



2017/2018 Marketing Program Guide

PEI LIQUOR
—  —
ALCOOL Î.-P.-É.

Please drink responsibly.

TABLE OF CONTENTS

Introduction	1
Our Vision	1
Our Mission	1
Our Values	2
Commitments & Expectations	2
Key Contacts	2
Sales Trends	3
Applications & Period Highlights	4
Application Process	5
Period Highlights	6
On Shelf Programs	8
Added Value Program	9
Shelf Talker/ Neck Tag Program	10
Limited Time Offer Program (LTO)	11
Display Programs	12
Small Format / Impulse Display Program	13
At Cash Display Programs	13
Premium Mass Displays	15
Spirit End Aisle Display	16
Beer Style & Featured Cocktail	17
Wine End Displays	18
Wines of the World	19
Spirit & Wine End Wing Display	20
Case Stacker Display	21
Chilled Product Program	22
Cooler at Cash Program	22
Chilled Wine and Spirits Program	23
In- Store Tasting Program	24
PEI Liquor Wine Tasting Station	26
Advertising	27
Website, Social Media & E-Flyer *New*	28
Exterior Window Advertising	31

PEI Liquor is a Provincial Crown Corporation, reporting to the Department Finance. It is governed by a five member, government appointed board of commissioners, and is responsible for the importation, distribution, wholesaling, retailing and regulation of beverage alcohol within the province.

The **2017/2018 Marketing Program Guide** has been prepared in order to help provide agent and supplier partners with the information necessary to maximize marketing opportunities with PEI Liquor. While you have been provided this copy for reference, PEI Liquor will communicate changes with you electronically and encourages you to check the online version located on www.liquorpei.com for any updates.

PEI Liquor is committed to excellence in retail sales and will achieve this by:

- Providing opportunities for supplier programming throughout year
- Committing to having the necessary inventory to successfully execute marketing programs
- Continually updating retail locations to maximize sales opportunities
- Optimizing the SKU base to maximize sales volumes

OUR VISION

PEI Liquor will be recognized as a truly superior retailer in Prince Edward Island. We will achieve this through quality products, modern technology and increased services. We will always strive for the best possible value for our customers, staff and other stakeholders.

OUR MISSION

The PEI Liquor regulates the sale of beverage alcohol under the authority of the Liquor Control Act. It manages the distribution of alcohol by:

- Operating in a socially responsible manner;
- Achieving the revenue goals of the Provincial Government;
- Providing suppliers with controlled access to the marketplace on a fair basis from modern, attractive venues;
- Encouraging responsibility and moderation in the consumption of beverage alcohol;
- Providing its employees with equal opportunity and increased training programs that assist in individual and personal development and in the Commission's overall customer service strategy.



PEI LIQUOR
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Provinciale Corporation

Island style



OUR VALUES

- **Moderation** - We promote responsible use as a way of life.
- **Quality Service** - We take pride in the quality of our work. We strive for excellence in caring for our customers, suppliers and one another.
- **Continuous Improvement** - As a retailer, we welcome change. We are committed to continuous improvements to all our services.
- **Integrity and Fairness** - We take responsibility and are fully accountable for our actions, decisions and behavior. We meet our commitments and obligations to co-workers, customers and business partners. We are open, honest and fair.
- **Importance of People** - We are committed to fostering a positive workplace that builds teamwork and mutual respect and encourages individual development.
- **Focus on Results** - We are committed to getting the job done and improving our productivity levels

COMMITMENTS & EXPECTATIONS

PEI Liquor commits to providing the highest quality service to our suppliers and partner. Approved marketing programs will benefit from:

- On-time implementation of displays and other marketing program materials
- Proper positioning of all display opportunities
- Proper positioning of all Point of Sale (POS) materials

To ensure the success of approved marketing programs, PEI Liquor:

- Expects that suppliers will forward graphics in a timely fashion so signage can be printed.
- Commits to carrying sufficient inventory to ensure the success of each marketing program.

Category managers are available to meet with agents and suppliers to help maximize opportunities to market your products and to determine programs to help execute and maximize marketing strategies.

***PEI Liquor reserves the right to cancel programs without prior notice to the supplier, as well as the right to revise, alter, add or remove the data contained in this document.**

KEY CONTACTS

Please direct any questions regarding marketing programs and promotional opportunities to the following:

Daniel MacDonald
Marketing Manager
Phone: (902) 368-6277
Email: ddmacdonald@liquorpei.com

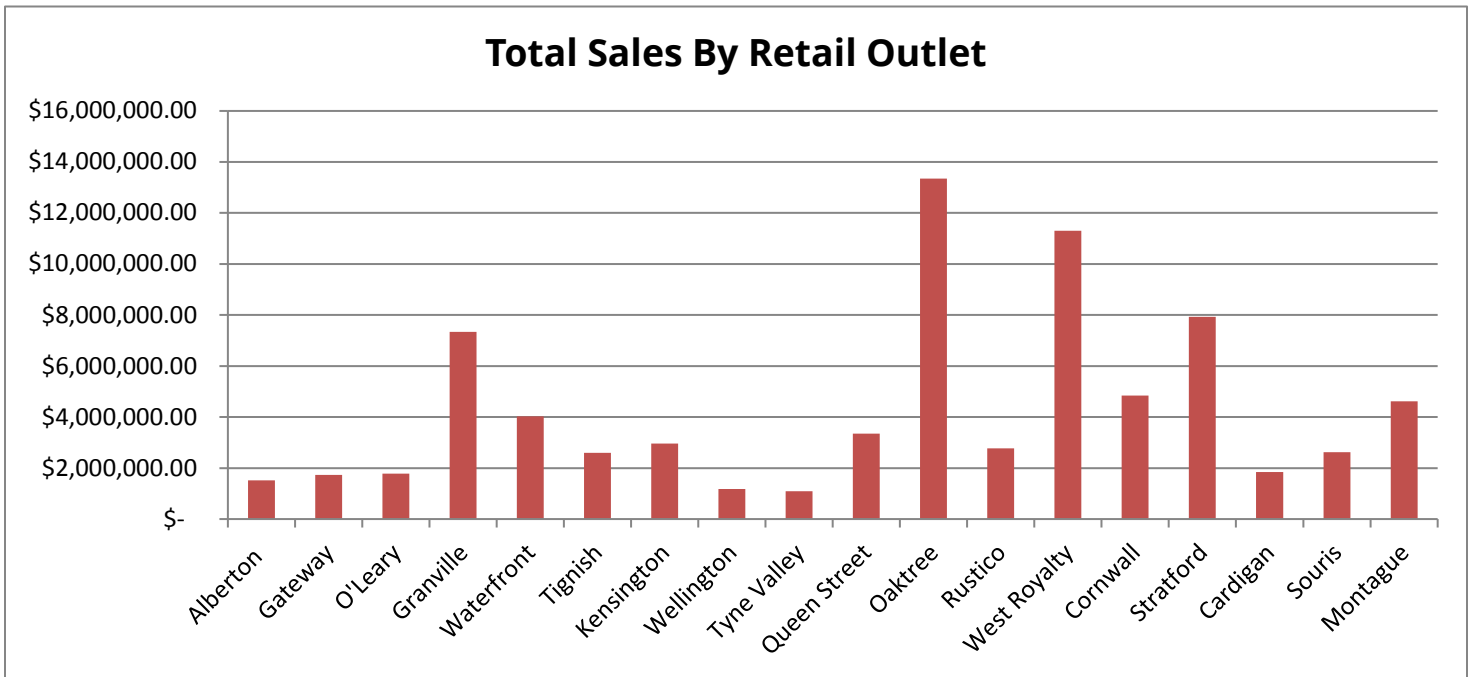
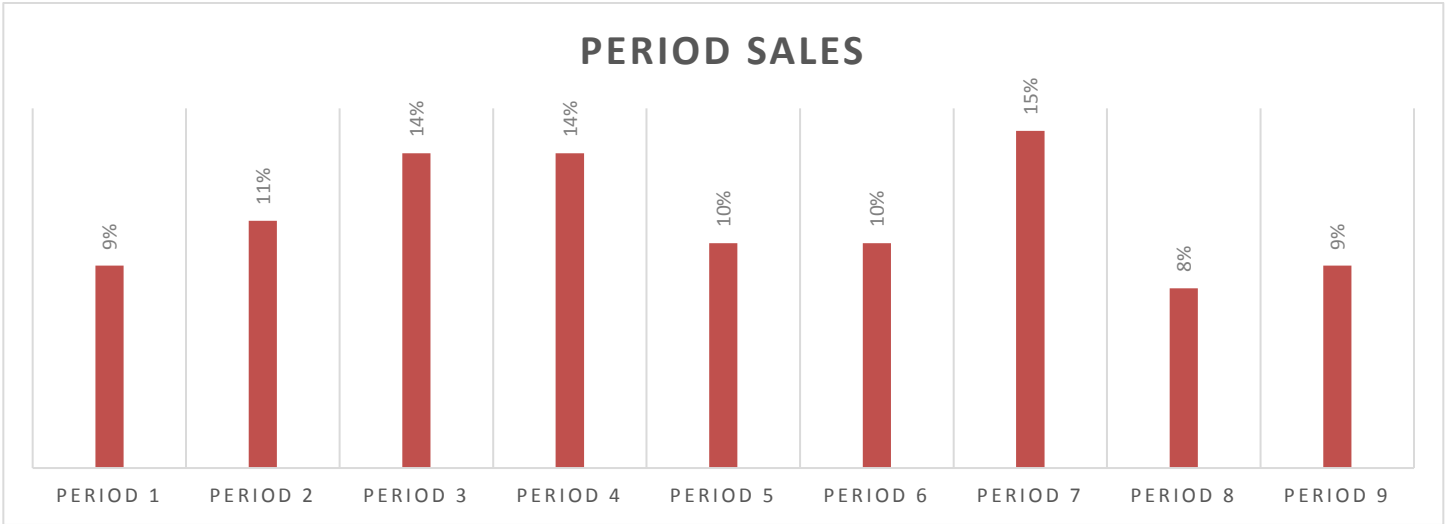
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This document details PEI Liquor’s updated marketing programs, program periods and application process for PEI Liquor’s fiscal year (April 2015 – March 2016). Marketing program fees are aligned not only by store sales but also by monthly sales volumes as detailed in the following:



PEI Liquor Marketing

APPLICATIONS & PERIOD HIGHLIGHTS

PEI Liquor has a variety of marketing programs available for 2016/17, and is open to discussing other mutually beneficial opportunities. The following programs are available for the **program periods** outlined on page 5 of this document.

Invoices will be issued to Applying Agents upon program completion, **NOT to Individual Suppliers**. Note, invoices will be issued to the agent that initially applied for the marketing program, unless otherwise notified. If changes to your portfolio occur, please advise the marketing manager immediately, so the changes can be made.

Pricing is based on display opportunity and further by period, size and number of locations. Where an opportunity is not available in all 18 locations, the list of stores appears in order by sales

MARKETING PROGRAM APPLICATIONS

Various marketing program opportunities are available throughout the year. Details of these programs are outlined in this document. Interested suppliers are invited to complete a **Marketing Program Application Grid** which can be found on our website www.liquorpei.com

APPLICATION PROCESS

Marketing Program Application Grids can be submitted for any of the available program periods outlined in the Marketing Program Timeline below. Submissions must be received as detailed in the **Program Application Deadlines column**. PEI Liquor will review applications and provide **Program Approval Notification**.

Current inventory and lead times for product delivery should be taken into consideration when submitting **Marketing Program Application Grids**, to ensure sufficient stock is available to maximize the benefit of the program.

MARKETING PROGRAM TIMELINE				
Period	Program Dates	Total Program Days	Program Application Deadline	Supplier Artwork Deadline
1	April 1 - May 9	39	January 8, 2017	March 29, 2017
2	May 10 - June 20	42	January 8, 2017	May 3, 2017
3	June 21 - July 25	35	January 8, 2017	June 14, 2017
4	July 26 - August 29	35	February 26, 2017	July 19, 2017
5	August 30 - October 3	35	February 26, 2017	August 23, 2017
6	October 4 - November 14	42	February 26, 2017	September 27, 2017
7	November 15 - January 2	49	May 6, 2017	November 8, 2017
8	January 3 - February 15	44	May 6, 2017	December 28, 2017
9	February 16 - March 31	44	May 6, 2017	February 8, 2017

PERIOD HIGHLIGHTS

The PEI Liquor Marketing Calendar is continually developing. Each period has additional investments where POS and merchandising are planned to improve the customer shopping experience. Agents and suppliers are encouraged to explore the following opportunities and submit programs that support these initiatives for each occasion.

Period 1 – April 1 to May 9 – Island Nature Trust

This fundraising-based promotion supports the Island Nature Trust and is highlighted by participating supplier contributions, based on sales figures. The funds enable projects of the Island Nature Trust on Prince Edward Island. Island Nature Trust Website www.islandnaturetrust.ca. If you wish to program your products in Period 1, it is mandatory to participate in the Island Nature Trust campaign.

Period 2 – May 10 to June 20 - Festival of Wines, Featuring USA

This period supports the annual Festival of Wines in-stores; with the goal of encouraging more people to explore the category and showcasing the feature country for 2016 – **USA**. The Festival and supporting period promotion provide an opportunity for customers to try new offerings and evolve their understanding of the category, which continues to grow on PEI.

Periods 3 & 4 - June 21 to August 29 – Island Style

This “Island Summer” themed campaign is designed to awaken all five senses, inspire smiles in those it touches, and encourage customers to enjoy the PEI summer just that little bit more. PEI is a great place to be during the summer; many people are on vacation and have discretionary income to spend, and this program is designed to make the most of this. Stores are merchandised to drive sales and we want to influence purchase decisions through supporting supplier promotions and sampling experiences – with the goal of up-selling customers and enticing them to increase their basket size just that little bit more!

Period 5 – August 30 to October 3 - Beer Personalities

This promotion supports supplier in-store promotions during the PEI Beer Festival (which takes place in early September). With the onset of fall, the program is designed to extend the beer category's peak sales period and capture customer attention by making beer exciting. It is designed to celebrate the differences between beer types, and encourage customers to break the mold and start experimenting by learning more about each beer flavour; taking simple, easy to understand taste descriptors and personifying them with people personalities; it provides customers with a clever roadmap for exploring, selecting and enjoying more beer options!

Period 6 – October 4 to November 14 – A Fine Tasting Experience, PEI Spirit Festival

This promotion focuses on spirit category education. In 2014 we introduced the World of Whiskey promotion, which highlighted interesting facts and helped consumers identify and differentiate between Irish, Canadian and American whiskeys – all with the end goal of boosting sales for the product category. This year, we will spotlight Rum; the program will be designed to showcase the flavours, varieties and nuances of this beloved spirit.

Period 7 – November 15 to January 2 - Holiday Hosting

November and December are big months for celebrating, hosting, and for the sale of PEI Liquor products. This promotion is designed to support customers at this time, with fun and inspiring holiday hosting ideas, during a high-volume time of year. During this program, stores are merchandised to capitalize on the holidays, and seasonal items are an important part of the period.

Period 8 – January 3 to February 15 – Explore LiquorPEI.com

The Winter Warm-up promotion celebrates the “warming” power of premium spirits, wines and beer that are associated with winter weather. The campaign uses inspiring drink imagery and lines to generate fun winter cocktail ideas and encourage customers to enjoy the warmer side of winter, and find their own way to warm-up! The goal of the program is to influence purchase decisions in-stores and encourage customers to add premium incremental products to their basket.

Period 9 – February 16 to March 31 - Double Up Event

This is an exciting program that will debut in 2017, in which we will encourage customers to “Double Up” their purchases to capitalize on deeper savings. The theme will be designed to support the idea of double savings – and maybe even fun. This will help PEI Liquor capitalize on each customer visit, while “limited time” offers and messaging can help to encourage customers to come back again soon.



PEI Liquor Marketing ON SHELF PROGRAMS

ADDED VALUE PROGRAM

Both liquid on and non-liquid added value options are available as part of this program. The supplier or agent is responsible to ensure timely order and shipment of all Liquor added-value items to the PEI Liquor Warehouse. All non-liquor added-value items should be shipped directly to stores. There is **no additional charge** for delivery to the Retail Outlets. Promotional items for approved programs will be:

- Tamper proof
- In the event that items will be attached to another product, promotional items will be attached/removed by PEI Liquor staff on schedule with timing of the program
- Provided with attachment mechanism
- Formats no larger than 200ml
- Subject to the following fees:
 - Subject to a \$0.20/unit handling fee (liquid on liquid)
 - Subject to a \$0.10/unit deposit (liquid on liquid)
 - Handling fees applicable to beverage alcohol added value only
 - All liquid on liquid subject to deposit
- Other format opportunities will be handled on an individual basis
- All non-liquor added values are to be delivered directly to the stores.
- Please provide a camera ready image of any non-liquor added value for social media purposes.
- The added value program will be added to the product description on the website for the duration of the program.
- All liquor added value products must be received by PEI Liquor **four (4) weeks** in advance of the scheduled promotion period. Please contact Dave Stewart (902)368-5721 or dlstewart@gov.pe.ca to notify of added value shipment.

ADDED VALUE PROGRAM	
Program Period	Cost (per SKU)
1	\$250
2	\$320
3	\$320
4	\$320
5	\$320
6	\$300
7	\$400
8	\$200
9	\$220
Eligible Products: All Categories Excluding Economy SKUs	
Locations: All 17 Retail Outlets	



SHELF TALKER / NECK TAG PROGRAM

On shelf promotional materials can generate interest and help to differentiate products. Promotion in this manner can include but is not limited to shelf talkers, neck tags and pad bound promotional materials.

These items can be used to communicate product accolades, supplier managed contests, recipes, pairings and general product details.

Maximum dimensions for shelf talkers are 4"x5" which **must** include a 1" flap.

All materials under this program require prior approval and follow the Application Process set out on page 6 of this document.

PROGRAM PERIOD	COST (per SKU)
1	\$100
2	\$100
3	\$150
4	\$150
5	\$100
6	\$100
7	\$150
8	\$75
9	\$75
Eligible Products: All Categories	
Locations: All 17 Retail Outlets	



LIMITED TIME OFFER PROGRAM (LTO)

Suppliers are invited to provide discounts as a Limited Time Offer. Spirit category suppliers **must** ensure pricing remains mainstream to Limited Time Offer pricing and that Limited Time Offer pricing does not fall below the Social Reference Pricing (SRP) as noted in the table below.

- PEI Liquor will produce shelf talkers to feature the Limited Time Offer (LTO).
- Each marketing period a homepage web banner will be created on www.liquorpei.com to promote the LTO products. This banner will click through to the **What's On Sale** page to display all products that reflect a Limited Time Offer.
- PEI Liquor may at its discretion feature a number of LTO's from each marketing period in the e-flyer and social media posts.

SPIRITS	
Format	Minimum Retails Required for LTO Activity
50ml	\$3.09
200ml	\$10.09
375ml	\$14.99
750ml	\$27.29
1.14L	\$40.89
1.75L	\$60.59
3L	\$102.95
WINE	
750ml	\$11.99
1L	\$13.99
1.5L	\$20.99
2L	\$24.99
3L	\$35.99
4L	\$45.99

LIMITED TIME OFFER PROGRAM	
Program Period	Cost (per SKU)
1	\$250
2	\$320
3	\$320
4	\$320
5	\$320
6	\$300
7	\$400
8	\$200
9	\$220
Eligible Products: All Categories Excluding Economy SKUs	
Locations: All 17 Retail Outlets	

LTO fees for **wines 750ml** only are prorated based on the regular retail as follows:

Up to \$17.00: 100% of LTO fee

\$17.01-\$22.00: 50% of LTO fee

\$22.01 and over: 0% of LTO fee

LTO fees for spirits **750ml only** are prorated based on the regular retail as follows:

Up to \$29.99 : 100% of LTO fee

\$30.00-\$49.99: 50% of LTO Fee

\$50.00 and over: 0% of LTO fee

*** In Period 7, Wine LTO's will be limited to 750ml products with retail of \$13.99 and above***

PEI Liquor Marketing

DISPLAY PROGRAMS

*** Display signage for all End Cap and Floor Displays will be designed and printed by PEI Liquor, Product Bottle and/or Case images must be provided upon request.**

SMALL FORMAT / IMPULSE DISPLAY (200ml & 375ml Shelf)

A separate display space for 200ml & 375ml format products is available near the point of purchase in **10** PEI Liquor Retail Outlets. PEI Liquor provides display units for these impulse purchase items. The selection of 200ml & 375ml format products is based on the following factors:

PROGRAM PERIOD	COST (per SKU)	COST (per SKU)
April-March	\$1100	\$350
Eligible Products:	200ml Spirits	375ml Wine
Locations: Oaktree, West Royalty, Stratford, Granville, Waterfront, Cornwall, Montague, Queen Street, Souris and Tignish (10)		

AT CASH DISPLAY PROGRAMS

Impulse at Cash Program – Small Format

Displays of 200ml, 250ml or 375ml products can be made at cash.

One space available per program period.

The selection of products is based on the following factors:

- Seasonal themes
- Profitability/Sales potential
- Inventory levels
- Impulse in nature
- Program Support

AT CASH DISPLAY PROGRAM Small Format	
Program Period	Cost (per SKU)
1	\$300
2	\$325
3	\$400
4	\$400
5	\$325
6	\$325
7	\$450
8	\$250
9	\$250
Eligible Products: 200ml, 250ml, 375ml formats.	
Locations: All 17 Retail Outlets	



Impulse at Cash Program - Large Format

Displays of products greater than 375 ml can be made at cash. **One space available per program period.** The selection of products is based on the following factors:

- Seasonal themes
- Profitability/Sales potential
- Inventory levels
- Impulse in nature
- Program Support

AT CASH DISPLAY PROGRAM LARGE FORMAT	
Program Period	Cost
1	\$750
2	\$900
3	\$1000
4	\$1000
5	\$900
6	\$900
7	\$1200
8	\$750
9	\$750
Eligible Product: 750ml formats	
Locations: Oak Tree, West Royalty, Stratford, Montague, Waterfront, Kensington, Tignish, Gateway, Souris, O'Leary, Alberton, North Rustico (12)	



PREMIUM MASS / FLOOR DISPLAYS

PEI Liquor offers category specific display opportunities to feature products throughout our retail outlets.

FLOOR DISPLAYS				
Program Period	Premium Mass Display (1 Space Available- Spirits)	Premium Cask Display (1 Space Available- Wine)	Floor Display 1 (2 Spaces Available)	Floor Display 2 (2 Spaces Available)
1	\$3,500	\$3,500	\$2,000	\$1,250
2	\$4,200	\$4,200	\$2,500	\$1,500
3	\$5,500	\$5,500	\$3,300	\$1,900
4	\$5,500	\$5,500	\$3,300	\$1,900
5	\$4,500	\$4,500	\$2,750	\$1,500
6	\$3,750	\$3,750	\$2,500	\$1,300
7	\$6,750	\$6,750	\$4,000	\$2,200
8	\$2,500	\$2,500	\$1,500	\$850
9	\$2,500	\$2,500	\$1,500	\$850
Locations	All 17 retail outlets	All 17 retail outlets	Oaktree, West Royalty, Stratford, Granville, Waterfront, Cornwall, Montague, Alberton, O'Leary, Tignish, Kensington, Rustico, Souris, Cardigan and Queen Street (15)	Oaktree, West Royalty, Stratford, Granville, Montague, Queen Street, Cornwall, Alberton and Waterfront (9)
% PEI Corporate Retail Store Sales	100%	100%	98%	78%
SKU Limits: Please contact Category Manager for opportunities in excess of 4 SKUs				
Eligible Categories: All categories				



SPIRIT END DISPLAYS

Products that are displayed on the Premium Spirit End will also be highlighted as a Feature Product on www.liquorpei.com

SPIRIT END DISPLAYS				
Program Period	Premium Spirit End	Spirit End 1 (3 Spaces Available)	Beer Styles Display (Price per SKU)	Featured Cocktail Display (Price per SKU)
1	\$1,400	\$900	\$150	\$150
	\$1,600	\$1,050	\$150	\$150
3	\$1,800	\$1,200	\$150	\$150
4	\$1,800	\$1,200	\$150	\$150
5	\$1,700	\$1,100	\$150	\$150
6	\$1,500	\$1,000	\$150	\$150
7	\$2,000	\$1,500	\$150	\$150
8	\$1,000	\$675	\$150	\$150
9	\$1,000	\$675	\$150	\$150
Locations	All 17 retail outlets	Oaktree, West Royalty, Stratford, Granville, Waterfront, Cornwall, Montague, Alberton, O'Leary, Tignish, Kensington, Rustico, Gateway, Souris, Cardigan and Queen Street (16)	Oaktree, West Royalty, Stratford, Granville, Montague, Queen Street, Cornwall, Alberton and Waterfront (9)	Oaktree, West Royalty, Stratford, Granville, Montague, Queen Street, Cornwall, Alberton and Waterfront (9)
% PEI Corporate Retail Store Sales	100%	97%	78%	78%
SKU Limits	4 SKUs	4 SKUs	4 SKUs	4 SKUs
Eligible Categories: All spirit products				



BEER STYLE & FEATURED COCKTAIL DISPLAYS

Spirit End 2 Displays have now been converted to a Beer Style and Feature Cocktail Displays. These displays are set to highlight up to 4 SKUs for each feature.

To create the theme of the displays in-store, shelf talkers will be designed and printed by PEI Liquor for the Beer Style and Feature Cocktail Displays.

The Feature Cocktail will be outlined on www.liquorpei.com as the "Feature Cocktail", as well accompanied with the cocktail recipe on the product listing page.

PROGRAM PERIOD	BEER STYLE DISPLAY
1	Crisp & Hoppy
2	Flavoured & Refreshing
3	Local/Atlantic
4	Lighter & Refreshing
5	PEI Beer Festival
6	Cider
7	Bright & Balanced
8	Bold & Full Flavoured
9	Fruity & Smooth

PROGRAM PERIOD	FEATURED COCKTAIL
1	Gin & Tonic
2	Sangria Summer
3	TBD- Island Style
4	TBD- Island Style
5	Classic Caesar
6	Whiskey Sour
7	TBD-Holiday Cocktail
8	White Russian
9	Margarita




Beer Style of the Month

Flavoured & Refreshing

STYLE: Flavoured Lagers, Flavoured Light Lagers

TASTE EXPERIENCE: Lighter body, slightly tangy, mild to medium sweetness, dry finish.

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Cocktail of the Month

WHISKY SOUR

INGREDIENTS

- 2 oz whisky
- 1/2 oz fresh lemon juice
- 1/2 oz simple syrup
- Lemon or orange slice and Maraschino cherry

DIRECTIONS

1.) To a cocktail shaker filled with ice, add the liquid ingredients and shake vigorously. Strain into a chilled sour glass filled with ice. Garnish with the lemon slice and cherry.

- 1 Jim Beam Devils Cut 750 ml
- 2 Canadian Club 100% Rye 750 ml
- 3 J.P. Wiser's Deluxe 750 ml
- 4 Crown Royal Northern Harvest Rye 750 ml

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MADE IN THE PEI REGION

WINE END DISPLAYS

Products that are displayed on the Premium Wine End will also be highlighted as a Feature Product on www.liquorpei.com

WINE END DISPLAYS				
Program Period	Premium Wine End (1 per store)	Wine End 1 (2 per store)	Wine End 2 (2 per store)	Wines of the World Display (1 per store) (Price per SKU)
1	\$1,200	\$650	\$450	\$150
2	\$1,500	\$750	\$500	\$150
3	\$1,500	\$750	\$500	\$150
4	\$1,500	\$750	\$500	\$150
5	\$1,500	\$750	\$550	\$150
6	\$1,400	\$1000	\$500	\$150
7	\$1,700	\$1,500	\$600	\$150
8	\$1,000	\$675	\$450	\$150
9	\$1,000	\$675	\$450	\$150
Locations	All 17 retail outlets	Oaktree, West Royalty, Stratford, Granville, Waterfront, Cornwall, Montague, Alberton, O'Leary, Tignish, Kensington, Rustico, Gateway, Souris, Cardigan and Queen Street (16)	Oaktree, West Royalty, Stratford, Granville, Montague, Queen Street, Cornwall, Alberton and Waterfront (9)	Oaktree, West Royalty, Stratford, Granville, Montague, Queen Street, Cornwall, Alberton and Waterfront (9)
% PEI Corporate Retail Store Sales	100%	97%	78%	78%
SKU Limits	4 SKUs	4 SKUs	4 SKUs	4 SKUs
Eligible Categories: Premium Wine End Display is restricted to 750ml products \$13.99 and above.				



WINES OF THE WORLD

One wine End 1 Display has been converted to a thematic display- **Wines of the World**. These displays are set to highlight up to 6 SKUs for period.

To create the theme of the displays in-store, shelf talkers will be designed and printed by PEI Liquor for the Wines of the World Display.

The features Wines of the World will be outlined on www.liquorpei.com on each product listing page.

PROGRAM PERIOD	WINES OF THE WORLD
1	New Zealand
2	Rosè
3	Celebrate Canada- 150 th Anniversary
4	Summer Sippers
5	Italy
6	Big Bold Reds
7	Sparkling
8	Australia
9	USA



SPIRIT & WINE END WINGS

Only cross category products will be approved for this program, in effort to entice consumers to make an impulse purchase in a category outside of their initial intention.

SPIRIT & WINE END WINGS	
Program Period	Sprit & Wine End Wings
1	\$650
2	\$750
3	\$750
4	\$750
5	\$750
6	\$1000
7	\$1,500
8	\$675
9	\$675
Locations: Location of displays are based on availability of space in stores.	



CASE STACKER DISPLAY

PEI Liquor is pleased to offer Case Stacker Displays which will be placed in high traffic areas. These displays will be offered in **fourteen (14)** PEI Liquor Retail Outlets which represents 88% of total sales. The Case Stacker Display unit will be provided by the supplier once approved by PEI Liquor. The selection of Case Stacker Displays is based on the following factors:

- Seasonal themes
- Profitability/Sales potential
- Inventory levels
- Impulse in nature
- Program support

CASE STACKER DISPLAY	
Program Period	Cost (per SKU)
1	\$600
2	\$700
3	\$800
4	\$800
5	\$700
6	\$600
7	\$800
8	\$500
9	\$500

Locations: Oaktree, West Royalty, Stratford, Granville, Montague, Waterfront, Kensington, Rustico, Alberton, O'Leary, Tignish, Gateway, Queen Street and Souris.

Program is limited to one (1) per period.



CHILLED PRODUCTS PROGRAMS

Cooler at Cash Program

Open faced coolers are located at cash for impulse Single Serve products which are typically refrigerated. There are **Twelve (12)** Display opportunities available per retail outlet. Suppliers can apply for brands within the marketing period applications. The program allows for one (1) brand with two (2) facings per period. The selection of Cooler at Cash products will be based on:

- Category strategy
- Seasonal themes
- Profitability/Sales potential
- Inventory levels
- Program support

PROGRAM PERIOD	COST (per SKU)
April-March (year)	\$5000
Eligible Products: Single Serve Beer, Ready to Drink, Cider and Wine.	
Locations: Oaktree, West Royalty, Stratford, Granville, Waterfront, Cornwall, Montague, Kensington, North Rustico, Queen Street, O'Leary & Borden-Carleton. (12)	



Chilled Wine and Spirits Program:

This is a 12 month program period with option to change product upon approval from PEI Liquor. Other formats i.e. – 1.5L will be pro-rated according to number of facings. Guaranteed SKU facings in **Top 7** PEI Liquor retail outlets. The remaining outlets will accommodate participating SKUs based on space availability

CATEGORY	ANNUAL PROGRAM FEE
Spirits and Wine 750ml - 1500ml	\$1300 per SKU



PEI Liquor Marketing

IN-STORE TASTINGS

In-store tastings provide an excellent opportunity to allow customers to sample products they may not have normally purchased. All product categories are eligible for in-store tastings.

Supplier, Agent or Host Responsibilities:

It is the responsibility of the supplier, agent or host to:

- Purchase product from Retail Outlet.
- Ensure no advertising of any form including but not limited to print, radio, television, online will be made to promote the in-store tasting session. Notices can be posted within the participating retail outlet during the scheduled tasting time(s).
- Verify inventory levels of tasting products with the store manager prior to the tasting.
- Assemble and dismantle the tasting station/booth.
- Ensure all necessities for the tasting session including product, cups, table cloth, napkins are available and that the tasting station is clean and tidy with appropriate waste containers at all times during the tasting sessions.
- Provide recipe cards or any other display material (e.g. posters, danglers, backer cards) to highlight the products being tasted.
- Monitor sampling and safeguard against the sampling by minors or intoxicated persons.
- Ensure that opened product is not left unattended at any time.
- Assume responsibility for any liability arising as a result of the tasting.
- Contact both the Marketing Coordinator and the Store Manager in the event of the need to cancel. Please provide 24 hours' notice of cancellation.

Store Manager/Staff Responsibilities:

It is the responsibility of PEI Liquor Store Managers and Staff to:

- Ensure appropriate amount of product being sampled is available
- Ensure adequate space is available in a highly visible area to maximize the opportunity
- Monitor the amount of product sample poured and the safekeeping of the open product in the event the tasting continues for a following day
- Communicate and ensure staff understand that they cannot participate in in-store tastings
- Ensure that supplier representatives conduct themselves in a professional manner and adhere to their responsibilities outlined above. Manager have full authority at any time to cancel a tasting session for non-compliance with these responsibilities or the PEI Liquor Control Act regulations
- Complete and forward a Tasting Report to the PEI Liquor Head Office detailing the name of the agent, the product sampled and the overall conduct of the agent responsible for the tasting.

IN-STORE TASTING SESSIONS DAYS AND TIMES	
Days	Times
Monday to Saturday	12:00 - 4:00pm and 4:30 - 8:30pm
Sunday	1:00 - 5:00pm
Tasting Measures	
Product Category	Measure
Wine	1 oz/30 ml
Beer	1 oz/30 ml
*Spirits	½ oz/15 ml
Cooler/RTD	½ oz/15 ml
Cider	1 oz/30 ml
Cost per Tasting session: \$25	

PEI LIQUOR WINE TASTING STATION

PEI Liquor is pleased to offer opportunities for wine tasting using the Winegate™ WineStation. Interested agents and suppliers can effectively feature their wine in a method that:

- Professionally showcases the product (correct serving temperature and inert gas protection from oxidization)
- Removes the need to secure staff and supplies for in-store tastings

Product Details

- Typically 2-3 bottles used per location, per period
- Limit of 4 red and 4 white wine SKUs per period
- Agents must provide a brief description for any products participating in this program. Details will be used for product knowledge training and will be sent out to registered Taste Station cardholders via email newsletter
- Additional locations to become available during PEI Liquor Fiscal 2015/2017.

Cost per period/SKU/Location: \$25 + Landed Cost + Taxes (HST)

Location: Stratford

Eligible products: 750ml format (no sparkling wines at this time) retails over \$15.00

PEI Liquor is open to discussing any marketing ideas and opportunities not outlined in this document and invites interested suppliers to make contact to discuss other marketing options.



PEI Liquor Marketing

ADVERTISING *NEW*

WEBSITE

In July 2016, PEI Liquor launched a brand new website, www.liquorpei.com. The website is home to over 3000 product listings, store inventories, recipes, events, and much more.

Each marketing period the homepage web banners are updated to accompany the theme of each period.

Agents/Suppliers have the opportunity to purchase a homepage web banner to advertise any of the following opportunities:

- Launch of new products
- Current products at the PEI Liquor
- Added Value or Marketing LTO's
- Special product promotions/contest

Duration: Each web page banner will run for half of the marketing period. Timeline to be determined by agent and PEI Liquor.

Cost: \$500.00

Camera ready artwork must be submitted in the following formats:

- **Mobile Size:** 320 x 254
- **Tablet Size:** 756 x 254
- **Desktop Size:** 1389 x 430

*Note: Google Analytic data is available upon request.



eFLYER

Each marketing period PEI Liquor will launch an eFlyer. Each guide will feature selective products that are on promotion, recipes, food pairings, events and seasonal content.

Each eFlyer will be distributed to all of our subscribers, as well as shared on all social media outlets.

Note, all full page and half page ads must be a high resolution .pdf and .jpeg

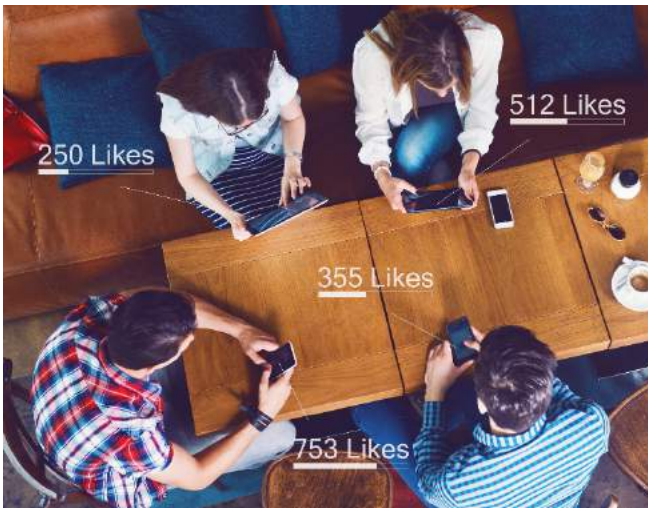
- **Full Page Ad (1 per edition)**
Cost: \$500
Specs: 8.5 x 11
- **½ Page Ad (2 per edition)**
Cost: \$325
Specs: 4.25 x 5.5



SOCIAL MEDIA

PEI Liquor launched a social media campaign in early 2016. The number of followers are growing each day.

- **Facebook:** www.facebook.com/liquorpei/
- **Twitter:** twitter.com/PEILiquor
- **Instagram:** www.instagram.com/peiliquor/



PEI Liquor @PEILiquor · 21h

Buy a 12 pack of Coors Light cans & receive a free coupon for Boston Pizza Cactus Cut Potatoes! (Valued at \$12.59) Limited Time Offer ★

← ↻ ❤️ 📊 ⋮



peiliquor

65 likes 8w

peiliquor We are celebrating #winewednesday with a glass of Enigma Chardonnay. Now \$2 off!
📍: @enigmawine_ca .

#wine #wine ! #winetasting #staffpicks #wineandcheese #wineandfood #foodandwine #bbqchicken #salmon #chardonnay #californiawine #wineglass thereisnohinwining 😊 ×
jknaturals Great :) ×
barbecuebeast greattttttt shot! ×
cemgunes 🍷 ×
loverbyroseline Perfect one! ×
caribeque Fire! 🍷 ×
napariverinn Pretty cool! ×

❤️ Add a comment... ⋮

EXTERIOR WINDOW ADVERTISING

Exterior Window advertisings are an excellent opportunity to grab the customer’s eye as they are approaching the store and have your product be the first thing on the customers mind as they enter the store.

Artwork and signage is the responsibility of the agent. Signage must be printed and delivered to the store in a timely manner to be erected for the program period.

EXTERIOR WINDOW ADVERTISING		
Program Period	Package #1 (2 available)	Package #2 (1 available)
1	\$ 2,500	\$ 1,500
2	\$ 2,500	\$ 1,500
3	\$ 4,000	\$ 2,500
4	\$ 4,000	\$ 2,500
5	\$ 3,000	\$ 2,000
6	\$ 2,500	\$ 1,500
7	\$ 3,500	\$ 2,250
8		
9		
Stores Included	Stratford, Queen Street, Stratford, Queen Street West Royalty, Waterfront and Oaktree. (3) Oaktree, Granville and Cornwall. (7)	
Eligible products: All categories		

