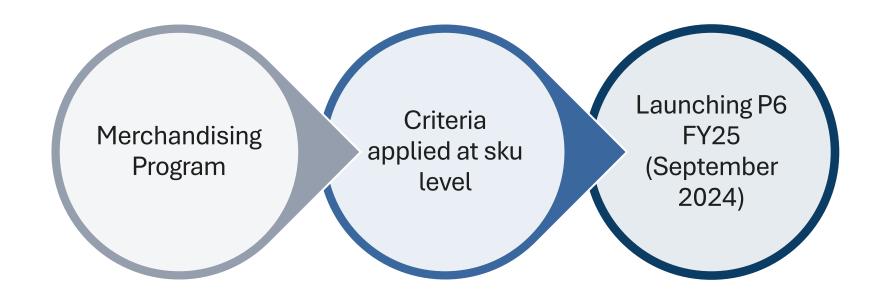
# Local Classification Criteria LOCL



#### **Local Classification Research Journey**

**SEPTEMBER 2020 OCTOBER 2020 MAY 2021 JULY 2021 MARCH 2022** NOVEMBER 2023 Conjoint **Survey to Test** 8 Supplier Internal Local 12 Customer Research to **Proposed Discussions +** brainstorm Classification **Focus Groups** Determine Classification 83 Nova Scotians with NSLC Follow up Survey **Optimal** across the • 1,312 Nova Surveys Category province Criteria Scotians • 583 Shoppers · 2 groups per 141 participants Teams • 1.549 Nova • 129 NSLC Retail product category in Mega Group **Scotians** teammates NARRATIVE RESEARCH NARRATIVE RESEARCH **NARRATIVE** Dig Insights 3,797 Nova Scotians provided feedback to build the Local Classification

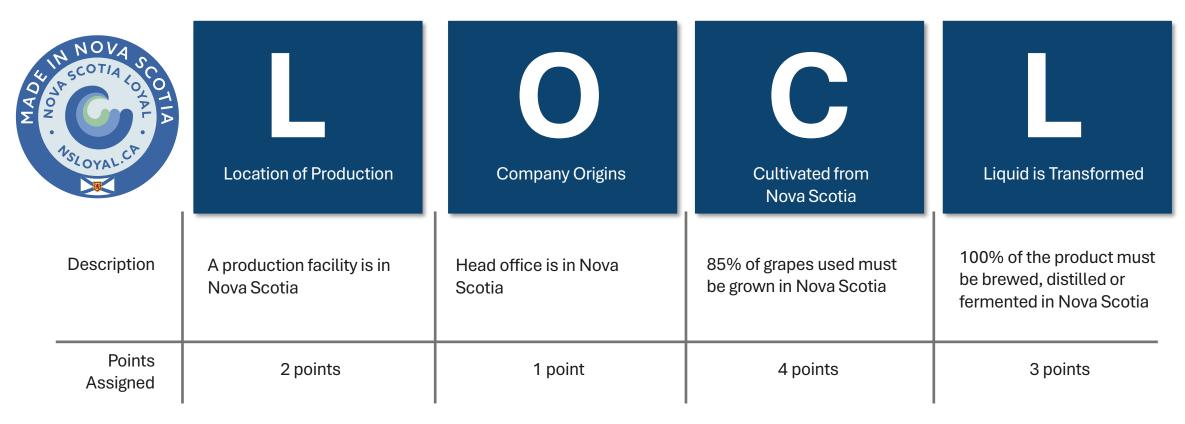
# **Key Considerations**





# Beverage Alcohol

#### **Local Classification Criteria - Wine**



A wine needs 7 points to qualify as Nova Scotia Loyal. A wine must use 85% Nova Scotia grown grapes.





+ Wines with 85% NS Grape Content





#### **Local Classification Criteria - Cider**

NOVA SCOTIA COLOR DE LA SCOTIA COLOR DE LA SCOTIA COLOR DE LA SCOTIA COLOR DE LA SCOTIA DEL SCOTIA DE LA SCOTIA DEL SCOTIA DE LA SCOTIA DE LA SCOTIA DEL SCOTIA DEL SCOTIA DE LA SCOTIA DE LA SCOTIA DEL SCOTIA DE	Location of Production	Company Origins	Cultivated from Nova Scotia	Liquid is Transformed
Description	A production facility is in Nova Scotia	Head office is in Nova Scotia	100% of apples used must be grown in Nova Scotia	100% of the product must be brewed, distilled or fermented in Nova Scotia
Points Assigned	2 points	1 point	4 points	3 points

A cider needs 7 points to qualify as Nova Scotia Loyal. A cider must 100% Nova Scotia grown Apples.











#### **Local Classification Criteria - Beer**

NOVA SCOTIA TO THE A	Location of Production	Company Origins	Cultivated from Nova Scotia	Liquid is Transformed	
Description	A production facility is in Nova Scotia	Head office is in Nova Scotia	Not required in beer	100% of the product must be brewed, distilled or fermented in Nova Scotia	
Points Assigned	2 points	1 point	Not required in beer	3 points	

A beer needs 5 points to qualify as Nova Scotia Loyal.















# **Local Classification Criteria- Spirits**

NOVA SCOTIA LOCAL DE LA SCOTIA L	Location of Production	Company Origins	Cultivated from Nova Scotia	Liquid is Transformed
Description	A production facility is in Nova Scotia	Head office is in Nova Scotia	Not required in spirits	100% of the product must be brewed, distilled or fermented in Nova Scotia
Points Assigned	2 points	1 point	Not required in spirits	3 points

A spirit needs 6 points to qualify as Nova Scotia Loyal.



### Alignment to Nova Scotian Distilled







# **Local Classification Criteria- Ready to Drink**

NOVA SCOTIA COLOTA  NOVA S	Location of Production	Company Origins	Cultivated from Nova Scotia	Liquid is Transformed
Description	A production facility is in Nova Scotia	Head office is in Nova Scotia	Not required in Ready to Drink	Not required in Ready to Drink
Points Assigned	2 points	1 point	Not required in Ready to Drink	Not required in Ready to Drink

A ready to drink product needs 3 points to qualify as Nova Scotia Loyal.





All existing Ready to Drink products and any new products that meet the criteria



# Cannabis

#### **Local Classification Criteria - Cannabis**

W SLOYAL.CP	Location of Production	Company Origins	Cultivated from Nova Scotia	Liquid is Transformed
Description	A production facility is in Nova Scotia	Head office is in Nova Scotia	75% of flower used must be grown in Nova Scotia	Not required in cannabis
Points Assigned	2 points	1 point	4 points	Not required in cannabis

A cannabis product needs 7 points to qualify as Nova Scotia Loyal.

A product must use 75% Nova Scotia grown flower as the cannabis input (dried flower or extract).





Products that include a minimum of 75% of the flower grown within Nova Scotia. Applicable to phase 1 and phase 2 products.



## **Application to Non-Flower Products**

Product	Flower Input Requirement	Other elements in product not applicable in classification
Vapes		Botanical terpenes
Concentrates		
Edibles		Non cannabis confectionary ingredients
Oil	Extract: 75% of flower input	Carrier oils, Non cannabis confectionary ingredients
Capsules	grown in Nova Scotia	Carrier oils, flavour coatings applied to gel cap, Gelatin and other base items
Sprays		Carrier oils, flavour, aerosols
Beverages		Non cannabis liquid ingredients
Topicals		Carrier oils or lotion, all non cannabis ingredients



#### **DRAFT Self Declaration Attestation Form**





Artide 8:

Category:

Artide Description:

Supplier/Vendor Name:

	Criteria	Description	Additional info	Points Assigned	Check all that apply
L	Location of Production	A production facility in Nova Scotia	Address	2	
0	Company Origins	Head office in Nova Scotia	Address	1	
C	ingredients are Cultivated	Cider: Must contain a minimum of 100% Nova Scotla grown fluit Wine: 85% of grapes used must be grown in Nova Scotla Cannable: 75% of the flower must be grown in Nova Scotla	N/OL	4	
L	Liquid Transformation	100% of the product must be brewed, fermented or distilled in Nova Scotia	N/OL	3	
Total Points for article (L + O + C + L):					

#### Points required to qualify:

Ready to drink: 3 points	Beer: 5 points	Spirits: 6 points
Cannable: 7 points	Wine: 7 points	Cider: 7 points

#### Attestation

By signing this document, I agree that, to the best of my knowledge, the above product adheres to the LOCL Classification Offseria, which qualifies the product to be part of the Nova Scotia Loyal merchandising program at the NSLC I advinowledge that any change to the product listed above that may impact its LOCL Classification status, is the responsibility of my company to inform the NSLC. This attentation is valid for 24 months after the signed date. Once expired, a new attentation will be required. If this information is found to be inaccurate, the NSLC reserves the right to take action.

Signature:

