

IN-STORE MERCHANDISING

PROGRAM GUIDE



ANBL FISCAL YEAR

2024/2025

REVISED SEPTEMBER 2023

ALCOOL • **NB** • LIQUOR





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ABOUT ANBL

Alcool NB Liquor (ANBL) is a provincial crown corporation established as the sole authority for importing and retailing beverage alcohol in New Brunswick.

ANBL is one of Atlantic Canada's leading retailers, with a network of 40 retail stores, including EXPÉRIENCE by ANBL, the Craft Beer Room, and Depot, over 90 privately operated Agency stores, 90 manufacturer's Agency stores, over 65 grocery stores and a central distribution centre. We are an engaged team delivering the best customer experience while generating annual sales of over \$525 million and responsibly managing a profitable business for the people of New Brunswick.

INTRODUCTION

WELCOME

We are excited to share the 2024-2025 ANBL In-Store Merchandising Guide with you. Inside, you'll find details on a range of exciting programs to promote your products at ANBL corporate and agency stores. Whether you are a brand representative, producer, or agent, these programs are a prime opportunity to test and promote your products, drive sales, and increase brand recognition by enticing customers to try something new or stock up on favourites.

Our merchandising programs are also a valuable way to offer our customers a strategic range of products. They support ANBL's customer-centric culture and reflect our commitment to creating a happier, healthier culture of alcohol consumption in New Brunswick.

ANBL CONTACTS

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MARKETING:

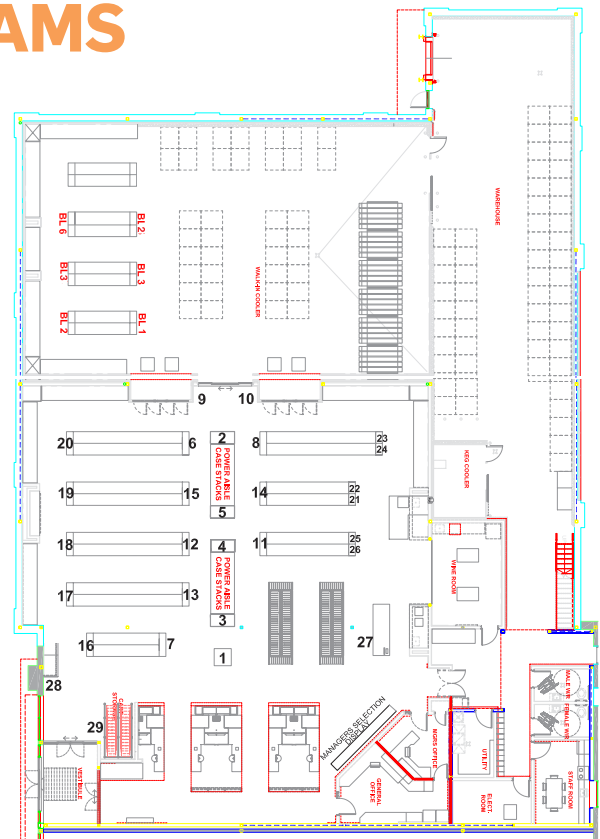


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ANBL's in-store merchandising programs cover every product category: wine, spirits, non-liquor, beer, ciders, and coolers. We encourage our Suppliers to apply for merchandising opportunities primarily during our two open calls. To apply for programming outside of a call, please contact the appropriate Assistant Category Manager. Details of the program booking deadline by period can be found in Appendix A.

FLOOR DISPLAY PROGRAMS

Approximate display locations from store by store may vary based on layouts.



OTHER PROMOTIONAL OPPORTUNITIES

5

PROMOTIONAL PERIOD DATES

PROMOTION PERIOD	NUMBER OF WEEKS	START (MONDAY)	END (SUNDAY)
P1	5	April 1, 2024	May 5, 2024
P2	6	May 6, 2024	June 16, 2024
P3	5	June 17, 2024	July 21, 2024
P4	6	July 22, 2024	September 1, 2024
P5	5	September 2, 2024	October 6, 2024
P6	6	October 7, 2024	November 17, 2024
P7	7	November 18, 2024	January 5, 2025
P8	6	January 6, 2025	February 16, 2025
P9	6	February 17, 2025	March 30, 2025

TYPES OF PROMOTIONS

- **FULL PERIOD LTO:** A discount that runs for the full in-store merchandising period. Full period LTOs are not applicable to Coolers, Ciders or Economy Beer.
- **SHORT-TERM PROMOTION (HOT DEAL):** A discount that runs for either 4 (Thursday – Sunday), 7 (Monday – Sunday), 11 (Thursday – Sunday), or 14 (Monday – Sunday) days in any given period.
NOTE: 14 day promos are not available for coolers
- **BUNDLE:** A deal that requires the purchase of more than one unit, such as “Buy 2, get 1 free” or “Buy 2, save \$5”, etc. Bundles may be within or outside of a single product category. For instance, beer may be bundled with beer as well as wine, spirits, ciders, or coolers. Bundles can span over a full period or can be booked to run for shorter periods of time, except for coolers & ciders, where they cannot run for a full period. Additionally, bundles are not available through the Agency/Licensee channels; however, the offer can be equivalent (ex. a buy 2, save \$5 bundle offer in corporate stores can have a \$2.50 savings through Agencies/Licensees during the same timeframe). Agent/Licensee equivalent offers are highly recommended.
- **VALUE ADD:** Offer of a free item with purchase. May be a Liquor Value Add or a Non-Liquor Value Add such as a T-shirt, glass or food item.
- **CONTEST:** Online or text-to-win giveaway. Please note, paper ballots and ballot boxes are not permitted at ANBL. ANBL gives preference to display bookings with accompanying price promotions such as Bundles, LTOs or Hot Deals. For full details on our promotional guidelines per category, see pages 34-38.

HOW TO APPLY

Suppliers must apply for in-store merchandising programs through Gateway, our online booking portal. To activate a new Gateway account, please contact the Merchandising Coordinator.

ANBL PROMOTIONAL PROCESS

As part of ANBL's merchandising programs, marketing materials such as signage as well as digital and traditional media are used to promote offers. In most cases, the Supplier provides a bottle shot, and ANBL's internal design team creates the materials. If it's the case that you'd like to provide in house designs for specific campaigns, please funnel these requests through the appropriate ACM as well as the Merchandising Coordinator. For more details on images, file specifications and deadlines, please see Appendix A.



MERCHANDISING PROGRAMS: BOOKABLE FLOOR DISPLAYS

(LOCATION 1-2)

BLACK

PROGRAM TYPE: WARM FLOOR DISPLAY

GATEWAY PROGRAM NAME: FLOOR DISPLAY – BLACK

PROGRAM EXPECTATIONS:

- Proposed BLACK Programs will, at minimum, be an LTO, Contest, denoted as a New Product, or include a Value Add. Products and Value Adds must be available at all ANBL stores.

PROGRAM HIGHLIGHTS:

- Available at all ANBL stores (excluding Depot and EXPÉRIENCE by ANBL).
- Full/cut case displays only.

INTENTION OF PROGRAM:

- A chance to promote big volume bets that will likely have existing equity in market. Programs that run in this location will likely have larger than life promotional offers that warrant large builds from a case perspective.

ELIGIBLE CATEGORIES:

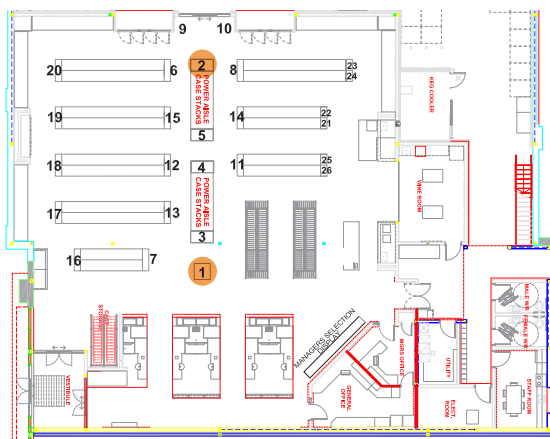
- All categories.

PROGRAMS
AVAILABLE:

2/period

NUMBER
OF SKUS

3-6



*Approximate display locations from store by store may vary based on layouts



FEE SCHEDULE:

(BY PROMOTIONAL PERIOD)

PERIOD	# WEEKS	COST/ DISPLAY
P1	5	\$6,000
P2	6	\$6,900
P3	5	\$7,100
P4	6	\$7,100
P5	5	\$6,200

(LOCATION 3-8, 12)

PLATINUM

PROGRAM TYPE:
WARM FLOOR DISPLAY

GATEWAY PROGRAM NAME:
FLOOR DISPLAY – PLATINUM

PROGRAM EXPECTATIONS:

- Proposed PLATINUM Programs will, at minimum, be an LTO, Contest, denoted as a New Product, or include a Value Add. Products and Value Adds must be available at all ANBL stores.

PROGRAM HIGHLIGHTS:

- Available at all ANBL stores (excluding Depot and EXPÉRIENCE by ANBL).

INTENTION OF PROGRAM:

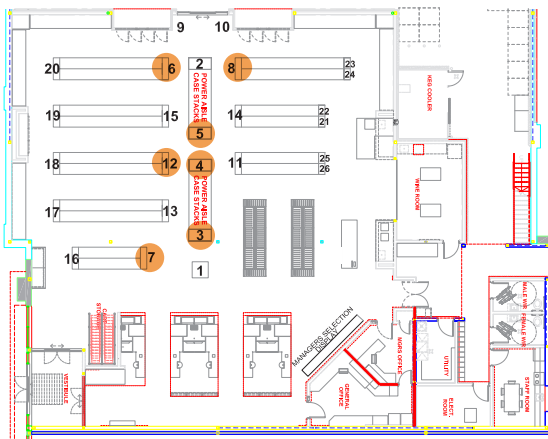
- Primarily for brands that have existing equity in market or a chance to promote any new launches. A great chance to promote and communicate any special offer or highlight SKUs that need to be pushed to the forefront.

ELIGIBLE CATEGORIES:

- All categories.

PROGRAMS AVAILABLE:
7/period

**NUMBER
OF SKUS**
2-4



*Approximate display locations from store by store may vary based on layouts



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

PERIOD	# WEEKS	COST/ DISPLAY
P1	5	\$5,800
P2	6	\$6,450
P3	5	\$6,750
P4	6	\$6,750
P5	5	\$5,900

(LOCATION 13-14)

DIAMOND

PROGRAM TYPE: WARM FLOOR DISPLAY

GATEWAY PROGRAM NAME: FLOOR DISPLAY – DIAMOND

PROGRAM EXPECTATIONS:

- Proposed DIAMOND Programs will, at minimum, be an LTO, Contest, denoted as a New Product, or include a Value Add. Products and Value Adds must be available at all ANBL stores.

PROGRAM HIGHLIGHTS:

- Available at all ANBL stores (excluding Depot and EXPÉRIENCE by ANBL).

INTENTION OF PROGRAM:

- Primarily for brands that have existing equity in market or a chance to promote any new launches. A great chance to promote and communicate any special offer or highlight SKUs that need to be pushed to the forefront.

ELIGIBLE CATEGORIES:

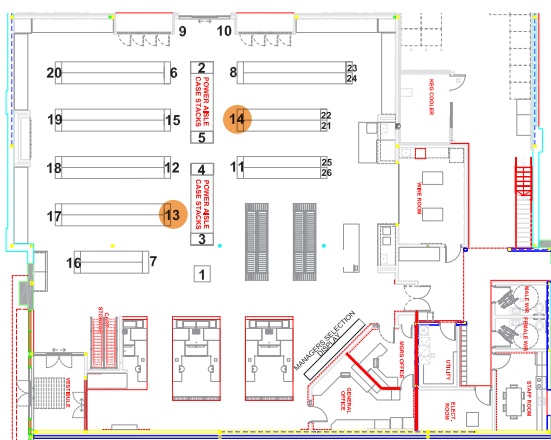
- All categories.

**PROGRAMS
AVAILABLE:**

2/period

**NUMBER
OF SKUS**

2-4



*Approximate display locations from store by store may vary based on layouts



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

PERIOD	# WEEKS	COST/ DISPLAY
P1	5	\$5,000
P2	6	\$5,600
P3	5	\$5,800
P4	6	\$5,800
P5	5	\$5,150

(LOCATION 15-18)

GOLD**PROGRAM TYPE:
WARM FLOOR DISPLAY****GATEWAY PROGRAM NAME:
FLOOR DISPLAY – GOLD****PROGRAM EXPECTATIONS:**

- Proposed Gold Programs will, at minimum, be an LTO, Contest, denoted as a New Product, or include a Value Add. Products and Value Adds must be available at all ANBL stores.

PROGRAM HIGHLIGHTS:

- Placement at merchandising location 15-18 at the specified stores:
 - Full bin display in stores: 2, 3, 4, 5, 12, 14, 26, 28 30, 36, 38, 45, 48, 60, 62, 63, 66, 68, 79.
 - Half bin display in stores: 6, 13, 16, 22, 33, 35, 41, 61, 81.

INTENTION OF PROGRAM:

- Primarily for launching new SKUs or communicating an offer on existing brands. Great chance to highlight any brand initiatives or shed light on innovation SKUs.

ELIGIBLE CATEGORIES:

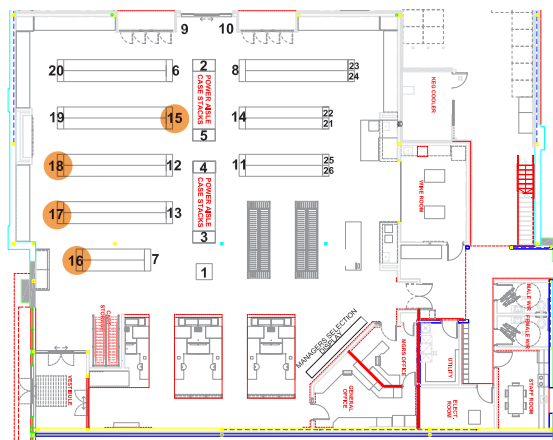
- All categories.

**PROGRAMS
AVAILABLE:**

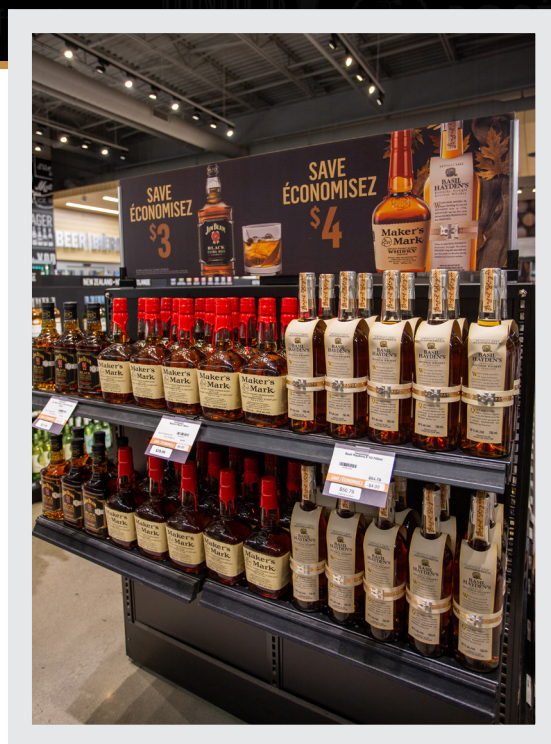
4/period

**NUMBER
OF SKUS**

2-4



*Approximate display locations from store by store may vary based on layouts

**FEE SCHEDULE:
(BY PROMOTIONAL PERIOD)**

PERIOD	# WEEKS	COST/ DISPLAY
P1	5	\$4,400
P2	6	\$5,100
P3	5	\$5,250
P4	6	\$5,250
P5	5	\$4,550

(LOCATION 21-26)

BRONZE

PROGRAM TYPE:
WARM FLOOR DISPLAY

GATEWAY GROUP NAME:
FLOOR DISPLAY – BRONZE

PROGRAM EXPECTATIONS:

- Proposed BRONZE Program products must be available at all participating ANBL stores.

PROGRAM HIGHLIGHTS:

- Placement at merchandising location 21-26 at the specified stores:
 - o Half-bin end display in stores: 3, 26, 36, 45, 48, 60, 66.

INTENTION OF PROGRAM:

- Primarily for featuring a product that is likely more suitable for an A store location. Focus on premium SKUs with adjoining offers.



ELIGIBLE CATEGORIES:

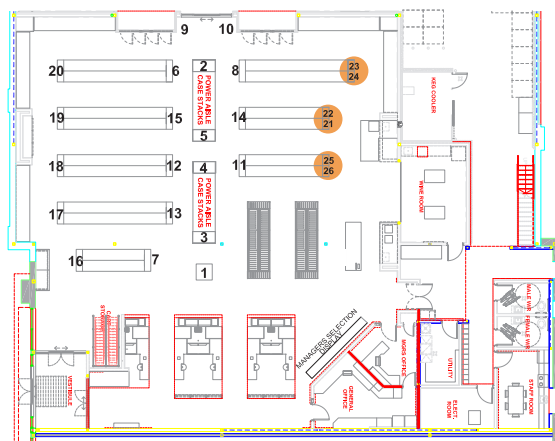
- All categories.

PROGRAMS AVAILABLE:

6/period

NUMBER
OF SKUS

1-2



*Approximate display locations from store by store may vary based on layouts

FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

PERIOD	# WEEKS	COST/ DISPLAY
P1	5	\$1,600
P2	6	\$2,600
P3	5	\$3,100
P4	6	\$3,100
P5	5	\$2,200

POWER AISLE

PROGRAM TYPE: WARM FLOOR DISPLAY

GATEWAY GROUP NAME: SUMMER POWER AISLE (P1 - P5)

PROGRAM EXPECTATIONS:

- Proposed POWER AISLE Program products must be high volume, large-pack size movers, that are available at all ANBL stores (excluding Depot and EXPÉRIENCE by ANBL).

INTENTION OF PROGRAM:

- The focus will be on key SKUs for the season. The hope is that by building and executing these displays to our full advantage, we will ensure that we're making use of this highly valuable space in stores to highlight our ever growing and innovation driven seasonal selection.

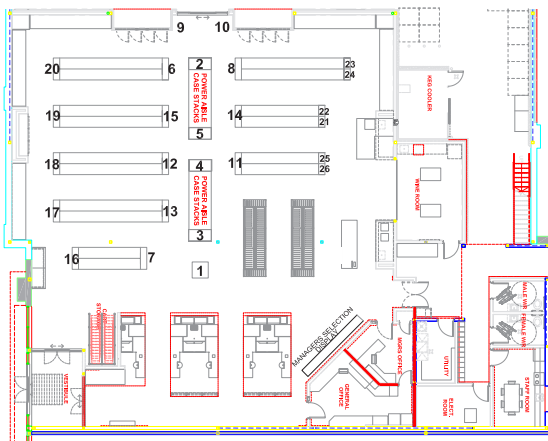
ELIGIBLE CATEGORIES:

- Summer: Beer / Cooler



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

PERIOD	# WEEKS	COST/DISPLAY
P1	5	N/A
P2	6	N/A
P3	5	\$5,000 per SKU
P4	6	\$5,000 per SKU
P5	5	\$5,000 per SKU



*Approximate display locations from store by store may vary based on layouts

RETAIL FRIDGE DOOR TAKEOVER

PROGRAM TYPE: WARM FLOOR DISPLAY

GATEWAY PROGRAM NAME: RETAIL FRIDGE DOOR

PROGRAM EXPECTATIONS:

- Proposed RETAIL FRIDGE DOOR Program products must be available at all participating ANBL stores. Themed proposals aligned with national or key campaigns will be given preference.

PROGRAM HIGHLIGHTS:

- Available at the following ANBL stores: 2, 3, 4, 5, 14, 26, 30, 36, 38, 41, 45, 48, 60, 62, 63, 66, 68, 79.
- Participating ANBL stores have two Retail Fridge Doors, one available for wine and one available for beer/ciders/coolers.
- Each Retail Fridge Door can feature up to 3-6 SKUs. For any beer, cider, or cooler SKUs, products must be single serve up to 12 packs.

INTENTION OF PROGRAM:

- A chance to feature a brand family or specific set of SKUs chilled, while also being visible from the warm floor. Should come with supporting offer or some sort of theme relatable to the season that the display is executed in.

ELIGIBLE CATEGORIES:

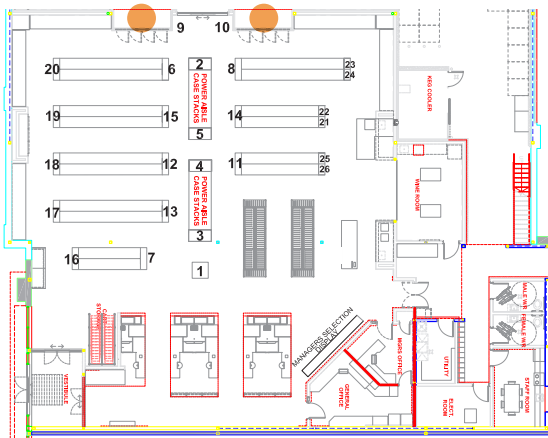
- All categories.

PROGRAMS
AVAILABLE:

2/period

NUMBER
OF SKUS

4



*Approximate display locations from store by store may vary based on layouts



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

PERIOD	# WEEKS	COST/ DISPLAY
P1	5	\$1,600
P2	6	\$2,600
P3	5	\$3,100
P4	6	\$3,100
P5	5	\$2,200

(LOCATION 9-10)

COLD ROOM ENTRANCE

PROGRAM TYPE: WARM FLOOR DISPLAY

GATEWAY PROGRAM NAME: COLD ROOM ENTRANCE

PROGRAM EXPECTATIONS:

- Proposed COLD ROOM ENTRANCE Programs will at minimum be a LTO, Contest, denoted as a New Product, or include a Value Add that is available at all ANBL stores (excluding Depot and EXPÉRIENCE by ANBL). Products must be available at all ANBL stores.

PROGRAM HIGHLIGHTS:

- Available at all ANBL stores (excluding Depot and EXPÉRIENCE by ANBL).
- Preference is given to Bundles, Hot Deals or Full Period LTOs.

INTENTION OF PROGRAM:

- A chance to promote big volume bets that will likely have existing equity in market. Programs that run in this location will likely have larger than life promotional offers that warrant large builds from a case perspective.

ELIGIBLE CATEGORIES:

- Beer, coolers, and ciders only, products must be 12 packs and up.



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

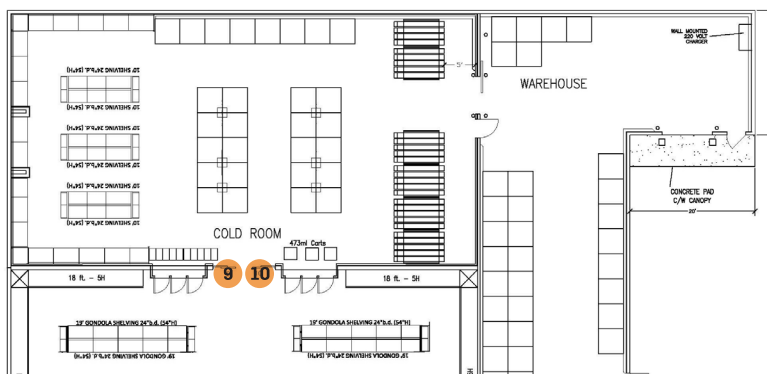
PERIOD	# WEEKS	COST/ DISPLAY
P1	5	\$4,900
P2	6	\$5,600
P3	5	\$5,750
P4	6	\$5,750
P5	5	\$5,150

PROGRAMS AVAILABLE:

2/period

NUMBER OF SKUS

4-6



GATEWAY PROGRAM NAME:
IMPULSE AT CASH TAKEOVER

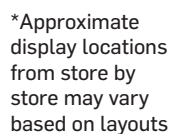
- Proposed IMPULSE AT CASH TAKEOVER Program products must be single serve up to 6 packs, size 250ml - 1000ml. Displayed in up to 5 locations per store, at the end of each cash lane. Maximum price per unit is \$19.99 and a minimum of 2 products are required.

- Available at all ANBL stores (excluding Depot and EXPÉRIENCE by ANBL).

- High Traffic location to feature SKUs that are impulse driven, basket builders, or new to the market. This is a great way to promote trial for your brands.

- All categories.

NUMBER OF SKUS
2-4



PERIOD	# WEEKS	COST/ DISPLAY
P1	5	\$4,530
P2	6	\$5,200
P3	5	\$6,400
P4	6	\$6,400
P5	5	\$5,000

COOLER AT CASH

PROGRAM TYPE: WARM FLOOR DISPLAY

GATEWAY PROGRAM NAME: COOLER AT CASH

PROGRAM EXPECTATIONS:

- Proposed COOLER AT CASH Program products must be single serve SKUs only, sized 250ml - 500ml. Displayed in 1 of 6 locations in the cooler at checkouts.

PROGRAM HIGHLIGHTS:

- Available at the following ANBL stores: 2, 3, 4, 5, 6, 9, 12, 13, 14, 16, 22, 26, 28, 30, 33, 35, 36, 41, 45, 48, 60, 61, 62, 63, 66, 68, 75, 79, 81.

INTENTION OF PROGRAM:

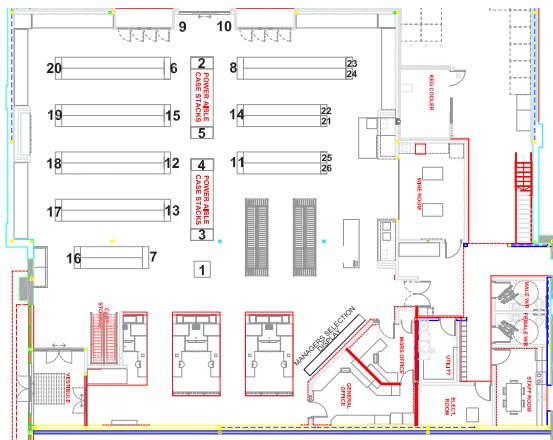
- High Traffic location to feature SKUs that are impulse driven, basket builders, or new to the market. This is a great way to promote trial for your brands.

ELIGIBLE CATEGORIES:

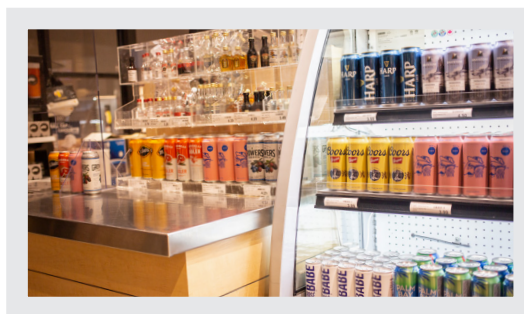
- All categories. Economy products are not eligible.

PROGRAMS AVAILABLE:
6/period

NUMBER OF SKUS
1



*Approximate display locations from store by store may vary based on layouts



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

PERIOD	# WEEKS	COST/DISPLAY
P1	5	\$2,700
P2	6	\$3,080
P3	5	\$3,275
P4	6	\$3,275
P5	5	\$2,800

(LOCATION B1 – B8)

BLUE

PROGRAM TYPE: COLD FLOOR DISPLAY

GATEWAY PROGRAM NAME: COLD FLOOR DISPLAY – BLUE

PROGRAM EXPECTATIONS:

- Proposed BLUE Program products must be available at all participating ANBL stores.

PROGRAM HIGHLIGHTS:

- Available at the following ANBL stores: 2, 3, 4, 5, 12, 26, 28, 35, 36, 48, 60, 62, 63, 66.
- Four additional Blue Displays (Blue 5 – Blue 8) available at stores 26, 48, 60 and 63.

INTENTION OF PROGRAM:

- To feature and communicate an offer that's in the cold room! This display offers a great opportunity to highlight a brand that may be new, have a hot offer or may need some additional attention at any given time of year.

ELIGIBLE CATEGORIES:

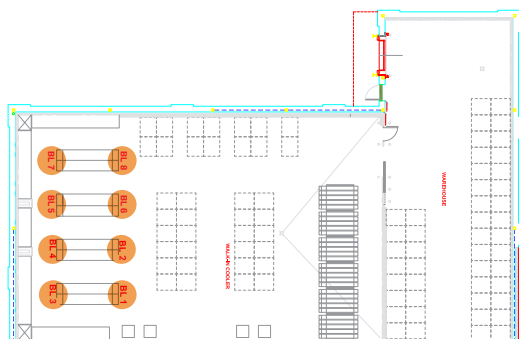
- Beer, coolers and ciders only.

PROGRAMS AVAILABLE:

8/period

NUMBER OF SKUS

1-4



*Approximate display locations from store by store may vary based on layouts



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

BLUE LOCATION 1 - 4

PERIOD	# WEEKS	COST/DISPLAY
P1	5	\$4,400
P2	6	\$4,950
P3	5	\$5,300
P4	6	\$5,300
P5	5	\$4,700

BLUE LOCATION 5 - 8

PERIOD	# WEEKS	COST/DISPLAY
P1	5	\$1,250
P2	6	\$1,400
P3	5	\$1,500
P4	6	\$1,500
P5	5	\$1,350

DOMESTIC BEER DISPLAY

PROGRAM TYPE: COLD FLOOR DISPLAY

GATEWAY PROGRAM NAME: DOMESTIC BEER DISPLAY

PROGRAM EXPECTATIONS:

- Proposed DOMESTIC BEER DISPLAY Program products must take place at the pallet drop floor location or on the roller rack in the cold room with a pack size of 12 units and up.

PROGRAM HIGHLIGHTS:

- Includes a landing page and content placement on anbl.com.
- 1 Facebook/Instagram ad per period.
- 1 Eblast per period sent to our newsletter subscribers (24,000+ Subscriber Base).
- 1 flyer placement per period.

INTENTION OF PROGRAM:

- This is a chance to promote high volume beer options with additional support through our digital and social media channels!

ELIGIBLE CATEGORIES:

- All Domestic Mainstream beer.

PROGRAMS AVAILABLE:

4/period

NUMBER OF SKUS

1



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

PERIOD	# WEEKS	COST/DISPLAY
P1	5	\$6,500
P2	6	\$7,300
P3	5	\$7,600
P4	6	\$7,600
P5	5	\$6,800

PREMIUM REFRESHMENT DISPLAY

PROGRAM TYPE: COLD FLOOR DISPLAY

GATEWAY PROGRAM NAME: PREMIUM REFRESHMENT DISPLAY

PROGRAM EXPECTATIONS:

- Proposed PREMIUM REFRESHMENT DISPLAY Program products must 12-pack and up SKUs only and will take place as a stackout or pallet drop in the cold room.

PROGRAM HIGHLIGHTS:

- Includes a landing page and content placement on anbl.com.
- 1 Facebook/Instagram ad per period.
- 1 Eblast per period sent to our newsletter subscribers (24,000+ Subscriber Base).
- 1 flyer placement per period.

INTENTION OF PROGRAM:

- This is a chance to promote high volume refreshment options with additional support through our digital and social media channels!

ELIGIBLE CATEGORIES:

- All Domestic Premium/Import beer and all cooler and cider SKUs.

PROGRAMS AVAILABLE:

6/period

NUMBER OF SKUS

1



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

PERIOD	# WEEKS	COST/ DISPLAY
P1	5	\$5,000
P2	6	\$6,600
P3	5	\$7,250
P4	6	\$7,250
P5	5	\$6,200

WINDOW CLINGS

PROGRAM TYPE:

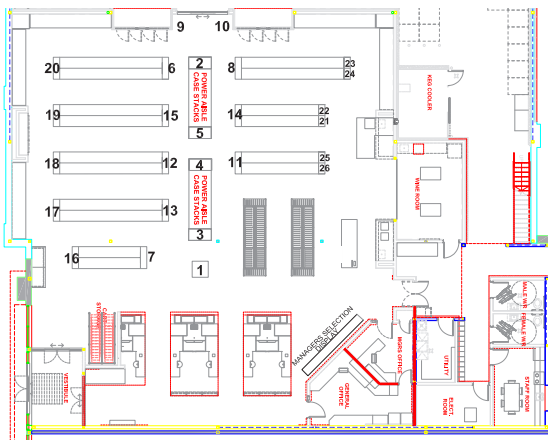
WINDOW CLINGS ON FRONT WINDOWS OF MOST IMPACTFUL STORES. STORES TO BE DETERMINED AT CATEGORY MANAGERS DISCRETION.

GATEWAY PROGRAM NAME:

WINDOW CLING

PROGRAM EXPECTATIONS:

- Supplier driven advertising opportunity. List of available windows given by appropriate Category Manager. It is up to supplier to measure, print, and install clings on the first day of the period that is booked, and remove the clings on the last day that the period is booked.



*Approximate display locations from store by store may vary based on layouts

DEPOT

PROGRAM TYPE: DEPOT HOT DEAL

GATEWAY PROGRAM NAME: DEPOT

PROGRAM EXPECTATIONS:

- 24 pack beer programs to be combined with the Premium Beer Bundle Buy 2, save \$6.00.
- Wine and spirit programs at Category Managers discretion.

INTENTION OF PROGRAM:

- To augment sales of Depot products during the traditionally busiest weekends of the year. Available across all categories with products available in Depot. Please apply for these programs within the Call Out dates."



DEPOT HOLIDAYS

1	Victoria Day	MAY 16, 2024 – MAY 19, 2024
2	Canada Day	JUNE 27, 2024 – JUNE 30, 2024
3	New Brunswick Day	AUGUST 1, 2024 – AUGUST 4, 2024
4	Labour Day	AUGUST 29, 2024 – SEPTEMBER 1, 2024

(A1)

AGENCY STORE DISPLAY

PROGRAM TYPE: AGENCY STORE DISPLAY

GATEWAY PROGRAM NAME: AGENCY STORE DISPLAY

MERCHANDISING LOCATION:

- At Agency Store Manager's discretion.

PROGRAM EXPECTATIONS:

- Agency stores are not required to list product specifically for the promotion. The program must be running concurrently in all ANBL stores. Selection criteria includes:
 - Volume and profit potential.
 - Seasonal/theme compatibility.

PROGRAM HIGHLIGHTS:

- Available for all participating Agency stores (at manager's discretion).
- Value Adds permitted on displays.
- Display size and execution will vary by location.
- All communication on Agent display bookings must go through the Category team.

ELIGIBLE CATEGORIES:

All categories, excluding Economy beer.

FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

PERIOD	# WEEKS	COST/ DISPLAY
P1	5	\$1,500
P2	6	\$2,050
P3	5	\$2,150
P4	6	\$2,150
P5	5	\$1,700

NUMBER OF LOCATIONS WITHIN STORES:

Varies by store

MAX NUMBER OF SKUS PER DISPLAY

Varies by booking

(A2)

AGENCY STORE DISPLAY

PROGRAM TYPE: AGENCY STORE DISPLAY

GATEWAY PROGRAM NAME: AGENCY STORE DISPLAY (A2)

MERCHANDISING LOCATION:

- At Agency Store Manager's discretion.

PROGRAM EXPECTATIONS:

- Agency stores are not required to list product specifically for the promotion. The program must be running concurrently in all ANBL stores. Selection criteria includes:
 - Volume and profit potential.
 - Seasonal/theme compatibility.

INTENTION OF PROGRAM:

- To augment existing core programs, as well as increase sales and brand awareness. All categories are eligible excluding Economy Beer. Category will work with suppliers to decide which products will be most effective in each period.

IN-STORE MERCHANDISING PROGRAM GUIDE

FULL PERIOD LTO

PROGRAM TYPE: AT-SHELF DISPLAY

GATEWAY PROGRAM NAME: FULL PERIOD LTO

PROGRAM EXPECTATIONS:

- Any full period, dollar discount is to be booked as a Full Period LTO.

Selection criteria includes:

- Volume and profit potential.
- Seasonal/theme compatibility.
- Note, Agency stores are not required to list product specifically for the promotion. The program must be running concurrently in all ANBL stores.

PROGRAM HIGHLIGHTS:

- Available at all ANBL and Agency stores.
- Shelf talker (4.25" by 3.625").
- Supplier responsible for covering discount.

ELIGIBLE CATEGORIES:

- Beer, spirit & wine. Cooler and cider promotions are not eligible and must be applied for under Short-Term Promotion booking.

LTO FEE:

- \$450 unless otherwise stated in category specific guidelines.



SHORT-TERM PROMOTIONS

PROGRAM TYPE: AT-SHELF DISPLAY

GATEWAY PROGRAM NAME: SHORT-TERM PROMOTION

PROGRAM EXPECTATIONS:

- Selection criteria includes:
- Volume and profit potential.
- Seasonal/theme compatibility.
- Short-Term Promotion bookings are available for either a 4 (Thursday – Sunday), 7 (Monday – Sunday), 11 (Thursday – Sunday), or 14 (Monday – Sunday) days in any given merchandising period.
- Bundles that will run for a full period must be booked under the Short-Term Promotions Program, with the Full Period Bundle Group.
- Note, Agency stores are not required to list product specifically for the promotion. The program must be running concurrently in all ANBL stores.

PROGRAM HIGHLIGHTS:

- Available at all ANBL stores with the option of an equivalent Agent/Licensee offer at suppliers' discretion. Bundles do not apply to Agents or Licensees. An example of an equivalent offer would be "Buy 2, save \$5.00" for corporate stores, and \$2.50 off individual SKUs for Agents and Licensees.
- Shelf talker (4.25" by 3.625").
- Supplier responsible for covering discount.

ELIGIBLE CATEGORIES:

- All categories.

LTO FEE:

- \$450 unless otherwise stated in category specific guidelines.

IMPORTANT INFORMATION:

- You must specify the number of days that you would like your Short-Term Promotion to run under the "Group" dropdown.
- After selecting the amount of days, please specify which period under the "Dates" dropdown.
- Please ensure that any requested date ranges are captured in the Comments field within the booking.
- Please ensure that specific promotion requests ie. "Buy 2, get 1", etc. are also captured in the comment field.
- For wine bundles and Short-Term Promotions, please continue to use the provided "Wine Submission Bundle" sheet.



SHELF FLAG OR NECK TAG DISPLAY

PROGRAM TYPE: AT-SHELF DISPLAY

GATEWAY PROGRAM NAME: SHELF FLAG/NECK TAG

MERCHANDISING LOCATION:

- Regular product shelf location.

PROGRAM EXPECTATIONS:

- Shelf Flags and Neck Tags allow Suppliers to provide custom-designed at-shelf promotional materials. They may promote Deals, Bundles, Contests, or provide other promotional information about the product.

PROGRAM HIGHLIGHTS

- Available at all ANBL stores.
- Shelf Flag (4.25" by 3.625") attached by shelf clip, or Neck Tag (size to be agreed upon by ANBL and Supplier).
- All Shelf Flag/Neck Tag displays must be approved by Assistant Category Manager.

ELIGIBLE CATEGORIES:

- All categories.

SHELF FLAG FEE:

- \$450 for all promotional periods.



VALUE ADDS

PROGRAM TYPE: AT-SHELF DISPLAY

GATEWAY PROGRAM NAMES: LIQUOR VALUE ADD/ NON-LIQUOR VALUE ADD

PROGRAM EXPECTATIONS:

- Liquor and Non-Liquor Value Adds may be applied to products at all ANBL and Agency stores.
- Suppliers are responsible for applying Value Adds.
- Tools to attach Value Adds that contain text/graphics must be bilingual.
- Value Adds may not be removed once applied to products.
- NOTE: Any Value Add program, whether it be included in-pack or merchandised separately must be captured under a Value Add booking.
- Maximum of 50ml on 1140ml bottles and lower.
Maximum of 200ml on bottles 1750ml and higher.

PROGRAM HIGHLIGHTS

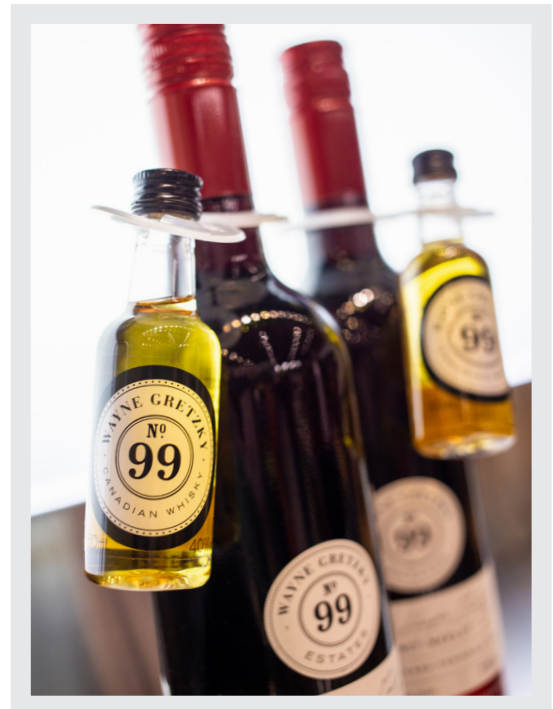
- Available at all ANBL and Agency stores.
- All Value Adds must be approved by Assistant Category Manager.

ELIGIBLE CATEGORIES:

- All categories.

FEE SCHEDULE:

- All Value Add Programs: \$350/period.
- Additional Fees: Liquor Value Add Programs: \$0.20 per unit + \$0.10 per unit bottle redemption fee.



PROMOTION GUIDELINES

PROMOTION GUIDELINES

FULL PERIOD LTOS:

- ANBL produces shelf talkers and pricer cards. To use your own shelf talker, apply to the appropriate Assistant Category Manager and Merchandising Coordinator.
- For Display Program products on LTO, ANBL will place shelf talkers on the display and at the product(s)' regular shelf location.
- Full Period LTO durations follow ANBL merchandising program periods.
- Full Period LTO bookings can be submitted for multiple SKUs as long as they live within the same brand family.
- LTOs apply to all ANBL stores and Agency stores.
- Full Period LTO Programs will not be used to force a listing or reinstate a delisted product at a store.
- LTO details must be finalized 12 weeks before promotional period and meet Supply Chain ordering deadlines.
- The discount is to be given as a dollar amount only.
- The Supplier will be billed back 100% of the discount on all units sold on promotion unless negotiated otherwise at the time of application.

HOT DEAL/BUNDLES/SHORT-TERM PROMOTIONS:

- **Product must be available to ship to stores at least 6 weeks before the promotional period starts.**
If a product is unavailable, ANBL can replace it with another SKU.
- ANBL will produce shelf talkers and pricer cards. To use your own shelf talker, apply to the appropriate Assistant Category Manager or Merchandising Coordinator.
- Shelf talkers will be placed both on the display and at the regular shelf location for the product(s) on the Hot Deal/Bundle.
- Duration of Hot Deals/Bundles are at the discretion of the Supplier, with agreement by the Assistant Category Manager.
- Hot Deals and Bundles apply to all ANBL stores (excluding Depot and Agencies for Bundles). Equivalent offers can be included or excluded from Agency stores and Licensees pending approval by the Assistant Category Manager or at the Suppliers discretion.
- Hot Deals/Bundles must be finalized during the call periods. Any requested outside the call periods are at the discretion of the Assistant Category Manager and Supply Chain and are based on ANBL's order calendar.
- The Supplier is responsible for the cost of the discount of the Hot Deal/Bundle, unless negotiated otherwise at the time of application.
- ANBL selects Hot Deals/Bundles that give customers the best value. Additional factors:
 - Number of offers in a specific period.
 - Price point, varietal, country, etc.
 - Availability of product/supply chain order cycle.
 - Seasonality.
- ****NOTE:** Chargebacks for all price promotions are sent out as per the fiscal calendar. These dates do not match our merchandising periods. For a breakdown of how these two timelines overlap, please refer to Appendix B.

VALUE ADDS

- If Value Add inventory is depleted during a promotion, store signage referring to it will be removed until stock is replenished.
- When available, Suppliers must provide a display unit to hold Value Add items.
- Suppliers may only ship a maximum quantity of Value Add items, the equivalent of a 10% growth in weekly sales of the participating SKU (beer only). ANBL will return excessive quantities of Value Adds to the Supplier, at their expense.
- Value Add items must be delivered to all ANBL stores (not to the ANBL Warehouse) before the beginning of the promotional period.
- The number of cases required must be entered in the Gateway booking.
- It is the responsibility of the Supplier applying a food Value Add item to ensure it meets Canadian Food Inspection Agency guidelines.
- Applications for Value Adds must be accompanied by a sample or image of the item and its attachment tool for approval.

LIQUOR VALUE ADDS

- Maximum 1 x 50ml on 750ml or 1140ml SKUs.
- Maximum 200ml on 1750ml.
- Liquor Value Adds for Wine: Maximum 1 x 200ml on 750ml and up. A display program must be booked to accommodate the extra space required.
- For Liquor Value Adds, the shipping case must be labeled with the SCC and "Duty Paid – Representative-Applied On-Packs".
- Products arriving without appropriate labeling will be returned to the Supplier at their expense.
- No additional accessories are to be shipped with the Value Add order. Attachment tools must be shipped directly to the Supplier representative. Any cases or accessories received at the warehouse not included on the purchase order will be returned to the Supplier at their expense.
- Liquor Value Adds of products not carried by ANBL are permitted.
- Liquor Value Adds must be different than the host product.
- All Liquor Value Add bottles must have a refund statement on the bottle.
- All Value Add bottles must not have a UPC on the bottle, or the UPC must be blacked out.

HOLIDAY GIFT PACK LAUNCH PARAMETERS

- The official date that holiday gift packs will be released at ANBL will be November 12. No gift packs are to be on the sales floor or sold before this date.
- Advent Calendars, which need to be released as soon as they are received to ensure full sell through by December 1, may be released as soon as they are received in store.

MERCHANDISING GUIDELINES BY CATEGORY

BEER PROMOTION GUIDELINES

- When booking beer promotions, preference will be given to Full Period LTOs, Hot Deals, and Bundles.
- Beer price promotions cannot be booked on products that have recently had a price increase or have been in market less than 1 period due to the competition act.

FULL-PERIOD LTO

- All beer full-period LTOs run for the duration of the promotional period.
- Minimum LTO amounts on beer can be found on page 35.
- Full-period LTOs charged back to Supplier at full retail discount.

Exclusions:

- Economy beer.

SHORT-TERM PROMOTIONS

- Short-Term Promotions on beer begin on a Monday and end on Sunday (7/14-day duration) or begin on Thursday and end on Sunday (4/11-day duration).
- Maximum one Short Term Promotion per period, per SKU.
- Minimum LTO amounts on beer can be found on page 35.
- Short-Term LTOs charged back to the Supplier at full retail discount.

Exclusions:

- Economy beer.

BUNDLES

- Bundle savings must align with minimum LTO amounts for beer.
- Bundles run for a limited time, starting on a Monday (7/14-day duration) or Thursday (4/11-day duration) and ending on that Sunday.
- A coordinating or equivalent agent & licensee offer is required.

MINIMUM BUNDLE REQUIREMENTS

DRIVER	PASSENGER	REQUIREMENTS
Beer	Beer	Not eligible for mainstream or economy price bands.
Beer	Spirits	Min. 12-pack beer size with min. 1 bottle of spirits. Economy spirits not eligible.
Beer	Wine	Min. 1 beer pack with 1 bottle (min. 750ml) or can of wine, not floor priced.
Beer	Cooler	Min. Bundle of 1 package product of each or 4 single units.

MINIMUM BEER LTO AMOUNTS

	MAINSTREAM	PREMIUM	SPECIALTY	IMPORT	MICRO
SINGLE		\$0.50	\$0.50	\$0.50	\$0.50
4 PACK		\$2	\$2	\$2	\$2
6 PACK		\$2.50	\$2.50	\$2.50	\$2.50
8 PACK	\$1	\$3	\$3	\$3	\$3
12 PACK	\$2	\$4	\$4	\$4	\$4
15 PACK	\$3.50	\$4.50	\$4.50	\$4.50	\$4.50
18 PACK		\$5		\$5	\$5
24 PACK	24 LTOs must be discussed with Beer Assistant Category Manager and Category Manager				

COOLER/CIDER PROMOTION GUIDELINES

COOLERS/CIDERS MINIMUM LTO

- Cooler price promotions cannot be booked on products that have recently had a price increase or have been in market less than 1 period due to the competition act.

FULL PERIOD LTO

- Not available for cooler or cider products

SHORT-TERM PROMOTIONS

- Short-Term Promotions on coolers and ciders begin on a Monday and end on Sunday (7/14-day duration) or begin on Thursday and end on Sunday (4/11-day duration).
- Maximum one Short-Term Promotion per period, per SKU.
- Short-Term Promotions charged back to the Supplier at full retail discount.

BUNDLES

- Bundle savings must align with minimum LTO amounts for cooler or cider products.
- Bundles run for a limited time, starting on a Monday (7/14-day duration) or Thursday (4/11-day duration) and ending on that Sunday.
- A coordinating or equivalent agent & licensee offer is required.

COOLER AND CIDER MIN. LTO AMOUNTS

MIN LTO	
SINGLE	Up to 500ml - \$0.50 501ml – 750ml - \$1.00 751ml and up - \$2
4 PACK	\$2
6 PACK	\$2.50
8 PACK	\$3
12 PACK	\$4
24 PACK	\$5

- No maximum LTO amount.

WINE PROMOTION GUIDELINES

FULL-PERIOD LTO

- Overall category strategy
- Number of LTOs per period
- Price point
- Size format
- Number of competing LTOs

*Note: Without special approval, LTOs cannot take the regular price below the outlined floor price:

- ANBL will waive the program fee if:
 - The value of the LTO is \$2 or greater on a 750ml below \$20.29.
 - The value of an LTO is 15% or greater on a 750ml that is between \$20.29 and \$34.99 and 10% or greater on a 750ml that is \$35 or over.
 - If several SKUs from the same brand family come under one LTO program, all must be eligible for the fees to be waived.

SIZE FORMAT	FLOOR PRICE
750ML	\$9.99
1L	\$12.99
1.5L	\$19.99
2L	\$20.99
3L	\$29.99
4L	\$39.99

MAXIMUM LTO AMOUNTS – BIB (3 & 4 LITRE)

PRICE POINT	MAX LTO AMOUNT
\$34.99 - \$44.99	\$3.00
\$45.00 - \$49.99	\$4.00
\$50.00 +	\$5.00

Outside of any category approved exceptional promotions

HOT DEALS/BUNDLES

- Bundle Form (sent via email) to be submitted to the Assistant Category Manager with application.
- There is 1 Full-Period Bundle per period, with 3 additional Hot Deals running for shorter time frames. All Hot Deals are merchandised on Platinum Program Location 11.
- Must be currently listed or an extension of a currently listed SKU.
- SKUs must have a minimum of 6 months in market before being approved for a Hot Deal/Bundle.
- Maximum price point of \$12.99 for 750ml. Minimum price point of \$39.99 for 3L, \$44.99 for 4L.
- Orders subject to change based on previous period performance.
- Reduced FOB (offers may be considered and should be presented to the Assistant Category Manager).
- Preference is given to Bundles that include both a red and white SKU or another category, such as spirits or beer.
- Bundles cannot be offered on the same SKUs for more than 2 periods in a row.
- Hot Deals/Bundles are confirmed for the year after the initial merchandising call. When this call has closed, only discussed and negotiated offers will be added if:
 - Inventory is available.
 - Space is available at stores.
- All Hot Deal/Bundle offers should include a deal for Agency stores and Licensees.
- ANBL and the Supplier will agree upon a forecast for Hot Deals/Bundles. All wine Hot Deals/Bundles are expected to meet an 80% depletion rate. If a Bundle doesn't meet or exceed this target, an LTO will automatically be booked for the following 2 periods to deplete excess inventory. Depot store will not be an option to deplete Hot Deal/Bundle inventory unless approved by Assistant Category Manager.
- LTOs cannot run back-to-back with brands that have Hot Deals/Bundles in a particular period.

SPIRITS PROMOTION GUIDELINES

FULL-PERIOD LTO

Program fee applies to each brand family. All SKUs within the brand family must be booked within the same program booking.

ANBL selects LTOs that provide customers with the best value. ANBL will consider the following when selecting which LTO applications to approve:

- Overall category strategy
- Number of competing LTOs
- Price point
- Size format
- LTOs are not permitted on 375ml Economy spirits
- ANBL will waive the retail fees if the LTO value is greater than 15% of regular retail price.
- When there are several brands from the same brand family booked under one LTO program, all brands must be eligible to have the program fees waived.
- No maximum LTO amount.

HOT DEALS/BUNDLES

- Hot Deals/Bundles are meant to feature offers that are well above average to consumers.
- If the Hot Deal/Bundle offer is deemed exceptional, program fees may be negotiated with the Assistant Category Manager.

LTO MINIMUMS:

SIZE	MIN LTO AMOUNT
375ML	\$1.00
750ML	\$2.00
1140ML	\$2.50
1750ML	\$3.00

MERCHANDISING PROGRAMS - TASTINGS

PROGRAM TYPE: TASTINGS

GROUP NAME: IN-STORE TASTINGS

MERCHANDISING LOCATION:

- Every store has a tasting station.

PROGRAM EXPECTATIONS:

- ANBL's Single Serve Sampling Program is in place to supplement this program during COVID-19, please contact your appropriate category team member for more information.
- Suppliers may use promotional materials for an in-store tasting.
- Suppliers are encouraged to place an advertisement/ notification in the store where the tasting will take place up to a week in advance. All materials must be approved by the appropriate Assistant Category Manager.
- The product must be on a merchandising program during the period of the tasting event, be a New Release (available in the store of the tasting less than 60 days), or be designated as a New Product (less than 60 days in market).
- Exception: Maritime Microbreweries, Cottage Wineries, Cideries and Distilleries.
- The tasting must be of educational value to the customer.

PROGRAM HIGHLIGHTS

- Available at all ANBL stores (excluding Depot and EXPÉRIENCE by ANBL).
- No limit to the number of SKUs in a tasting but the total served to a customer may not exceed quantities outlined in the Guidelines section.
- No Economy Spirits permitted. Highly encouraged to provide a cocktail / mixed drink option in addition to straight Spirit sample where appropriate.

ELIGIBLE CATEGORIES:

All categories, within these limitations:

- Refreshment: No Economy or Domestic Mainstream beer.
- Spirits: Must include at least one cocktail/mixed drink option per product. No Economy spirits permitted.
- Wine: 750ml SKUs priced \$13.99 or higher only.

FEE SCHEDULE:

No charge.

TASTINGS GUIDELINES

- Tastings are booked with the Store Manager/Agent on a store-by-store basis, 3 months in advance of the tasting date.
- Tasting samples shall be free of charge.
- All costs are the responsibility of the Supplier.
- Tastings can take place any day of the week:
 - Tastings can start at 11 am and must end 30 minutes before closing.
 - There is no limit to the number of tastings conducted per day.
- If a Supplier no-shows or cancels with less than a week's notice, there is a \$50 administrative fee.
- The representative conducting the tasting must follow ANBL's "Check 30" program, and ask for identification from anyone who looks to be under the age of 30.
- The Supplier can give away non-liquor items of nominal value at scheduled tastings:
 - Giveaways cannot be linked to a required purchase and all customers must be eligible to receive the giveaway.
 - Giveaway items require prior approval by the appropriate Assistant Category Manager.
- Suppliers are encouraged to provide food at in-store tastings. The Supplier is responsible for notifying customers of potential food allergies.
- Unless prior approval is received from the Retail Operations Centre, products to be used by the Supplier must be purchased at the store where the tasting is being held.
- The maximum allowable serving per customer is:
 - Wine: 2 ounces/60ml
 - Beer: 2 ounces/60ml
 - Spirits: 1/2 ounce/15ml
 - Coolers/Ciders: 2 ounces/60ml

*Note: These are the total allowed per tasting. For example, if someone tastes 2 ounces of wine, they are not allowed to taste again. They can, however, taste 2 one-ounce samples.

 - Drink mixes are permitted as long as the total amount of alcoholic beverage per drink does not exceed the amount specified for a single serving.
- The Supplier must ensure the customer consumes the sample on the premises.
- Suppliers may bring their own tasting booths or use ANBL's tasting table.
- Suppliers must provide their own napkins, tasting cups, etc.
- Only listed products are permitted for in-store tastings.
- All promotional materials used in conjunction with an in-store tasting must be approved by the appropriate Assistant Category Manager.
- The Supplier must ensure that a knowledgeable representative is on hand to answer customer inquiries during the tasting. ANBL employees will not be used in this capacity.

AGENCY STORE TASTINGS

- Tastings for Agency stores are booked directly with the Agent, independently from ANBL.
- Suppliers will pay full retail for the product at the Agency store. The discount will be rebated to the Supplier upon receipt of the Tasting Product Rebate Form (see page 50).
- This form will be filled out at the conclusion of the tasting by the Supplier and an Agency store representative.
- Unopened bottles must be returned after the tasting.
- Bottles with the remaining product must be left at the store.

ANBL TEAM TASTINGS

- Available for all ANBL and Agency stores.
- Suppliers don't need to conduct a public tasting to conduct a team tasting.
- This program is meant to provide ANBL staff with product knowledge.
- Participation in team tastings is voluntary for ANBL employees.
- Tastings must be conducted in non-retail areas during regular business hours.
- Products must be purchased at the store where the tasting is being held.
- Suppliers are entitled to a product discount, applied to ANBL's base price as follows:
 - Spirit: 45%
 - Wine: 40%
 - Beer: 44%
 - Cooler/cider: 50%
- The maximum allowable serving per staff member is:
 - Wine: 2 ounces/60ml
 - Beer: 2 ounces/60ml
 - Spirit: 1/2 ounce/15ml
 - Cooler/Cider: 2 ounces/60ml
- There is no fee for a team tasting.

TASTINGS CODE OF CONDUCT

- Please arrive at least 15 minutes before your scheduled tasting.
- You are responsible to bring all supplies, such as tasting cups, ice, bucket, paper towel, etc.
- Upon arrival, check-in with the office to process your paperwork and pay for your product.
- Don't leave the tasting station unattended.
- You must ask all customers who look younger than 30 for photo ID.
- You are not permitted to serve alcohol to anyone who appears to be under the influence of alcohol or drugs.
- If a customer has any questions about products other than what you are serving, please direct them to the store team.
- No cell phones or texting during the tasting.
- At the end of the tasting, you are responsible for cleaning up your station.
- Failure to adhere to these guidelines may result in termination of a tasting.



APPENDICES



APPENDIX A: ARTWORK REQUIREMENTS

HAVING ACCESS TO THE BEST PRINT-QUALITY, HIGH-RESOLUTION IMAGES IS CRITICAL IN HELPING SHOWCASE AND PROMOTE YOUR PRODUCTS TO ANBL CUSTOMERS, ACROSS ALL CHANNELS.

HERE'S WHAT WE NEED FROM YOU:

ANBL creates marketing assets from the imagery you provide (i.e. bottle shots and/or value add images).

- Images must be **300 dpi** at 100% print size.
- Logos in **vector** format (.eps or .ai files).
- **CMYK**
- High resolution files can be submitted in the following file formats:



SUPPLIER PROVIDED POS ARTWORK

If a product is part of a national program or a special promotion, alternative signage solutions may be considered upon approval by the applicable Assistant Category Manager. These are considered on a case-by-case basis.

- This means your **artwork is FINAL** and size or design alterations are not required.
- Print-quality PDF (PDF/X-1) or InDesign/Illustrator. Microsoft Word or Publisher files **will not** be accepted.
- Print files – **minimum bleed of 0.125"** + trim marks.
- **CMYK.**
- **Fonts** – supplied or converted to outlines.
- Logos in **vector** format (.eps or .ai files).

EXAMPLE:



HIGH RES 300 DPI
FILE SIZE USUALLY MB

LOW RES 72 DPI
FILE SIZE USUALLY KB

DEADLINE INFO:

SUPPLIER TO PROVIDE PRE-APPROVED ARTWORK AND ARTWORK-RELATED FILES SUCH AS BOTTLE SHOTS TO ANBL **AT LEAST 10 WEEKS BEFORE** THE PROGRAM START DATE.

***Fees will be applied for ANBL photography and photo editing services if supplier files do not meet ANBL's requirements. ***

ADDITIONAL NOTES:

Artwork is required for all approved in-store merchandising programs. If ANBL does not receive the necessary files needed, the program may be cancelled.

Apart from in-store POS, all public-facing advertising must adhere to the Official Languages Act of New Brunswick, include responsibility and age of majority (19+) messaging, and be approved by ANBL's Marketing department.

Suppliers are not permitted to use the ANBL name or logo in any promotional, advertising or communications unless expressly approved by ANBL's Marketing Department.

IMPORTANT SUPPLIER DEADLINES

Activity	# of weeks before start of period	P1 April 1 - May 5	P2 May 6 - June 16	P3 June 17 - July 21	P4 July 22 - September 1	P5 September 2 - October 6	P6 October 7 - November 17	P7 November 18 - January 5	P8 January 6 - February 16	P9 February 17 - March 30
Deadline for supplier changes in Gateway	12	8-Jan	12-Feb	25-Mar	29-Apr	10-Jun	15-Jul	26-Aug	15-Oct	25-Nov
All supplier provided POS files due to ANBL	6	19-Feb	25-Mar	6-May	10-Jun	22-Jul	26-Aug	7-Oct	25-Nov	6-Jan



APPENDIX B – MERCHANDISING & FISCAL DATES

FINANCIAL PERIODS				
Q	P	START (MONDAY)	END (SUNDAY)	# DAYS
1	1	01-Apr	28-Apr	28
	2	29-Apr	26-May	28
	3	27-May	30-Jun	35
2	4	01-Jul	28-Jul	28
	5	29-Jul	25-Aug	28
	6	26-Aug	29-Sep	35
3	7	30-Sep	27-Oct	28
	8	28-Oct	24-Nov	28
	9	25-Nov	29-Dec	35
W	10	30-Dec	26-Jan	28
	11	27-Jan	23-Feb	28
	12	24-Feb	30-Mar	35

WEEKS: 52

MARKETING PERIODS			
P	START (MONDAY)	END (SUNDAY)	# WEEKS
1	01-Apr	05-May	5
2	06-May	16-Jun	6
3	17-Jun	21-Jul	5
4	22-Jul	01-Sep	6
5	02-Sep	06-Oct	5
6	07-Oct	17-Nov	6
7	18-Nov	05-Jan	7
8	06-Jan	16-Feb	6
9	17-Feb	30-Mar	6

WEEKS: 52

APPENDIX C – AGENCY STORES PARTICIPATING IN MERCHANDISING DISPLAY PROGRAMS

AGENT #	LOCATION	AGENT #	LOCATION
101	Shediac	147	Memramcook
102	Harcourt	153	St. Quentin
104	Boiestown	156	Zealand
105	Hillsborough	159	Mactaquac
106	Canterbury	160	Port Elgin
107	Salisbury	162	Kedgwick
108	Harvey	163	Doaktown
109	Stanley	165	Janeville
110	Saint-Paul-de-Kent	167	Paquetville
112	Cambridge Narrows	169	Lepreau
113	Gagetown	174	Allardville
115	Juniper	175	Nackawic
117	Fredericton Junction	176	Barnesville
119	Pointe Sapin	184	Blackville
120	Riley Brook	187	Welsford
122	St. Martins	188	Baie-Sainte- Anne
123	Brantville	189	Public Landing
132	McAdam	191	Saint -Louis-de-Kent
133	St. Leonard	192	Minto
134	Charlo	193	Cocagne
141	Chipman	194	Grande-Anse
144	Arthurette	197	St Isidore
145	Bay du Vin	200	Aulac

APPENDIX C – AGENCY STORES PARTICIPATING IN MERCHANDISING DISPLAY PROGRAMS

AGENT #	LOCATION	AGENT #	LOCATION
202	Rusagonis-Waasis	225	Centreville
203	Lake George	227	Debec
204	Saint John	228	Saint-Arthur
205	Clair	229	Renous
207	Florenceville-Bristol	230	Black's Harbour
208	Irishtown	232	Petitcodiac
209	Bath	449	Grand Bay
210	Hanwell	450	Plaster Rock
211	Sunny Corner	452	Ste Anne De Madawaska
212	Richiboutou Village	453	Balmoral
213	Penniac	454	Burton
214	Grand Barachois	455	Hartland
215	Cap Pele	456	Belledune
216	Petit-Rocher	457	Campobello
217	Maisonnette	458	St-Antoine
218	Lameque	459	Perth-Andover
219	South Tetagouche	460	St. George
220	Youngs Cove	462	Elsipogtog
221	Norton	463	Douglas Harbour
222	Alma	464	Grand Manan
223	Kingston	465	Leech
224	Riverside-Albert	466	Rogersville

APPENDIX D – CASH LANES

STORE #	LOCATION	#LANES	STORE #	LOCATION	#LANES
3	Kennebecasis Valley	5	47	Salisbury	3
60	Corbett Centre, Fredericton	5	22	Tracadie-Sheila	3
36	East Point, Saint John	5	28	Shediac	3
66	Dieppe	5	29	Chatham	3
48	Moncton North	4	75	Beresford	3
45	York Street, Fredericton	4	35	Sussex	3
26	Vaughan Harvey Blvd, Moncton	4	61	Dieppe Blvd	3
2	Fairville Blvd, Saint John	4	19	Richibucto	2
4	Somerset St, Saint John	4	81	Campbellton	2
30	Newcastle	4	8	St. Andrews	2
38	Mountain Road, Moncton	4	9	Dalhousie	2
68	Brookside Mall, Fredericton	4	20	Bouctouche	2
79	Bathurst	4	21	Shippagan	2
62	Riverview	4	50	Neguac	2
63	Elmwood Drive, Moncton	3	53	Hampton	2
41	Oromocto	3	65	Experience by/par ANBL	2
40	Devon Park, Fredericton	3	33	Sackville	2
14	Edmundston	3			
5	Wellington Row, Saint John	3			
6	St. Stephen	3			
12	Caraquet	3			
13	Woodstock	3			
16	Grand Falls	3			

APPENDIX E - AGENT PRODUCT TASTING REBATE FORM

Agent #: _____ Store representative : _____

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

APPENDIX F - STORE LISTING BY BANNER AND GROUPS

Store #	Location	Banner	Groups
3	Kennebecasis Valley	A	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BRONZE, BLUE, BD, PR, DB, LTO, SF, RFD
26	Vaughan Harvey Blvd, Moncton	A	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BRONZE, BLUE, BD, PR, DB, LTO, SF, RFD
36	East Point, Saint John	A	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BRONZE, BLUE, BD, PR, DB, LTO, SF, RFD
45	York Street, Fredericton	A	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BRONZE, BD, PR, DB, LTO, SF, RFD
48	Moncton North	A	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BRONZE, BLUE, BD, PR, DB, LTO, SF, RFD
60	Corbett Centre, Fredericton	A	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BRONZE, BLUE, BD, PR, DB, LTO, SF, RFD
66	Dieppe	A	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BRONZE, BLUE, BD, PR, DB, LTO, SF, RFD
14	Edmundston	A	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BRONZE, BLUE, BD, PR, DB, LTO, SF, RFD
2	Fairville Blvd, Saint John	B	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BLUE, BD, PR, DB, LTO, SF, RFD
4	Somerset Street, Saint John	B	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BLUE, BD, PR, DB, LTO, SF, RFD
30	Newcastle	B	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BD, PR, DB, LTO, SF, RFD
38	Mountain Road, Moncton	B	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BLUE, BD, PR, DB, LTO, SF, RFD
40	Devon Park, Fredericton	B	BLACK, PLATINUM, CE, DIAMOND, BD, PR, DB, LTO, SF
41	Oromocto	B	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BRONZE, BD, PR, DB, LTO, SF, RFD
62	Riverview	B	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BLUE, BD, PR, DB, LTO, SF, RFD
63	Elmwood Drive, Moncton	B	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BLUE, BD, PR, DB, LTO, SF, RFD
68	Brookside Mall, Fredericton	B	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BD, PR, DB, LTO, SF, RFD
79	Bathurst	B	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BD, PR, DB, LTO, SF, RFD
5	Wellington Row, Saint John	C	BLACK, PLATINUM, CE, DIAMOND, GOLD, SILVER, BLUE, BD, PR, DB, LTO, SF, RFD
6	St. Stephen	C	BLACK, PLATINUM, CE, DIAMOND, GOLD, BD, PR, DB, LTO, SF
12	Caraquet	C	BLACK, PLATINUM, CE, DIAMOND, GOLD, BLUE, BD, PR, DB, LTO, SF
13	Woodstock	C	BLACK, PLATINUM, CE, DIAMOND, GOLD, BD, PR, DB, LTO, SF
16	Grand Falls	C	BLACK, PLATINUM, CE, DIAMOND, GOLD, BLUE, BD, PR, DB, LTO, SF
19	Richibucto	C	BLACK, PLATINUM, CE, DIAMOND, BD, PR, DB, LTO, SF
22	Tracadie-Sheila	C	BLACK, PLATINUM, CE, DIAMOND, GOLD, BD, PR, DB, LTO, SF
28	Shediac	C	BLACK, PLATINUM, CE, DIAMOND, GOLD, BLUE, BD, PR, DB, LTO, SF
29	Chatham	C	BLACK, PLATINUM, CE, DIAMOND, BD, PR, DB, LTO, SF
33	Sackville	C	BLACK, PLATINUM, CE, DIAMOND, GOLD, BD, PR, DB, LTO, SF
35	Sussex	C	BLACK, PLATINUM, CE, DIAMOND, GOLD, BLUE, BD, PR, DB, LTO, SF
61	Dieppe Blvd	C	BLACK, PLATINUM, CE, DIAMOND, BD, PR, DB, LTO, SF
53	Hampton	D	BLACK, PLATINUM, CE, DIAMOND, GOLD, BD, PR, DB, LTO, SF
81	Campbellton	D	BLACK, PLATINUM, CE, DIAMOND, GOLD, BD, PR, DB, LTO, SF
8	St. Andrews	D	BLACK, PLATINUM, CE, DIAMOND, BD, PR, DB, LTO, SF
9	Dalhousie	D	BLACK, PLATINUM, CE, DIAMOND, BD, PR, DB, LTO, SF
20	Boucoute	D	BLACK, PLATINUM, CE, DIAMOND, BD, PR, DB, LTO, SF
21	Shippagan	D	BLACK, PLATINUM, CE, DIAMOND, BD, PR, DB, LTO, SF
50	Neguac	D	BLACK, PLATINUM, CE, DIAMOND, BD, PR, DB, LTO, SF
75	Beresford	D	BLACK, PLATINUM, CE, DIAMOND, BD, PR, DB, LTO, SF

APPENDIX G - BUILDING BACK BETTER STORE VISITS

Product vendor partners and their reps visiting ANBL's retail stores can be an extremely valuable asset to our business. In an effort to set expectations between suppliers/agents and reps, we hope to provide clarity and best practices while visiting our store network (not relating to common practices at Agents, Grocery Stores or Licensees). As we continue to build our business together, keeping in mind our common interests, let's work collectively to achieve the following goals:

- Plan and execute initiatives at store level that are mutually beneficial for all stakeholders.
- Highlight and support new products, educate our store teams, and equip them with notable selling features and benefits.
- Keep stores informed of any additional business that may be taking place outside of our channel (example.... new listings at Licensee etc.).
- Support solutions for potential stock outs at store level.
- Support store teams on upcoming promotions by verifying inventory levels, print signage accuracy and educating teams on all initiatives.
- Our customers are our number 1 priority! Please be mindful of our team member's time while on the floor or in the warehouse, allowing them to focus on the customers as needed.

COMMON FAQ'S:

Should Reps be booking appointments with Managers?

It is encouraged that reps book appointments with store managers when visiting with any specific requests however, reps do not need to book appointments to physically visit stores.

Should reps be touching product at stores?

With safety top of mind, yes, reps are encouraged to ensure that stores are merchandised to standard and help teams with facing bottles and filling shelves. This being said, if additional inventory is needed from a stores warehouse, the rep is not to go back into the warehouse without a team members permission. It is also crucial to note that reps are not to re-arrange shelf sets unless discussed with the managers permission.

Can Reps email stores?

Yes, however, the main goal of any blanket communication would be to keep the stores informed on new product launches or valuable education on brands. Any specific info relating to merchandising or ad-hoc activity must be directed to store managers. Any specific asks sent out to the network as a whole with said requests will be ignored.

If a Rep see's an issue, who should they contact?

All store level issues must be reported directly to the manager via email. The manager will then pass on to the appropriate department in order to correct.

Can Reps transfer products between stores?

Yes, reps are able to help with store transfers when needed, with store managers approval, as long as there is accountability placed on the rep to deliver the product to the next store in a timely fashion. This is a trust system, however, failure to adhere to the common-sense rules of this process will result in a ban on the rep visiting our stores in the future.

Can reps conduct tastings for the public and store teams?

Please refer to our tasting guidelines laid out in the F23 Merchandising Guide.

How and when can a rep conduct a store initiative with a prize component?

All prize incentives must be booked through the District Manager or category management to ensure fairness across the network.

What is the best way to thank ANBL team members?

Recognize the small things. We're here to help and a simple acknowledgment of our store teams can be helpful and effective will go a long way!

THE QUICK LOOK PERFECT REP VISIT (ITS GO TIME!)

Before the Visit

Do you have any upcoming promotions (make sure timing aligns with our merch periods)?
 Using inventory reports, how can you help the store be setup for success?
 Do you have any new SKUs that you'd like to present? Bring sell sheets or any other necessary info.
 Do you have any 'Hot Deals' that are date sensitive that you're looking to push? Know your dates!
 Can you plan a product knowledge session in advance? Do you have cups? Do you need ice? Etc.

During the Visit

Let somebody know you're there.... Store teams are busy but will always appreciate a 'Hello/Bonjour' and acknowledgement that your there on a visit.
 If you scheduled a visit, ensure you're on time!
 How are your products looking on shelf? How's inventory for any promotional locations?
 Is placement correct? Can you help fill any gaps (with the team's permission)?
 Can you face and help your products stand out from the crowd?
 If conducting a tasting with the team, what are the features and benefits of said product? Can you give the teams the tools they need to effectively sell?

With the Store Manager or Asst Manager:

Do you have a new listing that could be a fit?
 Can you setup any future stores tastings with staff or public?
 Did you gain any new listings at Licensee's that the stores should be aware of from an inventory perspective?
 Can you offer any insights relating to increased demand at certain times for your products?
 Are you aware of any upcoming stock outs that can be prepared for?

Post Visit:

Follow up on the points that were discussed
 Keep track of sales to ensure that it's clear that your visit made a difference
 Ensure that you schedule a next visit.... Consistency is key
 Follow up on any transfer requests in a timely fashion
 Deliver on your discussions!