

In-Store Merchandising Procedures Manual



Sales and Marketing

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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 1st, 2011) of 49 Corporate Stores, 73 Agency Stores that are privately operated and 14 Manufacturer's Agency Stores.

This document is published by the Customer Service and Retail Operations department for the purposes of providing details to suppliers / representatives regarding merchandising opportunities available in Alcohol 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 set periods every month. 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, July-Dec) and involves the completion of forms which are provided with the invitation to participate.

The supplier / agent / 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
- 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
- seasonality / special occasions
- community programs / events

In line with the above criteria and submission deadlines, the Customer Service and Retail Operations 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.

PROMOTIONAL MATERIALS - Approvals

All promotional materials intended for use in support of a merchandising program **must** receive prior written approval by ANBL before it can be used. Samples of the proposed materials must be submitted to the appropriate Marketing Co-ordinator for approval at least 8 weeks in advance of the execution of the

program. Note that electronic samples are preferred (jpeg, tiff, bmp or pdf files) but actual samples may also be sent in for approval when electronic samples are not available. However, the fact that materials are already printed will not impact the decision on whether or not they may be used, therefore it is strongly recommended that artwork be sent in for approval before proceeding to printing materials. The use of unapproved POS will result in the removal of the display from stores. In this circumstance, the supplier / representative will still be charged for the program.

The only time that prior approval of POS is not required is if the same materials were used and approved earlier in the same fiscal year. In this instance, a note pointing out this fact will suffice.

PROMOTIONAL MATERIALS - Language Requirements

All promotional material must meet the requirements of the Official Languages Act of the Province of New Brunswick. This dictates that customers must be presented with messages in both English and French, and ANBL further requires that this message be presented in both languages on the same side of the material. This includes all promotional materials; backer cards, posters, shelf talkers, pricer cards, ballots, and any material used to support programs booked at the store level, including Manager's Choice Displays. There are some exceptions to this rule:

- o when the POS material is an exact replica of a product label, with no other text included except that found on the label.
- o Neck tags, brochures, recipes cards and other literature provided by the supplier are permitted to be French on one side and English on the other.

Note that because a slogan or promotional phrase or words has been trademarked does not exempt it from the language requirement.

PROMOTIONAL MATERIALS – Specifications

The exact sizes for promotional materials are as follows:

SHELF EXTENDER POS	2.5" high by 11.25"
BACKER CARD	14" high x 24" wide
BACKER CARD FOR GROUP X1 ONLY	14" high x 14" wide
CEILING DANGLER (used only for beer or cold room entrance displays)	1400 square inches (ex –35" x 40")
FLOOR DECALS (Shapes may vary)	1400 square inches (ex – 35" x 40" approx)

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.

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 Co-ordinator 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 month previous to the month of the promotion 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 labelled 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 labelled 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.

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. Beverage alcohol suppliers / representatives operating in the province of New Brunswick must ensure that the promotional material they supply:

- conforms to CRTC, federal and provincial regulations.
- 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 behaviour considered to be safe / legal.
- avoids representation of violent, aggressive or dangerous behaviour.

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 Co-ordinator 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.

MERCHANDISING PROGRAMS – ANBL Store Display Programs

Marketing Display Groups

Store display groupings have been reworked to be in line with our store banners, which group stores together by size, volume, etc. 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, as indicated in brackets. Groups are defined in Appendix J 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 6 SKUs, and cannot include 200ml size or smaller product (unless the product is on packed to another product).

FULL BIN END FLOOR DISPLAY (Groups A and AB)

The object of this program is to present a product on display the size of a full bin end unit, at a favourable point of sale location supported by promotional materials. Cut case displays may be used in place of display units, at the discretion of the store manager. The size of the cut case display is solely at the discretion of the store manager.

SPLIT BIN END FLOOR DISPLAY (Groups AC and AL)

The object of this program is to present a product on display the size of a half bin end unit, at a favourable point of sale location supported by promotional materials. Cut case displays may be used in place of display units, or a full bin end display, at the discretion of the store manager. The size of the cut case display is solely at the discretion of the store manager. Note that when there is a split bin end display, stores may not place competing products from the same category side by side.

DOMESTIC BEER DISPLAY (Group BD)

The domestic beer display program will accept application for products from the domestic, domestic premium and import categories. The Domestic Beer Display program allows the supplier to promote their product through the use of ceiling danglers, posters or pole display signs placed in the usual stock location of the product in the beer pallet area of the store. Domestic beer is defined as any Canadian-

produced beer that is mainstream priced. Note that the number of display spaces available in this group varies by month (see Appendix I).

Flash packaging for “Cause” marketing will not require the purchase of a display space. However, if the supplier wishes to use any promotional materials (such as a ceiling dangler), it is then defined as a display and will require the purchase of a display program. “Cause” marketing is defined by ANBL as marketing in conjunction with a charitable organization, registered with Service Canada as a not for profit organization. **NB Liquor reserves the right to determine if the charity is one that is in alignment with NB Liquor’s strategic direction.** The charity will receive proceeds from the per unit sales of the product being featured with this flash packaging.

Any packaging changes including cause marketing flash packaging, will require prior approval from the category manager.

Pricer cards are permitted in 8.5 x 11 format for LTO beer brands on pallets. Beer products on LTO that are on shelf will use ANBL shelf talkers.

PREMIUM BEER DISPLAY (Group BP)

The group premium beer display program (group BP) will accept products from the domestic premium and import categories. The Premium Beer Display program is the same as the Domestic Beer Display program, but is available to products within the Domestic Premium Beer or Imported Beer Categories, or those domestic beer sku’s priced above the regular Domestic Beer price but below the domestic premium price point. Domestic Premium Beer is defined as any Canadian produced beer that is priced at a minimum of 5% higher than the Domestic Beer Category. Imported Beer is defined as any beer produced outside of Canada. Any case flashes of a promotional nature on case will require the purchase of a beer display. There are 6 display spaces available by period.

ANBL Pricer cards are permitted in 8.5 x 11 format for LTO beer brands on pallets. Beer products on LTO that are on shelf will use ANBL shelf talkers.

BEERS OF THE WORLD DISPLAY (Group BW)

The Beers of the World is a display opportunity for multiple brands of beer. Display units will be used for this monthly merchandising program, provided by ANBL. They will be located in highly visible locations in the select stores. This group is available to products within the Imported Beer or Microbrewery Beer Categories only. Imported Beer is defined as any beer produced outside of Canada. Microbrewery Beer is defined as any beer, regardless of origin, produced by a Microbrewery.

COLD ROOM ENTRANCE DISPLAY (Group 7)

This grouping will primarily be available to products within the miscellaneous beverages, spirit, wine, imported beer, microbrewery beer or domestic premium beer categories of products. The cold room entrance display program allows suppliers to display their product supported by the use of ceiling danglers, posters or pole display signs placed outside of the entrance to the cold room area. The amount of product being displayed is at the discretion of the store manager.

COOLER AT CASH PROGRAM (Group CC)

This program is focused on single serve chilled products as an impulse purchase at the cash lane. Sizes permitted on this display are 250ml to 710ml only. Categories permitted in this display group are:

- Imported Beer
- Coolers

- Wine
- Domestic Premium Beer
- Specialty Beer

There will be 6 spots available in each cooler for this program. All coolers in all participating stores are included in this program. The program will be sold monthly. Products on this program may also be on LTO during the time they are in the cooler at Cash program. There will be no supplier POS permitted for this program.

Stores in this program are:

- Mountain Rd Moncton #38
- Oromocto #41
- Brookside Mall Fredericton #68
- St Stephen #6
- Woodstock #13
- Salisbury #47
- Campbellton #81
- Dalhousie #9
- Fairville Blvd Saint John - #2
- York St. Train Station Fredericton - #45

COLD ROOM WINDOW CLING PROGRAM (Group WC)

The purpose of this program is to draw attention to and or augment brands or activities within the store for a one month period. One panel on the Cold Room Doors in each store is available to book as a group. The clings will be placed in the lower panel of the door facing the warm floor. The clings must be transparent from inside the Cold Room looking out. All clings are to be placed by the supplier. Each cling is to be a maximum size of 24"W x 36" H. This program is available in all A + B stores.

CROSS MERCHANDISING DISPLAY (Groups CW, CS and CB)

The object of this program is to present products on cut case display in the aisles of the store, outside the regular shelf location of the product. The footage of this display is equal to one case, stacked 3 cases high. There are 3 cross merchandising displays in each participating store: one in the wine section (CW), one in the spirits section (CS), and one inside the cold room (CB). Suppliers / representatives are to indicate which group they want to be in when applying for the program.

Cross Merchandising displays may utilize the floor decal POS option as well.

MERCHANDISING PROGRAMS – Display Options

CONTESTS / PRIZES

In conjunction with a booked display program, suppliers / representatives are able to conduct contests, at the conclusion of which there is a prize drawing. These contests / prizes must apply to **all stores** (in the booked group). It cannot be targeted to specific stores within a given group (unless booked as a Manager's choice display). Any draw for a prize valued at \$750 or greater must be managed by a third party. Draws for prizes valued at less than \$750 may be done in each store, with either a representative of the supplier or (in their absence) a customer performing the draw, witnessed by an ANBL employee. The supplier must provide all ballots and ballot boxes. Note that the ballots are required to be bilingual, as per the Official Languages Act of the Province of New Brunswick. Online contests promoted through

the use of a bilingual neck tag are permitted. Also, online contests may be promoted as part of a display or shelf talker. The mechanics of each promotion must be submitted to the Marketing Administrative Assistant at ANBL. Approval will be provided in writing.

Any contests or incentives that suppliers / representatives want to have among store staff (ex – a prize for the best display) is permitted, but must first be cleared through the appropriate Marketing Co-ordinator at ANBL. Note that any prizes for store staff must be of a nominal value, and may not be alcohol products.

NEAR PACKS:

Beer:

In conjunction with beer displays, a maximum of 3 displays are permitted to have a near pack promotion run in conjunction with their display. 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.
- suppliers / representatives must provide a display unit of some sort, and details and photos (or artist renderings) must be provided to show what kind of display rack will be used to present the near pack items.
- ANBL Express stores, who carry limited large beer pack sizes are permitted to have near packs using a different configuration than all other stores (ex – free glass with 2 six packs, when other stores get a free glass with a 12 pack). The only way this will be permitted is if the following text is printed prominently on the backer card: *“This offer available at this Smythe Street location only. Offre disponible au magasin de la rue Smythe seulement.”* Application must be made in writing to have the near pack exception executed, and the POS must be approved by one of ANBL’s Marketing Coordinators prior to execution of the program.
- Suppliers may only ship a quantity of near packs that is equal to the number of that sku being shipped for that week. In other words, if store 99 orders 100 cases of brand x which has a near pack glass program with it, only 100 glasses may be shipped to that store that week. Excessive quantities of near packs will result in having them returned to the supplier, at the expense of the supplier. Near packs may be shipped with orders starting the last week of month prior to the promotion, and must stop with the order the 3rd week of the month of the promotion (near packs shipped on orders week 4, 1, 2 and 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.

Non-Beer:

In conjunction with floor displays, a maximum of 3 displays will be permitted to have a near pack promotion run in conjunction with their display. 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.
- The near pack item must be of a size that can be accommodated on the display space purchased, along with the product. An extra display unit for the near pack is not generally permitted, unless the store manager opts to do a cut case display and can accommodate the extra display unit. This decision is made solely at the discretion of the store manager.
- Suppliers may not use a near pack promotion at the same time as an LTO.
- 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

- Agents will be required to present proof of purchase in order to get the appropriate number of near pack items (equal to the number of the featured products they purchased)

MERCHANDISING PROGRAMS – At Shelf Opportunities

SHELF TALKERS / Limited Time Offers (Group 9)

The object of this program is to highlight a product at its regular shelf location through the use of a shelf talker. Spirit products may not LTO any sizes smaller than 500ml. A brewery may have a Limited Time Offer discount (LTO) without a display program, but only for brands that reside on shelving units in our stores, and not with full pallet locations. They may then place shelf talkers at the shelf location to highlight the LTO.

LTO pricing has changed. Fees will be based on brand family, as opposed to liquid.

- Example 1: wine brand x chardonnay, merlot and pinot gris will all be charged only 1 program fee.
- Example 2: rum brand x white, amber and dark will all be charged only 1 program fee.

Note that ANBL produces all shelf talkers and pricer cards in house. They will be printed at the store level. Therefore, ANBL will no longer accept supplier-produced shelf talkers and pricer cards, unless an exception has been made by the appropriate Marketing Co-ordinator.

If only a display program is purchased, shelf talkers or pricer cards may be used on the display unit, but not at the regular shelf location. Pricer cards are never to be used at the shelf location.

The LTO program allows the supplier to discount the retail price of a product for a one-month period. Consecutive LTO's must be booked for each month individually. The product being discounted through the use of an LTO must be discounted at all stores. There is no fee for having an LTO, but it does require the purchase of a shelf talker program.

If a brand that is featured on LTO has been delisted from a particular store, that brand will not be re-introduced to that store, unless the store manager decides to do so.

All details regarding a LTO program must be finalized no later than 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, not a percentage off. The cost of discounting is to be carried 100% by the supplier / representative.

In an effort to help promote brands on LTO at Agency Stores, ANBL provides all Agency Stores with generic ANBL pricer cards and shelf talkers, on which they can communicate LTO's. Suppliers may not drop off their own shelf talkers to agents. This is a service provided by ANBL at no cost to the supplier.

Selection of approved LTOs will be based on strategic direction each month, and not blanket approved as in the past

SHELF EXTENDERS (Group 10)

The object of this program is to highlight a product at a designated location in the store, through the use of a shelf extender, supplied by ANBL. The size of the POS for the shelf extender insert is 2.5" high by 11.25" wide. All POS must be approved by the appropriate Marketing Co-ordinator for ANBL. Only 1 SKU is permitted on the shelf extender, and only 473ml to 750ml sizes are eligible, as well as Domestic Premium, Imported and Specialty single serve beer. The shelf extender will, in most cases, accommodate 3 facings, and approximately twenty four (24) 750ml bottles of product. Two (2) cases of 750ml product should be ordered by every store above the normal monthly requirements for each Shelf Extender Program booked. In the case of Domestic Premium, Imported and Specialty single serve beer, a minimum of 24 units should be ordered for each Shelf Extender program booked.

If you are a smaller store and do not carry the brand that is in the Shelf Extender Program booked for the month, please substitute with a brand from the same supplier/agent.

The locations of the shelf extenders are as follows:

- 2 in the spirits section
 - o Between two 1.75L products in the White Rum section
 - o Between two 1.75L products in the Canadian Whiskey section
 - These locations to be determined by store
 - The target location is on either the 3rd or 4th shelf in these sections
- 1 in the wine section
 - o In either the Australian or Canadian Table wine sections
 - If the Shelf Extender is to be located in the Canadian wine section, it will be located on either the 2nd or 3rd shelf depending on store shelf configuration in the White Wine section
 - If the Shelf Extender is to be located in the Australian wine section, it will be located on either the 2nd or 3rd shelf of the red wine section
 - All Shelf Extenders located within the wine section are to be in the 750ml sections

All stores now have 3 shelf extenders.

SUPPLIER FLAG PROGRAM

The object of this program is to provide suppliers with an opportunity to provide educational information on specific SKU's to the consumer. Any information deemed educational can be communicated to the consumer on this program. The shelf flag is to be printed on both sides and be bilingual on both sides of the flag. Flags are not to exceed 4"W x 5"T. This program is available in all stores where the product is listed. This program will not be used to force the distribution of any product.

MERCHANDISING PROGRAMS – Individual Store Programs

The following display programs must be purchased on a store-by-store basis, and are booked at the store level with the Store Manager. These programs can be booked no more than 3 months in advance. All of the same merchandising regulations apply as with other display programs.

IMPULSE AT CASH DISPLAY PROGRAM

This program is available, in varying numbers, in all stores. Unlike floor displays, the Impulse at Cash Displays will be limited to a footprint of 2.25 square feet and can be no higher than the top of the cash counter, including POS material. Single Serve Imported Beer and Specialty Beer are permitted to participate in this program. Domestic Mainstream and Domestic Premium are not permitted to participate in this program. A maximum of 2 SKUs of single units can be displayed. See Appendix D for a list of the number of cash lanes in each store.

The cost of the Impulse at Cash displays is different for “A” stores and “B” stores. See Appendix G for a list of stores identified under each class.

MANAGER’S CHOICE DISPLAY

Managers may choose to have additional displays in their store each month. The brand on display, location in the store, quantity of product, etc. will be determined at the discretion of the store manager. An in-store draw for a prize of a nominal value (less than \$250) can occur in conjunction with a manager’s choice display.

A maximum of 2 manager’s choice displays per month may be allotted for beer, with a maximum of one per brewery. Only beer within the domestic premium, imported and/or specialty/micro categories are eligible for manager’s choice displays in the cold room (products in the domestic beer category are not permitted). Additionally, stores may book 1 more manager’s choice display per month per brewer for any beer product outside the cold room (domestic beer is eligible for this option).

Any product selected for a manager’s choice display must not be on any other marketing programs in the store during that month.

Manager’s choice displays may not be displayed at the checkout (impulse at cash location). The footprint of any manager’s choice display may not exceed 12 square feet of retail space in total. The exception to this is a manager’s choice display in the cold room – these may not exceed 20 square feet in total.

The cost of the Manager’s Choice displays is different for “A” stores and “B” stores. See Appendix G for a list of stores identified under each class.

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 open for discussion at any time. 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 Marketing Administrative Assistant.

MERCHANDISING PROGRAMS – Agency Store Displays

The following display programs must be purchased for an entire group, as indicated in brackets (available groups are listed in Appendix C at the back of this document). This program is booked through the Marketing Administrative Assistant at ANBL, in the same way as other display programs. All of the same merchandising regulations apply as with other display programs.

AGENCY STORE DISPLAY (Group A1)

The object of this program is to present a new or regular product at a favourable point of sale location in ANBL Agency Stores that have opted to participate in the program. This program must include the same styles of approved promotional materials as in ANBL Corporate stores. The A1 group display is a program. Only displays that are running in ANBL stores in a given month may apply for an Agency Store Display in that same month.

AGENT CHOICE DISPLAY

The Manager's Choice display program, currently available in ANBL corporate stores, is also available in Agency Stores. The Agent Choice display is in addition to the currently booked marketing programs. The Agent Choice display can run in any Agency Store (at the discretion of the Agent) and is not required to run in more than one store. Unlike the group display programs, the Agent Choice display does not have to be a program also running in ANBL stores – it can be exclusive to Agency Stores.

Suppliers may provide their own POS to the Agent, as long as it complies with the guidelines outlined in the ANBL Merchandising Standards Manual, and at the discretion of the Agent. With respect to the size of promotional materials, the decision will be made at the discretion of the Agent, and the space he/she has available. 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 Agents 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 display 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.

Cross Merchandising - Cross Merchandising (promoting one product with another) is permitted with the Agent Choice program. Cross Merchandising is not permitted without the booking of an 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, then reimbursed to the Agent twice per year, as per the current practice (for group displays). As these displays will be booked at the Agency Store between the Agent and the supplier, it is critical that the Agent reports all Agent Choice displays to the Marketing Administrative Assistant for billing. The form found in Appendix L must be filled out for each Agent Choice display booking, and faxed to the attention of the Marketing Administrative Assistant at (506) 462-2024. These forms must be received **no later than the 5th of the month** of the display.

Pricing - Pricing for Agency Stores is two-tiered, based on the store's sales. Stores have been divided into "A" and "B" stores; "A" stores are in the top half ranking in sales, and "B" stores are in the bottom half. See Appendix H for a listing of stores by tiers, and Appendix K for prices.

Tastings - full details on the tasting program are found under the Tastings section of this policy. This program is available in all ANBL Agency Stores. There are no pre-set groupings of stores for in-store

tastings. All tastings are to be booked with the Agency Store directly. Tasting samples must be provided to the consumer free of charge. All costs involved in the operation of the tasting shall be the responsibility of the supplier. There is no fee to the supplier for conducting a tasting. Products to be used by the supplier for the tasting must be purchased at the Agency 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%. 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 M). This form will be filled out at the conclusion of the tasting, by the supplier representative and an Agency Store representative.

On packs - full details on the on pack program are found under the On Packs section of this policy. The on pack program is available at all Agency Stores. Plant-applied on packs will arrive with liquor orders. Rep-applied on packs are the responsibility of the supplier to get to Agents, however they are not required to apply on packs at all locations. Liquor on packs larger than 50mls will be required to be plant-applied, to ensure equitable distribution between Agency Stores and ANBL corporate stores. Liquor on packs larger than 50mls will be required to be plant-applied, to ensure equitable distribution between Agency Stores and ANBL corporate stores.

The only exception to this rule will be for special promotions initiated by ANBL, which may entail Agents receiving on packs from their parent stores. This case will be the exception to the rule, and will be outlined to Agents in advance of the promotion.

MERCHANDISING PROGRAMS – On packs

Under this program, the supplier/representative applies for permission to attach added-value items (on packs) to beverage alcohol products. On packs may be applied to beverage alcohol products at all Alcohol NB Liquor Stores and Agency Stores. Devices used to attach on packs which contain text/graphics must be bilingual and may not be used without prior written approval of the appropriate Marketing Co-ordinator. 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.

Once on packs are applied (either at the store level or if they arrive at the store already on packed) they cannot be removed or moved to another product. All plant-applied and rep-applied on packs must be approved in writing by the appropriate Marketing Co-ordinator at Head Office. Stores are notified of all approved on pack programs, therefore permitting reps to apply the rep-applied on packs at the store level.

Liquor On Packs

- Liquor on packs greater than 50ml may not be rep-applied. Suppliers / representatives may apply for plant-applied on packs only when the on pack is greater than 50ml. Liquor on packs larger than 50mls are required to be plant-applied, to ensure equitable distribution between Agency Stores and ANBL corporate stores. The only exception to this rule will be for special promotions initiated by ANBL, which may entail Agents receiving on packs from their parent stores. This case will be the exception to the rule, and will be outlined to Agents in advance of the promotion.
- For rep-applied liquor on packs, once approval is received and a purchase order is issued, the supplier must send a credit note for the beverage container deposit to Head Office's Finance department. The credit note must be on company letterhead, refer to the PO # used to order the on packs and must 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 additional 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 labelled with the SCC as well as the words "duty paid – rep-applied on packs". *Products arriving without appropriate labelling 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 are permitted.
- Liquor on packs may not be the same liquid as the host product (no "same on same") with the exception of 1750ml sized products.
- All liquor on pack bottles must have a refund statement on the bottle. Additionally, all on pack bottles must either have no UPC on the bottle, or have the UPC blacked out.

Non-Liquor On Packs

- Neck tags are not considered on packs, and will not require a unique SCC or an on pack application. However all neck tags still require prior approval of ANBL's appropriate Marketing Co-ordinator before arriving in the marketplace. These can be done at any time throughout the year. Neck tags must be either bilingual, or bottles must have one English and one French attached.
- Applications for non-liquor on packs must be accompanied by a sample and it's attachment devise before approval can be granted.
- Non liquor beverages are not permitted as on packs.

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 to you 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 (brand is defined as the same liquid).
- ALL 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 ANBL's Category Management department.
- 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 be on packed.

MERCHANDISING PROGRAMS – Tastings

This program is available in all ANBL Retail Stores, and those ANBL Agency Stores that have opted to participate in this program. 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. Stores are required to submit a summary of the tastings conducted in their store each month.

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, beginning no earlier than 10:00 am and ending no later than 60 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, as long as the tastings do not overlap.

There is no charge to the supplier for conducting an in-store tasting. If, however, the supplier 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 who must be eligible to receive the giveaway. These giveaway items require prior written approval by the appropriate Marketing Co-ordinator 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
Liqueurs	1/2 ounce	15 ml
Coolers	2 ounces	60 ml

**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. Suppliers are entitled to a discount, applied to ANBL's base price as follows: spirits 45%, wine 40%, beer 44%, coolers 50%. Suppliers / representatives doing tastings at agency stores are not eligible to receive a discount on product. Suppliers are required to supply their own tasting booth / table, and associated supplies (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 Co-ordinator at ANBL.

Suppliers will be permitted 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 either a knowledgeable staff member, or a suitably trained non-staff member, is on hand to answer customer inquiries during the tasting. ANBL employees will not be used in this capacity.

Leftover, opened product – Unused (unopened) packages must be returned after the tasting. 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 Unsaleable Products policy. All appropriate documentation relating to unsaleable 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 unsaleable products (see Appendix A of the OPUS Back Office Manual – Inventory Adjustment Reason Code Definitions). All containers/bottles containing unsaleable product must be disposed of, at the store, into the store's sewage system.

Unsaleable 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 unsaleable 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-RUN STORE TASTINGS

To expand on the opportunities for in store sampling, ANBL will make available staff members to perform tastings on behalf of the supplier community.

- Suppliers will book samplings one month in advance with the store manager
- Store manager will arrange to have staff available for the sampling at a cost to the supplier of \$25.00 per hour
- Suppliers will be responsible for covering the product cost. Either pay directly at the store, or have a credit card on file at the store to cover the charge
- Stores will report hours of the tasting to the Marketing Administrative Assistant for billing purposes
- All the above-mentioned regulations also apply to this program.

These sampling events will be in addition to the existing supplier booked and paid sampling programs. These are meant to provide the opportunity for increased activity in hard to cover stores, and with suppliers that have limited resources and geographical coverage. Suppliers who choose to use their own staff for sampling purposes are still permitted to do so at no additional cost.

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. 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
Liqueurs	1/2 ounce	15 ml
Coolers	2 ounces	60 ml

There is no program fee associated with a staff tasting.

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.

Customer Service & Retail Operations Department			
Vice President	Brad Cameron	452-6511	Brad.Cameron@anbl.com
Marketing Manager	Paul Henderson	452-6803	Paul.Henderson@anbl.com
Marketing Co-ordinator - Wine			
Marketing Co-ordinator – Beer	Jodie Marshall	452-6406	Jodie.Marshall@anbl.com
Marketing Co-ordinator – Spirits, Coolers & RTD	Sharon Caissie	452-6810	Sharon.Caissie@anbl.com
Marketing Administrative Assistant	Brittney Whitehead	452-6405	Brittney.Whitehead@anbl.com
Marketing Support	Andrew Keezer	452-6480	Andrew.Keezer@anbl.com
Other Departments			
Category Manager	Andrea Dewitt	452-6495	Andrea.Dewitt@anbl.com
Portfolio Analyst – Wines	Charlotte Boone	452-6512	Charlotte.Boone@anbl.com
Portfolio Analyst – Spirits, Coolers & RTD	Carole Wallace	452-6478	Carole.Wallace@anbl.com
Category Clerk	Wendy Hovey	452-6427	Wendy.Hovey@anbl.com
Pricing Analyst	Dana Gregg	452-6571	Dana.Gregg@anbl.com
Purchasing Analyst - Imports	Monica Brewer	452-6593	Monica.Brewer@anbl.com
Purchasing Analyst – Domestic	Elaine Humble	452-6572	Elaine.Humble@anbl.com
Supply Chain Manager	Kim Carpenter	452-6419	Kim.Carpenter@anbl.com

Appendix B - Important Dates

The following summarizes the display dates for each month, and the deadlines for changes or cancellations to your programs.

2011 - 2012			
Period	(Monday) Start	(Sunday) Finish	Deadline for changes and cancellations.
1	1-Apr-11	1-May-11	Friday, February 4th
2	2-May-11	29-May-11	Monday, March 7th
3	30-May-11	3-Jul-11	Monday, April 4th
4	4-Jul-11	31-Jul-11	Monday, May 9th
5	1-Aug-11	28-Aug-11	Monday, June 6th
6	29-Aug-11	2-Oct-11	Monday, July 4th
7	3-Oct-11	30-Oct-11	Monday, August 8th
8	31-Oct-11	27-Nov-11	Monday, September 5th
9	28-Nov-11	1-Jan-12	Monday, October 3rd
10	2-Jan-12	29-Jan-12	Monday, November 7th
11	30-Jan-12	26-Feb-12	Monday, December 5th
12	27-Feb-12	31-Mar-12	Monday, January 2nd

Cancellation Policy: If a supplier / representative choose 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
Receipt of POS materials for ANBL to distribute	6 weeks in advance of the program
LTO details	8 weeks in advance of the program
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

Appendix C - Agency Stores Participating in Merchandising Display Programs

Agent #	Location
100	Balmoral
102	Harcourt
103	Ste-Anne-de-Madawaska
104	Boiestown
105	Hillsborough
106	Canterbury
107	Salisbury
108	Harvey Station
109	Stanley
110	St Paul
112	Cambridge Narrows
113	Gagetown
114	Youngs Cove
115	Juniper
117	Fredericton Junction
119	Pointe Sapin
120	Riley Brook
121	Saint-Arthur
122	St. Martins
123	Brantville
125	Clair
129	Dorchester
130	Alma
132	McAdam
133	St. Leonard
134	Charlo
138	Sunny Corner
139	Saint Sauveur
140	Petitcodiac
141	Chipman
142	Belledune
144	Arthurette
145	Bay du Vin
146	Richibouctou-Village
147	Memramcook
149	Hartland
150	Centreville

Agent #	Location
151	Saint-Antoine
152	Douglas Harbour
153	St. Quentin
156	Zealand
158	Black's Harbour
159	Mactaquac
160	Port Elgin
162	Kedgwick
163	Doaktown
165	Janeville
166	Plaster Rock
167	Paquetville
168	Haute-Aboujagane
169	Lepreau
170	Rogersville
171	Debec
174	Allardville
175	Nackawic
176	Barnesville
177	Campobello
181	Maisonnette
182	South Tetagouche
184	Blackville
185	Riverside Albert
186	Renous
187	Welsford
188	Baie-Ste-Anne
189	Public Landing
190	Norton
191	Saint-Louis-de-Kent
192	Minto
193	Cocagne
194	Grande-Anse
195	Lac Baker
196	Kingston Peninsula
197	St. Isador

Appendix D – Cash Lanes

Store #	Location	# lanes
2	Fairville Blvd, Saint John	4
3	Quispamsis	4
4	Lansdowne Place, Saint John	3
5	Prince Edward Sq, Saint John	3
6	St. Stephen	3
8	St. Andrews	2
9	Dalhousie	2
10	St. George	2
12	Caraquet	2
13	Woodstock	3
14	Edmundston	4
15	Perth	2
16	Grand Falls	2
19	Richibucto	2
20	Bouctouche	2
21	Shippagan	2
22	Tracadie	3
24	Shediac Seasonal	1
26	Vaughan Harvey Blvd., Moncton	5
28	Shediac	3
29	Chatham	3
30	Newcastle	3
33	Sackville	2
35	Sussex	3

Store #	Location	# lanes
36	Parkway Mall, St. John	5
38	Mountain Road, Moncton	4
40	Devon Park, Fredericton	3
41	Oromocto	3
42	Cap Pelé	2
43	Bristol	2
45	York St. Train Station, Fredericton	4
47	Salisbury	3
48	Moncton North	3
50	Neguac	2
52	Grand Manan	1
53	Hampton	2
56	Petit-Rocher	2
57	Lamèque	2
60	Prospect Street, Fredericton	6
62	Riverview	3
63	Elmwood Drive, Moncton	3
66	Dieppe	6
68	Brookside Mall, Fredericton	3
71	Rothesay Express	1
75	Beresford	2
79	Bathurst	4
80	Grand Bay	2
81	Campbellton	2

Appendix E – Wine LTO rules

- All wines are eligible for LTOs.
- All LTOs must be an amount such that the resulting retail price reaches one of the four wine 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 \$.50
- No maximum LTO
- LTO's below "floor price" allowed.
- For LTO's on wines priced greater than \$30/litre (equivalent to \$24/750ml) contact the Category Manager

Appendix F – Beer LTO rules

- One LTO per month – Each brewery will be awarded one LTO 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 brand each month however they can run the same brands consecutively for two months maximum.
- Imported beer – cannot book back to back LTO's on the same brand for more than one month.

• **Appendix G – Manager’s Choice / Impulse at Cash Displays
Class “1” Stores and Class “2” Stores (for pricing purposes)**

Class “1” Stores		Class “2” Stores	
2	Fairville Blvd, Saint John	5	Prince Edward Square, Saint John
3	Quispamsis	6	St. Stephen
4	Lansdowne Place, Saint John	8	St. Andrews
12	Caraquet	9	Dalhousie
14	Edmundston	10	St. George
16	Grand Falls	13	Woodstock
26	Vaughan Harvey Blvd., Moncton	15	Perth
29	Chatham	19	Richibucto
30	Newcastle	20	Bouctouche
36	Parkway Mall, Saint John	21	Shippagan
38	Mountain Road, Moncton	22	Tracadie
40	Devon Park, Fredericton	28	Shediac
41	Oromocto	33	Sackville
45	York St. Train Station, Fredericton	35	Sussex
48	Moncton North	42	Cap Pele
60	Prospect Street, Fredericton	43	Bristol
62	Riverview	47	Salisbury
63	Elmwood Drive, Moncton	50	Neguac
66	Dieppe	52	Grand Manan
79	Bathurst	53	Hampton
		56	Petit Rocher
		57	Lameque
		68	Brookside Mall, Fredericton
		71	Rothesay
		75	Beresford
		80	Grand Bay
		81	Campbellton

**Appendix H – Agent Choice Displays
“A” Stores and “B” Stores (for pricing purposes)**

"A" Stores	
100	Balmoral
105	Hillsborough
107	Salisbury
108	Harvey Station
112	Cambridge Narrows
117	Fredericton Junction
123	Brantville
134	Charlo
138	Sunny Corner
140	Petitcodiac
141	Chipman
142	Belledune
147	Memramcook
149	Hartland
150	Centreville
151	Saint-Antoine
153	St. Quentin
156	Zealand
158	Black's Harbour
159	Mactaquac
160	Port Elgin
162	Kedgwick
166	Plaster Rock
167	Paquetville
169	Lepreau
170	Rogersville
175	Nackawic
176	Barnesville
184	Blackville
186	Renous
187	Welsford
190	Norton

"B" Stores	
102	Harcourt
103	Sainte-Anne-de-Madawaska
104	Boiestown
106	Canterbury
109	Stanley
110	St Paul
113	Gagetown
114	Youngs Cove
115	Juniper
119	Pointe Sapin
120	Riley Brook
121	Saint-Arthur
122	St. Martins
125	Clair
129	Dorchester
130	Alma
132	McAdam
133	St. Leonard
139	Saint Sauveur
144	Arthurette
145	Bay du Vin
146	Richibouctou-Village
152	Douglas Harbour
163	Doaktown
165	Janeville
168	Haute-Aboujagane
171	Debec
174	Allardville
177	Campobello
181	Maisonnette
182	South Tetagouche
185	Riverside Albert

191	Saint-Louis-de-Kent
192	Minto
193	Cocagne
195	Lac Baker
196	Kingston Peninsula
197	St. Isador

188	Baie-Ste-Anne
189	Public Landing
194	Grande-Anse

Appendix I – # Beer Displays Available

	Apr-07	May-07	Jun-07	Jul-07	Aug-07	Sep-07
Group BD - Domestic Beer (47 Stores)	6	6	9	9	9	6
Group BP - Premium Beer (47 Stores)	6	6	6	6	6	6
Group BW - Beers of the World (24 stores)	1	1	1	1	1	1

	Oct-07	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08
Group BD - Domestic Beer (47 Stores)	6	6	9	6	6	6
Group BP - Premium Beer (47 Stores)	6	6	6	6	6	6
Group BW - Beers of the World (24 Stores)	1	1	1	1	1	1

Appendix J – ANBL Display Groups

Display Descriptions	Display Groups	# of Display in the Group
Floor displays - All Stores	AL	10
Floor displays - A, B & C Stores	AC	5
Floor displays - A & B Stores	AB	5
Floor displays - A Stores	A	5
Domestic Beer Display	BD	6 – 9
Premium Beer Display	BP	6
Beers of the World	BW	1
Cold Room Entrance	7	2
Shelf Talker/LTO	9	unlimited
Shelf Flags	SF	unlimited
Shelf Extenders	10	2
Cross Merchandising Display (beer area)	CB	1
Cross Merchandising Display (wine area)	CW	1
Cross Merchandising Display (spirits area)	CS	1
Cooler at Cash Program	CC	6
Cold Room Window Cling	WC	1

Store #	Location	Banner	Groups
14	Edmundston	A	AL, AC, AB, A, BD, BP, BW, 7, 9, 10, CB, CW, CS, WC, SF
26	Vaughan Harvey Blvd., Moncton	A	AL, AC, AB, A, BD, BP, BW, 7, 9, 10, CB, CW, CS, WC, SF
36	Parkway Mall, Saint John	A	AL, AC, AB, A, BD, BP, BW, 7, 9, 10, CB, CW, CS, WC, SF
60	Prospect Street, Fredericton	A	AL, AC, AB, A, BD, BP, BW, 7, 9, 10, CB, CW, CS, WC, SF
66	Dieppe	A	AL, AC, AB, A, BD, BP, BW, 7, 9, 10, CB, CW, CS, WC, SF
2	Fairville Blvd, Saint John	B	AL, AC, AB, BD, BP, BW, 7, 9, 10, CB, CW, CS, WC, SF
3	Quispamsis	B	AL, AC, AB, BD, BP, BW, 7, 9, 10, CB, CW, CS, WC, SF
4	Landsdowne	B	AL, AC, AB, BD, BP, BW, 7, 9, 10, CB, CW, CS, WC, SF
30	Newcastle	B	AL, AC, AB, BD, BP, BW, 7, 9, 10, CB, CW, CS, WC, SF
38	Mountain Road, Moncton	B	AL, AC, AB, BD, BP, BW, 7, 9, 10, CB, CW, CS, CC, WC, SF
45	York St. Train Station, Fredericton	B	AL, AC, AB, BD, BP, BW, 7, 9, 10, CB, CW, CS, CC, WC, SF
48	Moncton North	B	AL, AC, AB, BD, BP, BW, 7, 9, 10, CB, CW, CS, WC, SF
63	Elmwood Drive, Moncton	B	AL, AC, AB, BD, BP, BW, 7, 9, 10, CB, CW, CS, WC, SF
68	Brookside Mall, F'ton	B	AL, AC, AB, BD, BP, BW, 7, 9, 10, CB, CW, CS, CC, WC, SF

79	Bathurst	B	AL, AC, AB, BD, BP, BW, 7, 9, 10, CB, CW, CS, CC, SF
5	Prince Edward Square	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, SF
6	St. Stephen	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, CC, SF
12	Caraquet	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, SF
13	Woodstock	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, CC, SF
16	Grand Falls	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, SF
19	Richibucto	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, SF
22	Tracadie	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, SF
28	Shediac	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, SF
29	Chatham	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, SF
33	Sackville	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, SF
35	Sussex	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, SF
40	Devon Park	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, SF
41	Oromocto	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, CC, WC, SF
47	Salisbury	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, CC, SF
53	Hampton	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, SF
62	Riverview	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, SF
81	Campbellton	C	AL, AC, BD, BP, BW, 7, 9, 10, CB, CW, CS, CC, SF
8	St. Andrews	D	AL, BD, BP, 9, 10, CB, CW, CS, SF
9	Dalhousie	D	AL, BD, BP, 9, 10, CB, CW, CS, CC, SF
10	St. George	D	AL, BD, BP, 9, 10, CB, CW, CS, SF
15	Perth	D	AL, BD, BP, 9, 10, CB, CW, CS, SF
20	Bouctouche	D	AL, BD, BP, 9, 10, CB, CW, CS, SF
21	Shippagan	D	AL, BD, BP, 9, 10, CB, CW, CS, SF
42	Cap Pele	D	AL, BD, BP, 9, 10, CB, CW, CS, SF
43	Bristol	D	AL, BD, BP, 9, 10, CB, CW, CS, SF
50	Neguac	D	AL, BD, BP, 9, 10, CB, CW, CS, SF
52	Grand Manan	D	AL, BD, BP, 9, 10, CB, CW, CS, SF
56	Petit-Rocher	D	AL, BD, BP, 9, 10, CB, CW, CS, SF
57	Lameque	D	AL, BD, BP, 9, 10, CB, CW, CS, SF
75	Beresford	D	AL, BD, BP, 9, 10, CB, CW, CS, SF
80	Grand Bay	D	AL, BD, BP, 9, 10, CB, CW, CS, SF

Appendix K - Program Fees

	# stores in group	# spaces available	Display Periods / Program Costs								
			P1 31 days	P2 28 days	P3 35 days	P4 28 days	P5 28 days	P6 35 days	P7 28 days	P8 28 days	P9 35 days
<i>ANBL Stores:</i>											
Floor displays - All Stores	46	10	\$2,800.00	\$2,800.00	\$4,375.00	\$3,500.00	\$3,500.00	\$4,375.00	\$2,800.00	\$3,500.00	\$4,375.00
Floor displays - A, B & C Stores	31	5	\$2,100.00	\$2,100.00	\$2,905.00	\$2,324.00	\$2,324.00	\$2,905.00	\$2,100.00	\$2,324.00	\$2,750.00
Floor displays - A & B Stores	15	5	\$924.00	\$924.00	\$1,470.00	\$1,176.00	\$1,176.00	\$1,470.00	\$924.00	\$1,176.00	\$1,470.00
Floor displays - A Stores	5	5	\$560.00	\$560.00	\$945.00	\$756.00	\$756.00	\$945.00	\$560.00	\$756.00	\$945.00
Domestic Beer Display	46	9	\$2,184.00	\$2,184.00	\$4,025.00	\$3,220.00	\$3,220.00	\$4,025.00	\$2,184.00	\$3,220.00	\$4,025.00
Premium Beer Display	46	6	\$2,184.00	\$2,184.00	\$4,025.00	\$3,220.00	\$3,220.00	\$4,025.00	\$2,184.00	\$3,220.00	\$4,025.00
Beers of the World	31	1	\$1,176.00	\$1,176.00	\$1,750.00	\$1,400.00	\$1,400.00	\$1,750.00	\$1,176.00	\$1,400.00	\$1,750.00
Cold Room Entrance	31	2	\$1,400.00	\$1,400.00	\$2,555.00	\$2,044.00	\$2,044.00	\$2,555.00	\$1,400.00	\$2,044.00	\$2,555.00
Shelf Talker/LTO - Wine/ Spirits/ RTDs	46	70	\$450.00	\$450.00	\$700.00	\$700.00	\$700.00	\$700.00	\$450.00	\$700.00	\$700.00
Shelf Talker/LTO - Beer	46	70	\$450.00	\$450.00	\$700.00	\$700.00	\$700.00	\$700.00	\$450.00	\$700.00	\$700.00
Shelf Flags	46	70	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Shelf Extenders	46	3	\$700.00	\$700.00	\$1,155.00	\$924.00	\$924.00	\$1,155.00	\$700.00	\$924.00	\$1,155.00
Cross Merch. Display	46	3	\$1,876.00	\$1,876.00	\$2,905.00	\$2,324.00	\$2,324.00	\$2,905.00	\$1,876.00	\$2,324.00	\$2,905.00
Cooler at Cash Program	8	6	\$476.00	\$476.00	\$875.00	\$700.00	\$700.00	\$875.00	\$476.00	\$700.00	\$875.00

Cold Room Window Cling	15	1	\$700.00	\$700.00	\$875.00	\$700.00	\$700.00	\$875.00	\$700.00	\$700.00	\$875.00
<i>Agency Stores:</i>											
Agency Display - Group A1	72	2	\$1,260.00	\$1,260.00	\$2,380.00	\$1,904.00	\$1,904.00	\$2,380.00	\$1,260.00	\$1,904.00	\$2,380.00
					0	0	0	0	0	0	0

Other Program Costs:

In-store tastings	No charge - \$50 if no show
Manager's Choice Display – A stores	\$125 per store
Manager's Choice Display – B stores	\$ 75 per store
Agent Choice Display – A agency stores	\$ 55 per store
Agent Choice Display – B agency stores	\$ 35 per store
Impulse at Cash – A stores	\$150 per lane
Impulse at Cash – B stores	\$100 per lane
Near pack program fee	\$350 per month
On pack program fee	\$350 per month
On pack per unit fee (liquor on packs only)	\$.20 per unit
Supplier Reports	\$100 per month

