

EXPO Q&A

Thank you to everyone who submitted questions in conjunction with our recent Expo. Similar questions have been combined and/or summarized. Where specific names and details were included, questions have been altered to maintain anonymity.

If you have additional questions about these QAs or require other information/assistance, please reach out to us directly.

Listings

1. What are the criteria to get a core SLGA listing and what metrics are you looking at to evaluate performance of current core listings?

As discussed at the conference, SLGA considers a wide range of factors in determining whether we believe the product will sell well in Saskatchewan. Some of those factors include:

- Has it already proven itself in Special Orders?
- Is the brand already in Saskatchewan and how is it selling? Is the product or the brand selling elsewhere in Canada or the US and how is it performing?
- Does the product follow market trends or does it fill a gap?
- Is the pricing in line with what the Saskatchewan market will likely support?
- Does the supplier have plans to support the product with marketing activities to get consumers to buy it?

If a product is core-listed, we want retailers to be comfortable that we have done the research and are quite confident the product will sell in Saskatchewan.

2. Will there be more Canadian SKUs coming, especially VQA wines? With everything going on these days, will SLGA be bringing in more Canadian products?

The category management team continues to review category listings and will work to fill any gaps that are identified.

3. What are the product thresholds for delists? Is there one per category? Is there sub segmentation within categories?

Delists are determined using variable thresholds based on category and timing. For example, a lower threshold may be used to prevent a large number of delists in one category, which would have a negative impact on suppliers and retailers.

4. Can new product listings be communicated to retailers before going on the new product circular (i.e., a month before being on the circular) so we have time to build them into our POS systems?

Thank you for the idea; we will investigate this suggestion.

5. Can we make sure that limited allocations on the monthly beer orders are fresh inventory for seasonal beers?

SLGA policy states the following: “All product purchased is expected to have a minimum useful life from the date that it is received in the Distribution Centre (DC). Minimum timeframes from expiration or best-before dating, are as follows: Beer – 4 months; all other products – 6 months.”

6. Are there any initiatives planned to open up cross provincial border availability? For example, Ontario can get a certain product but we can't get it in Saskatchewan.

SLGA's Special Order team will attempt to obtain *any* product requested by retailers. However, it is ultimately up to the supplier to decide whether to make it available. For example, small wineries may only have enough inventory to support their local customers, so they do not want to sell the product to SLGA.

Suppliers also determine where to launch new products and will often launch them in other markets, such as the US or Ontario and BC, then may bring them to Saskatchewan a year or two later. While the supplier determines where product is made available, the Product Managers will contact suppliers to request core-listing applications on product we become aware of that we believe will be popular in Saskatchewan.

US Products

7. What are your plans regarding American brands? What is your long term vision for American products?

US produced inventory will remain in the DC until further notice.

8. Did the SLGA have any say in the "American perceived" brands or was that list compiled by government?

SLGA made recommendations on brands originating in the US.

Special Orders

9. With more and more products coming in through Special Orders, have you added more staff to help manage the increase in requests?

Significant work has been done to automate and simplify Special Order processes and the team is doing an excellent job at handling supplier and retailer requests. New Special Order products are typically set up and ready for ordering in 1-4 business days.

Below are approximate turnaround times for Special Order product, from when the product is ordered to when it arrives at the SLGA DC:

- Overseas – 120 days
- Outside of Canada but in North America – 60 days

- In Canada excluding Alberta and Manitoba – 30 days
- Alberta – 14 days
- Manitoba – 7 days
- Saskatchewan – 5 days

Once the product arrives at SLGA's DC, it is added to the retailer's next shipment, which is typically within a week.

If retailers have questions or concerns about turnaround time on Special Orders, please speak with your Customer Relations representative or manager.

Pricing

10. With a flat markup on non-alcoholic products raising the price on beer, does that not affect the vast majority of non alc volume and make beer more challenging to bring in via the liquor channel vs grocery?

The new non-alcoholic (NA) flat markup aligns more closely to grocery, which makes sense since NA products are similar, rather than category specific. SLGA offers the option of distribution of non-alcoholic products, but suppliers and retailers are welcome to use other methods of distribution if that works better for their business.

As mentioned at the show, there have been some technical issues in implementing the new markup, so please watch your weekly emails for further updates.

11. When a supplier does a WPP how is SLGA's markup applied? Before or after the discount?

The WPP is taken off the Wholesale Base Price, so markup is applied before the discount.

12. Are there any thoughts about adjusting pricing window timeframes from monthly to bi-weekly or weekly?

Due to the efforts required from SLGA and retailers in implementing the vast number of price changes each month, there are no plans to adjust the timeframes at this time.

13. Currently LTOs are not offered equally to all RSPs. What is SLGA doing to make sure it's a level playing field?

The Saskatchewan retail model offers equal opportunity, which means all retailers have the opportunity to negotiate directly with suppliers.

14. Why are vendors allowed to increase their cost on products by the same amount of their "discount" in order to be in the tradeshow? Seems quite deceptive for RSPs.

Since SLGA has full visibility on SLGA and privately-distributed products, we assume this question may be related to local producers. SLGA does not have visibility into regular pricing from local producers, and therefore has no way to validate this concern.

15. Will SLGA level the taxation playing field on local breweries to match taxation for out of province small breweries?

All producers distributing via SLGA or an approved warehouse are subject to the same markup based on their size. All Saskatchewan producers have the benefit of paying a production levy if they choose to direct distribute.

16. Could you consider a process to offer WPPs on Special order SKUs?

As mentioned at the show, we're excited to announce that this is getting close to launching. Watch your weekly emails for updates as they become available.

Distribution Centre & Purchasing

17. Why does the SLGA warehouse store product for specific retailers at the DC for free?

SLGA stores only core-listed products. Products are core-listed when they sell enough volume to meet threshold.

18. Does the warehouse have the ability to send marketing materials to select stores like they used to do to with SLGA retail stores in the past?

Contact listings@slga.com to explore this option.

19. Is there interest in increasing the warehouse or creating a supplier driven warehouse like other jurisdictions? What are the roadblocks in moving more special orders to general list? Is it warehouse space/cost?

There are currently no plans to increase the footprint of the DC. However, private distributors including Sleeman, BDL and Set the Bar are permitted to distribute product in Saskatchewan, and new agreements are available for other Specialty Liquor Warehouses.

Additionally, the product managers continue to review products to ensure the fastest-moving products are available as core listings in the DC, and we support variety in the market using Special Orders, Allocations and Pre-order programs. There were nearly 10,000 products available in Saskatchewan last year, which shows the wide variety available.

20. Only ordering one pallet of a new RTD for the entire province makes no sense and doesn't support the province.

SLGA strives to maintain 5-7 weeks of inventory for each product and regularly reviews purchasing processes to continuously improve meeting this target and availability targets. Availability may also be impacted by factors such as freight distances, transportation challenges, and supplier availability.

SK Craft Program

21. A number of distilleries in Saskatchewan use Neutral Grain Spirits (NGS) and are required to re-distill it in order to be considered craft. How is SLGA monitoring this to ensure distillery stills match production volumes?

SLGA uses reporting tools, inspections and audits to monitor regulatory compliance.

22. Why doesn't SLGA require full reporting of all sales (size, SKUs, etc) for all local and private distributors?

All sales via private distributors are subject to full reporting. When the Saskatchewan Craft Program was implemented, direct-distributing local producers were required to report production and sales at the category level, rather than the product level in order to reduce red tape.

23. Will SLGA review and consider making recommendations to government to increase the maximum production limit before becoming a National Producer while capping the levy at a point that allows producers to create more products in larger volumes?

Levies were designed to offer additional support to small producers as they grow. Levies and other benefits available to Saskatchewan Craft producers are based on producers remaining below production thresholds. If the producer chooses to grow beyond maximum thresholds, they are no longer eligible to receive SK Craft benefits.

24. Will SLGA be limiting manufacturing permits?

There are currently no plans to limit manufacturing permits.

Retailers

25. Why does one retailer own 4/6 RSP licences in my community?

The policy states "In municipalities with more than one retail store permit, no retail store permittee will be allowed to control all available retail store permits in the municipality. "

26. Can you share the work being done to improve data and analytics for retailers?

A new data system for suppliers is being launched this spring. Following that, SLGA will start working on data systems for retailers and we are hoping to launch that in early 2026. In the meantime, the Customer Relations team will continue to share data on the website.

27. Can SLGA support retailers in loss prevention and employee safety as Manitoba did a few years ago by creating a program to ID all customers entering a liquor outlet? We have massive theft problems and local police don't seem to care about it.

It is up to liquor permittees to ensure their products are not sold to minors. In addition, private retailers in Saskatchewan are free to implement their own policies, such as requesting ID from all customers who enter their retail outlet, if they feel it would benefit their operation.

Data

28. Will SLGA add an option of sorting the product list by best selling/lowest selling products?

SLGA will continue to provide retailers with lists of fastest selling products that are grouped into sets of five and sorted alphabetically. If you do not know where to find this information or have additional questions, contact your Customer Relations manager or representative.

29. What was the top selling beer style in Saskatchewan for 2024?

Lagers were the top selling beer style in Saskatchewan in 2024.

Regulatory

30. Is SLGA restricting sampling on golf courses this year?

There are currently no changes planned to rules related to sampling on golf courses.

31. Can you make the Levy tax info available on the liquor permit overview? It's currently in a small print saying 'click here for more info'. We often have upset customers purchase with no idea about it.

We will pass on your suggestion to help ensure applicants are aware of fees.

32. Can there be feedback to retailers if a minor was successfully asked for ID at a location. Positive feedback is good for us and our staff.

If the retailer declines service to a minor as test shopper, the retailer will receive a letter congratulating them for their success in following the regulation. The letter may be received days to months later to ensure the anonymity of the MAT shopper.

Other

33. Regarding listings and product setups, is there any modernization on the horizon (listing portal, self setup)?

Automation and simplification is a priority for SLGA and we continue to look for ways to improve the supplier's experience. If you have ideas, please reach out to listings@slga.com.

34. As it is not possible for SLGA to handle kegs and their return to breweries, and products distributed by BDL are not subject to extra cost, nor are products distributed directly from local breweries, can the playing field be levelled from a distribution standpoint?

SLGA continues to investigate how we can support keg recovery efforts, including discussing potential programs with other organizations.

35. Can you provide a contact list for distributors

Distributors in Saskatchewan include: SLGA, [Brewers Distributors Limited \(BDL\)](#) and [Set the Bar Warehouse](#).

36. Are out of province producers or retailers allowed to ship product by mail directly to consumers in Saskatchewan?

At this time, only BC wines and craft spirits can be sold and shipped to Saskatchewan consumers who have received authorization from SLGA. Saskatchewan continues to discuss direct to consumer shipping options with other jurisdictions.

37. What are the rules/regulations regarding exclusive contracts between stores and distributors?

Retailers and commercial permittees are able to negotiate with suppliers to obtain agreements for exclusive products. When the supplier applies to SLGA for a listing (Core or Special Order), they indicate if the product is exclusive, and SLGA ensures only the specified retailer can order that product.

38. Can SLGA implement email/text notifications for popular item stock outages/returns?

This isn't on the horizon right now, but we'll add it to the wishlist for future consideration. Thanks for the idea!