11.25"W
- Backer Card 14"H x 24"W
- Ceiling Dangler 1400 Sq Inches (ex – 35" x 40")

All descriptive material (backer cards, case cards, posters, shelf talkers, ceiling danglers, etc.) will be destroyed 15 days after the end of each period, or become the property of ANBL, unless picked up by the representative.

#### SHELF TALKERS AND PRICER CARDS

All shelf talkers and pricer cards are produced at the store. Stores are to use pricer cards only for cut case displays, and to use shelf talkers for bin end displays. Suppliers may not use their own pricer cards or shelf talkers unless an exception has been made by the appropriate Marketing Coordinator.

#### PROMOTIONAL MATERIALS – Display Enhancements

Solely at the Store Manager's discretion, a display can be enhanced with additional POS material such as hats, sweaters, props, etc. Should any of the enhancements include text or images, they must first be approved by the appropriate Marketing Coordinator at ANBL.

#### PROMOTIONAL MATERIALS - Receipt and Distribution

If materials are to be distributed to stores by ANBL, approved materials must be received at the warehouse at least six weeks in advance of the start of the program in order for timely execution. Any marketing materials not received from the supplier at the store level by the end of the previous period will not be put up. This is regardless of whether they are received by mail or in person. Two options are available to the supplier / representative regarding distribution of approved promotional material. Option 1: send individually packaged kits of display materials to the Head Office warehouse. Each kit must be clearly labeled with: contents of the package, marketing group number and the month of the promotion. Failure to comply with these instructions will result in the kits for displays remaining at ANBL until such time as the supplier remedies the situation. Option 2: send the approved display materials directly to the store. Again, kits must be clearly labeled with the previously mentioned information.

#### PROMOTIONAL MATERIALS - ANBL Criteria for Approval

It is ANBL's objective to ensure that promotional materials are consistent with ANBL's mission statement and committed direction. This will be realized by responding to our customers' needs through the delivery of products and services in a progressive and responsible manner. In addition, ANBL is committed to promoting the responsible use of our products, and compliance with legislated obligations.

**ALCOOL NB LIQUOR**  
Merchandising Policy

The following criteria will be used to review promotional materials for ANBL stores. These materials include: ceiling danglers, backer cards, posters, shelf talkers, neck tags, on-packs and their attachment devices, at cash promotional items, in-case items, and any other media destined for use in ANBL's retail store system. Suppliers / representatives operating in the province of New Brunswick must ensure that the promotional material they supply:

- conforms to CRTC, federal and provincial regulations.
  - <http://www.crtc.gc.ca>
  - <http://www.canadabusiness.ca>
  - <http://www.gnb.ca>
- conforms to other stipulations stated in this document such as language requirements and size restrictions.
- represents all individuals / groups in a positive light. Does not degrade or depict in an undignified way the image or status of any individual or group in society.
- meets the commonly accepted standards of public decency and good taste and are not offensive to generally accepted social values.
- offers age appropriate appeal. Does not portray the product in relation to an activity / personality / character that is attractive to underage persons.
- cannot be interpreted as implying directly or indirectly that social acceptance, social status, personal success, business or athletic achievement or sexual prowess may be acquired, enhanced or reinforced through consumption of the product.
- does not portray over-indulgence or extreme use of liquor.
- only depicts behavior considered to be safe / legal.
- avoids representation of violent, aggressive or dangerous behavior.

The supplier will assume total responsibility for any legality concerning their involvement in any promotional program.

#### DISPLAY UNITS

ANBL stores are equipped with custom-made bin end and mobile display units. Displays will be built using these display units, or by building a cut case display. This decision will be made at the discretion of the Store Manager. The use of suppliers' display units is not permitted. In some instances, exceptions may be made if supplier display units may be used as part of their POS for a booked program, or for a Manager's Choice display, at the discretion of the store manager. Suppliers' display units will only be considered in conjunction with Head Office approval. Suppliers must apply in writing to the appropriate Marketing Coordinator and include either a photo or an artist's rendering of the display unit. Display units shall not be larger than 9 square feet of floor space. All bins will be destroyed with the POS materials 15 days after the end of the period, or become the property of ANBL unless picked up by the representative. ANBL reserves all rights as to the location of displays in stores. It is the store's responsibility to ensure that displays are well stocked and displayed for the entire booked period.

**ALCOOL NB LIQUOR**  
Merchandising Policy

**HIGHLIGHTS OF POLICY CHANGES JAN-JULY 2012**

**1. Programs eliminated:**

- Cross merchandising displays
- ANBL staff run tastings

**2. New programs:**

- Neck tags
- Manager's choice cold doors

**3. Other changes/clarifications:**

- Bundles require an all stores display
- Max number of SKUs on floor displays now 5 (was 6)
- Window Cling Program open to all categories
- Window Cling Program now in all A & B stores
- Shelf talkers have two groupings:
  - LTOs
  - Feature Product (products with a shelf talker not on LTO)
- Pricing for store booked programs the same flat fee for all stores and for all Agency Stores
  - \$150 Impulse at Cash
  - \$100 Manager's Choice
  - \$55 Agent Choice
- Wine LTO minimum \$1.00 (750ml)
- Spirit LTO minimum \$1.00 (750ml)
- Price changes on programs

## ALCOOL NB LIQUOR

### Merchandising Policy

## MERCHANDISING PROGRAMS – ANBL Store Display Programs

### MARKETING DISPLAY GROUPS

- Stores are grouped together by banner, with the following criteria:
  - Local population levels
  - Store retail square footage
  - Number of transactions per week
  - Store sales rank aggregate across the four main departments
  - Local variables and unique store attributes (ie highway store)
- Prices have been adjusted accordingly, in line with the current per store fee
- The following display programs must be purchased for a pre-defined group of stores
- Groups are defined in Appendix I at the back of this document
- These programs are booked through Head Office by contacting the Marketing Administrative Assistant at ANBL
- Unless otherwise indicated, these displays may contain up to 5 SKUs, and cannot include 200ml size or smaller product

### CUSTOMIZED PROGRAMS

ANBL encourages proposals for promotions that are currently not a part of the in-store merchandising program portfolio. While bundling options are not a part of our regular marketing programs, they are open for discussion at any time. To offer a bundle promotion, and all stores display (group AL) is required. Additionally, ANBL's "In the Spotlight" program is available for products offered at a special price, and is available for discussion at any time.

Applications with program details should be forwarded to the appropriate Marketing Coordinator.

<b>Marketing Coordinator</b>	<b>Category</b>
Sharon Caissie	Spirits & RTD's
Jodie Marshall	Beer
Linda Stafford	Wine

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Program Name:** Floor Display

**Group Name:** Group A

**Merchandising Location:** Full bin end

**POS Required:** Backer Card (14" x 24")

**Alternative Display Method:** Cut case display (size is at manager's discretion)

**Eligible Categories:** All categories except domestic beer

**Number of Stores:** 6

**Number of locations within store:** 5

**Maximum number of SKU's per display:** 5 (min 3 facing per SKU)

**Selection Criteria:**

- Volume and profit potential
- Paired with LTO
- Seasonal or theme compatibility

**Fee Schedule:**

Program	Period	# Days	Cost/Day	Cost/Display
<b>Group A Floor Display</b>	P1	28	\$18.00	\$504.00
	P2	28	\$27.00	\$756.00
	P3	35	\$27.00	\$945.00
	P4	28	\$30.00	\$840.00
	P5	28	\$30.00	\$840.00
	P6	35	\$25.00	\$875.00
	P7	28	\$25.00	\$700.00
	P8	28	\$27.00	\$756.00
	P9	35	\$35.00	\$1,225.00
	P10	28	\$12.00	\$336.00
	P11	28	\$15.00	\$420.00
	P12	35	\$18.00	\$630.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Program Name:** Floor Display

**Group Name:** Group AB

**Merchandising Location:** Full bin end

**POS Required:** Backer Card (14" x 24")

**Alternative Display Method:** Cut case display (size is at manager's discretion)

**Eligible Categories:** All categories except domestic beer

**Number of Stores:** 17

**Number of locations within store:** 5

**Maximum number of SKU's per display:** 5 (min 3 facing per SKU)

**Selection Criteria:**

- Volume and profit potential
- Paired with LTO
- Seasonal or theme compatibility

**Fee Schedule:**

Program	Period	# Days	Cost/Day	Cost/Display
<b>Group AB Floor Display</b>	P1	28	\$29.70	\$832.00
	P2	28	\$44.55	\$1,247.00
	P3	35	\$42.00	\$1,470.00
	P4	28	\$46.67	\$1,307.00
	P5	28	\$46.67	\$1,307.00
	P6	35	\$38.89	\$1,361.00
	P7	28	\$41.25	\$1,155.00
	P8	28	\$42.00	\$1,176.00
	P9	35	\$54.44	\$1,906.00
	P10	28	\$19.80	\$554.00
	P11	28	\$24.75	\$693.00
	P12	35	\$29.70	\$1,040.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Program Name:** Floor Display

**Group Name:** Group AC

**Merchandising Location:** Half bin end

**POS Required:** Backer Card (14" x 24")

**Alternative Display Method:** Cut case display (size is at manager's discretion)  
No competing products placed side by side

**Eligible Categories:** All categories except domestic beer

**Number of Stores:** 33

**Number of locations within store:** 5

**Maximum number of SKU's per display:** 5 (min 3 facing per SKU)

**Selection Criteria:**

- Volume and profit potential
- Paired with LTO
- Seasonal or theme compatibility

**Fee Schedule:**

Program	Period	# Days	Cost/Day	Cost/Display
<b>Group AC Floor Display</b>	P1	28	\$67.50	\$1,890.00
	P2	28	\$101.25	\$2,835.00
	P3	35	\$83.00	\$2,905.00
	P4	28	\$92.22	\$2,582.00
	P5	28	\$92.22	\$2,582.00
	P6	35	\$76.85	\$2,690.00
	P7	28	\$93.75	\$2,625.00
	P8	28	\$83.00	\$2,324.00
	P9	35	\$101.85	\$3,565.00
	P10	28	\$45.00	\$1,260.00
	P11	28	\$56.25	\$1,575.00
	P12	35	\$67.50	\$2,363.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Program Name:** Floor Display

**Group Name:** Group AL

**Merchandising Location:** Half bin end

**POS Required:** Backer Card (14" x 24")

**Alternative Display Method:** Cut case display (size is at manager's discretion)  
No competing products placed side by side

**Eligible Categories:** All categories except domestic beer

**Number of Stores:** 46

**Number of locations within store:** 10

**Maximum number of SKU's per display:** 5 (min 3 facing per SKU)

**Selection Criteria:**

- Volume and profit potential
- Paired with LTO
- Seasonal or theme compatibility

**Fee Schedule:**

Program	Period	# Days	Cost/Day	Cost/Display
<b>Group AL Floor Display</b>	P1	28	\$90.00	\$2,520.00
	P2	28	\$135.00	\$3,780.00
	P3	35	\$125.00	\$4,375.00
	P4	28	\$138.89	\$3,889.00
	P5	28	\$138.89	\$3,889.00
	P6	35	\$115.74	\$4,051.00
	P7	28	\$125.00	\$3,500.00
	P8	28	\$125.00	\$3,500.00
	P9	35	\$162.04	\$5,671.00
	P10	28	\$60.00	\$1,680.00
	P11	28	\$75.00	\$2,100.00
	P12	35	\$90.00	\$3,150.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

<b>Program Name:</b>	Domestic Beer Display
<b>Group Name:</b>	Group BD
<b>Merchandising Location:</b>	Cold Room (Stock Location)
<b>POS Required:</b>	Ceiling Dangler
<b>Display Enhancements:</b>	All display enhancements (pole signs, prizes etc.) require prior approval by Marketing Coordinator-Beer) and can only be used with Store Manager approval. Any case flash of a promotional nature will require the purchase of a beer display program
<b>Eligible Categories:</b>	Domestic Mainstream, Domestic Premium and Import beer
<b>Number of Stores:</b>	46
<b>Number of locations within store:</b>	6
<b>Maximum number of SKU's per display:</b>	1
<b>Selection Criteria:</b>	<ul style="list-style-type: none"><li>• Volume and profit potential</li><li>• Paired with LTO</li><li>• Seasonal or theme compatibility</li></ul>

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Fee Schedule:**

<b>Program</b>	<b>Period</b>	<b># Days</b>	<b>Cost/Day</b>	<b>Cost/Display</b>
<b>Group DB Domestic Beer Display</b>	P1	28	\$70.20	\$1,966.00
	P2	28	\$105.30	\$2,948.00
	P3	35	\$115.00	\$4,025.00
	P4	28	\$127.78	\$3,578.00
	P5	28	\$127.78	\$3,578.00
	P6	35	\$106.48	\$3,727.00
	P7	28	\$97.50	\$2,730.00
	P8	28	\$115.00	\$3,220.00
	P9	35	\$149.07	\$5,218.00
	P10	28	\$46.80	\$1,310.00
	P11	28	\$58.50	\$1,638.00
	P12	35	\$70.20	\$2,457.00

**ALCOOL NB LIQUOR**

## Merchandising Policy

<b>Program Name:</b>	Premium Beer Display
<b>Group Name:</b>	Group BP
<b>Merchandising Location:</b>	Cold Room
<b>POS Required:</b>	Ceiling Dangler
<b>Display Enhancements:</b>	All display enhancements (pole signs, prizes etc.) require prior approval by Marketing Coordinator-Beer) and can only be used with Store Manager approval. Any case flash of a promotional nature will require the purchase of a beer display program.
<b>Eligible Categories:</b>	Domestic Premium and Import Beer
<b>Number of Stores:</b>	46
<b>Number of locations within store:</b>	6 or 9
<b>Maximum number of SKU's per display:</b>	1
<b>Selection Criteria:</b>	<ul style="list-style-type: none"><li>• Volume and profit potential</li><li>• Paired with LTO</li><li>• Seasonal or theme compatibility</li></ul>

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Fee Schedule:**

Program	Period	# Days	Cost/Day	Cost/Display
<b>Group PB Premium Beer Display</b>	P1	28	\$70.20	\$1,966.00
	P2	28	\$105.30	\$2,948.00
	P3	35	\$115.00	\$4,025.00
	P4	28	\$127.78	\$3,578.00
	P5	28	\$127.78	\$3,578.00
	P6	35	\$106.48	\$3,727.00
	P7	28	\$97.50	\$2,730.00
	P8	28	\$115.00	\$3,220.00
	P9	35	\$149.07	\$5,218.00
	P10	28	46.80	\$1,310.00
	P11	28	\$58.50	\$1,638.00
	P12	35	\$70.20	\$2,457.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Program Name:** Imported Beer Display

**Group Name:** Group BW

**Merchandising Location:** TBD

**POS Required:** Backer Card (14" x 24")

**Display Method:** Display unit provided by ANBL

**Eligible Categories:** Import and specialty beer

**Number of Stores:** 33

**Number of locations within store:** 1

**Maximum number of SKU's per display:** 5

**Selection Criteria:**

- Volume potential
- Paired with LTO
- Seasonal or theme compatibility

**Fee Schedule:**

Program	Period	# Days	Cost/Day	Cost/Display
<b>Group BW Imported Beer Display</b>	P1	28	\$37.80	\$1,058.00
	P2	28	\$56.70	\$1,588.00
	P3	35	\$50.00	\$1,750.00
	P4	28	\$55.56	\$1,556.00
	P5	28	\$55.56	\$1,556.00
	P6	35	\$46.30	\$1,620.00
	P7	28	\$52.50	\$1,470.00
	P8	28	\$50.00	\$1,400.00
	P9	35	\$64.81	\$2,269.00
	P10	28	\$25.20	\$706.00
	P11	28	\$31.50	\$882.00
	P12	35	\$37.80	\$1,323.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Program Name:** Cold Room Entrance

**Group Name:** Group CE

**Merchandising Location:** Warm area of the store, in front of the cold room

**POS Required:** Ceiling Dangler or Backer Card

**Display Method:** Cut case or display unit

**Eligible Categories:** All categories except domestic mainstream beer

**Number of Stores:** 42

**Number of locations within store:** 2

**Maximum number of SKU's per display:** 5

**Selection Criteria:**

- Volume potential
- Paired with LTO
- Seasonal or theme compatibility

**Fee Schedule:**

Program	Period	# Days	Cost/Day	Cost/Display
<b>Group CE Cold Room Entrance</b>	P1	28	\$45.00	\$1,260.00
	P2	28	\$67.50	\$1,890.00
	P3	35	\$73.00	\$2,555.00
	P4	28	\$81.11	\$2,271.00
	P5	28	\$81.11	\$2,271.00
	P6	35	\$67.59	\$2,366.00
	P7	28	\$62.50	\$1,750.00
	P8	28	\$73.00	\$2,044.00
	P9	35	\$94.63	\$3,312.00
	P10	28	\$30.00	\$840.00
	P11	28	\$37.50	\$1,050.00
	P12	35	\$45.00	\$1,575.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Program Name:** Cooler at Cash

**Group Name:** Group CC

**Merchandising Location:** Checkout lanes, inside refrigerators

**Display Method:** Single serve SKU (250ml to 710ml) displayed in 1 of 6 locations in the cooler

**Eligible Categories:** All categories except domestic beer

**Number of Stores:** 13 (Stores #; 2, 6, 9, 13, 38, 41, 45, 47, 61, 62, 68, 75 & 81)

**Number of locations within store:** 1-3 with 1 shelf set

**Maximum number of SKU's per display:** 1

**Selection Criteria:**

- Volume potential
- Paired with LTO
- Seasonal or theme compatibility

**Fee Schedule:**

Program	Period	# Days	Cost/Day	Cost/Program
<b>Group CC Cooler at Cash</b>	P1	28	\$15.30	\$428.00
	P2	28	\$22.95	\$643.00
	P3	35	\$25.00	\$875.00
	P4	28	\$27.78	\$778.00
	P5	28	\$27.78	\$778.00
	P6	35	\$23.15	\$810.00
	P7	28	\$21.25	\$595.00
	P8	28	\$25.00	\$700.00
	P9	35	\$32.41	\$1,134.00
	P10	28	\$10.20	\$286.00
	P11	28	\$12.75	\$357.00
	P12	35	\$15.30	\$536.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Program Name:** Cold Room Window Cling

**Group Name:** Group WC

**Merchandising Location:** Cold room door

**Display Method:** 1 Panel window cling on a cold room door, placed on the lower panel facing the warm area. Clings must be transparent from the cold room looking out, and be placed and removed by the supplier.

**Eligible Categories:** All categories

**Number of Stores:** 17

**Number of locations within store:** 1

**Selection Criteria:**

- Volume potential
- Support of an existing program
- Paired with LTO
- Seasonal or theme compatibility

**Fee Schedule:**

<b>Program</b>	<b>Period</b>	<b># Days</b>	<b>Cost/Day</b>	<b>Cost/Program</b>
<b>Group WC Cold Room Window Cling</b>	P1	28	\$ 15.30	\$428.00
	P2	28	\$22.95	\$643.00
	P3	35	\$25.00	\$875.00
	P4	28	\$27.78	\$778.00
	P5	28	\$27.78	\$778.00
	P6	35	\$23.15	\$810.00
	P7	28	\$21.25	\$595.00
	P8	28	\$25.00	\$700.00
	P9	35	\$32.41	\$1,134.00
	P10	28	\$10.20	\$286.00
	P11	28	\$12.75	\$357.00
	P12	35	\$15.30	\$536.00

**MERCHANDISING PROGRAMS - DISPLAY OPTIONS**

**DISPLAY OPTIONS - Contest/Prizes**

- Available in conjunction with display programs
- Must apply to all stores in the booked group
- Draw prizes valued at less than \$750 may be drawn for in each store by a supplier representative or customer and witnessed by an ANBL employee
- Draw prizes valued at greater than \$750 must be managed by a third party
- Supplier must provide ballots and ballot boxes and must meet bi-lingual requirements as per the official languages act of the province of New Brunswick
- Online contests promoted through the use of a display, shelf talker or bilingual neck tag is permitted
- In-store staff contest or incentives are permitted. Prizes must be of a nominal value and not be alcohol products. These must be pre-approved by the appropriate Marketing coordinator.
- All contests and prizes must be approved by the appropriate Marketing Coordinator

**DISPLAY OPTIONS - Near Packs:**

**Beer:**

Four displays are permitted to have a near pack promotion monthly. Note that:

- near packs may not be beverages
- a sample of the near pack item must be provided prior to approval of the program
- if a store runs out of near pack items, the POS referring to the near pack item will be removed until their stock is replenished
- a display unit must be provided to hold the near pack items
- suppliers / representatives must provide at minimum an electronic file of all proposed material and equipment for approval
- suppliers may only ship a maximum quantity of near packs, the equivalent of a 10% growth in weekly sales of the participating SKU
- excessive quantities of near packs will result in having them returned to the supplier, at their expense
- near packs shipping schedule will be as follows:
  - Previous period week 4 and participating period weeks 1-3.
  - Stores that do not order weekly will notify the supplier of any adjustments required.
- suppliers may not use a near pack promotion at the same time as an LTO

**ALCOOL NB LIQUOR**  
Merchandising Policy

Non-Beer:

3 displays are permitted to have a near pack promotion monthly. Note that:

- near packs may not be beverages
- a sample of the near pack item must be provided prior to approval of the program
- if a store runs out of near pack items, the POS referring to the near pack item will be removed until their stock is replenished
- near pack items have to be delivered to all ANBL stores (not to the ANBL warehouse) before the beginning of the promotion
- quantities delivered will need to be sufficient to supply the ANBL store and any agents who carry the product

**ALCOOL NB LIQUOR**  
Merchandising Policy

MERCHANDISING PROGRAMS - AT SHELF OPPORTUNITIES

**Program Name:** Shelf Talker

**Group Name:** Group LTO (Limited Time Offer)

**Merchandising Location:** Regular shelf product location

**Display Method:** Shelf Talker (ANBL supplied, unless negotiated otherwise and approved)

**Eligible Categories:** Spirits, coolers, wine and imported beer

**Number of Stores:** 47

**Number of locations within store:** unlimited

**Maximum number of SKU's per Shelf Talker:** # of SKU's per brand family

**Selection Criteria:**

- Volume and profit potential
- Seasonal or theme compatibility

**Fee Schedule:**

Program	Period	# Days	Cost/Day	Cost/Program
<b>Group LTO Limited Time Offer Shelf Talker</b>	P1	28	\$14.46	\$405.00
	P2	28	\$21.70	\$608.00
	P3	35	\$20.00	\$700.00
	P4	28	\$27.78	\$778.00
	P5	28	\$27.78	\$778.00
	P6	35	\$18.52	\$648.00
	P7	28	\$20.09	\$563.00
	P8	28	\$25.00	\$700.00
	P9	35	\$25.93	\$907.00
	P10	28	\$9.64	\$270.00
	P11	28	\$12.05	\$338.00
	P12	35	\$11.57	\$405.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Group LTO Guidelines**

- A brewery may have a Limited Time Offer discount (LTO) without a display program for brands that reside on shelving units. ANBL shelf talkers will be placed at the shelf location.
- Fees will be based on brand family, as opposed to liquid.
- ANBL produces all shelf talkers and pricer cards in house. Any exceptions must be made by the appropriate Marketing Coordinator.
- If only a display program is purchased, shelf talkers or pricer cards may be used on the display unit and not at the regular shelf location.
- LTO's duration is in line with ANBL reporting periods.
- LTO's apply to all stores and Agency Stores.
- A shelf talker/LTO program will not be used to force a listing or reinstate a delisted product at a store.
- LTO details must be finalized 8 weeks in advance of the requested promotional period.
- The amount of the discount is to be given in the application as a dollar amount only.
- The supplier/representative is 100% responsible for the cost of the LTO.
- Suppliers will not use their own shelf talkers in agency stores without Marketing Coordinator approval.

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Program Name:** Shelf Talker

**Group Name:** Group FP (Feature Product)

**Merchandising Location:** Regular shelf product location

**Display Method:** Shelf Talker (supplier produced/ANBL approved) / shelf clip

**Eligible Categories:** All categories

**Number of Stores:** 47

**Number of locations within store:** Unlimited

**Maximum number of SKU's per Shelf Talker:** # of SKU's per brand family

**Selection Criteria:**

- Volume and profit potential
- Seasonal or theme compatibility
- Contest or promotional activity

**Fee Schedule:**

---

Program	Period	# Days	Cost/Day	Cost/Program
<b>Group FP Feature Product Shelf Talker</b>	P1	28	\$10.71	\$300.00
	P2	28	\$14.29	\$400.00
	P3	35	\$11.43	\$400.00
	P4	28	\$14.29	\$400.00
	P5	28	\$14.29	\$400.00
	P6	35	\$11.43	\$400.00
	P7	28	\$14.29	\$400.00
	P8	28	\$14.29	\$400.00
	P9	35	\$11.43	\$400.00
	P10	28	\$10.71	\$300.00
	P11	28	\$10.71	\$300.00
	P12	35	\$8.57	\$300.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Program Name:** Shelf Extender

**Group Name:** Group SE

**Display Method:** Shelf extender unit

**Eligible Categories:** All categories, except domestic mainstream beer

**Number of Stores:** 46

**Number of locations within store:** 3 (2 in the spirit section and 1 in the wine section)

**Maximum number of SKU's per display:** 1

**Selection Criteria:**

- Volume and profit potential
- Seasonal or theme compatibility
- Paired with LTO

**Fee Schedule:**

<b>Program</b>	<b>Period</b>	<b># Days</b>	<b>Cost/Day</b>	<b>Cost/Program</b>
<b>Group SE Shelf Extender</b>	P1	28	\$22.50	\$630.00
	P2	28	\$33.75	\$945.00
	P3	35	\$33.00	\$1,155.00
	P4	28	\$36.67	\$1,027.00
	P5	28	\$36.67	\$1,027.00
	P6	35	\$30.56	\$1,069.00
	P7	28	\$31.25	\$875.00
	P8	28	\$33.00	\$924.00
	P9	35	\$42.78	\$1,497.00
	P10	28	\$15.00	\$420.00
	P11	28	\$18.75	\$525.00
	P12	35	\$22.50	\$788.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Program Name:** Shelf Flag

**Group Name:** Group SF

**Merchandising Location:** Regular shelf product location

**Display Method:** Shelf clip

**Eligible Categories:** All categories

**Number of Stores:** 47

**Number of locations within store:** Unlimited

**Maximum number of SKU's per Flag:** 1

**Selection Criteria:**

- Educational value to the consumer
- Seasonal or theme compatibility

**Fee Schedule:**

<b>Program</b>	<b>Period</b>	<b># Days</b>	<b>Cost/Day</b>	<b>Cost/Program</b>
<b>Group SF Shelf Flag</b>	P1	28	\$6.43	\$180.00
	P2	28	\$9.64	\$270.00
	P3	35	\$5.71	\$200.00
	P4	28	\$7.94	\$222.00
	P5	28	\$7.94	\$222.00
	P6	35	\$5.29	\$185.00
	P7	28	\$8.93	\$250.00
	P8	28	\$7.14	\$200.00
	P9	35	\$7.41	\$259.00
	P10	28	\$4.29	\$120.00
	P11	28	\$5.36	\$150.00
	P12	35	\$5.14	\$180.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Program Name:** Neck Tag

**Group Name:** Group NT

**Merchandising Location:** Regular shelf product location

**Display Method:** Hang on bottle neck

**Eligible Categories:** All categories

**Number of Store:** 47

**Maximum number of SKU's per display:** 1

**Selection Criteria:**

- New product introduction
- Program running concurrently with ANBL stores
- Volume and profit potential
- Seasonal or theme compatibility
- Paired with LTO
- Educational value to consumer

**Fee Schedule:**

---

Program	Period	# Days	Cost/Day	Cost/Program
<b>Group NT Neck Tag</b>	P1	28	\$2.50	\$70.00
	P2	28	\$3.50	\$98.00
	P3	35	\$3.50	\$123.00
	P4	28	\$3.50	\$98.00
	P5	28	\$3.50	\$98.00
	P6	35	\$3.50	\$123.00
	P7	28	\$3.50	\$98.00
	P8	28	\$3.50	\$98.00
	P9	35	\$3.50	\$123.00
	P10	28	\$2.50	\$70.00
	P11	28	\$2.50	\$70.00
	P12	35	\$2.50	\$88.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

Neck Tag Guidelines

- All Neck tags require prior approval of ANBL's appropriate Marketing Coordinator before arriving in the marketplace. Rep applied neck tags can be done at any time throughout the year. Neck tags must be either bilingual, or have one English and one French attached.
- Neck tags may not be wider than the width of the bottle on which it is being placed, and no longer than 4".

**ALCOOL NB LIQUOR**  
Merchandising Policy

**MERCHANDISING PROGRAMS – ON PACKS**

**Program Name:**

- Liquor On Pack Rep Applied
- Liquor On Pack Plant Applied
- Non-Liquor On Pack Rep Applied
- Non-Liquor On Pack Plant Applied

**Group Name:**

- Group LR
- Group LP
- Group NR
- Group NP

**Merchandising Location:** In-store product location

**Eligible Categories:** All categories

**Number of Stores:** 48 Corporate, 72 Agent stores

**Maximum number of SKU's per On Pack Program:** 1

**Selection Criteria:**

- On packs may be applied to beverage alcohol products at all Alcool NB Liquor Stores and Agency Stores.
- Devices used to attach on packs which contain text/graphics must be bilingual.
- Must have prior written approval of the appropriate Marketing Coordinator.
- Application forms are sent out to suppliers twice per year, on which applications for a six month period are made.
- Additional applications throughout the year may be considered, at the discretion of the appropriate Marketing Coordinator.
- Incomplete applications will result in automatic rejection.
- On packs may not be moved or re-moved once applied to any other products.
- All plant-applied and rep-applied on packs must be approved in writing by the appropriate Marketing Coordinator at Head Office.

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Fee Schedule:**

- All on pack programs:
  - Flat Fee \$350
- Liquor on pack programs
  - \$ .20 per unit handling fee
  - \$ .10 per unit bottle redemption fee

**ON PACK GUIDELINES**

**Liquor on Packs**

- Liquor on packs greater than 50ml may not be rep-applied.
- Once approved, the supplier must send a credit note for the beverage container deposit to ANBL's Finance department. The credit note must be on letterhead, refer to the PO # used to order the on packs and include the quantity of on packs shipped, the UPC and description of the on pack product. The credit amount is .10 cents per unit. Please do not apply HST. This credit will be applied to the next invoice received from the supplier.
- If a credit note is not received after four weeks of receiving the on packs, product will be returned to the supplier at their cost.
- For liquor on packs, there will be an administration fee of \$ .20 per on pack unit over and above the current bottle redemption fee of \$ .10. This applies for both rep-applied and plant-applied on packs. This fee will be invoiced on the supplier's regular monthly marketing invoice.
- For rep-applied liquor on packs, the exterior case must be labeled with the SCC as well as the words "duty paid – rep-applied on packs". *Products arriving without appropriate labeling will be returned to the supplier / agent at their cost.* No additional accessories are to be shipped with the on pack order (attachment devices must be shipped directly to the supplier's representative). Any cases or accessories received at the warehouse not included on the purchase order will be returned to the supplier / representative at their cost.
- Liquor on packs of products not currently carried by ANBL is permitted.
- Liquor on packs may not be the same liquid as the host product
- All liquor on pack bottles must have a refund statement on the bottle.
- All on pack bottles must either have no UPC on the bottle, or have the UPC blacked out.

**Non-Liquor on Packs**

- Applications for non-liquor on packs must be accompanied by a sample and its attachment device before approval can be granted.
- Non liquor beverages are not permitted as on packs.

## **ALCOOL NB LIQUOR**

### Merchandising Policy

#### Rules for All on Packs (both liquor & non liquor)

- Plant-applied on pack applications are all due at once for the 6 month marketing period. Applications and deadline information will be forwarded by the Marketing Administrative Assistant.
- Rep-applied on pack applications are required a minimum of 10 weeks in advance of execution.
- There will be a monthly program fee for all on pack promotions of \$350 per month, per brand.
- All plant-applied on packed products require a unique SCC for each and every program.
- Any on packed items arriving at ANBL that were not ordered will be immediately returned to the supplier at their expense and a fine of \$5 per case will be charged to the supplier. The only on packed items that will be accepted are those ordered (by unique SCC) by ANBL. Further, only the quantity of on packed items on the order will be accepted – any quantities exceeding the amount ordered will be returned to the supplier at their expense.
- Quantities ordered will be for 1 month's supply only. The number of cases requested must be filled out on the application form, but all quantities must be approved by appropriate Marketing Coordinator and Supply Chain.
- When product arrives already on packed, the number of bottles per case of on packed product must be the same as the number of bottles per case of the host product. In other words, all bottles in the case must be on packed.
- Bottles smaller than 750ml may not host an on pack.
- It is the responsibility of the supplier / agent applying for food on pack items to ensure the item meets the Canadian Food Inspection Agency guidelines.

**ALCOOL NB LIQUOR**  
Merchandising Policy

**MERCHANDISING PROGRAMS – INDIVIDUAL STORE PROGRAMS**

- Purchased on a store-by-store basis.
  - Booked at the store level with the Store Manager.
  - Booked no more than 3 months in advance.
  - All merchandising regulations apply as with other display programs.
- 

<b>Program Name:</b>	Impulse at Cash
<b>Merchandising Location:</b>	Checkout cash lanes
<b>Display Method:</b>	Shelf unit at cash
<b>Eligible Categories:</b>	All except Domestic mainstream beer
<b>Number of Stores:</b>	47
<b>Number of locations within store:</b>	refer to appendix D: Cash Lanes
<b>Maximum number of SKU's per display:</b>	2
<b>Selection Criteria:</b>	
	<ul style="list-style-type: none"><li>• Store Manager's discretion</li></ul>
<b>Fee Schedule:</b>	
	<ul style="list-style-type: none"><li>• Flat Fee \$150 / program</li></ul>

**ALCOOL NB LIQUOR**  
Merchandising Policy

<b>Program Name:</b>	Manager's Choice Display
<b>Group Name:</b>	Group MC
<b>Merchandising Location:</b>	Store Manager's discretion
<b>Eligible Categories:</b>	All categories
<b>Number of Stores:</b>	47
<b>Number of locations within store:</b>	5 in A & B banner stores, 2 in C & D banner stores (see appendix F)
<b>Maximum number of SKU's per display:</b>	Manager's discretion

**Selection Criteria:**

- Store Manager's discretion

**Group MC Guidelines:**

- No domestic beer cold room manager's choice displays
- Suppliers may provide POS materials for manager's choice displays. Alternatively, agents will be provided with "Managers Choice" backer cards and shelf talkers for this use.
- MC displays are eligible for in store draws for prizes with a value of less than \$350
- MC display products must not be on any other marketing programs in store that month
- MC display must not be at impulse at cash locations
- MC display permits 1 domestic warm beer display per brewer per month

**Fee Schedule:**

- Flat Fee \$100 / program

**ALCOOL NB LIQUOR**  
Merchandising Policy

<b>Program Name:</b>	Manager's Choice Cold Door Shelves
<b>Group Name:</b>	Group MD
<b>Merchandising Location:</b>	Cold door shelves
<b>Display Method:</b>	Cold door shelves
<b>Eligible Category:</b>	Wine category
<b>Number of Stores:</b>	33
<b>Number of locations within store:</b>	4 spots/store
<b>Maximum number of SKU's per Shelf:</b>	2x750ml

**Selection Criteria:**

- Store Manager's discretion

**Group MD Guidelines:**

- MD display products must not be on any other marketing displays in store that month
- Must be booked for 2 consecutive periods

**Fee Schedule:**

- Flat Fee \$50 / period

**ALCOOL NB LIQUOR**  
Merchandising Policy

**MERCHANDISING PROGRAMS – AGENCY STORE DISPLAYS**

**Program Name:** Agency Store Display

**Group Name:** Group A1

**Merchandising Location:** Agency Store Manager’s discretion

**Display Method:** Varies by location

**Eligible Categories:** All categories

**Number of Stores:** 72

**Number of locations within store:** 4

**Maximum number of SKU’s per display:** 1

**Selection Criteria:**

- Program must be running concurrently with ANBL stores
- Volume and profit potential
- Seasonal or theme compatibility
- Paired with LTO

**Fee Schedule:**

---

Program	Period	# Days	Cost/Day	Cost/Program
<b>Group A1 Agency Store Display</b>	P1	28	\$45.00	\$1,260.00
	P2	28	\$45.00	\$1,260.00
	P3	35	\$68.00	\$2,380.00
	P4	28	\$68.00	\$1,904.00
	P5	28	\$68.00	\$1,904.00
	P6	35	\$68.00	\$2,380.00
	P7	28	\$45.00	\$1,260.00
	P8	28	\$68.00	\$1,904.00
	P9	35	\$68.00	\$2,380.00
	P10	28	\$45.00	\$1,260.00
	P11	28	\$45.00	\$1,260.00
	P12	35	\$45.00	\$1,575.00

**ALCOOL NB LIQUOR**  
Merchandising Policy

<b>Program Name:</b>	Agent Choice Display
<b>Group Name:</b>	Group AC
<b>Merchandising Location:</b>	Agency Store Manager's discretion
<b>Display Method:</b>	Varies by location
<b>Eligible Categories:</b>	All categories
<b>Number of Stores:</b>	72
<b>Number of locations within store:</b>	Agent store discretion
<b>Maximum number of SKU's per display:</b>	Agent store discretion

**Selection Criteria:**

- Agency Store Manager's discretion

**Agent Choice Guidelines**

- This is a standalone program.
- Suppliers may provide their own POS, meeting ANBL guidelines.
- The size of POS material is at the agents discretion
- Branded signage not pertaining to a particular promotion is not permitted.
- Any additional POS material sent to agents may be billed as an agent choice display at the Agent's discretion.
- Alternatively, agents will be provided with "Managers Choice" backer cards and shelf talkers for this use.
- Suppliers may provide display stands for their displays if they choose, at the discretion of the Agent.
- Suppliers will be required to collect the display rack within 15 days of the end of the promotion. If the display racks are not picked up, they become the property of the Agent.
- All Agent Choice programs will be booked on an ANBL period basis. Displays must remain up for the duration of the period (unless inventory is depleted).
- Near packs are permitted in conjunction with an Agent Choice display. These near packs would not need to be made available to all other stores, unlike the Group Display program.
- Near packs are not permitted without the booking of either an Agent Choice program or a group display program. Please note the guidelines surrounding near packs in the "Near Pack" section of this document.

## **ALCOOL NB LIQUOR**

### Merchandising Policy

- Cross merchandising (promoting one product with another) is permitted only with the Agent Choice program.
- Please note the following guidelines surrounding Cross Merchandising:
  - Non liquor items (ie – pop, chips, etc.) on display in the designated agency store premises:
    - May be cross merchandised with a liquor product as part of an Agent Choice display only.
    - The agent will determine the maximum number of Cross Merchandising displays in the designated Agency Store premises.
  - Liquor displays in the general merchandise area of the store:
    - Liquor displays are permitted in the general merchandise area of the store as part of an Agent Choice display only.
    - Number of displays is limited to a maximum of 3 per month.

#### Billing and Reporting

- All billing for the Agent Choice displays will be done through ANBL's head office.
- Reimbursement for programs will be made to the Agent twice per year.

#### Pricing

- Pricing for Agency Choice Displays is a flat fee. See Appendix C for a listing of participating stores.

#### **Fee Schedule:**

- Flat Fee \$55 / program

**ALCOOL NB LIQUOR**  
Merchandising Policy

**MERCHANDISING PROGRAMS – TASTINGS**

- This program is available in all ANBL Retail Stores ANBL Agency Stores.
- There are no pre-set groupings of stores for in-store tastings.
- All tastings are to be booked with the Store Manager or Agent on a store-by-store basis, no more than 3 months in advance of the tasting date.
- Tasting samples shall be provided to the consumer free of charge.
- All costs involved in the operation of the tasting shall be the responsibility of the supplier.
- Suppliers / representatives may book tastings for any day of the week.
- Tastings cannot start before 11:00 am and must end no later than 30 minutes prior to the closing of the store.
- The time of the tasting will be negotiated with the Store Manager.
- There is no limit to the number of tastings conducted per day.
- There is no charge to the supplier for conducting an in-store tasting.
- If a supplier/representative has booked a tasting and does not show up, or does not cancel with the store a minimum of 1 week in advance of the tasting, the company will be charged a fee of \$50.
- The representative conducting the tasting is required to adhere to ANBL's "Check 25" program, which states that we will ask for identification from anyone who looks under the age of 25.
- Suppliers are permitted to give away non-liquor items of nominal value at a booked tasting.
  - These giveaways cannot be linked to a required purchase, and all customers must be eligible to receive the giveaway.
  - These giveaway items require prior written approval by the appropriate Marketing Coordinator in advance of the tasting.
- Although not required, suppliers are strongly encouraged to provide food during in-store tastings.
- It is the responsibility of the supplier to notify customers of potential food allergies.
- The maximum\* allowable serving per customer will be:
  - Wine 2 ounces (60ml)
  - Beer 2 ounces (60 ml)
  - Spirits 1/2 ounce (15 ml)
  - Coolers 2 ounces (60 ml)

## ALCOOL NB LIQUOR

### Merchandising Policy

*\*Note that each of these represents the total allowed per tasting. For example, if someone tastes 2 ounces of wine, they are not permitted to taste anything else. They can, however, taste 2 one-ounce samples.*

- The use of drink mixes is permitted provided that the total amount of alcoholic beverage per drink does not exceed the amount specified for a single serving.
- The supplier must ensure that the sample given to customers is consumed on the premises, and not carried out of the store.
- Unless prior written approval is received from Head Office, products to be used by the supplier must be purchased at the store where the tasting is being held.
- Product for the tasting must be purchased at the store where the tasting is to be held.
- Suppliers are entitled to a discount, applied to ANBL's base price as follows:
  - Spirits 45%
  - Wine 40%
  - Beer 44%
  - Coolers 50%
- **Agency stores:**
  - Suppliers will pay full retail upon purchase of the product from the Agency Store, and then the discount will be rebated to the supplier upon receipt of the Tasting Product Rebate Form (see Appendix J).
  - This form will be filled out at the conclusion of the tasting, by the supplier representative and an Agency Store representative.
- Suppliers may supply their own tasting booth / table or use the ANBL unit.
- Suppliers must provide their own napkins, tasting cups, etc.
- It is the supplier's responsibility to ensure there is sufficient product on-hand.
- Only listed products are permitted for in-store tastings.
- All promotional materials used in conjunction with an in-store tasting must have the prior written approval of the appropriate Marketing Coordinator at ANBL.
- Suppliers are encouraged to place an advertisement or notification in the store where the tasting will take place, a maximum of one week in advance.
- Media advertising to complement the program requires the prior approval of the Department of Public Safety.
- The supplier must ensure that a knowledgeable representative is on hand to answer customer inquiries during the tasting.
- ANBL employees will not be used in this capacity.

Leftover, opened product (*for store staff*)

- Unused (unopened) packages must be returned after the tasting.

## **ALCOOL NB LIQUOR**

### Merchandising Policy

- Part bottles remaining at the completion of the tasting must be destroyed following the conclusion of the tasting, as per the Disposal Procedures & Destruction of Unsalable Products policy.
- All appropriate documentation relating to unsalable products is to be completed on a daily basis.
- Alternatively, the store may use a manual log and complete the necessary inventory adjustments on the destruction day.
- Regardless of the method chosen, the timeliness of recording reason codes by means of an immediate inventory adjustment entry or manual log is important to ensure accurate coding of unsalable products (Stores - see Appendix A of the OPUS Back Office Manual – Inventory Adjustment Reason Code Definitions).
- All containers/bottles containing unsalable product must be disposed of, at the store, into the store's sewage system.
- Unsalable product is to be accumulated for no more than one week and is to be disposed of on the day of the week that has been agreed to in advance by the Store Manager, District Manager and Manager of Audit & Security Services.
- All GEM Adjustments/Journal Detail Reports performed at the back office or by the handheld device, since the last destruction should be printed and compared to what is physically on hand and destroyed.
- The GEM Adjustments/Journal Detail Reports should be marked to indicate the products and quantities that have been destroyed.
- Employees must also sign the GEM Adjustments/Journal Detail Reports. All signatures are to be full name and the date of destruction must be documented.
- All destructions are to take place in the presence of two staff members, one of whom can be the Store Manager.
- All paperwork associated with the destruction should be kept together and filed in the appropriate store files.
- This includes, if applicable, the manual log used to record unsalable products.
- Empty redeemable beverage containers must be sold to the nearest redemption centre and the proceeds handled as a Paid In – Reason Code 1 (Empty Bottles) through the POS.
- All unredeemable containers/bottles and caps are to be discarded as soon as possible after the destruction of the product.

#### STAFF TASTING PROGRAM

- This program is available for all ANBL Corporate Stores and Agency Stores.
- Suppliers are not required to conduct a public tasting in order to conduct a staff tasting.

## **ALCOOL NB LIQUOR**

### Merchandising Policy

- This program is intended to be product knowledge-based for the benefit of ANBL employees and their customers.
- This training will result in employees being better prepared to meet today's increasing customer service demands.
- Participation in staff tastings is strictly on a voluntary basis for ANBL employees.
- Tastings must be conducted in non-retail areas of the store only and during regular business hours.
- Products to be used by the supplier must be purchased at the store where the tasting is being held.
- Suppliers are entitled to a discount, applied to ANBL's base price as follows:
  - Spirits 45%
  - Wine 40%
  - Beer 44%
  - Coolers 50%
- Only products listed with ANBL are permitted to be sampled. Tastings may be conducted with the use of food and drink.
- The maximum allowable serving per staff member will be:
  - Wine 2 ounces 60ml
  - Beer 2 ounces 60 ml
  - Spirits 1/2 ounce 15 ml
  - Coolers 2 ounces 60 ml
- There is no program fee associated with a staff tasting.

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Appendix A – Contacts**

The following summarizes the staff of ANBL involved in the In-Store Merchandising Programs as well as any Marketing and Promotions, and their contact information. This should help you in contacting the appropriate person for all of your in-store merchandising needs.

**Supply Chain/Products & Marketing**

Vice President	Mike O'Brien	452-6505	<a href="mailto:mike.obrien@anbl.com">mike.obrien@anbl.com</a>
Marketing Manager	Nora Lacey	452-6453	<a href="mailto:nora.lacey@anbl.com">nora.lacey@anbl.com</a>
Marketing Coordinator, Beer	Jodie Marshall	452-6406	<a href="mailto:jodie.marshall@anbl.com">jodie.marshall@anbl.com</a>
Marketing Coordinator, Spirits / Coolers	Sharon Caissie	452-6810	<a href="mailto:sharon.caissie@anbl.com">sharon.caissie@anbl.com</a>
Marketing Coordinator, Wine	Linda Stafford	452-6566	<a href="mailto:linda.stafford@anbl.com">linda.stafford@anbl.com</a>
Marketing Administrative Assistant	Brittney Whitehead	452-6405	<a href="mailto:brittney.whitehead@anbl.com">brittney.whitehead@anbl.com</a>
Category Manager	Andrea Dewitt	452-6495	<a href="mailto:andrea.dewitt@anbl.com">andrea.dewitt@anbl.com</a>
Portfolio Analyst, Wine	Charlotte Boone	452-6478	<a href="mailto:charlotte.boone@anbl.com">charlotte.boone@anbl.com</a>
Portfolio Analyst, Spirits / Coolers	Richard Noiles	452-6512	<a href="mailto:richard.noiles@anbl.com">richard.noiles@anbl.com</a>
Category Clerk	Wendy Hovey	452-6427	<a href="mailto:wendy.hovey@anbl.com">wendy.hovey@anbl.com</a>
Pricing Analyst	Dana Gregg	452-6571	<a href="mailto:dana.gregg@anbl.com">dana.gregg@anbl.com</a>
Supply Chain Manager	Kim Carpenter	452-6419	<a href="mailto:kim.carpenter@anbl.com">kim.carpenter@anbl.com</a>
Purchasing Analyst, Imports	Monica Brewer	452-6593	<a href="mailto:monica.brewer@anbl.com">monica.brewer@anbl.com</a>
Purchasing Analyst, Domestic	Elaine Humble	452-6572	<a href="mailto:elaine.humble@anbl.com">elaine.humble@anbl.com</a>

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Appendix B – Important Dates**

Promotion Period	Display Period	Deadline for Changes/Cancellations
P10	Jan. 2 – 29, 2012	November 7, 2011
P11	Jan. 30 – Feb. 26, 2012	December 5,
2011		
P12	Feb. 27 – Mar. 31, 2012	January 6, 2012
P1 (2012)	Apr. 1 – Apr. 29, 2012	February 6, 2012
P2	Apr. 30 – May 27, 2012	March 5, 2012
P3	May 28 – July 1, 2012	April 2, 2012
P4	July 2 – July 29, 2012	May 7, 2012
P5	July 30 – Aug. 26, 2012	June 4, 2012
P6	Aug. 27 – Sept. 30, 2012	July 2, 2012
P7	Oct. 1 – Oct. 28, 2012	August 6, 2012
P8	Oct. 29 – Nov. 25, 2012	September 3,
2012		
P9	Nov. 26 – Dec. 30, 2012	October 1, 2012

**Cancellation Policy:**

If a supplier/representative chooses to cancel their program after the deadline dates listed above, they will still be charged for the program.

**Other Deadlines:**

POS Approval	8 weeks in advance of the program start date
Receipt of POS materials	6 weeks in advance of the program start date
LTO details	8 weeks in advance of the program start date
Plant applied On Pack applications	done for a full 6 months at a time
Rep-applied on Pack applications	10 weeks in advance of the program

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Appendix C – Agency Stores Participating in Merchandising Display Programs**

<b>Agent #</b>	<b>Location</b>	<b>Agent #</b>	<b>Location</b>
100	Balmoral	150	Centreville
102	Harcourt	151	Saint-Antoine
103	Ste-Anne-de-Madawaska	152	Douglas Harbour
104	Boiestown	153	St. Quentin
105	Hillsborough	156	Zealand
106	Canterbury	158	Black's Harbour
107	Salisbury	159	Mactaquac
108	Harvey Station	160	Port Elgin
109	Stanley	162	Kedgwick
110	St Paul	163	Doaktown
112	Cambridge Narrows	165	Janeville
113	Gagetown	166	Plaster Rock
114	Youngs Cove	167	Paquetville
115	Juniper	168	Haute-Aboujagane
117	Fredericton Junction	169	Lepreau
119	Pointe Sapin	170	Rogersville
120	Riley Brook	171	Debec
121	Saint-Arthur	174	Allardville
122	St. Martins	175	Nackawic
123	Brantville	176	Barnesville
125	Clair	177	Campobello
129	Dorchester	181	Maisonnette
130	Alma	182	South Tetagouche
132	McAdam	184	Blackville
133	St. Leonard	185	Riverside Albert
134	Charlo	186	Renous
138	Sunny Corner	187	Welsford
139	Saint Sauveur	188	Baie-Ste-Anne
140	Petitcodiac	189	Public Landing
141	Chipman	190	Norton
142	Belledune	191	Saint-Louis-de-Kent
144	Arthurette	192	Minto
145	Bay du Vin	193	Cocagne
146	Richibouctou-Village	194	Grande-Anse
147	Memramcook	196	Kingston Peninsula
149	Hartland	197	St. Isador

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Appendix D – Cash Lanes**

<b>Store #</b>	<b>Location</b>	<b># lanes</b>	<b>Store #</b>	<b>Location</b>	<b># lanes</b>
2	Fairville Blvd, Saint John	4	38	Mountain Road, Moncton	4
3	Quispamsis	4	40	Devon Park, Fredericton	3
4	Lansdowne Place, Saint John	3	41	Oromocto	3
5	Prince Edward Sq, Saint John	3	42	Cap Pelé	2
6	St. Stephen	3	43	Bristol	2
8	St. Andrews	2	45	York St., Fredericton	5
9	Dalhousie	2	47	Salisbury	3
10	St. George	2	48	Moncton North	3
12	Caraquet	2	50	Neguac	2
13	Woodstock	3	53	Hampton	2
14	Edmundston	4	56	Petit-Rocher	2
15	Perth	2	57	Lamèque	2
16	Grand Falls	3	60	Prospect Street, Fredericton	6
19	Richibucto	2	61	Dieppe Blvd.	3
20	Bouctouche	2	62	Riverview	4
21	Shippagan	2	63	Elmwood Drive, Moncton	3
22	Tracadie	3	66	Dieppe	6
26	Vaughan Harvey Blvd., Moncton	5	68	Brookside Mall, Fredericton	5
28	Shediac	3	71	Rothesay Express	1
29	Chatham	3	75	Beresford	3
30	Newcastle	3	79	Bathurst	4
33	Sackville	2	80	Grand Bay	2
35	Sussex	3	81	Campbellton	2
36	Parkway Mall, St. John	5			

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Appendix E – LTO rules**

**Wine**

- All wines are eligible for LTOs.
- All LTOs must be an amount such that the resulting retail price reaches one of the four ANBL price points (.29, .49, .79 or .99). If a submitted LTO does not do this, the LTO amount will be rounded upwards such that the next lowest price point is reached.
- Minimum LTO of \$1.00
- No maximum LTO
- If an LTO offer is strong enough, program fees may be negotiated with the appropriate Marketing Coordinator.

**Beer**

- Each brewery will be awarded two LTOs per month on any Domestic Mainstream or Domestic Premium SKU of any size.
- Back to back LTO's; brewers are encouraged to run a new sku each month however they can run the same skus consecutively for two months maximum.
- Imported beer; cannot book back to back LTO's on the same sku.
- If an LTO offer is strong enough, program fees may be negotiated with the appropriate Marketing Coordinator.

**Spirits**

- All LTOs must be an amount such that the resulting retail price reaches one of the four ANBL price points (.29, .49, .79 or .99). If a submitted LTO does not do this, the LTO amount will be rounded upwards such that the next lowest price point is reached.
- Minimum LTO of \$.75 for 375ml size.
- Minimum LTO of \$1.00 for all sizes above 750ml.
- No maximum LTO amount.
- If an LTO offer is strong enough, program fees may be negotiated with the appropriate Marketing Coordinator.

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Coolers**

- All LTOs must be an amount such that the resulting retail price reaches one of the four ANBL price points (.29, .49, .79 or .99). If a submitted LTO does not do this, the LTO amount will be rounded upwards such that the next lowest price point is reached.
- Minimum LTO of 25 cents for a single unit.
- Minimum \$1 LTO for a multi pack.
- No maximum LTO amount.
- If an LTO offer is strong enough, program fees may be negotiated with the appropriate Marketing Coordinator.

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Appendix F - # Beer Displays Available**

	<b>January</b>	<b>February</b>	<b>March</b>	<b>April</b>	<b>May</b>	<b>June</b>
Group BD	6	6	6	6	6	6
Group BP	6	6	6	6	6	9
Group BW	1	1	1	1	1	1

	<b>July</b>	<b>August</b>	<b>September</b>	<b>October</b>	<b>November</b>	<b>December</b>
Group BD	6	6	6	6	6	6
Group BP	9	9	9	6	6	9
Group BW	1	1	1	1	1	1

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Appendix G - Agent Product Tasting Rebate Form**

Agent # \_\_\_\_\_ Store representative: \_\_\_\_\_

Tasting Date: <hr/> Supplier representative: <hr/> <b>Supplier</b>	<b>UPC(s)</b>	<b>Product(s)</b>	<b>Purchased</b>	<b>Leftover product disposal</b>
<i>Fill in the supplier's company name</i>	<i>Fill in the UPC of all products being sampled</i>	<i>Fill in the corresponding product name for each UPC</i>	<i># bottles purchased</i>	<i>Clarify here that leftover product was destroyed at the Agent premises</i>

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Appendix H - Store Listing by Banner and Groupings**

Store #	Location	Banner	Groups
14	Edmundston	A	AL, AC, AB, A, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT
26	St. George Blvd.	A	AL, AC, AB, A, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT
36	Parkway Mall, Saint John	A	AL, AC, AB, A, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT
60	Prospect Street, Fredericton	A	AL, AC, AB, A, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT
66	Dieppe	A	AL, AC, AB, A, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT
45	York Street, Fredericton	A	AL, AC, AB, A, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT, CC
3	Quispamsis	B	AL, AC, AB, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT
4	Landsdowne	B	AL, AC, AB, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT
30	Newcastle	B	AL, AC, AB, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT
40	Devon Park	B	AL, AC, AB, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT
48	Moncton North	B	AL, AC, AB, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT
63	Elmwood Drive, Moncton	B	AL, AC, AB, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT
79	Bathurst	B	AL, AC, AB, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT
2	Westwind Place, Saint John	B	AL, AC, AB, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT, CC
38	Mountain Road, Moncton	B	AL, AC, AB, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT, CC
41	Oromocto	B	AL, AC, AB, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT, CC
68	Brookside Mall, Fredericton	B	AL, AC, AB, BD, BP, BW, CE, LTO, FP, SF, SE, WC, NT, CC
5	Prince Edward Square, Saint John	C	AL, AC, BD, BP, BW, LTO, FP, SF, SE, NT
12	Caraquet	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT
16	Grand Falls	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT
19	Richibucto	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT
22	Tracadie	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT
28	Shediac	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT
29	Chatham	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT
33	Sackville	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT
35	Sussex	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT
53	Hampton	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT
62	Riverview	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT, CC
81	Campbellton	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT, CC
6	St. Stephen	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT, CC
13	Woodstock	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT, CC
47	Salisbury	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT, CC
61	Dieppe Blvd.	C	AL, AC, BD, BP, BW, CE, LTO, FP, SF, SE, NT, CC
8	St. Andrews	D	AL, BD, BP, LTO, FP, SF, SE, NT
10	St. George	D	AL, BD, BP, LTO, FP, SF, SE, NT
43	Bristol	D	AL, BD, BP, LTO, FP, SF, SE, NT
15	Perth	D	AL, BD, BP, CE, LTO, FP, SF, SE, NT
20	Boucrouche	D	AL, BD, BP, CE, LTO, FP, SF, SE, NT
21	Shippagan	D	AL, BD, BP, CE, LTO, FP, SF, SE, NT
42	Cap Pele	D	AL, BD, BP, CE, LTO, FP, SF, SE, NT
50	Neguac	D	AL, BD, BP, CE, LTO, FP, SF, SE, NT
56	Petit-Rocher	D	AL, BD, BP, CE, LTO, FP, SF, SE, NT
57	Lameque	D	AL, BD, BP, CE, LTO, FP, SF, SE, NT
80	Grand Bay	D	AL, BD, BP, CE, LTO, FP, SF, SE, NT
75	Beresford	D	AL, BD, BP, CE, LTO, FP, SF, SE, NT, CC
9	Dalhousie	D	AL, BD, BP, CE, LTO, FP, SF, SE, NT, CC
71	Rothesay	D	Manager's choice only

**ALCOOL NB LIQUOR**  
Merchandising Policy

**Appendix I – ANBL Display Groups**

Display Programs	Groups	# programs in the group	Display Programs	Groups	# programs in the group
Floor displays - All Stores	AL	10	Shelf Talker/LTO	LTO	unlimited
Floor displays - A, B & C Stores	AC	5	Shelf Talker/Feature	FP	unlimited
Floor displays - A & B Stores	AB	5	Shelf Flags	SF	unlimited
Floor displays - A Stores	A	5	Shelf Extenders	SE	3
Domestic Beer Display	BD	6	Cooler at Cash Program	CC	6
Premium Beer Display	BP	6 / 9	Cold Room Window Cling	WC	1
Beers of the World	BW	1	Neck Tags	NT	unlimited
Cold Room Entrance	CE	2			

**ALCOOL NB LIQUOR**

Merchandising Policy

**Appendix J - Program Fees**

**ANBL Stores:**

	# stores	# spaces	P1	P2	P3	P4	P5	P6
<b>ANBL Stores Programs:</b>								
Floor displays - All Stores	46	10	\$ 2520	\$ 3780	\$ 4375	\$ 3889	\$ 3889	\$ 4051
Floor displays - A, B & C Stores	33	5	\$ 1890	\$ 2835	\$ 2905	\$ 2582	\$ 2582	\$ 2690
Floor displays - A & B Stores	17	5	\$ 832	\$ 1247	\$ 1470	\$ 1307	\$ 1307	\$ 1361
Floor displays - A Stores	6	5	\$ 504	\$ 756	\$ 945	\$ 840	\$ 840	\$ 875
Domestic Beer Display	46	6	\$ 1966	\$ 2948	\$ 4025	\$ 3578	\$ 3578	\$ 3727
Premium Beer Display	46	6 / 9	\$ 1966	\$ 2948	\$ 4025	\$ 3578	\$ 3578	\$ 3727
Beers of the World	33	1	\$ 1058	\$ 1588	\$ 1750	\$ 1556	\$ 1556	\$ 1620
Cold Room Entrance	42	2	\$ 1260	\$ 1890	\$ 2555	\$ 2271	\$ 2271	\$ 2366
Shelf Talker - LTO	47		\$ 405	\$ 608	\$ 700	\$ 778	\$ 778	\$ 648
Shelf Talker - FP	47		\$ 300	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400
Shelf Flags	47		\$ 180	\$ 270	\$ 200	\$ 222	\$ 222	\$ 185
Shelf Extenders	46	3	\$ 630	\$ 945	\$ 1155	\$ 1027	\$ 1027	\$ 1069
Cooler at Cash Program	13	6	\$ 428	\$ 643	\$ 875	\$ 778	\$ 778	\$ 810
Cold Room Window Cling	17	1	\$ 428	\$ 643	\$ 875	\$ 778	\$ 778	\$ 810
Neck Tag Program	46		\$70	\$98	\$123	\$98	\$98	\$123
<b>ANBL Store Bookings:</b>								
Impulse at Cash	47	Varies	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150
Manager's Choice	47	Varies	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100
Cold Door shelves	33	4	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50

	# stores	# spaces	P7	P8	P9	P10	P11	P12
<b>ANBL Stores Programs:</b>								
Floor displays - All Stores	46	10	\$ 3500	\$ 3500	\$ 5671	\$ 1680	\$ 2100	\$ 3150
Floor displays - A, B & C Stores	33	5	\$ 2625	\$ 2324	\$ 3565	\$ 1260	\$ 1575	\$ 2363
Floor displays - A & B Stores	17	5	\$ 1155	\$ 1176	\$ 1906	\$ 554	\$ 693	\$ 1040
Floor displays - A Stores	6	5	\$ 700	\$ 756	\$ 1225	\$ 336	\$ 420	\$ 630
Domestic Beer Display	46	6	\$ 2730	\$ 3220	\$ 5218	\$ 1310	\$ 1638	\$ 2457
Premium Beer Display	46	6 / 9	\$ 2730	\$ 3220	\$ 5218	\$ 1310	\$ 1638	\$ 2457
Beers of the World	33	1	\$ 1470	\$ 1400	\$ 2269	\$ 706	\$ 882	\$ 1323
Cold Room Entrance	42	2	\$ 1750	\$ 2044	\$ 3312	\$ 840	\$ 1050	\$ 1575
Shelf Talker - LTO	47		\$ 563	\$ 700	\$ 907	\$ 270	\$ 338	\$ 405
Shelf Talker - FP	47		\$ 400	\$ 400	\$ 400	\$ 300	\$ 300	\$ 300
Shelf Flags	47		\$ 250	\$ 200	\$ 259	\$ 120	\$ 150	\$ 180
Shelf Extenders	46	3	\$ 875	\$ 924	\$ 1497	\$ 420	\$ 525	\$ 788
Cooler at Cash Program	13	6	\$ 595	\$ 700	\$ 1134	\$ 286	\$ 357	\$ 536
Cold Room Window Cling	17	1	\$ 595	\$ 700	\$ 1134	\$ 286	\$ 357	\$ 536
Neck Tag Program	46		\$98	\$98	\$123	\$70	\$70	\$88
<b>ANBL Store Bookings:</b>								
Impulse at Cash	47	Varies	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150

**ALCOOL NB LIQUOR**  
Merchandising Policy

Manager's Choice	47	Varies	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100
Cold Door shelves	33	4	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50

*Agency Stores:*

	# stores	# spaces	P1	P2	P3	P4	P5	P6
<b>Agency Stores Program:</b>								
Agency Display - Group A1	72	4	\$ 1260	\$ 1260	\$ 2380	\$ 1904	\$ 1904	\$ 2380
<b>Agency Store Bookings:</b>								
Agents Choice	72	n/a	\$ 55	\$ 55	\$ 55	\$ 55	\$ 55	\$ 55

	# stores	# spaces	P7	P8	P9	P10	P11	P12
<b>Agency Stores Program:</b>								
Agency Display - Group A1	72	4	\$ 1260	\$ 1904	\$ 2380	\$ 1260	\$ 1260	\$ 1575
<b>Agency Store Bookings:</b>								
Agents Choice	72	n/a	\$ 55	\$ 55	\$ 55	\$ 55	\$ 55	\$ 55

**Other program fees:**

In-store tastings	No charge - \$50 if no show
Near pack program fee	\$350 per month
On pack program fee	\$350 per month
On pack unit fee (liquor on packs)	\$ .20 per unit + \$ .10 bottle deposit