Wholesale Pricing Changes

Manufacturers, Agents and Suppliers

Information Session

February 11, 2015



- Introductions
- Objectives for today
- Background
- Wholesale pricing: overview of the government's announcements
- Key upcoming changes: what and when?
- Next steps
- Questions



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Introductions

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Wholesale Pricing Calculator Specialist

Disclaimer:

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



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Objectives for today

To provide an overview of:

- Wholesale pricing-related changes that are being implemented associated with the government's announcements;
- Upcoming changes that impact industry partners;
- Walk-through of the Wholesale Pricing Calculator; and
- Key timelines and **next steps**.



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Background

- 2013 B.C. Liquor Policy Review
- New Wholesale pricing model
 - Even footing for industry and increase transparency
 - Implementation April 1, 2015





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Wholesale pricing: overview of the governments announcements

In association with licensing and other changes, steps aimed at modernizing BC's liquor industry include:



Common wholesale



Increasing convenience to consumers

Ability for some of these to include:

- Eligible grocery stores to sell alcohol
- Ability for BCLS to expand operating hours
- Ability for BCLS to offer refrigeration.

To be implemented by April | 2015

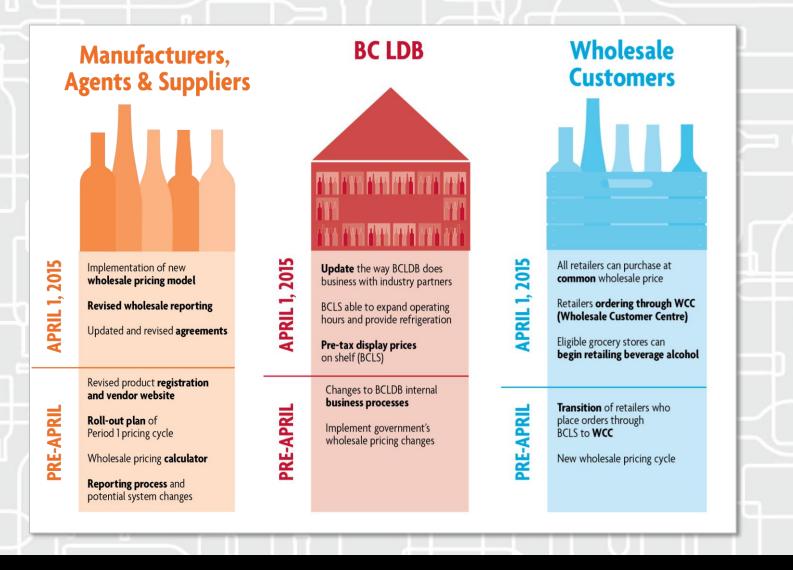


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 Implementing these changes necessitates an update to many of BCLDB's business processes and systems that will also streamline the way BCLDB does business with industry partners.









APRIL 1, 2015

wholesale pricing model

Implementation of new

Revised wholesale reporting

Updated and revised **agreements**

Revised product **registration** and vendor website

PRE-APRIL

Wholesale pricing **calculator**

Roll-out plan of Period 1 pricing cycle

Reporting process and potential system changes

Implementation of new pricing model

- Wholesale pricing
 - Changes from Discount-off Display Price to a Duty Paid Cost plus markup
 - Common wholesale price for all retailers
 - Tax excluded pricing
- Commissions on retail sales replaced with supplier's own profit margin
- · Graduated mark-up rate for medium sized breweries
- · Licensed Hospitality will continue to purchase at the LDB established retail price
- Existing programs for BC Manufacturers will continue
- Wholesale pricing calculators have recently been sent to Manufacturers, Agents and Suppliers

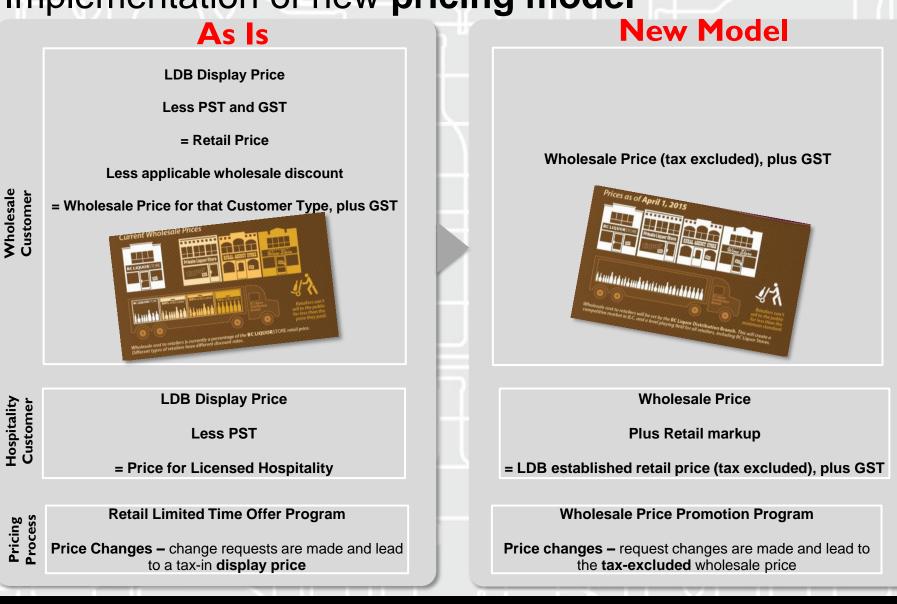
When: **April 1, 2015**, with wholesale pricing released **February 1, 2015**.

More information

New mark-up schedule – effective April 1 2015 - <u>click here</u>



Implementation of new pricing model





Implementation of new pricing model: Wholesale Pricing

 The current discount pricing system for wholesale purchases will be eliminated and a duty paid cost plus category mark-up pricing will come into place

Display Price – As Is	Wholesale Price – To Be
Prime Cost +	Prime Cost +
Domestic Charges (if applicable)	Domestic Charges (if applicable)
= In Bond Cost	= In Bond Cost
+ Excise & Customs (if applicable)	+ Excise & Customs (if applicable)
= Duty Paid Cost	= Duty Paid Cost
 + Volume Markup/Distribution Charge + % Markup for Wine, Spirits, Refreshment Beverages OR + Volume mark-up for Beer + Cost of Service Fee 	 + Distribution Charge (beer only) + % Markup for Wine, Spirits, Refreshment Beverages OR + Per Litre Markup by Supplier annual production for Beer
+ CRF	+ CRF
= LDB Retail Price	= LDB Wholesale Price
+ GST + PST	+ GST
= LDB Display Price before applicable container deposit	= Final LDB Wholesale Price before applicable container deposit



Implementation of new pricing model: Wholesale Pricing Mark-up Schedule, effective April 1, 2015.

- The new wholesale pricing schedule simplifies the current, complex model
- All products will fall under the Product Types: Spirits, Refreshments, Wines and

Beer	Product Types	New Wholesale Rates			-		
				Mark-up boundaries	Mark-up applied	Product category (Cost per Litre)	
				On first \$21 cost per litre	124%	\$0 - \$21	
Spirits/Liqueurs	Spirits	124% with graduated mark-up for cost portion over \$21/L		On next \$8.20 cost per litre	93%	\$21.01 - \$29.20	
				On next \$8.20 cost per litre	62%	\$29.21 - \$37.40	
				On any amount over \$37.40 cost per litre	43%	\$37.41+	
Pre-Mixed Cocktails/ Cider/Coolers	Refreshments	73%					
Fortified Wine/		89% with graduated mark-up		Mark-up boundaries	Mark-up applied	Product category (Cost per Litre)	
Table Wine	Wines (incl. fortified wines)	for cost portion above \$11.75/L	- /	On first \$11.75 cost per litre	89%	\$0 - \$11.75	
				On any amount over \$11.75 cost per litre	27%	\$11.76+	
Draught Beer/	Beer						
Packaged Beer	Large Brewers (>350,000 hl)	\$1.08/L					
	Med Brewers (>15,000 <=350,000 hl)	\$0.56/L to \$1.02/L		Subject to annua	Subject to annual CPI adjustments		
vious product types now merged to four.	Sm Brewers (<=15,000 hl)	\$0.55/L					



Implementation of new pricing model: new beer mark-up schedule

A new beer mark-up structure is also being implemented on April 1, 2015.

There are a number of changes being introduced:

- The new mark-up structure for beer introduces a graduated increase in mark-up as a brewery's production increases
- Removal of 'fiscal cliffs' between mark-up tiers
- Production level increased for medium size brewery (up to 350,000 HL)
- Draught and packaged beer are subject to the same mark-up rate
- Subject to annual CPI adjustments
- The new tiers and associated mark-up are as follows:

Annual Production in HL	Mark-up per Litre						
0 – 15,000	\$0.55						
15,001 – 350,000	\$0.56 - \$1.02						
> 350,000	\$1.08						



Click here

Direct Delivery for Wholesale Customers and Hospitality

Direct Delivery by Private Distributors

- Manufacturers that currently direct deliver to wholesale customers will continue being able to do so
- Each SKU will have a common wholesale price for all Retailers.

Hospitality customers

 Hospitality customers will continue to purchase product from BC Liquor Stores, agents of the LDB (Direct Distributors) and the Wholesale Customer Centre (where applicable) at the LDB established retail price, plus GST.



Implementation of new pricing model: wholesale pricing calculator

- New wholesale pricing calculator was made available February 1, 2015 to reflect new pricing model effective April 1, 2015.
- Existing pricing simulator will remain on the website until April 1, 2015 to reflect current pricing model up to, and including, March 31, 2015.





The wholesale pricing calculator

Objectives of the calculator

- To calculate the wholesale price
- To calculate case cost with preferred wholesale price
- To understand the rates within the calculation.

How do I use it?

- Choose the correct Wholesale Calculator
- Save the Wholesale Calculator on your desktop before opening
- Enter in product attributes and cost per case
- Click calculate

Please note: a walk-through of the calculator will be provided at the end of this presentation.



The wholesale pricing calculator

Required information

- Type of Product to determine which calculator to use
- Product attributes (ie subcategory, case size)
- Case Cost or Wholesale Price per selling unit

Points to note

- Must save prior to opening for calculation
- Not compatible with MAC
- Used for a price estimation only

Please note: a walk-through of the calculator will be provided at the end of this presentation.





Revised wholesale reporting

- New Wholesale and Retail tax excluded pricing
- New Customer Types
- LDB will no longer collect and remit PST and GST on your behalf for retail sales. You must register for PST if you have not already done so.
- Wholesale Reporting by Manufacturer for sales to its own stores
- Updated Sales Reporting formats
 - Direct Sales Website Reporting
 - CSV File Upload
 - Manual form changes

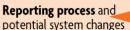
When: Effective April 1, 2015

More information

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- Direct Sales Web Reporting CSV Upload specification click here
- Direct Sales Web Reporting CSV Fields Specification and Validation Rules click here
- Direct Sales Web Reporting CSV Sample file click here
- Sales Reporting Manual Form specification click here





PRE-APRIL

Wholesale pricing **calculator**

Identified Reporting and System Impacts

Manufacturer Stores

- Manufacturer stores will no longer be reporting on retail sales
- Reporting will now be on Manufacturer wholesale sale to the On-site/Off-site
 Manufacturer store
 - On-site store retail sales will be reported as sales to the Manufacturer Store number used
 as the customer number
 - Sales to wine manufacturer onsite lounges (manufacturers endorsement type) will be reported at Hospitality prices using the LCLB-issued endorsement license number as the customer number
- Customer Type Changes
 - Retail sales (e.g. Bulk and Special Occasion Licenses) will no longer be reported to LDB as Counter/retail
 - New customer types Grocery, VQA and Manufacturer Onsite Stores



Summary of Systems Changes

Price Distribution

- LDB to provide Private Distributors with the following prices for their SKUs:
 - Wholesale Price for sales to wholesale customers
 - Retail Price for sales to hospitality customers
- Price list will be available for download in CSV format via the Vendor Facing Website

Pricing

Tax excluded Wholesale Prices Tax excluded Retail Prices

Distributors

BC LDB

Direct Sales Website Reporting

- All transactions must reference valid customer types
 (Counter retail sales no longer reported)
- "Display Price" header changes to "Price"
- Discount field will be removed throughout the application
- · Revised PDF output formats for Sales and Returns
 - PDFs generated prior to system change date will continue to reflect old format (discounted pricing)

Sales Reporting

> Tax excluded Wholesale and Hospitality sales only

Wholesale sales to Manufacturer Onsite Stores

> Tax summarized at an invoice level



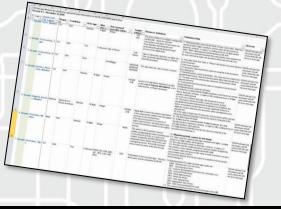
Updated Sales Reporting formats: CSV Upload File Format

- Rename "Display_Price" field to "Price" in upload template
- New validation rules to be added on LDB side to verify revised list of valid customer types

Chause Number	Transation Trans	Tanana ati an Data	Invoice Reference Number	Original Javaias Number	Customer Number	C	Device and Adaptic ad	CIVIT	Our state D		Contribute Descrit	Total Doc Amount	Datum Daaraa Cad
		_			Customer_Number	customer_type			Quantity Pr				Return_Reason_Cod
999	9 SALE	1/7/2014	200001			COU		805648	3 3	9.98	0.2	70.64	
999	9 SALE	1/7/2014	200001			COU		118034	5	7.98			
999	9 RETURN	1/5/2014	200002			COU		805648	3 1	9.98	"Dis	play_Price	" field
999	9 RETURN	1/5/2014	200002			COU		118034	2	7.98	DIO		
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999	9 RETURN	8/20/2013	200003	84561		COU		118034	2	8.47			
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999	9 SALE	1/7/2014	200	~ · —		.IC		195651	. 1	8.98	0.1	89.64	
999	9 RETURN	1/8/2014	200	Customer Typ COU" no long	e value	.IC		177865	5 1	8.69	0.2	8.14	
999	9 SALE	1/7/2014	200		rorvalid	RAS		195651	20	8.98	2	146.3	
999	9 RETURN	1/8/2014	200		jer valiu.	RAS		195651	10	8.98	1	73.16	
999	9 SALE	1/8/2014	200			.RS	PAP	805648	8 4	9.98	0.4	80.78	
999	9 SALE	1/8/2014	200010		191537	LRS	PAP	118034	8	7.98	0.8	80.78	
999	9 RETURN	8/20/2013	200011	84560	191537	LRS	HOC	805648	3 2	10.59	0.2	42.83	
999	9 RETURN	8/20/2013	200011	84560	191537	LRS	HOC	118034	4	8.47	0.4	42.83	









Updated Sales Reporting formats: Manual & System Generated Forms

- LDB will continue to provide PDs with the ability to report sales via manual forms
- PDs submitting forms printed directly by their systems will need to update the output format to resemble LDB's new document formats
- Form Changes Summary
 - Customer Types
 - Add: Grocery, Manufacturer Onsite Store, VQA stores
 - Remove: Counter, Bulk, SOL
 - Price field to be populated with Wholesale Price for wholesale customers or Regular Retail Price for hospitality customers
 - Taxes (GST) must be provided on Product Sub-Total
- Forms that have changes include:
 - Licensee Agency Order form
 - Customer Return form
 - Daily Batch Control Document





Reporting and System Impacts

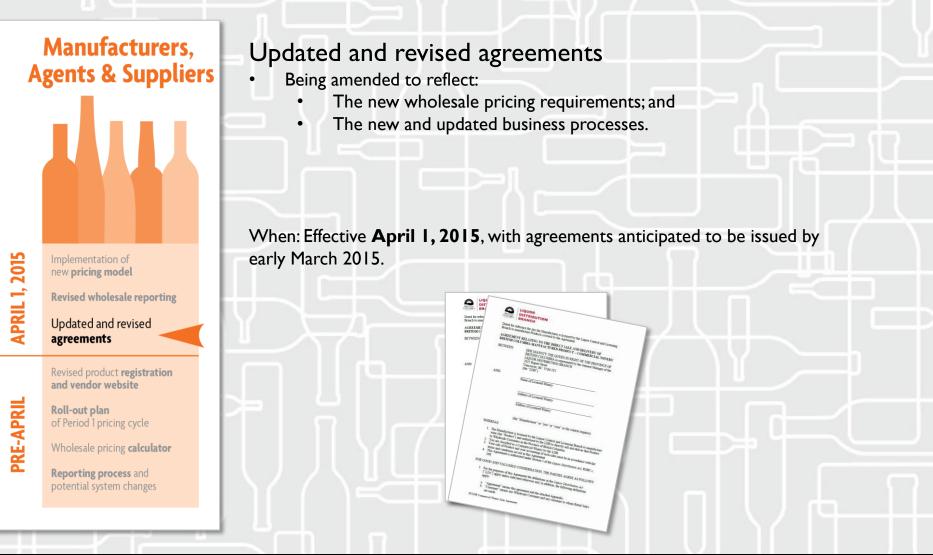
RECAP:

- New Customer Types
- Tax excluded wholesale and hospitality reporting. No retail reporting going forward.
- LDB will no longer collect and remit PST and GST on your behalf for retail sales. You must register for PST if your have not already done so.
- Wholesale Reporting by Manufacturer for sales to its own stores
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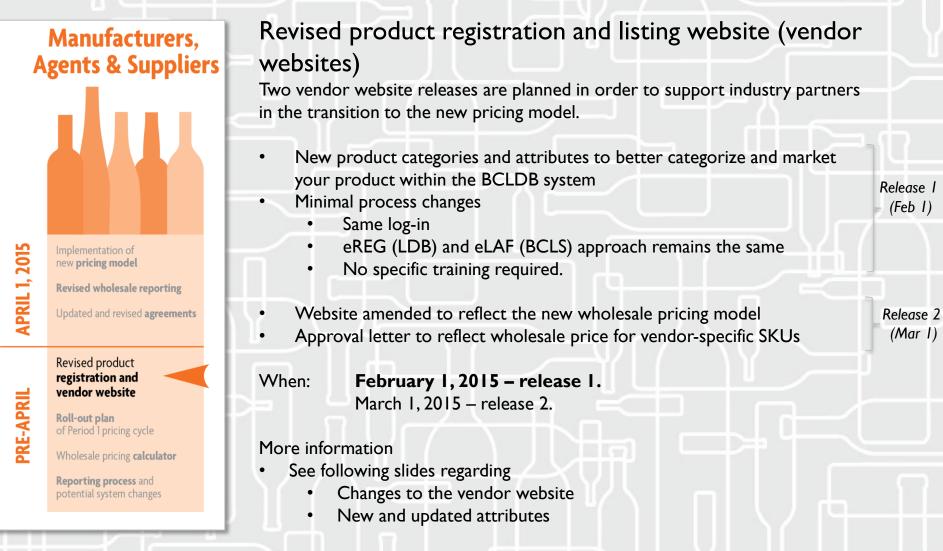
NEXT STEPS:

- Revised specifications now published here
 - Direct Sales Web Reporting CSV Upload specification
 - Direct Sales Web Reporting CSV Fields Specification and Validation Rules
 - Direct Sales Web Reporting CSV Sample file
 - Sales Reporting Manual Form specification
- Testing of CSV files for Private Distributor reporting March 2015
- Reporting cut-over plan to be communicated in due course.









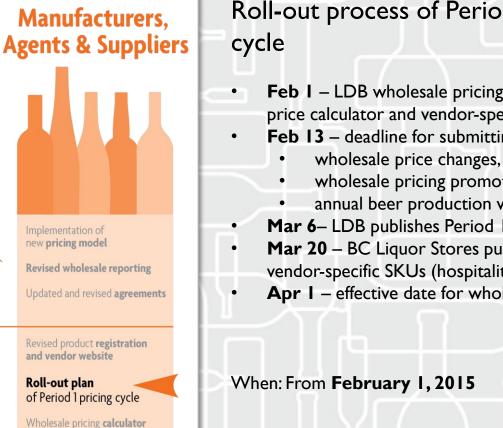


Revised product registration and listing website

There are some changes to the Vendor website to reflect the transition to the new model, including:

New and updated registration fields (eREG) Updated listing fields (eLAF) BCLDB Vendor Online - Application Details - Windows Internet Explorer Registration Input - Product Information - Windows Internet - 6 × 0 8 LIQUOR LIQUOR 0 DISTRIBUTION DISTRIBUTION PRODUCT LISTING APPLICATION PRODUCT REGISTRATION APPLICATION BRANCH COLUMBIA BRANCH Product Information Step 6 of 7 - Application Details (Application Status: Unsubmitted Please enter the relevant product details below Brand name: or Application Status: Submitted Please enter the application details below Universal Product Code Shinning Container Code **BCLDB Listing Applie** you receive the forma **BCLS Exclusive** SKU noroval letter General Is this an exchange pecialty If Yes, Product SKUE Brand Name • Yes O No O Vintage* Exchange Product Name This fields have intuitive Vintage Year Reason for Exchange (max. 255 characters) Category* drop-down options to Sub-Category* Select Description... V make the registration and Select Description... V Select Description ... V listing process more Oyes INO By Invitation Select Description... V Invitation Number Select Description... V streamlined. Product Profile: (max. 2000 characters) Select Description ... V Wine Colour * Select Description... V O vailable in a specific Wine nduct. Grape Variety * Select Description... V Label Annroval % Alcohol Volume Please indicate whether the CFIA approval/review letter and/or label/strip label is in electronic copy by attachment or hard copy by fax lote: 'Base Materials' If 'Hard Copy' is selected, you must fax or mail the letter to LDB with the listing application number and Product Name written on it. mandatory when one of the the following Category is Selected: 'Beer', Please forward it to LDB Administrative Assistant in Purchasing. If the "Attachment' value is selected, you must attach the file using the Base Materials* 'Browse' and 'Attach File' buttons. To replace or update the file, simply re-attach it. For security reasons .exe, .cmd, .bat, .vbs, & .com file extensions will be blocked. For performance reasons, please keep attachments under 2 MB: CETA letter format: Select VE Note: Please check this box i Attachment-Browse. Yes Variety Pack the product being is a Variety pack. Attach File ITALY Country of Origin* Signing Officer Name* Region/State/Province/Appellatio Bologne Other V Bottling Point Country Signing Officer Title* Bottling Point Location Select. V 6 < BACK SAVE & CONTINUE I Country of Expo N/A 🗸 📀 State or Province of Expor NEXT SCREEN *=Required Field Note: The agent /supplie is responsible for Product Container Type GLASS-STAND BTL-REFILL VO ning approval for the





Roll-out process of Period I 2015 (April 1st 2015) pricing

- **Feb I** LDB wholesale pricing available to suppliers through the wholesale price calculator and vendor-specific price list
- Feb 13 deadline for submitting:

 - wholesale pricing promotion programs (LTOs); and
 - annual beer production volume (for new beer mark-up model)
 - Mar 6- LDB publishes Period I (April 1, 2015) wholesale prices
- Mar 20 BC Liguor Stores publishes Period I (April 1, 2015) retail prices for vendor-specific SKUs (hospitality sales)

BC LIQUOR DISTRIBUTION

Apr I – effective date for wholesale and retail prices.

More information

- Period 1: Pricing cut-off dates click here
- Quarter | 2015/16 (Period 1-3) key pricing cycle dates are published here



Reporting process and potential system changes

APRIL 1, 2015

PRE-APRIL

Roll-out process of Period 1 2015

Manufacturers, agents and suppliers are currently providing their supplier price, which will determine the new wholesale prices (by SKU). Period I wholesale prices will be published March 6, 2015.

		PI	ERI	OD	10					PE	RIC	D 1	1			PERIOD 12						Date	ACTIVITIES		
JAN	S	Μ	Т	W	T	F	S 3	FEB	S	M 2	T	W	T	F	S 7	MAR	S 1	M 2	T 3	W 4	T 5	F 6	S 7	Feb-1	LDB wholesale pricing tools available to suppliers through a wholesale price
	4	5	6	7	8	9	10		8	9			12				8	9	10	11	12	13	. 1		calculator and initial vendor-specific price list with Period 11 data
	11		20	21	15 22 29	23	24		1		17 24				I		22		24			20 27	וי	Feb-13	
	20	20) 21	20	23	50	51										23	50	51					Mar-6	LDB publishes Period 1 (April 1, 2015)
		PI	ERI	PERIOD 2						PERIOD 2					PERIOD 3					3				wholesale prices	
	S	Μ	Т	W	T 2	F 3	S 4		S	М	Т	W	Т	F	S		S 31	М	Т	W	Т	F	S	Mar-20	LDB publishes Period 1 (April 1, 2015) hospitality retail prices for vendor-specific SKUs
APR	5 12	6 13	7 5 14	8	9 16	10 17	11 18	MAY	3 10	4 11	5 12	6 13	7 14	8 15	9 16	JUN	7	1 8	2 9	3 10	4 11	5 12	6 13	Apr-1	Effective date for wholesale and hospitality retail prices.
	19 26	_			23 30		25 2		17 24		19 26		21 28				14 21	15 22	16 23			19 26		L	•

Please note: Quarter | 2015/16 (Period 1-3) key pricing cycle dates are published <u>here</u>



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Milestones and next steps

Feb 1, 2015

• Wholesale pricing calculator made available.

March 6, 2015

LDB publishes wholesale prices

March 20, 2015

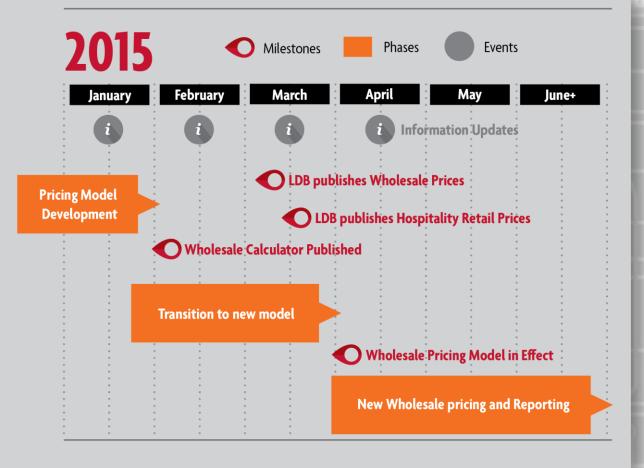
 LDB publishes LDB established retail prices for hospitality

April 1, 2015

Effective date for wholesale and retail prices

Regular

Information updates





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Questions or queries, please direct them to:

http://www.bcldb.com/doing-business-ldb

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