

Wholesale Listing Application Guidelines

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Purpose of This Document

The online Application Form is dynamic – based on certain selections, fields will appear or disappear to ensure the appropriate information is captured for your specific listing.

This document includes additional details and suggestions for specific fields in the online application. Note that many fields are self-explanatory and will include no information below. If you have additional questions, contact listings@slqa.gov.sk.ca

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ONLINE APPLICATION SECTIONS

1. Listing Information

- Listing Type:** Refer to the [SLGA Wholesale Policies and Supplier Manual](#) for more information on listing types.
- Product Exclusivity:** If the product is exclusive to select RSPs, select 'Yes'; another field will appear to capture the specific RSPs.
- Product Seasonality:** Indicate if the product is a limited-time offer (e.g. available only for the winter months). Selecting 'Yes' will add two additional fields to capture the months the product is available.

2. Product Information

- Full Product Name:** This is the name that will appear in price lists and online.
- Country of Origin:**
- Product Type:**
- Unit size (ml):** The total millilitres (ml) of the **selling unit** (e.g. 355mL, 750 mL, etc).
- Alcohol/Volume:** If the case includes a variety of alcohol percentages, enter all alcohol percentages. (e.g. 2x5%, 2x5.5%)
- Container Type:**
- Bottles/Selling Unit:** Number of **individual containers** in each selling unit (e.g. 1 bottle, 4-pack, 6-pack, etc).
- Units/case:** Number of **selling units** per case (e.g. if the selling unit is a 6-pack, then there are 4 units per case).
- Shelf Life:**
- UPC(EAN/Bottle Code)*:** Typically 12 digits. This is the code assigned to the selling unit, and must appear on the bottle or package.
- SCC(GTIN/Case Code)*:** Typically 12-14 digits. This is the code assigned to the case, and must appear on each case on two adjacent sides.

*For more information regarding the use of UPC and SCC codes, please refer to the [C.A.L.J. Product Identification Standards for Use in the Distribution of Beverage Alcohol](#).

- Case Weight(kg):** Note: the maximum allowed for Core Listings is 18.9 kg.

Cases/Pallet:

Cases/Layer:

Width/length/height(cm):

Vendor Quote/Case:** The price per case that will be paid to the supplier.

Wholesale Base Price/Unit:** The price that all retailers will pay for the product when they order it from the SLGA Distribution Centre,

**See the [SLGA Wholesale Pricing Calculator](#) on the [Supplier Portal](#) for more information.

Suggested Retail Price: Optional. Remember that RSPs set their own pricing and are not required to follow this suggestion.

Currency: The currency payment should be made in.

Excise Terms: Anything picked up outside of Canada is duty deferred. Pick-ups within Canada (ie, St. Albert, Vancouver) can be either deferred or paid. If the product is Duty Paid, that means all customs duty and/or excise duty is considered paid prior to receipt at the SLGA Distribution Centre. See the [SLGA Wholesale Pricing Structure and Policy](#) on the [Supplier Portal](#) for more information.

If the product qualifies for duty exemption because of a free trade agreement, and the manufacturer is new to SLGA, the manufacturer from the country of origin must supply SLGA with a Certificate of Origin upon receiving a product listing approval.

For more information regarding Certificates of Origin, refer to the [SLGA Wholesale Pricing Structure and Policy](#).

Attributes:

Certificate of Analysis Attached: See the [Beverage Alcohol Quality Assurance Policy](#) for details about Certificates of Analysis (CoA). A CoA is required for all Core-listed products and will be accepted with an application or after a listing is awarded.

3. Product Type-Specific Information

Fields will change based on the Product Type selected in Part 2: Product Information.

4. Manufacturer Information

This section captures the manufacturer details. Distributor and agent information will be captured in the next section.

5. Distributor/Payee Information

Purchase Orders and payment will be issued to the distributor. This may be the same as the Manufacturer details in the previous section.

The last question in this section gives the option of adding agent information in the event the agent and distributor are not the same.

If the distributor is new to SLGA, a Banking Information form (for payment) and a Purchase Order Agreement will be sent for completion upon a product listing approval.

Shipping terms:

- Ex Works – SLGA is responsible for transportation costs and insurance once product is picked up by SLGA's carrier at the supplier's facility.
- FCA – The supplier is responsible for transportation costs and insurance to SLGA's carrier's facility. SLGA is responsible for transportation costs and insurance after the product has been received at the carrier's facility.
- FOB – the supplier is responsible to make arrangements (and the transportation costs and insurance) to get the product loaded onto the ship specified by SLGA's freight forwarder. SLGA is responsible for the transportation costs and insurance after the goods have been loaded onto the ship.
- FOB Regina – all transportation costs will be paid by the supplier to SLGA's Distribution Centre in Regina.

6. Sales & Marketing Information

This section is important for Category Management in their listing decisions. It is important to know that if a product is listed, the agent/supplier will be promoting and supporting sales.

Total Annual Budget: Optional. Showing your budget can impact the listing decision so Category Management knows you are actively promoting sales.

Projected Sales: 6-month projected sales will be used to determine profitability in the listing decision, as well as first-order quantities in the event of a listing. Accurate forecasts are important to SLGA and will be taken into account in future applications from agents/suppliers.

National & Provincial Spend: Outline marketing details you are planning at this time, adding rows as required. Note: National activities are not required; Provincial activities are highly recommended to ensure sales.

Annual Performance in Other Provinces: Optional; however can be helpful, especially in the beer category. Category Management will review ACD data if available.

ADDITIONAL APPLICATION INFORMATION

Listing Application Checklist

- Completed listing application form
- Electronic bottle image (see below for details).
- Product sell sheet and/or tasting notes
- Other supporting documentation, which can include a list of interested retailers and their case commitments
- Samples, if applicable. For more information on samples, see the [SLGA Wholesale Policies and Supplier Manual](#).

Product samples must be shipped to the SGLA Distribution Centre:

SLGA Listing Committee
c/o SLGA Distribution Centre
12252 Ewing Avenue
Regina, SK S4M 0A1

All other items must be emailed to listings@slga.gov.sk.ca or submitted via our Secure File Transfer portal (see below for details).

Product Images – Technical Requirements

- **Technical requirements:**
 - **Ideal:** 1808x1808 pixels (this will make the Zoom in feature on the product detail look fantastic).
 - **Good:** 904x904 pixels (this is the retina quality).
 - **Basic:** 452x452 pixels (this is the minimum acceptable level).
- **Other requirements:**
 - Pictures taken on white background if possible
 - Product at the center
 - Other angle shots if applicable
 - No added text of any kind (other than what's already on the product labels)
 - No watermarks of any kind

Secure File Transfer – TitanFile

TitanFile can be accessed here: <https://upload-slga.titanfile.com/#wsMqb1>. Click on “SLGA Wholesale Listings” on the left hand side, and then follow the prompts.

Once files are uploaded, an email notification is sent to the Listings email address. TitanFile encrypts all data, both in transit (while uploading) and at rest (while the file is being stored on the server).