**Navigating Special Order Channels: A Guide for Saskatchewan Craft Producers**

Thank you for your interest in SLGA’s Special Order process. Below is an overview of how Special Orders work for SK Craft Producers. After reviewing, let us know if you’d like to set up a call to discuss the process in more detail or answer any questions you may have.

**What Are Special Orders?**

Special Orders is an on-demand service that allows retailers to request products from around the world. SLGA then works to source and deliver these products to retailers across the province.

**Why Should a SK Producer Consider Using Special Orders?**

* **Expand Your Reach Without Full Distribution:**
Saskatchewan is a large province with widely dispersed retailers. Special Orders allow you to reach more locations without the burden and cost of province-wide distribution by using SLGA’s established delivery network.
* **Increased Visibility:**
Your products will be listed in SLGA’s Special Order catalog, making it easy for retailers to add them to their regular orders. SLGA also highlights new local products in its weekly retailer communications.
* **Simplified Billing and Payment:**
SLGA handles all billing and payment collection from retailers, so you don't have to.
* **Efficient Product Handling:**
Once your product arrives at the SLGA Distribution Centre, it is shipped to the retailer with their next regular order, typically within a few days. In rare cases, it may take up to two weeks for smaller retailers.
* **Flexible Delivery Options:**
You control which products are offered via Special Orders and which areas you want to serve through direct delivery.
*(Example: One producer offers direct delivery within Regina, Saskatoon, and Swift Current; outside of this zone, they use Special Orders.)*
* **Pricing and Cost Savings:**
Products sold through Special Orders are subject to markup (paid by the retailer, not the producer) and are exempt from levy.
Typically, you would sell the product to SLGA at a slightly reduced price to offset the retailer markup and make the retail price competitive—logical since you are saving on distribution costs.

**Note:** SLGA provides a pricing calculator to help determine the final retailer price. We'll show you how to use it to find the right balance for your products.

* **Ongoing Promotion:**
While SLGA facilitates logistics, producers remain responsible for promoting their products to retailers and commercial permittees.

**How the Special Order Process Works**

1. **Price Your Product:**
Use the Pricing Calculator to establish your pricing. (The SK Craft team is happy to assist!)
2. **Submit Your Listing:**
Complete the Special Order Listing Form and send it to: specialorders@slga.com.
3. **SLGA Setup:**
SLGA enters your product into the system, adds it to the Special Order catalog, and announces it to retailers.
*(Note: This expedited setup is unique for SK producers.)*
4. **(Optional) Create a Sell Sheet:**
Provide a promotional one-pager, and SLGA will share it with retailers to help promote your products.
5. **Retailer Orders:**
Retailers place their Special Orders for your products.
6. **Receive Orders:**
SLGA compiles and sends orders to you once or twice weekly, depending on volume.
7. **Schedule Delivery:**
Book a delivery time and deliver the product to SLGA’s Distribution Centre.
8. **Product Shipping:**
SLGA ships your product to the retailers with their next order.
9. **Get Paid:**
SLGA pays producers 30 days after receiving the product.
10. **Retailer Billing:**
Retailers are invoiced through their standard SLGA monthly billing process.
11. **Reporting:**
Include the volume sold to SLGA in your monthly production report to ensure the volume is exempt from levy.

**Additional Opportunities for SK Producers**

SLGA also offers other programs that could benefit SK producers:

* **Beer Pre-Order Program:**
SLGA offers a selection of beers for monthly pre-orders. Retailers order in advance, and producers deliver the confirmed quantities to SLGA. Applications are accepted twice per year.
* **Product Allocations:**
SLGA may purchase a set quantity of a product to offer alongside core-listed items. Once sold out, products can transition to Special Orders—ideal for seasonal or limited-edition releases.

For more information about these opportunities, please contact:
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