

# BC LIQUORSTORES

## BC Wineries: Doing Business with BC Liquor Stores

Webinar on Nov. 16, 2016

Q+As

### In-Store Marketing:

#### 1. What are the deadlines I should know about?

- **Display, Gift With Purchase Display:** Quarterly (ex: for April, May, June 2017 due December 10<sup>th</sup>, 2016)
- **Value-Added (on-packs):** By the 10th of the month, two and half months prior (ex. January 10th for April)
- **Supplier Shelf Talkers** (rep delivered or mailed directly to stores on or before period start date): By the 15th of the month, two and half months prior (January 15th for April)
- **Special Events at Signature BC Liquor Stores:** By the 1<sup>st</sup> of the month, two months prior (ex. February 1st for April)
- **In-Store Tastings:** Deadline is by the 5<sup>th</sup> of the month, two months prior (ex. February 5th for April)

#### 2. What are other ways that I can promote my products?

- **Product Information Sell Sheet** – Product information is a welcome tool for store managers and staff. If you have sell sheets (8 1/2 x 11 single page - may be double sided) for new products or information regarding new vintages of wine, etc., you are welcome to send a proof copy to [marketing@bcliquorstores.com](mailto:marketing@bcliquorstores.com) for approval. Once you receive approval for the content, we require 200 printed copies to be sent to Marketing at 2625 Rupert Street, Vancouver, BC V5M 3T5. We will send it to stores through our internal mail system. **Please note:** you may not send product information, tasting notices or any other items via email directly to stores.
- **Shelf talkers, displays, gift with purchase or value added items** – These are all ways that suppliers can promote their products in BC Liquor Stores. All activity must receive prior approval. See vendor website for full details.
- **Taste Magazine** – This is a quarterly publication put out by BC Liquor Stores. Advertising opportunities are available for half page or full page ads. 130,000 copies of Taste Magazine are made available to the public in all BC Liquor Stores. Ad rates available on the vendor website.

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- **Savvy Shopper flyer** – Applications can be made to [promotions@bliquorstores.com](mailto:promotions@bliquorstores.com) for products that will have a Wholesale Price Promotion. The applications must be submitted by the 1<sup>st</sup> of the month, two months prior (February 1 for April flyer).
- **VQA advocates** – In addition to the support you can provide for your products, the BC Liquor Stores chain supports the education of our product consultants and our VQA advocates when it comes to learning about the wine industry and VQA products. Our VQA Ambassadors actively promote the VQA category and all maintain the section and the end display in those stores. There are currently 121 VQA designated stores with VQA advocates and a permanent VQA end display.

### 3. When hosting a special event at a BC Liquor Store, is there a cap on how many people can attend? Are there tickets that have to be sold in advance?

- Special event formats at Signature Stores may include:
  - Formal, structured tasting closed to the general public, with tickets sold, or invited guests only (maximum seating at 39<sup>th</sup> & Cambie store in Vancouver is currently 24).
  - Informal tasting and sampling of food with a restaurant partner or caterer.
  - Product and/or cooking demonstrations open to all customers for prescheduled time frames.
- The primary venue for BC Liquor Stores Special Events is the 39th & Cambie Signature Store Tasting Room. However, other Signature Stores and key urban locations sometimes serve as event venues where the product(s) featured is an appropriate fit for the local market. An example of these types of events would include celebrity guest appearances, a Stanley Cup tour or live entertainment.
- More information can be found in the [Special Events Toolkit](#) on the vendor website.

### 4. Applications for Shelf Talkers need to be submitted 2.5 months in advance. If you are going to receive a seasonal buy or monthly buy, will you be notified more than 2.5 months so that you can apply for this type of programming?

- Applications can be made for shelf talkers once approval of the listing is confirmed. Marketing needs to be notified that the listing is pending.

### 5. Where can I find application information?

- You can find all of the application forms and deadlines for In-Store Marketing Programs under the “Resources” tab on the vendor website – [www.vendor.bliquorstores.com](http://www.vendor.bliquorstores.com).

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## Products and Selection:

**6. When does BC Liquor Stores decide on the whites/rose for the year, and when do samples need to be sent in for tasting?**

- We decide on the 2016 whites/roses in January/February 2017, based on tank/final samples.

**7. When do BC Liquor Stores decide on their reds for the year, and when do samples need to be sent in for tasting?**

- This is ongoing throughout the year – for the spring seasonal buy on 2017, we generally also look at this in January/February 2017.

**8. How do I set up an “exclusive” with BC Liquor Stores? Can I sell this product through my on-site store, or elsewhere?**

- In order to apply for an exclusive product, please reach out directly to the Category Manager.
- Exclusive products cannot be sold in any other channel in the BC marketplace, including through winery shops.
- Typically these are ongoing products, with extra margin room to allow BC Liquor Stores to price promote when necessary.

**9. What are the requirements for products applying to get listed through BC Liquor Stores?**

- All products applying for sale through BC Liquor Stores must:
  - Be registered for sale in B.C.
  - Be listed (via the Vendor website)
  - Be preceded/accompanied by samples to go with listing applications
  - Have the correct bar codes on the case and bottle
- For VQA wines, all must be BC VQA approved – the winery may be asked to attach the BC VQA approval to the listing application
- Wineries must ship the vintage approved in the listing approval letter. This letter may have other conditions/communication around the buy, timing, seasonality, shipping, and Purchase Order requirements.

**10. How does BC Liquor Stores determine which products are going to get changed out?**

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- The BC Liquor Stores chain generally looks at the bottom 10% of sales in a product sub-category when considering whether to change out listings.
- For one-time buys and monthly buys, customer demand over the 1-3 month sell-through period is the best indication of a product's success versus cases purchased.

## **11. How will the new 'push' system that BC Liquor Stores are rolling out impact products selection?**

- The new point-of-sale system that is being rolled out at BC Liquor Stores will mean that replenishment of product is done at Head Office rather than upon store manager request.
- This won't impact the selection of products for listing, but will simply ensure the replenishment and on-hand stock of product in our stores.

## **12. Are listing decisions made by individual store managers or corporately?**

- Generally, all product listing decisions are made by LDB's Merchandising department.

## **Costs:**

## **13. How can I calculate what my LDB Established Retail Price will be? What are the gross margins applied by BC Liquor Stores?**

- Like other retailers, BC Liquor Stores no longer provides information about its gross margins.
- Generally, the gross margin for each product category is approximately the same.
- Suppliers may wish to compare the wholesale price and BC Liquor Store retail price of their products, or products in the same category, and use this for a general comparison.

## **14. When a product is listed in BC Liquor Stores, does that mean we cannot sell it to Hospitality Customers for less than the LDB Established Retail Price?**

- Yes, if a product is sold through BC Liquor Stores or LDB distributed, the product must be sold to Hospitality Customers (bars, restaurants, etc.) at the LDB Established Retail Price.

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## Wholesale/Retail Split:

### 15. How are products registered now that LDB Wholesale and BC Liquor Stores are operating separately?

- Prior to April 2015, all products went to the Merchandising department for BC Liquor Stores to get registered for sale in the province.
- Following the clear separation between LDB Wholesale and BC Liquor Stores in April 2015, all products must now go to the LDB Wholesale division for registration. The registration process can be found on the [vendor website under “Product Applications.”](#)
- The listing process can also be found on the [vendor website under “Product Applications.”](#)

### 16. What is the difference between registering a product with LDB Wholesale and listing a product with BC Liquor Stores?

- To have a product registered means that it is permitted to be sold in the Province of British Columbia. All liquor products sold in B.C. must be registered.
- To have a product listed is the term that the LDB uses for whether or not that product is sold through the BC Liquor Stores retail chain.

### 17. Can I register a product through LDB Wholesale at the same time as I get the product listed with BC Liquor Stores?

- Yes, you can either apply to have your product listed at the same time as you register it for sale with BC Liquor Stores.