

IN-STORE MERCHANDISING **PROGRAM GUIDE**



MERCHANDISING PERIODS: P6 - P9

2024/2025

REVISED MARCH 2024



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CONTACTS

MERCHANDISING TEAM



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We are delighted to begin planning for the second half of our 2024-2025 merchandising year!

RIGHT PRODUCT, RIGHT PLACE, RIGHT TIME...TO THE RIGHT CUSTOMER

As a closely integrated team, we work together with our valued partners and counterparts across the business to strategically plan ANBL's Merchandising Programs.

CATEGORY

This includes consultation with the Category Management team to align the merchandising programs with the portfolio strategies and product plans, and to verify that they support our selection criteria (see page 5).

CHANNEL

Our Channel teams are also fully integrated to ensure we select programs that work best for our customers and to build optimal displays to the highest standards across all locations.

SUPPLY CHAIN

Working with our Supply Chain teams, the products are planned, ordered, and sufficiently stocked to support and maximize the success of our promotional programs.

MARKETING

Our Marketing team helps bring it all to life with compelling signage and marketing initiatives that reach our ANBL Customer Segments with meaningful and relevant promotional offers.

HOW IT WORKS

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

Please note: these programs don't apply to ANBL's Salisbury Depot or EXPÉRIENCE by ANBL boutique, except Limited Time Offers on products also listed at EXPÉRIENCE by ANBL boutique. More information on Depot bookings can be found on page 22.

FLOOR DISPLAY PROGRAMS

With over 40 floor display programs, there's something for every product, ranging from locations on our warm floor, in our cold room, and at cash.

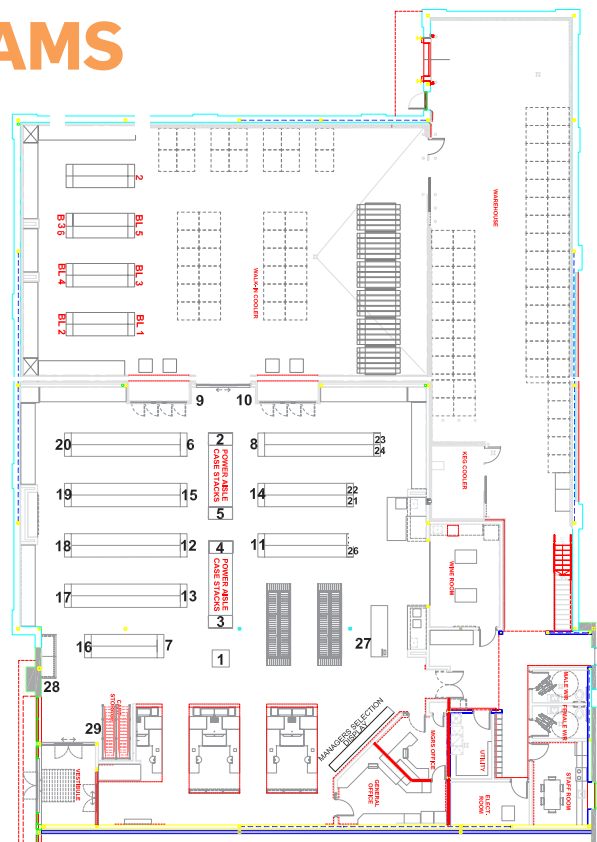
Our floor display programs are identified by a 'Program' name (ex: Floor Display - Black) and corresponding 'Group' location number (ex. Location 1). ANBL's 'Standard Floor Plan' allows us to offer you consistent display locations at all participating stores.

AT-SHELF PROGRAMS

These promotions typically take place at the product's regular shelf location. They may be stand-alone promotions or held in conjunction with a floor display program. From LTOs at the regular product shelf location to, Shelf Flags, Neck Tags, Value Adds, and Short-Term Promotions, we've got you covered.

OTHER PROMOTIONAL OPPORTUNITIES

Along with our floor display and at-shelf programs, our merchandising programs include tastings, Agency store promotions and more!



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

PROMOTIONAL PERIOD DATES

| PROMOTION PERIOD | NUMBER OF WEEKS | START (MONDAY) | END (SUNDAY) |
|------------------|-----------------|-------------------|-------------------|
| P6 | 6 | October 7, 2024 | November 17, 2024 |
| P7 | 7 | November 18, 2024 | January 5, 2025 |
| P8 | 6 | January 6, 2025 | February 16, 2025 |
| P9 | 6 | February 17, 2025 | March 30, 2025 |

TYPES OF PROMOTIONS

- **FULL PERIOD LTO:** A discount that runs for the full in-store merchandising period. Full period LTOs are not applicable to Coolers, Ciders or Economy Beer.
- **SHORT-TERM PROMOTION (HOT DEAL):** A discount that runs in any given merchandising period for either 4 or 11 days (Thursday to Sunday); or 7, 14, or 21 days (Monday to Sunday). ****NOTE: 21-day promotions are not available for coolers****
- **BUNDLE:** A deal that requires the purchase of more than one unit, such as “Buy 2, get 1 free” or “Buy 2, save \$5”, etc. Bundles may be within or outside of a single product category. For instance, beer may be bundled with beer as well as wine, spirits, ciders, or coolers. Bundles can span over a full period or can be booked to run for shorter periods of time, except for coolers & ciders, where they cannot run for a full period. Additionally, bundles are not available through the Agency/Licensee channels; however, the offer can be equivalent (ex. a buy 2, save \$5 bundle offer in corporate stores can have a \$2.50 savings through Agencies/Licensees during the same timeframe). Agent/Licensee offers must be equivalent value.
- **VALUE ADD:** Offer of a free item with purchase. May be a Liquor Value Add or a Non-Liquor Value Add such as a T-shirt, glass or food item.
- **CONTEST:** Online or text-to-win giveaway. Please note, paper ballots and ballot boxes are not permitted at ANBL. ANBL gives preference to display bookings with accompanying price promotions such as Bundles, LTOs or Hot Deals. For full details on our promotional guidelines per category, see pages 33-37.

HOW TO APPLY

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

ANBL PROMOTIONAL PROCESS

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

SELECTION CRITERIA:

- Ability to supply product for all locations throughout promotional programs.
- Approved listing by Category Team.
- Data and insights supporting the potential for incremental sales volume and customer relevance.
- Supports the merchandising marketing strategy to deliver the right promotions (products/experiences), to the right customers (ANBL Customer Segmentation research) at the right place and time.
- Product applicability for category business objectives, seasonality, and priorities.
- Product promotional offerings support ANBL channel strategy.

MERCHANDISING PROGRAMS: FLOOR DISPLAYS

(LOCATION 1-2)

BLACK

PROGRAM TYPE: WARM FLOOR DISPLAY

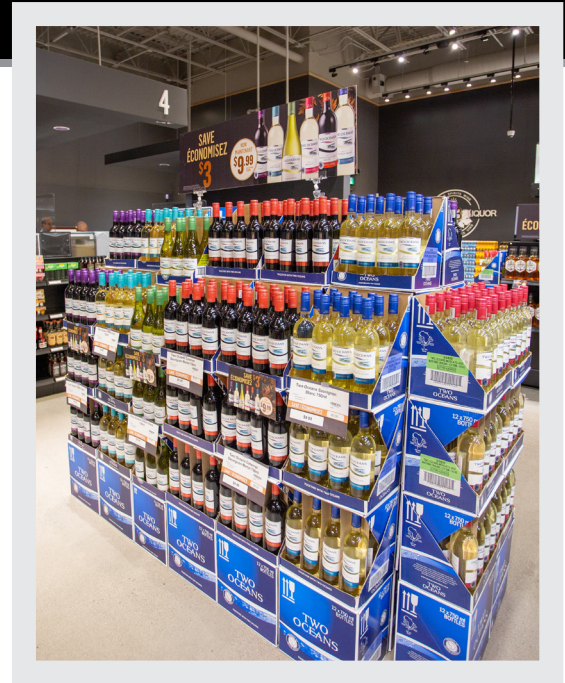
GATEWAY PROGRAM NAME: FLOOR DISPLAY – BLACK

PROGRAM OVERVIEW:

- Highly visible and most prominent in-store warm floor display locations.
- Opportunity to promote big volume bets that have existing equity in market.
- Programs at this location will support large promotional offers that warrant large builds.
- Available at all ANBL corporate stores (excluding Depot and EXPÉRIENCE by ANBL boutique).
- Full/cut case displays.

ELIGIBLE CATEGORIES:

- All categories.



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

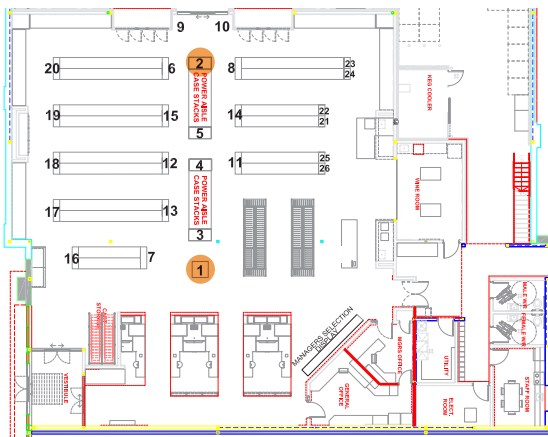
| PERIOD | # WEEKS | COST/ DISPLAY |
|--------|---------|------------------|
| P6 | 6 | \$6,400 |
| P7 | 7 | \$8,950 |
| P8 | 6 | \$5,300 |
| P9 | 6 | \$6,700 |

PROGRAMS
AVAILABLE:

2/period

NUMBER
OF SKUS

3-6



(LOCATION 3-8, 12)

PLATINUM

PROGRAM TYPE: WARM FLOOR DISPLAY

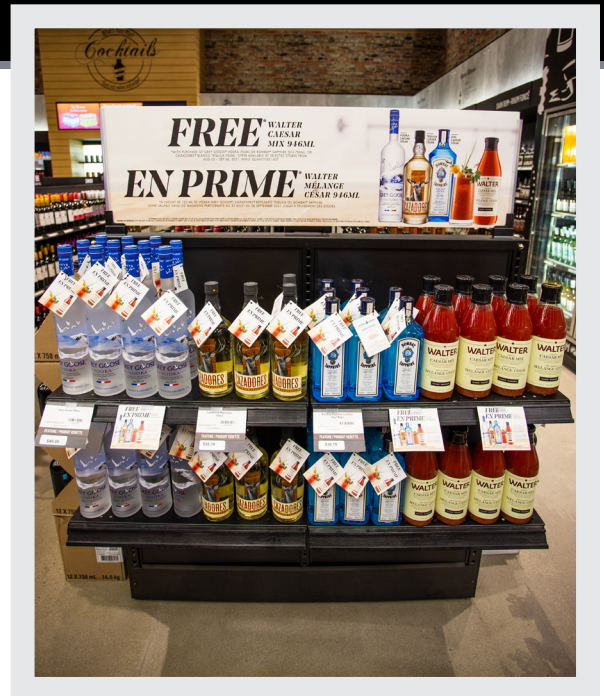
GATEWAY PROGRAM NAME: FLOOR DISPLAY – PLATINUM

PROGRAM OVERVIEW:

- Prominent displays, located within and facing the high traffic centre aisle.
- Available at all ANBL corporate stores (excluding Depot and EXPÉRIENCE by ANBL boutique).
- Opportunity to promote NEW launches in market.
- Programs at this location will promote and communicate any special offer or highlight SKUs that need visibility.

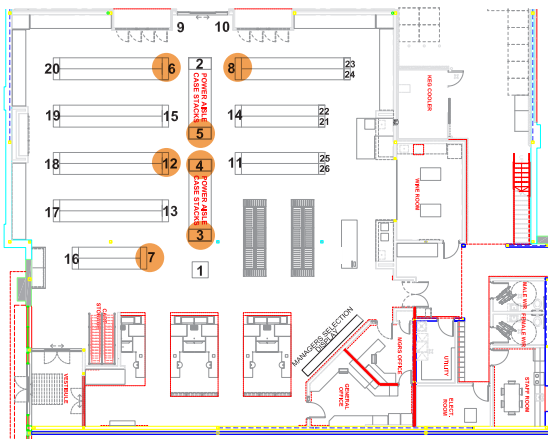
ELIGIBLE CATEGORIES:

- All categories.



PROGRAMS
AVAILABLE:
7/period

NUMBER
OF SKUS
2-4



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

| PERIOD | # WEEKS | COST/ DISPLAY |
|--------|---------|------------------|
| P6 | 6 | \$6,100 |
| P7 | 7 | \$8,500 |
| P8 | 6 | \$5,100 |
| P9 | 6 | \$6,375 |

(LOCATION 13-14)

DIAMOND

PROGRAM TYPE: WARM FLOOR DISPLAY

GATEWAY PROGRAM NAME: FLOOR DISPLAY – DIAMOND

PROGRAM OVERVIEW:

- Prominent bin end displays, facing the centre Power Aisles.
- Available at all ANBL corporate stores (excluding Depot and EXPÉRIENCE by ANBL boutique).
- Opportunity to promote NEW launches in market.
- Programs at this location will promote and communicate any special offer or highlight SKUs that need visibility.

ELIGIBLE CATEGORIES:

- All categories.



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

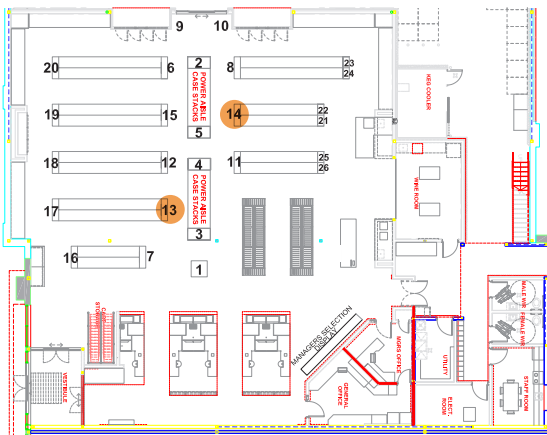
| PERIOD | # WEEKS | COST/ DISPLAY |
|--------|---------|------------------|
| P6 | 6 | \$5,250 |
| P7 | 7 | \$7,300 |
| P8 | 6 | \$4,200 |
| P9 | 6 | \$5,400 |

PROGRAMS
AVAILABLE:

2/period

NUMBER
OF SKUS

2-4



(LOCATION 15-18)

GOLD

PROGRAM TYPE: WARM FLOOR DISPLAY

GATEWAY PROGRAM NAME: FLOOR DISPLAY – GOLD

PROGRAM OVERVIEW:

- Bin end displays, located in high traffic areas at the following specified stores:
 - o Full bin display in stores: 2, 3, 4, 5, 12, 14, 26, 28, 30, 36, 38, 45, 48, 60, 62, 63, 66, 68, 79.
 - o Half bin display in stores: 6, 13, 16, 22, 33, 35, 41, 61, 81.
- Opportunity to showcase product innovation and NEW SKUs or to communicate a promotional offer on existing brands.

ELIGIBLE CATEGORIES:

- All categories.

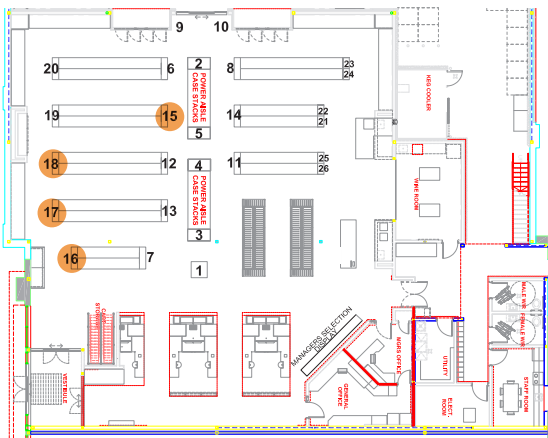


FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

| PERIOD | # WEEKS | COST/ DISPLAY |
|--------|---------|------------------|
| P6 | 6 | \$4,750 |
| P7 | 7 | \$6,600 |
| P8 | 6 | \$3,950 |
| P9 | 6 | \$4,950 |

**PROGRAMS
AVAILABLE:**
4/period

**NUMBER
OF SKUs**
2-4



(LOCATION 19-20)

SILVER

PROGRAM TYPE: WARM FLOOR DISPLAY

GATEWAY PROGRAM NAME: FLOOR DISPLAY – SILVER

PROGRAM OVERVIEW:

- Bin end displays, located in high traffic areas at the following specified stores:
 - o Full bin display in stores: 5, 14, 26, 36, 45, 48, 60, 66, 68
 - o Half bin display in stores: 2, 3, 4, 30, 38, 41, 62, 63, 79.
- Opportunity to showcase product innovation and NEW SKUs or to communicate a promotional offer on existing brands.

ELIGIBLE CATEGORIES:

- All categories.



*Silver shown here as two half-bin displays.

FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

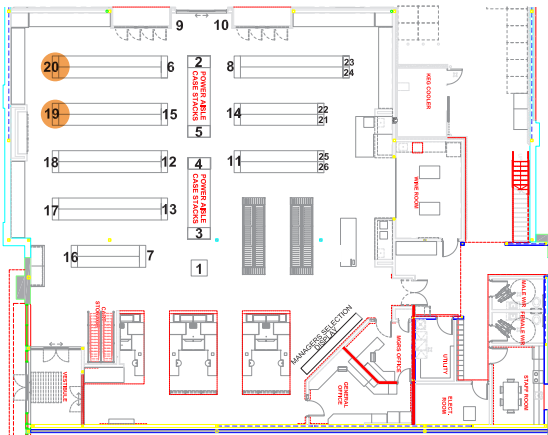
| PERIOD | # WEEKS | COST/DISPLAY |
|--------|---------|--------------|
| P6 | 6 | \$2,800 |
| P7 | 7 | \$4,100 |
| P8 | 6 | \$2,300 |
| P9 | 6 | \$3,000 |

PROGRAMS AVAILABLE:

2/period

NUMBER OF SKUS

1-2



(LOCATION 21-26)

BRONZE

PROGRAM TYPE: WARM FLOOR DISPLAY

GATEWAY GROUP NAME: FLOOR DISPLAY – BRONZE

PROGRAM OVERVIEW:

- Half-bin end displays, located in destination areas at the following specified stores: 3, 14, 26, 36, 41, 45, 48, 60, 66.
- Opportunity to feature more premium SKUs with adjoining offers.

ELIGIBLE CATEGORIES:

- All categories.



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

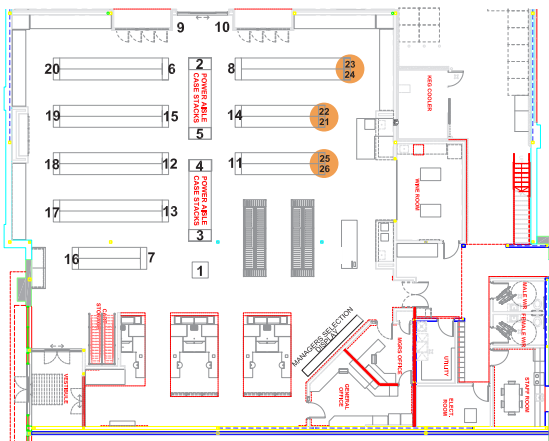
| PERIOD | # WEEKS | COST/ DISPLAY |
|--------|---------|------------------|
| P6 | 6 | \$2,100 |
| P7 | 7 | \$3,500 |
| P8 | 6 | \$1,900 |
| P9 | 6 | \$2,900 |

PROGRAMS
AVAILABLE:

6/period

NUMBER
OF SKUS

1-2



POWER AISLE

PROGRAM TYPE:
WARM FLOOR DISPLAY

GATEWAY GROUP NAME:
WINTER POWER AISLE

PROGRAM OVERVIEW:

- Located in prominent centre aisle locations.
- Proposed POWER AISLE Program products must be high volume, large-pack size movers, that are available at all ANBL corporate stores (excluding Depot and EXPÉRIENCE by ANBL boutique).
- Focus on seasonal offerings.
- Opportunity to highlight growing innovation-driven seasonal selections.

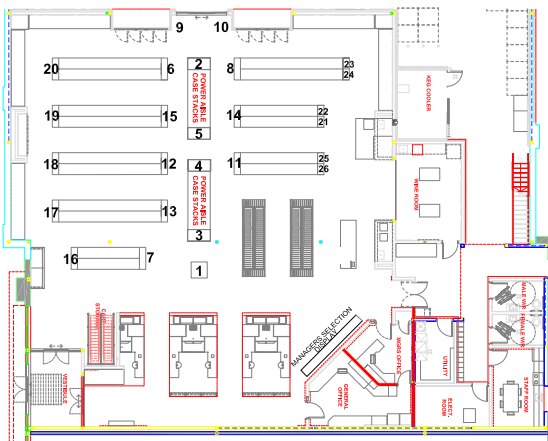
ELIGIBLE CATEGORIES:

- All categories.



FEE SCHEDULE:
(BY PROMOTIONAL PERIOD)

| PERIOD | # WEEKS | COST/SKU |
|--------|---------|----------|
| P6 | 5 | N/A |
| P7-P8 | 13 | \$7,500 |
| P9 | 5 | N/A |



RETAIL FRIDGE DOOR TAKEOVER

PROGRAM TYPE: WARM FLOOR DISPLAY

GATEWAY PROGRAM NAME: RETAIL FRIDGE DOOR

PROGRAM OVERVIEW:

- Feature chilled products in prime locations visible from the warm floor.
- Available at stores: 2, 3, 4, 5, 14, 26, 30, 36, 38, 41, 45, 48, 60, 62, 63, 66, 68, 79.
- Participating stores have two Retail Fridge Doors, one available for wine and one available for beer/ciders/coolers.
- Each Retail Fridge Door can feature up to 3-6 SKUs. For any beer, cider, or cooler SKUs, products must be single serve up to 12 packs.
- Opportunity to feature a promotional offer or seasonal theme on a brand family or specific set of SKUs.

ELIGIBLE CATEGORIES:

- All categories.



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

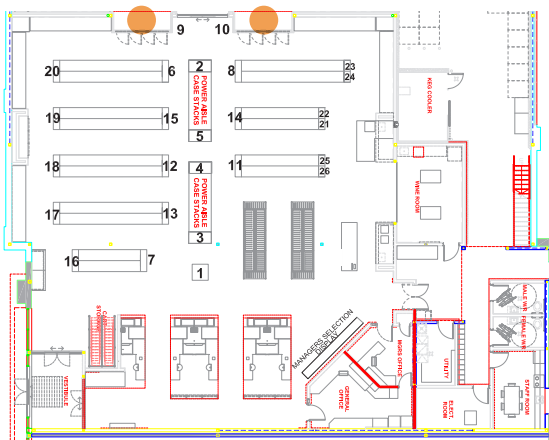
| PERIOD | # WEEKS | COST/DISPLAY |
|--------|---------|--------------|
| P6 | 6 | \$2,100 |
| P7 | 7 | \$3,500 |
| P8 | 6 | \$1,900 |
| P9 | 6 | \$2,900 |

PROGRAMS AVAILABLE:

2/period

NUMBER OF SKUS

4



(LOCATION 9-10)

COLD ROOM ENTRANCE

PROGRAM TYPE:
WARM FLOOR DISPLAY

GATEWAY PROGRAM NAME:
COLD ROOM ENTRANCE

PROGRAM OVERVIEW:

- Highly visible location on the way into the Cold Room.
- Available at all ANBL corporate stores (excluding Depot and EXPÉRIENCE by ANBL boutique).
- Opportunity to promote big volume bets that have existing equity in market.
- Programs at this location will support large promotional offers that warrant large builds.

ELIGIBLE CATEGORIES:

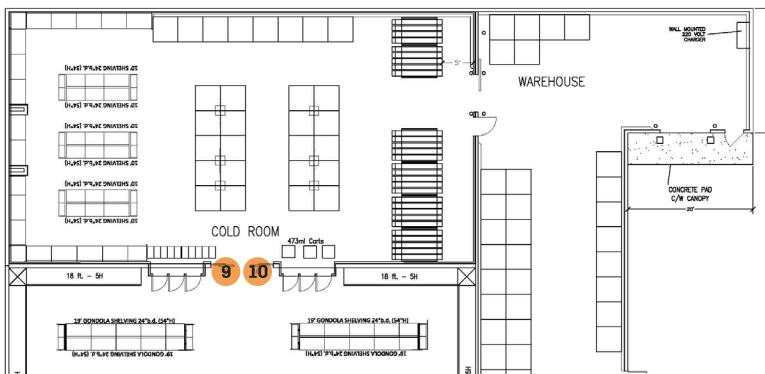
- Beer, coolers, and ciders only, products must be 12 packs and up.



FEE SCHEDULE:
(BY PROMOTIONAL PERIOD)

| PERIOD | # WEEKS | COST/ DISPLAY |
|--------|---------|---------------|
| P6 | 6 | \$5,300 |
| P7 | 7 | \$7,300 |
| P8 | 6 | \$4,300 |
| P9 | 6 | \$5,500 |

| | |
|--|------------------------------|
| PROGRAMS AVAILABLE: 2/period | NUMBER OF SKUS 4-6 |
|--|------------------------------|



IMPULSE AT CASH TAKEOVER

PROGRAM TYPE: WARM FLOOR DISPLAY

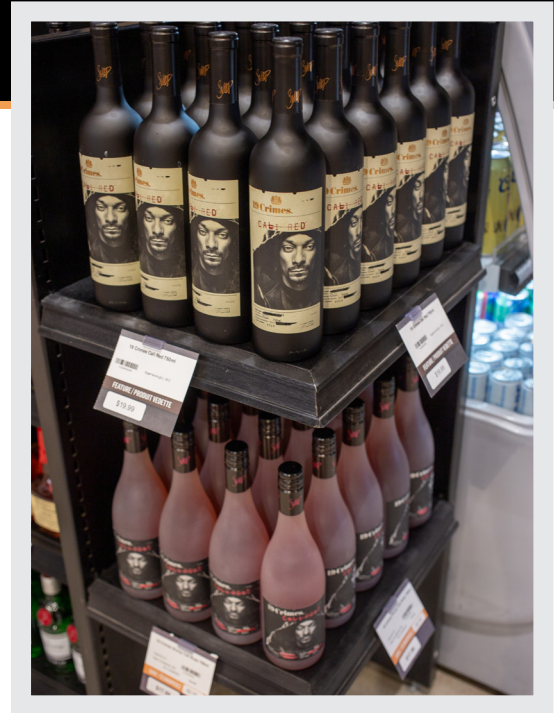
GATEWAY PROGRAM NAME: IMPULSE AT CASH TAKEOVER

PROGRAM OVERVIEW:

- Located in high traffic, point of purchase locations to drive impulse buy.
- Available at all ANBL corporate stores (excluding Depot and EXPÉRIENCE by ANBL boutique).
- Products must be single serve up to 6-packs, size 250ml - 1000ml.
- Maximum price per unit is \$19.99 and minimum of two products.
- Opportunity to feature products that are basket builders and or new to the market.

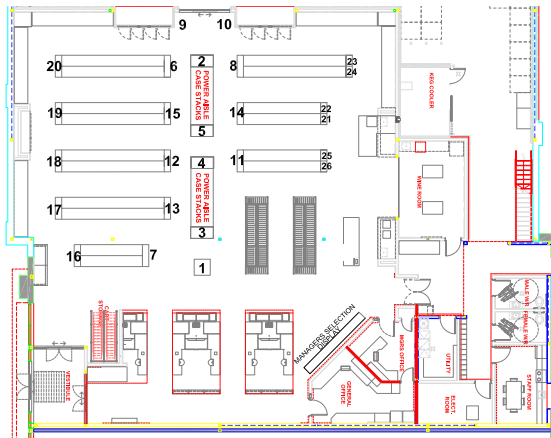
ELIGIBLE CATEGORIES:

- All categories.



PROGRAMS AVAILABLE:
1/period

NUMBER OF SKUS
2-4



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

| PERIOD | # WEEKS | COST/ DISPLAY |
|--------|---------|------------------|
| P6 | 6 | \$6,400 |
| P7 | 7 | \$8,900 |
| P8 | 6 | \$5,300 |
| P9 | 6 | \$6,700 |

COOLER AT CASH

PROGRAM TYPE: WARM FLOOR DISPLAY

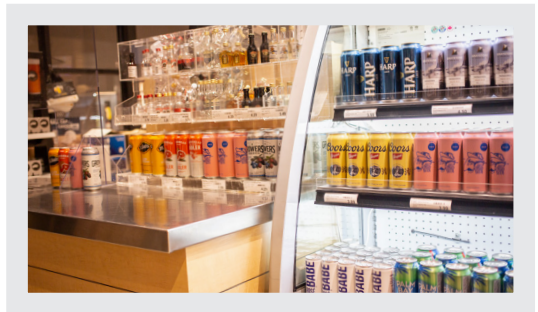
GATEWAY PROGRAM NAME: COOLER AT CASH

PROGRAM OVERVIEW:

- Located at high traffic, point of purchase cooler locations to drive impulse purchase.
- Available at stores: 2, 3, 4, 5, 6, 9, 12, 13, 14, 16, 22, 26, 28, 30, 33, 35, 36, 41, 45, 48, 60, 61, 62, 63, 66, 68, 75, 79, 81.
- Products must be single serve SKUs only, sized 250ml - 500ml.
- Opportunity to feature products that are basket builders and or new to the market.

ELIGIBLE CATEGORIES:

- All categories. Economy products are not eligible.

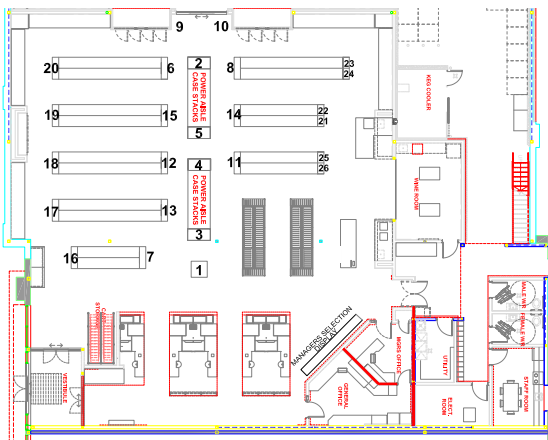


PROGRAMS AVAILABLE:
6/period

NUMBER OF SKUS
1

FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

| PERIOD | # WEEKS | COST/ DISPLAY |
|--------|---------|------------------|
| P6 | 6 | \$2,900 |
| P7 | 7 | \$4,000 |
| P8 | 6 | \$3,400 |
| P9 | 6 | \$3,000 |



(LOCATION B1 – B8)

BLUE

PROGRAM TYPE: COLD FLOOR DISPLAY

GATEWAY PROGRAM NAME: COLD FLOOR DISPLAY – BLUE

PROGRAM OVERVIEW:

- Located on the end of the aisles in the Cold Room.
- Available at stores: 2, 3, 4, 5, 12, 14, 16, 26, 28, 35, 36, 38, 48, 60, 62, 63, 66.
- Four additional Blue Displays (Blue 5 – Blue 8) available at stores 26, 48, 60 and 63.
- Opportunity to highlight a promotional offer or new product.

ELIGIBLE CATEGORIES:

- Beer, coolers and ciders only.



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

BLUE LOCATION 1 - 4

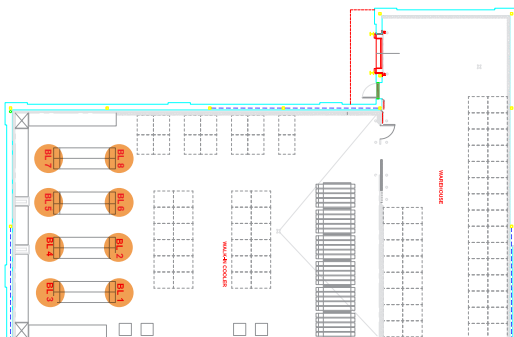
| PERIOD | # WEEKS | COST/ DISPLAY |
|--------|---------|------------------|
| P6 | 6 | \$4,800 |
| P7 | 7 | \$6,600 |
| P8 | 6 | \$3,900 |
| P9 | 6 | \$4,900 |

BLUE LOCATION 5 - 8

| PERIOD | # WEEKS | COST/ DISPLAY |
|--------|---------|------------------|
| P6 | 6 | \$1,400 |
| P7 | 7 | \$1,900 |
| P8 | 6 | \$1,100 |
| P9 | 6 | \$1,400 |

**PROGRAMS
AVAILABLE:**
8/period

**NUMBER
OF SKUS**
1-4



DOMESTIC BEER DISPLAY

PROGRAM TYPE: COLD FLOOR DISPLAY

GATEWAY PROGRAM NAME: DOMESTIC BEER DISPLAY

PROGRAM OVERVIEW:

- Program products must take place at the pallet drop floor location or on the roller rack in the cold room with a pack size of 12 units and up.
- Opportunity to profile and promote high volume beer options.

ELIGIBLE CATEGORIES:

- All Domestic Mainstream beer.

PROGRAMS AVAILABLE:
2/period

NUMBER OF SKUS
1



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

| PERIOD | # WEEKS | COST/ DISPLAY |
|--------|---------|------------------|
| P6 | 6 | \$3,300 |
| P7 | 7 | \$4,900 |
| P8 | 6 | \$2,700 |
| P9 | 6 | \$3,500 |

PREMIUM REFRESHMENT DISPLAY

PROGRAM TYPE: COLD FLOOR DISPLAY

GATEWAY PROGRAM NAME: PREMIUM REFRESHMENT DISPLAY

PROGRAM OVERVIEW:

- Program products must be 12-pack or higher SKUs only and will be displayed as a stackout or pallet drop in the cold room.
- Opportunity to profile and promote high volume refreshment options.

ELIGIBLE CATEGORIES:

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

PROGRAMS AVAILABLE:

4/period

NUMBER OF SKUS

1



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

| PERIOD | # WEEKS | COST/DISPLAY |
|--------|---------|--------------|
| P6 | 6 | \$3,200 |
| P7 | 7 | \$4,000 |
| P8 | 6 | \$2,600 |
| P9 | 6 | \$3,300 |

WINDOW CLINGS

PROGRAM TYPE:
WINDOW CLINGS

GATEWAY PROGRAM NAME:
WINDOW CLING

PROGRAM OVERVIEW:

- Opportunity to advertise on the exterior windows at fifteen of ANBL's most prominent corporate store locations across New Brunswick.
- Available at stores: 2, 3, 4, 14, 26, 36, 38, 41, 48, 60, 61, 63, 66, 68, 79.
- Due to a By-law in the city of Dieppe, the bilingual exterior signage for stores 61 and 66 is required with the French appearing first.



FEE SCHEDULE:
(BY PROMOTIONAL PERIOD)

| PERIOD | # WEEKS | *COST/ DISPLAY |
|--------|---------|----------------|
| P5-P6 | 11 | \$45,500 |
| P7 | 7 | \$37,000 |
| P8-P9 | 12 | \$49,500 |

**Includes Printing and Installation*

Notes:

- (i) Supplier Artwork deadlines must be met to secure placement.*
- (ii) There will be 5-8 business days built in at the beginning of each timeframe to allow for installation (weather conditions may also impact timing).*
- (ii) If product should become unavailable, the Window Clings will be removed or changed at the Supplier's expense.*

SALISBURY DEPOT

PROGRAM TYPE:
DEPOT HOT DEAL

GATEWAY PROGRAM NAME:
DEPOT

PROGRAM OVERVIEW:

- Opportunity to promote offers across all Categories during the Salisbury Depot Long Weekend Sales (busiest weekends of the year).
- ANBL's Marketing Team will provide promotional activity in various digital and social formats to help drive traffic in store during the long weekends (ANBL.COM/DEPOT-LONG-WEEKEND-SALE)



DEPOT HOLIDAYS

| | | |
|----|-----------------|---------------------------------|
| P6 | Thanksgiving | OCTOBER 10 - OCTOBER 13, 2024 |
| P6 | Remembrance Day | NOVEMBER 7 - NOVEMBER 10, 2024 |
| P7 | Christmas | DECEMBER 19 - DECEMBER 22, 2024 |
| P7 | Boxing Day/NYE | DECEMBER 26 - DECEMBER 29, 2024 |
| P8 | Family Day | FEBRUARY 13 - FEBRUARY 16, 2025 |

(A1)

AGENCY STORE DISPLAY

PROGRAM TYPE: AGENCY STORE DISPLAY

GATEWAY PROGRAM NAME: AGENCY STORE DISPLAY (GROUP: A1)

PROGRAM OVERVIEW:

- Display program available at all participating Agency stores (at store managers' discretion).
- Same program must be running concurrently at ANBL corporate stores and must include a full period LTO.
- Opportunity to highlight a promotional offer or new product across ANBL's Agency store network.

ELIGIBLE CATEGORIES:

All categories, excluding Economy beer.

PROGRAMS AVAILABLE:

1/period



FEE SCHEDULE: (BY PROMOTIONAL PERIOD)

| PERIOD | # WEEKS | COST/DISPLAY |
|--------|---------|--------------|
| P6 | 6 | \$1,900 |
| P7 | 7 | \$2,600 |
| P8 | 6 | \$1,500 |
| P9 | 6 | \$1,900 |

(A2)

AGENCY STORE DISPLAY

PROGRAM TYPE: AGENCY STORE DISPLAY

GATEWAY PROGRAM NAME: AGENCY STORE DISPLAY (GROUP: A2)

MERCHANDISING LOCATION:

- At Agency Store Manager's discretion.

PROGRAM OVERVIEW:

- Display program available at all participating Agency stores (at store managers' discretion).
- Same program must be running concurrently at ANBL corporate stores and must include a full period LTO.
- Opportunity to highlight a promotional offer or new product across ANBL's Agency store network.
- To augment A1 Agency Store Display programs and based on seasonal relevance, preference will be given for the following categories by merchandising period:
 - P6: Spirits
 - P7: Wine and Spirits
 - P8: Spirits
 - P9: Spirits

ELIGIBLE CATEGORIES:

Wine and Spirits.

PROGRAMS
AVAILABLE:

1/period

NUMBER
OF SKUS

4



The agency store display (A2) program continues to be a pilot initiative for F25 P6 to P9 while we continue to assess our channel-specific strategy and the optimal value for our partners and customers.

MERCHANDISING PROGRAMS: AT-SHELF DISPLAYS

FULL PERIOD LTO

PROGRAM TYPE: AT-SHELF DISPLAY

GATEWAY PROGRAM NAME: FULL PERIOD LTO

PROGRAM OVERVIEW:

- Available at ANBL corporate and agency stores.
- Opportunity to provide seasonal or relevant offers. Shelf talker will be provided to communicate offer.
- Supplier responsible for covering discount. Note, Agency stores are not required to list product specifically for the promotion. The program must be running concurrently in all ANBL stores.

ELIGIBLE CATEGORIES:

- Beer, Spirits and Wine. Cooler and Cider promotions are not eligible and must be applied for under Short-Term Promotion booking.

FEE:

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



SHORT-TERM PROMOTIONS

PROGRAM TYPE: AT-SHELF DISPLAY

GATEWAY PROGRAM NAME: SHORT-TERM PROMOTION

PROGRAM OVERVIEW:

- Available at all ANBL corporate stores with the option of an equivalent Agent/Licensee offer at suppliers' discretion. Bundles do not apply to Agents or Licensees. An example of an equivalent offer would be "Buy 2, save \$5.00" for corporate stores, and \$2.50 off individual SKUs for Agents and Licensees.
- Short-Term Promotion bookings are available in any given merchandising period for either 4 days (Thursday to Sunday); 7 days (Monday to Sunday); 11 days (Thursday to Sunday); or 14 days (Monday to Sunday).
- Bundles that will run for a full period must be booked under the Short-Term Promotions Program, with the Full Period Bundle Group.
- Shelf talker will be provided to communicate the offer.
- Supplier responsible for covering discount.
- Note, Agency stores are not required to list product specifically for the promotion. The program must be running concurrently in all ANBL stores.

ELIGIBLE CATEGORIES:

- All categories.

FEE:

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

IMPORTANT INFORMATION:

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



SHELF FLAG OR NECK TAG* DISPLAY

PROGRAM TYPE: AT-SHELF DISPLAY

GATEWAY PROGRAM NAME: SHELF FLAG/NECK TAG

PROGRAM OVERVIEW:

- Available at all ANBL corporate stores.
- Shelf Flags and Neck Tags allow suppliers to provide custom-designed at-shelf promotional materials. They may promote Deals, Bundles, Contests, or provide other promotional information about the product.
- Supplier provided Shelf Flag (4.25" by 3.625") attached by shelf clip, or Neck Tag (size to be agreed upon by ANBL and supplier).
- All Shelf Flag/Neck Tag displays must be approved by Marketing (Merchandising Team).

ELIGIBLE CATEGORIES:

- All categories.

FEE:

- \$450 for all promotional periods.

**Please note: suppliers are responsible for registering with Recycle NB and for their own agreement with Circular Materials to cover the cost associated with managing any paper or plastic packaging associated with the products they sell in NB.*



VALUE ADDS*

PROGRAM TYPE: AT-SHELF DISPLAY

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

PROGRAM OVERVIEW:

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

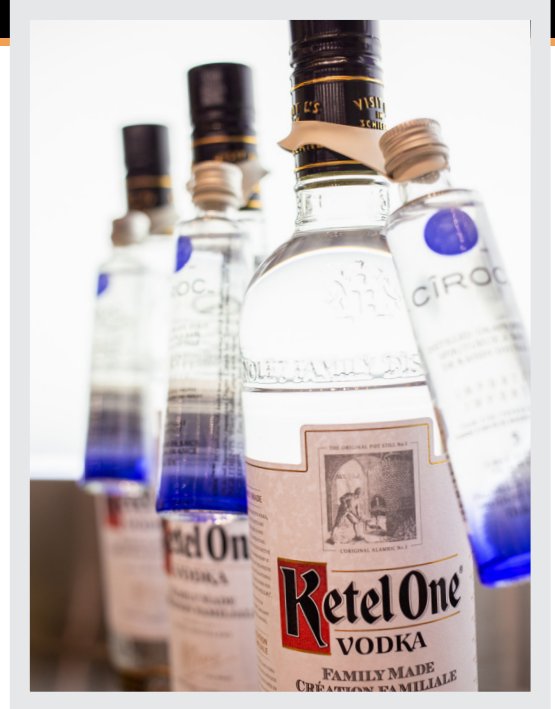
ELIGIBLE CATEGORIES:

- All categories.

FEE:

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

**Please note: suppliers are responsible for registering with Recycle NB and for their own agreement with Circular Materials to cover the cost associated with managing any paper or plastic packaging associated with the products they sell in NB.*



PROMOTION GUIDELINES

PROMOTION GUIDELINES

FULL PERIOD LTOs:

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

HOT DEAL/BUNDLES/SHORT-TERM PROMOTIONS:

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

VALUE ADDS

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

LIQUOR VALUE ADDS

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

MERCHANDISING GUIDELINES BY CATEGORY

BEER PROMOTION GUIDELINES

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

FULL-PERIOD LTO

- All beer full-period LTOs run for the duration of the promotional period.
- Minimum LTO amounts on beer can be found on page 34.
- Full-period LTOs charged back to supplier at full retail discount.

Exclusions:

- Economy beer.

SHORT-TERM PROMOTIONS

- Short-Term Promotions on beer begin on a Monday and end on Sunday (7/14-day duration) or begin on Thursday and end on Sunday (4/11-day duration).
- Maximum one Short Term Promotion per period, per SKU.
- Minimum LTO amounts on beer can be found on page 34.
- Short-Term LTOs charged back to the supplier at full retail discount.

Exclusions:

- Economy beer.

BUNDLES

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

MINIMUM BUNDLE REQUIREMENTS

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

MINIMUM BEER LTO AMOUNTS

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

COOLER/CIDER PROMOTION GUIDELINES

COOLERS/CIDERS MINIMUM LTO

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

FULL PERIOD LTO

- Not available for cooler or cider products

SHORT-TERM PROMOTIONS

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

BUNDLES

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

COOLER AND CIDER MIN. LTO AMOUNTS

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

- No maximum LTO amount.

WINE PROMOTION GUIDELINES

FULL-PERIOD LTO

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

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

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

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

MAXIMUM LTO AMOUNTS – BIB (3 & 4 LITRE)

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

HOT DEALS/BUNDLES

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

SPIRITS PROMOTION GUIDELINES

FULL-PERIOD LTO

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

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

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

HOT DEALS/BUNDLES

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

LTO MINIMUMS:

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

MERCHANDISING PROGRAMS - TASTINGS

PROGRAM TYPE: TASTINGS

GROUP NAME: IN-STORE TASTINGS

PROGRAM OVERVIEW:

- Available at all ANBL stores (excluding Depot and EXPÉRIENCE by ANBL boutique).
- No limit to the number of SKUs in a tasting but the total served to a customer may not exceed quantities outlined in the Guidelines section.
- No Economy Spirits permitted. Highly encouraged to provide a cocktail / mixed drink option in addition to straight Spirit sample where appropriate.
- Suppliers may use promotional materials for an in-store tasting.
- Suppliers are encouraged to place an advertisement/ notification in the store where the tasting will take place up to a week in advance. All materials must be approved by Marketing (the Merchandising Team).
- The product must be on a merchandising program during the period of the tasting event, be a New Release (available in the store of the tasting less than 60 days), or be designated as a New Product (less than 60 days in market).
- Exception: Maritime Microbreweries, Cottage Wineries, Cideries and Distilleries.
- The tasting must be of educational value to the customer.

ELIGIBLE CATEGORIES:

All categories, within these limitations:

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

FEE:

No charge.

TASTINGS GUIDELINES

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

*Note: These are the total allowed per tasting. For example, if someone tastes 2 ounces of wine, they are not allowed to taste again. They can, however, taste 2 one-ounce samples.
- Drink mixes are permitted as long as the total amount of alcoholic beverage per drink does not exceed the amount specified for a single serving.
- The supplier must ensure the customer consumes the sample on the premises.
- Suppliers may bring their own tasting booths or use ANBL's tasting table.
- Suppliers must provide their own napkins, tasting cups, etc.
- Only listed products are permitted for in-store tastings.
- All promotional materials used in conjunction with an in-store tasting must be approved by the Merchandising Team.
- The supplier must ensure that a knowledgeable representative is on hand to answer customer inquiries during the tasting. ANBL employees will not be used in this capacity.

AGENCY STORE TASTINGS

- Tastings for Agency stores are booked directly with the Agent, independently from ANBL.
- Suppliers will pay full retail for the product at the Agency store. The discount will be rebated to the supplier upon receipt of the Tasting Product Rebate Form (see page 49).
- This form will be filled out at the conclusion of the tasting by the supplier and an Agency store representative.
- Unopened bottles must be returned after the tasting.
- Bottles with the remaining product must be left at the store.

ANBL TEAM TASTINGS

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

TASTINGS CODE OF CONDUCT

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

APPENDICES

APPENDIX A: CREATIVE GUIDELINES

ARTWORK REQUIREMENTS

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

HERE'S WHAT WE NEED FROM YOU:

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

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



SUPPLIER PROVIDED POS ARTWORK

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

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

EXAMPLE:



HIGH RES 300 DPI
FILE SIZE USUALLY MB

LOW RES 72 DPI
FILE SIZE USUALLY KB

DEADLINE INFO:

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

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

SOCIAL RESPONSIBILITY

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

Ad creative that uses the ANBL brand in any way needs to comply with our social responsibility guidelines.

MODERATION MESSAGING AND 19+

Your ad creative will need to include both a moderation message ('please enjoy responsibly') as well as reference our provincial age of majority messaging of 19+. In addition, ANBL promotes enjoying alcohol responsibly which does not include content that features the following:

- Depicting alcohol physically being consumed: Advertising standards do not allow advertisements to depict the act of consuming alcohol. It can be held, cheers-ed, mixed, smelled, poured, just not drank on camera.
- Drinking while driving: Any type of motorized vehicle.
- Drinking (or implied consumption) while participating in physical activity: Most physical activity requires your full attention so things like team sports or paddling are not something that mixes with having a drink.
- Over consumption: Appearing drunk, using language that implies that you have consumed too much alcohol or jokes about overconsumption are not something we support.
- Excessive serving sizes: ANBL promotes following Health Canada's recommended drink sizes: 12 oz / 341 ml beer, cider or cooler (5% abv), 142 ml / 5 oz/ wine (12% abv) and 43 ml / 1.5 oz. spirits (40% abv).
- Mixing alcohol with drugs or prescription medication: We do not support mixing alcohol consumption with cannabis.
- Underage drinking: Persons depicted in any content must be over the age of 19.

SOCIAL MEDIA GUIDELINES

Advertising your products on social media is an effective way to promote your brand, highlight new products, and increase sales. However, when it comes to the sale of alcohol products in New Brunswick, the public isn't always able to distinguish between your brand and the ANBL brand. Which means that if you choose to incorporate ANBL in your ad creative in any way – whether by using the brand name itself, our logo, referencing any of our store locations, or directing users to our website for more information - there are impacts to the ANBL brand. Therefore, if you are choosing to incorporate ANBL in your ad creative, it's important to follow a few guidelines.

Please note: all ad creative that references ANBL in any way requires review and approval by the ANBL Marketing department. Please email the Merchandising Team (see Contacts section) with your planned ad creative and we will provide feedback and/or approval within two (2) business days of receiving your email.

LANGUAGE REQUIREMENTS

ANBL is a Crown corporation and is required by law to advertise in both official languages. In addition, the same messaging priority must be given equal weight in both languages.

VISUAL GUIDELINES

The ANBL logo and wordmark serve as an important graphic representation of our organization. The ANBL name and logo creates a visual identity that shapes the way the organization is perceived by the public.

Please email the Merchandising Team (see Contacts section) for correct logo files – and please use only the high-resolution logo files provided by ANBL in your ad creative.

IMPORTANT SUPPLIER DEADLINES

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

INSTORE SIGNAGE

PLEASE INCLUDE .25" BLEED & CROP MARKS

| | |
|------------------------|-------------------|
| COLD ROOM WINDOW CLING | 20X30" |
| FULL BACKER | 45.75X13" |
| PRICER CARD | 8.5X5.5" |
| SHELF TALKER | 4.25X3.625" |
| HALF BACKER | 22.875X13" |
| CR BEER SIGN (T-BAR) | 22X20" |
| ROLLER RACK CARD | 9X3.25" |
| RF DOOR CLING | DIE CUT (8.5X40") |

APPENDIX B – MERCHANDISING & FISCAL DATES

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

WEEKS: 52

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

WEEKS: 52

APPENDIX C – AGENCY STORES PARTICIPATING IN MERCHANDISING DISPLAY PROGRAMS

| AGENT # | LOCATION | AGENT # | LOCATION |
|----------------|----------------------|----------------|----------------------|
| 101 | Shediac | 147 | Memramcook |
| 102 | Harcourt | 153 | St. Quentin |
| 104 | Boiestown | 156 | Zealand |
| 105 | Hillsborough | 159 | Mactaquac |
| 106 | Canterbury | 160 | Port Elgin |
| 107 | Salisbury | 162 | Kedgwick |
| 108 | Harvey | 163 | Doaktown |
| 109 | Stanley | 165 | Janeville |
| 110 | Saint-Paul-de-Kent | 169 | Lepreau |
| 112 | Cambridge Narrows | 174 | Allardville |
| 113 | Gagetown | 175 | Nackawic |
| 115 | Juniper | 176 | Barnesville |
| 117 | Fredericton Junction | 184 | Blackville |
| 119 | Pointe Sapin | 187 | Welsford |
| 120 | Riley Brook | 188 | Baie-Sainte- Anne |
| 122 | St. Martins | 189 | Public Landing |
| 123 | Brantville | 191 | Saint -Louis-de-Kent |
| 132 | McAdam | 192 | Minto |
| 133 | St. Leonard | 193 | Cocagne |
| 134 | Charlo | 194 | Grande-Anse |
| 141 | Chipman | 197 | St Isidore |
| 144 | Arthurette | 200 | Aulac |
| 145 | Bay du Vin | 202 | Rusagonis-Waasis |

| AGENT # | LOCATION | AGENT # | LOCATION |
|----------------|---------------------|----------------|-----------------------|
| 203 | Lake George | 230 | Black's Harbour |
| 204 | Saint John | 232 | Petitcodiac |
| 205 | Clair | 449 | Grand Bay |
| 208 | Irishtown | 450 | Plaster Rock |
| 209 | Bath | 452 | Ste Anne De Madawaska |
| 210 | Hanwell | 453 | Balmoral |
| 211 | Sunny Corner | 454 | Burton |
| 212 | Richiboutou Village | 455 | Hartland |
| 213 | Penniac | 456 | Belledune |
| 214 | Grand Barachois | 457 | Campobello |
| 215 | Cap Pele | 458 | St-Antoine |
| 216 | Petit-Rocher | 459 | Perth-Andover |
| 217 | Maisonnette | 460 | St. George |
| 218 | Lameque | 462 | Elsipogtog |
| 219 | South Tetagouche | 463 | Douglas Harbour |
| 220 | Youngs Cove | 464 | Grand Manan |
| 221 | Norton | 465 | Leech |
| 222 | Alma | 466 | Rogersville |
| 223 | Kingston | 467 | Magnetic Hill |
| 224 | Riverside-Albert | 468 | Paquetville |
| 225 | Centreville | 469 | Doaktown |
| 227 | Debec | 470 | Florenceville |
| 228 | Saint-Arthur | | |
| 229 | Renous | | |

APPENDIX D – CASH LANES

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

APPENDIX E - AGENT PRODUCT TASTING REBATE FORM

Agent #: _____ Store representative : _____

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

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

APPENDIX G - BUILDING BACK BETTER STORE VISITS

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

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

COMMON FAQ'S:

Should Reps be booking appointments with Managers?

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

Should reps be touching product at stores?

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

Can Reps email stores?

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

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

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

Can Reps transfer products between stores?

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

Can reps conduct tastings for the public and store teams?

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

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

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

What is the best way to thank ANBL team members?

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

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

Before the Visit

Do you have any upcoming promotions (make sure timing aligns with our merch periods)?

Using inventory reports, how can you help the store be setup for success?

Do you have any new SKUs that you'd like to present? Bring sell sheets or any other necessary info.

Do you have any 'Hot Deals' that are date sensitive that you're looking to push? Know your dates!

Can you plan a product knowledge session in advance? Do you have cups? Do you need ice? Etc.

During the Visit

Let somebody know you're there.... Store teams are busy but will always appreciate a 'Hello/Bonjour' and acknowledgement that your there on a visit.

If you scheduled a visit, ensure you're on time!

How are your products looking on shelf? How's inventory for any promotional locations?

Is placement correct? Can you help fill any gaps (with the team's permission)?

Can you face and help your products stand out from the crowd?

If conducting a tasting with the team, what are the features and benefits of said product? Can you give the teams the tools they need to effectively sell?

With the Store Manager or Asst Manager:

Do you have a new listing that could be a fit?

Can you setup any future stores tastings with staff or public?

Did you gain any new listings at Licensee's that the stores should be aware of from an inventory perspective?

Can you offer any insights relating to increased demand at certain times for your products?

Are you aware of any upcoming stock outs that can be prepared for?

Post Visit:

Follow up on the points that were discussed

Keep track of sales to ensure that it's clear that your visit made a difference

Ensure that you schedule a next visit.... Consistency is key

Follow up on any transfer requests in a timely fashion

Deliver on your discussions!