

NLC Retail

Promotional Policy

Category Management



Fiscal Year 2020

April 7, 2019 – April 4, 2020



 NEWFOUNDLAND
LABRADOR
LIQUOR CORPORATION

Table of Contents

Introduction..... 3

ePAC..... 4

Feature Brand Program..... 5

Corporate Liquor Store Display..... 10

Liquor Express Display..... 13

Footprints..... 14

Feature Radius..... 16

Impulse at Cash..... 19

Impulse at Cash Footprint 20

Dump Bin..... 21

Cooler at Cash..... 22

Open Face Cooler..... 23

Beer Cooler Display..... 25

Shelf Extenders..... 26

AIR MILES® reward miles Program..... 28

Mega Deals..... 33

AIR MILES® eCampaign..... 35

Other AIR MILES® Opportunities 36

Special Savings..... 38

Value Add 39

Buy One Get One 41

Consumer Sampling 42

Taste Station..... 45

Catalogue Advertising 47

Social Media 50

Nliquor.com 52

Just Arrived..... 53

Top Tier 54

Appendix A: FY2020 Fiscal Calendar 55

Introduction

The Newfoundland Labrador Liquor Corporation (NLC) has developed this document to help guide you through the various promotional programs that are available to beverage alcohol agents and suppliers in Newfoundland and Labrador. Once a year agents are invited to submit their promotional budgets and once completed, apply for promotional programming through ePAC, NLC's Electronic Promotional Application Calendar. This document will help you understand all of the promotional programs that will be available through NLC during the 2020 fiscal year (April 7, 2019 – April 4, 2020).

Contacts:

Category Managers:	
Vicki Young – Category Manager Wine	
vicki.young@nliquor.com	
709.724.2270	
Tammy Brenton – Category Manager Spirits, Beer & RTD	
tammy.brenton@nliquor.com	
709.724.2237	
Category Coordinators:	
Janine Mugford – Category Coordinator Wine	Nicole Gibbons - Category Coordinator Promotions
janine.mugford@nliquor.com	nicole.gibbons@nliquor.com
709.724.2235	709.724.1251
Janet Ryan – Category Coordinator Spirits, Beer & RTD	
janet.ryan@nliquor.com	
709.724.1226	
Contact for Tastings:	
Courtney Perry – Administrative Assistant	
Courtney.Perry@nliquor.com	
709.724.8614	

ePAC

ePAC stands for Electronic Promotional Application Calendar. ePAC is an online web application which allows suppliers to submit brand budgets and apply for promotional programs. Benefits include reporting capabilities, ability to request changes throughout the year, up to date budgeting information, etc. Below is a high level summary of how the ePAC process works:

Step 1

Suppliers/agents input budgets for each of their brands. At this time you would specify budgets for all promotional activities including Displays, Air Miles, Special Savings, etc. You will also have the opportunity to indicate priority months for your brands. For example, if you have a National programming running in August you can note that you would like a display for your brand during that month.

Step 2

Suppliers/agents input promotional program requests for the upcoming fiscal year. Displays will be chosen based on this programming.

Step 3

Category Management assigns Corporate Liquor Store Displays by brand and sku. Category Management review the brand budgets and programming and then assign Corporate Liquor Store Displays to the brands and skus, based on their approved promotional programming.

Step 4

Category approves/rejects secondary programming. Suppliers are able to access ePAC throughout the year and make change requests through the application, rather than through email. Suppliers can also report on promotions throughout the year.

Feature Brand Program

NLC's Feature Brand Program is designed to drive growth and showcase our customers' favourite brands with significant signage and marketing support – in-store, online via nliquor.com, NLC's social media channels, and through an extensive multi-channel, province-wide advertising plan.

Display Space (Illustration A – Feature Section)

- Displayed in the Feature Brand section at the front of all stores, with special themed signage
- Beer brands are featured on either side of the beer cooler doors
- Footprint package #1

Signage (Illustration B – In-store)

- Posters
- Offer Inserts
- Case Stack Posters
- Shelf Cards
- Power Aisle Signs *Wine, Spirits, RTD
- Beer Room Clings *Beer only
- Cooler Door Perpendiculars *RTD or Beer only
- Floor Display Signs

Media (Illustrations C & D – Social Media & Google Advertising Network)

Feature Brand product mentions and images to be showcased in creative via:

- Province-wide radio advertising coverage throughout the promotional period;
- Province-wide outdoor digital billboards;
- Geo-targeted social media advertising via Facebook, Instagram and Twitter
- Geo-targeted online display advertising via Google Ad Network.
- Front-page exposure at nliquor.com
- Exposure via NLC email blast, delivered to 16,000 customers

Additional Opportunities

- Suppliers may also avail of additional opportunities, which include:
 - Staff t-shirts
 - Staff buttons
 - Contests

Please contact the applicable Category Manager to discuss Feature Brand investment.

Illustration B – In-store



Social Media

NLC's social media channels (facebook, Twitter and Instagram) are followed by approximately 30,000 users. Using a series of strategic, targeted organic and paid posts and campaigns allows NLC to reach followers, as well as other geographic and demographic targeted consumers in its marketplace. to the benefit of its Feature Brand partners.

Illustration C



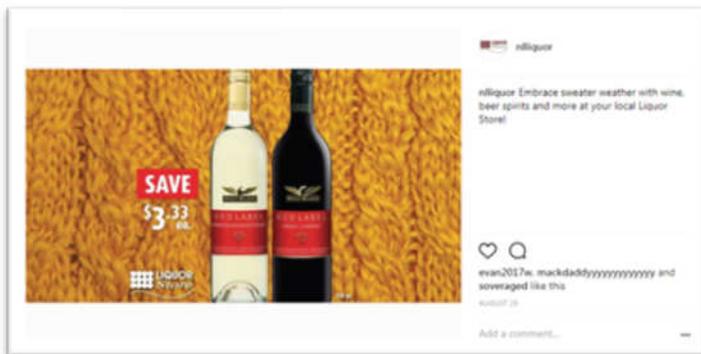
Twitter



facebook



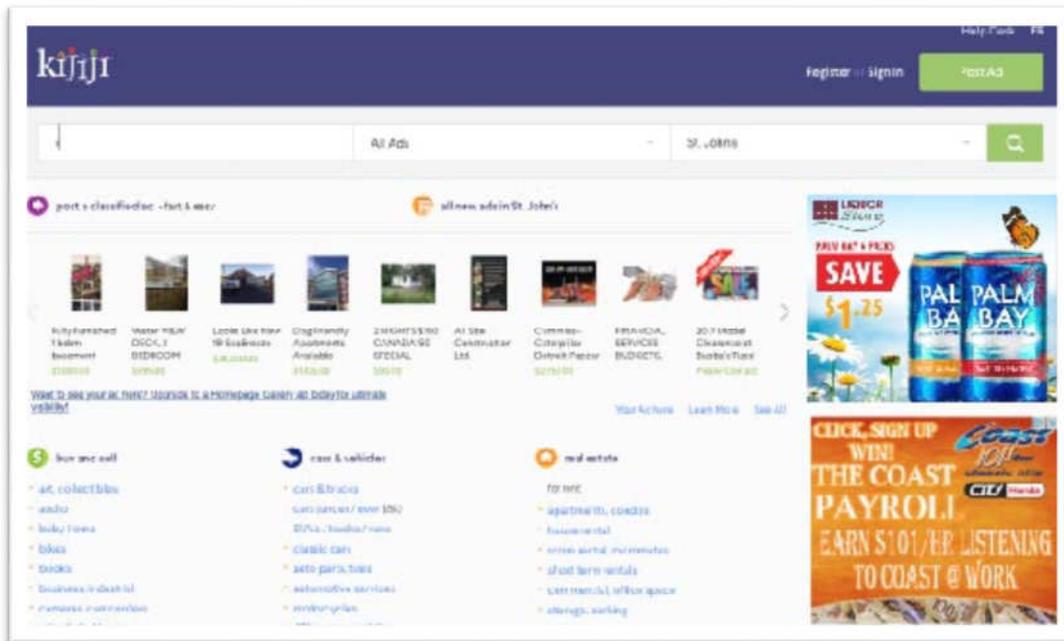
Instagram



Google Advertising Network

NLC's use of the Google Advertising network, including mobile in-app advertisements and display ads of numerous formats, allows its Feature Brand partners to be showcased locally to users of various interests. Whether local consumers are perusing the classifieds or checking out the provincial, national or international news, NLC highlights top brands and offers to your customers.

Illustration D



Media Disclaimer

The goal is to provide each Feature Brand with as much premium media exposure and signage as possible for their investment. NLC builds strategic media plans that drive awareness of our Feature Brands for each promotional period via a diversified portfolio of media vehicles. Media choices vary depending on cost, availability and can change depending on time of year, demographic shifts, and emerging opportunities. Signage elements are also subject to change based on seasonal themes and available space.

Corporate Liquor Store Display

The Corporate Liquor Store Display Program is assigned by Category Management based on brand budgets and promotional plans. There are several display packages which include a maximum of one display per store. There are 24 Corporate Liquor Stores and so the largest display package would include 24 displays. Each display package is made up of Floor Displays, Primary Displays, and Choice Displays.

Floor Displays are freestanding displays that are built directly on the floor. Floor displays are the largest display type and typically hold a minimum of 12 cases. These are positioned in high traffic areas throughout the stores.

Primary Displays are located in the prime traffic area of each store. Primary displays are located on the end of wine islands, facing the ‘power aisle’ of the store.

Choice Displays are located on the end of wine isles, facing the perimeter of the store. Brands on choice displays are positioned strategically to promote cross – category shopping with the nearby Spirit categories or to highlight a brand within a nearby category.

FLOOR DISPLAY		PRIMARY DISPLAY		CHOICE DISPLAY	
Period	Per Store	Period	Per Store	Period	Per Store
P1	\$237	P1	\$143	P1	\$107
P2	\$237	P2	\$143	P2	\$107
P3	\$291	P3	\$177	P3	\$127
P4	\$291	P4	\$177	P4	\$127
P5	\$237	P5	\$143	P5	\$107
P6	\$291	P6	\$177	P6	\$127
P7	\$237	P7	\$143	P7	\$107
P8	\$237	P8	\$143	P8	\$107
P9	\$378	P9	\$231	P9	\$182
P10	\$237	P10	\$143	P10	\$107
P11	\$237	P11	\$143	P11	\$107
P12	\$291	P12	\$177	P12	\$127

Store	Floor Display	Primary Display	Choice Display	TOTAL
Howley Estates	5	12	12	29
Queen Street	1	3	1	5
Port Aux Basques	2	7	7	16
Long Pond	4	10	10	24
Stephenville	3	16	8	27
Gander	3	9	9	21
Grand Falls Windsor	5	8	7	20
Labrador City	2	8	8	18
Carbonear	2	9	8	19
Merrymeeting Road	2	13	13	28
Clarenville	4	10	10	24
Marystown	3	9	9	21
Corner Brook Humber Gardens	5	15	10	30
Mount Pearl	3	12	12	27
Placentia	0	3	2	5
Happy Valley Goose Bay	3	8	8	19
Topsail Road	3	9	9	21
Bay Roberts	3	10	10	23
Stavanger Drive	3	10	10	23
Pearlgate Plaza	3	10	10	23
Blackmarsh Road	3	17	3	23
Kelsey Drive	3	14	13	30
Ropewalk Lane	2	9	9	20
Paradise	3	16	0	19

Corporate Liquor Store Display Package Configuration				
Display Package	Floor Display	Primary Display	Choice Display	TOTAL
D01	23	1	0	24
D02	22	2	0	24
D03	17	7	0	24
D04	5	18	1	24
D05	3	19	2	24
D06	0	22	0	22
D07	0	22	0	22
D08	0	22	0	22
D09	0	22	0	22
D10	0	21	1	22
D11	0	20	2	22
D12	0	17	5	22
D13	0	14	8	22
D14	0	10	12	22
D15	0	8	14	22
D16	0	6	16	22
D17	0	6	15	21
D18	0	4	17	21
D19	0	4	16	20
D20	0	2	15	17
D21	0	0	15	15
D22	0	0	12	12
D23	0	0	12	12
D24	0	0	8	8
D25	0	0	6	6
D26	0	0	6	6
D27	0	0	6	6
D28	0	0	4	4
D29	0	0	3	3
D30	0	0	2	2

Liquor Express Display

The Liquor Express Display package allows suppliers to highlight a specific program in the top Liquor Express locations. This program is sold as a display package which includes one display in each of the top 53 Liquor Express locations. Each of the 53 locations are force distributed a minimum of 2 cases of the product on display. They are also provided signage to promote the specific offer. Please note that Air Miles offers will not be communicated on any Liquor Express Display signage.

Period	TOTAL
P1	\$2,500
P2	\$2,500
P3	\$3,125
P4	\$2,500
P5	\$2,500
P6	\$3,125
P7	\$2,500
P8	\$2,500
P9	\$3,250
P10	\$2,500
P11	\$2,500
P12	\$3,125

Footprints

Footprints are small displays, typically 4-5 cases high and are ideal for brands with promotional support that do not have a Corporate Liquor Store Display. Footprints are bundled in packages with varying amounts of footprints. Each store in a footprint package will have one footprint. Additional signage can be created and purchased to highlight any offers associated with a footprint package. Suppliers can also supply their own case stackers/display units for this promotion.



Period	Package #1 (23 Stores)		Package #2 (20 Stores)		Package #3 (15 Stores)		Package #4 (10 Stores)		Package #5 (6 Stores)	
	Per Store	TOTAL	Per Store	TOTAL						
P1	\$100	\$2,300	\$100	\$2,000	\$100	\$1,500	\$100	\$1,000	\$100	\$600
P2	\$100	\$2,300	\$100	\$2,000	\$100	\$1,500	\$100	\$1,000	\$100	\$600
P3	\$120	\$2,760	\$120	\$2,400	\$120	\$1,800	\$120	\$1,200	\$120	\$720
P4	\$100	\$2,300	\$100	\$2,000	\$100	\$1,500	\$100	\$1,000	\$100	\$600
P5	\$100	\$2,300	\$100	\$2,000	\$100	\$1,500	\$100	\$1,000	\$100	\$600
P6	\$120	\$2,760	\$120	\$2,400	\$120	\$1,800	\$120	\$1,200	\$120	\$720
P7	\$100	\$2,300	\$100	\$2,000	\$100	\$1,500	\$100	\$1,000	\$100	\$600
P8	\$100	\$2,300	\$100	\$2,000	\$100	\$1,500	\$100	\$1,000	\$100	\$600
P9	\$130	\$2,990	\$130	\$2,600	\$130	\$1,950	\$130	\$1,300	\$130	\$780
P10	\$100	\$2,300	\$100	\$2,000	\$100	\$1,500	\$100	\$1,000	\$100	\$600
P11	\$100	\$2,300	\$100	\$2,000	\$100	\$1,500	\$100	\$1,000	\$100	\$600
P12	\$120	\$2,760	\$120	\$2,400	\$120	\$1,800	\$120	\$1,200	\$120	\$720

Footprint Package #1	Footprint Package #2	Footprint Package #3	Footprint Package #4	Footprint Package #5
2 - Howley Estates				
41 - Stavanger Drive				
7 - Long Pond				
49 - Kelsey Drive				
42 - Pearlgate Plaza	22 - Corner Brook Humber			
14 - Merrymeeting Road	27 - Paradise			
33 - Topsail Road				
22 - Corner Brook Humber				
23 - Mount Pearl				
43 - Blackmarsh Road	43 - Blackmarsh Road	43 - Blackmarsh Road	10 - Gander	
10 - Gander	10 - Gander	10 - Gander		
25 - Happy Valley	25 - Happy Valley	25 - Happy Valley		
11 - Grand Falls	11 - Grand Falls	11 - Grand Falls		
60 - Ropewalk Lane	60 - Ropewalk Lane	60 - Ropewalk Lane		
40 - Bay Roberts	40 - Bay Roberts	40 - Bay Roberts		
16 - Clarenville	16 - Clarenville			
8 - Stephenville	8 - Stephenville			
13 - Carbonear	13 - Carbonear			
20 - Marystown	20 - Marystown			
12 - Labrador City	12 - Labrador City			
6 - Port aux Basques				
24 - Placentia				
3 - Queen Street				

Feature Radius

The Feature Radius is a curved display unit that is positioned on the wall within various categories. There is a feature radius in the Light Rum, Vodka, and Canadian Whisky sections as well as Italy White and Australia Red sections in Paradise only. This program is ideal for promoting a specific brand within the category (example: Canadian Whisky Air Miles offer on the Canadian Whisky radius) or for promoting cross-category shopping (example: Wine offer on the Vodka radius). NLC provides sizeable signage for this program which is ideal for communicating exciting offers. This program requires approximately 10-15 cases of product to fill the shelves in each location.



	LIGHT RUM RADIUS (22 Stores)		VODKA RADIUS (22 Stores)		CANADIAN WHISKY RADIUS (15 Stores)		ITALY WHITE (Paradise Only)		AUSTRALIA RED (Paradise Only)	
Period	Per Store	TOTAL	Per Store	TOTAL	Per Store	TOTAL	Per Store	TOTAL	Per Store	TOTAL
P1	\$130	\$2,860	\$130	\$2,860	\$130	\$1,950	\$130	\$130	\$130	\$130
P2	\$130	\$2,860	\$130	\$2,860	\$130	\$1,950	\$130	\$130	\$130	\$130
P3	\$160	\$3,520	\$160	\$3,520	\$160	\$2,400	\$160	\$160	\$160	\$160
P4	\$130	\$2,860	\$130	\$2,860	\$130	\$1,950	\$130	\$130	\$130	\$130
P5	\$130	\$2,860	\$130	\$2,860	\$130	\$1,950	\$130	\$130	\$130	\$130
P6	\$160	\$3,520	\$160	\$3,520	\$160	\$2,400	\$160	\$160	\$160	\$160
P7	\$130	\$2,860	\$130	\$2,860	\$130	\$1,950	\$130	\$130	\$130	\$130
P8	\$130	\$2,860	\$130	\$2,860	\$130	\$1,950	\$130	\$130	\$130	\$130
P9	\$170	\$3,740	\$170	\$3,740	\$170	\$2,550	\$170	\$170	\$170	\$170
P10	\$130	\$2,860	\$130	\$2,860	\$130	\$1,950	\$130	\$130	\$130	\$130
P11	\$130	\$2,860	\$130	\$2,860	\$130	\$1,950	\$130	\$130	\$130	\$130
P12	\$160	\$3,520	\$160	\$3,520	\$160	\$2,400	\$160	\$160	\$160	\$160

Liqueur Mixology Radius

The Liqueur Mixology Radius is a curved display unit that is positioned within the Liqueur shelf set in 14 stores. This program is designed to highlight products through a mixology theme by showcasing cocktail recipes. One-stop shopping for customer mixologists!

The Radius will consist of 4 shelves - housing 2 skus per shelf with signage. Suppliers should apply for 2 skus per each Liqueur Mixology Radius program. 4 Liqueur Mixology programs will be accepted per period based on Category Management discretion. Additional promotional activity such as SAVE or AIR MILES offers will also be highlighted on signage if applicable to the selected skus (per shelf/package).

LIQUEUR Mixology RADIUS (14 stores)		
Period	Per Store	TOTAL
P1	\$30	\$420
P2	\$30	\$420
P3	\$37	\$518
P4	\$30	\$420
P5	\$30	\$420
P6	\$37	\$518
P7	\$30	\$420
P8	\$30	\$420
P9	\$40	\$560
P10	\$30	\$420
P11	\$30	\$420
P12	\$37	\$518



Light Rum Radius	Vodka Radius	Canadian Whisky Radius	Liqueur Radius	Italy White Radius	Australia Red Radius
2 - Howley Estates	27 - Paradise	27 - Paradise			
41 - Stavanger Drive					
7 - Long Pond	7 - Long Pond	7 - Long Pond	49 - Kelsey Drive		
49 - Kelsey Drive	49 - Kelsey Drive	49 - Kelsey Drive	14 - Merrymeeting Road		
42 - Pearlgate Plaza	42 - Pearlgate Plaza	14 - Merrymeeting Road	33 - Topsail Road		
14 - Merrymeeting Road	14 - Merrymeeting Road	33 - Topsail Road	22 - Corner Brook Humber		
33 - Topsail Road	33 - Topsail Road	22 - Corner Brook Humber	43 - Blackmarsh Road		
22 - Corner Brook Humber	22 - Corner Brook Humber	23 - Mount Pearl	11 - Grand Falls		
23 - Mount Pearl	23 - Mount Pearl	43 - Blackmarsh Road	40 - Bay Roberts		
43 - Blackmarsh Road	43 - Blackmarsh Road	25 - Happy Valley	16 - Clarenville		
10 - Gander	10 - Gander	11 - Grand Falls	20 - Marystown		
25 - Happy Valley	25 - Happy Valley	40 - Bay Roberts	27 - Paradise		
11 - Grand Falls	11 - Grand Falls	16 - Clarenville	7 - Long Pond		
60 - Ropewalk Lane	60 - Ropewalk Lane	20 - Marystown	23 - Mount Pearl		
40 - Bay Roberts	40 - Bay Roberts	27 - Paradise			
16 - Clarenville	16 - Clarenville				
8 - Stephenville	8 - Stephenville				
13 - Carbonear	13 - Carbonear				
20 - Marystown	20 - Marystown				
12 - Labrador City	12 - Labrador City				
6 - Port aux Basques	6 - Port aux Basques				
27 - Paradise	27 - Paradise				

Impulse at Cash

The Impulse at Cash unit is located at the front of the store, at each cash lane. This program is ideal for promoting impulse purchases. Each sales period, NLC showcases 6 - 8 products in this display.

Period	TOTAL
P1	\$1,000
P2	\$1,000
P3	\$1,125
P4	\$1,000
P5	\$1,000
P6	\$1,125
P7	\$1,000
P8	\$1,000
P9	\$1,250
P10	\$1,000
P11	\$1,000
P12	\$1,125



Backcard Sample:



Shelf Card Sample:



Impulse at Cash Footprint

Impulse at Cash Footprints are located on either side of the Impulse at Cash units. Two products are selected per period and positioned on one side of the Impulse at Cash at every cash lane in every Corporate Liquor Store. Based on the inventory draw this program is ideal for high volume brands.

Period	TOTAL
P1	\$2,500
P2	\$2,500
P3	\$3,000
P4	\$2,500
P5	\$2,500
P6	\$3,000
P7	\$2,500
P8	\$2,500
P9	\$3,250
P10	\$2,500
P11	\$2,500
P12	\$3,000



Dump Bin

The Dump Bin program provides suppliers the opportunity to feature an impulsive product near the cash or in strategic places throughout the store. Products featured in the dump bin must have plastic or tin packaging (no glass formats are permitted).

Period	TOTAL
P1	\$750
P2	\$750
P3	\$875
P4	\$750
P5	\$750
P6	\$875
P7	\$750
P8	\$750
P9	\$1,000
P10	\$750
P11	\$750
P12	\$875



Cooler at Cash

The Cooler at Cash program allows suppliers to position products at every cash in a chilled display unit. This program is ideal for white wines, single serve beer and Ready-to-Drink beverages.

Period	TOTAL
P1	\$500
P2	\$500
P3	\$625
P4	\$500
P5	\$500
P6	\$625
P7	\$500
P8	\$500
P9	\$750
P10	\$500
P11	\$500
P12	\$625



Open Face Cooler

The Open Face Cooler display units provide additional exposure to the products selected, outside of their position in the regular shelf sets. This display units offer customers the convenience of being able to pick from a selection of chilled wines at various price points. This program is assigned to products by the Category Manager on a quarterly basis.



Quarter	Package #1 (14 stores)		Package #2 (16 stores)		Package #3 (20 stores – Q1) (21 stores – Q2-Q4)	
	Per Store	TOTAL	Per Store	TOTAL	Per Store	TOTAL
Q1	\$35	\$490	\$35	\$560	\$35	\$700
Q2	\$35	\$490	\$35	\$560	\$35	\$735
Q3	\$40	\$560	\$40	\$640	\$40	\$840
Q4	\$35	\$490	\$35	\$560	\$35	\$735

OPEN FACE COOLER		Package #1	Package #2	Package #3
Branch	Store Name	36 Unit Cooler (14 Stores)	24 Unit Cooler (16 Stores)	18 Unit Cooler (20 Stores - Q1 21 stores Q2-Q4)
2	Howley Estates	X	X	X
7	Long Pond	X	X	X
11	Grand Falls Winsor	X	X	X
14	Merrymeeting Road	X	X	X
22	Corner Brook Humber Gardens	X	X	X
25	Happy Valley Goose Bay	X	X	X
41	Stavanger Drive	X	X	X
49	Kelsey Drive	X	X	X
60	Ropewalk Lane	X	X	X
33	Topsail Road	X	X	X
23	Mount Pearl	X	X	X
10	Gander	X	X	X
40	Bay Roberts	X	X	X
27	Paradise	X	X	X
12	Labrador City		X	X
20	Marystown		X	X
8	Stephenville			X - Q2 + Q3 + Q4
13	Carbonear			X
52	Clarenville Irving Sat.			X
50	Lake Avenue			X
51	Centennial Square			X

Beer Cooler Display

The Beer Cooler display package is designed to give suppliers the opportunity to capitalize on heavy traffic flow through the beer cooler. Depending on the size of the beer cooler this display will range from a footprint (4-5 cases) to a bigger floor display. Floor Display signage will be created and placed on/or next to the footprint. There is one Beer Cooler Display per period. Products will be selected based on impulsiveness, program support, etc. This program is available to all categories.

Period	TOTAL
P1	\$2,500
P2	\$2,500
P3	\$3,125
P4	\$2,500
P5	\$2,500
P6	\$3,125
P7	\$2,500
P8	\$2,500
P9	\$3,250
P10	\$2,500
P11	\$2,500
P12	\$3,125



Shelf Extenders

Shelf Extenders are metal shelves that hold up to one case of product at a time and are inserted on the eye level shelf within various categories. This program allows suppliers to merchandise across categories or to highlight a product within a category. Suppliers select from a variety of categories when applying for this program.



Shelf Extender	Qty	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
<i>Cost per Period</i>		\$25	\$25	\$30	\$25	\$25	\$30	\$25	\$25	\$35	\$25	\$25	\$30
Australia Red	21	\$525	\$525	\$630	\$525	\$525	\$630	\$525	\$525	\$735	\$525	\$525	\$630
Canadian Whisky	21	\$525	\$525	\$630	\$525	\$525	\$630	\$525	\$525	\$735	\$525	\$525	\$630
Liqueur	9	\$225	\$225	\$270	\$225	\$225	\$270	\$225	\$225	\$315	\$225	\$225	\$270
White/Dark Rum	22	\$550	\$550	\$660	\$550	\$550	\$660	\$550	\$550	\$770	\$550	\$550	\$660
Flavoured Spirits	21	\$525	\$525	\$630	\$525	\$525	\$630	\$525	\$525	\$735	\$525	\$525	\$630
Vodka	21	\$525	\$525	\$630	\$525	\$525	\$630	\$525	\$525	\$735	\$525	\$525	\$630
Light Rum	17	\$425	\$425	\$510	\$425	\$425	\$510	\$425	\$425	\$595	\$425	\$425	\$510
Canada Red	13	\$325	\$325	\$390	\$325	\$325	\$390	\$325	\$325	\$455	\$325	\$325	\$390
Australia White	12	\$300	\$300	\$360	\$300	\$300	\$360	\$300	\$300	\$420	\$300	\$300	\$360
Canada White	12	\$300	\$300	\$360	\$300	\$300	\$360	\$300	\$300	\$420	\$300	\$300	\$360
France Red	11	\$275	\$275	\$330	\$275	\$275	\$330	\$275	\$275	\$385	\$275	\$275	\$330
Italy Red	12	\$300	\$300	\$360	\$300	\$300	\$360	\$300	\$300	\$420	\$300	\$300	\$360
USA Red	11	\$275	\$275	\$330	\$275	\$275	\$330	\$275	\$275	\$385	\$275	\$275	\$330
Chile White	7	\$175	\$175	\$210	\$175	\$175	\$210	\$175	\$175	\$245	\$175	\$175	\$210
Italy White	7	\$175	\$175	\$210	\$175	\$175	\$210	\$175	\$175	\$245	\$175	\$175	\$210
France White	5	\$125	\$125	\$150	\$125	\$125	\$150	\$125	\$125	\$175	\$125	\$125	\$150
Argentina Red	4	\$100	\$100	\$120	\$100	\$100	\$120	\$100	\$100	\$140	\$100	\$100	\$120
Argentina White	5	\$125	\$125	\$150	\$125	\$125	\$150	\$125	\$125	\$175	\$125	\$125	\$150
Scotch	7	\$175	\$175	\$210	\$175	\$175	\$210	\$175	\$175	\$245	\$175	\$175	\$210
Spain	3	\$75	\$75	\$90	\$75	\$75	\$90	\$75	\$75	\$105	\$75	\$75	\$90
USA White	4	\$100	\$100	\$120	\$100	\$100	\$120	\$100	\$100	\$140	\$100	\$100	\$120
Chile Red	1	\$25	\$25	\$30	\$25	\$25	\$30	\$25	\$25	\$35	\$25	\$25	\$30

AIR MILES® reward miles Program

NLC offers one (1) base AIR MILES® reward mile with every \$25 purchase before tax and bottle deposit. In addition to this suppliers can offer Bonus AIR MILES® reward miles on selected products. There are several types of AIR MILES offers including:

Regular Bonus AIR MILES® reward miles

A Regular Bonus Air Miles® reward miles offer is a **single sku offer** such as “Earn X Bonus Air Miles® reward miles when you purchase Y units of sku Z”

Shelf Label Example:



BONUS
reward miles

BUY **EARN**

1 = 15

Offer ends: 4 Oct 2014

\$ 45⁹⁹

SKU: 1064
ML: 750

Belvedere Vodka



BONUS
reward miles

BUY **EARN**

2 = 7

Offer ends: 4 Oct 2014

\$ 14⁹⁸

SKU: 11021
ML: 750

**Tenimenti Zabu Nero D'Avola
Sicilia IGT**

Bundled AIR MILES® reward miles

There are various types of AIR MILES® bundles that allow suppliers to offer bonus reward miles with the purchase of multiple SKU's. They are as follows:

AIR MILES® Bundle Regular

- Purchase multiple units from a list of products and earn X AIR MILES® reward miles
- Example: Buy any 2 units of the ABC brand family (more than one sku) and earn 20 Bonus AIR MILES® reward miles

Shelf Label Example:



AIR MILES® Bundle Tiered

- This is a **2-3** tiered program where the number of reward miles is incremental to the number of units purchased within a brand family
- The number of reward miles per unit increases as the customer buys more
 - o Can run on one product and up to as many as six products
- Example: Buy 1 unit of brand ABC and earn 5 AIR MILES® reward miles
 Buy 2 units of brand ABC and earn 12 AIR MILES® reward miles
 Buy 3 units of brand ABC and earn 20 AIR MILES® reward miles

Shelf Label Example:



AIR MILES® Bundle Combo (Buy All)

- This bundle allows suppliers to bundle products within multiple brand families. This offer requires the customer to purchase one unit of all SKU's included in order to get the offer. Maximum of 8 SKU's.
- Example: Buy product A & product B and earn 20 bonus AIR MILES® reward miles

Shelf Label Example:

BONUS
reward miles

***Trademarks of AIR MILES International Trading B.V. Used under license by LoyaltyOne, Inc. and Newfoundland Labrador Liquor Corporation.

BUY **EARN** Offer ends: 4 Oct 2014

15

Guinness Black Lager 6 Pack Bottles **+** Crown Royal Whisky

\$14.99 **\$16.38**

SKU: 13482 SKU: 2451

ML: 330 ML: 375

AIR MILES® Bundle AND

- With this bundle suppliers choose a required product (anchor product) that customers need to purchase with any combination of other qualifying products. Ideally, the anchor product would be the higher volume sku to help get those customers to purchase more products from the list. Maximum of 6 SKU's.
- Example: Buy product X AND product Y OR product Z and earn 20 bonus AIR MILES® reward miles

Shelf Label Example:

BONUS
reward miles

***Trademarks of AIR MILES International Trading B.V. Used under license by LoyaltyOne, Inc. and Newfoundland Labrador Liquor Corporation.

BUY **EARN** Offer ends: 4 Oct 2014

15

Lamb's Palm Breeze Rum **+** Wyndham Estate Bin 222 Chardonnay OR Wyndham Estate Bin 555 Shiraz

\$38.98 **\$15.49** **\$17.58**

SKU: 3928 SKU: 3928 SKU: 3928

ML: 1140 ML: 1140 ML: 1140

AIR MILES® Requirements

The cost per Air Mile is \$0.33.

- NLC reserves the right to limit the number of Bonus AIR MILES® promotions for any period
- All Air Miles promotions are subject to Category approval
- Bonus AIR MILES® reward miles may be offered in conjunction with Special Savings or Value-add programs but this will be subject to Category approval
- Below are the suggested minimum Bonus AIR MILES® reward miles that can be awarded based on price.

Retail Price	BONUS AIR MILES® reward miles
Under \$10.00	2-3
\$10.00 - \$14.99	4-5
\$15.00 - \$19.99	5-6
\$20.00 - \$24.99	6-7
\$25.00 - \$29.99	7-8
\$30.00 - \$34.99	8-9
\$35.00 and up	9+

AIR MILES® “Pick 6” program

The Air Miles “Pick 6” program is a Bundled Air Miles program designed to drive sales of single serve beer and/or RTDs by marketing Air Miles and NLC’s beer carriers – designed to hold 6 single serve 710ml or smaller units. The “Pick 6” program will be highlighted near the Cooler Doors in all stores via stands which hold posters communicating the offer as well as the beer carrier units. Footprints of the product(s) will be positioned next to these stands. Footprint signs as well as shelf cards will also be printed communicating the offer.

The cost to participate in this program is \$2,500 plus the cost of the AIR MILES issued. Any Agents/Suppliers interested in participating in this program should contact the Spirits/Beer/RTD Category Manager to discuss acceptance and implementation



Mega Deals

Mega Deals provide suppliers with an opportunity to feature big AIR MILES® or SAVE offers on their products for a short period of time to help drive sales during high-traffic weekends. In order to encourage big offers the cost of the Air Mile fee will be reduced from the current \$0.33 per mile to \$0.28. There will be no Special Savings fee applied to any SAVE offers.

Mega Deals products will be featured on the NLC website, e-newsletter, in-store posters, shelf cards & floor display signs, radio & print ads.

- Victoria Day Weekend: May 16 - 19, 2019
- Canada Day Weekend: June 27 – 30, 2019
- Labour Day Weekend: August 29 – September 1, 2019
- Thanksgiving Weekend: October 10 - 13, 2019
- Black Friday: November 29, 2019
- Super Bowl Weekend: January 30 – February 2, 2020
- St. Patrick's Day Week: March 12 - 17, 2020

Similar to Mega Deals there will also be various holiday driven events – “Super Specials”. These events will feature fewer products but will tie in closely with the holiday thematic. These products will be featured and displayed in high traffic areas in all stores communicated via the NLC website, e-newsletter, shelf cards & floor display signs.

- Easter Week: April 17 – 21, 2019
- Mother's Day Weekend: May 9 – 12, 2019
- Father's Day Weekend: June 13 – 16, 2019
- Halloween Week: October 24 - 31, 2019
- Valentine's Week: February 13 - 16, 2019

Below are the suggested minimum Bonus AIR MILES® reward miles that can be awarded based on price for Mega Miles/holiday events:

Retail Price	Bonus AIR MILES® reward miles
Under \$10.00	5-10
\$10.00 - \$14.99	10-15
\$15.99 - \$19.99	15-20
\$20.00 - \$24.99	20-25
\$25.00 - \$29.99	25-30
\$30.00 - \$34.99	30-35
\$35.00 and up	35+

AIR MILES® eCampaign

The Air Miles eCampaign program allows Air Miles to target a specific group of customers and either send them an exclusive AIR MILES® offer through the AIR MILES® email channel or promote an existing in-store AIR MILES® offer through the AIR MILES® email channel. NLC will provide the creative for this program. The cost is \$70 per thousand with a minimum deployment fee of \$875 (which equates 12,500 collectors). Please contact the applicable Category Manager with interest in participation.

EXCLUSIVE OFFER FROM NLC, A PARTNER OF THE AIR MILES® REWARD PROGRAM

LIQUOR Store

SCREECH SPICED SUMMER CRUISER

1¼ oz Screech Spiced Rum
4 oz pineapple juice
3 oz cranberry juice

Shake and strain into a collins glass.
Garnish with a pineapple wedge.

10
Bonus Miles

When you purchase
SCREECH SPICED RUM
750 ml



12548



Offer ends Saturday July 29th, 2017. One offer per transaction. Offer is exclusive to the addressee(s) of this email and is non-transferrable. Please print this offer and present at cash or scan from your mobile device. Bonus Miles will not be awarded at the time of purchase. Please allow 60 days following the promotion end date for reward miles to be added to your Collector Account. While quantities last. Must be legal drinking age to participate. NLC is a Partner of the AIR MILES® Reward Program. You're receiving this email communication because you have opted in to receiving email offers and information from the AIR MILES® Reward Program and its partners. Trademarks of AIR MILES International Trading B.V. used under license by LoyaltyOne, Co. and Newfoundland Labrador Liquor Corporation

Other AIR MILES® Opportunities

AIR MILES® National Campaigns – AIR MILES® sponsored programs that showcase NLC Brands in an AIR MILES coalition-wide promotion. Includes gaming and/or guaranteed AIR MILES prizes based on collector purchase behaviour across all sponsors.

Communication can include any of the AIR MILES communication tools including, print (collector updates, posters and flyers), digital (enews, emails, airmiles.ca and mobile push notifications) and social (Facebook, Twitter and Instagram).

AIR MILES® “Swipe to Win ”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® 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® offered on 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.

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

Please contact the applicable Category Manager with interest in participation.

November 14 to December 14, 2017

Get up to **2,000** AIR MILES® BONUS MILES just for using offers from NLC Liquor Store and more!

SHOP the BLOCK
Shop & Save. Rewarding Your Year.

That's MORE than enough for a flight or over **\$200** in Cash Miles!

15 Bonus Miles	20 Bonus Miles
12 Bonus Miles	10 Bonus Miles
12 Bonus Miles	15 Bonus Miles

Get your coupon booklet in-store or visit airmiles.ca/ShopTheBlock.

Use **7** offers to get **2,000** AIR MILES® BONUS MILES!

Here's how:

Use 3 offers	Get 300 Bonus Miles
Use 5 offers	Get 1,000 Bonus Miles
Use 7 offers	Get 2,000 Bonus Miles

Only until April 12, 2018

MEGA MILES

Use offers at 5 different Partners, including **NLC**, to get

1,250
AIR MILES® Bonus Miles*

COME SHOP WITH US

LIQUOR Store

See offers

* See partner's website for details. ** Trademarks of Air Miles Limited Partnership used under license by Liquor One Co. and TheFoodland Liquor Corporation.

Only until April 12, 2018

MEGA MILES

Get more Miles at NLC Liquor Store

Find even more offers at airmiles.ca/megamiles.

<p>10 Bonus Miles</p> <p>LIQUOR Store</p> <p>Buy New Amsterdam Vodka 750ml (SKU # 16346), get 10 Bonus Miles.</p> <p>This AIR MILES® Offer valid Mar 8 - Apr 12, 2018</p>	<p>10 Bonus Miles</p> <p>LIQUOR Store</p> <p>Buy Santa Carolina Reserva Sauvignon Blanc 750ml (SKU # 1564), get 10 Bonus Miles.</p> <p>This AIR MILES® Offer valid Mar 8 - Apr 12, 2018</p>
<p>8 Bonus Miles</p> <p>LIQUOR Store</p> <p>Buy Breezer Juicy Mango (SKU 18286) 6 pack, get 8 Bonus Miles.</p> <p>This AIR MILES® Offer valid Mar 8 - Apr 12, 2018</p>	<p>15 Bonus Miles</p> <p>LIQUOR Store</p> <p>Buy Captain Morgan Original Spiced Rum 750ml (SKU 3912/14217), get 15 Bonus Miles.</p> <p>This AIR MILES® Offer valid Mar 8 - Apr 12, 2018</p>



From September 2 to October 6, 2018

Fill your passport with flavour

Use specially marked offers for a chance to win 25,000 AIR MILES® Reward Miles.*

ONLY AVAILABLE AT



SUPER Weekend Sept 28-29 ONLY

GET **150**
AIR MILES® Bonus Miles

LIQUOR Store When you Spend \$75*

PLUS, get an additional 100 Bonus Miles if you also spend \$50+ at one of the following partners



Special Savings

The Special Savings program is designed to highlight products that suppliers have selected to reduce in price in both Corporate Liquor Stores and Liquor Express Stores.

Guidelines:

- There is no limit to the number of Special Savings permitted per sku
- Skus with glass and PET formats (same ml size) must have the same discount applied
- Suppliers will be responsible for the full discount amount
- Final retail pricing with discount applied must not go below NLC floor price policy
- Discount should be at least 5% of the final retail price
- All savings amounts will be applied to base retail
- In Period 9 (December) the focus of is to highlight Premium and Super Premium products as well as Economy 1750ml Spirits and 3000ml Wines.

Please note that all Special Savings programs are subject to Category Management approval. This program will cost the Supplier \$400 per sku (unless it meets the premium price points below) in addition to the full discount amount x units sold in the given period.

“Bundled or Tiered” Special Savings are based on Category Management discretion. Any requests for these programs should be discussed directly with the applicable Category Manager.

Special Savings-Premium

As part of the premium product strategy, NLC has introduced an addition to the Special Savings program. This program will eliminate the \$400 per SKU fee that has been currently in place for products within the below parameters. This will allow products to have a deeper discount. Please note that all Special Savings programs are subject to Category Management approval. The program cost will now be the full discount amount x units sold in the given period.

ML Size	200	375	750	1000	1140	1500	1750	2000	3000	4000
Wines			\$32.14	\$41.57		\$61.07		\$79.71	\$115.70	\$154.27
Spirits <45% abv	\$10.14	\$18.02	\$32.77		\$48.32		\$72.64			
Beer										Greater than \$9.46 per Litre
RTD										This discount does not apply to Ready-to-Drink products.

Note: There is no premium product strategy for spirits greater than 45% abv

Value Add

The Value Add program provides suppliers the opportunity to increase sales by attaching a bonus item to a regular listing.

Guidelines:

- Value add product must be different than the host product with the exception of 1750ml and larger formats
- 200ml value adds are only to be applied to 1750ml and larger formats
- Suppliers will be approved for a minimum of 100% of the units sold of the host product in the same period last year. For products on display the minimum would be 120% up to a maximum of 150% of units sold in the same period last year. If the value add program on your display is the only support program for the brand you must submit 150% of the units sold in the same period last year
- Category Management will distribute these value adds to Corporate Liquor Stores and Liquor Express locations based on sales
- 5% of the value adds will be set aside at the NLC warehouse for sales reps to pick up
- Sales representatives are not permitted to apply value adds in Corporate Liquor Stores but can in Liquor Express stores (for approved programs)
- Value Adds should have no UPC (if the value add item is a current listing) and be clearly marked "not for resale"
- Shipments should be clearly marked "Value Add Item", description of the item as well as the promotional period the items are intended to be executed
- All value add items and attachment mechanisms need to be shipped to the NLC warehouse 6 weeks prior to the start of the promotional period to the below address. Supply Chain will not issue POs for any promotional items nor will accept promotional items added to regular inventory orders

Value Add Shipping Address:

NLC Main Distribution Center

300 East White Hills Road

St. John's, NL A1A 5J7

Category	Price Level	Value-Add Size	Mark-up Fee	NLC Admin Fee	TOTAL
Spirit	Premium and Super Premium	50 ml	\$0.30	\$0.20	\$0.50
		200 ml	\$2.00	\$0.20	\$2.20
	Economy	50 ml	\$0.65	\$0.20	\$0.85
		200 ml	\$3.00	\$0.20	\$3.20
Wine	Premium and Super Premium	≤ 200ml	\$0.30	\$0.20	\$0.50
		≤ 250ml	\$0.95	\$0.20	\$1.15
	Economy	≤ 200ml	\$0.65	\$0.20	\$0.85
		≤ 250ml	\$1.00	\$0.20	\$1.20
Ready-to-Drink	All	≤ 200ml	\$0.30	\$0.20	\$0.50
		≤ 355ml	\$0.85	\$0.20	\$1.05
Non-Alcohol	All	N/A	No Mark-up	\$0.20	\$0.20

Please note suppliers can apply to do an “Express Only” value add program. This is ideal for when a supplier wants to promote a brand in the Express channel when there is an Air Miles offer executed in the Corporate Liquor Store channel. This should be clearly noted in Value Add description or an e-mail sent to Nicole Gibbons (nicole.gibbons@nliquor.com) to ensure proper Liquor Express execution.

The **Near Pack** program is a non-alcohol value add program that provides suppliers with the opportunity to increase sales by placing a bonus item (no attachment mechanism) next to a product or made available at cash. Product must have an approved display or footprint during the period. Please ensure to state “near pack” in the description in ePAC when applying for non-alcohol value adds with no attachment ring.



Buy One Get One

The Buy One Get One Program allows suppliers to use active listings as value add items to drive sales of the host item. An example of a Buy One Get One program would be “Buy a case of X brand beer and receive a FREE can of X brand cider”. A Buy One Get One item is not attached to the host product, but instead is positioned next to it in store. Buy One Get One programs need to have a display (Corporate Liquor Store Display or Feature Radius Display) in order to be approved. The cost of this program is the landed cost of the product + mark-up + bottle deposit multiplied by the units given away in the promotion.



\$28.53 and up
SKU 4217, 18007

**Mad Jack
Lemon
473 ml Can**

FREE

When you Purchase
Miller Genuine Draft
12 Pack Bottles or Cans

While quantities last.

Please enjoy responsibly.



**TASTE
Summer**

**Cointreau
Liqueur
375 ml**

FREE

When you Purchase
Patron Silver Tequila
750 ml

While quantities last.

**CLASSIC
MARGARITA**

1 oz Patrón Silver Tequila
½ oz Cointreau Liqueur
2 oz lime juice

Rub the rim of the glass with the lime slice to make the salt stick to it.

Shake the other ingredients with ice, then carefully pour into the glass (taking care not to dislodge any salt). Garnish with lime wheel and serve over ice.

Please drink responsibly.

Consumer Sampling

Corporate Liquor Store Sampling Events – Run by NLC Staff

- 4:00-7:00PM Friday and 3:00-6:00PM Saturday
- NLC staff will conduct these sampling sessions. If a Product Knowledge Consultant is available he or she will conduct the sampling.
- All stores are encouraged to participate but the top 15 stores are required to participate and provide an additional staff member to execute the sampling during the sampling times.
- Suppliers can offer an incentive/prize to the top store(s). Traditionally, these incentives/prizes are based on OTC litre sales or % of transactions
- Sales results will be shared with the Supplier following the sampling weekend.
- Cost: \$25 per hour x 3 hours per day x 2 days x 15 stores = \$2,250 plus landed cost for the product sampled.

Suppliers are to apply for this sampling program in ePAC. Sampling Events run by the Supplier are not to be applied for in ePAC.

Corporate Liquor Store Sampling Events (Run by Supplier)

NLC offers suppliers the opportunity to sample products with customers and staff in both Corporate Liquor Stores and Liquor Express stores. For all product sampling events the maximum permitted serving size is as follows:

Wine/Ready-to-Drink/Beer: 1 ounce (30ml)

Liqueur/Spirits: ½ ounce (15ml)

Mixed Drinks: ¼ ounce (7.5ml) alcohol to ¾ ounce (22.5ml) of non-alcoholic mix

Corporate Liquor Store Sampling Fee:

25 Sessions: \$300.00

50 Sessions: \$400.00

Unlimited: \$600.00

There will be a maximum of two sampling events per store at any given time and a supplier is permitted to sample a maximum of two products at a time. Each sampling event is a 3 hour session. 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.

Suppliers/Agents must purchase the product for sampling at the store in which the tasting will occur. It is not permitted to bring product into the store for samplings. Products purchased for in-store sampling events will be at landed cost and will need to be paid for at the end of the sampling session.

For all tasting events 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. In order to take part in the sampling program all servers must comply with the following policies and procedures:
 - Review of the Check 25 Program
 - Liabilities Waiver to be signed by Company Sales Representative and all secondary parties hired to perform samplings
 - All Samplers must be HNL Certified or be a registered Liquor Agent in Newfoundland and Labrador and have at least five (5) years experience
 - 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 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.

Social Responsibility

Staff Tasting Event must not occur on or within view of the sales floor.

Recommended areas are in the back shop or staff room with the sales representative present. Manager/Assistant is to oversee tasting event.

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 Sampler follows Check 25 program throughout the Consumer Sampling Event.
- To ensure suppliers/representatives conduct themselves in a professional manner at all times by:
 - o Not serving minors or intoxicated persons.
 - o 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.

Disposal

Wines are to be disposed of down the sink by the taster. This must be completed daily at the end of each sampling session.

Spirits are to be disposed of down the sink by the taster. This must be completed at the end of each sampling event.

All unopened product must be disposed of by the store manager.

Storage

All sampling product must be stored in the general office.

At no time is there to be opened alcoholic beverages stored in staff room/refrigerator or permitted to leave the store premises.

Cancellations

All cancellation must be communicated 24 hours prior to the consumer tasting event. Any cancellations or missed tasting events will be subject to a \$25 penalty fee.

For more information on the Sampling Program, please contact the applicable Category Manager.

Taste Station

Currently NLC has 19 corporate stores capable of automated wine sampling via our NLC Taste Stations. The equipped stores will vary from having a minimum 8 bottle unit, up to a 16 bottle unit. Red and white wines can be stored in these units and they are all temperature controlled. The wines, once opened and in the unit can last for up to 60 days. As part of this program, all wines will spend a minimum of two weeks in the selected units. Wines will be selected by Category Management based on Category strategy, promotional support, and price point. Participating products are also featured on shelf tags highlighting/communicating the product in the Taste Station.

There are two ways that customers can sample products in the Taste Station:

1. Purchase a Taste Station card and sample products from the Taste Station on their own.
2. Floor staff will also be equipped with Taste Station cards and can walk customers to the Taste Station to allow them to sample products at no charge to them.

Product used in the Taste Station will be charged back to the applicable supplier at landed cost.



Stores with Taste Stations:
02 - Howley Estates
07 - Conception Bay South
08 - Stephenville
10 - Gander
11 - Grand Falls
12 - Labrador City
14 - Merrymeeting Road
16 - Clarenville
20 - Marystown
22 - Humber Gardens
23 - Mount Pearl
25 - Happy Valley
27 - Paradise
40 - Bay Roberts
41 - Stavanger Drive
42 - Pearlgate
43 - Blackmarsh Road
49 - Kelsey Drive
60 - Ropewalk Lane

Taste Station		
Period	Per Store	TOTAL
P1 W1-2	\$12	\$228
P1 W3-4	\$12	\$228
P2 W5-6	\$12	\$228
P2 W7-8	\$12	\$228
P3 W9-10	\$12	\$228
P3 W11-13	\$16	\$304
P4 W14-15	\$12	\$228
P4 W16-17	\$12	\$228
P5 W18-19	\$12	\$228
P5 W20-21	\$12	\$228
P6 W22-23	\$12	\$228
P6 W24-26	\$16	\$304
P7 W27-28	\$12	\$228
P7 W29-30	\$12	\$228
P8 W31-32	\$12	\$228
P8 W33-34	\$12	\$228
P9 W35-36	\$12	\$228
P9 W37-39	\$16	\$304
P10 W40-41	\$12	\$228
P10 W42-43	\$12	\$228
P11 W44-45	\$12	\$228
P11 W46-47	\$12	\$228
P12 W48-49	\$12	\$228
P12 W50-52	\$16	\$304

Catalogue Advertising

**Please note this program is not applied for via ePAC.
Please contact the applicable Category Manager with
interest in participation*

NLC produces 4 seasonal promotional product catalogues throughout the year.

- 80,000 copies printed
- 50,000 copies distributed through The Telegram and 10 other Community papers province-wide
- Digital **flipbook** version of catalogue hosted at nliquor.com, supported by 400,000 plus digital impressions delivered via:
 - ✓ thetelegram.com and other regional papers' websites in the Saltwire network;
 - ✓ nliquor.com;
 - ✓ NLC facebook, twitter and Instagram;
 - ✓ NLC e-blast to 16,000 customers.
- 30,000 copies displayed in Liquor Stores throughout Newfoundland and Labrador



Shelf Card Samples (applicable products)



Cover Samples



Feature Article Samples

GOODBYE WINTER
Hello salads, seafoods
& crisp wines



**Lardon les Fermes
Blancs Sauvignon Blanc**
750 ml • France
\$16.68

Showcasing a beautiful intense taste of green apple and lemon with zill, thyme and herbal complexity. It is lively and crisp, well-balanced with very good length. Serves as an aperitif or pair with mussels or roasted pork or chicken. A great wine to savor in spring.

87 Points
Wine Enthusiast



**Freixenet Cordon
Negro Brut**
750 ml • Spain
\$17.80

A crisp, clean and very dry sparkling from Spain. When you taste it you get hints of citrus fruit and aromas of apple, pineapple and peach that can be paired with most Asian inspired dishes? Why not try spicy Thai soups, crunchy chicken Asian salad or beef noodle soup. Add pineapple slices and fresh fruit to the vase to sip while preparing your meal!

87 Points
Wine Enthusiast



**Oyster Bay Marlborough
Sauvignon Blanc**
750 ml • New Zealand
\$21.45

Fresh and crisp with tangy green and lime lift, grassy but not too much. Mouth-watering acidity that is perfect for a seafood feast. Serve with oysters, pan fried cod, scallops, or smoked salmon. Oyster Bay Sauvignon Blanc also pairs nicely with fresh greens, seaweed salads and apricot spiche.

87 Points
Wine Enthusiast

Summer Selections



**Unioni
Roschi Intra
Marsupioliano
ABrusco DOC**
750 ml • Italy
\$19.00

87 Points
Wine Enthusiast

Plenty of cherries with a background of liquorice



**Bulla Rosso
Pinot Grigio
delle Venezie IGT**
750 ml • Italy
\$18.00

87 Points
Wine Enthusiast

Sign pure, dried fruits and mandarin flowers



**Seven Falls
Cabernet**
750 ml • USA
\$24.93

87 Points
Wine Enthusiast

Plentiful, bold and vibrant



**Cavit Collection
Pinot Grigio**
750 ml • Italy
\$14.35

87 Points
Wine Enthusiast

Fresh, floral & juicy



**Ruffino Lavinia
Della Venezia
Pinot Grigio IGT**
750 ml • Italy
\$17.37

87 Points
Wine Enthusiast

Light & elegant



**Tremont
Valpolicella
Classico DOC**
750 ml • Italy
\$19.00

87 Points
Wine Enthusiast

Bright with cherry notes

The Telegram RSS | Subscribe to newsletter | 0 Followers

WEDNESDAY | 10:45 AM | 10-23-14 | 10-23-14

FALL GUIDE

Get your copy in-store!



Featured News



Cow Head teen killed while walking to school

A 17-year-old boy died after being struck by a vehicle while walking to school in Cow Head on Monday morning.

UPDATE: Three dead in highway accident on Veterans Memorial Highway

St. John's not bending on development policy for Galway's commercial district

Pharmaceutical association lobbies for universal coverage

St. John's election has gone to the dogs — literally

How your say on home support changes in N.L.

FFW-Union president makes announcement re Trudeau, cabinet



EMPLOYEE PRICING
EXPOSED SEP8
\$4,490



The Telegram
AND ZACK WERNER
IDOL SCHOOL NL PRESENT
SING NL

LIQUOR Store HOME | FIND A STORE | CONTACT US

it stores from

Products Advanced Search

Products | Gift Cards | Stores | Events | Education | Corporate



2014 BORDEAUX WINES

SPECIAL TASTING SESSIONS

Tickets on sale now!



FALL GUIDE



taste station

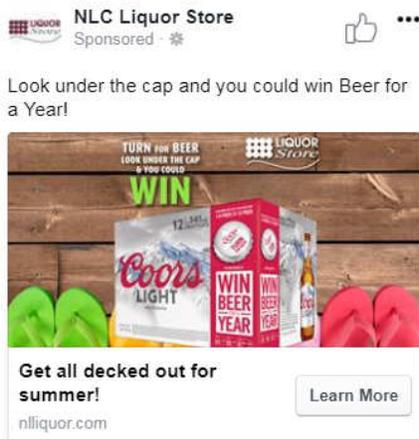
Please contact the applicable Category Manager to discuss Catalogue investment.

Social Media

NLC's social media channels (facebook, Twitter and Instagram) are followed by approximately 30,000 users (2017) and continue to grow. Paid social media campaigns for Feature Brands, Mega Deals and other promotions ensure far more than current followers only are reached.

For Budget purposes, this program can be applied under the "Ad Hoc Advertising" bucket in ePAC Budget Management. For additional details and cost, please contact the applicable Category Manager.

Illustration A – Paid Campaign, Feature Brands



Paid campaign ad for Feature Brands, reaching 46,000 people, targeted to those at age of majority in Newfoundland and Labrador.

NLC's Marketing team develops creative and copy which follows industry best practices and reflects its experience in the field. Leveraging current events, weather, dates of significance and holidays ensures posts remain relevant and interesting, and continue to gain exposure for programs and partners.

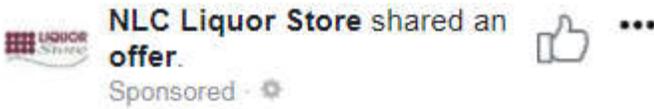
While NLC will continue to include partner brands in advertising campaigns and posts, paid options are available to gain added exposure, including paid/boosted posts, facebook offers and contesting. Customized campaigns based on targeted audience and objectives are available, with NLC's Marketing team available to assist with developing, executing and reporting on campaigns.

Illustration B – Boosted Post



Boosted post accounted for almost 100% of total people reached

Illustration C – Facebook OFFERS



Looking for a crisp, light tasting premium lager?
Look no further than Cracked Canoe.



Targeted offer delivered exclusively via facebook.

Please contact the applicable Category Manager for further details.

nliquor.com

As the hub of communication for product availability, offers and all information related to NLC, nliquor.com is frequented by its customer base, and is now available for display advertising opportunities.

Averaging over 175,000 unique page views per month, and increased traffic during special events and the holidays, partner brands can expect maximum exposure to engaged customers in a highly relevant environment.

The rollout of e-commerce at NLC will allow the capability to offer exclusive online purchase of specific partner brands.

For Budget purposes, this program can be applied under the “Ad Hoc Advertising” bucket in ePAC Budget Management. For additional details and cost, please contact the applicable Category Manager.

Illustration A – Online Display Advertising



This month at your local Liquor Store

Get All Deeked Out for Summer

- ✓ SAVE \$1.50 Casillero del Diablo Pinot Grigio & Cabernet Sauvignon
- ✓ SAVE \$2.00 on Iceberg Vodka 750 ml
- ✓ SAVE \$2.00 on Crown Royal 750 ml
- ✓ SAVE \$1.25 on Breezer 6-packs
- ✓ FREE Cooler bag when you buy Corona 12-pack bottles

Read More →

New Products

Bud Light Radler 12pk Can
SKU: 18328 | 355 ml cans

Bud Light Radler is the ultimate refreshment combination of Bud Light and real fruit juice. . . .

Read More →



Just Arrived

The Just Arrived program is designed to highlight new products on the shelves of NLC Corporate Liquor Stores. This program is not applied for via ePAC as NLC will automatically provide all new products with a Just Arrived shelf tag in the month following its release. The text on the shelf tag will include the tasting notes provided by the Supplier/Agent on the product listing application. The shelf tag will remain up for one full sales period. In the event that the new product has additional program support in that period the product will have an "Air Miles" or "Special Savings" shelf tag in place of the "Just Arrived" tag. The charge for this program is \$250 per sku for economy and premium products and \$100 per sku for super premium products.



JUST ARRIVED

Criollo Choc. Sea Salt Caramel **\$ 16⁹⁹**

SKU: 15325
ML: 375

A well-balanced blend of butterscotch, caramel and toffee with pleasant undertones of decadent sweet chocolate. Its rich buttery silkiness is complemented by subtle hints of roasted nuts and a touch of sea salt.

Top Tier

This program is designed to highlight products on the shelves of NLC Corporate Stores that have received top scores, ratings, awards as well as competition placement via influential publications and critics.

This program is currently free of charge (no budget necessary).



TOP TIER

90
POINTS

As ranked by:
Wine Enthusiast

Offer ends: November 3, 2018

**Oyster Bay
Marlborough
Sauvignon Blanc**

This ticks all the Marlborough Sauvignon Blanc boxes: cut grass, snow pea, nectarine and citrus, all bundled into a medium-bodied wine that comes across as dry, silky and refreshing.

\$ 21.99
SKU: 4761
M L: 750

IWSC
INTERNATIONAL
WINE & SPIRIT
COMPETITION
www.iwsc.net

Decanter
world wine awards



Appendix A – FY2020 Fiscal Calendar

 NEWFOUNDLAND LABRADOR LIQUOR CORPORATION		Reporting Period Calendar Fiscal 2020					
W K	April 2019						
	Period 2020-01						
	S	M	T	W	T	F S	
1	7	8	9	10	11	12 13	
2	14	15	16	17	18	19 20	
3	21	22	23	24	25	26 27	
4	28	29	30				
	May 2019						
	Period 2020-02						
	S	M	T	W	T	F S	
				1	2	3 4	
5	5	6	7	8	9	10 11	
6	12	13	14	15	16	17 18	
7	19	20	21	22	23	24 25	
8	26	27	28	29	30	31	
	June 2019						
	Period 2020-03						
	S	M	T	W	T	F S	
						1	
9	2	3	4	5	6	7 8	
10	9	10	11	12	13	14 15	
11	16	17	18	19	20	21 22	
12	23	24	25	26	27	28 29	
13	30						
	July 2019						
	Period 2020-04						
	S	M	T	W	T	F S	
		1	2	3	4	5 6	
14	7	8	9	10	11	12 13	
15	14	15	16	17	18	19 20	
16	21	22	23	24	25	26 27	
17	28	29	30	31			
	August 2019						
	Period 2020-05						
	S	M	T	W	T	F S	
					1	2 3	
18	4	5	6	7	8	9 10	
19	11	12	13	14	15	16 17	
20	18	19	20	21	22	23 24	
21	25	26	27	28	29	30 31	
	September 2019						
	Period 2020-06						
	S	M	T	W	T	F S	
22	1	2	3	4	5	6 7	
23	8	9	10	11	12	13 14	
24	15	16	17	18	19	20 21	
25	22	23	24	25	26	27 28	
26	29	30					
W K	October 2019						
	Period 2020-07						
	S	M	T	W	T	F S	
				1	2	3 4 5	
27	6	7	8	9	10	11 12	
28	13	14	15	16	17	18 19	
29	20	21	22	23	24	25 26	
30	27	28	29	30	31		
	November 2019						
	Period 2020-08						
	S	M	T	W	T	F S	
						1 2	
31	3	4	5	6	7	8 9	
32	10	11	12	13	14	15 16	
33	17	18	19	20	21	22 23	
34	24	25	26	27	28	29 30	
	December 2019						
	Period 2020-09						
	S	M	T	W	T	F S	
35	1	2	3	4	5	6 7	
36	8	9	10	11	12	13 14	
37	15	16	17	18	19	20 21	
38	22	23	24	25	26	27 28	
39	29	30	31				
	January 2020						
	Period 2020-10						
	S	M	T	W	T	F S	
				1	2	3 4	
40	5	6	7	8	9	10 11	
41	12	13	14	15	16	17 18	
42	19	20	21	22	23	24 25	
43	26	27	28	29	30	31	
	February 2020						
	Period 2020-11						
	S	M	T	W	T	F S	
						1	
44	2	3	4	5	6	7 8	
45	9	10	11	12	13	14 15	
46	16	17	18	19	20	21 22	
47	23	24	25	26	27	28 29	
	March 2020						
	Period 2020-12						
	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				
	April 2020						
	S	M	T	W	T	F S	
				1	2	3 4	