



 NEWFOUNDLAND  
LABRADOR  
LIQUOR CORPORATION

# PROMOTIONAL POLICY FY2025

**Table of Contents**

Introduction ..... 2

ePAC..... 3

Feature Brand Program ..... 4

Corporate Liquor Store Display ..... 9

Corporate Liquor Store Display – Backercards..... 12

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 ..... 24

Beer Cooler 4 Shelf Display ..... 25

Shelf Extenders ..... 26

AIR MILES® Reward Miles™ Program ..... 28

Mega Deals ..... 32

AIR MILES® eCampaign ..... 34

AIR MILES® Swipe-to-Win Contest..... 35

Other AIR MILES® Opportunities ..... 36

Special Savings ..... 38

Value Add..... 39

Buy One Get One ..... 41

Consumer Sampling ..... 42

Catalogue Advertising ..... 46

Social Media ..... 49

NLC Web-Based Advertising ..... 50

Just Arrived ..... 53

Appendix A: FY2021 Fiscal Calendar ..... 54

## 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 2025 fiscal year (April 7, 2024 – April 5, 2025).

### Contacts:

#### Category Managers

Scott Collins – Category Manager Spirits & Beer  
scott.collins@nliquor.com  
709.724.3516

Janine Penney – Category Manager Wines & RTD  
janine.penney@nliquor.com  
709.724.1127

#### Category Coordinators

Cody Snow - Category Coordinator Wine  
cody.snow@nliquor.com  
709.724.1184

Keyona Walsh – Category Coordinator Beer  
keyona.walsh@nliquor.com  
709.724.1226

Mandy Gulliver – Category Coordinator RTD  
Amanda.Gulliver@nliquor.com  
709.724.1251

Nicole Gibbons - Category Coordinator Spirits  
nicole.gibbons@nliquor.com  
709.724.1251

#### Category Contacts

Debbie Parrott - SKU Maintenance Administrator  
Debbie.Parrott@nliquor.com  
709.724.8626

Courtney Perry – Administrative Assistant  
Courtney.Perry@nliquor.com  
709.724.1140

## **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.

Period	Spirit Feature Brand	Wine Feature Brand	Beer Feature Brand	RTD Feature Brand
P1	\$5,600	\$5,600	\$9,600	\$5,600
P2	\$5,600	\$5,600	\$9,600	\$5,600
P3	\$7,000	\$7,000	\$12,000	\$7,000
P4	\$5,600	\$5,600	\$9,600	\$5,600
P5	\$5,600	\$5,600	\$9,600	\$5,600
P6	\$7,000	\$7,000	\$12,000	\$7,000
P7	\$5,600	\$5,600	\$9,600	\$5,600
P8	\$5,600	\$5,600	\$9,600	\$5,600
P9	\$7,000	\$7,000	\$12,000	\$7,000
P10	\$5,600	\$5,600	\$9,600	\$5,600
P11	\$5,600	\$5,600	\$9,600	\$5,600
P12	\$7,000	\$7,000	\$12,000	\$7,000

### 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
- Maximum 2 SKUs per Feature Brand
- **Signage** (Illustration B – In-store)
- Posters
- Offer Inserts
- Shelf Cards
- Power Aisle Signs \*Wine or Spirits
- 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 sales 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 23,000 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 A – Feature Section***



Offer Insert Samples



Illustration B – In-store



## Feature Brand Social Media

NLC's social media channels (Facebook, Twitter and Instagram) are followed by approximately 42,000 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

**NLC Liquor Store** @nlliquor · Sep 17  
 Extra Miles? Now that's refreshing!  
 ✈️ Score 15 Bonus Miles when you purchase any 6 (offer ends Oct.1st).  
 Find more Air Mile offers here [nlliquor.com/product-catego...](http://nlliquor.com/product-catego...)

473 ml

1 retweet, 1 like



Facebook

**NLC Liquor Store** · Published to Public · August 19

**Try Before You Buy!**  
 Friday 5pm to 7pm & Saturday 10am to 5pm  
 Drop by NLC Liquor Store this weekend to sample Bailey's Colada Liqueur.  
 \*Product may vary based on availability.  
 PARTICIPATING STORES: Hovey Estates • Long Point • Garden • Grand Falls-Hendrix • Kensington • Corner Brook Hunter Gardens • Feenagle B&B, Pearl • Old Placentia Rd B&B, Pearl • Paradise • Topical Road • Bay Roberts • Stanger Drive • Blackmarsh Road • Kelsey Drive • Fitzpatrick Lane

8,890 People reached, 107 Engagements, 1 +1.4x higher Distribution score

Boost post



Instagram

**nlliquor** · NLLIQUOR Posts

View Insights Promote

Liked by thebeveragebaron

nlliquor The perfect pairing for your next BBQ! Enjoy a glass of Vivo + score Savings of \$2.00 ea on Vivo Reserva 750ml wines – now only \$14.69 (offer ends August. 27th)

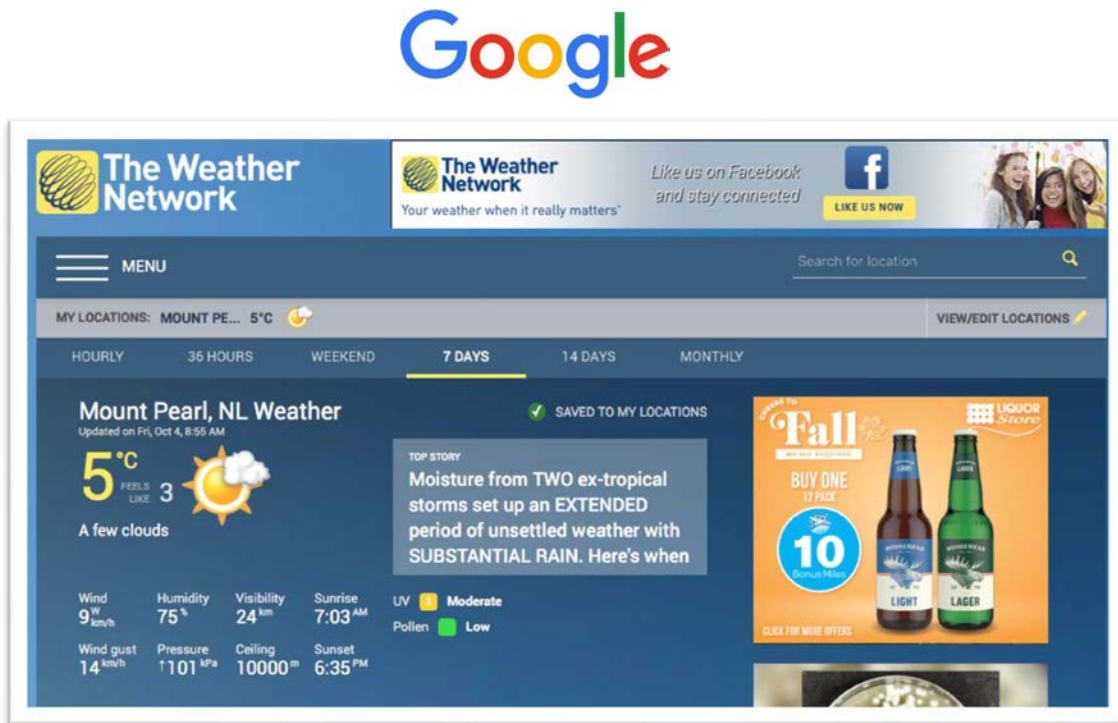
August 23



## 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



The screenshot shows the The Weather Network website interface. At the top, there is a navigation bar with the logo, a search bar, and social media links. Below this, there is a section for 'Mount Pearl, NL Weather' with a current temperature of 5°C and a forecast for 'A few clouds'. To the right of the weather section is a 'TOP STORY' about moisture from ex-tropical storms. On the far right, there is a large advertisement for 'Change to Fall' from Liquor Store, featuring a 'BUY ONE GET ONE 10% OFF' promotion on beer. The ad includes images of beer bottles and a 'CLICK FOR MORE OFFERS' button.



This is a close-up of the liquor store advertisement. It features the 'Change to Fall' logo and the Liquor Store logo. The main text reads 'SAVE \$2.00 EA.' for 750 ML bottles. Below the text are images of two bottles of 'Castillon de Dieule' wine. At the bottom of the ad, there is a 'WATCH THIS' button.

### 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 and End Cap 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.

**End Cap Displays** are located in the prime traffic area of each store. End Cap displays are located on the end of wine islands.

FLOOR DISPLAY		END CAP DISPLAY	
Period	Per Store	Period	Per Store
P1	\$237	P1	\$150
P2	\$237	P2	\$150
P3	\$291	P3	\$184
P4	\$291	P4	\$184
P5	\$237	P5	\$150
P6	\$291	P6	\$184
P7	\$237	P7	\$150
P8	\$237	P8	\$150
P9	\$378	P9	\$238
P10	\$237	P10	\$150
P11	\$237	P11	\$150
P12	\$291	P12	\$184

Store	Floor Display	End Cap Display	TOTAL
Howley Estates	7	22	29
TD Place	0	5	5
Port Aux Basques	2	14	16
Long Pond	4	26	30
Stephenville	3	18	21
Gander	3	18	21
Paradise	1	22	23
Grand Falls Windsor	2	22	24
Labrador City	2	16	18
Carbonear	2	20	22
Merrymeeting Road	2	28	30
Clareville	3	16	19
Marystown	3	20	23
Corner Brook Humber Gardens	5	24	29
Mount Pearl	4	26	30
Placentia	0	5	5
Happy Valley Goose Bay	4	18	22
Topsail Road	5	22	27
Bay Roberts	4	20	24
Stavanger Drive	3	28	31
Pearlgate Plaza	3	20	23
Blackmarsh Road	4	26	30
Kelsey Drive	7	24	31
Ropewalk Lane	2	18	20

Corporate Liquor Store Display Package Configuration			
Display Package	Floor Display	End Cap Display	TOTAL
D01	22	2	24
D02	21	3	24
D03	15	9	24
D04	9	15	24
D05	4	20	24
D06	2	20	22
D07	2	20	22
D08	0	22	22
D09	0	22	22
D10	0	22	22
D11	0	22	22
D12	0	22	22
D13	0	22	22
D14	0	22	22
D15	0	22	22
D16	0	22	22
D17	0	21	21
D18	0	21	21
D19	0	20	20
D20	0	19	19
D21	0	18	18
D22	0	16	16
D23	0	14	14
D24	0	11	11
D25	0	9	9
D26	0	9	9
D27	0	9	9
D28	0	8	8
D29	0	8	8
D30	0	6	6
D31	0	2	2

## Corporate Liquor Store Display – Backercards

Our Display Backercards are 20" w x 16"h and will be developed in-house utilizing the current marketing thematic to keep a consistent look & feel throughout our stores and digital network. However, if the supplier has a national program they really want to push in our market, then we can work one-on-one with them to help incorporate elements of their programming into our creative. Any final art or images must be sent to Danielle Roche for approval at least four to five weeks before the start of the promotional period.

Please forward all images as attachments (as opposed to embedded in the email) and if attachments are over 10 Megs we suggest using a file transfer service such as Dropbox or WeTransfer.

### Production Requirements

File Format - 300dpi CMYK Actual size (Jpeg, Tiff, Adobe PDF or PSD preferred)

Fonts - All Fonts should be embedded as paths or supplied in Mac format to avoid substitution



## 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 45 Liquor Express locations. Each of the 45 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	Per Store	TOTAL	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	2 - Howley Estates	2 - Howley Estates	2 - Howley Estates	2 - Howley Estates
41 - Stavanger Drive	41 - Stavanger Drive	41 - Stavanger Drive	41 - Stavanger Drive	41 - Stavanger Drive
7 - Long Pond	7 - Long Pond	7 - Long Pond	7 - Long Pond	7 - Long Pond
49 - Kelsey Drive	49 - Kelsey Drive	49 - Kelsey Drive	49 - Kelsey Drive	49 - Kelsey Drive
42 - Pearlgate Plaza	42 - Pearlgate Plaza	42 - Pearlgate Plaza	42 - Pearlgate Plaza	22 - Corner Brook Humber
14 - Merrymeeting Road	14 - Merrymeeting Road	14 - Merrymeeting Road	14 - Merrymeeting Road	27 - Paradise
33 - Topsail Road	33 - Topsail Road	33 - Topsail Road	33 - Topsail Road	
22 - Corner Brook Humber	22 - Corner Brook Humber	22 - Corner Brook Humber	22 - Corner Brook Humber	
23 - Mount Pearl	23 - Mount Pearl	23 - Mount Pearl	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 - TD Place				



## 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. 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.



Period	LIGHT RUM RADIUS (22 Stores)		VODKA RADIUS (22 Stores)		CANADIAN WHISKY RADIUS (18 Stores)	
	Per Store	TOTAL	Per Store	TOTAL	Per Store	TOTAL
P1	\$130	\$2,860	\$130	\$2,860	\$130	\$2,340
P2	\$130	\$2,860	\$130	\$2,860	\$130	\$2,340
P3	\$160	\$3,520	\$160	\$3,520	\$160	\$2,880
P4	\$130	\$2,860	\$130	\$2,860	\$130	\$2,340
P5	\$130	\$2,860	\$130	\$2,860	\$130	\$2,340
P6	\$160	\$3,520	\$160	\$3,520	\$160	\$2,880
P7	\$130	\$2,860	\$130	\$2,860	\$130	\$2,340
P8	\$130	\$2,860	\$130	\$2,860	\$130	\$2,340
P9	\$170	\$3,740	\$170	\$3,740	\$170	\$3,060
P10	\$130	\$2,860	\$130	\$2,860	\$130	\$2,340
P11	\$130	\$2,860	\$130	\$2,860	\$130	\$2,340
P12	\$160	\$3,520	\$160	\$3,520	\$160	\$2,880

## Liqueur Mixology Radius

The Liqueur Mixology Radius is a curved display unit that is positioned within the Liqueur shelf set in 15 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 (15 stores)		
Period	Per Store	TOTAL
P1	\$36	\$540
P2	\$36	\$540
P3	\$45	\$675
P4	\$36	\$540
P5	\$36	\$540
P6	\$45	\$675
P7	\$36	\$540
P8	\$36	\$540
P9	\$50	\$750
P10	\$36	\$540
P11	\$36	\$540
P12	\$45	\$675



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



Shelf Card Sample:



# Impulse at Cash Footprint

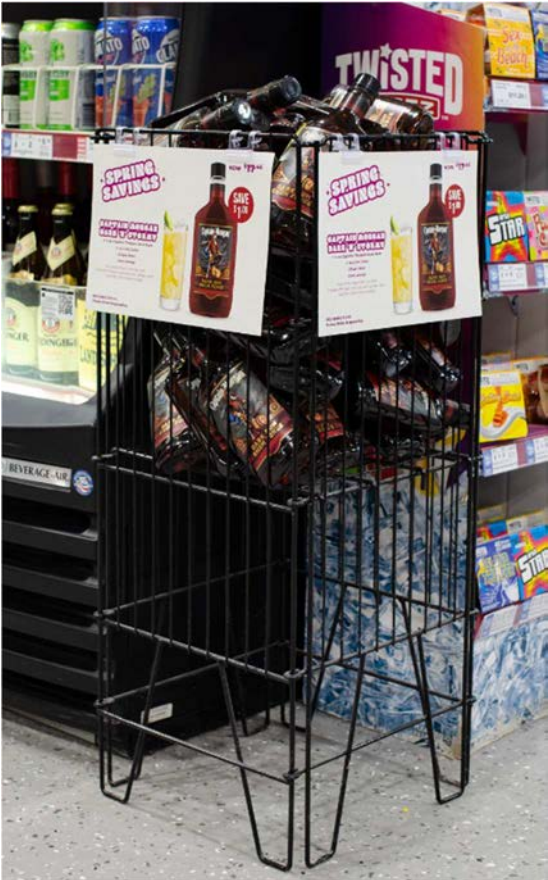
Impulse at Cash Footprints are located on either side of the Impulse at Cash units. Two products are selected per period and positioned on one side of the Impulse at Cash at every cash lane in every Corporate Liquor Store. Based on the inventory draw this program is ideal for high volume brands.

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.



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. These display units offer customers the convenience of being able to pick from a selection of chilled wines at various price points.



Period	TOTAL
P1	\$350
P2	\$350
P3	\$450
P4	\$350
P5	\$350
P6	\$450
P7	\$350
P8	\$350
P9	\$500
P10	\$350
P11	\$350
P12	\$450



# 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



## Beer Cooler 4 Shelf Display

The Beer Cooler 4 Shelf Display is designed to give suppliers the opportunity to capitalize on heavy traffic flow in the beer cooler with the added benefit of having cold space to display their product. This display, with 4 shelves, will be available in 14 of our newly renovated beer coolers with one shelf designated per supplier. Signage will be created and placed on each shelf. Products will be selected based on impulsiveness, program support, etc. This program is available to all categories.

14 Stores		
Period	Per Store/Per Shelf	TOTAL
P1	\$100	\$1,400
P2	\$100	\$1,400
P3	\$120	\$1,680
P4	\$100	\$1,400
P5	\$100	\$1,400
P6	\$120	\$1,680
P7	\$100	\$1,400
P8	\$100	\$1,400
P9	\$130	\$1,820
P10	\$100	\$1,400
P11	\$100	\$1,400
P12	\$120	\$1,680

Stores
2 - Howley Estates
41 - Stavanger Drive
7 - Long Pond
14 - Merrymeeting Road
22 - Corner Brook Humber
23 - Mount Pearl
43 - Blackmarsh Road
10 - Gander
25 - Happy Valley
11 - Grand Falls
60 - Ropewalk Lane
40 - Bay Roberts
13 - Carbonear
20 - Marystown



## 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
Vodka	21	\$525	\$525	\$630	\$525	\$525	\$630	\$525	\$525	\$735	\$525	\$525	\$630
Flavoured Spirits	20	\$500	\$500	\$600	\$500	\$500	\$600	\$500	\$500	\$700	\$500	\$525	\$600
Australia Red	19	\$475	\$475	\$570	\$475	\$475	\$570	\$475	\$475	\$665	\$475	\$475	\$570
Canadian Whisky	19	\$475	\$475	\$570	\$475	\$475	\$570	\$475	\$475	\$665	\$475	\$475	\$570
Liqueur	19	\$475	\$475	\$570	\$475	\$475	\$570	\$475	\$475	\$665	\$475	\$475	\$570
Italy Red	15	\$375	\$375	\$450	\$375	\$375	\$450	\$375	\$375	\$525	\$375	\$375	\$450
White/Dark Rum	15	\$375	\$375	\$450	\$375	\$375	\$450	\$375	\$375	\$525	\$375	\$375	\$450
Light Rum	14	\$350	\$350	\$420	\$350	\$350	\$420	\$350	\$350	\$490	\$350	\$350	\$420
Canada Red	11	\$275	\$275	\$330	\$275	\$275	\$330	\$275	\$275	\$385	\$275	\$275	\$330
Canada White	10	\$250	\$250	\$300	\$250	\$250	\$300	\$250	\$250	\$350	\$250	\$250	\$300
Italy White	10	\$250	\$250	\$300	\$250	\$250	\$300	\$250	\$250	\$350	\$250	\$250	\$300
Chile White	9	\$225	\$225	\$270	\$225	\$225	\$270	\$225	\$225	\$315	\$225	\$225	\$270
USA Red	8	\$200	\$200	\$240	\$200	\$200	\$240	\$200	\$200	\$280	\$200	\$200	\$240
Australia White	7	\$175	\$175	\$210	\$175	\$175	\$210	\$175	\$175	\$245	\$175	\$175	\$210
Scotch	7	\$175	\$175	\$210	\$175	\$175	\$210	\$175	\$175	\$245	\$175	\$175	\$210
Chile Red	6	\$150	\$150	\$180	\$150	\$150	\$180	\$150	\$150	\$210	\$150	\$150	\$180
France Red	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
USA White	4	\$100	\$100	\$120	\$100	\$100	\$120	\$100	\$100	\$140	\$100	\$100	\$120
France White	3	\$75	\$75	\$90	\$75	\$75	\$90	\$75	\$75	\$105	\$75	\$75	\$90
Argentina White	2	\$50	\$50	\$60	\$50	\$50	\$60	\$50	\$50	\$70	\$50	\$50	\$60



Shelf Extender	Quantity	2 - Howley Estates	6 - Port aux Basques	7 - Long Pond	8 - Stephenville	10 - Gander	11 - Grand Falls	12 - Labrador City	13 - Carbonear	14 - Merrymeeting Road	16 - Clarenville	20 - Marystown	22 - Corner Brook Humber Gardens	23 - Mount Pearl	25 - Happy Valley	33 - Topsail Road	40 - Bay Roberts	41 - Stavanger Drive	42 - Pearlgate Plaza	43 - Blackmarsh Road	49 - Kelsey Drive	60 - Ropewalk Lane	27 - Paradise	
Argentina Red	4	X		X															X					
Argentina White	2				X																	X		
Australia Red	19		X	X		X																		
Australia White	7			X							X													
Canada Red	11	X		X																				
Canada White	10	X		X																				
Chile Red	6	X		X																				
Chile White	9	X		X																				
France Red	5	X																						
France White	3																							
Italy Red	15	X		X		X																		
Italy White	10	X		X																				
USA Red	8	X		X																				
USA White	4	X																						
Canadian Whisky	19	X		X	X	X																		
Flavoured Spirits	20	X		X	X	X																		
Light Rum	14	X	X	X																				
White/Dark Rum	15	X		X	X																			
Liqueur	19	X		X	X	X																		
Scotch	7	X		X																				
Vodka	21	X		X	X	X																		

## AIR MILES® reward miles Program

NLC offers one (1) base AIR MILES® Reward Mile™ with every \$30 purchase before tax and bottle deposit. In addition to this, suppliers can offer Bonus AIR MILES® Bonus Miles™ on selected products. There are several types of AIR MILES offers including:

### Regular AIR MILES Bonus Miles

A regular Bonus Miles offer is a **single SKU offer** such as “Earn X Bonus Miles when you purchase Y units of SKU Z”

Shelf Label Example:

		<b>BONUS MILES</b>				<b>BONUS MILES</b>	
<b>BUY</b>	<b>GET</b>	<b>Offer Ends:</b>		<b>BUY</b>	<b>GET</b>	<b>Offer Ends:</b>	
	<b>= 15</b>	<b>1 October 2022</b>			<b>= 14</b>	<b>1 October 2022</b>	
		<b>\$39.98</b>				<b>\$17.98</b>	
		<b>ML: 750</b>				<b>ML: 750</b>	
		<b>SKU: 19440</b>				<b>SKU: 15010</b>	
<b>Signal Hill Whisky</b>				<b>Sandara Frizzante Rose</b>			

### Bundled AIR MILES Bonus Miles

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

#### **Bonus Miles Bundle Regular**

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

Shelf Label Example:



		<b>BONUS MILES</b>	
<b>BUY ANY</b>	<b>GET</b>	<b>Offer Ends:</b>	
	<b>= 10</b>	<b>1 October 2022</b>	
		<b>ML: 750</b>	
SkU 18130	Long Barn Chardonnay	\$20.77	
SkU 18134	Long Barn Pinot Noir	\$20.77	
SkU 22664	Long Barn Cabernet Sauvignon	\$23.78	

### Bonus Miles Bundle Tiered

- This is a **2-3** tiered program where the number of Bonus Miles is incremental to the number of units purchased within a brand family
- The number of Bonus 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 Bonus Miles  
Buy 2 units of brand ABC and earn 12 Bonus Miles  
Buy 3 units of brand ABC and earn 20 Bonus Miles

Shelf Label Example:

**BONUS MILES**

BUY ANY	GET
	= <b>5</b>
	= <b>25</b>

Offer Ends:  
1 October 2022  
ML: 750

**Tommasi Surani Heracles IGT**  
Sku 15104      **\$21.48**

**Tommasi Surani Arthemis Fiano**  
Sku 18194      **\$19.99**

### Bonus 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 Miles

**Bonus 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 Miles

Shelf Label Example:



**AIR MILES® Requirements**

**The cost per Air Mile is \$0.33.**

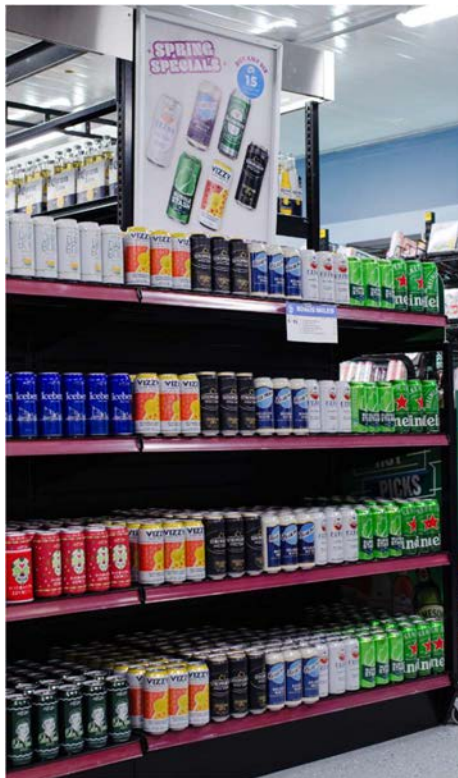
- NLC reserves the right to limit the number of Bonus AIR MILES® promotions for any period
- All Air Miles promotions are subject to Category approval
- Bonus AIR MILES® reward miles may be offered in conjunction with Special Savings or Value-add programs but this will be subject to Category approval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

Retail Price	Bonus 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 Bonus Miles program designed to drive sales of all categories. The “Pick 6” program will be highlighted inside the cooler with posters above the display indicating the current promotion.

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





## Mega Deals

Mega Deals provide suppliers with an opportunity to feature big AIR MILES® Bonus 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 Bonus Miles 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, social media, e-newsletter, in-store posters, shelf cards & floor display signs and radio.

Spring Mega Deals: May 9 – 12, 2024
Victoria Day: May 16 - 19, 2024
Summer Mega Deals: June 13 – 16, 2024
Canada Day Week: June 23 -June 29, 2024
Labour Day Weekend: August 29 - September 1, 2024
Thanksgiving Weekend: October 10 - 13, 2024
Halloween Week: October 24 - 31, 2024
Black Friday: November 28 - 30, 2024
Holiday Door Crashers #1: December 5 – 6 2024
Holiday Door Crashers #2 December 12 – 13, 2024
Holiday Door Crashers #3 December 19 – 20, 2024
Boxing Week: December 27 – 31, 2024
Super Bowl Weekend: February 6 - 9, 2025
Valentine's Super Specials: February 13 - 16, 2025
St. Patrick's Day Week: March 11 - 17, 2025

*Suppliers may apply for an exclusive Door Crasher event throughout the year outside of the scheduled promotions above. Subject to Category approval.*

Below are the suggested minimum Bonus 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+

## CANADA DAY MEGA Deals

JUNE 25<sup>TH</sup> - JULY 1<sup>ST</sup>

<b>LAMB'S PALM BREEZE RUM</b> Save \$2.50 NOW \$4.99	<b>BACARDI SUPERIOR RUM</b> Save \$6.00 NOW \$9.99	<b>ICEBERG VODKA</b> Save \$4.00 NOW \$14.99	<b>CLOUT THE VERY SEXY SHRAZ</b> Save \$3.00 NOW \$9.99	<b>MONNETTO PRESTIGE PROSECCO TREVISO DOC BRUT</b> Save \$3.00 NOW \$14.99
<b>CAPTAIN MORGAN ORIGINAL SPICED RUM</b> Save \$4.00 NOW \$14.99	<b>CAPTAIN MORGAN DARK RUM</b> Save \$4.00 NOW \$14.99	<b>TANQUERAY GIN</b> Save \$3.00 NOW \$14.99	<b>GRAND BALLON SAUVIGNON BLANC OR GARNY</b> Save \$3.00 NOW \$14.99	<b>ASTORIA FARM ASOLO PROSECCO SUPREMO DOCG</b> Save \$2.50 NOW \$14.99
<b>CROWN ROYAL WHISKY</b> Save \$5.00 NOW \$14.99	<b>BACARDI TROPICAL RUM</b> Save \$3.00 NOW \$14.99	<b>JACKSON TRAVIS PROPRIETARY SELECTION PINOT GRIGIO OR MERLOT</b> Save \$2.50 NOW \$14.99	<b>BET ESCAPE PRISTY GIN OR TANGI BAY</b> Save \$2.50 NOW \$14.99	<b>WILLY ISLAND LOLA SPARKLING ROSE VQA</b> Save \$2.50 NOW \$14.99
<b>LARBA SECORD CHOCOLATE LIQUEUR</b> Save \$3.50 NOW \$14.99	<b>WHITE CLAW VARIETY PACKS</b> Save \$4.00 NOW \$14.99	<b>BLACK FLY CRUSHED MIXER PACK</b> Save \$4.00 NOW \$14.99	<b>PIRELLA BLACK LABEL SPARK WINE</b> Save \$4.00 NOW \$14.99	
<b>CORONA EXTRA</b> Save \$3.00 NOW \$14.99	<b>VODKA WISKEYS</b> BUY TWO SAVE 10% NOW \$14.99	<b>LANDSHAM PREMIUM LAZER</b> BUY TWO SAVE 20% NOW \$14.99	<b>NICHELO ULTRA</b> BUY TWO SAVE 30% NOW \$14.99	<b>WOODHEAD LAZER</b> BUY TWO SAVE 24% NOW \$14.99

It is our intention to feature every advertised item in stock for all customers, so we reserve the right to limit quantities if the need arises. Occasionally a product may not be available due to unforeseen circumstances. Not possible for product size and type identification. We reserve the right to correct any typographical errors. Offers valid June 25th - July 1st, 2023.  
 \*\* Trademarks of AM Spirits Limited Partnership used under license by LiquorOn, Co. and Newfoundland Liquor Corporation.

# DOOR Crashers

JULY 14<sup>TH</sup> + 15<sup>TH</sup>

NOW \$44.88

SAVE \$4.00



NOW \$68.63

SAVE \$3.00



1.14 L • SKU 25650  
1.75 L • SKU 3377  
Please Drink Responsibly

## 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.



**THE ROCK**  
IS NOW AVAILABLE  
**ON THE ROCK**



## AIR MILES® Swipe-to-Win Contests

These contests are great investments as they provide added incentive to the consumer to choose your product. NLC provides in-store shelf card signage and display space to promote these contests. All contests are also featured on the Deals & Giveaways Section of nliquor.com, which is one of the top visited pages on our website, with over 2000 average visitors per month. The cost of participating in a Swipe-to-Win contest is \$1000 per contest. The supplier must also provide all prizing for the contest. Contact your category coordinator to plan your Swipe-to-Win Contest.



MEATER+ Wireless Thermometer

AIR MILES

Swipe your AIR MILES® card with eligible purchase for a chance to win a

# Backyard Smoker Prize Package!

TRAERGER Smoker

Foldable Chair

LAMB'S Spiced Rum

LAMB'S Palm Breeze

LAMB'S

Learn More >

Contest ends July 29, 2023. \*Contest rules apply.



AIR MILES

Swipe your AIR MILES® card with eligible purchase for a chance to win a

# solostove!

10 AIR MILES Bonus Miles™

MOOSEHEAD CANADIAN LAGER

MOOSEHEAD LAGER

Learn More >

Contest ends August 26, 2023. \*Contest rules apply.

## 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).

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

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

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.

## 1 to 1 E-Mail Banners

1:1 is an E-mail program through NLC’s partnership with AIR MILES® that uses their precision engine. This program takes all of the offers that are on AIR MILES at the NLC in a given period, and delivers them to customers based on past purchase behavior, brand and category preferences, upsell and other parameters co-designed by NLC and AIR MILES. This results in NLC customers getting offers that are most relevant to them. These E-Mails are sent to NLC customers who are considered “engaged” and “active” collectors. NLC has approximately 48,000 customers who meet these criteria.

This program began in August of 2021 and has experienced continuous improvement in results. Below are the average results of these e-mail deployments over the past 12 months.

Open Rate	Response Rate	Avg. # of Recipients
58.7%	3.4%	47,720

In addition to the personalized offers in the 1:1 E-Mail, there is also the opportunity to highlight exclusive or mass offers in these e-mails in the form of hero or secondary banners. These banners can also be used to highlight a new product launch, reward existing customers, encourage new customers to try your products and more. The cost of these banners is below.

Hero Banner – 1200px X 1080px - \$1,100

Secondary Banner – 1200px X 540px - \$400

**BUY ONE 10 AIR MILES Bonus Miles**

**on point.** DRY RED | DRY WHITE

**50 ML HAVANA CLUB CUBAN SMOKY RUM**  
**2 DASHES AROMATIC BITTERS**  
**1 TSP SUGAR**  
**TWIST OF ORANGE PEEL**

**SMOKY OLD FASHIONED**

**20 Bonus Miles**

**ACTIVATE MY OFFER >**

**BUY ONE 15 Bonus Miles**

**Shop Now >**

**Free**  
**TOM GORE WINE 750 ML**  
*with purchase of*  
**GREY GOOSE VODKA 750 ML**  
*while quantities last*  
**OFFER ENDS OCTOBER 1, 2022**

**\$24.98 Value!**

**Shop Now >**

**AIR MILES**

Hey Augustin, send!  
 As of August 31, 2022, you have:

**0** Cash Miles      **684** Dream Miles

**MIX IN SOME MILES**

**LIQUOR Store**

**Reward your curiosity and great taste at NLC!**

**RECOMMENDED BONUS OFFERS WE THINK YOU'LL LOVE**  
 Stock up on AIR MILES® Reward Miles next time you're in-store!

**Stoneleigh Lighter Rose**  
 New Zealand | 1 x 750ml | SKU: 22241

**10 Bonus Miles**  
 when you buy 1\*

Valid from August 29, 2021 to October 2, 2021

---

**Oyster Bay Marlborough Sauvignon Blanc**  
 New Zealand | 1 x 750ml | SKU: 4191

**20 Bonus Miles**  
 when you buy 2\*\*

Valid from August 29, 2021 to October 2, 2021

---

**Selected Mezzomondo Wines**  
 Italy | 1 x 750ml | SKU: 5024

**5 Bonus Miles**  
 when you buy 1 OR  
**15 Bonus Miles** when you buy 2\*

Valid from August 29, 2021 to October 2, 2021

Mix & Match any of:  
 Mezzomondo Ingranaro | Mezzomondo Pinot Grigio Chardonnay (5024 | 18072)

## 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

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.

### Special Savings-Premium

Premium and Super Premium Spirits and Wines will not subject to the \$400 LTO fee.

ML Size	750 equivalent
Wines	\$34.99
Spirits	\$42.99

### Special Savings – Reduced FOB:

Reduced FOB offers may be considered for deep discounts (minimum 20%) on high volume promotions and will be at the discretion of Category. All reduced FOB offers are required to meet 80% depletion rate, based on forecast agreed upon between Category and Supplier. If the depletion rate is less than 80%, an LTO will automatically be booked to occur within the following 3 periods to deplete excess inventory. The \$400 fee per SKU for Special Savings are applied to reduced FOB offers as well.

## 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
- Liquor value adds will not be offered in conjunction with either LTO offers or Air Miles
- 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	\$0.50	\$0.25	\$0.75
		200 ml	\$2.38	\$0.25	\$2.63
	Economy	50 ml	\$0.82	\$0.25	\$1.07
		200 ml	\$2.38	\$0.25	\$2.63
Wine	All	≤ 200ml	\$1.00	\$0.25	\$1.25
		≤ 250ml	\$1.37	\$0.25	\$1.62
Ready-to-Drink	All	≤ 355ml	\$0.85	\$0.25	\$1.10
Non-Alcohol	All	N/A	No Mark-up	\$0.25	\$0.25
Beer	All	≤ 355ml	\$0.67	\$0.25	\$0.92

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 the applicable Category Coordinator 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.

**Enjoy**  
SUMMER

**\$4.98**  
value!

**Free**  
**Black Fly 473ml**  
with purchase of  
**Black Fly Crushed  
Mixer 12 Pack**  
while quantities last

**\$39.98**  
SKU 25553 | 12 PACK  
PLEASE DRINK RESPONSIBLY

**black fly** VODKA CRUSHED MIXER PACK 7%

CRUSHINGLY GOOD TASTE. FULL FLAVOUR. 7% VODKA. NOT TOO SWEET. NO GLUTEN. 12 CANS

## Consumer Sampling

### Corporate Liquor Store Sampling Events (Thursday ONLY) – Run by NLC Staff

- 4:00-7:00PM Thursday
- 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.
- Sales results will be shared with the Supplier following the sampling weekend.
- Cost: \$26 per hour x 3 hours per day x 1 day x 15 stores = \$1170 plus landed cost for the product sampled.

### Corporate Liquor Store Sampling Events (Friday & Saturday) – 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: \$26 per hour x 3 hours per day x 2 days x 15 stores = \$2,340 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. Please contact [Courtney.perry@nliquor.com](mailto:Courtney.perry@nliquor.com) to book sampling dates and times.***



### 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. 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.

## Catalogue Advertising

NLC produces 2 seasonal promotional product catalogues throughout the year.

- 70,000 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 over 1.6 million digital impressions delivered via:
  - ✓ nliquor.com banner advertising
  - ✓ Organic social posts on Facebook, twitter and Instagram accounts;
  - ✓ Paid social media advertising on Facebook and Instagram
  - ✓ NLC e-blast to over 16,000 customers.
- The digital version for Spring/Summer 2023 was viewed over 11,500 times by 8,000+ unique visitors.



20,000 copies displayed in Liquor Stores throughout Newfoundland and Labrador

Sample



Article Sample





Leaderboard Ad on thetelegram.com

The screenshot shows the top navigation bar of thetelegram.com. On the left is the SaltWire logo with a location selector for "Newfoundland & Labrador" and "Powered by The Telegram". On the right are "FLASH SALE" and "Sign in" buttons. Below the navigation bar is a horizontal menu with categories: News, Opinion, Business, Sports, Lifestyles, Weather, Obituaries, More, and Podcasts. A search icon is on the far right. The main content area features a large advertisement for Liquor Store. The ad includes the Liquor Store logo, a "Ultimate BASEBALL FAN CAVE" promotion featuring a "Lite" beer 12-pack, and a "SHOP NOW" button.

Advertising on nliquor.com

The screenshot shows the nliquor.com website. At the top left is the Liquor Store logo. A search bar is on the top right. Below the navigation bar are categories: WINE, BEER, SPIRITS, COOLERS & CIDER, and PROMOTIONS. A shopping cart icon shows "0 items - \$0.00". A large blue banner for a "TAKEOFF TO TASTES GIVEAWAY" is active from "SEPTEMBER 1-30, 2022". The banner promotes a "FLIGHT AND HOTEL PACKAGE FOR TWO" with a value of \$8,000. Below the banner is a large orange advertisement for VIZZY Hard Seltzer. The ad features the text "FALL FOR FLAVOUR DUOS" and "MADE WITH ACEROLA CHERRY". It shows a 12-pack of VIZZY Hard Seltzer for "\$37.99" (12x355 mL). A "VIEW PRODUCTS" button is at the bottom right of the ad.

Please contact Category Managers to discuss Catalogue investment.

## Social Media

NLC’s social media channels (Facebook, Twitter and Instagram) are followed by approximately 42,000 users (2021) and continue to grow. Paid social media campaigns for Feature Brand, Mega Deals and other promotions ensure that a much broader audience is reached. These campaigns can also be tailored to be delivered to your brands target demographic.

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.

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 Facebook promotions, facebook offers and contests. 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 – Boosted Post

The image displays two examples of Facebook sponsored posts from NLC Liquor Store. Both posts are titled "Mix Up the Savings" and include a "Sponsored" label.

**Left Post:** The main image shows two product packs. The first is "THE MIXED PACK" (12 PACK) with a "BUY ANY TWO \$25" badge. The second is "FUTRL" (6 PACK) with a "BUY ANY TWO \$15" badge. Below the image, the text reads "NLLIQUOR.COM Extra Miles? That's Refreshing! Get 25 Bonus Miles when you buy t...". A "SHOP NOW" button is present. Engagement metrics show 10 likes and 2 shares.

**Right Post:** The main image shows three bottles of wine against an orange background. A red badge says "SAVE UP TO \$2.00" and "750 ML". The text below reads "NLLIQUOR.COM Wines OVER 90 Points UNDER \$20 Save up to \$2.00 ea. on select Wines". A "Shop Now" button is present. Engagement metrics show 10 likes and 2 shares.

## NLC Web-Based Advertising

The new nliquor.com is our hub for product listings, mixology recipes, inspiration articles, and ongoing promotions. With the recent enhancements, the website now provides a more valuable browsing experience for our customers.

We are pleased to offer many ad placement opportunities throughout the website helping suppliers achieve greater visibility. Advertising on nliquor.com is an effective way to reach your customers. To learn more about the engagement and traffic these opportunities create on our website, please get in touch with your Category Manager.

Suppliers must provide finished creative files for these ads that meet NLC specifications and standards. Specifications for these ads are given in the table below. Contact your Category Manager for details.

*Note: As this is a new website, web traffic numbers will be updated in this promotional policy as they become available.*

- 1. Categories Drop Down Menu** - The category drop down menu is specific to each category, which will appear when the customer hovers over each category. There is one available per category as well as one for the Discover section. Ad creative must be provided by the supplier.
- 2. Deals Drop Down Menu** - The deals drop down menu ad will appear in the drop-down menu when the customers hover over/click the deals mega menu. This will lead to a landing page of products represented in the ad. Ad creative must be provided by the supplier.
- 3. Home Page Bottom Banner** – This ad space is toward the bottom of the home page below the feature section. There is one ad space available per period and the creative for this ad must be provided by the supplier.
- 4. Deals Hero Banner** – This banner is the primary focus for customers on the deals landing page. Only one banner is available per period and the ad must be provided by the supplier. This is the largest ad space available on the website.
- 5. Search Results/Product Catalogue Banner** - The search results banner ads are introduced as "interrupters" throughout the collection of products on every search results and department catalogue pages. These ads are displayed in a random even rotation as the customers move throughout the different product search and catalogue pages. Ad creative must be provided by the supplier.

**1 MENU ADS – CATEGORIES & DISCOVER**

Size (in pixels): 200 x 250  
Spots Available: 5  
(Wine, Spirits, Beer, Coolers & Ciders, Discover)  
Price: \$250.00

**2 MENU ADS – DEALS**

Size (in pixels): 450 x 250  
Spots Available: 1  
Price: \$350.00

**3 HOMEPAGE AD - BOTTOM BANNER**

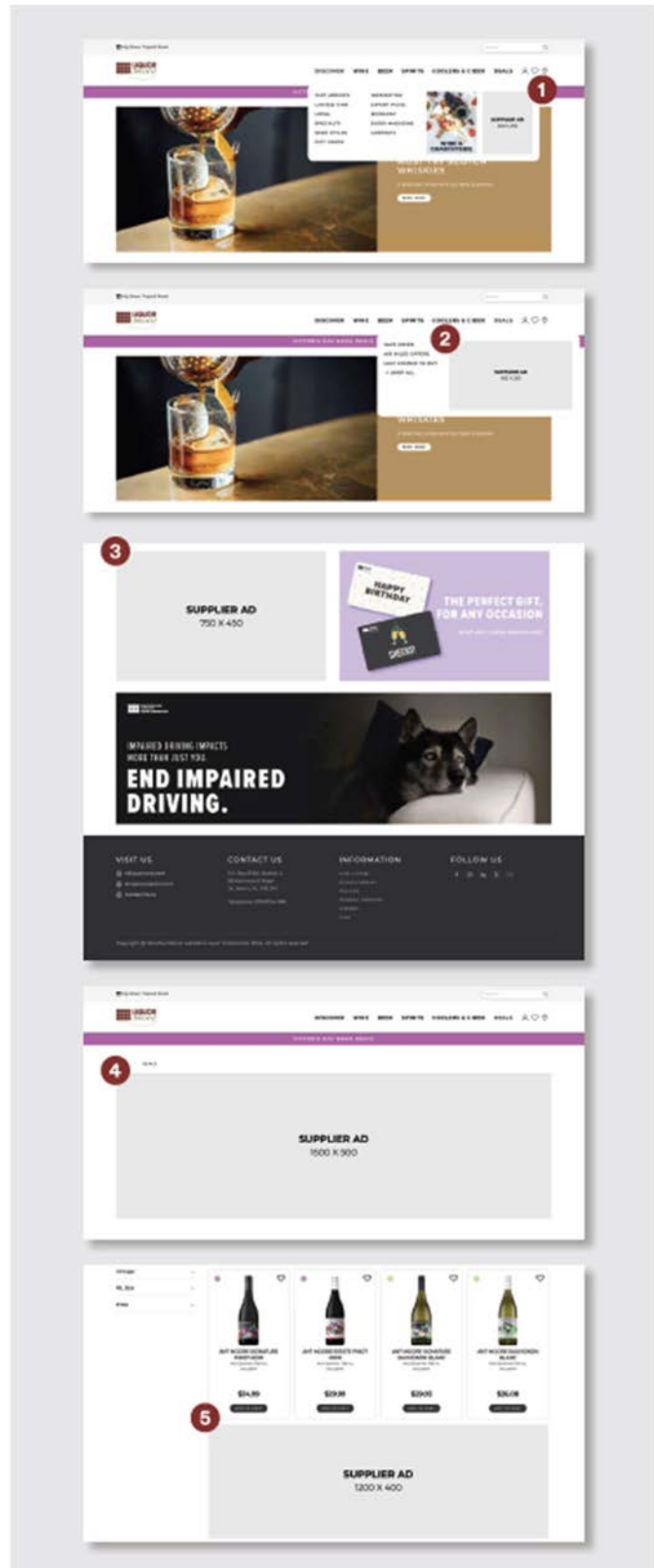
Size (in pixels): 750 x 450  
Spots Available: 1  
Price: \$400.00

**4 HERO BANNER AD – DEALS PAGE**

Size (in pixels): 1500 x 500  
Spots Available: 1  
Price: \$1000.00

**5 PRODUCT CATALOGUE / SEARCH RESULTS ADS**

Size (in pixels): 1200 x 400  
Spots Available: 8  
Price: \$500.00



## NLC Digital In-Store Monitors

As an additional value when purchasing the above web banners, ads will also be shown on 3 to 4 monitors (depending on the size of the store) across 20 NLC locations. This will result in significantly more impressions for your brand. When providing creative elements for web banner ads, please include ad creative in the below sizes as well for use on in-store monitors.

### IN-STORE DIGITAL MONITORS

Format: JPG | File Size: 1 Mb Max | 72dpi

NLC MONITORS 16:9 {HORIZONTAL}  
3840px x 2160px

37" MONITORS  
1920px x 540px

NLC MONITORS 16:9 {VERTICAL}  
2160px x 3840px



Please contact Category Managers to discuss NLC Web-Based advertising investment.

## 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**      **\$ 16<sup>99</sup>**

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.

Appendix A – FY2025

 <b>Reporting Period Calendar Fiscal 2025</b>	
<b>April 2024</b> Period 2025-01	
	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
<b>May 2024</b> Period 2025-02	
	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
<b>June 2024</b> Period 2025-03	
	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
<b>July 2024</b> Period 2025-04	
	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
<b>August 2024</b> Period 2025-05	
	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
<b>September 2024</b> Period 2025-06	
	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
<b>October 2024</b> Period 2025-07	
	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
<b>November 2024</b> Period 2025-08	
	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
<b>December 2024</b> Period 2025-09	
	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
<b>January 2025</b> Period 2025-10	
	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
<b>February 2025</b> Period 2025-11	
	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
<b>March 2025</b> Period 2025-12	
	S M T W T F S
	1
48	2 3 4 5 6 7 8
49	9 10 11 12 13 14 15
50	16 17 18 19 20 21 22
51	23 24 25 26 27 28 29
52	30 31
<b>April 2025</b>	
	S M T W T F S
	1 2 3 4 5