

# BEVERAGE ALCOHOL SUPPLIER EDUCATION STANDARDS

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## INTERNAL EDUCATION STRATEGY

Our goal with internal education is to provide all our team members with accessible education opportunities that are equitable across all categories of our business. Our strategy is to leverage our internal digital communication site to house a space accessible to all team members where we deliver consistent, informative content on all our categories, every promotional period.

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## EDUCATIONAL CONTENT STANDARDS

For your company's material to be considered it must meet the following criteria:

- **Timeline**
  - The deadline for submission and other associated deadlines for the application process ahead of the proposed date of launch for the educational content.
- **Delivery Format**
  - The file type that will best integrate into our internal education site.
- **Length**

- The ideal length to maximize engagement with our team members.
  - Content
    - Educational topics that will provide value to the overall category and not just a specific brand. Example: Content about a Peated whisky could speak 70% about peated malt and the process and 30% could speak on how it applies to your specific Peated whisky brand.
    - Educational content must follow our Responsible Retailing guidelines, ensuring:
      - Content must be positioned around the taste and appreciation of the product rather than promoting consumption - sharing information regarding the flavours, process of making, savouring, tasting notes, pairings and how to consume (i.e. cocktails if spirit-focused)
      - Any outdoor footage or photography needs to show that the occasion is occurring on private property (i.e. backyard or restaurant patio vs. beach or public park) and never near water.
      - Any picture or video of beverage alcohol must be shown with a ‘standard drink’ portion:
        - 341ml (12 oz) bottle of 5% beer, cider or cooler
        - 142ml (5 oz) glass of 12% wine
        - 43ml (1.5 oz) serving of 40% distilled alcohol (rye, gin, rum, etc.)
    - Educational content must align with our [FY25 Program Guide](#). Including our Social Responsibility guidelines on page 24.

## FORMAT OPTIONS + CRITERIA

### Virtual Masterclass

There are two types of masterclass we will accept: hybrid (in-person + virtual) or virtual-only.

Timeline	Weeks to Proposed Date	Item	Deliverables
	7	Application Due	Submit <a href="#">HOW TO APPLY</a> .
	6	Initial connect with NSLC Learning, Category & Responsible Retailing teams.	Application review. Initial discussion for educational session plans. Session content is subject to approval by NSLC.
	4	Education Deliverable #1 Due	Initial masterclass presentation deck and any other additional educational content supplier wants included.
	2.5	NSLC Feedback	NSLC to provide feedback on Deliverable #1.
	1	Education Deliverable #2 Due	Supplier returns all educational content with necessary changes based on feedback.
	0.5	Preparation Session with Learning team	Book an hour virtual session with Learning team to check for any tech issues, review supplier requirements for delivery, and confirm any other details in regards to the educational session.

	0 days	Education Session with NSLC Staff	Supplier to host masterclass for store teams, facilitated by NSLC Learning team.
	+ 1 week	Recording Shared	Educational session will be recorded and shared on the NSLC internal education achives site, to be viewed indefinitely by our teams.
<b>Delivery Format</b>	Virtual Teams call, screen-shared PowerPoint (or equivalent) deck presentation.		
<b>Length</b>	45 minutes of lecture + 15 minutes of Q&A period		
<b>Content</b>	<ul style="list-style-type: none"> <li>• Must highlight NSLC listed products only. If products that don't fit this criteria are used, please include reasoning of how this has added value for general category knowledge.</li> <li>• Go beyond top-line information; all our staff understand the basics of all major categories so this is a chance to go deeper. Spend between 70-80% of the presentation of category learning and the remainder on company specific information.</li> <li>• <b>Prompts for optional learning tools to include:</b> <ul style="list-style-type: none"> <li>▪ Virtual tour of your facility</li> <li>▪ Interactive component (e.g. Jeopardy style game)</li> <li>▪ Interview-style with the NSLC team</li> <li>▪ Guided tastings (must follow our Allowable Sample Size guide on page 24 in the <a href="#">Alcohol and Cannabis Programs Guide FY25</a>).</li> </ul> </li> </ul>		

### Sell Sheets

Sell Sheets are also being standardized to get the best results for Suppliers and our Retail teams. Sell sheets will be shared with our team members in an updated Product Information Library on our internal site.

<b>Timeline</b>	1 weeks prior to desired release
<b>Delivery Format</b>	PDF
<b>Length</b>	1-2 pages per product
<b>Content</b>	<ul style="list-style-type: none"> <li>• Brand name &amp; logo</li> <li>• Brief story of your brand</li> <li>• Product shot should be large &amp; key focal point of the page</li> <li>• 2-3 main points about the product you'd like the store teammates to remember &amp; share with customers</li> <li>• Using icons instead of text where applicable</li> <li>• Pack size</li> <li>• Retail price</li> <li>• Listing Information (GL, OTO - Promo Periods Active)</li> </ul>

### Guided Tasting

The NSLC identifies the learning benefit of providing product tasting opportunities to our staff. As a supplier, you can provide this opportunity both in an in-person (hybrid) option or a pre-recorded session so our store leaders can guide their retail teams through individual sessions. Please take deep consideration into the Responsible Consumption Policy our staff is responsible for upholding and create an environment that this is respected during your education session.

<b>Timeline</b>	Application must be submitted in combination with a masterclass or pre-recorded video educational opportunity.
<b>Delivery Format</b>	Pre-recorded (external or internal with the NSLC Learning team).
<b>Length</b>	10-30 minutes

<b>Content</b>	<ul style="list-style-type: none"> <li>• Guided tastings (must follow our Allowable Sample Size guide on page 24 in the <a href="#">Alcohol and Cannabis Programs Guide FY25</a>).</li> <li>• Clearly outline to all NSLC participants the following message: When we are tasting multiple samples, we must use spittoons to spit ALL samples to uphold the Responsible Consumption Policy.</li> </ul>
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### Pre-Recorded Videos

There are two types of video format education we will accept. A pre-recorded video, shorter in length, and an hour-long webinar. Please note: all webinars will be recorded by NSLC for internal use unless otherwise indicated by the supplier.

<b>Timeline</b>	Application submitted 4 weeks ahead of proposed date.
<b>Delivery Format</b>	Video: mp4 file or online link
<b>Length</b>	Max 20 minutes, exceptions may apply.
<b>Content</b>	<ul style="list-style-type: none"> <li>• Content must teach team members about a topic related to the product category and brand.</li> <li>• Education topic vs. Brand content ratio must be 80:20</li> <li>• Go beyond top-line information; much of our staff understand the basics of major categories so this is a chance to go deeper.</li> <li>• Avoid marketing and products that are not-relevant to Nova Scotia’s beverage alcohol industry standards.</li> <li>• <b>Prompts for optional learning tools:</b> <ul style="list-style-type: none"> <li>▪ Virtual tour of your facility</li> <li>▪ Category news</li> <li>▪ Product launches</li> <li>▪ New innovation</li> <li>▪ Meet the team</li> <li>▪ Guided tastings (must follow our Allowable Sample Size guide on page 24 in the <a href="#">Alcohol and Cannabis Programs Guide FY25</a>).</li> </ul> </li> </ul>

### Blog Post

Blog posts are posted on our internal messaging board and reach all employees, with targeted employee groups offered as an option. This can be an effective way to deliver news-like updates on your category/company. This is a great addition to summarize a masterclass or webinar offering for those who missed session and want more bit-size information.

<b>Timeline</b>	1 weeks prior to desired release
<b>Delivery Format</b>	PDF or Word Doc
<b>Length</b>	1-2 pages
<b>Content</b>	<ul style="list-style-type: none"> <li>• Brand name &amp; logo</li> <li>• Creative topic / headline to grab readers attention</li> <li>• Education topic vs. Brand content ratio must be 70:30.</li> </ul>

### DELIVERY METHOD

If accepted, your content will be featured on our internal education site. We have developed a central product education page that our team members have browser and mobile access to. It will be available



to view indefinitely. Content will be categorized by period with the most recent period's content being featured at the top of the page.

Your content may also be leveraged and repurposed for our customer channels, including social media and [www.myNSLC.com](http://www.myNSLC.com).

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## SELECTION CRITERIA

When a supplier's content fits all required criteria, we will then assess if and where it fits best in our education calendar. Please let us know in your submission form if there are specific promotional periods you would like to target and why (on promotion, product launching, etc.) If we find a period that suits your content, we will offer you placement in our calendar.

If the above requirements are met by two suppliers of the same category topic, we will assess the right fit based on relevancy of our category goals and initiatives for that period.

Please note all proposals will be reviewed within a 2-week period, at which time we will reach out to you directly with feedback and next steps. Accepted proposals that need no adjustments may be implemented as soon as the next promotional period.

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## MEASUREMENT

On our internal education site, each piece of educational content will live on its own page. This approach enables us to measure overall viewership and engagement, including likes, comments, views, and average time spent.

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## KEY CONTACTS

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## HOW TO APPLY

To apply, contact [Learning@myNSLC.com](mailto:Learning@myNSLC.com) to obtain an application form and schedule an information session with the Learning team.