



# UNTAP

YOUR FUTURE WITH

**BEER STORE**

**NEW**

## **2024 Promotional & Advertising Opportunities**

Distributed: April 2024



# Table of Contents

## Delivering Engagement

- 3** About The Beer Store
- 4** A Message from TBS
- 5** TBS Fast Facts
- 6** Introducing 2024 Programming
- 7** Program Executive Summary

## Omnichannel Opportunities

- 11** Omnichannel Bundles
- 12** Enhanced Display
- 15** Feature Display
- 18** End Cap Display
- 21** Discovery Centre
- 24** Cooler Impulse Fixture

## Retail Opportunities

- 27** TBS Cart Advertising
- 29** Product Enhancement
- 30** Shelf Talkers
- 31** Pallet Promotions
- 32** Single Can Carriers
- 33** Store Exclusive Events
- 34** Brand Activations
- 35** Brewer Vouchers
- 36** Branded Reusable Bags
- 37** In-Store Audio
- 38** Why Not Try?
- 40** Lobby Impulse Cubby
- 41** Shopper Cart Advertising
- 42** Savings Wall Takeover
- 43** Storefront Posters
- 44** Storefront Bollards
- 46** Tap Room

## Digital Opportunities

- 48** Digital Bundle Packages
- 49** Occasions Connections
- 51** Enhanced Product Page
- 52** Flyers & Deals Sponsorship
- 54** Email Sponsorship
- 55** Featured Tag
- 56** Recipe Sponsorship
- 57** Article Sponsorship
- 58** Social Reshare
- 59** eCommerce Add Ons
- 60** UTM Tagging
- 61** Surprise & Delight (eCommerce Sampling)

## External Advertising

### Campaign Opportunities

- 63** Direct Mail Flyer
- 64** Sustainability at its Best
- 65** Summer Celebrations
- 66** Cheers to the Season

### Information

- 68** 2024 Promotional Cycles
- 69** Brand Assets
- 70** Sale of Data
- 71** Brewer Digital Portal

### Let's Talk

- 72** Key Contact

## Our History

# About The Beer Store

Owned by Ontario-based brewers, The Beer Store is the largest beer retailer in Ontario, with the lowest prices for beer in the Province. The Beer Store listed 1,154 brands, which more than 262 brewers provided in 2022. Operating on a self-sustaining break-even cash flow basis, The Beer Store has a completely open system that allows any brewer worldwide to sell its brands in any store they choose and with over half of the brewers listed being small Ontario brewers. The Beer Store is deeply committed to responsible sale and not selling to minors and people who are intoxicated. More than 1.2 million customers were challenged in 2022 alone.



It is also one of the greenest retailers in the world that facilitates the annual reuse and recycling of over 1.7 billion beverage alcohol containers including beer, wine and spirits. The Beer Store employs 6,500 hard-working Ontarians with well-paying full- and part-time jobs and takes pride in supporting diversity, equity, inclusion & belonging initiatives as a part of its core values in 2022. The Beer Store has expanded its partnership with several equity-deserving organizations to raise awareness and over \$240,000 helping make a difference in Ontario.

## Environmental Leadership

### *Circularity in Action for 95 years*

#### **DID YOU KNOW?**

- An estimated **170 Billion** empty containers have been collected through the TBS return system since 1927.
- In 2022, **1.7 Billion** beverage alcohol containers were collected from Ontario consumers and reused or recycled at the highest order to advance a circular economy.
- Over **5 billion** ODRP containers have been returned since the program began in 2007. Stacked end to end, all the wine and spirit containers recovered would reach the moon and back!
- Over **200,000** metric tons of GHG emissions are avoided each year due to TBS stewardship operations, equivalent to taking nearly 45,000 cars off Ontario roads.
- The Beer Store has the only scalable refillable bottle solution in the country, and it is considered a true example of the circular economy. These bottles are reused 15 times on average before being recycled and achieved at return rate of **96%** in 2022.
- The Beer Store has raised millions of dollars through can and bottle drives to support dozens of charities across the province and Canada. This includes the Leukemia & Lymphoma Society of Canada in which TBS has been a long-time supporter, raising over **\$21 million** over the years thanks to the efforts of our staff and generous donations of our customers.

A message

# From Your Beer Store Team

*To our valuable partners,*

*Our brewers are the cornerstone of our business and all that we do. At The Beer Store we truly believe in the power to create our future. We strive to work together to win together. 2024 brings new opportunities and added responsibilities to grow our category within Ontario. In partnership with you, our valued partner/customer, we have an incredible opportunity to connect with our home consumers in a new meaningful way. Together, we are the collective guardians of the industry, and it's our sole responsibility of The Beer Store and Brewer Partners to grow this category.*

*We are excited for 2024 and all new beginnings. It's a new chapter with new possibilities, new limits and new goals to attain and bring forwards what's beyond. It's our mission to collaborate with our brewers to amplify brands, make it easy for customers to shop and bring the great values we have to offer together. Our new program opportunities are rooted in shopper insights and designed to attract, engage, educate and connect with our consumers. Together let's bring special moments, key occasions, notable memories, cheerful celebrations to life.*

*Our promise to our Brewer Partners: We will work to be brewers first choice in the market by being the best choice in the market, always!  
#WorkTogetherToWinTogether*

Roy Benin | President & CEO

Ozzie Ahmed | Vice President of Retail & The Management Team

**“The best way to predict the future is to create it”**

Your Partners to

# Drive Category Growth



- The Beer Store averages 50M beer transactions a year
- TBS does 63% more beer transactions than other alcohol retailers
- 60% - 80% of TBS shoppers use TheBeerStore.ca as a companion in their shopping journey
- PSS stores deliver higher value per outlet for craft beer at 126 index vs other alcohol retailers (254hl volume per outlet for craft beer comparatively)
- The Beer Store value per outlet is x4 more when customers want beer

## PERFORMANCE

**50M+**

TRANSACTIONS  
A YEAR

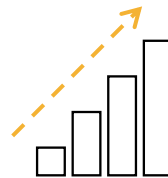


**63%**

THE BEER STORE DOES 63%  
MORE BEER TRANSACTIONS  
THAN LCBO IN A YEAR

**358 HL**

VOLUME PER OUTLET  
IN CRAFT BEER



**34%**

MORE HL VOLUME PER  
OUTLET IN CRAFT BEER

**94%**

CONVERSION RATE

**64%**

MARKET SHARE IN  
ONTARIO

**22**

AVERAGE UNIT PER  
TRANSACTION

## ECOMMERCE

**5.5M**

SITE VISITS IN A YEAR

**100K+**

EMAIL SUBSCRIBERS

**\$110**

AVERAGE ORDER VALUE

**88K+**

SOCIAL MEDIA FOLLOWERS

## 3<sup>RD</sup> PARTY DELIVERY

**#1**

ALCOHOL RETAILER ON 3P  
CHANNEL IN ONTARIO

**94%**

COVERAGE ACROSS  
ONTARIO

**30-40 min**

DELIVERY WINDOW

**42%**

REPEAT ORDER RATE

## STEWARDSHIP

**170 Billion**

EMPTY ALCOHOL CONTAINERS COLLECTED OVER 95 YEARS

# Introducing 2024 Programs & Advertising Opportunities

We are pleased to introduce the 2024 Promotional & Advertising Opportunities. This package showcases new and revised programs, and bundles suited to Drive Category Growth across Ontario. Untap your future with our 2024 programs which include strategic touch points across all stages of the customer journey: *attract, educate, engage and connect* to keep your brands top of mind.

## 1 Programs built to support our shopper journey

- Provide a purpose for every program and opportunity. Our promotions & advertising are being designed and adapted to Attract, Engage, Educate & Connect with consumers.
- Introduction of Omni Channel Program Bundles
- In-store activations to have a companion online initiative
- Shift away from In-store Vs Online Opportunities
- Amplification of occasions and brand priorities
  - Vs competing messages in-store and online
  - #WorktogetherWinttogether

## 2 Programs that influence overall category growth

- Expanded in-store offering suitable for innovation, impulse, feature products and more
  - Introduction to new display fixtures
  - Impulse display
  - Greater brand opportunity in store

## 3 Programs that amplify brands through the power of Digital

- New and evolved programs that have strategic touchpoint in the customer journey
  - Social and campaign integration + new lower funnel platforms that drive consideration

## TOP 5 Reasons for you to invest with The Beer Store!

- 1 Highest market share in Ontario
- 2 Highest value per outlet
- 3 Best partner in brand amplification at point of purchase
- 4 Lowest cost to serve
- 5 Easiest to work with

# Program Executive Summary

## KEY PROGRAM UPDATES

1. Introduction of Omnichannel bundles to our high demand in-store display programs.
2. Introduction of Digital bundles according to brand communication objectives.
3. Introduction of Moments & Occasions Calendar to activation brands.
4. Introduction of External advertising opportunities including digital campaigns & physical flyers.
5. Introduction of new Digital Program opportunities & destinations.
6. Introducing new display opportunities in retail to promote various occasions.
7. New & Updated - Value added rate card per program.
8. Introduction of Gifting and always on moments to promoting savings, LTO and giveaways.
9. Get Excited with our ALL-NEW TAP ROOM Experience.
10. BONUS! Added value unlocked through participation (ask us how!)



## 2024 MOMENTS THAT MATTER

Connect with your customers during key moments that matter to them. The Beer Store is proud to introduce our key moments and occasions that matter to our consumers. Let's partner together to bring moments to life.

From social gatherings to big O CAN A DEH! Moments, we've got something for everyone. Ask us to share our marketing calendar to help you promote your brands within key moments.

## SNEAK PEEK

New Year New You	Sports Overlay	Premium Indulgence (Bottles)	Earth Month	BBQ	O-CAN-A-DEH!
Go For The Gold	Last Hurrah!	Back To Routine	Festival Fall/Thanksgiving	Reward Yourself	Holiday Gifting

## ALWAYS ON!

Gear up for 2024 with TBS always on moments. Whether it's a Limited Time Offer or a giveaway, The Beer Store is your best to offer savings on tap.

# Program Executive Summary

## OMNI-CHANNEL BUNDLES



### IN-STORE

1

#### ENHANCED DISPLAY (EDP)

Product Feature on Occasions Connections

or Product Feature on TBS Sales & Deals Page

Inclusion in Social Content  
Inclusion on FLIPP Digital Flyer

2

#### FEATURE DISPLAY (FDP)

Email Sponsorship Tier 4

3

#### END CAP DISPLAY (ECP)

Email Sponsorship Tier 4

DIGITAL

4

#### DISCOVERY CENTRE

Logo Placement on Occasions Connections Page

Discovery Centre Ad Feature included in email to TBS subscriber base

5

#### COOLER IMPULSE DISPLAY

Product Feature on Occasions Connections Page Tier 3

6

#### LOBBY IMPULSE DISPLAY

Occasion Connections Page Tier 1

DIGITAL

Product Feature on Enhanced Product Page



# Program Executive Summary

## PROMOTIONAL & ADVERTISING OPPORTUNITIES

TBS continues to offer a growing assortment of promotional & advertising programs both in-store and through TBS digital channels.

### DISPLAYS (OMNICHANNEL)



- Enhanced Display (EDP)
- Feature Display (FDP)
- End Cap Display (ECP)
- Discovery Centre
- Lobby Impulse Display
- Cooler Impulse Display

### SUPPORT & ENGAGEMENT



- TBS Cart Advertising
- Pallet Promotions
- Product Enhancement
- Shelf Talkers
- Single Can Carriers
- Brewer Vouchers
- Reusable Branded Bags
- Storefront Posters
- Storefront Bollards
- Why Not Try?
- Lobby Impulse Cubbie
- In Store Audio
- Shopper Cart Advertising
- Savings Wall Takeover

### EXPERIENTIAL

- Tap Room Tastings
- Store Exclusive Events
- Brand Activations

### DIGITAL



- Digital Occasions Bundle
- Promotional Offer Bundle
- Innovation/Brand Building Bundle
- Occasions Connections Page
- Enhanced Product Page
- Digital Flyer
- Flyer & Deals Destination
- Email Sponsorship
- Featured Tag
- Article and Recipe Sponsorship
- Free Shipping Sponsorship
- Gift with Purchase
- Mobile App Push Notifications
- Social Reshare

### EXTERNAL ADVERTISING CAMPAIGNS

- Stewardship
- Summer
- Holiday
- Physical Flyers

### INFORMATION

- Sale of Data
- UTM Tagging

• Yellow Bullets Represent New Programs

# **Omnichannel Opportunities**

Fees presented are for 2024 exclusively and do not include HST. Advertising placements are subject to allocation by TBS in accordance with our Shareholders Agreement dated January 1, 2016 where demand exceeds opportunities. TBS will endeavour to accommodate as many brands practical and reserves the right to modify or cancel a program at any time.

Contact: [BrewerPrograms@TheBeerStore.ca](mailto:BrewerPrograms@TheBeerStore.ca)

# Omnichannel Bundle Summary



## Overview

Introducing new omnichannel program bundles – high demand TBS store displays paired with digital promotions, to create a seamless customer journey and a more impactful shopping experience.

Program	What's Included
<b>Enhanced Display (EDP)</b>	IN-STORE: <ul style="list-style-type: none"> <li>Product display and/or advertising in lobby or on end aisle</li> </ul> DIGITAL: <ul style="list-style-type: none"> <li>Product Feature on Occasions Connections Page Tier 3</li> <li>or Product Feature on TBS Sales &amp; Deals Page</li> <li>Inclusion in Social Content and FLIPP Digital Flyer</li> </ul>
<b>Feature Display (FDP)</b>	IN-STORE: <ul style="list-style-type: none"> <li>Product display and advertising in lobby or on end aisle</li> </ul> DIGITAL: <ul style="list-style-type: none"> <li>Email Sponsorship Tier 4</li> </ul>
<b>End Cap Display (ECP)</b>	IN-STORE: <ul style="list-style-type: none"> <li>Product display and advertising on end cap</li> </ul> DIGITAL: <ul style="list-style-type: none"> <li>Email Sponsorship Tier 4</li> </ul>
<b>Discovery Centre</b>	IN-STORE: <ul style="list-style-type: none"> <li>Product display and advertising in lobby</li> </ul> DIGITAL: <ul style="list-style-type: none"> <li>Ad placement on Occasions Connections Page with add to cart feature</li> <li>Discovery Centre ad feature included in email to TBS subscriber base</li> </ul>
<b>Lobby Impulse Display</b>	IN-STORE: <ul style="list-style-type: none"> <li>Multi-tier product display in prime lobby location</li> <li>Customize your store reach</li> <li>Each store features one display with digital price ticket and window decal</li> </ul> DIGITAL: <ul style="list-style-type: none"> <li>Occasions Connections Page Tier 1</li> <li>Enhanced Product Page</li> </ul>
<b>Cooler Impulse Display</b>	IN-STORE: <ul style="list-style-type: none"> <li>Brand block display in PSS stores</li> <li>Each store features one or more displays (booked separately)</li> <li>Accompanying digital price ticket</li> </ul> DIGITAL: <ul style="list-style-type: none"> <li>Occasions Connections Page Tier 3</li> </ul>

# Enhanced Display

## Overview

The Enhanced Display Program (EDP) is an in-store promotional program with product display and advertising designed to build immediate engagement with customers in the path to purchase.

The 2024 Enhanced Display is an omnichannel opportunity



The Enhanced Display Program is now offered as an omnichannel bundle, paired with digital offerings to create a seamless customer journey and a more impactful shopping experience.

### What's Included:

- Each promotion can feature 1 sku\*
- Brewers will design advertising for in-store and online using provided templates
- Promotions will align with TBS standard 4-week marketing cycles

### In-Store:

- 390 participating stores grouped into 7 zones to target your market demographic
- 4 display models to accommodate various store types and floor plans
- Each store features 3 equal display and/or advertising opportunities, one display per booking
- Each display is located in a high traffic area of the store

### Digital:

- Product Feature on Occasions Connections Page Tier 3
- *or* Product Feature on TBS Flyers & Deals
- Inclusion in Social Content and FLIPP Digital Flyer

### Timelines:

- Opportunities were booked through a 2-week Draft process October/November'23
- A planning package will be sent to participating brewers in advance of their booking including all tools, reference materials, and a schedule of tasks and deadlines for actioning.
- Promotion details including artwork must be finalized no later than 4 weeks before the in-market date to allow for printing/shipping to stores.
- Product must be listed in participating stores in advance to qualify and are subject to applicable listing policies and fees

\*Sku can be featured on concurrent programs (FDP, ECP, Discovery) in different stores and brands can repeat for consecutive cycles in the same zone featuring a different pack and promotion.

# Enhanced Display

## Rate Card

Rate card includes in-store and digital promotional placements including associated costs of managing the print production and shipping of advertising to stores, setting up the displays and advertising in stores, replenishing the product displays over the 4 week promotional cycles and managing online advertising content.

4-WEEK CYCLES	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7
1 Jan. 1 - 28	\$20,000	\$26,000	\$24,000	\$25,200	\$25,600	\$18,000	\$17,200
2 Jan. 29 - Feb. 25	\$20,000	\$26,000	\$24,000	\$25,200	\$25,600	\$18,000	\$17,200
3 Feb. 26 - March 24	\$20,000	\$26,000	\$24,000	\$25,200	\$25,600	\$18,000	\$17,200
4 March 25 - April 21	\$20,000	\$26,000	\$24,000	\$25,200	\$25,600	\$18,000	\$17,200
5 April 22 - May 26	\$23,750	\$30,875	\$28,500	\$29,925	\$30,400	\$21,375	\$20,425
6 May 27 - June 23	\$23,750	\$30,875	\$28,500	\$29,925	\$30,400	\$21,375	\$20,425
7 June 24 - July 21	\$23,750	\$30,875	\$28,500	\$29,925	\$30,400	\$21,375	\$20,425
8 July 22 - Aug. 18	\$23,750	\$30,875	\$28,500	\$29,925	\$30,400	\$21,375	\$20,425
9 Aug. 19 - Sept. 15	\$23,750	\$30,875	\$28,500	\$29,925	\$30,400	\$21,375	\$20,425
10 Sept. 16 - Oct. 13	\$20,000	\$26,000	\$24,000	\$25,200	\$25,600	\$18,000	\$17,200
11 Oct. 14 - Nov. 10	\$20,000	\$26,000	\$24,000	\$25,200	\$25,600	\$18,000	\$17,200
12 Nov. 11 - Dec. 8	\$20,000	\$26,000	\$24,000	\$25,200	\$25,600	\$18,000	\$17,200
13 Dec. 9 - Jan. 5	\$20,000	\$26,000	\$24,000	\$25,200	\$25,600	\$18,000	\$17,200

# Omnichannel Opportunities

# Enhanced Display



## How It Could Look

### IN-STORE (Display Models)

4'x2'



4'x2' footprint with advertising

3'x2'



3'x2' footprint with advertising

### End Aisle



3'x2' footprint with advertising

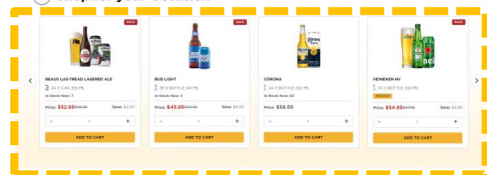
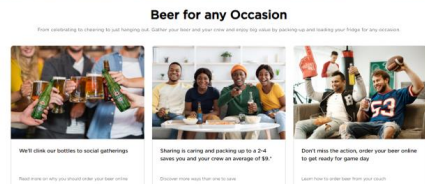
### TriPanel



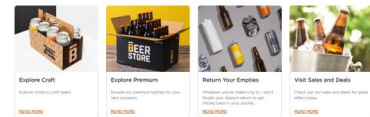
3'x2' advertising (no product)

### DIGITAL\*

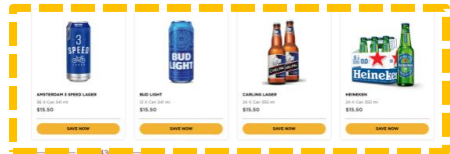
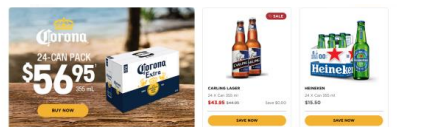
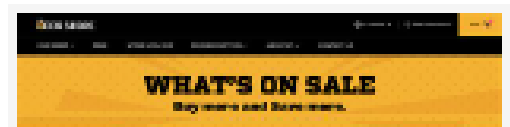
### Occasions Connections Product Tile



Check out these brews to help cheers to the occasion



### Flyers & Deals Product Tile



\*For placement only, subject to change

# Feature Display

## Overview

The Feature Display Program (FDP) is an in-store promotional program with product display and advertising designed to build immediate engagement with customers in the path to purchase.

The 2024 Feature Display is an omnichannel opportunity



The Feature Display Program is now offered as an omnichannel bundle, paired with a digital offering to create a seamless customer journey and a more impactful shopping experience.

### What's Included:

- Each promotion can feature 1 brand and 1 or 2 skus\*
- Brewers will design advertising for in-store and online using provided templates
- Promotions will align with TBS standard 4-week marketing cycles

### In-Store:

- 68 participating stores grouped into 9 zones to target your market demographic
- Each store features 1 display/advertising opportunity located in a high traffic area on the path to purchase
- 2 display models to accommodate various store types and floor plans - Merchandising Unit or End Aisle
- Each display model has a 3'x2' footprint for product merchandising and a 3'x2' poster frame for advertising your brand/promotion

### Digital:

- Email Sponsorship Tier 4

### Timelines:

- Opportunities were booked through a 2-week Draft process October/November'23
- A planning package will be sent to participating brewers in advance of their booking including all tools, reference materials, and a schedule of tasks and deadlines for actioning.
- Promotion details including artwork must be finalized no later than 4 weeks before the in-market date to allow for printing/shipping to stores.
- Product must be listed in participating stores in advance to qualify and are subject to applicable listing policies and fees

\*Skus can be featured on concurrent programs (EDP, ECP, Discovery) in different stores and brands can repeat for consecutive cycles in the same zone featuring a different pack and promotion.

# Feature Display

## Rate Card

Rate card includes in-store and digital promotional placements including associated costs of managing the print production and shipping of advertising to stores, setting up the displays and advertising in stores, replenishing the product displays over the 4 week promotional cycles and managing online advertising content.

4-WEEK CYCLES	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9
1 Jan. 1 - 28	\$3,600	\$2,400	\$2,800	\$3,600	\$3,200	\$3,200	\$2,800	\$2,800	\$2,800
2 Jan. 29 - Feb. 25	\$3,600	\$2,400	\$2,800	\$3,600	\$3,200	\$3,200	\$2,800	\$2,800	\$2,800
3 Feb. 26 - March 24	\$3,600	\$2,400	\$2,800	\$3,600	\$3,200	\$3,200	\$2,800	\$2,800	\$2,800
4 March 25 - April 21	\$3,600	\$2,400	\$2,800	\$3,600	\$3,200	\$3,200	\$2,800	\$2,800	\$2,800
5 April 22 - May 26	\$4,275	\$2,850	\$3,325	\$4,275	\$3,800	\$3,800	\$3,325	\$3,325	\$3,325
6 May 27 - June 23	\$4,275	\$2,850	\$3,325	\$4,275	\$3,800	\$3,800	\$3,325	\$3,325	\$3,325
7 June 24 - July 21	\$4,275	\$2,850	\$3,325	\$4,275	\$3,800	\$3,800	\$3,325	\$3,325	\$3,325
8 July 22 - Aug. 18	\$4,275	\$2,850	\$3,325	\$4,275	\$3,800	\$3,800	\$3,325	\$3,325	\$3,325
9 Aug. 19 - Sept. 15	\$4,275	\$2,850	\$3,325	\$4,275	\$3,800	\$3,800	\$3,325	\$3,325	\$3,325
10 Sept. 16 - Oct. 13	\$3,600	\$2,400	\$2,800	\$3,600	\$3,200	\$3,200	\$2,800	\$2,800	\$2,800
11 Oct. 14 - Nov. 10	\$3,600	\$2,400	\$2,800	\$3,600	\$3,200	\$3,200	\$2,800	\$2,800	\$2,800
12 Nov. 11 - Dec. 8	\$3,600	\$2,400	\$2,800	\$3,600	\$3,200	\$3,200	\$2,800	\$2,800	\$2,800
13 Dec. 9 - Jan. 5	\$3,600	\$2,400	\$2,800	\$3,600	\$3,200	\$3,200	\$2,800	\$2,800	\$2,800



# Omnichannel Opportunities

## Feature Display



### How It Could Look

#### IN-STORE (Display Models)

3'x2'



3'x2' footprint with poster advertising

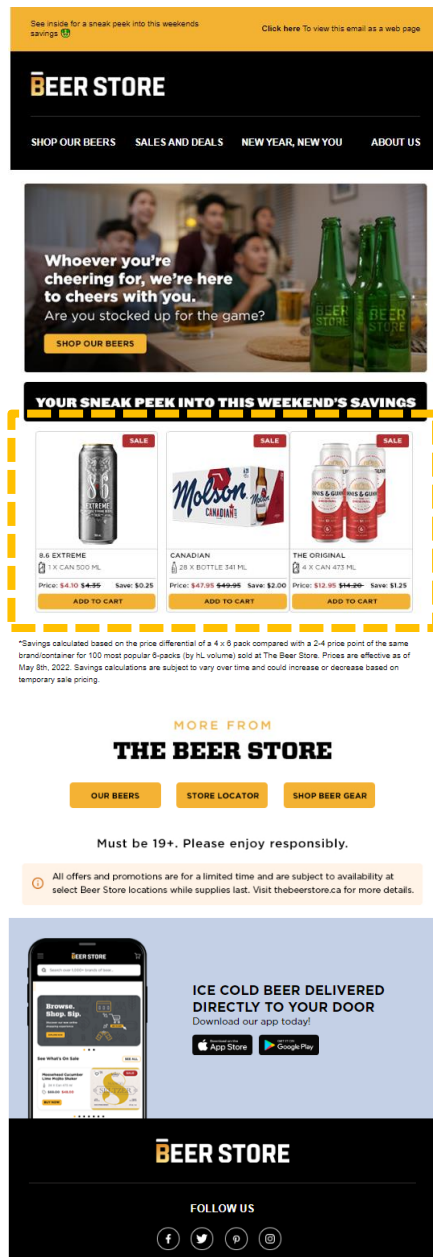
End Aisle



3'x2' footprint with poster advertising

#### DIGITAL\*

#### Email Sponsorship



Tier 4

\*For placement only, subject to change.

# End Cap Display

## Overview

The End Cap Program (ECP) is an in-store promotional program with product display and advertising designed to build immediate engagement with customers in the path to purchase.

The 2024 End Cap Display is an omnichannel opportunity



The End Cap Program is now offered as an omnichannel bundle, paired with a digital offering to create a seamless customer journey and a more impactful shopping experience.

### What's Included:

- Each promotion can feature one or more brand packs\*
- Brewers will design advertising for in-store and online using provided templates
- Promotions will align with TBS standard 4-week marketing cycles

### In-Store:

- 35 participating stores grouped into 4 zones to target your market demographic
- Each store features one 6' end cap with 2 display opportunities (booked separately) and located in a high traffic area on the path to purchase with poster frame for advertising your brand and promotion

### Digital:

- Email Sponsorship Tier 4

### Timelines:

- Opportunities were booked through a 2-week Draft process October/November'23
- A planning package will be sent to participating brewers in advance of their booking including all tools, reference materials, and a schedule of tasks and deadlines for actioning.
- Promotion details including artwork must be finalized no later than 4 weeks before the in-market date to allow for printing/shipping to stores.
- Product must be listed in participating stores in advance to qualify and are subject to applicable listing policies and fees

\*Skus can be featured on concurrent programs (EDP, FDP, Discovery) in different stores and brands can repeat for consecutive cycles in the same zone featuring a different pack and promotion.

# End Cap Display

## Rate Card

Rate card includes in-store and online promotional placements including associated costs of managing the print production and shipping of advertising to stores, setting up the displays and advertising in stores, replenishing the product displays over the 4 week promotional cycles and managing online advertising content.

4-WEEK CYCLES	ZONE 1		ZONE 2		ZONE 3		ZONE 4	
	LEFT SIDE	RIGHT SIDE	LEFT SIDE	RIGHT SIDE	LEFT SIDE	RIGHT SIDE	LEFT SIDE	RIGHT SIDE
1 Jan. 1 - 28	\$2,625	\$2,625	\$3,375	\$3,375	\$3,750	\$3,750	\$3,375	\$3,375
2 Jan. 29 - Feb. 25	\$2,625	\$2,625	\$3,375	\$3,375	\$3,750	\$3,750	\$3,375	\$3,375
3 Feb. 26 - March 24	\$2,625	\$2,625	\$3,375	\$3,375	\$3,750	\$3,750	\$3,375	\$3,375
4 March 25 - April 21	\$2,625	\$2,625	\$3,375	\$3,375	\$3,750	\$3,750	\$3,375	\$3,375
5 April 22 - May 26	\$3,150	\$3,150	\$4,050	\$4,050	\$4,500	\$4,500	\$4,050	\$4,050
6 May 27 - June 23	\$3,150	\$3,150	\$4,050	\$4,050	\$4,500	\$4,500	\$4,050	\$4,050
7 June 24 - July 21	\$3,150	\$3,150	\$4,050	\$4,050	\$4,500	\$4,500	\$4,050	\$4,050
8 July 22 - Aug. 18	\$3,150	\$3,150	\$4,050	\$4,050	\$4,500	\$4,500	\$4,050	\$4,050
9 Aug. 19 - Sept. 15	\$3,150	\$3,150	\$4,050	\$4,050	\$4,500	\$4,500	\$4,050	\$4,050
10 Sept. 16 - Oct. 13	\$2,625	\$2,625	\$3,375	\$3,375	\$3,750	\$3,750	\$3,375	\$3,375
11 Oct. 14 - Nov. 10	\$2,625	\$2,625	\$3,375	\$3,375	\$3,750	\$3,750	\$3,375	\$3,375
12 Nov. 11 - Dec. 8	\$2,625	\$2,625	\$3,375	\$3,375	\$3,750	\$3,750	\$3,375	\$3,375
13 Dec. 9 - Jan. 5	\$2,625	\$2,625	\$3,375	\$3,375	\$3,750	\$3,750	\$3,375	\$3,375

# Omnichannel Opportunities

## End Cap Display



### How It Could Look

#### IN-STORE\*

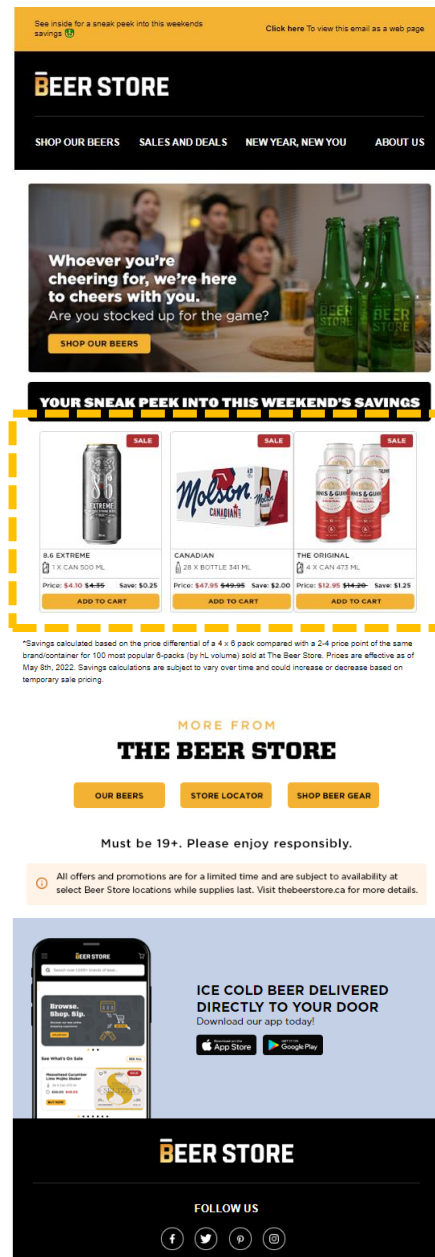
#### End Cap Display



\*Image shows 6' end cap with 2 display opportunities (booked separately), each with a 3'x2' footprint and 3'x2' advertising

#### DIGITAL\*

#### Email Sponsorship



Tier 4

\*For placement only, subject to change.

# Discovery Centre

## Overview

The Discovery Centre is an in-store promotional program with product display and advertising designed to build immediate engagement with customers in the path to purchase.

### The Discovery Centre continues into 2024 as an omnichannel opportunity

With an emphasis on the theme of discovery, this program will showcase TBS assortment and offerings, extending your promotional reach in-store and online driving engagement, consideration and conversion.

#### What's Included:

- Each promotion can include 1-3 skus\*
- Brewers will design advertising for in-store and online using provided templates
- Promotions will align with TBS standard 4-week marketing cycles

#### In-Store:

- 110 participating stores grouped into 9 zones to target your market demographic
- Designated fixture featuring 3 shelves for product placement and a built-in frame for advertising (3'x2' poster)
- Display is located predominately in the store lobby for prime visibility

#### Digital:

- Ad placement on Occasions Connection Page with add to cart feature
- Discovery Centre ad feature included in email to TBS subscriber base

#### Timelines:

- Opportunities were booked through a 2-week Draft process October/November'23
- A planning package will be sent to participating brewers in advance of their booking including all tools, reference materials, and a schedule of tasks and deadlines for actioning.
- Promotion details including artwork must be finalized no later than 4 weeks before the in-market date to allow for printing/shipping to stores.
- Product must be listed in participating stores in advance to qualify and are subject to applicable listing policies and fees

\*The Discovery brands can be featured on concurrent programs (EDP, FDP, ECP) in different stores and can repeat for consecutive cycles in the same zone featuring a different pack and promotion.

# Discovery Centre

## Rate Card

Rate card includes in-store and online promotional placements including associated costs of managing the print production and shipping of advertising to stores, setting up the displays and advertising in stores, replenishing the product displays over the 4 week promotional cycle and managing online advertising content.

4-WEEK CYCLES	ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9
1 Jan. 1 - 28	\$4,800	\$5,200	\$4,800	\$4,800	\$4,800	\$4,800	\$5,200	\$4,800	\$4,800
2 Jan. 29 - Feb. 25	\$4,800	\$5,200	\$4,800	\$4,800	\$4,800	\$4,800	\$5,200	\$4,800	\$4,800
3 Feb. 26 - March 24	\$4,800	\$5,200	\$4,800	\$4,800	\$4,800	\$4,800	\$5,200	\$4,800	\$4,800
4 March 25 - April 21	\$4,800	\$5,200	\$4,800	\$4,800	\$4,800	\$4,800	\$5,200	\$4,800	\$4,800
5 April 22 - May 26	\$5,700	\$6,175	\$5,700	\$5,700	\$5,700	\$5,700	\$6,175	\$5,700	\$5,700
6 May 27 - June 23	\$5,700	\$6,175	\$5,700	\$5,700	\$5,700	\$5,700	\$6,175	\$5,700	\$5,700
7 June 24 - July 21	\$5,700	\$6,175	\$5,700	\$5,700	\$5,700	\$5,700	\$6,175	\$5,700	\$5,700
8 July 22 - Aug. 18	\$5,700	\$6,175	\$5,700	\$5,700	\$5,700	\$5,700	\$6,175	\$5,700	\$5,700
9 Aug. 19 - Sept. 15	\$5,700	\$6,175	\$5,700	\$5,700	\$5,700	\$5,700	\$6,175	\$5,700	\$5,700
10 Sept. 16 - Oct. 13	\$4,800	\$5,200	\$4,800	\$4,800	\$4,800	\$4,800	\$5,200	\$4,800	\$4,800
11 Oct. 14 - Nov. 10	\$4,800	\$5,200	\$4,800	\$4,800	\$4,800	\$4,800	\$5,200	\$4,800	\$4,800
12 Nov. 11 - Dec. 8	\$4,800	\$5,200	\$4,800	\$4,800	\$4,800	\$4,800	\$5,200	\$4,800	\$4,800
13 Dec. 9 - Jan. 5	\$4,800	\$5,200	\$4,800	\$4,800	\$4,800	\$4,800	\$5,200	\$4,800	\$4,800

# Omnichannel Opportunities

# Discovery Centre

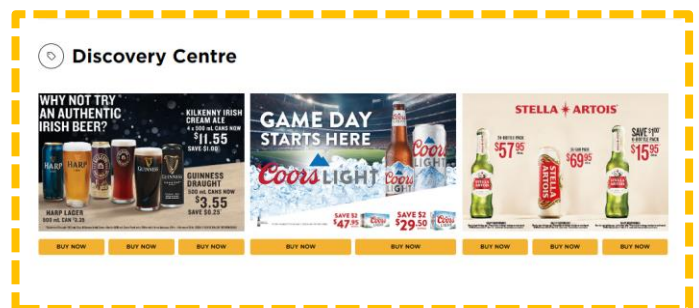
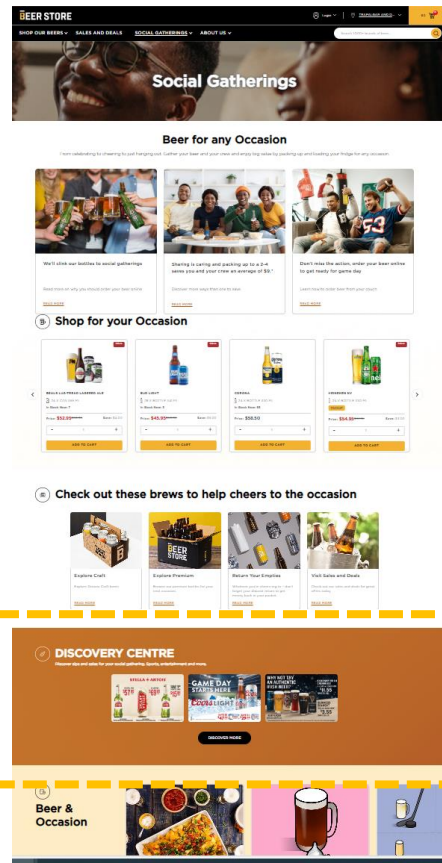


## How It Could Look

### IN-STORE

### DIGITAL\*

Advertising and 3 Product Shelves:



\*For placement only, subject to change



## Overview

Feature your brand on a shoppable impulse fixture in select stores and online as an omnichannel bundle creating a seamless customer journey and a more impactful shopping experience. Add custom advertising to the display to amplify your brand and promotion.

### What's Included:

- Each promotion can feature 1 sku
- Promotions will align with TBS standard marketing cycles

### In-Store:

- Access to 119 PSS and 4 Conventional Pilot stores in 14 geographical zones to target your market demographic
- The option to select stores from any available zone with a minimum of 5 stores per booking per cycle
- Each store features 4 display fixtures located in the self serve area (each booked separately)
- Accompanying large price ticket
- **Upgrade option:** add a custom branded displayer. Brewers are responsible for artwork, production and shipping. TBS will receive the assets and set up the display.

### Digital:

- Occasions Connection Page Tier 3

**Fee: Standard display \$150/display/cycle**  
**Upgraded display \$250/display/cycle**

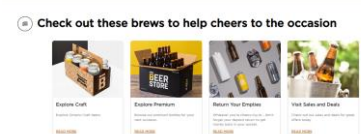
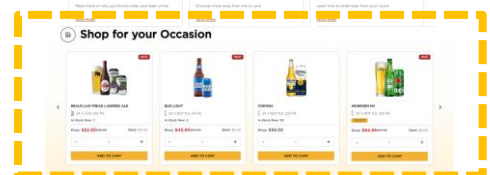
### Timelines:

- Launching Cycle 6: May 27
- Applications to be received 6 weeks prior to in-market date
- We will try to accommodate late requests where possible
- Product must be listed in participating stores in advance to qualify and is subject to applicable listing policies and fees

### In-Store



### Digital\*



Tier 3

\*For placement only, subject to change



# Cooler Impulse Fixture

## Rate Card

Rate card fees are calculated by number of stores in each zone and are based on the flat \$150/display/cycle. Individual stores may be selected from an available zone upon request.

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14
#STORES	3	5	7	15	1	2	14	10	11	14	14	11	11	5
6 May 27 - June 23	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
7 June 24 - July 21	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
8 July 22 - Aug. 18	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
9 Aug. 19 - Sept. 15	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
10 Sept. 16 - Oct. 13	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
11 Oct. 14 - Nov. 10	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
12 Nov. 11 - Dec. 8	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
13 Dec. 9 - Jan. 5	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750

## Store List

A store list in excel format will be provided upon request

# **Retail** **Opportunities**

Fees presented are for 2024 exclusively and do not include HST. Advertising placements are booked on a first come, first serve basis and are subject to allocation by TBS in accordance with our Shareholders Agreement dated January 1, 2016 where demand exceeds opportunities. TBS will endeavour to accommodate as many brands practical and reserves the right to modify or cancel a program at any time.

Contact: [BrewerPrograms@TheBeerStore.ca](mailto:BrewerPrograms@TheBeerStore.ca)

# TBS Cart Advertising

## Overview

Own the advertising space on TBS carts for a fee. Retail carts have significant visibility at TBS by customers both inside the store and outside, while shopping and returning empty containers.

Participating carts are outfitted with a sign frame for advertising. Cart ads are printed double-sided on coroplast to endure indoor/outdoor conditions. Each participating store will feature 2-8 ads!

### What's Included:

- 2-8 cart ads per store
- 14 geographical zones to target your market demographic
- Promotions will align with TBS standard 4-week marketing cycles
- Brewer is responsible for ad design and composition using a provided template
- Fees include print management, production, shipping and in-store set up

Fee\*: see next page for Rate Card

### Timelines:

- Apply to book your promotions for the entire year or according to the following deadlines. We will try to accommodate late requests where possible.  
Cycle 1 - November 10  
Cycles 2, 3 - December 15  
Cycles 4, 5, 6 - January 15  
Cycles 7, 8, 9, 10 - May 13  
Cycles 11, 12, 13 - August 15
- Artwork is subject to TBS review and approval and must be finalized no later than 4 weeks before the in-market date to allow for printing of the ads and shipping to stores.

### How It Would Look



# TBS Cart Advertising

## Rate Card

Rate card includes print management, production, shipping and set up of the ads in stores assuming full provincial booking each cycle. For smaller production runs fees will be quoted separately.

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14
#STORES	34	31	34	35	29	24	27	24	21	28	33	32	33	36
#CART ADS	145	129	141	157	94	76	137	101	116	167	166	152	128	139
1 Jan. 1 - 28	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
2 Jan. 29 - Feb. 25	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
3 Feb. 26 - March 24	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
4 March 25 - April 21	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
5 April 22 - May 26	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
6 May 27 - June 23	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
7 June 24 - July 21	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
8 July 22 - Aug. 18	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
9 Aug. 19 - Sept. 15	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
10 Sept. 16 - Oct. 13	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
11 Oct. 14 - Nov. 10	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
12 Nov. 11 - Dec. 8	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
13 Dec. 9 - Jan. 5	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645

## Store List

Participating stores have an inventory of 2 or more TBS carts onsite, each outfitted with a sign frame for advertising.

A store list in excel format will be provided upon request.

# Product Enhancement

## Overview

The Product Enhancement Program allows brewers the opportunity to enhance their product in customer-accessible areas of retail stores, across Ontario with TBS approval. The role of the enhancement is to increase the perceivable value of the product to consumers by providing information and/or value add with purchase. The information vehicle can be, for example, a sticker or neck tag applied to product to identify a sale or promotion. An example of a value add is a free koozie inserted into the product packaging.

### What's Included:

- Access to stores where product is customer-accessible
- Promotions will align with TBS standard 4-week marketing cycles
- Brewers are responsible for supplying and securely attaching the enhancement to product onsite

**Fee: \$1,000 per activation**  
(flat fee for unlimited store reach)

### Timelines:

- Booking requests must be received 4 weeks before the in-market date to allow for review and revisions and approved 2 weeks before to allow for communication of the promotion to stores
- Product must be listed in participating stores in advance to qualify and are subject to applicable listing policies and fees

### How It Could Look

a) promo sticker applied to packaging & value add inserted into package



b) promo neck tag applied to single can



# Shelf Talkers

## Overview

Shelf Talkers promote your product in the shopping environment with a wobbler inserted into the shelving channel beside the price ticket. Each shelf talker is designed by the brewer on pvc substrate with a 5" x 3" advertisement. Artwork can be creative and colourful to engage the consumer and bring awareness to the product. The shelf talker can highlight branding, brand information, a promotion or a limited time offer. Where single cans are merchandised, the single facings do not allow space for shelf talkers therefore single cans are not eligible for this program - consider the Product Enhancement Program.

### What's Included:

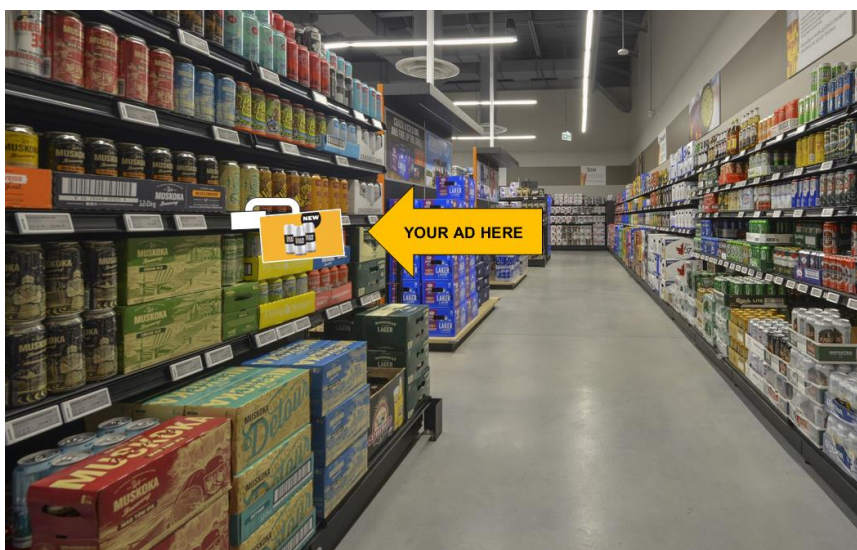
- Access to stores where product is listed and customer-accessible
- Promotions will align with TBS standard 4-week marketing cycles
- Brewers are responsible for artwork, production, shipping to stores
- TBS will receive and set up the shelf talkers

Fee: \$1,500 per promotion (flat fee for unlimited store reach)

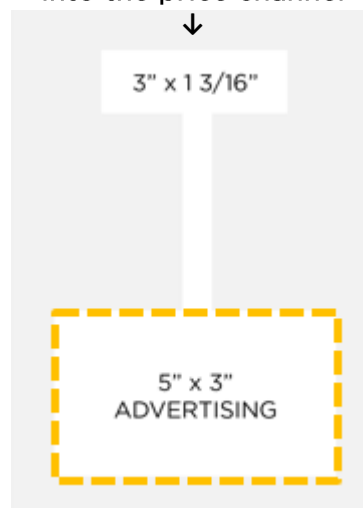
### Timelines:

- Booking requests must be received 4 weeks before the in-market date to allow for review and revisions, and approved 2 weeks before the in-market date to allow for communication of the promotion to stores
- Product must be listed in participating stores in advance to qualify and are subject to applicable listing policies and fees

## How It Could Look



This end installs directly into the price channel



# Pallet Promotions

## Overview

Pallet Promotions allows brewers the opportunity to bring awareness to product merchandised on a pallet with supplemental advertising. This program targets 120 TBS self serve stores across the province and each activation will run for 4 weeks.

Each promotional concept will be designed by the brewer to advertise the brand pack on display. Artwork can be creative and colourful to engage the consumer while in the shopping environment and can highlight branding, brand information, a promotion or a limited time offer.

Safety and stability of the advertising must be at the forefront of the design. Pallet promotion advertising cannot significantly extend into the aisle impairing foot traffic, cannot interfere with adjacent pallets or TBS operations, and cannot restrict customer shopping from the pallet.

### What's Included:

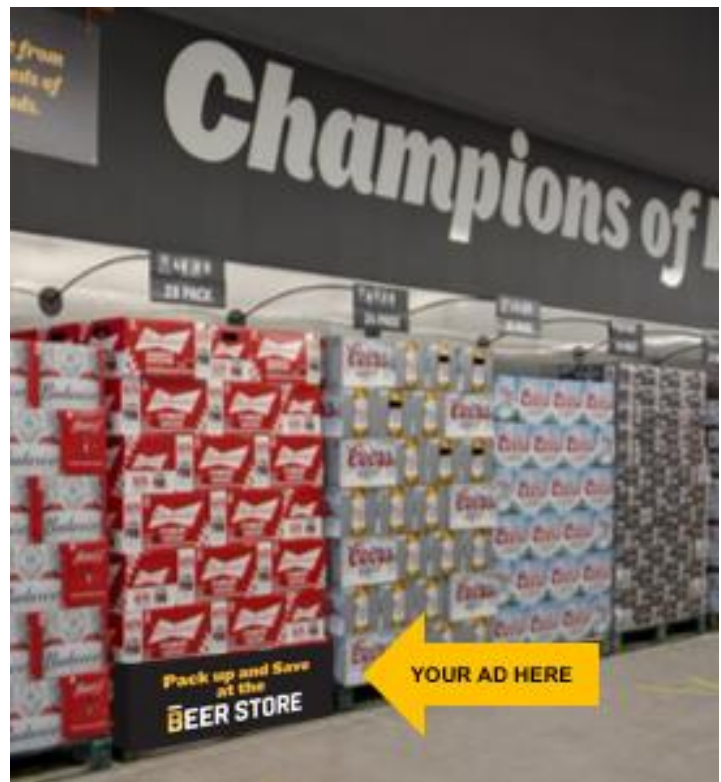
- Access to promote your pallet in qualifying stores
- Promotions will align with TBS standard 4-week marketing cycles
- Brewers are responsible for supplying the promotional assets
- TBS will manage in-store set up

Fee: \$1,500 per activation  
(flat fee for qualifying store reach)

### Timelines:

- Booking requests must be received 4 weeks before the in-market date and approved 2 weeks before to allow for communication of the promotion to stores. We will try to accommodate late requests where possible.

### How It Could Look



# Single Can Carriers

## Overview

Carriers are a great way to increase brand awareness, serving as a walking billboard. Design your custom advertising to drive awareness of brands, SKUs, innovation, brand story and much more. Product advertising on the carriers has shown in some brands upwards of an 18% lift in sales during promotional cycle!

This offering is available exclusively in self-serve stores across the province.

**New Option - ask us how you can supply your branded carriers to stores!**

### What's Included:

- Fee includes cost of set up, print production and administration
- Kitting and shipping is incremental and determined based on store reach
- Average 3-5 weeks distribution - length of time in market varies with participating stores, transaction volume and total number of units in circulation.

**Fee:** Pricing varies according to quantity

25,000 units - \$25,200

50,000 units - \$38,800

100,000 units - \$70,100

150,000 units - \$100,300

Kitting and shipping fees to be calculated based upon selected stores and carrier quantities.

Fees subject to change.

### Timelines:

- Booking requests must be received 12 weeks before the in-market date with artwork provided 8 weeks before in-market date. We will try to accommodate late requests where possible.

### How It Could Look



Advertising will be featured on front and back of can carrier. Die lines will be provided by TBS.



# Store Exclusive Events

## Overview

Make TBS a place to celebrate your brand with a store exclusive event! Drive brand engagement and inspiration with your audience utilizing a 1:1 customer strategy. Build buzzworthy and compelling customer experience driving traffic into stores and directly to your brand(s). Your interactive event experience could include brand activations, gamifications, experiential touch points, digital connectivity and much more.

Participate in this unique, experiential opportunity to directly engage with your audience and drive your brand experience at TBS. From product launches to promotions and contests to sharing your brand story, use your experiential teams and collateral to celebrate your brand at TBS. Partner with us to host your next Store Exclusive Event. Suggested add on: Tap Room experience.

### What's Included:

- Access to TBS indoor or outdoor space
- Customizable timing and store selection

Fee\*: \$1,000/event day

Looking for a special offer? Partner with us on the TAP ROOM program and get the event booking for \$700/day.

\*Brewer execution plans including media investment and marketing collateral are the responsibility of the brewer and not included in the TBS fee.

### Timelines:

- Booking requests must be received at least 4 weeks before the event date for collaboration and review and approved 2 weeks before the in-market date. We will try to accommodate late requests where possible.
- Interested brewers must submit a proposal to identify store location, timing, event format, activation tactics, staffing/operating plan and liability information. We ask you to review the pipeline internally with marketing and sales teams to identify what opportunities may present themselves. Key considerations are LTOs, seasonal SKUs, extending existing marketing initiatives etc.

## How It Could Look





# Brand Activations

## Overview

Amplify your brand message with the all-new Brand Activations program.

Curate your brand activation at The Beer Store with access to space inside the store and/or outside the store to showcase a brand installation, digital screen with advertising, or park a branded vehicle in the parking lot of the store as a billboard - the opportunities are endless. From out of home marketing treatments to stunts, bring your brand to life at The Beer Store.

Participate in these unique, curated experiential opportunities to directly engage with your audience and drive your brand experience at TBS.

### What's Included:

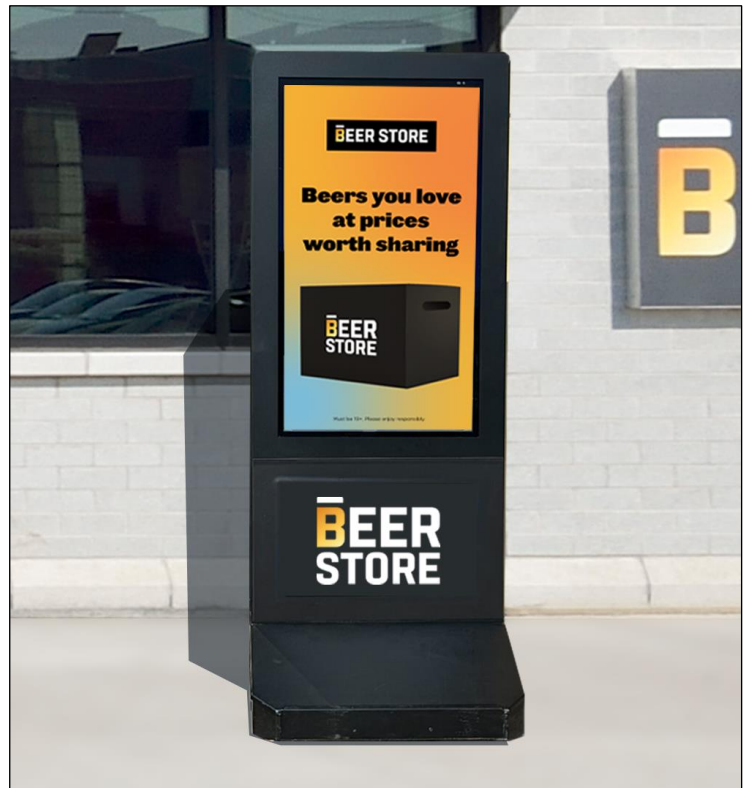
- Access to space inside the store and/or outside the store
- Customizable store selection
- Customizable timing

Fee: varies according to type of activation and length of activation

### Timelines:

- Booking requests must be received at least 4 weeks before the in-market date for collaboration and review and approved 2 weeks before the in-market date. We will try to accommodate late requests where possible.

## How It Could Look



# Brewer Vouchers

## Overview

Any Brewer wishing to distribute vouchers to customers to redeem against product at TBS must submit an application including artwork in advance of printing for TBS review and approval, and for communication to stores.

## Drive trial of your new & existing brands with brewer vouchers!

### Details to include on the voucher artwork:

- Brewer name and/or logo
- brand name and/or visual
- container type and unit volume
- voucher number
- expiry date
- authorized signature(s)
- area for store stamp
- “Redeemable at Beer Store locations where this product is sold”

### Other details to supply on the application:

- voucher dimensions
- voucher print stock
- in market timing
- quantity of vouchers
- voucher number range
- authorized signature(s)
- related promotional campaigns and target stores

<b>Fee:</b>	The total value of vouchers redeemed plus a voucher handling fee of 5% of retail value will be charged back to the brewer on their weekly statement.
-------------	--

## How It Could Look

*Sample voucher layout (front and back), multiple choice format.*

Pack Size  
6

Brewer Identification and/or Logo

Redeemable for one (1) package per voucher

341ml bottles OR  355ml cans

Voucher Number:

Brand A  
 Brand B  
 Brand C

Voucher Expiry Date: \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Redeemable at Beer Store locations where this product is sold

Brewer Identification and/or Logo

Store Stamp  
(box should be 2" long X 1" high)

Customer Name (please print)



# Branded Reusable Bags

## Overview

Custom branded, reusable bags provide a great opportunity to increase brand awareness serving as a walking ad. This eco-friendly, durable bag will feature your custom logo along with TBS logo to amplify and connect with customers while promoting the message of social responsibility and environmental sustainability. Branding opportunities will be available throughout the year. Stay tuned!

**Celebrate your brand with custom printed, reusable bags. Apply now!**

### What's Included:

- Eco-friendly, durable, reusable bags (11.2”L x 6.89”W x 10.1”H)
- Bags are black in colour with white branding
- Custom logo to be featured on one side of the bag
- TBS logo to be featured on the opposite side
- Brewer is responsible for logo artwork using a provided template
- Fee includes printing, shipping and administration
- Collaborate with fellow brewers to share the ad space and share the fee

**Fee\*:** \$0.30/cents per bag

\*Minimum application quantity is 25,000 bags

### Timelines:

- In-market May (Dec. 15 deadline)
- In-market June (Feb. 9 deadline)
- In-market Sept. (May 3 deadline)
- Other opportunities and timelines may be announced

### How It Would Look



TBS logo will be featured on the opposite side





# In-Store Audio

## Overview

Connect with your consumers with the power of audio in store! Excite, engage and probe customers to discover your brand and the great offers available. Introducing, the opportunity to take part in the TBS In-Store Audio. Participate with a 15 second audio to be played across 196 store locations, 20 times each day. Advertise your brand mantra or the latest LTO offer to direct the shopper towards your brands in store to drive sales.

## Advertise on The Beer Store In-Store Audio!

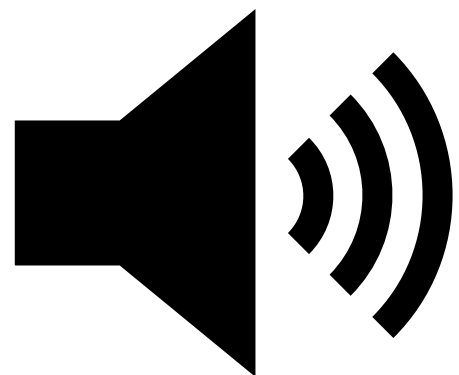
### What's Included:

- Includes one 15 second audio commercial
- Available in 196 stores – choose all stores or choose a more specific target audience
- Provide your existing 15 second audio spot OR provide the copy to us and we will handle all audio recordings with our partner
- Commercial will be played 20 times/day in stores
- Promotion timelines – 4 weeks or less, Brewer to specify at time of booking
- Fees include cost of production and execution

Fee: \$1,800 for all 196 participating stores

### Timelines:

- Program available for booking!
- Applications to be received 4 weeks prior to in-market date
- Unlimited brewer participation
- A participating store list in excel format will be provided upon request





## Overview

Promote your single cans at cash! Be a part of the customer's exit journey and remind them to purchase one more can of your brand! Introduce new flavours or amplify your brand – select up to 4 brands of your choice!

## Fully Own the *Why Not Try?* Display at Point of Sale

### What's Included:

- Access to 419 participating stores in 14 geographical zones to target your market demographic
- The option to select stores from any available zone with a minimum of 5 stores per booking per cycle
- Each booking includes a takeover of the display
- Choose one to four brands, singles only
- Promotions will align with TBS standard marketing cycles
- A store list in Excel format will be provided upon request

Fee\*: \$120/store

### Timelines:

- Launching Cycle 6: May 27
- Applications for zones to be received 6 weeks prior to in-market date
- Applications for individual stores in an available zone to be received 4 weeks to in-market date
- We will try to accommodate late requests where possible
- Product must be listed in participating stores in advance to qualify and is subject to applicable listing policies and fees

### How It Could Look\*



\*For placement only, subject to change

# Why Not Try?

## Rate Card

Rate card fees are calculated by number of stores in each zone. Individual stores may be selected from an available zone upon request.

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14
#STORES	34	32	34	35	27	24	27	23	21	28	33	32	33	36
6 May 27 - June 23	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
7 June 24 - July 21	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
8 July 22 - Aug. 18	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
9 Aug. 19 - Sept. 15	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
10 Sept. 16 - Oct. 13	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
11 Oct. 14 - Nov. 10	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
12 Nov. 11 - Dec. 8	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
13 Dec. 9 - Jan. 5	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320

## Store List

A store list in excel format will be provided upon request



# Lobby Impulse Cubby

## Overview

Be a part of the customer journey every step of the way. Introducing the all new Impulse Cubby at checkout in the lobby. What better way to feature a new innovation, LTO, mixed pack and much more. Remind your customer of the great offerings, brands and product selection you have in store.

### What's Included:

- Access to 38 participating stores
- Each booking includes one product placement and one digital price ticket
- Featured product will include one package sku (no larger than a 12 pack)
- Promotions will align with TBS standard marketing cycles
- A store list in Excel format will be provided upon request
- To promote singles, consider the 'Why Not Try?' program

Fee\*: \$100/store/placement

### Timelines:

- Launching Cycle 6: May 27
- Applications to be received 6 weeks prior to in-market date
- We will try to accommodate late requests where possible
- Product must be listed in participating stores in advance to qualify and is subject to applicable listing policies and fees

## How It Could Look







## Overview

Introducing the all new Shopper Cart - making it easier for customers to shop in store. Whether you are loading your cart up with multiple small packs or a large size case, the new shopper carts will make the shopper journey easier. These carts will have significant visibility both inside and outside the store allowing you to Attract, Engage and Connect with your consumers.

## Fully Own the Cart:

### What's Included:

- 2 carts per store, 2 ads per cart
- 7 geographical zones to target your market demographic
- Promotions will align with TBS standard 4-week marketing cycles
- Brewers are responsible for ad design and composition using a provided template
- Fees include print management, production, shipping and in-store set up

Fee\*: Details will be shared  
Minimum booking is 30 stores

\*Fee assumes full provincial booking each cycle.  
For smaller production runs fees will be quoted separately.

### Timelines:

- Planned launch June 24
- Artwork is subject to TBS review and approval and must be finalized no later than 4 weeks before the in-market date to allow for printing of the ads and shipping to stores.

### How It Could Look





# Savings Wall Takeover

## Overview

At The Beer Store, the best value for beer is always near. Share with customers the unique price point for large pack sizes and show the customers the value in great savings. There is no better place to save on beer. The Beer Store is the destination for unbeatable prices. Showcase customer savings when purchasing a 24 or larger case in comparison to 4 x 6 packs. The all new Savings Wall will be featured in select store lobbies with access to a digital screen and display table, allowing you feature both dynamic and animated brand messaging along with a product display!

Program launch timing and details coming soon - get excited!  
Fee range - \$1,500/store/cycle

## How It Could Look





# Storefront Posters

## Overview

It's time to welcome and attract your customer with storefront posters! Take advantage of this prime real-estate to attract and connect with your audience before entering the store. Storefront posters are a great advertising opportunity to amplify your brand message, attract new customers, educate customers with your special offers and create excitement.

### Own the Storefront Posters!

#### What's Included:

- Access to storefront window poster frames
- Opportunity to select store locations
- Promote one brand, multiple skus
- Costs include print production, shipping and store set up

Fee: Details will be shared

#### Timelines:

- Planned launch C6
- TBS will inform all brewers when this program has launched and is open to accept applications.
- Bookings will be confirmed based on availability and TBS criteria

### How It Would Look



# Storefront Bollards

## Overview

Bollard advertising is a great opportunity to promote your brand and product offers and connect with the shopper at the storefront entrance. Showcase your brand's creativity using our provided template.

## Own the Bollards!

### What's Included:

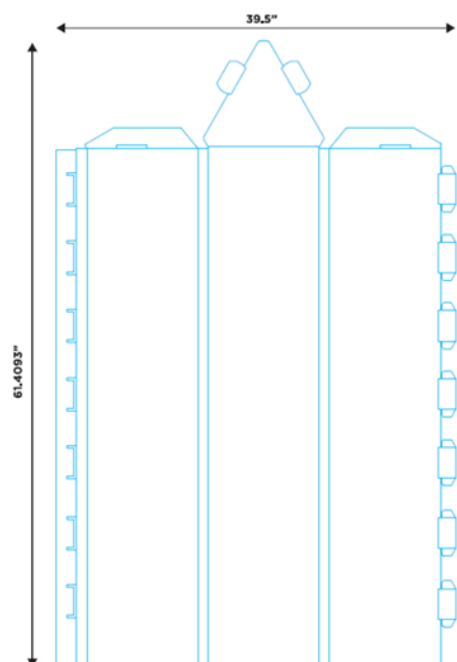
- Access to 2-11 bollards per store, 179 participating stores grouped into 7 geographical zones
- Access to 40 a la carte stores with the option to choose a minimum of 10 stores per booking per cycle
- Each promotion can include one brand, one sku
- Brewers are responsible for ad design and composition using a provided template
- Collaborate with your fellow brewers to share the ad space and share the fees (Brewers must submit a joint application and artwork)
- Promotions align with TBS standard 4-week marketing cycles
- Fees include print management, production, shipping and store set up

Fee: see next page for Rate Card

### Timelines:

- Apply to book your promotions 6 weeks in advance of in-market date
- Artwork is subject to TBS review and approval and must be finalized no later than 4 weeks before the in-market date to allow for printing of the ads and shipping to stores.

## How It Would Look



# Storefront Bollards

## Rate Card

Rate card includes print management, production, shipping and store set up assuming full provincial booking each cycle. For smaller production runs including a la carte store bookings, fees will be quoted separately.

ZONES	1	2	3	4	5	6	7
#STORES	16	20	30	28	39	22	26
#BOLLARDS	66	88	138	121	189	104	117
6 May 27 - June 23	\$5,196	\$6,666	\$10,119	\$9,090	\$13,793	\$7,841	\$8,723
7 June 24 - July 21	\$5,049	\$6,666	\$10,119	\$9,090	\$14,140	\$7,841	\$8,723
8 July 22 - Aug. 18	\$5,049	\$6,666	\$10,119	\$9,090	\$13,793	\$7,841	\$8,723
9 Aug. 19 - Sept. 15	\$5,049	\$6,666	\$10,119	\$9,090	\$13,793	\$7,841	\$8,723
10 Sept. 16 - Oct. 13	\$5,049	\$6,666	\$10,119	\$9,090	\$13,793	\$7,841	\$8,723
11 Oct. 14 - Nov. 10	\$5,049	\$6,666	\$10,119	\$9,090	\$13,793	\$7,841	\$8,723
12 Nov. 11 - Dec. 8	\$5,049	\$6,666	\$10,119	\$9,090	\$13,793	\$7,841	\$8,723
13 Dec. 9 - Jan. 5	\$5,049	\$6,666	\$10,119	\$9,090	\$13,793	\$7,841	\$8,723

## Store List

A store list in excel format will be provided upon request



## Overview

Welcome to the ALL-NEW Tap Room Experience! Bring Beer Tasting to life in a new meaningful way. Enjoy the full-service, newly launched Tap Room Experience at The Beer Store and engage consumers directly in their path to purchase by offering complimentary tastings of your product.

The all-new tasting program will be fully managed by our agency partner MOSAIC.

### What's Included:

- Access to 170 participating stores
- Customize your store reach
- Each booking will include one 4-hour session (Friday 4-8pm, Saturday 1-5pm and/or Sunday 1-5pm)
- A dedicated agency team will service your needs from the booking process to execution including sampling cups and branded assets
- Product used for tasting sessions a) must be listed at the store b) will come from store inventory c) can be billed to the brewer through an internal process.
- New and improved booking process with dedicated resources to help you select the stores of your choice along with performance measurement tools.
- Customizable experience with numerous plus up options for additional cost.

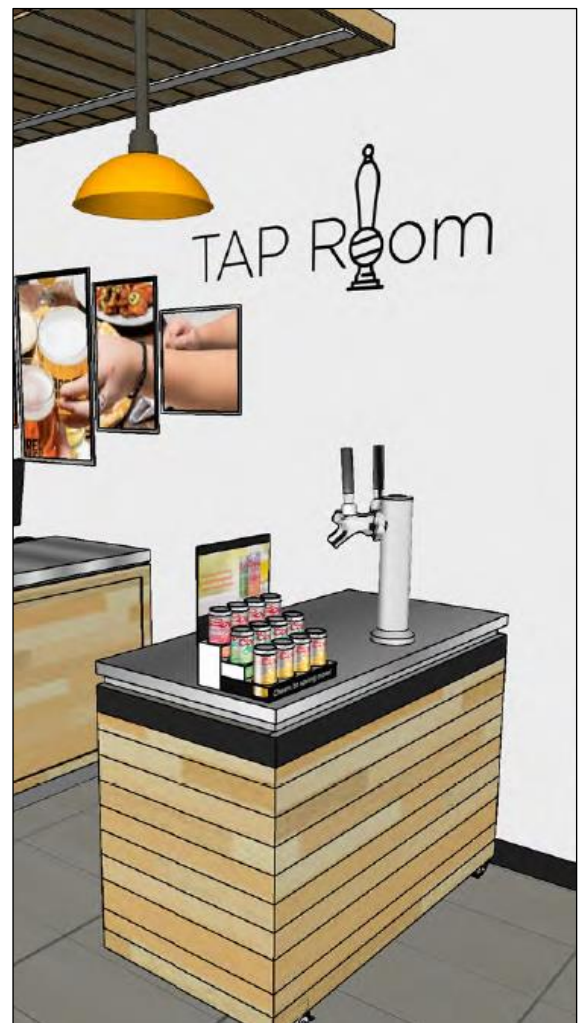
### Fees:

Agency led sessions: \$300/session (March-April and October-December), \$330/session (May-September)

Brewer led sessions: \$100/session

### Timelines:

- Program launch is March 1st.
- Booking lead time is 8 weeks.



**Apply Now!**

Submit your application to  
[TBSTastings@Mosaic.com](mailto:TBSTastings@Mosaic.com)

# Digital Opportunities

Fees presented are for 2024 exclusively and do not include HST. Advertising placements are booked on a first come, first serve basis and are subject to allocation by TBS in accordance with our Shareholders Agreement dated January 1, 2016 where demand exceeds opportunities. TBS will endeavour to accommodate as many brands practical and reserves the right to modify or cancel a program at any time.

Contact: [BrewerPrograms@TheBeerStore.ca](mailto:BrewerPrograms@TheBeerStore.ca)



# Digital Bundle Packages

## Overview

To compliment your instore activation, or to simplify your selection process, Digital Companion bundles have been curated to drive consideration and conversion. Selection of digital opportunities have been structured to help drive your brand message: innovation, an exclusive offer or anchored in an occasion- there is a Bundle package for you.

Program	What's Included	Fee
<b>Digital Occasions Bundle</b> 4 week Cycle	The Moments and occasions that matter to our shopper will be extended online as a destination page for shopping. Occasions Tier 1 offers: <ul style="list-style-type: none"> <li>• Brand block placement on Occasions landing environment</li> <li>• Product tile with add to cart button</li> <li>• Ribbon on select TBS pages</li> <li>• Feature Tile &amp; brand block on FLIPP aggregate Flyer</li> <li>• Social media integration on TBS social channels</li> </ul> Bundled with Tier 1 email. Audience has exceeded 100K subscribers and maintains and open rate of 35.35%	\$12,700/Cycle
<b>Promotional Offer Bundle</b> 4 week Cycle	Destination to shop by featured flyer and sale items vs encyclopedia view. <b>Flyers and Deals Tier 1 offers:</b> <ul style="list-style-type: none"> <li>• Flyer Featured tag as part of Sale section</li> <li>• Brand block placement on Sales and Deals Landing page</li> <li>• Feature Tile &amp; brand block on FLIPP aggregate Flyer</li> <li>• Ribbon on select TBS pages</li> <li>• Social media integration on TBS social channels</li> </ul> Bundled with <b>Tier 1 email</b> . Audience has exceeded 100K subscribers and maintains and open rate of 35.35%	\$12,700/Cycle
<b>Innovation/Brand Building Bundle</b>	In Companion to the <b>Occasions destination</b> , opportunity to elevate your brand with a customized Product Page (enhanced) allows you to celebrate your innovation, news, and brand's reason to believe <ul style="list-style-type: none"> <li>• Custom header banner</li> <li>• Dedicated Ribbon</li> <li>• Video integration</li> <li>• Additional customization opportunities</li> </ul> Increase traffic to your custom pages with additional <b>Email Tier 1</b> feature + featured Tag on thebeerstore.ca, place it at the top of the beer directory page, and include a 'Featured' tag	\$20,520/Cycle
<b>How it's promoted:</b>	<ul style="list-style-type: none"> <li>▪ Social media promotions via TBS IG and FB handles</li> <li>▪ Tentative 3P promotions during relevant occasions/moments</li> </ul>	





# Occasions Connections

## Overview

TBS aims to bring your brand to the forefront within our 2024 moments calendar, making your brand easier to discover and shop. The Moments page will attract shoppers through organic and paid sources, offering you prime visibility during seasonal beer consumption occasions.

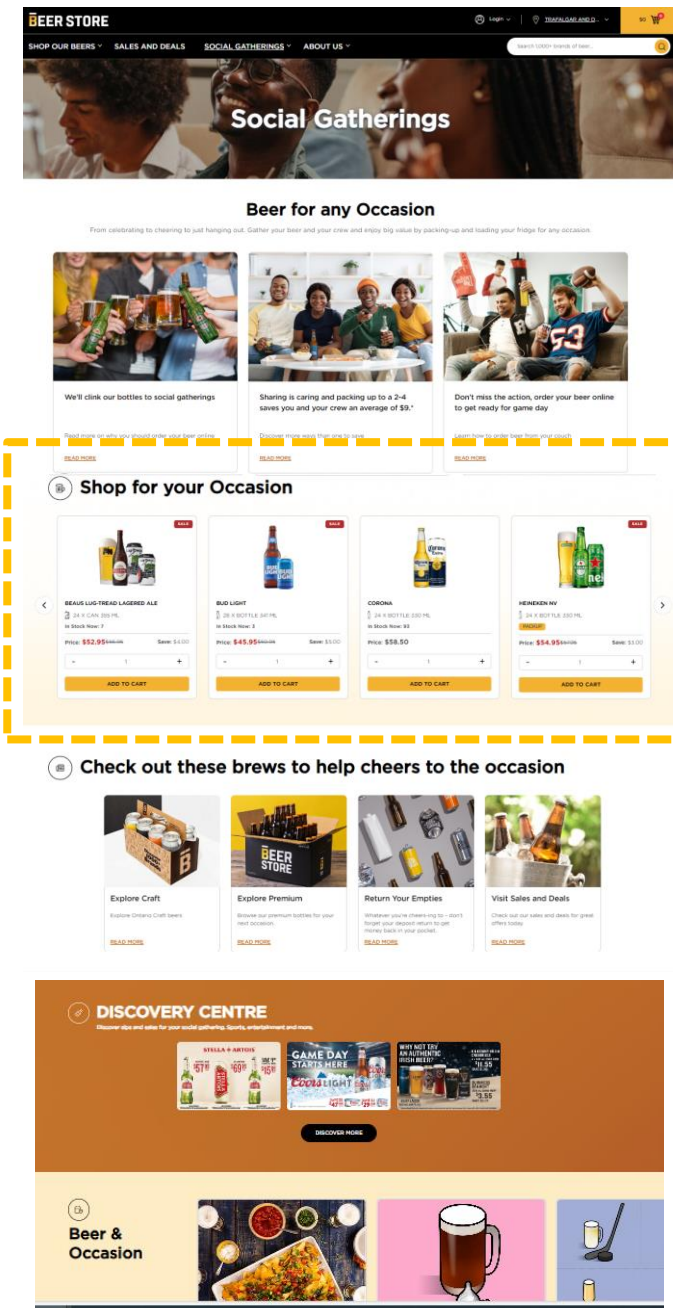
Your brand and product tile will be attached to the theme with a quick add-to-cart feature. Additional opportunity to further communicate your product offering exists through dedicated Brand Content Blocks or Enhanced Product Page Companion.

	Tier 1	Tier 2	Tier 3
One 4 week cycle sponsorship on the Moments Connection Pages	Make the category easy to shop by bringing relevant brands and products forward to the customer. Show them what they should browse and enjoy.		
Product Tile On Moments Connections Product Carousel with direct link to add to cart	✓	✓	✓
Primary Brand Block feature on the Moments Theme 700 x 466 desktop/ 432 x 290 mobile	✓		
Secondary Brand Block feature on the Moments Theme 457 x 436 Desktop/ 432 x 290 mobile		✓	
Product Inclusion on Theme Imagery	✓	✓	
Feature brand Block on FLIPP Aggregate Flyer under Occasions (with Product Tile)	✓	✓	
How its promoted:	<ul style="list-style-type: none"> <li>Thematic ad included in email newsletter</li> <li>Social media promotions via TBS IG and FB handles (Tier 1 &amp; 2)</li> <li>Considered in 3P promotions during relevant occasions/moments</li> <li>FLIPP promotion will be live for a min. of 2 weeks on the platform within the cycle window</li> </ul>		
<b>Fees:</b>	Standard: \$9,250  Premium: \$12,000	Standard: \$5,900  Premium: \$7,800	Standard: \$1,550  Premium: \$2,050

All Applications and artwork are due 6 weeks in advance of cycle start.



## How it Could look\*

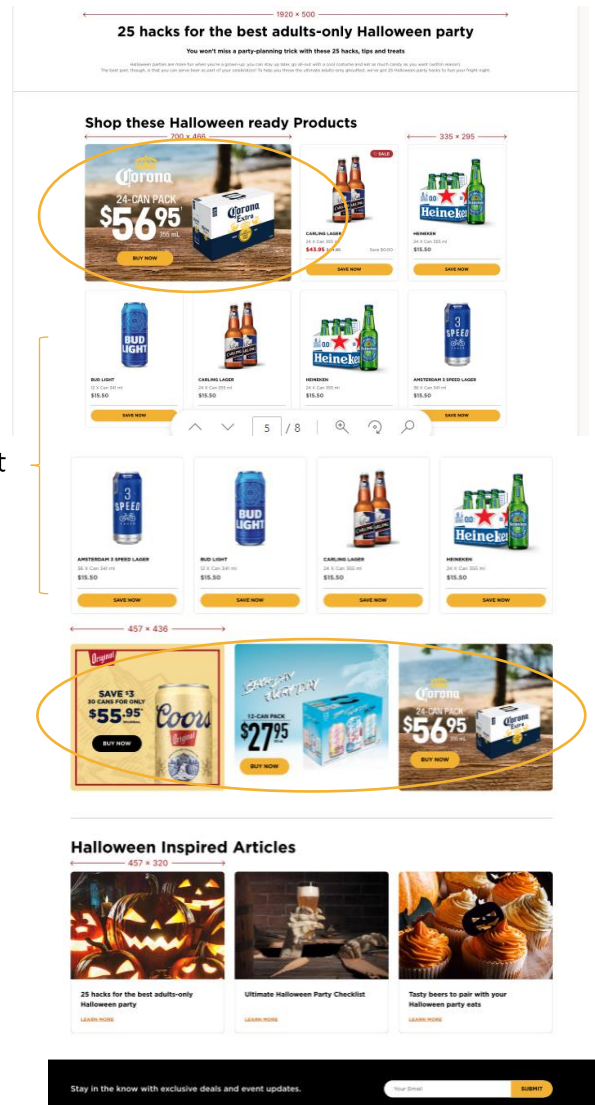


Tier 1 Brand Block



Tier 3 Product Tile

Tier 2 Brand Block



\*For placement only, subject to change



# Enhanced Product Page

## Overview

To amplify your brand message, opportunity to customize your product page to bring your brand story to life. If you are introducing innovation, attaching yourself to an occasion, hosting a contest or celebrating favourites, the enhanced product page allows you to incorporate customized banners, video and more.

Customers will continue to have access to product format, pricing and availability but will now be more inspired along their journey.

### Sponsorship Package:

#### What's Included:

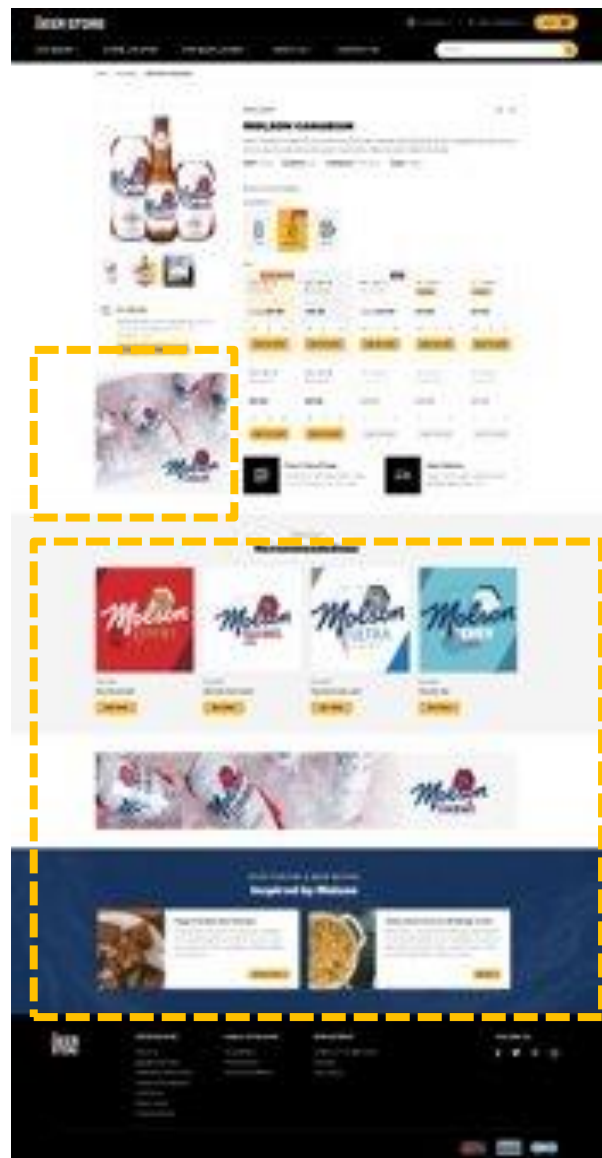
- Customized Product Page allows you to celebrate your innovation, news, brand RTB:
  - Dedicated Ribbon
  - Video integration
  - Additional customization opportunities
- Program also has a dedicated homepage tile to drive traffic to Enhanced Product Page.
- Asset specs to be provided upon booking

Fee: \$4,800 per cycle

#### Timelines:

- 6 week lead time is required before launch date

### How It Could Look\*:



\*For placement only, subject to change



# Flyers & Deals

## Overview

The TBS Flyers and Deals sponsorship allows brands to amplify their promotion and proposition in a shoppable environment for our deal seekers. The sales and deals landing page will become a destination on the TBS toolbar. Products must have a strong LTO or value incentive. This is an opportunity to promote your brand offer through dedicated content blocks and feature tags to prioritize your brand tile display.

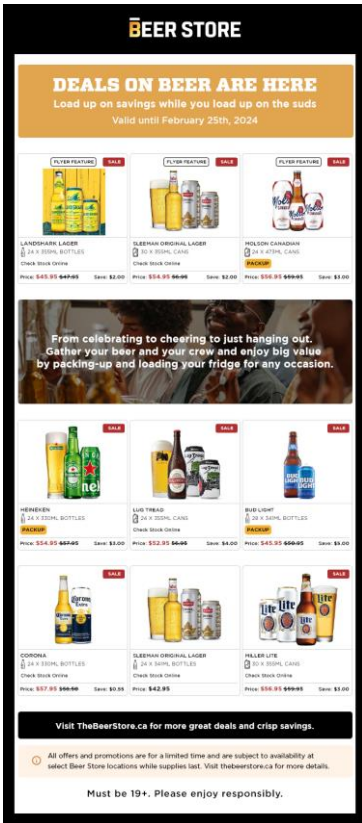
	Tier 1	Tier 2	Tier 3
One <b>4 week cycle</b> sponsorship on the Sales and Deals Pages	Opportunity to amplify promotions and deals and make easier to shop		
Leverage your product tile, place it at the top of the sales and deals directory page, and include a 'Flyer Featured' tag	✓	✓	✓
Primary Brand Block feature on the Sales and Deals Page 700 x 466 desktop/ 432 x 290 mobile	✓		
Secondary Brand Block feature on the Sales and Deals Page 457 x 436 Desktop/ 432 x 290 mobile		✓	
Feature brand Block on FLIPP Aggregate Flyer under Occasions (with Product Tile)	✓	✓	
How its promoted:	<ul style="list-style-type: none"> <li>Thematic ad included in email newsletter</li> <li>Social media promotions via TBS IG and FB handles (Tier 1 &amp;2)</li> <li>Considered in 3P promotions during relevant occasions/moments</li> <li>FLIPP promotion will be live for a min. of 2 weeks on the platform within the cycle window</li> </ul>		
<b>Fees:</b>	Standard: \$9,250  Premium: \$12,000	Standard: \$5,900  Premium: \$7,800	Standard: \$1,550  Premium: \$2,050
All Applications and artwork are due 6 weeks in advance of cycle start.			



## How it Could look\*

Tier	Specs	Mobile
Tier 1	700 x 466px	432 x 290px
Tier 2	457 x 436px	432 x 290px
Tier 3	Flyer Feature Tag (product tile)	

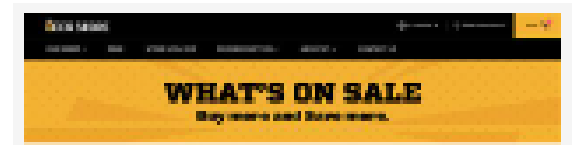
## FLIPP Flyer Feature Template



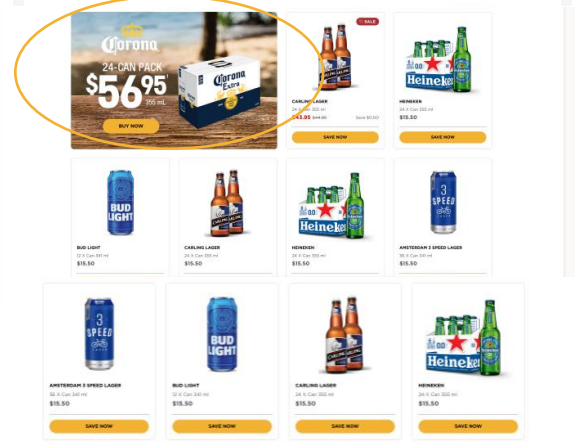
Content Blocks are consistent with Tier 1 and Tier 2 specs

← Product Tile

## TBS What's On Sale Environment



Tier 1 Brand Block



Tier 2 Brand Block



\*For placement only, subject to change

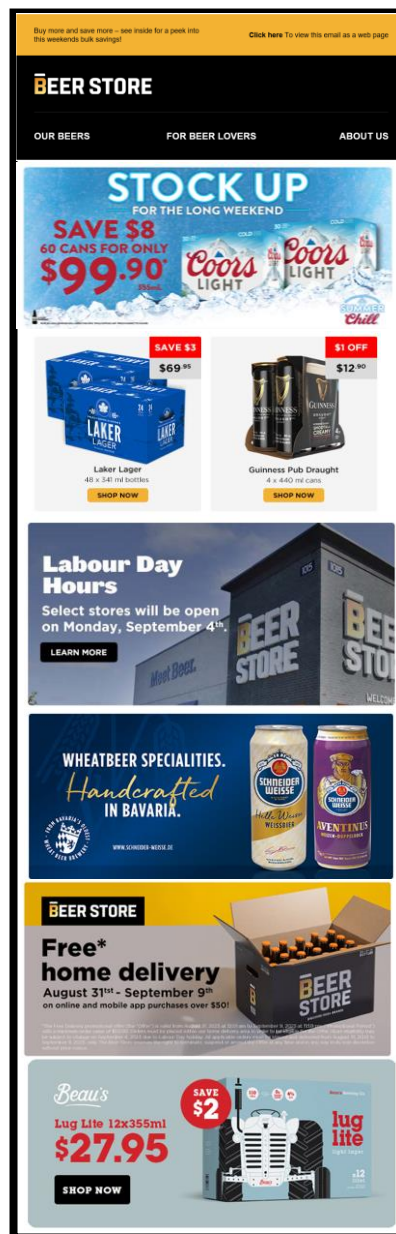
## Overview

Great opportunity to build consideration and awareness of your brands. These opportunities are available all calendar year and target weekly distribution. Applications and artwork due no later than 4 weeks ahead of go-live date.

## Sponsorship Packages

Tiers	What's Included	Fees*
Tier 1	<ul style="list-style-type: none"> <li>One (1) top banner feature</li> <li>Two (2) tier 4 feature placements</li> </ul>	Standard: \$3,450 Premium: \$4,050
Tier 2	<ul style="list-style-type: none"> <li>One (1) middle banner feature</li> <li>Two (2) tier 4 feature placements</li> </ul>	Standard: \$3,075 Premium: \$3,650
Tier 3	<ul style="list-style-type: none"> <li>One (1) middle banner feature</li> <li>Two (2) tier 4 feature placements</li> </ul>	Standard: \$2,800 Premium: \$3,250
Tier 4	<ul style="list-style-type: none"> <li>Feature placement</li> </ul>	Standard: \$990 Premium: \$1,250
A post-newsletter report to be provided for all sponsorship levels.		
*Standard vs. Premium placement dates are outlined in the appendix		
<i>Image specs:</i> Tier 1-3: File size minimum of 640x300px, high res in PNG format Tier 4: High res pack shot image in PNG format		

## How It Could Look\*



Tier 1

Tier 4

Tier 2

Tier 3

**100K+**

EMAIL SUBSCRIBERS

**35.35%**

OPEN RATE

## Overview

This opportunity will leverage your brand tile, place it at the top of the beer directory page, and include a 'Featured' tag. This is a great channel to consider for driving brand/product awareness, launch of a new product, showcase innovation, and sale.

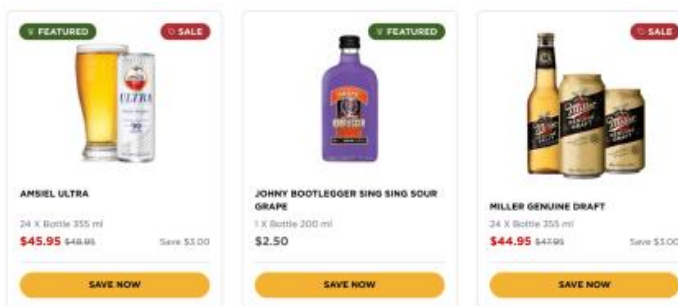
Each activation is promoted for a 4 week duration with a total of 13 cycles to choose from. Refer to appendix for cycle timeframes. Interested brewers are requested to sign up 3 weeks prior to their intended cycle to participate.

	Standard	Premium
<b>Fees:</b>	Cycles 1, 2, 3, 4, 5, 10, 11	Cycles 6, 7, 8, 9, 12, 13
	\$3,020	\$3,925
Details: 3 week lead time is required.		

## How It Could Look:



Featured Tag



# Recipe Sponsorship

## Overview

Recipes are a great always-on brand build opportunity which provide inspiration and discovery for online consumers. This offering can be used to drive awareness of brands, SKUs, innovation, brand story and much more. Great opportunity to expand on a brand’s digital marketing efforts to increase SEO and traffic to brand pages. This offering provides connection with consumers directly at digital point of purchase.

Sponsor and feature your brand(s) on our individual recipes found on our website. Currently, we have 70 recipes on site open for sponsorship. Recipe sponsorships will be reserved at a first come first serve basis.

### Sponsorship Package:

#### What’s included:

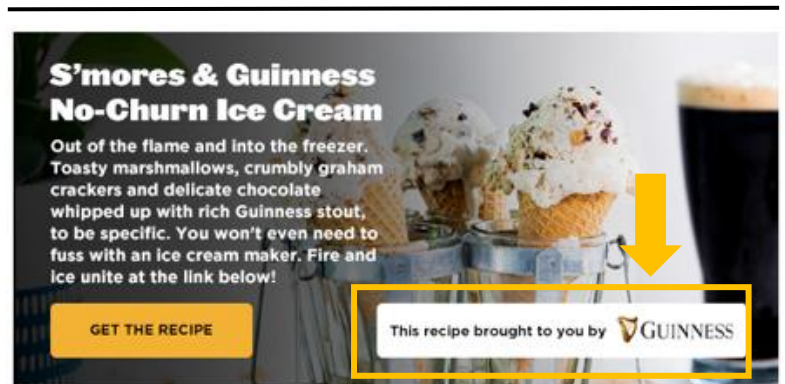
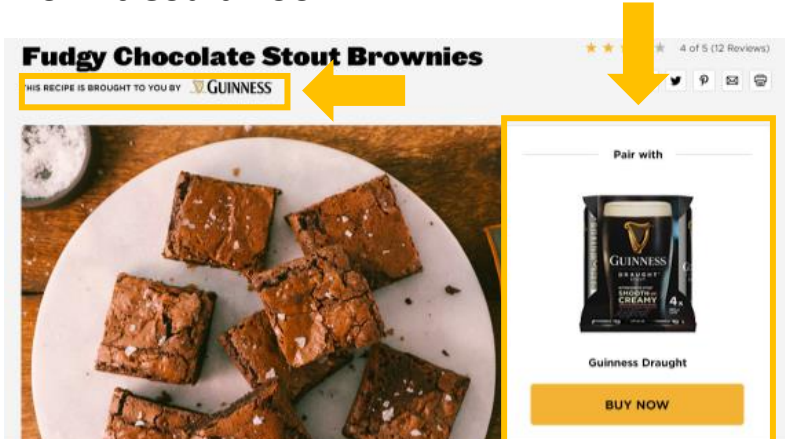
- One (1) year sponsorship (full year based on start date)
  - Feature includes: Visual, Product Name and Brand Image directly on recipe banner image. Feature will be hyperlinked to product page on [www.thebeerstore.ca](http://www.thebeerstore.ca).
  - A minimum of one (1) social media promotion via TBS Instagram and Facebook handles
  - A minimum of one (1) inclusion in email newsletter
  - Sponsorship included on product landing page
  - Image specs: Brand asset minimum of 900X900 (1:1 ratio), high res in PNG format and highest-res Logo File in EPS

Fee: \$6,450 per annual sponsorship, per single website recipe.

**Timelines:**

- 4 week lead time is required before launch date

### How It Could Look:





# Article Sponsorship

## Overview

Alongside recipes, articles are a great always-on brand build opportunity which provide inspiration and discovery for online consumers. This offering can be used to drive awareness of brands, SKUs, innovation, brand story and much more. We have a wide range of article content available from Beer & Food Pairings, Beer 101, Party Planning, and more. Article content consistently enhances engagement with our consumer base.


Sponsor and feature your brand(s) on our individual articles found on our website. Currently, we have 115 articles on site open for sponsorship. Article sponsorships will be reserved at a first come first serve basis.


### Sponsorship Package:

### How It Could Look:

What's included:
<p>One (1) year sponsorship (full year based on start date)</p> <ul style="list-style-type: none"> <li>Feature includes: Visual, Product Name and Brand Image directly on article banner image. Feature will be hyperlinked to product page on <a href="http://www.thebeerstore.ca">www.thebeerstore.ca</a>.</li> <li>A minimum of one (1) social media promotion via TBS Instagram and Facebook handles</li> <li>A minimum of one (1) inclusion in email newsletter</li> <li>Sponsorship included on product landing page</li> <li>Image specs: Brand asset minimum of 900X900 (1:1 ratio), high res in PNG format and highest-res Logo File in EPS</li> </ul>
Fee*:
<p>\$6,450 per annual sponsorship, per single website article.</p>
Timelines:
<ul style="list-style-type: none"> <li>4 week lead time is required</li> </ul>

**What foods to pair with hard seltzers, coolers and radlers**


THIS ARTICLE IS BROUGHT TO YOU BY 



Whether it's taco night or chocolate cake day, malt-based hard seltzers, coolers and radlers are ready to be BFFs with your favourite foods


**Lime + shrimp tacos**

Lime and shellfish are another true blue couple. The zip of the citrus bursts up the natural sweetness of fresh tasty pink crustaceans. Not only that, but lime makes ceviche, tomato salsa and other fresh toppings. Add a lime flavoured drink and suddenly taco night is the best night of the week.



**VIZZY HARD SELTZER  
BLUEBERRY POMEGRANATE**

BUY NOW



# Social Reshare

## Overview

As consumers continue to be connected to their devices more than ever, we have seen a significant increase of engaging, share worthy content produced by the brewers/vendors featured on social channels. Re-sharing content that resonates with the customer is a strategic way of winning engagement while driving awareness and consideration of your brands.

At the Beer Store, we want to entertain a resharing strategy on our channels when it complies with our criteria. The objective is to extend awareness of each brand, new products, innovation, material, content or availability at TBS when possible. This is a great way of telling our TBS followers that we have exciting news and brands featured that help heighten the pre shop experience.

### Criteria: How TBS will evaluate resharing on TBS social channels:

- **Is the content seasonally relevant or align with a moment/occasion?**
- **Does the content showcase news, innovation, promo, or sale?**
- **Does the content inspire, excite, or deliver consumer benefit?**
- **Will the content create urgency or CTA to purchase?**
- **Does the content touch on availability or exclusivity at TBS?**
- **Is this content repetitive? (Adding to previously used stories CTA's like 'ENDS SOON' or 'THIS WEEKEND ONLY' creates more variety in the back-to-back reshares).**
- **Does it follow AGCO guidelines/regulations?**

TBS will endeavor to accommodate as many brands as practical in our social reshare initiative. When evaluating amplification, it's recommended that brewers/vendors engage with the TBS team to bring awareness and collaboration of your promotional content.

In order to have the opportunity to participate, brewer/vendor content must tag TBS social handle. Once material is live, TBS will evaluate using the criteria and reshare if/when suitable.

### TBS Social Handle @thebeerstoreON





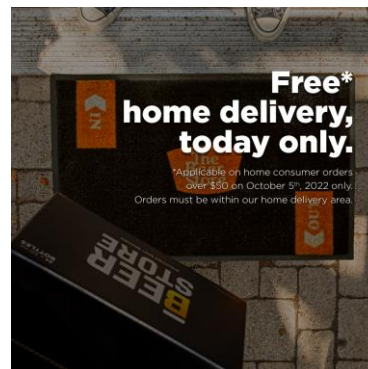
## Free Shipping Sponsorship

Add value and consideration to shop your brand by promoting free delivery as an additional value incentive to drive conversion. For limited time periods, you can attach a free or discounted delivery offer to your brand for Home delivery offers from thebeerstore.ca

Recommended to leverage email or other digital placement to help communicate value offer.

Admin Fee: \$2,000  
+ applicable delivery fees for orders that include your respected product  
Delivery fees average \$10.99 per delivery. Reconciliation to be completed post program  
3-week lead time required.  
*(available starting April 2024)*

## How It Could Look:

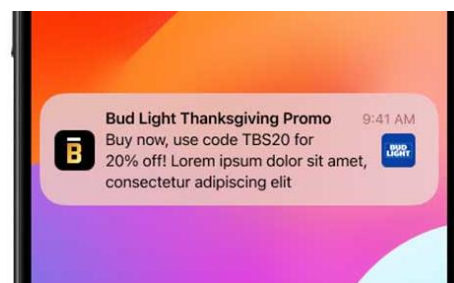


## Mobile App Push Notification

With a growing adoption of the TBS Mobile App, opportunity for you as a brewer to speak directly to this audience with a push notification. Own a moment and communicate directly to active TBS customers. Pilot initiatives have reached 5.6K impressions.

Fee: \$1,850  
Subject to review and approval from The Beer Store based on calendar.  
3-week lead time is required.  
200 - 300-character limit

## How It Could Look:



## Brewer x TBS Exclusive Giveaway

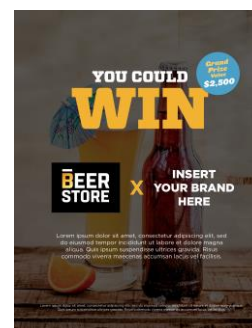
TBS can support and amplify your brand through exclusive contesting and offers. Consider bonus prizing, or offering that can be available to TBS Shoppers;

Opportunities for amplification:

- Social/ email
- Custom marketing mix

To collaborate, please reach out with details of the campaign

## How It Could Look:



# UTM Tagging

## Overview

In order to better track the success of brewer campaigns which drive consumers to TBS owned channels, we are offer UTM tagging + reporting. By using UTM tagging in your campaigns, you can easily identify which specific ad, campaign, or channel is yielding the best results.

This opportunity can be customized based on specifics around your campaign and the number of UTMs needed. A cohesive report will be developed and sent back at the completion of the campaign which is included in the cost.

To receive a customized quote, please reach out with details of the campaign and the amount of UTM tags required. A 3 week lead time is required.





# Surprise & Delight – eCommerce Sampling

## Overview

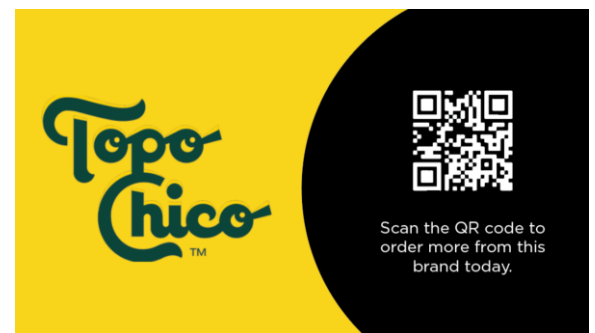
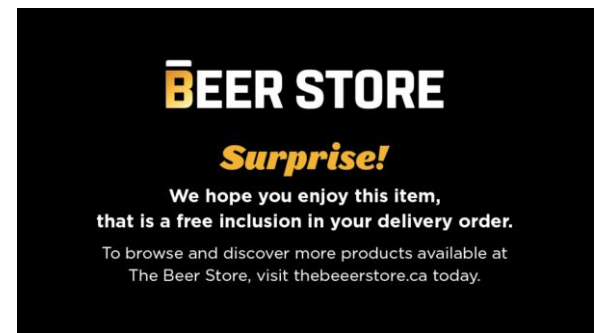
This program provides brewers the opportunity to provide a 'Surprise & Delight' gift for customers that make orders through 3P platforms and TBS online orders. With all value-add inclusions, a companion card will be included to inform the customer of this feature including a QR code, driving the customer back to the brand's product page.

All gifts are subject to review and approval from The Beer Store. Timelines for gift deployment will vary based on store selection, quantities of gifts, and level of eCommerce orders for participating brand.

### Sponsorship Package:

<b>Details:</b>
<ul style="list-style-type: none"><li>▪ Brewer to hand-select which stores will be participating</li><li>▪ No minimum or maximum quantity of gifts per store location – gifts will be handed out with eCommerce purchases until quantities run out</li><li>▪ As this will be a Surprise &amp; Delight for customers, there will be no lead up or promotion of program</li><li>▪ Brewer will be responsible for shipping items to selected stores, and from there, TBS will distribute through eCommerce orders</li><li>▪ 3.5" x 2" Companion card will be double sided with TBS branding on one side and brewer-branding on other</li><li>▪ Kitting and fulfilment support available upon request</li><li>▪ Brewer responsible for shipping of items to selected stores and regulatory compliance</li><li>▪ <i>(available in Q2 of 2024)</i></li></ul>
<b>Fee*:</b> Details will be shared *Shipping fee for companion card included in above cost, with shipping direct to store. Shipping of gift direct to store by brewers.
<b>Timelines:</b> <ul style="list-style-type: none"><li>▪ 6-week lead time is required</li></ul>

### How It Could Look:



Double-sided 3.5"x2" Companion Card with gift

\*This companion card visual is a mock-up only with visuals and language subject to change.

# **External Advertising Campaign Opportunities**

Advertising placements are subject to allocation by TBS in accordance with our Shareholders Agreement dated January 1, 2016. TBS reserves the right to modify or cancel a program at any time.

Contact: [BrewerPrograms@TheBeerStore.ca](mailto:BrewerPrograms@TheBeerStore.ca)



# Direct Mail Flyer

## Overview of Pilot

Driving value and savings is a core focus for our customers. TBS will lean into our value message and reinforce to customers that TBS is the destination. This is a physical flyer that will be deployed to 350k households, prioritized according to transaction and volume count across the TBS network in Ontario. Your product tile and value incentive will be curated in a TBS owned flyer.

## Sponsorship Package

Flyer Feature Product Placement	Product Tile + Companion tag to communicate Savings/Offer etc. Pilot will include 15 brand placement opportunities
Fee:	\$5,500
Pilot Timeline:	Pricing must be valid and align with the cycle timeline: <ul style="list-style-type: none"> <li>• Cycle 4 (March 25 -April 21)</li> <li>• Cycle 7 (June 24 - July 21)</li> <li>• Cycle 9 (August 19 - September 15)</li> <li>• Cycle 13 (December 9 - January 5)</li> </ul>
Future program will include digital integration into flyers and deals page and digital flyer (FLIPP). Interest in program required <b>6 weeks</b> in advance of program launch.	

## What It Could Look Like





# Sustainability at its Best

## Overview

The Beer Store is an industry leader in environment responsibility. Over 95 years TBS had collected an estimated 170 Billion Empty alcohol containers. In celebration of earth month in April 2024, we want to showcase leadership in environmental stewardship.

Share with us your commitment to environmental sustainability so that together we can amplify our promise.

Environmental Leadership	
Product Focus, What We're Looking For	Tell us about your organization environmental initiatives. What is your story?
Tactical Channels	<ul style="list-style-type: none"> <li>• Presence in digital/social media campaigns, social media or sponsored content. All channels will drive traffic to thebeerstore.ca</li> <li>• Environment Stewardship Destination housing the collection of impactful stewardship stories.</li> </ul> <p><i>*Media plan subject to minor changes at the discretion of TBS.</i></p>
Fee:	Complimentary
<p>This is a pilot initiative to bring awareness to the environmental leadership initiatives within the beer industry. Post campaign analytics available upon request to participants; approximately 8 weeks following campaign efforts. TBS reserves the right to modify or cancel this program at any time. Applications are due February 16<sup>th</sup> 2024.</p>	





# Summer Celebrations

## Overview

TBS is inviting you to celebrate summer with us and be a part of our external advertising campaign. We want to highlight the great value available at TBS, promote savings, value added promotions, and showcase summer favourites, new product news, and RTDs available. We want to present summer solutions made easy, promoting the products and variety of formats available at TBS, all season long.

We have two packages available that will run congruently in the summer; starting Spring into Labour Day (Cycles 5-9). For this campaign, brands will be integrated into themes allowing TBS to communicate a succinct message about our offerings.

	1. Summer Value	2. New Sips, RTDs and Summer Favourites
Product Focus, What We're Looking For	Savings and LTOs, Value Added Promotions, Mixed Packs	New Product News, RTDs, and Summer Favourites
Tactical Channels	<ul style="list-style-type: none"> <li>• Presence in digital/social media campaigns, social media or sponsored content. All channels will drive traffic to thebeerstore.ca</li> <li>• Out of home throughout Ontario; using data points and segmentation to inform locations</li> <li>• Photography of participating SKUs will be captured as they will be shown in combination with other SKUs.</li> </ul> <p><i>Media plan subject to minor changes at the discretion of TBS.</i></p>	
<b>Fee:</b>	\$10,000 per sku	
<p>This is a pilot initiative as we look to enable and drive category growth principles. Post campaign analytics available upon request to participants; approximately 12 weeks following campaign efforts. TBS reserves the right to modify or cancel this program at any time. Applications are due March 25<sup>th</sup> 2024</p>		

Bonus Offer: Tap Room Experience at 20 select stores of your choice during promotional period. Timing to be confirmed according to availability.



# Cheers to the Season

## Overview

The holiday season is a great opportunity for TBS to heighten value message and celebrate the season, for whatever the occasion may be. Our goal is to showcase value and seasonal news by driving impact with an external advertising campaign.

For this campaign, we have two ways in to celebrate the season (Cycles 12 and 13). Brands will be woven into themes allowing TBS to communicate a succinct message about our offerings.

	1. Cheers to You	2. Cheers to Value
Product Focus, What We're Looking For	Gift packs, or gift worthy Skus (just add a bow) <ul style="list-style-type: none"> <li>• Gifts under \$60</li> <li>• Gifts under \$30</li> <li>• Gifts under \$20</li> </ul>	Savings and LTOs, Value Added Promotions, Mixed Packs
Tactical Channels	<ul style="list-style-type: none"> <li>• Presence in digital/social media campaigns, social media or sponsored content. All channels will drive traffic to thebeerstore.ca</li> <li>• Placement in TBS moments page on thebeerstore.ca housing the collection of gift offerings available.</li> <li>• Photography of participating SKUs will be captured as they will be shown in combination with other SKUs.</li> </ul> <p><i>Media plan subject to minor changes at the discretion of TBS.</i></p>	
Fee:	\$10,000 per sku	
<p>This is a pilot initiative as we look to enable and drive category growth principles. Post campaign analytics available upon request to participants; approximately 12 weeks following campaign efforts. TBS reserves the right to modify or cancel this program at any time. Applications are due June 15<sup>th</sup> 2024</p>		

Bonus Offer: Tap Room Experience at 20 select stores of your choice during promotional period. Timing to be confirmed according to availability.

# Information

Contact: [BrewerPrograms@TheBeerStore.ca](mailto:BrewerPrograms@TheBeerStore.ca)

# 2024 Promotional Cycles

## Overview

TBS standard marketing cycles are 4 weeks\* in duration, Monday to Sunday and are subject to statutory holidays. Cycles that do not follow this schedule will be called out specifically by program within this package.

\*Announced April 5 - Cycle 5 will extend by one week and all cycles thereafter will shift by one week to align closer to LCBO cycles. Brewers who have booked into programming this calendar year received a personal notification from TBS in advance of an e-blast to all Brewer partners.

Cycle	In-Market Dates
1	January 1 - 28
2	January 29 - February 25
3	February 26 - March 24
4	March 25 - April 21
5	April 22 - May 26
6	May 27 - June 23
7	June 24 - July 21
8	July 22 - August 18
9	August 19 - September 15
10	September 16 - October 13
11	October 14 - November 10
12	November 11 - December 8
13	December 9 - January 5

Cycles 5-9 are categorized as premium for EDP/FDP/ECP/DCP  
 Cycles 6, 7, 8, 9, 12, 13 are categorized as premium for digital programming

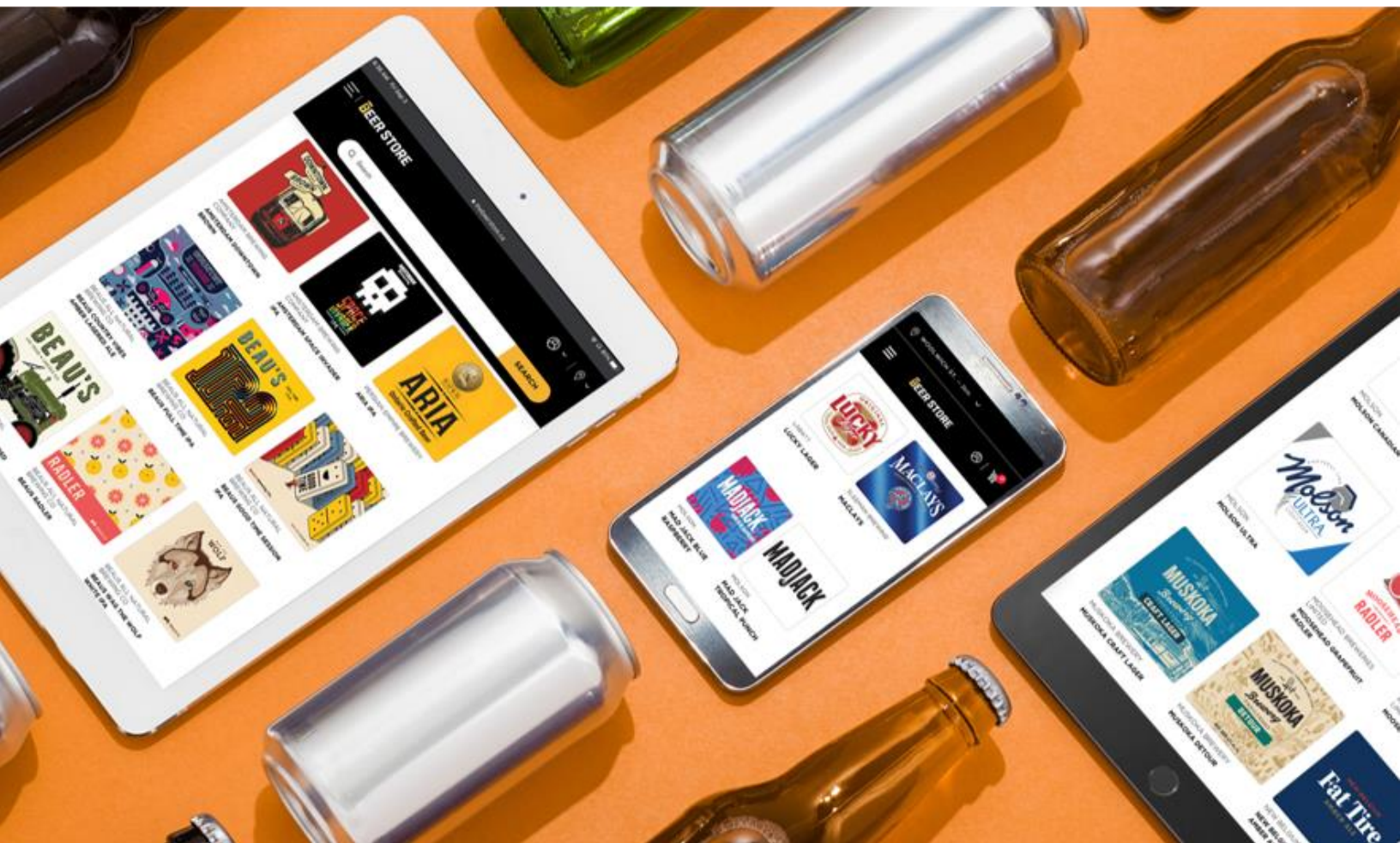
## Overview

Did you know that each brand listed at the Beer Store is featured on our digital channels\* with assets supplied by the listing brewer?

To ensure your brands are up to date and represented well, pop onto our website to audit your portfolio. If any of your assets are missing or the branding needs a refresh please send your files to [EcommerceSupport@TheBeerStore.ca](mailto:EcommerceSupport@TheBeerStore.ca) for uploading.

Refer to our detailed [Brand Asset Guidelines](#) for file requirements and specifications.

\*Digital channels include: home consumer website (TheBeerStore.ca), licensee website (BeerforBusiness.ca), mobile apps, 3P channel storefronts, in-store shopping screens.



# Sale of Data

## Overview

TBS offers listed brewers access to sales data for an annual license fee (full year or part year) as defined below. Each data subset includes all sales and returns summarized weekly in XML format and shared on the TBS SFTP server.

Annual fees will be posted to the weekly brewer statement once a signed Agreement is received and processed, and access to data will be made available soon thereafter.

Applications for the current year or for historical data are accepted on an ongoing basis, please reach out for an application form or with any questions.

## 2024 Rate Card

Brewer Data Subsets		Description	Full Year Jan - Dec	Part Year Aug - Dec
1	Labatt	All products produced by Labatt Ontario and sold through TBS.	\$7,840	\$3,270
2	Molson	All products produced by Molson Ontario and sold through TBS.	\$7,840	\$3,270
3	Other Ontario	All products produced by other Ontario brewers and sold through TBS (excludes LCBO, Labatt, Molson).	\$7,840	\$3,270
4	Non-Ontario	All products imported to Ontario through the LCBO and sold through TBS.	\$7,840	\$3,270
5	Ontario Craft Brewers	Ontario products sold through TBS (excludes LCBO, Labatt, Molson, Sleeman, Moosehead, Waterloo).	\$3,010	\$1,260
6	All Data Subsets	All data listed above (Subsets 1 - 4). Note - OCB data (Subset 5) is included in Subset 3, not supplied as a separate file.	\$31,360	\$13,080

\*Rates presented are for 2024 exclusively and do not include HST.



# Brewer Digital Portal

## Overview

In 2024, TBS will introduce a streamlined approach to the booking process for promotional programs.

The all-new TBS Brewer Portal will give you: easy access to our catalog of programming; personalized opportunities (inclusive of allocations); online requests for booking; opportunity to leverage a generic template for creatives and spec details; confirmation of booking emails and reminder for submission deadlines; access to 2024 Moments & Occasions Calendar YTD booking summary.



# Let's Talk

Contact [BrewerPrograms@TheBeerStore.ca](mailto:BrewerPrograms@TheBeerStore.ca)

Please reach out to us for any Promotional & Advertising Opportunity inquiries. For specific programs of interest, include the desired Program Name and Cycle Date in the subject line of the email to enable our team to best support you.



**BEER  
STORE**