





How to Work with Grocers to Grow your Business

Leanne Rhee, Manager Vendor Relationships & Customer
Accounts, Grocery Operations

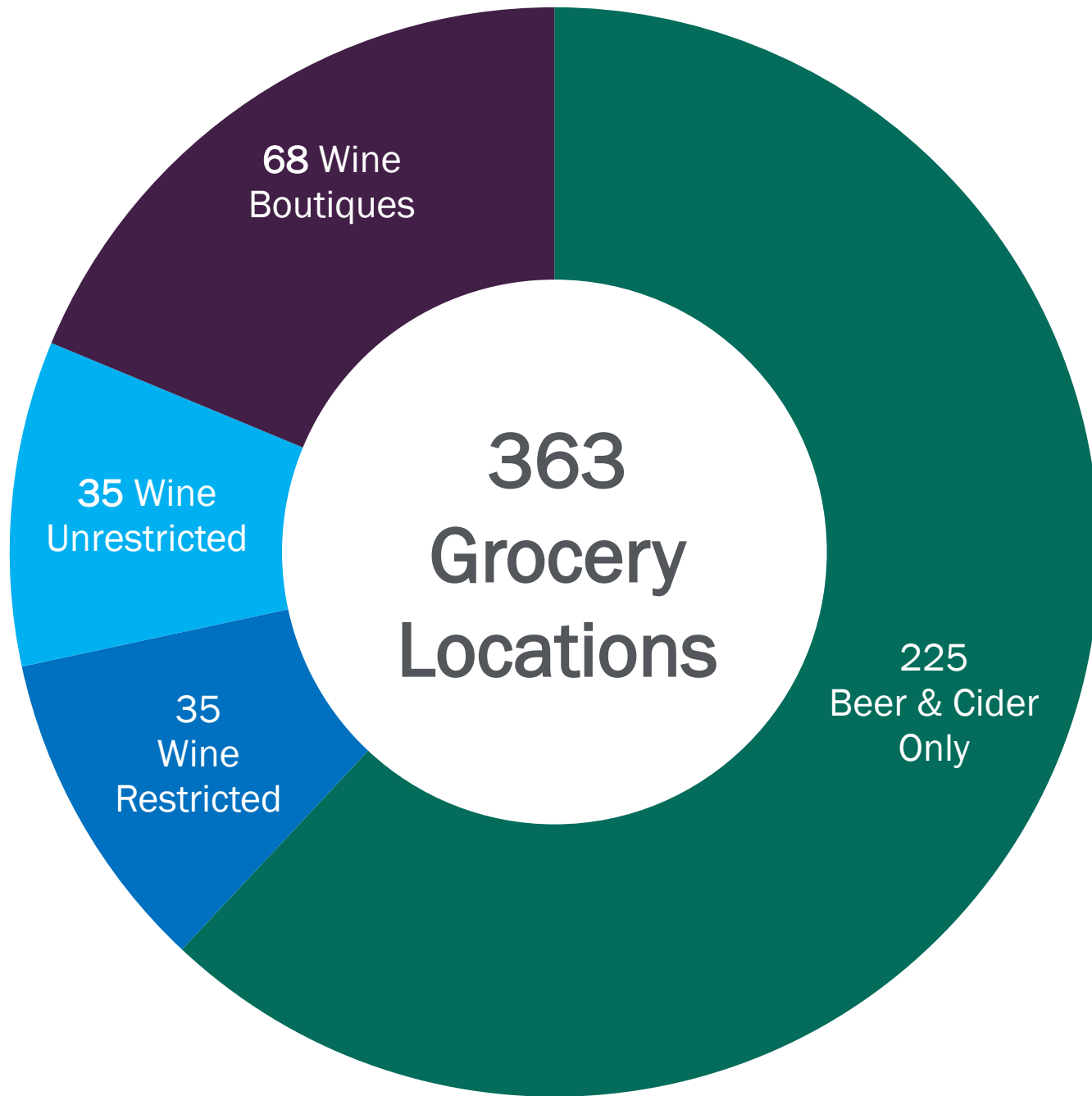


Agenda

-  Authorization
-  Tranches
-  How to work with Grocers
 - o Knowledge
 - o Data
 - o Supply
-  Q&A

Authorizations



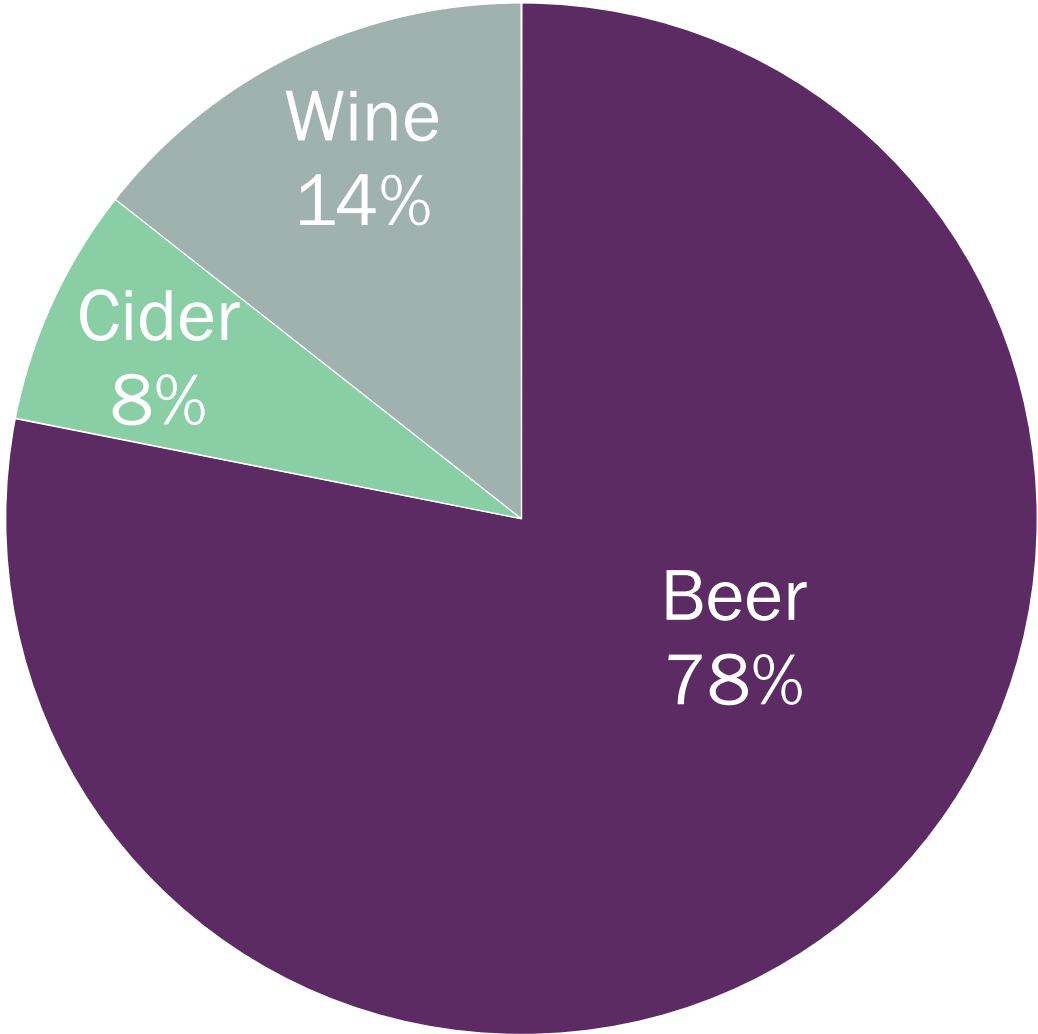


Authorizations Types

Customer	# active stores
Loblaws	125
Sobeys	65
Metro	52
Walmart	62
Farm Boy	16
Longos	15
Other	28
Total	363

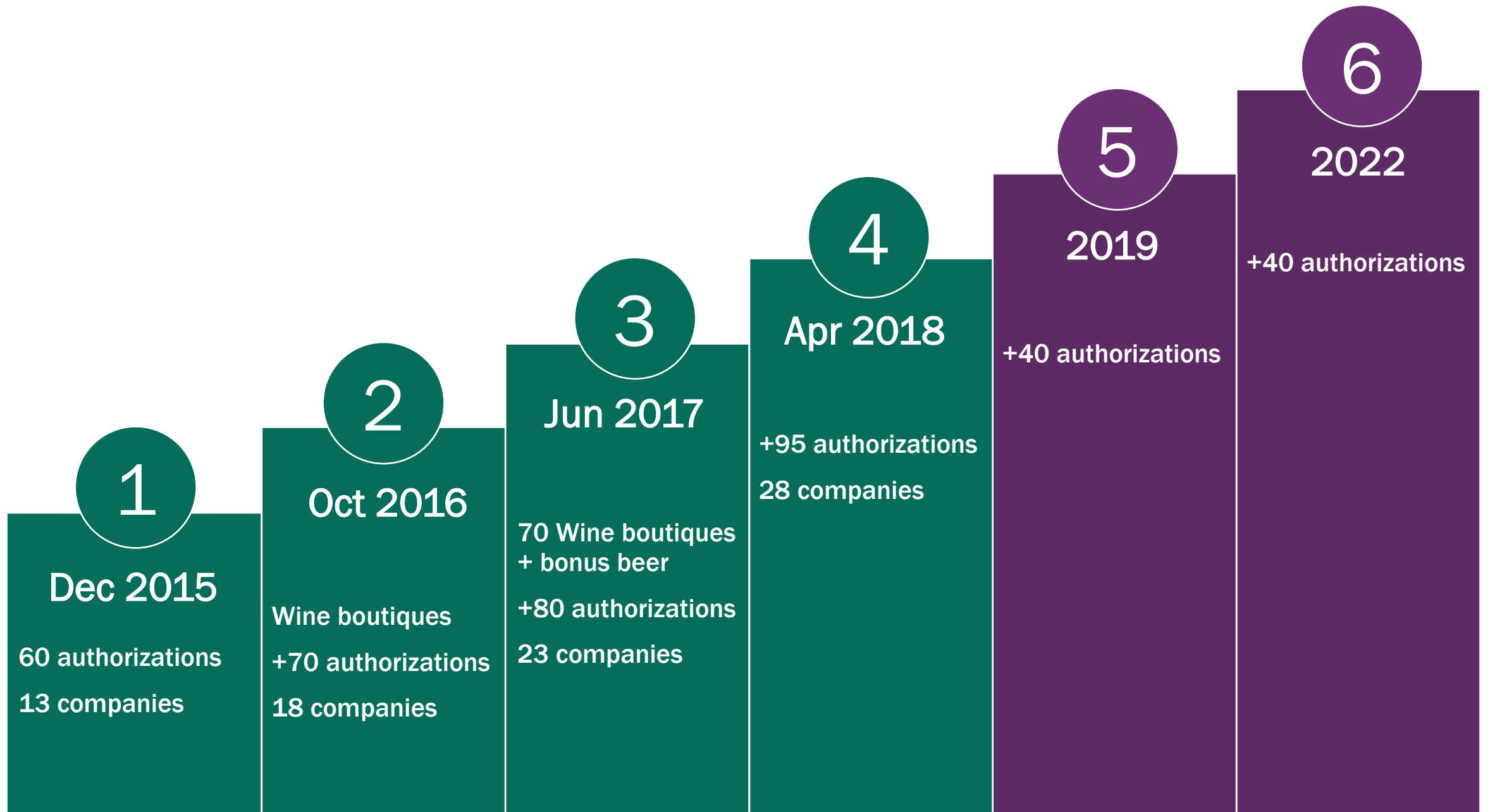


Net Sales by Product Type



Tranches





1

Dec 2015

60 authorizations
13 companies

2

Oct 2016

Wine boutiques
+70 authorizations
18 companies

3

Jun 2017

70 Wine boutiques
+ bonus beer
+80 authorizations
23 companies

4

Apr 2018

+95 authorizations
28 companies

5

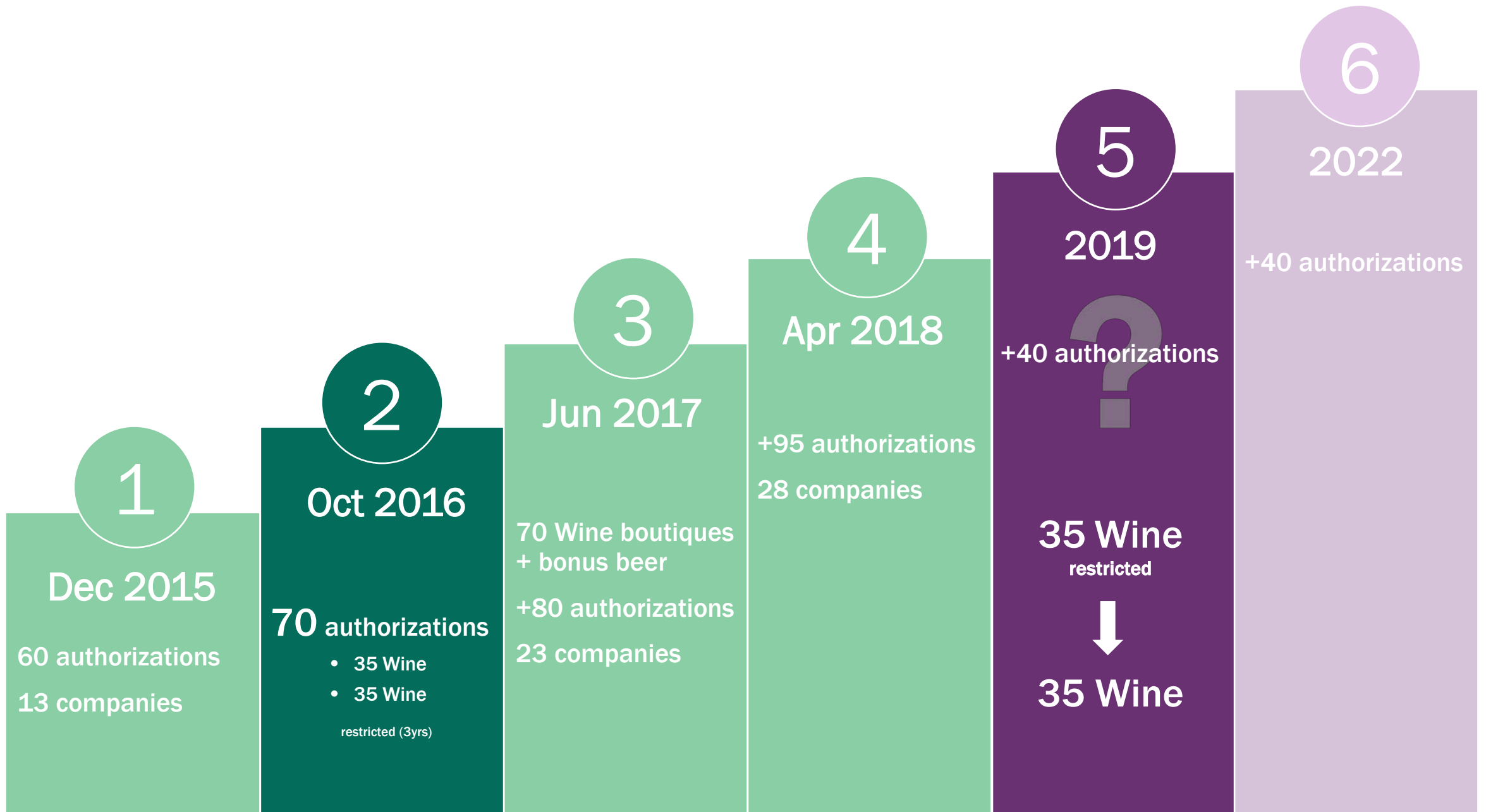
2019

+40 authorizations

6

2022

+40 authorizations



1

Dec 2015

60 authorizations
13 companies

2

Oct 2016

70 authorizations
• 35 Wine
• 35 Wine
restricted (3yrs)

3

Jun 2017

70 Wine boutiques
+ bonus beer
+80 authorizations
23 companies

4

Apr 2018

+95 authorizations
28 companies

5

2019

+40 authorizations

35 Wine
restricted

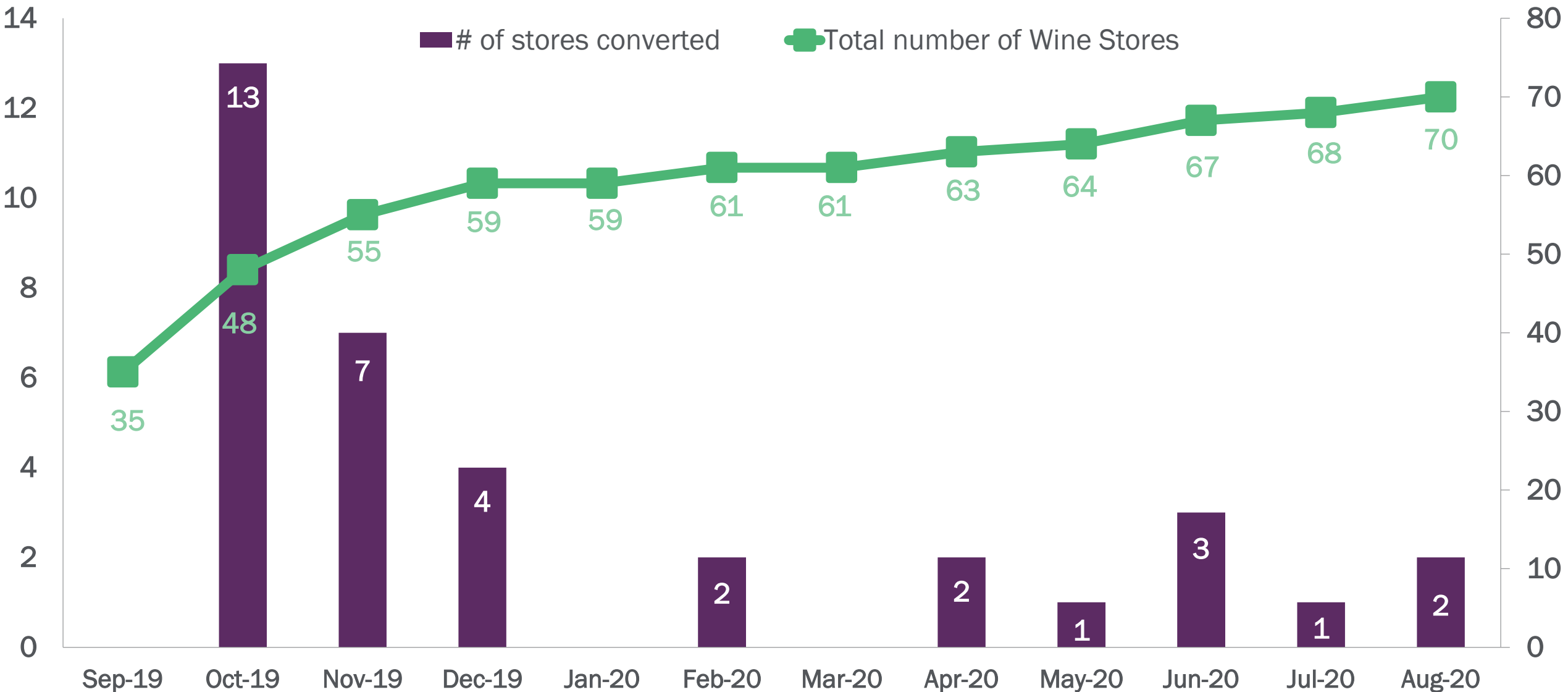
35 Wine

6

2022

+40 authorizations

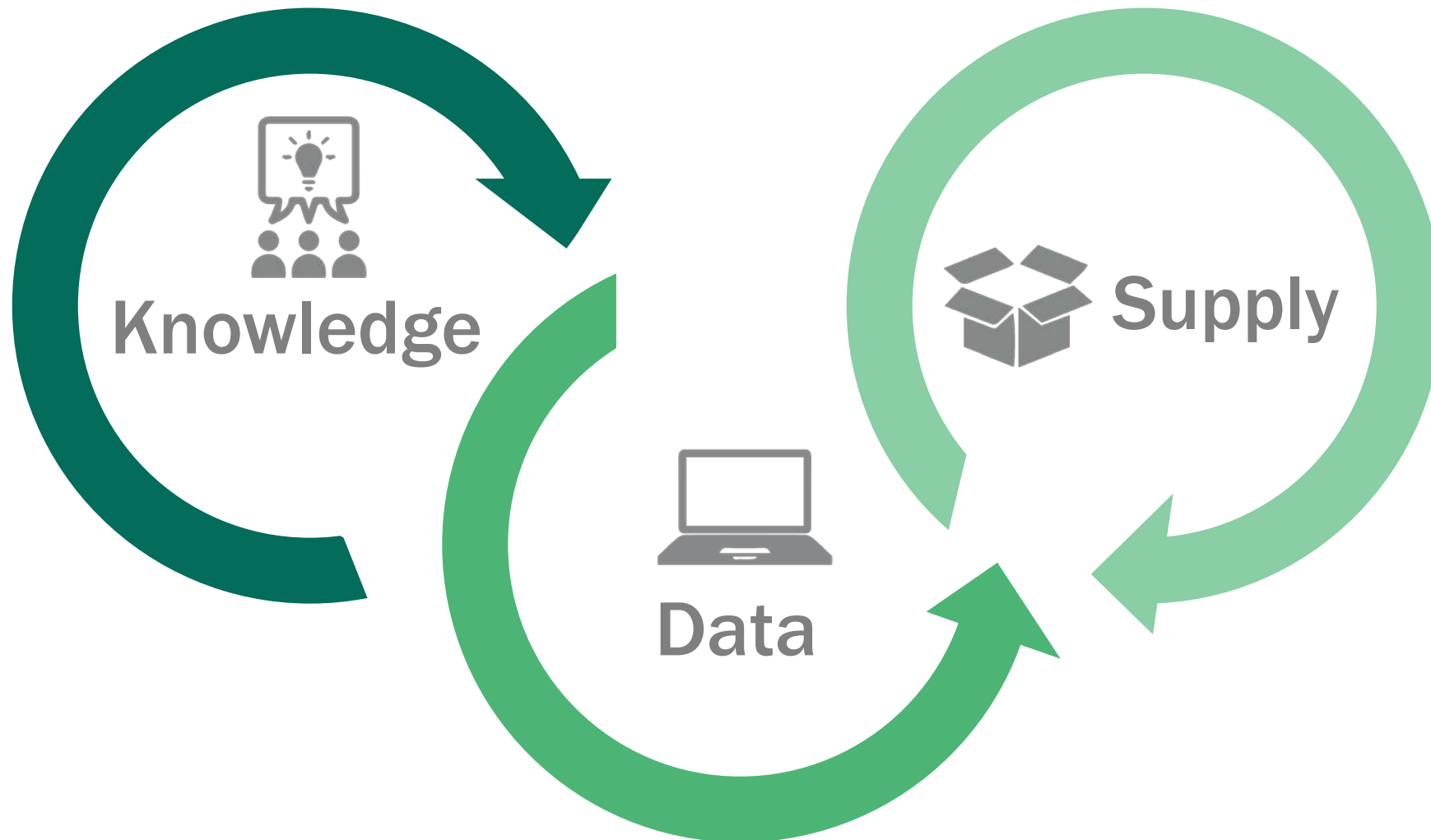
Conversion Timeline



How to work with grocers



3 Keys to Success



Knowledge



Knowledge is Power:

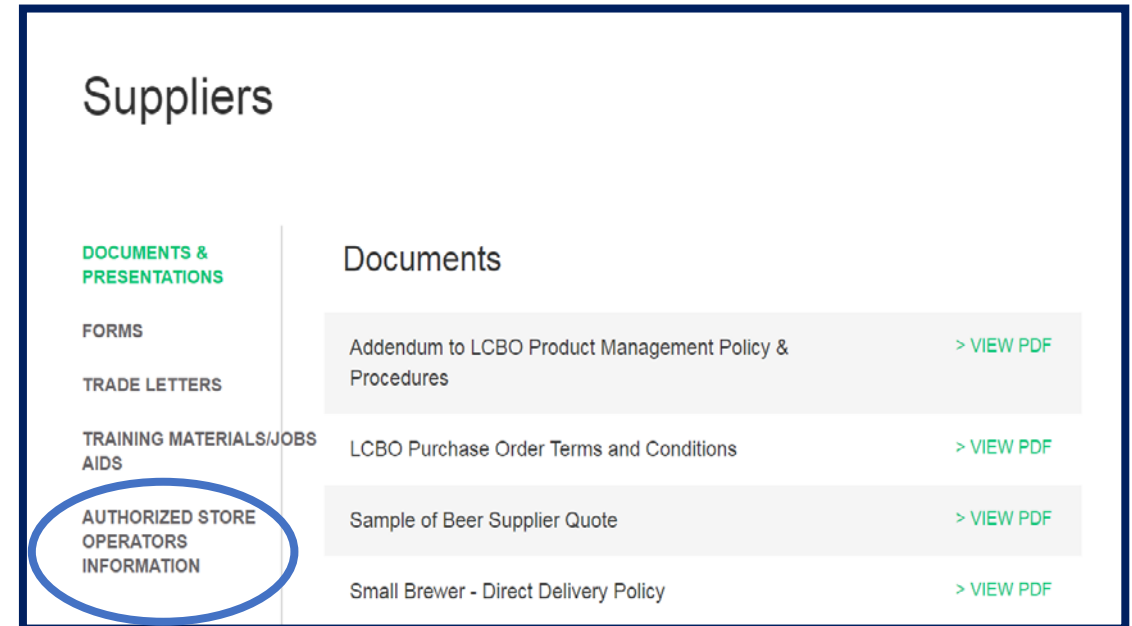
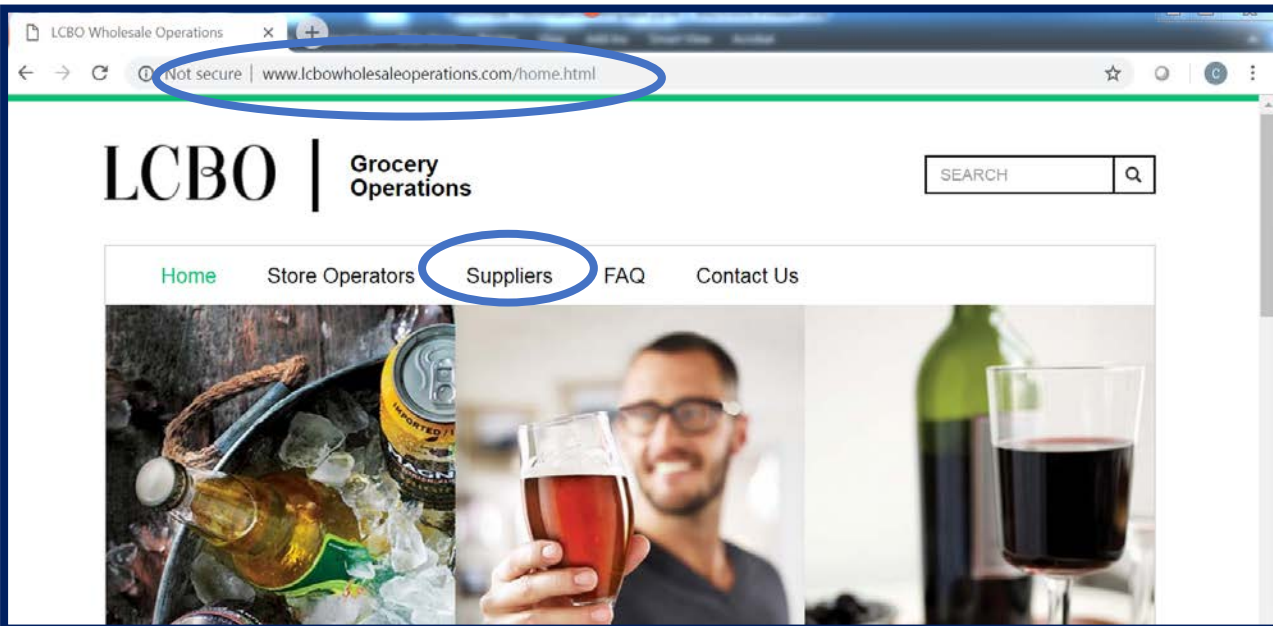
Protecting your Investment in Grocery

O. Reg. 232/16:

SALE OF LIQUOR IN GOVERNMENT STORES

- Product Eligibility Requirements
- Floor Price

Knowledge



Knowledge

LCBO

Grocery
Operations

DOCUMENTS &
PRESENTATIONS

FORMS

TRADE LETTERS

TRAINING MATERIALS/JOBS
AIDS

**AUTHORIZED STORE
OPERATORS
INFORMATION**

Authorized Store Information

List of store operator locations.

[> View XSLX](#)

Operator Contact Information

[> View XSLX](#)

- Store #
- Store name
- Store address
- Type of Authorization
- Store Contact info

- Company Name
- Authorization Type
- Contact Name
- Email address
- Phone Number

Data





Preparation is the Key to Success



Grocer Priorities



Sales

- Sales in other markets
- Sales in current LCBO stores



Analytics

- Seasonal trends
- Sales lifts
- Assortment info
- NEW product info



Social Media

- Presence on social media
- Brand promotion



LTO Strategy

- Pricing strategy
- Potential floor violation for wine



Promo Support

- Tastings
- Product display
- Newsletter
- AGCO approved

LCBO Sale of Data

LCBO

Doing Business with LCBO

Trade Resources Online

SEARCH

GO

NEW SUPPLIER/AGENT NEW PRODUCT PROCUREMENT PACKAGING & QUALITY PROMOTIONAL PROGRAMS **WEB SYSTEMS** FORMS & DOCUMENTS



Web Systems

Trading Partner Access Request (TPAR)

New Item Submission System (NISS)

Web Purchase Order System

Inbound Scheduling (IMS)

In-Store Tasting

Merchandising Promotions Tracking System

iSupplier

Sale of Data

Sale of Data

The LCBO Sale of Data (SOD) site provides sales and inventory data to agents 24 hours a day, 7 days a week. You must complete the subscription process and agree to the *Sale of Data program terms and conditions to obtain access to data files.*

Are you a new user or guest? Are you an existing subscriber?

We have a wide array of information regarding the SOD program and site to help you get started and answer your questions. Please see the options below.

- 2018/19 Sale of Data Program Revised Subscription Deadline
- 2018/19 Packages and Fees, Subscription Process, Current Set Subsets
- Reference Material

<http://www.doingbusinesswithlcbo.com>



LCBO Sale of Data

GRO QTY

LOBLAWS

WALMART

SOBEYS

METRO

FARM BOY

LONGOS

ARTERRA

ANDREW PELLER

OTHER

- By SKU
- Total cases shipped to grocery channel
- Any grocer with < 5 locations categorized in 'other'
- Available August 2019
- Included in regular SoD package

Supply



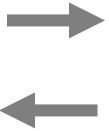
Servicing the Grocery Customer

Higher In Stocks



1

The icon features a white number '1' inside a square frame with rounded corners. A grey arrow points upwards and to the right, starting from the bottom left of the frame and ending at the top right. The background is a dark teal color.



Accountability




2

The icon shows a central figure wearing a crown, with two smaller figures below it. A white number '2' is overlaid in the center. The background is a dark grey color.



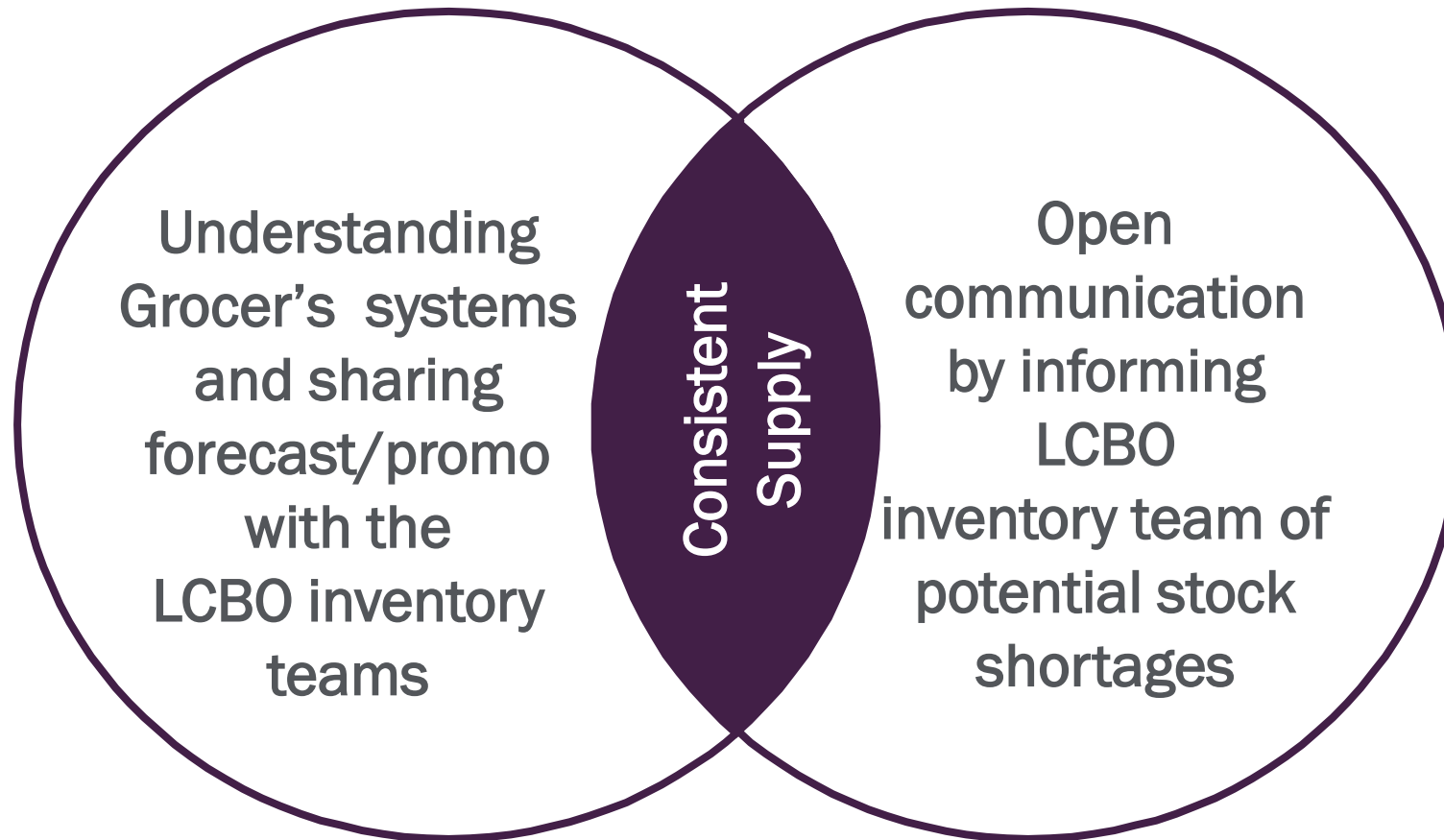
Collaboration



3

The icon depicts several stylized human figures in various poses, some appearing to be working together or supporting each other. A white number '3' is overlaid in the center. The background is a dark purple color.

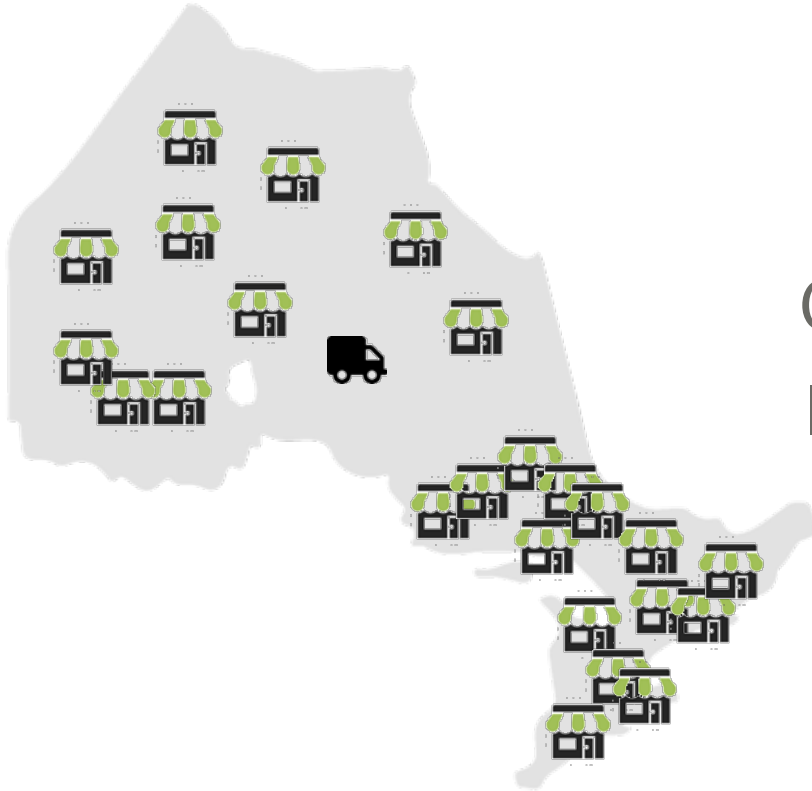
Consistent Supply



Delivery Model

DSD

(Direct Store Delivery)



DC

(Distribution Centre)



Larger order quantities
More frequent deliveries
Grocer managed inventory
Improved in-stock position

Increased Sales

Improved Customer Experience





Q & A



Thank You