







**Amanda Scarff**

*Manager Local Engagement*

# AGENDA

- 1 **COMMON PURPOSE & SERVICE STANDARDS**
- 2 **ICE PRIORITIES**
- 3 **BREAK**
- 4 **SHOPPER DATA & INSIGHTS**
- 5 **CATEGORY PLANS**
- 6 **Q&A WITH NSLC EXECUTIVE TEAM**



**John Francis**

*Vice President Insights & Customer Engagement*



**NSLC**

# Planning Together to Meet the Needs of Nova Scotians



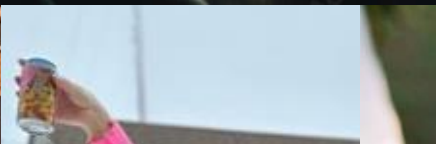
DESIGN

RESEARCH

B











**CURIOUS TO CONNECT 16%**



**ROUTINE BUT NOT RUSHED 25%**



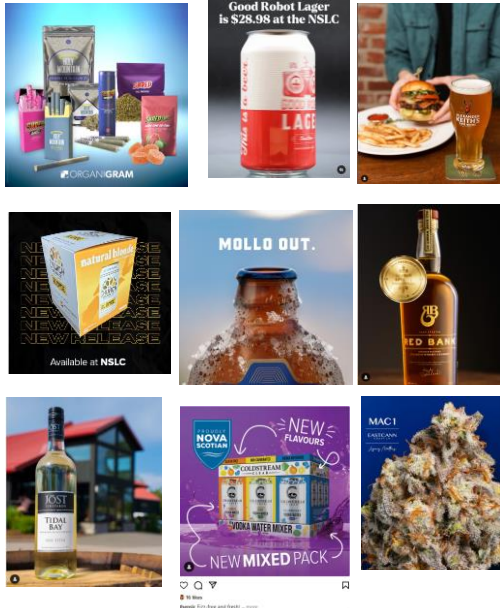
**IN & OUT 59%**

# SHOPPER JOURNEY



## Pre-shop

Marketing and other influence working to shape the market



## Stimulus

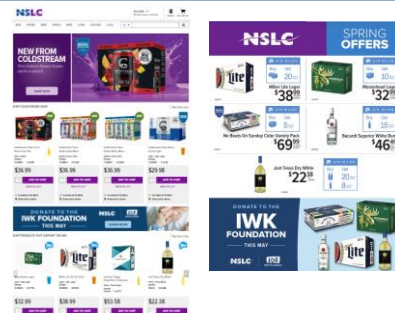
What is driving the consumption occasion

- I am looking to relax/unwind
- I am looking to treat myself
- I am looking to impress others



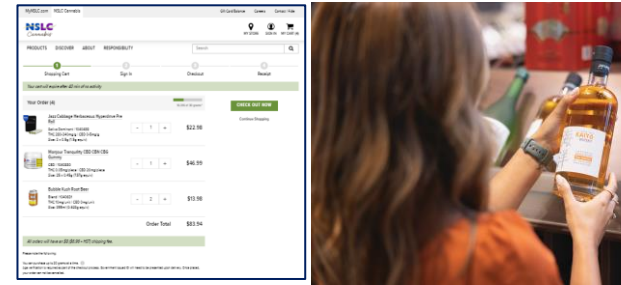
## Research & Planning

I want to find out more information and/or plan my visit before I buy.



## Shopping

I head to the store or online to buy



## Post-shop

I want to share how my shopping experience and consumption experience went.







MyNSLC.com NSLC Cannabis Gift Card Balance Careers Contact / Aide

**NSLC Cannabis** MY STORE SIGN IN MY CART (0)

PRODUCTS DISCOVER ABOUT RESPONSIBILITY Search


## EXPLORE OUR BESTSELLING PRODUCTS

Your favourite flower, edibles, vapes, and more.

[SHOP NOW](#)

### SHOP BESTSELLING PRODUCTS

[View All Products](#)




**Reef Organic Watermelon THC Gummy**

Sativa Dominant  
THC: 5mg/piece | CBD: 0mg/piece

starting at **\$6.99**

[VIEW DETAILS](#)

[Add to My List](#)




**EastCann Mango Sour**

Sativa Dominant  
THC: 270-330mg/g | CBD: 0-10mg/g

starting at **\$9.99**

[VIEW DETAILS](#)

[Add to My List](#)




**Skosha Crab Cakes Pre Roll**

Sativa Dominant  
THC: 280-310mg/g | CBD: 0-10mg/g

starting at **\$11.99**

[VIEW DETAILS](#)

[Add to My List](#)



**Spinach Blueberry Dynamite 510 Vape Cartridge**

Indica Dominant  
THC: 776-824mg/g | CBD: 0-100mg/g

starting at **\$44.99**

[VIEW DETAILS](#)

[Add to My List](#)







# CONFIDENCE



RIGHT  
PRODUCT



RIGHT  
CONDITIONS





## Safety

**We ensure everyone's safety is a top priority.**



## Inclusion

**We welcome and respect everyone to create belonging.**



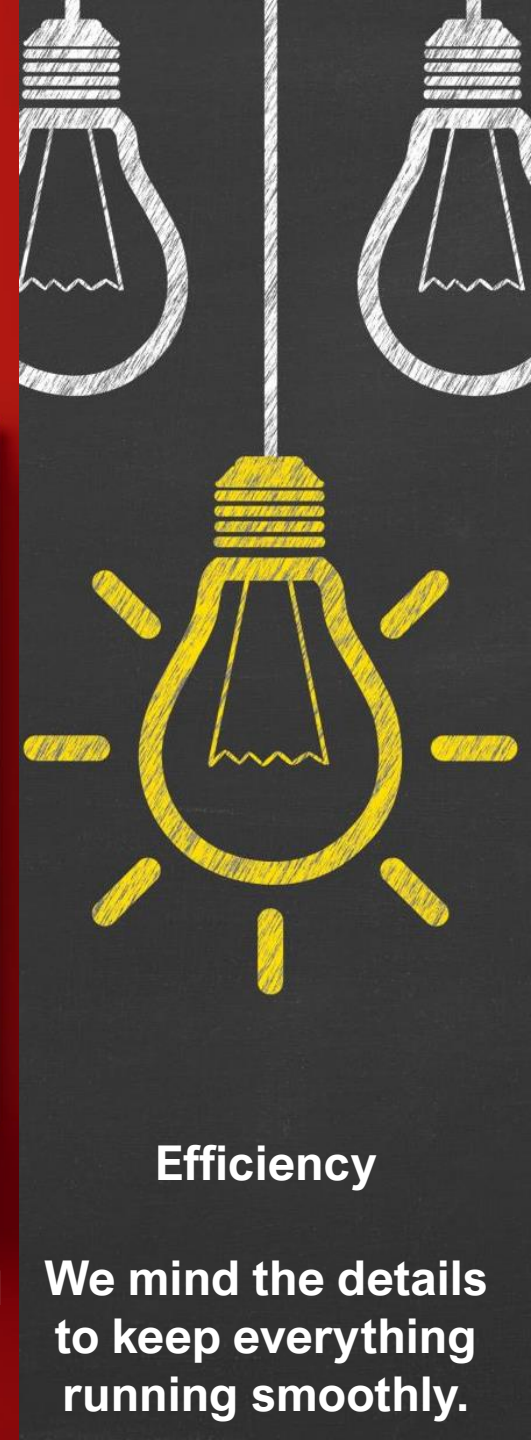
## Responsibility

**We keep our purpose at the center of our business.**



## Connection

**We create meaningful relationships with all our shoppers.**



## Efficiency

**We mind the details to keep everything running smoothly.**



PEOPLE



1. Focus on our shoppers
2. Build the capability of our teams

1. Find vs. Discover
2. Training, tools & support for our shopper facing teams



PLACE



PROCESS

1. Simplify our processes
2. Leverage technology





Care for the Team



Create Shopper Value



Win In-store





**NSLC**

# Planning Together to Meet the Needs of Nova Scotians



DESIGN

RESEARCH

B







**Pius Walker**  
*Category Director*



**Chrissy Leonard**  
*Director Insights & Strategy*



**Chantelle Percival**  
*Director Marketing,  
Promotions, & In Store  
Experience*

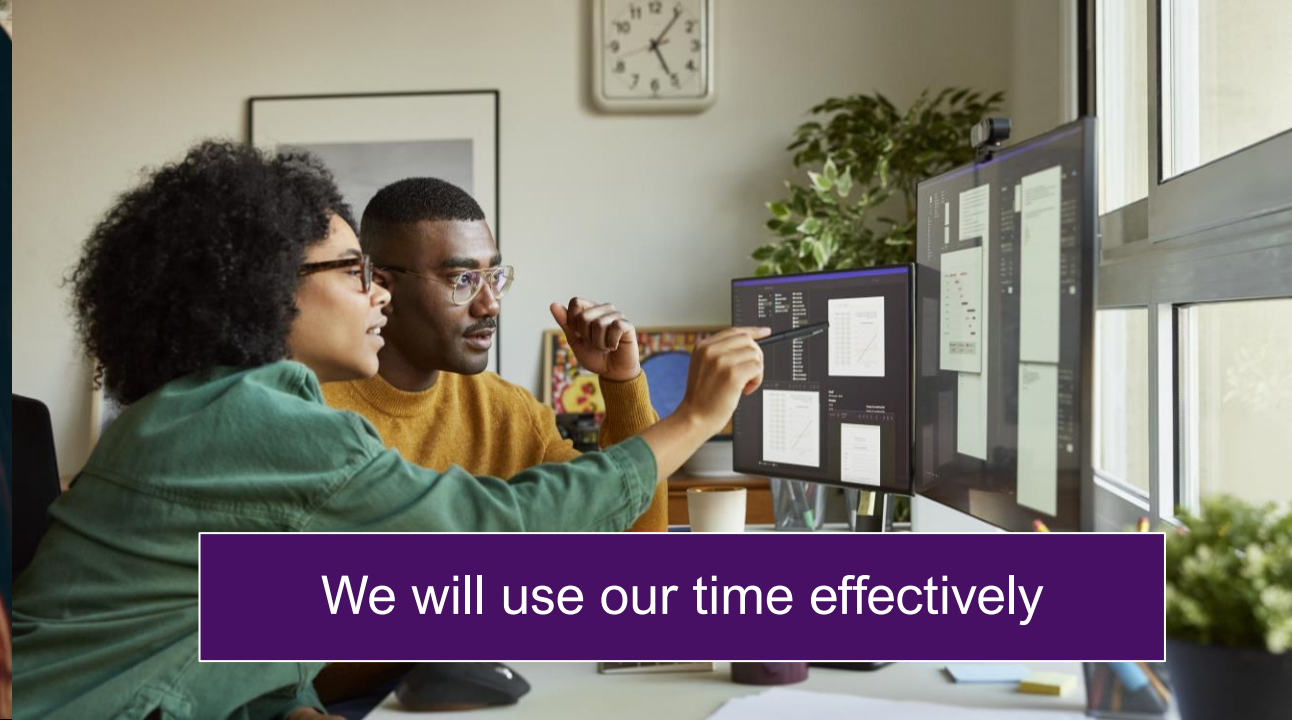








We will be focused on clear expectations and communication



We will use our time effectively



We will be focused and open to giving and receiving feedback



We will focus on driving consistency and predictability





CANNABIS

SAVE

CDN WHISKY

LIQUEUR

VODKA

JILA

NEW ARRIVALS

TEQUILA





Connect Our Data & Insights In New Ways



Evolve the Cannabis Shopping Experience



Category Strategy for Short, Medium & Long Term



Continue to Improve Access to Products Nova Scotians Love





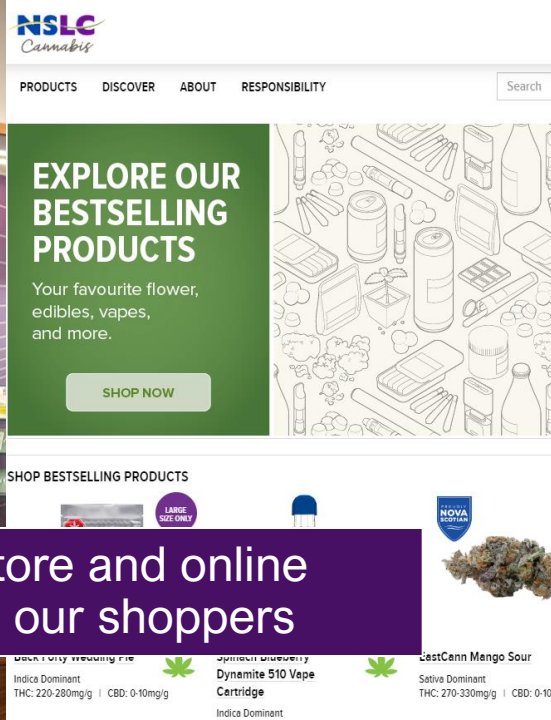




Driving alignment, coordination, and prioritization across the business



Connecting our in-store and online channels to engage our shoppers



What are you willing to miss?

Don't drive impaired.



Build our reputation as a responsible steward and employer of choice



Deliver seamless execution in partnership with our supplier community



**NSLC**

# Planning Together to Meet the Needs of Nova Scotians



DESIGN

RESEARCH

B



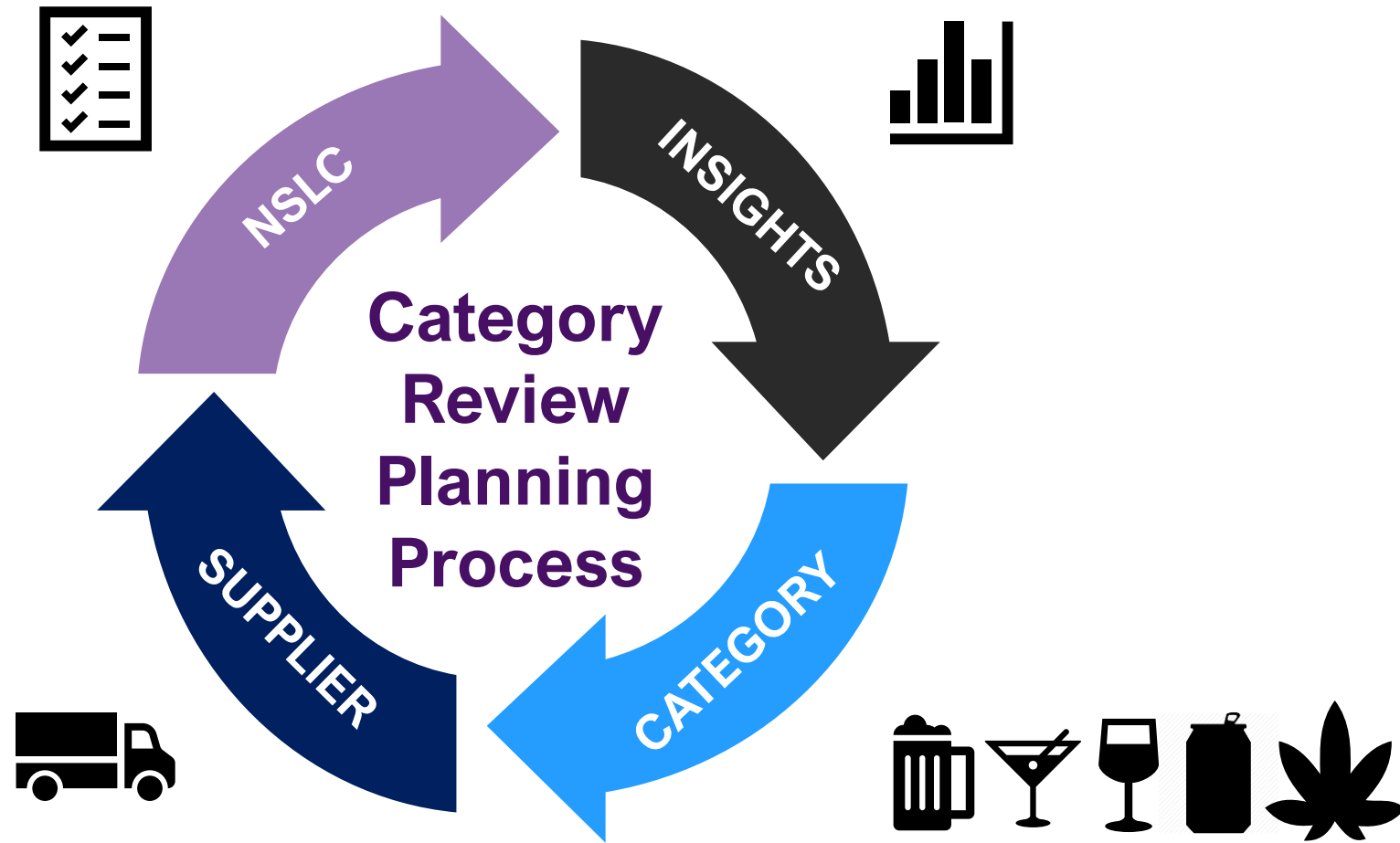




**PLANNING TOGETHER WITH  
OUR CATEGORY TEAMS**



# CATEGORY AND INSIGHTS PLANNING PROCESS

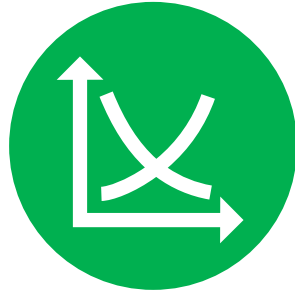




# CATEGORY REVIEW INSIGHTS



Sales/Volume Trend



SKU Sales/Volume Trend vs  
Category/Subcategory



Average  
Weekly Sales



Format Rank  
(Based on Subcategory, Volume mg, and Sales)



Weeks Listed



Assortment





**Chris Mitton**

*Category Manager, Cannabis*



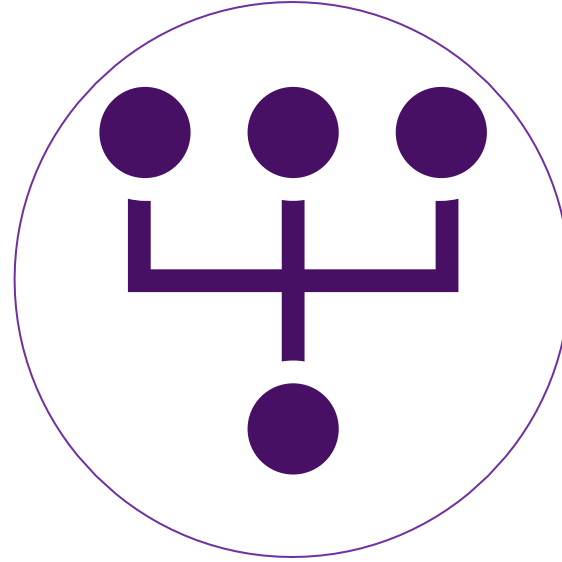
# CATEGORY REVIEW PROCESS OVERVIEW



Data & Insights



NSLC Issues EOI



Review Process



Announce Results &  
Launch



# LISTING CONSIDERATIONS



**Shopper & Category  
Trends**



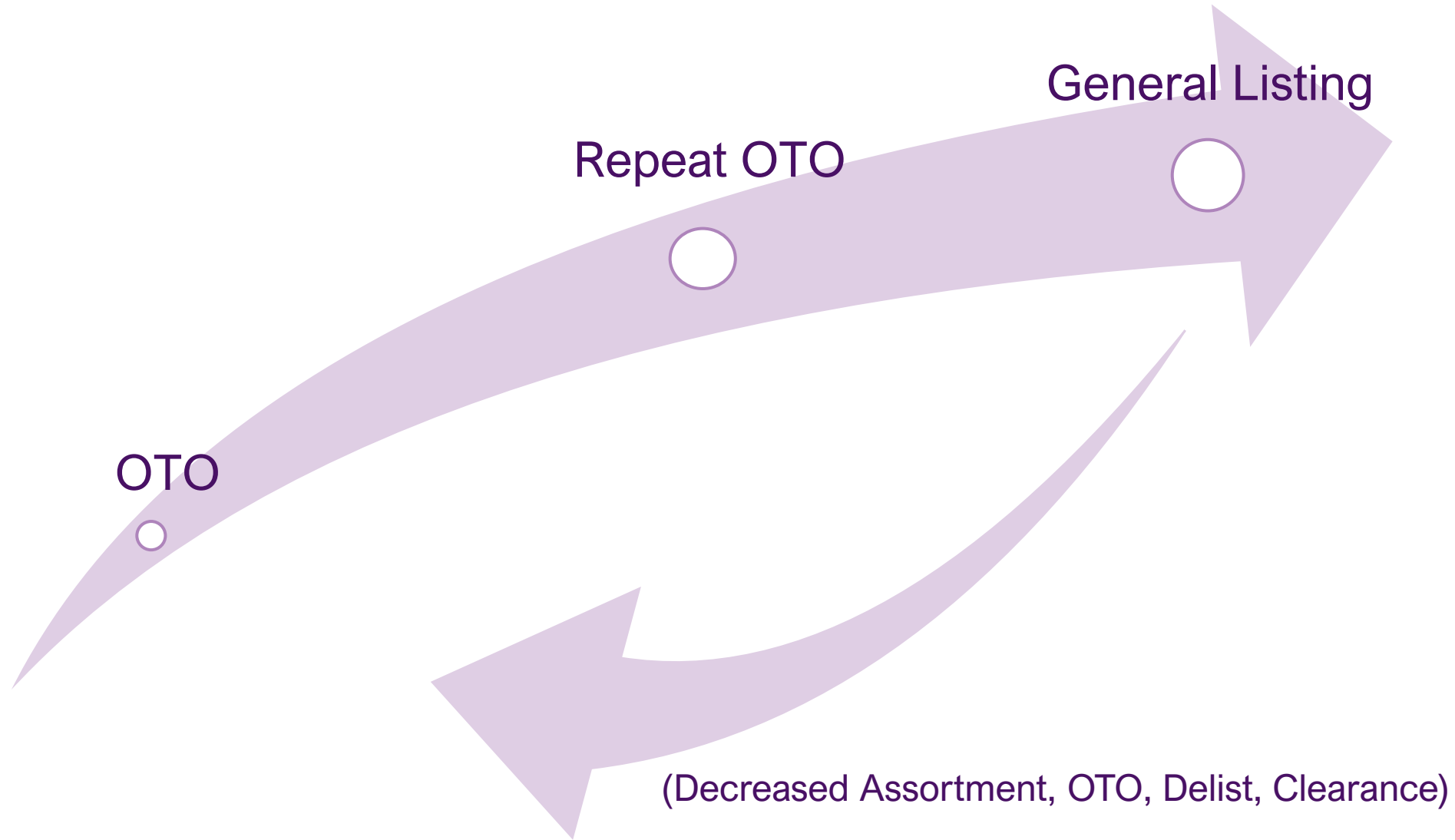
**Innovation**



**Products Nova Scotians  
Love (Or Will Love)**



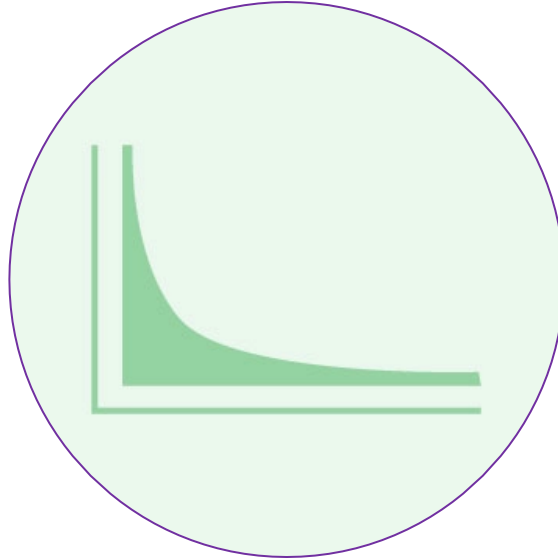
# PRODUCT ENTRY & EXIT: PATH TO MARKET



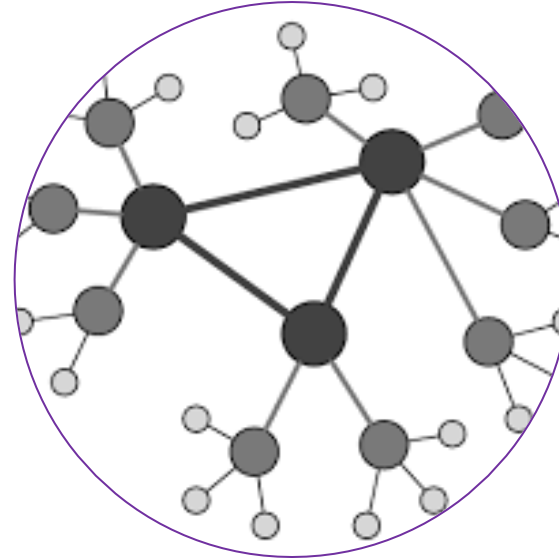
# DE-LISTING CONSIDERATIONS



**Our Shared Shopper**



**Article Performance**



**Distribution Points &  
Substitutability**



**Sub-Category Trends**

**It is not one factor, it's a combination of factors & timing.**



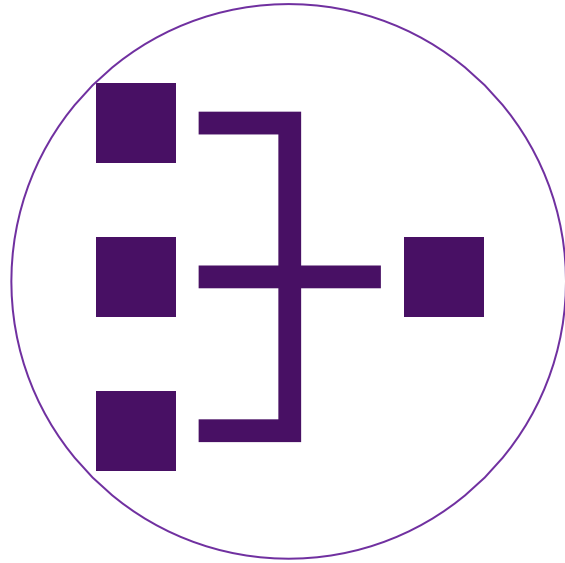


**CATEGORY PRIORITIES &  
PLANNING TOGETHER**

# CANNABIS – PLANNING TOGETHER



Refine



Optimize



Focus





**MERCHANDISING**



**ASSORTMENT**



**PRICE**



**SHELF**

# MERCHANDISING



At-Cash Impulse



In-Shelf Call Out



Hero Program



# ASSORTMENT



Local



One Time Only



New

# WHY ASSORTMENT MATTERS



Choice Overload



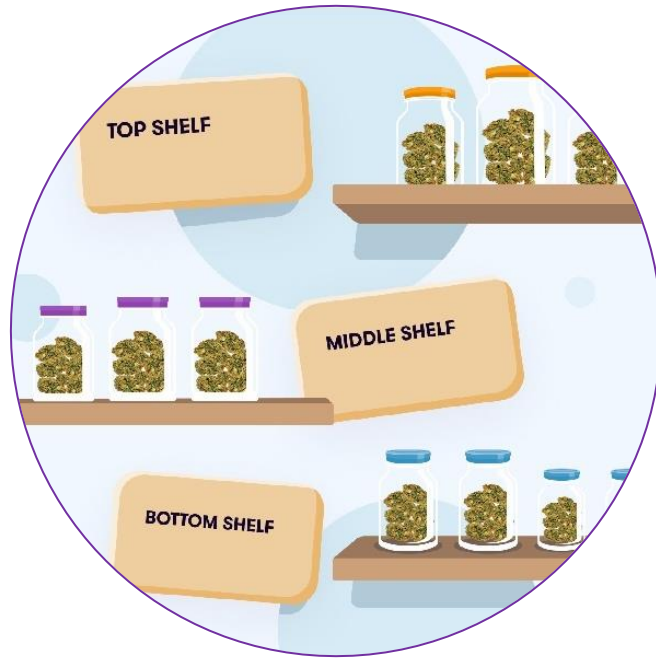
Underwhelming Selection



Confusion on Best Value



# PRICING



**Refining Price Bands**



**Premiumization**



**Creating Shopper Value**

# SHELF



Showcase Products



Display by Sub-category



Scalable Elements



# CANNABIS- PLANNING TOGETHER



Come  
Prepared



Ask  
Questions



Share  
Information





**THANK YOU**

**Chris**

*Category Manager Cannabis*

*Chris.Mitton@mynslc.com*

*902-450-7586*



**NSLC**

**Planning Together  
to Meet the Needs  
of Nova Scotians**



DESIGN

RESEARCH

B

