Home Delivery – Criteria for item selection

- Objective
  - For the first phase of home delivery, provide a good cross section of products across all categories and subcategories, including both local and global products that our customers love to buy.
  - Develop an expansion list that we can grow to quickly based on the demand of Home Delivery and the popularity of each category.
- Considerations
  - Assortment will be sourced from 23 fulfillment locations; the smallest location offers our current 'Select' assortment.
  - Each category will start with a share of its sales vs. total beverage alcohol sales
  - Despite multiple packs appearing in categories and subcategories we will forego poorer performing packs in favour of a broader assortment
- Data
  - NSLC sales data
    - Money spent directly on products by our customers in our retail shopping channel (NSLC Corporate stores)
    - Time frame was sales from past 52 weeks rolling
  - Considered all items that are General List (GL) and One Time Only (OTO)
  - We will apply customer and industry trends from Air Miles, supplier partners and jurisdiction scans
- Methodology
  - Rank products by category and subcategory from highest to lowest on dollar sales
  - Observe existing sales trends
  - Layer on industry trends
    - Growth of RTD
    - Interest in Local
    - Better for you
  - Identify subcategories that had no or low representation and add product(s) to provide representation.
  - Container types that were best for transport were chosen:
    - Cans preferred to bottles
    - Plastic bottles preferred over glass bottles when a product is offered in both.