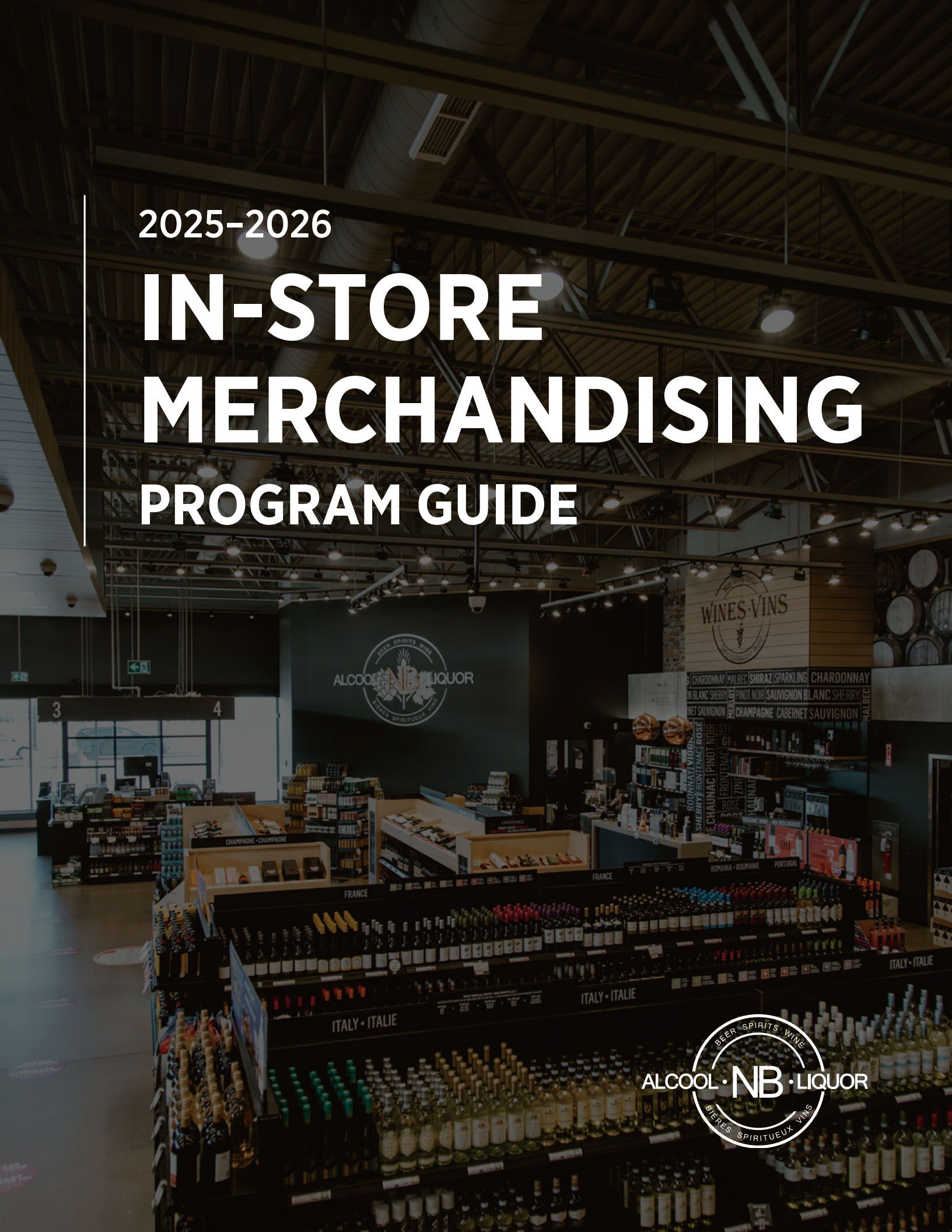


2025-2026

# IN-STORE MERCHANDISING PROGRAM GUIDE



WINE VINS

CHARDONNAY MALBEC SHIRAZ SPARKLING CHARDONNAY  
PINOT BLANC SHERRY PINOT NOIR SAUVIGNON BLANC SHERRY  
NET SAUVIGNON MERLOT CHAMPAGNE CABERNET SAUVIGNON MALBEC

CHAMPAGNE  
SHERRY  
ROUNAY VINO  
CHAMPAGNE  
SHERRY  
CHAMPAGNE  
SHERRY  
ROUNAY VINO  
CHAMPAGNE  
SHERRY

CHAMPAGNE  
SHERRY  
ROUNAY VINO  
CHAMPAGNE  
SHERRY

CHAMPAGNE  
SHERRY  
ROUNAY VINO  
CHAMPAGNE  
SHERRY

CHAMPAGNE  
SHERRY  
ROUNAY VINO  
CHAMPAGNE  
SHERRY

CHAMPAGNE  
SHERRY  
ROUNAY VINO  
CHAMPAGNE  
SHERRY

CHAMPAGNE  
SHERRY  
ROUNAY VINO  
CHAMPAGNE  
SHERRY

CHAMPAGNE  
SHERRY  
ROUNAY VINO  
CHAMPAGNE  
SHERRY

CHAMPAGNE  
SHERRY  
ROUNAY VINO  
CHAMPAGNE  
SHERRY

CHAMPAGNE  
SHERRY  
ROUNAY VINO  
CHAMPAGNE  
SHERRY

CHAMPAGNE  
SHERRY  
ROUNAY VINO  
CHAMPAGNE  
SHERRY

CHAMPAGNE  
SHERRY  
ROUNAY VINO  
CHAMPAGNE  
SHERRY

CHAMPAGNE  
SHERRY  
ROUNAY VINO  
CHAMPAGNE  
SHERRY



# TABLE OF CONTENTS

- 03 | **Contacts**
- 04 | **How It Works**
- 07 | **Merchandising Programs: Floor Displays**
- 24 | **Merchandising Programs:  
At-Shelf Displays**
- 28 | **Promotion Guidelines**
- 40 | **Appendix A: Creative Guidelines**
- 43 | **Appendix B: Merchandising &  
Fiscal Dates**
- 44 | **Appendix C: Store Listings By Banner and  
included Merchandising Programs**
- 46 | **Appendix D: Cash Lanes**
- 47 | **Appendix E: Tier 1 Agency Stores Participating in  
Merchandising Display Programs**
- 48 | **Appendix F: Agent Product Tasting Rebate Form**
- 49 | **Appendix G: Planning The Ideal Store Visit**

# CONTACTS

## MERCHANDISING TEAM



### KAREN AUCOIN

Merchandising  
Marketing Manager

✉ karen.aucoin@anbl.com



### CHRISTINA HUNTER

Merchandising Coordinator

✉ christina.hunter@anbl.com

We are delighted to begin planning our 2025 – 2026 Merchandising Programs!

## RIGHT PRODUCT, RIGHT PLACE, RIGHT TIME... TO THE RIGHT CUSTOMER

As a closely integrated team, we work together with our valued partners and counterparts across the business to strategically plan ANBL's Merchandising Programs.

### CATEGORY

This includes consultation with the Category Management team to align the merchandising programs with the portfolio strategies and product plans, and to verify that they support our selection criteria.

### SUPPLY CHAIN

Working with our Supply Chain teams, the products are planned, ordered, and sufficiently stocked to support and maximize the success of our promotional programs.

### CHANNEL

Our Channel teams are also fully integrated to ensure we select programs that work best for our customers and to build optimal displays to the highest standards across all locations.

### MARKETING

Our Marketing team helps bring it all to life with compelling signage and traffic-driving marketing initiatives that reach our ANBL Customer Segments with meaningful content.

# HOW IT WORKS

ANBL's in-store merchandising programs cover every product category: wine, spirits, beer, ciders, and coolers, and local. Suppliers should apply for merchandising opportunities during our two open calls. To apply for programming outside of a call, please contact the Merchandising Coordinator. Details of the program booking deadline by period can be found in Appendix A.

**Please note:** these programs don't apply to ANBL's Salisbury Depot or EXPÉRIENCE by ANBL boutique (with the exception of Limited Time Offers on products that are also listed at EXPÉRIENCE by ANBL boutique).

*More information on Depot bookings can be found on page 22.*

NEW! The in-store merchandising programs are now available in two programming streams:

- 1. Marketing Programs** x six (6) "bi-monthly" merchandising periods (MP) – these will include prominent in-store display builds and placement; and
- 2. Monthly Promotions** x twelve (12) "monthly" fiscal periods (FP) – these can be executed at shelf or included with eligible in-store display programs.

## FLOOR DISPLAY PROGRAMS

With almost 40 floor display programs, there's something for every product, ranging from locations on our warm floor, in our cold room, and at cash. Our floor display programs are identified by a 'Program' name (ex: Exhibit Floor Display) and corresponding 'Group' location number (ex. Location 1).

## AT-SHELF PROGRAMS

These promotions typically take place at the product's regular shelf location. They may be stand-alone promotions or held in conjunction with an associated floor display program. From Limited Time Offers (LTOs) at the regular product shelf location to, Shelf Flags, Neck Tags, select Value Adds, and our Monthly Promotions, we've got you covered.

## CORPORATE STORE LAYOUT

**LEGEND:**

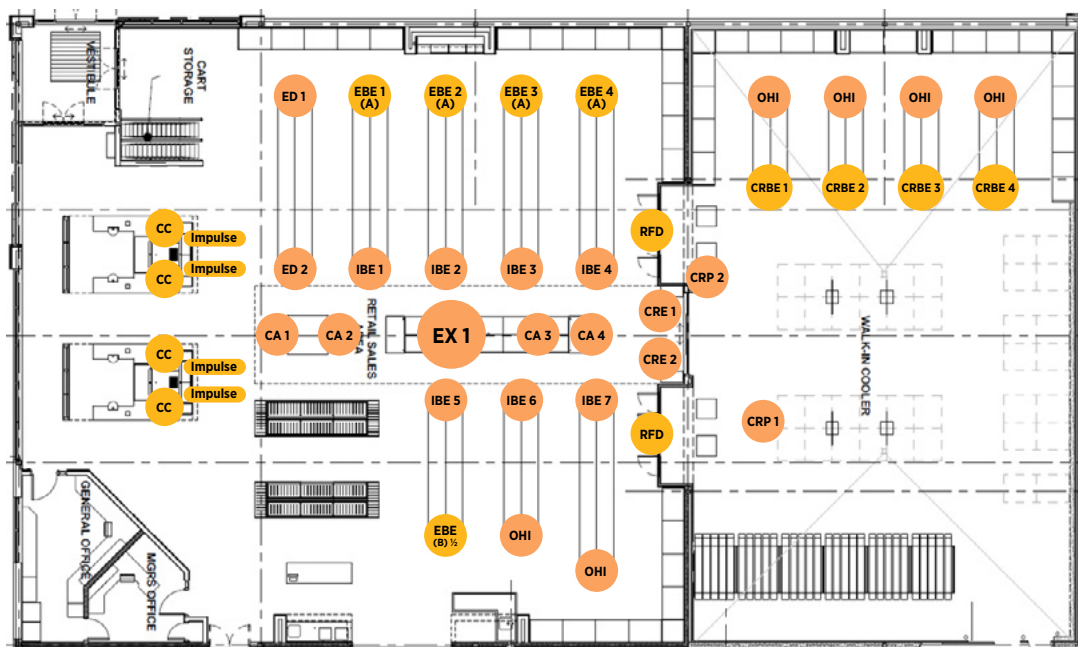
**Marketing Programs:**

- Exhibit Display (EX)
- Entrance Displays (ED)
- Interior Bin Ends (IBE)
- Center Aisle (CA)
- Cold Room Entrance (CRE)
- Cold Room Prominent (CRP)

**Monthly Promotions:**

- Exterior Bin Ends (EBE)
- Retail Fridge Door (RFD)
- Cooler at Cash (CC)
- Impulse at Cash
- Cold Room Bin Ends (CRBE)

On Hand Inventory (OHI)



\* Approximate display locations – may vary based on individual store layouts.  
See Appendix C for the Programs that are included in each of the ANBL Corporate Store locations.

## PROMOTIONAL PERIODS

STREAM 1: MARKETING PROGRAMS			STREAM 2: MONTHLY PROMOTIONS	
Merchandising Period		Marketing Theme*	Merchandising Period	
MP1	8 weeks	<b>Spring:</b> the Spring Campaign will launch the latest exciting product innovation – what’s new and on trend.	FP1	4 weeks
			FP2	4 weeks
MP2	9 weeks	<b>Early Summer:</b> the Early Summer Campaign will kick off the summer season with refreshing products and innovative solutions.	FP3	5 weeks
			FP4	4 weeks
MP3	9 weeks	<b>Late Summer:</b> our Late Summer Campaign will help customers plan for the best bbq pairings and cool convenient product options.	FP5	4 weeks
			FP6	5 weeks
MP4	8 weeks	<b>Fall:</b> the Fall Campaign will be about celebrating our local partners, rich fall flavours, and planning the perfect Thanksgiving.	FP7	4 weeks
			FP8	4 weeks
MP5	9 weeks	<b>Holiday:</b> our Holiday Season campaign will focus on experiences, gifting, entertaining, hosting, and high perceived value for customers.	FP9	5 weeks
			FP10	4 weeks
MP6	9 weeks	<b>Winter:</b> the Winter Campaign will be about enjoying the simple things in life, some better for you options, as well as warm, cozy comforts.	FP11	4 weeks
			FP12	5 weeks

\* Note: Marketing themes are directional and subject to change.

## TYPES OF PROMOTIONS

- **FULL PERIOD LTO:** A discount that runs for the full in-store Marketing program merchandising period (MP). Full period LTOs are not applicable to Economy Beer.
- **MONTHLY LTO:** A discount that runs for the Monthly Promotions fiscal periods (FP) for four (4) or five (5) weeks from Monday to Sunday.
- **BUNDLE:** A deal that requires the purchase of more than one unit, such as “Buy 2, Get 3rd Free” or “Buy 2, Save \$5.00”, etc. Bundles may be within or outside of a single product category. For example, beer may be bundled with beer or it may be bundled with wine, spirits, ciders, or coolers. Bundles can be booked under the Marketing Programs (MP) or as a Monthly Bundle (FP). Additionally, any bundles that may not be available through the Agency/Licensee channels **must include an equivalent offer** (ex. a Buy 2, Save \$5.00 bundle offer in corporate stores would have a Save \$2.50 offer for our Agent/Licensee channels during the same timeframe).
- **VALUE ADD:** Offer of a free item with purchase. May be a Liquor Value Add or a Non-Liquor Value Add, such as a T-shirt, glassware or food item. Non-Liquor Value Adds that require a display unit to house the value add items are only available when booking in conjunction with the Marketing or Monthly Period **Display Programs**, with the exception of existing pallets located in the Cold Room where space permits.
- **CONTEST:** Online or text-to-win giveaway. Please execute contests with the mechanism to enter (i.e. QR Code) and information included on the signage, product, or in-case versus at the cash.

See pages 29 – 35 for full details on promotional guidelines.

## HOW TO APPLY

Suppliers apply for in-store merchandising programs through Gateway, our online booking portal. To activate a new Gateway account, please contact the Merchandising Coordinator.

**A short video tutorial is now available on the Suppliers page of our website on how to complete a booking under the F26 strategy.**

## ANBL PROMOTIONAL SUPPORT

As part of ANBL's merchandising programs, marketing materials such as signage as well as digital and traditional media are used to promote offers. Suppliers provide their own product images, and ANBL's internal design team creates the in-store signage or other creative assets. Any supplier-provided signage must be submitted to the Merchandising Coordinator by the required deadline for approval. See Appendix A for Creative Guidelines including artwork requirements and supplier deadlines.

## SELECTION CRITERIA:

All ANBL's merchandising programming will be selected based on the following criteria:

- **Relevancy with ANBL Customer Segments** - our top priority criteria will be ensuring the Merchandising programs are customer-relevant. Please review the ANBL Customer Segmentation research linked on the Suppliers page of ANBL.com.

Promotional offers will be assessed based on providing our customers with a strategic range of product selections and experiences. All Merchandising bookings must include the selection of your targeted or relevant ANBL Customer Segment(s).

- Alignment to **Merchandising periodic seasonal themes**.
- Programming that will achieve optimal effectiveness through **the right duration, frequency, and variety of programs** that provide **genuine value** to our customers.
- **Data, sales analysis, and or insights** that demonstrate how the promotional offers will **drive incremental sales**.
- Programming that factors in **channel-specific requirements and that is supported by ANBL's channel partners** to ensure customers are at the center of every interaction.
- Product inventory that will **arrive on time and sufficiently support promotional displays throughout the duration of the promotional period** with distribution across all corporate store and, where applicable, the Agency Tier 1 locations. See Appendix E for the list of Tier 1 Agency Stores.
- Approved listing by Category Team.

## ANBL CUSTOMER SEGMENTATION

Please take a moment to learn more about ANBL's customers, including important insights into their opinions, values, and needs, their experience expectations, preferred products, promotions, and service offerings, what drives their purchase decisions, and more!

**Please visit the Suppliers page of our website to access a digital copy of [ANBL's Customer Segmentation Guide](#).**

Suppliers will be required to select the Customer Segment(s) that they feel have the strongest alignment to the consumer they are targeting with their Merchandising programs. There will be a check box section on each Merchandising program booking application in Gateway to make this selection.

MERCHANDISING PROGRAMS:  
**FLOOR DISPLAYS**

(LOCATION 1)

# EXHIBIT DISPLAY

## GATEWAY PROGRAM NAME:

FLOOR DISPLAY - EXHIBIT

## PROGRAM OVERVIEW:

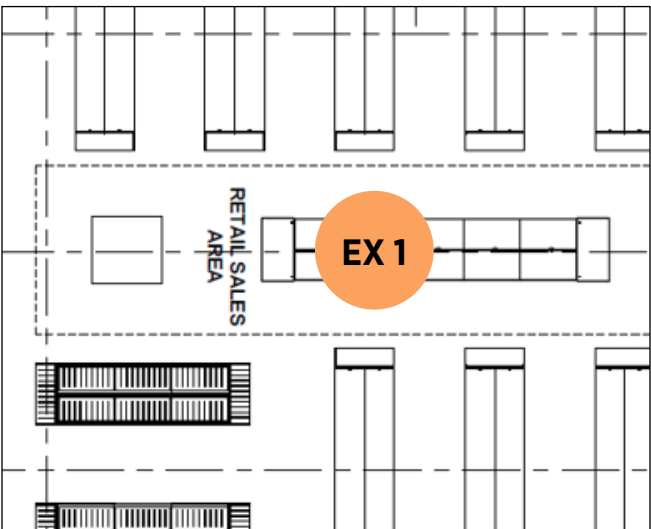
- Highly visible and most prominent in-store warm floor display location.
- Opportunity to promote big volume bets that have existing equity in market.
- Programs at this location will support large promotional offers that warrant large builds.
- Full cut case displays.
- Available at all ANBL corporate stores (excluding Depot and EXPÉRIENCE by ANBL boutique).



## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
MP1	8	\$9,700
MP2	9	\$10,800
MP3	9	\$10,800
MP4	8	\$10,200
MP5	9	\$11,600
MP6	9	\$9,800

<b>PROGRAMS AVAILABLE:</b> 1/period	<b>NUMBER OF SKUS</b> 3-6
----------------------------------------	------------------------------





(LOCATION 1-4)

# CENTRE AISLE DISPLAYS

## GATEWAY PROGRAM NAME:

FLOOR DISPLAY – CENTRE AISLE

## PROGRAM OVERVIEW:

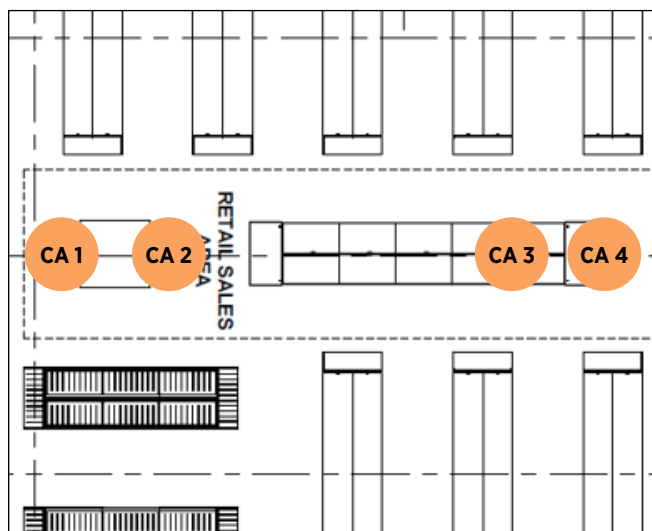
- Prominent displays, located within the high traffic centre aisle.
- Opportunity to showcase product innovation and NEW SKUs or to communicate a promotional offer on existing brands.
- Programs at this location will promote and communicate any special offer or highlight SKUs that need visibility.
- Available at all ANBL corporate stores (excluding Depot and EXPÉRIENCE by ANBL boutique).



## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
MP1	8	\$9,000
MP2	9	\$10,000
MP3	9	\$10,000
MP4	8	\$9,500
MP5	9	\$10,500
MP6	9	\$9,200

PROGRAMS AVAILABLE:	NUMBER OF SKUS
4/period	2-4



(LOCATION 1-2)

# ENTRANCE DISPLAYS

## GATEWAY PROGRAM NAME:

FLOOR DISPLAY - ENTRANCE

## PROGRAM OVERVIEW:

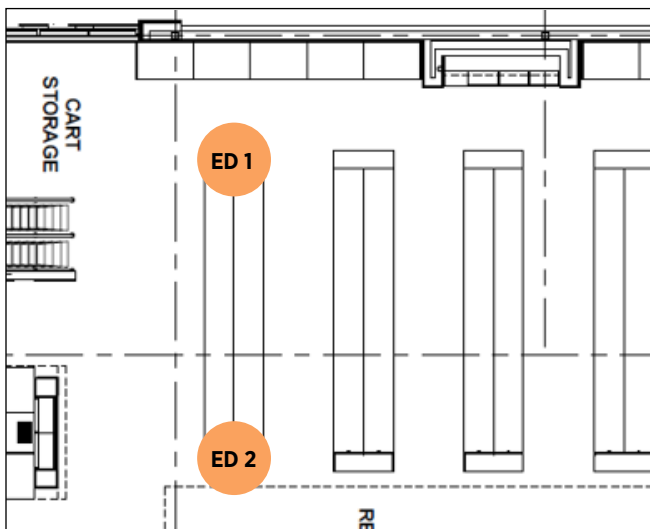
- Highly visible in-store warm floor display locations (visible upon entry).
- Opportunity to promote NEW launches in market.
- Programs at this location will promote and communicate any special offer or highlight SKUs that need visibility.
- See Appendix C for list of Display Programs available by store location.



## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
MP1	8	\$7,700
MP2	9	\$8,700
MP3	9	\$9,000
MP4	8	\$7,900
MP5	9	\$9,200
MP6	9	\$7,900

PROGRAMS AVAILABLE:	NUMBER OF SKUS
2/period	2-4



(LOCATION 1-7)

# INTERIOR BIN END DISPLAYS

## GATEWAY PROGRAM NAME:

FLOOR DISPLAY - INTERIOR

## PROGRAM OVERVIEW:

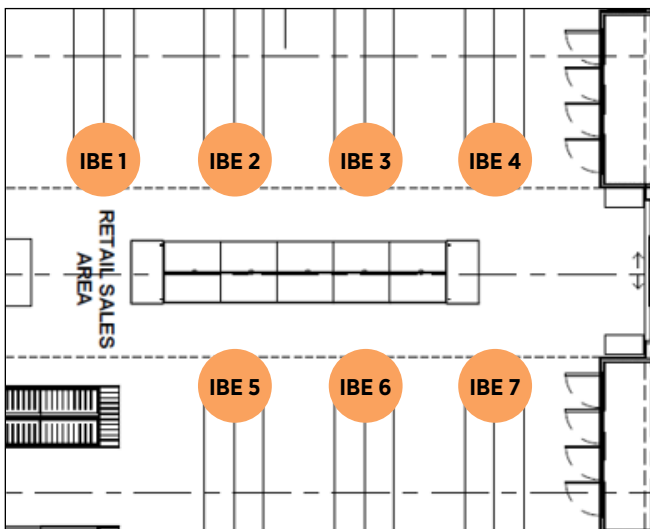
- Bin end displays, located in high traffic areas.
- Opportunity to showcase product innovation and NEW SKUs or to communicate a promotional offer on existing brands.
- See Appendix C for list of Display Programs available by store location.



## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
MP1	8	\$7,300
MP2	9	\$8,300
MP3	9	\$8,600
MP4	8	\$7,500
MP5	9	\$8,800
MP6	9	\$7,500

PROGRAMS AVAILABLE: 7/period	NUMBER OF SKUS 2-4
---------------------------------	-----------------------



(LOCATION 1-4)

# EXTERIOR BIN END DISPLAYS

(A)

## GATEWAY PROGRAM NAME:

FLOOR DISPLAY - EXTERIOR A

## PROGRAM OVERVIEW:

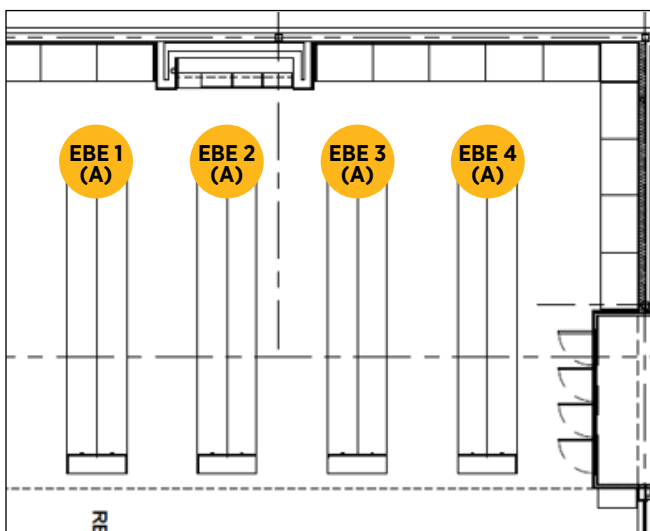
- Bin end displays, located in destination high traffic areas.
- Opportunity to showcase product innovation and NEW SKUs or to communicate a promotional offer on existing brands.
- See Appendix C for list of Display Programs available by store location.



## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
FP1	4	\$2,200
FP2	4	\$2,200
FP3	5	\$2,600
FP4	4	\$2,700
FP5	4	\$2,700
FP6	5	\$2,900
FP7	4	\$2,400
FP8	4	\$2,400
FP9	5	\$3,200
FP10	4	\$1,600
FP11	4	\$1,600
FP12	5	\$2,200

PROGRAMS AVAILABLE:	NUMBER OF SKUS
4/period	1-2



(LOCATION 1-2)

# EXTERIOR HALF BIN END DISPLAYS (B)

## GATEWAY PROGRAM NAME:

FLOOR DISPLAY - EXTERIOR B

## PROGRAM OVERVIEW:

- Opportunity to feature more premium SKUs with adjoining offers.
- See Appendix C for list of Display Programs available by store location.



## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
FP1	4	\$1,100
FP2	4	\$1,100
FP3	5	\$1,300
FP4	4	\$1,350
FP5	4	\$1,350
FP6	5	\$1,450
FP7	4	\$1,200
FP8	4	\$1,200
FP9	5	\$1,600
FP10	4	\$800
FP11	4	\$800
FP12	5	\$1,100

PROGRAMS AVAILABLE:	NUMBER OF SKUS
2/period	1-2



# RETAIL FRIDGE DOOR TAKEOVER

## GATEWAY PROGRAM NAME:

RETAIL FRIDGE DOOR

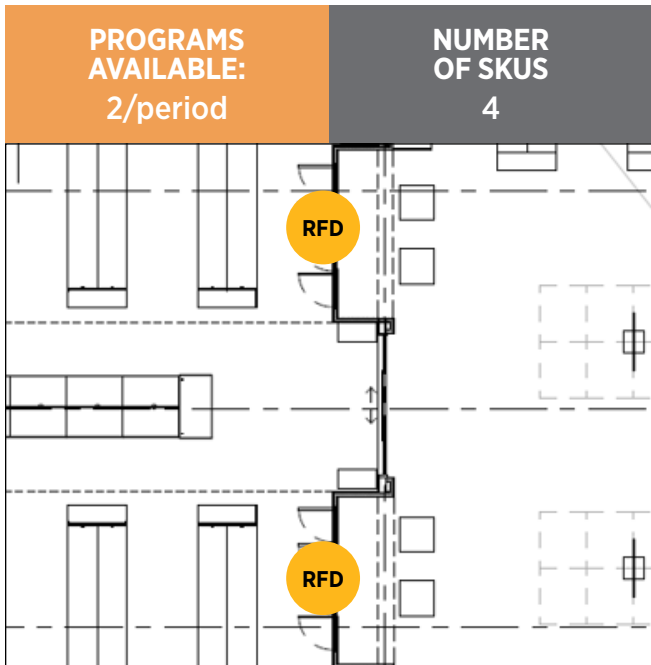
## PROGRAM OVERVIEW:

- Feature chilled products in prime locations visible from the warm floor.
- Participating stores have two Retail Fridge Doors, one available for wine and one available for beer/ciders/coolers.
- Each Retail Fridge Door can feature up to 3–6 SKUs. For any beer, cider, or cooler SKUs, products must be single serve up to 12 packs.
- Opportunity to feature a promotional offer or seasonal theme on a brand family or specific set of SKUs.
- See Appendix C for list of Display Programs available by store location.



## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
FP1	4	\$1,600
FP2	4	\$2,200
FP3	5	\$2,800
FP4	4	\$3,200
FP5	4	\$2,700
FP6	5	\$2,850
FP7	4	\$1,800
FP8	4	\$1,800
FP9	5	\$3,250
FP10	4	\$1,600
FP11	4	\$1,600
FP12	5	\$2,400



(LOCATION 1-2)

# COLD ROOM ENTRANCE

## GATEWAY PROGRAM NAME:

COLD ROOM ENTRANCE

## PROGRAM OVERVIEW:

- Highly visible location on the way into the Cold Room.
- Opportunity to promote big volume bets that have existing equity in market.
- Programs at this location will support large promotional offers that warrant large builds.
- Available at all ANBL corporate stores (excluding Depot and EXPÉRIENCE by ANBL boutique).

## ELIGIBLE CATEGORIES:

- Beer, coolers, and ciders only, product format must be 12 packs and up.

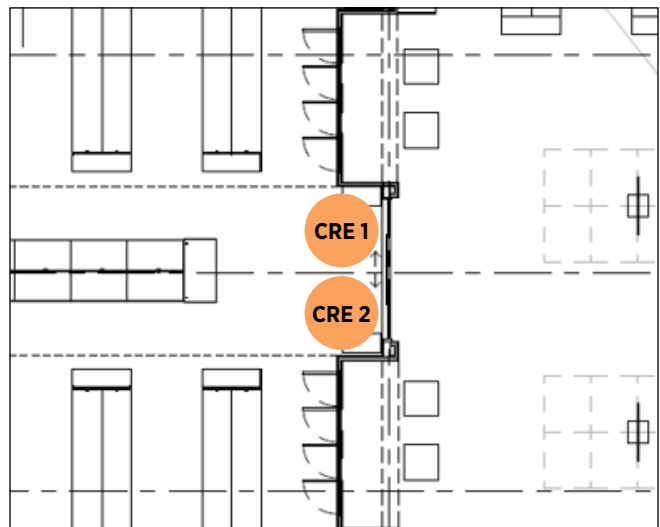


## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
MP1	8	\$9,000
MP2	9	\$10,000
MP3	9	\$10,000
MP4	8	\$9,500
MP5	9	\$10,500
MP6	9	\$9,200

PROGRAMS AVAILABLE:  
2/period

NUMBER OF SKUS  
1-2



# IMPULSE AT CASH TAKEOVER

## GATEWAY PROGRAM NAME:

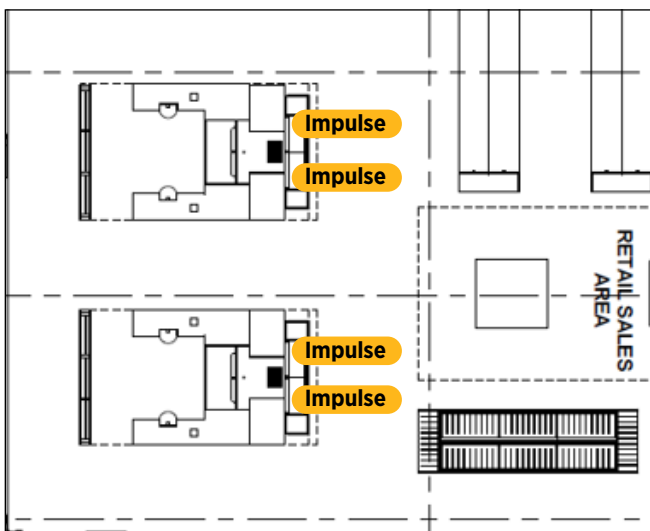
IMPULSE AT CASH TAKEOVER

## PROGRAM OVERVIEW:

- Located in high traffic, point of purchase locations to drive impulse buy.
- Products must be single serve up to 6-packs, size 250ml - 1000ml.
- Maximum price per unit is \$19.99 and minimum of two products.
- Opportunity to feature products that are basket builders and or new to the market.
- Available at all ANBL corporate stores (excluding Depot and EXPÉRIENCE by ANBL boutique).



<b>PROGRAMS AVAILABLE:</b> 1/period	<b>NUMBER OF SKUS</b> 2-4
----------------------------------------	------------------------------



## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
FP1	4	\$3,600
FP2	4	\$3,600
FP3	5	\$4,500
FP4	4	\$4,800
FP5	4	\$4,800
FP6	5	\$5,000
FP7	4	\$4,600
FP8	4	\$4,200
FP9	5	\$6,000
FP10	4	\$3,500
FP11	4	\$3,500
FP12	5	\$5,400



# COOLER AT CASH

## GATEWAY PROGRAM NAME:

COOLER AT CASH

## PROGRAM OVERVIEW:

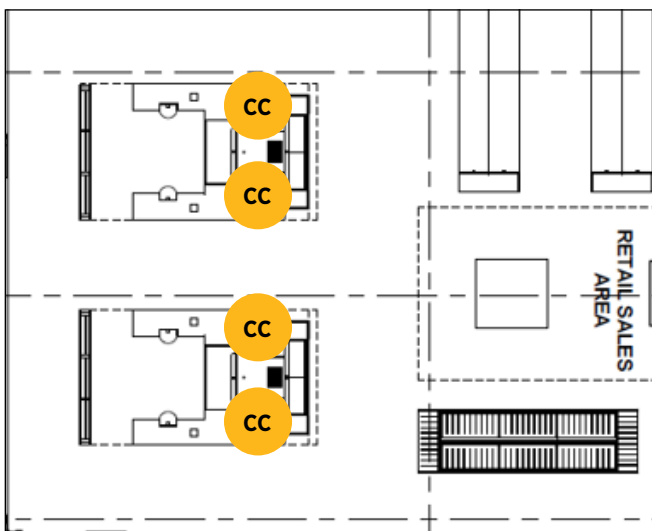
- Located at high traffic, point of purchase cooler locations to drive impulse purchase.
- Products must be single serve SKUs only, sized 250ml - 500ml.
- Opportunity to feature products that are basket builders and or new to the market.
- See Appendix C for list of Display Programs available by store location.

## ELIGIBLE CATEGORIES:

- All categories. Economy products are not eligible.



<b>PROGRAMS AVAILABLE:</b> 6/period	<b>NUMBER OF SKUS</b> 1
----------------------------------------	----------------------------



## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
FP1	4	\$2,400
FP2	4	\$2,400
FP3	5	\$3,000
FP4	4	\$2,800
FP5	4	\$2,800
FP6	5	\$3,000
FP7	4	\$2,300
FP8	4	\$2,000
FP9	5	\$3,200
FP10	4	\$2,000
FP11	4	\$2,000
FP12	5	\$2,200

(LOCATION 1-2)

# COLD ROOM PROMINENT DISPLAYS

## GATEWAY PROGRAM NAME:

COLD FLOOR DISPLAY - PROMINENT

## PROGRAM OVERVIEW:

- Prominent highly visible location in Cold Room – either across from or adjacent to sliding doors (depending on store layout).
- Program products must be 12-pack or higher SKUs only.
- Opportunity to profile and promote high volume refreshment options.
- See Appendix C for list of Display Programs available by store location.

## ELIGIBLE CATEGORIES:

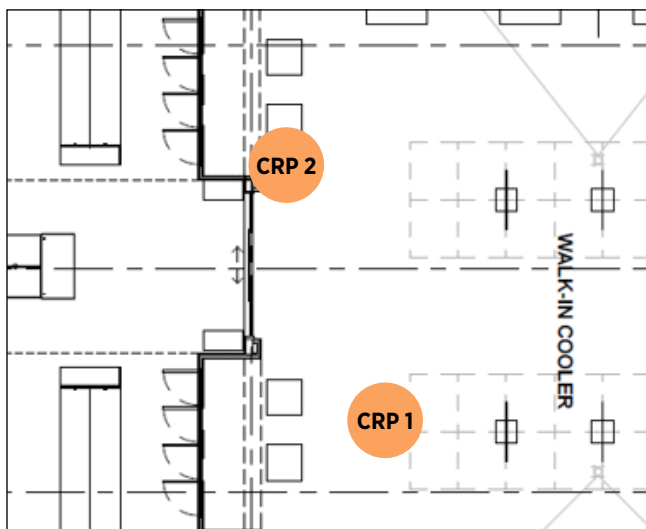
- All Domestic Premium/Import beer and all cooler and cider SKUs.



## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
MP1	8	\$9,200
MP2	9	\$10,250
MP3	9	\$10,250
MP4	8	\$9,700
MP5	9	\$10,750
MP6	9	\$9,400

PROGRAMS AVAILABLE:	NUMBER OF SKUS
2/period	1



(LOCATION 1-4)

# COLD ROOM BIN END DISPLAYS

## GATEWAY PROGRAM NAME:

COLD FLOOR DISPLAY - COLD ROOM BIN ENDS

## PROGRAM OVERVIEW:

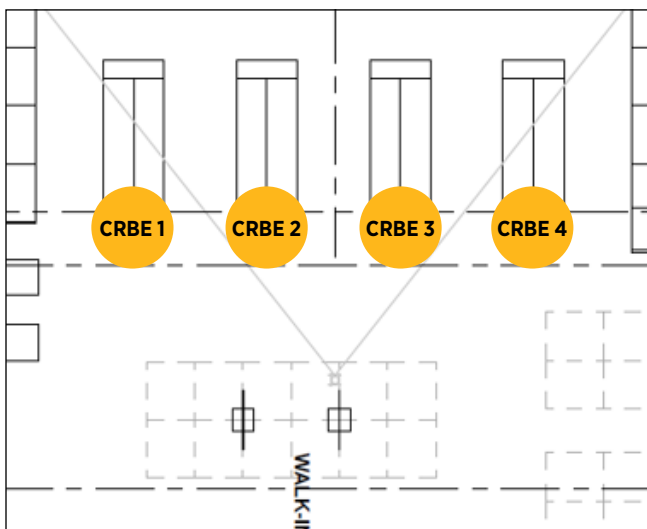
- Displays located on the end of the aisles in the Cold Room.
- Opportunity to highlight a promotional offer or new product.
- See Appendix C for list of Display Programs available by store location.



## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
FP1	4	\$3,600
FP2	4	\$3,600
FP3	5	\$4,200
FP4	4	\$4,300
FP5	4	\$4,300
FP6	5	\$5,000
FP7	4	\$3,600
FP8	4	\$3,400
FP9	5	\$5,000
FP10	4	\$2,600
FP11	4	\$2,600
FP12	5	\$3,500

PROGRAMS AVAILABLE:	NUMBER OF SKUS
4/period	1-4



# WINDOW CLINGS

## GATEWAY PROGRAM NAME:

WINDOW CLING

## PROGRAM OVERVIEW:

- Opportunity to advertise on the exterior windows at fifteen (15) of ANBL's most prominent corporate store locations across New Brunswick.
- Available at stores: 2, 3, 4, 14, 26, 36, 38, 41, 48, 60, 61, 63, 66, 68, 79.

**NOTE:** Due to a By-law in the city of Dieppe, the bilingual exterior signage for stores 61 and 66 is required with the French appearing first.

**FEE SCHEDULE:** (Note: for reference and full transparency on the fees/costs for Window Clings, please find the breakdown of fees based on media value + hard costs for print and installation, and an industry comparison outlining the average weekly cost of out-of-home billboards in the 3 major markets.)



PERIOD	# WEEKS	FEE PORTION / DISPLAY	PRINT & INSTALLATION COSTS /DISPLAY	TOTAL SUPPLIER COST/DISPLAY
MP1	8	\$8,600	\$26,000	\$34,600
MP2	9	\$11,600	\$26,000	\$37,600
MP3	9	\$12,000	\$26,000	\$38,000
MP4	8	\$9,200	\$26,000	\$35,200
MP5	9	\$12,600	\$26,000	\$38,600
MP6	9	\$9,000	\$26,000	\$35,000

\* Industry cost comparison for classic out-of-home billboards in key markets is approx. \$5,600 per week.

**Notes:**

- (i) Supplier Artwork deadlines must be met to secure placement.
- (ii) There will be 5–8 business days built in at the beginning of each timeframe to allow for installation (weather conditions may also impact timing).
- (ii) If product should become unavailable, the Window Clings will be removed at the Supplier's expense.

# SALISBURY DEPOT

**GATEWAY PROGRAM NAME:**

DEPOT

**PROGRAM OVERVIEW:**

- Opportunity to promote offers across all Categories during the Salisbury Depot Long Weekend Sales (busiest weekends of the year).
- ANBL’s Marketing Team will provide promotional activity in various digital and social formats to help drive traffic in store during the long weekends.

**([ANBL.COM/DEPOT-LONG-WEEKEND-SALE](http://ANBL.COM/DEPOT-LONG-WEEKEND-SALE))**



DEPOT HOLIDAYS		
MP1	Easter	April 15, 16, 17, 19, 2025
MP1	Victoria Day	May 15 - May 18, 2025
MP2	Canada Day	June 26 - June 29, 2025
MP3	New Brunswick Day	July 31 - August 3, 2025
MP3	Labour Day	August 28 - August 31, 2025
MP4	Thanksgiving	October 9 - October 12, 2025
MP5	Black Friday	November 27 - November 30, 2025
MP5	Boxing Week Sale	December 27 - December 30, 2025

(A1)

# AGENCY STORE DISPLAY

## GATEWAY PROGRAM NAME:

AGENCY STORE DISPLAY (GROUP: A1)

## PROGRAM OVERVIEW:

- Display program available at all Tier 1 Agency stores.
- Same program must be running concurrently at ANBL corporate stores and must include a limited time offer.
- Opportunity to highlight a promotional offer or new product across ANBL's Tier 1 Agency store network.

## ELIGIBLE CATEGORIES:

- Beer, excluding Economy beer.

**PROGRAMS AVAILABLE:**  
1/period



## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
MP1	8	\$2,800
MP2	9	\$3,400
MP3	9	\$3,600
MP4	8	\$3,200
MP5	9	\$3,600
MP6	9	\$3,000

*Note: to ensure successful execution, there is a mandatory buy in period of 2 weeks for A1 and A2 Display programs.*

(A2)

# AGENCY STORE DISPLAY

## GATEWAY PROGRAM NAME:

AGENCY STORE DISPLAY (GROUP: A2)

## PROGRAM OVERVIEW:

- Display program available at all Tier 1 Agency stores.
- Same program must be running concurrently at ANBL corporate stores and must include a limited time offer.
- Opportunity to highlight a promotional offer or new product across ANBL's Tier 1 Agency store network.
- Contests and Value Add programs are not applicable.
- Programs will be selected based on alignment to seasonal marketing themes, product distribution, and product sales analysis to ensure a relevant cross section of products/ product categories throughout the year.

## ELIGIBLE CATEGORIES:

- Wine, Spirits, and Refreshments.



## PROGRAM FEES

PERIOD	# WEEKS	COST/DISPLAY
MP1	8	\$2,800
MP2	9	\$3,400
MP3	9	\$3,600
MP4	8	\$3,200
MP5	9	\$3,600
MP6	9	\$3,000

*Note: to ensure successful execution, there is a mandatory buy in period of 2 weeks for A1 and A2 Display programs.*

<b>PROGRAMS AVAILABLE:</b> 1/period	<b>NUMBER OF SKUS</b> 4
----------------------------------------	----------------------------

*Note: bookings may be made as cross category offers and or shared bookings for a total of 4 SKUs.*

MERCHANDISING  
PROGRAMS:

**AT-SHELF  
DISPLAYS**



# LTOS

## GATEWAY PROGRAM NAMES:

FULL PERIOD LTO (MP)  
MONTHLY LTO (FP)

## PROGRAM OVERVIEW:

- Available at ANBL corporate and agency stores.
- Opportunity to provide seasonal or relevant offers.
- Shelf talker will be provided to communicate offer.
- Supplier responsible for covering discount.
- Agency stores are not required to list product specifically for the promotion.

## ELIGIBLE CATEGORIES:

- All Categories.

## FEE:

- \$450



# SHELF FLAG OR NECK TAG\* DISPLAY

## GATEWAY PROGRAM NAME:

SHELF FLAG/NECK TAG

## PROGRAM OVERVIEW:

- Available at all ANBL corporate stores.
- Shelf Flags and Neck Tags allow suppliers to provide custom-designed at-shelf promotional materials. They may promote Deals, Bundles, Contests, or provide other promotional information about the product.
- Supplier provided Shelf Flag (4.25" by 3.625") attached by shelf clip, or Neck Tag (size to be agreed upon by ANBL and supplier).
- All Shelf Flag/Neck Tag displays must be approved by Marketing (Merchandising Team).

## ELIGIBLE CATEGORIES:

- All Categories.

## FEE:

- \$450 for all promotional periods.

\* Please note: suppliers are responsible for registering with Recycle NB and for their own agreement with Circular Materials to cover the cost associated with managing any paper or plastic packaging associated with the products they sell in NB.



# VALUE ADDS\*

## GATEWAY PROGRAM NAMES:

FULL PERIOD LIQUOR VALUE ADD (MP)  
FULL PERIOD NON-LIQUOR VALUE ADD (MP)

MONTHLY LIQUOR VALUE ADD (FP)  
MONTHLY NON-LIQUOR VALUE ADD (FP)

## PROGRAM OVERVIEW:

- Available at all ANBL corporate and agency stores.
- Liquor and Non-Liquor Value Adds may be applied to products at all ANBL and Agency stores.
- Suppliers are responsible for applying Value Adds.
- Tools to attach Value Adds that contain text/graphics must be bilingual.
- Value Adds may not be removed once applied to products.
- Any Value Add program, whether it be included in-pack or merchandised separately must be captured under a Value Add booking.
- Maximum of 50ml on 1140ml bottles and lower. Maximum of 200ml on bottles 1750ml and higher.
- All Value Adds must be approved by Marketing (Merchandising Team).

## ELIGIBLE CATEGORIES:

- All Categories.

## FEE:

- All Value Add Programs: \$450/period.
- Additional Fees: Liquor Value Add Programs: \$0.10 per unit.
- Suppliers are responsible to track and self-report to cover the cost for the Container Recycling Fees (CRF). Visit <https://encorpatl.ca/> for more information.



\* Please note: suppliers are responsible for registering with Recycle NB and for their own agreement with Circular Materials to cover the cost associated with managing any paper or plastic packaging associated with the products they sell in NB.

# PROMOTION GUIDELINES

# PROMOTION GUIDELINES

## FULL PERIOD (MP) LTOS:

- ANBL produces shelf talkers and pricer cards. To use your own shelf talker, apply to the Merchandising Coordinator.
- For Display Program products with a Full Period LTO, ANBL will place shelf talkers on the display and at the product(s)' regular shelf location.
- Full Period LTO durations follow ANBL Marketing program merchandising periods (MP).
- Full Period LTO bookings can be submitted for multiple SKUs as long as they live within the same brand family.
- LTOs apply to all ANBL corporate and agency stores.
- Full Period LTO Programs will not be used to force a listing or reinstate a delisted product at a store.
- LTO details must be finalized 12 weeks before Promotional period and meet Supply Chain ordering deadlines.
- The discount is to be given as a dollar amount only.
- The Supplier will be billed back 100% of the discount on all units sold on promotion unless negotiated otherwise at the time of application.

## MONTHLY (FP) LTOS:

- Product must be available to ship to stores at least 6 weeks before the promotional period starts.
- If a product is unavailable, ANBL can replace it with another SKU.
- ANBL will produce shelf talkers and pricer cards. To use your own shelf talker, apply to the Merchandising Coordinator.
- Shelf talkers will be placed both on the applicable Display and at the regular shelf location for the product(s) that are on a Monthly LTO.
- Duration of Monthly LTOs follow ANBL monthly fiscal periods (FP).
- Monthly LTOs apply to all ANBL stores (excluding Depot). Equivalent offers must be extended to Agent/Licensees.
- Monthly LTOs must be finalized during the call periods. Any requested outside the call periods are at the discretion of the Merchandising Team and product availability.
- The supplier is responsible for the cost of the discount of the Monthly LTOs, unless negotiated otherwise at the time of application.

*\*\*NOTE: Chargebacks for all price promotions are sent out as per the associated promotional period, (a) Marketing Programs Merchandising Periods every two months (MP); and (b) Monthly Promotions monthly fiscal periods (FP). For a detailed breakdown of both timelines, please refer to Appendix B.*

## VALUE ADDS

- If Value Add inventory is depleted during a promotion, store signage referring to it will be removed until stock is replenished.
- Non-Liquor Value Add programs are only available in conjunction with an in-store display program as part of the available Marketing (MP) or Monthly Promotion (FP) display program options.
- When separate display units are required to hold Value Add items, Suppliers must provide and set up the units at all store locations before the beginning of the Promotional period.
- Applications for Value Adds must be accompanied by a sample or image of the item and its attachment tool or display unit for approval, adhering to the periodic promotional signage approval deadlines.
- Value Add items must be delivered to all ANBL stores (not to the ANBL warehouse) before the beginning of the Promotional period.
- Suppliers must forecast (as accurately as possible) and provide the required quantities of Value Add items to sustain throughout the duration of the Promotional period and to avoid excessive over-stock. ANBL will return excessive quantities of Value Adds to the supplier at their expense.
- The number of items (in case quantities) must be entered in the Gateway booking.
- It is the responsibility of the Supplier applying for a Value Add booking with food items to ensure it meets Canadian Food Inspection Agency guidelines.
- Value Add programs will be assessed and approved based on customer value and relevancy; as well as the number and combination of programs that can be effectively executed on the display or floor space in any given Promotional period.

## LIQUOR VALUE ADDS

- Maximum 1 x 50ml on 750ml or 1140ml SKUs.
- Maximum 200ml on 1750ml.
- Liquor Value Adds for Wine: Maximum 1 x 200ml on 750ml and up. A display program must be booked to accommodate the extra space required.
- For Liquor Value Adds, the shipping case must be labeled with the SCC and “Duty Paid – Representative-Applied On-Packs”.
- Products arriving without appropriate labeling will be returned to the supplier at their expense.
- No additional accessories are to be shipped with the Value Add order. Attachment tools must be shipped directly to the supplier representative. Any cases or accessories received at the warehouse not included on the purchase order will be returned to the supplier at their expense.
- Liquor Value Adds of products not carried by ANBL are permitted.
- Liquor Value Adds must be different than the host product.
- All Liquor Value Add bottles must have a refund statement on the bottle.
- All Value Add bottles must not have a UPC on the bottle, or the UPC must be blacked out.

# MERCHANDISING GUIDELINES BY CATEGORY

## BEER PROMOTION GUIDELINES

- Beer price promotions cannot be booked on products that have recently had a price increase or have been in market less than 1 period due to the *competition act*.

## FULL-PERIOD LTO

- All Beer full-period LTOs run for the duration of the Marketing Program Promotional period (MP).
- Minimum LTO amounts on beer can be found on the following page.
- Full-period LTOs charged back to supplier at full retail discount.

## MONTHLY LTO

- Monthly LTOs on Beer begin on a Monday and end on Sunday (following the fiscal period dates for a 4 or 5-week duration).
- Maximum one Monthly Promotion per fiscal period (FP), per SKU.
- Minimum LTO amounts on beer can be found on the following page.
- Monthly LTOs charged back to the supplier at full retail discount.

## BUNDLES

- All Beer full-period Bundles run for the duration of the Marketing Program Promotional period (MP).
- Monthly Promotion Bundles begin on a Monday and end on Sunday (following the fiscal period dates for a 4 or 5-week duration).
- Bundle savings must align with minimum LTO amounts for beer.
- An equivalent Agent and Licensee offer is required.

## EXCLUSIONS:

- Economy beer.

# MINIMUM BUNDLE REQUIREMENTS

DRIVER	PASSENGER	REQUIREMENTS
Beer	Beer	Not eligible for mainstream or economy price bands.
Beer	Spirits	Min. 12-pack beer size with min. 1 bottle of spirits. Economy spirits not eligible.
Beer	Wine	Min. 1 beer pack with 1 bottle (min. 750ml) or can of wine, not floor priced.
Beer	Cooler	Min. Bundle of 1 package product of each or 4 single units.

# MINIMUM BEER LTO AMOUNTS

	MAINSTREAM	PREMIUM	SPECIALTY	IMPORT	MICRO
SINGLE		\$0.50	\$0.50	\$0.50	\$0.50
4 PACK		\$2	\$2	\$2	\$2
6 PACK		\$2.50	\$2.50	\$2.50	\$2.50
8 PACK	\$1	\$3	\$3	\$3	\$3
12 PACK	\$2	\$4	\$4	\$4	\$4
15 PACK	\$3.50	\$4.50	\$4.50	\$4.50	\$4.50
18 PACK		\$5		\$5	\$5
24 PACK	24-pack LTOs must be discussed with the Category and Merchandising teams.				



# COOLER/CIDER PROMOTION GUIDELINES

## COOLERS/CIDERS MINIMUM LTO

- Cooler price promotions cannot be booked on products that have recently had a price increase or have been in market less than 1 period due to the *competition act*.

## FULL-PERIOD LTO

- All Cooler/Cider full-period LTOs run for the duration of the Marketing Program Promotional period (MP).
- Minimum LTO amounts on can be found below.
- Full-period LTOs charged back to supplier at full retail discount.

## MONTHLY LTO

- Monthly LTOs on Coolers and Ciders begin on a Monday and end on Sunday (following the fiscal period dates for a 4 or 5-week duration).
- Maximum one Monthly LTO per fiscal period (FP), per SKU.
- Monthly LTOs charged back to the supplier at full retail discount.

## BUNDLES

- All Cooler/Cider full-period Bundles run for the duration of the Marketing Program Promotional period (MP).
- Monthly Promotion Bundles begin on a Monday and end on Sunday (following the fiscal period dates for a 4 or 5-week duration).
- Bundle savings must align with minimum LTO amounts for cooler or cider products.
- An equivalent Agent and Licensee offer is required.

### COOLER AND CIDER MIN. LTO AMOUNTS

MIN LTO	
Single	Up to 500ml – \$0.50 501ml – 750ml – \$1.00 751ml and up – \$2
4 PACK	\$2
6 PACK	\$2.50
8 PACK	\$3
12 PACK	\$4
24 PACK	\$5

*No maximum LTO amount.*

# WINE PROMOTION GUIDELINES

## FULL-PERIOD LTO

- All Wine full-period LTOs run for the duration of the Marketing Program Promotional period (MP).

## MONTHLY LTO

- Monthly LTOs for Wine begin on a Monday and end on Sunday (following the fiscal period dates for a 4 or 5-week duration).
- Maximum one Monthly LTO per fiscal period (FP), per SKU.

*\*Note: Without special approval, LTOs cannot take the regular price below the outlined floor price:*

SIZE FORMAT	FLOOR PRICE
750mL	\$9.99
1L	\$12.99
1.5L	\$19.99
2L	\$20.99
3L	\$29.99
4L	\$39.99

## MAXIMUM LTO AMOUNTS – BIB (3 & 4 LITRE)

PRICE POINT	MAX LTO AMOUNT
\$34.99 – \$44.99	\$3.00
\$45.00 – \$49.99	\$4.00
\$50.00 +	\$5.00

## BUNDLES

- Bundle Form to be submitted to the Assistant Category Manager with application (via email).
- There is 1 Full-Period Bundle per period, with 2 additional Monthly Bundles. All Monthly Bundles will be merchandised on a designated Interior Bin End Display (facing the Center Aisle).
- Must be currently listed or an extension of a currently listed SKU.
- SKUs must have a minimum of 6 months in market before being approved for a Bundle promotion.
- Maximum price point of \$12.99 for 750ml. Minimum price point of \$39.99 for 3L, \$44.99 for 4L.
- Orders subject to change based on previous period performance.
- Reduced FOB (offers may be considered and should be presented to the Category and Merchandising teams).
- Preference is given to Bundles that include both a red and white SKU or another category, such as spirits or beer.
- Bundles cannot be offered on the same SKUs for more than 2 Marketing Program (MP) periods in a row.
- Bundles are confirmed for the year after the initial merchandising call. When this call has closed, only discussed and negotiated offers will be added if inventory and merchandising space is available.
- An equivalent Agent and Licensee offer is required.
- ANBL and the supplier will agree upon a forecast for Bundles. All wine Bundles are expected to meet an 80% depletion rate. If a Bundle doesn't meet or exceed this target, an LTO will automatically be booked for the following 2 periods to deplete excess inventory. Depot store will not be an option to deplete Bundle inventory unless approved by the Merchandising Team.
- LTOs cannot run on SKUs that also have Bundles running simultaneously or back-to-back in a particular period.

# SPIRITS PROMOTION GUIDELINES

## FULL-PERIOD LTO

- All Spirits full-period LTOs run for the duration of the Marketing Program Promotional period (MP).
- LTOs are not permitted on 375ml Economy spirits
- No maximum LTO amount.
- Full-Period LTOs charged back to the supplier at full retail discount.

## MONTHLY LTO

- Monthly LTOs begin on a Monday and end on Sunday (following the fiscal period dates for a 4 or 5-week duration).
- Maximum one Monthly LTO per fiscal period (FP), per SKU.
- Minimum LTO amounts can be found below.
- Monthly LTOs charged back to the supplier at full retail discount.

## BUNDLES

- All Spirits full-period Bundles run for the duration of the Marketing Program Promotional period (MP).
- Monthly Promotion Bundles begin on a Monday and end on Sunday (following the fiscal period dates for a 4 or 5-week duration).
- Bundle savings must align with minimum LTO amounts.
- An equivalent Agent and Licensee offer is required.

### LTO MINIMUMS:

SIZE	MIN LTO AMOUNT
375ml	\$1.00
750ml	\$2.00
1140ml	\$2.50
1750ml	\$3.00

# MERCHANDISING PROGRAMS – TASTINGS

## PROGRAM TYPE:

**TASTINGS**

## GROUP NAME:

**IN-STORE TASTINGS**

## PROGRAM OVERVIEW:

- Available at all ANBL stores (excluding Depot and EXPÉRIENCE by ANBL boutique).
- No limit to the number of SKUs in a tasting but the total served to a customer may not exceed quantities outlined in the Guidelines section.
- No Economy Spirits permitted. Highly encouraged to provide a cocktail / mixed drink option in addition to straight Spirit sample where appropriate.
- Suppliers may use promotional materials for an in-store tasting.
- Suppliers are encouraged to place an advertisement/ notification in the store where the tasting will take place up to a week in advance. All materials must be approved by Marketing (the Merchandising Team).
- The product must be on a merchandising program during the period of the tasting event, be a New Release (available in the store of the tasting less than 60 days), or be designated as a New Product (less than 60 days in market).
- Exception: Maritime Microbreweries, Cottage Wineries, Cideries and Distilleries.
- The tasting must be of educational value to the customer.

## ELIGIBLE CATEGORIES:

All categories, within these limitations:

- Refreshment: No Economy or Domestic Mainstream beer.
- Spirits: Must include at least one cocktail/mixed drink option per product. No Economy spirits permitted.
- Wine: 750ml SKUs priced \$13.99 or higher only.

## FEE:

No charge.

## TASTINGS GUIDELINES

- Tastings are booked with the Store Manager/Agent on a store-by-store basis, 3 months in advance of the tasting date.
  - Tasting samples shall be free of charge.
  - All costs are the responsibility of the supplier.
  - Tastings can take place any day of the week:
    - › Tastings can start at 11 am and must end 30 minutes before closing.
    - › There is no limit to the number of tastings conducted per day.
  - If a supplier no-shows or cancels with less than a week's notice, there is a \$50 administrative fee.
  - The representative conducting the tasting must follow ANBL's "Check 30" program, and ask for identification from anyone who looks to be under the age of 30.
  - The supplier can give away non-liquor items of nominal value at scheduled tastings:
    - › Giveaways cannot be linked to a required purchase and all customers must be eligible to receive the giveaway.
    - › Giveaway items require prior approval by the Merchandising Team.
  - Suppliers are encouraged to provide food at in-store tastings. The supplier is responsible for notifying customers of potential food allergies.
  - Unless prior approval is received from the Retail Operations Centre, products to be used by the supplier must be purchased at the store where the tasting is being held.
  - The maximum allowable serving per customer is:
    - › Wine: 2 ounces/60ml
    - › Beer: 2 ounces/60ml
    - › Spirits: 1/2 ounce/15ml
    - › Coolers/Ciders: 2 ounces/60ml
- \*Note: These are the total allowed per tasting. For example, if someone tastes 2 ounces of wine, they are not allowed to taste again. They can, however, taste 2 one-ounce samples.*
- Drink mixes are permitted as long as the total amount of alcoholic beverage per drink does not exceed the amount specified for a single serving.
  - The supplier must ensure the customer consumes the sample on the premises.
  - Suppliers may bring their own tasting booths or use ANBL's tasting table.
  - Suppliers must provide their own napkins, tasting cups, etc.
  - Only listed products are permitted for in-store tastings.
- All promotional materials used in conjunction with an in-store tasting must be approved by the Merchandising Team.
- The supplier must ensure that a knowledgeable representative is on hand to answer customer inquiries during the tasting. ANBL employees will not be used in this capacity.

## AGENCY STORE TASTINGS

- Tastings for Agency stores are booked directly with the Agent, independently from ANBL.
- Suppliers will pay full retail for the product at the Agency store. The discount will be rebated to the supplier upon receipt of the Tasting Product Rebate Form (see page 47).
- This form will be filled out at the conclusion of the tasting by the supplier and an Agency store representative.
- Unopened bottles must be returned after the tasting.
- Bottles with the remaining product must be left at the store.

## ANBL TEAM TASTINGS

- Available for all ANBL and Agency stores.
- Suppliers don't need to conduct a public tasting to conduct a team tasting.
- This program is meant to provide ANBL staff with product knowledge.
- Participation in team tastings is voluntary for ANBL employees.
- Tastings must be conducted in non-retail areas during regular business hours.
  - › Products must be purchased at the store where the tasting is being held.
  - › Suppliers are entitled to a product discount, applied to ANBL's base price as follows:
    - › Spirit: 45%
    - › Wine: 40%
    - › Beer: 44%
- Cooler/cider: 50%
  - › The maximum allowable serving per staff member is:
    - › Wine: 2 ounces/60ml
    - › Beer: 2 ounces/60ml
    - › Spirit: 1/2 ounce/15ml
- Cooler/Cider: 2 ounces/60ml
- There is no fee for a team tasting.

## TASTINGS CODE OF CONDUCT

- Please arrive at least 15 minutes before your scheduled tasting.
- You are responsible to bring all supplies, such as tasting cups, ice, bucket, paper towel, etc.
- Upon arrival, check-in with the office to process your paperwork and pay for your product.
- Don't leave the tasting station unattended.
- You must ask all customers who look younger than 30 for photo ID.
- You are not permitted to serve alcohol to anyone who appears to be under the influence of alcohol or drugs.
- If a customer has any questions about products other than what you are serving, please direct them to the store team.
- No cell phones or texting during the tasting.
- At the end of the tasting, you are responsible for cleaning up your station.
- Failure to adhere to these guidelines may result in termination of a tasting.

# APPENDICES

# APPENDIX A: CREATIVE GUIDELINES

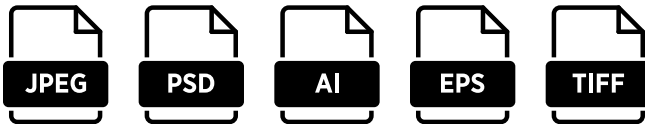
## ARTWORK REQUIREMENTS

Having access to the best print-quality, high-resolution images is critical in helping showcase and promote your products to anbl customers, across all channels.

### HERE'S WHAT WE NEED FROM YOU:

ANBL creates marketing assets from the imagery you provide (i.e. bottle shots and/or value add images).

- Images must be **300 dpi** at 100% print size.
- Logos in **vector** format (eps or .ai files).
- **CMYK**
- High resolution files can be submitted in the following file formats:



### EXAMPLE:



## SUPPLIER PROVIDED POS ARTWORK

If a product is part of a national program or a special promotion, alternative signage solutions may be considered upon approval by the Merchandising Team. These are considered on a case-by-case basis.

- This means your **artwork is FINAL** and size or design alterations are not required.
- Print-quality PDF (PDF/X-1) or InDesign/Illustrator. Microsoft Word or Publisher files **will not** be accepted.
- Print files – **minimum bleed of 0.125"** + trim marks.
- **CMYK**
- **Fonts** – supplied or converted to outlines.
- Logos in **vector** format (eps or ai files).

### DEADLINE INFO:

Supplier to provide pre-approved artwork and artwork-related files such as bottle shots to ANBL at least 10 weeks before the program start date.

*\* Fees will be applied for ANBL photography and photo editing services if supplier files do not meet ANBL's requirements.\**



# SOCIAL RESPONSIBILITY

Suppliers are not permitted to use the ANBL name or logo in any promotional, advertising or communications unless approved by ANBL's Marketing Department.

Ad creative that uses the ANBL brand in any way needs to comply with our social responsibility guidelines.

## MODERATION MESSAGING AND 19+

Your ad creative will need to include both a moderation message ('please enjoy responsibly') as well as reference our provincial age of majority messaging of 19+. In addition, ANBL promotes enjoying alcohol responsibly which does not include content that features the following:

- **Depicting alcohol physically being consumed:** Advertising standards do not allow advertisements to depict the act of consuming alcohol. It can be held, cheers-ed, mixed, smelled, poured, just not drank on camera.
- **Drinking while driving:** Any type of motorized vehicle.
- **Drinking (or implied consumption) while participating in physical activity:** Most physical activity requires your full attention so things like team sports or paddling are not something that mixes with having a drink.
- **Over consumption:** Appearing drunk, using language that implies that you have consumed too much alcohol or jokes about overconsumption are not something we support.
- **Excessive serving sizes:** ANBL promotes following Health Canada's recommended drink sizes: 12 oz / 341 ml beer, cider or cooler (5% abv), 142 ml / 5 oz/ wine (12% abv) and 43 ml / 1.5 oz. spirits (40% abv).
- **Mixing alcohol with drugs or prescription medication:** We do not support mixing alcohol consumption with cannabis.
- **Underage drinking:** Persons depicted in any content must be over the age of 19.

## SOCIAL MEDIA GUIDELINES

Advertising your products on social media is an effective way to promote your brand, highlight new products, and increase sales. However, when it comes to the sale of alcohol products in New Brunswick, the public isn't always able to distinguish between your brand and the ANBL brand. Which means that if you choose to incorporate ANBL in your ad creative in any way – whether by using the brand name itself, our logo, referencing any of our store locations, or directing users to our website for more information – there are impacts to the ANBL brand. Therefore, if you are choosing to incorporate ANBL in your ad creative, it's important to follow a few guidelines.

Please note: all ad creative that references ANBL in any way requires review and approval by the ANBL Marketing department. Please email the Merchandising Team (see Contacts section) with your planned ad creative and we will provide feedback and/or approval within two (2) business days of receiving your email.

## LANGUAGE REQUIREMENTS

ANBL is a Crown corporation and is required by law to advertise in both official languages. In addition, the same messaging priority must be given equal weight in both languages.

## VISUAL GUIDELINES

The ANBL logo and wordmark serve as an important graphic representation of our organization. The ANBL name and logo creates a visual identity that shapes the way the organization is perceived by the public.

Please email the Merchandising Team (see Contacts section) for correct logo files – and please use only the high-resolution logo files provided by ANBL in your ad creative.

# IMPORTANT SUPPLIER DEADLINES

ACTIVITY	# OF WEEKS BEFORE START OF PERIOD	P1 MARCH 31 - MAY 25	P2 MAY 26 - JULY 27	P3 JULY 28 - SEPTEMBER 28	P4 SEPTEMBER 29 - NOVEMBER 23	P5 NOVEMBER 24 - JANUARY 25	P6 JANUARY 26 - MARCH 29
Deadline for supplier changes in Gateway	12	January 6	March 3	May 5	July 7	September 1	November 3
All supplier provided POS files due to ANBL	7	February 10	April 7	June 9	August 11	October 6	December 8



# APPENDIX B

## MERCHANDISING & FISCAL DATES

### 2025-2026 MERCHANDISING PERIODS MARCH 31, 2025 – MARCH 29, 2026

STREAM 1: MERCHANDISING / MARKETING PROGRAMS				STREAM 2: MONTHLY PROMOTIONS			
Period (MP)	Start date (Monday)	End date (Sunday)	Duration	Period (FP)	Start date (Monday)	End date (Sunday)	Duration
MP1	31-Mar-25	25-May-25	8 weeks	FP1	31-Mar-25	27-Apr-25	4 weeks
				FP2	28-Apr-25	25-May-25	4 weeks
MP2	26-May-25	27-Jul-25	9 weeks	FP3	26-May-25	29-Jun-25	5 weeks
				FP4	30-Jun-25	27-Jul-25	4 weeks
MP3	28-Jul-25	28-Sep-25	9 weeks	FP5	28-Jul-25	24-Aug-25	4 weeks
				FP6	25-Aug-25	28-Sep-25	5 weeks
MP4	29-Sep-25	23-Nov-25	8 weeks	FP7	29-Sep-25	26-Oct-25	4 weeks
				FP8	27-Oct-25	23-Nov-25	4 weeks
MP5	24-Nov-25	25-Jan-26	9 weeks	FP9	24-Nov-25	28-Dec-25	5 weeks
				FP10	29-Dec-25	25-Jan-26	4 weeks
MP6	26-Jan-26	29-Mar-26	9 weeks	FP11	26-Jan-26	22-Feb-26	4 weeks
				FP12	23-Feb-26	29-Mar-26	5 weeks

# APPENDIX C

## STORE LISTING BY BANNER AND INCLUDED MERCHANDISING DISPLAYS

STORE #	LOCATION	BANNER	MERCHANDISING DISPLAYS
3	Kennebecasis Valley	A	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-6, Exterior Bin Ends (A) 1-3, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
26	Vaughan Harvey Blvd, Moncton	A	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-7, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
36	East Point, Saint John	A	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-7, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Bin Ends 1-4, Cold Room Prominent 1-2, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
45	York Street, Fredericton	A	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-7, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
48	Moncton North	A	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-7, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
60	Corbett Centre, Fredericton	A	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-7, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
66	Dieppe	A	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-7, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-2, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
14	Edmundston	A	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-7, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
2	Fairville Blvd, Saint John	B	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-6, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
4	Somerset Street, Saint John	B	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-6, Exterior Bin Ends (A) 1-3, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
30	Newcastle	B	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-6, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
38	Mountain Road, Moncton	B	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-7, Exterior Bin Ends (A) 1-4, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Retail Fridge Door 1-2, Impulse at Cash
40	Devon Park, Fredericton	B	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-2, Exterior Bin Ends (A) 1-3, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-2, Impulse at Cash
41	Oromocto	B	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-6, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
62	Riverview	B	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-6, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
63	Elmwood Drive, Moncton	B	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-7, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash

STORE #	LOCATION	BANNER	MERCHANDISING DISPLAYS
68	Brookside Mall, Fredericton	B	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-7, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
79	Bathurst	B	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-6, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
5	Wellington Row, Saint John	C	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-7, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Retail Fridge Door 1-2, Impulse at Cash, Cooler at Cash
6	St. Stephen	C	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-2, Exterior Bin Ends (A) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Impulse at Cash, Cooler at Cash
12	Caraquet	C	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-7, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Impulse at Cash, Cooler at Cash
13	Woodstock	C	Exhibit, Centre Aisle 1-4, Entrance Displays 1, Interior Bin Ends 1-5, Exterior Bin Ends (A) 1-4, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-2, Impulse at Cash, Cooler at Cash
16	Grand Falls	C	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-6, Exterior Bin Ends (A) 1-4, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Impulse at Cash, Cooler at Cash
19	Richibucto	C	Exhibit, Centre Aisle 1-4, Entrance Displays 1, Interior Bin Ends 1-4, Exterior Bin Ends (A) 1-4, Cold Room Entrance 1-2, Impulse at Cash
22	Tracadie-Sheila	C	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-7, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Impulse at Cash, Cooler at Cash
28	Shediac	C	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-6, Exterior Bin Ends (A) 1-4, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Impulse at Cash, Cooler at Cash
29	Chatham	C	Exhibit, Centre Aisle 1-4, Entrance Displays 1, Interior Bin Ends 1-4, Exterior Bin Ends (A) 1, Cold Room Entrance 1-2, Retail Fridge Door 1-2, Impulse at Cash
33	Sackville	C	Exhibit, Centre Aisle 1-4, Entrance Display 1, Interior Bin Ends 1-5, Exterior Bin Ends (A) 1-4, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Impulse at Cash, Cooler at Cash
35	Sussex	C	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-6, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Cold Room Bin Ends 1-4, Impulse at Cash, Cooler at Cash
61	Dieppe Blvd	C	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-6, Exterior Bin Ends (A) 1-4, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Impulse at Cash, Cooler at Cash
53	Hampton	D	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-3, Exterior Bin Ends (A) 1-3, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Impulse at Cash
81	Campbellton	D	Exhibit, Centre Aisle 1-4, Entrance Displays 1, Interior Bin Ends 1-5, Exterior Bin Ends (A) 1-5, Cold Room Entrance 1-2, Impulse at Cash, Cooler at Cash
8	St. Andrews	D	Exhibit, Centre Aisle 1-4, Interior Bin Ends 1-5, Exterior Bin Ends (A) 1-4, Cold Room Entrance 1-2, Impulse at Cash
20	Boucrouche	D	Exhibit, Centre Aisle 1-4, Interior Bin Ends 1-4, Exterior Bin Ends (A) 1-4, Cold Room Entrance 1-2, Cold Room Prominent 1-2, Impulse at Cash
21	Shippagan	D	Exhibit, Centre Aisle 1-4, Entrance Displays 1, Interior Bin Ends 1-5, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Impulse at Cash
50	Neguac	D	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-3, Exterior Bin Ends (A) 1-3, Cold Room Entrance 1-2, Impulse at Cash
75	Beresford	D	Exhibit, Centre Aisle 1-4, Entrance Displays 1-2, Interior Bin Ends 1-6, Exterior Bin Ends (A) 1-4, Exterior Half Bin Ends (B) 1-2, Cold Room Entrance 1-2, Impulse at Cash, Cooler at Cash

# APPENDIX D

## CASH LANES

STORE #	LOCATION	#LANES
3	Kennebecasis Valley	5
60	Corbett Centre, Fredericton	5
36	East Point, Saint John	5
66	Dieppe	5
48	Moncton North	4
45	York Street, Fredericton	4
26	Vaughan Harvey Blvd, Moncton	4
2	Fairville Blvd, Saint John	4
4	Somerset St, Saint John	4
30	Newcastle	4
38	Mountain Road, Moncton	4
68	Brookside Mall, Fredericton	4
79	Bathurst	4
62	Riverview	4
63	Elmwood Drive, Moncton	3
41	Oromocto	3
40	Devon Park, Fredericton	3
14	Edmundston	3
5	Wellington Row, Saint John	3
6	St. Stephen	3

STORE #	LOCATION	#LANES
12	Caraquet	3
13	Woodstock	3
16	Grand Falls	3
47	Salisbury	3
22	Tracadie-Sheila	3
28	Shediac	3
29	Chatham	3
75	Beresford	3
35	Sussex	3
61	Dieppe Blvd	3
19	Richibucto	2
81	Campbellton	2
8	St. Andrews	2
9	Dalhousie	2
20	Bouctouche	2
21	Shippagan	2
50	Neguac	2
53	Hampton	2
65	Experience by/par ANBL	2
33	Sackville	2

# APPENDIX E

## TIER 1 AGENCY STORES PARTICIPATING IN MERCHANDISING DISPLAY PROGRAMS

STORE #	LOCATION
449	Grand Bay
210	Hanwell
204	Saint John
460	St. George
473	Lincoln
215	Cap Pele
193	Cocagne
101	Shediac
221	Norton
200	Aulac
107	Salisbury
459	Perth-Andover
216	Petit-Rocher
160	Port Elgin
147	Memramcook
208	Irishtown
232	Petitcodiac
218	Lameque

STORE #	LOCATION
464	Grand Manan
470	Florenceville-Bristol
468	Paquetville
153	St. Quentin
159	Mactaquac
192	Minto
455	Hartland
458	St-Antoine
214	Grand Barachois
466	Rogersville
175	Nackawic
191	Saint-Louis-de-Kent
203	Lake George
123	Brantville
141	Chipman
213	Penniac
467	Moncton Magnetic Hill

# APPENDIX F

## AGENT PRODUCT TASTING REBATE FORM

Agent #: \_\_\_\_\_ Store representative: \_\_\_\_\_

Tasting Date: \_\_\_\_\_ (MM-DD-YYYY) Supplier representative: \_\_\_\_\_

### SUPPLIER

	UPC(S)	PRODUCT(S)	PURCHASED	LEFTOVER PRODUCT DISPOSAL
Fill in the supplier's company name	Fill in the UPC of all products being sampled	Fill in the corresponding product name for each UPC	# bottles purchased	Clarify here that leftover product was destroyed at the Agent premises



# APPENDIX G

## PLANNING THE IDEAL STORE VISIT

Product vendor partners and their reps visiting ANBL's retail stores can be an extremely valuable asset to our business. In an effort to set expectations between suppliers/agents and reps, we hope to provide clarity and best practices while visiting our store network (not relating to common practices at Agents, Grocery Stores or Licensees). As we continue to build our business together, keeping in mind our common interests, let's work collectively to achieve the following goals:

- Plan and execute initiatives at store level that are mutually beneficial for all stakeholders.
- Highlight and support new products, educate our store teams, and equip them with notable selling features and benefits.
- Keep stores informed of any additional business that may be taking place outside of our channel (example.... new listings at Licensee etc.).
- Support solutions for potential stock outs at store level.
- Support store teams on upcoming promotions by verifying inventory levels, print signage accuracy and educating teams on all initiatives.
- Our customers are our number 1 priority! Please be mindful of our team member's time while on the floor or in the warehouse, allowing them to focus on the customers as needed.

### COMMON FAQ'S:

#### SHOULD REPS BE BOOKING APPOINTMENTS WITH MANAGERS?

It is encouraged that reps book appointments with store managers when visiting with any specific requests however, reps do not need to book appointments to physically visit stores.

#### SHOULD REPS BE TOUCHING PRODUCT AT STORES?

With safety top of mind, yes, reps are encouraged to ensure that stores are merchandised to standard and help teams with facing bottles and filling shelves. This being said, if additional inventory is needed from a stores warehouse, the rep is not to go back into the warehouse without a team members permission. It is also crucial to note that reps are not to re-arrange shelf sets unless discussed with the managers permission.

#### CAN REPS EMAIL STORES?

Yes, however, the main goal of any blanket communication would be to keep the stores informed on new product launches or valuable education on brands. Any specific info relating to merchandising or ad-hoc activity must be directed to store managers. Any specific asks sent out to the network as a whole with said requests will be ignored.

#### IF A REP SEE'S AN ISSUE, WHO SHOULD THEY CONTACT?

All store level issues must be reported directly to the manager via email. The manager will then pass on to the appropriate department in order to correct.

#### CAN REPS TRANSFER PRODUCTS BETWEEN STORES?

Yes, reps are able to help with store transfers when needed, with store managers approval, as long as there is accountability placed on the rep to deliver the product to the next store in a timely fashion. This is a trust system, however, failure to adhere to the common-sense rules of this process will result in a loss of privileges to transfer products from locations and potentially on the rep visiting our stores in the future.

#### CAN REPS CONDUCT TASTINGS FOR THE PUBLIC AND STORE TEAMS?

Please refer to our tasting guidelines laid out on page 36.

#### HOW AND WHEN CAN A REP CONDUCT A STORE INITIATIVE WITH A PRIZE COMPONENT?

All prize incentives must be booked through the District Manager or category management to ensure fairness across the network.

#### WHAT IS THE BEST WAY TO THANK ANBL TEAM MEMBERS?

Recognize the small things. We're here to help and a simple acknowledgment of our store teams can be helpful and effective will go a long way!

# THE QUICK LOOK PERFECT REP VISIT (ITS GO TIME!)

## BEFORE THE VISIT

Do you have any upcoming promotions (make sure timing aligns with our merch periods)?

Using inventory reports, how can you help the store be setup for success?

Do you have any new SKUs that you'd like to present? Bring sell sheets or any other necessary info.

Can you plan a product knowledge session in advance? Do you have cups? Do you need ice? Etc.

## DURING THE VISIT

Let somebody know you're there.... Store teams are busy but will always appreciate a 'Hello/Bonjour' and acknowledgement that your there on a visit.

If you scheduled a visit, ensure you're on time!

How are your products looking on shelf? How's inventory for any promotional locations?

Is placement correct? Can you help fill any gaps (with the team's permission)?

Can you face and help your products stand out from the crowd?

If conducting a tasting with the team, what are the features and benefits of said product? Can you give the teams the tools they need to effectively sell?

## WITH THE STORE MANAGER OR ASST MANAGER

Do you have a new listing that could be a fit?

Can you setup any future stores tastings with staff or public?

Did you gain any new listings at Licensee's that the stores should be aware of from an inventory perspective?

Can you offer any insights relating to increased demand at certain times for your products?

Are you aware of any upcoming stock outs that can be prepared for?

## POST VISIT

Follow up on the points that were discussed.

Keep track of sales to ensure that it's clear that your visit made a difference.

Ensure that you schedule a next visit.... Consistency is key.

Follow up on any transfer requests in a timely fashion.

Deliver on your discussions!