

The logo for NSLC Signature is mounted on a light-colored rectangular sign on the building's facade. The letters 'NSLC' are in a bold, sans-serif font, with 'N' in blue, 'S' in purple, 'L' in purple, and 'C' in purple. A yellow and green swoosh underline is positioned above the letters. Below 'NSLC', the word 'Signature' is written in a white, cursive script font.

NSLC
Signature

The NSLC logo features the letters 'NSLC' in a bold, white, sans-serif font. A white swoosh underline is positioned above the letters, starting under the 'N' and ending under the 'C'.

NSLC

INSIGHTS AND CUSTOMER ENGAGEMENT

Beverage Alcohol and Cannabis Programs Guide

Fiscal Year 2026

What's Inside

Let's Work Together	3
Fiscal Year Calendar	4
Beverage Alcohol Promotions	5
Overview of Buy-In Opportunities	6
Limited Time Offers	7
AIR MILES® Promotions	8
AIR MILES® Bulk Buy-In Program	9
LTO + AIR MILES® Combination Offer	11
Added Values	12
Retail-tainment	13
Beverage Alcohol Buy-In Programs	15
Warm Room Display Buy-Ins	16
Cold Room Display Buy-Ins	19
Local Support	20
Beverage Alcohol Marketing Programs	21
Digital Channels	22
In-Store Tastings	23
Cannabis Buy-In Opportunities	24
Overview of Buy-In Opportunities	25
Local Support	26
Cannabis Marketing Programs	27
Digital Channels	28
Appendices	29
Appendix A: Store & Support Centre Holiday Openings & Closures	30
Appendix B: NSLC Advertising & Packaging Guidelines	31
Appendix C: Supplier Program Signage & Contesting Guidelines	31
Appendix D: Beverage Alcohol Display Selection Considerations & Information Guidelines	32
Appendix E: Cannabis Language Guide	33
Appendix F: Beverage Alcohol Promotional Policies	34
Appendix G: Listings	35
Appendix H: Pricing	37
Appendix I: Labels & Supply Chain/Barcodes	39
Appendix J: The Good We Do	42
Appendix K: Hero Display Proposal Requirements	43
Appendix L: Category Review Calendar	44
Appendix M: Beverage Alcohol Supplier Signage Guide	45

Terminology Guide

To help you navigate some of the terms and acronyms used throughout this guide and in our industry, please see below:

22 x 17 Sign	The standard sign that is 22" wide x 17" high. Used on an end cap or floor display.
AV	Added Value: a liquid or non-liquid item of value that is free with the purchase of a select SKU.
BAM	Bonus AIR MILES® offer.
Bin Tab	The everyday price card for a product.
DC	Our Distribution Centre, where we store and distribute most of our products.
Discovery Guide	The taste profile system used for all categories.
EOI	Expression of Interest: an opportunity to apply for a program that is sent through an email.
ICE	Insights and Customer Engagement Team.
LT or LTO	Limited Time Offer: such as a savings of \$2 during a promo period.
OTO	One Time Only: a product brought to the NSLC in limited quantities and for a limited period of time.
BB	Bonus Buy or Bundle & Save: purchase multiple units to receive greater discounts during a promo period.
Pallet Sign	A hanging sign above the pallet drops in the cold room to display the price of the product underneath.
Perimeter Sign	A magnetic sign to display the price of the product contained on the perimeter of the cold room.
RPS	Retail Product Specialist: Our team of approximately 40 Product Specialists who work in stores across the province and lead staff education as well as the specialty programs in their stores such as The Port sections.
RTD	Ready-to-Drink refreshments: such as cider, coolers, or pre-mixed cocktails.
SAP	Systems Applications and Products (SAP) is our enterprise resource planning (ERP) software.
Shelf Card/Shelf Talker	A mini sign, usually 4.25" x 4.25", placed with or over top of a bin tab to promote an additional offer such as a savings, AIR MILES® offer, or contest.
Large Shelf Card	An 8.5" x 14" sign that sticks into a pallet or product stack out and promotes an additional offer such as savings, AIR MILES® offer, or contest.
SKU	Stock-keeping unit (SKU) is the scannable bar code printed on a label and is often used to refer to a single item, product, or article.
Taste Profile	An assigned descriptor by category to reflect the taste of the product to help customers shop (based on the NSLC's Discovery Guide).
Execution Guide	The document shared with NSLC retail teams before every promotional period that outlines priority programs, display commitments, promotions, and retail-tainment.
Retail-tainment	Anything that is over and above the product for sale, with the purpose of providing greater impact in-store and creating engaging experiences with our shoppers.

Let's Work Together

At the NSLC, we take pride in providing Nova Scotians with exceptional service and responsible sales of beverage alcohol and cannabis.

We are committed to being a shopper centric organization, by building on our foundation of trust and connection that we've established with our shoppers, teammates, and supplier partners, like you.

Let's work together to develop integrated programs that create moments of engagement and deliver exceptional experiences for our shoppers. We can learn from each other by listening, sharing, and actioning ways to evolve our shopping experience to meet and exceed our shoppers' ever-changing expectations.

Whether you're a new or long-time partner, this guide is a helpful start to exploring some of the opportunities that are available to bring your products and programs to life with our shoppers at the NSLC.

HOW TO USE THIS GUIDE

This guide is your go-to source for opportunities in Fiscal Year 2026 to bring your products and programs to our shoppers.

HOW TO APPLY

To apply for any program featured in this guide, you must submit an application* to the appropriate Promotions Coordinator noted on the right. This form is located at myNSLC.com/TrademyNSLC under Program Information & Applications.

* Please ensure that you download a new version of the application form for each round of applications due to new updates on auto-populated article information. Failure to do so will result in file issues. Late applications or submissions containing inaccuracies or errors can be rejected.

OUR CATEGORY TEAMS:

WINE & SPIRITS



Michelle Bavis – Category Manager
902.450.5888
Michelle.Bavis@myNSLC.com



Kimberly Davison – Associate Category Manager – Spirits
902.450.5917
Kimberly.Davison@myNSLC.com



Rayell Swan – Associate Category Manager – Wine
902.450.5922
Rayell.Swan@myNSLC.com

REFRESHMENT



Jenna Briggs – Category Manager
902.450.5841
Jenna.Briggs@myNSLC.com



Neil MacQuarrie – Associate Category Manager – RTD & Cider
902.450.5902
Neil.MacQuarrie@myNSLC.com



Evan Fougere – Associate Category Manager – Craft Beer
902.450.5846
Evan.Fougere@myNSLC.com

CANNABIS



Chris Mitton – Category Manager
902.450.7586
Chris.Mitton@myNSLC.com



Amy Boyd – Associate Category Manager
902.450.5897
Amy.Boyd@myNSLC.com



Chris Butler – Associate Category Manager
902.450.5915
Chris.Butler@myNSLC.com

PROMOTIONS



Shanna Stavert – Promotions Advisor, All Categories
902.450.5867
Shanna.Stavert@myNSLC.com



Haley MacMillan – Promotions Coordinator, Beer & RTD
902.450.5851
Haley.MacMillan@myNSLC.com



Cher Phillips – Promotions Coordinator, Wine & Spirits
902.450.7544
Cher.Phillips@myNSLC.com

MARKETING



Hannah Tramble – Marketing Manager
902.450.7573
Hannah.Tramble@myNSLC.com



Emily Crocker – Marketing Specialist, Reputation
902.450.5919
Emily.Crocker@myNSLC.com



Alex Noonan – Marketing Specialist, Beverage Alcohol
902.450.5930
Alex.Noonan@myNSLC.com



Staci Latham-Murphy – Marketing Specialist, Cannabis
902.450.5967
Staci.Latham-Murphy@myNSLC.com

Fiscal Year Calendar

The promotional application can be found on the NSLC trade website: myNSLC.com/TrademyNSLC. All applications will be reviewed and awarded by the respective Category Team when they review all of the promotions applications. The Category Teams reserve the right to cancel any activities with limited vendor interest. To be considered for the Hero Display, you must apply through the promotional application, as well as submit a separate proposal.

IMPORTANT: See Appendix A for Store & Support Centre Holiday Openings & Closures schedule

	P1 MAR 31–MAY 4, 2025	P2 MAY 5–JUN 8, 2025	P3 JUN 9–JUL 20, 2025	P4 JUL 21–AUG 24, 2025	P5 AUG 25–OCT 5, 2025	P6 OCT 6–NOV 16, 2025	P7 NOV 17, 2025–JAN 4, 2026	P8 JAN 5–FEB 22, 2026	P9 FEB 23–MAR 29, 2026
Display/Promotional Program Applications	Beverage Alcohol: Hero Display Community Display Volume Beer Displays	Beverage Alcohol: Hero Display Volume Beer Displays	Beverage Alcohol: Hero Display Community Display Volume Beer Displays	Beverage Alcohol: Hero Display Community Display Volume Beer Displays	Beverage Alcohol: Hero Display Community Display Volume Beer Displays	Beverage Alcohol: Hero Display Community Display Volume Beer Displays	Beverage Alcohol: Volume Beer Displays	Beverage Alcohol: Hero Display Community Display Volume Beer Displays	Beverage Alcohol: Hero Display Community Display Volume Beer Displays
	ALL HERO, COMMUNITY, AND VOLUME BEER DISPLAYS + AIR MILES® BULK BUY-IN APPLICATIONS ARE DUE <u>AUGUST 16, 2024</u>.								
		Beverage Alcohol and Cannabis EOIs: Community Giving						Beverage Alcohol and Cannabis EOIs: Community Giving	
	EOIs TO BE ISSUED THROUGHOUT THE YEAR THROUGH ICEUPDATES@MYNSLC.COM EMAIL. SEE PAGE 18 FOR MORE INFORMATION.								
	Beverage Alcohol: Cool Zone Floor Displays Cool Zone End Displays AIR MILES® Promotions Added Values Retail-tainment	Beverage Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES® Promotions Added Values Retail-tainment	Beverage Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES® Promotions Added Values Retail-tainment	Beverage Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES® Promotions Added Values Retail-tainment	Beverage Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES® Promotions Added Values Retail-tainment	Beverage Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES® Promotions Added Values Retail-tainment	Beverage Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES® Promotions Added Values Retail-tainment	Beverage Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES® Promotions Added Values Retail-tainment	Beverage Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES® Promotions Added Values Retail-tainment
Submission Deadlines	AUGUST 16, 2024		OCTOBER 4, 2024		DECEMBER 6, 2024		JANUARY 31, 2025	APRIL 11, 2025	

CANNABIS BUY-IN PROGRAMMING CALENDAR FY26

	P1 MAR 31–MAY 4, 2025	P2 MAY 5–JUN 8, 2025	P3 JUN 9–JUL 20, 2025	P4 JUL 21–AUG 24, 2025	P5 AUG 25–OCT 5, 2025	P6 OCT 6–NOV 16, 2025	P7 NOV 17, 2025–JAN 4, 2026	P8 JAN 5–FEB 22, 2026	P9 FEB 23–MAR 29, 2026
Topic	Concentrates	IWK Fundraising	Beverages	Infused Pre-Rolls	Vapes	Dried Flower	Fundraising Initiatives	Edibles	Oils/Capsules
Type	EOI to be issued by Category Team	Separate EOI to be issued	EOI to be issued by Category Team				Separate EOI to be issued	EOI to be Issued by Category Team	
Submission Deadline	ALL HERO DISPLAY APPLICATIONS ARE DUE BY <u>AUGUST 30, 2024</u> (not accepting applications for P2 or P7).								



Beverage Alcohol Promotions

Overview of Buy-In Opportunities

Throughout the year, we run a number of programs and promotions that are intended to offer value and shopping experiences that connect, entertain, and engage our shoppers. Below is a brief overview of each of the opportunities you'll see throughout this guide. Please note that there are separate opportunities for beverage alcohol and cannabis due to the different promotion regulations by category. Applications must be submitted and approved for all opportunities listed below to be executed in NSLC stores.

PROMOTIONS

BEVERAGE ALCOHOL ONLY



LIMITED TIME OFFERS (LTO)

A price discount applied to a product for the duration of a promotional period. See page 7.



AIR MILES® PROMOTIONS & BULK MILES BUY-INS

AIR MILES® Bonus Miles™ awarded to a shopper when they purchase the product and scan their AIR MILES® card. See page 8 - 10.



LTO + AIR MILES COMBO OFFER

A combination of a price discount and AIR MILES® Bonus Miles™ applied to a single product for the duration of a promotional period. See page 11.



ADDED VALUES

Liquid or non-liquid item of value that is provided free to the shopper with the purchase of a participating product. See page 12.



RETAIL-TAINMENT

Any activity that is over and above the product for sale, with the purpose of providing greater impact in-store and creating engaging experiences with our shoppers. See page 13.

BUY-IN PROGRAMS

BEVERAGE ALCOHOL DISPLAYS

WARM ROOM DISPLAY BUY-INS

The most prominent floor and end displays in the warm room area of our stores, featuring seasonally relevant products to the shopper for the duration of a promotional period. See page 16.

COLD ROOM DISPLAY BUY-INS

Pallet, floor, and end unit displays in our cold room areas, that prominently feature products to the shopper for the duration of a promotional period. See page 19.

BEVERAGE ALCOHOL & CANNABIS EOIs

EXPRESSIONS OF INTEREST (EOIs)

Throughout the year, NSLC will issue EOIs for alcohol and/or cannabis suppliers to participate in our community and partner initiatives. See page 18.

OFFER RULES AND LIMITATIONS

BEVERAGE ALCOHOL

- NSLC reserves the right to limit the number of offers in any promotional period or category
- Multiple sizes of the same brand may participate in the same promo at the discretion of the Category Manager
- For every two LT/Bonus Buys placed on an article within the fiscal year, an AIR MILES® offer must be applied before another LT/Bonus Buy is approved
 - An LT + AIR MILES® combo offer is considered an AIR MILES® offer when considering the AIR MILES® to LT ratio for the year
 - An LT + AIR MILES® combo offer cannot have a bundle offer
- An LT/ Bonus Buy, LT + AIR MILES® combo, or AIR MILES® offer cannot have a concurrent added value offer
- A maximum of three tiers can be offered for a Bundle offer (ex. Buy 2, Buy 3, Buy 4)
- Back-to-back promotional period offers are not permitted on the following offer types:
 - LT or single offer Bundle & Save
 - LT + AIR MILES® combo
 - Added values (both liquor and non-liquor)
 - Contests
- Back-to-back promotional period offers are permitted for AIR MILES®
- The NSLC may, at its discretion, exclude LTs below certain price points
- Products cannot have an offer value that places a product below social reference price point
- Exclusive and targeted AIR MILES® offers are reserved for AIR MILES® Bulk Buy-In participants only
- Near pack added values will only be approved if a display has been assigned to the product
- Neck tags promoting a recipe with alcohol cannot exceed 1.5oz of alcohol per single serving
- Plant applied neck tags will not be accepted
- Licensees will receive all LTs, single Bundle & Save offers, and AIR MILES® Bonus offers
 - Licensee-only LT offers may be submitted for consideration as part of the application process
- Agency stores will offer shoppers the same LT or single Bundle & Save offer to their shoppers at NSLC retail stores
 - Only the LT portion of an LT + AIR MILES® combo offer will be applied on products at agency stores
 - AIR MILES® offers are not available at agency stores

Please note, some exceptions may be made at Category Team discretion

BEVERAGE ALCOHOL PROMOTIONS

Limited Time Offers

NSLC allows suppliers to apply price discounts to their products, fully funded by the supplier and subject to the terms outlined below.

LTO or Bundle & Save promotions are not permitted in P1 and P6, as these are AIR MILES® only periods.

Suppliers may collaborate with other suppliers in the same or different beverage alcohol categories to create a bundle offer.

If a product is new to market or experiences a price increase, a single savings offer cannot be placed on the product for the first period in market based on the Competition Act. Please see page 6 for offer rules and limitations.

To the right are the costs and fees as well as the minimum and maximum offer amounts required to apply.

LTO or Bundle & Save promotions cannot have a concurrent added value offer.



OPTION 1: SINGLE-TIERED



OPTION 2: BUNDLE & SAVE

OPTION 1: SINGLE-TIERED

REFRESHMENTS	OFFER SET-UP FEE PER SKU	SAVINGS MINIMUM OFFER	MAXIMUM OFFER
Single Selling Unit	\$250	\$0.35	Bottom of Social Reference Pricing*
4 pack	\$440	\$0.75	
6 pack		\$1.10	
8 pack		\$1.50	
12 pack and up		\$2.20	

WINE

Single Serve and Multi-Pack Refreshment Wines will follow the same guidelines as Refreshments

750ml: \$12.99 – \$15.99	\$250 (P7 ONLY: \$440)	\$1.20	Bottom of Social Reference Pricing*
750ml: \$16.00 – \$19.99		\$1.80	
750ml: \$20.00 and up		\$2.20	
1500ml: \$20.49 and up		\$2.20	
3000ml: \$37.99 and up		\$3.00	
4000ml: \$44.99 and up		\$3.50	

SPIRITS (CAN NOT GO BELOW ECONOMY PRICE BAND)

375ml	\$250 (P7 ONLY: \$440)	If bundling 375ml, can go to equivalent of \$14.99 per unit	
750ml Mainstream: \$28.48 – \$36.05		\$1.50	Bottom of Social Reference Pricing*
750ml Premium: \$36.06 and up		\$2.30	
1140ml: \$41.99 and up		\$2.50	
1750ml: \$62.99 and up		\$3.50	

* Please see Appendix H

OPTION 2: BUNDLE & SAVE

An offer that requires the purchase of multiple units to progressively earn a greater discount. Please note that Bundle & Save offers above Buy 1 will not be displayed on myNSLC.com.

CRITERIA:

- Must represent significant shopper value for multiple purchase
- Products may be cross-category in nature

OFFER STRUCTURE A: MULTI-TIERED

Receive progressively greater discounts by purchasing greater number of units in a single transaction. May be based on a single SKU or combination within a brand family.

OFFER STRUCTURE B: BUNDLED

Receive a discount when purchasing product X and product Y.

Cost per SKU: \$250
P7 only: \$440

BEVERAGE ALCOHOL PROMOTIONS

AIR MILES® Promotions

NSLC is a proud partner of the AIR MILES® Reward Program and is pleased to provide you with a promotional and data tool that enhances the value of your brand. Did you know 77% of Nova Scotia households regularly use their AIR MILES® card and AIR MILES® shoppers make up 53% of all NSLC sales? The program informs our most important decisions such as category reviews, shopper satisfaction scores, and merchandising. From a supplier partner perspective, AIR MILES® can help you move more cases and unlock valuable insight about your shoppers, which can aid in both your marketing strategy and your conversations with Category Managers.

AIR MILES® BONUS OFFERS

You can apply AIR MILES® Bonus Offers to your products to reward shoppers for purchasing your product(s) or to incent an incremental unit purchase. These offers are fully funded by the vendor. The cost per mile is \$0.32 unless you are a participant in the Bulk Buy-In Program as seen on page 9-10. Please see page 6 for offer rules and limitations. To the right are the minimum and maximum offer amounts required to apply.

! Did you know that every 10 Bonus Miles™, is approximately \$1 back in shoppers' pockets?

SCAN TO WIN CONTESTS

Vendors have the option to run Scan to Win contests that align with our promotional period dates. Please apply for these in your promo applications, and connect with your respective Category Team to discuss the details. Creative assets must be approved in advance by both NSLC and AIR MILES®. See Appendix C for more information about contests.

If you are activating a Scan to Win contest through AIR MILES®, a setup cost of \$500 will be charged (in addition to the \$235 contest fee).

The preferred signage format for an AIR MILES® Scan to Win contest is a Shelf Talker. Neck Tags and Wobblers will not be accepted.

Please note: The AIR MILES® Scan to Win winner selection process takes approximately six (6) weeks at the close of a promotional period. If you are awarding an events-based prize, e.g. concert tickets, you will need to take this into consideration. Please connect with your Marketing Specialist for more details.

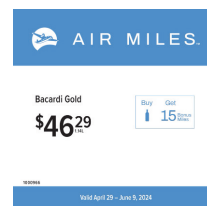
EBLASTS

At the beginning of every promotional period, AIR MILES® emails shoppers to let them know that new offers are in-store. The most relevant offers are tailored for each shopper based on their buying preferences, with a link to see all offers on myNSLC.com.

All products with an existing AIR MILES® offer will be included in these eblasts, at no additional charge.

RETAIL PRICE	OFFER SET-UP FEE PER SKU	MINIMUM OFFER	MAXIMUM OFFER
Under \$9.99	No fee	2	Bottom of Social Reference Pricing* (The value of a BAM is \$0.10)
\$10.00 – \$14.99		4	
\$15.00 – \$19.99		6	
\$20.00 – \$24.99		8	
\$25.00 – \$29.99		10	
\$30.00 – \$34.99		12	
\$35.00 – \$39.99		14	
\$40.00 – \$44.99		16	
\$45.00 – \$49.99		18	
\$50.00 and up		20	

* Please see Appendix H



Option 1: SINGLE-TIERED
Earn Miles based on purchasing X units of a single SKU.



Option 2: MULTI-TIERED
Earn progressively more Miles by purchasing greater number of units in a single transaction. May be based on a single SKU or combination of SKUs within a brand family.



Option 3: BUNDLE
Earn Miles by purchasing product X **AND** product Y. Suppliers may collaborate with other suppliers in the same or different beverage alcohol categories to create a bundle offer. Product X and Product Y must be merchandised together.

*Some exceptions may be made at Category discretion

BEVERAGE ALCOHOL PROMOTIONS

AIR MILES® Bulk Buy-In Program

For suppliers who intend to issue over 50,000 Miles within your business portfolio of brands within the fiscal year, we have created a program where you can apply for one of our four Bulk Buy-In tiers. Suppliers who are approved for this program will receive Data & Insights and the Marketing & Promotional benefits listed on page 10. Suppliers also have the chance to pay a reduced Mile rate for each Mile issued to shoppers throughout the year.

If you are approved for this program, you have committed to buying the minimum quantity of Miles specified on page 10. Issued Miles will be tracked throughout the year and a mileage report will get sent to each participant quarterly.

If you have questions about the AIR MILES® Bulk Buy-In Program and to see if you would benefit from the program, please reach out to your respective Category or Marketing & Promotions contact.

For more information on what is included in each tier, please reference the chart on page 10.

! IMPORTANT: If a supplier does not issue the committed number of miles within the fiscal year, they will be billed for the remaining balance of Miles not issued.

COST PER MILE

The cost per Mile is \$0.32 unless a supplier has applied for the Bulk Buy-In Program whereby they commit to issue a specified quantity of Miles within the year to receive a reduced cost per Mile. Suppliers will be billed for each Mile issued at the end of a period.

Note: AIR MILES® Bulk Buy-In price per Mile rates are subject to change.

! IMPORTANT: Applications for AIR MILES® Bulk Buy-In submissions are due August 16, 2024, along with your P1/2 promotions submissions.

TARGETED OFFERS

Targeted offers are displayed at the top of our promotional eblasts as well as in the AIR MILES® app. Suppliers can target specific shopper groups (ex. 55+ age group) and these offers would only be shared with shoppers in this targeted group of collectors.

EXCLUSIVE OFFERS

Exclusive offers are displayed at the top of our promotional eblasts as well as in the AIR MILES® app, and are only shared with shoppers who would find it relevant based on their buying preferences.

If you would like to feature a targeted or exclusive offer in our promotional eblast and the AIR MILES® app, please note this in your promotional application and ensure to note the offer amount (must be richer than your regular in-store offer).

SUPPLIER COMMITMENT	GOLD	SILVER	BRONZE	BLUE (NEW)
# Miles™	750,000+	350,000-749,999	100,000-349,999	50,000-99,999
Cost per Mile™	\$0.26	\$0.29	\$0.31	\$0.32
DATA & INSIGHTS INCLUSIONS				
Demographic Profiles (Brand Level) Demographic analysis on collectors who have purchased a brand during the previous 52 weeks.	4 Brands, Quarterly	3 Brands, Quarterly	2 Brands, Semi-annually	
Basket Interaction Data A report outlining products which were purchased in the same basket as the product of interest, along with the percent of total transactions where the interacting SKU was purchased in the same basket.	20 SKUs, Quarterly	15 SKUs, Quarterly	10 SKUs, Semi-annually	5 SKUs, Semi-annually
Collectors Churn A report outlining the number of Collectors during a period who stopped purchasing a product, along with the number of new and re-engaged Collectors the AIR MILES® program recruited to the product.	Quarterly			
Collector Interaction Data A report outlining the products which were purchased by Collectors who purchased the product of interest, along with the percent of total Collectors who purchased the interacting SKU.	20 SKUs, Quarterly	15 SKUs, Quarterly	10 SKUs, Semi-annually	5 SKUs, Semi-annually
Repeat Rate A report outlining the rate at which AIR MILES® Collectors who purchased a product came back and purchased the product during the promotional period versus Collectors who only purchased the product once and didn't return.	Quarterly	Quarterly		
Promo Effectiveness One-Pager A report outlining a variety of metrics for the products on promotion such as, number of Collectors, units sold on promotion this year versus last, percentage of units sold on promotion, existing versus new collectors, and life stage segments.	Quarterly	Quarterly	Quarterly	Quarterly
MARKETING & PROMOTION INCLUSIONS				
Priority Placement in Flipp Digital Flyers An inclusion on the 1/2 page of the NSLC digital flyer that is dedicated to Bulk Buy-In participant AIR MILES® offers. Selection is based on compelling AIR MILES® offer.	P1-P9	P1-P9	P1 & P6	
AIR MILES® Display An inclusion on the prominent floor & end displays in the warm room featured in 96 NSLC stores. Reserved for Bulk Buy-In participants only. Selection is based on product assortment & compelling AIR MILES® offer.	P1-P9	P1-P9		
Exclusive & Targeted E-blast Offers Offers highlighted at the top of the NSLC x AIR MILES® promotional period email. Reserved for Bulk Buy-In participants only. Participants must apply as part of the Promotional application process. Selection is limited to 2 AIR MILES® offers per promotional period.	P1-P9	P1-P9		
Premium Visibility on myNSLC.com Product offers that are featured on the AIR MILES® product carousel on myNSLC.com. 4 products per promotional period. Selection is based on in-store AIR MILES® display.	P1-P9	P1-P9		

*Some exceptions may be made at Category discretion

BEVERAGE ALCOHOL PROMOTIONS

LTO + AIR MILES® Combination Offer

NSLC allows suppliers to apply a price discount and AIR MILES® offer together to their products. These offers are fully funded by the supplier. The cost per Mile is \$0.32 unless you are a participant in the Bulk Buy-In Program as seen on pages 9 & 10. Please see page 6 for offer rules and limitations. Below are the costs and fees as well as the minimum and maximum offer amounts required to apply.

REFRESHMENTS	OFFER SET-UP FEE PER SKU	SAVINGS (VALUE=LT AMOUNT) MINIMUM OFFER	AIR MILES (VALUE = \$0.10) MINIMUM OFFER	MAXIMUM COMBINED OFFER
Single Selling Unit	\$250	\$0.25	2	Bottom of Social Reference Pricing*
4 – 8 pack	\$440	\$1.00	5	
12 pack and up		\$2.00	8	
WINE				
Single Serve and Multi-Pack Refreshment Wines will follow the same guidelines as Refreshments				
750ml: \$12.99 – \$15.99	\$250 (P7 only:\$440)	\$1.00	5	Bottom of Social Reference Pricing*
750ml: \$16.00 – \$19.99		\$1.50	7	
750ml: \$20.00 and up		\$2.00	8	
1500ml: \$20.49 and up		\$2.00	8	
3000ml: \$37.99 and up		\$2.00	10	
4000ml: \$44.99 and up		\$2.00	12	
SPIRITS (CAN NOT GO BELOW ECONOMY PRICE BAND)				
375ml	\$250 (P7 only:\$440)	\$0.50	7	Bottom of Social Reference Pricing*
750ml Mainstream: \$28.48 – \$36.05		\$1.00	8	
750ml Premium: \$36.06 and up		\$2.00	10	
1140ml: \$41.99 and up		\$2.00	12	
1750ml: \$62.99 and up		\$3.00	15	

* Please see Appendix H



Added Values

An Added Value (AV) is a liquid (i.e. 50ml spirit) or non-liquid item of value (i.e. trinket) that is provided free to shoppers with the purchase of a participating product.

Prior to applying, please ensure that the product hosting the added value item is permitted and that it meets our standards and policies outlined to the right.

Please note that only a limited number of added values will be approved each promotional period.

CRITERIA:

- All added values (liquid or non-liquid, near pack or in case) must be approved by respective Category Manager
- Must represent shopper value, be relevant to the time of year, and adhere to added value policies outlined in Appendix F
- Near pack added value requires supplier provided merchandising unit (5ft x 2ft x 2ft) and a display space to support the activity. Activity cannot be run from shelf if added value cannot be applied to the product. Visuals and specs must be provided at time of application for approval
- Plant applied liquid added values are not permitted
- All liquid added values are to be shipped to the NSLC Distribution Centre and distributed by NSLC (no Rep pick up)
- 50ml liquid added values must be shipped with neck rings attached. Please ensure that the neck rings are generic and can fit on all host product formats
- Liquid added value products are subject to NSLC listing and importation policies
- Shoppers will only be required to purchase 1 unit of the host product to receive an added value. Multiple quantity purchase will not be a requirement
- Added value promotions cannot have a concurrent LTO, Bundle & Save, or AIR MILES® promotion

COST PER SKU:

\$685 + \$0.10/unit (container deposit – liquid added value only)

	CSR DIRECTIVES	DISTRIBUTION & ALLOCATION	INVENTORY AUDIT & DISPOSAL
Liquor	<p>Added value cannot:</p> <ul style="list-style-type: none"> • Represent a sexually explicit or discriminatory graphic, illustration or activity based on race, religion, or sexual orientation • Show consumption of alcohol while performing a skilled activity (i.e. sports, operating heavy machinery) • Appeal to minors (i.e. cartoon characters on label) • Associate consumption of beverage alcohol with gambling, games of chance, or drinking games (i.e. playing cards, poker chips, lottery tickets, mini solo cups) • Promote excessive/illegal consumption of beverage alcohol (i.e. drinking in a public place) 	<p>Liquor AV will ship through the NSLC Distribution Centre to retail stores (no Rep. pick up for retail) to ensure balanced distribution</p> <p>Min. of 8 units per store to a max of 80% of expected sales on store-by-store basis or at discretion of Category Manager. If 80% does not equal 8 then store gets zero quantities.</p> <p>Reps may visit stores to ensure programming is executed per plan</p> <p>Rep application of product once delivered to store is at discretion of Retail Manager but must be pre-arranged/scheduled</p> <p>Added values will not be distributed to Licensees</p>	<p>AV Liquor product remaining after period to be reported if above 10 units per SKU</p> <p>All AV remaining after period to be dumped into recycled liquid (vendors are not permitted to pick-up leftovers)</p> <p>Approved liquor added values list communicated to stores in execution guide</p> <p>ICE will conduct spot checks to ensure only approved liquor added values are in market</p>
Non-Liquor	<p>Added value cannot:</p> <ul style="list-style-type: none"> • Appeal to minors (i.e. stuffed animal, “dinkie” car) • Show consumption of alcohol while performing a skilled activity (i.e. sports, operating heavy machinery) • Associate consumption of beverage alcohol with gambling, games of chance, or drinking games (i.e. playing cards, poker chips, lottery tickets, mini solo cups) • Represent a sexually explicit or discriminatory graphic, illustration or activity based on race, religion or sexual orientation • Promote excessive/illegal consumption of beverage alcohol (i.e. liquor pouch, concealer can, sippy hat) • Pose any level of risk from associated use (i.e. knife) 	<p>Store allocations for non-liquor programming must be approved by ICE Promotions prior to the period. Please send your distribution lists to the appropriate Promotions Coordinator for approval.</p> <p>If allocations are consistently not adhered to, the NSLC will disallow running AV for up to one year on the brand family</p> <p>Retail-tainment/larger near pack programs ship direct from vendor, but allocations must be pre-approved by ICE Promotions</p>	<p>Reps will be notified approximately 10 days after the close of the promotional period. Your team will have 2 weeks to visit the store and remove the leftover added-values. All product not picked up within these timelines will be destroyed at vendor's expense.</p> <p>Vendor partners with ongoing over-ship issues to be contacted by ICE. Category Teams may disallow AV for up to one year on the brand in question if over-shipments arise.</p> <p>Approved non-liquor added value list communicated to stores in execution guide</p> <p>ICE will conduct spot checks to ensure only approved non-liquor added values are in market</p> <p>Added values that have not been approved or approved added values applied to non-approved products will be removed and charged back to vendors. Category Teams may disallow added values for up to one year for the vendor in question.</p>

*Some exceptions may be made at Category discretion

BEVERAGE ALCOHOL PROMOTIONS

Retail-tainment

The NSLC defines Retail-tainment as anything that is over and above the product for sale, with the purpose of providing greater impact in-store and creating engaging experiences with our shoppers. Examples may include added values, neck tags, pallet wraps, banners, case stackers, promotional signage, etc.

All Retail-tainment activity must be approved by the Category Team. To apply for consideration, please submit your request as part of our promotions applications process and ensure to discuss the details of your program with your Category Team. All details about the program should be shared in your application, such as dimensions, marketing support, media investment, etc. Preference will be given to integrated programs that are meaningful for our shoppers, support our category priorities, and are seasonally relevant.

If your activity is approved, suppliers must send a photo of the item to the Promotions Coordinator and Marketing Specialist so that we can include it in our Execution Guide as an approved item. Items must be brought to the store by a supplier representative or shipped to stores directly.

Any Retail-tainment item brought to the store by a representative or direct shipped from a supplier that is not pre-approved will be turned away by managers and the representative will be required to pick up the items. Non-adherence to this policy may result in penalties for future in-store programming.

POST PERIOD RETAIL-TAINMENT MATERIAL

Non-Liquor Added Value Pick-Up: Approximately 10 days after the close of the promotional period you will be notified of any remaining non-liquor added values. Once you receive the email containing the locations and added values requiring pick-up, your team will have 2 weeks to visit the store and remove the added values. Delayed pick-ups will be escalated to the Category Team for discussion and immediate resolution.

Liquor Added Values: All liquor added values will be dumped as part of our recycling program.

Other Retail-tainment Materials: Stores will recycle or repurpose Retail-tainment materials. If you wish to pick up materials after a program, instructions must be provided at the time of program approval.

IMPORTANT: New for FY26, Signage Service Fees will be applied to supplier created signage with the exception of paid displays. See page 14 for details.

NECK TAGS

Neck tags must be applied for as part of your applications and cost \$235 per SKU. Proposed creative must be sent to the Promotions Coordinator for review before being approved and must be printed and distributed by the supplier. A maximum of 10 neck tag programs will be approved per period. A neck tag that is promoting a recipe containing alcohol must be limited to 1.5 ounce of alcohol per single serving. Plant applied neck tags will not be accepted.

DISPLAY ENHANCERS

Display enhancers must be applied for as part of your application. This includes any item that cannot be self-contained on the product for sale. This includes, but is not limited to, stacked out added values (with or without a dump bin), pallet wraps, easel signs, standee or pop-up banners, case stackers, etc. During a promotional period, a maximum of 4 display enhancers will be approved in the warm room and 2 in the cold room. **Please note:** non-liquor added values that cannot be contained on the host product require a dump bin.

The maximum size of a dump bin is 5ft x 2ft x 2ft (H x W x L).

CONTESTING

Contesting must be applied for as part of your application and costs \$235 per contest. All details about your contest should be included in your application, including mechanism to promote (flash pack, neck tag, etc) and form of entry (online, Text to Win, AIR MILES® Scan to Win, etc.). All contests require a URL that hosts the rules and regulations for shoppers to access, which must be included on all contest materials. A maximum of 8 contest programs will be approved per period. If you are activating a Scan to Win contest through AIR MILES®, a setup cost of \$500 will be charged (in addition to the \$235 contest fee).

Forms of entry permitted: Online, Social Media, Text to Win or Scan to Win mechanisms. Contests must be executed off-shelf via a neck tag, flash packaging, or a shelf card. If the host product has been approved for a display, a 22 x 17 sign or 6 x 17 extender may be approved (at Category Manager's discretion) as the Scan to Win mechanism. Ensure all signage assets contain relevant information on the prize details (including contesting URL, approximate retail prize value \$, and image if possible), details on how a shopper can enter to win, and contest start and end dates.

The preferred signage format for an AIR MILES® Scan to Win contest is a Shelf Talker. Neck Tags and Wobblers will not be accepted.

Please note: Ballot box contests are not permitted in any NSLC store. Non-adherence to this policy may result in penalties for future in-store programming. See Appendix C for more information about Contesting.



BEVERAGE ALCOHOL PROMOTIONS

Retail-tainment

SHELF TALKERS

Supplier-provided shelf talkers promoting contests will be permitted when other signage mechanisms are not possible to communicate the program. A supplier-provided shelf talker must communicate an offer above and beyond regular period AIR MILES® and LT/Bonus Buy shelf talkers. Shelf talkers will not be permitted for promoting added value items.

SUPPLIER PROVIDED CREATIVE

All proposed in-store Retail-tainment programs and supporting creative must be applied for and approved by the NSLC. If your program is assigned or approved for a display and additional messaging is required for your program, there may be an opportunity to add an extender to the existing large price card for an additional cost.* Once your program is approved, it is the responsibility of the supplier to request for the additional messaging and to provide the creative files by the communicated deadline. **If NSLC does not receive the creative on the deadline, a standard larger price card will be created. Please see Appendix C for more information about creative files and assets.**

SIGNAGE SERVICE FEES

SIGNAGE TYPE/SIZE	0-20 STORES	20-40 STORES	40-60 STORES	60+ STORES
Thematic Sign (22x17)	\$ 160.00	\$ 250.00	\$ 380.00	\$ 500.00
Extender Sign (6x17)	\$ 150.00	\$ 240.00	\$ 350.00	\$ 460.00
Large Shelf Card (8.5x14)	\$ 20.00	\$ 30.00	\$ 40.00	\$ 60.00
Shelf Card (4.25x4.25)	\$ 10.00	\$ 15.00	\$ 20.00	\$ 30.00

Please refer to Appendix M for signage creative and content requirements



FY26 SUPPLIER SIGNAGE DEADLINES

PERIOD	ASSETS DUE TO NSLC
P1	Monday, January 27, 2025
P2	Monday, March 3, 2025
P3	Monday, April 7, 2025
P4	Friday, May 16, 2025*
P5	Monday, June 23, 2025
P6	Friday, August 1, 2025*
P7	Monday, September 15, 2025
P8	Monday, October 27, 2025
P9	Monday, December 15, 2025

* Dates adjusted due to Holiday Closures. See Appendix A for the full list of Holiday Openings & Closures for the NSLC Support Centre.

* Please note, some exceptions may be made at Marketing/Category Team discretion

All final signage assets must be in a print-ready PDF format and include:

- NSLC promotional period dates (dates in-market)
- Product article #
- Price point (including discounts)
- Product and/or package size (i.e., 750ml, 473ml, 12 x 355ml, etc.)
- Adhere to NSLC Responsible Advertising Standards

Please refer to Appendix C and Appendix M for more details on our signage specs and content requirements.



Beverage Alcohol Buy-In Programs

BEVERAGE ALCOHOL BUY-IN PROGRAMS

Warm Room Display Buy-Ins

There are two warm room display opportunities each period for suppliers to purchase. All other displays in the warm room area will be selected by the NSLC Category Team to ensure the most relevant, meaningful, and engaging products and programs are featured.



HERO DISPLAY (P1–P6, P8–P9)

The NSLC's Beverage Alcohol Hero Program is our most comprehensive marketing program and the top priority for the NSLC. As a Hero, you will receive a full period of marketing, educational, and merchandising support to highlight your brand and products at the NSLC. See page 17.



COMMUNITY GIVING (P1, P3–P6, P8–P9)

The NSLC supports organizations and initiatives that work to build healthy and sustainable communities in our province. Our goal is to find ways for our shoppers, team, and partners to have an opportunity to come together to create meaningful impact in our communities.

The funding for this program is collected through a display fee (matched by the NSLC) and a subsequent donation per unit sold. See Page 18.

CRITERIA FOR NSLC SELECTED DISPLAYS

To select products for non-buy-in displays, the NSLC will review new product listings as well as applications submitted for LTs, AIR MILES® and Retail-tainment. Please ensure that all details about your Retail-tainment program are included in your application to ensure we understand the support your team will be providing in our market, and any display needs the program may require based on tactics or holding power support.

The following criteria will be used when evaluating products for display consideration:

- **New products and innovation** – Is this a new product our shoppers will love and seek out based on industry trends?
- **Seasonal relevance** – Are our shoppers actively seeking out this style of product for the current season or upcoming occasion?
- **Popularity and growth** – Has the product, category, or sub-category experienced strong growth, helping to grow the health of our business?
- **Meaningful shopper program** – Does the product have a strong marketing program in and out of store to support an offer or Retail-tainment to warrant a display?

Please see Appendix D for more information about selection consideration and information.

*Some exceptions may be made at Category discretion

BEVERAGE ALCOHOL BUY-IN PROGRAMS

Warm Room Display Buy-Ins

HERO DISPLAY – \$12,500

Limited to one supplier per promotional period with a max of up to 4 products.

IN-STORE

- Prominent display in all stores (floor display where available)
- Assortment open to all stores
- Custom signage and Retail-tainment tools (provided by supplier, subject to NSLC approval)
- Opportunity to educate +1,300 NSLC team members on your product

OUT-OF-STORE AND ADVERTISING

- myNSLC.com home page feature and product carousel
- Organic social media plan on NSLC social channels

SELECTION CRITERIA

- Data and insights supporting potential sales volume and shopper demand (ex. innovation or new products)
- Brand must offer range of products or formats (four SKUs maximum including innovation)
- Compelling brand story with multi-faceted launch/support plan including in-store support elements and media
- Approved listing by Category Team (including OTOs)
- Ability to supply product for all NSLC locations
- Product relevance to category business objectives, seasonality, and priorities
- Preference will be given to a single message program or offer (ex. Save \$3 or Scan to Win when you purchase any products on this display)

PROMO PERIOD	DATES
P1	Mar 31–May 4, 2025
P2	May 5–Jun 8, 2025
P3	Jun 9–Jul 20, 2025
P4	Jul 21–Aug 24, 2025
P5	Aug 25–Oct 5, 2025
P6	Oct 6–Nov 16, 2025
P8	Jan 5–Feb 22, 2026
P9	Feb 23–Mar 29, 2026

IMPORTANT: Applications for All Hero Displays (P1–9) are due August 16, 2024. To be considered for this program, a separate proposal is required in addition to the promotion application form. Please see Appendix K.

Modular Retail-tainment is necessary to ensure a successful launch in all stores. Below you will find the maximum useable space for our end-cap, mid-size, and full-size display area, this must include any products along with the display enhancers.

- Full-Size Display: 5ft L x 7ft W x 7ft H
- Mid-Size Display: 4ft L x 4ft W x 7ft H
- End-Cap Display: 22"x17" signage + on-shelf signage



*Some exceptions may be made at Category discretion

BEVERAGE ALCOHOL BUY-IN PROGRAMS

Warm Room Display Buy-Ins

COMMUNITY GIVING DISPLAY – \$2,500 PER SKU + DONATION WITH EACH UNIT SOLD Limited to four products*

The NSLC supports organizations and initiatives that work to build healthy and sustainable communities in our province. Our goal is to find ways for our shoppers, team, and partners to have an opportunity to come together to create meaningful impact in our communities.

The For the Good of our Community Fund supports causes focused on food security, mental health supports, access to affordable housing, and the environment.

The funding for this program is collected through a \$2500 display fee, which is matched by the NSLC, and a subsequent donation per unit sold. Funds collected will be allocated to community partners at the discretion of the NSLC.

Products may be submitted as a portfolio or as a single product. This display may contain a single supplier's portfolio with four products or multiple suppliers' products totaling four products on a single display.

As part of the application process, please indicate the donation amount per unit (pre-tax) and if there is a maximum accumulated donation amount within the period. List of charities and non-profits that this program supports are announced in April each year.



IN-STORE

- Prominent end-cap display in 99 stores
- Assortment open to all stores
- Shelf Cards

OUT-OF-STORE AND ADVERTISING

- Product will be featured across NSLC digital channels including web and/or social with community messaging

SELECTION CRITERIA

- Approved listing by Category Team (including OTOs)
- Ability to supply product for all NSLC locations
- Product relevance to category business objectives, seasonality, and priorities

PROMO PERIOD	DATES
P1	Mar 31–May 4, 2025
P3	Jun 9–Jul 20, 2025
P4	Jul 21–Aug 24, 2025
P5	Aug 25–Oct 5, 2025
P6	Oct 6–Nov 16, 2025
P8	Jan 5–Feb 22, 2026
P9	Feb 23–Mar 29, 2026

IMPORTANT: Applications for All Community Displays (P1–9) are due August 16, 2024.

COMMUNITY GIVING (BEVERAGE ALCOHOL & CANNABIS)

Our community campaigns in P2 and P7 support selected non-profit organizations and our team's charity of choice, the IWK Foundation. We invite our supplier partners to participate in these campaigns through EOIs issued separate from this guide. To learn more about our Community Investment, see Appendix J.

PROMO PERIOD	PROMO	DATES	APPLICATION DEADLINE
P2	IWK	May 5–Jun 8, 2025	EOI to be issued
P7	Holiday	Nov 17, 2025–Jan 5, 2026	EOI to be issued



FOR *the good of* OUR COMMUNITY

Join us in celebrating three great weekends of giving by adding a donation to your in-store purchase

DONATE TO

NOVEMBER 19–21

NOVEMBER 26–28

DECEMBER 3–5

MolsonFood | Colman's | Diageo | Andrew Peller

P&G Canada, Cely-Spell & Mills, P&G Simonsen, Clavin Miller, Boston Standard Canada, Repertoire B&T

NSLC is a registered charity in Nova Scotia, Canada. All proceeds from this program go to the NSLC Community Fund.

*Some exceptions may be made at Category discretion

BEVERAGE ALCOHOL BUY-IN PROGRAMS

Cold Room Display Buy-Ins

COLD ROOM DISPLAY (BEVERAGE ALCOHOL)

The Cold Room area of our stores has three types of display opportunities:

VOLUME BEER DISPLAYS

High-volume large pack beer

COOL ZONE FLOOR DISPLAYS

Mid-volume beer or high-volume RTD

COOL ZONE END CAP DISPLAYS

Mid/high-volume beer or high volume beverage alcohol articles

These displays are used to support Category priorities and seasonal popularity. All applications will be reviewed and selected based on best fit to support season, Category priorities, and Marketing programs. Additional preference will be given to products featuring a promotional offer (AIR MILES®, LTOs/Bonus Buys, or Added Value).



DISPLAYS	STORES	P1	P2	P3	P4	P5	P6	P7	P8	P9
Volume Beer #1	98	\$19,152	\$17,640	\$20,160	\$18,648	\$23,184	\$27,216	\$25,200	\$17,136	\$18,144
Volume Beer #2	98	\$19,152	\$17,640	\$20,160	\$18,648	\$23,184	\$27,216	\$25,200	\$17,136	\$18,144
Volume Beer #3	97	\$18,753	\$17,273	\$19,740	\$18,260	\$22,701	\$26,649	\$24,675	\$16,779	\$17,766
Volume Beer #4	97	\$18,554	\$17,089	\$19,530	\$18,065	\$22,460	\$26,366	\$24,413	\$16,601	\$17,577
Volume Beer #5	43	\$7,581	\$6,983	\$7,980	\$7,382	\$9,177	\$10,773	\$9,975	\$6,783	\$7,182
Volume Beer #6	41	\$7,382	\$6,799	\$7,770	\$7,187	\$8,936	\$10,490	\$9,713	\$6,605	\$6,993

ALL VOLUME BEER APPLICATIONS ARE DUE AUGUST 16, 2024

DISPLAYS	STORES	P1	P2	P3	P4	P5	P6	P7	P8	P9
Cool Zone Floor #1	34	\$3,035	\$2,678	\$3,213	\$2,856	\$3,570	\$4,106	\$3,927	\$2,678	\$2,678
Cool Zone Floor #2	26	\$2,100	\$1,969	\$2,363	\$2,100	\$2,625	\$3,019	\$2,888	\$1,969	\$1,969
Cool Zone Floor #3	13	\$1,250	\$1,103	\$1,323	\$1,176	\$1,470	\$1,691	\$1,617	\$1,103	\$1,103
Cool Zone End #1	31	\$1,176	\$1,323	\$1,470	\$1,470	\$1,470	\$1,470	\$1,764	\$1,176	\$1,176
Cool Zone End #2	31	\$1,176	\$1,323	\$1,470	\$1,470	\$1,470	\$1,470	\$1,764	\$1,176	\$1,176
Cool Zone End #3	19	\$798	\$898	\$998	\$998	\$998	\$998	\$1,197	\$798	\$798
Cool Zone End #4	18	\$798	\$898	\$998	\$998	\$998	\$998	\$1,197	\$798	\$798
SUBMISSION DEADLINES		AUGUST 16, 2024	OCTOBER 4, 2024	DECEMBER 6, 2024	JANUARY 31, 2025	APRIL 11, 2025				

* Cool Zone Floor Displays are charged per display with a maximum of two SKUs per display.

** Cool Zone End Displays are charged per SKU with a maximum of four SKUs per end.

SOME EXCEPTIONS MAY BE MADE AT CATEGORY DISCRETION

OTHER ACTIVITIES

Local Support

Our shoppers and team members care deeply about supporting our local producers. By finding new and innovative ways to work together, sharing best practices, and leveraging expertise, we will continue to support our local suppliers in our capacity as a retailer.

Through our Proudly Nova Scotian program, we showcase our local products, people, and stories across all of our channels throughout the year, to help shoppers discover new local favourites. See below for more details on how we bring this program to life in-store and beyond.

We also invite all local suppliers to apply for any of the opportunities outlined in this guide. For more information and a full guide to working with the NSLC as a local partner, visit myNSLC.com/TrademyNSLC under Program Information & Applications.

HOW WE SUPPORT OUR LOCAL INDUSTRY

We're proud to celebrate the local heroes creating incredible products right here in Nova Scotia. To the right are a few of the ways that we celebrate our local industry in-store and online through our Proudly Nova Scotian program. Please note that cannabis products will be supported on select channels as per current legislation.

1 **IMPORTANT:** To review the local classification criteria, please visit our Trade Site: myNSLC.com/TrademyNSLC



IN-STORE

There are a number of signage and display elements that you'll find in our stores across the province to help shoppers discover local products in all categories.

Ongoing support includes:

- In-store tastings
- Designated local end cap and floor displays
- Local products receive a shelf or section callout
- Local wayfinding signage and designated sections have been created to specifically call out Nova Scotian products
- Local signage driving shoppers to view online local producer pages



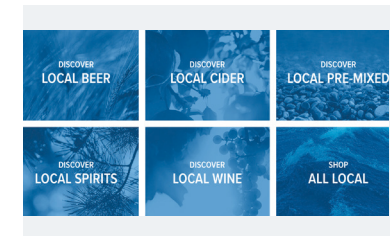
SOCIAL MEDIA

The NSLC has an active community of more than 50,000 followers through our social networks, and we encourage our local partners to leverage these channels to reach our shoppers.

Ongoing support includes:

- Local product features
- Local curated lists and inclusion in all other curated lists

Connect with your Category Team, or tag us @theNSLC for a chance to be featured on our social media channels! See page 22 for more details.



WEB

Our websites are an extension of our store network. Local sections on our beverage alcohol and cannabis websites provide local product information, producer highlights and more. Updates to this section are made primarily in alignment with featured store activation.

Ongoing support includes:

- Homepage presence
- Local product listing

Visit myNSLC.com/ProudlyNS or Cannabis.myNSLC.com/ProudlyNS to learn more.



Beverage Alcohol Marketing Programs

MARKETING PROGRAMS

Digital Channels

MYNSLC.COM

On myNSLC.com, shoppers can explore products and pairings, check inventory at their home store, place an order for delivery, and so much more.

BEVERAGE ALCOHOL PRODUCT DETAILS

All product details (name, taste profile, size, etc.) are submitted at the time of listing. If you notice an error or would like something changed, please email ContactUs@MyNSLC.com and include the article number and requested change.

BEVERAGE ALCOHOL PRODUCT IMAGES

Suppliers are responsible for uploading product images to our FTP site during the time of listing or if the product image changes.

PRODUCT IMAGE SPECIFICATIONS

Product Image Requirements

Ensure the image matches the product size (6-pack should show a 6-pack image, not a single can)

Background: white or transparent

Size: 1200px x 1200px or 600px x 600px

Resolution: 300dpi

File Format: .JPEG or .TIFF

If you are experiencing issues, please contact Digital.Marketing@myNSLC.com.

Product Image Naming Convention

Ensure your image filename includes the article number, product name, and pack size as shown:

ArticleNumber_ProductName_Size.jpg

Example: 1021651_BodaciousSmoothRed_1500ml.jpg

HOW TO SUBMIT AN IMAGE FOR YOUR PRODUCT

1. Ensure your product image meets the product image specifications.
2. Visit the FTP site: <ftp.advocateprinting.com>
 - username: nslcvendor
 - password: 5uxl_iBU
3. Click **Add Files** and then **Start Upload**

Your image will be updated on MyNSLC.com within two to three business days.

Please note: Product images cannot be processed if they do not meet these specifications, which may result in a delay or error in having your images posted to MyNSLC.com. Please check the file type, filename, and product number carefully before uploading your image.

SOCIAL MEDIA

We're working to build a community that connects with our shoppers and helps to educate and inspire them about how to enjoy our products responsibly. In doing so, we hope to support our partners and amplify your content by sharing it with our audience from time to time.

We consider several factors when deciding what to share on our channels including (but not limited to) seasonal relevance, shopper preference, and connection to other programming in market at that time. Priority will be given to products participating in buy-in programs listed on the previous pages of this guide. Please keep in mind that we receive a large volume of requests to share, and as a result we are not able to accommodate all asks.

If you have assets you'd like to submit for consideration, please send them to Marketing@myNSLC.com.

TIPS FOR ENGAGING WITH US ON SOCIAL MEDIA

Tag us @theNSLC across channels when posting. This helps to ensure we see your content and increases the chances that we'll be able to provide engagement.

Clear product shots with no added text on the graphic are preferred. Please visit our social media channels for examples of the types of photos and video we share.

Adhere to the social responsibility guidelines outlined below.

RESPONSIBLE RETAILING

Please keep in mind that the following guidelines must be followed for content to be shared on the NSLC's social media channels:

- Photos cannot depict consumption of beverage alcohol in tandem with a skilled activity.
- A table should only include the appropriate number of bottles that would be served to the number of guests the table is set for.
- Bottles on tables should be not be empty so that it's clear no over-consumption has taken place.
- Any picture of beverage alcohol must be shown with a "standard drink" portion.
- Must not appeal to those under legal drinking age (minors).
- Content cannot show actual consumption of beverage alcohol (i.e. holding a glass, not drinking from it).
- No use of internal/external shots of NSLC stores, NSLC employees, or other NSLC assets without prior approval from Responsible Retailing Advisor (Ashley.McDonald@myNSLC.com).
- A new "Available at NSLC" logo was developed for advertisements, more details on the logo usage guidelines can be found in Appendix B or at myNSLC.com/TrademyNSLC.

Any content shared on the NSLC's social media channels must follow our Responsible Advertisement and Giveaways Policy. Please refer to Appendix B for more information on advertising and logo usage guidelines.

OTHER ACTIVITIES

In-Store Tastings (Beverage Alcohol)

Tastings help our shoppers to discover new tastes and make informed purchase decisions. Only beverage alcohol products may be tasted in-store. We encourage you to work with our store network to book tastings and tell our shoppers more about what makes your product special.

HOW TO BOOK A TASTING

- Contact the Store Manager or Designate to book your tasting no earlier than six weeks prior to the requested date.
- Contact the Store Manager if the tasting needs to be cancelled.
- Please note that supplier in-store tastings may coincide with other supplier tastings or NSLC hosted tastings.

SOCIAL RESPONSIBILITY

The NSLC's commitment to social responsibility must be followed at all times by monitoring and making sure minors and intoxicated persons do not sample product. The individual leading the tasting needs to ID a shopper who looks to be under 30 before offering a sample. Also, please ensure:

- A single serving sample offered to a shopper doesn't exceed the maximum serving (see chart to the right).
- The shopper tries the sample at the tasting booth. No samples can be taken out of the store.
- Shoppers are permitted only one serving per demonstration area (with the exception of red and white wines, please refer to allowable sample sizes for more details).
- The supply of open beverage alcohol is monitored at all times.
- Be solely responsible for any and all liability arising as a result of a tasting.

NOTE: All provisions under the Liquor Control Act are adhered to.

HOW TO HOST A TASTING

- Tasting sessions must be a minimum of three hours, with a four hour maximum.
- Provide properly trained personnel, aged 19 years or older (has relevant product knowledge, knows standard single serving sizes, and NSLC ID policy) that must conduct themselves in a professional manner at all times, are dressed in business attire, and wearing a branded company name tag.
- Display posters, pop-up banners, or display units to highlight products being tasted may be used with manager's approval.
- At manager's discretion, displaying small stack-outs of product being tasted is allowed. Displays must be removed from the store at the end of the tasting.

PRODUCT SOURCING AND PAYMENT

- Tastings will be limited to only products sold through the NSLC and presently listed in the NSLC store where the tasting will occur.
- The supplier will be billed directly for the NSLC's landed cost for each sample product used.
- Product must be obtained at the participating store. Suppliers or demonstrators are not permitted to bring alcohol into the store to sample.
- At the end of the tasting session, unopened bottles will be returned to stock. Opened bottles will be presented to the Store Manager for bill back and disposal (no product is to leave the store).

ALLOWABLE SAMPLE SIZES

CATEGORY	ALLOWABLE SERVING
Wine	1 ounce (30ml)*
RTD	2 ounces (60ml)
Beer	2 ounces (60ml)
Non Mixed Spirits	¼ ounce (7.5ml)
Mixed Spirits	¼oz./7.5ml alcohol to ¾oz./22.5ml of non-alcohol

* In the case of a tasting where there are two wines being offered for tasting, the demonstrator must ask which wine the consumer would like to try. If the consumer would like to try both, then ½oz. (15ml) of each wine can be sampled. Recipes must contain no more than the standard pour of alcohol.

NSLC HOSTED TASTINGS



STORE-LED TASTINGS

From time to time, NSLC store teams will choose to sample products at their discretion. Product used for sampling purposes will be billed back to the Agent/Supplier at Duty Paid Landed Cost.

If you do not wish for your product to be sampled via our network-wide or store-led tastings, please contact:

Marketing@myNSLC.com.



Cannabis Buy-In Opportunities

Overview of Buy-In Opportunities

Throughout the year, we run a number of buy-in programs that are intended to offer value and shopping experiences that connect, entertain, and engage our shoppers. Please note that there are separate opportunities for beverage alcohol and cannabis due to the different promotional regulations by category. Applications must be submitted and approved for all opportunities, prior to executing in NSLC stores.

CANNABIS HERO PROGRAM

Limited to one supplier per promotional period with a max of up to 6 products.

HERO DISPLAY - \$5000

The NSLC's Cannabis Hero Program is our most comprehensive marketing program and the top priority for the NSLC. As a Hero, you will receive a full period of marketing, educational, and merchandising support to highlight your brand and products at the NSLC.

IN-STORE

- Prominent display in participating Hero Cannabis stores
- Custom signage and Retail-tainment tools (provided by supplier, subject to NSLC approval)
- Opportunity to educate +1,300 NSLC team members on your product
- Cannabis.myNSLC.com home page feature and product carousel

SELECTION CRITERIA

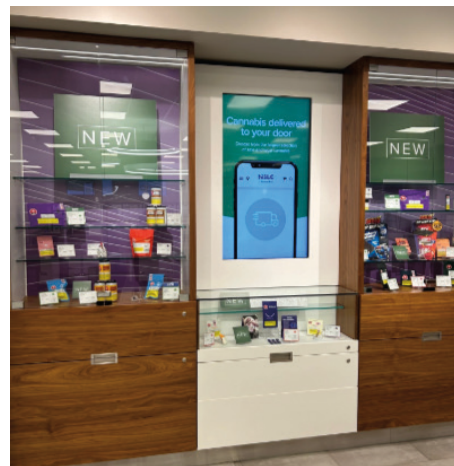
- Product relevance to category business objectives, seasonality, and priorities
- Data and insights supporting potential sales volume and shopper demand (ex. innovation or new products)
- Brand must offer range of products or formats (six SKUs maximum)
- Compelling brand story with multi-faceted launch/support plan including in-store support elements and media
- Approved listing by Category Team (including OTOs in market at time of promotional period)
- Product quality and ability to supply inventory for participating NSLC locations
- Additional educational content (i.e., virtual facility tour, pre-recorded videos, etc.) are encouraged

OFFER RULES AND LIMITATIONS

CANNABIS

- Promotional activity that is currently not permitted including, but not limited to:
 - Bundle & Save offers
 - LT or single Bundle & Save offers
 - AIR MILES® offers
 - Added values of any kind
 - Contests

Please note, exceptions may be made at Category Team discretion.



IMPORTANT: ALL HERO DISPLAY APPLICATIONS ARE DUE BY AUGUST 30, 2024 (not accepting applications for P2 or P7)

COMMUNITY GIVING (BEVERAGE ALCOHOL & CANNABIS)

Throughout the year, NSLC issues various EOIs for beverage alcohol and/or cannabis suppliers to participate in community initiatives.

During P2 and P7 we will be focused on raising funds for NSLC's charities of choice in partnership with our suppliers. EOIs will be issued separately from this guide for suppliers to apply.

To learn more about our Community Investment program and how we are coming together for the good of our community, see Appendix J.

PROMO PERIOD	PROMO	DATES	EOI'S TO BE ISSUED
P2	IWK	May 5–Jun 8, 2025	January, 2025
P7	Community Partners (TBD)	Nov 17, 2025–Jan 4, 2026	July, 2025



OTHER ACTIVITIES

Local Support

Our shoppers and team members care deeply about supporting our local producers. By finding new and innovative ways to work together, sharing best practices, and leveraging expertise, we will continue to support our local suppliers in our capacity as a retailer.

Through our Proudly Nova Scotian program, we showcase our local products, people, and stories across all of our channels throughout the year, to help shoppers discover new local favourites. See below for more details on how we bring this program to life in-store and beyond.

We also invite all local suppliers to apply for any of the opportunities outlined in this guide. For more information and a full guide to working with the NSLC as a local partner, visit myNSLC.com/TrademyNSLC under Program Information & Applications.

HOW WE SUPPORT OUR LOCAL INDUSTRY

We're proud to celebrate the local heroes creating incredible products right here in Nova Scotia. Below are a few of the ways we celebrate our local industry in-store and online through our Proudly Nova Scotian program. Please note that cannabis products will be supported on select channels as per current legislation.

IMPORTANT: To review the local classification criteria, please visit our Trade Site: myNSLC.com/TrademyNSLC



IN-STORE

There are a number of signage and display elements you'll find in our stores across the province to help shoppers discover local products in all categories.

Ongoing support includes:

- Local products receive a shelf or section callout
- Local signage driving customers to view online local producer pages



SOCIAL MEDIA

The NSLC has an active community of more than 50,000 followers through our social networks, and we encourage our local partners to leverage these channels to reach our shoppers.

Ongoing support includes:

- Local curated lists and inclusion in all other curated lists

Connect with your Category Team or tag us @theNSLC for a chance to be featured on our social media channels! See page 22 for more details.



WEB

Our websites are an extension of our store network. Local sections on our beverage alcohol and cannabis websites provide local product information, and more. Updates to this section are made primarily in alignment with featured store activations.

If there is content you would like to see included in this section about your business or products, please reach out to your Category Team.

Ongoing support includes:

- Homepage presence
- Local product listing

Visit myNSLC.com/ProudlyNS or cannabis.myNSLC.com/ProudlyNS to learn more.



Cannabis Marketing Programs

MARKETING PROGRAMS

Digital Channels

CANNABIS.MYNSLC.COM

On [Cannabis.mynslc.com](https://cannabis.mynslc.com), shoppers can explore products, check inventory at their home store, place an order for delivery, and so much more!

CANNABIS PRODUCT DETAILS

Update to: All product details (name, flavour, THC and CBD amounts, size, etc.) are submitted at the time of listing. If you notice an error or would like something changed, please email ContactUs@mynslc.com and include the article number and requested change.

CANNABIS PRODUCT IMAGES

Licensed Producers are responsible for sending product images to our Category team at the time of the listing application process or if the product image changes.

PRODUCT IMAGE SPECIFICATIONS

Product Image Requirements

Background: white or transparent

Size: 1200px x 1200px or 600px x 600px

Resolution: 300dpi

File Format: .JPEG or .TIFF

Product Image Naming Convention

Ensure your image file name includes the brand, product name, size, and the number of the image.

Brand_ProductName_size_image#.jpg

• Cannabis Product Examples

- Canopy_BlueDream_7g_1.jpg
- Canopy_BlueDream_3p5_1.jpg
- Canopy_BlueDream_14_1.jpg

• Cannabis Accessory Examples

- Kronsinski_12Cm_tester_hand_pipe_1.jpg
- Kronsinski_12Cm_tester_hand_pipe_2.jpg
- Og_Tips_Rice_Paper_1.jpg

HOW TO SUBMIT AN IMAGE FOR YOUR PRODUCT

1. Ensure your product image(s) meets the product image specifications.
2. Send the image(s) to Cannabis.Orders@mynslc.com.

Your image will be updated on Cannabis.MyNSLC.com within two to three business days.

Please note: Product images cannot be processed if they do not meet these specifications, which may result in a delay or error in having your images posted to Cannabis.MyNSLC.com. Please check the file type and filename before uploading your image.

SOCIAL MEDIA

We're working to build a community that connects with our customers and helps to educate and inspire them about how to enjoy our products responsibly. In doing so, we hope to support our partners and amplify your content by sharing it with our audience from time to time.

We consider several factors when deciding what to share on our channels including, but not limited to, seasonal relevance, customer preference, and connection to other programming in market at that time. Priority will be given to products participating in buy-in programs listed on the previous pages of this guide. Please keep in mind that we receive a large volume of requests to share, and as a result we are not able to accommodate all asks.

If you have assets you'd like to submit for consideration, please send them to Marketing@mynslc.com.

TIPS FOR ENGAGING WITH US ON SOCIAL MEDIA

Tag us @theNSLC across channels when posting. This helps to ensure we see your content and increases the chances that we'll be able to provide engagement.

Clear product shots with no added text on the graphic are preferred. Please visit our social media channels for examples of the types of photos and video we share.

Adhere to the social responsibility guidelines outlined below.

RESPONSIBLE RETAILING

The Federal Cannabis Act generally prohibits the promotion of cannabis, cannabis accessories, and services related to cannabis, except in limited circumstances. The Cannabis Act does permit promotion under specific restrictions to help consumers make informed decisions about cannabis. It is your responsibility to be informed and in compliance with the Act. See Health Canada's website for more information on permitted promotions.

If you are experiencing issues, please contact your Marketing Specialist.



Appendices

Appendix A

Store & Support Centre Holiday Openings & Closures

HOLIDAY	DATE	STORES	SUPPORT CENTRE
Good Friday	Friday, April 18, 2025	Closed	Closed
Easter Sunday	Sunday, April 20, 2025	Closed	Closed
Easter Monday	Monday, April 21, 2025	Open	Closed
Victoria Day	Monday, May 19, 2025	Open	Closed
Canada Day	Tuesday, July 1, 2025	Closed	Closed
Natal Day	Monday, August 4, 2025	Open*	Closed
Labour Day	Monday, September 1, 2025	Closed	Closed
National Day for Truth and Reconciliation	Tuesday, September 30, 2025	Closed	Closed
Thanksgiving Day	Monday, October 13, 2025	Closed	Closed
Remembrance Day	Tuesday, November 11, 2025	Closed	Closed
Christmas Eve	Wednesday, December 24, 2025	Open	Open
Christmas Day	Thursday, December 25, 2025	Closed	Closed
Boxing Day	Friday, December 26, 2025	Closed	Closed
New Year's Eve	Wednesday, December 31, 2025	Open	Open
New Year's Day	Thursday, January 1, 2026	Closed	Closed
Heritage Day	Monday, February 16, 2026	Closed	Closed

NATAL DAY HOLIDAY HOURS

Metro	2104, 2106, 2107, 2108, 2110, 2120, 2121, 2123, 2135, 2140, 2150, 2154, 2160, 2163, 2165, 2170, 2171, 2176, 2177, 2178, 2180, 2185, 2193, 2194, 2195, 2202, 2209, 2805	Open 12 pm–6 pm
	2125	Regular Business Hours
Central	2217, 2219, 2225, 2226, 2227, 2270, 2280, 2286, 2290, 2297, 2804	Open 12 pm–6 pm
	2222, 2223, 2285, 2301, 2302, 2310, 2338, 2343, 2353, 2358, 2367, 2382, 2392, 2394	Regular Business Hours
North Eastern	All Stores	Regular Business Hours
South Western	All Stores	Regular Business Hours

CHRISTMAS EVE HOLIDAY HOURS

All Regions	All Stores	Closing at 5 pm
--------------------	------------	-----------------

Appendix B

NSLC Advertising & Packaging Guidelines

NSLC's Advertisement & Giveaway Policy came into effect on January 1, 2023.

The Policy was developed to set clear standards regarding advertisements and giveaways of beverage alcohol. It is governed by the requirements of the Liquor Control Act and Nova Scotia Liquor Corporation Regulations, and it applies to all manufacturers, industry associations, agents and retailers of beverage alcohol in Nova Scotia, as well as all persons or companies advertising alcohol in the Province of Nova Scotia. Labels are included as a form of advertisement. A guidance document has also been developed to provide further clarity and expectations for the Policy and Regulations.

The Advertisement & Giveaway Policy and corresponding guidance document can be found on our Trade Site at: myNSLC.com/TrademyNSLC.

The NSLC also has a new advertising logo for external advertisements. The new logo highlights that products are available at NSLC and uses a wordmark separate from the NSLC brand logo. The NSLC brand logo shall not be used in advertisements. The logo assets found on our Trade Site should be used for any advertising or social media pieces. Please note that NSLC assets, excluding social media advertisements, shall require prior written approval from the NSLC Responsible Retailing Advisor (Ashley.McDonald@myNSLC.com) and requires two weeks of notice for approval.

The logo assets and guidelines can also be found on our Trade Site at: myNSLC.com/TrademyNSLC.

Appendix C

Supplier Program Signage & Contesting Guidelines

If you have been approved for additional signage or a contest, please review the content below.

SIGNAGE SPECS

- File type: Final artwork must be submitted as a .PDF file
- Black text: Black text for printing should be 100% black
- Bleed: .125"
- Cropmarks: Offset must be .25" on cropmarks
- Spot Colours: Jobs that print only CMYK should be output with no spot colours
- Image Resolution: 300 dpi

SIGNAGE CONTENT GUIDELINES

- Dates of the promotion period(s) signage will be active during
- Product SKU # is listed
- Price Point is listed (including any discounts)
- Product and/or package size (i.e., 750mL, 473mL, 12 x 355mL, etc.)
- Image of product with correct size shown on signage
 - Showing a 12-pack vs single can image for a 12-pack product
 - Showing a 1140mL vs a 750mL for a 1140mL product
- Ensure sign extenders are on the right side of the 22"x17" signage (i.e., beside the product they go along with)

CONTESTING SIGNAGE

Please be sure to include the following:

- Prizing details
 - What prize can shopper win?
 - Dates for the promotion
 - Image of the prize(s)
 - Website to go to for more details/legal requirements (Suppliers must host rules and regulations online)
- Details on how a customer can enter
 - "Scan pin code inside to win"
 - "Scan the QR Code and enter to win"
- Include all details of promotional offers if relevant
 - "Buy a 6x355mL of product X and get a 473mL of product Y to receive X AIR MILES® Bonus Miles"

AIR MILES® SCAN & WIN SIGNAGE CONSIDERATIONS

Please visit myNSLC.com/TrademyNSLC for a list of Scan & Win signage requirements

Questions about signage? Contact Signage@myNSLC.com.

Appendix D

Beverage Alcohol Display Selection Considerations & Information Guidelines

ELEMENTS OF AN APPLICATION

- **Timing:** Timely submission of application, including booking a meeting with the Category Team prior to the submission deadline to walk them through the display program plans (in-store and any relevant out-of-store activities). This is important to ensure ordering timelines are met and to ensure effective planning and communication to key stakeholders.
- **Market Trends:** Share and leverage any insights, research, and data in Nova Scotia or other provinces to provide further context as to why you believe this program will be successful in market, during X promotional period (i.e. this type of product over indexes in X promotional period/season, or this type of promotion is relevant because it's related to a national/regional significant event). This is important to showcase the relevance of a program to our collective Nova Scotia shoppers.
- **Scale & Audience:** Knowing who your audience is and who the program is directed towards—what's important to them, why will this program resonate with them? Part of a successful application is selecting the right product, or products, to fill the display which means previous sales history would suggest the product will sell in the amount of stores that the display is in, and the production capacity is such that there will not be any supply interruptions for said product(s).
- **External Activity:** Outside of the in-store execution elements, describe the activities happening outside of our stores that shoppers will see (i.e. marketing programs, event sponsorships, local/national/global partnerships). This is important to share with the Category Team to assess the total shopper impact of the program (inside and outside of their shopping trip in NSLC stores).
- **Consistency:** Visual impact in store should be recognizable, regardless of the size of the store—shoppers should be able to tell this program is consistent from store to store, even if the display area is a different size. This can include signage elements, product availability or merchandising tools.

SELECTION CONSIDERATIONS (FURTHER TO PAGE 11)

- **Cross Category:** If relevant, provide insights around products that shoppers often purchase together and how this program will contribute to Category health— i.e. specific brands, pack sizes, or sub-categories.
- **Innovation:** Share and leverage data and insights as to why this new product offering, or format, will be successful—i.e. brand performance in Nova Scotia or other provinces, pack size trends within Nova Scotia or other provinces, sub-segment relevance in Nova Scotia or other provinces, etc. Provide reasons to believe why this product should be on X display, and why shoppers will seek it out, based on facts.
- **Production:** The ability to supply the product (s) for the entire promotional period, as well as hit the requested order quantity and delivery timeline in our DC so we can effectively set stores up to be ready for the corresponding promotional period. The risk of not having this ability is an empty display and potentially disappointed shoppers. Whether or not the production run is limited, or there's a small allocation of the product(s) is also taken into consideration when selecting displays.
- **Seasonal Relevance:** Occasion or length of time of the relevant season (i.e. a one day event vs. a longer term event or occasion). The scale and significance of the season/occasion/event is considered based on the size and reach of the display. This consideration is also based on data, insights, and research provided, specifically looking into previous trends in Nova Scotia or other provinces for the particular product, pack size, sub segment, flavour, etc.
- **360-Degree Approach:** The proposed activities outside and inside of NSLC stores, including visuals (where possible) of marketing efforts (including but not limited to: billboards, social media ads, print or digital/web images, promotional packaging for approval, etc.) and Retail-tainment elements (display enhancers, signage, case stackers, etc.) if relevant. Outline the other touch points that shoppers will interact with this program holistically during their in store experience and outside of NSLC stores. * These are considerations, there are no automatic triggers for a display.

SUCCESSFUL EXECUTION:

- **Connection:** Once selected for a display program, it's critical to stay connected to the Category and Marketing Teams leading up to and throughout the promotional period in market timing.
- **Timing:** Ensuring all timelines for collateral are respected (i.e. appropriate packaging updates or images are uploaded, relevant social media images [if requested] are provided well in advance of the deadlines, signage and Retail-tainment edits are made and final artwork [if requested] is provided in advance of the deadline, etc.). This is important as we want to set ourselves and our stores up for success to be able to deliver the best program possible for our collective customers. If a timeline is unable to be met, please communicate in advance of the deadline to the Category Team.
- **Clear & Consistent Communication:** As per above, if there is a timeline that is unattainable, please communicate well in advance of that deadline to the appropriate NSLC contact (Category Team, Promotional Team, Marketing Team, etc.). This allows for a collaborative approach to assess if that element of the program is able to continue or should be altered/cancelled. If ever there are questions or uncertainty about a request or program, please reach out the appropriate NSLC team member—if you do not know who that is, start with your Category Team member and they will direct you.
- **Post-Program:** If necessary and applicable, please refer to page 12 for the Post Period Retail-tainment Material. For other display programs, please book a meeting with your Category Team to discuss the performance of the program—come prepared with your assessment of the successes and opportunities that exist (i.e. performance of an article vs. prior year or prior period, performance of any out-of-store marketing activities you ran, customer feedback received, etc.).

HOW TO APPLY:

The promotional application can be found on the NSLC trade website: myNSLC.com/TrademyNSLC. All applications will be reviewed and awarded by the respective Category Team when they review all of the promotions applications. The Category Teams reserve the right to cancel any activities with limited vendor interest. To be considered for the Hero Display, you must apply through the promotional application as well as submit a separate proposal as outlined in Appendix K.

Appendix E

Cannabis Language Guide

We use discovery as the foundation of our language in the cannabis category and have ensured it is both responsible and educational. As a disclaimer we say, “Cannabis affects everyone differently. Each person is as unique as the product.” Everybody’s response to cannabis is different, and it can vary from one occasion to the next. We use our education programs to help our shoppers find a product that’s right for them.

	LANGUAGE WE USE	WE CAN ALSO SAY/REFER TO (NOT PRIMARY LANGUAGE)	LANGUAGE WE HEAR BUT AVOID USING	CONSIDERATIONS OF USE
Category:	<ul style="list-style-type: none"> • Cannabis • Shopper • Bud • BHO, RSO, CO2 (these can be referenced as extraction methods) • Dermal/transdermal 	<ul style="list-style-type: none"> • User, consumer • Recreational purposes • Ganja 	<ul style="list-style-type: none"> • Weed, pot, marijuana, herb, dope 	<ul style="list-style-type: none"> Using recreation in application of handling medical questions • We sell cannabis for recreational use
Our Product Formats:	<ul style="list-style-type: none"> • Dried flower • Capsules • Oil • Pre-roll • Infused pre-roll • Seeds • Edibles • Beverages • Extracts/concentrates • Ingestible extracts • Vape concentrates • Topicals 	<ul style="list-style-type: none"> • Gelcaps, softgels • Joint, pre-rolled, cannabis cigarette, blunt • Vapourizer formats: all-in-one, vape/ battery, dried flower vapourizer • Vape pen • Concentrate products: e.g. shatter, wax, rosin, dabs 	<ul style="list-style-type: none"> • Weed, pot, marijuana, dank • Tinctures • Spliff, reefer 	
Our Accessories:	<ul style="list-style-type: none"> • Grinders • Storage containers • Hand pipes • Papers • Vapourizers • Cartridge • Batteries • Lighters • Concentrate taster 	<ul style="list-style-type: none"> • Pipes, bowls, dabbers • Rolling papers 		
Accessories We Don't Carry:	<ul style="list-style-type: none"> • Water pipes • Oil or dab rigs • Hookahs 		<ul style="list-style-type: none"> • Bongs, bubbler • Perc 	
Methods of Consumption:	<ul style="list-style-type: none"> Inhalation <ul style="list-style-type: none"> • Smoking • Vapourizing Intraoral <ul style="list-style-type: none"> • Sublingual • Ingestion 	<ul style="list-style-type: none"> • Dabbing • Vaping 	<ul style="list-style-type: none"> • Toke 	
Product Discovery:	<ul style="list-style-type: none"> • Experience, feeling • Suggest, offer • Mind/body/cerebral • Calming/relaxing • Drowsiness • Lively/stimulating • Application, quantity • Dosage, onset, offset • Duration 	<ul style="list-style-type: none"> • Effect • Euphoric • Intensity • Recommend • Mental/physical • Euphoric, intense, intensity • Psychoactive effect • Portion/amount • Balance/length of effect 	<ul style="list-style-type: none"> • Sedative, stoned • High, mind-altering • Use • Relieve, ailment • Prescribe • Counter/cure/decrease 	<ul style="list-style-type: none"> • When using the term psychoactive, we're referring to the intoxicating effects of THC (Delta 9) • • THC = psychoactive (euphoric; mind-altering) • • CBD = non-psychoactive • The term dosage can be used when referring to syringe/ dropper type products which offer a THC amount per dosage. The term dosage should not be discussed with shoppers who want to know how much they should consume to feel their desired effect, given this 'dosage' would vary by consumer.

Appendix F

Beverage Alcohol Promotional Policies

ECONOMY	REFRESHMENTS	SPIRITS	WINE
Regular Floor (RF)	Economy Displays will be selected at Category Teams discretion for enhanced margin items.		
Added Values (AV)	Economy AV (liquid) is not permitted on any host product. Non-liquor added values or AIR MILES® offers can be discussed with the Category Team.	Economy AV (liquid) is not permitted on any host product. Non-liquor added values or AIR MILES® offers can be discussed with the Category Team.	Economy AV (liquid) is not permitted on any host product. Non-Liquor or AIR MILES® offers can be discussed with the Category Team.
Limited Time Offers (LT)	No LT on Economy SKUs	No LT on Economy SKUs	No LT on Economy SKUs
MAINSTREAM	REFRESHMENTS	SPIRITS	WINE
Regular Floor (RF)	Yes	Yes	Yes
Added Values (AV)*	AV liquid is permitted for refreshment only in case as a trial for new item, must be same price band or higher, and permitted in cross category promotion. Non-liquid AV will be permitted based on category criteria. Same on same will not be permitted.	AV (liquid) to cross promote 50ml (trial samples) of other GL Mainstream or Premium products from other spirit sub-categories is permitted on the host brand. Mainstream AV (liquid) on Mainstream host will be permitted within the same sub-category (e.g. amber rum) as long as the AV (liquid) is of a higher price point than the host. Mainstream AV (liquid) on Mainstream host will be permitted if AV (liquid) offers a mixology component (e.g. Mainstream Vodka on Mainstream Liqueur). Non-liquid AV will be permitted. Same on same will not be permitted.	AV (liquid) is permitted if it is from higher price band (i.e. Premium AV on Mainstream host). Mainstream AV (liquid) on Mainstream host will be permitted as long as the AV (liquid) is higher price than the host. Non-liquid AV will be permitted. Same on same will not be permitted.
Limited Time Offers (LT)	Permitted to LT to Social Reference Pricing in all periods.	Permitted to LT to Social Reference Pricing in all periods. If bundling 375ml can go to equivalent of \$14.99 per unit	Permitted to LT to Social Reference Pricing in all periods expect P7. For P7, no LT's permitted on 750ml products priced below \$14.99 and under. Bundle Buys on 750ml products under \$14.99 will be at Category Teams discretion. The number of LTs, or the price point threshold within Mainstream to allow LTs will be at discretion of the Category Team's in any given period.
PREMIUM	REFRESHMENTS	SPIRITS	WINE
Regular Floor (RF)	Yes	Yes	Yes
Added Values (AV)*	AV liquid is permitted for refreshment only in case as a trial for new item, must be same price band or higher, and permitted in cross category promotion. Non-liquid AV will be permitted. Same on same will not be permitted.	Premium AV (liquid) on Premium host will be permitted, providing the AV (liquid) is a different brand/product of an equal or higher price point. Non-liquid AV will be permitted. Same on same will not be permitted.	Premium AV (liquid) on Premium host will be permitted, providing the AV (liquid) is a different brand/product of an equal or higher price point. Non-liquid AV will be permitted. Same on same will not be permitted.
Limited Time Offers (LT)	Permitted to LT to Social Reference Pricing.	Permitted to LT to Social Reference Pricing.	Permitted to LT to Social Reference Pricing.

* Some exceptions may be made at category discretion. For AIR MILES® policies, see page 8.

Appendix G

Listings

BEVERAGE ALCOHOL

CATEGORY REVIEWS

At the end of August/early September, registered representatives will receive our NSLC category review calendar for all beverage alcohol categories.

All vendors wishing to have products listed with the NSLC are encouraged to connect with the appropriate Category Team prior to submitting their application.

Any delisted products leftover will be a FOB billback for remaining inventory at discretion of Category Team and will be at the expense of the supplier.

PRODUCT EXCHANGES (SWAP)

Submit exchange requests via email to the Category Manager with a completed Listing Form with the product to be exchanged out. Include which option to help deplete inventory of the product(s) that is exchanged/swapped out.

Options to choose to help deplete Warehouse & Store inventory of the Exchanged Product below in order to do a global swap of the new product(s):

- **Option 1:** Pickup all remaining warehouse inventory and reduce remaining store inventories (minimum) 25% off retail price with maximum bill back at total cost to the supplier.
- **Option 2:** Reduce all warehouse and store inventories (minimum) 25% off retail price with maximum bill back at total cost to the supplier. If after three months there is still inventory in the warehouse and/or stores, then there will be an additional XX% discount from the original retail at the supplier's expense.
- **Option 3:** Add LT for Period X to help deplete DC and Store inventory.

DELISTINGS

Products that have not reached or maintained the established annual quota during the most recent twelve month period in a category review calendar period will be subject to delisting. Other reasons for delisting include: low sales performance, negative trend in category, unavailability (lack of supply) of product, product exchange, and discontinuation by supplier.

Notice to delist – Product may be at risk for delisting. Category Manager to review steps with agent.

Product that is making quota may be delisted for failure to meet the following:

- Unacceptable quality of product or package
- Change in quality or price of the product which affects a significant reduction in the product's price/quality
- Lack of continuity of product supply; A delay in product supply should be advised to the Category Manager who can determine if product should be delisted or exchanged

- Failure to comply with regulatory packaging, labelling, or environmental requirements
- Overage or expiry date concerns – see below for more information

Products will be added to clearance in the category review calendar period. The category manager will determine the percentage amount of clearance and whether it will be billable or non-billable. More information can be found in the Clearance Policy in Appendix H.

OVERAGE OR EXPIRY DATE CONCERNS

1. Supplier to provide a date extension—may be able to extend the expiry date of product if the supplier can provide an official extension in writing to the Category Manager. Retail stores will be advised as to any expiry extension.
2. Supplier to pick up all expired/close to expiring product from DC. This is a preferred option. All product will be billed back to supplier. Supplier to confirm directive for store inventory—either instruct stores to dump and bill supplier, or supplier can pick up remaining inventory from stores. Possible option for agent or local producer exchange out exact amount in stores.
3. Destroy affected product in the DC. Product would be sent out to Micco/CML to be disposed of affected inventory. A fee will be charged to the supplier on top of the cost of goods. Retail inventory would probably be treated the same as 2nd option above; dump at stores.

ONE TIME ONLY/PROMOTIONAL LISTINGS

1. NSLC receives listing application from supplier. Listing application contains purchase price and anticipated retail price.
2. NSLC confirms pricing based on listing submission. If there are any price discrepancies between listing submission and SAP calculated price, the Category Team contacts the supplier representative to discuss pricing options. Confirmation of pricing is handled via email between the supplier representative and the Category Management Team.
3. Category Team approves listing.
4. Submissions containing data errors will not be processed and considered for listing.
5. Suppliers will have FOB billback for remaining inventory at discretion of Category Team at the end of any promotion.

PRODUCT TESTING PROGRAM

The NSLC has a responsibility to ensure the products we sell are of high quality and safe to consume. Since April 2021, our Product Testing Program has played a crucial role in ensuring products adhere to both NSLC and Health Canada Guidelines.

While we prioritize testing all new listings, we also conduct random testing on existing products each week. All testing is done by our partners at the Acadia Laboratory for Agrifood and Beverage (ALAB), an ISO 17025:2017 accredited lab located in Wolfville, NS.

As we continue to evolve the program, our goal will be to ensure that all products are either rotationally tested by ALAB or are tested at another accredited lab. We encourage suppliers who have valid Certificates of Analysis (COAs) to share them with us at the time of listing.

Testing results fall under three categories:

1. The product adheres to the NSLC's testing parameters.
2. The product has one or more minor variances that are within the allowable limits of NSLC's testing parameters.
3. The product has a major variance that may require an escalation to CFIA/Health Canada, a recall and/or relabeling of the product may be necessary.

For the most current information and resources regarding the Product Testing Program, please visit myNSLC.com/TrademyNSLC under 'Product Testing' or email Product.Testing@myNSLC.com.

PRICING QUOTES

Any supplier requiring a price quote should utilize the pricing models available by request at PriceReview@myNSLC.com.

If further support is required, an email should be submitted to PriceReview@myNSLC.com with the required information to complete a retail price quotation. A response will be sent within two working days.

To avoid conflicting information being given to suppliers, the NSLC is asking all suppliers to adhere to this process; phone calls will no longer be accepted for price quotes.

Appendix G

Listings

CANNABIS

The Government of Nova Scotia determined that the Nova Scotia Liquor Corporation will be the sole retailer of recreational cannabis in Nova Scotia. The following terms and conditions will apply to all Licensed Producers who list a cannabis or cannabis accessory product with the NSLC.

CRITERIA FOR SELECTING NEW LISTINGS:

- Established partnership with NSLC Cannabis via current listings
- Compatibility with applicable category gaps
- Established Health Canada licensing (cultivation, processing, and/or sales)
- Duty paid landed cost pricing and proposed retails that align with our pricing models and pricing floors
- Established brand/strain/product potential and awareness supported with relevant sales data and insight
- Is product/strain new, innovative, or unique (verifiable genetic history, niche offering, etc.)?
- Product availability (allocation volumes, shipping location, and continuity of supply, etc.)
- Past performance of supplier (product performance, fulfillment reliability, compliance with Supplier Manual provisions, etc.)
- Value added services (customer/staff cannabis education strategy, social responsibility initiatives, etc.)
- Product labelling/packaging must meet all federal and Health Canada requirements

GENERAL LISTING POLICIES & PRODUCT GUIDELINES

- The NSLC reserves the right to alter the assortments at its discretion as required to adjust for market demand as well as the availability of locally produced product
- The NSLC does not engage in supplier agreements and makes no volume commitments when purchasing products: POs will be issued as product replenishment is required
- **Supplier Delivery:** FOB NSLC Warehouse
- **Insurance:** Supplier to maintain \$10 MM commercial general liability to NSLC's satisfaction; NSLC to be an additional named insured and certificate holder. Micro producers to maintain \$1 MM General Liability with the NSLC continuing to be named as "additional insured." Upon request, suppliers must provide certificates of insurance to verify suppliers are compliant with this request
- **Regulatory/QA:** Products supplied must be safe for use and must comply with all applicable regulatory and QA requirements (Certificate of Analysis from an accredited facility for each LOT must be available upon request for all orders placed), and suppliers must maintain all required Health Canada licenses
- **Customer Product Complaints:** Supplier partners will be responsible for responding to and investigating NSLC customer complaints, taking appropriate corrective action, and then updating NSLC on status/resolution

ADDITIONAL LISTING CONSIDERATIONS

- Suppliers are required to complete all mandatory fields in the NSLC Cannabis Listing Form, which can be made available at any time by contacting the Category Team.
- Suppliers will be responsible for correcting errors or formatting gaps in their submission as identified
- All supplier products and packaging must comply with the applicable federal and provincial regulatory and quality assurance requirements related to cannabis and cannabis accessories
- Approved new suppliers will be required to submit new vendor form and Electronic Fund Transfer (EFT) document for setup in our system. All quotes to be made in Canadian currency only
- All suppliers will be required to submit high-resolution images and provide a detailed product information sell sheet (PDF) for each accepted SKU. The high-res image and sell sheet must be supplied before the product is listed on our website or distributed to stores
- To the mutual benefit of both parties, supplier partners are expected to provide an analyst to support forecasting and analytics
- Suppliers to comply with various NSLC prescribed policies and procedures, regarding packaging, labelling, shipping, and other requirements as outlined in this guide
- All successful suppliers must be able to meet NSLC ordering deadlines

BRAND COMMUNICATION IN THE NOVA SCOTIA MARKET PLACE

- Any communications in Nova Scotia must follow all provincial and federal laws and regulations. Use of NSLC's logo is strictly prohibited unless otherwise approved by the NSLC
- For more information, please visit myNSLC.com/TrademyNSLC under 'Advertising & Logo Usage'

CATEGORY REVIEWS

To identify category trends and potential growth opportunities, category reviews will occur in partnership with suppliers. This exercise will be led by the Cannabis Category Team once we have sufficient sales history on a product. Full category review process to be undertaken twice per year.

During the category review each products' sales performance will be measured against the performance of all other relevant listings and the performance of the total category and sub-category. Any product that underperforms may be delisted and remaining inventory will either be returned to supplier, or the retail price will be reduced (20%–40%) to sell through quickly. Suppliers will be responsible to cover the cost of the reduced clearance retail.

ASSORTMENT GRADES

Assortment grades are a lettered scale to classify products into store grouping driven by sales, space in stores, the geographical area, current trends, and availability. Assortment grades are assigned to each article to identify which store location the product will be listed to. If you have any questions on assortments, please reach out to the Category Team.

Store lists for each assortment grade, along with all additional category documentation is located at myNSLC.com/TrademyNSLC under Program Information & Applications.

Appendix H

Pricing

BEVERAGE ALCOHOL

PRICE QUOTATIONS

Any supplier requiring a price quote should utilize the pricing models available by request at PriceReview@myNSLC.com.

If further support is required, an email should be submitted to PriceReview@myNSLC.com with the required information to complete a retail price quotation. A response will be sent within two working days.

To avoid conflicting information being given to suppliers, the NSLC is asking all suppliers to adhere to this process; phone calls will no longer be accepted for price quotes.

SEMI-ANNUAL PRICE REVIEW – CORE PRODUCTS ONLY

1. Notification is sent to suppliers indicating the schedule for price review submissions. This activity starts approximately in late June and December, in advance of the implementation of the price change. Communication is executed via email to the supplier representative.
2. Suppliers receive the list of products that qualify for a price change.
3. During the semi-annual price review, suppliers must submit any desired price changes in round #1, with round #2 being used for exceptions only. Suppliers must submit their price changes via email to the NSLC at: PriceReview@myNSLC.com. Any products not submitted during the first round of price change will automatically have the current retail price point held or have pricing updated as outlined in the price change communication. Any impacts from currency, freight, excise (or other) will be reflected in an adjustment to case cost.
4. NSLC validates price submissions to ensure changes comply with price band ranges and minimum profit, to validate that the purchase price achieves the expected retail price, and to ensure the price change is aligned with the rationale for the increase/decrease.
5. NSLC sends purchase prices and anticipated retail prices back to suppliers via email in advance of implementation of price change. Communication is made to the supplier representative and this response represents the NSLC's official confirmation of the price change.

CLEARANCE POLICY

Should your product be delisted, the inventory on hand will be assessed to determine if a promotion at shelf is required up to two promotional periods prior to the delist date. Pending the quantity on hand, an LT or clearance savings may be communicated at shelf to help reduce inventory prior to moving to clearance post-delisting.

As a result of the addition of this promotion, any promotional activity scheduled on a delisted product two promotional periods prior to its delist date may be changed at the discretion of the Category Team. This includes any added value, Bonus AIR MILES®, Bundle Buy, or LT offers. Any clearance and/or LT billing leading into the delist will be communicated by your Category Team.

During the two promotional periods leading up to the delist date, stores will be instructed to continue ordering as normal. Once the DC has depleted its inventory, some stores may stock out prior to the delist date. Should this occur prior to the new item being available for shelf, a sign notifying customers of a new product coming soon will be displayed. When the delist date arrives, stores will be instructed to remove the product from shelf and place it in their designated clearance area for final sell-through.

PRICE BANDS

We have referenced price bands in our LT and BAM offer guidelines earlier in this document. Our price bands are updated twice each year in conjunction with our pricing review process.

Current price bands can be found on our trade site at myNSLC.com/TrademyNSLC. Any questions about price bands should be submitted to PriceReview@myNSLC.com.

ASSORTMENT GRADES

Assortment grades are a lettered scale to classify products into store grouping driven by sales, space in stores, the geographical area, current trends, and availability. Assortment grades are assigned to each article to identify which store location the product will be listed to. There is a store by assortment grade chart available on the NSLC Trade Site: myNSLC.com/TrademyNSLC. If you have any questions on assortments, please reach out to the Category Team.

Appendix H

Pricing

CANNABIS

PRICE QUOTATIONS/CHARGE BACKS/INVOICING

Suppliers requiring a price quote should utilize the current pricing models and price bands available by request from their category contact or PriceReview@myNSLC.com.

PRICING

- NSLC receives listing applications from supplier containing proposed duty paid purchase price and anticipated retail.
- NSLC confirms pricing based on the listing submission. If there are any discrepancies between listing submission and SAP calculated price, the Category Team contacts the supplier representative to discuss pricing options. Confirmation of final pricing is handled via email.
- Submissions containing data errors will not be processed and considered for listing and it is the responsibility of the supplier to provide any updates/corrections.
- Suppliers are required to cover the total cost of reduction from original MSRP to TPR (Temporary Price Reduction). TPRs will be required whenever inventory levels exceed 15 weeks on hand, across the entire NSLC network. TPRs ensure product quality/freshness and prevent a buildup of old/outdated product.

CHARGE BACKS

- Charge Backs to licensed producers (LP) will be deducted from Accounts Payable. This includes LP charge backs for product returns, damages, display product, recalls, slow moving (TPR), discontinued and overaged products (including destruction, disposal, processing, shipping, handling, and related costs).

PAYMENT TERMS

- Payment terms for cannabis and accessory purchase orders to suppliers are Net 30 days from NSLC receipt of goods.

INVOICES

- Invoices and purchase orders must match. Quantities, price, and purchase order number must be present on invoices. If the invoice doesn't match the purchase order, the payment could be delayed past the net 30 days payment terms at the sole expense of the supplier.
- Separate invoices must be sent for each purchase order issued.
- Any changes in banking information are the supplier's responsibility to fill out a new EFT Form and forward to the Category Team or Listing Coordinator.
- All invoice correspondence and payables inquiries can be sent to: Accounts.Payable@myNSLC.com.

SEMI-ANNUAL PRICE REVIEW

- There will be two scheduled price change windows per year and follow the same timelines as beverage alcohol. Outside of these windows pricing is held firm.
- Notification is sent to suppliers indicating schedule for price review submissions. This activity occurs approximately late June and December in advance of the implementation of the price change. Communication is executed via email to the supplier representative.
- Suppliers receive the list of products that qualify for a price change.
- During the semi-annual price review, suppliers must submit any desired price changes in round #1, with round #2 being used for exceptions only. Suppliers must submit their price changes via email to the NSLC at: PriceReview@myNSLC.com. Any products not submitted during the first round of price change will automatically have the current retail price point held. NSLC validates price submissions to ensure changes comply with price band ranges to validate that the purchase price achieves the expected retail price, and to ensure the price change is aligned with the rationale for the increase/decrease.
- NSLC sends purchase prices and anticipated retail prices back to suppliers via email in advance of implementation of price change. Communication is made to the supplier representative and this response represents the NSLC's official confirmation of the price change.

CLEARANCE PRICING:

- ALL articles delisted through the product call process, regardless of reason, will be automatically shifted to clearance pricing a minimum of six weeks following OR at the start of the following promotional period after the minimum six weeks.
- Additionally, any products delisted outside of the product call period, will be subject to clearance pricing, a minimum of six weeks following OR at the start of the following promotional period after the minimum six weeks.

Appendix I

Labels & Supply Chain

BEVERAGE ALCOHOL

LABEL REQUIREMENTS

Labels must contain all items required to meet Canadian Federal Labeling Standards, Beverage Container Guidelines (refund statement), and Product identification Standards (EAN#). The inclusion of a return statement in French/English is mandatory in Nova Scotia. All product labeling is expected to abide by the NSLC Advertising & Packaging Guidelines in Appendix B. Further information on Canadian Federal Labeling Standards standards may be obtained from the Canadian Food Inspection Agency through their website at inspection.canada.ca.

All labels must be approved by the Category Team before the listing is considered complete, including packaging changes or label updates on an OTO or GL product.

The best practice is to include the civic address, city, province, postal code, and country of the company.

A lot code is required as part of the traceability requirement detailed in the Safe Food for Canadians Regulation (SFCR) that came into effect in January 2019 and became enforceable July 2020.

Examples of lot codes include: production date, best before date, establishment number, or SFC licence number: LOT: L1 053 L2123.

More details regarding lot code requirements can be found at CFIA's Food safety for industry page inspection.canada.ca/food-safety-for-industry/eng/1299092387033/1299093490225 and the full Safe Food for Canadians Regulation can be found at this link: laws-lois.justice.gc.ca/eng/regulations/SOR-2018-108/index.html.



Appendix I

Labels & Product Barcodes

CANNABIS

INDIVIDUAL SELLING UNIT BARCODE STANDARDS

- All cannabis producers MUST go through GS1 to secure their barcode symbology and use the following format for master cases, inner cases, and the retail pack providing each package level with a unique barcode. The product size variants will also need their own barcodes i.e. 1g and 3.5g.

CANNABIS PRODUCTS (SPECIFIC TO CANNABIS PRODUCTS)

- The chosen cannabis GS1 barcode symbology is as follows:
 - Consumer items – The GS1 Expanded DataBar symbologies. The expanded DataBar will contain: GTIN (AI- 01), package date (AI- 13), LOT (AI- 10) must be in this order.
 - Packaging date must be in YYMMDD format, as per GS1 standards.
 - Cases or other logistic packaging – GS1-128 (GTIN, packaged date, and the LOT in this order).

ACCESSORIES PRODUCTS (SPECIFIC TO ACCESSORIES PRODUCTS)

- Accessories suppliers have the option to either 1) Go through GS1 and use the following format below or 2) keep their existing barcodes as long as they are legitimate, functional and non-conflicting with any other sellable item(s) globally. If the barcode is conflicting or illegitimate, the product will not be registered.
- Option 1: For accessories the following GS1 barcodes are accepted:
 - Consumer items – Any GS1 DataBar, UPC-A/E, EAN-13 and EAN-8.
 - Cases or other logistic packaging – GS1-128 (likely only the GTIN or Interleaved 2 of 5), Interleaved 2 of 5, UPC, OR EAN.
- Option 2: For the accessory producers that want to use their existing barcodes if they are not with GS1.
 - Consumer Items – UPC A, UPC E, EAN13, EAN8, or GS1 DataBar (GTIN ONLY).
 - Cases or other logistic packaging – Interleaved 2 of 5, UPC A*, UPC E*, EAN13*, EAN8*, OR GS1-128 (GTIN ONLY).

ALL PRODUCTS

- The master case pack level barcode can not be the same as the retail pack barcode.
- It is best practice to place barcodes on flat surfaces of the packaging (ie. the top or bottom of jars, or running length ways on pre-rolls).
- Multi-pack products must have a unique barcode on the outside package that is different than the barcode of the individual units contain within. The barcode on the individual unit(s) inside the multi-pack must be positioned in such a way that they cannot be scanned.

SUPPLIER GS1 BARCODE CHECKLIST

- True to size PDFs of barcodes (both unit and case) should be sent to Cannabis.orders@mynslc.com for test scanning ahead of shipping.
- All barcodes must be clear, legible, scannable, and display the human readable numeric code located beneath or beside the barcode.
 - Is your barcode too glossy? Glossy paper causes the data bars to be distorted because it reflects the light and will not scan.
 - Is the barcode smudged, have air bubbles, or lines through it causing scan errors?
 - Is the barcode showing correct GS1 format, (01)(13)(10)(90)?
 - Is the barcode straight? Scanners struggle with rounded barcodes wrapped around product (consider a vertical barcode instead?).
- The lot number displayed on the “Eaches” barcode must match perfectly to the lot number displayed on the master case barcode.
- Ensure the barcode shows crisp, clear, well-defined bars to avoid readability issues when scanned.
- There should be no truncation of any barcodes on any level of packaging.
- Does the barcode wrap around the container, interfering with ability to scan? Due to the curvature of bottles, matte finish labels with stacked barcode are the preferred choice.
- Barcodes should have sufficient quiet zone spacing (QZ) around all sides. The QZ should be ten (10) times the width of the narrowest bar or 0.3175cm, whichever is greater. Barcodes should not have any border lines surrounding it.
- Layout of the case label will include below information (see sample master case label).

Supply Chain Logistics

PURCHASE ORDERS

- The Nova Scotia Liquor Corporation (NSLC) is the sole wholesaler of cannabis for the province of Nova Scotia.
- The NSLC's cannabis fulfillment service provider will be Metro Green Logistics.
- The NSLC Product Management Specialist – Cannabis will issue purchase orders with expected delivery dates directly to the licenced producer.
- Orders will be placed with the producer and products will be distributed to our retail stores by the NSLC at the shipping case level.
- Any variance between the shipped quantity and purchase order quantity must be communicated to the NSLC Product Management Specialist – Cannabis at or before the time of shipping by the licenced producer.
- Cases will be shipped along with packing slip detailing quantities and packaged on dates.
- Products delivered without the proper paperwork and a valid purchase order will be rejected and returned to the producer. All deliveries require an appointment.

APPOINTMENTS

- Appointments are required for all deliveries to the NSLC Cannabis Fulfillment Centre.
- No appointments may be made without valid and current NSLC purchase orders.
- Warehouse hours for receiving are Monday to Friday 8 am–2 pm.
- To book your appointment: NSLC Cannabis Fulfillment Centre: 902-334-2494 or email NS42inbound@metroscg.com.
- Please provide the following information:
 - PO#
 - Total case quantity
 - Carrier Name
- Delivery date and requested delivery time to be scheduled.
- Appointments and cancellations must be made 24 hours prior to delivery.
- Repeat cancellations or lack of notice may impact your future appointment scheduling.
- Deliveries must arrive at the scheduled appointment time.
- Late deliveries may not be accepted. Rejected deliveries must be re-booked by the Licensed Producer.
- Product that is damaged or unstable upon delivery may be refused for re-work.

DELIVERY PAPERWORK

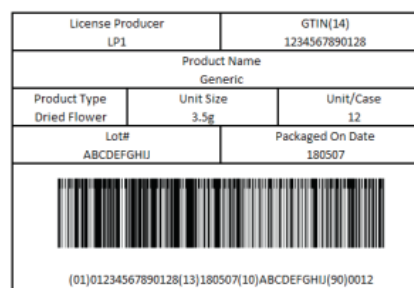
Paperwork provided at the time of delivery must contain the following information:

- NSLC purchase order number
- NSLC SKU numbers
- Product descriptions
- Product lot numbers
- Delivered quantities (in shipping cases)
- Pallet count if applicable
- Ship to location and address (i.e. NSLC Cannabis Fulfillment Centre, 80 Guildford Ave., Dartmouth, NS)
- Producer name

- Ship from location and address
- Shipping Case Code (GTIN/ SCC) for each product
- Shipping Case Configuration (number of retail selling units per shipping case)
- Product by production date
- **All quantities subject to verification. Any variances will be communicated back to the supplier within 24 hours of receipt of an order.**

MASTER CASE LABEL STANDARDS

- Application identifier 90 (AI90) used for the quantity per case is a numeric field and need to have a fixed length of four positions.
- This specification adjustment is required to accommodate the variable field length of AI10.
- This means that a quantity of 24 unit per case will need to be padded with two leading zeroes (ex. 900024).
- Barcode colors: black bars with white background.
- Product name will have a larger font size than other information on the label.



MASTER CASE STANDARDS

- Shipping cases must be in a format that can be distributed to our retail stores without breakdown required by the NSLC.
- The number of retail units per shipping case must fall within the ranges specified by the NSLC (see table).
- The maximum shipping case dimensions are: Length 18" (45.72cm), width 18" (45.72cm), height 12" (30.48cm).
- Shipping case configurations retail selling units per shipping case must match the case configuration specified on the NSLC purchase order.
- Products delivered with incorrect shipping case configurations will be rejected and returned to the producer.
- Shipping cases must arrive in tamper evident packaging (eg.): cardboard case sealed with security tape or glue.
- Shipping cases must contain only one SKU (stock keeping unit), only one LOT number, and only one packaged on date per case.
- All shipping cases delivered to the NSLC Cannabis Fulfillment Centre must have two labels (front and side with the label visible at the time of delivery).
- The shipping case label must contain the following information:
 - Producer name, product name, product type, GTIN (cannabis), GTIN or SCC (accessory), # retail units per case, retail unit format, lot #, packaged on date, scannable, and human readable barcode in the correct format.
- **PRODUCTS THAT DO NOT SCAN UPON DELIVERY WILL BE REJECTED.**
- The producer is responsible for registering products and maintaining the integrity of product information in the NSLC systems.

CATEGORY	RETAIL UNITS FORMAT	MAX RETAIL UNITS PER SHIPPING CASE
Dried Flower	1g	24
	3.5g	24
	7g	24
	14g	12
	28g	12
Single Pre Roll	< 1g	48
Multi Pack Pre Roll	<7g	48
Multi Pack Pre Roll	>7g	24
Oils / Sprays		24
Capsules		24
Seeds		12
Concentrates/Vape		24
Edibles/Beverages		24
Topicals		12

ACCEPTABLE PACKAGED-ON DATE

Suppliers must ensure that the packaged-on dates of product shipments do not exceed 120 days post packaging for all product subcategories.

If a product shipment is received with a packaged-on date that exceeds this threshold, all non-compliant product within the shipment will be quarantined, removed from the purchase order, and held for supplier pick-up to a max of 10 days or destruction will be completed at the supplier's expense.

QUARANTINE LIMIT

To identify and deplete aging product and make way for new stock, older packaged-on date products will be quarantined once the product is 365 days post packaged-on date.

Products that are quarantined will be addressed as part of the continuous category review process and will be held for supplier pick-up (managed differently depending on amounts) or destroyed at the supplier's expense.

PALLET STANDARDS

Pallets delivered to the NSLC Cannabis Fulfillment Centre must meet the following requirements:

- Pallet must be in good condition without damage to the board or shipping cases.
- Dimensions: Length 40" (101.6cm), width 48" (121.92cm), and a maximum height of 48" (121.92cm) including the board.
- No overhang on the sides of the pallets.
- Pallets should be wrapped to and include the pallet to secure the load.
- If shipping multiple POs on one pallet, layers should be clearly marked.

RETAIL SELLING UNIT STANDARDS

- All retail selling units must be pre-packaged and meet federal packaging and labelling requirements.
- All retail selling units must be packaged in "smell-proof" packaging.
- All retail selling units must meet the barcode standards specified by the NSLC.

All Purchase Order/Inventory Inquiries

Purchase.orders@mynslc.com

Delivery Appointments NSLC Cannabis Fulfillment Centre (Metro Green)

Logistics Coordinator
902-334-2494

Ns42inbound@metroscg.com

Appendix J

The Good We Do

OUR COMMITMENT TO COMMUNITY INVESTMENT

As Nova Scotians, we are known for our resilience, resourcefulness, and our way of coming together to celebrate all of life's moments, big and small. These moments of care and connection are critical to fostering a sense of belonging and overall well-being.

OUR COMMITMENT

We will support organizations and initiatives that work to build healthy and sustainable communities in our province. Our goal is to help everyone find moments of positive care and connection to help create a stronger Nova Scotia.

OUR FOCUS AREAS



COMMUNITY WELL-BEING

Investing in food security, affordable housing, and health supports helps reduce the likelihood of mental and physical health challenges, increasing overall community wellbeing, and moments of care and connection.



OUR ENVIRONMENT

Reducing our environmental footprint and stewarding the preservation of our natural resources contributes to the health and sustainability of our communities and enhances physical spaces.



RESPONSIBILITY STEWARDSHIP

As a responsible steward of beverage alcohol and cannabis sales in our province, we partner with organizations that share our commitment, driving awareness and education of responsible consumption.

OUR COMMUNITY INVESTMENT PROGRAM FRAMEWORK

COMMUNITY PARTNERSHIPS

Long-term, strategic partnerships to address community need and foster relationships with our people, partners, and customers.

CHARITABLE DONATIONS

Support to charities or community organizations that address local need or have relevance for our team.

CORPORATE SPONSORSHIPS

Investment with nonprofits or events that are directly linked to our business or industry.

EMPLOYEE GIVING

Support for employees in giving back through an Advisory Committee, Grants Matching Program, Volunteer Leave Benefit.

We will also engage with our partners in new ways, like involving suppliers in community initiatives or finding collaborative partnerships with those who have established programs aligning with our focus areas. Stay updated on our commitment and the good we continue to give at myNSLC.com/Community.

Appendix K

Hero Display Proposal Requirements

PROGRAM OVERVIEW

Please describe the overall program including the brand, products, and vision.

GOAL

What are you trying to achieve? How does the display align with shopper trends?

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 end-cap, mid-size, and full-size execution mock-ups of in-store elements, including how your products will be merchandised across various display sizes and locations.

SHOPPER INCENTIVE

How will this be supported in store? For example: education, shopper tastings, Retail Team display contest incentive.

IN-STORE SUPPORT

What is the offer? For example: LT, AIR MILES®, Added Value, shopper contesting.

MEDIA AND SUPPORT TACTICS

How will you be supporting and activating the program out of store? For example, Social media, billboards, paid advertisements.

REQUIREMENTS AND DEADLINE

In addition to the proposal, suppliers must fill in and submit the promotional application form by August 16, 2024. Suppliers may be asked to present to the Category Team to walk them through the display program plans (in-store and any relevant out-of-store activities).

Appendix L

NSLC FY26 Category Review Calendar

PRIMARY CONTACT	CATEGORY 1	CATEGORY 2	SUB-CATEGORY	PRODUCT SPECIFICATIONS (RED, WHITE, ROSE, SUBSUB CAT)	VARIETALS/ STYLES	SIZE	SUBMISSION DEADLINE (EOD)	ESTIMATED NOTIFICATIONS TO SUCCESSFUL APPLICANTS (EOD)	SHELF IMPLEMENTATION (PERIOD)	SHELF IMPLEMENTATION (START DATE)
Michelle Bavis & Rayell Swan	OTO & Port Exclusive	Wine	All Countries/Styles except those listed below	All Styles	Single Varietal/Blends	750ml, 1.5L	Friday, October 11, 2024	As Selected	N/A	N/A
Rayell Swan	General List	Wine	Canada (Non Local)	All Styles	Single Varietal/Blends	750ml, 1.5L	Friday, November 1, 2024	February, 2025	P3	Monday, June 9, 2025
Rayell Swan	General List	Wine	Nova Scotia	All Styles	Single Varietal/Blends	All	Friday, November 1, 2024	February, 2025	P3	Monday, June 9, 2025
Michelle Bavis	General List	Wine	Boxed Wine	All Styles	Single Varietal/Blends	3L (3000ml), 4L (4000ml)	Friday, November 1, 2024	February, 2025	P3	Monday, June 9, 2025
Rayell Swan	General List	Wine	Argentina	All Styles	Single Varietal/Blends	750ml, 1.5L	Friday, November 1, 2024	February, 2025	P5	Monday, August 25, 2025
Michelle Bavis	General List	Wine	Chile	All Styles	Single Varietal/Blends	750ml, 1.5L	Friday, November 1, 2024	February, 2025	P5	Monday, August 25, 2025
Michelle Bavis	General List	Wine	Italy	All Styles	Single Varietal/Blends	750ml, 1.5L	Friday, November 1, 2024	February, 2025	P5	Monday, August 25, 2025
Rayell Swan	General List	Wine	France	All Styles	Single Varietal/Blends	750ml, 1.5L	Friday, November 1, 2024	February, 2025	P5	Monday, August 25, 2025
Rayell Swan	One-Time-Buy	Wine	Rosé	Rosé Wine	Single Varietal/Blends	All	Sunday, September 15, 2024	October, 2024	P1	Monday, March 31, 2025
Kim Davison	General List	Wine & Spirits	At Cash	All Styles	All Styles	50 - 200 ml	Friday, October 11, 2024	January, 2025	P1	Monday, March 31, 2025
Kim Davison	One-Time-Buy	All Categories	Holiday	All Styles	All Styles	All	Monday, March 3, 2025	April, 2025	N/A	Monday, November 3, 2025
Michelle Bavis & Kim Davison	OTO & Port Exclusive	Spirits	All except those listed below	All Styles	All Styles	All	Friday, October 11, 2024	As Selected	N/A	N/A
Kim Davison	General List	Spirits	Vodka	All Styles	All Styles	375ml - 1750ml	Friday, October 11, 2024	January, 2025	P4	Monday, July 21, 2025
Kim Davison	General List	Spirits	Gin	All Styles	All Styles	375ml - 1750ml	Friday, October 11, 2024	January, 2025	P4	Monday, July 21, 2025
Kim Davison	General List	Spirits	Whisky	All Styles	All Styles	375ml - 1750ml	Friday, January 31, 2025	May, 2025	P6	Monday, October 6, 2025
Michelle Bavis	General List	Spirits	Rum	All Styles	All Styles	375ml - 1750ml	Friday, January 31, 2025	May, 2025	P6	Monday, October 6, 2025
Jenna Briggs	General List	Beer	All	All Styles	All Styles	All	Monday, October 14, 2024	February, 2025	P2	Monday, May 5, 2025
Evan Fougere	General List	Craft Beer	All	All Styles	All Styles	All	Monday, October 14, 2024	February, 2025	P2	Monday, May 5, 2025
Neil MacQuarrie	General List	RTD	All	Cider/Coolers	All Styles	All	Monday, October 14, 2024	February, 2025	P2	Monday, May 5, 2025
Neil MacQuarrie	General List	RTD (Post-Summer Adjustment)	All	Cider/Coolers	All Styles	All	N/A	August, 2025	P6	Monday, October 6, 2025
NOTE: SELECT AND EXPRESS ASSORTMENTS (ALCOHOL) WILL BE REVIEWED AS REQUIRED BY THE CATEGORY MANAGEMENT TEAM. NO SUBMISSIONS ARE REQUIRED FOR THESE ASSORTMENT REVIEWS										
Chris Mitton, Amy Boyd, Chris Butler	General List	Cannabis	Dried Flower, Pre-rolls, Infused PR, Vapes, Edibles	Consumable (as requested) Cannabis Sub-categories	All Styles	All	April 2025	July 2025	P5	September 2025
Chris Mitton, Amy Boyd, Chris Butler	General List	Cannabis	All (varied)	Consumable (as requested) Cannabis Sub-categories	All Styles	All	October 2025	January 2026	P9	March 2026
Amy Boyd	One-Time Buy	Cannabis	Christmas	All Consumable Cannabis Sub-categories	All Styles	All	June 2025	August 2025	P7	November 2025
Amy Boyd	General List	Cannabis	Accessories	Accessories	All Styles	All	TBD	TBD	-	-

* Subject to change at Category discretion

Appendix M

Beverage Alcohol Supplier Signage Guide

22" x 17" SIGNAGE

The standard sign that is placed on an end cap or floor display.

CREATIVE REQUIREMENTS

- 22"W x 17"H
- Minimum 300dpi to meet print quality standards
- Ensure file type is acceptable
- PDF: Print-ready with crop marks

CONTENT REQUIREMENTS

- NSLC promotional period dates (dates in-market)
- Product SKU #
- Price point (including discounts)
- Product and/or package size (e.g., 750ml, 473ml, 12 x 355ml, etc.)
- Image of product with correct size shown on signage (e.g. showing a 12-pack vs single can image for a 12-pack product)
- Adhere to NSLC Responsible Advertising Standards
- Contesting details



SIGNAGE EXTENDER

Promotional signage that is attached to right hand side of 22" x 17" signage.

CREATIVE REQUIREMENTS

- 6"W x 17"H
- Minimum 300dpi to meet print quality standards
- Ensure file type is acceptable
- PDF: Print-ready with crop marks

CONTENT REQUIREMENTS

- NSLC promotional period dates (dates in-market)
- Product SKU #
- Price point (including discounts)
- Product and/or package size (e.g., 750ml, 473ml, 12 x 355ml, etc.)
- Image of product with correct size shown on signage (e.g. showing a 12-pack vs single can image for a 12-pack product)
- Adhere to NSLC Responsible Advertising Standards
- Contesting details



LARGE SHELF TALKER

8.5" x 11" creative space that is inserted into a product stack out on the floor.

CREATIVE REQUIREMENTS

- 8.5"W x 14"H
 - **NOTE:** leave 3" blank space at top, 8.5" x 11" usable space
- Minimum 300dpi to meet print quality standards
- Ensure file type is acceptable
- PDF: Print-ready with crop marks

CONTENT REQUIREMENTS

- NSLC promotional period dates (dates in-market)
- Product SKU #
- Price point (including discounts)
- Product and/or package size (e.g. 750ml, 473ml, 12 x 355ml, etc.)
- Adhere to NSLC Responsible Advertising Standards
- Contesting details



*Some exceptions may be made at Category discretion

Appendix M

Beverage Alcohol Supplier Signage Guide

SHELF CARD/SHELF TALKER

A mini sign placed with or over top of a bin tab to promote an additional offer, such as a contest or AIR MILES® Scan & Win.

CREATIVE REQUIREMENTS

- 4.25"W x 4.25"H
- Minimum 300dpi to meet print quality standards
- Ensure file type is acceptable
- PDF: Print-ready with crop marks

CONTENT REQUIREMENTS

- NSLC promotional period dates (dates in-market)
- Product SKU #
- Price Point (including discounts)
- Product and/or package size (e.g., 750ml, 473ml, 12 x 355ml, etc.)
- Adhere to NSLC Responsible Advertising Standards
- Contesting details



NECK TAG

Neck tags provide an opportunity for suppliers to give information of value to the customer, such as tasting notes, recipe information, or contesting.

CREATIVE REQUIREMENTS

- 2.65"W x 2.65"H (spec sizes may vary)
- Minimum 300dpi to meet print quality standards
- Ensure file type is acceptable
- PDF: Print-ready with crop marks

CONTENT REQUIREMENTS

- NSLC promotional period dates (dates in-market)
- Adhere to NSLC Responsible Advertising Standards
- Contesting details



DUMP BIN & CASE STACKERS

A container used to hold and display non-liquor added value that cannot be displayed on participating product.

CREATIVE REQUIREMENTS

- Maximum size: 24"W x 60"H x 24"D

CONTENT REQUIREMENTS

- NSLC promotional period dates (dates in-market)
- Include what the free product is and how to retrieve it (e.g. free glass with purchase of 6 x 355ml)
- Adhere to NSLC Responsible Advertising Standards
- Contesting details



Please note: No additional retail-tainment will be permitted on the Community or AIR MILES® Buy-In Displays (e.g. product neck tags, case backers, shelf cards, etc.)

NSLC