

Wholesale Listing Application Guidelines

For a Core Listing application, the form must be fully completed. Incomplete applications will not be considered.

If a drop-down list doesn't contain the choice you require, you are required to type information in the field as well.

Product Information

Full Product Name: Name that will appear in price lists and online.

Listing type requested: Indicate if you are making an application for a Core Listing, Conditional Listing, or Supplier Limited Allocation. Refer to the SLGA Wholesale Listing Policy for more information on the different listing types available.

Country of Origin: Indicate where the product is manufactured.

Select **one** product type and complete the corresponding section (Beer, Spirit/Liqueur, Wine, Refreshment Beverage)

Beer

Select either SLGA Distributed or Privately Distributed (ie, BDL).

Select Type and Subtype.

Provide the IBU (International Bitterness Unit) measurement, typically between 5 and 120 (for craft and craft-style).

Spirit/ Liqueur

Select product type.

If the product is a spirit, select Spirit subtype.

If the product is a liqueur, select Liqueur subtype.

Wine

Select Type and Subtype.

Indicate the region within the country of origin.

Indicate the Quality Designation, if applicable.

Indicate the colour of the product.

Vintage – With respect to Regular listings, SLGA does not guarantee vintages to retailers. Supplier limited allocations may be vintage specific.

Indicate the residual sugar level.

Varietal(s) – type in the varietal composition, including percentage (ie, 50% Cabernet, 50% Merlot).

Refreshment Beverage

Select Type and Subtype.

Unit Size (ml): This is the total millilitres (ml) of the selling unit (ie, 750 ml, 2130 ml, 1320 ml).

Bottles per Selling Unit How many individual containers in the selling unit (ie, 1 bottle, 4-pack).

Alcohol/Volume: Indicate the alcohol content of the product as a percentage of volume.

Units/Case: This is how many selling units per case (ie, if the selling unit is a 6-pack, then there are 4 units per case).

Container Type: Select the container type.

Shelf Life:	Indicate the shelf life of the product.
UPC:	Typically 12 digits. This is the code assigned to the selling unit, and must appear on the bottle or package. Also known as an EAN code.
SCC:	Typically 12-14 digits. This is the code assigned to the case, and must appear on each case on two adjacent sides. Also known as a GTIN code.
* 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:	Provide the total weight of the case in kilograms (the maximum allowed for Core Listings is 18.9 kg).
Cases per Pallet:	Provide the total number of cases shipped per pallet.
Cases per Layer:	Provide the number of cases on a single layer or tier.
Case Width/Length/Height:	Provide the dimensions of the case in centimetres (cm).
Vendor Quote (Case):	This is the price per case that will be paid to the supplier.
Currency:	Indicate the currency payment should be made in (CAD, USD, EURO).
Wholesale Base Price/Unit:	This is the price that all retailers will pay for the product when they order it from the SLGA Distribution Centre, as calculated by the SLGA Wholesale Pricing Calculator.
Duty 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.
Suggested Retail Price:	Indicate the suggested retail price per unit.
Certificate of Analysis:	All Core and Conditional products distributed by SLGA from its Distribution Centre must have a Certificate of Analysis (COA) completed within the previous 24 months, from a laboratory acceptable to SLGA, on file with SLGA. Indicate if a Certificate of Analysis is available for the product. If so, include with application.
Attributes:	Indicate if the product has any unique attributes. Select all that apply, or type in others.

Manufacturer Information

Provide the name, address and contact information for the manufacturer of the product.

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.

To qualify for the small producer mark-up rates, producers must meet the eligibility requirements and submit an Annual Declaration of Production Form.

For more information regarding Certificates of Origin and Annual Declaration of Production, please refer to the *SLGA Wholesale Pricing Structure and Policy*.

Distribution & Shipping Information

Purchase Orders and payment will be issued to the distributor. 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.

Provide distributor name, full address, contact name and information. This may be the same as the manufacturer.

Shipping terms: Select one of Ex Works, FCA, FOB or FOB Regina.

- 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.

Location/port: State the location or port that corresponds to the shipping terms.

If different than the distributor address, provide the pick up location information, including a name and phone number for a contact person responsible for scheduling pick-ups.

Sales & Marketing Information

Optional for Conditional and Allocation applications. NOT required for Privately Distributed beer applications.

Projected case sales: provide the six month and 12 month sales forecasts for the product. This should include sales through all retail channels in the province.

Annual performance in other Canadian provinces: Indicate which other provinces are selling this product, the date the product was listed in that province and the annual 9L case sales (or case sales since launch, if less than a year).

Total annual marketing budget for this product: Provide the dollar amount budgeted to this product for promotions in Saskatchewan. Provide a few examples of promotional activities planned for this product.

Agent Information

Indicate the agency representing the product in Saskatchewan. This may be the same as the Distributor.

If the distributor or agent is new to Saskatchewan, a Letter of Authorization from the manufacturer is required.

Listing Application Checklist:

- Samples
- Completed listing application form
- Certificate of Analysis
- Electronic bottle image
- Product sell sheet and/or tasting notes
- Other supporting documentation, which can include a list of interested retailers and their case commitments

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).

Holiday Gift Items

- Vendor Quote (Case):** This is the total price per case that will be paid to the supplier. The sum of the Vendor Quote (Alcohol) and the Vendor Quote (Packaging) should equal the Vendor Quote (Case).
- Vendor Quote (Alcohol):** This is the price per case that represents the alcohol portion of the gift item. Mark-up is applied only to this portion.
- Vendor Quote (Packaging):** This is the price per case that represents the packaging portion of the gift item.

i.e. – YQR Gift Pack

Vendor Quote (Case) = \$117.20

\$89.25 (alcohol quote) + \$27.95 (package quote)

Product Images – Technical Requirements

- **Ideal:** 1808x1808 pixels (this will make the Zoom in feature on the product detail look fantastic).
- **Good:** 904x904 pixels (this is retina quality).
- **Basic:** 452x452 pixels (this is the minimum acceptable level).

Other non-resolution requirements are:

1. Pictures are taken on white background as much as possible
2. Product at the center
3. Other angle shots if applicable
4. No added text of any kind (other than what's already on the product labels)
5. 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 (files) that it stores, both in transit (while uploading) and at rest (while the file is being stored on the server).