



INSIGHTS AND CUSTOMER ENGAGEMENT

Alcohol and Cannabis Programs Guide

Fiscal Year 2025

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Terminology Guide

To help you navigate some of the terms and acronyms used throughout this guide and in our industry, please see below:

22 x 17 Sign	The standard sign that is placed on an end cap or floor stackout display.
AV	Added Value: a liquid or non-liquid item of value that is free with the purchase of a select SKU.
BAM	Bonus AIR MILES Offer.
Bin Tab	The everyday price card for a product.
DC	Our Distribution Centre, where we store and distribute most of our products.
Discovery Guide	The taste profile system used for all categories.
EOI	Expression of Interest: an opportunity to apply for a program that is sent through an email.
ICE	Insights and Customer Engagement Team.
LT or LTO	Limited Time Offer: such as a savings of \$2 during a promo period.
OTO	One Time Only: a product brought to the NSLC in limited quantities and for a limited period of time.
Pallet Sign	A hanging sign above the pallet drops in the cold room to display the price of the product underneath.
Perimeter Sign	A magnetic sign to display the price of the product contained on the perimeter of the cold room.
RPS	Retail Product Specialist: Our team of approximately 50 Product Specialists who work in stores across the province and lead staff education as well as the specialty programs in their stores such as Buyers' Picks and The Port sections.
RTD	Ready to Drink refreshments: such as cider, coolers, or pre-mixed cocktails.
SAP	Systems Applications and Products (SAP) is our enterprise resource planning (ERP) software.
Shelf Card/Shelf Talker	A mini sign, usually 4.25 x 4.25, placed with or over top of a bin tab to promote an additional offer such as a savings, AIR MILES offer, or contest.
SKU	Stock-keeping unit (SKU) is the scannable bar code printed on a label and is often used to refer to a single item, product, or article.
Taste Profile	An assigned descriptor by category to reflect the taste of the product to help customers shop (based on the NSLC's Discovery Guide).

Let's Work Together

At the NSLC, we take pride in providing Nova Scotians with exceptional customer service and responsible sales of beverage alcohol and cannabis.

Our strategic plan (see appendix A) highlights our commitment to being a truly customer-first organization, by building on our foundation of trust and connection that we've established with our customers, teammates, and supplier partners like you.

Let's work together to develop integrated programs that create moments of engagement and deliver exceptional experiences for our customers. We can learn from each other by listening, sharing, and actioning ways to evolve our shopping experience to meet and exceed our customers' ever-changing expectations.

Whether you're a new or long-time partner, this guide is a helpful start to exploring some of the opportunities that are available to bring your products and programs to life with our customers at the NSLC.

HOW TO USE THIS GUIDE

This guide is your go-to source for opportunities in Fiscal Year 2025 to bring your products and programs to our customers.

HOW TO APPLY

To apply for any program featured in this guide, you must submit an application* to the appropriate Promotions Coordinator noted on the right. This form is located at myslc.com/trademynslc under Program Information & Applications.

* Please ensure that you download a new version of the application form for each round of applications due to new updates on auto-populated article information. Failure to do so will result in file issues. Late applications or submissions containing inaccuracies or errors will be rejected.

OUR CATEGORY TEAMS:

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Fiscal Year Calendar

The promotional application can be found on the NSLC trade website: myNSLC.com/trademynslc. All applications will be reviewed and awarded by the respective Category Team when they review all of the promotions applications. The Category Teams reserve the right to cancel any activities with limited vendor interest. To be considered for the Hero Display, you must apply through the promotional application, as well as submit a separate proposal.

IMPORTANT: See Appendix B for Store and Head Office Holiday Openings and Closures schedule

	P1 MAR 25–APR 28, 2024	P2 APR 29–JUN 9, 2024	P3 JUN 10–JUL 21, 2024	P4 JUL 22–AUG 25, 2024	P5 AUG 26–SEP 29, 2024	P6 SEP 30–NOV 17, 2024	P7 NOV 18, 2024–JAN 5, 2025	P8 JAN 6–FEB 23, 2025	P9 FEB 24–MAR 30, 2025	
Display/Promotional Program Applications	Alcohol: Hero Display Community Display Volume Beer Displays	Alcohol: Hero Display Volume Beer Displays	Alcohol: Hero Display Community Display Volume Beer Displays	Alcohol: Hero Display Community Display Volume Beer Displays	Alcohol: Hero Display Community Display Volume Beer Displays	Alcohol: Hero Display Community Display Volume Beer Displays	Alcohol: Volume Beer Displays	Alcohol: Hero Display Community Display Volume Beer Displays	Alcohol: Hero Display Community Display Volume Beer Displays	
	ALL HERO, COMMUNITY, AND VOLUME BEER DISPLAYS + AIR MILES BULK BUY-IN APPLICATIONS ARE DUE AUGUST 18, 2023									
		Alcohol EOIs: AIR MILES® Contest Promotion Alcohol and Cannabis EOIs: Community Giving		Alcohol EOIs: AIR MILES Contest Promotion	Alcohol EOIs: AIR MILES Contest Promotion		Alcohol EOIs: AIR MILES Contest Promotion Alcohol and Cannabis EOIs: Community Giving			
	EOIs TO BE ISSUED THROUGHOUT THE YEAR THROUGH ICEUPDATES EMAIL. SEE PAGE 16 FOR MORE INFORMATION.									
	Alcohol: Cool Zone Floor Displays Cool Zone End Displays AIR MILES Promotions Added Values Retail-tainment	Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES Promotions Added Values Retail-tainment	Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES Promotions Added Values Retail-tainment	Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES Promotions Added Values Retail-tainment	Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES Promotions Added Values Retail-tainment	Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES Promotions Added Values Retail-tainment	Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES Promotions Added Values Retail-tainment	Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES Promotions Added Values Retail-tainment	Alcohol: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions AIR MILES Promotions Added Values Retail-tainment	
Submission Deadlines	AUGUST 18, 2023		SEPTEMBER 22, 2023			NOVEMBER 24, 2023		JANUARY 26, 2024	APRIL 12, 2024	

CANNABIS EDUCATION PROGRAMMING CALENDAR FY25

	P1 MAR 25–APR 28, 2024	P2 APR 29–JUN 9, 2024	P3 JUN 10–JUL 21, 2024	P4 JUL 22–AUG 25, 2024	P5 AUG 26–SEP 29, 2024	P6 SEP 30–NOV 17, 2024	P7 NOV 18, 2024–JAN 5, 2025	P8 JAN 6–FEB 23, 2025	P9 FEB 24–MAR 30, 2025	
Topic	What's New?	IWK Fundraising	Beverages	Pre-Rolls	Edibles	Terpenes Cannabinoids (Flower)	Fundraising Initiatives	Topicals	Seeds and Growing	
Type	Category-led selection	Separate EOI	EOI to be issued by Category Team				Separate EOI to be issued	EOI to be Issued by Category Team		
Submission Deadline	N/A	N/A	JANUARY, 2024	JANUARY, 2024	JANUARY, 2024	MAY, 2024	N/A	MAY, 2024	MAY, 2024	



Alcohol



Beverage Alcohol Promotions

Overview of Buy-In Opportunities

Throughout the year, we run a number of programs and promotions that are intended to offer value and shopping experiences that connect, entertain, and engage our customers. Below is a brief overview of each of the opportunities you'll see throughout this guide. Please note that there are separate opportunities for alcohol and cannabis due to the different promotion regulations by category. Applications must be submitted and approved for all opportunities listed below to run in NSLC stores.

PROMOTIONS

ALCOHOL ONLY



LIMITED TIME OFFERS (LTO)

A price discount applied to a product for the duration of a promotional period. See page 8.



AIR MILES® PROMOTIONS & BULK MILES BUY-INS

AIR MILES points awarded to a customer when they purchase the product and scan their AIR MILES card. See page 9.



LT + AIR MILES COMBO OFFER

A combination of a price discount and AIR MILES points applied to a single product for the duration of a promotional period. See page 11.



ADDED VALUES

Liquid or non-liquid item of value that is provided free to the customer with the purchase of a participating product. See page 12.



RETAIL-TAINMENT

Any activity that is over and above the product for sale, with the purpose of providing greater impact in-store and creating engaging experiences with our customers. See page 13.

BUY-IN PROGRAMS

ALCOHOL DISPLAYS

WARM ROOM DISPLAY BUY-INS

The most prominent floor and end displays in the warm room area of our stores, featuring seasonally relevant products to the customer for the duration of a promotional period. See page 16.

COLD ROOM DISPLAY BUY-INS

Pallet, floor, and end unit displays in our cold room areas, that prominently feature products to the customer for the duration of a promotional period. See page 19.

ALCOHOL & CANNABIS EOIs

EXPRESSIONS OF INTEREST (EOIs)

Throughout the year, NSLC issues various EOIs for alcohol and/or cannabis suppliers to participate in community and AIR MILES initiatives. (AIR MILES for beverage alcohol only) More information can be found on page 20.

OFFER RULES AND LIMITATIONS

ALCOHOL

- NSLC reserves the right to limit the number of offers in any promotional period or category
- Multiple sizes of the same brand may participate in the same promo at the discretion of the Category Manager
- For every two LT/Bonus Buys placed on an article within the fiscal year, an AIR MILES offer must be applied before another LT/Bonus Buy is approved
 - An LT + AIR MILES combo offer is considered an AIR MILES offer when considering the AIR MILES to LT ratio for the year
 - An LT + AIR MILES combo offer cannot have a bundle offer
- An LT/ Bonus Buy, LT + AIR MILES combo, or AIR MILES offer cannot have a concurrent added value offer
- A maximum of three tiers can be offered for a Bundle offer (ex. Buy 2, Buy 3, Buy 4)
- Back-to-back promotional period offers are not permitted on the following offer types:
 - LT or single offer Bundle & Save offers
 - Added values (both liquor and non-liquor)
 - Contests
 - LT + AIR MILES combo
- Back-to-back promotional period offers are permitted for AIR MILES
 - After a back-to-back promotional period AIR MILES offer, the following period cannot have any promotional activity
- The NSLC may, at its discretion, exclude LTs below certain price points
- Products cannot have an offer value that places a product below social reference price point
- To run an exclusive AIR MILES offer, an existing AIR MILES offer must be approved for in-store
 - The exclusive offer must be richer than the existing in-store offer
- Near pack added values will only be approved if a display has been assigned to the product
- Neck tags promoting a recipe with alcohol cannot exceed 1.5oz of alcohol per single serving
- Licensees will receive all LTs, single Bundle & Save offers, and AIR MILES Bonus offers
 - Licensee-only LT offers may be submitted for consideration as part of the application process.
- Agency stores will offer customers the same LT or single Bundle & Save offer to their customer at NSLC retail stores
 - Only the LT portion of an LT + AIR MILES combo offer will be applied on products at agency stores
 - AIR MILES offers are not available at agency stores
- Non-Alcohol promotions will follow the same guidelines, rules, and limitations as their corresponding beverage alcohol categories

Please note, some exceptions may be made at Category Team discretion

BEVERAGE ALCOHOL PROMOTIONS

Limited Time Offers

NSLC allows suppliers to apply price discounts to their products, fully funded by the supplier and subject to the terms outlined below.

LTO or Bundle & Save promotions are not permitted in P1 and P6, as these are AIR MILES® only periods.

Suppliers may collaborate with other suppliers in the same or different alcohol categories to create a bundle offer.

If a product is new to market or experiences a price increase, a single savings offer cannot be placed on the product for the first period based on the Competition Act. Please see page 7 for offer rules and limitations.

To the right are the costs and fees as well as the minimum and maximum offer amounts required to apply.

LTO or Bundle & Save promotions cannot have a concurrent added value offer.

SAVE

Bulwark Ice Apple Wine

SAVE \$150

NOW \$18.99

102015 3

Valid June 6 – July 17, 2022

OPTION 1: SINGLE-TIERED

BUNDLE & SAVE

Okanagan Premium Crisp Apple Cider

BUY 3 SAVE \$4.00

EACH \$17.99

REGULAR \$18.49

REGULAR \$19.99

1019021

Valid June 6 – July 17, 2022

OPTION 2: BUNDLE & SAVE

OPTION 1: SINGLE-TIERED

Refreshments	Offer Set-Up Fee Per SKU	SAVINGS	
		Minimum Offer	Maximum Offer
Single Selling Unit	\$250	\$0.35	Bottom of Social Reference Pricing*
4 pack	\$440	\$0.75	
6 pack		\$1.10	
8 pack		\$1.50	
12 pack and up		\$2.20	
Wine			
Single Serve and Multi-Pack Refreshment Wines will follow the same guidelines as Refreshments			
750ml: \$12.99 – \$15.99	\$250 (P7 ONLY: \$440)	\$1.20	Bottom of Social Reference Pricing*
750ml: \$16.00 – \$19.99		\$1.80	
750ml: \$20.00 and up		\$2.20	
1500ml: \$20.49 and up		\$2.20	
3000ml: \$37.99 and up		\$3.00	
4000ml: \$44.99 and up		\$3.50	
Spirits (can not go below economy price band)			
375ml	\$250 (P7 ONLY: \$440)	If bundling 375ml, can go to equivalent of \$14.99 per unit	
750ml Mainstream: \$28.48 – \$36.05		\$1.50	Bottom of Social Reference Pricing*
750ml Premium: \$36.06 and up		\$2.30	
1140ml: \$41.99 and up		\$2.50	
1750ml: \$62.99 and up		\$3.50	

* Please see Appendix I

IMPORTANT: Non-alcohol promotions will follow the same guidelines as the above corresponding beverage alcohol categories.

OPTION 2: BUNDLE & SAVE

An offer that requires the purchase of multiple units to progressively earn a greater discount. Please note that Bundle & Save offers above Buy 1 will not be displayed on myNSLC.com.

CRITERIA:

- Must represent significant customer value for multiple purchase
- Products may be cross-category in nature

OFFER STRUCTURE A: MULTI-TIERED

Receive progressively greater discounts by purchasing greater number of units in a single transaction. May be based on a single SKU or combination within a brand family.

OFFER STRUCTURE B: BUNDLED

Receive a discount when purchasing product X and product Y.

Cost per SKU: \$250

P7 only: \$440

AIR MILES® Promotions

NSLC is a proud partner of AIR MILES and is pleased to provide you with a promotional tool that enhances the value of your brand. AIR MILES is also a valuable insight resource that allows us to understand what our customers buy, and in what pattern, so that we can serve our customers in a more tailored and personalized manner. We will continue to work closely with AIR MILES (as well as 300+ other brands) to offer the best value to our customers.

BONUS AIR MILES OFFERS

You can apply AIR MILES Bonus Offers to your products to reward customers for purchasing your product(s) or to incent an incremental unit purchase. These offers are fully funded by the vendor. The cost per mile is \$0.32 unless you are a participant in the Bulk Mile program as seen on page 10. Please see page 7 for offer rules and limitations. Below are the costs and fees as well as the minimum and maximum offer amounts required to apply.

Retail Price	Offer Set-Up Fee Per SKU	Minimum Offer	Maximum Offer
Under \$5.00	No fee	2	Bottom of Social Reference Pricing* (The value of a BAM is \$0.10)
\$5.00 – \$9.99		3	
\$10.00 – \$14.99		5	
\$15.00 – \$19.99		7	
\$20.00 – \$29.99		8	
\$30.00 – \$34.99		9	
\$35.00 – \$39.99		10	
\$40.00 – \$44.99		12	
\$45.00 and up		15	

* Please see Appendix I

! IMPORTANT: Non-Alcohol promotions will follow the same guidelines as the above corresponding beverage alcohol categories.

EBLASTS

At the start of every period, NSLC emails AIR MILES customers to let them know that new offers are in-store. The most relevant offers are tailored for each customer based on their buying preferences, with a link to see all offers on myNSLC.com.

All products with an existing AIR MILES offer will be included in these eblasts, at no additional charge.

EXCLUSIVE OFFERS

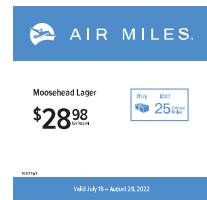
Exclusive offers are displayed at the top of our promo eblasts as well as in the AIR MILES app, and are only shared with customers who would find it relevant based on their buying preferences.

If you have an in-store offer and would like to feature an exclusive offer in our promo eblast and the AIR MILES app, please note this in your promo application and ensure to note the offer amount (must be richer than your regular in-store offer).

SCAN & WIN CONTESTS

Vendors have the option to run Scan & Win contests that align with our promo period dates. Please apply for these in your promo applications, and connect with your respective Category Team to discuss the details. Creative assets must be approved in advance by both NSLC and AIR MILES. See Appendix D for more information about contests.

If you are activating a Scan & Win contest through AIR MILES, a setup cost of \$500 will be charged (in addition to the \$235 contest fee).



Option 1: SINGLE-TIERED

Earn miles based on purchasing X units of a single SKU.



Option 2: MULTI-TIERED

Earn progressively more miles by purchasing greater number of units in a single transaction. May be based on a single SKU or combination of SKUs within a brand family.



Option 3: BUNDLE

Earn miles by purchasing product X **AND** product Y. Suppliers may collaborate with other suppliers in the same or different alcohol categories to create a bundle offer. Product X and Product Y must have the equivalent assortment grade.

*Some exceptions may be made at category discretion

AIR MILES® Bulk Miles Buy-Ins

COST PER MILE

The price per mile is \$0.32 unless a supplier has applied for a Bulk Buy-In program whereby they commit to issue a specified quantity of miles within the year to receive a reduced cost per mile. Suppliers will be billed for each mile issued at the end of a period.

Note: AIR MILES Bulk Buy-In price per mile rates are subject to change.

! IMPORTANT: Applications for AIR MILES Bulk Buy-In submissions are due August 18, 2023, along with your P1/2 promotions submissions.

BULK MILE BUY-INS

If you intend to issue over 99,999 miles within your business' portfolio of brands in FY25, you will want to consider applying for one of our three Bulk Mile Buy-In programs. In addition to the data and promotional benefits listed below, you will pay a reduced mile rate for each mile issued to the customer throughout the year.

If you are approved for a Buy-In, you have committed to buying the minimum quantity of miles specified in the package at the discounted mile rate. Issued miles will be tracked throughout the year. If there is a discrepancy between the committed number of miles and miles issued, the supplier will be billed the remaining balance of the committed miles not issued.

Inclusions	Gold	Silver	Bronze
FY25 miles insurance commitment	750,000+ miles	200,000–749,999 miles	100,000–199,999 miles
Discounted mile rate	\$0.25 per mile	\$0.28 per mile	\$0.31 per mile
Demographic profiles (brand level)*	3 brands, Semi-annually	1 brand, Semi-annually	
Basket interaction data*	10 SKUs, Quarterly	10 SKUs, Semi-annually	
Collectors churn	Quarterly		
Collector interaction data	10 SKUs, Quarterly	10 SKUs, Semi-annually	5 SKUs, Semi-annually
Repeat rates	Quarterly		
Promo effectiveness one-pager	X	X	X
Exclusive eblast offer (opportunity to be featured in 1 of 9 periods based on relevant offers)	X	X	
Eblast performance report	X	X	
Instore AIR MILES display (relevant product with compelling AIR MILES offer required)	X		
Product included in AIR MILES digital flyer on myNSLC.com	X	X	X
Offer included in AIR MILES mobile app and AIR MILES.ca	X	X	X

* Only available to brands/products that have been on AIR MILES promo.

BEVERAGE ALCOHOL PROMOTIONS

LT + AIR MILES® Combination Offer

NSLC allows suppliers to apply a price discount and AIR MILES offer together to their products. These offers are fully funded by the supplier. The cost per mile is \$0.32 unless you are a participant in the Bulk Mile program as seen on page 10. Please see page 7 for offer rules and limitations. Below are the costs and fees as well as the minimum and maximum offer amounts required to apply.

		Savings (value=LT amount)	AIR MILES (value = \$0.10)	Maximum Combined Offer
Refreshments				
	Offer Set-Up Fee Per SKU	Minimum Offer	Minimum Offer	
Single Selling Unit	\$250	\$0.25	2	
4 – 8 pack	\$440	\$1.00	5	Bottom of Social Reference Pricing*
12 pack and up		\$2.00	8	
Wine				
Single Serve and Multi-Pack Refreshment Wines will follow the same guidelines as Refreshments				
750ml: \$12.99 – \$15.99	\$250 (P7 only:\$440)	\$1.00	5	Bottom of Social Reference Pricing*
750ml: \$16.00 – \$19.99		\$1.50	7	
750ml: \$20.00 and up		\$2.00	8	
1500ml: \$20.49 and up		\$2.00	8	
3000ml: \$37.99 and up		\$2.00	10	
4000ml: \$44.99 and up		\$2.00	12	
Spirits (can not go below economy price band)				
375ml	\$250 (P7 only:\$440)	\$0.50	7	Bottom of Social Reference Pricing*
750ml Mainstream: \$28.48 – \$36.05		\$1.00	8	
750ml Premium: \$36.06 and up		\$2.00	10	
1140ml: \$41.99 and up		\$2.00	12	
1750ml: \$62.99 and up		\$3.00	15	

* Please see Appendix I

! IMPORTANT: Non-alcohol promotions will follow the same guidelines as the above corresponding beverage alcohol categories.

Added Values

An Added Value (AV) is a liquid (i.e. 50ml spirit) or non-liquid item of value (i.e. trinket) that is provided free to customers with the purchase of a participating product.

Prior to applying, please ensure that the product hosting the added value item is permitted and that it meets our standards and policies outlined to the right.

Please note that only a limited number of added values will be approved each promotional period.

CRITERIA:

- All added values (liquid or non-liquid, near pack or in case) must be approved by respective Category Manager.
- Must represent customer value, be relevant to the time of year, and adhere to added value policies outlined on page 39.
- Near pack added value requires supplier provided merchandising unit (5ft x 2ft x 2ft) and a display space to support the activity. Activity cannot be run from shelf if added value cannot be applied to the product. Visuals and specs must be provided at time of application for approval.
- Plant applied liquid added values are not permitted.
- All liquid added values are to be shipped to the NSLC Distribution Centre and distributed by NSLC (no Rep pick up).
- 50ml liquid added values must be shipped with neck rings attached.
- Liquid added value products are subject to NSLC listing and importation policies.
- Customers will only be required to purchase 1 unit of the host product to receive an added value. Multiple quantity purchase will not be a requirement.
- Added value promotions cannot have a concurrent LTO, Bundle & Save, or AIR MILES® promotion.

COST PER SKU:

\$685 + \$0.10/unit (container deposit – liquid added value only)

	CSR Directives	Distribution & Allocation	Inventory Audit & Disposal
Liquor	<p>Added value cannot:</p> <ul style="list-style-type: none"> • Represent a sexually explicit or discriminatory graphic, illustration or activity based on race, religion, or sexual orientation • Show consumption of alcohol while performing a skilled activity (i.e. sports, operating heavy machinery) • Appeal to minors (i.e. cartoon characters on label) • Associate consumption of beverage alcohol with gambling, games of chance, or drinking games (i.e. playing cards, poker chips, lottery tickets, mini solo cups) • Promote excessive/illegal consumption of beverage alcohol (i.e. drinking in a public place) 	<p>Liquor AV will ship through the NSLC Distribution Centre to retail stores (no Rep. pick up for retail) to ensure balanced distribution</p> <p>Min. of 8 units per store to a max of 80% of expected sales on store-by-store basis or at discretion of Category Manager. If 80% does not equal 8 then store gets zero quantities.</p> <p>Reps may visit stores to ensure programming is executed per plan</p> <p>Rep application of product once delivered to store is at discretion of Retail Manager but must be pre-arranged/scheduled</p> <p>Added values will not be distributed to Licensees</p>	<p>AV Liquor product remaining after period to be reported if above 10 units per SKU</p> <p>All AV remaining after period to be dumped into recycled liquid (vendors are not permitted to pick-up leftovers)</p> <p>Approved liquor added values list communicated to stores in execution guide</p> <p>ICE will conduct spot checks to ensure only approved liquor added values are in market</p>
Non-Liquor	<p>Added value cannot:</p> <ul style="list-style-type: none"> • Appeal to minors (i.e. stuffed animal, “dinkie” car) • Show consumption of alcohol while performing a skilled activity (i.e. sports, operating heavy machinery) • Associate consumption of beverage alcohol with gambling, games of chance, or drinking games (i.e. playing cards, poker chips, lottery tickets, mini solo cups) • Represent a sexually explicit or discriminatory graphic, illustration or activity based on race, religion or sexual orientation • Promote excessive/illegal consumption of beverage alcohol (i.e. liquor pouch, concealer can, sippy hat) • Pose any level of risk from associated use (i.e. knife) 	<p>Store allocations for non-liquor programming must be approved by ICE Promotions prior to the period. Please send your distribution lists to the appropriate Promotions Coordinator for approval.</p> <p>If allocations are consistently not adhered to, the NSLC will disallow running AV for up to one year on the brand family</p> <p>Retail-tainment/larger near pack programs ship direct from vendor, but allocations must be pre-approved by ICE Promotions</p>	<p>Reps will be notified approximately 10 days after the close of the promotional period. Your team will have 2 weeks to visit the store and remove the leftover added-values. All product not picked up within these timelines will be destroyed at vendor’s expense.</p> <p>Vendor partners with ongoing over-ship issues to be contacted by ICE. Category Teams may disallow AV for up to one year on the brand in question if over-shipments arise.</p> <p>Approved non-liquor added value list communicated to stores in execution guide</p> <p>ICE will conduct spot checks to ensure only approved non-liquor added values are in market</p> <p>Added values that have not been approved or approved added values applied to non-approved products will be removed and charged back to vendors. Category Teams may disallow added values for up to one year for the vendor in question.</p>

Retail-tainment

SHELF TALKERS

Supplier-provided shelf talkers promoting contests will be permitted when other signage mechanisms are not possible to communicate the program. A supplier-provided shelf talker must communicate an offer above and beyond regular period AIR MILES® and LT/Bonus Buy shelf talkers. Shelf talkers will not be permitted for promoting added value items.



SUPPLIER PROVIDED CREATIVE

All proposed in-store Retail-tainment programs and supporting creative must be applied for and approved by the NSLC. If your program is assigned or approved for a display and additional messaging is required for your program, there may be an opportunity to add an extender to the existing large pricer card for an additional cost.* Once your program is approved, it is the responsibility of the supplier to request for the additional messaging and to provide the creative files by the communicated deadline. **If NSLC does not receive the creative on the deadline, a standard larger price card will be created. Please see Appendix D for more information about creativefiles and assets.**



All final signage assets must be in a print-ready PDF format and include:

- NSLC promotional period dates (dates in-market)
- Product SKU #
- Price point (including discounts)
- Product and/or package size (i.e., 750ml, 473ml, 12 x 355ml, etc.)
- Adhere to NSLC Responsible Advertising Standards

Please refer to Appendix N for more details on our signage specs and content requirements.



Alex Noonan – Marketing Specialist
902.450.5930
Alex.Noonan@myNSLC.com

FY25 SUPPLIER SIGNAGE DEADLINES

Period	Assets due to NSLC
P1	Monday, January 22, 2024
P2	Monday, March 4, 2024
P3	Monday, April 8, 2024
P4	Monday, May 13, 2024
P5	Monday, June 24, 2024
P6	Monday, July 29, 2024
P7	Monday, September 9, 2024
P8	Monday, October 28, 2024
P9	Monday, December 9, 2024

* Please note, some exceptions may be made at Category Team discretion.



Beverage Alcohol Buy-In Programs

BEVERAGE ALCOHOL BUY-IN PROGRAMS

Warm Room Display Buy-Ins

Most warm room displays can no longer be purchased with the exception of the two displays noted below. Other display spaces in our warm room area will be selected by the NSLC Category Team to ensure the most relevant, meaningful, and engaging products and programs are featured.



HERO DISPLAY (P1–P6, P8–P9)

This prominent display will feature the best program or offer for our customers across the entire network. See page 17.



FOR THE GOOD OF OUR COMMUNITY FUND (P1, P3–P6, P8–P9)

It is important to us that our community partnerships demonstrate a shared purpose to come together for the good of Nova Scotia, working to improve the quality of life and wellbeing for everyone within the communities where we live and work.

Funds collected from this display will be matched by the NSLC and awarded as one-time grants of up to \$20,000 to selected charitable or non-profit organizations in Nova Scotia. See page 18.

CRITERIA FOR NSLC SELECTED DISPLAYS

To select products for non-buy-in displays, the NSLC will review new product listings as well as applications submitted for LTs, AIR MILES® and Retail-tainment. Please ensure that all details about your Retail-tainment program are included in your application to ensure we understand the support your team will be providing in our market, and any display needs the program may require based on tactics or holding power support.

The following criteria will be used when evaluating products for display consideration:

- **New products and innovation** – Is this a new product our customers will love and seek out based on industry trends?
- **Seasonal relevance** – Are our customers actively seeking out this style of product for the current season or upcoming occasion?
- **Popularity and growth** – Has the product, category, or sub-category experienced strong growth, helping to grow the health of our business?
- **Meaningful customer program** – Does the product have a strong marketing program in and out of store to support an offer or Retail-tainment to warrant a display?

Please see Appendix E for more information about selection consideration and information.

BEVERAGE ALCOHOL BUY-IN PROGRAMS

Warm Room Display Buy-Ins

HERO DISPLAY – \$12,500

Limited to one supplier per promo period (max four products)

IN-STORE

- Prominent display in all stores (floor display where available)
- Assortment open to all stores
- Custom signage and Retail-tainment tools (provided by supplier, subject to NSLC approval)
- Preference will be given to a single message program or offer (ex. Save \$3 or Scan to Win when you purchase any products on this display)
- Opportunity to educate +1,300 NSLC team members on your product

OUT OF STORE AND ADVERTISING

- Featured across NSLC digital platforms including social and web

SELECTION CRITERIA

- Data and insights supporting potential sales volume and customer demand (ex. innovation or new products)
- Brand must offer range of products or formats (four SKUs maximum including innovation)
- Compelling brand story with multi-faceted launch/support plan including in-store support elements and media
- Approved listing by Category Team (including OTOs)
- Ability to supply product for all NSLC locations
- Product relevance to category business objectives, seasonality, and priorities

Promo Period	Dates
P1	Mar 25–Apr 28, 2024
P2	Apr 29–Jun 9, 2024
P3	Jun 10–Jul 21, 2024
P4	Jul 22–Aug 25, 2024
P5	Aug 26–Sep 29, 2024
P6	Sep 30–Nov 17, 2024
P8	Jan 6–Feb 23, 2025
P9	Feb 24–Mar 30, 2025

IMPORTANT: Applications for All Hero Displays (P1–9) are due August 18, 2023. To be considered for this program, a separate proposal is required in addition to the promotion application form. Please see Appendix L.

Modular retail-tainment is necessary to ensure a successful launch in all stores. Below you will find the maximum useable space for our small, medium, and large display area, this must include any products along with the display enhancers.

- Large – 5ft x 7ft x 7ft (L x W x H)
- Medium – 4ft x 4ft x 7ft (L x W x H)
- Small – 1.5ft x 4ft x 5ft (L x W x H)



BEVERAGE ALCOHOL BUY-IN PROGRAMS

Warm Room Display Buy-Ins

FOR THE GOOD OF OUR COMMUNITY FUND DISPLAY – \$2,500 PER SKU + DONATION WITH EACH UNIT SOLD

Limited to four products*

We are committed to supporting organizations and initiatives that work to build healthy and sustainable communities in our province. Our goal is to help everyone find moments of positive care and connection to help create a stronger Nova Scotia. Funds from this initiative will support community causes focused on food security, mental health, and responsible consumption awareness. Our goal is to ensure our customers, team, and partners have an opportunity to come together to create meaningful impact in our communities.

The funding for each cause is collected through the display fee, which is matched by the NSLC, and a subsequent donation per unit sold. As part of the application process, please indicate the donation amount per unit (pre-tax) and if there is a maximum accumulated donation amount within the period. List of charities and non-profits that will be supported are announced at the beginning of each fiscal year.

IN-STORE

- Prominent end cap display in all stores
- Assortment open to all stores
- Shelf card

OUT-OF-STORE AND ADVERTISING

- Product will be featured across NSLC digital channels including web and/or social with community messaging

SELECTION CRITERIA

- Approved listing by Category Team (including OTOs)
- Ability to supply product for all NSLC locations
- Product relevance to category business objectives, seasonality, and priorities

Promo Period	Dates
P1	Mar 25–Apr 28, 2024
P3	Jun 10–Jul 21, 2024
P4	Jul 22–Aug 25, 2024
P5	Aug 26–Sep 29, 2024
P6	Sep 30–Nov 17, 2024
P8	Jan 6–Feb 23, 2025
P9	Feb 24–Mar 30, 2025

! IMPORTANT: Applications for All Community Displays (P1–9) are due August 18, 2023.

! See page 20 for P2 and P7 Community Support Opportunities



* Products may be submitted as a portfolio or as a single product. This display may contain a single supplier's portfolio with four products or multiple suppliers' products totaling four products on a single display.

BEVERAGE ALCOHOL BUY-IN PROGRAMS

Cold Room Display Buy-Ins

COLD ROOM DISPLAY (ALCOHOL)

The Cold Room area of our stores has three types of display opportunities:

VOLUME BEER DISPLAYS

High-volume large pack beer

COOL ZONE FLOOR DISPLAYS

Mid-volume beer or high-volume RTD

COOL ZONE END CAP DISPLAYS

Mid/high-volume beer or high volume beverage alcohol articles

These displays are used to support Category priorities and seasonal popularity. All applications will be reviewed and selected based on best fit to support season, Category priorities, and Marketing programs. Additional preference will be given to products featuring a customer offer (AIR MILES®, LTOs/Bonus Buys, or Added Value).



Displays	Stores	P1	P2	P3	P4	P5	P6	P7	P8	P9
Volume Beer #1	98	\$19,152	\$17,640	\$20,160	\$18,648	\$23,184	\$27,216	\$25,200	\$17,136	\$18,144
Volume Beer #2	98	\$19,152	\$17,640	\$20,160	\$18,648	\$23,184	\$27,216	\$25,200	\$17,136	\$18,144
Volume Beer #3	97	\$18,753	\$17,273	\$19,740	\$18,260	\$22,701	\$26,649	\$24,675	\$16,779	\$17,766
Volume Beer #4	96	\$18,554	\$17,089	\$19,530	\$18,065	\$22,460	\$26,366	\$24,413	\$16,601	\$17,577
Volume Beer #5	42	\$7,581	\$6,983	\$7,980	\$7,382	\$9,177	\$10,773	\$9,975	\$6,783	\$7,182
Volume Beer #6	40	\$7,382	\$6,799	\$7,770	\$7,187	\$8,936	\$10,490	\$9,713	\$6,605	\$6,993

All volume beer applications are due August 18, 2023

Displays	Stores	P1	P2	P3	P4	P5	P6	P7	P8	P9
Cool Zone Floor #1	33	\$3,035	\$2,678	\$3,213	\$2,856	\$3,570	\$4,106	\$3,927	\$2,678	\$2,678
Cool Zone Floor #2	25	\$2,100	\$1,969	\$2,363	\$2,100	\$2,625	\$3,019	\$2,888	\$1,969	\$1,969
Cool Zone Floor #3	13	\$1,250	\$1,103	\$1,323	\$1,176	\$1,470	\$1,691	\$1,617	\$1,103	\$1,103
Cool Zone End #1	32	\$1,176	\$1,323	\$1,470	\$1,470	\$1,470	\$1,470	\$1,764	\$1,176	\$1,176
Cool Zone End #2	32	\$1,176	\$1,323	\$1,470	\$1,470	\$1,470	\$1,470	\$1,764	\$1,176	\$1,176
Cool Zone End #3	19	\$798	\$898	\$998	\$998	\$998	\$998	\$1,197	\$798	\$798
Cool Zone End #4	18	\$798	\$898	\$998	\$998	\$998	\$998	\$1,197	\$798	\$798
Submission Deadlines		August 18, 2023		September 22, 2023		November 24, 2023		January 26, 2024		April 12, 2024

* Cool Zone Floor Displays are charged per display with a maximum of 2 SKUs per display.

** Cool Zone End Displays are charged per SKU with a maximum of 4 SKUs per end.

BUY-IN PROGRAMS

Expressions of Interest

AIR MILES® CONTEST PROMOTION (ALCOHOL)

Throughout FY25, AIR MILES will be pulsing NSLC-specific promotions into market in order to encourage collectors to take advantage of supplier offers during key seasonal shopping periods. Supplier partners will be able to submit high-value offers for collectors to take advantage of during these promotional periods.

Each promotion will give collectors the chance to win a grand prize, e.g. an international trip for two. Collectors will earn an entry by purchasing a participating product that is on AIR MILES offer. There will also be secondary prizes available to collectors.

AIR MILES will be investing heavily in advertising for these promotions during these periods. This advertisement will drive directly to NSLC stores and encourage collectors to purchase selected promotional products.

EOIs will be sent out in advance of each period and products will be selected on the basis of their relevance to collectors as well as the richness of their offer.

Promo Period	Dates	Application Deadline
P2	Apr 29–Jun 9, 2024	EOI to be issued
P4	Jul 22–Aug 25, 2024	EOI to be issued
P5	Aug 26–Sep 29, 2024	EOI to be issued
P7	Nov 18, 2024–Jan 5, 2025	EOI to be issued



COMMUNITY GIVING (ALCOHOL & CANNABIS)

During P2 and P7 we will be focused on raising funds for NSLC's charities of choice in partnership with our suppliers. EOIs will be issued separately from this guide for suppliers to apply.

To learn more about our Community Investment Program and how we are coming together for the good of our community, see Appendix K.

Promo Period	Promo	Dates	Application Deadline
P2	IWK	Apr 29–Jun 9, 2024	EOI to be issued
P7	Share the Good Cheer	Nov 18, 2024–Jan 5, 2025	EOI to be issued



OTHER ACTIVITIES

Local Support

As a Nova Scotia owned and operated company, we are innately local and know that our customers and team members care deeply about supporting our local producers. By finding new and innovative ways to work together, sharing best practices, and leveraging expertise, we will continue to support our local suppliers in our capacity as a retailer.

Through our Proudly Nova Scotian program, we showcase our local products, people, and stories across all of our channels throughout the year, to help customers discover new local favourites. See below for more details on how we bring this program to life in-store and beyond.

We also invite all local suppliers to apply for any of the opportunities outlined in this guide. For more information and a full guide to working with the NSLC as a local partner, visit mysnslc.com/trademyNSLC under Program Information & Applications.

HOW WE SUPPORT OUR LOCAL INDUSTRY

We're proud to celebrate the local heroes creating incredible products right here in Nova Scotia. Below are a few of the ways that we celebrate our local industry in-store and online through our Proudly Nova Scotian program. Please note that cannabis products will be supported on select channels as per current legislation.

! IMPORTANT: Our local classification, which includes merchandising and marketing support, is currently being assessed to better define the selection criteria. This classification change may rollout before or during FY25.



IN-STORE

There are a number of signage and display elements that you'll find in our stores across the province to help customers discover local products in all categories.

Ongoing support includes:

- In-store tastings
- Designated local end cap and stackout displays
- Local products receive a shelf or section callout
- Local wayfinding signage and designated sections have been created to specifically call out Nova Scotian products
- Local signage driving customers to view online local producer pages



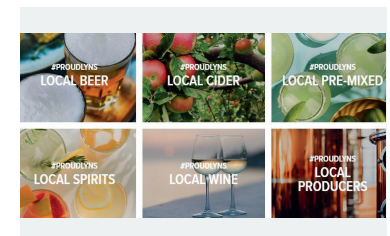
SOCIAL MEDIA

The NSLC has an active community of more than 50,000 followers through our social networks, and we encourage our local partners to leverage these channels to reach our customers.

Ongoing support includes:

- Local producer features
- Local curated lists and inclusion in all other curated lists

Connect with your Category Team, or tag us @theNSLC for a chance to be featured on our social media channels! See page 23 for more details.



WEB

Our websites are an extension of our store network. Local sections on our beverage alcohol and cannabis websites provide local product information, producer highlights and more. Updates to this section are made primarily in alignment with featured store activation. If there is content you would like to see included in this section about your business or products, please reach out to your Category Team.

Ongoing support includes:

- Homepage presence
- Local product listing

Visit mysnslc.com/ProudlyNS or cannabis.mysnslc.com/ProudlyNS to learn more.



Marketing Programs

Digital Channels

MYNSLC.COM

On myNSLC.com, customers can explore products and pairings, check inventory at their home store, take a quiz, place an order for delivery, and so much more.

PRODUCT DISPLAY DETAILS AND IMAGE

All product details are pulled from SAP (name, taste profile, size, etc). If you notice an error or would like something changed, please email contactus@myNSLC.com and include the article number and requested change.

Product images are the responsibility of the supplier to upload to NSLC at time of listing application. If your product does not have an image or a new image is needed, please upload to our website following the below instructions.

BEVERAGE ALCOHOL

HOW TO SUBMIT A NEW IMAGE FOR YOUR PRODUCT

1. Ensure your product image meets the specifications noted below.
2. Visit the FTP site: ftp.advocateprinting.com (username: nslcvendor | password: 5uxl_iBU)
3. Click “Add Files” and then “Start Upload”

Your image will be updated on the website within two-to-three business days.

PRODUCT IMAGE SPECIFICATIONS

Product Naming Convention

Ensure your image filename includes the article number, product name, and pack size as shown:

ArticleNumber_ProductName_Size.jpg

Example: 1021651_BodaciousSmoothRed_1500ml.jpg

Product Image Requirements

- Ensure image matches product size (6-pack should show a 6-pack image, not a single can)
- Image must have a white or transparent background
- 1200px x 1200px (TBD) size, 300dpi resolution
- Format should be .JPEG or .TIFF

SOCIAL MEDIA

We’re working to build a community that connects with our customers and helps to educate and inspire them about how to enjoy our products responsibly. In doing so, we hope to support our partners and amplify your content by sharing it with our audience from time to time.

We consider several factors when deciding what to share on our channels including (but not limited to) seasonal relevance, customer preference, and connection to other programming in market at that time. Priority will be given to products participating in buy-in programs listed on the previous pages of this guide. Please keep in mind that we receive a large volume of requests to share, and as a result we are not able to accommodate all asks.

If you have assets you’d like to submit for consideration, please send them to Marketing@myNSLC.com.

TIPS FOR ENGAGING WITH US ON SOCIAL MEDIA

Tag us @theNSLC across channels when posting. This helps to ensure we see your content and increases the chances that we’ll be able to provide engagement.

Clear product shots with no added text on the graphic are preferred. Please visit our social media channels for examples of the types of photos and video we share.

Adhere to the social responsibility guidelines outlined below.

RESPONSIBLE RETAILING

Please keep in mind that the following guidelines must be followed for content to be shared on the NSLC’s social media channels:

- Photos cannot depict consumption of beverage alcohol in tandem with a skilled activity.
- A table should only include the appropriate number of bottles that would be served to the number of guests the table is set for.
- Bottles on tables should be not be empty so that it’s clear no over-consumption has taken place.
- Any picture of beverage alcohol must be shown with a “standard drink” portion.
- Must not appeal to those under legal drinking age (minors).
- Content cannot show actual consumption of beverage alcohol (i.e. holding a glass, not drinking from it).
- No use of internal/external shots of NSLC stores, NSLC employees, or other NSLC assets without prior approval from Responsible Retailing Advisor (Ashley.McDonald@myNSLC.com). A new “Available at NSLC” logo was developed for advertisements, more details on the logo usage guidelines can be found in Appendix C or at myNSLC.com/trade-myNSLC.

Any content shared on the NSLC’s social media channels must follow our Responsible Advertisement and Giveaways Policy. Please refer to Appendix C for more information on advertising and logo usage guidelines.

If you are experiencing issues, please contact Digital.Marketing@MyNSLC.com.

OTHER ACTIVITIES

In-Store Tastings (Alcohol)

Tastings help our customers to discover new tastes and make informed purchase decisions. Only alcohol products may be tasted in-store. We encourage you to work with our store network to book tastings and tell our customers more about what makes your product special.

HOW TO BOOK A TASTING

- Contact the Store Manager or Designate to book your tasting no earlier than six weeks prior to the requested date.
- Contact the Store Manager if the tasting needs to be cancelled.
- Please note that supplier in-store tastings may coincide with other supplier tastings or NSLC hosted tastings.

SOCIAL RESPONSIBILITY

The NSLC's commitment to social responsibility must be followed at all times by monitoring and making sure minors and intoxicated persons do not sample product. The individual leading the tasting needs to ID a customer who looks to be under 30 before offering a sample. Also, please ensure:

- A single serving sample offered to a customer doesn't exceed the maximum serving (see chart to the right).
- The customer tries the sample at the tasting booth. No samples can be taken out of the store.
- Customers are given only one serving per demonstration area.
- Customers are permitted only one serving per demonstration area (with the exception of red and white wines, please refer to allowable sample sizes for more details).
- The supply of open beverage alcohol is monitored at all times.
- Be solely responsible for any and all liability arising as a result of a tasting.

NOTE: All provisions under the Liquor Control Act are adhered to.

HOW TO HOST A TASTING

- Tasting sessions must be a minimum of three hours, with a four hour maximum.
- Provide properly trained personnel, aged 19 years or older (has relevant product knowledge; knows standard single serving sizes, NSLC ID policy) that must conduct themselves in a professional manner at all times, are dressed in business attire, and wearing a branded company name tag.
- Display posters, pop-up banners, or display units to highlight products being tasted may be used with manager's approval.
- At manager's discretion, displaying small stack-outs of product being tasted is allowed. Displays must be removed from the store at the end of the tasting.

PRODUCT SOURCING AND PAYMENT

- Tastings will be limited to only products sold through the NSLC and presently listed in the NSLC store where the tasting will occur.
- The supplier will be billed directly for the NSLC's landed cost for each sample product used.
- Product must be obtained at the participating store. Suppliers or demonstrators are not permitted to bring alcohol into the store to sample.
- At the end of the tasting session, unopened bottles will be returned to stock. Opened bottles will be presented to the Store Manager for bill back and disposal (no product is to leave the store).

ALLOWABLE SAMPLE SIZES

Category	Allowable Serving
Wine	1 ounce (30ml)*
RTD	2 ounces (60ml)
Beer	2 ounces (60ml)
Non Mixed Spirits	¼ ounce (7.5ml)
Mixed Spirits	¼oz./7.5ml alcohol to ¾oz./22.5ml of non-alcohol

* In the case of a tasting where there are two wines being offered for tasting, the demonstrator must ask which wine the consumer would like to try. If the consumer would like to try both, then ½oz. (15ml) of each wine can be sampled. Recipes must contain no more than the standard pour of alcohol.

NSLC HOSTED TASTINGS



STORE-LED TASTINGS

From time to time, NSLC store teams will choose to sample products at their discretion. Product used for sampling purposes will be billed back to the Agent/Supplier at Duty Paid Landed Cost.

If you do not wish for your product to be sampled via our network-wide or store-led tastings, please contact Marketing@myNSLC.com.



Cannabis



Promotions

Overview of Buy-In Opportunities

Throughout the year, we run a number of programs and promotions that are intended to offer value and shopping experiences that connect, entertain, and engage our customers. Below is a brief overview of each of the opportunities you'll see throughout this guide. Please note that there are separate opportunities for alcohol and cannabis due to the different promotion regulations by category. Applications must be submitted and approved for all opportunities listed below to run in NSLC stores.

CANNABIS EDUCATION PROGRAMMING

CANNABIS EOIs

EXPRESSIONS OF INTEREST (EOIs)

Throughout the year, NSLC issues various EOIs for alcohol and/or cannabis suppliers to participate in community and AIR MILES® initiatives. More information can be found on page 20.

If you are selected, you will also receive the following marketing support for the period:

- Hero display showcasing 10–12 products and supporting signage in 12 NSLC Signature Cannabis stores + Clyde Street
 - Signage spec requirements (24 x 20, 24 x 17, 24 x 4 and 4.25 x 4.25 product shelf cards)
- Support on myNSLC.com/Cannabis homepage
- Hero creative showcased on cannabis digital screens
- Educational support opportunity through master class with NSLC Cannabis Team members

OFFER RULES AND LIMITATIONS

CANNABIS

- Promotional activity is currently not permitted including, but not limited to:
 - Bundle & Save offers
 - LT or single Bundle & Save offers
 - AIR MILES offers
 - Added values of any kind
 - Contests

Please note, some exceptions may be made at Category Team discretion.

Please connect with a Marketing Specialist to approve all signage assets.



Emily Crocker – Marketing Specialist
902.450.5919
Emily.Crocker@myNSLC.com



Buy-In Programs

BUY-IN PROGRAMS

Expressions of Interest

COMMUNITY GIVING (ALCOHOL & CANNABIS)

During P2 and P7 we will be focused on raising funds for NSLC's charities of choice in partnership with our suppliers. EOIs will be issued separately from this guide for suppliers to apply.

To learn more about our Community Investment program and how we are coming together for the good of our community, see Appendix K.

Promo Period	Promo	Dates	Application Deadline
P2	IWK	Apr 29–Jun 9, 2024	EOI to be issued
P7	Share the Good Cheer	Nov 18, 2024–Jan 5, 2025	EOI to be issued

FOR *the good of* OUR COMMUNITY

Join us in celebrating three great weekends of giving by adding a donation to your in-store purchase

DONATE TO

NOVEMBER 19–21

Mental Health Foundation of Nova Scotia

NOVEMBER 26–28

feed nova scotia

DECEMBER 3–5

madd



Moosehead | Colbitstream | Diageo | Andrew Peller
MTD Canada, Carby, Scott & McLean, RTH Generation, Charbon Hobbs, Ruzsky Standard Canada, Importations BMT
West Coast Brewing, Brown Sherry, Clear Fox Cider, The Mill, The Brewery, Lunenburg, and Westville, All Spirits Co.

NSLC

FOR *the good of* OUR COMMUNITY

Join us in celebrating three great weekends of giving by adding a donation to your in-store purchase.

DONATE TO

NOVEMBER 19–21


Mental Health Foundation of Nova Scotia

NOVEMBER 26–28

feed nova scotia

DECEMBER 3–5

madd



Moosehead | Colbitstream | Diageo | Andrew Peller

NSLC

OTHER ACTIVITIES

Local Support

As a Nova Scotia owned and operated company, we are innately local—and we know that our customers and team members care deeply about supporting our local producers. By finding new and innovative ways to work together, sharing best practices, and leveraging expertise, we will continue to support our local suppliers in our capacity as a retailer.

Through our Proudly Nova Scotian program, we showcase our local products, people, and stories across all of our channels throughout the year, to help customers discover new local favourites. See below for more details on how we bring this program to life in-store and beyond.

We also invite all local suppliers to apply for any of the opportunities outlined in this guide. For more information and a full guide to working with the NSLC as a local partner, visit mynslc.com/trademynslc under Program Information & Applications.

HOW WE SUPPORT OUR LOCAL INDUSTRY

We're proud to celebrate the local heroes creating incredible products right here in Nova Scotia. Below are a few of the ways we celebrate our local industry in-store and online through our Proudly Nova Scotian program. Please note that cannabis products will be supported on select

! IMPORTANT: Our local classification, which includes merchandising and marketing support, is currently being assessed to better define the selection criteria. This classification change may rollout before or during FY25.



channels as per current legislation.

IN-STORE

There are a number of signage and display elements you'll find in our stores across the province to help customers discover local products in all categories.

Ongoing support includes:

- Local products receive a shelf or section callout
- Local signage driving customers to view online local producer pages



SOCIAL MEDIA

The NSLC has an active community of more than 50,000 followers through our social networks, and we encourage our local partners to leverage these channels to reach our customers.

Ongoing support includes:

- Local producer features
- Local curated lists and inclusion in all other curated lists

Connect with your Category Team or tag us @theNSLC for a chance to be featured on our social media channels! See page 23 for more details.



WEB

Our websites are an extension of our store network. Local sections on our beverage alcohol and cannabis websites provide local product information, producer highlights and more. Updates to this section are made primarily in alignment with featured store activations. If there is content you would like to see included in this section about your business or products, please reach out to your Category Team.

Ongoing support includes:

- Homepage presence
- Local product listing

Visit mynslc.com/ProudlyNS or cannabis.mynslc.com/ProudlyNS to learn more.



Marketing Programs

Digital Channels

MYNSLC.COM

On myNSLC.com, customers can explore products and pairings, check inventory at their home store, take a quiz, place an order for delivery, and so much more!

PRODUCT DISPLAY DETAILS AND IMAGE

All product details are pulled from SAP (name, taste profile, size, etc). If you notice an error or would like something changed, please email contactus@myNSLC.com and include the article number and requested change.

Product images are the responsibility of the supplier to upload to NSLC at time of listing application. If your product does not have an image or a new image is needed, please upload to our website following the below instructions.

CANNABIS

HOW TO SUBMIT A NEW IMAGE FOR YOUR PRODUCT

1. Ensure your product image(s) meets the specifications noted below.
2. Send the image(s) to Cannabis.Orders@myNSLC.com.

Your image will be updated on the website within 2–3 business days.

PRODUCT IMAGE SPECIFICATIONS

Ensure your image file name includes the brand, product name, size, and the number of the image as shown in the examples below:

Cannabis products

Brand_ProductName_size_image#.jpg

Examples for products

- Canopy_BlueDream_7g_1.jpg
- Canopy_BlueDream_3p5_1.jpg
- Canopy_BlueDream_14_1.jpg

Cannabis Accessories

- Kronsinski_12Cm_tester_hand_pipe_1.jpg
- Kronsinski_12Cm_tester_hand_pipe_2.jpg
- Og_Tips_Rice_Paper_1.jpg
- Image must have a white or transparent background
- 600px x 600px size at a resolution of 90–120dpi
- Format should be JPEG or TIFF

SOCIAL MEDIA

We're working to build a community that connects with our customers and helps to educate and inspire them about how to enjoy our products responsibly. In doing so, we hope to support our partners and amplify your content by sharing it with our audience from time to time.

We consider several factors when deciding what to share on our channels including, but not limited to, seasonal relevance, customer preference, and connection to other programming in market at that time. Priority will be given to products participating in buy-in programs listed on the previous pages of this guide. Please keep in mind that we receive a large volume of requests to share, and as a result we are not able to accommodate all asks.

If you have assets you'd like to submit for consideration, please send them to Marketing@myNSLC.com.

TIPS FOR ENGAGING WITH US ON SOCIAL MEDIA

Tag us @theNSLC across channels when posting. This helps to ensure we see your content and increases the chances that we'll be able to provide engagement.

Clear product shots with no added text on the graphic are preferred. Please visit our social media channels for examples of the types of photos and video we share.

Adhere to the social responsibility guidelines outlined below.

RESPONSIBLE RETAILING

The Federal Cannabis Act generally prohibits the promotion of cannabis, cannabis accessories, and services related to cannabis, except in limited circumstances. The Cannabis Act does permit promotion under specific restrictions to help consumers make informed decisions about cannabis. It is your responsibility to be informed and in compliance with the Act. See Health Canada's website for more information on permitted promotions.

If you are experiencing issues, please contact Digital.Marketing@MyNSLC.com.



Appendices

Appendix A

Five-Year Strategic Plan

OUR STRATEGIC PRIORITIES

Customer	We will be steadfast in our commitment to become a truly customer-first organization by building on the foundation of trust we have established through authentic retail engagements and our focus on corporate social responsibility. We will work together to evolve our strategies and how we come together to execute them. We will put customers first and create moments of engagement across all channels while ensuring Nova Scotians can purchase the products they want, where they want them through an evolved channel and distribution strategy balancing digital and physical touchpoints. This starts with listening to our customers, our vendor partners, and each other and acting on what we hear. How we evolve the shopping experience to meet customers on their terms is a challenge with no singular solution.
People	We believe that the strength of our team will make it possible to deliver authentic, consistent, and exceptional customer experiences. We will empower our people to continue to build relationships with Nova Scotians by offering consistent, knowledgeable, and reliable service. Supporting all employees through their entire employment life cycle will be a priority during the life of this plan.
Responsibility	Our corporate social responsibility mandate is at the heart of the organization, and we commit to taking our programs and initiatives to the next level by weaving the responsibility theme throughout the organization. We believe in responsibly offering the products we've been entrusted to sell. Our retail team challenges more than two million customers for ID every year, helping to keep our products out of the hands of minors. We will work hard to support our customers in their celebration of life's moments and help them choose products responsibly. We will continue to support our communities and ensure responsible environmental and industry stewardship for Nova Scotia. To celebrate the good we do for our province, we plan to develop programs and initiatives our employees are proud of and share our corporate story outside the organization in new and different ways.
Local	The buy-local movement continues to increase in popularity and demand by customers. We will always look for opportunities to collaborate with local industry and support them as they work to bring their products to market. By finding new and innovative ways to work together, sharing best practices, and leveraging expertise, we will continue to support them in our capacity as a retailer.
Financial	We will remain steadfast in our commitment to supporting our focus areas and making a positive impact in the communities we serve through partnerships, environmental stewardship, volunteering, supporting local industry, and by our financial contribution. There's so much good to celebrate with our employees, customers, and business partners, but this is just the beginning of the story.

THIS IS HOW WE WILL

COME TOGETHER
FOR *the good* OF
NOVA SCOTIA

We will continue to work hard to create exceptional experiences for our customers and take our role as the responsible steward of beverage alcohol and cannabis sales in Nova Scotia seriously. The foundation for both these responsibilities is anchored in trust and connection – and this starts and ends with our people and our customers.

Appendix B

Store & Head Office Holiday Openings & Closures

Holiday	Date	Stores	Head Office
Good Friday	Friday, March 29, 2024	Closed	Closed
Easter Sunday	Sunday, March 31, 2024	Closed	Closed
Easter Monday	Monday, April 1, 2024	Open	Closed
Victoria Day	Monday, May 20, 2024	Open	Closed
Canada Day	Monday, July 1, 2024	Closed	Closed
Natal Day	Monday, August 5, 2024	Open*	Closed
Labour Day	Monday, September 2, 2024	Closed	Closed
National Day for Truth and Reconciliation	Monday, September 30, 2024	Closed	Closed
Thanksgiving Day	Monday, October 14, 2024	Closed	Closed
Remembrance Day	Monday, November 11, 2024	Closed	Closed
Christmas Eve	Tuesday, December 24, 2024	Open*	Open
Christmas Day	Wednesday, December 25, 2024	Closed	Closed
Boxing Day	Thursday, December 26, 2024	Closed	Closed
New Year's Eve	Tuesday, December 31, 2024	Open	Open
New Year's Day	Wednesday, January 1, 2025	Closed	Closed
Heritage Day	Monday, February 17, 2025	Closed	Closed

Natal Day Holiday Hours

Metro	2104, 2106, 2107, 2108, 2110, 2120, 2121, 2123, 2135, 2140, 2150, 2154, 2160, 2163, 2165, 2170, 2171, 2176, 2177, 2178, 2180, 2185, 2193, 2194, 2195, 2202, 2209, 2805	Open 12 pm–6 pm
	2125	Regular Business Hours
Central	2217, 2219, 2225, 2226, 2227, 2270, 2280, 2286, 2290, 2297, 2804	Open 12 pm–6 pm
	2222, 2223, 2285, 2301, 2302, 2310, 2338, 2343, 2353, 2358, 2367, 2382, 2392, 2394	Regular Business Hours
North Eastern	All Stores	Regular Business Hours
South Western	All Stores	Regular Business Hours

Christmas Eve Holiday Hours

All Regions	All Stores	Closing at 5 pm
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Appendix C

NSLC Advertising & Packaging Guidelines

NSLC's new Advertisement & Giveaway Policy came into effect on January 1, 2023.

The Policy was developed to set clear standards regarding advertisements and giveaways of beverage alcohol. It is governed by the requirements of the Liquor Control Act and Nova Scotia Liquor Corporation Regulations, and it applies to all manufacturers, industry associations, agents and retailers of beverage alcohol in Nova Scotia, as well as all persons or companies advertising alcohol in the Province of Nova Scotia. Labels are included as a form of advertisement. A guidance document has also been developed to provide further clarity and expectations for the Policy and Regulations.

The Advertisement & Giveaway Policy and corresponding guidance document can be found on our Trade Site at myNSLC.com/trade-mynslc.

The NSLC also has a new advertising logo for external advertisements. The new logo highlights that products are available at NSLC and uses a wordmark separate from the NSLC brand logo. The NSLC brand logo shall not be used in advertisements. The logo assets found on our Trade Site should be used for any advertising or social media pieces. Please note that NSLC assets, excluding social media advertisements, shall require prior written approval from the NSLC Responsible Retailing Advisor (Ashley.McDonald@mynslc.com) and requires two weeks of notice for approval.

The logo assets and guidelines can also be found on our Trade Site at myNSLC.com/trade-mynslc.

Appendix D

Supplier Program Signage & Contesting Guidelines

If you have been approved for additional signage or a contest, please review the content below.

SIGNAGE SPECS

- Ensure your assets are max sized to your signage dimensions
 - i.e., For 22 x 17 signage, minimum size of 2200px x 1700px
- Ensure assets are minimum 300dpi to meet print quality standards
- Ensure file type is acceptable
 - Print-ready PDF file with crop marks

SIGNAGE CONTENT GUIDELINES

- Dates of the promotion period(s) signage will be active during
- Product SKU # is listed
- Price Point is listed (including any discounts)
- Product and/or package size (i.e., 750ml, 473ml, 12 x 355ml, etc.)
- Image of product with correct size shown on signage
 - Showing a 12-pack vs single can image for a 12-pack product
 - Showing a 1140ml vs a 750ml for a 1140ml product
- Ensure sign extenders are on the right side of the 22 x 17 signage (i.e., beside the product they go along with)

CONTESTING SIGNAGE

Please be sure to include the following:

- Prizing details
 - What prize can customers win?
 - Dates for the promotion
 - Image of the prize(s)
 - Website to go to for more details/legal requirements (Suppliers must host rules and regulations online)
- Details on how a customer can enter
 - "Scan pin code inside to win"
 - "Scan the QR Code and enter to win"
- Include all details of promotional offers if relevant
 - "Buy a 6 x 355ml of product XX and a 473ml of product YY to receive XX Bonus AIR MILES!"

AIR MILES® SCAN & WIN SIGNAGE CONSIDERATIONS

- Heading that reads, "Scan your AIR MILES Card with the purchase of [product name] for a chance to win [prize]!"
- Contest dates
- Fine print: No purchase necessary. Open to legal residents of Nova Scotia only. Total prize value is \$XXX. [One] prize is available to be won in Nova Scotia. Odds of winning depend on the number of eligible entries received. Skill-testing question required. See [insert URL] for full rules and entry information. (including no purchase entry).™ Trademarks of AM Royalties Limited Partnership used under license by AIR MILES Loyalty Inc. and NSLC.

Questions about signage? Contact signage@mynslc.com.

Appendix E

Beverage Alcohol Display Selection Considerations & Information Guidelines

ELEMENTS OF AN APPLICATION

- **Timing:** Timely submission of application, including booking a meeting with the Category Team prior to the submission deadline to walk them through the display program plans (in store and any relevant out of store activities). This is important to ensure ordering timelines are met and to ensure effective planning and communication to key stakeholders.
- **Market Trends:** Share and leverage any insights, research, and data in Nova Scotia or other provinces to provide further context as to why you believe this program will be successful in market, during X promotional period (i.e. this type of product over indexes in X promotional period/season, or this type of promotion is relevant because it's related to a national/regional significant event). This is important to showcase the relevance of a program to our collective Nova Scotia customers.
- **Scale & Audience:** Knowing who your audience is and who the program is directed towards—what's important to them, why will this program resonate with them? Part of a successful application is selecting the right product, or products, to fill the display which means previous sales history would suggest the product will sell in the amount of stores that the display is in, and the production capacity is such that there will not be any supply interruptions for said product(s).
- **External Activity:** Outside of the in-store execution elements, describe the activities happening outside of our stores that customers will see (i.e. marketing programs, event sponsorships, local/national/global partnerships). This is important to share with the Category Team to assess the total customer impact of the program (inside and outside of their shopping trip in NSLC stores).
- **Consistency:** Visual impact in store should be recognizable, regardless of the size of the store—customers should be able to tell this program is consistent from store to store, even if the display area is a different size. This can include signage elements, product availability or merchandising tools.

SELECTION CONSIDERATIONS (FURTHER TO PAGE 11)

- **Cross Category:** If relevant, provide insights around products that customers often purchase together and how this program will contribute to Category health—i.e. specific brands, pack sizes, or sub-categories.
- **Innovation:** Share and leverage data and insights as to why this new product offering, or format, will be successful—i.e. brand performance in Nova Scotia or other provinces, pack size trends within Nova Scotia or other provinces, sub-segment relevance in Nova Scotia or other provinces, etc. Provide reasons to believe why this product should be on X display, and why customers will seek it out, based on facts.
- **Production:** The ability to supply the product (s) for the entire promotional period, as well as hit the requested order quantity and delivery timeline in our DC so we can effectively set stores up to be ready for the corresponding promotional period. The risk of not having this ability is an empty display and potentially disappointed customers. Whether or not the production run is limited, or there's a small allocation of the product(s) is also taken into consideration when selecting displays.
- **Seasonal Relevance:** Occasion or length of time of the relevant season (i.e. a one day event vs. a longer term event or occasion). The scale and significance of the season/occasion/event is considered based on the size and reach of the display. This consideration is also based on data, insights, and research provided, specifically looking into previous trends in Nova Scotia or other provinces for the particular product, pack size, sub segment, flavour, etc.
- **360-Degree Approach:** The proposed activities outside and inside of NSLC stores, including visuals (where possible) of marketing efforts (including but not limited to: billboards, social media ads, print or digital/web images, promotional packaging for approval, etc.) and Retail-tainment elements (display enhancers, signage, case stackers, etc.) if relevant. Outline the other touch points that customers will interact with this program holistically during their in store experience and outside of NSLC stores. * These are considerations, there are no automatic triggers for a display.

SUCCESSFUL EXECUTION:

- **Connection:** Once selected for a display program, it's critical to stay connected to the Category and Marketing Teams leading up to and throughout the promotional period in market timing.
- **Timing:** Ensuring all timelines for collateral are respected (i.e. appropriate packaging updates or images are uploaded, relevant social media images [if requested] are provided well in advance of the deadlines, signage and Retail-tainment edits are made and final artwork (if requested) is provided in advance of the deadline, etc.). This is important as we want to set ourselves and our stores up for success to be able to deliver the best program possible for our collective customers. If a timeline is unable to be met, please communicate in advance of the deadline to the Category Team.
- **Clear & Consistent Communication:** As per above, if there is a timeline that is unattainable, please communicate well in advance of that deadline to the appropriate NSLC contact (Category Team, Promotional Team, Marketing Team, etc.). This allows for a collaborative approach to assess if that element of the program is able to continue or should be altered/cancelled. If ever there are questions or uncertainty about a request or program, please reach out the appropriate NSLC team member—if you do not know who that is, start with your Category Team member and they will direct you.
- **Post-Program:** If necessary and applicable, please refer to page 13 for the Post Period Retail-tainment Material. For other display programs, please book a meeting with your Category Team to discuss the performance of the program—come prepared with your assessment of the successes and opportunities that exist (i.e. performance of an article vs. prior year or prior period, performance of any out-of-store marketing activities you ran, customer feedback received, etc.).

HOW TO APPLY:

The promotional application can be found on the NSLC trade website: myNSLC.com/trademynslc. All applications will be reviewed and awarded by the respective Category Team when they review all of the promotions applications. The Category Teams reserve the right to cancel any activities with limited vendor interest. To be considered for the Hero Display, you must apply through the promotional application as well as submit a separate proposal as outlined in Appendix L.

Appendix F

Cannabis Language Guide

We use discovery as the foundation of our language in the cannabis category and have ensured it is both responsible and educational. As a disclaimer we say, "Cannabis affects everyone differently. Each person is as unique as the product." Everybody's response to cannabis is different, and it can vary from one occasion to the next. We use our education programs to help our customers find a product that's right for them.

	LANGUAGE WE USE	WE CAN ALSO SAY/REFER TO (NOT PRIMARY LANGUAGE)	LANGUAGE WE HEAR BUT AVOID USING	CONSIDERATIONS OF USE
Category:	<ul style="list-style-type: none"> • Cannabis • Customer • Bud • BHO, RSO, CO2 (these can be referenced as extraction methods) • Dermal/transdermal 	<ul style="list-style-type: none"> • Cannabis • User, consumer • Recreational purposes • Ganga 	<ul style="list-style-type: none"> • Weed, pot, marijuana, herb, dope 	<ul style="list-style-type: none"> Using recreation in application of handling medical questions • We sell cannabis for recreational use
Our Product Formats:	<ul style="list-style-type: none"> • Dried flower • Capsules • Oil • Pre-roll • Infused pre-roll • Seeds • Edibles • Beverages • Extracts/concentrates • Ingestible extracts • Vape concentrates • Topicals 	<ul style="list-style-type: none"> • Gelcaps, softgels • Joint, pre-rolled, cannabis cigarette, blunt • Vapourizer formats: all-in-one, vape/battery, dried flower vapourizer • Vape pen • Concentrate products: e.g. shatter, wax, rosin, dabs 	<ul style="list-style-type: none"> • Weed, pot, marijuana, dank • Tinctures • Spliff, reefer 	<ul style="list-style-type: none"> • Format grouping of vapourizer
Our Accessories:	<ul style="list-style-type: none"> • Grinders • Storage containers • Hand pipes • Papers • Vapourizers • Cartridge • Batteries • Lighters • Concentrate taster 	<ul style="list-style-type: none"> • Pipes, bowls, dabbers • Rolling papers 		
Accessories We Don't Carry:	<ul style="list-style-type: none"> • Water pipes • Oil or dab rigs • Hookahs 		<ul style="list-style-type: none"> • Bongs, bubbler • Perc 	
Methods of Consumption:	<ul style="list-style-type: none"> Inhalation <ul style="list-style-type: none"> • Smoking • Vapourizing Intraoral <ul style="list-style-type: none"> • Sublingual • Ingestion 	<ul style="list-style-type: none"> • Dabbing • Vaping 	<ul style="list-style-type: none"> • Toke 	
Product Discovery:	<ul style="list-style-type: none"> • Experience, feeling • Suggest, offer • Mind/body/cerebral • Calming/relaxing • Drowsiness • Lively/stimulating • Application, quantity • Dosage, onset, offset • Duration 	<ul style="list-style-type: none"> • Effect • Euphoric • Intensity • Recommend • Mental/physical • Euphoric, intense, intensity • Psychoactive effect • Portion/amount/dose • Balance/length of effect 	<ul style="list-style-type: none"> • Sedative, stoned • High, mind-altering • Dosage, use • Relieve, ailment • Prescribe • Counter/cure/decrease 	<ul style="list-style-type: none"> When using the term psychoactive, we're referring to the intoxicating effects of THC (Delta 9) • THC = psychoactive (euphoric; mind-altering) • CBD = non-psychoactive

Appendix G

Alcohol Promotional Policies

Economy	Refreshments	Spirits	Wine
Regular Floor (RF)	Economy Displays will be selected at Category Teams discretion for enhanced margin items.		
Added Values (AV)	Economy AV (liquid) is not permitted on any host product. Non-liquor added values or AIR MILES® offers can be discussed with the Category Team.	Economy AV (liquid) is not permitted on any host product. Non-liquor added values or AIR MILES offers can be discussed with the Category Team.	Economy AV (liquid) is not permitted on any host product. Non-Liquor or AIR MILES offers can be discussed with the Category Team.
Limited Time Offers (LT)	No LT on Economy SKUs	No LT on Economy SKUs	No LT on Economy SKUs
Mainstream	Refreshments	Spirits	Wine
Regular Floor (RF)	Yes	Yes	Yes
Added Values (AV)*	AV liquid is permitted for refreshment only in case as a trial for new item, must be same price band or higher, and permitted in cross category promotion. Non-liquid AV will be permitted based on category criteria. Same on same will not be permitted.	AV (liquid) to cross promote 50ml (trial samples) of other GL Mainstream or Premium products from other spirit sub-categories is permitted on the host brand. Mainstream AV (liquid) on Mainstream host will be permitted within the same sub-category (e.g. amber rum) as long as the AV (liquid) is of a higher price point than the host. Mainstream AV (liquid) on Mainstream host will be permitted if AV (liquid) offers a mixology component (e.g. Mainstream Vodka on Mainstream Liqueur). Non-liquid AV will be permitted. Same on same will not be permitted.	AV (liquid) is permitted if it is from higher price band (i.e. Premium AV on Mainstream host). Mainstream AV (liquid) on Mainstream host will be permitted as long as the AV (liquid) is higher price than the host. Non-liquid AV will be permitted. Same on same will not be permitted.
Limited Time Offers (LT)	Permitted to LT to Social Reference Pricing in all periods.	Permitted to LT to Social Reference Pricing in all periods. If bundling 375ml can go to equivalent of \$14.99 per unit	Permitted to LT to Social Reference Pricing in all periods except P7. For P7, no LT's permitted on 750ml products priced below \$14.99 and under. Bundle Buys on 750ml products under \$14.99 will be at Category Teams discretion. The number of LTs, or the price point threshold within Mainstream to allow LTs will be at discretion of the Category Team's in any given period.
Premium	Refreshments	Spirits	Wine
Regular Floor (RF)	Yes	Yes	Yes
Added Values (AV)*	AV liquid is permitted for refreshment only in case as a trial for new item, must be same price band or higher, and permitted in cross category promotion. Non-liquid AV will be permitted. Same on same will not be permitted.	Premium AV (liquid) on Premium host will be permitted, providing the AV (liquid) is a different brand/product of an equal or higher price point. Non-liquid AV will be permitted. Same on same will not be permitted.	Premium AV (liquid) on Premium host will be permitted, providing the AV (liquid) is a different brand/product of an equal or higher price point. Non-liquid AV will be permitted. Same on same will not be permitted.
Limited Time Offers (LT)	Permitted to LT to Social Reference Pricing.	Permitted to LT to Social Reference Pricing.	Permitted to LT to Social Reference Pricing.

* Some exceptions may be made at category discretion. For AIR MILES policies, see page 9

Appendix H

Listings

ALCOHOL

CATEGORY REVIEWS

At the end of August/early September, registered representatives will receive our NSLC category review calendar for all beverage alcohol categories.

All vendors wishing to have products listed with the NSLC are encouraged to connect with the appropriate Category Team prior to submitting their application.

Any delisted products leftover will be a FOB billback for remaining inventory at discretion of Category Team and will be at the expense of the supplier.

PRODUCT EXCHANGES (SWAP)

Submit exchange requests via email to the Category Manager with a completed Listing Form with the product to be exchanged out. Include which option to help deplete inventory of the product(s) that is exchanged/swapped out.

Options to choose to help deplete Warehouse & Store inventory of the Exchanged Product below in order to do a global swap of the new product(s):

- **Option 1:** Pickup all remaining warehouse inventory and reduce remaining store inventories (minimum) 25% off retail price with maximum bill back at total cost to the supplier.
- **Option 2:** Reduce all warehouse and store inventories (minimum) 25% off retail price with maximum bill back at total cost to the supplier. If after three months there is still inventory in the warehouse and/or stores, then there will be an additional XX% discount from the original retail at the supplier's expense.
- **Option 3:** Add LT for Period X to help deplete DC and Store inventory.

DELISTINGS

Products that have not reached or maintained the established annual quota during the most recent twelve month period in a category review calendar period will be subject to delisting. Other reasons for delisting include: low sales performance, negative trend in category, unavailability (lack of supply) of product, product exchange, and discontinuation by supplier.

Notice to delist – Product may be at risk for delisting. Category Manager to review steps with agent.

Product that is making quota may be delisted for failure to meet the following:

- Unacceptable quality of product or package
- Change in quality or price of the product which affects a significant reduction in the product's price/quality
- Lack of continuity of product supply; A delay in product supply should be advised to the Category Manager who can determine if product should be delisted or exchanged
- Failure to comply with regulatory packaging, labelling, or environmental requirements
- Overage or expiry date concerns – see below for more information

Products will be added to clearance in the category review calendar period. The category manager will determine the percentage amount of clearance and whether it will be billable or non-billable. More information can be found in the Alcohol & Cannabis Programs Guide – Clearance Policy under Appendix I: Pricing Alcohol.

OVERAGE OR EXPIRY DATE CONCERNS

1. Supplier to provide a date extension—may be able to extend the expiry date of product if the supplier can provide an official extension in writing to the Category Manager. Retail stores will be advised as to any expiry extension.
2. Supplier to pick up all expired/close to expiring product from DC. This is a preferred option. All product will be billed back to supplier. Supplier to confirm directive for store inventory—either instruct stores to dump and bill supplier, or supplier can pick up remaining inventory from stores. Possible option for agent or local producer exchange out exact amount in stores.
3. Destroy affected product in the DC. Product would be sent out to Micco/CML to be disposed of affected inventory. A fee will be charged to the supplier on top of the cost of goods. Retail inventory would probably be treated the same as 2nd option above; dump at stores.

ONE TIME ONLY/PROMOTIONAL LISTINGS

1. NSLC receives listing application from supplier. Listing application contains purchase price and anticipated retail price.
2. NSLC confirms pricing based on listing submission. If there are any price discrepancies between listing submission and SAP calculated price, the Category Team contacts the supplier representative to discuss pricing options. Confirmation of pricing is handled via email between the supplier representative and the Category Management Team.
3. Category Team approves listing.
4. Submissions containing data errors will not be processed and considered for listing.
5. Suppliers will have FOB billback for remaining inventory at discretion of Category Team at the end of any promotion.

PRODUCT TESTING PROGRAM

We launched the Product Testing Program as an initiative to ensure the safety and quality of the products we offer to our customers. The program, developed in partnership with Acadia Laboratory for Agri-Food & Beverage (ALAB) and Perennia Food and Agriculture Inc., is well underway. We have completed the pilot phase and have now incorporated product testing into our listing process.

New product listings as well as product already sold by the NSLC are now subject to this testing program. Testing is carried out by ALAB, an ISO 17025:2017 accredited lab, on a random basis. As we continue to evolve the program, our goal will be to ensure that all products are either rotationally tested by ALAB or are tested at another accredited lab. Now that COAs are integrated into the listing process, the NSLC will also accept valid COAs from other accredited laboratories.

Making testing a requirement will ensure all beverage alcohol products sold at the NSLC have a COA verifying the product follows federal health parameters, our quality standards, and labelling requirements.

Testing results fall under three categories:

1. The product adheres to the NSLC's testing parameters.
2. The product has one or more minor variances that are within allowable limits of NSLC's testing parameters.
3. The product has a larger variance that may require an escalation to CFIA/Health Canada, a recall and/or relabeling of the product may be necessary.

For the most current information and resources regarding the Product Testing Program please visit myNSLC.com/trademynslc.com under 'Product Testing' or email Product.Testing@mynslc.com for any specific questions you may have.

PRICING QUOTES

Any supplier requiring a price quote should utilize the pricing models available by request at pricereview@mynslc.com.

If further support is required, an email should be submitted to pricereview@mynslc.com with the required information to complete a retail price quotation. A response will be sent within two working days.

To avoid conflicting information being given to suppliers, the NSLC is asking all suppliers to adhere to this process; phone calls will no longer be accepted for price quotes.

Appendix H

Listings

CANNABIS

The Government of Nova Scotia determined that the Nova Scotia Liquor Corporation will be the sole retailer of recreational cannabis in Nova Scotia. The following terms and conditions will apply to all Licensed Producers who list a cannabis or cannabis accessory product with the NSLC.

CRITERIA FOR SELECTING NEW LISTINGS:

- Established partnership with NSLC Cannabis via current listings
- Compatibility with applicable category gaps
- Established Health Canada licensing (cultivation, processing, and/or sales)
- Competitive duty paid landed cost pricing and proposed retails
- Established brand/strain/product potential and awareness supported with relevant sales data and insight
- Is product/strain new, innovative, or unique (verifiable genetic history, niche offering, etc.)?
- Product availability (allocation volumes, shipping location, and continuity of supply, etc.)
- Past performance of supplier (product performance, fulfillment reliability, compliance with Supplier Manual provisions, etc.)
- Value added services (customer/staff cannabis education strategy, social responsibility initiatives, etc.)
- Product labelling/packaging must meet all federal and Health Canada requirements

GENERAL LISTING POLICIES & PRODUCT GUIDELINES

- The NSLC reserves the right to alter the assortments at its discretion as required to adjust for market demand as well as the availability of locally produced product.
- The NSLC does not engage in supplier agreements and makes no volume commitments when purchasing products: POs will be issued as product replenishment is required.
- Supplier Delivery: FOB warehouse (Dartmouth)
- Insurance: Supplier to maintain \$10 MM commercial general liability to NSLC's satisfaction; NSLC to be an additional named insured and certificate holder. Micro producers to maintain \$1 MM General Liability with the NSLC continuing to be named as "additional insured." Upon request, suppliers must provide certificates of insurance to verify suppliers are compliant with this request.
- Regulatory/QA: Products supplied must be safe for use and must comply with all applicable regulatory and QA requirements (Certificate of Analysis from an accredited facility for each LOT must be available upon request for all orders placed), and suppliers must maintain all required Health Canada licenses.
- Customer Product Complaints: Supplier partners will be responsible for responding to and investigating NSLC customer complaints, taking appropriate corrective action, and then updating NSLC on status/resolution.
- Suppliers are required to complete all mandatory fields in the NSLC Cannabis Listing Form, which can be made available at any time by contacting the Category Team. Suppliers will be responsible for correcting errors or formatting gaps in their submission as identified.
- All supplier products and packaging must comply with the applicable federal and provincial regulatory and quality assurance requirements related to cannabis and cannabis accessories.
- Approved new suppliers will be required to submit new vendor form and Electronic Fund Transfer (EFT) document for setup in our system. All quotes to be made in Canadian currency only.
- All suppliers will be required to submit high-resolution JPEG images and provide a detailed product information sell sheet (PDF) for each accepted SKU. The high-res image and sell sheet must be supplied before the product is listed on our website or distributed to stores.
- To the mutual benefit of both parties, supplier partners are expected to provide an analyst to support forecasting and analytics.
- Suppliers to comply with various NSLC prescribed policies and procedures, regarding packaging, labelling, shipping, and other requirements as outlined in this guide.
- All successful suppliers must be able to meet NSLC ordering deadlines and each SKU's packaging must meet all NSLC label/packaging requirements.

BRAND COMMUNICATION IN THE NOVA SCOTIA MARKET PLACE

- Any communications in Nova Scotia must follow all provincial and federal laws and regulations. Use of NSLC's logo is strictly prohibited unless otherwise approved by the NSLC.
- For more information, please visit myNSLC.com/trademynslc under 'Advertising & Logo Usage'.

CATEGORY REVIEWS

To identify category trends and potential growth opportunities, category reviews will occur in partnership with suppliers. This exercise will be led by the Cannabis Category Management Team once we have sufficient sales history on a product. Full category review process to be undertaken twice per year.

During the category review each products' sales performance will be measured against the performance of all other relevant listings and the performance of the total category and sub-category. Any product that underperforms may be delisted and remaining inventory will either be returned to supplier, or the retail price will be reduced (20%–40%) to sell through quickly. Suppliers will be responsible to cover the cost of the reduced clearance retail.

ASSORTMENT GRADES

Assortment grades are a lettered scale to classify products into store grouping driven by sales, space in stores, the geographical area, current trends, and availability. Assortment grades are assigned to each article to identify which store location the product will be listed to. If you have any questions on assortments, please reach out to the Category Team.

To review the store lists for each assortment grade, NSLC General List Assortment Grades-All Categories document is located at myslc.com/Trade-MyNSLC under Program Information & Applications.

Appendix I

Pricing

ALCOHOL

PRICE QUOTATIONS

Any supplier requiring a price quote should utilize the pricing models available by request at pricereview@myNSLC.com.

If further support is required, an email should be submitted to pricereview@myNSLC.com with the required information to complete a retail price quotation. A response will be sent within two working days.

To avoid conflicting information being given to suppliers, the NSLC is asking all suppliers to adhere to this process; phone calls will no longer be accepted for price quotes.

SEMI-ANNUAL PRICE REVIEW – CORE PRODUCTS ONLY

1. Notification is sent to suppliers indicating the schedule for price review submissions. This activity starts approximately in late June and December, in advance of the implementation of the price change. Communication is executed via email to the supplier representative.
2. Suppliers receive the list of products that qualify for a price change.
3. During the semi-annual price review, suppliers must submit any desired price changes in round #1, with round #2 being used for exceptions only. Suppliers must submit their price changes via email to the NSLC at: pricereview@myNSLC.com. Any products not submitted during the first round of price change will automatically have the current retail price point held. Any impacts from currency, freight, excise (or other) will be reflected in an adjustment to case cost.
4. NSLC validates price submissions to ensure changes comply with price band ranges and minimum profit, to validate that the purchase price achieves the expected retail price, and to ensure the price change is aligned with the rationale for the increase/decrease.
5. NSLC sends purchase prices and anticipated retail prices back to suppliers via email three weeks in advance of implementation of price change. Communication is made to the supplier representative and this response represents the NSLC's official confirmation of the price change.

CLEARANCE POLICY

Should your product be delisted, the inventory on hand will be assessed to determine if a promotion at shelf is required up to two promotional periods prior to the delist date. Pending the quantity on hand, an LT or clearance savings may be communicated at shelf to help reduce inventory prior to moving to clearance post-delisting.

As a result of the addition of this promotion, any promotional activity scheduled on a delisted product two promotional periods prior to its delist date may be changed at the discretion of the Category Team. This includes any added value, Bonus AIR MILES®, Bundle Buy, or LT offers. Any clearance and/or LT billing leading into the delist will be communicated by your Category Team.

During the two promotional periods leading up to the delist date, stores will be instructed to continue ordering as normal. Once the DC has depleted its inventory, some stores may stock out prior to the delist date. Should this occur prior to the new item being available for shelf, a sign notifying customers of a new product coming soon will be displayed. When the delist date arrives, stores will be instructed to remove the product from shelf and place it in their designated clearance area for final sell-through.

PRICE BANDS

We have referenced price bands in our LT and BAM offer guidelines earlier in this document. Our price bands are updated twice each year in conjunction with our pricing review process.

Current price bands can be found on our trade site at mynslc.com/trade-mynslc. Any questions about price bands should be submitted to pricereview@myNSLC.com.

ASSORTMENT GRADES

Assortment grades are a lettered scale to classify products into store grouping driven by sales, space in stores, the geographical area, current trends, and availability. Assortment grades are assigned to each article to identify which store location the product will be listed to. If you have any questions on assortments, please reach out to the Category Team.

Appendix I

Pricing

CANNABIS

PRICE QUOTATIONS/CHARGE BACKS/INVOICING

Suppliers requiring a price quote should utilize the current pricing models available by request from their category contact.

- NSLC receives listing applications from supplier containing proposed purchase price and anticipated retail.
- NSLC confirms pricing based on the listing submission. If there are any discrepancies between listing submission and SAP calculated price, the Category Team contacts the supplier representative to discuss pricing options. Confirmation of final pricing is handled via email.
- Submissions containing data errors will not be processed and considered for listing and it is the responsibility of the supplier to provide any updates/corrections.
- Suppliers are required to cover the total cost of temporary price reductions (TPRs) which will be required whenever inventory levels exceed 20 weeks on hand across the entire network. TPRs ensure product quality/freshness and prevent a buildup of old/outdated product.
- Charge Backs to LPs will be deducted from Accounts Payable. This includes LP charge backs for product returns, damages, display product, recalls, slow moving (TPR), discontinued and overaged products (including destruction, disposal, processing, shipping, handling, and related costs).
- Payment terms for cannabis and accessory purchase orders to suppliers are Net 30 days from NSLC receipt of goods.
- Invoices and purchase orders must match. Quantities, price, and purchase order number must be present on invoices. If the invoice doesn't match the purchase order, the payment could be delayed past the net 30 days payment terms at the sole expense of the supplier.
- Separate invoices must be sent for each purchase order issued.
- Any changes in banking information are the supplier's responsibility to fill out a new EFT Form and forward to the Category Team or listing coordinator.
- All invoice correspondence and payables inquiries can be sent to: accounts.payable@myNSLC.com.

SEMI-ANNUAL PRICE REVIEW

- There will be two scheduled price change windows per year and follow the same timelines as beverage alcohol. Outside of these windows pricing is held firm.
- Notification is sent to suppliers indicating schedule for price review submissions. This activity occurs approximately late June and December in advance of the implementation of the price change. Communication is executed via email to the supplier representative.
- Suppliers receive the list of products that qualify for a price change.
- During the semi-annual price review, suppliers must submit any desired price changes in round #1, with round #2 being used for exceptions only. Suppliers must submit their price changes via email to the NSLC at: pricereview@myNSLC.com. Any products not submitted during the first round of price change will automatically have the current retail price point held. NSLC validates price submissions to ensure changes comply with price band ranges to validate that the purchase price achieves the expected retail price, and to ensure the price change is aligned with the rationale for the increase/decrease.
- NSLC sends purchase prices and anticipated retail prices back to suppliers via email three weeks in advance of implementation of price change. Communication is made to the supplier representative and this response represents the NSLC's official confirmation of the price change.

Appendix J

Labels & Supply Chain

ALCOHOL

LABEL REQUIREMENTS

Labels must contain all items required to meet Canadian Federal Labeling Standards, Beverage Container Guidelines (refund statement), and Product identification Standards (EAN#). The inclusion of a return statement in French/English is mandatory in Nova Scotia. All product labeling is expected to abide by the Nova Scotia Liquor Corporation Advertising Rules of Conduct outlined in Appendix C. Further information on Canadian Federal Labeling Standards standards may be obtained from the Canadian Food Inspection Agency through their website at inspection.canada.ca.

All labels must be approved by the Category Team before the listing is considered complete, including packaging changes or label updates on an OTO or GL product.

The best practice is to include the civic address, city, province, postal code, and country of the company.

A lot code is required as part of the traceability requirement detailed in the Safe Food for Canadians Regulation (SFCR) that came into effect in January 2019 and became enforceable July 2020.

Examples of lot codes include: production date, best before date, establishment number, or SFC licence number: LOT: L1 053 L2123.

More details regarding lot code requirements can be found at CFIA's Food safety for industry page inspection.canada.ca/food-safety-for-industry/eng/1299092387033/1299093490225 and the full Safe Food for Canadians Regulation can be found at this link: laws-lois.justice.gc.ca/eng/regulations/SOR-2018-108/index.html.



Appendix J

Labels & Supply Chain

CANNABIS

BARCODE STANDARDS


- All cannabis producers MUST go through GS1 to secure their barcode symbology and use the following format for master cases, inner cases, and the retail pack providing each package level with a unique barcode. The product size variants will also need their own barcodes i.e. 1g and 3.5g.
- The chosen cannabis GS1 barcode symbology is as follows:
 - Consumer items – The GS1 Expanded DataBar symbologies. The expanded DataBar will contain: GTIN (AI- 01), package date (AI- 13), LOT (AI- 10) must be in this order.
 - *Packaging date must be in YYMMDD format, as per GS1 standards.
 - Cases or other logistic packaging – GS1-128 (GTIN, packaged date, and the LOT in this order).
- Accessories suppliers have the option to either 1) Go through GS1 and use the following format below or 2) keep their existing barcodes as long as they are legitimate, functional and non-conflicting with any other sellable item(s) globally. If the barcode is conflicting or illegitimate, the product will not be registered.
- Option 1: For accessories the following GS1 barcodes are accepted:
 - Consumer items – Any GS1 DataBar, UPC-A/E, EAN-13 and EAN-8.
 - Cases or other logistic packaging – GS1-128 (likely only the GTIN or Interleaved 2 of 5), Interleaved 2 of 5, UPC, OR EAN.
- Option 2: For the accessory producers that want to use their existing barcodes if they are not with GS1.
 - Consumer Items – UPC A, UPC E, EAN13, EAN8, or GS1 DataBar (GTIN ONLY).
 - Cases or other logistic packaging – Interleaved 2 of 5, UPC A*, UPC E*, EAN13*, EAN8*, OR GS1-128 (GTIN ONLY).
- The master case pack level barcode can not be the same as the retail pack barcode.
- It is best practice to place barcodes on flat surfaces of the packaging (ie. the top or bottom of jars, or running length ways on pre-rolls).
- Multi-pack products must have a unique barcode on the outside package that is different than the barcode of the individual units contain within. The barcode on the individual unit(s) inside the multi-pack must be positioned in such a way that they cannot be scanned.

SUPPLIER GS1 BARCODE CHECKLIST

- True to size PDFs of barcodes (both unit and case) should be sent for test scanning ahead of shipping.
- All barcodes must be clear, legible, scannable, and display the human readable numeric code located beneath or beside the barcode.
- Is your barcode too glossy? Glossy paper causes the data bars to be distorted because it reflects the light and will not scan.
- Is the barcode smudged, have air bubbles, or lines through it causing scan errors?
- Is the barcode showing correct GS1 format, (01)(13)(10)(90)?
- The lot number displayed on the “Eaches” barcode must match perfectly to the lot number displayed on the master case barcode.
- Ensure the barcode shows crisp, clear, well-defined bars to avoid readability issues when scanned.
- Is human readable numeric code located beneath or beside the barcode?
- There should be no truncation of any barcodes on any level of packaging.
- Does the barcode wrap around the container, interfering with ability to scan? Due to the curvature of bottles, matte finish labels with stacked barcode are the preferred choice.
- Barcodes should have sufficient quiet zone spacing (QZ) around all sides. The QZ should be ten (10) times the width of the narrowest bar or 0.3175cm, whichever is greater. Barcodes should not have any border lines surrounding it.

MASTER CASE LABEL STANDARDS

- Application identifier 90 (AI90) used for the quantity per case is a numeric field and need to have a fixed length of four positions.
- This specification adjustment is required to accommodate the variable field length of AI10.
- This means that a quantity of 24 unit per case will need to be padded with two leading zeroes (ex. 900024).
- Barcode colors: black bars with white background.
- Product name will have a larger font size than other information on the label.
- Layout of the case label will include below information (see sample master case label).

License Producer LP1		GTIN(14) 1234567890128	
Product Name Generic			
Product Type Dried Flower	Unit Size 3.5g	Unit/Case 12	
Lot# ABCDEFGHJ		Packaged On Date 180507	
			
(01)01234567890128(13)180507(10)ABCDEFGHJ(90)0012			

PURCHASE ORDERS

- The Nova Scotia Liquor Corporation (NSLC) is the sole wholesaler of cannabis for the province of Nova Scotia.
- The NSLC's cannabis fulfillment service provider will be Metro Green Logistics.
- The NSLC Product Management Specialist – Cannabis will issue purchase orders with expected delivery dates directly to the licenced producer.
- Orders will be placed with the producer and products will be distributed to our retail stores by the NSLC at the shipping case level.
- Any variance between the shipped quantity and purchase order quantity must be communicated to the NSLC Product Management Specialist – Cannabis at or before the time of shipping by the licenced producer.
- Cases will be shipped along with packing slip detailing quantities and packaged on dates.
- Products delivered without the proper paperwork and a valid purchase order will be rejected and returned to the producer. All deliveries require an appointment.

APPOINTMENTS

- Appointments are required for all deliveries to the NSLC Cannabis Fulfillment Centre.
- No appointments may be made without valid and current NSLC purchase orders.
- Warehouse hours for receiving are Monday to Friday 8 am–2 pm.
- To book your appointment: NSLC Cannabis Fulfillment Centre: 902-334-2494 or email NS42inbound@metroscg.com.
- Please provide the following Information:
 - PO#
 - Total case quantity
 - Carrier Name
- Delivery date and requested delivery time to be scheduled.
- Appointments and cancellations must be made 24 hours prior to delivery.
- Repeat cancellations or lack of notice may impact your future appointment scheduling.
- Deliveries must arrive at the scheduled appointment time.
- Late deliveries may not be accepted. Rejected deliveries must be re-booked by the Licensed Producer.
- Product that is damaged or unstable upon delivery may be refused for re-work.

DELIVERY PAPERWORK

Paperwork provided at the time of delivery must contain the following information:

- NSLC purchase order number
- NSLC SKU numbers
- Product descriptions
- Product lot numbers
- Delivered quantities (in shipping cases)
- Pallet count if applicable
- Ship to location and address (i.e. NSLC Cannabis Fulfillment Centre, 80 Guildford Ave., Dartmouth, NS)
- Producer name
- Ship from location and address
- Shipping Case Code (GTIN/ SCC) for each product
- Shipping Case Configuration (number of retail selling units per shipping case)
- Product by production date
- **All quantities subject to verification. Any variances will be communicated back to the supplier within 24 hours of receipt of an order.**

MASTER CASE STANDARDS

- Shipping cases must be in a format that can be distributed to our retail stores without breakdown required by the NSLC.
- The number of retail units per shipping case must fall within the ranges specified by the NSLC (see table).
- The maximum shipping case dimensions are: Length 18" (45.72cm), width 18" (45.72cm), height 12" (30.48cm).
- Shipping case configurations retail selling units per shipping case must match the case configuration specified on the NSLC purchase order.
- Products delivered with incorrect shipping case configurations will be rejected and returned to the producer.
- Shipping cases must arrive in tamper evident packaging (eg.): cardboard case sealed with security tape or glue.
- Shipping cases must contain only one SKU (stock keeping unit), only one LOT number, and only one packaged on date per case.
- All shipping cases delivered to the NSLC Cannabis Fulfillment Centre must have two labels (front and side with the label visible at the time of delivery).
- The shipping case label must contain the following information:
 - Producer name, product name, product type, GTIN (cannabis), GTIN or SCC (accessory), # retail units per case, retail unit format, lot #, packaged on date, scannable, and human readable barcode in the correct format.
- **PRODUCTS THAT DO NOT SCAN UPON DELIVERY WILL BE REJECTED.**
- The producer is responsible for registering products and maintaining the integrity of product information in the NSLC systems.

Category	Retail units format	Minimum retail units per shipping case	Maximum retail units per shipping case
Dried Flower	1g	12	48
	3.5g	12	48
	7g	6	24
	15g	6	24
	30g	4	24
Oils		12	36
Capsules		12	24
Pre-roll (singles)	1g or less	24	48
Pre-roll (multi-pack)	3 pack/5 pack	12	48
Seeds		6	12
Concentrates/vape		12	48
Edibles/beverages		12	48

ACCEPTABLE PACKAGED-ON DATE

Suppliers must ensure that the packaged-on dates of product shipments do not exceed 120 days post packaging for all product subcategories.

If a product shipment is received with a packaged-on date that exceeds this threshold, all non-compliant product within the shipment will be quarantined, removed from the purchase order, and held for supplier pick-up to a max of 10 days or destruction will be completed at the supplier's expense.

QUARANTINE LIMIT

To identify and deplete aging product and make way for new stock, older packaged-on date products will be quarantined once the product is 365 days post packaged-on date.

Products that are quarantined will be addressed as part of the continuous category review process and will be held for supplier pick-up (managed differently depending on amounts) or destroyed at the supplier's expense.

PALLET STANDARDS

Pallets delivered to an NSLC Cannabis Fulfillment Centre must meet the following requirements:

- Pallet must be in good condition without damage to the board or shipping cases.
- Dimensions: Length 40" (101.6cm), width 48" (121.92cm), and a maximum height of 48" (121.92cm) including the board.
- No overhang on the sides of the pallets.
- Pallets should be wrapped to and include the pallet to secure the load.
- If shipping multiple POs on one pallet, layers should be clearly marked.

RETAIL SELLING UNIT STANDARDS

- All retail selling units must be pre-packaged and meet federal packaging and labelling requirements.
- All retail selling units must be packaged in "smell-proof" packaging.
- All retail selling units must meet the barcode standards specified by the NSLC.

All Purchase Order/Inventory Inquiries
Sarah Murphy
 902-450-5887
Sarah.Murphy@myNSLC.com

Delivery Appointments NSLC Cannabis Fulfillment Centre (Metro Green)
Logistics Coordinator
 902-334-2494
Ns42inbound@metroscg.com

Appendix K

The Good We Do

OUR COMMITMENT TO COMMUNITY INVESTMENT

As Nova Scotians, we are known for our resilience, resourcefulness, and our way of coming together to celebrate all of life's moments, big and small. These moments of care and connection are critical to fostering a sense of belonging and overall well-being.

OUR COMMITMENT

We will support organizations and initiatives that work to build healthy and sustainable communities in our province. Our goal is to help everyone find moments of positive care and connection to help create a stronger Nova Scotia.

OUR THREE FOCUS AREAS



COMMUNITY WELL-BEING

Investing in food security, affordable housing, and health supports helps reduce the likelihood of mental and physical health challenges, increasing overall community wellbeing, and moments of care and connection.



OUR ENVIRONMENT

Reducing our environmental footprint and stewarding the preservation of our natural resources contributes to the health and sustainability of our communities and enhances physical spaces.



RESPONSIBILITY STEWARDSHIP

As a responsible steward of beverage alcohol and cannabis sales in our province, we partner with organizations that share our commitment, driving awareness and education of responsible consumption.

OUR COMMUNITY INVESTMENT PROGRAM FRAMEWORK

COMMUNITY PARTNERSHIPS

Long-term, strategic partnerships to address community need and foster relationships with our people, partners, and customers.

CHARITABLE DONATIONS

Support to charities or community organizations that address local need or have relevance for our team.

CORPORATE SPONSORSHIPS

Investment with nonprofits or events that are directly linked to our business or industry.

EMPLOYEE GIVING

Support for employees in giving back through an Advisory Committee, Grants Matching Program, Volunteer Leave Benefit.

We will also engage with our partners in new ways, like involving suppliers in community initiatives or finding collaborative partnerships with those who have established programs aligning with our focus areas. Stay updated on our commitment and the good we continue to give at mynslc.com/community.

Appendix L

Hero Display Proposal Requirements

PROGRAM OVERVIEW

Please describe the overall program including the brand, products, and vision.

GOAL

What are you trying to achieve? How does the display align with customer trends?

IN-STORE EXECUTION

How will this look in-store? Please include visuals and measurements for proposed in-store assets and Retail-tainment. Be sure to include small, medium, and large execution mock-ups of in-store elements, including how your products will be merchandised across various display sizes and locations.

CUSTOMER INCENTIVE

How will this be supported in store? For example: education, customer tastings, Retail Team display contest incentive.

IN-STORE SUPPORT

What is the offer? For example: LT, AIR MILES®, Added Value, Customer Contest.

MEDIA AND SUPPORT TACTICS

How will you be supporting and activating the program out of store? For example, Social media, billboards, paid advertisements.

REQUIREMENTS AND DEADLINE

In addition to the proposal, suppliers must fill in and submit the promotional application form by August 18, 2023. Suppliers may be asked to present to the Category Team to walk them through the display program plans (in store and any relevant out of store activities).

Appendix M

NSLC FY25 Category Review Calendar

PRIMARY CONTACT	CATEGORY 1	CATEGORY 2	SUB-CATEGORY	PRODUCT SPECIFICATIONS (RED, WHITE, ROSE, SUBSUB CAT)	VARIETALS/ STYLES	SIZE	SUBMISSION DEADLINE (EOD)	ESTIMATED NOTIFICATIONS TO SUCCESSFUL APPLICANTS (EOD)	SHELF IMPLEMENTATION (PERIOD)	SHELF IMPLEMENTATION (START DATE)
Michelle Bavis	General List	Wine	Economy Wine Expansion	All Styles	Single Varietal/Blends	750ml, 1.5L and 4L	Friday, September 15, 2023	Based on Country Below	P3-7	Based on Country Below
Michelle Bavis & Rayell Swan	OTO, Buyer's Picks, Port Exclusive	Wine	All Countries/Styles except below	All Styles	Single Varietal/Blends	750ml, 1.5L	Friday, September 15, 2023	As Selected	N/A	N/A
Rayell Swan	General List	Wine	USA	All Styles	Single Varietal/Blends	750ml, 1.5L	Friday, September 15, 2023	December, 2024	P3	Monday, June 17, 2024
Michelle Bavis	General List	Wine	Australia	All Styles	Single Varietal/Blends	750ml, 1.5L	Friday, October 13, 2023	January, 2024	P4	Monday, July 22, 2024
Michelle Bavis	General List	Wine	Canada (Non-Local)	All Styles	Single Varietal/Blends	750ml, 1.5L	Friday, November 3, 2023	February, 2024	P3	Monday, June 17, 2024
Rayell Swan	General List	Wine	Nova Scotia	All Styles	Single Varietal/Blends	All	Friday, November 3, 2023	February, 2024	P3	Monday, June 17, 2024
Rayell Swan	General List	Wine	Boxed Wine	All Styles	Single Varietal/Blends	3L (3000ml)–4L (4000ml)	Friday, November 3, 2023	February, 2024	P3	Monday, June 17, 2024
Michelle Bavis	General List	Wine	Champagne	White Wine	Single Varietal/Blends	750ml, 1.5L	Friday, February 2, 2024	June, 2024	P7	Monday, November 18, 2024
Michelle Bavis	General List	Wine	Sparkling	All Styles	Single Varietal/Blends	750ml, 1.5L	Friday, February 2, 2024	June, 2024	P7	Monday, November 18, 2024
Rayell Swan	General List	Wine	Fortified	All Styles	Blends	750ml, 1.5L	Friday, February 2, 2024	June, 2024	P7	Monday, November 18, 2024
Rayell Swan	General List	Wine	International	All Styles	Single Varietal/Blends	750ml, 1.5L	Friday, February 2, 2024	June, 2024	P7	Monday, November 18, 2024
Rayell Swan	One-time Buy	Wine	Rosé	Rosé Wine	Single Varietal/Blends	All	Friday, September 15, 2023	October, 2023	P1	Monday, March 25, 2024
Kimberly Davison	One-time Buy	All Categories	Christmas	All Styles	All Styles	All	Friday, March 1, 2024	April, 2024	P6	Monday, October 7, 2024
Kimberly Davison	General List	All Categories	At Cash	All Styles	All Countries	50 - 375ml	Friday, October 20, 2023	November, 2023	P1	Monday, March 25, 2024
Michelle Bavis & Kimberly Davison	OTO, Buyer's Picks, Port Exclusive	Spirits	All Spirits except below	All Styles	All Countries	All	Friday, October 13, 2023	As Selected	N/A	N/A
Michelle Bavis	General List	Spirits	Tequila/Mexcal	All Styles	Mexico	All	Friday, October 13, 2023	January, 2024	P4	Monday, July 22, 2024
Kimberly Davison	General List	Spirits	Liqueurs	All Styles	All Countries	All	Friday, October 13, 2023	January, 2024	P4	Monday, July 22, 2024
Kimberly Davison	General List	Spirits	Brandy	All Styles	All Countries	N/A	Friday, February 2, 2024	May, 2024	P6	Monday, October 7, 2024
Jenna Briggs	General List	Beer	All	All Styles	All Styles	All	Monday, October 16, 2023	February, 2024	P2	Monday, April 29, 2024
Evan Fougere	General List	Craft Beer	All	All Styles	All Styles	All	Monday, October 16, 2023	February, 2024	P2	Monday, April 29, 2024
Neil MacQuarrie	General List	RTD	All	Cider/Coolers	All Styles	All	Monday, October 16, 2023	February, 2024	P2	Monday, April 29, 2024
Neil MacQuarrie	General List	RTD (Post-Summer Adjustment)	All	Cider/Coolers	All Styles	All	N/A	August, 2024	P6	Monday, October 7, 2024
Note: Select and Express assortments will be reviewed as required by the Category Management Team. No submissions are required for these assortment reviews										
Chris Mitton	General List	Cannabis	All	All Consumable Cannabis sub-categories	All Styles	All	April, 2024	July, 2024	P5	September, 2024
Chris Mitton	General List	Cannabis	All	All Consumable Cannabis Sub-categories	All Styles	All	October, 2024	January, 2025	P9	March, 2025
Amy Boyd	One-Time-Buy	Cannabis	Christmas	All Consumable Cannabis Sub-categories	All Styles	All	June, 2024	August, 2024	P7	November, 2024
Amy Boyd	General List	Cannabis	Accessories	Accessories	All Styles	All	TBD	TBD		

* Subject to change at category discretion

Appendix N

Beverage Alcohol Supplier Signage Guide

22" x 17" SIGNAGE

The standard sign that is placed on an end cap or floor stackout display.

CREATIVE REQUIREMENTS

- 22"W x 17"H
- Minimum 300dpi to meet print quality standards
- Ensure file type is acceptable
- PDF: Print-ready with crop marks

CONTENT REQUIREMENTS

- NSLC promotional period dates (dates in-market)
- Product SKU #
- Price point (including discounts)
- Product and/or package size (e.g., 750ml, 473ml, 12 x 355ml, etc.)
- Image of product with correct size shown on signage (e.g. showing a 12-pack vs single can image for a 12-pack product)
- Adhere to NSLC Responsible Advertising Standards
- Contesting details



SIGNAGE EXTENDER

Promotional signage that is attached to right hand side of 22" x 17" signage.

CREATIVE REQUIREMENTS

- 6"W x 17"H
- Minimum 300dpi to meet print quality standards
- Ensure file type is acceptable
- PDF: Print-ready with crop marks

CONTENT REQUIREMENTS

- NSLC promotional period dates (dates in-market)
- Product SKU #
- Price point (including discounts)
- Product and/or package size (e.g., 750ml, 473ml, 12 x 355ml, etc.)
- Image of product with correct size shown on signage (e.g. showing a 12-pack vs single can image for a 12-pack product)
- Adhere to NSLC Responsible Advertising Standards
- Contesting details



LARGE SHELF TALKER

8.5" x 11" creative space that is inserted into a product stack out on the floor.

CREATIVE REQUIREMENTS

- 8.5"W x 14"H
 - **NOTE:** leave 3" blank space at top, 8.5" x 11" usable space
- Minimum 300dpi to meet print quality standards
- Ensure file type is acceptable
- PDF: Print-ready with crop marks

CONTENT REQUIREMENTS

- NSLC promotional period dates (dates in-market)
- Product SKU #
- Price point (including discounts)
- Product and/or package size (e.g. 750ml, 473ml, 12 x 355ml, etc.)
- Adhere to NSLC Responsible Advertising Standards
- Contesting details



Appendix N

Beverage Alcohol Supplier Signage Guide

SHELF CARD/SHELF TALKER

A mini sign placed with or over top of a bin tab to promote an additional offer, such as a contest or AIR MILES® Scan & Win.

CREATIVE REQUIREMENTS

- 4.25"W x 4.25"H
- Minimum 300dpi to meet print quality standards
- Ensure file type is acceptable
- PDF: Print-ready with crop marks

CONTENT REQUIREMENTS

- NSLC promotional period dates (dates in-market)
- Product SKU #
- Price Point (including discounts)
- Product and/or package size (e.g., 750ml, 473ml, 12 x 355ml, etc.)
- Adhere to NSLC Responsible Advertising Standards
- Contesting details



NECK TAG

Neck tags provide an opportunity for suppliers to give information of value to the customer, such as tasting notes, recipe information, or contesting.

CREATIVE REQUIREMENTS

- 2.65"W x 2.65"H (spec sizes may vary)
- Minimum 300dpi to meet print quality standards
- Ensure file type is acceptable
- PDF: Print-ready with crop marks

CONTENT REQUIREMENTS

- NSLC promotional period dates (dates in-market)
- Adhere to NSLC Responsible Advertising Standards
- Contesting details



DUMP BIN

A container used to hold and display non-liquor added value that cannot be displayed on participating product.

CREATIVE REQUIREMENTS

- Maximum size: 24"W x 60"H x 24"D

CONTENT REQUIREMENTS

- NSLC promotional period dates (dates in-market)
- Include what the free product is and how to retrieve it (e.g. free glass with purchase of 6 x 355ml)
- Adhere to NSLC Responsible Advertising Standards
- Contesting details



NSLC