

August Listing Call-Out

Category Management is looking to add a variety of **pre-order allocations** (as a one-time buy) to offer to retailers.

Pre-Order Allocations

- All Sizes
- All Styles
- All Prices

Approved allocations will be scheduled during a specific month from November 2023 to April 2024. For details on the pre-order program, see FAQs on the following pages.

We will only accept 5 applications from each manufacturer/brewery.

IMPORTANT INFORMATION:

- All prices are in Wholesale Base dollars.
- All submissions (application form and product images) must be received no later than August 27th, 2023.
 - **Samples are not required.**
- Additional information, including product image, should be emailed to listings@slga.com with the subject line “202308 SLGA Distributed Beer”.

Beer Pre-order FAQs

1. What is the beer pre-order program?

Each month, SLGA Wholesale will feature a specific number of beer products for retailers to pre-order. Retailers will place pre-orders during a defined time period and all orders will be amalgamated into one purchase order to the agent/supplier. As soon as the product arrives at our Distribution Centre, it will be distributed to the participating retailers.

2. What is the benefit of this program?

Agents/suppliers get immediate access to 400 retailers, which can set up the product for future Special Orders. Additionally, more products can be featured in the pre-order program than can be given core listings, enabling agents/suppliers to bring more product to market.

Retailers have easy access to an ever-changing selection of beers and will be introduced to new product and brewers.

SLGA wholesale, as well as agents/suppliers now have fewer concerns and issues with shelf life for seasonal and slower moving products.

This has proven to be an everyone-wins program.

3. How does an agent/supplier apply to be part of the pre-order program?

An agent/supplier can be part of the pre-order program by applying during the specific call-out periods which are March 2023 and August 2023. Category Management will schedule pre-order products in 6 month increments. If products are being applied for outside this call, agents/suppliers must provide strong reasoning why they are applying outside the call and why they should be considered. Approval is at the sole discretion of Category Management.

4. Can an agent/supplier request product be approved for a specific month?

Yes, in the application an agent/supplier must specify the timeframe for which a product is available. Please note, final decision for which month product will be approved is at the sole discretion of Category Management, who will work to find balance between agent/supplier and SLGA needs.

5. How will an agent/supplier know which month a product has been approved for?



Category Management will send listing results as per normal listing process. The month which a product has been approved for pre-order will be stated in the letter.

6. What needs to be done once a product has been approved for pre-order?

Category Management will email the agent/supplier 1 month prior to a product being featured. Timing and quantity available will be confirmed. In addition, the agent/supplier will be responsible for creating a sell sheet for the product. Sell sheets are due 2 weeks prior to the scheduled pre-order; if Category Management has not received a sell sheet by the due date, the pre-order listing is subject to cancellation.

All sell sheets must include the following information:

- Product image
- Product title
- Product description
- Selling unit size
- Units/case
- WBP
- Case Cost (WBP X Unit per case)
- Agent/supplier contact information
- The line, "Please email SKRetailers@slga.com today to take advantage of this offer!"

7. What if an approved pre-order product will not be available; can the agent/supplier offer a product in its place?

If an agent/supplier must cancel a planned pre-order product we ask for as much notice as possible and a replacement product will be considered. Category Management has sole discretion if a replacement product will be accepted.

8. What is the timing of the program?

Each pre-order starts the first Thursday of the month (unless otherwise noted), and retailers will have until noon the following Tuesday to place an order. Upon completion, final order numbers will be available for agents/suppliers for their pre-order products. A PO will be issued within a week of the pre-order closing. POs should be filled in a timely manner.

Example of timing (February 2021):

- Pre-order announced to retailers – Thursday, February 3rd, 2020 10am
- Pre-order reminder send to retailers – Monday, February 8th 10am

- Pre-order closes – Tuesday, February 9th 12pm
- Pre-order case quantities provided to agent/supplier – Tuesday, February 9th 3pm
- Purchase Orders issued – Between Wednesday, February 10th – Friday, February 19th

9. Can my product be included in the pre-order program if it's already a Special Order product?

Yes but there will be a gap where the product is not available via Special Order while it is in the pre-order process. Products chosen for pre-order will not be available for Special Order for two weeks prior to the product being featured and until the pre-order has been received and delivered to retailers.

10. How quickly does the product need to be delivered after PO?

Product needs to be delivered in a timely fashion (2-3 weeks) after a PO has been issued. If an agent/supplier is applying with an imported product, we ask the pickup location for the pre-order be domestic.

11. Can I offer a discount on the product?

Yes, it is encouraged!

12. How many cases can I expect to sell?

We have seen a wide range of results with the beer pre-order. It comes down to how well the product is received by retailers. We encourage agents/suppliers to continue to contact and leverage their relationships to inform retailers about their products and to take advantage of the product while available. The success of the products range from over 1,100 cases to less than 40, the average we have seen is 135 cases per item.

13. If the pre-order goes well, will I get a Core listing?

With each listing call, Category Management reviews Special Order products in the appropriate category to determine if there are candidates for a core listing, which is when there is demand for a product both in case sales and number of retailers ordering. This may include products that have previously been included in the pre-order program if the demand for those products has continued.

14. Can my product be included in multiple pre-orders per year?



Yes, pending the success of the product in its first pre-order and the demand for the program.

15. Can I include multiple products for one pre-order?

Yes, SLGA does not have a limit to how many products by an agent/supplier will be included in each pre-order. However, Category Management will strive to offer a variety of products for the retailers, focusing on the products deemed most likely to generate high demand.

16. I have additional questions, who can I speak to?

Please email listings@slga.com or call the Product Manager for beer.

