

INSIGHTS AND CUSTOMER ENGAGEMENT
ALCOHOL & CANNABIS
PROGRAMS GUIDE

FISCAL YEAR 2024



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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:

22x17 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

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 4.25x4.25, 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.

OUR CATEGORY TEAMS:

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HOW TO USE THIS GUIDE

This guide is your go-to source for opportunities in Fiscal Year 2024 to bring your products and programs to our customers.

You may have noticed that this year's guide looks different! Here are some things that we've changed:

- **August 19 deadline for Hero, Community and Volume Beer displays as well as Air Miles Bulk Mile buy-in.** Applications will be reviewed and responded to with the approvals emails shared September 19.
- **For P1 and P6 only Air Miles offers are available.** This change is required due to the large volume of products changing price during these periods.
- **A 5% increase in participation fees has been applied to most displays and promotions.** This change is to reflect current market pricing and inflation.
- **Hero Display increased by \$2,500.** FY23 was the first year for this display and was priced lower than market value as we learned how to support the display. FY24 pricing closer reflects the current market value.
- **Added Community display donation with the sale of each product.** This addition will give a stronger call to action to support the sale of your products and make a larger impact on the community. You may set your own donation amount with a starting minimum donation of \$.25 per sku. You may also set a maximum total donation for the period.
- **Air Miles display buy-in has been removed.** This display space will be used for suppliers participating at the GOLD level of the Air Miles Bulk Mile buy-in. Products will be selected by category teams and must have an Air Miles offer on during the period. Occasionally this space may be used for other pulsed in Air Miles activities.
- **Combo savings and Air Miles offer for alcohol products.** A minimum and maximum offer will be required based on format.
- **New application form and proposal required for Hero.** We've updated the excel application form to reflect the new programming and require a proposal outlining your program for the Hero Buy-In.

HOW TO APPLY

To apply for any program featured in this guide, you must submit an application* to the appropriate Promotions Coordinator noted on page 3. This form is located at myNSLC.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.*

FISCAL YEAR CALENDAR

	P1	P2	P3	P4	P5	P6	P7	P8	P9	
	Mar 27 - May 7, 2023	May 8 - June 11, 2023	June 12 - July 16, 2023	July 17 - Aug 27, 2023	Aug 28 - Oct 1, 2023	Oct 2 - Nov 12, 2023	Nov 13, 2023 - Jan 7, 2024	Jan 8 - Feb 11, 2024	Feb 12 - Mar 24, 2024	
CALENDAR OCCASIONS	Good Friday (April 7)	Cinco De Mayo (May 5 - Fri)	Father's Day (June 18)	Natal Day (Aug 7 - Some stores reduced hours)	Labour Day (Sept 4)	Thanksgiving (Oct 9)	Beaujolais Nouveau (Nov 16)	Robbie Burns Day (Jan 25 - Thurs)	Valentine's Day (Feb 14 - Wed)	
	Easter Sunday (Apr 9)	Mother's Day (May 14)	Canada Day (July 1 - Sat)			Halloween (Oct 31 - Tues)	Christmas Day (Dec 25 - Mon)	Super Bowl (Feb 11)	Heritage Day (Feb 19)	
	4/20 (Apr 20 - Thurs)	Victoria Day (May 22 - Stores Open)					Boxing Day (Dec 26 - Tues)		St. Patrick's Day (March 17 - Sun)	
DISPLAY/PROMOTIONAL PROGRAM APPLICATIONS AND DEADLINES	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 19, 2022									
		ALCOHOL EOIs Air Miles Contest Promotion		ALCOHOL EOIs Air Miles Contest Promotion	ALCOHOL EOIs Air Miles Contest Promotion		ALCOHOL EOIs Air Miles Contest Promotion		ALCOHOL & CANNABIS EOIs Community Giving	
		ALCOHOL & 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	ALCOHOL: Cool Zone Floor Displays Cool Zone End Displays LTO Promotions Air Miles Promotions Added Values Retail-Tainment	
August 19, 2022			September 23, 2022			November 25, 2022			January 27, 2023	
								April 14, 2023		

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.

OUR PROMOTIONS TEAM:

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WINE



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REFRESHMENTS



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

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 of a promotional period. See page 5.



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 pages 6 & 7.



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 period. See page 8.



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 9.



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 10 & 11.

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 pages 13 & 14.



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 15.

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. More information can be found on page 16.

OFFER RULES AND LIMITATIONS

ALCOHOL

- NSLC reserves the right to limit the number of offers in any 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 Buy's 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 except in P1 and P6
 - An LT + Air Miles combo offer cannot have a bundle offer
- An LT/Bundle and Save 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
- 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 1.5 oz 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 an Agency stores
 - Air Miles offers are not available at agency stores

CANNABIS

- Promotional activity is currently not permitted including, but not limited to:
 - Bundle and 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

BEVERAGE ALCOHOL PROMOTIONS (LTO)

LIMITED TIME OFFERS (ALCOHOL)

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 savings offer cannot be placed on the product for the first period based on the Competition Act. Please see page 4 for offer rules and limitations. Below are the costs and fees as well as the minimum and maximum offer amounts required to apply.

OPTION 1: SINGLE-TIERED		SAVINGS	
REFRESHMENTS	OFFER SET-UP FEE PER SKU	MINIMUM OFFER	MAXIMUM OFFER
Single Serve	\$250	\$0.35	Bottom of Mainstream price band*
6 pack (i.e. 6x355ml, 6x341ml, 6x330ml)	\$440	\$1.10	
12 pack (i.e. 12x355ml, 12x341ml, 12x330ml)		\$2.20	
WINE			
750ml : \$12.99 – \$15.99	\$250 (P7 ONLY: \$440)	\$1.20	Bottom of Mainstream price band*
750ml : \$16.00 – \$19.99		\$1.80	
750ml : \$20.00 & up		\$2.20	
1500ml : \$20.49 & up		\$2.20	
3000ml : \$37.99 & up		\$3.00	
4000ml : \$44.99 & up		\$3.50	
SPIRITS (can not go below economy price band)			
375ml	\$250 (P7 ONLY: \$440)	If bundling 375 ml, can go to equivalent of \$14.99 per unit	
750ml Mainstream : \$28.48 - \$36.05		\$1.50	Bottom of Mainstream price band*
750ml Premium : \$36.06 & up		\$2.30	
1140ml : \$41.99 & up		\$2.50	
1750ml : \$62.99 & up		\$3.50	

* Please see Appendix I

OPTION 2: BUNDLE & SAVE

An offer that requires the purchase of multiple units to progressively earn a greater discount. Please note that Bundle and 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

SAVE

Bulwark Ice Apple Wine

SAVE
\$150

NOW

\$18⁹⁹

375ml

1023153

Valid June 6 – July 17, 2022

OPTION 1: SINGLE-TIERED

BUNDLE & SAVE

Okanagan Premium Crisp Apple Cider

BUY

REGULAR

SAVE
\$400

EACH

\$17⁹⁹

6x355ml

BUY

REGULAR

SAVE
\$150

EACH

\$18⁴⁹

6x355ml

EACH

\$19⁹⁹

6x355ml

1017021

Valid June 6 – July 17, 2022

OPTION 2: BUNDLE & SAVE

BEVERAGE ALCOHOL PROMOTIONS

AIR MILES® PROMOTIONS

NSLC is a proud partner of AIR MILES® and is pleased to be able 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 7. Please see page 4 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 Mainstream price band*
\$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

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).

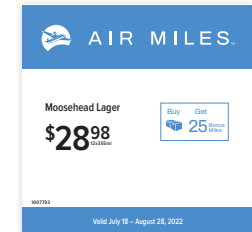
Scan & Win Contests

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. A display and offer must be secured in order to run a Scan & Win contest, and creative assets must be approved in advance by both NSLC and AIR MILES. All products included in AIR MILES® Scan & Win contests need to have an AIR MILES® offer on them. See Appendix D for more information about contests.

If you are activating a Scan to 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

PROMOTIONS

AIR MILES® BULK MILES BUY-INS



IMPORTANT: Applications for Bulk Mile Buy-Ins are due August 19, 2022.

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.

Bulk Mile Buy-Ins

If you intend to issue over 99,999 miles within your business' portfolio of brands in FY24, 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
FY24 miles issuance commitment	750,000+ miles	200,000 – 749,999 miles	100,000 – 199,999 miles
Discounted mile rate	\$0.24 per mile	\$0.27 per mile	\$0.30 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, 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	
In-store AIR MILES® Display <i>(Relevant product with compelling AIR MILES® offer required)</i>	X		
Product included in AIR MILES® Digital Flyer on myNSLC.com	X	X	X
Offer included in AIR MILES® mobile app and AirMiles.ca	X	X	X

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

BEVERAGE ALCOHOL PROMOTIONS

NEW 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 7. Please see page 4 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 = \$.10)	MAXIMUM COMBINED OFFER
REFRESHMENTS	OFFER SET-UP FEE PER SKU	MINIMUM OFFER	MINIMUM OFFER	
Single Serve	\$250	\$0.25	2	Bottom of Mainstream price band*
6 pack (i.e. 6x355ml,6x341ml, 6x330ml)	\$440	\$1.00	5	
12 pack (i.e. 12x355ml, 12x341ml, 12x330ml)		\$2.00	8	
WINE				
750ml : \$12.99 – \$15.99	\$250 (P7 only:\$440)	\$1.00	5	Bottom of Mainstream price band*
750ml : \$16.00 – \$19.99		\$1.50	7	
750ml : \$20.00 & up		\$2.00	8	
1500ml : \$20.49 & up		\$2.00	8	
3000ml : \$37.99 & up		\$2.00	10	
4000ml : \$44.99 & up		\$2.00	12	
SPIRITS (can not go below economy price band)				
375ml	\$250 (P7 only:\$440)	\$0.50	7	Bottom of Mainstream price band*
750ml Mainstream : \$28.48 - \$36.05		\$1.00	8	
750ml Premium : \$36.06 & up		\$2.00	10	
1140ml : \$41.99 & up		\$2.00	12	
1750ml : \$62.99 & up		\$3.00	15	

SAVE &

Colliding Tides Gin Twist

SAVE
\$2.00

NOW
\$18.99
6x355ml

Buy
10
Bonus
Miles

1031260
Valid June 6 – July 17, 2022

* Please see Appendix I

BEVERAGE ALCOHOL PROMOTIONS

ADDED VALUES

An added value 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 below.

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

CRITERIA:

- All added values (liquid or non-liquid, near pack or in case) must be approved by respective Category Manager.
- Limited number of added values will be approved each period.
- Must represent customer value, be relevant to the time of year and adhere to added value policies outlined on page 26.
- 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 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 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 permitted.

COST PER SKU:

Store applied: \$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> <ul style="list-style-type: none"> 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 Reps may visit stores to ensure programming is executed per plan Rep application of product once delivered to store is at discretion of Retail Manager but must be pre-arranged/scheduled Added values will not be distributed to Licensees 	<ul style="list-style-type: none"> AV Liquor product remaining after period to be reported if above 10 units per SKU All AV remaining after period to be dumped into recycled liquid (vendors are not permitted to pick-up leftovers) Approved liquor added values list communicated to stores in store notes ICE will conduct spot checks to ensure only approved liquor added values are in market
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) 	<ul style="list-style-type: none"> 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 If allocations are consistently not adhered to, the NSLC will disallow running AV for up to one year on the brand family Retail-tainment / larger near pack programs ship direct from vendor but allocations must be pre-approved by ICE Promotions 	<ul style="list-style-type: none"> 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 added-values. All product not picked up within these timelines will be destroyed at vendor's expense 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 Approved non-liquor added values list communicated to stores in store notes. ICE will conduct spot checks to ensure only approved non-liquor added values are in market 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

PROMOTIONS

RETAIL-TAINMENT (ALCOHOL)

The NSLC defines retail-tainment as anything 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. Examples may include added values, neck tags, pallet wraps, banners, chairs, BBQs, coolers, promotional signage, etc.

All retail-tainment activity must be approved by the Category Team. To apply for consideration, please submit your request as part of our promotions applications process and ensure to discuss the details of your program with your Category Team. All details about the program should be shared in your application, such as dimensions, marketing support, media investment, etc. Preference will be given to integrated programs that are meaningful for our customers, support our category priorities and are seasonally relevant.

If your activity is approved, suppliers must send a photo of the item to the Promotions Coordinator so that we can include in our Store Notes as an approved item. Items must be brought to the store by a supplier representative or shipped to stores directly.

Any retail-tainment item brought to the store by a representative or direct shipped from a supplier that is not pre-approved will be turned away by managers and the representative will be required to pick up the items. Non-adherence to this policy may result in penalties for future in-store programming.

POST PERIOD RETAIL-TAINMENT MATERIAL

Non-Liquor Added Value Pick Up: Approximately 10 days after the close of the promotional period you will be notified of any remaining non-liquor added values. Once you receive the email containing the locations and added values requiring pick-up, your team will have two weeks to visit the store and remove the added values. Delayed pick-ups will be escalated to the Category team for discussion and immediate resolution.

Liquor Added Values: All liquor added values will be dumped as part of our recycling program.

Other Retail-tainment Materials: Stores will recycle or repurpose retail-tainment materials. If you wish to pick up materials after a program, instructions must be provided at the time of program approval.

NECK TAGS

Neck tags must be applied for as part of your applications and cost \$235 per SKU. Proposed creative must be sent to the Promotions Coordinator for review before being approved and must be printed & distributed by the supplier. A maximum of 10 neck tag programs will be approved per period. A Neck Tag that is promoting a recipe containing alcohol must be limited to 1.5 ounce of alcohol per single serving.



DISPLAY ENHANCERS

Display enhancers must be applied for as part of your application. This includes any item that cannot be self-contained on the product for sale. This includes, but is not limited to, stacked out added values (with or without a dump bin), pallet wraps, easel signs, standee or pop-up banners, chairs, BBQs, coolers, etc. During a promotional period, a maximum of four display enhancers will be approved in the warm room and two in the cold room. Please note: non-liquor added values that cannot be contained on the host product require a dump bin.

The maximum size of a dump bin is 5ft x 2ft x 2ft (h x w x l)



CONTESTING

Contesting must be applied for as part of your application and costs \$235 per contest. All details about your contest should be included in your application, including mechanism to promote (flash pack, neck tag, etc) and form of entry (online, text to win, AIR MILES® scan to win, etc.). All contests require a URL that hosts the rules and regulations for customers to access, which must be included on all contest materials. A maximum of 8 contest programs will be approved per period. If you are activating a Scan to Win costs through AIRMILES®, a setup cost of \$500 will be charged (in addition to the \$235 contest fee).

Forms of entry permitted: Online, Social Media, Text to Win or Scan to Win Mechanisms permitted: Contests must be executed via a neck tag or flash packaging. In some cases, a shelf card may be permitted (i.e. if participating product is a single-serve beer). Ensure all signage assets contains relevant information on the pricing details (including image if possible), Details on how a customer can enter to win and contest start and end dates.

Please note: Ballot box contests are not permitted in any NSLC store. Non-adherence to this policy may result in penalties for future in-store programming. See Appendix D for more information about Contesting.

AIR MILES.

SCAN YOUR AIR MILES® CARD FOR YOUR CHANCE TO

WIN A MONTHLY PRIZE OF

1,000

AIR MILES® Reward Miles™

Every time you scan your AIR MILES® card at participating NSLC locations you will be entered in to a monthly draw for a chance to win 1,000 AIR MILES® Reward Miles.*

*No purchase necessary, some restrictions apply. For complete contest rules and details, visit: www.airmiles.com/scan-to-win. ©2018 American Express Company. All rights reserved. **Trademarks of Air Miles Limited Partnership used under license by LoyaltyOne, Co. and NSLC.

PROMOTIONS

RETAIL-TAINMENT (ALCOHOL)

SHELF TALKERS

Shelf talkers promoting contests, added values or any other special messaging are not permitted and should not be included as a tactic in your promotional plans.*



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 pricer card will be created. Please see Appendix D for more information about creative files and assets.



FY24 SUPPLIER SIGNAGE DEADLINES									
Period	P1	P2	P3	P4	P5	P6	P7	P8	P9
Assets due to NSLC	Jan 30, 2023	Mar 13, 2023	Apr 17, 2023	May 22, 2023	July 3, 2023	Aug 7, 2023	Sept 18, 2023	Nov 6, 2023	Dec 18, 2023

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

All signage assets should include product information, article #, correct product image, and be high resolution for print. Please connect with a Marketing Specialist to approve all signage assets.

ALCOHOL	CANNABIS
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Matt Osborne - Marketing Specialist
902.450.5926
Matt.Osborne@myNSLC.com



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

BUY-IN PROGRAMS

WARM ROOM DISPLAY BUY-INS (ALCOHOL)

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 13.



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 NSLC and awarded as one-time grants of up to \$20,000 to selected charitable or non-profit organizations in Nova Scotia. See page 14.

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.

BUY-IN PROGRAMS

WARM ROOM DISPLAY BUY-INS (ALCOHOL)



! IMPORTANT: Applications for all Hero displays are due August 19, 2022. To be considered for this program, a separate proposal is required in addition to the promotional application form. Please see Appendix L.

HERO DISPLAY

Limited to one supplier per promo period (max 4 products) - \$12,500

This prominent display will feature the best program or offer for our customers across the entire network. To apply for this program, suppliers must fill in the promotional application form and submit a separate proposal outlining the details of the program. Please see Appendix L for proposal requirements.

IN-STORE:

- Prominent display in all stores (floor display where available)
- Assortment open to all stores
- Custom signage & 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
- In-store radio callout

OUT OF STORE & ADVERTISING:

- Featured across NSLC digital platforms including social and web

SELECTION CRITERIA:

- Data & insights supporting potential sales volume and customer demand (ex. innovation or new products)
- Brand must offer range of products or formats (3 SKU minimum 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	APPLICATION DEADLINE
P1	Mar 27 – May 7, 2023	August 19, 2022
P2	May 8 – June 11, 2023	
P3	June 12 – July 16, 2023	
P4	July 17 – Aug 27, 2023	
P5	Aug 28 – Oct 1, 2023	
P6	Oct 2 – Nov 12, 2023	
P8	Jan 8 – Feb 11, 2024	
P9	Feb 12 – Mar 24, 2024	

NOTE: P7 is not available for purchase

! IMPORTANT: A proposal is required as part of the application process. Scalable retail-tainment is encouraged. The size of a display space ranges from store to store. Below is the average size of a small, medium and large display area (depth x length x height).

Small = 1.5' x 4' x 6'
 Medium = 4' x 5' x 8'
 Large = 5' x 10' x 8'

BUY-IN PROGRAMS

WARM ROOM DISPLAY BUY-INS (ALCOHOL)

! IMPORTANT: Applications for all Community displays are due August 19, 2022.



FOR THE GOOD OF OUR COMMUNITY FUND DISPLAY

Limited to 4 products* - \$2,500 per SKU + donation with each unit sold

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 collected from this initiative will increase our collective impact and be donated to charitable organizations selected through our community grants program, all for the good of our community.

The funding for each cause is collected through the display fee (matched by NSLC) along with the donation collected during the period with every unit purchased of selected products on the display. As part of the application process, please indicate the donation amount per unit and if there is a maximum accumulated donation amount within the period.

IN-STORE:

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

OUT OF STORE & ADVERTISING:

- Featured across NSLC digital platforms with community messaging including web and paid social media

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	CHARITY FOCUS AREA <i>(Subject to change)</i>	APPLICATION DEADLINE
P1	Mar 27 – May 7, 2023	Environment/Responsibility	August 19, 2022
P3	June 12 – July 16, 2023	Housing	
P4	July 17 – Aug 27, 2023	Housing/Mental Health	
P5	Aug 28 – Oct 1, 2023	Food Security	
P6	Oct 2 – Nov 12, 2023	Mental Health	
P8	Jan 8 – Feb 11, 2024	Mental Health	
P9	Feb 12 – Mar 24, 2024	Environment/Responsibility/ Food Security	

! See page 16 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 4 products or multiple suppliers' products totaling 4 products on a single display.

BUY-IN PROGRAMS

COLD ROOM DISPLAY BUY-IN (ALCOHOL)

IMPORTANT: Applications for all Volume Beer displays are due August 19, 2022.



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-volume / high-volume beer or mid-volume / high-volume RTD

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, Savings or Added Value).

DISPLAYS	# STORES	P1	P2	P3	P4	P5	P6	P7	P8	P9
Volume Beer #1	96	\$19,152	\$17,640	\$20,160	\$18,648	\$23,184	\$27,216	\$25,200	\$17,136	\$18,144
Volume Beer #2	96	\$19,152	\$17,640	\$20,160	\$18,648	\$23,184	\$27,216	\$25,200	\$17,136	\$18,144
Volume Beer #3	94	\$18,753	\$17,273	\$19,740	\$18,260	\$22,701	\$26,649	\$24,675	\$16,779	\$17,766
Volume Beer #4	93	\$18,554	\$17,089	\$19,530	\$18,065	\$22,460	\$26,366	\$24,413	\$16,601	\$17,577
Volume Beer #5	38	\$7,581	\$6,983	\$7,980	\$7,382	\$9,177	\$10,773	\$9,975	\$6,783	\$7,182
Volume Beer #6	37	\$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 19, 2022										

DISPLAYS	# STORES	P1	P2	P3	P4	P5	P6	P7	P8	P9	
Cool Zone Floor #1	34	\$3,035	\$2,678	\$3,213	\$2,856	\$3,570	\$4,106	\$3,927	\$2,678	\$2,678	Cool Zone Floor Displays are charged per display with a maximum of 2 skus per display.
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	14	\$1,250	\$1,103	\$1,323	\$1,176	\$1,470	\$1,691	\$1,617	\$1,103	\$1,103	
Cool Zone End #1	28	\$1,176	\$1,323	\$1,470	\$1,470	\$1,470	\$1,470	\$1,764	\$1,176	\$1,176	Cool Zone End Displays are charged per sku with a maximum of 4 skus per end.
Cool Zone End #2	28	\$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	19	\$798	\$898	\$998	\$998	\$998	\$998	\$1,197	\$798	\$798	
		August 19, 2022		September 23, 2022		November 25, 2022		Jan 27, 2023	April 14, 2023		

BUY-IN PROGRAMS

EXPRESSIONS OF INTEREST

AIR MILES CONTEST PROMOTION (ALCOHOL)

Throughout F24 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 - ie. an international trip for 2. 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.



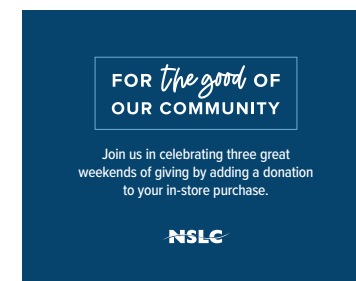
PROMO PERIOD	DATES	APPLICATION DEADLINE
P2	May 8 - June 11, 2023	EOI to be issued
P4	July 17 – Aug 27, 2023	EOI to be issued
P5	Aug 28 - Oct 1, 2023	EOI to be issued
P7	Nov 13, 2023 – Jan 7, 2024	EOI to be issued

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 new 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	May 8 - June 11, 2023	EOI to be issued
P7	Share the Good Cheer	Nov 13, 2023 – Jan 7, 2024	EOI to be issued



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 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 Local Cannabis products will be supported on select channels as per current legislation.



IN-STORE

There are a number of signage & 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 & 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

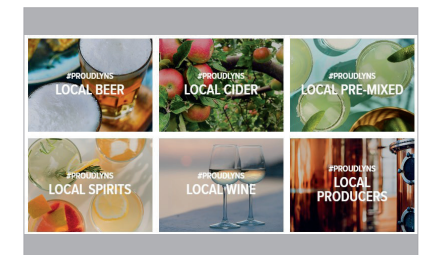
The NSLC has an active community of more than 50,000 followers through our social networks, and we encourage our local partners to leverage these channels to reach our customers.

Ongoing support includes:

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

Connect with your category team or tag us [@theNSLC](https://twitter.com/theNSLC) for a chance to be featured on our social media channels! See page 21 for more details.

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 FY24.



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 producer bios
- Local product listing

Visit mysnslc.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.

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_jBU)
3. Click "Add Files" and then "Start Upload".

Your image will be updated on the website within 48-72 hours.

PRODUCT IMAGE SPECIFICATIONS

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

ArticleNumber_ProductName_Size.jpg
Example: 1021651_BodaciousSmoothRed_1500ml.jpg

- 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
- 1200 x 1200px (TBD) size, 300 DPI resolution
- Format should be .JPEG or .TIFF

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 48-72 hours.

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
- 600x 600px size at a resolution of 90-120 DPI
- Format should be .JPEG or .TIFF

If you experience any issues, please contact danieloconnell@advocateprinting.com.

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](https://www.instagram.com/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 shot of an NSLC store or the NSLC logo without receiving prior approval

Any content shared on the NSLC's social media channels must follow our responsible advertisement content guidelines. Please refer to Appendix C for more information and an update on our Advertising Guidelines.

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 6 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 permitted only one serving per demonstration area (with the exception of red and white wines, please refer to allowable sample sizes for more details).
- Monitor the supply of opened beverage alcohol at all times.
- Be solely responsible for any and all liability arising as a result of a tasting.
- Ensure all provisions under the Liquor Control Act are adhered to.

HOW TO HOST A TASTING

- Tasting sessions must be a minimum of 3 hours, with a 4 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, 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 (30 ml)*
RTD	2 ounces (60 ml)
Beer	2 ounces (60 ml)
Non Mixed Spirits	¼ ounce (7.5 ml)
Mixed Spirits	¼ oz./7.5 ml alcohol to ¾ oz./22.5 ml 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 ½ oz. (15 ml) 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.

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 one 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.

APPENDIX B: STORE AND HEAD OFFICE HOLIDAY OPENINGS AND CLOSURES

HOLIDAY	DATE	STORES	HEAD OFFICE
Good Friday	Friday, April 7, 2023	Closed	Closed
Easter Sunday	Sunday, April 9, 2023	Closed	Closed
Easter Monday	Monday, April 10, 2023	Open	Closed
Victoria Day	Monday, May 22, 2023	Open	Closed
Canada Day	Saturday, July 1, 2023	Closed	Closed
Canada Day closed in lieu	Monday, July 3, 2023	Open	Closed
Natal Day	Monday, August 7, 2023	Open*	Closed
Labour Day	Monday, September 4, 2023	Closed	Closed
National Day for Truth & Reconciliation	Saturday, September 30, 2023	Closed	Closed
National Day for Truth & Reconciliation closed in lieu	Monday, October 2, 2023	Open	Closed
Thanksgiving Day	Monday, October 9, 2023	Closed	Closed
Remembrance Day	Saturday, November 11, 2023	Closed	Closed
Remembrance Day closed in lieu	Monday, November 13, 2023	Open	Closed
Christmas Eve	Sunday, December 24, 2023	Open	Closed
Christmas Day	Monday, December 25, 2023	Closed	Closed
Boxing Day	Tuesday, December 26, 2023	Closed	Closed
New Year's Eve	Sunday, December 31, 2023	Open	Closed
New Year's Day	Monday, January 1, 2024	Closed	Closed
Heritage Day	Monday, February 19, 2024	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, 2195, 2202, 2209, 2805	Open 12pm – 6pm
	2115, 2125, 2565, 2570	Regular Business Hours
CENTRAL	2217, 2219, 2225, 2226, 2227, 2270, 2280, 2286, 2290, 2297, 2804	Open 12pm – 6pm
	2222, 2223, 2285, 2301, 2302, 2310, 2338, 2343, 2345, 2347, 2348, 2353, 2358, 2367, 2375, 2382, 2392, 2394, 2397	Regular Business Hours
NORTH EASTERN	All Stores	Regular Business Hours
SOUTH WESTERN	All Stores	Regular Business Hours

APPENDIX C: NSLC ADVERTISING & PACKAGING GUIDELINES

Current NSLC Advertising Guidelines can be found at myNSLC.com/trade-mynslc. A new Advertising & Giveaway Policy, along with an updated Advertising & Giveaway guidance document will be in effect January 1, 2023. Notification of these changes will be communicated prior to year-end.

If you have questions related to responsible advertising, giveaways, or labeling with the NSLC, please contact Ashley McDonald, Responsible Retailing Advisor, Ashley.McDonald@myNSLC.com.

APPENDIX D: BEVERAGE ALCOHOL DISPLAY SELECTION CONSIDERATIONS & INFORMATION 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
 - PDF (Preferred), PNG, JPG

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, 12x355ml, 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 musts host rules & 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 bundle offers if relevant
 - “Buy a 6x355ml 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 LoyaltyOne, Co. and NSLC.

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 & 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 & 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 & 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 & 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 & Marketing teams leading up to & 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 & 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 10 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

	LANGUAGE WE USE	WE CAN ALSO SAY/REFER TO:	LANGUAGE WE AVOID:
CATEGORY:	Cannabis Adult Use Cannabis Customer		Cannabis for recreational use Weed, pot, marijuana, bud, herb, dope, ganja, grass, dank User, consumer
OUR PRODUCT FORMATS:	Dried Flower Capsules Oil Pre-roll Seeds Edibles Beverages Extracts/Concentrates Vape Concentrates Topicals	Gelcaps, Softgels Pre-rolled cannabis Vape Concentrate products: eg. Shatter, wax, rosin, dabs Edibles: eg. Chocolates, Soft Chews, Baked Goods	Weed, pot, marijuana, bud, herb, dope, ganja, grass, dank Pre-rolled joints, spliff, reefer, fatty, cannon
OUR ACCESSORIES:	Grinders Storage Containers Hand Pipes Papers Vapourizers Vape Pens/Batteries Concentrate pen	Pipes Rolling papers Vapourizer— flower only, dual use, and vape concentrates Vape formats: All-in-One (disposable), 510 Thread, Closed Loop Batteries Wax pen	
ACCESSORIES WE DON'T CARRY:	Water Pipes Oil or Dab Rigs Hookahs		Bongs, bubbler Perc
METHODS OF CONSUMPTION:	INHALATION • Smoking • Vapourizing INGESTION • Intraoral • Sublingual	Dabbing Vaping	Toke
PRODUCT DISCOVERY:	Experience, feeling Suggest, offer Mind/Body/Cerebral Calming / Relaxing Drowsiness Lively/Stimulating Application, quantity Dosage, Onset, Offset Duration	Effect, euphoric, intensity Recommend Portion/Amount/Dose Balance / Length of effect	Sedative, stoned High, mind-altering, baked, fried Head high / body high Prescribe Counter / cure / decrease / treat Relieve, ailment

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 bottom of Mainstream price band in all periods.	Permitted to LT to bottom of Mainstream price band in all periods. If bundling 375 ml can go to equivalent of \$14.99 per unit	Permitted to LT to bottom of Mainstream price band in all periods expect 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 bottom of Mainstream price band.	Permitted to LT to bottom of Mainstream price band.	Permitted to LT to bottom of Mainstream price band.

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 there 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 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; or;

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 & 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. To advise stores of 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. 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 believe the necessary controls and processes are in place to begin incorporating 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. Once Certificates of Analysis (COAs) are integrated into the listing process, NSLC will accept valid COAs from other accredited laboratories.

Making testing a requirement will ensure all beverage alcohol products sold in Nova Scotia 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 www.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 only 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. Product labelling/packaging must meet all federal and Health Canada requirements.

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 & 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.)

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 \$10MM commercial general liability to NSLC's satisfaction; NSLC to be an additional named insured and certificate holder. Micro producers to maintain \$1MM 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 www.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.

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 mynslc.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

- Notification is sent to suppliers indicating the schedule for price review submissions. This activity starts approximately in late June & 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. Any impacts from currency, freight, excise (or other) will be reflected in an adjustment to case cost.
- 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.
- NSLC sends purchase prices and anticipated retail prices back to suppliers via email 3 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 finally 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. TPR's ensure product quality/freshness and prevent a buildup of old/outdated product.
- Charge Backs to LP's will be deducted from Accounts Payable: This includes LP charge backs for product returns, damages, display product, recalls, slow moving (TPR), discontinued and expired 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. Any impacts from currency, freight, excise (or other) will be reflected in an adjustment to case cost. 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 3 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 Labeling standards may be obtained from the Canadian Food Inspection Agency through their website at www.cfia-acia.agr.ca

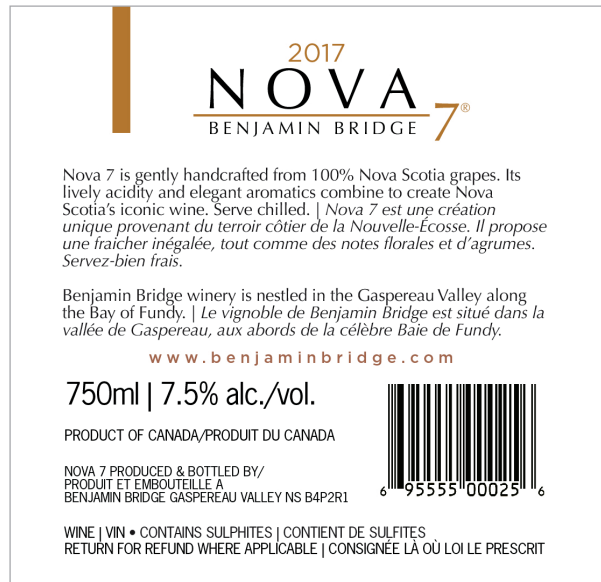
All labels must be approved by the Category Team before the listing is considered complete, including packaging changes or label updates on an OTO or GL product.

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 <https://inspection.canada.ca/food-safety-for-industry/eng/129902387033/1299093490225> and the full Safe Food for Canadians Regulation can be found at this link: <https://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, inners 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 & 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 prerolls
- 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 4 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 2 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# ABCDEFGHJI		Packaged On Date 180507	
			
(01)01234567890128(13)180507(10)ABCDEFGHJI(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.

APPENDIX J: LABELS & SUPPLY CHAIN (CONTINUED)

CANNABIS

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 8am - 2pm
- To book your appointment: NSLC Cannabis Fulfillment Centre: 902-334-2494 or email NS42inbound@metroscg.com
- Please provide the following information:
 - PO#
 - Case Quantity
 - Carrier Name
 - Delivery date and time you are looking to schedule
- 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 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 24hrs 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" (45.72 cm), width 18" (45.72cm), height 12" (30.48 cm).
- 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 2 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.

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 (i.e. managed differently depending on amounts) or destruction at the supplier's expense.

CATEGORY	RETAIL UNITS FORMAT	MINIMUM RETAIL UNITS PER SHIPPING CASE	MAXIMUM RETAILS 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	24
Edibles/Beverages		12	48

PALLET STANDARDS

Pallets delivered to a 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" (101.6 cm), 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

ALL LISTING APPLICATION/SYSTEM SET UP INQUIRIES

Maggie Scott – 902-450-5852
Maggie.Scott@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 & 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 & large store execution mock-ups of in-store elements to accommodate various store 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, Airmiles, 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 19, 2022. Suppliers may be asked to present to the Category team to walk them through the display program plans (in store & any relevant out of store activities).