**Saskatchewan Liquor & Gaming Authority**

**Wholesale Marketing Programs for SK Producers**

Last Updated: May 2022

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# Purpose of this document:

This document will outline the wholesale marketing programs available to SK producers. Wholesale programs are managed by the SK Craft Alcohol team and are available to all Retail Store Permittees (RSPs) and SK producers across SK.

SK producers are also welcomed to work directly with RSPs or CPs on individual marketing programs if you choose to do so.

SK producers who distribute via the SLGA Distribution Centre are also able to leverage other wholesale marketing programs, as outlined in the Liquor Supplier portal.

All programs are optional. Current programs include:

# Tradeshows and Showcases

Periodically throughout the year, SLGA hosts tradeshows and showcases, which may be in-person or online. Typically, both SK producers and national suppliers are invited to exhibit, and RSPs from across Saskatchewan are invited to attend and/or purchase product.

**HOW TO PARTICIPATE:**

Watch for communication from [skcraft@slga.com](mailto:skcraft@slga.com) for announcements of future events.

# New-Product Circular

A catalog (called a circular) is emailed to approximately 700 RSPs each week showing the new products available at SK producers. It includes an image of and details about the product (e.g., product description/tasting notes, container size, case size, etc.) and purchase instructions or contact information for the producer (e.g., phone, email, website).

This circular is sent in conjunction with the other weekly circulars for SLGA-distributed and privately-distributed products. There is no fee to participate.

**HOW TO PARTICIPATE:**

Complete the New-Product Circular Form found on the For SK Craft Producers page of slga.com and send the form and a product image to [skcraft@slga.com](mailto:skcraft@slga.com).

# Holiday/Seasonal Gift Pack Catalog

A catalog that promotes SK-produced specialty items related to Halloween, Christmas and New Year’s.

**HOW TO PARTICIPATE:**

* Watch for communication from [skcraft@slga.com](mailto:skcraft@slga.com) in May.
* SLGA will collect product details from producers, compile a catalog and order sheet, and send them to RSPs; SK producers may also include a link to their ordering site in case RSPs prefer to order directly.
* SLGA will compile any orders sent to SLGA and will forward them to the respective producer to fulfill using any approved delivery method. Note: recommend Halloween items should be on-shelf in September so they are sold out by October 31st, and Christmas items be on-shelf in November.

1. Beer Pre-Orders

A monthly program that enables suppliers/producers to introduce new product to the market and offers RSPs an ever-changing selection of beer products.

**HOW TO PARTICIPATE:**

* The program is run by the SLGA Category Management team and distribution is via the SLGA DC, which means sales are subject to markup (not levy).
* On average, 60 RSPs participate each month; on average, product sales are 85 cases per product per month.
* Producers can apply for a pre-order listing during the beer listing call in February and/or August. Off-call applications will also be considered, and producers should contact the beer Product Manager or the SK Craft team to discuss.
* Applications will be scored using regular scoring processes; products selected for a pre-order listing will be scheduled into an upcoming month and producers will be notified of the selected month and next steps.
* SLGA announces each Beer Pre-Order to RSPs via regular emails, including a monthly catalog of sell sheets.
* Producers should promote the pre-order using their typical sales contacts.

# Value-Adds

Value-adds can be used to promote product and drive sales and includes both alcoholic and non-alcoholic items, which are attached to a bottle at no additional cost to the consumer.

**HOW TO PARTICIPATE:**

* The value-add must not bring the product below Social Reference Price (SRP).
* Beverage alcohol value-add Items are subject to the following rules, in addition to the above SRP rule:
* Maximum one value-add applied per container.
* Value-add must be a maximum of:
* 1 x 355ml container of beer, cider or refreshment beverage;
* 1 x 200ml container of wine; or
* 1 x 50ml container of spirits or liqueur.
* Value-add must be attached to the original container.
* Original container must be 700ml or larger in size.

# Appendix A – Document Revisions

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| **DATE** | **REVISIONS** |
| May 2022 | Created & posted |
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