Product Listing Process

Retail Services - Merchandising Department

April 2019 - Version 3.0

BC Liquor Distribution Branch | Retail Services

3383 Gilmore Way, Burnaby, BC V5G 4S1
Overview of Product Listing Process

Log on to the Vendor Facing Website. Under News & Information -> BC LIQUOR STORES INVITATIONS, application details will be posted for each month.

Each invitation will detail application deadline, submission limit, sample deadline, notification date and product launch date.

Please pay attention to any sales quota criteria, product and inventory needs mentioned in the invitation.

Under News & Information -> BC LIQUOR STORES INVITATIONS, application details will be posted for each month.

All product applying for listing status must first be registered as a wholesale product with the BC Liquor Distribution Branch.

For brand new products, under PRODUCT APPLICATIONS, click List a product that you’ve submitted a registration application for.

For a product already registered as a wholesale product with the LDB click List a product that is already registered with the LDB to begin the listing application process.

On the listing application form, please make sure to include a product image, tasting notes, and exchange product SKU # if applicable.

Address product samples to the Category Manager before the sample submission deadline:
- 2 samples for single serve, and one sample for multi-pack beer or refreshment beverages
- 1 sample bottle for wine and spirits

Vendor will be notified of the Category Manager’s decision by an email that will be sent to the email address provided on the listing application. This email will be send out around the Agent Notification date indicated on the invitation letter.

For product that has been approved for a listing, the vendor will receive an approval letter detailing listing type, launch date, exit date, store count or commitment quantity.

For product that will not be listed, the vendor will receive a decline letter.

For approved product listings, please ensure the product is active and proceed to submit a product image and tasting note using the LDB File Transfer Service. Please reference PG 9 for details on how to use this service.

Product image files must be named with the SKU number only, at least 300 dpi resolution and min. 800 pixels in height. The image must depict the product only (no accessories), show current label/packaging and have transparent or white background.

Tasting notes should not exceed 50 words for each SKU and are to reference a description of the taste. Please submit tasting notes in an excel spreadsheet containing two columns, one for the SKU # and one for the tasting note. Description must be in proper sentences and sell sheets will not be accepted.

Failure to submit or adhere to the guidelines will affect the presentation of the SKU on the BC Liquor Stores website.
Product Listing Process at BC Liquor Stores

Application Submission
- Vendor submits Listing Application

Application Assessed
- Product Category Manager assesses the application based on a number of factors

Recommendation
- Category Manager makes recommendation

Decision Made
- Recommendation reviewed by Director of Merchandising

Applicant Notified
- Applicant receives an approval letter or a letter declining their application
BC Liquor Stores has five Category Managers:

<table>
<thead>
<tr>
<th>Category</th>
<th>Category Manager</th>
<th>Contact Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spirits &amp; Sake</td>
<td>Adele Shaw</td>
<td><a href="mailto:Adele.Shaw@bcliquorstores.com">Adele.Shaw@bcliquorstores.com</a> 604-252-8749</td>
</tr>
<tr>
<td>Beer and Refreshment Beverages</td>
<td>Dmitry Batishchev</td>
<td><a href="mailto:Dmitry.Batishchev@bcliquorstores.com">Dmitry.Batishchev@bcliquorstores.com</a> 604-252-8595</td>
</tr>
<tr>
<td>Wines of Europe, Sparkling and Fortified</td>
<td>Barbara Philip</td>
<td><a href="mailto:Barbara.Philip@bcliquorstores.com">Barbara.Philip@bcliquorstores.com</a> 604-252-8743</td>
</tr>
<tr>
<td>Wines of Canada (VQA), USA and South America</td>
<td>Stephen Schiedel</td>
<td><a href="mailto:Stephen.Schiedel@bcliquorstores.com">Stephen.Schiedel@bcliquorstores.com</a> 604-252-8747</td>
</tr>
<tr>
<td>Wines of Australia, New Zealand, South Africa, All Country Wine Casks, BIBC and General Merchandise</td>
<td>Kimberley Giesbrecht</td>
<td><a href="mailto:Kimberley.Giesbrecht@bcliquorstores.com">Kimberley.Giesbrecht@bcliquorstores.com</a> 604-252-8717</td>
</tr>
</tbody>
</table>

During the Listing Application Assessment, the following factors are considered:

- How/whether the product would add value to the selection currently carried in the product category;
- What the current needs are in the category;
- Price point, quality, value, high accolades/ratings or press, trends and market demand;
- Is it a brand new, niche or exciting product, not currently in wholesale, that will attract new customers/drive sales for BC Liquor Stores;
- Packaging and format appropriate for style;
- Whether the product has appropriate marketing support (e.g. limited time offers);
- Reliability of supply and supplier performance;
- Ultimately whether the product will generate good revenue or additional sales in the product category.
Step 1: Check Buying Schedule

- Log on to the Vendor Facing Website. Under News & Information, you will find the Buying Cycle Schedule for the product category of the application. Make note of the application deadline and make sure to have the listing application submitted before the deadline date.

Example of a Buying Cycle Schedule for Wines of Canada (VQA), USA and South America:

<table>
<thead>
<tr>
<th>Region</th>
<th>Applications Requested</th>
<th>Targeted Buy (Approval/Decline)</th>
<th>Indicative Launch</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>North &amp; South America</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Canada</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BC VQA - Spring and Summer</td>
<td>January 15 to February 15</td>
<td>By February 28</td>
<td>April</td>
</tr>
<tr>
<td>BC VQA - Fall and Winter</td>
<td>June 15 to July 15</td>
<td>By July 31</td>
<td>September</td>
</tr>
<tr>
<td><strong>Argentina</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall and Winter</td>
<td>March 1 to March 30</td>
<td>By April 30</td>
<td>October</td>
</tr>
<tr>
<td>Spring and Summer</td>
<td>November 1 to December 1</td>
<td>By December 31</td>
<td>April</td>
</tr>
<tr>
<td><strong>Chile</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall and Winter</td>
<td>April 1 to May 1</td>
<td>By May 15</td>
<td>October</td>
</tr>
<tr>
<td>Spring and Summer</td>
<td>November 15 to December 15</td>
<td>By May 15</td>
<td>October</td>
</tr>
<tr>
<td><strong>US</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall and Winter</td>
<td>May 15 to June 15</td>
<td>By June 30</td>
<td>October</td>
</tr>
<tr>
<td>Spring and Summer</td>
<td>December 1 to December 30</td>
<td>By January 15</td>
<td>April</td>
</tr>
</tbody>
</table>
Step 2: Review Invitation Specifications

Under News & Information -> BC LIQUOR STORES INVITATIONS, application details will be posted for each month.

- Each invitation will detail application deadline, submission limit, sample deadline, notification date and product launch date. Please pay attention to any sales quota criteria, product and inventory requirements mentioned in the invitation.

Example of a Tender Invitation for Wines of Australia, New Zealand, South Africa, All Country Wine Casks and BIBC:

Date: 2019-03-05

<table>
<thead>
<tr>
<th>Applications Accepted</th>
<th># Submissions Per Supplier</th>
<th>Sample Deadline</th>
<th>Agent Notification By</th>
<th>Launch Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 1, 2019 – April 12, 2019</td>
<td>3</td>
<td>April 12, 2019</td>
<td>April 26, 2019</td>
<td>Sept 2019</td>
</tr>
</tbody>
</table>

**Tender Specifications**

- Product must be currently registered for sale in BC.
- A variety of listing types will be considered, including exclusives, of seasonally appropriate table wines in bottle or alternative formats.
- Submissions for rose, red and white wines from renowned international varietals preferred.
- A focus on Wholesale costs: $5.00 – $20.00 per 750 ml, although more premium products with strong accolades will be considered for the holiday season.
- Can be new or existing brands, although line extensions must clearly communicate the consumer need in the application.
- Offerings with a point of difference from the current listed selection should be clearly stated.
- Packaging must have strong visual appeal and compelling story.
- Only complete listing applications will be considered: a marketing plan including promotional plans, accolades and success in other markets, invitation #, jpg, dimensions and tasting note
- Please address finished samples only, labeled with wholesale cost and agent contact information, to:
  
  Kim Giesbrecht – Category Manager
  3383 Gilmore Way
  Burnaby, BC V5G 4S1

**Tender Terms and Conditions**

- Approval letters will include listing type, launch date and store count with the commitment to a case quantity or time period.
- Comply with BCLS listing agreement details including wholesale price point, correct vintage, etc.
- Initial order required in the BCDB warehouse 2 weeks prior to launch date.
- BC Liquor Stores reserves the right to reduce or modify quantities or cancel agreement for late arrivals.
- Agents and suppliers are to monitor their sales performance and manage inventory accordingly, and communicate any product updates to Merchandising.
- Stock issues or inventory limitations may result in product delisting.
- Any excess inventory above the BCLS agreement is the sole responsibility of the supplier/agent.
Step 3: Register Product

- All product applying for listing status must first be registered as a wholesale product with the BC Liquor Distribution Branch.

- If product is not already registered, under PRODUCT APPLICATIONS, click on Register a new product for distribution in British Columbia. This must be done at least 3 weeks prior to the invitation listing application deadline.

- For any questions and inquiries, there is a Registration Process Guide under Resources -> Wholesale Supply Chain -> Registration Process Guide. Or contact ldbagentinfo@bcldb.com.
Step 4: Create Listing Application and Submit Samples

- For brand **new** products, under PRODUCT APPLICATIONS, click **List a product that you’ve submitted a registration application for**.

- For a product already registered as a wholesale product with the LDB< click **List a product that is already registered with the LDB to begin the listing application process**.

- On the listing application form, please make sure to include a product image, tasting notes, and exchange product SKU # if applicable.

- Address sample to Category Manager before sample submission deadline (2 for single serve products and one sample for multi-packs of beer and refreshment beverages; one bottle sample for wine and spirits).

On the listing application, please ensure the email address for notifications is correct. This is the email address that all notification letters and emails regarding store allocation will be sent.
Step 5: Notification letter from Category Manager

After reviewing the listing application and product samples, the Category Manager will contact the vendor regarding the listing status of the product around the Agent Notification date indicated on the invitation letter.

Vendor will receive an approval letter detailing listing type, launch date, exit date, sales quota, store count and commitment quantity (for one time buys) if product has been approved for listing.

Please make note of the product exit date to manage inventory accordingly as product will be discontinued at BC Liquor Stores on the specified date. The initial order must be in the BCLDB warehouse 2 weeks prior to the launch date. BC Liquor Stores reserves the right to modify quantities or cancel agreements for late arrivals.

Decline letters will be sent out for products that will not be listed.
Step 6: Submit Product Image and Tasting Notes

For approved product listings, please ensure the product is active and proceed to submit a product image and tasting note using the LDB File Transfer Service. BC Liquor Stores will only accept product images and tasting descriptions that strictly adhere to the guidelines below.

The BC Liquor Distribution Branch uses a secure File Transfer Service to transmit files internally and externally to other organizations. Please reference the manual on how to use the service:


Product Images

- All bottle shots must be uploaded to:
- Password: BCLSBottleShots
- There will be a sub-folder for each week. The cut off for submitting images will be at 5 p.m. every Thursday. Images submitted thereafter need to be uploaded to the following week’s folder.
- Product must be listed in BC Liquor Stores
- File type MUST be JPEG or PNG
- File MUST be named with SKU (NUMBERS ONLY), eg. 12345.jpg
  - Examples of UNACCEPTABLE file names:
    - #12345.jpg
    - +12345.jpg
    - SKU1234.jpg
- Photo MUST NOT include on-packs or accessories/ props
- Photo MUST NOT depict product in use i.e. open bottle, half empty, chilled with water droplets
- Photo MUST show current label/ packaging (vintage must be updated as well)
- Photo MUST have transparent or white background only
- Photo MUST NOT have a drop shadow/ reflection
- Photo MUST be high resolution
- The File Transfer Service can accommodate any file size but it MUST NOT be less than 800 px in height (applicable to both portrait and landscape images)
- Photo MUST BE CROPPED TO SIZE and must not have white spaces around the product
- For products in packs (i.e. beer or cooler packs, whiskies and wine boxes), the image MUST show the pack or box that is available in stores.
- Please only email bottleshots@bcliquorstores.com for questions. Any images attached or submitted through email will not be accepted. Please use the File Transfer Service.
Tasting Description

- All tasting notes must be uploaded to:
  https://filetransfer.bcldb.com/public/folder/R5uk0elEikyesfTdH394gg/Tasting%20Notes
- Password: BCLSTastingNote$5
- There will be a sub-folder for each week. The cut off for submitting tasting notes for each week will be at 5 p.m. every Thursday. Files submitted thereafter need to be uploaded to the following week’s folder.
- Tasting notes MUST be submitted in an Excel spreadsheet and uploaded to the File Transfer Service
- The spreadsheet must only contain 2 columns:
- Column A – SKU (NUMBERS ONLY), eg. 12345
  - Examples of UNACCEPTABLE SKU numbers:
    - #12345
    - +12345
    - SKU 12345
- Column B – right beside the SKU number is its corresponding tasting note:

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>161816</td>
<td>Black fruits, sweet spices and some minerality. On the palate, this wine is complex with plum, blackberry, clove and oak supported by integrated acidity and tannins.</td>
</tr>
<tr>
<td>2</td>
<td>166020</td>
<td>94 Points, Jeb Dunnuck - “The 2018 Châteauneuf-du-Pape Catana is fermented with plenty of whole clusters aged in semi-muids. It offers smoking good notes of black rasp</td>
</tr>
<tr>
<td>3</td>
<td>152518</td>
<td>92 Points, Jeb Dunnuck, Wine Advocate - “Vinified in concrete and aged in a combination of foudre, demi-muids and stainless steel, it offers a tight, grippy, medium to full-I</td>
</tr>
<tr>
<td>4</td>
<td>211420</td>
<td>95 Points, Wine Advocate - “This is a discreet and smoky wine with a deep, well-defined nose. Juicy-piquant and salty on the well-structured and refreshingly mineral palate</td>
</tr>
<tr>
<td>5</td>
<td>216900</td>
<td>93 Points, James Suckling - “A rich and juicy red with a cherry currant and walnut character. Full-bodied, chewy and tannic, yet polished and focused with a tangle finish. Shov</td>
</tr>
<tr>
<td>6</td>
<td>64152</td>
<td>95 Points, Wine Advocate - “Silky, lush and seamless on the palate, this is a highly finessed and elegant Špižlase with stimulating balance and super fine tannin str</td>
</tr>
<tr>
<td>7</td>
<td>674712</td>
<td>This Marlot is consistently one of the best in BC. Captivating aromas of stewed plum, blackberry, black cherry, mocha, black pepper, cedar and smoke lead to a full</td>
</tr>
<tr>
<td>8</td>
<td>206668</td>
<td>The 2016 Perpetua has a gorgeous nose of pear, apple, lemon and honey with touches of vanilla, toasty oak and a light waft of smoke. Full-bodied, rich and with a</td>
</tr>
<tr>
<td>9</td>
<td>217726</td>
<td>92 Points, Wine Advocate - “The freshness and balance of the vintage is clear...with better balance, very classical and somewhat dominated by the Cabernet flavors</td>
</tr>
<tr>
<td>10</td>
<td>140739</td>
<td>Malibu Lime has a bold and juicy taste with a fresh lime finish, perfect with any mixer and any occasion. Blends well with all your favorite mixers: soda, cola, and more.</td>
</tr>
</tbody>
</table>

- Tasting notes MUST be submitted in proper sentences, not phrases.
- Tasting notes MUST NOT HAVE ANY FORMATTING – cannot be bolded, italicized, underlined.
- Tasting notes MUST NOT BE MULTIPLE PARAGRAPHS and must not fall into different lines/ cells in the Excel spreadsheet.
- We will not accept product sell sheets.
- Tasting notes MUST not exceed 50 words for each SKU and are to reference only a description of the taste.
  - For example: This medium-bodied wine delivers fresh raspberry and blackberry aromas. The wine is soft and smooth with a fruit driven palate complimented by hints of violets and spice.
- If adding a reference or accolade, tasting description must be complete with dates and in the format below. It should be from well-known and well-respected writers or publications and must be in quotation marks:
  - For example: 98 Points, James Suckling - “Majestic aromas of crushed berry, meat, orange peel... perfumes are fabulous.” (October 2016)
Product Delisting

Delisting process is initiated by the Category Manager for a variety of reasons, including:

- Not performing in terms of sales, generally the lowest 10% of products in sub category (based on price point) would be delisted
- Seasonal listings are delisted once the season is over
- One Time Buys are delisted once all of the product has been sold
- If there are quality concerns with the product or concerns with the supplier’s performance