



Licensee Rebate Program Questions and Answers

13 August 2020

What is ANBL providing to licensees under this new program?

The Licensee Rebate Program offers licensees a rebate on the alcohol beverage products they purchase from ANBL to sell in their restaurants, bars, etc.

What products are being included in this program?

All of ANBL's listed products will be included in the program.

Why is ANBL introducing this rebate program to licensees?

New Brunswick has been one of a very few jurisdictions in Canada that did not offer a discount program for licensees. As part of our three-year strategic plan, we are pleased to be able to provide this to one of our most valued customer groups in response to their long-standing requests for such a program. Prior to the COVID-19 pandemic, licensees typically accounted for over 10% of our sales. We believe this rebate program will help to grow as well as provide support to this important industry.

When does the rebate come into effect?

The ANBL Licensee Rebate Program came into effect on March 30, 2020, the beginning of ANBL's 2020-2021 fiscal year.

How can a licensed establishment know if it is eligible for the new rebate announced in this program?

Any licensed establishment operating under an active, permanent liquor license from Department of Public Safety's records is eligible for the rebate. This excludes licenses issued for temporary, special events such as weddings, charitable festivals, carnivals.

What are the conditions to qualify for the rebate?

Only products ordered through ANBL's online ordering platform (referred to as "E-Commerce") and using online automated payment methods will be eligible for the rebate. Newly setup accounts qualify for the rebate for all purchases made through ANBL within the quarter in which they start placing online orders.

How can a licensed establishment get setup for online ordering with ANBL?

A licensed establishment can request the setup for ANBL online ordering by sending a message to webinfo@anbl.com indicating 1) establishment name, 2) license number, 3) contact name, 4) phone number, 5) e-mail address, and the E-Commerce Team will be happy to assist and communicate all necessary information.

How will the rebate be calculated?

The rebate is calculated on the licensee's purchases each quarter of ANBL's fiscal year. The rebate percentages for 2020-2021 have been established as indicated below:



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A licensee with purchase history:

Based on previous year's purchase history	Rebate %
Beer	1%
Coolers & Cider (other beverages)	1%
Spirits – purchases up to \$15,000	5%
Spirits – purchases from \$15,001 to \$50,000	7%
Spirits – purchases over \$50,000	10%
Wine – purchases up to \$15,000	5%
Wine – purchases from \$15,001 to \$75,000	7%
Wine – purchases over \$75,000	10%

A licensee without purchase history (i.e. new licensee – first year of operation):

New Licensee (no purchase history available)	Rebate %
Beer	1%
Coolers & Cider (other beverages)	1%
Spirits	5%
Wine	5%

Our Licensee Rebate Program Estimate Calculator can help you estimate your potential rebate. Find it here.

How will the rebate be distributed?

Rebates will be sent by cheque to the most current licensee address on file at ANBL. No cheques will be issued for a rebate amount less than \$10 nor will this amount get carried over to the following quarter.

How often will the rebate be issued?

Rebates will be calculated at the end of each of ANBL's fiscal quarters, and cheques can be expected to arrive in the mail by the end of the following months: July, October, January and April.

How often will the rebate formula(s) be reviewed?

The formulas will be reviewed on a yearly basis and new rates will apply at the beginning of ANBL's fiscal year.

Will HST apply to the rebate?

The rebate amount will be calculated and then HST applied to the rebate. For example, if the rebate amount is calculated to be \$100 the amount of the cheque will be \$115 (\$100 + \$15 of HST).

How can I find out more information about the program?

Reach out to webinfo@anbl.com for more information.



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Will COVID-19 have any impact on how this program operates?

No. While we understand COVID-19 has had a significant impact on our partners, any purchases made and paid online using our e-commerce site since March 30, 2020 will go towards the rebate.