

THE BEER STORE

The Beer Store

2026 Advertising & Promotions

May 2026



Table of Contents



DELIVERING ENGAGEMENT

[About The Beer Store Advertising & Promotions](#)

[Key Information & Dates](#)
[Invitation to Partner](#)

RETAIL OPPORTUNITIES

[Volume Driver](#)
[Discovery](#)
[Bollard Ads](#)
[Cart Ads](#)
[Impulse Display](#)
[Why Not Try?](#)

[Beer Tasting](#)
[Store Exclusive Events](#)
[In-Store Advertising](#)
[Value Adds](#)
[Product Vouchers](#)
[Brand Installations](#)

DIGITAL OPPORTUNITIES

[Email Sponsorship](#)
[Enhanced Product Page](#)

[Digital Connections](#)
[Social Reshare](#)

DATA & INFORMATION

[Sale of Data](#)
[Brand Assets](#)

[Let's Talk](#)

TBS FAST FACTS

Data reflects results through August 13, 2025

TBS is the Destination to Buy Beer in Ontario

HIGHEST VOLUME OF TRANSACTIONS & CONTAINERS SOLD IN THE MARKETPLACE
ENGAGED AUDIENCE ACROSS ALL TBS CHANNELS

Basket Size

\$42.36/TRANSACTION
UP 7.03% YOY



Drive Engagement

MORE OPPORTUNITY AT RETAIL & ONLINE
TO ENGAGE WITH BEER ENTHUSIASTS

Win with Large Packs

TBS RETAIL BEST PERFORMS IN L & XL PACK SIZES -
INDUSTRY LEADING.
~62% OF VOLUME IS 24 PACK+



Leaders in Craft

TBS DRIVES THE MOST CRAFT VOLUME IN
THE MARKETPLACE

ECOMMERCE & SOCIALS

Data reflects results collected January 2026

~5M

SITE VISITS
IN A YEAR

\$122

AVG. ORDER
VALUE

10K

AVG. WEEKLY
ORDERS

78%

REPEAT ORDER RATE
ACROSS ALL 3P

108K+

EMAIL
SUBSCRIBERS

99K+

SOCIAL MEDIA
FOLLOWERS

STEWARDSHIP

1.6 Billion

EMPTY ALCOHOL CONTAINERS COLLECTED IN
ONTARIO EVERY YEAR TO REUSE OR RECYCLE

CORE VALUES

RESPECT

HEALTH & SAFETY

EXCELLENCE

CUSTOMER SERVICE

SUSTAINABILITY LEADERSHIP

2026

Advertising & Promotions

TBS Advertising & Promotions are designed with intention to support the shopper journey and drive category growth.

Points of disruption will engage and excite the customer and occasion-based themes will create a new experience on each return visit.

We are excited to collaborate with you and bring your experiences to life and online.



PROGRAMMING THAT DISRUPTS THE CUSTOMER JOURNEY

Value to the Shopper

Core programs designed to bring promotions, value offers, value adds and additional offerings to the forefront of the customer experience driving conversion.



Impulse and Innovation

in-store offerings providing incremental space to celebrate innovation, highlight occasionally relevant products and feature your pack. Turnkey solution & opportunity for innovation and custom displays.



Invites Cross Promotion

Invitation for strategic cross promotion and collaboration by leveraging the power of volume brands and favourites to highlight innovation or companion products. Let's drive basket size by sparking consideration and trial.



TBS Offers

Feature your exclusive offers at TBS to showcase large pack savings and tentpole moments in year to attract and engage.



Key Information & Dates

CYCLES - TBS standard promotional cycles are 4 weeks in duration, Monday to Sunday and are subject to statutory holidays. Cycles that do not follow this schedule will be called out specifically by program within this package. Where program fees are categorized by standard and premium, premium includes Cycles 5-9.

LISTING POLICY – Product must be listed in participating stores in advance of the promotional cycle to qualify for programming and is subject to applicable policies and fees.

Fees	Cycles	2026 In-Market Dates	Listing Policy Deadlines
Standard	1	January 5 - February 1	Fall Major (Retail & Logistics) Listings activated September 15, 2025
	2	February 2 - March 1	
	3	March 2 - March 29	
	4	March 30 - April 26	
Premium	5	April 27 - May 24	Spring Major (Retail & Logistics) Listings activated April 27, 2026 <i>Applications due December 6, 2025</i>
	6	May 25 - June 21	
	7	June 22 - July 19	
	8	July 20 - August 16	
	9	August 17 - September 13	
Standard	10	September 14 - October 11	Fall Major (Retail & Logistics) Listings activated October 12, 2026 <i>Applications due May 23, 2026</i>
	11	October 12 - November 8	
	12	November 9 - December 6	
	13	December 7 - January 3, 2027	

Key Information & Dates Continued

BOOKING PROCESS – Programs offered by TBS will follow a Draft booking process or a first come, first serve booking process as outlined in this package. Each booking process includes structured deadlines as determined by The Beer Store.

ANNUAL DRAFT – Zoned TBS programs (Volume Driver, Discovery, Bollard Ads and Cart Ads) will be booked through a scheduled, annual Fall Draft. Notice will be sent to all listed brewers in advance and all interested parties will be required to reply with interest to be included in the process. Any remaining opportunities post-Draft will be booked first come, first serve.

FIRST COME, FIRST SERVE – All other TBS programs will be booked through a first come, first serve booking process. The kickoff for 2026 booking will be November 2025 after the Draft concludes.

BOOKING TIMELINES - Contact us 6 weeks before the cycle start date to secure TBS programming. This timeline allows for a planning and approval workflow ahead of launch. Applications outside of these timelines will be considered on a case-by-case basis.

HOW TO APPLY – Contact brewerprograms@thebeerstore.ca. All requests and applications are subject to review and approval by TBS.

PLANNING - In advance of each promotion, a planning package will be shared with participating brewers including any tools, reference materials, tasks and deadlines for actioning. All promotional details including artwork must be finalized no later than 4 weeks before cycle start. We will engage in continuous collaboration throughout the planning process to ensure seamless and impactful executions.

CROSS PROMOTION - Programs offered in retail where the number of skus has not been defined as part of the program eligibility may explore cross promotion advertising. Cross promotion of additional articles within the advertising is subject to the advertising comprising less than 40% of the printed space.

TERMS & CONDITIONS – 2026 Promotional Programs Terms and Conditions are available on [The Beer Store website](#). Program eligibility and criteria is noted within this package.

FEES - Fees presented in this package are for 2026 exclusively and do not include HST.

LET'S TALK - brewerprograms@thebeerstore.ca

Retail Opportunities

Volume Driver

Overview

Volume Driver includes the Enhanced Display Program (EDP) and Feature Display Program (FDP). Each display features product and advertising designed to build immediate engagement with customers in the path to purchase. Displays can be customized with enhanced advertising and value adds to elevate the existing fixtures at store. Promotion on these displays is encouraged to include a value add, contest or experience for the shopper.

What's Included

- Displays are booked by Zone (preset group of stores) through a Draft process Fall 2025
- Each promotion can feature 1 or 2 articles
- Display models vary by program and store. Each has a 3'x2' product footprint and/or 3'x2' advertising.
- Brewer is responsible for artwork using provided templates
- Each promotion includes online companions:
 - 'Sponsored' tag on TheBeerStore.ca
 - Product inclusion within the FLIPP flyer
 - Consideration to be promoted via TBS social channels and 3P-related promotions
- Fee includes cost of management, print production, shipping, set up, replenishing the product displays over the 4-week promotional cycle and managing online promotional content.
- Add on considerations: Value Add, Email Sponsorship

\$410

Per Display | Standard Cycle

\$485

Per Display | Premium Cycle

Digital companion cannot be substituted. By participating in the program, you have granted TBS permission to include your brand and associated intellectual property in TBS content. TBS may use their discretion for final placement on TheBeerStore.ca and other channels.



Fixture



End Aisle



*TriPanel

*Advertising only

Discovery

Overview

Discovery includes the Discovery Centre Program (DCP) and End Cap Program (ECP). Each display features product and advertising designed to build immediate engagement with customers in the path to purchase along with shelving to showcase multiple brands. Displays can be customized with enhanced advertising and value adds to elevate the existing fixtures at store. Promotion on these displays is encouraged to include an LTO, value add, contest or experience for the shopper.

What's Included

- Displays are booked by Zone (preset group of stores) through a Draft process Fall 2025.
- Each promotion can include 1 - 3 articles.
- Display model varies by program. Each has a 3'x2' product footprint per shelf and 3'x2' advertising.
- Brewer is responsible for artwork using a provided template.
- Each promotion includes online companions:
 - 'Sponsored' tag on TheBeerStore.ca
 - Product inclusion within the FLIPP flyer
 - Consideration to be promoted via TBS social channels and 3P-related promotions
- Fee includes cost of management, print production, shipping, set up, replenishing the product displays over the 4-week promotional cycle and managing online promotional content.
- Add on considerations: Value Add, Email Sponsorship.

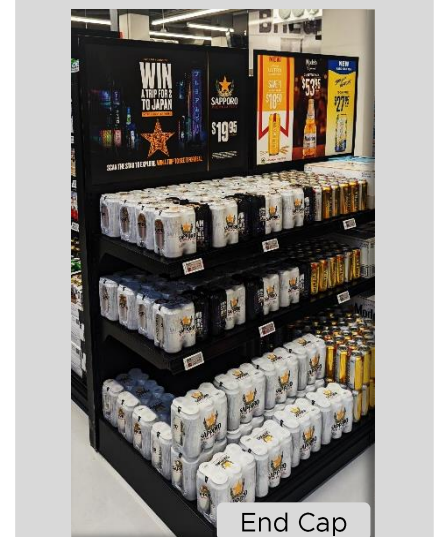
\$410

Per Display | Standard Cycle

\$485

Per Display | Premium Cycle

Digital companion cannot be substituted. By participating in the program, you have granted TBS permission to include your brand and associated intellectual property in TBS content. TBS may use their discretion for final placement on TheBeerStore.ca and other channels.



Bollard Ads

Overview

Bollard Advertising is a great opportunity to promote your brand and product offers and connect with the shopper at the storefront entrance and drive thru journey. Ads are visible and impactful from a distance. Showcase your brand's creativity using our provided 3-panel template.

What's Included

- Stores are booked by Zone (preset group of stores) through a Draft process Fall 2025. Opportunities post-Draft are booked first come, first serve.
- Each ad can feature up to 3 articles.
- Brewer is responsible for artwork using a provided template.
- TBS will print and ship advertising to stores and set up ads on launch day.
- Fee includes costs of management, print production, shipping and set up.

2026 OFFER: Book an Impulse Display as a companion to your Bollard Ads for a special fee of \$100/display. Applies to all stores within the booked zones(s).

\$360*

Avg Fee Per Store/Cycle

*The number of Bollard Ads vary by store. Billing will reflect the number of active Ads each cycle.



Cart Ads

Overview

Own the advertising space on TBS carts. Retail carts have significant visibility, travelling with customers both inside the store and outside, capturing attention while browsing, shopping and returning empty containers. Carts Ads are printed double-sided on indoor/outdoor substrate.

What's Included

- Stores are booked by Zone (preset group of stores) through a Draft process Fall 2025. Opportunities post-Draft are booked first come, first serve.
- Each store will feature a custom number of ads according to carry out carts on site.
- Each ad can feature one or more articles.
- Brewer is responsible for artwork using a provided template.
- TBS will print and ship advertising to stores and set up ads on launch day.
- Fee includes costs of management, print production, shipping and set up.

NEW OFFER: Book an Impulse Display as a companion to your Cart Ads for a special fee of \$100/display. Applies to all stores within the booked zones(s).

\$260*

**Avg Fee Per
Store/Cycle**

*The number of Cart Ads vary by store. Billing will reflect the number of active Ads each cycle.



Impulse Display

Overview

Feature your brand on a shoppable Impulse Display in select stores. Turn-key solution offers incremental space to thoughtfully disrupt customers in their journey. Upgrade the display by adding custom advertising, merchandiser and value add offer to amplify your brand and promotion.

What's Included

- Store specific booking - Customize your reach by selecting your target stores.
- Each promotion can feature up to 2 articles.
- Participating stores feature 1-4 displays (each booked separately).
- Each display has a 2'x2' base and accompanying price display.
- Brewer is responsible for artwork, printing and shipping. All assets are subject to TBS advance approval. TBS will receive the assets and set up the displays.
- Add on considerations: In-Store Advertising, Value Add, Email Sponsorship.

OFFERS: Book an Impulse Display as a companion to your Bollard Ads and/or Cart Ads for a special fee of \$100/display. Applies to all stores within the booked zones(s).

\$200*

Per Display
Per Cycle

*Minimum booking requirement is 5 stores per cycle.



Why Not Try?

Overview

Promote your single cans at cash! Be present and top of mind at the checkout with prime visibility to introduce your new brands, flavours or promote a sale. Display up to 4 brands of your choice with a total of 8 cans to drive trial at purchase.

What's Included

- Customize your reach by selecting your target stores.
- Each booking includes a takeover of the display.
- Each promotion can feature 1 - 4 single can articles.
- 8 cans in total will be displayed in the merchandiser.
- Each product will have a digital price ticket assigned for visibility to pricing and savings offers.

\$60*

Per Store
Per Cycle

*Minimum booking requirement is 5 stores per cycle.



Beer Tasting

Overview

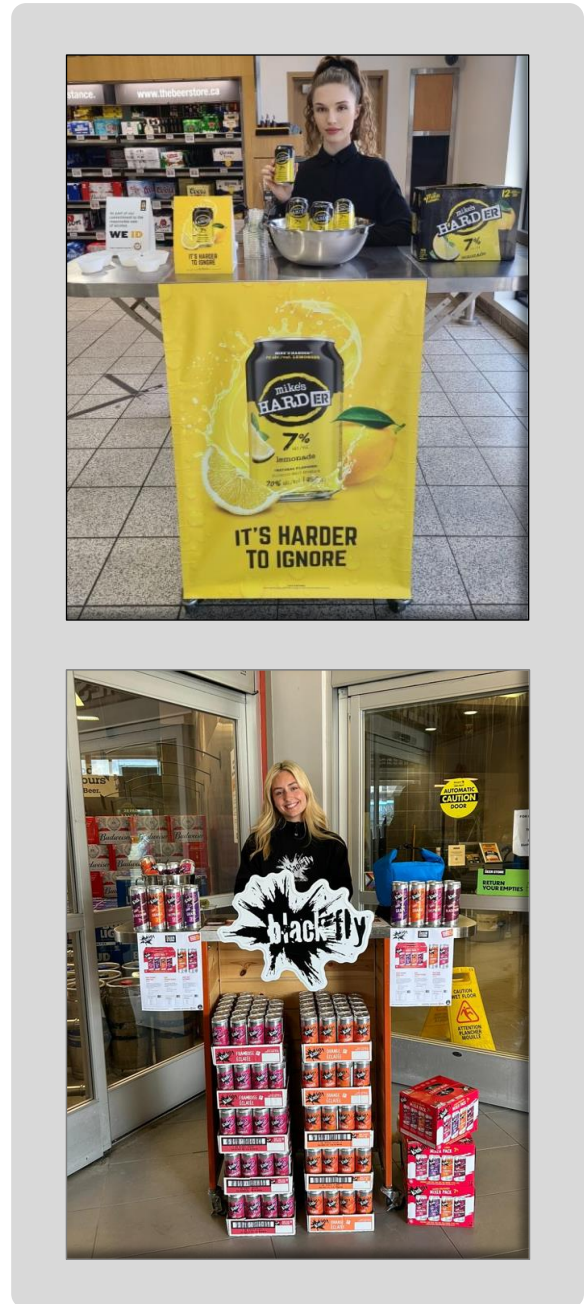
Bring Beer Tasting to life in a meaningful way through sampling sessions at store. Engage consumers directly in their path to purchase by offering complimentary tastings of your product and sharing your brand story.

What's Included

- Each booking includes one 4-hour session (Friday 4-8pm, Saturday 1-5pm, Sunday 1-5pm OR customize your dates/times).
- Tasting cart and sampling cups included in fee.
- Brewer is responsible for staffing and training (the Brand Ambassador must be Smart Serve certified).
- Maximum of 2 articles sampled per session.
- Product used for sessions must be listed at the store in advance according to the Store Listing Policy and must come from store inventory.
- Enhance your session with customized branding, uniforms, banners etc. at Brewer's cost.

\$50

Per Store Session



Store Exclusive Events

Overview

Make TBS the destination to celebrate your brand! Drive engagement and inspiration with your audience utilizing a 1:1 customer strategy to build a buzzworthy and compelling customer experience. Your interactive event experience could include brand activations, gamifications, experiential touch points, digital connectivity and much more. Partner with us to host your next Store Exclusive Event!

What's Included

- Customizable store selection and timing.
- Access to TBS indoor or outdoor space.
- Suggested add on: Beer Tasting.

\$500

Per Store
Per Day



In-Store Advertising

Overview

Activate advertising at store to promote your product for one flat fee per article! Elevate your brand where merchandised at store on shelf, pallet or purchased display space. **Consider a pallet wrap, custom branded merchandiser, shelf talkers and more.**

Brewer assets cannot impede other product displays or store operations. Where more space is needed, additional fees will apply. Turnkey options are available for an additional fee. Ask us for a quote!

What's Included

- Access to customer accessible product in qualifying stores.
- Brewers are responsible for artwork, production and shipping to stores.
- All artwork and display subject to TBS review and approval.
- TBS will receive and set up the advertising.

\$1,530*	Per Article Per Cycle
-----------------	----------------------------------

*Flat fee to activate In-Store Advertising on customer accessible product in qualifying stores.



Pallet Advertising



Impulse Display Advertising



Shelf Talker

Value Adds

Overview

Promote your product in the shopping environment with information or value as a companion to the product to identify a sale, contest or promotion.

Add more excitement to a Display Program by layering on a Value-Add companion to the promotion. Include the offer details within the accompanying advertising and merchandise the Value Add alongside the product on the shelf or in a custom branded merchandiser. The Display Program must be booked in advance and is subject to applicable fees.

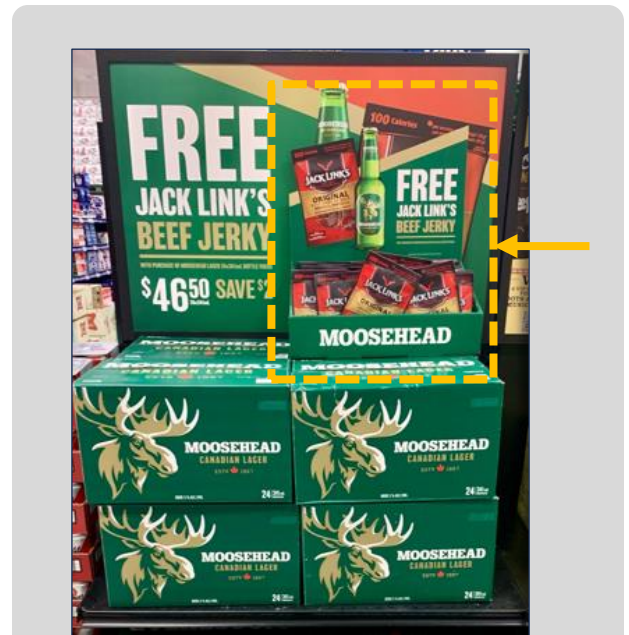
What's Included

- Access to customer accessible product in qualifying stores.
- Brewers are responsible for supplying the assets.
- TBS will receive and merchandise the assets.

\$1,530*

Per Article
Per Cycle

*Flat fee for qualifying store reach.



Value Add companions to Discovery Displays with or without custom merchandiser



Product Vouchers

Overview

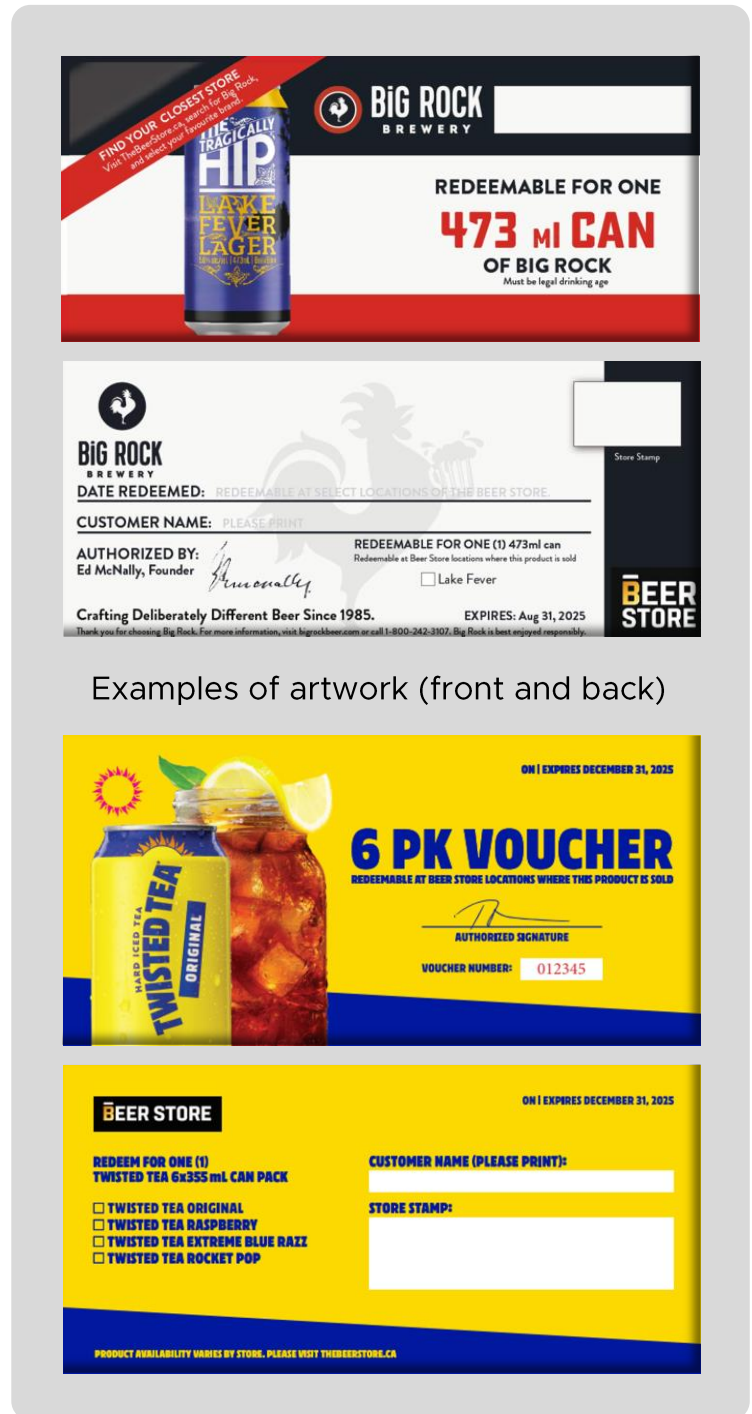
Product vouchers are a great way to offer trial on new and existing products. All vouchers intended for customer redemption at TBS must be submitted for review and approval in advance of printing and circulation. Details will be shared with store network for awareness.

Details to include in the artwork:

- Brewery name and/or logo
- Brand name and/or visual
- Container type and unit volume
- Voucher number
- Expiry date
- Authorized signature(s)
- Area for store stamp
- TBS logo and “Redeemable at Beer Store locations where this product is sold. Visit TheBeerStore.ca.”

Other details to share:

- Voucher dimensions
- Voucher print stock
- In market timing
- Quantity of vouchers printed
- Voucher number range
- Authorized signature(s)
- Related promotional campaigns, target stores



Examples of artwork (front and back)

The total value of vouchers redeemed plus a voucher handling fee of 5% of retail value will be charged back to the brewer on TBS statement.

Brand Installations

Overview

Amplify your brand message through Brand Installations. Customize a unique, curated experiential and/or promotional space to directly engage with your audience and drive your brand message at TBS.

When evaluating eligibility for a Brand Installation, the following criteria must be met:

- Activation will support a category growth opportunity, product innovation, value offer, experience or is considered a big bet for the industry.
- Display must be supported by external media driving traffic to TBS.
- Maintenance of the display must be managed by Brewer reps.
- 10 store minimum per activation.
- >20HL annual store volume/brand.
- Display must not interfere with store operations.
- Brand Installations will be accommodated where space permits at time of application.



\$410

Per Display | Standard Cycle

\$485

Per Display | Premium Cycle

Digital Opportunities

Email Sponsorship

Overview

A great opportunity to build consideration and brand awareness through TBS weekly Email Newsletter. Share news on LTOs, contest details and other offers.

- 108K+ Email Subscribers
- 32.8% Open Rate

Data represents results collected August 2025

What's Included

- Email Takeover and/or Product Placement(s) within TBS newsletter content.
- A report will be provided post-deployment once results are available.

Email Takeover

\$3,075

Standard Cycle

\$3,650

Premium Cycle

Product Tile

\$550

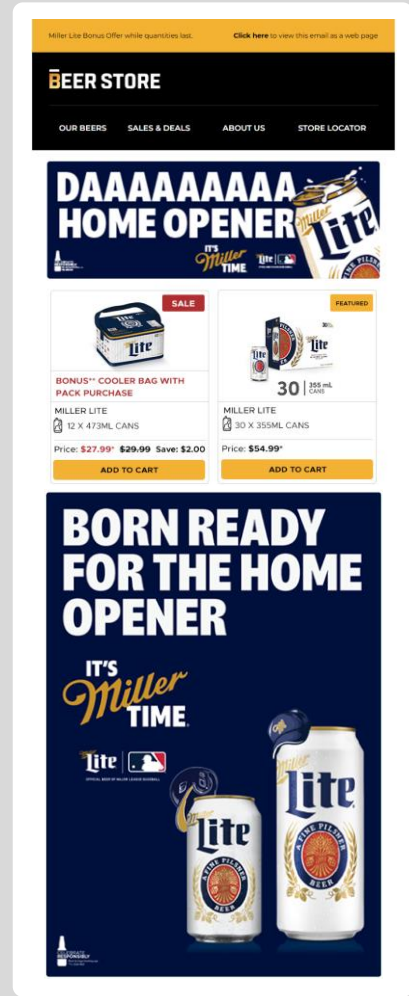
Standard Cycle

\$650

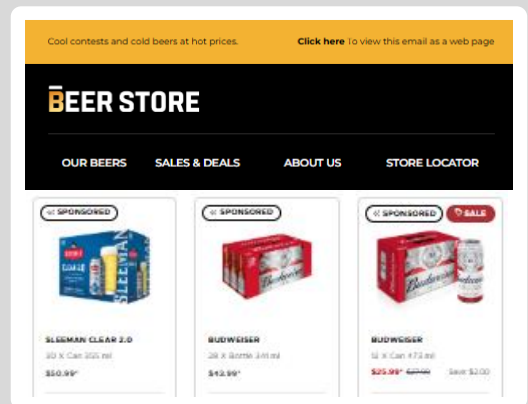
Premium Cycle

TBS Email Newsletter deployment is contingent on brewer participation. Low enrollment can lead to email cancellation.

Email Takeover



Product Tiles



**Images are FPO only and subject to change.*

Enhanced Product Page

Overview

Customize your brand page on TheBeerStore.ca to bring your brand story to life through your distinct and ownable brand assets. Your assets will create a more inspired customer journey on the website alongside your product format, pricing and availability.

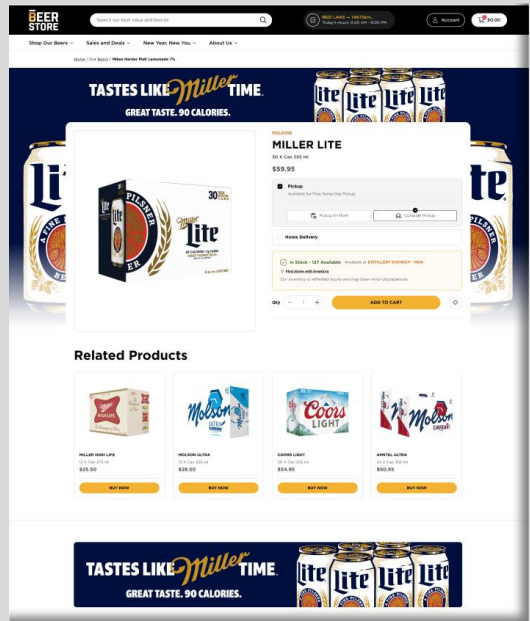
What's Included

- Customized background on product page in perpetuity.
- Banner placement on product page.
- Customized product assortment.
- Banner placement on Our Beers page (or Sales and Deals page) for 4 weeks (the 4 weeks can activate consecutively or apply a customized approach).

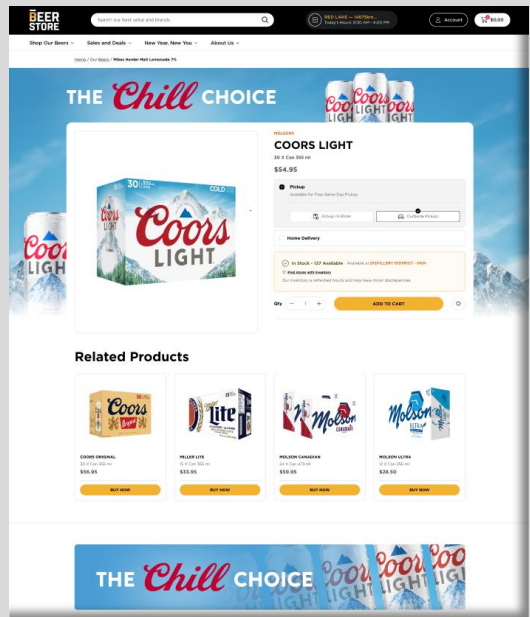
\$4,625*

One-Time Fee

*\$650 Admin Fee applies to subsequent page updates.



Enhanced Product Page Examples

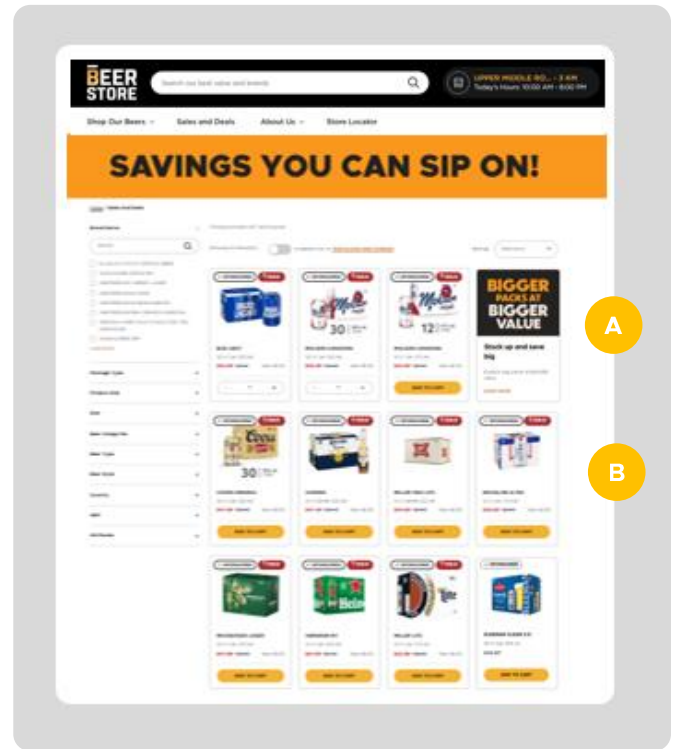


*Images are FPO only and subject to change.

Digital Connections

Overview

Digital Connections offers you prime visibility on TheBeerStore.ca where consumers browse pricing, availability and shop! By participating in the program, you have granted TBS permission to include your brand and associated intellectual property in TBS content. TBS may use their discretion for final placement on TheBeerStore.ca and other channels.



What's Included

Tier 1

- Brand Block feature on Shop Our Beers or Sales & Deals page (A).
- Brand Block feature on Flipp Flyer.
- Sponsored Tag attached to your product on TheBeerStore.ca with prioritized placement (B).
- Product tile on Flipp Flyer.

Tier 2

- Sponsored Tag attached to your product on TheBeerStore.ca with prioritized placement (B).
- Product tile on Flipp Flyer.

**Volume Driver and Discovery Display bookings include Tier 2 Digital Connections*

\$4,625	Standard Cycle
\$5,450	Premium Cycle

\$775	Standard Cycle
\$925	Premium Cycle

Social Reshare

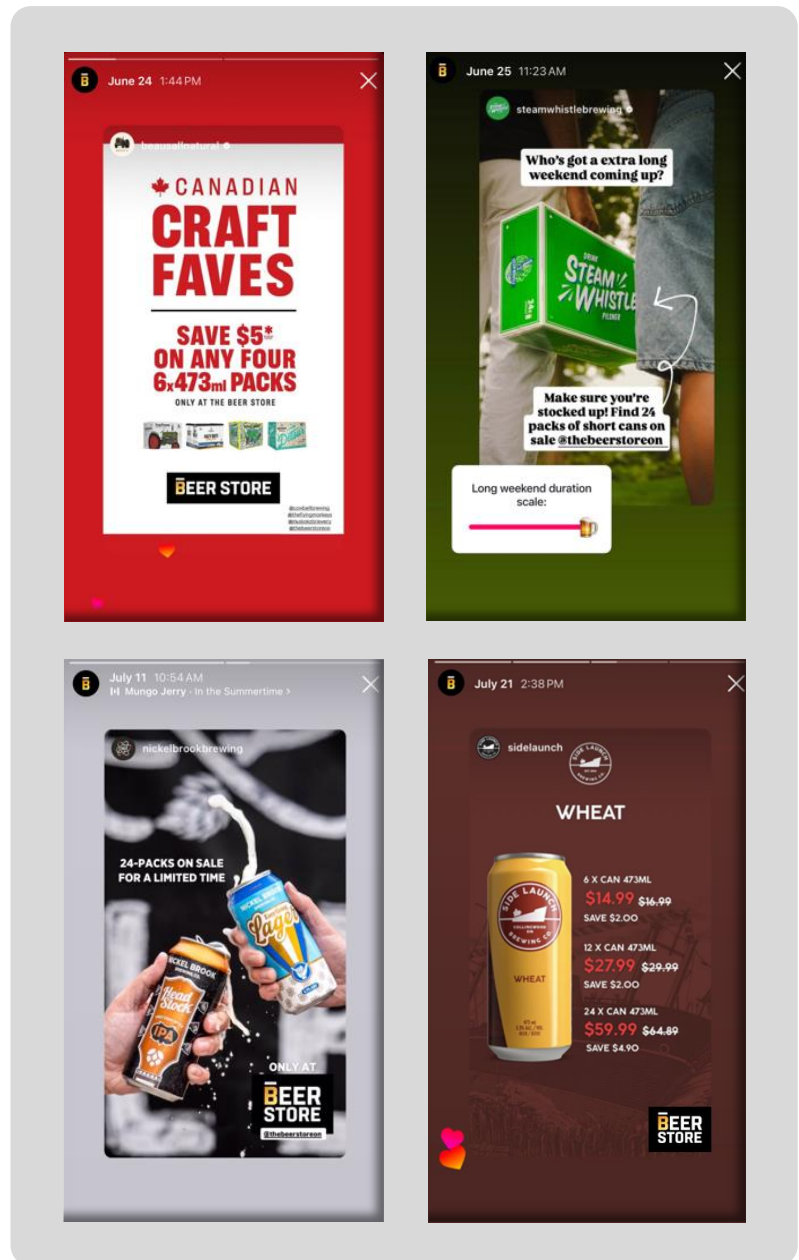
Overview

As consumers continue to be connected to their devices more than ever, we have seen a significant increase of engaging, share-worthy brand content featured on social channels. Re-sharing content that resonates with the customer is a strategic way of winning engagement while driving awareness and consideration of your brands. **Participation in this program is FREE!**

The objective of Social Reshare is to extend awareness of brands available at TBS, new products, innovation, events, news and more with TBS followers to heighten the pre-shop experience.

To participate, the brewer post must tag TBS social handle @thebeerstoreON.

It is recommended that Brewers engage with the TBS team in advance to bring awareness and collaboration to the promotional content. TBS will evaluate the content using preset criteria and reshare as suitable. TBS will endeavor to accommodate as many brands as practical in our Social Reshare initiative.



@TheBeerStoreON



Data & Information

Sale of Data

Overview

TBS offers listed brewers access to sales data for an annual license fee (full year or part year) as defined below. Each data subset includes all sales and returns summarized weekly in XML format and shared on the TBS SFTP server.

Fees will be posted to the brewer statement once a signed Agreement is received and processed, and access to data will be made available soon thereafter.

Applications for the current year and for historical data are accepted on an ongoing basis.

Brewer Data Subsets		Description	Full Year Jan - Dec	Part Year Aug - Dec
1	Labatt	All products produced by Labatt Ontario and sold through TBS.	\$8,580	\$3,580
2	Molson	All products produced by Molson Ontario and sold through TBS.	\$8,580	\$3,580
3	Other Ontario	All products produced by other Ontario brewers and sold through TBS (excludes LCBO, Labatt, Molson).	\$8,580	\$3,580
4	Non-Ontario	All products imported to Ontario through the LCBO and sold through TBS.	\$8,580	\$3,580
5	Ontario Craft Brewers	Ontario products sold through TBS (excludes LCBO, Labatt, Molson, Sleeman, Moosehead).	\$3,290	\$1,380
6	All Data Subsets	All data listed above (Subsets 1 - 4). Note - OCB data (Subset 5) is included in Subset 3, not supplied as a separate file.	\$34,320	\$14,320

Brand Assets

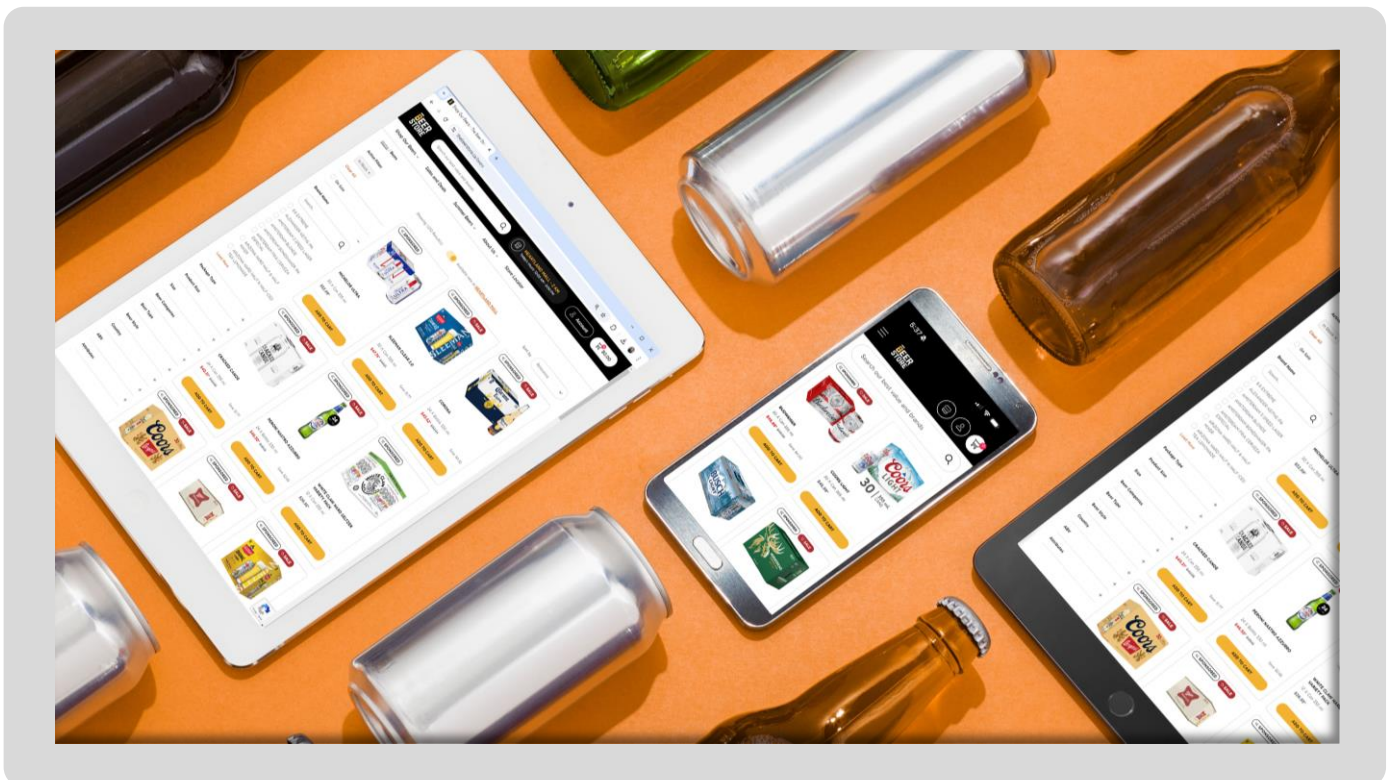
Overview

Did you know that each brand listed at the Beer Store is featured on our digital channels* with assets supplied by the listing brewer?

To ensure your brands are up to date and represented well, pop onto our website to audit your portfolio. If any of your assets are missing or the branding needs a refresh please send your files directly to ecommercesupport@thebeerstore.ca for uploading.

Refer to our detailed [Brand Asset Guidelines](#) for file requirements and specifications.

*Digital channels include: home consumer website (TheBeerStore.ca), licensee website (BeerforBusiness.ca), mobile apps, 3P channel storefronts, in-store digital screens.



Let's Talk.

We are excited to collaborate with you and bring your brand experience to life at store and online.

Contact us at: brewerprograms@thebeerstore.ca

Other TBS Support Contacts:



Brand Assets: ecommercesupport@thebeerstore.ca



Brand Listings & Expansions: articlemasterteam@thebeerstore.ca



Customer Experience Centre: customerservice@thebeerstore.ca



Finance: breweraccounting@thebeerstore.ca



Forecasting & Replenishment: tbsdistribution@thebeerstore.ca



Pricing: pricing@thebeerstore.ca



SFTP Site: brewsinfo@thebeerstore.ca



Store Insights & Planograms: spaceplanning@thebeerstore.ca

BEER
STORE