

Wholesale Listing Policy

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1. Purpose

The purpose of the Saskatchewan Liquor and Gaming Authority (SLGA) Wholesale Listing Policy is to establish procedures, processes and guidelines to:

1. Ensure the maintenance of a product portfolio that reflects consumer preference.
2. Ensure efficient and effective operations to provide a wide variety of quality beverage alcohol products to the liquor Retail Store Permittees (RSPs) of Saskatchewan.
3. Document transparent and objective processes through which beverage alcohol agent suppliers can access the Saskatchewan market.

The policy establishes criteria used to evaluate applications for the wholesale listing and delisting of beverage alcohol products.

2. Listing Types

- A. Core Listing (Regular Listing)
- B. Agent/Supplier Limited Allocation
- C. Conditional Listing
- D. Special Order
- E. Third Party Beer Vendors

A. Core Listing (Regular Listing)

Products that appeal to RSPs and fit within the category strategy will be considered for a Core Listing. These products are available through the SLGA Distribution Centre (DC) on an ongoing basis. It is understood that should a product no longer fit within the overall category strategy, it will be delisted and removed as a core listing (see Section 6).

Submissions for Core Listings must be made according to the Submission Schedule (Appendix A).

There are no restrictions on the distribution of these products and they will be available for all RSPs to order.

B. Agent/Supplier Limited Allocations (Limited Quantity)

Products which have a limited quantity available for Saskatchewan will be considered for an Allocation Listing.

Typically these products are released/purchased once a year. New vintages of previously allocated products are considered new and will require an application yearly. Agent/Supplier Limited Allocations can be submitted at any time (off call).

Inventory will be available to all RSPs on a first come, first served basis. However, the quantity available per order may be limited.

C. Conditional Listing

A conditional listing may be granted to a product as a means of market trial prior to becoming a Core Listing. The product would have specific test conditions, such as agreed upon sales expectations and promotional programs, over a specific time frame. These conditions will be determined on a case by case basis.

Conditional products may also be those which meet a need/demand in the following ways:

- Essential to offer a complete product portfolio to the province.
- Appeal to a small cross section of RSPs.
- Seasonal demand or availability.
- The brand/product may have a dedicated customer following, and/or strong accolades.

Conditional listings may be re-ordered as required. Conversely, these products may be delisted at any time at the discretion of the Listing Committee, based on fit within the category strategy. There will be no advance notification or appeal process for the delisting.

Conditional Listing applications can be submitted off call, or according to the Submission Schedule.

Conversions to Core Listings: Products which are Conditional may be selected at SLGA's discretion for inclusion as a Core Listing or an agent/supplier may apply for a Core Listing. The application being made by an

agent/supplier must be made according to the Submission Schedule. The overall category strategy will be used to determine which conditional listings are selected to move to a core listing with a focus on annual sales, demand from RSPs, seasonality, and product source point.

D. Special Order

Special Order products are those which are not stocked in the SLGA Distribution Centre, but are instead ordered for a customer/RSP on an as needed basis. Once the products arrive at the SLGA DC, they will be sent out on the next regularly scheduled shipment.

The following products will be considered Special Order:

- Those which are specifically requested by an RSP.
- Those which are specifically requested by a commercial permittee.
- Those which are specifically requested by a consumer.
- Those which are specifically requested by wine clubs or special events.

Conversions to Core Listings: Products which are special ordered may be selected by at SLGA's discretion for inclusion as a Core Listing or an agent/supplier may apply for a Core Listing. The application being made by an agent /supplier must be made according to the Submission Schedule. The overall category strategy will be used to determine which special order products are selected to move to a core listing with a focus on annual sales, demand from RSPs, seasonality, and product source point.

E. Third Party Beer Vendors

All products distributed by third party beer vendors in Saskatchewan must also have an SLGA product item number assigned to it. A listing application form, pricing worksheet and product image must all be submitted one month in advance of the launch date in order to generate the item number.

Agents/Suppliers who use these distributors are advised that this can only be done for beer products. Products that are not beer, such as flavoured malt beverages, are required to go through the Wholesale Listing process to qualify for distribution through the SLGA DC.

3. Listing Committee / Tasting Panel

The purpose of SLGA's Listing Committee is to evaluate beverage alcohol products for wholesale listing and delisting in a timely, equitable and socially responsible manner.

The Committee fulfills this role by:

- Ensuring its decisions are consistent with SLGA's mission for the distribution, control and regulation of alcohol throughout Saskatchewan in ways that promote transparency, fairness, and fiscal and social responsibility.
- Providing its stakeholders with excellent customer service.
- Applying the Listing Policy equitably to all products.
- Appointing individuals to the Tasting Panel and reviewing the Panel's assessment of products' taste/price value.*
- Evaluating, approving and implementing changes to the Listing Policy, guidelines and criteria;
- Ensuring policy, guidelines and criteria are communicated to agents/suppliers.
- Ensuring listing decisions and reviews receive timely attention and are dealt with in an objective and consistent manner.
- Ensuring meeting notes document its decision on product listings and delistings.
- Communicating Committee decisions to successful and unsuccessful agents/suppliers in writing.

The committee consists of: Manager, Category Strategy, Product Managers, Director, Supply Chain and Category Strategy, and VP, Liquor Wholesale and Distribution. A minimum of three members of the committee must be present to achieve quorum.

* The Tasting Panel is comprised of individuals appointed by SLGA and reports to the Listing Committee. A product's taste/price value is one component of SLGA's listing criteria. Each product sample submitted to the Tasting Panel will be evaluated and given a weighted score that will be added to the product's total score.

4. Product Listing Application Process

A. Applications for **Core Listings** are accepted and reviewed according to the Submission Schedule (Appendix A). Each submission must include a completed application form, Certificate of Analysis, sample(s), digital bottle image and other supporting information. Listing applications are considered incomplete until product samples have been received. Any applications that are incomplete will not be considered. Applications, Certificate of Analysis, images and supporting information must be emailed to listings@slga.gov.sk.ca by the appropriate deadline according to Appendix A.

The number of samples required for Core/Conditional listings are as follows:

- 🍷 Wine – two bottles
- 🍷 Spirits/Liqueurs – one bottle
- 🍷 Beer/Coolers/Ciders/Cocktails – four cans/bottles (single servings), or one bottle (750 ml or larger)

Samples are to be delivered to:

SLGA Listing Committee
c/o SLGA Distribution Centre
12252 Ewing Avenue
Regina, SK S4M 0A1

Applications that have been unsuccessful through the listing review process will not be reconsidered again for 12 months, or at the discretion of SLGA.

- B. Applications for **Agent/Supplier Limited Allocation and Conditional Listings** are accepted at anytime. Each submission must include a completed application form, digital bottle image and other supporting information, emailed to listings@slga.gov.sk.ca. Conditional Listing applications must also include a Certificate of Analysis.
- C. Special Order listings require the completion of a Special Order Listing Application. This form can be obtained by emailing specialorders@slga.gov.sk.ca.

The Listing Committee reserves the right to decline a listing application if it is determined that the product offends prevailing community standards or contradicts the promotion of the responsible use of beverage alcohol products.

A. Evaluation Criteria

Product listing application evaluations are based on the following criteria, as well as the overall judgment of the Listing Committee.

CATEGORY NEED

Strategic fit for SLGA Wholesale.
A review of category trends provincially and nationally.
RSP/consumer demand.
Sales data from other markets and/or Special Order sales.

PROFITABILITY

The potential for the product to increase category profitability.

MARKETING

Saskatchewan marketing and promotional plans (wholesale, retail and national/OOH/digital strategies)

BRAND/PRODUCT

Third party endorsements (reviews, awards, accolades).
Brand health and performance.
Product attributes (i.e. – gluten free, organic, low calorie, etc.).
Innovation.

TASTE

Taste/price/value proposition of a product. An unacceptable score from the Tasting Panel may cause the application to be rejected.

PACKAGING

Label and packaging appeal.
Innovation.

AGENT/SUPPLIER

Agent/Supplier performance/local presence. Agents/Suppliers are not required to have a local agent in order to conduct business with the SLGA; however, the benefits of having local representation are significant.

B. Product Exchanges

A product exchange will only be considered in the event of a rebranding and/or reformulation and/or repackaging of a currently listed product.

Agents/Suppliers are required to give as much notice as possible in order to have a smooth transition to the new product. A completed listing application for the new product is required, including bottle image. Failure to notify SLGA of such changes in advance may result in delays and/or delisting.

5. Product Standards

All products must meet the requirements of the *Canadian Food and Drugs Act and Regulations*. In the unlikely event that there are issues with the product standards, it is the agents'/suppliers' responsibility to resolve the issue, or pay for the disposal of the product.

SLGA will not list a product if the container type does not comply with *The Litter Control Act* and regulations.

LABELLING – Agent/Suppliers shall ensure that labels meet the requirements of all Federal legislation. These regulations can be found in the *Guide to Food Labelling and Advertising – Chapter 10*, available on the *Canadian Food Inspection Agency* web site.

All sales units must bear the Universal Product Code as outlined in the [Product Identification Standards Manual](#), as issued by the Canadian Association of Liquor Jurisdictions.

CASES – All shipping cases must conform to the Case Label Specifications as contained in the [Product Identification Standards Manual](#), issued by the Canadian Association of Liquor Jurisdictions. Each case must be labelled with the GTIN/SCC code. Case weight must not exceed 18.9 kg (41.58 lbs.).

6. Category Reviews and Delisting

It is SLGA's expectation that all agents/suppliers monitor the performance of their products. Product performance can be accessed through SLGA's Liquor Information On-line (LION) system. For new user access to the LION system, contact a Product Manager at listings@slga.gov.sk.ca.

Product performance reviews for the purpose of delisting (including agent/supplier notifications) will be done in conjunction with the Submission Schedule. Core Listings will be delisted based on a lack of fit with the category strategy, likely as a result of poor sales performance and market demand.

Once it has been determined that a Core Listing product will be delisted, the Agent/Supplier of that brand will be notified in writing. Any outstanding purchase orders will be cancelled (if possible) and no further purchase orders will be issued.

SLGA reserves the right to delist **any** product **without notice** due to:

- Inconsistent supply, product unavailability and/or inability to fulfill Purchase Orders.
- Failure to comply with the Canadian standard case weight of 18.9 kg.
- Failure to comply with federal labelling and advertising standards.
- Offense to prevailing community standards.
- A marked increase in wholesale price resulting from a revised agent/supplier quotation or foreign exchange fluctuations.
- A negative impact to category profitability

The decision to delist a product, for any reason, will require the agent/supplier to reimburse SLGA for a 25 per cent reduction of the wholesale price for all remaining inventory to facilitate the clear-out of product from the SLGA DC. The agent/supplier will be invoiced for the difference in landed cost on the product, multiplied by the inventory on hand in the SLGA DC on the effective date of the price reduction. SLGA is under no obligation to purchase residual inventories held by the agent/supplier.

7. Importation of Samples

Samples sent to SLGA from outside Canada for the purposes of an SLGA wholesale listing review are not subject to any fees.

Agents/Suppliers may ship samples to Saskatchewan from outside Canada for purposes other than an SLGA wholesale listing application. These shipments require customs clearance by SLGA. These packages may be addressed for delivery to the SLGA DC (will be held for pickup), or to the address of the Saskatchewan representative. The agent/supplier will receive an invoice for the full wholesale mark up for samples imported to Saskatchewan that are not intended for review by the SLGA Listing Committee.

8. Product Quality Assurance Requirements

Core and Conditional Products

All products distributed by SLGA from its Distribution Center must have a Certificate of Analysis (COA) completed within the previous 24 months, from a laboratory acceptable to SLGA, on file with SLGA.

Seasonal and/or Product Allocations

These products are exempt from the requirement for a COA.

SLGA requires a supplier of Seasonal and/or Product Allocations to agree that it assumes responsibility for the safety of the product for consumption and for ensuring that beverage alcohol product it provides to SLGA meets applicable regulatory requirements. This acceptance will be acknowledged on your purchase order.

COAs from the following laboratories are acceptable to SLGA:

- Liquor Board of Ontario (LCBO)
- Société des alcools du Québec (SAQ)
- Canadian Vintners Alliance (VQA);
- Other Canadian Liquor Boards;
- Independent laboratories provided that the laboratory has a quality management system accredited to the ISO/IEC 17025 standard. In addition, the laboratory will be accredited in the analysis of alcoholic beverages and must conduct testing in compliance with the parameters established by the LCBO's Quality Assurance Department (reference LCBO Guidelines for Chemical Analysis).

Testing

SLGA reserves the right to test samples of any beverage alcohol product at any time in circumstances where SLGA is uncertain if the product poses a threat to the health or safety of consumers.

The cost of the analysis and shipping fees will be charged to the supplier or agent through whom SLGA obtains the product.

Special Order Products for Re-Sale

Retail store permittees and commercial permittees that order Special Order product for the purpose of reselling the product directly to consumers, either by on-table sale or through retail sale using closed containers, are required to agree that they assume responsibility for the safety of the product for consumption and for ensuring that beverage alcohol product it provides to SLGA meets applicable regulatory requirements and acknowledging that the product(s) may not have been tested or meet recognized quality assurance standards. In such cases, SLGA will not require quality control testing be completed for these product(s).

For further details, please review the Beverage Alcohol Quality Assurance Policy.

Product Quality Issues

SLGA is committed to ensuring that quality alcoholic beverages are sold in Saskatchewan. In the event of a quality concern, we will work with the agent/supplier and RSPs to take corrective action.

SLGA has two types of product recalls: Class 1 and Class 2.

A Class 1 recall involves a public notice to inform customers of a potentially serious quality or safety issue with one of its products. A Class 2 recall involves the product that does not pose a health risk, but is discontinued from sale due to quality reasons.

In any situation, the agent/supplier will be invoiced for the disposition of any product that has been determined to not be in a saleable condition.

Appendix A - Schedule of listing dates

Category	Listing Application Deadline	Listing Committee Meeting	Listing Results Communication to Suppliers
January Table Wine: Canada, Argentina & Chile Spirits: Vodka, Gin, Tequila, Rum - White, Miscellaneous	January 15th	February	First Monday in March
February Table Wine: Spain & Portugal Wines: Fruit, Flavoured, Rose SLGA Distributed Beer (incl. Craft Beers)	February 15th	March	First Monday in April
March Table Wine: France, Italy & Germany Holiday Gift Packs	March 15th	April	First Monday in May
April Table Wine: United States & South Africa	April 15th	May	First Monday in June
May Champagne/Sparkling (all countries) Fortified/Misc. Wines (Port, Sherry, Madeira, Vermouth, Aperitif) Dessert Wines	May 15th	June	First Monday in July
June Table Wine: Australia & New Zealand Liqueurs	June 15th	July	First Monday in August
July Table Wine: Canada, Argentina & Chile Spirits: Brandy, Cognac/Armagnac, Rum - Amber/Dark, Whisk(e)y	July 15th	August	First Monday in September
August Table Wine: Spain & Portugal SLGA Distributed Beer (incl. Craft Beers)	August 15th	September	First Monday in October
September Table Wine: France, Italy & Germany	September 15th	October	First Monday in November
October Table Wine: United States & South Africa	October 15th	November	First Monday in December
November Refreshment Beverage: Coolers, Ciders & Cocktails	November 15th	December	First Monday in January
December Table Wine: Australia & New Zealand Liqueurs	December 15th	January	First Monday in February

Appendix B – Fee Structure (Under Review)

SLGA's Fee Structure is currently under review. This document will be updated when the review is complete.