

# PRESENTATION TO ONTARIO WINE MANUFACTURERS & AGENTS

Information session presenting an overview of the wine in grocery program.

July 2016

This presentation aims to provide interested suppliers/agents with information about making wine products available to the LCBO's grocery customers. Some of the presentation deals with product eligibility requirements that are set out in Ontario Regulation 232/16 (which is available at <a href="https://www.ontario.ca/laws/regulation/160232">https://www.ontario.ca/laws/regulation/160232</a>). Nothing in this presentation changes any contents of the Regulation and if there is any inconsistency between the contents of this presentation and the Regulation, the Regulation governs.







### Today's Agenda

#### 1- New rules & regulations

Summary of the policy change and new program

#### 2- Resources

Information available to suppliers

#### 3- Roles & responsibilities

LCBO, suppliers and grocers

#### **4- Product registry**

Getting products registered for grocery: timeframes & requirements





### Today's Agenda

#### 5- Orders, fulfillment, delivery & payment

- Order process
- Grocer Management System (GMS)
- Shipping documentation and delivery
- Supplier payment
- Supplier set up & steps to follow

Q&A

**Grocery Operations members** 





### After today's session you will have:

- 1. Further **understanding** of wine in grocery program.
- 2. Detailed **process steps** and **timelines** to guide you.
- 3. Knowledge of the **resources** available to you.
- 4. Grocery Operations full contact list.



# 1 - New rules and regulations

Policy change







### **April 2015**

Premier's Advisory Council on Government Assets ("PAC")

Striking the Right Balance: Modernizing Beer Retailing/Distribution in Ontario

150 grocer authorizations before May 2017 to sell beer to the public.

#### December 2015

Grocer Management System (GMS) launched: 13 companies → 60 locations

### February 2016

**PAC Second Report:** Striking the Right Balance: Modernizing Wine and Spirits Retailing/Distribution in Ontario

- Initial allocation of 70 wine, beer and cider licenses
- Winery Retail Stores permitted to operate inside grocery stores

### ....to Present day

- Run current beer & cider business with existing 60 stores
- Issue RFB for additional 70 stores
- Prepare to onboard wine manufacturers and new grocery customers





### **Authorization types**

- Beer & Cider only → 60 in the market
- Currently 70 Wine out to market in competitive bid process
  - 35 Wine, beer & cider
  - 35 restricted Wine, beer & cider

<sup>\*</sup> Details for co-located winery retail stores available when regulation is passed





### **Regulatory Framework**

## Ontario Regulation 232/16 Sale of Liquor in Government Stores

- Definitions
- Addresses type, package size, alcohol content
- Product display requirements
- Hours of operation
- Restrictions on promotions, loyalty programs & advertising found here





### **Product Definitions**

#### **CREAM WINE**

Alcoholic beverage made from wine and added milk ingredients

#### **QUALITY ASSURANCE WINE**

Wine (other than cider) that is designated as meeting the quality control standards of a statutory appellation of origin regime that certifies, in the aggregate, < 50M litres of wine (excluding cider) annually

#### **WINE BEVERAGE**

Wine-based cocktail or an alcoholic beverage that is produced from a base of wine that may have added to it flavouring or flavouring preparations, juices, colour and sugar, that does not have the aroma or taste commonly attributed to wine and that is available in a spirits-based version.





### **Manufacturer Definitions**



### **Small Winery**

- Worldwide sales < 200,000 litres of sales in last 12 months</li>
- Every affiliate of the manufacturer that manufacturers wine is a small winery



### Mid sized Winery

- Worldwide sales < 4.5 Million litres of sales in last 12 months</li>
- Every affiliate of the manufacturer that manufactures wine is a mid-sized or small winery
- Manufacturer is not a small winery





### **Grocery Floor Price**

Size (ml)	Floor Price
375	\$5.90
500	\$7.60
720	\$10.65
750	\$10.95
1000	\$14.05
1500	\$20.15
2000	\$25.90
2250	\$28.75
3000	\$37.90
4000	\$49.35





### Additional Eligibility Requirements...

- Grocers cannot have financial interest in a brand or trademark of wine offered.
- All products must be made available to all grocers; no exclusive products nor private label brands.
- No retail-level discounts or rebates for multiple package buying.





### **Product Parameters**

Beer & Cider(optional)



- Alc content ≤ 7.1%
- No malt based coolers
- No container > 750ml
- Pack size ≤ 6

**Beer & Cider & Wine** 



### where wine sold is:

- Alc content ≤ 18%
- ≤ 4 Litres in size
- No cream wine
- No wine beverages
- Subject to grocery floor

**Beer & Cider & Wine**<sub>R</sub>:



### RESTRICTED → where wine sold is only:

 Wine from SMALL winery using grapes from SINGLE COUNTRY

#### **AND**

QUALITY ASSURANCE WINE
 using grapes from SINGLE
 COUNTRY that at any time during
 the 3 year period is a MID-SIZED
 winery





# Product Display: Beer & Cider Beer only

- Beer displayed in a single contiguous display area
- At least 20% of containers of beer on display are produced by SMALL brewers

### **Beer & Cider**

- Both Beer & Cider sold in a single contiguous area
- At least 20% of containers of beer on display are produced by SMALL brewers
- At least 20% of containers of cider on display are produced by SMALL cideries





### Product Display: Beer & Cider & Wine

## Beer & Cider display requirements &

- Wine displayed in a single contiguous display area
- At least 10% of total containers of beer & wine on display is BEER
- At least 10% of total containers of beer & wine on display is WINE
- At least 10% of wine on display is manufactured by SMALL winery
- At least 50% of wine containers on display must contain wine produced using grape from single country & ONE of:
  - Quality Assurance wine; OR
  - Wine produced from SMALL winery; OR
  - From a country that produces less than 150M litres of wine annually from grapes grown in that country





### **Product Display: Beer & Cider & Wine**<sub>R</sub>

Restricted (3 years)

**Beer & Cider display requirements** 



- Wine displayed in a single contiguous display area
- At least 10% of total containers of beer & wine on display is BEER
- At least 10% of total containers of beer & wine on display is WINE
- At least 20% of containers on display manufactured by SMALL winery
- If VQA WINE sold must have one or more signs indicating availability of VQA wines





### **Grocery retail price = Uniform price**

- The retail price for wine sold to the public by authorized grocers will be as determined by suppliers
- It will be the same through all retail channels; LCBO, grocery and on-site store
- The retail price is communicated by the LCBO to authorized grocers



## **LCBO**

### 2 - Resources

Information available to suppliers





## **LCBO**

#### www.doingbusinesswithlcbo.com

Click through to grocery section of the site

### **LCBO**

### Doing Business with LCBO



Trade Resources Online Beverage Alcohol



Store Construction, Real Estate, Agency Stores





### **LCBO**

### **Grocery website: landing page**

Wholesale Operations Group

**LCBO** 

Home

Supplier

Grocers

FAQ

Contact Us

#### Welcome to the Grocer information site

This website is a dedicated resource for selling beer in grocers in Ontario. Information and forms can be found for (1) suppliers to grocers, and (2) grocery operators.

For our customer facing web presence, please visit LCBO. Other trade resource information may be found at our trade resources site.

#### Background

In its April 2015 report, Striking the Right Balance: Modernizing Beer Retailing and Distribution in Ontario, the Premier's Advisory Council on Government Assets recommended that the government authorize qualifying grocery stores to sell beer to the public. In the 2015 Ontario Budget, Building Ontario Up, the government announced it would proceed with this recommendation and subsequently introduced regulatory changes establishing the LCBO as the wholesale supplier of all beer, domestic and import, to authorized grocery stores.

60 grocers by end of 2015 150 licenses by May 2017 PAC
Premier's
Advisory
Council

#### Latest News

GMS Training Videos Added 2015 Dec 17

Videos are posted on the supplier and grocer pages.

First 58 Locations Announced 2015 Dec 15

The authorized stores are a mix of independent and large grocers in communities across Ontario. Read more >

Winning Bids Announced 2015 Nov 18

The first grocers to be eligible to sell beer in Ontario grocery stores were announced. Read more >



## **LCBO**

### Supplier page

Wholesale **Operations** Group



**LCBO** 

Contact Us FAQ

#### Supplier To Grocers

This page contains information and forms for suppliers to grocers.

#### **Trade Letters**

Information Session: Wine In Grocery

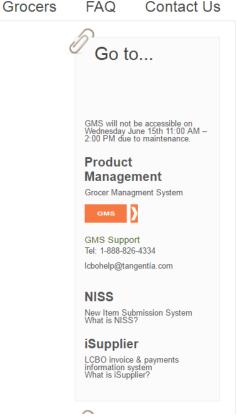
Information Session: Cider In Grocery

#### Training Video

Grocer Management System (GMS) training video

LCBO GMS Vendor Manual for Supplying Sources







### **LCBO**

### Policies & **Procedures** Manual for **Wholesale**

## LCB()

#### **GROCERY OPERATIONS**

Addendum to LCBO Product Management Policy & Procedures Manual for Wholesale to Authorized **Grocery Stores** 



June 2016





### Government resources available to suppliers

- Striking the Right Balance <u>https://www.ontario.ca/page/premiers-advisory-council-government-assets</u>
- Ontario Regulation 232/16
   <u>www.ontario.ca/laws/regulation/160232</u>
- AGCO
   www.agco.on.ca/en/whatwedo/beer\_sales\_grocerys
   tores.aspx
- Master Framework Agreement Schedule 6.5
   http://www.fin.gov.on.ca/en/consultations/beer/





## 3 – Roles & Responsibilities

LCBO, suppliers and authorized grocers







### **Enabling you to pursue sales opportunities**

#### **CONDUIT TO OPPORTUNITY**

The LCBO Grocery Operations team is here to serve as a **conduit for you to grow** your businesses by selling through the new grocery channel.

#### YOUR CHOICE TO PROCEED OR NOT

It is **your decision** to determine whether you wish to sell through this channel, and up to what degree if you choose to do so.





### We are your partner in selling through to grocers.

- Established a new group within the LCBO.
- Staffed and dedicated to partnering with suppliers.
- Provide wholesale transactional services to grocers.
  - Finance
  - IT
  - Logistics
  - Inventory tracking
  - Customer service (dedicated contact for sales and service)





#### The LCBO's increased mandate

- 1. An operational enterprise of the Province.
- 2. Importer of record for all beverage alcohol products in Ontario.
- 3. Wholesaler of record for all beverage alcohol sold by grocers.





#### What we are involved in ...

- 1. Business-to-Business wholesale transactions
- 2. Access between suppliers and grocers
- 3. Listing and order flow
- 4. Financial processing
- 5. Fulfillment facilitation

#### What we aren't involved in ...

- 1. Targeted consumer marketing
- 2. Product category management
- 3. Grocer sales & marketing plans
- 4. LCBO sales and promotions
- 5. Determining wholesale product mix





Roles

#### **SOURCE OF SUPPLY**



**Suppliers** 

Wholesaling Program



**GROCERY OPERATIONS** 



**Grocers** 

BUSINESS CUSTOMERS



## **LCBO**

### Joint activities

PRODUCT LISTING



**Suppliers** 

OPPORTUNITY

Wholesaling Program





**MARKET** 

**Grocers** 

PRODUCT ORDERING & FULFILLMENT



### LCBO

### LCBO responsibility



PRODUCT LISTING

**Suppliers** 

Wholesaling Program MARKET OPPORTUNITY





Grocers

PRODUCT ORDERING & FULFILLMENT

#### **Responsible for:**

- providing product catalogue to grocers
- receiving all orders for beverage alcohol from authorized grocers
- filling grocer orders through varying supplying sources
- supplying source for all imported beverage alcohol
- Invoice grocers for products received
- Pay suppliers for products grocers receive





### **Supplier responsibility**

PRODUCT LISTING



Wholesaling Program MARKET OPPORTUNITY





**Grocers** 

PRODUCT ORDERING & FULFILLMENT

#### Responsible for:

- manufacturing and listing products for wholesale through the LCBO
- setting retail prices
- pursuing sales and marketing opportunities with grocers
- supplying source to grocers for domestic beverage alcohol





### **Grocer responsibility**



PRODUCT LISTING

**Suppliers** 

Wholesaling Program

MARKET OPPORTUNITY





PRODUCT ORDERING & FULFILLMENT

#### Responsible for:

- purchasing decisions on brands and quantity of products ordered
- brand and marketing relationships with suppliers
- Paying LCBO for beverage alcohol received





## 4 – Product Registry

How to list products for grocery







## The wine listing & ordering process provides the ability for:

- 1. Manufacturers to **post products** available for sale to grocers.
- 2. Grocers to view available products and place their orders.
- 3. LCBO Grocery Operations to **process orders** and transactions.

All products will be presented **fairly and identically** across all grocers, according to the standardized product details provided by manufacturers.

<sup>\*</sup> Registration process will apply to co-located winery stores following passage of the regulation



### **LCBO**

### **Product Listing & Ordering System**

**SUPPLIERS** 

**LCBO** 

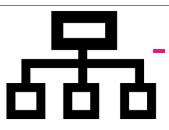
**GROCERS** 

**NISS** 

INTERNAL SYSTEMS

GROCER
MANAGEMENT
SYSTEM







Information
suppliers submit in
NISS is used to list
the products that
you would like to
make available for
sale to grocers.

Enterprise-wide platform used by the LCBO and its partners to manage aspects of product listings, inventory, ordering, fulfillment, and transactions.

Online system which provides **grocers** with the ability to view **all products available for sale** and to place their orders.





### For existing eligible Ontario wine products:

- Suppliers may have eligible products already in LCBO database with an assigned LCBO item # or NISS item #
- Suppliers may elect to have only some products offered for sale at grocery
  - Example: if a supplier offers 5 kinds of wine, they may only want 3 to be available at grocery and retain others for other sales channels.

<sup>\*</sup> An option to offer products for co-located winery retail stores will be available once the regulation is passed





### **Existing eligible Ontario wine products cont'd:**

- In addition, suppliers may elect to have some products only available for sale at certain classes of authorization
  - Example: if a supplier offers 5 kinds of wine, they may want 3 available at grocery stores with a beer and wine authorization, 2 available at grocery stores with a restricted beer and wine authorization and 1 available at both types of authorization

<sup>\*</sup>An option to offer products for co-located winery retail stores will be available once the regulation is passed





### Ontario wine products omitted from grocery:

- Plant Applied Value Adds
- Holiday Gifts





### Identifying existing eligible products for grocery:

- An excel template will be available on Monday, July 18<sup>th</sup>
- Suppliers are required to download file from grocery website and follow instructions:

www.doingbusinesswithlcbo.com/big/supplier.html

- Enter required information and complete all fields
- Return completed file via email to Holly Garner by Friday August 19<sup>th</sup>





### For each product (LCBO item # or NISS item #) confirm:

- Available to Beer and Wine Authorization: YES or NO
- Available to Restricted Beer and Wine Authorization: YES or NO
- Producer Size: SMALL or MID-SIZE
- Quality Assurance Wine\*: YES or NO
- Single Country Grapes: YES or NO
- Country Production: YES or NO
- Supplying Source: LCBO or PRODUCER
- Master UPC and SCC





### **Upon receipt of completed file, Grocery Operations will:**

- Verify information
- Review product eligibility and product eligibility for type of authorization
  - Products that are not eligible will be removed
- Tag products for grocery and upload to GMS catalogue for grocers to order
- Assume that if file is not returned by Friday August 19<sup>th</sup>, you do not want to sell your products in grocery





### For new Ontario wine products:

- Use New Item Submission System (NISS) to enter and submit a new product.
- This will in turn allow for tagging of products intended for grocery.
- Tagged products will be reflected in GMS for grocers to order.





### **Grocery product call for new Ontario Wine**

**Product Need ID # 142 Wines Grocery Channel 2016/17** 

- Product Need Item # 2216 Ontario VQA Wine
- Product Need Item # 2217 Ontario Non-VQA Wine & Wine Coolers





### **Grocery product call timelines**

- Start submitting new products into NISS on Monday, July 25<sup>th</sup>
- Product call closes on Friday, August 19<sup>th</sup>
- New products must be priced by Friday, September 23<sup>rd</sup> to be available in the catalogue for initial grocery orders
- An ongoing grocery product call for new Ontario wine submissions will open in October
  - Details to follow





### **Wine in Grocer Listing Process**

1.
PRODUCT
SUBMISSION

2.
SUBMISSION
REVIEW

3. PRODUCT SET-UP

4. COMPLIANC E 5.
PRICING &
ACTIVATION

#### **SUPPLIER**

- Applies for access to NISS (New Item Submission System)
- Completes product submission in NISS with complete and accurate information
- Identify
  Producer Size
  and
  authorization
  type

#### GROCERY OPERATIONS GROUP

- Reviews submission for accuracy and eligibility
- Accepts submission to proceed
- Requests Label Review and certificates

#### GROCERY OPERATIONS GROUP

- Sets up all new suppliers
- Assigns an LCBO SKU/item # to product
- Completes databasing

#### GROCERY OPERATIONS GROUP

- Requests Date Coding information, supplier quote & UPC/SCC confirmation
- Requests final lab sample for LCBO Quality Assurance analysis

#### GROCERY OPERATIONS GROUP

- Requests pricing of products
- Makes product active and available for sale to grocers in catalogue
- Advises supplier that product is available for sale to grocers





### Simplified and streamlined process for grocery

- NISS submission
- 2. Vendor form (if new supplier)
- 3. Label review (and if applicable shipping carton)
- 4. Verification of certification
- 5. UPC/SCC confirmation
- 6. Supplier quote
- 7. Final lab review





### What is required for final lab sample (for direct delivery)?

- Retail ready sample is required = product ready for sale on grocer's shelf
  - Final liquid
  - Final packaging format and labelling
  - Final UPC

2. Sample delivered to 43 Freeland Street, clearly marked:

**Attention: Holly Garner – NISS# and LCBO# – GROCERY** 





### Ontario wine listing process additional information

- Grocery Floor Price: Any product that drops below grocery floor price will immediately be removed from the product catalogue, grocery orders will be cancelled and a product recall will be issued to grocers
- LCBO Warehouse: Available to distribute to grocery for products also available through LCBO channel and for any
   Ontario wine product - the supplier has elected and the LCBO has agreed - to distribute





### Ontario wine listing process additional information

• LCBO & Grocery Products: New Ontario products you wish to make available to both LCBO and grocery are submitted to LCBO product calls – do not submit to both.

 Discontinued Grocery Products: Supplier/Agent to advise when products are no longer available to grocery. Products will be removed from catalogue.





### **Key takeaways: Product Registry**

- Confirm existing items for grocery by August 19
- New Ontario wines for grocery NISS call opens July 25
- Accurate data is critical to your success at grocery.
- Unique UPC and SCC crucial to an efficient transaction between grocer, LCBO and supplier.
- Incorrect data ultimately impacts orders, delivery and supplier payment for grocery orders





# 5 – Orders, Fulfillment, Delivery & Payment

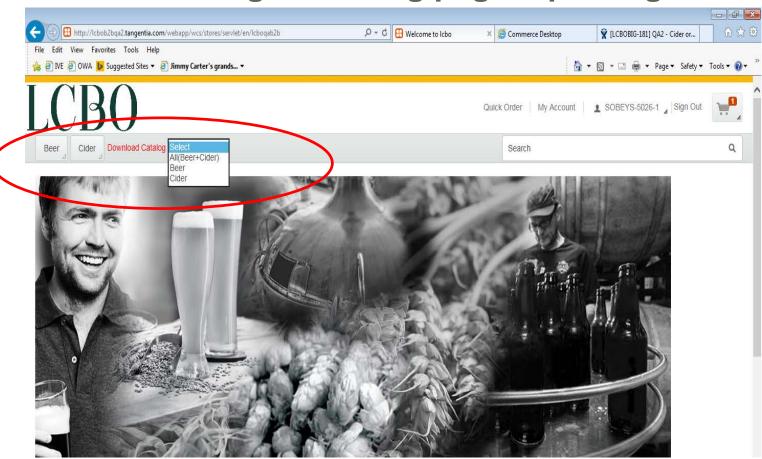
How to receive orders, delivery and receive payment







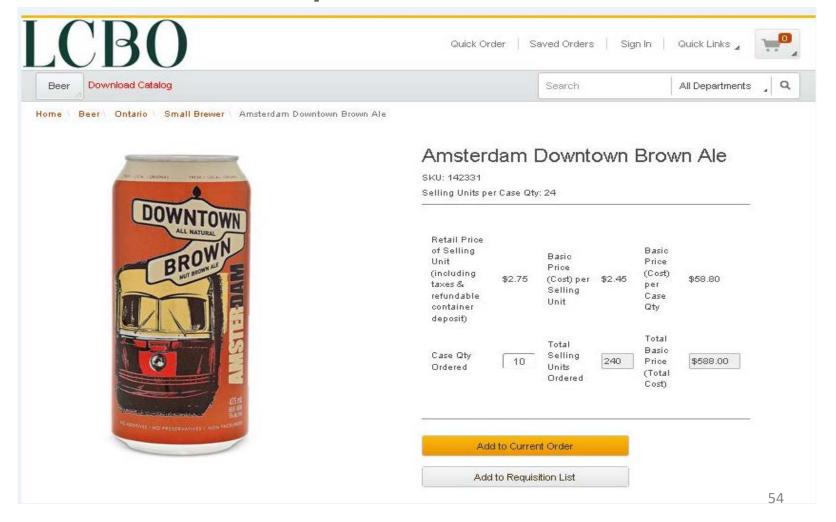
### Product catalogue landing page: updating for Wine







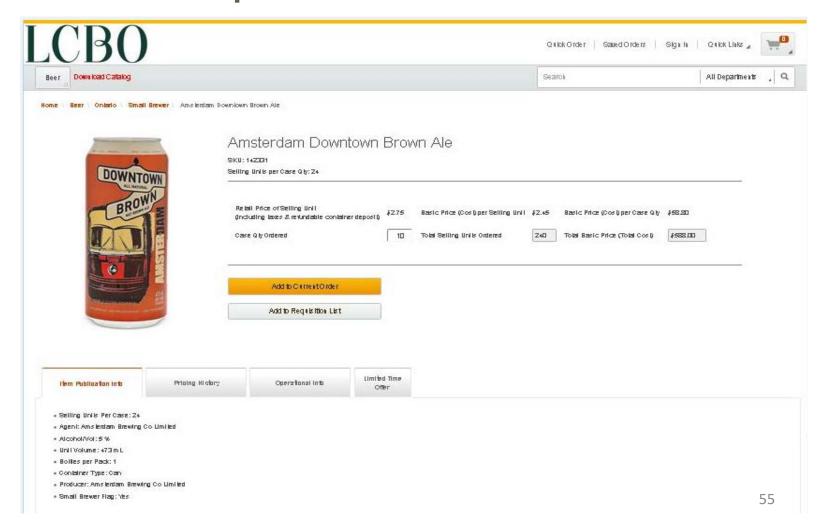
### Sample Item Screen

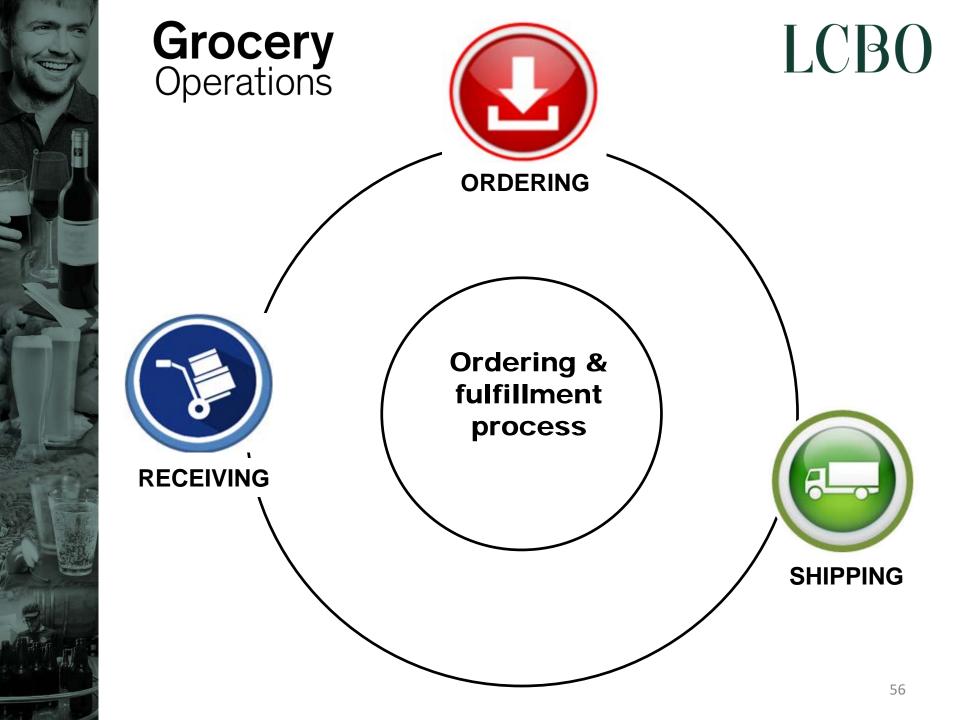


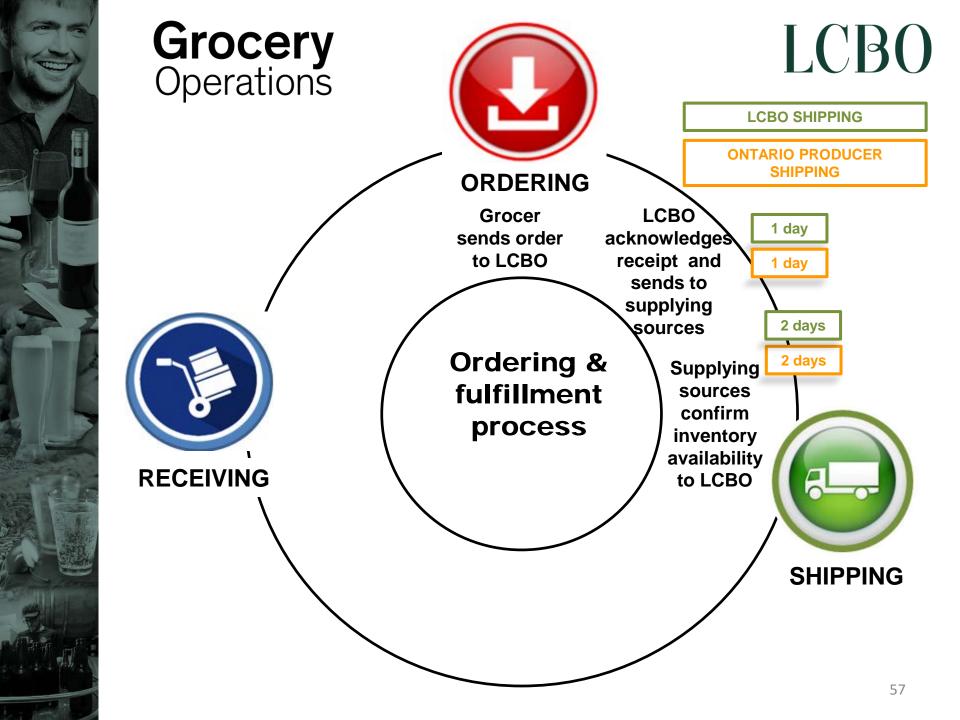


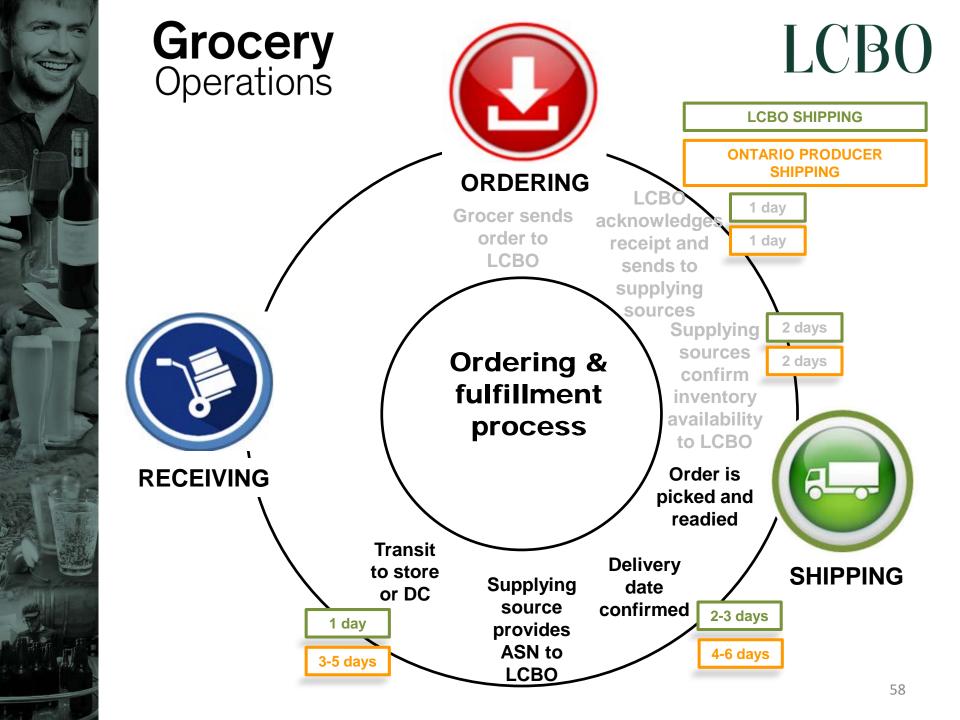


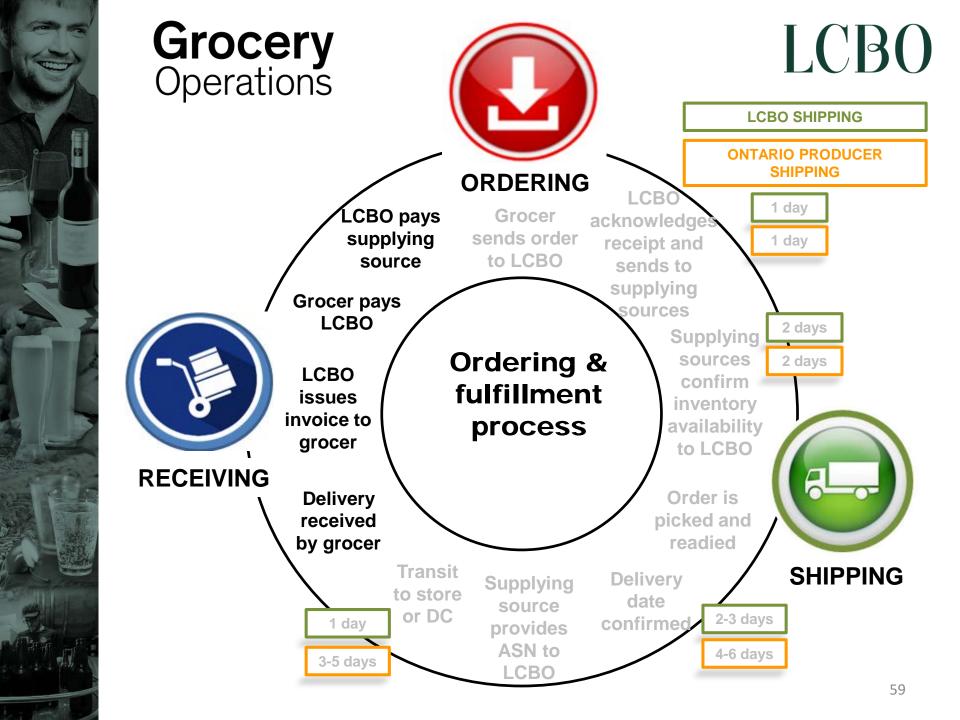
### Sample Item Attribute Screen

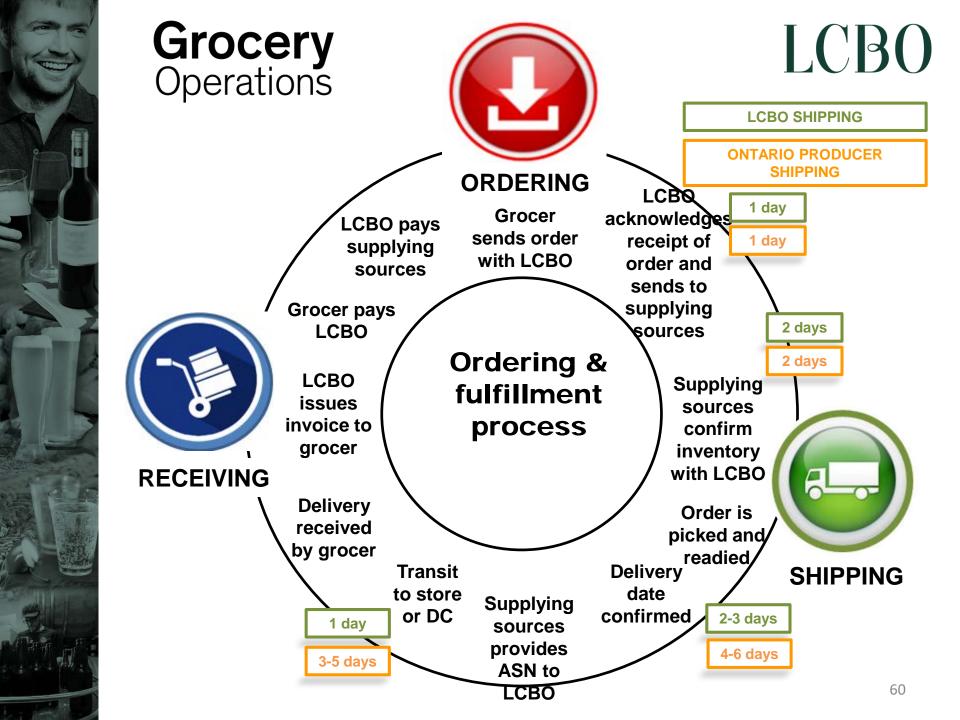
















### Ontario wine orders fulfilled by LCBO delivery

- All Ontario wine currently available in LCBO warehouses
- Any Ontario wine a supplier has elected and the LCBO has agreed to delivery to grocery
- LCBO delivers products within 7 days from the time the grocer places orders
- No change to supplier payment for purchase orders
- Shipments to grocery from LCBO warehouses is available through LCBO's Sale of Data program





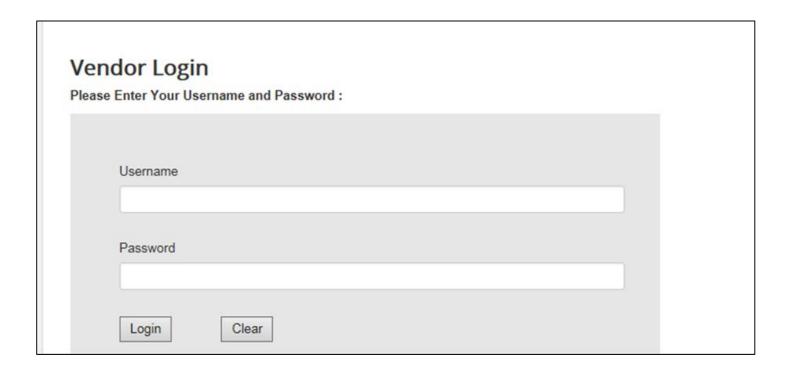
### Ontario wine orders fulfilled by direct delivery from producer

- Option available to any Ontario wine producer
- Producers who direct deliver to grocery are eligible for a freight rebate administered by LCBO with payment
  - Rate is \$1.41 per 9 litre case
- Supplier will direct deliver products to grocer within 14 days from the time the grocer places order
- Suppliers access grocery orders in Grocery Management System (GMS)





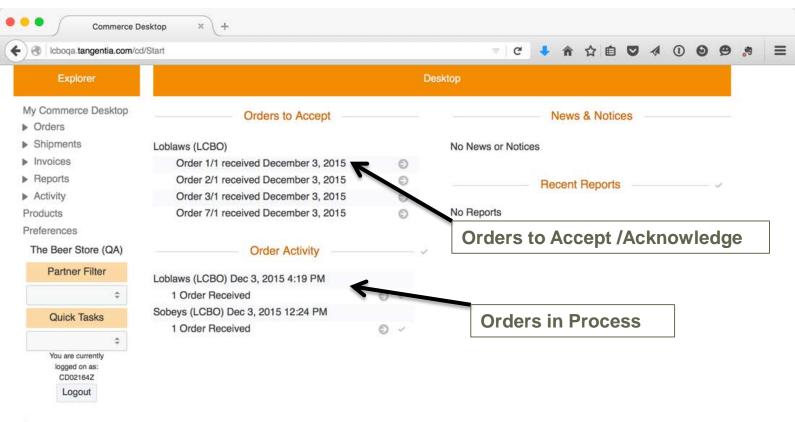
### GMS Supplier sign in for direct delivery to grocery





### **LCBO**

### **Supplier Dashboard**



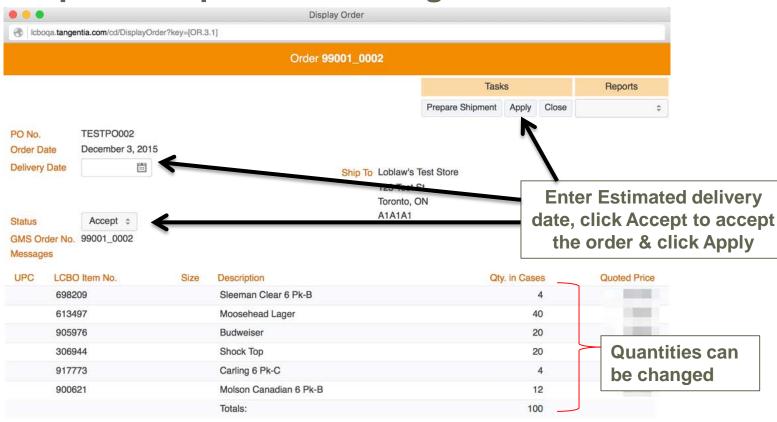


For support, please contact us: CommerceGateway@tangentia.com (905) 947-1904







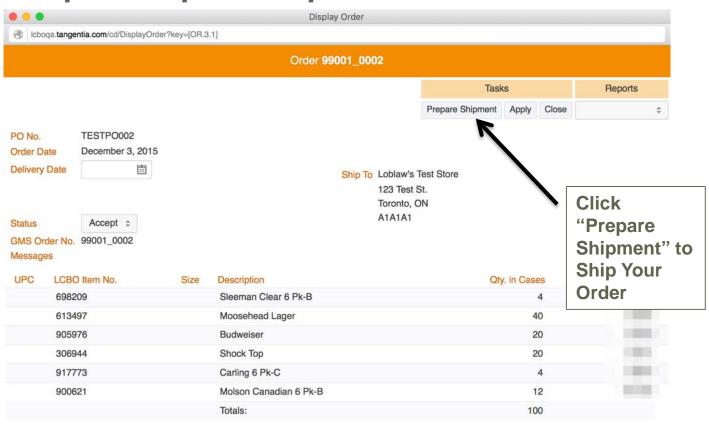


Complete within 24 hours of receiving order





### **Step 2: Prepare Shipment**

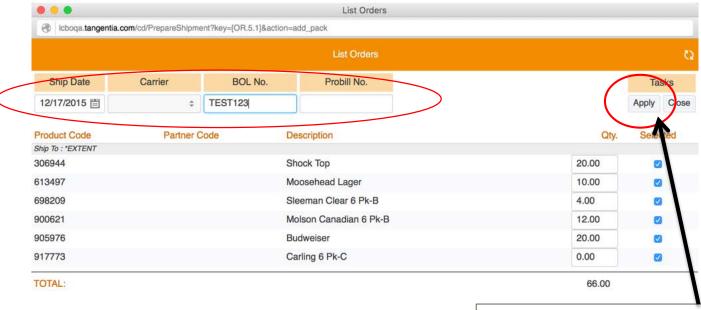


Complete no more than 24 hours prior to delivery





### Step 2 cont'd: Prepare Shipment



- Enter Ship date, Delivery date, Final Ship Quantities, Carrier and BOL #
- 2. Click "Apply" to confirm the shipment.
- Complete no more than 24 hours prior to delivery





### **Step 3: Required Shipping Documentation**

The following shipping document **must** accompany each shipment and be type faced

- 1. Bill of Lading (BOL)
  - Ship to location Grocery store name and corresponding LCBO store #
  - Grocer Purchase Order Number
  - Total number of cases
  - Marked freight pre-paid





### Step 3 cont'd: Required Shipping Documentation

### 2. Packing Slip

- Ship to location → Grocery store name and corresponding LCBO store #
- Grocer Purchase Order Number
- Itemized list of the shipment
  - LCBO Item #
  - Product description
  - Quantity in cases





### Step 3 cont'd: Required Shipping Documentation

**Two options** available to direct delivery suppliers:

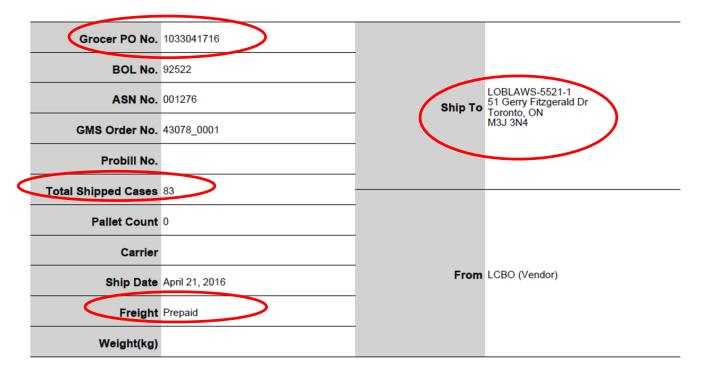
- 1. Own paperwork
  - BOL and packing slip with required information
  - Not an invoice
- 2. **GMS** paperwork
  - BOL and packing slip available to print in GMS





### Bill of Lading (BOL) available in GMS

Page 1 of 2 Bill Of Lading Printed April 25, 2016 10:33



LCBO Item No.	Description	Weight(kg)	Shipped Cases

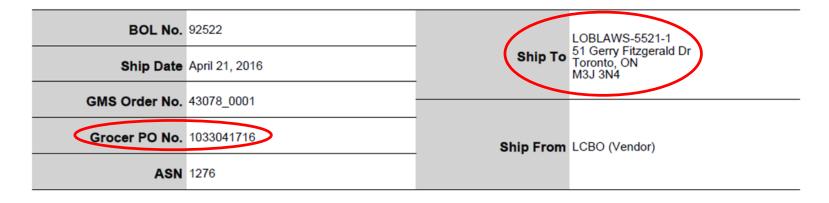






### Packing Slip available in GMS

Page 1 of 1 Packing Slip Printed April 25, 2016 10:05



SCC Master	UPC Master	LCBO Item No.	Description	Size (ml)	Case Qty.
		0535294	Grolsch Premium Lager +		5
		0337949	Heineken Lager +		4





### **Delivery information general guidelines**

- The supplying source will be responsible for arranging where necessary - delivery appointments with each ship to location
- Supplying sources are expected to familiarize themselves with each grocers delivery specifications
- All deliveries will be freight prepaid by the supplying source, FOB ship-to location





### Delivery information general guidelines cont'd

- Products will not ship
  - in quantities greater than the purchase order,
  - be backordered,
  - be substituted by other products to top-up an order or replace unavailable product
- Supplying sources cannot attempt a second delivery for products that were originally unavailable
- A packing slip and Bill of Lading (BOL) must accompany each shipment



### GMS set up for direct delivery suppliers

Grocer
Management
System IT
Access form





Go to <u>www.doingbusinesswithlcbo.com</u> and click through to grocery section of the site

### Contains: documents, forms, training materials and link to GMS

- 1. To be able to receive orders, fulfill, deliver and receive payment for grocery orders, all direct delivery Ontario wine manufacturers must complete an IT GMS Access form and submit to wholesaleserivce@lcbo.com by Friday September 2<sup>nd</sup>.
- 2. Your pre-assigned **temporary username and password** will be emailed to you in October and is to be used for access to the secure portion of site used for product ordering.





### Supplier payment for direct delivery to grocery

- Suppliers are paid based on what grocer's receive
- Grocer payment terms, net 30 days
- Reconciliations may occur, keep proof of delivery documentation on file





## Key takeaway: orders, fulfillment, delivery & payment

- Enter the acknowledgment and ASN information
- Ship what was ordered in accordance with lead-times
- Importance of paperwork
- Submit GMS Access form

# WRAP UP...







### **Supplier next steps**

- Familiarize yourself with the resources available Now
- Submit new Ontario wine products to NISS start July 25<sup>th</sup>
- Confirm existing wine products for grocery by August 19<sup>th</sup>
- If you are delivering directly to grocers:
  - Download GMS Access Supplying Source form to set up a GMS account with the LCBO to receive grocers orders
  - Complete and submit form to <u>wholesaleservice@lcbo.com</u>by
     Friday September 2<sup>nd</sup>





Director: Chris Dini

<u>chris.dini@lcbo.com</u> T: (416) 365-5714

Operations: Leanne Rhee

<u>leanne.rhee@lcbo.com</u> T: (416) 365-5889

Finance: Jamie Fazekas

jamie.fazekas@lcbo.com T: (416) 365-5912

Product Administrator: Holly Garner

holly.garner@lcbo.com T: (416) 864-2541

Customer Service: **Jim Sheridan** T: (416) 365-5842

wholesaleservice@lcbo.com





### © Thank you

**Q&A** period

**Grocery Operations members**