NEWFOUNDLAND
LABRADOR
LIQUOR CORPORATION

Fiscal Year 2022

April 4, 2021 – April 2, 2022

NLC Retail
Promotional Policy

Category Management

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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 2022 fiscal year (April 4, 2021 – April 2, 2022).

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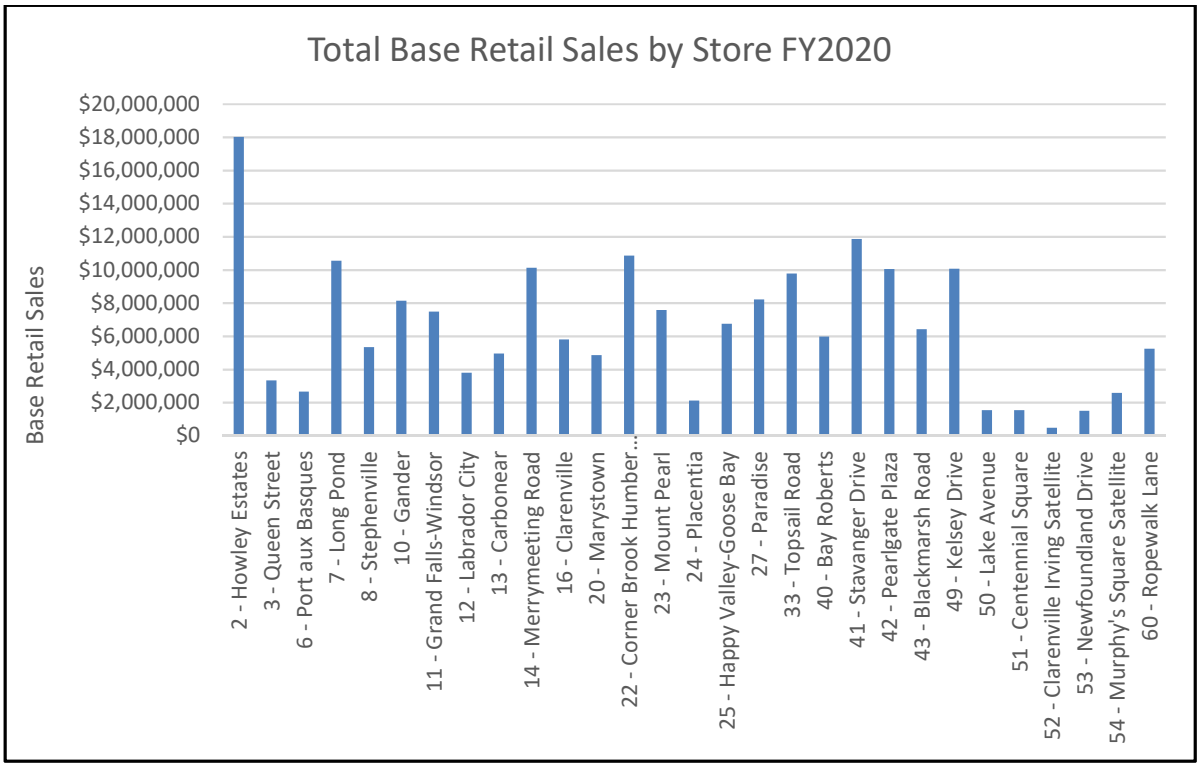
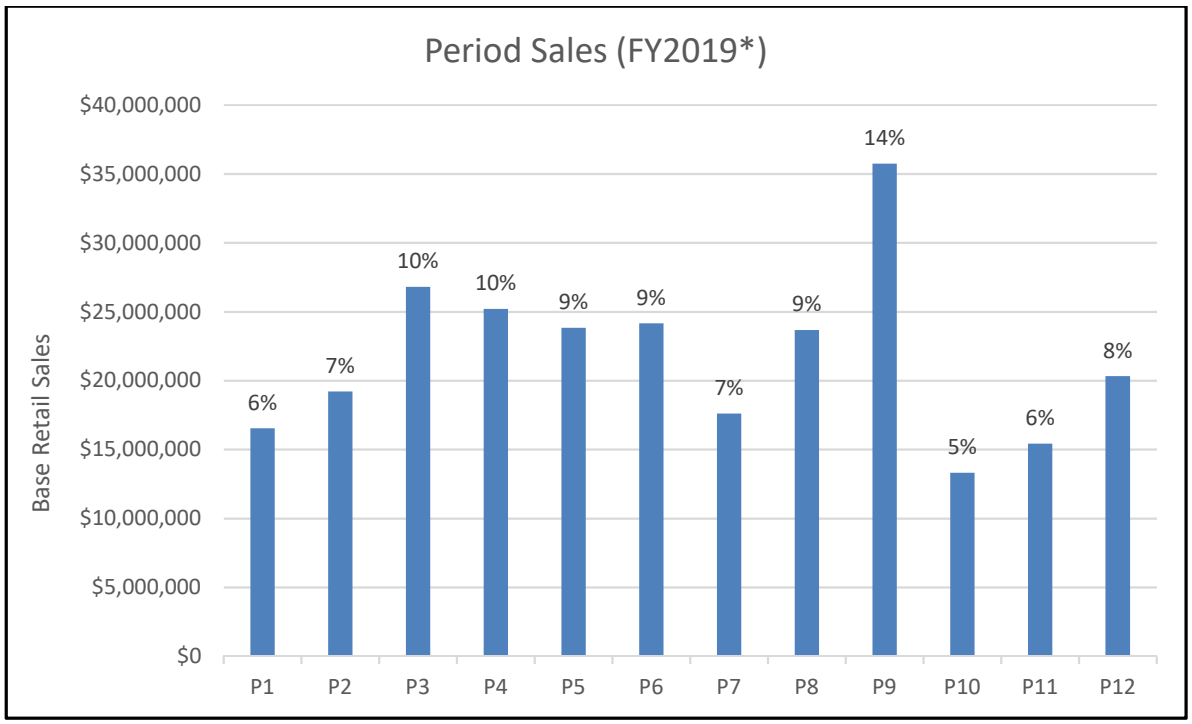
Retail Sales Statistics





**FY2019 sales data was used above as Period 12 FY2020 sales were significantly higher than normal due to COVID.*

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 nlliquor.com, NLC's social media channels, and through an extensive multi-channel, province-wide advertising plan.

Display Space (Illustration A – Feature Section)

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

Signage (Illustration B – In-store)

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

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

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

- Province-wide radio advertising coverage throughout 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 nlliquor.com
- Exposure via NLC email blast, delivered to 16,000 customers

Additional Opportunities

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

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

Illustration A – Feature Section

Offer Insert Samples

Illustration B – In-store

Feature Brand Social Media

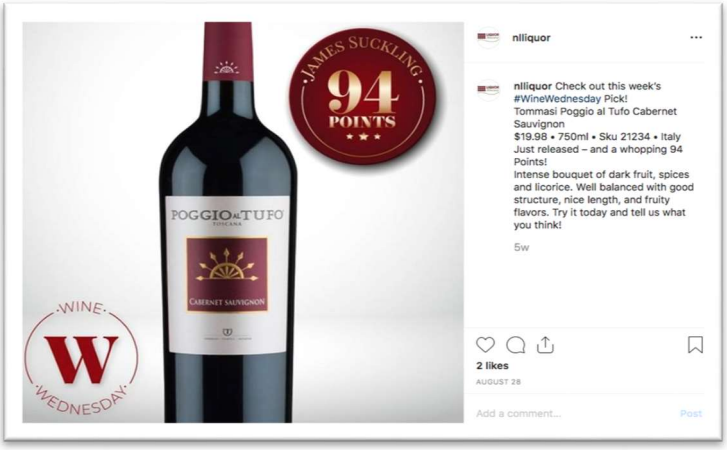
NLC's social media channels (Facebook, Twitter and Instagram) are followed by approximately 40,000 users. Using a series of strategic, targeted organic and paid posts and campaigns allows NLC to reach followers, as well as other geographic and demographic targeted consumers in its marketplace, to the benefit of its Feature Brand partners.

Illustration C

Twitter

Facebook

Instagram



Google Advertising Network

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

Illustration D

Media Disclaimer

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

Corporate Liquor Store Display

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

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

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

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

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

Store	Floor Display	Primary Display	Choice Display	TOTAL
Howley Estates	6	12	12	30
Queen Street	2	3	4	9
Port Aux Basques	2	7	7	16
Long Pond	4	10	10	24
Stephenville	3	16	8	27
Gander	3	9	9	21
Grand Falls Windsor	5	8	8	21
Labrador City	2	8	8	18
Carbonear	2	9	9	20
Merrymeeting Road	2	13	13	28
Clarenville	4	10	10	24
Marystown	3	9	9	21
Corner Brook Humber Gardens	5	15	10	30
Mount Pearl	4	11	11	26
Placentia	0	3	2	5
Happy Valley Goose Bay	3	8	8	19
Topsail Road	3	9	9	21
Bay Roberts	3	10	10	23
Stavanger Drive	3	10	10	23
Pearlgate Plaza	3	10	10	23
Blackmarsh Road	3	17	3	23
Kelsey Drive	5	12	12	29
Ropewalk Lane	2	9	9	20
Paradise	3	16	0	19

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

Liquor Express Display

The Liquor Express Display package allows suppliers to highlight a specific program in the top Liquor Express locations. This program is sold as a display package which includes one display in each of the top 54 Liquor Express locations. Each of the 54 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.

	Package #1 (23 Stores)		Package #2 (20 Stores)		Package #3 (15 Stores)		Package #4 (10 Stores)		Package #5 (6 Stores)	
Period	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 - Queen Street				

Feature Radius

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

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

Liqueur Mixology Radius

The Liqueur Mixology Radius is a curved display unit that is positioned within the Liqueur shelf set in 17 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 (17 stores)		
Period	Per Store	TOTAL
P1	$30	$510
P2	$30	$510
P3	$37	$629
P4	$30	$510
P5	$30	$510
P6	$37	$629
P7	$30	$510
P8	$30	$510
P9	$40	$680
P10	$30	$510
P11	$30	$510
P12	$37	$629

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

Backercard Sample:

Shelf Card Sample:

Impulse at Cash Footprint

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

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

Dump Bin

The Dump Bin program provides suppliers the opportunity to feature an impulsive product near the cash or in strategic places throughout the store.

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

Cooler at Cash

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

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

Open Face Cooler

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

	Package #1 (14 stores)		Package #2 (16 stores)		Package #3 (23 stores)	
Quarter	Per Store	TOTAL	Per Store	TOTAL	Per Store	TOTAL
Q1	$35	$490	$35	$560	$35	$805
Q2	$35	$490	$35	$560	$35	$805
Q3	$40	$560	$40	$640	$40	$920
Q4	$35	$490	$35	$560	$35	$805

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

Beer Cooler Display

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

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

Shelf Extenders

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

Shelf Extender	Qty	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10	P11	P12
Cost per Period		*$25*	*$25*	*$30*	*$25*	*$25*	*$30*	*$25*	*$25*	*$35*	*$25*	*$25*	*$30*
Australia Red	21	$525	$525	$630	$525	$525	$630	$525	$525	$735	$525	$525	$630
Canadian Whisky	21	$525	$525	$630	$525	$525	$630	$525	$525	$735	$525	$525	$630
Liqueur	11	$275	$275	$330	$275	$275	$330	$275	$275	$385	$275	$275	$330
White/Dark Rum	22	$550	$550	$660	$550	$550	$660	$550	$550	$770	$550	$550	$660
Flavoured Spirits	21	$525	$525	$630	$525	$525	$630	$525	$525	$735	$525	$525	$630
Vodka	21	$525	$525	$630	$525	$525	$630	$525	$525	$735	$525	$525	$630
Light Rum	17	$425	$425	$510	$425	$425	$510	$425	$425	$595	$425	$425	$510
Canada Red	13	$325	$325	$390	$325	$325	$390	$325	$325	$455	$325	$325	$390
Australia White	9	$225	$225	$270	$225	$225	$270	$225	$225	$315	$225	$225	$270
Canada White	12	$300	$300	$360	$300	$300	$360	$300	$300	$420	$300	$300	$360
France Red	7	$175	$175	$210	$175	$175	$210	$175	$175	$245	$175	$175	$210
Italy Red	13	$325	$325	$390	$325	$325	$390	$325	$325	$455	$325	$325	$390
USA Red	8	$200	$200	$240	$200	$200	$240	$200	$200	$280	$200	$200	$240
Chile White	7	$175	$175	$210	$175	$175	$210	$175	$175	$245	$175	$175	$210
Italy White	7	$175	$175	$210	$175	$175	$210	$175	$175	$245	$175	$175	$210
France White	5	$125	$125	$150	$125	$125	$150	$125	$125	$175	$125	$125	$150
Argentina Red	4	$100	$100	$120	$100	$100	$120	$100	$100	$140	$100	$100	$120
Argentina White	2	$50	$50	$60	$50	$50	$60	$50	$50	$70	$50	$50	$60
Scotch	8	$200	$200	$240	$200	$200	$240	$200	$200	$280	$200	$200	$240
USA White	2	$50	$50	$60	$50	$50	$60	$50	$50	$70	$50	$50	$60
Chile Red	3	$75	$75	$90	$75	$75	$90	$75	$75	$105	$75	$75	$90

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			X			X	X			X	X	X	X	X		
Argentina White	2	X																					X
Australia Red	21	X	X	X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X	
Australia White	9	X		X						X			X	X		X		X	X	X			X
Canada Red	13	X		X						X	X		X	X		X	X	X	X	X	X		X
Canada White	12	X		X						X			X	X		X	X	X	X	X	X		X
Chile Red	3	X								X				X									
Chile White	7	X								X			X	X						X	X		X
France Red	7	X		X						X			X	X				X		X			
France White	5	X								X				X				X		X			
Italy Red	13	X		X		X	X			X			X	X		X		X	X	X	X		X
Italy White	7	X		X						X				X						X	X		X
USA Red	8	X		X						X				X	X			X			X	X	X
USA White	2	X																					X
Canadian Whisky	21	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Flavoured Spirits	21	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Light Rum	17	X		X		X	X		X	X	X	X	X	X	X	X	X	X		X	X		X
White/Dark Rum	22	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Liqueur	11			X	X	X		X	X	X				X	X				X	X		X	
Scotch	8	X								X	X		X					X		X	X		X
Vodka	21	X		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

AIR MILES® reward miles Program

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

Regular Bonus AIR MILES® reward miles

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

Shelf Label Example:

Bundled AIR MILES® reward miles

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

AIR MILES® Bundle Regular

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

Shelf Label Example:

AIR MILES® Bundle Tiered

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

Shelf Label Example:

AIR MILES® Bundle Combo (Buy All)

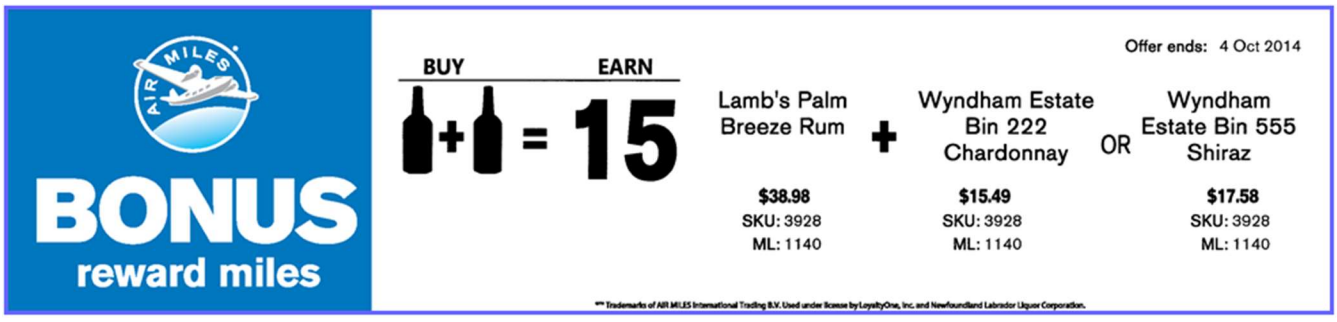
- This bundle allows suppliers to bundle products within multiple brand families. This offer requires the customer to purchase one unit of all SKU's included in order to get the offer. Maxmium of 8 SKU's.
- Example: Buy product A & product B and earn 20 bonus AIR MILES® reward miles

Shelf Label Example:

AIR MILES® Bundle AND

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

Shelf Label Example:



AIR MILES® Requirements

The cost per Air Mile is $0.33.

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

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

AIR MILES® “Pick 6” program

The Air Miles “Pick 6” program is a Bundled Air Miles program designed to drive sales of all categories. The “Pick 6” program will be highlighted near the Cooler Doors in all stores via stands which hold posters commincating the offer. Footprints of the product(s) will be positioned next to these stands. Footprint signs as well as shelf cards will also be printed communicating the offer.

The cost to particiapte in this program is $2,500 plus the cost of the AIR MILES issued. Any Agents/Suppliers interested in particapting in this program should contact the Category Manager to discuss acceptance and impletmentation

Mega Deals

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

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

- Mother's Day Weekend: May 6 – 9, 2021
- Victoria Day: May 13 - 16, 2021
- Father's Day Weekend: June 17 – 20, 2021
- Canada Day Week: June 24 -30, 2021
- Labour Day Weekend: September 2 - 5, 2021
- Thanksgiving Weekend: October 7 - 10, 2021
- Halloween Week: October 23 - 30, 2021
- Black Friday: November 27, 2021
- Holiday Door Crashers #1: December 2 – 3, 2021
- Holiday Door Crashers #2 December 9 – 10, 2021
- Holiday Door Crashers #3 December 16 – 17, 2021
- Boxing Week: December 27 – 31, 2021
- Super Bowl Weekend: February 3 - 6, 2022
- Valentine's Super Specials: February 10 - 13, 2022
- St. Patrick's Day Week: March 10 - 16, 2022

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 AIR MILES® reward miles that can be awarded based on price for Mega Miles/holiday events:

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

Mega Deals:

Door Crashers:

AIR MILES® eCampaign

The Air Miles eCampain 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.

Other AIR MILES® Opportunities

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

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

AIR MILES® "Swipe to Win "Contest - This program provides the opportunity for suppliers to offer MORE to the customers, i.e. a chance to win a set amount of miles when they purchase their product. This program runs concurrently with the Bonus AIR MILES® Program. Promotional materials promoting these initiatives can be used around the product's shelf location or a display may be purchased.

E-coupons on airmiles.ca - Bonus AIR MILES® offered on www.airmiles.ca

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

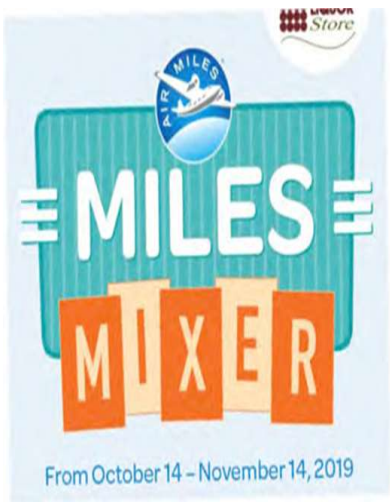
Let us know if you have any new ideas of how to effectively promote your brands to AIR MILES® collectors.

Please contact the applicable Category Manager with interest in participation.

MEGA MILES
Use offers at 5 different Partners, including NLC, to get
1,250
AIR MILES® Bonus Miles*
Only until April 12, 2018
COME SHOP WITH US
LIQUOR Store
See offers

MEGA MILES
Only until April 12, 2018
Get more Miles at NLC Liquor Store
Find even more offers at airmiles.ca/megamiles.

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


LIQUOR Store
MILES
MIXER
From October 14 – November 14, 2019

SUPER Weekend
Sept 28-29 ONLY
GET
150
AIR MILES® Bonus Miles
LIQUOR Stores
When you Spend $75*
PLUS, get an additional 100 Bonus Miles if you also spend $50+ at one of the following partners
IRVING
Sobeys
KENT

Special Savings

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

Guidelines:

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

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

Special Savings-Premium

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

ML Size	200	375	750	1000	1140	1500	1750	2000	3000	4000
Wines			$30.01	$38.81		$57.02		$74.42	$108.04	$144.05
Spirits <45% abv	$10.27	$18.27	$33.21		$48.96		$73.62			
Beer	Greater than $9.64 per Litre									
RTD	This discount does not apply to Ready-to-Drink products.									

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

Special Savings – Off FOB Deals

Suppliers can apply to run a Special Savings program through a reduced FOB when offering deep discounts. This program will still incur the $400 per SKU fee but suppliers will not be billed for the discount amount. Special Savings Off FOB Deals will be reserved for high volume promotions (Feature Brand and Mega Deals) and deep discounts (at least 20% discount) and will be at the discretion of Category. Category and Suppliers will agree on the amount of product to purchase at the reduced FOB

for the specific promotion. Should the program over deliver and sell more cases than what was ordered at the reduced FOB, NLC will order the difference in cases at the reduced FOB.

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	$0.22	$0.72
		200 ml	$2.38	$0.22	$2.60
	Economy	50 ml	$0.82	$0.22	$1.04
		200 ml	$2.38	$0.22	$2.60
Wine	All	≤ 200ml	$1.00	$0.22	$1.22
		≤ 250ml	$1.37	$0.22	$1.59
Ready-to-Drink	All	≤ 355ml	$0.85	$0.22	$1.07
Non-Alcohol	All	N/A	No Mark-up	$0.22	$0.22
Beer	All	≤ 355ml	$0.67	$0.22	$0.89

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.

Catalogue Advertising

NLC produces 4 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 nlliquor.com, supported by 400,000 plus digital impressions delivered via:
    - ✓ thetelegram.com and other regional papers' websites in the Saltwire network;
    - ✓ nlliquor.com;
    - ✓ NLC facebook, twitter and Instagram;
    - ✓ NLC e-blast to 16,000 customers.
- 20,000 copies displayed in Liquor Stores throughout Newfoundland and Labrador

2018 – 2019 Cover Samples

Feature Article Samples

Leaderboard Ad on thetelegram.com

Advertising on nlliquor.com

Please contact Category Managers to discuss Catalogue investment.

Social Media

NLC's social media channels (Facebook, Twitter and Instagram) are followed by approximately 40,000 users (2020) and continue to grow. Paid social media campaigns for Feature Brands, Mega Deals and other promotions ensure far more than current followers only are reached.

For Budget purposes, this program can be applied under the "Ad Hoc Advertisisng" bucket in ePAC Budget Manangement. 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/boosted posts, facebook offers and contesting. Customized campaigns based on targeted audience and objectives are available, with NLC's Marketing team available to assist with developing, executing and reporting on campaigns.

Illustration – Boosted Post

Boosted post accounted for almost 100% of total people reached

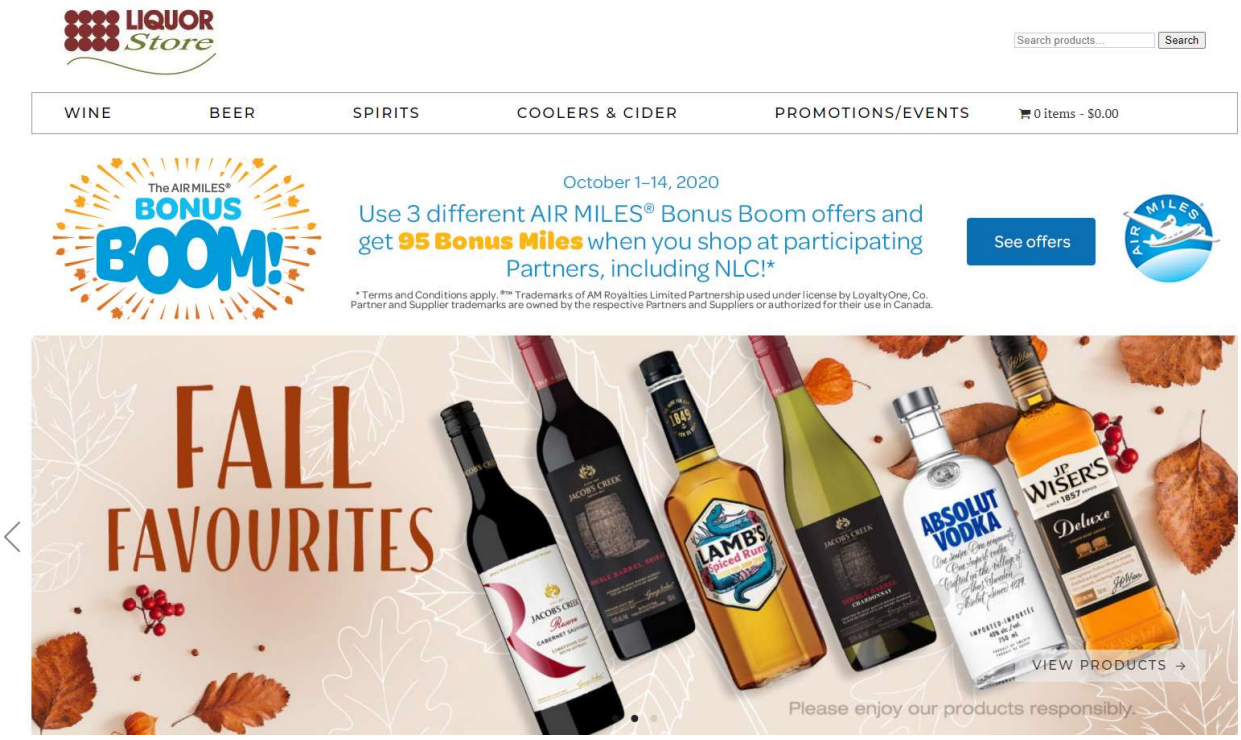
NLC Web-Based Advertising

Nlliquor.com is NLC's online home for product listings and promotions. Hero images are the primary focus of all customers upon visiting the website, commanding a dominant presence on-screen. Category banners appear at the top of product search results pages and offer an opportunity to showcase your brand to engaged and motivated customers – who are already shopping within your category!

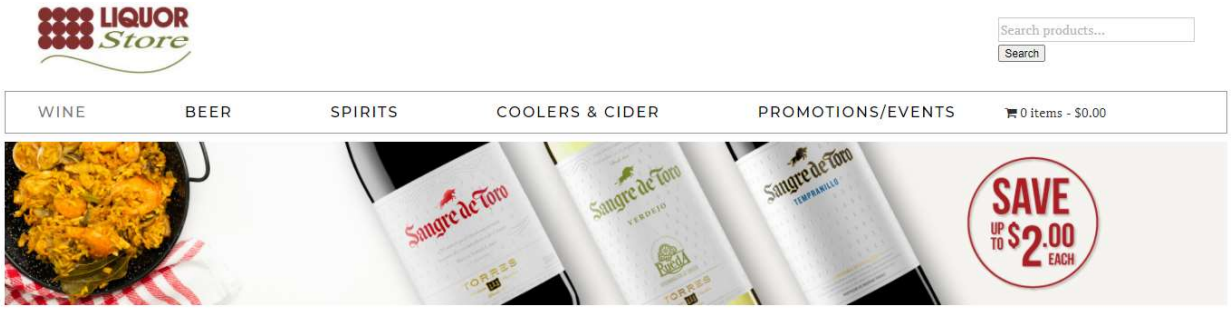
Nlliquor.com is now mobile-friendly, with a majority of visitors (65%+) viewing the site from mobile devices. With online 'add-to-cart' functionality now available to encourage a streamlined path to purchase, advertising on Nlliquor.com provides an effective promotional opportunity.

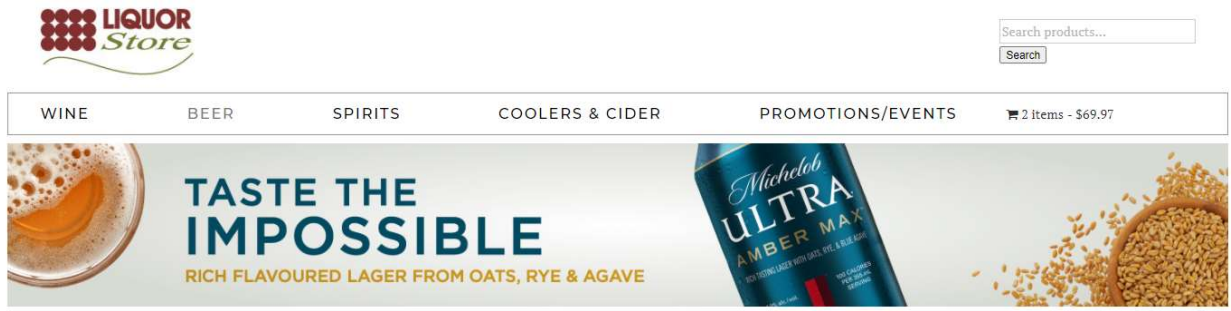
Suppliers may provide finished artwork, provided it meets NLC's specifications and standards or may enlist the help of NLC's in-house creative team. Contact your Category Manager for details.

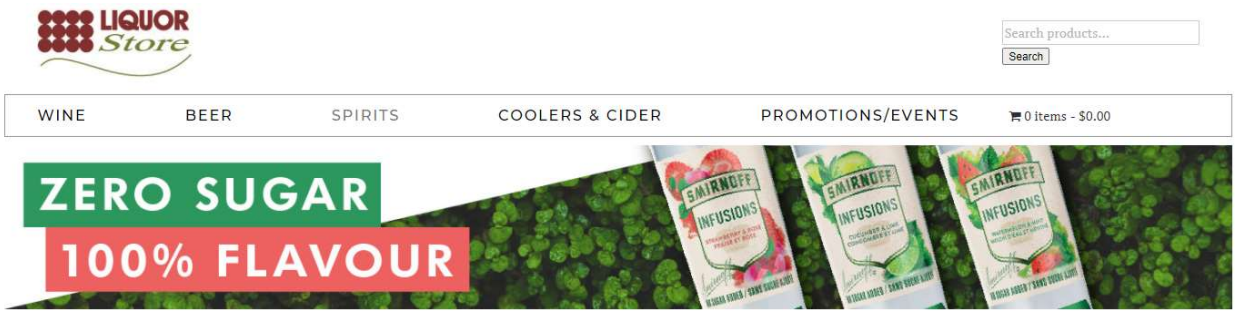
Hero Banners – Featured on the homepage of nlliquor.com. Cost is $3,000 (Can be shared over multiple brands)

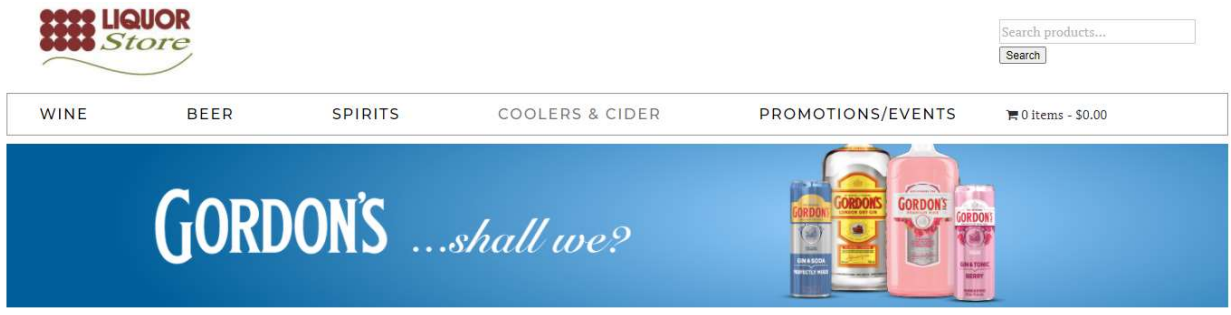


Category Banners – Featured on the Wine, Beer, Spirits and Coolers & Cider pages on the website. Cost $1,000 per ad.









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.

Top Tier

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

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

Appendix A – **FY2022**

NEWFOUNDLAND LABRADOR LIQUOR CORPORATION

Reporting Period Calendar
Fiscal 2022

April 2021
Period 2022-01

WK	S	M	T	W	T	F	S
1	4	5	6	7	8	9	10
2	11	12	13	14	15	16	17
3	18	19	20	21	22	23	24
4	25	26	27	28	29	30	

May 2021
Period 2022-02

WK	S	M	T	W	T	F	S
							1
5	2	3	4	5	6	7	8
6	9	10	11	12	13	14	15
7	16	17	18	19	20	21	22
8	23	24	25	26	27	28	29
9	30	31					

June 2021
Period 2022-03

WK	S	M	T	W	T	F	S
			1	2	3	4	5
10	6	7	8	9	10	11	12
11	13	14	15	16	17	18	19
12	20	21	22	23	24	25	26
13	27	28	29	30			

July 2021
Period 2022-04

WK	S	M	T	W	T	F	S
					1	2	3
14	4	5	6	7	8	9	10
15	11	12	13	14	15	16	17
16	18	19	20	21	22	23	24
17	25	26	27	28	29	30	31

August 2021
Period 2022-05

WK	S	M	T	W	T	F	S
18	1	2	3	4	5	6	7
19	8	9	10	11	12	13	14
20	15	16	17	18	19	20	21
21	22	23	24	25	26	27	28
22	29	30	31				

September 2021
Period 2022-06

WK	S	M	T	W	T	F	S
				1	2	3	4
23	5	6	7	8	9	10	11
24	12	13	14	15	16	17	18
25	19	20	21	22	23	24	25
26	26	27	28	29	30		

October 2021
Period 2022-07

WK	S	M	T	W	T	F	S
						1	2
27	3	4	5	6	7	8	9
28	10	11	12	13	14	15	16
29	17	18	19	20	21	22	23
30	24	25	26	27	28	29	30
31	31						

November 2021
Period 2022-08

WK	S	M	T	W	T	F	S
		1	2	3	4	5	6
32	7	8	9	10	11	12	13
33	14	15	16	17	18	19	20
34	21	22	23	24	25	26	27
35	28	29	30				

December 2021
Period 2022-09

WK	S	M	T	W	T	F	S
				1	2	3	4
36	5	6	7	8	9	10	11
37	12	13	14	15	16	17	18
38	19	20	21	22	23	24	25
39	26	27	28	29	30	31	

January 2022
Period 2022-10

WK	S	M	T	W	T	F	S
							1
40	2	3	4	5	6	7	8
41	9	10	11	12	13	14	15
42	16	17	18	19	20	21	22
43	23	24	25	26	27	28	29
44	30	31					

February 2022
Period 2022-11

WK	S	M	T	W	T	F	S
			1	2	3	4	5
45	6	7	8	9	10	11	12
46	13	14	15	16	17	18	19
47	20	21	22	23	24	25	26
48	27	28					

March 2022
Period 2022-12

WK	S	M	T	W	T	F	S
			1	2	3	4	5
49	6	7	8	9	10	11	12
50	13	14	15	16	17	18	19
51	20	21	22	23	24	25	26
52	27	28	29	30	31		

April 2022

S	M	T	W	T	F	S
					1	2