

Pre-order FAQs



1. What is a pre-order program?



SLGA Wholesale will feature a number of 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 retailers. Retailers have easy access to and will be introduced to new product and suppliers.

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 call-out period using the online application found on the Supplier Portal at slga.com (under Forms and Tools > Listings).

4. How does the pricing for non-alcoholic products work?



The pricing calculator is available on the Supplier Portal on slga.com, under Forms and Tools > Pricing.

For the markup:

- Enter ABV = 1, as there is an issue in the calculator that will not allow you to enter 0, and the pricing will be the same using 1.
- Enter Production level = <25,000L (Wine, Spirit, Liqueur, Refreshment) or <2,500HL (Beer) to qualify for the lowest mark up.

Product Category	Global Production	Markup Amount
Wine	<25,000 L	45%
Spirit	<25,000 L	73%
Liqueur	<25,000 L	73%
Refreshment	<25,000 L	39%
Spirit	<2,000 L	8%

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



Category Management will email the agent/supplier the week of March 28th, 2024.

In addition, other helpful information to submit with your product image:

- Product image
- Product title
- Product description
- Selling unit size
- Units/case
- Agent/supplier contact information

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6. What is the timing of the program?



The pre-order will go out to retailers on April 4, 2024, and close on April 19, 2024. 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.

Tentative timing:

- Pre-order announced to retailers – Thursday, April 4, 2024
- Pre-order closes – Friday, April 19, 2024
- Pre-order case quantities provided to agent/supplier – Friday, April 26, 2024
- Purchase Orders issued – TBD

7. 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 or the PO is subject to cancellation. If an agent/supplier is applying with an imported product, we ask the pickup location for the pre-order be domestic.

If a PO cannot be fulfilled with the full pre-order amount, this needs to be communicated with a timeline on when outstanding product can be expected. Otherwise, the remaining unfilled PO is subject to cancellation.

8. Can I offer a discount on the product?



Yes, it is encouraged!

9. How many cases can I expect to sell?



We have seen a wide range of results with other pre-orders, so we predict retailers will trial the products without committing to too much inventory. However, a key component in your sales results is the sales effort you put in. We encourage agents/suppliers to contact and leverage their relationships to inform retailers about their products and encourage retailers to take advantage of the product while available.

10. 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 the 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.

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



Please email listings@slga.com.