

## 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 400 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](http://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](http://slga.com), under Forms and Tools > Pricing. For the markup, please 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.

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

Category Management will email the agent/supplier by October 28<sup>th</sup>.

In addition, the agent/supplier will be responsible for creating a sell sheet for the product. Sell sheets will be due November 6<sup>th</sup>, 2022, 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
- Agent/supplier contact information
- Sell sheets should be 8.5x11 (portrait orientation)

**6. What is the timing of the program?**

The pre-order will go out to retailers on November 10<sup>th</sup> and close on November 15<sup>th</sup>, 2022. 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, November 10<sup>th</sup>, 2022
- Pre-order reminder send to retailers – Monday, November 14<sup>th</sup>, 2022
- Pre-order closes – Tuesday, November 15<sup>th</sup>, 2022
- Pre-order case quantities provided to agent/supplier – Wednesday, November 16<sup>th</sup>, 2022
- Purchase Orders issued – between Wednesday, November 16<sup>th</sup> – Friday, November 18<sup>th</sup>, 2022.

**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. If an agent/supplier is applying with an imported product, we ask the pickup location for the pre-order be domestic. The sooner the product is received the better as we believe December and January will be a key time for non-alcoholic beverages to be on shelf.

**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, but this is only our second non-alcoholic beverage pre-order, 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](mailto:listings@slga.com).