

PRODUCT LIFECYCLE MANAGEMENT MANUAL



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ALCOOL • NB • LIQUOR



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ABOUT ANBL



ABOUT ANBL



WHO WE ARE

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, Depot, 87 privately operated agency stores, 88 manufacturer's agency stores, 67 grocery stores and a central distribution centre. We are an engaged team delivering the B.E.S.T (Better. Every. Single. Time.) customer experience while generating annual sales of over \$506 million and responsibly managing a profitable business for the people of New Brunswick.

WHAT YOU'LL FIND IN THIS MANUAL



WHAT YOU'LL FIND IN THIS MANUAL

This document has everything you need to know about ANBL's product lifecycle management process, including details on how to apply for a listing, managing a listing and how a listing exits the market.

GLOSSARY

ACM: The Assistant Category Manager.

Agent/Representation: In this document, agent/representation refers to a person or company authorized to do business with ANBL on behalf of a Supplier. A Supplier can be their own agent or representative.

BevHub: ANBL's online product listing application system.

Gateway: ANBL's online booking platform for merchandising programs.

GP: Great Plains (GP) is ANBL's product management system where product information is hosted and linked to internal and external platforms.

Supplier: A business authorized to sell liquor to ANBL.

ABOUT ANBL'S CATEGORY MANAGEMENT TEAM

ANBL's product portfolio has five categories:

- Beer
- Coolers and Ciders
- Wine

- Spirits
- Non-liquor

Our Category Management Team is responsible for managing product lifecycle, in store merchandising programs and vendor relationships. Here are some of the main roles:

The Assistant Category Manager "ACM" is the main point of contact for all things related to product listings with ANBL.

The Category Manager develops and tracks the category strategy, while supporting the implementation of the strategy by the ACM.

The Vice-President and Director of Category Management work with the team to oversee and guide through all stages of product lifecycle.

The Merchandising Coordinator organises all things relating to the merchandising programs at ANBL and manages the Gateway portal.

The Product Lifecycle Coordinator assists the team with category planning, organising listing calls and various aspects of product maintenance and delisting.

The Product Data Coordinators set up and maintain all products in ANBL databases, as well as manage BevHub and other internal information systems.

See Appendix A: Contact List for a current list of our team members.

PRODUCT LIFECYCLE MANAGEMENT



PRODUCT LIFECYCLE MANAGEMENT

PRODUCT LISTING

This section provides information on the process for new products entering ANBL's market, along with key definitions, policies and practices surrounding this section of product lifecycle.

APPLICATION PROCESS

The product listing process begins with a call for products within a specific category. ANBL issues calls for submission based on a set schedule each year. For current call descriptions and applicable dates, see [Appendix B: Product Call Schedule](#). This schedule is subject to change based on portfolio and timeline needs. To be added to our call invitation email list, please contact the Product Lifecycle Coordinator (See [Appendix A: Contact List](#)).

The application process takes place on BevHub, ANBL's online listing platform. To get a login, contact the Product Data Coordinator ([Appendix A: Contact List](#)). For more on how to use BevHub, please see [Appendix C: BevHub Training Guide Preliminary Application](#).

All listing applications are reviewed by the Category Teams and are subject to final approval by the Category Manager. The respective Assistant Category Manager will advise applicants of the status of their application via BevHub.

DIRECT NEGOTIATIONS WITH SUPPLIERS

ANBL negotiates and transacts its purchases

directly with Suppliers. Payments are made only to them. ANBL does not pay commissions or other remuneration.

SUPPLIER/AGENT REPRESENTATION

Some Suppliers may choose an agent as their local business representative. The benefits of local representation are significant but not required for a Supplier to do business with ANBL.

HOW TO APPLY FOR A LISTING

1. When ANBL releases a call, the first step in applying for a listing is to submit a prelisting request in BevHub.
2. If your prelisting request is approved, the next step is to submit a full listing request.
3. A comprehensive marketing and merchandising plan must accompany the listing application. Include supporting data on consumer demand and well as your intentions for promotional investments. For more on ANBL promotional opportunities, please see [Appendix D: In-Store Merchandising Program Guide](#).
4. Listing applications must include complete pricing information and digital copies of all product labels and images. Failure to include digital images and labels will result in the rejection of the application and the listing's possible forfeiture.
5. Listing applications are incomplete without product samples. Product sample submission deadlines can be found in [Appendix B: Product](#)

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Call Schedule. Details on sample quantities and address can be found in the next section of this document.

6. Final approval is made based on the above information submitted. It is the responsibility of the submitting party to ensure the accuracy of this data. Any product approved that contains incorrect information is subject to corresponding fines and fees (**See Appendix E: Fines and Fees Schedule**).

PRODUCT SAMPLES

Product samples must be shipped FOB to the Category Team at:

Alcool NB Liquor Warehouse (back of building)

Attn: ACM, Name of Call

170 Wilsey Road

Fredericton, NB E3B 5B8

Samples required:

Wine – 1 selling unit

Spirits – 1 selling unit

Beer – 1 selling unit

Coolers, Ciders – 1 selling unit

A document outlining the sample shipping process is available upon request.

DIGITAL IMAGE FILES

All digital image files must meet the following minimum standards as noted in BevHub:

- **JPEG/JPG format**
- **Image pixel dimensions of at least 1000 or larger in either height or width**
- **Square aspect ratio**
- **File size must not exceed 30MB**
- **Pure white background colour is preferred (RGB: 255, 255, 255)**
- **RGB or CMYK colour mode**
- **The full product must be in frame**

If you cannot provide an image meeting the minimum standards outlined above, ANBL will supply one for a fee of \$30/image.

ADDITIONAL SIZES

Requests for additional sizes of listed products are considered the same as requests for new products and must follow the same process as for a new listing.

While product samples are not required for this type of application, a sample of the package must be included with the application.

APPLICATION DEADLINES

The Category Team reviews all complete applications as per the review schedule in **Appendix B: Product Call Schedule**. Any product rejected for pricing issues only may be reconsidered for listing once the pricing concern is resolved.

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UNSOLICITED APPLICATIONS

Unsolicited applications will not be accepted.

If you would like to submit a product for listing consideration outside of the call period, you must contact the appropriate Category Team before submitting an application. They will book a meeting with you to discuss market conditions and review the ANBL product portfolio to determine if it merits consideration.

INVITATION OF APPLICATIONS

ANBL may, at its discretion, invite Suppliers/Agents to submit applications for specific products. ANBL may, at its discretion, invite a Supplier/Agent to submit another request for a previously rejected product within a year of the original application.

FESTIVAL PRODUCT SELECTION

Applications for products to be considered for inclusion in ANBL-supported festivals listed in the call schedule must be identified on the official listing application. They must be received by the appropriate date. For more details on festival guidelines, see [Appendix F: Event Sponsorship Handbook](#).

PRODUCT LISTING TYPES

All ANBL product listing calls will have an associated listing type(s). This listing type defines how the product is brought into market. See below for the three listing types.

GENERAL LISTING (GL)

- Products that are considered to appeal to a broad cross-section of the buying public and have reasonable sales expectations in most stores.
- GL products are expected to maintain annual sales that meet or exceed their product category targets.
- GL products are kept at the ANBL central warehouse and are regularly replenished (except for direct delivery SKUs). Re-orders are based on projected sales volumes.
- GL products can be exclusive to a Channel or Banner within the ANBL network. For details on Channels and Banners, see page 14.
- GL status is granted after the product has passed an initial test phase in the market.
- These products will be priced in accordance with the General Mark-up Policy outlined in [Appendix G: ANBL Pricing Policy](#).

TEST PRODUCTS (TP)

- TP listings are treated similarly to GLs but are conditionally listed for up to one year and then evaluated for performance.
- Products that are considered to appeal to a large cross-section of the buying public and have reasonable sales expectations but may be subject to specific conditions agreed to by ANBL are considered for TP listing.

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- TP products are expected to maintain annual sales that meet or exceed their product category targets.
- TP products are kept at the ANBL central warehouse and are regularly replenished (except for direct delivery SKUs). Re-orders are based on projected sales volumes.
- TP products can be exclusive to a Channel or Banner within the ANBL network. For details on Channels and Banners, see page 14.
- These products may be priced outside of the General Mark-up Policy outlined in **Appendix G: ANBL Pricing Policy**.

ONE-TIME LISTING (OT)

These products are in the market temporarily for a defined length of time.

OT product forecast and sell-through dates are agreed upon by the Supplier/Agent and ANBL before a listing is granted.

OT products are fully distributed to stores from the ANBL Central Warehouse. Direct Delivery Products are ordered by the stores during a defined ordering period.

OT products can be exclusive to a Channel or Banner within the ANBL network. For details on Channels and Banners, see page 14.

GUIDELINES FOR ONE-TIME PRODUCT LISTINGS

To optimize and avoid overstock of One-Time listings:

1. The Supplier/Agent provides a sales forecast as part of the product's application, broken down by month.
2. The Category Team reviews the forecast. The team accepts it as submitted or returns it to the Supplier/Agent with suggested revisions. If ANBL purchases a quantity exceeding the Supplier/Agent's forecast, ANBL is responsible for liquidating product beyond the original forecast.
3. Once the forecast is agreed to, ANBL's Supply Chain ensures that the proper orders are placed in a timely manner.
4. Once the product is released into the market, ANBL does a monthly date-sensitive review. ANBL notifies the Supplier/Agent of any product in jeopardy of not meeting its sell-through targets.
5. ANBL liquidates product with remaining inventory after the agreed-upon selling period.
6. Products selected for the EXPÉRIENCE Program, which introduces new wine portfolios at select ANBL stores every 6-8 weeks, will automatically be invoiced upon release for six bottles at Trade discount. These are for store team Experience tastings, which are critical in driving volume of premium wines. Products selected for the Experience Program that do not hit 50% sell-through after 12 weeks in market are sent to the Depot. The Supplier/Agent is charged back 15% per case on remaining inventory.

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LABELLING STANDARDS

Suppliers must ensure that labels meet all federal legislation requirements, including the Food and Drugs Act. ANBL will remove from stores and delist products whose labels don't meet these standards. For more on these regulations, see the [Labelling requirements for alcoholic beverages](#) on the Canadian Food Inspection Agency website.

Canadian label regulations have changed.
For guidance and support:

- Find a summary of the new food labelling changes [here](#) and the CFIA Labelling Tool for Industry [here](#).
- Find information about Lot Code requirements under the new Safe Food for Canadians Regulations [here](#).

Suppliers must also ensure that labels meet the requirements of the [Beverage Containers Act](#) of the Province of New Brunswick. Failure to do so carries penalties ranging from product removal to monetary penalties outlined in [Appendix E: Fines and Fees Schedule](#).

The following are approved versions of acceptable refund statements:

- Refund/Consigné
- Return for refund where applicable/consigné là où la loi le prescrit
- Return for refund where applicable/consigné là où applicable

All retail sales units must bear a Universal Product Code (UPC) as outlined in the [Product Identification Standards Manual](#) issued by the Canadian Association of Liquor Jurisdictions, (CALJ). A UPC is the bar code that is used to scan a product at the point of sale. BevHub accepts UPCs that are 12 or 13 digits long and should be unique to the product. If you receive a warning that the UPC is already in use, please contact the ACM or Product Data Coordinator immediately as they can help resolve the issue.

As of Jan. 1, 2020, ANBL no longer issues in-house generated UPCs and SCCs.

To get a new UPC or manufacturer number, please contact [GSI Canada](#).

For package design, including Global Trade Item Numbers (GTINs), consult with a packaging designer or a packaging materials supplier, as they typically have significant experience with these requirements.

SHIPPING CASE LABELLING

All shipping cases processed through our central warehouse must conform to the Case Label Specifications as defined in the [Product Identification Standards Manual](#), issued by CALJ. Failure to do so carries penalties ranging from product removal to monetary penalties outlined in [Appendix E: Fines and Fees Schedule](#).

All shipping units must bear a Shipping Container Code (SCC). An SCC is the bar code that appears on the shipping unit of the product. BevHub accepts

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SCCs that are 13 or 14 digits long and must be unique to the product that they are assigned to. ANBL utilizes SCCs to generate the purchase order for all products, including kegs, so accuracy is essential. If you receive a warning that the SCC is already in use, please contact the ACM or Product Data Coordinator immediately as they can help resolve the issue.

CERTIFICATION OF DECLARATIONS

If your product has gluten-free, fair trade or organic declarations, you must upload proof of certification during the product application process in BevHub. If your product is vegan, you may choose to include a certification of such if applicable.

EVALUATION PROCESS

ANBL's Category Management Team selects listings based on the following criteria in no particular order:

- Taste
- Suitability for the New Brunswick market
- Price
- Proposed marketing and merchandising plan
- Relationship to other listed products
- Performance in other markets
- Uniqueness
- Packaging
- Supply chain considerations
- Labelling

- Past performance of Supplier/Agent
- Strategic fit
- Portfolio requirements

TASTING PROCESS

ANBL conducts tasting sessions to determine the palatability of products recommended for acceptance by the Category Teams. Tastings are conducted by the appropriate Category Manager and Assistant Category Manager who give final approval.

APPEALS

A Supplier/Agent may appeal a rejected application in writing to the Director of Category Management ([Appendix A: Contact list](#)). The letter should clearly state the reason for the appeal. It must be supported by additional information that was not part of the original application.

SOCIAL RESPONSIBILITY

The Category Management team follows a set of social responsibility guidelines when reviewing products. See [Appendix H: Social Responsibility Guidelines](#).

PRICING AND FEES

Product pricing is established in collaboration with the Category Team. Please refer to [Appendix G: ANBL Pricing Policy](#) for detailed markup information. The Markup Structure and resulting Pricing Calculators will be used as a guide to determining retail price; however, ANBL reserves

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the right to determine final retail price for all listing types.

STOCKING ADMINISTRATION FEES

Stocking Administration fees apply to newly listed products as follows:

- **GL & TP listings will be subject to a one-time \$250.00 charge when ANBL accepts the listing.**
- **The Category Team can waive the Stocking Administration Fee at its discretion.**
- **OT listings are exempt from the Stocking Administration Fee.**

PURCHASING AND LOGISTICS

PRODUCT DISTRIBUTION

All products arriving to ANBL's Warehouse must follow the guidelines in [Appendix I: Receiving Guidelines](#).

Once a product listing is granted, ANBL notifies all stores of its availability through a New Product Release Bulletin, which also contains pricing and ordering information.

All new product listings receive automatic distribution to select stores upon release (excluding direct delivery). The Category Team determines the distribution when it grants a listing. See Channels and Banners section below for more information.

For stores that are not included in the initial distribution of a new listing, it is the Store Manager's

responsibility to determine whether they will carry the product.

CHANNELS AND BANNERS

Any product (GL, TP or OT) can have a Channel(s) and/or Banner(s) assigned to it that provides more information about the listed item's availability in market.

CHANNELS

Channels are how and where consumers buy items listed for sale. They are:

- **Brick and Mortar:** Products that are available for sale in ANBL stores. (Please see the Banner information for more details on which stores are part of this Channel.)
- **Convenience Channel:** Products available for the Agent Store network.
- **Licensee:** Products available to Licensee customers. Certain products are exclusive to this channel, such as beer kegs.
- **Duty-Free Shops:** Products that are exclusive to Duty-Free Shops.
- **Grocery Stores:** Products that are available or exclusive to the Grocery channel.

BANNERS

ANBL may assign products to one, multiple or all Banners:

- **Stores A-D:** ANBL Stores each have a banner rating from A to D. The letter indicates the store size and capacity, in descending order.

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- **Boutique:** This Banner refers to the EXPÉRIENCE by ANBL Boutique in Moncton and ANBL's Craft Beer Room in Fredericton. The Boutique is a wine shop featuring rare bottles, trendy items and exciting vintages. The Craft Beer Room has the best selection of craft beers in the province.
- **Depot:** Located in Salisbury, Depot offers deep discounts on select items of wine, spirits, coolers and beer in a warehouse-designed store.

PRODUCT MANAGEMENT

This section provides guidelines for suppliers on products once they are in market.

MERCHANDISING OPPORTUNITIES (CUSTOMER EXPERIENCE)

ANBL offers an array of merchandising programs and packages for Suppliers/Agents to book. Suppliers are encouraged to apply for merchandising opportunities primarily during one of two open calls through Gateway, ANBL's online booking platform for merchandising programs. For detailed information on in-store merchandising, see [Appendix D: In-Store Merchandising Program Guide](#).

More in-depth details around visual merchandising can be found in [Appendix J: Retail Merchandising Standards Manual](#).

Space Planning is done internally by the Store Operations Channel Team. ANBL determines product placement based on demand and sales.

PRODUCT FORMAT, LABEL AND PACKAGING CHANGES

PRODUCT PACKAGING/LABEL CHANGES

Changes of any kind in the presentation of a product must have prior written approval from the Category Team.

ANBL accepts requests for approval of packaging/label changes throughout the year, provided the Category Team receives them at least eight weeks before the requested date of change.

PRODUCT FORMAT AND PACKAGING CHANGES

A new listing application is required if a product's package size or product name changes. The new product must have a unique UPC/SCC. If the Category Team approves a product format change or packaging change, the Supplier/Agent must provide an exit strategy for the existing product as part of the application.

SPECIAL PACKAGING

Applications for products packaged in special containers or containing additional non-beverage items must show the cost of containers and non-beverage items separate from the beverage alcohol contents on the application form.

QUALITY ASSURANCE

SHELF STABILITY

ANBL listed products must have the stability to support an unrefrigerated, end-to-end supply

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chain. If a product is found to be unstable, ANBL immediately recalls it. The Category Team will work with the Supplier/Agent to investigate the cause. If a satisfactory root cause can be identified and there are appropriate corrective actions to remedy it, the product will be reintroduced into the supply chain.

TIME-SENSITIVE PRODUCTS

ANBL works with Suppliers/Agents to prevent stale-dating of time-sensitive product listings by following these guidelines:

1. The Supplier/Agent provides an annual sales forecast to the Category Team for each product, broken down by month. The Supplier/Agent also identifies the format, decryption key, and date code location on their packages, indicating whether it is the production or expiry date.
2. The Category Team reviews the forecast. The team accepts it as submitted or returns it to the Supplier/Agent with suggested revisions. If ANBL purchases a quantity exceeding the Supplier/Agent's forecast, ANBL takes responsibility for stale-dated product beyond the original forecast.
3. Once the forecast is agreed upon, Supply Chain will ensure that the proper orders are placed in a timely manner.
4. ANBL does a monthly time-sensitive review. The Category Team will discuss options to prevent stale-dating with the Supplier/Agent, including LTOs, sampling, and increased store distribution. If the product stale-dates and ANBL must

destroy and discard it, the Supplier/Agent will be billed the landed case cost and disposal costs.

5. ANBL will return products that arrive at the central warehouse without substantial shelf life remaining to the Supplier at the Supplier's expense. Product with a stated shelf life of 6 months or less must have a minimum of 75% upon receipt; product with a stated shelf life greater than 6 months must arrive with a minimum of 5 months remaining (See [Appendix I: Receiving Guidelines](#) for more information).

PRICE CHANGES

ANBL provides the opportunity for Suppliers to adjust product prices at least once per year, but reserves the right to issue a price call if needed. Please refer to [Appendix G: ANBL Pricing Policy](#) for detailed markup information.

CHANGES IN REPRESENTATION

Suppliers must notify ANBL in writing of the appointment or termination of any agent or agency authorized to act on their behalf in New Brunswick. Any change to representation can be sent to the Product Lifecycle Coordinator along with the appropriate Assistant Category Manager.

PRODUCT LIFECYCLE MANAGEMENT

PRODUCT DELISTING

This section provides details on how products exit the market.

PORTFOLIO REVIEWS

The Category Team reviews the portfolio (TP/GL listings) quarterly, ranking products on category and subcategory performance, Supplier/Agent performance, ANBL portfolio requirements and other criteria.

The resulting scorecard identifies top performers safe from delisting, mid-range performers that require attention by the Supplier/Agent, and bottom performers that are strong candidates for delisting.

ANBL shares the results by email with Suppliers/Agents. Please contact your Assistant Category Manager to book a meeting to discuss products other than top performers.

Suppliers/Agents should review the ANBL Import Order Schedule (see [Appendix K: Import Order Schedule](#) and [Appendix L: ANBL PO Terms and Conditions](#)).

SKU DELISTING AND EXIT STRATEGY

Products are delisted following a thorough portfolio review process (see above); however, the Category Team reserves the right to delist a product at any time.

Once a product is delisted, any outstanding purchase orders are cancelled, and no further ones are issued.

Permanent listings (GL and TP) delisted during their first 24 months in market are marked down 25% of landed case cost at the Supplier's/Agent's expense. Depending on the circumstances, alternate arrangements may be made to move delisted stock out of the ANBL system. Please contact the Category Team for details.

If a Supplier/Agent does not agree with ANBL's delisting decision, a letter of appeal may be sent to the Director of Category Management for consideration. Their decision is final.

ANBL Store Managers conduct periodic reviews of their store portfolio to identify products that may be discontinued at the store level. Any products identified for delisting will no longer be carried in that store.

APPENDICES



APPENDICES

Appendix A: Contact List

Appendix B: Product Listing Schedule 2022-2023

Appendix C: BevHub Training Guide Preliminary Application

Appendix D: In-Store Merchandising Program Guide

Appendix E: Fines and Fees Schedule

Appendix F: Event Sponsorship Handbook

Appendix G: ANBL Pricing Policy

Appendix H: Social Responsibility Guidelines

Appendix I: Receiving Guidelines

Appendix J: Retail Merchandising Standards Manual

Appendix K: Import Order Schedule

Appendix L: PO Terms and Conditions