

INSIGHTS AND CUSTOMER ENGAGEMENT

ALCOHOL & CANNABIS PROGRAMS GUIDE

FISCAL YEAR 2023



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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 in the cold room to display the price of the product contained in the bays

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.

With the launch of our Strategic Plan last year (see Appendix A), we are committed 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 2023 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:

- **Combined our cannabis and alcohol guides into one.** Please ensure that the opportunities you'd like to apply for are for your category.
- **Pulsed in sale activities (formerly called Big Savings. Limited Time) are not planned.** If a sale event opportunity arises, an EOI will be issued.
- **Marketing buy-in opportunities have been removed.** Products will be integrated into our marketing content based on seasonal relevance, customer preferences and connections to in-store displays or activities.
- **Reduced warm room display buy-ins.** We will continue displays in our alcohol warm room by selecting the most customer relevant products, programs and/or offers.
- **For the Good of our Community Display buy-in.** Four products will be featured on a prominent display with all funds collected matched by NSLC and donated to the community.
- **Air Miles bulk mile and insights buy-in.** Give your customer miles and benefit from insights and additional programming.
- **In-store tastings continue to be paused until further notice.** When they do resume, an M-8 In-Store Customer Tasting Request form is no longer required to book a tasting.

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 may not be accepted.*

FY23 PROMOTION CALENDAR

	P1	P2	P3	P4	P5	P6	P7	P8	P9
	March 28 - May 1, 2022	May 2 - June 5, 2022	June 6 - July 17, 2022	July 18 - Aug 28, 2022	Aug 29 - Oct 2, 2022	Oct 3 - Nov 13, 2022	Nov 14, 2022 - Jan 8, 2023	Jan 9 - Feb 12, 2023	Feb 13 - Mar 26, 2023
SEASONAL THEME	Spring		Summer		Fall		Winter		
CALENDAR OCCASIONS	Good Friday (Apr 15) Easter Monday (Apr 18) 4/20 (Apr 20 – Wed)	Cinco De Mayo (May 5- Thurs) Mother’s Day (May 8) Victoria Day (May 23 - Stores Open)	Father’s Day (June 19) Canada Day (July 1 – Fri)	Natal Day (Aug 1 - Some stores reduced hours)	Labour Day (Sept 5)	Thanksgiving (Oct 10) Halloween (Oct 31 – Mon)	Beaujolais Nouveau (Nov 17) Christmas Day (Dec 25 – Sun) Boxing Day (Dec 26 – Mon) New Years Day (Jan 1 – Sun)	Robbie Bruns Day (Jan 25 – Wed) Super Bowl (Feb 5)	Valentine’s Day (Feb 14 – Tues) Heritage Day (Feb 20) St. Patrick’s Day (March 17 – Fri)
MARKETING PROGRAMS		New Arrivals	Summer Program			New Arrivals	Holiday Program		
DISPLAY BUY-IN	Alcohol Hero Alcohol Air Miles Display	Alcohol Hero Alcohol Air Miles Display Cannabis Hero	Alcohol Hero Alcohol Air Miles Display Cannabis Hero	Alcohol Hero Alcohol Air Miles Display Cannabis Hero	Alcohol Hero Alcohol Air Miles Display	Alcohol Hero Alcohol Air Miles Display Cannabis Hero	Cannabis Hero Alcohol Air Miles Display	Alcohol Hero Alcohol Air Miles Display Cannabis Hero	Alcohol Hero Alcohol Air Miles Display Cannabis Hero
COMMUNITY BUY-IN	For the Good of our Community	Cannabis and Alcohol IWK Support*	For the Good of our Community	For the Good of our Community	For the Good of our Community	For the Good of our Community	Share the Good Cheer	For the Good of our Community	For the Good of our Community
ALCOHOL DEADLINE TO APPLY	August 20, 2021		September 24, 2021		November 26, 2021		January 28, 2022	April 8, 2022	
CANNABIS DEADLINE TO APPLY	All Cannabis Hero Buy-In and LT applications are due by February 1, 2022								

*EOI to be issued at a later date

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.

OUR PROMOTIONS TEAM:

REFRESHMENT



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OVERVIEW OF PROMOTIONS & 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



LIMITED TIME OFFERS (LTO) (Alcohol & Cannabis)

A price discount applied to a product for the duration of a promotional period. See pages 5 & 6.



AIR MILES PROMOTIONS & BULK MILES BUY-INS (Alcohol)

Air Miles points awarded to a customer when they purchase the product and scan their Air Miles card. See page 7.



ADDED VALUES (Alcohol)

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 (Alcohol)

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.

BUY-IN PROGRAMS



WARM ROOM DISPLAY BUY-INS (Alcohol)

Floor and end cap displays to prominently feature your product to the customer during a promotional period in the warm room area. See pages 12-14.



COLD ROOM DISPLAY BUY-INS (Alcohol)

Pallet and floor displays to prominently feature your product to the customer during a promotional period in the cold room. See page 15.



EDUCATION & DISPLAY BUY-INS (Cannabis)

Bring prominence and awareness of your product in largest cannabis locations through a display and staff education opportunity. See page 16.



FOR THE GOOD OF OUR COMMUNITY BUY-INS (Alcohol & Cannabis)

Join us in raising funds to support local charities throughout the year. See page 17.

PROMOTIONS

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.

The only exception is in P1 which is an Air Miles-only offer period. 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.

LT and Bundle & Save Limitations:

- For every two LTs/Bundle and Save placed on an article within the year, an Air Miles offer must be applied before another LT is approved
- Cannot run concurrent with another offer including, but not limited to an Air Miles offer or added value*
- Back to back promotional period LT or Bundle & Save offers are not permitted*
- The NSLC may, at its discretion, exclude LTs below certain price points
- Products cannot be discounted below social reference price points
- A maximum of three tiers can be offered (ex. Buy 2, Buy 3, Buy 4)

All regular LTs and single “Bundle & Save” offers are available to the licensee community and agency stores in addition to our retail customers. The NSLC also allows a limited number of Licensee-only LTs per period. Please submit any Licensee-only offers in conjunction with your regular promotional applications.

*Exceptions made at Category Lead discretion

OPTION 1: SINGLE-TIERED		
REFRESHMENTS	WINE	SPIRITS
# of LTs based on seasonality and category priorities <ul style="list-style-type: none"> • Minimum of \$0.25 on a single serve • Minimum of \$1.00 on a 6 pack (i.e. 6x355ml, 6x341ml, 6x330ml) • Minimum of \$2.00 on a 12 pack (i.e. 12x355ml, 12x341ml, 12x330ml) 	Preferred Minimum Discount Values: <ul style="list-style-type: none"> • \$12.99 – \$15.99: \$1.00 min • \$16.00 – \$19.99: \$1.50 min (Xmas: \$2.00 min) • \$20.00 & up: \$2.00 min 	Maximum values: <ul style="list-style-type: none"> • Can LT anytime but not permitted to go below economy price band in any format. • If bundling 375 ml, can go to equivalent of \$15.29 per unit • Minimum of \$1 on 750 ml Mainstream price band • Minimum of \$2 on 750 ml Premium price band • Minimum of \$2 on 1140 ml format • Minimum of \$3 on 1750 ml format
COST PER SKU: Single Serve and RTD: \$225 All other: \$400	COST PER SKU: \$225 P7 only: \$400	COST PER SKU: \$225 P7 only: \$400

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: <ul style="list-style-type: none"> • 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:	\$225
P7 only:	\$400



SAVE

Budweiser Lager

SAVE
\$1.50

NOW

\$33.29

18x355ml

1026666

Valid February 22 – March 28, 2021

OPTION 1: SINGLE-TIERED

BUNDLE & SAVE

Jameson

BUY

REGULAR

SAVE
\$3.00

EACH

\$16.99

375ml

\$18.49

375ml

1010064

Valid June 3 – July 14, 2019

OPTION 2: BUNDLE & SAVE

PROMOTIONS

LIMITED TIME OFFERS (CANNABIS)

The NSLC allows suppliers to apply limited time (LT) savings offers on their products that are fully funded by the supplier and subject to the terms & conditions outlined below. If a product is a new listing or subject to a recent retail price change, a savings offer cannot be placed on that product during the first promotional period following the price change or new products introduction.

The NSLC may, at its discretion, exclude LTs below certain price points. Product retails cannot be discounted below retail price points as outlined in the terms & conditions. Bundle buy offers cannot exceed the 30-gram legal purchase limit.

Note: all promotional offers are subject to approval by category managers

ALL CANNABIS	LARGE PACK (Flower & Pre Roll)	PREMIUM CANNABIS
Single tier LT savings offers (i.e. Save \$3 on 3.5g ABC ... was \$32.99 now \$29.99) are only permitted on a cannabis product if it has excess inventory (20 weeks or more) on hand.	Single tier LT savings offers (i.e. Save \$10 on 28g ABC ... was \$129.99 now \$119.99) permitted on 28g flower & large pack (>12) pre roll only.	Single tier LT savings offers (i.e. Save \$4 on 30ml ABC oil ... was \$43.99 now \$39.99) permitted on any cannabis product in the premium price segment (as per NSLC's cannabis price bands)
COST PER SKU: \$225	COST PER SKU: \$225	COST PER SKU: \$225

OPTION 2: BUNDLE & SAVE
An offer that requires the purchase of multiple units to progressively earn a greater discount.
<p>Criteria:</p> <ul style="list-style-type: none"> • Must represent significant customer value for multiple purchase • Permitted on products in any price band (economy/value, mainstream or premium) • Cross category bundle & save offers are permitted. i.e. Edible + Beverage, Flower + pre roll, vape cart + battery
<p>Offer Structure A: Multi-Tiered</p> <p>Receive progressively greater discounts by purchasing greater number of units in a single transaction. i.e. Buy 2 355ml cannabis beverages save \$2, Buy 4 save \$8, Buy 6 save \$15</p>
<p>Offer Structure B: Bundled</p> <p>Receive a discount when purchasing product X and product Y. i.e. Buy two 3.5g flower save \$6 (virtual 7g), Buy two 0.5g vape cartridges save \$8 (virtual 1g)</p>
<p>Cost per SKU: \$225</p>

PROMOTIONS

AIR MILES® PROMOTIONS & BULK MILES BUY-INS (ALCOHOL)

NSLC is a proud partner of AIR MILES® and we're pleased to be able to provide you with this promotional tool that connects your brand to Collectors and offers valuable insights.

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 supplier and subject to the terms outlined below.

Criteria:

- The NSLC reserves the right to limit the number of Bonus Mile offers in any period or category. Products with displays will be given priority.
- Multiple sizes of the same brands may participate in the same promo at the discretion of the Category Manager.
- NSLC targets a 50/50 split of AIR MILES® and LT offers in any promo period, and equal number of AIR MILES® over each supplier's total portfolio.
- A maximum of three tiers can be offered (ex. Buy 2, Buy 3, Buy 4) in a multi-tiered or bundle offer.
- An AIR MILES® offer cannot run concurrent with an LT/Bundle and Save or added value of any kind.*
- Back to back promotional period AIR MILES® offers are not permitted*
- Refreshment only** - A single serve unit must have an offer of Buy 2 or greater.

RETAIL PRICE	MINIMUM BONUS MILES
Under \$5.00	1
\$5.00 – \$9.99	2
\$10.00 – 14.99	3
\$15.00 – \$19.99	4
\$20.00 – \$29.99	5
\$30.00 – \$34.99	7
\$35.00 – \$39.99	8
\$40.00 – up	10

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 of different alcohol categories to create a bundle offer. Product X and Product Y must have the equivalent assortment grade.

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

Suppliers 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.

*Some exceptions may be made at category discretion

PROMOTIONS

AIR MILES® PROMOTIONS & BULK MILES BUY-INS (CONT'D)



IMPORTANT: Applications for Bulk Mile Buy-Ins are due Friday, August 20, 2021

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 99,000 miles within your business' portfolio of brands in FY23, 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. Issues 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 issues.

INCLUSIONS	HERO	ENHANCED	BASE
FY23 miles issuance commitment	750,000+ miles	200,000 – 749,000 miles	100,000 – 199,000 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 req'd – fees waived when selected for participation)</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.*

PROMOTIONS

ADDED VALUES (ALCOHOL)

An added value is a liquid (i.e. 50ml spirit) or non-liquid item of value (i.e. novelty item) 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 the respective Category Team.
- 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 pages 4 and 25.
- Near pack added value requires supplier provided merchandising unit 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.

COST PER SKU:

Store applied: \$650 + \$0.10/unit (container deposit – liquid added value only)

	CSR GUIDELINES	DISTRIBUTION & ALLOCATION	INVENTORY AUDIT & DISPOSAL
LIQUOR	<p>Added value cannot:</p> <p>Represent a sexually explicit or discriminatory graphic, illustration or activity based on race, religion or sexual orientation</p> <p>Show consumption of alcohol while performing a skilled activity (i.e. sports, operating heavy machinery)</p> <p>Appeal to minors (i.e. cartoon characters on label)</p> <p>Associate consumption of beverage alcohol with gambling, games of chance or drinking games (i.e. playing cards, poker chips, lottery tickets, mini solo cups)</p> <p>Promote excessive/illegal consumption of beverage alcohol (i.e. drinking in a public place)</p>	<p>Liquor AV will ship through the NSLC Distribution Centre to retail stores (no Rep. pick up for retail) to ensure balanced distribution</p> <p>Min. of 8 units per store to a max of 80% on store by store basis or at discretion of Category Manager. If 80% does not equal 8 then store gets zero quantities</p> <p>Reps may visit stores to ensure programming is executed per plan</p> <p>Rep application of product once delivered to store is at discretion of Retail Manager but must be pre-arranged/scheduled</p> <p>Added values will not be distributed to Licensees</p>	<p>AV Liquor product remaining after period to be reported if above 10 units per SKU</p> <p>All AV remaining after period to be dumped into recycled liquid (vendors are not permitted to pick-up leftovers)</p> <p>Approved liquor added values list communicated to stores in store notes.</p> <p>ICE will conduct spot checks to ensure only approved liquor added values are in market</p>
NON-LIQUOR	<p>Added value cannot:</p> <p>Appeal to minors (i.e. stuffed animal, “dinkie” car)</p> <p>Show consumption of alcohol while performing a skilled activity (i.e. sports, operating heavy machinery)</p> <p>Associate consumption of beverage alcohol with gambling, games of chance or drinking games (i.e. playing cards, poker chips, lottery tickets, mini solo cups)</p> <p>Represent a sexually explicit or discriminatory graphic, illustration or activity based on race, religion or sexual orientation</p> <p>Promote excessive/illegal consumption of beverage alcohol (i.e. liquor pouch, concealer can, sippy hat)</p> <p>Pose any level of risk from associated use (i.e. knife)</p>	<p>Store allocations for non-liquor programming must be approved by ICE Promotions prior to the period. Please send your distribution lists to the appropriate Promotions Coordinator for approval</p> <p>If allocations are consistently not adhered to, the NSLC will disallow running AV for up to one year on the brand family</p> <p>Retail-tainment / larger near pack programs ship direct from vendor but allocations must be pre-approved by ICE Promotions</p>	<p>Reps to be called to pick up inventory remaining at period end. All product not picked up within 30 days of being contacted will be destroyed at vendors expense</p> <p>Vendor partners with ongoing over-ship issues to be contacted by ICE. Category teams may disallow AV for up to one year on the brand in question if over-shipments arise</p> <p>Approved non-liquor added values list communicated to stores in store notes</p> <p>ICE will conduct spot checks to ensure only approved non-liquor added values are in market</p> <p>Added values that have not been approved or approved added values applied to non-approved products will be removed and charged back to vendors. Category teams may disallow added values for up to one year for the vendor in question</p>

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 \$225 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 include 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

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.

Forms of entry permitted: Online, Social Media, Text to Win or Scan & 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).

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.

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 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.

*some exceptions may apply

BUY-IN PROGRAMS

WARM ROOM DISPLAYS (ALCOHOL)

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

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?

WARM ROOM DISPLAY BUY-INS (ALCOHOL)



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 12.



AIR MILES DISPLAY (P1-P6, P8-P9)

This prominent display will feature the best Air Miles offers on popular brands. See page 14.



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

To help give back and create a stronger Nova Scotia, funds collected from this display will be matched by NSLC to contribute to the good led by charities and community initiatives around the province. See page 13.

BUY-IN PROGRAMS

WARM ROOM DISPLAY BUY-INS (ALCOHOL)



HERO DISPLAY

Limited to one supplier per promo period (max 4 products) - \$10,000

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

IN-STORE:

- Prominent display in all stores (floor display where available)
- Assortment open to all stores
- Opportunity to provide 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 and 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, web, and paid digital flyers

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	March 28 - May 1, 2022	Aug 20, 2021
P2	May 2 - June 5, 2022	Aug 20, 2021
P3	June 6 - July 17, 2022	Sept 24, 2021
P4	July 18 - Aug 28, 2022	Sept 24, 2021
P5	Aug 29 - Oct 2, 2022	Nov 26, 2021
P6	Oct 3 - Nov 13, 2022	Nov 26, 2021
P7	NOT AVAILABLE FOR THIS PERIOD	
P8	Jan 9 - Feb 12, 2023	April 8, 2022
P9	Feb 13 - Mar 26, 2023	April 8, 2022

BUY-IN PROGRAMS

WARM ROOM DISPLAY BUY-INS (ALCOHOL)



FOR THE GOOD OF OUR COMMUNITY DISPLAY

Limited to 4 products* - \$2,500 per SKU

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. The funds collected from this display will be matched by the NSLC to increase our collective impact and donated to charitable organizations selected through our community grants program, all for the good of our community.

IN-STORE:

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

OUT OF STORE & ADVERTISING:

- Inclusion in digital media buy
- Included in myNSLC.com digital flyer
- Product callout in 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	APPLICATION DEADLINE
P1	March 28 - May 1, 2022	Aug 20, 2021
P2	NOT AVAILABLE FOR THIS PERIOD - see page 17	
P3	June 6 - July 17, 2022	Sept 24, 2021
P4	July 18 - Aug 28, 2022	Sept 24, 2021
P5	Aug 29 - Oct 2, 2022	Nov 26, 2021
P6	Oct 3 - Nov 13, 2022	Nov 26, 2021
P7	NOT AVAILABLE FOR THIS PERIOD - see page 17	
P8	Jan 9 - Feb 12, 2023	April 8, 2022
P9	Feb 13 - Mar 26, 2023	April 8, 2022

* 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

WARM ROOM DISPLAY BUY-INS (ALCOHOL)



AIR MILES DISPLAY

Limited to 4 products* - \$2,000 per sku

This prominent display will feature the best Air Miles offers on popular brands. See pages 7 & 8.

IN STORE & NSLC TEAM:

- Prominent display in all stores (floor display where available)
- Assortment open to all stores

MYNSLC.COM:

• Featured across NSLC digital platforms including social, web & paid digital flyers

SELECTION CRITERIA:

- Data & insights supporting potential sales volume and customer demand
- Compelling Air Miles offer
- 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	March 28 - May 1, 2022	Aug 20, 2021
P2	May 2 - June 5, 2022	Aug 20, 2021
P3	June 6 - July 17, 2022	Sept 24, 2021
P4	July 18 - Aug 28, 2022	Sept 24, 2021
P5	Aug 29 - Oct 2, 2022	Nov 26, 2021
P6	Oct 3 - Nov 13, 2022	Nov 26, 2021
P7	Nov 14, 2022 - Jan 8, 2023	Jan 28, 2022
P8	Jan 9 - Feb 12, 2023	April 8, 2022
P9	Feb 13 - Mar 26, 2023	April 8, 2022

* 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. Please note that you may be requested to select just one of your varietal or flavour variants for this display.

BUY-IN PROGRAMS

COLD ROOM DISPLAY BUY-IN (ALCOHOL)



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	\$18,240	\$16,800	\$19,200	\$17,760	\$22,080	\$25,920	\$24,000	\$16,320	\$17,280
Volume Beer #2	96	\$18,240	\$16,800	\$19,200	\$17,760	\$22,080	\$25,920	\$24,000	\$16,320	\$17,280
Volume Beer #3	94	\$17,860	\$16,450	\$18,800	\$17,390	\$21,620	\$25,380	\$23,500	\$15,980	\$16,920
Volume Beer #4	93	\$17,670	\$16,275	\$18,600	\$17,205	\$21,390	\$25,110	\$23,250	\$15,810	\$16,740
Volume Beer #5	38	\$7,220	\$6,650	\$7,600	\$7,030	\$8,740	\$10,260	\$9,500	\$6,460	\$6,840
Volume Beer #6	37	\$7,030	\$6,475	\$7,400	\$6,845	\$8,510	\$9,990	\$9,250	\$6,290	\$6,660
Cool Zone Floor #1	34	\$2,890	\$2,550	\$3,060	\$2,720	\$3,400	\$3,910	\$3,740	\$2,550	\$2,550
Cool Zone Floor #2	25	\$2,000	\$1,875	\$2,250	\$2,000	\$2,500	\$2,875	\$2,750	\$1,875	\$1,875
Cool Zone Floor #3	14	\$1,190	\$1,050	\$1,260	\$1,120	\$1,400	\$1,610	\$1,540	\$1,050	\$1,050
Cool Zone End #1	28	\$1,120	\$1,260	\$1,400	\$1,400	\$1,400	\$1,400	\$1,680	\$1,120	\$1,120
Cool Zone End #2	28	\$1,120	\$1,260	\$1,400	\$1,400	\$1,400	\$1,400	\$1,680	\$1,120	\$1,120
Cool Zone End #3	19	\$760	\$855	\$950	\$950	\$950	\$950	\$950	\$1,140	\$760
Cool Zone End #4	19	\$760	\$855	\$950	\$950	\$950	\$950	\$950	\$1,140	\$760

PROMO PERIOD	DATES	APPLICATION DEADLINE
P1	March 28 - May 1, 2022	Aug 20, 2021
P2	May 2 - June 5, 2022	Aug 20, 2021
P3	June 6 - July 17, 2022	Sept 24, 2021
P4	July 18 - Aug 28, 2022	Sept 24, 2021
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P8	Jan 9 - Feb 12, 2023	April 8, 2022
P9	Feb 13 - Mar 26, 2023	April 8, 2022

BUY-IN PROGRAMS

EDUCATION & DISPLAY BUY-INS (CANNABIS)



HERO DISPLAY

Two suppliers (max two products per supplier)* - \$5,500 per supplier

Bring prominence and awareness of your products in our largest stores through this display and staff engagement opportunity.

IN STORE & NSLC TEAM:

- 1 digital screen + associated adjacent and below displays across 13 stores
- Prominent in-store display (Clyde Street)
- At cash display – 1 cash lane in 13 Cannabis stores
- Webinar with NSLC cannabis store teams
- Educational sell sheet included in binder and displayed at cash

MYNSLC.COM:

- Homepage Hero Slider linking to dedicated Licensed Producer landing page highlighting available product listings with the NSLC
- Two products highlighted in the featured products carousel on myNSLC.com

SELECTION CRITERIA:

- Approved listing by Category Team
- Continuity of supply leading up to and during the promotional period
- Additional educational content (i.e. video, print materials, etc.)
- Product relevance to category business objectives, seasonality and priorities
- Representatives who can educate our staff via webinar or in person if applicable

PROMO PERIOD	DATES	THEME	RETAIL EDUCATION FOCUS	APPLICATION DEADLINE
P1	NOT AVAILABLE FOR THIS PERIOD			
P2	May 2 - June 5, 2022	Pre-Rolls and Flower	Unique pre-rolls and dried flower products	February 1, 2022
P3	June 6 - July 17, 2022	Vapes: CO2 and BHO	Contrast vape cartridge extracts	February 1, 2022
P4	July 18 - Aug 28, 2022	Premium Flower	Highlight premium flower (based on quality and price)	February 1, 2022
P5	NOT AVAILABLE FOR THIS PERIOD			
P6	Oct 3 - Nov 13, 2022	Expert Growing, Curing and Terroir	Focus on expert growing, mediums and curing	February 1, 2022
P7	Nov 14, 2022 - Jan 8, 2023	Beverages and Edibles	Spotlight on edibles and beverages	February 1, 2022
P8	Jan 9 - Feb 12, 2023	Genetics and Lineage: Legacy Spotlight	Educate on lineage and history of famous legacy strains	February 1, 2022
P9	Feb 13 - Mar 26, 2023	Concentrates and Responsible Consumption	Concentrate production and responsible consumption	February 1, 2022

* Products may be any cannabis related product in the suppliers portfolio including different formats or types of products.

BUY-IN PROGRAMS

FOR THE GOOD OF OUR COMMUNITY BUY-INS (ALCOHOL & CANNABIS)

SHARE THE GOOD
Cheer

This season, we're coming together with our employees, customers and partners to help our communities in need.

Join us in sharing the good cheer during our three weekends of giving:

- Nov 20-22 - *IWK Foundation*
- Nov 27-29 - *Make-A-Wish Canada*
- Dec 4-6 - *Feed Nova Scotia*

IWK Foundation **Make-A-Wish** **feed nova scotia**

FOR *the good* OF OUR COMMUNITY

NSLC

COMMUNITY GIVING

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 H.

PROMO PERIOD	PROMO	DATES	APPLICATION DEADLINE
P2	IWK	May 2 - June 5, 2022	EOI to be issued
P7	Share the Good Cheer	Nov 14, 2022 - Jan 8, 2023	EOI to be issued

DONATE TO

FOR *the good* OF OUR COMMUNITY

Let's come together to help support Maritime families.

NSLC

IWK Foundation

MAY 3-30

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 cannabis products are not able to participate in all of these opportunities due to current legislation.

IMPORTANT: Our local classification, which includes merchandising and marketing support, is currently being assessed to better define the selection criteria. This classification change may rollout before or during FY23.



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.



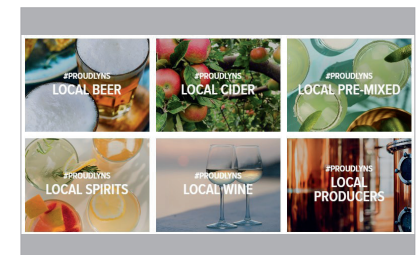
SOCIAL MEDIA

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** for a chance to be featured on our social media channels! See page 21 for more details.



MYNSLC.COM

myNSLC.com is an extension of our store network. Our Local section contains producer highlights, product information and more. If you have content that you'd like to see included in this section about your business or products, please reach out to your category marketing manager.

Ongoing support includes:

- Callout on all local products
- Local producer bios
- Digital flyers
- Hero slider

Visit mysnslc.com/ProudlyNS to learn more.

OTHER ACTIVITIES

MARKETING PROGRAMS | ALCOHOL

Throughout the year, NSLC runs several marketing programs and activities in conjunction with our promotional periods. These programs are designed to bring seasonally relevant or new products front and centre for our customers to discover and enjoy.

Featured products will be selected using data and insights to ensure we share the most relevant products our customers are looking for at that time of year. Below are three of our largest marketing opportunities for your brands to get in front of Nova Scotians at the NSLC. When discussing your product's plans for the Nova Scotia market with our Category teams, please do not hesitate to suggest your product for any of these activities if you feel it meets the criteria outlined below.



NEW ARRIVALS PROGRAM (P2, P6)

Our customers love trying new products, and our New Arrivals program helps Nova Scotians discover the new trends and flavours that they'll find in-store this spring and fall.

Ongoing support includes:

- Reebee & Flipp digital flyers
- 'New Arrival' callout, hero homepage slider & inclusion in digital flyer on myNSLC.com
- 'New' shelf card in-store
- Tasting opportunities with NSLC store teams & customers*
- NSLC social support to +50K followers
- Placement in education material for NSLC team of +1300

Selection Criteria:

Products will be selected by the NSLC based on what our customers are looking for, and we will engage suppliers accordingly. Products selected must be new to the NSLC and preference will be given to products that are featured on displays in-store.



SUMMER PROGRAM (P3-P4)

Summer is our biggest season for new product launches across all categories, so we've created a program to make it easy for customers to discover new favourites in-store and online.

Ongoing support includes:

- Reebee & Flipp digital flyers
- 'New Arrival' callout, hero homepage slider & inclusion in digital flyer on my NSLC.com
- 'New' shelf card in-store
- Tasting opportunities with NSLC stores teams & customers*
- NSLC social support to +50K followers
- Paid digital media support across channels
- Placement in education material for NSLC team of +1300

Selection Criteria:

Products will be selected by the NSLC based on what our customers are looking for, and we will engage suppliers accordingly. Products selected must be new to the NSLC and preference will be given to products with offers and/or are featured on displays in-store.



HOLIDAY PROGRAM (P7)

Our Holiday program showcases great gifting products for our customers to discover.

Ongoing support includes:

- Reebee & Flipp digital flyers
- Hero homepage slider & digital flyer inclusion on my NSLC.com
- NSLC social support to +50K followers
- Paid digital media support across channels
- Placement in Holiday education material for NSLC team of +1300

Selection Criteria:

Products will be selected by the NSLC based on what our customers are looking for, and we will engage suppliers accordingly. Preference will be given to products with offers and/or that are featured on displays in-store.

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 UPLOAD 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 UPLOAD 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 use our products. In doing so, we hope to support our partners and amplify your content by sharing it with our audience from time to time.

Please keep in mind that due to the large volume of requests we receive from suppliers, licensees and customers, we're not able to share all content. In determining which content to share on our channels, we consider several factors, including, but not limited to: seasonal relevance, customer preferences, supplier buy-in commitments, and integration with our other programming in market at that time.

FOR A CHANCE TO BE FEATURED:

- Tag us: @theNSLC on Instagram
- Post content that shows us how you use products carried by the NSLC, for example:
 - Share a food and drink pairing
 - Take a video of a bartender mixing a cocktail or share a cocktail recipe. (ensuring measurements do not exceed our responsible guidelines outlined below – 1.5oz alcohol in a standard cocktail)
- Adhere to social responsibility guidelines outlined below.
- Share photos that align with the preferred photography style for Instagram:
 - No text or copy added onto the image
 - Use natural lighting or find a brightly-lit setting.
 - Shoot the photo from a bird's eye view (above looking down) or a shallow depth of field perspective (subject in focus while the background is soft).
 - Use a clean, non-distracting backdrop. Ensure countertops and glassware are clean.
- Any outdoor photo needs to show that the social occasion is occurring on private property (i.e. backyard or restaurant patio, not a public beach) and never near water.
- 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:
 - 341 ml (12 oz.) bottle of 5% beer, cider, or cooler
 - 142 ml (5 oz.) glass of 12% wine
 - 43 ml (1.5 oz.) serving of 40% distilled alcohol (rye, gin, rum, etc.)
- 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

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:

See Appendix B for our Advertising & Packaging Rules of Conduct.



SHALLOW DEPTH OF FIELD



BIRD'S EYE VIEW

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.

! **IMPORTANT:** Please note that customer tastings are currently paused due to COVID-19. Please do not contact a store to book any tastings until you receive an email about store tastings resuming in our store network.

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).
- 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

NETWORK-WIDE TASTINGS

Each month, NSLC selects two days (typically Fridays & Saturdays) for network-wide tastings where stores will sample products with their customers. Products are selected by the category teams to reinforce programming already in market.

Some stores may ask your rep if they are able to help support the activity by serving, while other stores will take it upon themselves to host their own. If your product is selected and you would like to help any of our stores with their planned tasting events, please contact the store manager.

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 Emily.Crocker@myNSLC.com.



***Some exceptions may be made.*

Please contact Tracy.Walker@mynslc.com to request to bring your own product

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: NSLC ADVERTISING & PACKAGING GUIDELINES

REGULATORY COMPLIANCE

1. All advertising must comply with the Nova Scotia Liquor Control Act & Regulations.
2. Radio advertising must comply with any requirements of the Canadian Radio-Television and Telecommunications Commission (CRTC), as well as any other regulatory body having related jurisdiction.
3. Television advertising must comply with any requirements of the:
 - a) CRTC and the
 - b) Television Bureau of Canada – Telecaster Canada’s Advertising of Alcoholic Beverages Guidelines
 - c) Any other regulatory body having related jurisdiction.
4. All advertising must comply with Canadian Trademarks Act.
5. All advertising must comply with Nova Scotia Liquor Corporation’s social responsibility standards.

DEFINITIONS

NOVA SCOTIA LIQUOR CORPORATION: Advertisement is considered anything prepared by or on behalf of a regulated person/company that is intended to promote the sale of a beverage alcohol product that is:

- a) Broadcast on television or radio
- b) Published in a newspaper, magazine or online
- c) Displayed on a billboard, sign, poster, banner or other publicly visible medium including in-store signage.
- d) A product’s label, packaging and container format is also considered to be a form of advertising. All packaging is required to be approved by CST prior to production; this includes all new listings & any packaging changes to existing articles.

ADVERTISING STANDARDS CANADA:

Advertising is defined as any message (the content of which is controlled directly or indirectly by the advertiser) expressed in any language and communicated in any medium to Canadians with the intent to influence their choice, opinion or behaviour.

GUIDING PRINCIPLES

1. Advertising is consistent with Nova Scotia Liquor Corporation’s values of respect and responsibility.
2. Advertising is intended for adults of legal drinking age who choose to consume beverage alcohol. These products are not advertised in any manner which may be directed to or significantly appeal to underage persons.

3. Advertising portrays products and consumers in a responsible manner and emphasizes social aspect of moderate consumption in our society. Advertising does not encourage consumers to participate excessively or irresponsibly.
4. Advertising is not used to disparage or discredit another company, business, product or person.
5. Potential reactions from public groups or society in general may be considered (safety, advocacy, current social concerns).

RESPONSIBLE PLACEMENT

I. AUDIENCE COMPOSITION:

Advertising is only placed in media where a majority of the audience is expected to be of legal drinking age. This applies to advertising: online, at events, as well as static or fixed advertising at venues.

II. COLLEGE AND UNIVERSITY CAMPUSES:

Any advertisement of beverage alcohol products or social responsibility programs must be negotiated directly with each campus or a recognized group representing multiple campuses. All advertisements must be in line with individual campus Alcohol Policy, as well as relevant provincial and federal regulations.

III. OUT OF HOME:

Outdoor advertising (i.e. billboards, bus shelters) is not purchased at locations within 200 meters of any identified health facilities or offices (hospitals, nursing homes, treatment centres, etc.) or any P – 12 schools.

IV. SOCIAL MEDIA:

Social media communications must be intended for adults of legal purchase age and should be placed only in media where at least 71.6 percent of the audiences is of the legal purchase age.

Social media communication that involves direct interaction with a user should require age affirmation prior to engagement – this applies specifically to promoted/boosted posts. User-generated content on a site or page controlled by the brand must be monitored and moderated on a regular basis. Social media communications must respect user privacy and follow responsible content rules.

RESPONSIBLE CONTENT

UNDERAGE PERSONS / APPEAL TO MINORS:

I. No advertising in any manner is permitted that directly or indirectly appeals to underage persons. (example: cartoon characters, songs, mythical characters, fairy tales and/or celebrities).

DEPICTION OF IMAGES and SUPPORTING COPY / AGE AND APPEARANCE OF ACTORS/MODELS:

II. No advertising of beverage alcohol is permitted to feature in any significant role, anyone who appears to be under 25 years of age.

QUANTITY OF BEVERAGE ALCOHOL SHOWN

- III. All advertising of beverage alcohol must either show a sealed bottle of product or in a single serving glass, poured to a maximum of a single standard drink (see page 20).
- IV. In addition, advertising cannot promote consumption in general (must be focused on a specific brand).

OFFENSIVE LANGUAGE

V. All beverage alcohol advertising must refrain from using offensive language, such as: racial slurs, misogynistic language, anti-LGBTQ+ and so on.

RITE OF PASSAGE:

VI. Advertising does not suggest that consumption of beverage alcohol is a rite of passage to adulthood.

IMPLICATION OF HEALTH or SUCCESS

VII. Advertising cannot directly or indirectly imply that the consumption of beverage alcohol makes the consumer stronger, healthier, more successful in their pursuits (job, sports, sexual prowess) or that it solves your problems.

ASSOCIATION with SKILLED ACTIVITIES

VIII. Advertising cannot depict consuming alcohol in tandem with a skilled activity, such as: driving, boating, playing sports, working.

HIGH RISK, ILLEGAL or EXCESSIVE USE:

- IX. Advertising is not permitted to imply or portray:
- Any illegal activity
 - Criminal, unsafe or risky behaviour
 - Glamourized, inappropriate or irresponsible consumption

APPENDIX C: 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, ganga, 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 Cannabis cigarette Vape Concentrate products: eg. Shatter, wax, rosin, dabs Edibles: eg. Chocolates, Soft Chews, Baked Goods	Weed, pot, marijuana, bud, herb, dope, ganga, grass, dank Pre-rolled joints, joints, blunt, spliff, reefer, fatty, cannon Gummies
OUR ACCESSORIES:	Grinders Storage Containers Hand Pipes Papers Vapourizers Vape Pens Concentrate pen	Pipes Rolling papers Vaporizer – 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 Lighters		Bongs, bubbler Perc
METHODS OF CONSUMPTION:	INHALATION • Smoking • Vapourizing INGESTION • Intraoral • Sublingual	Dabbing Vaping	Toke Juicing
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 D: ALCOHOL PROMOTIONAL POLICIES

ECONOMY		REFRESHMENTS	SPIRITS	WINE
REGULAR FLOOR (RF)	No regular floor displays	No regular floor displays	No regular floor displays	No regular floor displays. Exception: floor displays for enhanced margin wines.
ADDED VALUES (AV)	Economy AV (liquid) is not permitted on any host product. Economy brands are not permitted to have any AV.	Added values on Economy SKUs are not permitted in P6 or P7. For non-liquor added values or AIR MILES offers outside of these periods, please connect with your Category team to discuss.	Economy AV (liquid) is not permitted on any host product. Economy brands are not permitted to have any AV.	Economy AV (liquid) is not permitted on any host product. Economy brands are not permitted to have any AV.
LIMITED TIME OFFERS (LT)	No LT on Economy SKUs	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	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.	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 20% higher price than the host. 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 20% 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 within the Mainstream price band in all periods. LT into Economy may occur at Category Team's discretion. Beer only: Maximum \$2.00 LT on 12-pack bottles and 12-pack cans	Can LT anytime but not permitted to go below economy price band in any format. If bundling 375 ml can go to equivalent of \$15.29 per unit	Permitted to LT within the Mainstream price band in all periods. 750ml and 1500ml not permitted to LT into Economy price band; exception will be in select sales activities at Category Team's discretion. 3000ml and 4000ml LTs permitted selectively at Category Team's 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 No LTs permitted during P7 on products priced \$14.99 and under. Bundle Buys under \$14.99 will be at the Category team's discretion.	Permitted to LT within the Mainstream price band in all periods. 750ml and 1500ml not permitted to LT into Economy price band; exception will be in select sales activities at Category Team's discretion. 3000ml and 4000ml LTs permitted selectively at Category Team's 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 No LTs permitted during P7 on products priced \$14.99 and under. Bundle Buys under \$14.99 will be at the Category team's discretion.
PREMIUM		REFRESHMENTS	SPIRITS	WINE
REGULAR FLOOR (RF)	Yes	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.	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.	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)	Yes. Not permitted to LT into Economy price band.	Yes. Not permitted to LT into Economy price band.	Yes. Not permitted to LT into Economy price band.	Yes. Not permitted to LT into Economy price band.

APPENDIX D: CANNABIS PROMOTIONAL POLICIES

ECONOMY	CANNABIS
LIMITED TIME OFFERS (LT)	No single tier LT saving offers allowed in the economy price band except 28g flower, large pack pre rolls (>12), or products that have excess inventory (> 20wks). Bundle & Save offers are allowed in the economy price band. Product retails cannot be discounted below social reference (bottom of economy price band) price points. (as per the NSLC's cannabis price bands).
MAINSTREAM	CANNABIS
LIMITED TIME OFFERS (LT)	No single tier LT saving offers allowed in the mainstream price band except on 28g flower, large pack pre rolls (>12), or products that have excess inventory (> 20wks). Bundle & Save offers are allowed with in the mainstream price band. LT savings offers into the economy price band may be made at category managers discretion.
PREMIUM	CANNABIS
LIMITED TIME OFFERS (LT)	Single tier LT savings as well as Bundle & Save offers are allowed in the premium price band but only down into the mainstream price band. LT savings offers into the economy price band are not permitted.

APPENDIX E: LISTINGS

ALCOHOL

CATEGORY REVIEWS

At the end of August/early September, Registered Representatives will receive an expression of interest from the NSLC related to all category reviews.

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.

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.

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.

CANNABIS

The Government of Nova Scotia determined that the Nova Scotia Liquor Corporation is the retailer of cannabis in Nova Scotia. Securing our product supply is a priority. The following terms and conditions will apply to Licensed Producers accepting a listing of a cannabis or cannabis accessory product with the NSLC. Product packaging & labelling must meet all federal requirements. Please visit www.myNSLC.com/trademynslc under 'Advertising & Logo Usage' for more information on NSLC's advertising guidelines.

CRITERIA FOR SELECTING NEW LISTINGS:

- Cost & retail submitted
- Brand/strain strength & awareness supported with relevant sales data from: the Canadian recreational or medical market, US recreational or medical market, Canadian illicit market
- Is product/strain new, innovative or unique?
- Is genetic history available & verifiable?
- Product availability (shipping location & continuity of supply)
- Cannabis education strategy for customers

LISTING TERMS & CONDITIONS FOR CANNABIS/CANNABIS ACCESSORIES

- All cannabis listings will undergo a category and pricing review twice a year once we have sufficient sales history to identify category trends & growth opportunities.
- The NSLC reserves the right to add assortment at its discretion as required to adjust for market demand as well as the availability of locally produced product.
- LP's are required to cover the total cost of TPR's (temporary price reductions) which will be required whenever inventory levels exceed 20 weeks on hand. TPR's ensure product quality/freshness & prevent a buildup of old/outdated product.
- Pricing: Firm prices in effect for the term. Two price change windows per year have been established and follow beverage alcohol timelines (P1/P6).
- No commitment to purchase products or specific volumes are made. POs will be issued as replenishment is required
- Payment: Net 30 days from NSLC receipt confirmation
- Supplier Delivery: FOB warehouse (Dartmouth)
- Insurance: Supplier to maintain \$5MM commercial general liability and \$15MM recall insurance to NSLC's satisfaction; NSLC to be an additional named insured and certificate holder.
- Regulatory/QA: Products supplied must be safe for use and must comply with all applicable regulatory and QA requirements, and Suppliers must maintain all required Health Canada licenses

- Certificate of Analysis must be available upon request.
- Customer Complaints: Supplier will be responsible for responding to and investigating NSLC customer complaints, taking appropriate corrective action and updating NSLC on status/ resolution.
- All successful suppliers must be able to meet NSLC ordering deadlines and each SKU's packaging must meet all NSLC label requirements.
- Successful suppliers will be required to upload a high-resolution JPEG bottle image and/or physical product image (ex. image of dried flower) + provide a detailed product information sheet (PDF) for each accepted SKU.
- New suppliers will be required to submit new vendor form and Electronic Fund Transfer (EFT) document. All Quotes to be made in Canadian currency only.
- Charge Backs deducted from AP: Supplier charge back for product returns, damages, display product, recalls, slow moving, discontinued and expired products, (including destruction, disposal, processing, shipping, handling, and related costs)
- Analyst: Supplier to provide a designated analyst to support NSLC's forecasting and analytics
- Supplier Manual: Supplier to comply with various NSLC prescribed policies and procedures, including for packaging, labelling, shipping, and other requirements
- Barcoding /Product Registry: GS1 bar coding standards, product registry, product photography
- Supplier to provide annual educational and socially responsible platforms.

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'.

APPENDIX F: PRICING

ALCOHOL

PRICE QUOTATIONS

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

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

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

SEMI-ANNUAL PRICE REVIEW – CORE PRODUCTS ONLY

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

CANNABIS

PRICE QUOTATIONS

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 and at the beginning of a Temporary Price Reduction Clearance or permanent price reductions. The billback is applied to the Licensed Producers account and deducted from the next payment the NSLC makes to the licensed producer.

SEMI-ANNUAL PRICE REVIEW

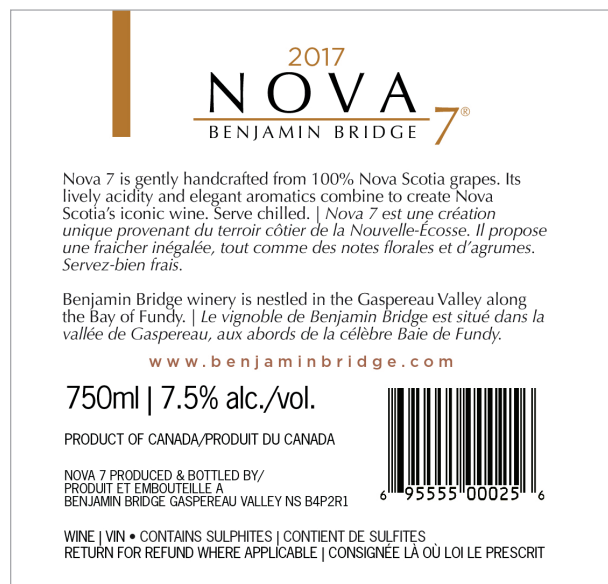
1. Notification is sent to suppliers indicating schedule for price review submissions. This activity occurs approximately 3 months in advance of the implementation of the price change. Communication is executed via email to the supplier representative.
2. Suppliers receive the list of products that qualify for a price change.
3. During the semi-annual price review, suppliers must submit any desired price changes in round #1, with round #2 being used for exceptions only. Suppliers must submit their price changes via email to the NSLC at: pricereview@myNSLC.com. Any products not submitted during the first round of price change will automatically have the current retail price point held. Any impacts from currency, freight, excise (or other) will be reflected in an adjustment to case cost.
4. NSLC validates price submissions to ensure changes comply with price band ranges to validate that the purchase price achieves the expected retail price, and to ensure the price change is aligned with the rationale for the increase/decrease.
5. NSLC sends purchase prices and anticipated retail prices back to suppliers via email 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 G: 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 D. Further information on Canadian Labeling standards may be obtained from the Canadian Food Inspection Agency through their website at www.cfia-acia.agr.ca



CANNABIS

BARCODE STANDARDS


- 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.
- All barcodes must be clear, legible, scannable, and display the human readable numeric code located beneath or beside the 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.
- There should be no truncation of any of the barcodes on any level of packaging.

CASE LABEL FORMAT AND SPECIFICATIONS

- Barcode colors: Black bars with white background
- Cases will be sealed with hot melt glue preferably
- Cases will be shipped along with a packing slip
- 2 labels per case side by side (front and side) - See example below
- Layout of the case label will include below information
- Product name will have a larger font size than other information on the label

NOTES

- 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)
- The bar code is an example:

License Producer LP1		GTIN(14) 1234567890128	
Product Name Generic			
Product Type Dried Flower	Unit Size 3.5g	Unit/Case 12	
Lot# ABCDEFGHIJ		Packaged On Date 180507	
			
(01)01234567890128(13)180507(10)ABCDEFGHIJ(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 retailers 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.
- 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 G: 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 8am - 2pm
- Call the following number 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

MASTER CASE STANDARDS

- Shipping cases must be in a format that can be distributed to resellers without breakdown required by the NSLC.
- The number of retail units per shipping case must fall within the ranges specified by the NSLC (see below).
- 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.

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

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	48
Edibles/Beverages		12	48

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

ALL CATEGORY RELATED INQUIRIES

Stephen Chisholm – 902-450-5828

Stephen.Chisholm@myNSLC.com

Stephen Ford – 902-450-5876

Stephen.Ford@myNSLC.com

Amy Boyd – 902-450-5897

Amy.Boyd@myNSLC.com

DELIVERY APPOINTMENTS NSLC CANNABIS FULFILLMENT CENTRE (Metro Green)

Logistics Coordinator – 902-334-2494

Ns42inbound@metroscg.com

APPENDIX H: 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 myslc.com/community.