




PEI LIQUOR  
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ALCOOL Î.-P.-É.

Please drink responsibly.

# Listing Policy and Procedures 2022 - 2023

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# OVERVIEW

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This document provides information on the PEI Liquor listing process as well as the delisting process. New listings for alcoholic beverages are generated from a yearly Category Review Schedule and determined by the Category Manager for each category (Beer, Spirits, RTD, Cider, and Wine). Delistings are implemented in conjunction with Category Calls to restore balance to the portfolio.

Based on the review schedule, Suppliers / Agents will be sent a Category Call with instructions on submitting products for listing at PEI Liquor. To be added to the email distribution list, please complete the Supplier/Agent Representation Registration Form as directed on the Supplier/Agents section of our website. The schedule is subject to change depending on portfolio needs.

While you have been provided this copy for reference, PEI Liquor will communicate changes with you electronically and encourages you to check the online version located on our website for any updates.

## COMMITMENTS & EXPECTATIONS

PEI Liquor strives to provide quality service and equal opportunity to its partners. Suppliers/agents that wish to maintain a business relationship with PEI Liquor are expected to demonstrate a commitment to the PEI market by supporting listings with marketing and merchandising plans.

Suppliers/agents should communicate any updates to products or general business as soon as possible to the Category Management team to avoid supply chain disruption.

## SUPPLIER REPRESENTATION

It is not required for suppliers to have local representation in order to do business with PEI Liquor but it is recommended. For all appointments and terminations of agent representation, PEI Liquor should be notified via email.

## KEY CONTACTS

### ***Mark Carragher***

Director of Marketing & Sales /  
Category Manager, Beer & Spirits  
(902) 368-6274  
[macarragher@liquorpei.com](mailto:macarragher@liquorpei.com)

### ***Trent DeRoche***

Wine Category Manager  
(902) 368-6671  
[trderoche@liquorpei.com](mailto:trderoche@liquorpei.com)

### ***Nikki Brown***

Category Analyst  
(902) 368-5823  
[nabrown@liquorpei.com](mailto:nabrown@liquorpei.com)

### ***Morgan MacLean***

Marketing Analyst  
(902) 368-6275  
[mjmaclean@liquorpei.com](mailto:mjmaclean@liquorpei.com)

### ***Lauran Toombs***

Graphic Design & Web Specialist  
(902) 368-6673  
[lctoombs@liquorpei.com](mailto:lctoombs@liquorpei.com)

### ***Ali McNeill***

Graphic Design & Web Specialist  
(902) 368-4239  
[avdmcneill@liquorpei.com](mailto:avdmcneill@liquorpei.com)

# APPLICATION PROCESS

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## PRELIMINARY APPLICATIONS

Suppliers / Agents responding to a Category call must do so using the Preliminary Application spreadsheet provided with each call. The acceptance of these applications is based on the decision of the applicable Category Manager. Preliminary Applications should be sent via email to:

*Nikki Brown*

Category Analyst

nabrown@liquorpei.com

## NOTIFICATION OF PRODUCTS OF INTEREST

Suppliers / Agents will be notified by the Category Analyst and/or Category Manager which products have been selected for consideration at a Category Review as well as a deadline for sample submission, if applicable.

## SUBMISSION OF SAMPLES

Two (2) samples of each product selected for a Category Review must be sent to PEI Liquor. Tracking samples and confirming that they have been received at PEI Liquor is the responsibility of Agents. If samples are not received by the prescribed deadline, the product will not be considered until the following call for that category. Any samples arriving after the deadline will be destroyed by PEI Liquor.

Samples must be received at PEI Liquor executive offices duty paid with prepaid freight. Any charges incurred by PEI Liquor in relation to product samples will be billed to the Agent along with a \$50.00 handling fee per product.

Samples are to be sent to the attention of:

*Gerald O'Halloran*

Director of Supply Chain

PEI Liquor Control Commission

3 Garfield Street

Charlottetown, PE

C1A 6A4

# APPLICATION PROCESS

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## CATEGORY REVIEW

The Category Management team evaluates potential listings based on criteria such as taste, price, shelf-life, packaging, labelling, portfolio needs, suitability within the PEI market, and performance in other markets. Other factors such as proposed marketing plans, supply chain aspects, and performance of the supplier/agent can also influence listing decisions.

The Category Review meeting includes a tasting session that is organized by the respective Category Manager. The product specialists involved in the meeting rate sample submissions based on the criteria above. After completion of the Category Review meeting, PEI Liquor will send an Application Request to suppliers/agents for products selected for listing. Notice will also be given for products not selected for listing and/or for concurrent delistings.

## LISTING APPLICATIONS

Listing Applications must be fully and accurately completed and returned to PEI Liquor by the prescribed date. An updated form is available on our website or is available by request. Failure to complete Listing Applications accurately could result in application rejection. Unsolicited applications will not be accepted.

Listing Applications with supporting documents can be sent to the respective Category Manager and Category Analyst.

Products selected for listing will then be entered in the appropriate PEI Liquor systems and ordered. All suppliers must meet PEI Liquor ordering deadlines and packaging must meet all CFIA label requirements.

\*A complete Labelling Requirements guide is available at [www.liquorpei.com/suppliers-agents](http://www.liquorpei.com/suppliers-agents)

# APPLICATION PROCESS

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## SUPPORTING DOCUMENTS

Supporting documents must be submitted with each Listing Application and include but are not limited to digital product images, digital labels showing the UPC/EAN, Certificates of Origin (if applicable), etc. Failure to supply pertinent supporting documents could result in application rejection.

Please refer to these digital image specifications:

**For Web** - Images for web must be provided on a white background, in JPG format, saved as 960px x 1280px in size. Also, please save the image file as the Product Name and Bin Number.

**For Print** - Images for print must be provided as a high-resolution (300 DPI) image in PNG or PSD format, saved on a white background or preferably with the background removed. Please save the image file as the product Product Name and Bin Number.



# PRODUCT LISTING

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## LISTING TYPES

The type of listings being requested is indicated in the Category Call communication. Suppliers/agents can select the Listing Type within the Preliminary Application. Although it is possible to enter a Listing Type that is different from what is being requested, Listing Types are ultimately the decision of the Category Manager.

**General List (GL)** - General List products are kept in continuous stock and are expected to maintain annual sales targets.

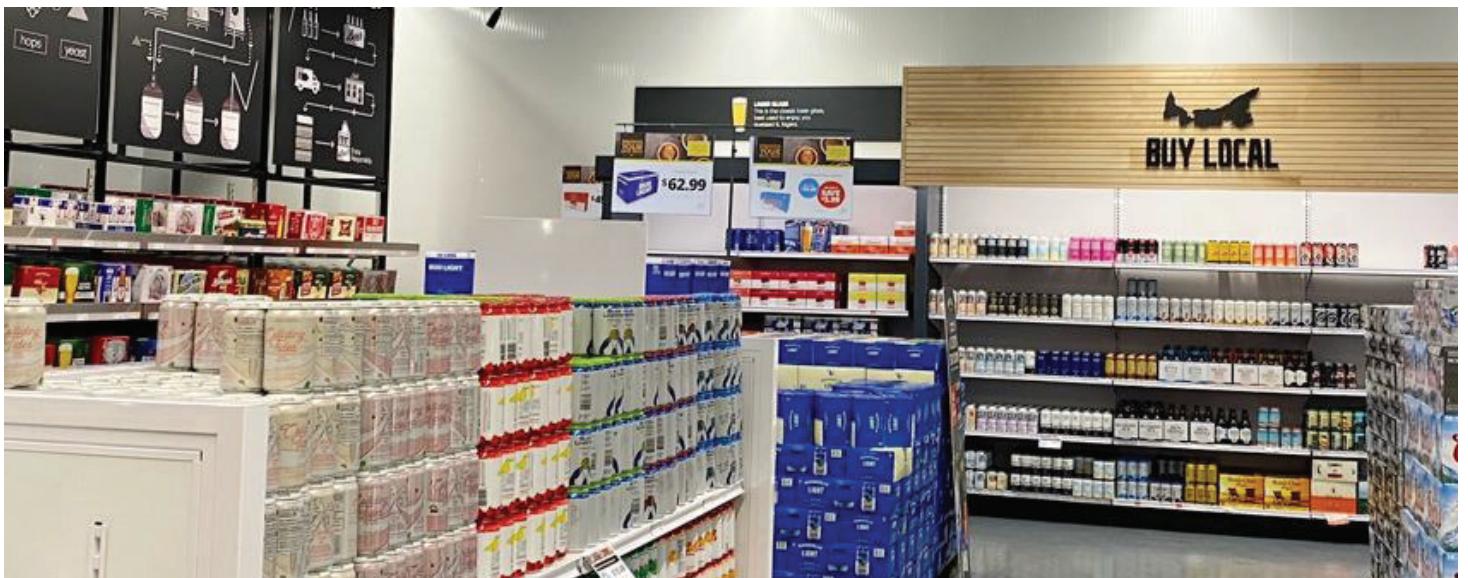
**One Time Only (OTO)** - OTO products are distributed to select stores and are in stock for a temporary period (summer seasonals, Christmas packs, etc.). OTO products may be reordered depending on sales performance.

**Notables** - Notables products are made exclusive to the Notables store located at Founders' Hall in Charlottetown, PEI. The Notables product portfolio is reviewed on an ongoing basis.

**Vines** - Vines products are kept in continuous stock in smaller quantities and are exclusive to stores that have a Vines section or a selection of Vines SKUs.

**Spirits Festival / Wine Festival** - Festival products are ordered for the annual Spirits Festival and Wine Festival. Some inventory is distributed to select stores and is in stock for a temporary period.

SKUs (Stock Keeping Units) at PEI Liquor have unique six-digit codes referred to as "Bin Numbers." Please reference Bin Numbers in addition to Product Names in all correspondences. Most Bin Numbers contain five numbers followed by a letter while some Bin Numbers also begin with a letter.



# PRODUCT LISTING

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## PRODUCT NAMING

To maintain consistency and website search-ability, suppliers/agents should follow these naming guidelines:

- Product names should be written in title case format.
- The brand name must be included at the beginning of the product name (e.g. Bogside Tailgate APA).
- NO sizing or format details should be in the product name.
- When the age of a product is mentioned, particularly with spirits, it should be written as “18 Year Old.” It should be near the end of the description, with exception to the spirit-product type such as “Rum,” “Scotch,” etc. being at the very end. Please do not abbreviate to “18YO” or any other variation.
- Wine naming varies from country to country. For the sake of consistency, we ask that the order of details in the product name of a wine be: producer, wine’s unique name, region (if applicable), grape variety (if applicable) and/or style (e.g. Rosé), the official designation in capital letters without periods (e.g. VQA, DOCG, IGP, etc.), followed by the vintage (if applicable). Additional details may be inserted as is appropriate (e.g. Organic, Unoaked, etc.). E.g. Château de Berne "Inspiration" Côtes de Provence Rosé AOP 2020.
- If the vintage is mentioned in the product name, this is the vintage that will be specified on the order to the supplier. You may omit the vintage in the product name if the vintage being ordered will vary from year to year.
- Please do not abbreviate any words or names unless it is abbreviated in the actual product name.
- Use apostrophes when applicable.
- The word “The” should only be used in the product name when it is part of the product name itself. E.g. The Kraken Black Spiced Rum.
- “PET” (bottle type) should only be included in the product name if there is another product of the same size listed already but in glass. E.g. Lamb’s Palm Breeze Rum PET.
- “Cider” should be mentioned in the name and, if possible, at the end unless it is different in the product name.

## ETHICS IN PRODUCT NAMING

Suppliers should consider product names that are appropriate within our social and cultural environment in Canada. Product names containing any of the following will not be accepted by PEI Liquor:

- Slander
- Obscenities
- References to offensive material/figures
- Discriminatory language
- Suggestive language/images

# PRODUCT LISTING

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## INDIVIDUAL LISTINGS

Individual Product Listings can occur throughout the year, outside of the regular Category Review Schedule. These individual listings can occur for several reasons such as allocations, case pack changes, one-time offers or seasonal specials.

Specialty offers may be submitted in the same spreadsheet as those products that qualify for the category call (for example, a whisky submitted as a specialty store listing could be included within the general spirits call). It should be identified as “Specialty” or “OTO” in the appropriate cell in the Preliminary Application spreadsheet.

Samples are required for individual listings and should be sent according to the instructions on page 3.

## PORTFOLIO REVIEWS

The Category Management team performs reviews periodically, focusing on sales performance within each category and price segment. Top-ranking products are considered safe from delisting, mid-ranking products may require attention by suppliers/agents, and low-ranking products are flagged to be considered for delisting. Category Managers are available by request to meet and discuss their mid/low-performing listings.



# PRODUCT DELISTING

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The delisting process is completed in conjunction with the Category Review Schedule. Categories are reviewed as per the schedule and decisions rendered based on the performance of the product as it relates to the category and the direction of the overall business. Several factors outside of performance also influence delisting decisions, such as shelf management requirements, product category requirements, hierarchy needs (price points), promotional support, brand family performance, supply issues, shelf life, etc. Circumstances (such as product supply) may arise that fall outside the normal delisting procedure that allows PEI Liquor to delist at its discretion.

Further to Category Reviews, Agents will be notified if a product they represent is being delisted. As per PEI Liquor policy, for any General List product delisted after being in the market for over 12 months, PEI Liquor's loss of profit in depleting the inventory will be offset by invoicing the agent 25% of the landed cost of that inventory.

To optimize and avoid overstock of OTO or seasonal offerings, if the product does not meet sell-through targets in a timely manner, PEI Liquor will request the product be put on clearance pricing. Remaining inventory will be billed back to the Agent at 25% of the landed cost.

An Agent will be deemed responsible for a product up to the effective date of the appointment of a new Agent as communicated to PEI Liquor by the supplier.

Suppliers / Agents listing products with PEI Liquor must agree to PEI Liquor's product delisting policy and procedure.

# PRICING

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## FEES

A listing fee of \$150 + HST is required with every listing application. This is a one-time fee and applies only to General List products. A receipt for the application fee as well as an acknowledgement of the fact that the application was received by PEI Liquor will be sent to the Supplier / Agency. The fee payment must be sent to:

*Will Bruce*

Financial Analyst

wpbruce@liquorpei.com

## INVOICING

Invoices should be sent to:

*Connor Wilkinson*

cmwilkinson@liquorpei.com

and

*Will Bruce*

wpbruce@liquorpei.com

\*Please refer to the 2022 PEI Liquor Product Markup Structure document for detailed pricing information.