

HOW TO USE THE FY24 ALCOHOL & CANNABIS PROGRAMS GUIDE

SUMMER 2022



HOW TO USE THE FY24 ALCOHOL & CANNABIS PROGRAMS GUIDE

AGENDA

1. PURPOSE OF GUIDE

What it is and what's inside | [Cyra Belbin](#)

2. WHAT'S CHANGED IN FY24

What we know from this year and what's changed | [Cyra Belbin](#)

3. WORKING WITH THE ALCOHOL TEAM

Creating winning programs: Application and selection | [Kim Davison and Sam Weir](#)

How to apply | [Shanna Carpenter](#)

Great execution | [Rayell Swan](#)

4. WORKING WITH THE CANNABIS TEAM

Evolution in the promotions space | [Chris Mitton](#)

New Arrivals program | [Emily Crocker](#)

PURPOSE OF GUIDE

SHARE INFORMATION AND OPPORTUNITIES



PURPOSE OF GUIDE

IMPORTANT STUFF YOU'LL FIND INSIDE

- ✓ Promotional calendar and application deadlines (page 3)
- ✓ Offer rules and limitations (page 4)
- ✓ Types of promotions you can apply for each period (pages 4-11)
- ✓ Display programs you can apply for during select periods (pages 13-15)
- ✓ Planned Expressions of Interest (page 16)
- ✓ How to update your product information and image on myNSLC (page 18)
- ✓ How to get featured on our social media channels (page 18)
- ✓ LOTS of great appendices from listings to pricing and more!



	P1	P2	P3	P4	P5	P6	P7	P8	P9
CALENDAR OCCASIONS	Mar 27 - May 7, 2023 Good Friday (April 7) Easter Sunday (Apr 9) 420 (Apr 20 - Thurs)	May 8 - June 11, 2023 Cinco De Mayo (May 5 - Fri) Mother's Day (May 14) Victoria Day (May 22 - Stores Open)	June 12 - July 16, 2023 Father's Day (June 18) Canada Day (July 1 - Sat)	July 17 - Aug 27, 2023 Natal Day (Aug 7 - Some stores reduced hours)	Aug 28 - Oct 1, 2023 Labour Day (Sept 4)	Oct 2 - Nov 12, 2023 Thanksgiving (Oct 9) Halloween (Oct 31 - Tues)	Nov 13, 2023 - Jan 7, 2024 Beaujolais Nouveau (Nov 16) Christmas Day (Dec 25 - Mon) Boxing Day (Dec 26 - Tues) New Years Day (Jan 1 - Mon)	Jan 8 - Feb 11, 2024 Robbie Burns Day (Jan 25 - Thurs) Super Bowl (Feb 1)	Feb 12 - Mar 24, 2024 Valentine's Day (Feb 14 - Wed) Heritage Day (Feb 19) St. Patrick's Day (March 17 - Sun)
DISPLAY PROGRAM APPLICATIONS	ALCOHOL Hero Display Community Display Volume Beer Displays	ALCOHOL Hero Display Volume Beer Displays	ALCOHOL Hero Display Community Display Volume Beer Displays	ALCOHOL Hero Display Community Display Volume Beer Displays	ALCOHOL Hero Display Community Display Volume Beer Displays	ALCOHOL Hero Display Community Display Volume Beer Displays	ALCOHOL Hero Display Volume Beer Displays	ALCOHOL Hero Display Community Display Volume Beer Displays	ALCOHOL Hero Display Community Display Volume Beer Displays
PROGRAMS AND DEADLINES	ALL HERO, COMMUNITY AND VOLUME BEER DISPLAYS + AIR MILES BULK BUY-IN APPLICATIONS ARE DUE AUGUST 19, 2022								
	ALCOHOL EOs Air Miles Contest Promotion ALCOHOL & CANNABIS EOs Community Giving								
	EOs TO BE ISSUED THROUGHOUT THE YEAR THROUGH ICEUPDATES EMAIL. SEE PAGE 16 FOR MORE INFORMATION.								
DISPLAY PROGRAM APPLICATIONS	ALCOHOL Cool Zone Floor Displays Cool Zone End Displays Air Miles Promotions Added Values Retail-Termment	ALCOHOL Cool Zone Floor Displays Cool Zone End Displays LTO Promotions Air Miles Promotions Added Values Retail-Termment	ALCOHOL Cool Zone Floor Displays Cool Zone End Displays LTO Promotions Air Miles Promotions Added Values Retail-Termment	ALCOHOL Cool Zone Floor Displays Cool Zone End Displays LTO Promotions Air Miles Promotions Added Values Retail-Termment	ALCOHOL Cool Zone Floor Displays Cool Zone End Displays LTO Promotions Air Miles Promotions Added Values Retail-Termment	ALCOHOL Cool Zone Floor Displays Cool Zone End Displays LTO Promotions Air Miles Promotions Added Values Retail-Termment	ALCOHOL Cool Zone Floor Displays Cool Zone End Displays LTO Promotions Air Miles Promotions Added Values Retail-Termment	ALCOHOL Cool Zone Floor Displays Cool Zone End Displays LTO Promotions Air Miles Promotions Added Values Retail-Termment	ALCOHOL Cool Zone Floor Displays Cool Zone End Displays LTO Promotions Air Miles Promotions Added Values Retail-Termment
	August 19, 2022	September 23, 2022			November 25, 2022		January 27, 2023	April 11, 2023	



WHAT WE KNOW OR HAVE LEARNED SO FAR



PLANNING

- 1 Big Programs for Year
- 2 Stakeholder Information Clarity
- 3 Inflation is Rising



EXECUTION

- 1 Display Intensity
- 2 Reason to Buy
- 3 Right Time/Right Place

WHAT'S CHANGED FOR FY24

DISPLAY CHANGES



Display
Deadline

Improved Planning



Community
Donation

Customer Engagement



Air Miles
Display

Customer Impact



Display
Prices

Market Value



Proposal required for Hero application

WHAT'S CHANGED FOR FY24

OFFER CHANGES



Colliding Tides Gin Twist


SAVE \$2.00 NOW \$18.99

Buy 10 Get 10 Bonus Miles

Valid June 6 - July 11, 2023

Combo Offer

Customer Interest



P6 AM Only

Price Change



OFFER RULES AND LIMITATIONS

NSLC reserves the right to limit the number of offers. Multiple sizes of the same brand may participate in the discretion of the Category Manager.

For every two LT / Bonus Buy's placed on an article with Miles offer must be applied before another LT / Bonus Buy.

- An LT + Air Miles combo offer is considered an LT + P6
- An LT + Air Miles combo offer cannot have a LT / Bundle and Save or Air Miles offer cannot be applied.
- A maximum of three tiers can be offered in a promotional period.

Consolidated Promo Rules

Single Reference



New Application Form MUST be used

ALCOHOL PROGRAMS

ALCOHOL TEAM: ELEMENTS OF AN APPLICATION



Timing



Market Trends



Scale & Audience



External Activity



Consistency


ALCOHOL TEAM: SELECTION CONSIDERATIONS



Cross
Category



Innovation



Production



Seasonal
Relevance




360°
Approach

HOW TO APPLY

PROPOSAL REQUIRED FOR HERO DISPLAY

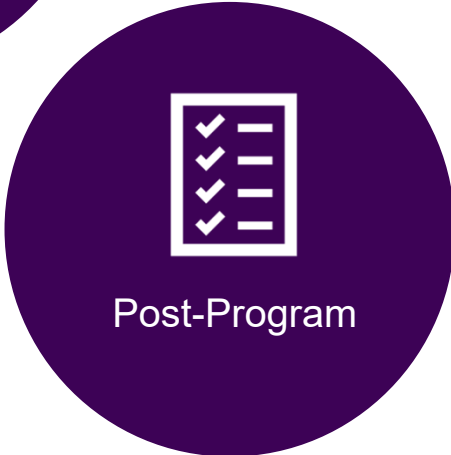
- ✓ Program Overview
- ✓ Goal
- ✓ In-Store Execution
- ✓ Customer Incentive
- ✓ In-Store Support
- ✓ Media and Support Tactics
- ✓ Requirements and Deadline ▶

	
Instructions for this workbook	
Please review these instructions carefully.	
Any new listings or changes to articles will be captured 3 times per year. When preparing your submissions, please ensure you are using the most recent spreadsheet; the spreadsheet will have the updated date posted. Please do not re-use the same spreadsheet for more than one submission period set as it will not contain the most recent information.	
Step 1: Choose your company name from the drop down menu Select Supplier	
Period	Choose the period you're applying for from the drop down menu.
Article Description	Use the drop down menu to choose the product on promotion. All your products will be listed in the drop down menu alphabetically (if the product you are applying for is not yet listed with us, simply overwrite in the article description field).
Article Number	This field will automatically populate based on the Article Description entered.
Display Location	Use the drop down menu to select the display you're applying for. If you are not applying for a display, leave this field blank.
Promotion / Offer Type fields	Use these fields to indicate the offers that apply to the article in the period by choosing from the drop-down list
AIR MILES Offer	Indicate the number of AIR MILES. Please indicate if it's a mix and match offer with other skus.
LT/Bonus Buy	Indicate the discount amount. Please indicate if it's a mix and match offer with other skus.
Community Display Donation Amount	Indicate the donation amount if selected for the community display and specify if there is a maximum accumulated donation amount within the period.
Promotion Details	Use this field to indicate any other details we should know about the promotion (link to national programming, launch support, scan & win contest, etc).

HERO DISPLAY PROPOSAL REQUIREMENTS
<p>In addition to the this promotional application, suppliers must provide a proposal containing the following by August 19, 2022.</p> <p>Program Overview Please describe the overall program including the brand, products and vision.</p> <p>Goal What are you trying to achieve? How does the display align with customer trends?</p> <p>In-Store Execution How will this look in-store? Please include visuals and measurements for proposed in-store assets and retail-tainment. Be sure to include small, medium & large store execution mock-ups of in-store elements to accommodate various store display sizes and locations.</p> <p>Customer Incentive How will this be supported in store? For example. Education, customer tastings, retail team display contest incentive</p> <p>In-Store Support What is the offer? For example. LT, Airmiles, Added Value, Customer Contest</p> <p>Media and Support Tactics How will you be supporting and activating the program out of store? For example. Social media, billboards, paid advertisements</p>



ALCOHOL TEAM: SUCCESSFUL EXECUTION



ALCOHOL TEAM: SUCCESSFUL EXECUTION



CANNABIS PROGRAMS

CANNABIS TEAM: EVOLUTION IN THE PROMOTIONS SPACE

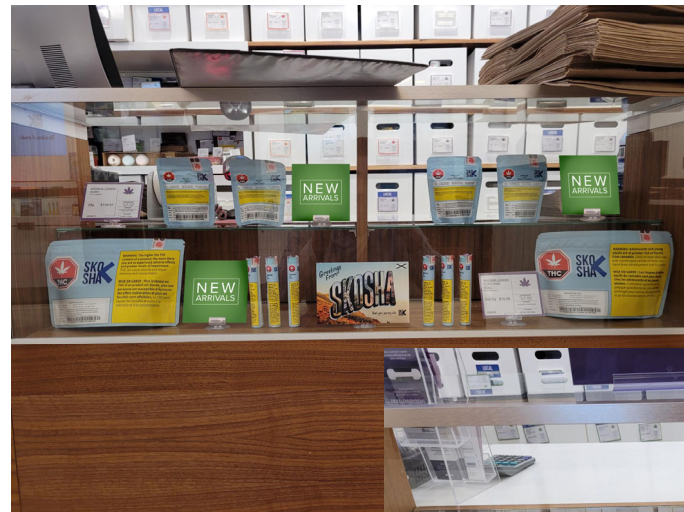


CANNABIS TEAM: CANNABIS NEW ARRIVALS

NEW
ARRIVALS

New Arrivals to create consistency and focus on customer needs.

- Dedicated at-cash display
 - What's new at that location
 - Educational relevance
 - Alignment of internal updates



HERE TO WORK TOGETHER

MYNSLC.COM/TRADEMYNSLC



[NEW](#)
[OFFERS](#)
[WINE](#)
[SPIRITS](#)
[BEER](#)
[CIDER](#)
[COOLERS](#)
[LOCAL](#)
All ▾

Home / Trade MyNSLC

Trade MyNSLC

- ▾
- Advertising & Logo Usage ▾
- Policies ▾
- Program Information and Applications ▾
- Results and Reporting ▾
- Pricing ▾



OUR CATEGORY TEAMS:

WINE & SPIRITS



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CANNABIS



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