

NSLC CANNABIS SUPPLIER VISITS

- NOVEMBER 2024



The purpose of this document is to identify and differentiate the types of Cannabis Supplier x NSLC Retail visits (engagements).

Additionally, it is to define acceptable and unacceptable engagement activities for each.

CANNABIS SUPPLIER STORE VISIT OPPORTUNITIES



Sales Call/Retail visit:

- Opportunity to connect with NSLC Retail Leader(s) and Cannabis Team on Supplier Portfolio & Performance



NSLC Team member PK Sessions:

- Opportunity to connect with NSLC Retail Cannabis Team members to highlight Supplier Portfolio Offerings & to share education highlights



NSLC Shopper Activations:

- Opportunity to connect directly with our shared shopper, on the cannabis sales floor, to speak meaningfully to Supplier portfolio

SUPPLIER SALES CALL & RETAIL VISITS



SUPPLIER SALES CALL & RETAIL VISITS

- What it looks like
 - Generally, NSLC encourages pre-arranged appointments, wherever possible
 - When you arrive, check-in with the Store Leader, or designate
 - General discussion around products (new, packaging, strains, changes etc.)
 - Keep store visits short – maximum 30mins
 - Occurs on Sales Floor
 - Please follow up with the Cannabis Category Team on any issues or action items





SUPPLIER SALES CALL & RETAIL VISITS

Allowable & encouraged conversations

- New Products or Strains
- Packaging changes
- General sales curiosities
- General Portfolio conversations
- Sharing of product sell sheets
 - *Must be in line with NSLC Language Guide*

Topics of Conversations that are not permitted

- Adhoc displays, signage, or product placement
- Movement of items on display
- Listing or Assortment opportunities
- Innovation not listed at NSLC
- Pessimistic or disparaging remarks about other suppliers

NSLC TEAM MEMBER PK SESSIONS



NSLC TEAM MEMBER PK SESSIONS

- What it looks like
 - NSLC Retail PK sessions **MUST** be pre-booked with Store Leadership
 - When you arrive, check-in with Store Leader, or designate
 - PK sessions will likely be broken up into two, 15-20 mins opportunities to speak about Supplier portfolio and subsequent cannabis education
 - Occurs in store warehouse or lunchroom
 - Please follow up with the Cannabis Category Team on any issues or action items
 - Showing open Cannabis is permitted, following NSLC procedure





NSLC TEAM MEMBER PK SESSIONS

Allowable & encouraged conversations

- Sub-category or format conversations
- Strain/cultivar conversations
- Terpene conversations
- Consumer use/product manipulation
- New Products or Strains
- Packaging changes
- General Portfolio conversations
- Sharing of product sell sheets
 - *Must be in line with NSLC Language Guide*
- Acceptable, but limited swag allowed to be handed out/left behind – for staff only; not shoppers *(please see next slide for what is/isn't permissible)*

Topics of Conversations that are not permitted

- Adhoc displays, signage, or product placement
- Movement of items on display
- Listing or Assortment opportunities
- Innovation not listed at NSLC
- Pessimistic or disparaging remarks about other suppliers

*Cannabis Samples (uninfused or infused) are **NOT** permitted at this time*



NSLC TEAM MEMBER PK SESSIONS

Permitted Nominal Swag *(to be handed out to participants)*

- Stickers
- Keychains
- Pins
- Pens
- Calendars *(limit to 1 per store only)*
 - Must be up-to-date *(for upcoming Calendar Year)*

Not-permitted swag *(do not leave for store team members)*

- Lighters
- Grinders (& other accessories)
- Batteries (510 or other)
- Shirts
- Sweaters
- Hats
- Bags
- Anything otherwise sold at NSLC Cannabis locations
- All other items, not included in the Permitted nominal swag list

If your proposed giveaway item (nominal swag) is NOT on these list, please connect with your NSLC Cannabis Category team connection to request approval



NSLC TEAM MEMBER PK SESSIONS

- Open Product Process
 - Open Product in these PK sessions will be permitted
 - Article must be listed to that store's assortment
 - No more than **4** articles can be opened during any given PK session
 - Product must be removed from shelf at store, and opened out back
 - Product to be written off by NSLC to **Supplier-Staff Product Knowledge**
 - This will be billed back to the supplier through monthly bill-backs process at DPLC (Duty Paid Landed Cost)



- *Product **cannot** leave the store*
- *Additional product will **not be permitted** to be brought into the store*

NSLC SHOPPER ACTIVATIONS



NSLC SHOPPER ACTIVATIONS

- What it looks like
 - NSLC Shopper activations **MUST** be pre-booked with Store Leadership
 - NSLC Store Leaders have final say if a Shopper-facing session can be done at their location
 - When you arrive, check-in with Store Leader, or designate
 - NSLC Shopper activations will likely be 3-4 hours in length
 - Occurs on sales floor, in store directed space
 - Opportunity to connect directly with NSLC Cannabis shoppers and speak meaningfully to supplier portfolio
 - Please follow up with the Cannabis Category Team on any issues or action items
 - Showing open Cannabis is permitted, following NSLC procedure
 - Nominal swag items are permitted to be handed out to shoppers (following NSLC permitted, nominal-value swag list)



Inventory Shortages continue to be a challenge in the industry. NSLC Retail Teams have no influence over stock-outs or stock shortages. We recommend reaching out to the NSLC Cannabis Category Team to increase store allocations 2 weeks in advance of a customer activation to ensure a reasonable supply is present to meet shopper demand.



NSLC SHOPPER ACTIVATIONS

Allowable & encouraged conversations

- Sub-category or format conversations
- Strain/cultivar conversations
- Terpene conversations
- Consumer use/product manipulation
- New Products or Strains
- Packaging changes
- General Portfolio conversations
- Acceptable, but limited swag allowed to be handed out– for shoppers only
 - **Please do not leave behind for NSLC Team Members**

Topics of Conversations that are not permitted

- Pessimistic or disparaging remarks about other suppliers
- Listing or Assortment deficiencies
- Innovation not listed at NSLC



NSLC SHOPPER ACTIVATIONS

Permitted Nominal Swag *(to be handed out to shoppers)*

- Stickers
- Keychains
- Pins
- Pens
- *Not to be used to sway/incentivize a shopper's purchase*

Not-permitted swag *(do not leave for store team members)*

- Lighters
- Grinders (& other accessories)
- Batteries (510 or other)
- Bags
- Shirts
- Sweaters
- Hats
- Anything otherwise sold at NSLC Cannabis locations
- All other items, not included in the Permitted nominal swag list

If your proposed giveaway item (nominal swag) is NOT on these list, please connect with your NSLC Cannabis Category team connection to request approval



NSLC SHOPPER ACTIVATIONS

- Open Product Process
 - Open Product in NSLC Shopper activations will be permitted
 - Product **MUST** be store safely, and secured from Shoppers being able to take it
 - Article must be listed to that store's assortment
 - No more than **4** articles can be opened during any given Shopper-facing session
 - Product must be removed from shelf at store, and opened out back
 - Product to be written off by NSLC to **Supplier-Staff Product Knowledge**
 - This will be billed back to the supplier through monthly bill-backs process at DPLC (Duty Paid Landed Cost)



- *Product **cannot** leave the store*
- *Suppliers are **not** permitted to bring additional product into store for these activations.*

***ANY QUESTIONS, CONCERNS OR FEEDBACK
SHOULD BE SHARED DIRECTLY WITH THE
CANNABIS CATEGORY TEAM***

KEY TAKEAWAYS



Start Date:
January 2025



**No Supplier Sales Calls
Between:**
**December 15, 2024 &
January 5, 2025**



**Supplier Engagement
Opportunity for:**

- **NSLC Product Knowledge**
- **Shopper Discovery**