

# Product Listing Process

**BC LIQUORSTORES**

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**Retail Services - Merchandising Department**

**April 2019 - Version 3.0**

**BC Liquor Distribution Branch | Retail Services**

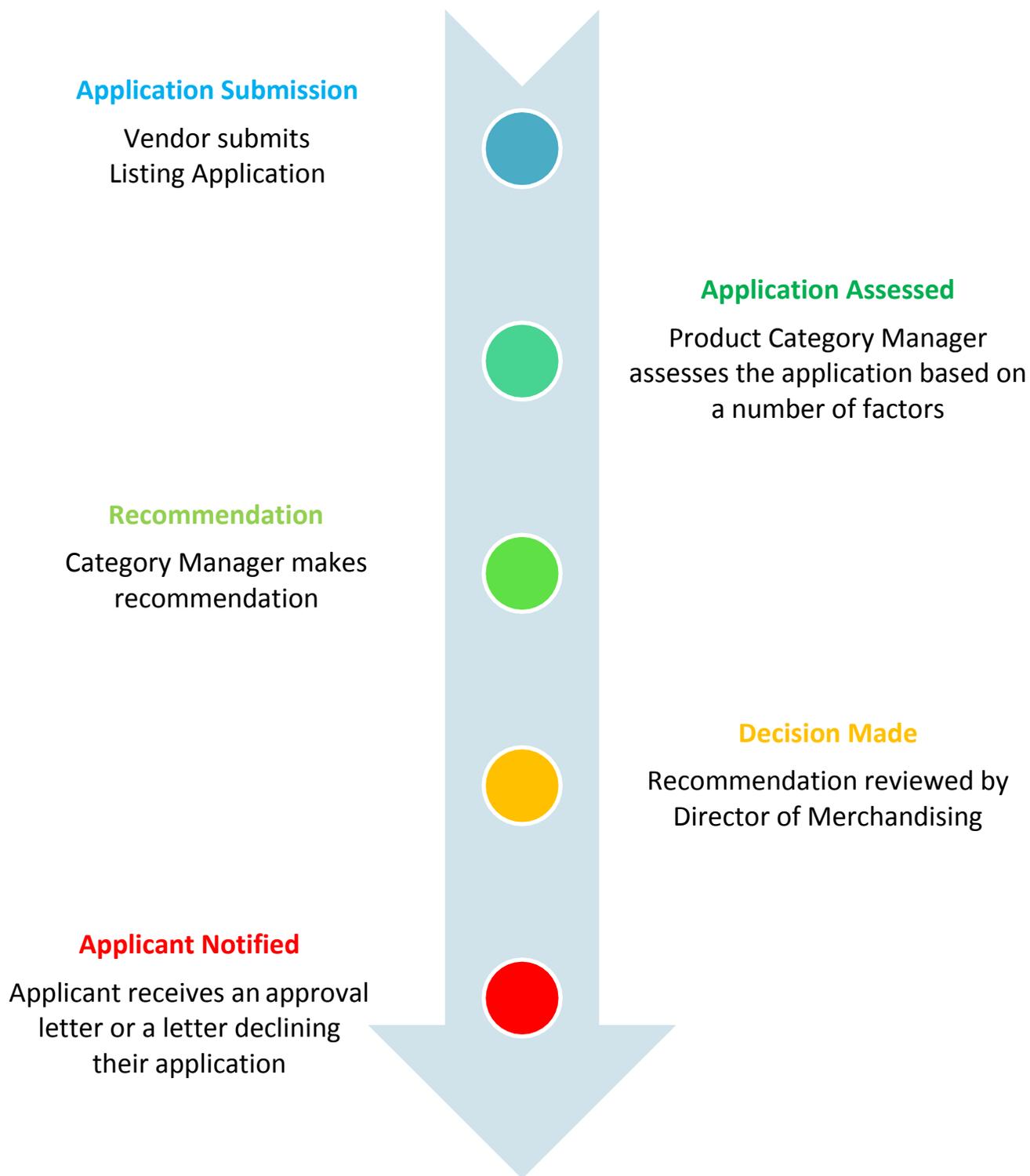
**3383 Gilmore Way, Burnaby, BC V5G 4S1**

## Overview of Product Listing Process



- |   |   |  |   |   |  |
|---|---|--|---|---|--|
| <ul style="list-style-type: none"> <li>• Log on to the Vendor Facing Website. Under News &amp; Information, you will find the <b>Buying Cycle Schedules</b> and current <b>Tender Invitations</b>.</li> <li>• Make note of the application deadlines and make sure to have listing applications submitted before the deadline.</li> </ul> | <p>Under News &amp; Information -&gt; BC LIQUOR STORES INVITATIONS, application details will be posted for each month.</p> <ul style="list-style-type: none"> <li>• Each invitation will detail application deadline, submission limit, notification date and product launch date.</li> <li>• Please pay attention to any sales quota criteria, product and inventory needs mentioned in the invitation.</li> </ul> | <ul style="list-style-type: none"> <li>• All product applying for listing status <b>must first be registered as a wholesale product</b> with the BC Liquor Distribution Branch.</li> <li>• If product is not already registered, under PRODUCT APPLICATIONS, click on <u>Register a new product for distribution in British Columbia</u>. <b>This must be done at least 3 weeks prior to the invitation listing application deadline.</b></li> <li>• For any questions and inquiries, there is a Registration Process Guide under Resources -&gt; Wholesale Supply Chain -&gt; Registration Process Guide. Or contact ldbagentinfo@bcldb.com.</li> </ul> | <ul style="list-style-type: none"> <li>• <b>For brand new products</b>, under PRODUCT APPLICATIONS, click <u>List a product that you've submitted a registration application for</u>.</li> <li>• <b>For a product already registered as a wholesale product</b> with the LDB click <u>List a product that is already registered with the LDB</u> to begin the listing application process.</li> <li>• On the listing application form, please make sure to include a product image, tasting notes, and exchange product SKU # if applicable.</li> <li>• Address product samples to the Category Manager before the sample submission deadline:             <ul style="list-style-type: none"> <li>- <b>2 samples for single serve</b>, and <b>one sample for multi-pack</b> beer or refreshment beverages</li> <li>- <b>1 sample bottle for wine and spirits</b></li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• 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 sent out around the Agent Notification date indicated on the invitation letter.</li> <li>• 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.</li> <li>• For product that will not be listed, the vendor will receive a decline letter.</li> </ul> | <p>For approved product listings, <b>please ensure the product is active</b> and proceed to submit a product image and tasting note using the <b>LDB File Transfer Service</b> Please reference PG 9 for details on how to use this service.</p> <ul style="list-style-type: none"> <li>• <b>Product image</b> files must be named with the SKU number only, at least <b>300 dpi resolution and min. 800 pixels in height</b>. The image must depict the product only (no accessories), show current label/packaging and have transparent or white background.</li> <li>• <b>Tasting notes</b> should not exceed 50 words for each SKU and are to reference a description of the taste. <b>Please submit tasting notes in an excel spreadsheet</b> containing two columns, one for the SKU # and one for the tasting note. Description must be in proper sentences and <b>sell sheets will not be accepted</b>.</li> <li>• Failure to submit or adhere to the guidelines will affect the presentation of the SKU on the BC Liquor Stores website.</li> </ul> |
|---|---|--|---|---|--|

## Product Listing Process at BC Liquor Stores



## BC Liquor Stores has five Category Managers:

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

### 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.

PRODUCT APPLICATIONS   REPORTS   **NEWS & INFORMATION**   RESOURCES   PRICING INFORMATION

### Current Postings

#### WHOLESALE, LDB CORPORATE & GENERAL BCLS ANNOUNCEMENTS   BC LIQUOR STORES INVITATIONS

For information on the LDB's Delta Distribution Centre, click [here](#).

[For Breweries - Results of the LDB Contract Brewing Consultation](#)  
[For Breweries - FAQs regarding LDB Contract Brewing Changes](#)  
[Extension to the April 1 Price Change Deadline: Excise Duty Rate Change](#)  
[Dates and Deadlines for Wholesale Price Changes & Promotions \(WPP\) for 2019/2020](#)  
[Declaration of Brewery Production and Beer Production Request Memo](#)  
[Comprehensive and Progressive Agreement for Trans-Partnership \(CPTPP\) and the CPTPP Origin Declaration Worksheet](#)  
[Canada-European Union Comprehensive Economic and Trade Agreement \(CETA\) and the CETA Origin Declaration Worksheet](#)  
[New Stock Out Notification Form for BCLS Listed Product \(Posted November 29\)](#)  
[Changes to the Container Recycling Fees Effective January 27, 2019 \(Posted November 21\)](#)  
[Marketing and Merchandising Programs Agreement \(Posted October 3\)](#)  
[Suppliers and Agents: Memo - New Promotional Display Guideline for BC Liquor Stores \(Posted September 12\)](#)  
[Potential New Surtax on US Whiskies \(Posted June 28\)](#)  
[Suppliers and Agents: Revised In-Store Tasting Memo \(Posted May 15\)](#)  
[Suppliers and Agents: Any Printed Material, Display Units, or Racks Must Have Prior Approval \(Posted May 14\)](#)

Please submit your registration application 3 weeks prior to the invitation listing application deadline.

2019 Buying Cycle Schedule - All Categories **\*updated January 8, 2019\*** 

**\*\*Please see posted invitations below for specific invitation requirements\*\***

Invitations Closing in July 2019

**NEW** 2019 Spirit Release Invitation - Buying Window Open March 8 - July 1

Invitations Closing in April 2019

**NEW** South African Table Wine Fall Invitation - Open April 1 - 12

**NEW** Import Cask Fall Invitation - Open April 3 - 18

Invitations Closing in March 2019

**NEW** Asian Spirits Invitation - Open March 7 - 30

**NEW** Sake Invitation - Open March 8 - 30

**NEW** Holiday Gift Pack for Wine and Spirits - Open March 8 - 30

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

BC LIQUORSTORES			
NORTH & SOUTH AMERICA	Applications Requested	Targeted Buy (Approval/Decline)	Indicative Launch
<b>Canada</b>			
BC VQA - Spring and Summer	January 15 to February 15	By February 28	April
BC VQA - Fall and Winter	June 15 to July 15	By July 31	September
<b>Argentina</b>			
Fall and Winter	March 1 to March 30	By April 30	October
Spring and Summer	November 1 to December 1	By December 31	April
<b>Chile</b>			
Fall and Winter	April 1 to May 1	By May 15	October
Spring and Summer	November 15 to December 15	By December 31	April
<b>USA</b>			
Fall and Winter	May 15 to June 15	By June 30	October
Spring and Summer	December 1 to December 30	By January 15	April
<b>*Dates are Subject to Change without Notice</b>			

## Step 2: Review Invitation Specifications

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

### BC LIQUOR STORES INVITATIONS

Please submit your registration application 3 weeks prior to the invitation listing application deadline.

2019 Buying Cycle Schedule - All Categories *\*updated January 8, 2019\**

**\*\*Please see posted invitations below for specific invitation requirements\*\***

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**NEW** [Sake Invitation - Open March 8 - 30](#)

**NEW** [Holiday Gift Pack for Wine and Spirits - Open March 8 - 30](#)

- 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

**Invitation Number: 19-4075**

Applications Accepted	# Submissions Per Supplier	Sample Deadline	Agent Notification By	Launch Date
April 1, 2019 – April 12, 2019	3	April 12, 2019	April 26, 2019	Sept 2019

### 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 BCLDB 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.**

**LIQUOR DISTRIBUTION BRANCH**  
Tue Feb 20, 2018  
PRODUCT APPLICATIONS | REPORTS | NEWS & INFORMATION | RESOURCES | PRICING INFORMATION  
To Do List | Search Applications

### Product Applications

**The introduction of the BC Liquor Stores invitation process has resulted in a significant number of product registrations has resulted in a backlog of registration applications. Please submit your registrations three weeks prior to the invitation listing application deadline.**

This area of the site allows you to manage your registration and/or listing applications for products, i.e., submit, check status <

**NOTE: Please DO NOT register (submit registration application) for products that are already listed in the system. product has been sold/listed in the province in the past or to find out if it was previously listed in the province. A product in government liquor stores. To open a new listing application, choose the appropriate 'List' link below.**

Quick Links

- [Register](#) a new product for distribution in British Columbia ←
- [List](#) a product that you've submitted a registration application for
- [List](#) a product that is already registered with the LDB
- [Resume](#) an unsubmitted application (registration or listing)
- [Check](#) the status of a submitted registration or listing application
- [Search](#) for any of your applications and/or letters related to the applications
- [Cancel](#) an application
- [Clone](#) an old application to create a new application
- [Request](#) a change to your submitted application (Please include your application reference number)

- For any questions and inquiries, there is a Registration Process Guide under Resources -> Wholesale Supply Chain -> Registration Process Guide. Or contact [ldbagentinfo@bclldb.com](mailto:ldbagentinfo@bclldb.com).

### REGISTRATION PROCESS GUIDE

- [BC Agents Representing Import Suppliers](#)
- [BC Agents Representing Out-of-Province Suppliers](#)
- [BC Manufacturers Wine and Spirits](#)
- [BC Beer Manufacturers](#)

## 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).

**LIQUOR DISTRIBUTION BRANCH**  
Tue Feb 20, 2018

PRODUCT APPLICATIONS | REPORTS | NEWS & INFORMATION | RESOURCES | PRICING INFORMATION

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- [Check](#) the status of a submitted registration or listing application
- [Search](#) for any of your applications and/or letters related to the applications

Applications Accepted	# Submissions Per Supplier	Sample Deadline	Agent Notification By	Launch Date
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BCLDB Vendor Online - Review Application Summary - Internet Explorer

**LIQUOR DISTRIBUTION BRANCH**

Listing Application #:

Registration Application #:

### Product Listing Application

**Listing Product Detail**

Email Address for Notifications	<input type="text"/>		
BCLDB Supplier No.	<input type="text"/>	BCLDB Agent No.	<input type="text"/>
Single Business No. (SBN)	<input type="text"/>	Single Business No. (SBN)	<input type="text"/>
Supplier Name	<input type="text"/>	Agent Name	<input type="text"/>

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.



**LIQUOR  
DISTRIBUTION  
BRANCH**

**Approval Letter**  
February 9, 2018

Supplier No: [REDACTED]  
Agent No: [REDACTED]

Dear Sir or Madam:  
Re: Approval of Application [REDACTED] for an LDB Listing

A detailed evaluation of the product tendered at this time has been completed. Based on this review, I am pleased to advise you that the new application reviewed by the Listing Committee has been accepted and approved as the following:

Listing type: SPECIALTY.  
One-time buy quantity: [REDACTED]  
Product Name: [REDACTED]  
Size: [REDACTED]  
Wholesale Price: [REDACTED]  
UPC: [REDACTED]  
SCC: [REDACTED]  
BCLDB Product Number: [REDACTED]  
One-time buy [REDACTED] cases, for [REDACTED] check out. Please provide:  
- regular updates  
on ETA to Jonathan Kim  
- product profile and image to Debby Leung and website@bcliquorstores.com

Thank you.

Listing policy requires that the quoted price is to remain in effect for the purchase order. A product profile sheet must be submitted to the appropriate Merchandising Analyst by email or fax (604-252-3200) prior to the product being activated for sale in the stores.

If applicable, licensee customers will use the BCLDB product number when ordering from the LDB.

Yours truly,

**Dmitry Batishchev**  
Category Manager - Beer, Refreshment Beverages and  
General Merchandise  
t 604-252-3319  
e dmitry.batishchev@bcliquorstores.com

## 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:

[http://www.bcliquorstores.com/sites/default/files/Filetransfer\\_User\\_Manual\\_External\\_Users\\_approved\\_to\\_distribute.pdf](http://www.bcliquorstores.com/sites/default/files/Filetransfer_User_Manual_External_Users_approved_to_distribute.pdf)

### Product Images

- **All bottle shots must be uploaded to:**  
<https://filetransfer.bcldb.com/public/folder/jB2aDZiR-066FYzwZeB16Q/Bottle%20Shots>
- **Password: BCLSB0ttle\$hots**
- **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](mailto:bottleshots@bcliquorstores.com) for questions. Any images attached or submitted through email will not be accepted. Please use the File Transfer Service.

# BC LIQUORSTORES



## Tasting Description

- All tasting notes must be uploaded to: <https://filetransfer.bcladb.com/public/folder/R5uk0eIEikyesfTdH394gg/Tasting%20Notes>
- Password: BCLSTastingN0te\$
- 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:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	161816	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.																
2	166020	94 Points, Jeb Dunnuck - "The 2016 Chateaufort-du-Pape Catinara is fermented with plenty of whole clusters aged in demi-muids. It offers smoking good notes of black rasp																
3	152518	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-b																
4	211420	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 palat																
5	216920	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 tangy finish. Show																
6	64152	95 Points, Wine Advocate - "Silky, lush and seamless on the palate, this is a highly finessed and elegant Spätlese with stimulating balance and super fine tannin str																
7	674712	This Merlot 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-																
8	206668	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 c																
9	217726	92 Points, Wine Advocate - "The freshness and balance of the vintage is clear...with better balance, very classical and somehow dominated by the Cabernet flavors																
10	145739	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.																

- 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