



Working with BCLIQUOR

Lesley Brown - Category Manager



DISCOVER
TOGETHER

Agenda

- BC Retail Landscape
- Introduction to BCLIQUOR
- Current Market Conditions
- Argentina Category
- Keys to Success
- Questions



British Columbia Fun Facts

- Canada's westernmost province
- Population approx. 5.7 million people
- 3rd largest province in Canada
- 1,200km North to South
- Diverse geography from Rocky Mountains to Pacific Ocean
- Majority live in urban areas
 - Metro Vancouver (3.1 million people)
 - Victoria (Capital City, 400,000 people)





British Columbia Retail Landscape

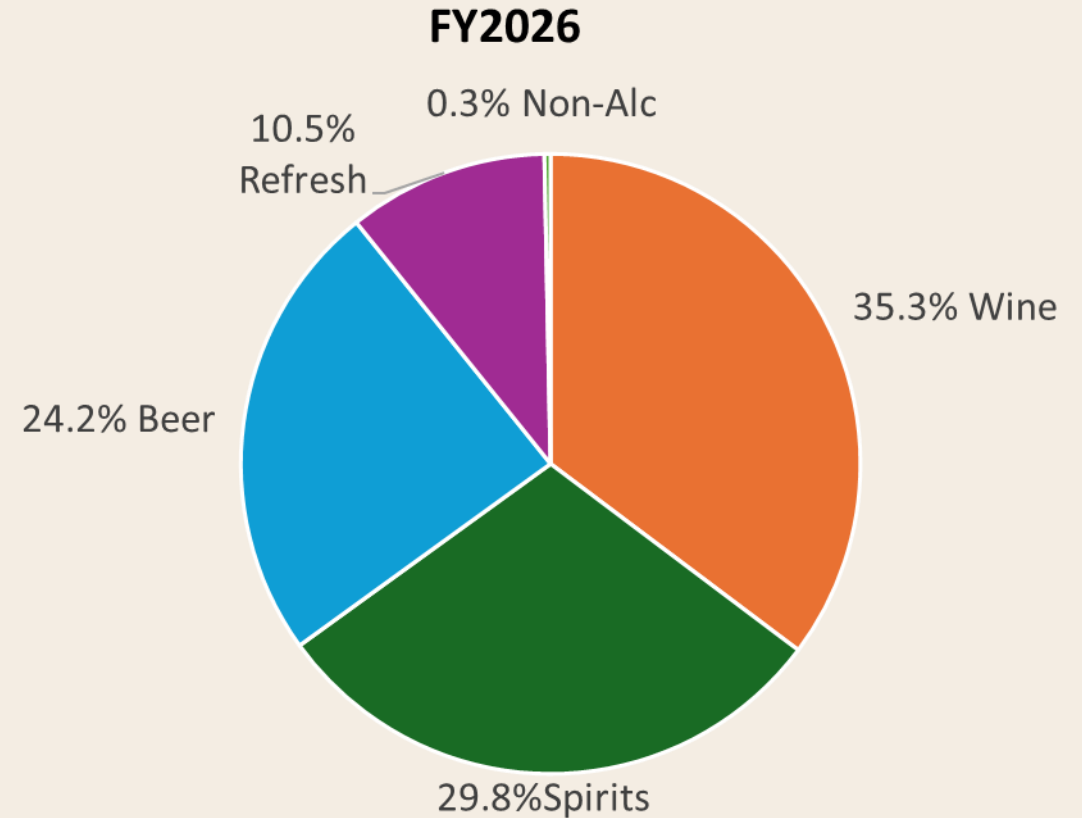
British Columbia operates under a **mixed public-private model** for liquor retail, overseen by the **BC Liquor Distribution Branch (BCLDB)**.

This model includes:

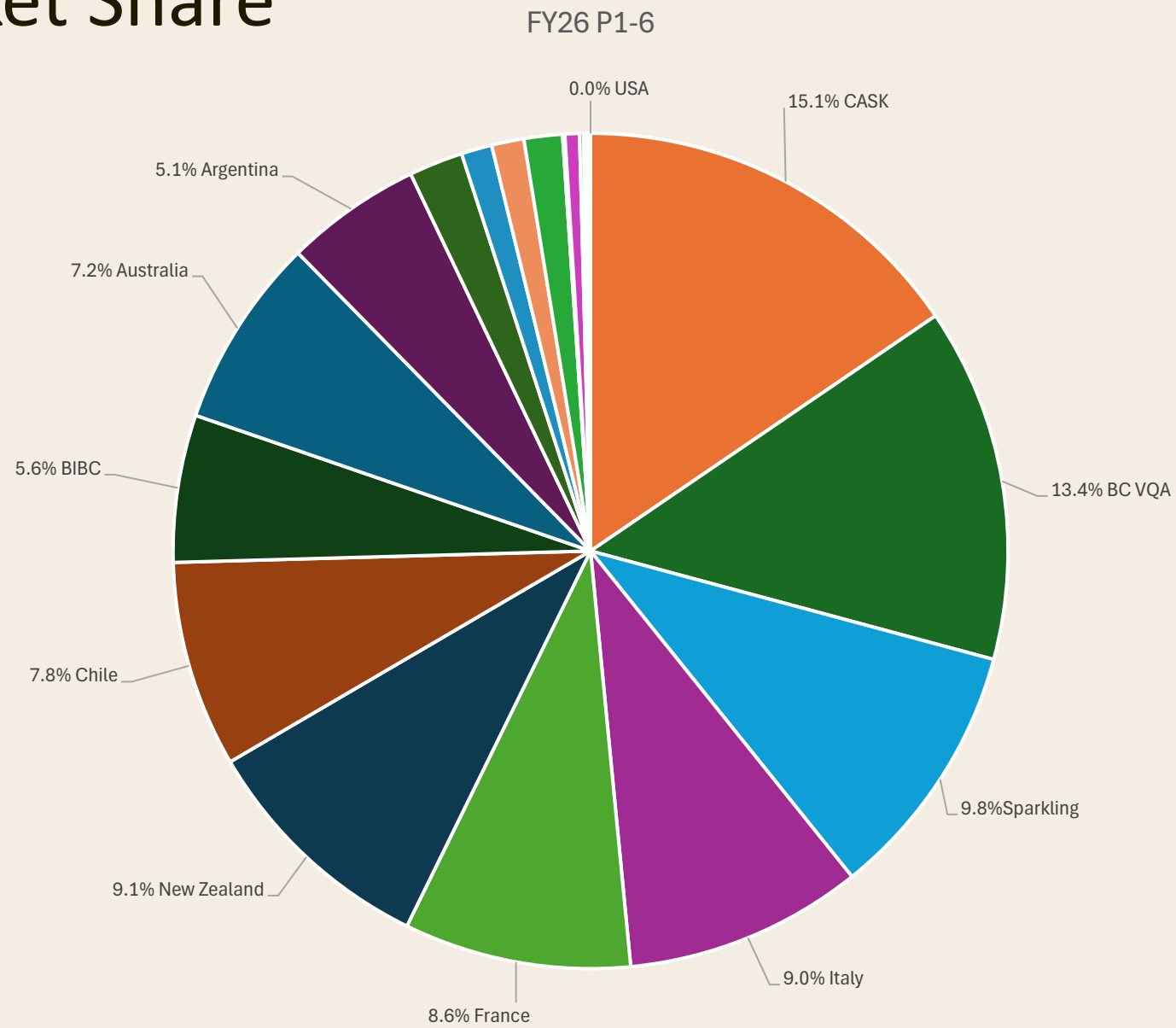
- **198 BCLIQUOR (BCL)**: Government-run retail outlets
 - Largest single retailer of liquor in the province
- 670 Private Liquor Stores (LRS): Independently owned and operated
- 33 Specialty and Rural Agency Stores: Serve smaller or remote communities under specific licensing agreements
- On-Premise Licensees: Bars, restaurants, and pubs 10K+
- Experiential Retail: Brewpubs, Distilleries, Wineries and Wine clubs

BCLIQUOR Stores

- 198 Stores (25 Signature Stores)
- Wide variety of communities urban and rural
- Price consistency across the chain
- Customized assortments by demographics and customer demand
- Primarily, with the exception of Bordeaux, we buy through agents and not direct
- Competitive retail landscape in BC
- Currently offer 3,700 wine SKUs



F26-YTD Market Share



Market Forces

Uncertainty

- US Tariff Response
- Economy
- Global Events
- Weather

Beverage Alcohol Consumption Changes

However, consumers are still shopping!

- Looking for *significant* Deals
- Looking for Value



Argentina Category at BCLIQUOR



- Currently 9th largest wine category
- F26- first six months +39%

Current Assortment- 80 listings

- **Reds-75%**
 - Malbec, Red Blends, Cabernet Sauvignon, Pinot Noir, Cabernet Franc
- **Whites & Roses- 25%**
 - Chardonnay, Torrontes, Pinot Grigio, White Blends

| Price Range | # of Skus | Comments |
|--------------------|-----------|-----------------|
| <\$15 | 7 | Positive Trends |
| \$15 to \$19.99 | 43 | Positive Trends |
| \$20 - \$29.99 | 19 | Declining |
| \$30-\$49.99 | 4 | Declining |
| >\$50.00 | 7 | Declining |
| Grand Total | 80 | |

Opportunities

Listing Opportunities

- Invitations- next one scheduled for February
- ONLY@BCL Listings
- First to market iconic releases

In-Store Promotions

- Tastings- engage customers directly with samplings
- Display Programs- Meaningful GWP (Gift with Purchase) & ETW (Enter to Win)
- Traffic driving promotions and advertising

Other ways to promote your wines

- In store staff trainings
- Product Consultant tastings




- ONLY@BCL
- One-time buys
- Seasonal

Sample of Tender Invitation - All Categories

Please visit the BCL News Page of the Vendor Facing Website for the most recently published Invitations.





Invitation Title

Date: YYYY-MM-DD Invitation Number: XXXXX

| Application Deadline | # Submissions Per Supplier | Sample Deadline | Targeted Buy | Launch Date |
|----------------------|----------------------------|-----------------|--------------|-------------|
| | | | | |

Tender Specifications

- A variety of formats and price points will be considered.
- Preference will be given to unique product offerings, etc.
- These products must have appeal for the xxx market
- A marketing plan must be presented that ensures consumer awareness and sell through in BC Liquor Stores
- Wholesale Cost Parameters
- Please address samples to:

First and Last Name – Category Manager
 3383 Gilmore Way
 Burnaby, BC V5G 4S1

Tender Terms and Conditions

- Product must be currently registered for sale in BC
- If your product is not currently registered, please register as soon as possible, this will ensure that we receive the listing application before the invitation deadline
- Initial order required in our warehouse by YYYY-MM-DD
- BC Liquor Stores reserves the right to reduce or modify quantities or move product to wholesale for products that do not arrive on time
- Agents and suppliers are responsible for managing their own sales performance and inventory accordingly, as well as communicating and product updates to Merchandising
- Stock issues or inventory limitations may result in product delisting
- Approval letters will include a commitment to a specific amount of cases
- Excess inventory is the sole responsibility of the supplier/agent

90 Point Program



- RFP Process
- 4-5 wines featured each month
- Price Point under \$30
- Promo price investment
- Must be an approved accreditation
- Inventory must be consistent with the accolade

Marketing Opportunities

- Social media-engagement/collaboration
- Social media ads
- Advertising mentions
- Taste Magazine
- In Store Special Events
- Digital & Content Marketing
- Any promotional point-of-sale materials featuring the BCLIQUOR logo must be reviewed and approved by the marketing team before use



Keys to success

Collaborative Partnerships with BCLIQUOR

- Proactive communication on price changes, inventory issues, quality issues
- Smart pitches, best offers put forward
- Focus on promoting wines in stores
- Merchandise programs-GWP, ETW programs. Think impactful and meaningful promotions
- Website- Agents are responsible for updating bottle shots and tasting notes on the website for any vintage changes and new accolades



Thank you
for your time.
Any questions?