

2026 EXPO



WELCOME



Saskatchewan
Liquor and Gaming Authority

slga.com

REGULATORY UPDATE

Dharmesh Ahir

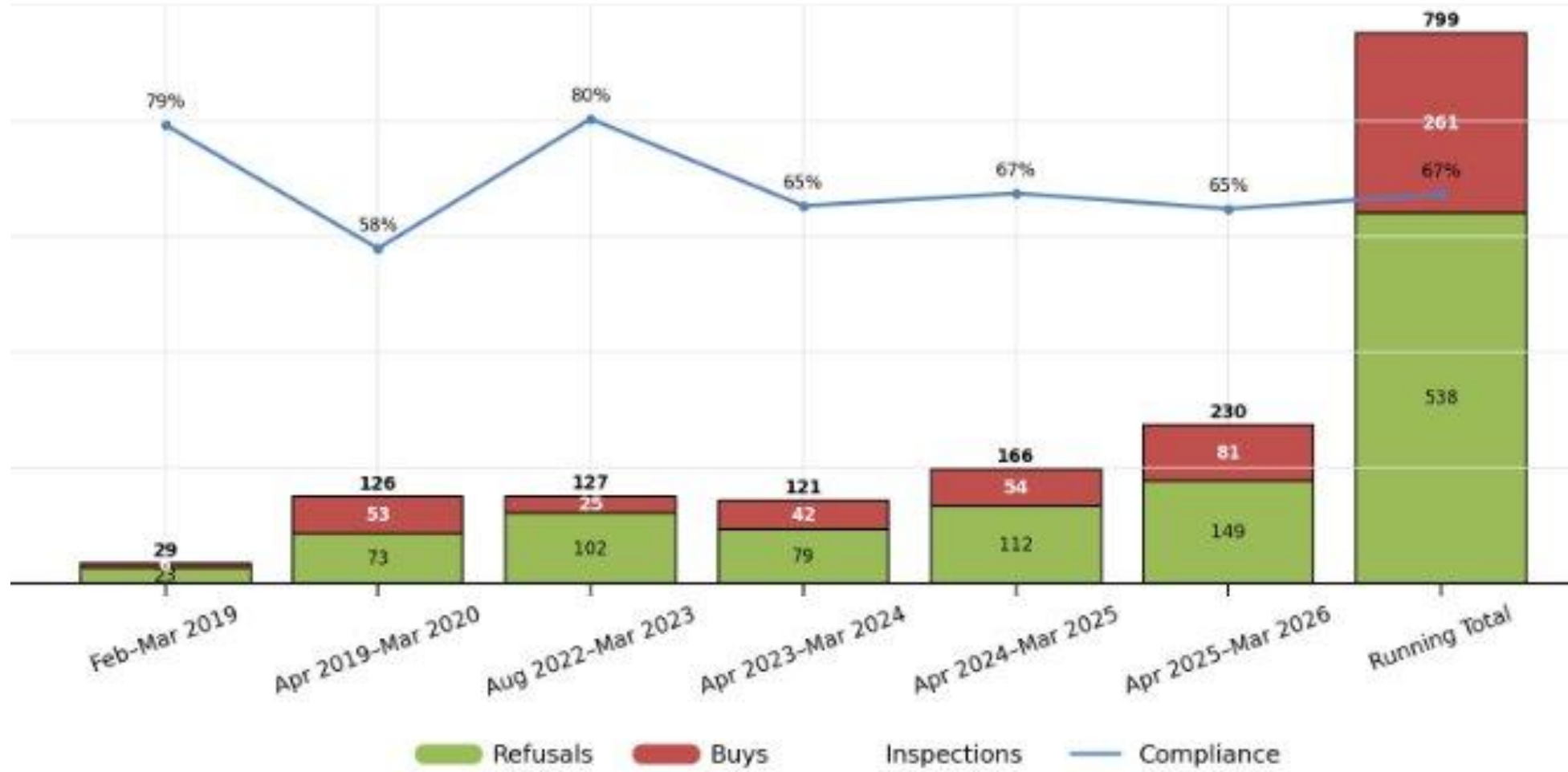
Director, Liquor Licensing
& Inspections



*Saskatchewan
Liquor and Gaming Authority*

slga.com

MINORS AS TEST SHOPPERS



INCREASE TO ADMINISTRATIVE PENALTIES FOR MAJOR NON-COMPLIANCES

- MATS program has shown ongoing non-compliance of 30–40%, despite ongoing education and outreach.
- The \$1,000 minimum monetary administrative penalty for the major offences has been in place for more than 20 years ago is no longer an effective deterrent.
- Increasing minimum penalties is intended to improve compliance by creating a greater incentive to comply.

INCREASE TO ADMINISTRATIVE PENALTIES FOR MAJOR NON-COMPLIANCES

- 1) Serving Minors (From \$1,000 to \$2,500)
- 2) Serving Intoxicated Individuals (From \$1,000 to \$2,500)
- 3) Failure to Request ID (From \$500 to \$1,000)

- Increase in the maximum administrative penalty from \$10,000 to \$25,000 to strengthen deterrence.
- While increased, proposed penalties are still generally lower than penalties in other provinces.
- These changes will be implemented in early Summer 2026.

SPECIAL ORDERS

Jason Moran

Manager of Specialty Products

9,600+

Unique products listed in the Special Order catalog

2,717

New products added to the catalog in 2025

- 1500 projected for 2026

165,761

Special order cases shipped to all Retailers in 2025

- Increase of 2,070 cases or 1.3% from last year 2024
- Project another 1.5% increase or 2400+ cases for 2026

SPECIAL ORDERS

TRENDS FOR 2025 COMPARED TO 2024

- **Wines** are up 19.7% 
- **Spirits** are up 14.5% 
- **Refreshments** are down 11.4%
- **Liqueurs** are down 11.7%
- **Beer** is up 13.3% 

WEBSITE CHANGES

30 Days ETA Lead Time



SO CAKEBREAD
DANCING BEAR CAB
SAUV 750ML

#10645 | 6 units

\$221.40 per unit

Supplier Out Of Stock

ETA: May 14, 2026

Unavailable To Order

1. Supplier OUT OF STOCK

When a Supplier is out of stock, catalog will be updated and include an ETA based on Supplier information.

30 Days ETA Lead Time



SO BLOUBERG WHITE -
STELLENBOSCH 750ml

#1370 | 12 units

\$8.42 per unit

Inventory Available - Please
contact Special Order

Unavailable To Order

2. INVENTORY AVAILABLE PLEASE CONTACT SPECIAL ORDERS

SLGA has stock available to order for your next delivery day.

14 Days ETA Lead Time



SO CHATEAU
ROUSSELLE 750ml

#12148 | 12 units

\$25.40 per unit

This Item Is Currently Being
Modified By The Supplier

Unavailable To Order

3. THIS ITEM IS CURRENTLY BEING MODIFIED BY THE SUPPLIER

Supplier inventory exists, but product attributes need updating.

120 Days ETA Lead Time



SO CELLARS CAN SURIOL
AZIMUT BRUT NATURE

#28932 | 12 units

\$21.03 per unit

This Item Has a Minimum
Order Quantity. Please
Contact Special Orders.

Unavailable To Order

**4. THIS ITEM HAS A MINIMUM
ORDER QUANTITY. PLEASE
CONTACT SPECIAL ORDERS.**

Message indicates a Supplier minimum
case quantity applies.

ETA LEAD TIMES

- ETA represents the average time from purchase order placement to expected arrival at the Distribution Center, based on supplier information.
- Green flag indicates days 'til product arrival

PRODUCT IMAGES

This task is ongoing as we reach out to Suppliers for updated images.

7 Days ETA Lead Time



SO 1888 NEW ENGLAND
DOUBLE IPA

#41876 | 24 units

\$7.12 per unit

1

Add To Cart

*Add by case

AUTOMATED EMAILS

Special Order Sales by Customer

Order Number	Website ID Number	Order Date	Item Number	SCC	UPC	Item Description	Units Per Case	Vendor	Cases Ordered	Cases Allocated	Unit Price (Wholesale)	Wholesale Base Price	PO Number	PO Status	Ship Via	Destination ETA
464xxx		10-Feb-26 1:09:24 PM	47956	10087113171886	0087113111885	SO ALBERT BICHOT CHABLIS DOM. LONG-DEPAQ	CS6	DRC IMPORTS INC	3	0	\$46.67	\$843.6	245800	Printed	AB03 - Bison Transport - ST. ALBERT	Feb 23, 2026
464xxx	W-953xx	16-Mar-26 1:48:42 PM	45083	10464154987827	089552002762	SO AMARO DELL ETNA	CS6	THE BEVERAGE COLLECTIVE CORP	3	0	\$49.30	\$887.4	248540	Printed	AB03 - Bison Transport - ST. ALBERT	Mar 30, 2026
464xxx	W-953xx	16-Mar-26 1:48:42 PM	13243	08000330015165	8000330012317	SO AMARO MONTENEGRO 750ml	CS8	MARK ANTHONY GROUP INC	3	0	\$33.39	\$801.3	248679	Printed	BC01 - Bison Transport - VANCOUVER	Apr 2, 2026
464xxx		17-Mar-26 10:22:03 AM	46430	03760004442127	3760004441816	SO AMOUR DE TROPEZ ROSE	CS12	RENAISSANCE WINE MERCHANTS LTD	1	0	\$23.01	\$276.1	248411	Printed	AB03 - Bison Transport - ST. ALBERT	Mar 30, 2026

PO Number	PO Status
245800	Printed
248540	Printed
248679	Printed
248411	Printed

Along with the order numbers and product details, at the end of the spreadsheet you will see **information on the PO SLGA sends to the Supplier.**

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BC01 - Bison Transport - VANCOUVER	Apr 2, 2026
AB03 - Bison Transport - ST. ALBERT	Mar 30, 2026

You will see information on where the product is sourced from and its ETA date.

Removed Special Order Cases

Customer Number	Customer Name	Order Number	PO Number	Date Order Created	Requested Item	Item Description	Case Size	Original Order Quantity	Open Order Quantity	Removal Reason
12345	Retailer Name	461936		10-Feb-26	43497	SO ATYPIQUE SPRITZ	CS6	1	0	PER SLGA WAREHOUSE: ITEM SHORT SHIPPED
12345	Retailer Name	462903		20-Feb-26	43497	SO ATYPIQUE SPRITZ	CS6	1	0	PER SLGA WAREHOUSE: ITEM SHORT SHIPPED
12345	Retailer Name	463305		23-Feb-26	1312	SO BENEDICTINE DOM	CS12	3	0	Customer request item to be cancelled.

Open Order Quantity	Removal Reason
0	PER SLGA WAREHOUSE: ITEM SHORT SHIPPED
0	PER SLGA WAREHOUSE: ITEM SHORT SHIPPED
0	Customer request item to be cancelled.

Along with the order and product information, you will see the **original order quantity, your new or “open order quantity”** and the reason for the change.

WPPs on Special Orders

CUSTOMER RELATIONS

Amanda Butler

**Account Manager at SLGA with the Customer
Relations Branch**

BDL EXPO ORDERING

BDL orders placed through B4B (Beer for Business) platform from April 29 – May 1

1. Log into B4B beerforbusiness.ca/login/
2. Order between April 29 and May 1, 2026
3. Order using product catalogue, favourites, or file upload
4. Submit your order for delivery on next scheduled date

ORDER PROCESSING & PRICING (WPPs)

WPPs on all SLGA Expo Catalogue items

- Special Order
- General List:
 - WPPs applied to in-stock inventory
 - If stock is depleted, items are put on a 'rain check'
- Item invoicing:
 - Items invoiced upon shipment
 - WPPs applied to invoice

EXPO CATALOGUE TIMELINE

**Catalogue opens today at noon & closes Friday,
May 1 at noon**

Ordering Multiple Order Types

- Expo, Special Order, General List
- Separate confirmation emails will be sent for each order type

ORDER SUBMISSION

Subject: Expo Core Order Confirmation #152

Some people who received this message don't often get email from skretailers-qa@slga.com. [Learn why this is important](#)



Your Expo Order

Billing and Shipping Details

SLGA Training Account
2500 Victoria Avenue
Regina, SK S4P 3X2

Product	Case Quantity	EXPO Raincheck	Unit Price	Case Price	Discount	Total
1800 COCONUT TEQUILA 750ml <i>Item #18865 - 750.0ml Bottle - 12 units per case</i>	5	5	\$37.31	\$447.72	\$0.00	\$2238.60
19 CRIMES CABERNET SAUVIGNON 750ml <i>Item #24070 - 750.0ml Bottle - 12 units per case</i>	150	12	\$16.97	\$203.64	\$0.00	\$30546.00
19 CRIMES CALI GOLD 750ml <i>Item #39741 - 750.0ml Bottle - 12 units per case</i>	35	0	\$16.92	\$203.04	\$0.00	\$7106.40
1800 CRISTALINO TEQUILA 750ml <i>Item #41164 - 750.0ml Bottle - 6 units per case</i>	20	20	\$53.7	\$322.2	\$0.0	\$6444.0
					Subtotal	\$46335.00
					GST	\$2322.00
					Deposit	\$480.0
					Total	\$49137.00

If you have any questions about your order please contact your account representative, or alternatively email skretailers@slga.com

My Dashboard

70500
SLGA Training Account

 6 items

Online Ordering Portal



Liquor Shopping

Shop SLGA's Wholesale Liquor Catalogue.

General List Products

Special Order Products

New Products

On-Sale Products

Local Products

NEW Expo Catalogue



2026 Food & Beverage Expo

The 2026 Food & Beverage Expo registration is now open for Liquor Retailers and Commercial Permittees.

Learn More



RSP Self-Service Hub

Find information like new product circulars, product data, claims information, top selling products and more in the RSP Downloads Hub.


RSP Download Hub

Price Lists & WPPs


eBill ↗

Order Permissions

Help ↗

 The process for ordering BDL products featured at Expo has changed. [Learn more here.](#)

Search Products  

All Categories 

Direct Delivery (0)

Privately Distributed (0)

Regular (0)

Local (0)

Spirit Type +


Alcohol Content +

Volume +

Country Of Origin +

Beer Type +

National Agency +

36 per page 

Showing 0-36 of 229 Products

Sort By: Price (Low to High) 



**BERINGER MAIN & VINE
CAB SAUVIGNON 750ml**

#8109 | 12 units

~~\$9.60~~ **\$8.10** per unit

Save \$1.50 (16%) per unit



**BERINGER MAIN & VINE
PINOT GRIGIO 750ml**

#7109 | 12 units

~~\$9.60~~ **\$8.10** per unit

Save \$1.50 (16%) per unit



**BERINGER MAIN & VINE
CHARDONNAY 750ml**

#10598 | 12 units

~~\$9.62~~ **\$8.12** per unit

Save \$1.50 (16%) per unit

ORDER PROCESSING & PRICING (WPPs)

- Can submit multiple orders
- Splitting up large General List orders
 - Work with Account Team for scheduling delivery
- General List product delivery timelines
- Craft Producer orders

BDL EXPO ORDERING

BDL Customer Experience Centre

Hours: Monday to Friday, 6:00a.m. - 6:00p.m.

Phone: 1-800-661-2337

Email: bdl@bdl.ca

Live Chat: Available within the B4B platform

Expo Booth #116

MARKET ANALYSIS

Geoff Wira

Manager, Analytics & Forecasting

SASKATCHEWAN MARKET

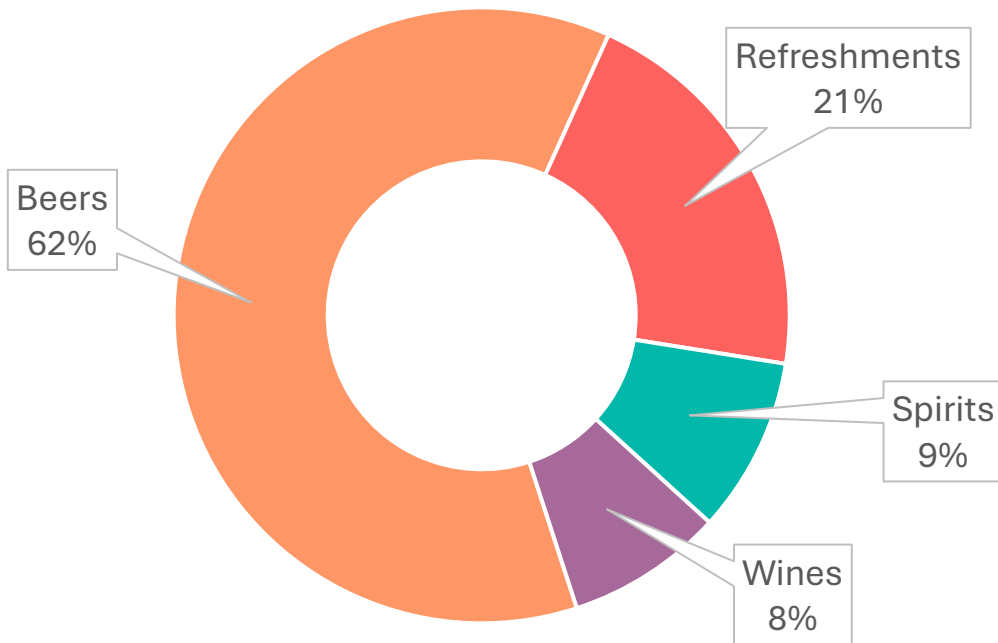
Fiscal Year 2025/26

- Rising cost of living reducing discretionary income
- Shift toward economy and value-led choices
- Health and wellness influencing moderation

SASKATCHEWAN MARKET

Fiscal Year 2026

Market Share % by Category

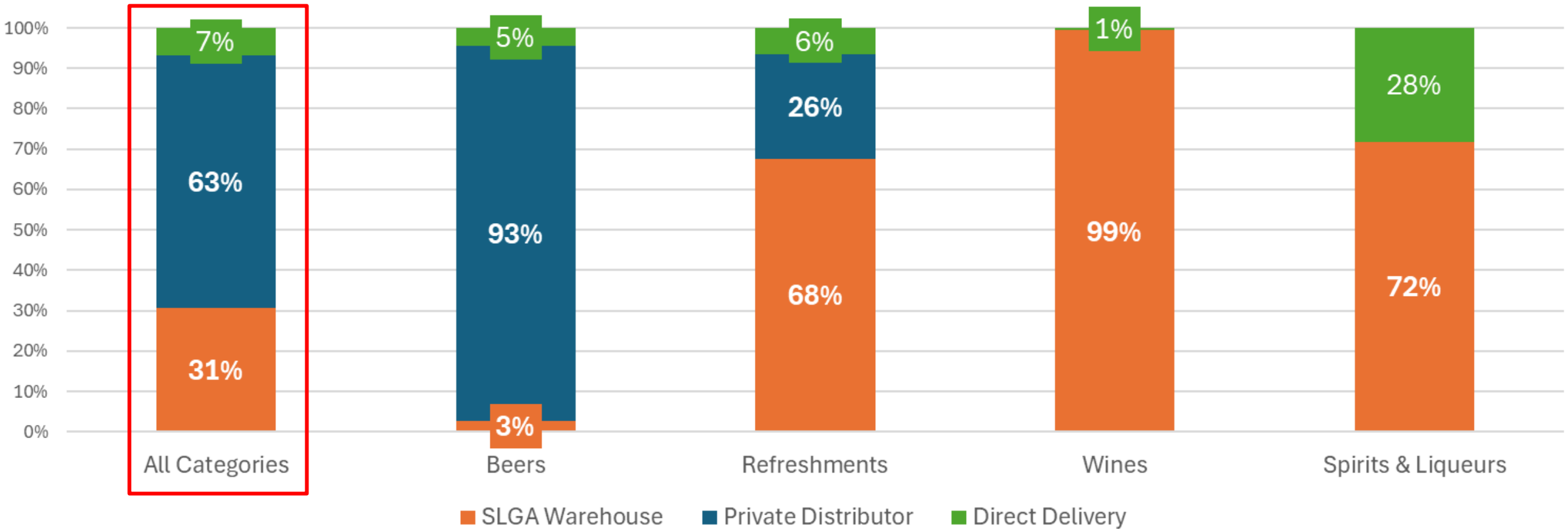


Category	Volume (L)	vs. Last FY %
Beer	50.2M	-5.3%
Refreshments	16.9M	+1.4%
Spirits	7.5M	-4.8%
Wine	6.7M	-1.9%
Total	81.3M	-3.7%

SASKATCHEWAN MARKET

Fiscal Year 2026

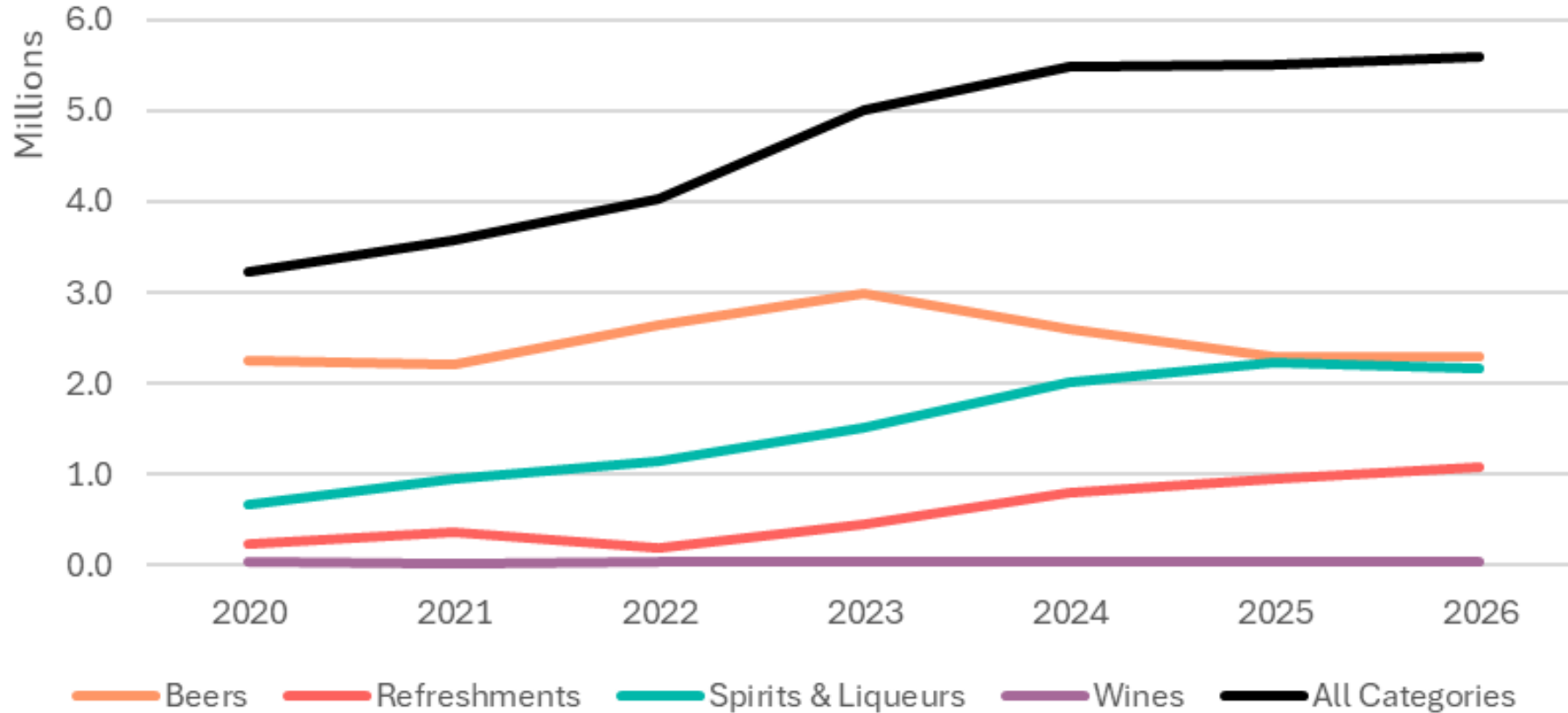
Volume Market Share (L) by Distributor Type by Category



SASKATCHEWAN MARKET

Fiscal Year 2026

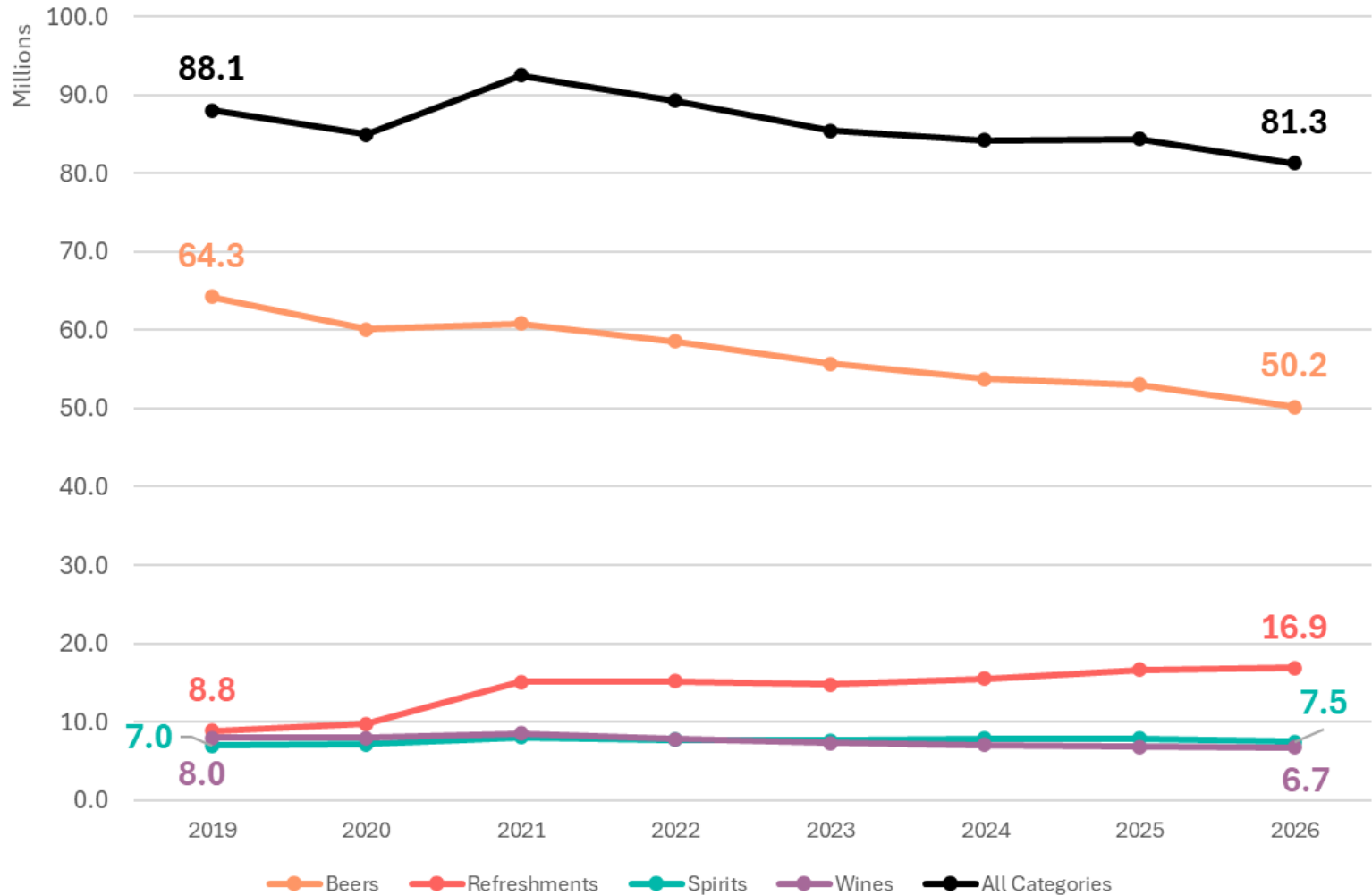
Direct Delivery Volume (L) by Fiscal Year by Category



The Direct Delivery market continues to grow while category mix is adjusting to market trends.

SASKATCHEWAN MARKET Trends

Volume (L) by Category by Fiscal Year



Market Share Change FY 2019 to FY 2026

Beer	-11%
Refreshments	+11%
Spirits	+1%
Wine	-1%

SASKATCHEWAN MARKET

Fiscal Year 2026

of Shipped SKUs

Listing Type	# SKUs	vs. Last FY
Core	3,477	-50
Special Order	7,878	+1022
Total	11,355	+1036

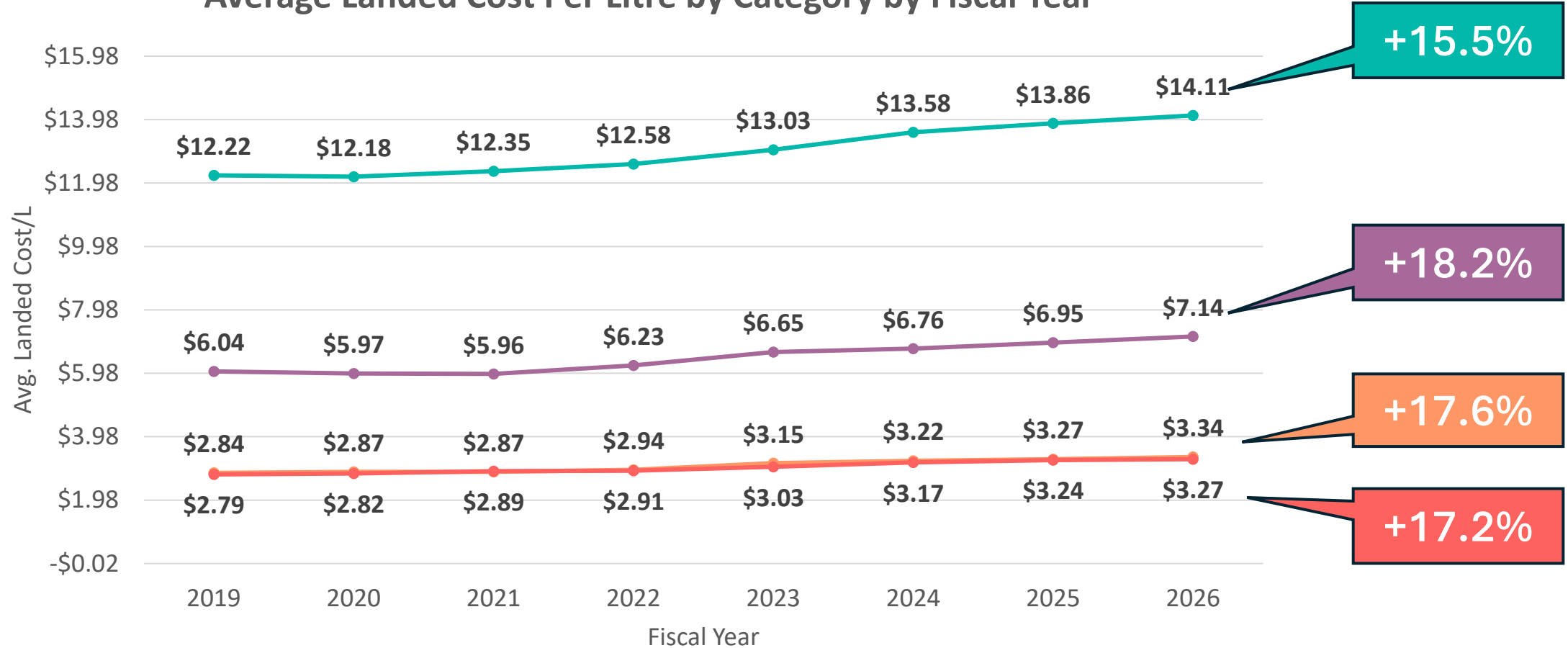
Wholesale Price Promotions (WPP)

	# WPPs	vs. Last FY
# of WPPs	3,037	+18%
# of Products	1,339	+17%
Shipped Cases	420k	+25%
Investment \$	\$5.4M	+15%
Avg. WPP \$/Unit	\$2.05	+6%

**Data does not include Direct Delivery*

SASKATCHEWAN MARKET Trends

Average Landed Cost Per Litre by Category by Fiscal Year



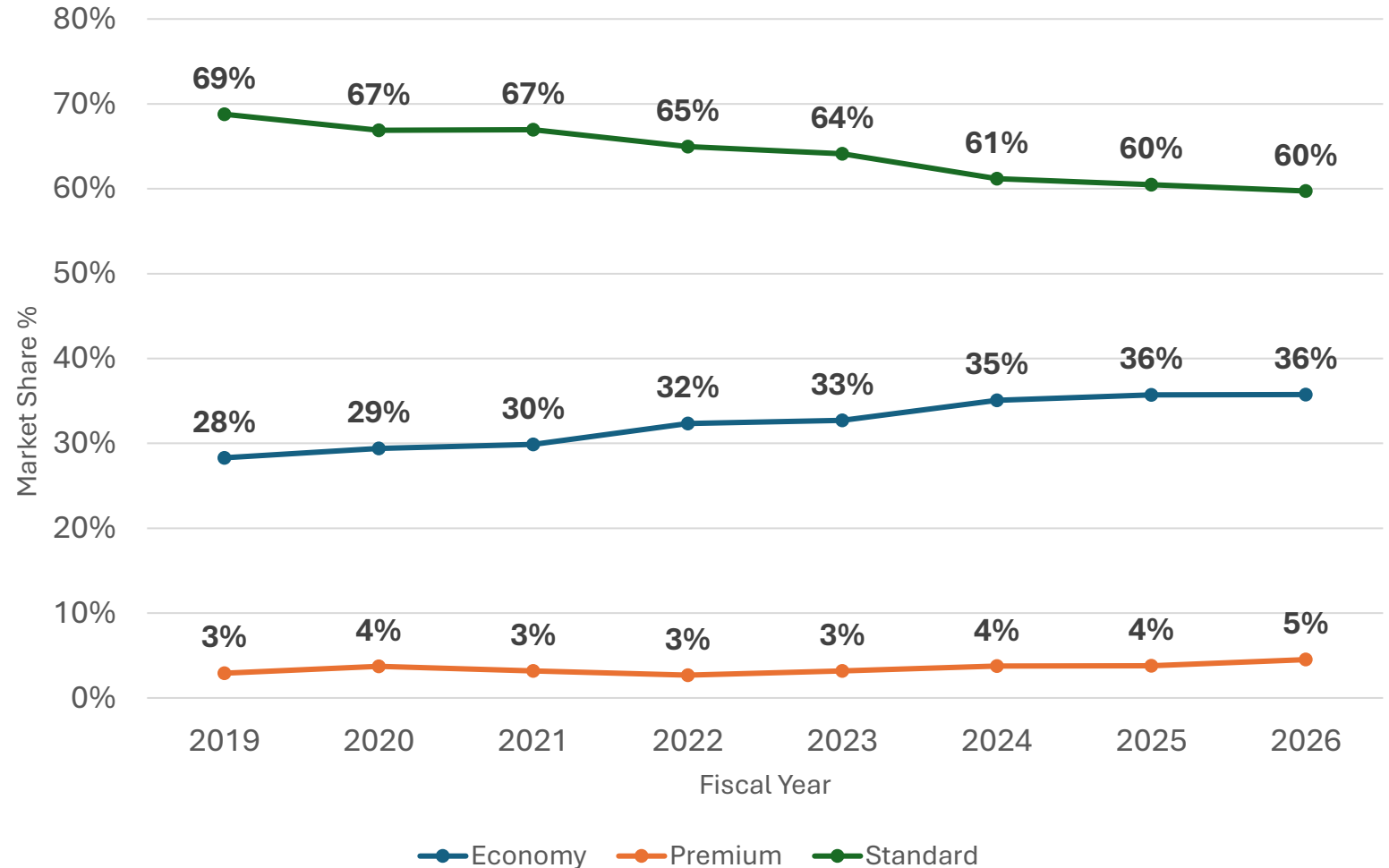
**Data does not include Direct Delivery*

BEER

Consumers continue to move to economy brands.

Little impact from tariffs as U.S - based Products make up less than 0.5% of volume.

Beer Market Share % by Quality Type - 24 Packs



**Data does not include Direct Delivery*

BEER

Choosing smaller pack sizes for less total spend

OR

Consumers invest in \$/ml savings in larger pack sizes

Year-Over-Year Volume Change

Pack Size	vs. Last FY (L)	Vs. Last FY (%)
< 12-packs	+0.2M	+3%
12-24 packs	-2.9M	-8%
> 24-packs	+0.3M	+4%

**Data does not include Direct Delivery*

Category is +8.1M (92%) since FY 2019

Hard iced teas continue to lead the market.

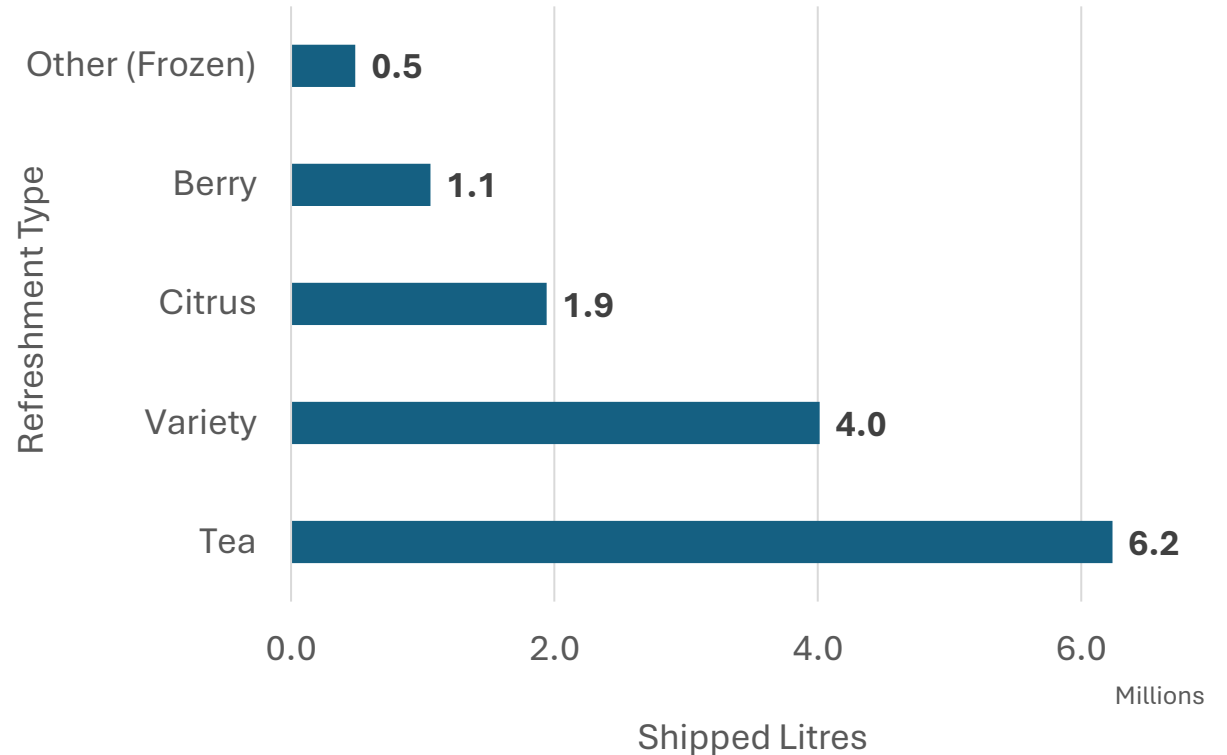
- 40% market share
- +4.3M L (+235%) growth since FY 2019

Top 10 products make up 34% of total refreshment volume

Little impact from tariffs as U.S.-based products make up less than 1.5% of volume.

REFRESHMENTS

Top 5 Refreshment Flavour Volume (L)



**Data does not include Direct Delivery*

REFRESHMENTS

Choosing smaller pack sizes for less total spend and single-can trial

OR

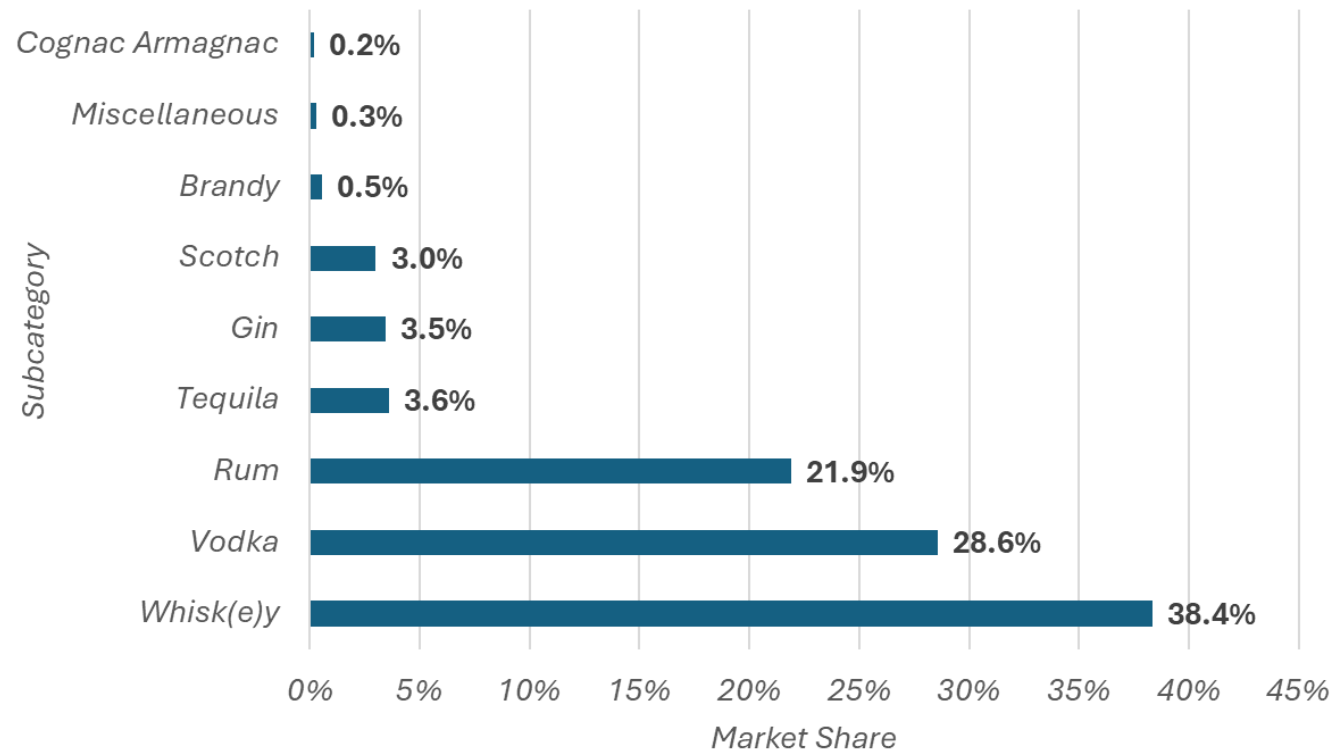
24-packs increasingly rapidly in volume as consumers choose \$/ml savings

Pack Size	Volume (L)	vs. Last FY (%)
< 6-packs	3.4M	1.3%
6- to 12-packs	9.6M	-4.2%
> 12-packs	2.8M	22.3%

**Data does not include Direct Delivery*

SPIRITS

Volume (L) Market Share by Subcategory



Market share largely unchanged.

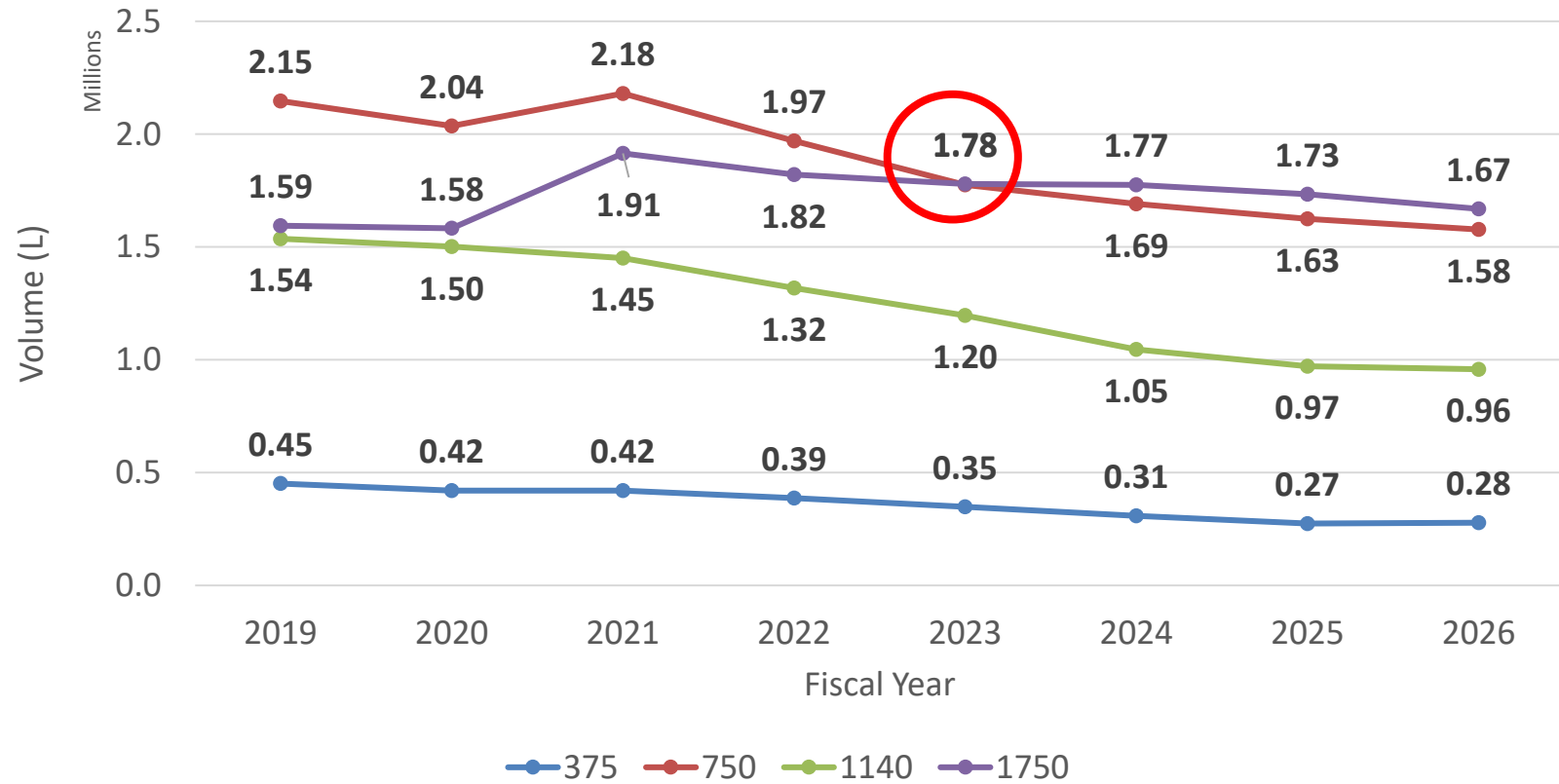
Tequila is growing and Vodka is +1% versus last fiscal year.

Tariffs had a noticeable impact on spirits however U.S. products recovered to be within 25% of previous FY. Consumers appear to substitute with Canadian-based alternatives.

**Data does not include Direct Delivery*

SPIRITS

Volume (L) by Size (ml) by Fiscal Year



In FY 2023, 1750ml surpassed 750ml in total volume.

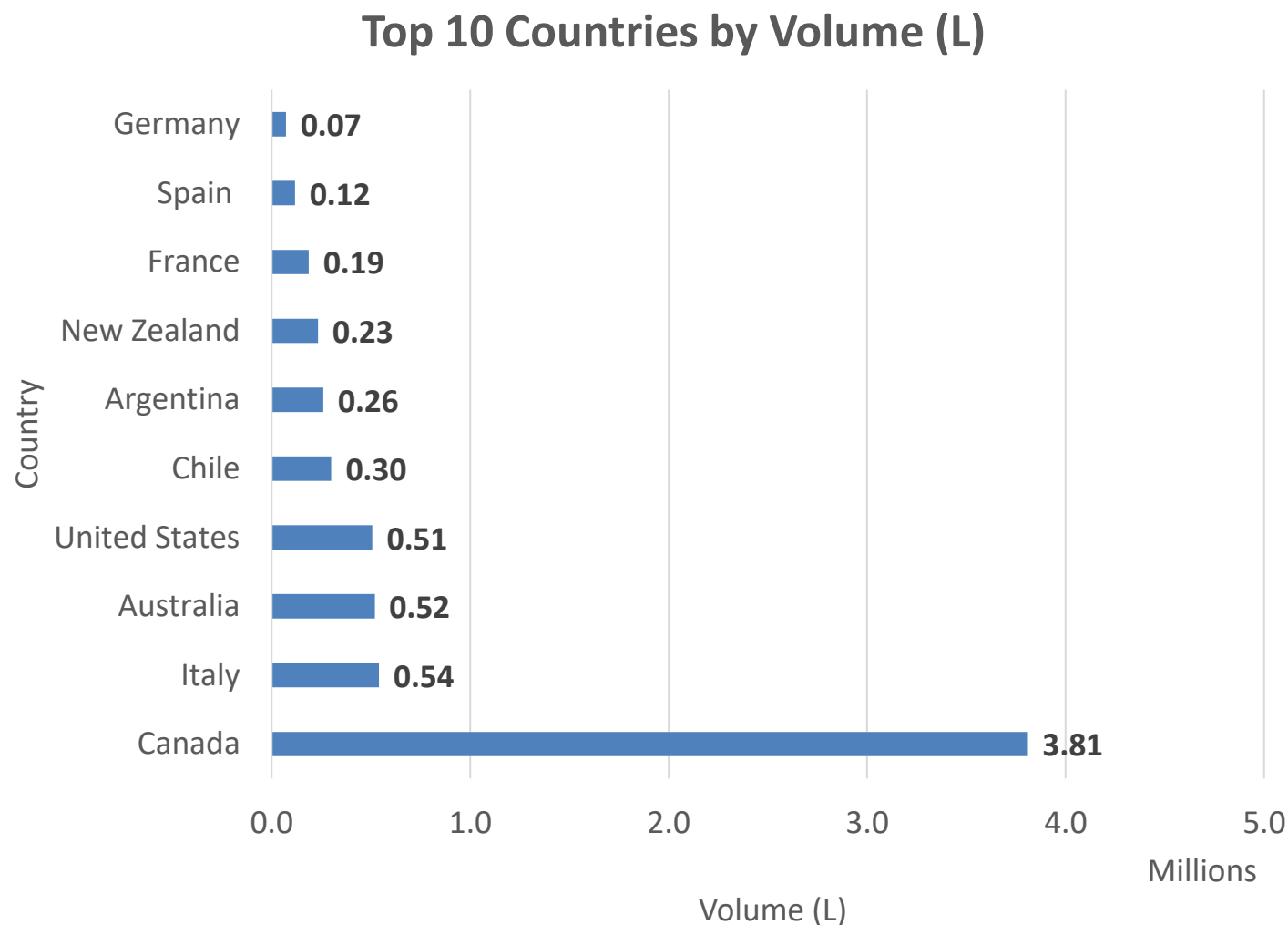
Consumers are moving to larger size for \$/ml savings.

*Data does not include Direct Delivery

WINE

Tariffs had the greatest impact on wines. While U.S. wines are gradually rebounding, consumers turned to alternatives from Chile, Argentina and New Zealand, where sales increased by 10% to 24%.

Canadian wines saw growth of 2.5%.



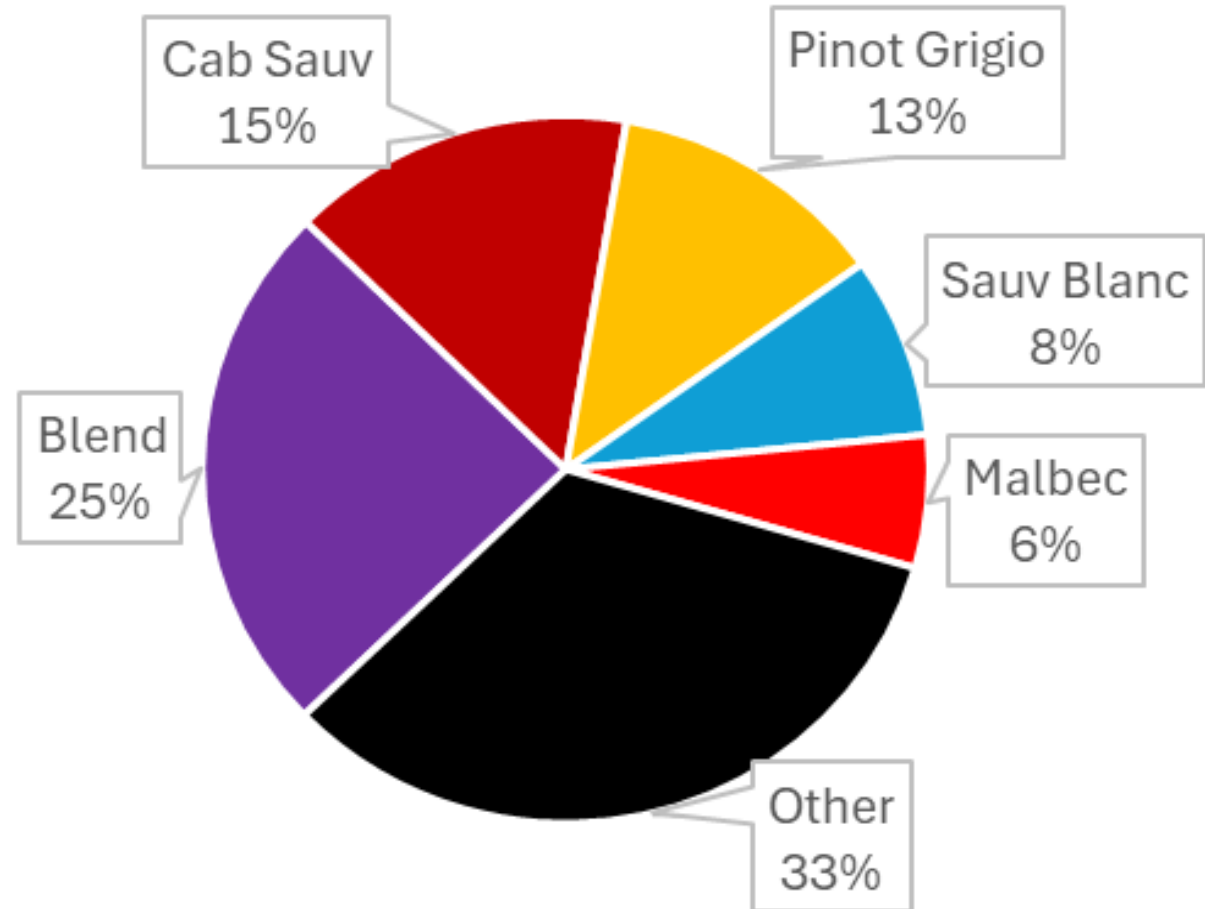
**Data does not include Direct Delivery*

WINE

Top Growth Varietals:

- Sauv. Blanc +10%
- Pinot Grigio +5%
- Malbec +5%

Market Share % by Wine Varietal



**Data does not include Direct Delivery*

BUILDING THE BASKET ON CURRENT TRENDS

Winning the
moment

Winning the moment reflects how purchasing behaviour is changing:

- Consumers are buying less but thinking more about each purchase
- Purchases are occasion-based (weekend, tonight)
- Premiumization is occurring but in smaller, more intentional steps

KEY TAKEAWAYS

- Embrace category mix changes
- Discretionary income is creating trade-offs on alcohol purchases
- Premiumization is possible, just different.

2027 EXPO

Prairieland Park, Saskatoon
April 26-27

THANK YOU