

# Doing Business with BC Liquor Stores

Industry Webinar: November 16, 2016



# Objectives:

- Clarify Wholesale and Retail functions
- Outline BC Liquor Store listing process for BC VQA wine
- Provide information on support for BC Liquor Store listings

# Agenda:

## Wholesale/Retail Divisions

- Responsibility of each division
- Setting the wholesale price
- Registering your products
- Listing your products

## Types of Buys – BC Liquor Stores

- Examples of buys and requirements
- Exclusive listings

## The Process

- Buying requirements
- Sales performance

## Supporting Your Listing

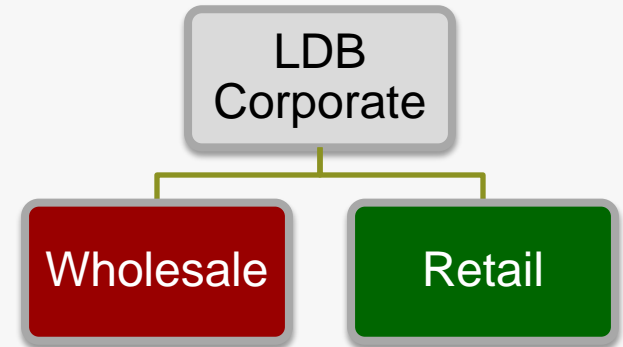
- Marketing options
- Important dates/deadlines

## Other Resources

- Vendor-facing website
- Contacts

# Wholesale & Retail Divisions

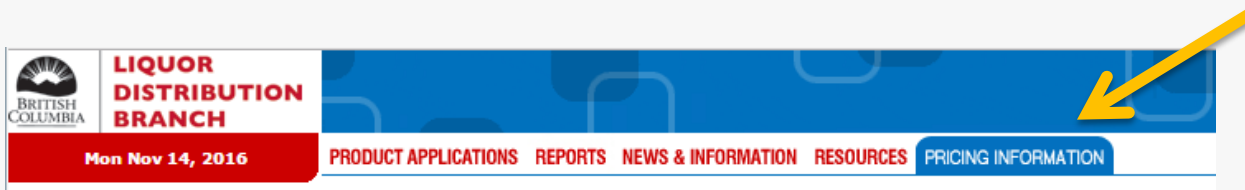
- **April 1, 2015** – Clear separation between Wholesale & Retail
- **Wholesale:**
  - Registering products
  - Applying the mark-up structure
  - Setting the wholesale price
- **Retail:**
  - Listing products for the BC Liquor Stores chain
  - Setting the retail price
  - In-store marketing, merchandising, store operations, etc.



# Setting Your Wholesale Price

Vendor website: [www.vendor.bcliqorstores.com/](http://www.vendor.bcliqorstores.com/)

**Step 1:** Calculate Wholesale Price using the online resources



LIQUOR DISTRIBUTION BRANCH  
WHOLESALE PRICING CALCULATOR  
CATEGORY WINE  
Effective July 31, 2016  
Version 1.8

**Enter Product Details:**

SUB-CATEGORY:   
BASE MATERIAL:   
COUNTRY OF ORIGIN:

# SELLING UNITS PER CASE:   
BOTTLES PER SELLING UNIT:   
BOTTLE SIZE PER LITRE:   
% ALCOHOL VOLUME:   
CONTAINER TYPE:

**Enter Calculation Estimator Details:**

Select Estimator Method:  Wholesale Price  In Bond Cost

PRIME COST PER CASE	<input type="text"/>
DOMESTIC CHARGES PER CASE +	<input type="text"/>
IN BOND COST PER CASE =	0.00
WHOLESALE PRICE PER SELLING UNIT	0.00

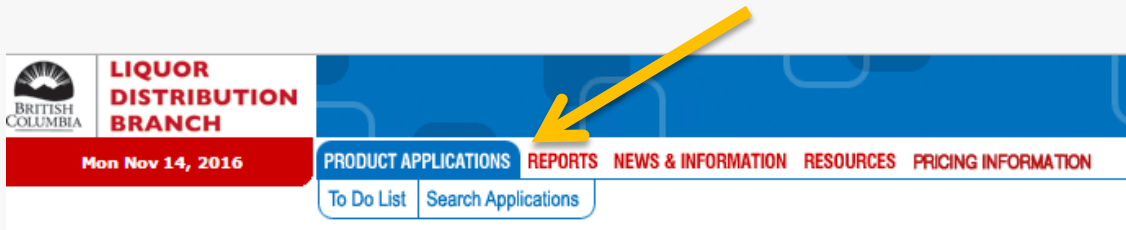
**CALCULATION RESULTS**  
Refer to Calculation Definitions & instructions for Help

IN BOND COST PER CASE:	0.00
FEDERAL CUSTOMS PER CASE:	
DUTY +	0.00
EXCISE +	0.00
DUTY PAID COST PER CASE =	0.00
<b>BREAKDOWN PER SELLING UNIT</b>	
DUTY PAID COST	0.00
89.000% MARKUP +	0.00
27.000%	0.00
0.000%	0.00
CONTAINER RECYCLING FEE:	0.00
<b>WHOLESALE PRICE =</b>	<b>0.00</b>

**This information is based on current processes and decisions. In the event of any changes, this information will be subject to amendment**

# Registering Your Products

**Step 2:** Register your product for sale in the province of B.C. This process now occurs through LDB Wholesale.



## Product Applications

This area of the site allows you to manage your registration and/or listing applications for products, i.e., sub

**NOTE:** Please **DO NOT** register (submit registration application) for products that are already listed. A product has been sold/listed in the province in the past or to find out if it was previously listed in government liquor stores. To open a new listing application, choose the appropriate 'List' link below.

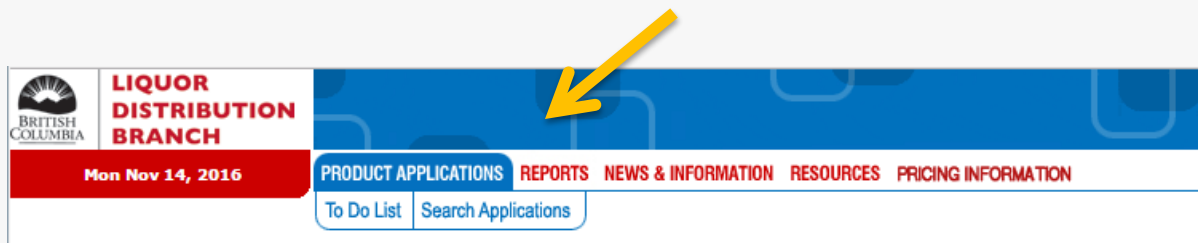
### Quick Links

- [Register](#) a new product for distribution in British Columbia
- [List](#) a product that you've submitted a registration application for
- [List](#) a product that is already registered with the LDB
- [Resume](#) an unsubmitted application (registration or listing)
- [Check](#) the status of a submitted registration or listing application
- [Search](#) for any of your applications and/or letters related to the applications
- [Cancel](#) an application
- [Clone](#) an old application to create a new application
- [Request](#) a change to your submitted application (Please include your application reference number)

# Listing Your Products

*If you want to apply to have the product sold at BC Liquor Stores:*

**Step 3:** Apply to have your product listed. This process occurs through LDB Retail.



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# Types of Buys

**Ongoing:** year-round listings, based on widespread consumer demand. Price point usually less than \$20.

**Seasonal:** market fresh items for April-August & September-December. Supply required 500 - 1500 cases. Price point \$16 - \$22.

**Monthly:** one-time buy to offer newness/diversity of BC VQA product over the year - featured on end aisle displays in 80 stores. Price point \$15 - 20.

**Ad Hoc:** one-time buy for top selling stores only - ongoing over the course of the year based usually on supply and availability. Supply required 28 - 200 cases. Price point \$25+.



# Types of Buys – continued

**Exclusives:** any type of the preceding buys. Typically ongoing products, with extra margin to allow BC Liquor Stores to price promote when necessary.

- Currently, 12 SKUs being sold as Exclusive listings through BC Liquor Stores
- \$12.99 – \$18.99 price range
- Exclusive products cannot be sold in any other channel in the BC marketplace, including through winery shops.
- The current list shows excellent customer response with preferred placement in BC Liquor Stores

# BCLS Buying Requirements

- All products applying for sale through BC Liquor Stores must:
  - Be listed via the Vendor website (as mentioned on previous slides)
  - Be BC VQA approved – the winery may be asked to attach the BC VQA approval to the listing application
  - Be preceded/accompanied by samples to go with listing applications
  - Have the correct bar codes on the case and bottle
- Wineries must ship the vintage approved in the listing approval letter.
- This letter may have other conditions/communication around the buy, timing, seasonality, shipping, Purchase Order requirements.

# Sales Performance

- Different price points mean different expectations when it comes to maintaining a listing
- Different expectations for unique products or varietals
- Bottom 10% guideline – this is used for changing out BC Liquor Store listings
- For one-time buys and monthly buys, customer demand over the 1-3 month sell-through period is the best indication of a product's success versus cases purchased

# Delisting from BC Liquor Stores

## Why?

- If an ongoing product is not meeting expectations

## How?

- Discussion between Category Manager and supplier
- Delisting of the product takes place 60 days later
- Category Manager proceeds with the product delisting plan

# Supporting Your Listing

## Display, Gift With Purchase display

- Deadline is quarterly (ex: April, May, June 2017 due December 10<sup>th</sup> 2016)
- Email to [promotions@bcliqorstores.com](mailto:promotions@bcliqorstores.com)

## Value-Added (on-packs)

- Deadline is by the 10<sup>th</sup> 2 ½ months prior (ex. January 10<sup>th</sup> for April)
- Email to [marketing@bcldb.com](mailto:marketing@bcldb.com)

## Supplier Shelf Talkers (rep delivered or mailed directly to stores on or before period start date)

- Deadline is by the 15<sup>th</sup> 2 ½ months prior (January 15<sup>th</sup> for April)
- Email to [marketing@bcldb.com](mailto:marketing@bcldb.com)

# Supporting Your Listing

- **Special Events at Signature stores**
  - Deadline is by the 1<sup>st</sup>, two months prior (ex. February 1<sup>st</sup> for April)
  - Email to [events@bcliqorstores.com](mailto:events@bcliqorstores.com)
- **In-Store Tastings**
  - Deadline is by the 5<sup>th</sup>, two months prior (ex. February 5<sup>th</sup> for April)
  - Email to [tastings@bcldb.com](mailto:tastings@bcldb.com)
- **Product Information Sell Sheet**
  - No deadline, no application, mailed to all stores internal mail
  - Email to [marketing@bcldb.com](mailto:marketing@bcldb.com)
- **Taste Magazine**
  - Quarterly publication
  - Email to [tastemagazine@bcldb.com](mailto:tastemagazine@bcldb.com)

# Resources

The Vendor Website is key:

[www.vendor.bcliqorstores.com](http://www.vendor.bcliqorstores.com)

- Registration of new products (through Wholesale)
- Wholesale pricing calculator (through Wholesale)
- Listing application (through Retail)
- All Marketing applications
- Relevant deadlines

Retail listing questions: [stephen.schiedel@bcliqorstores.com](mailto:stephen.schiedel@bcliqorstores.com)

Wholesale registration questions: [ldbagentinfo@bcldb.com](mailto:ldbagentinfo@bcldb.com)

**Thank you!**