

RETAIL PROMOTIONAL POLICY

Newfoundland Labrador Liquor Corporation

# RETAIL PROMOTIONAL POLICY

2008 – 2009



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# RETAIL PROMOTIONAL POLICY

## 1.0 INTRODUCTION

The Newfoundland Labrador Liquor Corporation's (NLC) Retail Promotion Policy has been developed to assist suppliers in selecting the best options to market their products in NLC retail stores (please see Appendix A for a list of our Corporate Stores). We offer eleven (11) distinct promotional opportunities, each available for a participation fee. All program fees are for a specific store location and sales period (please see Appendix B) and are summarized in the Program Fees section (please see Appendix C).

Available promotional activities include:

- Supplier Displays
- AIR MILES<sup>®</sup> Reward Miles
- Special Savings
- Value-Add Program
- New Products
- Great Reviews
- Did You Know?
- Shopping Bag Insert
- Retail Sampling
- Poster Advertising
- Advertising in OCCASIONS, NLC's consumer magazine

NLC welcomes other promotional proposals and will review them on an individual basis.

To coordinate with NLC's marketing of product categories, suppliers should be aware of our promotion schedule. Each sales period, we showcase a specific product category. The selected category is featured in all NLC promotional material including our In-Store Retail Image Program.

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### 2.0 SUPPLIER DISPLAY PROGRAMS

This program is designed to provide suppliers the opportunity to highlight a product by displaying it in a sales area other than its usual shelf location.

#### 2.1 Types of Supplier Displays

*Primary Displays* are located in the prime traffic area of each store, offering high consumer visibility. Primary Displays may be either freestanding physical units capable of carrying sufficient inventory to support the promotion or product cases stacked upright.

*Secondary Displays* are designed to draw attention to a specific product category and will be located in secondary traffic locations of each store. Secondary Displays are generally located at the end of wine islands and may only use the case stack format.

The maximum number of SKU's permitted for a display is six (6). Inventory quantities available will depend on the product category, type of display and store capabilities. Sufficient inventory will be available at the beginning of each sales period.

We are currently changing the floor plans in several of our stores. Once complete, we will provide floor plans outlining Primary and Secondary display locations.

#### 2.2 Selection Process

The selection of Supplier Displays will take into account several factors, including:

- Program Potential
- Sales Potential
- Supplier Commitment
- Retail Image Calendar and Category Themes (TBD)

The NLC will develop a Display Promotional Calendar covering the whole fiscal year. This document will be circulated to all suppliers at which time they will be asked to submit an application for support programs around these displays.

A final Promotional Activity Calendar will be circulated quarterly including all display and support programs.

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### 2.3 Backer Card Requirements

All Display Backer Cards must be approved by the NLC's marketing department and must meet the new NLC signage specifications and standards as outlined in section 2.4. All backer cards will be printed by the NLC and distributed to corporate stores. This will allow for a more consistent and consumer friendly environment within our stores.

Once approved for the Supplier Display Program, you must forward your camera-ready electronic files to the marketing department via our FTP site no later than seven (7) weeks prior to the start of the promotional period. Please refer to the timetable below for deadlines in which the camera-ready artwork for your backer cards must be uploaded to our FTP site.

Period	Backer Card Creative Due	Period	Backer Card Creative Due
Period 1	February 17, 2008	Period 7	August 17, 2008
Period 2	March 16, 2008	Period 8	September 14, 2008
Period 3	April 13, 2008	Period 9	October 12, 2008
Period 4	May 18, 2008	Period 10	November 16, 2008
Period 5	June 15, 2008	Period 11	December 14, 2008
Period 6	July 13, 2008	Period 12	January 11, 2009

Please note that these files should be named using the name of product(s) and the promotional period i.e. ABC Wine – Period 1. This reference file name is very important as it will be used as an identifier in matching display backers to the appropriate stores.

It is critical that you follow the timelines for each period. During this seven (7) week time frame the marketing department will complete the final artwork approval process and send all files to our printer, who will in turn provide us with a summary of received materials prior to production. The printers will then ensure that all approved material is printed and delivered to NLC stores one (1) week prior to the start of the promotional period.

If artwork is not received, by the above noted due dates for each specific period, displays will be cancelled and the full cost of the display program will be charged as a penalty.

### 2.4 NLC Supplier Display Signage - Specifications and Standards

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Upon approval from the NLC Marketing Department, please forward final artwork using the below specifications and standards to the NLC FTP site address:

<http://www.nfliquor.com/Suppliers/ftpllogin.asp>

Please note that once you enter the above site you will be prompted for a username and password in order to log in. Prior to posting to the NLC FTP site, suppliers are to contact Danielle Roche who will assign each supplier a username and password:

Danielle Roche  
Marketing & Graphics Coordinator, NLC  
Phone: 709-724-1217  
Email Address: [danielle.roche@nliquor.com](mailto:danielle.roche@nliquor.com)

Once logged in you will automatically be directed to your assigned FTP page that will list sub-folders for each promotional period. All your artwork submissions throughout the year can then be conveniently uploaded to the appropriate folder.

All suppliers are required to provide complete contact information to NLC for the person(s) that are responsible for the artwork files being supplied on behalf of the supplier when uploading the artwork file.

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### 2.5 Prepress Acceptable File Formats

**PDF's** - Files must be submitted as a high resolution, print quality PDF's. As well to avoid any issues with fonts, all text should be saved as curves.

### Printing Specifications

#### Display Signage

- 20"(w) x 16"(h)
- Printed Digital one side
- Trim Size 20"(w) x 16"(h)
- No Bleeds required for digital print

### 2.6 Other Display Programs

#### Managers Ad Hoc Displays

Managers have the discretion to place displays throughout their stores that may not be a part of the promotional program. These programs will not interfere with ongoing promotions in the stores. The Store Manager based on the following criteria will select these programs:

- Seasonal Themes
- Profitability
- Inventory Levels
- Sales Potential

#### Footprints

This program is designed to offer cross merchandising and promotional support through impulse purchase points within the aisles of the store. These programs will not interfere with ongoing promotions in the stores. Footprints will be assigned on an individual basis at the discretion of the Store Manager at no charge to the Supplier/Agent based on the following criteria:

- Seasonal Themes
- Profitability / Sales Potential
- Inventory Levels
- Impulse in nature

#### Impulse at Cash

This program allows suppliers to display products adjacent to sales check out lanes. The products selected for this program have to be impulse in nature. There will be two (2) Impulse at Cash items featured each period.

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The selection of Impulse at Cash items will be based on the following factors:

- Seasonal Themes
- Profitability / Sales Potential
- Inventory Levels
- Impulse in nature
- Value Add or Special Savings

Please see Section 2.10 for Program Fees.

### 2.7 Shelf Extenders

This program will allow suppliers to display a product from one category in another category. This will allow greater opportunity to cross-promote among categories. (i.e. ABC whisky can be displayed in light rum section) The number of shelf extenders will vary by store and be charged on a per shelf basis. Shelf extenders will be built into a stores planogram, so no product will lose any percentage of shelf space.

Extenders will be chosen based on the following factors:

- Seasonal Themes
- Profitability / Sales Potential
- Inventory Levels

Please see Section 2.10 for Program Fees.

### 2.8 Coolers At Cash

This program will allow suppliers to display single serve, impulsive items in coolers at cash. Currently we have 32 coolers at cash and as new stores open and older stores get renovated we will be adding coolers to these stores as well. There will a maximum of 12 products on display each period.

The selection of Coolers at Cash items will be based on the following factors:

- Seasonal Themes
- Profitability / Sales Potential
- Inventory Levels
- Impulse in nature
- Value Add or Special Savings

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Please see Section 2.10 for Program Fees.

### 2.9 Poster Advertising

This program features poster frames displayed in all NLC stores. The number of displays varies, depending on store availability, and will be charged on a per poster basis. Frames are located in several areas throughout the stores, including entrances, at the cash, in the chilled room, etc. These posters can be used to build awareness, leverage existing promotions or introduce new products.

The charge for this program will be \$15.00 per poster.

All Poster creative must be approved by the NLC's marketing department and must meet the new NLC signage specifications and standards as outlined in section 2.4. All posters will be printed by the NLC and distributed to corporate stores. This will allow for a more consistent and consumer friendly environment within our stores.

Once approved for the program, you must forward your camera-ready electronic files to the marketing department via our FTP site no later than seven (7) weeks prior to the start of the promotional period. Please refer to the timetable below for deadlines in which the camera-ready artwork for your backer cards must be uploaded to our FTP site.

Period	Poster Creative Due	Period	Poster Creative Due
Period 1	February 17, 2008	Period 7	August 17, 2008
Period 2	March 16, 200	Period 8	September 14, 2008
Period 3	April 13, 2008	Period 9	October 12, 2008
Period 4	May 18, 2008	Period 10	November 16, 2008
Period 5	June 15, 2008	Period 11	December 14, 2008
Period 6	July 13, 2008	Period 12	January 11, 2009

Please note that these files should be named using the name of product(s) and the promotional period i.e. ABC Wine – Period 1. This reference file name is very important whereas it will be used as an identifier in matching poster displays to the appropriate stores.

It is critical that you follow the timelines for each period. During this seven (7) week time frame the marketing department will complete the final artwork approval process and send all files to our printer, who will in turn provide us with a summary of received materials prior to production. The printers will then ensure that all approved material is printed and

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delivered to NLC stores one (1) week prior to the start of the promotional period.

If artwork is not received, by the above noted due dates for each specific period, the program will be cancelled and the full cost of the program will be charged as a penalty.

### Acceptable File Formats & Printing Specifications

**PDF's** - Files must be submitted as a high resolution, print quality PDF's. As well to avoid any issues with fonts, all text should be saved as curves.

#### Poster Signage

- 22"(w) x 28"(h)
- Printed Digital one side
- Trim Size 22"(w) x 28"(h)
- No Bleeds required for digital print

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### 2.10 Program Fees

Period	Primary Display	Secondary Display	Impulse At Cash Display	Shelf Extender	Coolers At Cash Display	Poster Frames
*Period 1	\$140 Per Store	\$78 Per Store	\$250 All Stores	\$12 Per Shelf	\$125 All Stores	\$15 Per Poster
Period 2	\$112 Per Store	\$62 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
Period 3	\$112 Per Store	\$62 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
*Period 4	\$188 Per Store	\$109 Per Store	\$375 All Stores	\$12 Per Shelf	\$125 All Stores	\$15 Per Poster
Period 5	\$112 Per Store	\$62 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
Period 6	\$112 Per Store	\$62 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
*Period 7	\$140 Per Store	\$78 Per Store	\$250 All Stores	\$12 Per Shelf	\$125 All Stores	\$15 Per Poster
Period 8	\$112 Per Store	\$62 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
Period 9	\$212 Per Store	\$112 Per Store	\$400 All Stores	\$10 Per Shelf	\$200 All Stores	\$15 Per Poster
*Period 10	\$78 Per Store	\$46 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
Period 11	\$112 Per Store	\$62 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
*Period 12	\$140 Per Store	\$78 Per Store	\$250 All Stores	\$12 Per Shelf	\$125 All Stores	\$15 Per Poster

\*Period length is 5 weeks – please see Appendix B for the Reporting Period Calendar.

Please note: Display prices include signage, printing and distribution.

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### 3.0 AIR MILES® PROGRAMS

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

#### 3.1 Single Sku Bonus AIR MILES® Program

##### Participation in Single Sku Bonus AIR MILES® Program

All listed products are eligible to participate in the program. These Bonus AIR MILES® are associated with a specific Sku. They can be associated with a single purchase (e.g. get 3 Bonus AIR MILES® with Purchase) or with a multi-bottle purchase (e.g. Get 10 Bonus AIR MILES® with Purchase of 3 Bottles of ABC Wine 750 ml).

##### AIR MILES® Requirements

- The NLC reserves the right to limit the number of Bonus AIR MILES® products for any period.
- Bonus AIR MILES® reward miles will not be offered in conjunction with Special Savings or Value-add programs.
- Back-to-back programs are permissible, however the offer cannot change.
- Below are the **MINIMUM** numbers of Bonus AIR MILES® reward miles that can be awarded, based on price:

Retail Price	Bonus AIR MILES® Reward Miles
Under \$10.00	1
\$10.00 - \$14.99	2
\$15.00 – \$24.99	3
\$25.00 - \$34.99	4
\$35.00 and up	5

##### Shelf Talkers

Bonus AIR MILES® products will be provided shelf talkers indicating the bonus offer.

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### Cost

Suppliers will be charged based on \$0.28 per AIR MILES<sup>®</sup> reward miles awarded.

### 3.2 Multi-Sku Bonus AIR MILES<sup>®</sup> Program

The Multi-Sku Bonus AIR MILES<sup>®</sup> Program allows suppliers to offer bonus reward miles with the purchase of multiple Sku's as defined by the supplier, i.e. "Purchase any three 750 ml of a specific wine brand set and earn 20 Bonus AIR MILES<sup>®</sup> reward miles."

### Participation in Bonus AIR MILES<sup>®</sup> Program

Under the Multi-Sku Bonus Program, AIR MILES<sup>®</sup> reward miles will be offered on a selected group of products.

- Bonus AIR MILES<sup>®</sup> reward miles may not be offered in conjunction with Special Savings or Value-add programs.

### Selection Criteria

- Where possible, the displays will feature non-conflicting brands.
- Best value to consumer.
- Overall supplier participation in the AIR MILES<sup>®</sup> Program.

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Participating Sku's will be displayed on freestanding units. The display will be supported by NLC produced signage that will describe the Bonus AIR MILES<sup>®</sup> offer. These display places will be provided by the NLC at no cost (the value of these display spots would be approx \$2000). Please keep this in mind when offering Bonus AIR MILES<sup>®</sup>. Each participating Sku will be provided shelf talkers stating the bonus offer.

### Cost

Suppliers will be charged based on \$0.28 per AIR MILES<sup>®</sup> reward mile awarded.

### 3.3 On Demand AIR MILES<sup>®</sup> Events

On Demand AIR MILES<sup>®</sup> Events are programs that can be initiated at the request of the NLC or Supplier with 90 days notice, and brought to market quickly to take advantage of business needs/ opportunities/ new product launches.

Enquire about some of these exciting opportunities:

**AIR MILES<sup>®</sup> Contest** - This program provides the opportunity for suppliers to offer MORE to the customers, i.e. a chance to win a set amount of miles when they purchase their product. This program runs concurrently with the Bonus AIR MILES<sup>®</sup> Program. Promotional materials promoting these initiatives can be used around the product's shelf location or a display may be purchased.

**E-coupons on airmiles.ca** - Bonus AIR MILES<sup>®</sup> offered on [www.airmiles.ca](http://www.airmiles.ca)

**Ad HOC Events** – local opportunities initiated by the NLC. Coalition coupon sheets to promote new store openings, renovations, etc. that are distributed through participating sponsor locations.

**Postcards** – pre-printed postcards can be sent to targeted groups of collectors, subject to availability.

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### Application

If you are interested in any of these opportunities, contact your respective category manager:

Andrew Bruce  
Category Manager  
Spirits, Beer and Refreshment Beverages  
[andrew.bruce@nliquor.com](mailto:andrew.bruce@nliquor.com)  
709 724 2270

Blair Boland  
Category Manager  
Wine  
[blair.boland@nliquor.com](mailto:blair.boland@nliquor.com)  
709 724 1143

Let us know if you have any new ideas of how to effectively promote your brands to AIR MILES<sup>®</sup> collectors.

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### 4.0 SPECIAL SAVINGS PROGRAM

This program is designed to highlight products that suppliers have selected to reduce in price on the shelves of NLC Corporate and Express Stores. In the NLC Corporate Stores, special savings shelf flags and special savings shelf cards will be used to highlight the savings to the customer. In the NLC Express Stores, only the special savings shelf cards will be used. The special savings marketing support includes:

Special Savings  
Shelf Flags



Special Savings  
Shelf Cards



Suppliers and Agents can apply for the Special Savings Program on a period basis throughout the year.

#### 4.1 Selection Process

New domestic products will not be included in the special savings program during the first three (3) months of listing with the NLC. New Imported products will not be included in the special savings program during the first six (6) months of listing with the NLC. For Period 9, only Premium Products and Economy 1.75L Products will be considered for the Special Savings Program. (See definition of Premium Products on the following page and in Appendix D). Please see the below chart for the number of special savings a supplier can apply for per NLC fiscal year.

Table 4.1

Category	Product Type	< 1.75 L Sizes	> 1.75L Sizes
Spirits	Premium	Multiple Special Savings Permitted	Multiple Special Savings Permitted
	Economy	(1) Special Saving Per Fiscal Year	(2) Special Savings Per Fiscal Year
Wines	Premium	Multiple Special Savings Permitted	(1) Special Saving Per Fiscal Year
	Economy	(1) Special Saving Per Fiscal Year	(2) Special Savings Per Fiscal Year
Refreshment Beverages	All	(1) Special Saving Per Fiscal Year	(1) Special Saving Per Fiscal Year

#### Premium Pricing

Premium Spirits are defined as having the following minimum premium retail pricing.

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<b>Minimum Retail Pricing</b>					
	<b>200 ml</b>	<b>375 ml</b>	<b>750 ml</b>	<b>1140 ml</b>	<b>1750 ml</b>
Below 35%	\$5.49	\$9.79	\$17.79	\$26.19	\$40.19
35.0% to 45.0%	\$7.30	\$12.98	\$23.70	\$34.89	\$53.59
45.1% to 59.9%	\$9.10	\$16.29	\$29.60	\$43.60	\$66.99
60.0% & above	\$10.89	\$19.47	\$35.59	\$52.39	\$80.39
<b>Minimum Premium Retail Pricing</b>					
	<b>200 ml</b>	<b>375 ml</b>	<b>750 ml</b>	<b>1140 ml</b>	<b>1750 ml</b>
Below 35%	\$5.60	\$10.06	\$18.28	\$26.93	\$41.33
35.0% to 45.0%	\$7.40	\$13.28	\$24.19	\$35.64	\$54.71
45.1% to 59.9%	\$9.19	\$16.57	\$30.09	\$44.33	\$68.13
60.0% & above	\$11.00	\$19.79	\$36.09	\$53.13	\$81.53

Wines are now categorized into three segments: Economy, Premium and Super Premium Wines. Each segment is defined by the following price structure:

<b>WINE SEGMENTS Retail Pricing Structure</b>						
	<b>750ml</b>	<b>1000ml</b>	<b>1500ml</b>	<b>2000ml</b>	<b>3000ml</b>	<b>4000ml</b>
Economy	≤\$13.99	≤\$18.07	≤\$26.49	≤\$34.69	≤\$50.34	≤\$67.13
Premium	\$14.00-\$29.99	\$18.08-\$38.70	\$26.50-\$56.85	\$34.70-\$74.30	\$50.35-\$107.81	\$67.14-\$143.75
Super Premium	≥\$30.00	≥\$38.71	≥\$56.86	≥\$74.31	≥\$107.82	≥\$143.76

Please note all prices are subject to change. All prices include HST and bottle deposit.

### 4.2 Supplier Requirements

The full amount of the discount from the regular price (including tax) will be rebated by the Supplier/Agent. The discount must be a minimum of 5% of the current retail price and will run for the entire period. The Special Savings Program must be implemented in all NLC Corporate and Express Stores. Please note that these special savings shelf cards will contain text only (no pictures).

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### 4.3 Distribution

The NLC will generate and distribute the special savings shelf flags and shelf cards.

### 4.4 Program Fees

The charge for this program is \$300 per SKU per period, which is a flat fee that will include coverage in all NLC Corporate and Express stores where the product is listed. This fee will also cover the production and distribution of NLC special savings shelf flags and shelf cards. Again, please note that the full amount of the discount from the regular price (including tax) will be rebated by the Supplier/Agent.

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### 5.0 VALUE-ADD PROGRAM

This program provides suppliers with the opportunity to increase sales by attaching a bonus item to a regular listing. The bonus item may either be a beverage alcohol product or a non-alcohol item.

#### 5.1 Selection Process

All non-alcohol value-adds must be pre-approved by the NLC Marketing Department, **via provision of an actual sample or photo of the item.**

Please forward all photos using the below specifications and standards to the NLC FTP site address:

**<http://www.nfliquor.com/Suppliers/ftplogin.asp>**

Please note that once you enter the above site you will be prompted for a username and password in order to log in. You are required to use the same username and password provided to you for the Supplier Backercard Program. If you have any questions please contact:

Danielle Roche  
Marketing & Graphics Coordinator, NLC  
Phone: 709-724-1217  
Email Address: [danielle.roche@nliquor.com](mailto:danielle.roche@nliquor.com)

Once logged in you will automatically be directed to your assigned FTP page that will list a sub-folder entitled "Value Added". All your photo submissions should be properly named before they are uploaded to the appropriate folder.

All beverage alcohol value-adds must be different from the host product (i.e. ABC Rum 50ml applied to XYZ Vodka 750ml) with the exception of premium 1.75 L and larger formats.

Value-added opportunities will be available on 750ml package sizes or larger.

#### 5.2 Supplier Requirements

Suppliers are permitted to apply for 85 percent of the value-add items than were sold of the host product in the same period in the previous year. For example, if ABC Vodka 750ml sold 100 cases in March of 2007,

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then ABC Vodka 750ml would be eligible for value-add quantities to be applied on up to 85 cases in March 2008.

Sales representatives are not permitted to apply beverage alcohol or non-alcohol value-adds in NLC Corporate Stores. Five Percent (5%) of the total approved value-add quantity is available upon request to sales representatives for use in NLC Express Stores.

### 5.3 Distribution

**1) Point of Manufacture** - Value-add items can be applied to the regular listing at point of manufacture (before being received by the NLC main warehouse). The NLC will make every effort to ensure that the value-add cases, if specially marked, are shipped to stores in the desired period.

However, due to shipping schedules to stores and agencies, there is no guarantee that value-add inventory will be available in every NLC Corporate or Express Store in the desired period. SCC codes on value-add cases from the supplier should be the same as on the regular shipping carton. If the SCC is different, the supplier must notify NLC's Supply Chain Department.

For Point of Manufacture Value-add items this inventory **MUST** be available at the NLC **four (4) weeks before** the start of the scheduled promotional period.

**2) NLC Applied** - Value-add items can be applied to the regular listing by the NLC. The NLC will allocate the value-add quantities to all NLC Corporate and Agencies Stores, based on percentage of sales (rolling 12 months sales history).

Value-adds will be applied at the store level to shelf inventories of the regular listing and will continue to be applied throughout the promotional period. NLC applied value-add items are subject to a fee of \$0.15 per value-add item.

All value-add items, including the attachment mechanism, **MUST** be received by the NLC **six (6) weeks in advance** of the scheduled promotional period. Shipment of the value-add item and attachment mechanism is the sole responsibility of the supplier. Please contact the

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NLC Supply Chain department to notify them of any value-add items that are being shipped on regular orders.

### 5.4 Program Fees

Non-alcohol value-add items are not subject to a mark-up. Beverage alcohol value-add items are subject to a mark-up based on the following rates:

For NLC applied value add items, there is a labour charge of \$0.15 per item per Sku.

Category	Product	Value-Add Size	Mark-up Fee
Spirit	Premium	50 ml Value-Add	\$0.30
		200 ml Value-Add	\$2.00
	Economy	50 ml Value-Add	\$0.60
		200 ml Value-Add	\$3.00
Wine	Premium	< or = 200ml Value-Add	\$0.30
		< or = 250ml Value-Add	\$0.85
	Economy	< or = 200ml Value-Add	\$0.60
		< or = 250ml Value-Add	\$1.00
Refreshment Beverages	N/A	< or = 200ml Value-Add	\$0.30
		< or = 355ml Value-Add	\$0.85
Beer	N/A	< or = 355ml Value-Add	\$0.85
Non-Alcohol	N/A	N/A	No Mark-up

Non-receipt of Value Add Product

## RETAIL PROMOTIONAL POLICY

All value add product will be sent out according to the following schedule:

Month		Value Add Due Date	
		Plant Applied	NLC Applied
Period 1	April	10-Mar	25-Feb
Period 2	May	7-Apr	24-Mar
Period 3	June	5-May	21-Apr
Period 4	July	9-Jun	26-May
Period 5	August	7-Jul	23-Jun
Period 6	September	4-Aug	21-Jul
Period 7	October	8-Sept	25-Aug
Period 8	November	6-Oct	22-Sept
Period 9	December	3-Nov	20-Oct
Period 10	January	8-Dec	24-Nov
Period 11	February	5-Jan	22-Dec
Period 12	March	2-Feb	19-Jan

**Important:**

Any product that is received later than these dates will not be sent out for the period. The supplier will be charged for the full price of implementing the program. Suppliers/Agents will have to contact the appropriate category manager to re-book the value-add program. A late fee of \$200 will be charged for any program that is moved due to late arrival of value-add products.

## RETAIL PROMOTIONAL POLICY

### 6.0 NEW PRODUCT PROGRAM

This program is designed to highlight new products on the shelves of NLC Corporate Stores. The use of a new product shelf flags and shelf cards will provide useful information about the new item to customers (i.e. tasting notes, product descriptions, uses, etc).

New Product  
Shelf Flags



New Product  
Shelf Cards



#### 6.1 Selection Process

**All products listed in the NLC will have to take part in this program.** New Product Signage will be distributed when the product is released.

#### 6.2 Supplier Requirements

The Supplier/Agent must include the new product information when they apply for the New Product Program. Please note that these new product information cards will contain text only (no pictures).

#### 6.3 Distribution

The NLC will generate and distribute these new product shelf flags and shelf cards.

#### 6.4 Program Fees

The charge for this program is \$100, which is a flat fee that will include coverage in all NLC Corporate Stores where the new product is listed. New Product Signs will be applied for at least four weeks. This fee will also cover the production and distribution of new product shelf flags and shelf cards. All New Products will also be featured on the NLC website.

## RETAIL PROMOTIONAL POLICY

### 7.0 GREAT REVIEWS PROGRAM (Non-paid for Program)

This program is designed to highlight products on the shelves of NLC Corporate Stores that have received positive reviews by local or national press or events. The NLC will use great reviews shelf flags and shelf cards that provide the information.

Great Reviews  
Shelf Flags



Great Reviews  
Shelf Cards



#### 7.1 Selection Process

Suppliers/Agents can apply for the Great Reviews Program on a period basis throughout the year. Applications must be submitted at least eight (8) weeks prior to the desired promotional period.

#### 7.2 Supplier Requirements

The Supplier/Agent must include all information when they apply for the Great Reviews Program. Please note that these great reviews shelf cards will contain text only (no pictures). Examples include Wine Spectator Reviews, Robert Parker Scores, Wine Festival Accolades, Spirit Festival Accolades, National Tasting Competition results, etc.

#### 7.3 Distribution

The NLC will generate and distribute all great reviews shelf flags and shelf cards.

## RETAIL PROMOTIONAL POLICY

### 8.0 DID YOU KNOW? PROGRAM

This program is designed to highlight products while educating consumers on interesting aspects and information surrounding an item through the use of a “Did You Know?” shelf flag and shelf card. For example, information under this program can include: general product information, product food pairings, product uses, etc.



#### 8.1 Selection Process

Suppliers/Agents can apply for the Did You Know? Program on a period basis throughout the year. Applications must be submitted at least eight weeks prior to the desired promotional period.

#### 8.2 Supplier Requirements

The Supplier/Agent must include the “Did You Know?” information when they apply for the program. Please note that these “Did You Know?” information cards will contain text only (no pictures).

#### 8.3 Distribution

The NLC will generate and distribute the “Did You Know?” shelf flags and shelf cards.

#### 8.4 Program Fees

The charge for this program is \$100 per period, which is a flat fee that will include the coverage in all NLC Corporate Stores where the product is listed. This fee also covers the production and distribution of “Did You Know?” shelf flags and shelf cards. All products under the “Did you Know?” program will also be featured on the NLC website.

### 9.0 SHOPPING BAG INSERT PROGRAM

This program is designed to allow suppliers to distribute promotional material directly to NLC customers. A customer will receive a shopping bag insert with every purchase in a NLC Corporate Store.

## RETAIL PROMOTIONAL POLICY

The Shopping Bag Insert can either be designed by the NLC or produced and supplied to the NLC by suppliers/agents.

Shopping bag inserts can contain the following information:

- Drink Recipes
- Product Information
- Awards and Scores
- Special Savings
- New Product Notifications
- Special Events

Only one insert will be chosen per two week period (please see fees in Section 9.4).

### 9.1 Selection Process

Products selected for this program will be based on:

- Profitability
- Sales Potential
- Monthly Themes

#### 9.2.1 Supplier Requirements – NLC printed and distributed

All information for the Shopping Bag Insert Program must be submitted eight (8) weeks prior to the beginning of the program. Under this program Suppliers will provide the final artwork and the NLC will print and distribute. Required from suppliers:

- Camera-ready insert in 300 dpi/JPEG format and PDF format.
- Note: NLC will print in Black and White on colored paper so shading should be limited.
- Insert is 3.66" (w) x 8.5" (h)

#### 9.2.2 Supplier Requirements – Supplier produced and NLC distributed

All information for the Shopping Bag Insert Program must be submitted by PDF eight (8) weeks prior to the beginning of the program for approval by the NLC Marketing Department. Under this program Suppliers design, produce and print the insert and ship the final product to the NLC for distribution. Requirements include:

- Insert is  $\leq$  5" (h) x 10" (w)
- Maximum of 10,000 Shopping Bag Inserts for Distribution

## RETAIL PROMOTIONAL POLICY

### 9.3 Distribution

The NLC will print and distribute the Shopping Bag Inserts to all Corporate Stores.

### 9.4 Program Fees

The cost of this program as per Section 9.2.1 for NLC to print and produce inserts:

- \$500 per two-week period
- \$700 for two-week period in Period 9

These costs include:

- Printing of up to 10,000 shopping bag inserts
- Distribution of shopping bag inserts to all NLC Corporate Stores

The cost of this program as per Section 9.2.2 for NLC distribute inserts:

- \$300 per two-week period
- \$500 for two-week period in Period 9

These costs include:

- Distribution of shopping bag inserts to all NLC Corporate Stores

## RETAIL PROMOTIONAL POLICY

### 10.0 RETAIL SAMPLING PROGRAM

This program is designed to provide NLC customers the opportunity to taste a Supplier/Agent's product(s) while shopping in the store.

#### 10.1 Selection Process

Applications for samplings must be submitted four weeks prior to the requested sampling session. All products requested to be sampled must be current NLC listings and available at the desired location. Suppliers/Agents are encouraged to provide food and product information, but these items must not be conditional upon the customer either trying or buying the product.

#### 10.2 Sampling Times

Sampling sessions must be a minimum of three hours per day, and can be scheduled from 12:00 noon to one hour before closing, Please check individual store hours. Actual times are chosen in consultation with the Store Manager and concurrent sampling sessions may take place if space permits.

#### 10.3 Serving Guidelines

Sampling Quantity:

Maximum servings are based on alcohol content by volume:

20% or Greater	½ Ounce (15 ml)
0.05 % - 19.9%	1 Ounce (30 ml)

## RETAIL PROMOTIONAL POLICY

Allowable Servings:

Category	Serving Size
Wine	1 ounce (30ml)
Cooler	1 ounce (30ml)
Cider	1 ounce (30ml)
Beer	1 ounce (30ml)
Liqueur	1/2 ounce (15ml)
Spirits	1/2 ounce (15ml)
Mixed Drinks	1/4 ounce (7.5ml) alcohol to 3/4 ounce (22.5ml) of non alcohol

In the case where there are two products being offered for tasting, the demonstrator must ask which product the consumer would like to taste. If the consumer would like to try both, then ½ ounce (15ml) of each can be sampled.

### 10.4 NLC Store Manager/Staff Requirements

Store Managers/Staff are responsible:

- To ensure satisfactory inventory levels on all product being sampled. Suppliers are encouraged to contact store managers prior to any in-store tasting to verify in-store inventory levels.
- To ensure suppliers/representatives conduct themselves in a professional manner at all times by:
  - Not serving minors or intoxicated persons.
  - Serving the appropriate sample sizes.
  - Disposing of leftover product.
  - Ensuring the supplier has recipe cards and/or other brochures specific to his/her product line.
  - Ensuring the supplier/representative wears a name and company identification tag.
  - Ensuring the supplier/representative is positioned in a highly visible area of the store in order to maximize sales during the tasting.
- To ensure the defined time frame for a tasting event is strictly adhered
- To ensure no staff member samples product during the public tasting.

## RETAIL PROMOTIONAL POLICY

- To ensure the overnight safe keeping of opened product if a tasting continues on the following day.

### 10.5 Supplier/Agent/Demonstrator Requirements

The supplier/representative and company are responsible:

- To provide properly trained personnel who are 19 years of age or older and are knowledgeable of the product(s). The supplier is required to ensure that personnel have been trained and are knowledgeable of NLC tasting procedures.
- To contact the store manager in the event of a tasting cancellation.
- To act in a professional manner at all times, dressed in business attire and wearing a company identification name tag.
- To ensure that the content of an individual serving offered to a customer does not exceed the maximum serving.
- To supply the tasting table, tablecloth, paper napkins, sampling cups (with identified one and two ounce markings), paper cups (to act as spittoons), and refuse containers, a supply of fresh water and to be responsible for the maintenance and cleanliness of the tasting area. (Some NLC stores do have tasting tables available)
- To provide display material (including posters, show cards, danglers, backer cards, branded umbrellas, display bins, etc.) to highlight products being tasted.
- To provide recipe cards and/or other brochures specific to their product line.
- To contact the manager and provide any unused product at the end of the tasting event (see the store manager if tasting is to be continued the next day).
- To ensure the customer samples the product at the tasting booth and to be responsible for taking back the tasting glass from the customer when sampling is completed. No sample is to be taken out of the store.
- To ensure customers are permitted only the allowable serving per demonstration area.
- To monitor the supply of opened liquor at all times.
- To monitor sampling and safeguard against a minor or intoxicated person sampling product.
- To be solely responsible for any and all liability arising as a result of a tasting.
- To ensure all provisions under the Liquor Control Act are adhered to. NLC also strongly encourages demonstrators to avail of the NLC Server Intervention Training Program.

## RETAIL PROMOTIONAL POLICY

### 10.6 Supplier Initiated - NLC Customer Sampling Program (By NLC Staff)

To enable suppliers/agents to conduct samplings in NLC locations where locating qualified demonstrators may be a problem, NLC staff can be made available for this purpose. Please note that this service is subject to availability of NLC staff.

NLC staff will work on behalf of the NLC to demonstrate the product that has been identified by the supplier. The store manager will write-off and charge the supplier for the landed cost of all sample products used during the tasting period. In addition, the supplier will be invoiced \$50 for a three-hour tasting.

### 10.7 Program Fees

Please see the below table for program fees:

Cost	Sampling Sessions
\$300	1 - 25 Sessions
\$400	1 - 50 Sessions
\$600	Unlimited Sessions

Products used during the sampling sessions must be obtained from the retail store in which the sessions occur. Suppliers/Agents are not permitted to bring products into the store for the sampling. Suppliers/Agents will pay landed cost for the products used during the samplings.

All products sampled during the session must be paid at the specific store at the end of each session.

For sampling sessions held at NLC Express Stores, suppliers/agents will purchase this product in the Express at full retail price and submit an Express Sampling Reimbursement Form (see Appendix E) plus receipts to the NLC Marketing Department.

NLC will then provide a credit to the supplier for the difference between the final retail price and the landed cost of the product plus a ten percent administrative fee.

### 11.0 OCCASIONS MAGAZINE ADVERTISING

Occasions is Newfoundland and Labrador's premier drink magazine! This magazine is full of great articles to help consumer's incorporate alcohol and lifestyle products into their lives in more unique and rewarding ways.

Occasions will provide direct exposure to your target market with a circulation of 30,000 copies distributed within Newfoundland and Labrador. This 56-page glossy magazine will be distributed in all NLC Liquor Stores and Liquor Express Stores as well as being promoted in all daily and weekly Transcontinental Newfoundland newspapers.

Occasions will help readers plan great social events, casual get-togethers and more!

For advertising information please contact:

Lindsay Robb  
Sales Manager  
(902) 425-8255 x204  
[lrobb@holidaymedia.ca](mailto:lrobb@holidaymedia.ca)

**Appendix A - NLC Corporate Store Addresses**


**NLC CORPORATE STORE ADDRESSES**

<b>Branch</b>	<b>Street Address</b>
Br. 02 – Howley Estates	10 Elizabeth Ave., St. John's, NL A1A 5L4
Br. 03 - Murray Premises	5 Beck's Cove, St. John's, NL
Br. 04 - Sundry Sales	90 Kenmount Road, St. John's, NL A1B 3V1
Br. 05 - Corner Brook Plaza	44 Maple Valley Road, CB Plaza, Corner Brook, NL A2H 6E6
Br. 06 - Port Aux Basques	Grand Bay Road, Port Aux Basques, NL
Br. 08 - Stephenville	60 Prince Rupert Drive Stephenville, NL
Br. 10 - Gander	Fraser Mall, Airport Blvd., Gander, NL A1V 1L7
Br. 11 – Grand Falls	Exploits Valley Mall, Grand Falls, NL A2A 2K5
Br. 12 - Labrador City	500 Vanier Drive, Labrador City, NL A2V 2W7
Br. 13 - Carbonear	8A Goff Avenue, Carbonear, NL A1Y 1A6
Br. 14 - Merrymeeting	8 Merrymeeting Road, St. John's, NL A1C 2V5
Br. 15 - Deer Lake	1 Lakeside Drive, Deer Lake, NL A8A 1R3
Br. 16 - Clarenville	69 Manitoba Drive, Suite 103, Clarenville, NL A5A 1K3
Br. 20 - Marystown	Peninsula Mall, Columbia Dr., Marystown, NL A0E 2M0
Br. 22 – Humber Gardens	137 O'Connell Drive, Corner Brook A2H 6J5
Br. 23 – Mount Pearl	11 Commonwealth Avenue, Mount Pearl, NL A1N 1W4
Br. 24 - Placentia	Blockhouse Road, Placentia, NL A0B 2Y0
Br. 25 – Happy Valley	19 Green Street, Happy Valley-Goose Bay, NL A0P 1E0
Br. 33 - Topsail Road	470 Topsail Road, St. John's, NL A1E 2C3
Br. 40 - Bay Roberts	239A Conception Bay Highway, Beaver Plaza Mall, Bay Roberts, NL A0A 1G0
Br. 41 - Stavanger Drive	55 Stavanger Drive, St. John's, NL A0A 5E8
Br. 42 - Pearlgate Plaza	150 Old Placentia Road, Mount Pearl, NL A1N 4Y9
Br. 43 - Blackmarsh Road	260 Blackmarsh Road, St. John's, NL A1E 1T2
Br. 49 – Kelsey Drive	43 Kelsey Drive, St. John's, NL A1B 5C8
Br. 60 – Avalon Mall	48 Kenmount Road, Avalon Mall, St. John's, NL A1B 1W3

There are also 119 NLC Express Stores. For a list of these locations, please contact Janice Lynch @ 724-1137.

**Appendix B - Reporting Period Calendar**

# RETAIL PROMOTIONAL POLICY

 <b>NEWFOUNDLAND LABRADOR LIQUOR CORPORATION</b>		<b>Reporting Period Calendar Fiscal 2009</b>						
		<b>April 2008</b>						
		<b>Period 2009-01</b>						
		S	M	T	W	T	F	S
1		6	7	8	9	10	11	12
2		13	14	15	16	17	18	19
3		20	21	22	23	24	25	26
4		27	28	29	30			
		<b>May 2008</b>						
		<b>Period 2009-02</b>						
		S	M	T	W	T	F	S
						1	2	3
5		4	5	6	7	8	9	10
6		11	12	13	14	15	16	17
7		18	19	20	21	22	23	24
8		25	26	27	28	29	30	31
		<b>June 2008</b>						
		<b>Period 2009-03</b>						
		S	M	T	W	T	F	S
9		1	2	3	4	5	6	7
10		8	9	10	11	12	13	14
11		15	16	17	18	19	20	21
12		22	23	24	25	26	27	28
13		29	30					
		<b>July 2008</b>						
		<b>Period 2009-04</b>						
		S	M	T	W	T	F	S
				1	2	3	4	5
14		6	7	8	9	10	11	12
15		13	14	15	16	17	18	19
16		20	21	22	23	24	25	26
17		27	28	29	30	31		
		<b>August 2008</b>						
		<b>Period 2009-05</b>						
		S	M	T	W	T	F	S
							1	2
18		3	4	5	6	7	8	9
19		10	11	12	13	14	15	16
20		17	18	19	20	21	22	23
21		24	25	26	27	28	29	30
22		31						
		<b>September 2008</b>						
		<b>Period 2009-06</b>						
		S	M	T	W	T	F	S
			1	2	3	4	5	6
23		7	8	9	10	11	12	13
24		14	15	16	17	18	19	20
25		21	22	23	24	25	26	27
26		28	29	30				
		<b>October 2008</b>						
		<b>Period 2009-07</b>						
		S	M	T	W	T	F	S
						1	2	3
								4
27		5	6	7	8	9	10	11
28		12	13	14	15	16	17	18
29		19	20	21	22	23	24	25
30		26	27	28	29	30	31	
		<b>November 2008</b>						
		<b>Period 2009-08</b>						
		S	M	T	W	T	F	S
								1
31		2	3	4	5	6	7	8
32		9	10	11	12	13	14	15
33		16	17	18	19	20	21	22
34		23	24	25	26	27	28	29
35		30						
		<b>December 2008</b>						
		<b>Period 2009-09</b>						
		S	M	T	W	T	F	S
							1	2
							3	4
							5	6
36		7	8	9	10	11	12	13
37		14	15	16	17	18	19	20
38		21	22	23	24	25	26	27
39		28	29	30	31			
		<b>January 2009</b>						
		<b>Period 2009-10</b>						
		S	M	T	W	T	F	S
							1	2
							3	
40		4	5	6	7	8	9	10
41		11	12	13	14	15	16	17
42		18	19	20	21	22	23	24
43		25	26	27	28	29	30	31
		<b>February 2009</b>						
		<b>Period 2009-11</b>						
		S	M	T	W	T	F	S
44		1	2	3	4	5	6	7
45		8	9	10	11	12	13	14
46		15	16	17	18	19	20	21
47		22	23	24	25	26	27	28
		<b>March 2009</b>						
		<b>Period 2009-12</b>						
		S	M	T	W	T	F	S
48		1	2	3	4	5	6	7
49		8	9	10	11	12	13	14
50		15	16	17	18	19	20	21
51		22	23	24	25	26	27	28
52		29	30	31				
		<b>April 2009</b>						
		<b>Period 2009-13</b>						
		S	M	T	W	T	F	S
							1	2
							3	4
52								

## **Appendix C - Summary of Program Fees**

## SUMMARY OF PROGRAM FEES

### 2.10 Supplier Display Program

Period	Primary Display	Secondary Display	Impulse At Cash Display	Shelf Extender	Coolers At Cash Display	Poster Frames
*Period 1	\$140 Per Store	\$78 Per Store	\$250 All Stores	\$12 Per Shelf	\$125 All Stores	\$15 Per Poster
Period 2	\$112 Per Store	\$62 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
Period 3	\$112 Per Store	\$62 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
*Period 4	\$188 Per Store	\$109 Per Store	\$375 All Stores	\$12 Per Shelf	\$125 All Stores	\$15 Per Poster
Period 5	\$112 Per Store	\$62 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
Period 6	\$112 Per Store	\$62 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
*Period 7	\$140 Per Store	\$78 Per Store	\$250 All Stores	\$12 Per Shelf	\$125 All Stores	\$15 Per Poster
Period 8	\$112 Per Store	\$62 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
Period 9	\$212 Per Store	\$112 Per Store	\$400 All Stores	\$10 Per Shelf	\$200 All Stores	\$15 Per Poster
*Period 10	\$78 Per Store	\$46 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
Period 11	\$112 Per Store	\$62 Per Store	\$200 All Stores	\$10 Per Shelf	\$100 All Stores	\$15 Per Poster
*Period 12	\$140 Per Store	\$78 Per Store	\$250 All Stores	\$12 Per Shelf	\$125 All Stores	\$15 Per Poster

\*Period length is 5 weeks.

Please note: Display prices include signage, printing and distribution.

### 4.0 Special Savings Program

Jan & Dec: \$300 per SKU per period for all NLC Corporate and Express Stores + additional rebate fee.

## RETAIL PROMOTIONAL POLICY

### 5.0 Value Add Program

For NLC applied value add items, there is a Labour charge of \$0.15 per item per Sku.

Category	Product	Value-Add Size	Mark-up Fee
Spirit	Premium	50 ml Value-Add	\$0.30
		200 ml Value-Add	\$2.00
	Economy	50 ml Value-Add	\$0.60
		200 ml Value-Add	\$3.00
Wine	Premium	< or = 200ml Value-Add	\$0.30
		< or = 250ml Value-Add	\$0.85
	Economy	< or = 200ml Value-Add	\$0.60
		< or = 250ml Value-Add	\$1.00
Refreshment Beverages	N/A	< or = 200ml Value-Add	\$0.30
		< or = 355ml Value-Add	\$0.85
Beer	N/A	< or = 355ml Value-Add	\$0.85
Non-Alcohol	N/A	N/A	No Mark-up

### 6.0 New Product Program

\$100 per SKU per period for all Corporate NLC stores

### 8.0 Did You Know? Program

\$100 per SKU per period for all Corporate NLC stores

### 9.0 Shopping Bag Insert Program

The cost of this program as per Section 9.2.1 for NLC to print and produce inserts:

- \$500 per two-week period
- \$700 for two-week period in Period 9

The cost of this program as per Section 9.2.2 for NLC distributed inserts:

- \$300 per two-week period
- \$500 for two-week period in Period 9

## RETAIL PROMOTIONAL POLICY

### 10.0 Retail Sampling Program

\$300 per year per Agent for 1 - 25 Sessions (covers Corporate stores and Agencies)

\$400 per year per Agent for 1 - 50 Sessions (covers Corporate stores and Agencies)

\$600 per year per Agent for Unlimited Sessions (covers Corporate stores and Agencies)

+ Landed cost of product used at sampling + \$50 if NLC staff conduct tasting

Express Retail Sampling Program: Landed cost of the product used + 10%

## **Appendix D - Premium Pricing Structure**

## Premium Pricing Structure

Premium Spirits are defined as having the following minimum premium retail pricing.

<b>Minimum Retail Pricing</b>					
	<b>200 ml</b>	<b>375 ml</b>	<b>750 ml</b>	<b>1140 ml</b>	<b>1750 ml</b>
Below 35%	\$5.49	\$9.79	\$17.79	\$26.19	\$40.19
35.0% to 45.0%	\$7.30	\$12.98	\$23.70	\$34.89	\$53.59
45.1% to 59.9%	\$9.10	\$16.29	\$29.60	\$43.60	\$66.99
60.0% & above	\$10.89	\$19.47	\$35.59	\$52.39	\$80.39
<b>Minimum Premium Retail Pricing</b>					
	<b>200 ml</b>	<b>375 ml</b>	<b>750 ml</b>	<b>1140 ml</b>	<b>1750 ml</b>
Below 35%	\$5.60	\$10.06	\$18.28	\$26.93	\$41.33
35.0% to 45.0%	\$7.40	\$13.28	\$24.19	\$35.64	\$54.71
45.1% to 59.9%	\$9.19	\$16.57	\$30.09	\$44.33	\$68.13
60.0% & above	\$11.00	\$19.79	\$36.09	\$53.13	\$81.53

Wines are now categorized into three segments: Economy, Premium and Super Premium Wines. Each segment is defined by the following price structure:

<b>WINE SEGMENTS Retail Pricing Structure</b>						
	<b>750ml</b>	<b>1000ml</b>	<b>1500ml</b>	<b>2000ml</b>	<b>3000ml</b>	<b>4000ml</b>
Economy	≤\$13.99	≤\$18.07	≤\$26.49	≤\$34.69	≤\$50.34	≤\$67.13
Premium	\$14.00-\$29.99	\$18.08-\$38.70	\$26.50-\$56.85	\$34.70-\$74.30	\$50.35-\$107.81	\$67.14-\$143.75
Super Premium	≥\$30.00	≥\$38.71	≥\$56.86	≥\$74.31	≥\$107.82	≥\$143.76

Please note all prices are subject to change. All prices include HST and bottle deposit.

**Appendix E - Agency Sampling Reimbursement  
Form**

