



NSLC GUIDELINES

SUPPLIER EDUCATION STANDARDS

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INTERNAL EDUCATION STRATEGY

Our goal with internal education is to provide all our team members with accessible education opportunities that are equitable across all categories of our business. Our strategy is to leverage our internal communication site to house a space accessible to all team members where we deliver consistent, informative content on all our categories, every promotional period. We have created an education calendar that is aligned with our category initiatives that we will follow when selecting and creating educational content. Some of our content will be created in-house however there will be opportunities for suppliers to contribute if their material fits our standards and our calendar.

EDUCATIONAL CONTENT STANDARDS

With our new education strategy comes new standards for virtual education content. For your company's material to be considered in our calendar it must meet the following criteria:

- Delivery Format
 - The file type that will best integrate into our internal education site.
- Length
 - The ideal length to maximize engagement with our team members.
- Content
 - Educational topics that will provide value to the overall category and not just a specific brand. Example: Content about a Peated whisky could speak 80% about peated malt and the process and 20% could speak on how it applies to your specific Peated whisky brand.

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- Educational content must follow our Responsible Retailing guidelines, ensuring:
 - Content must be positioned around the taste and appreciation of the product rather than promoting consumption - sharing information regarding the flavours, process of making, savouring, tasting notes, pairings and how to consume (i.e. cocktails if spirit-focused)
 - Any outdoor footage or photography needs to show that the occasion is occurring on private property (i.e. backyard or restaurant patio vs. beach or public park) and never near water.
 - Any picture or video of beverage alcohol must be shown with a 'standard drink' portion:
 - 341ml (12 oz) bottle of 5% beer, cider or cooler
 - 142ml (5 oz) glass of 12% wine
 - 43ml (1.5 oz) serving of 40% distilled alcohol (rye, gin, rum, etc.)

ACCEPTABLE FORMATS

- Video
- Blog-style post
- Sell Sheet

FORMAT CRITERIA

Video Format

There are three types of videos that we will review for acceptance. Pre-made videos, Q&A videos supported by a pre-recording survey that will go out to team members prior to video recording to create question pool, and a recorded webinar. Please note: all webinars will be recorded by NSLC for internal use unless otherwise indicated by the supplier.

Delivery Format	<ul style="list-style-type: none">• mp4 file
Length	<ul style="list-style-type: none">• Pre-made video: 3-5 minutes• Q&A: 10-15 minutes• Webinars: 30 minutes
Content	<ul style="list-style-type: none">• Content must teach team members about a topic related to the product category and brand.• Education topic vs. Brand content ratio must be 80:20• Must follow our Responsible Retailing guidelines (see p. 12 of our F22 Marketing & Promo Guide)

Blog Posts

Blog posts are an educational medium that is ideal for breaking down technical information and simplifying it. A well-executed blog post has the longest lifespan out of any educational medium on the internet.

Delivery Format	<ul style="list-style-type: none">• Word Documents• PDFs• JPEG files or PNG files for supporting photos or infographics
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Length	<ul style="list-style-type: none"> • <1000 words • < 2 pages
Content	<ul style="list-style-type: none"> • Content must teach team members about a category-level topic related to the brand (i.e. educating about the rum aging process vs. features about a specific rum product). • Category education topic vs. Brand content ratio must be 80:20 • Include visual elements to ensure content is engaging while supporting information included in text. • Where applicable, link to supplementary information, inviting readers to learn more (i.e. website) • Must follow our Responsible Retailing guidelines (see p. 12 of our F22 Marketing & Promo Guide)

Sell Sheets

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

Delivery Format	<ul style="list-style-type: none"> • PDF
Length	<ul style="list-style-type: none"> • 1-2 pages
Content	<ul style="list-style-type: none"> • Brand name & logo • Brief story of your brand • Product shot should be large & key focal point of the page • 2-3 main points about the product you'd like the store teammates to remember & share with customers <ul style="list-style-type: none"> ○ i.e. tasting notes, special/unique ingredients, food pairings, or mixology suggestions • Using icons instead of text where applicable <ul style="list-style-type: none"> ○ i.e. tasting notes, or food pairings • Article #, so stores can order or request it to be added to their order screen • Pack size (i.e. 24x473ml) so stores know the unit of measure for ordering • Retail price • Listing Information (GL, OTO - Promo Periods Active) • Must follow our Responsible Retailing guidelines (see p. 12 of our F22 Marketing & Promo Guide)

DELIVERY METHOD

If accepted, your content will be featured on our internal education site. We have developed a blog-style landing page that our team members have browser and mobile access to. It will be available to view or read indefinitely. Content will be categorized by period with the most recent period's content being featured at the top of the page.

Your content may also be leveraged and repurposed for our customer channels, including social media and myNSLC.com.



SELECTION CRITERIA

When a supplier's content fits all required criteria, we will then assess if and where it fits best in our education calendar. If we find a period that suits your content, we will offer you placement in our calendar. If we cannot find a spot that fits, we will re-assess the content in our next fiscal year pending fit with our latest education priorities.

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

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

MEASUREMENT

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

On our customer channels (social media and website), we can measure via social media insights and Google Analytics.

KEY CONTACTS

Evan Fougere, Beverage Alcohol Education Specialist
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HOW TO APPLY

To apply, please fill out our Supplier Education Submissions Application form found on [MyNSLC | Trade MyNSLC](#)
