



UNTAP
YOUR FUTURE WITH

BEER STORE

NEW

**2024 Promotional &
Advertising Opportunities**

Distributed: July 2024

2024 Programs & Advertising Opportunities

This package showcases new and revised programs, and **bundles** suited to Drive Category Growth across Ontario. Untap your future with our 2024 programs which include strategic touch points across all stages of the customer journey: *attract, educate, engage and connect* to keep your brands top of mind.

1 Programs built to support our shopper journey

- Provide a purpose for every program and opportunity. Our promotions & advertising are designed and adapted to Attract, Engage, Educate & Connect with consumers.
- Introduction of Omni Channel Program Bundles
- In-store activations to have a companion online initiative
- Shift away from In-store Vs Online Opportunities
- Amplification of occasions and brand priorities
 - Vs competing messages in-store and online
 - #WorktogetherWinttogether

2 Programs that influence overall category growth

- Expanded in-store offering suitable for innovation, impulse, featured products and more
 - Introduction to new display fixtures
 - Impulse display
 - Greater brand opportunity in store

3 Programs that amplify brands through the power of Digital

- New and evolved programs that have strategic touchpoints in the customer journey
 - Social and campaign integration + new lower funnel platforms that drive consideration

TOP 5 Reasons for you to invest with The Beer Store!

- 1 Highest market share in Ontario
- 2 Highest value per outlet
- 3 Best partner in brand amplification at point of purchase
- 4 Lowest cost to serve
- 5 Friendly and easy to work with

Omnichannel Opportunities

Fees presented are for 2024 exclusively and do not include HST. Advertising placements are subject to allocation by TBS in accordance with our Shareholders Agreement dated January 1, 2016 where demand exceeds opportunities. TBS will endeavour to accommodate as many brands practical and reserves the right to modify or cancel a program at any time.

Contact: BrewerPrograms@TheBeerStore.ca



Overview

Feature your brand on a shoppable impulse fixture in select stores and online as an omnichannel bundle creating a seamless customer journey and a more impactful shopping experience. Add a promo card and/or custom displayer to amplify your brand and promotion

What's Included:

- Each promotion can feature 1 sku
- Promotions will align with TBS standard marketing cycles

In-Store:

- Access to 119 PSS stores in 14 geographical zones to target your market demographic
- Option to select a minimum of 5 A La Carte stores per cycle
- Each store features 4 display fixtures located in the self serve area (each booked separately)
- Fixture includes 2'x2' base with price display on a removable arm
- Option to supply two, 7"x4" printed cards/store (Brewer is responsible for design/production/shipping to stores)
- **Upgrade option:** add a custom branded displayer. Brewer is responsible for design/production/shipping to stores). TBS will receive the assets and set up the display.

Digital:

- Occasions Connection Page Tier 3

Fee: Standard display \$150/display/cycle
Upgraded display \$250/display/cycle

Timelines:

- Applications to be received 6 weeks prior to in-market date
- Product must be listed in participating stores in advance to qualify and is subject to applicable listing policies and fees

In-Store



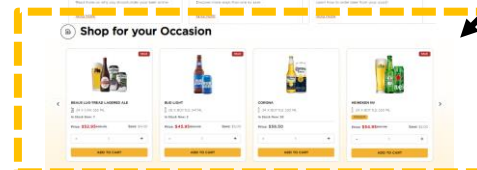
Digital*



Beer for any Occasion



Tier 3



Check out these brews to help cheers to the occasion



*For placement only, subject to change

Cooler Impulse Fixture

Rate Card

Rate card fees include all stores within a zone based on the standard fee of \$150/display/cycle. Other options include A La Carte bookings and custom displayer upgrade (see previous page for more information).

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14
#STORES	3	5	7	15	1	2	11	10	10	14	14	11	11	5
5 April 22 - May 26	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
6 May 27 - June 23	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
7 June 24 - July 21	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
8 July 22 - Aug. 18	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
9 Aug. 19 - Sept. 15	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
10 Sept. 16 - Oct. 13	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
11 Oct. 14 - Nov. 10	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
12 Nov. 11 - Dec. 8	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750
13 Dec. 9 - Jan. 5	\$450	\$750	\$1,050	\$2,250	\$150	\$300	\$2,100	\$1,500	\$1,650	\$2,100	\$2,100	\$1,650	\$1,650	\$750

Store List

A store list in excel format will be provided upon request



Overview

Feature your brand front and center in the lobby of select Conventional and Ice Cold Express stores and online as an omnichannel bundle creating a seamless customer journey and a more impactful shopping experience. Add a promo card and/or custom displayer to amplify your brand and promotion.

What's Included:

- Each promotion can feature 1 sku
- Promotions will align with TBS standard marketing cycles

In-Store:

- Access to 159 Conventional and ICE stores in 14 geographical zones to target your market demographic
- Option to select a minimum of 5 A La Carte stores per cycle
- Each store features 1-3 display fixtures located in the lobby (each booked separately)
- Fixture includes 2'x2' base with price display on a removable arm
- Option to supply two, 7"x4" printed cards/store (Brewer is responsible for design/production/shipping to stores)
- **Upgrade option:** add a custom branded displayer. Brewer is responsible for design/production/shipping to stores). TBS will receive the assets and set up the display.

Digital:

- Occasions Connection Page Tier 3

Fee: Standard display \$150/display/cycle
Upgraded display \$250/display/cycle

Timelines:

- Applications to be received 6 weeks prior to in-market date
- Product must be listed in participating stores in advance to qualify and is subject to applicable listing policies and fees

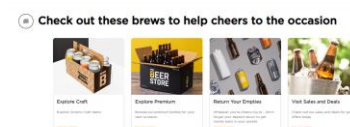
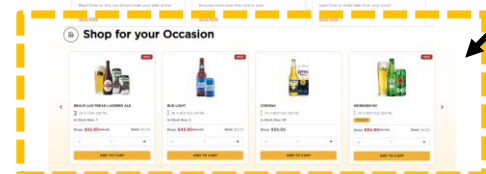
In-Store



Digital*



Tier 3



*For placement only, subject to change

Lobby Impulse Fixture

Rate Card

Rate card fees include all stores within a zone based on the standard fee of \$150/display/cycle. Other options include A La Carte bookings and custom displayer upgrade (see previous page for more information).

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14
#STORES	21	19	14	12	19	7	5	4	7	2	13	9	15	12
6 May 27 - June 23	\$3,150	\$2,850	\$2,100	\$1,800	\$2,850	\$1,050	\$750	\$600	\$1,050	\$300	\$1,950	\$1,350	\$2,250	\$1,800
7 June 24 - July 21	\$3,150	\$2,850	\$2,100	\$1,800	\$2,850	\$1,050	\$750	\$600	\$1,050	\$300	\$1,950	\$1,350	\$2,250	\$1,800
8 July 22 - Aug. 18	\$3,150	\$2,850	\$2,100	\$1,800	\$2,850	\$1,050	\$750	\$600	\$1,050	\$300	\$1,950	\$1,350	\$2,250	\$1,800
9 Aug. 19 - Sept. 15	\$3,150	\$2,850	\$2,100	\$1,800	\$2,850	\$1,050	\$750	\$600	\$1,050	\$300	\$1,950	\$1,350	\$2,250	\$1,800
10 Sept. 16 - Oct. 13	\$3,150	\$2,850	\$2,100	\$1,800	\$2,850	\$1,050	\$750	\$600	\$1,050	\$300	\$1,950	\$1,350	\$2,250	\$1,800
11 Oct. 14 - Nov. 10	\$3,150	\$2,850	\$2,100	\$1,800	\$2,850	\$1,050	\$750	\$600	\$1,050	\$300	\$1,950	\$1,350	\$2,250	\$1,800
12 Nov. 11 - Dec. 8	\$3,150	\$2,850	\$2,100	\$1,800	\$2,850	\$1,050	\$750	\$600	\$1,050	\$300	\$1,950	\$1,350	\$2,250	\$1,800
13 Dec. 9 - Jan. 5	\$3,150	\$2,850	\$2,100	\$1,800	\$2,850	\$1,050	\$750	\$600	\$1,050	\$300	\$1,950	\$1,350	\$2,250	\$1,800

Store List

A store list in excel format will be provided upon request.

Retail **Opportunities**

Fees presented are for 2024 exclusively and do not include HST. Advertising placements are booked on a first come, first serve basis and are subject to allocation by TBS in accordance with our Shareholders Agreement dated January 1, 2016 where demand exceeds opportunities. TBS will endeavour to accommodate as many brands practical and reserves the right to modify or cancel a program at any time.

Contact: BrewerPrograms@TheBeerStore.ca

TBS Cart Advertising

Overview

Own the advertising space on TBS carts for a fee. Retail carts have significant visibility at TBS by customers both inside the store and outside, while shopping and returning empty containers.

Participating carts are outfitted with a sign frame for advertising. Cart ads are printed double-sided on coroplast to endure indoor/outdoor conditions. Each participating store will feature 2-8 ads!

What's Included:

- 2-8 cart ads per store
- 14 geographical zones to target your market demographic
- Promotions will align with TBS standard 4-week marketing cycles
- Brewer is responsible for ad design and composition using a provided template
- Fees include print management, production, shipping and in-store set up

Fee: see next page for Rate Card

Timelines:

- Apply to book your promotions according to the following deadlines. We will try to accommodate late requests where possible.
Cycles 11, 12, 13 - August 15
- Artwork is subject to TBS review and approval and must be finalized no later than 4 weeks before the in-market date to allow for printing of the ads and shipping to stores.

How It Would Look



TBS Cart Advertising

Rate Card

Rate card includes print management, production, shipping and set up of the ads in stores assuming full provincial booking each cycle. For smaller production runs fees will be quoted separately.

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14
#STORES	34	31	34	35	29	24	27	24	21	28	33	32	33	36
#CART ADS	145	129	141	157	94	76	137	101	116	167	166	152	128	139
1 Jan. 1 - 28	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
2 Jan. 29 - Feb. 25	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
3 Feb. 26 - March 24	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
4 March 25 - April 21	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
5 April 22 - May 26	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
6 May 27 - June 23	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
7 June 24 - July 21	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
8 July 22 - Aug. 18	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
9 Aug. 19 - Sept. 15	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
10 Sept. 16 - Oct. 13	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
11 Oct. 14 - Nov. 10	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
12 Nov. 11 - Dec. 8	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645
13 Dec. 9 - Jan. 5	\$7,975	\$7,095	\$7,755	\$8,635	\$5,170	\$4,180	\$7,535	\$5,555	\$6,380	\$9,185	\$9,130	\$8,360	\$7,040	\$7,645

Store List

Participating stores have an inventory of 2 or more TBS carts onsite, each outfitted with a sign frame for advertising.

A store list in excel format will be provided upon request.

Product Enhancement

Overview

The Product Enhancement Program allows brewers the opportunity to enhance their product in customer-accessible areas of retail stores, across Ontario with TBS approval. The role of the enhancement is to increase the perceivable value of the product to consumers by providing information and/or value add with purchase. The information vehicle can be, for example, a sticker or neck tag applied to product to identify a sale or promotion. An example of a value add is a free koozie inserted into the product packaging.

What's Included:

- Access to stores where product is customer-accessible
- Promotions will align with TBS standard 4-week marketing cycles
- Brewers are responsible for supplying and securely attaching the enhancement to product onsite

Fee: \$1,000 per activation
(flat fee for unlimited store reach)

Timelines:

- Booking requests must be received 4 weeks before the in-market date to allow for review and revisions and approved 2 weeks before to allow for communication of the promotion to stores
- Product must be listed in participating stores in advance to qualify and are subject to applicable listing policies and fees

How It Could Look

a) promo sticker applied to packaging & value add inserted into package



b) promo neck tag applied to single can



Shelf Talkers

Overview

Shelf Talkers promote your product in the shopping environment with a wobbler inserted into the shelving channel beside the price ticket. Each shelf talker is designed by the brewer on pvc substrate with a 5" x 3" advertisement. Artwork can be creative and colourful to engage the consumer and bring awareness to the product. The shelf talker can highlight branding, brand information, a promotion or a limited time offer. Where single cans are merchandised, the single facings do not allow space for shelf talkers therefore single cans are not eligible for this program - consider the Product Enhancement Program.

What's Included:

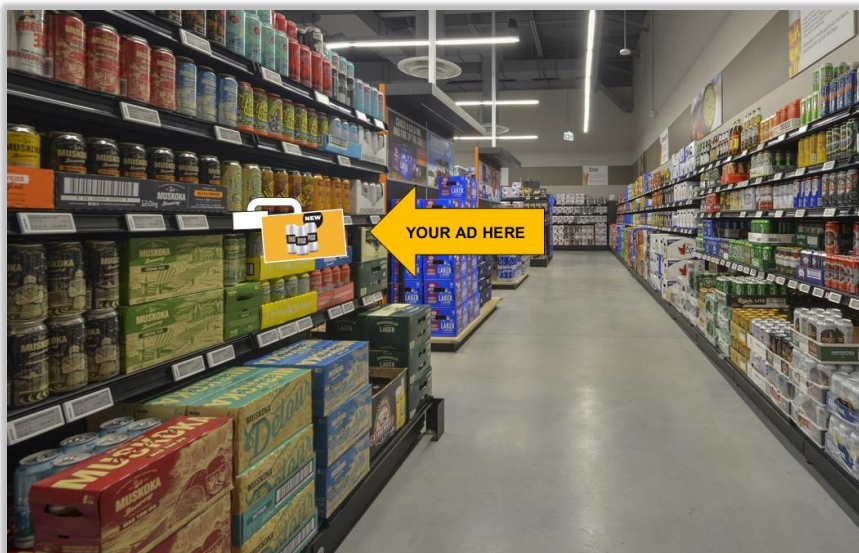
- Access to stores where product is listed and customer-accessible
- Promotions will align with TBS standard 4-week marketing cycles
- Brewers are responsible for artwork, production, shipping to stores
- TBS will receive and set up the shelf talkers

Fee: \$1,500 per promotion (flat fee for unlimited store reach)

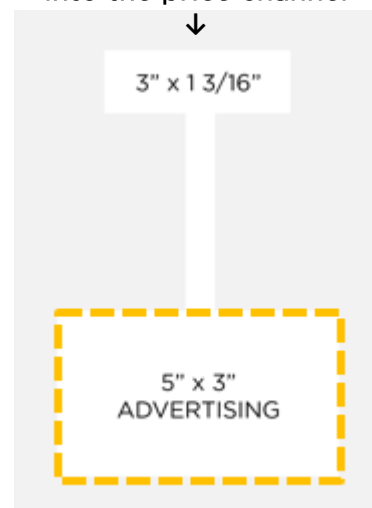
Timelines:

- Booking requests must be received 4 weeks before the in-market date to allow for review and revisions, and approved 2 weeks before the in-market date to allow for communication of the promotion to stores
- Product must be listed in participating stores in advance to qualify and are subject to applicable listing policies and fees

How It Could Look



This end installs directly into the price channel



Pallet Promotions

Overview

Pallet Promotions allows brewers the opportunity to bring awareness to product merchandised on a pallet with supplemental advertising. This program targets 120 TBS self serve stores across the province and each activation will run for 4 weeks.

Each promotional concept will be designed by the brewer to advertise the brand pack on display. Artwork can be creative and colourful to engage the consumer while in the shopping environment and can highlight branding, brand information, a promotion or a limited time offer.

Safety and stability of the advertising must be at the forefront of the design. Pallet promotion advertising cannot significantly extend into the aisle impairing foot traffic, cannot interfere with adjacent pallets or TBS operations, and cannot restrict customer shopping from the pallet.

What's Included:

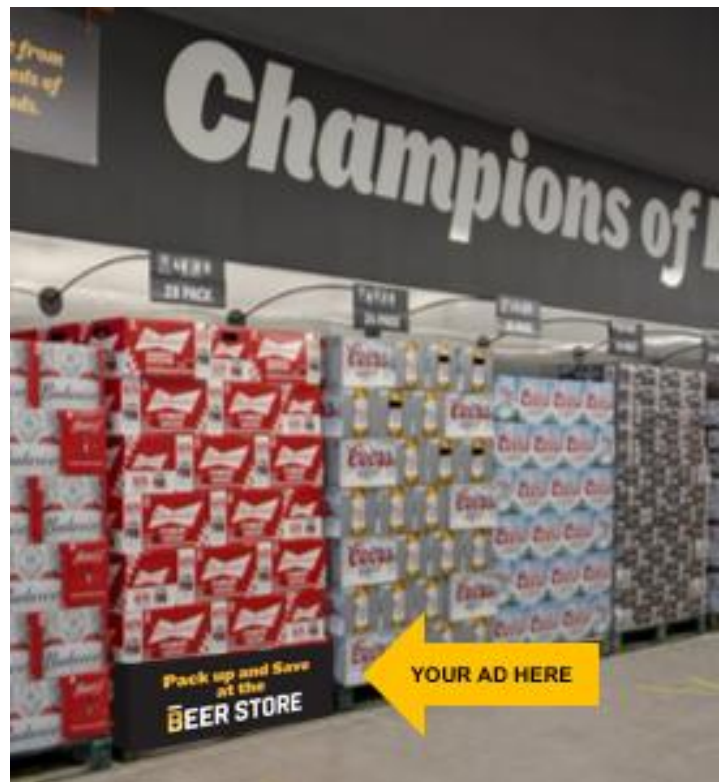
- Access to promote your pallet in qualifying stores
- Promotions will align with TBS standard 4-week marketing cycles
- Brewers are responsible for supplying the promotional assets
- TBS will manage in-store set up

Fee: \$1,500 per activation
(flat fee for qualifying store reach)

Timelines:

- Booking requests must be received 4 weeks before the in-market date and approved 2 weeks before to allow for communication of the promotion to stores. We will try to accommodate late requests where possible.

How It Could Look



Store Exclusive Events

Overview

Make TBS a place to celebrate your brand with a store exclusive event! Drive brand engagement and inspiration with your audience utilizing a 1:1 customer strategy. Build buzzworthy and compelling customer experience driving traffic into stores and directly to your brand(s). Your interactive event experience could include brand activations, gamifications, experiential touch points, digital connectivity and much more.

Participate in this unique, experiential opportunity to directly engage with your audience and drive your brand experience at TBS. From product launches to promotions and contests to sharing your brand story, use your experiential teams and collateral to celebrate your brand at TBS. Partner with us to host your next Store Exclusive Event. Suggested add on: Tap Room experience.

What's Included:

- Access to TBS indoor or outdoor space
- Customizable timing and store selection

Fee*: \$1,000/event day

Looking for a special offer? Partner with us on the TAP ROOM program and get the event booking for \$700/day.

*Brewer execution plans including media investment and marketing collateral are the responsibility of the Brewer and not included in the TBS fee.

Timelines:

- Booking requests must be received at least 6 weeks before the event date for collaboration and review and approved 2 weeks before the in-market date. We will try to accommodate late requests where possible.
- Interested brewers must submit a proposal to identify store location, timing, event format, activation tactics, staffing/operating plan and liability information. We ask you to review the pipeline internally with marketing and sales teams to identify what opportunities may present themselves. Key considerations are LTOs, seasonal SKUs, extending existing marketing initiatives etc.

How It Could Look





Brand Activations

Overview

Amplify your brand message with the all-new Brand Activations program.

Curate your brand activation at The Beer Store with access to space inside the store and/or outside the store to showcase a brand installation, digital screen with advertising, or park a branded vehicle in the parking lot of the store as a billboard - the opportunities are endless. From out of home marketing treatments to stunts, bring your brand to life at The Beer Store.

Participate in these unique, curated experiential opportunities to directly engage with your audience and drive your brand experience at TBS.

What's Included:

- Access to space inside the store and/or outside the store
- Customizable store selection
- Customizable timing

Fee: Varies according to type of activation and length of activation

Timelines:

- Booking requests must be received at least 4 weeks before the in-market date for collaboration and review and approved 2 weeks before the in-market date. We will try to accommodate late requests where possible.

How It Could Look



Overview

Any Brewer wishing to distribute vouchers to customers to redeem against product at TBS must submit an application including artwork in advance of printing for TBS review and approval, and for communication to stores.

Drive trial of your new & existing brands with brewer vouchers!

Details to include on the voucher artwork:

- Brewer 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
- “Redeemable at Beer Store locations where this product is sold”

Other details to supply on the application:

- voucher dimensions
- voucher print stock
- in market timing
- quantity of vouchers
- voucher number range
- authorized signature(s)
- related promotional campaigns and target stores

Fee:	The total value of vouchers redeemed plus a voucher handling fee of 5% of retail value will be charged back to the brewer on their weekly statement.
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How It Could Look

Sample voucher layout (front and back), multiple choice format.

Pack Size
6

Brewer Identification and/or Logo

Redeemable for one (1) package per voucher

341ml bottles OR 355ml cans

Voucher Number:

Brand A
 Brand B
 Brand C

Voucher Expiry Date: _____

Authorized Signature _____

Authorized Signature _____

Redeemable at Beer Store locations where this product is sold

Brewer Identification and/or Logo

Store Stamp (box should be 2" long X 1" high)

Customer Name (please print) _____



Branded Reusable Bags

Overview

Custom branded, reusable bags provide a great opportunity to increase brand awareness serving as a walking ad. This eco-friendly, durable bag will feature your custom logo along with TBS logo to amplify and connect with customers while promoting the message of social responsibility and environmental sustainability. Branding opportunities will be available throughout the year. Stay tuned!

Celebrate your brand with custom printed, reusable bags. Apply now!

What's Included:

- Eco-friendly, durable, reusable bags (11.2”L x 6.89”W x 10.1”H)
- Bags are black in colour with white branding
- Custom logo to be featured on one side of the bag
- TBS logo to be featured on the opposite side
- Brewer is responsible for logo artwork using a provided template
- Fee includes printing, shipping and administration
- Collaborate with fellow brewers to share the ad space and share the fee

Fee*: \$0.30/cents per bag

*Minimum application quantity is 25,000 bags

Timelines:

- End of year opportunity and timelines will be announced and are subject to change

How It Would Look



TBS logo will be featured on the opposite side



Branded reusable bags in stores now!





In-Store Audio

Overview

Connect with your consumers with the power of audio in store! Excite, engage and probe customers to discover your brand and the great offers available. Introducing, the opportunity to take part in the TBS In-Store Audio. Participate with a 15 second audio to be played across 196 store locations, 20 times each day. Advertise your brand mantra or the latest LTO offer to direct the shopper towards your brands in store to drive sales.

Advertise on The Beer Store In-Store Audio!

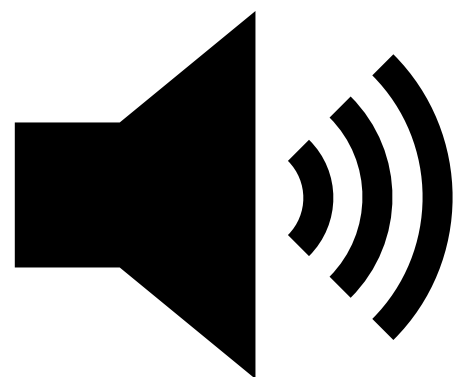
What's Included:

- Includes one 15 second audio commercial
- Available in 196 stores – choose all stores or choose a more specific target audience
- Provide your existing 15 second audio spot OR provide the copy to us and we will handle all audio recordings with our partner
- Commercial will be played 20 times/day in stores
- Promotion timelines – 4 weeks or less, Brewer to specify at time of booking
- Fees include cost of production and execution

Fee: \$1,800 for all 196 participating stores

Timelines:

- Program available for booking!
- Applications to be received 4 weeks prior to in-market date
- Unlimited brewer participation
- A participating store list in excel format will be provided upon request





Why Not Try?

Overview

Promote your single cans at cash! Be a part of the customer's exit journey and remind them to purchase one more can of your brand! Introduce new flavours or amplify your brand – select up to 4 brands of your choice!

Fully Own the Why Not Try? Display at Point of Sale

What's Included:

- Access to 419 participating stores in 14 geographical zones to target your market demographic
- The option to select stores from any available zone with a minimum of 5 stores per booking per cycle
- Each booking includes a takeover of the display
- Choose one to four brands, singles only
- Promotions will align with TBS standard marketing cycles
- A store list in Excel format will be provided upon request

Fee: \$120/store

Timelines:

- Applications to secure a zone activation to be received 6 weeks prior to in-market date
- Applications to secure a la carte stores (min. 5 per cycle) to be received 4 weeks prior to in-market date
- Product must be listed in participating stores in advance to qualify and is subject to applicable listing policies and fees

How It Could Look*



*For placement only, subject to change

Why Not Try?

Rate Card

Rate card fees are calculated by number of stores in each zone. Individual stores may be selected from available zones upon request with a 5 store minimum.

ZONES	1	2	3	4	5	6	7	8	9	10	11	12	13	14
#STORES	34	32	34	35	27	24	27	23	21	28	33	32	33	36
6 May 27 - June 23	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
7 June 24 - July 21	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
8 July 22 - Aug. 18	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
9 Aug. 19 - Sept. 15	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
10 Sept. 16 - Oct. 13	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
11 Oct. 14 - Nov. 10	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
12 Nov. 11 - Dec. 8	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320
13 Dec. 9 - Jan. 5	\$4,080	\$3,840	\$4,080	\$4,200	\$3,240	\$2,880	\$3,240	\$2,760	\$2,520	\$3,360	\$3,960	\$3,840	\$3,960	\$4,320

Store List

A store list in excel format will be provided upon request



Overview

Be a part of the customer journey every step of the way. Introducing the all new Impulse Cubby at checkout in the lobby. What better way to feature a new innovation, LTO, mixed pack and much more. Remind your customer of the great offerings, brands and product selection you have in store.

What's Included:

- Access to 38 participating stores
- Each booking includes one product placement and one digital price ticket
- Featured product will include one package sku (no larger than a 12 pack)
- Promotions will align with TBS standard marketing cycles
- A store list in Excel format will be provided upon request
- To promote singles, consider the 'Why Not Try?' program

Fee: \$100/store/placement

Timelines:

- Program launch Cycle 6: May 27
- Applications to be received 6 weeks prior to in-market date
- We will try to accommodate late requests where possible
- Product must be listed in participating stores in advance to qualify and is subject to applicable listing policies and fees

How It Could Look



Storefront Bollards

Overview

Bollard advertising is a great opportunity to promote your brand and product offers and connect with the shopper at the storefront entrance. Showcase your brand's creativity using our provided template.

Own the Bollards!

What's Included:

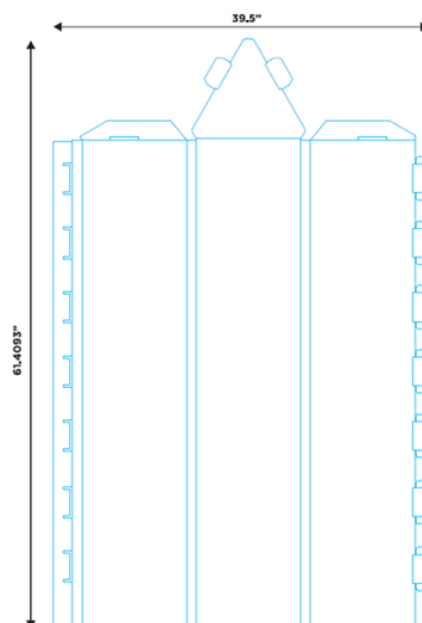
- Access to 2-11 bollards per store, 179 participating stores grouped into 7 geographical zones
- Access to 40 a la carte stores with the option to choose a minimum of 10 stores per booking per cycle
- Each promotion can include one brand, one sku
- Brewers are responsible for ad design and composition using a provided template
- Collaborate with your fellow brewers to share the ad space and share the fees (Brewers must submit a joint application and artwork)
- Promotions align with TBS standard 4-week marketing cycles
- Fees include print management, production, shipping and store set up

Fee: See next page for Rate Card

Timelines:

- Apply to book your promotions 6 weeks in advance of in-market date
- Artwork is subject to TBS review and approval and must be finalized no later than 4 weeks before the in-market date to allow for printing of the ads and shipping to stores.

How It Would Look



Storefront Bollards

Rate Card

Rate card includes print management, production, shipping and store set up assuming full provincial booking each cycle. For smaller production runs including a la carte store bookings, fees will be quoted separately.

ZONES	1	2	3	4	5	6	7
#STORES	16	20	30	28	39	22	26
#BOLLARDS	66	88	138	121	189	104	116
6 May 27 - June 23	\$5,049	\$6,666	\$10,119	\$9,090	\$14,087	\$7,841	\$8,723
7 June 24 - July 21	\$5,049	\$6,666	\$10,119	\$9,090	\$14,087	\$7,841	\$8,723
8 July 22 - Aug. 18	\$5,049	\$6,666	\$10,119	\$9,090	\$14,087	\$7,841	\$8,723
9 Aug. 19 - Sept. 15	\$5,049	\$6,666	\$10,119	\$9,090	\$14,087	\$7,841	\$8,723
10 Sept. 16 - Oct. 13	\$5,049	\$6,666	\$10,119	\$9,090	\$14,087	\$7,841	\$8,723
11 Oct. 14 - Nov. 10	\$5,049	\$6,666	\$10,119	\$9,090	\$14,087	\$7,841	\$8,723
12 Nov. 11 - Dec. 8	\$5,049	\$6,666	\$10,119	\$9,090	\$14,087	\$7,841	\$8,723
13 Dec. 9 - Jan. 5	\$5,049	\$6,666	\$10,119	\$9,090	\$14,087	\$7,841	\$8,723

Store List

A store list in excel format will be provided upon request



Overview

Welcome to the ALL-NEW Tap Room Experience! Bring Beer Tasting to life in a new meaningful way. Enjoy the full-service, newly launched Tap Room Experience at The Beer Store and engage consumers directly in their path to purchase by offering complimentary tastings of your product.

The all-new tasting program will be fully managed by our agency partner MOSAIC.

What's Included:

- Access to 170 participating stores
- Customize your store reach
- Each booking will include one 4-hour session (Friday 4-8pm, Saturday 1-5pm and/or Sunday 1-5pm)
- A dedicated agency team will service your needs from the booking process to execution including sampling cups and branded assets
- Product used for tasting sessions a) must be listed at the store b) will come from store inventory c) can be billed to the brewer through an internal process.
- New and improved booking process with dedicated resources to help you select the stores of your choice along with performance measurement tools.
- Customizable experience with numerous plus up options at an additional cost.

Fees:

Agency led sessions:
\$330/session (May-September)
\$300/session (October-December)
Brewer led sessions: \$100/session

Timelines:

- Program launch March 1st.
- Booking lead time is 8 weeks.



Apply Now!

Submit your application to
TBStastings@Mosaic.com

Digital Opportunities

Fees presented are for 2024 exclusively and do not include HST. Advertising placements are booked on a first come, first serve basis and are subject to allocation by TBS in accordance with our Shareholders Agreement dated January 1, 2016 where demand exceeds opportunities. TBS will endeavour to accommodate as many brands practical and reserves the right to modify or cancel a program at any time.

Contact: BrewerPrograms@TheBeerStore.ca



Digital Bundle Packages

Overview

To compliment your instore activation, or to simplify your selection process, Digital Companion bundles have been curated to drive consideration and conversion. Selection of digital opportunities have been structured to help drive your brand message: innovation, an exclusive offer or anchored in an occasion- there is a Bundle package for you.

Program	What's Included	Fee
Digital Occasions Bundle 4 week Cycle	The Moments and occasions that matter to our shopper will be extended online as a destination page for shopping. Occasions Tier 1 offers: <ul style="list-style-type: none"> • Brand block placement on Occasions landing environment • Product tile with add to cart button • Ribbon on select TBS pages • Feature Tile & brand block on FLIPP aggregate Flyer • Social media integration on TBS social channels Bundled with Tier 1 email. Audience has exceeded 100K subscribers and maintains and open rate of 35.35%	\$12,700/Cycle
Promotional Offer Bundle 4 week Cycle	Destination to shop by featured flyer and sale items vs encyclopedia view. Flyers and Deals Tier 1 offers: <ul style="list-style-type: none"> • Flyer Featured tag as part of Sale section • Brand block placement on Sales and Deals Landing page • Feature Tile & brand block on FLIPP aggregate Flyer • Ribbon on select TBS pages • Social media integration on TBS social channels Bundled with Tier 1 email . Audience has exceeded 100K subscribers and maintains and open rate of 35.35%	\$12,700/Cycle
Innovation/Brand Building Bundle	In Companion to the Occasions destination , opportunity to elevate your brand with a customized Product Page (enhanced) allows you to celebrate your innovation, news, and brand's reason to believe <ul style="list-style-type: none"> • Custom header banner • Dedicated Ribbon • Video integration • Additional customization opportunities Increase traffic to your custom pages with additional Email Tier 1 feature + featured Tag on thebeerstore.ca, place it at the top of the beer directory page, and include a 'Featured' tag	\$20,520/Cycle
How it's promoted:	<ul style="list-style-type: none"> ▪ Social media promotions via TBS IG and FB handles ▪ Tentative 3P promotions during relevant occasions/moments 	



Occasions Connections

Overview

TBS aims to bring your brand to the forefront within our 2024 moments calendar, making your brand easier to discover and shop. The Moments page will attract shoppers through organic and paid sources, offering you prime visibility during seasonal beer consumption occasions.

Your brand and product tile will be attached to the theme with a quick add-to-cart feature. Additional opportunity to further communicate your product offering exists through dedicated Brand Content Blocks or Enhanced Product Page Companion.

	Tier 1	Tier 2	Tier 3
One 4 week cycle sponsorship on the Moments Connection Pages	Make the category easy to shop by bringing relevant brands and products forward to the customer. Show them what they should browse and enjoy.		
Product Tile On Moments Connections Product Carousel with direct link to add to cart	✓	✓	✓
Primary Brand Block feature on the Moments Theme 700 x 466 desktop/ 432 x 290 mobile	✓		
Secondary Brand Block feature on the Moments Theme 457 x 436 Desktop/ 432 x 290 mobile		✓	
Product Inclusion on Theme Imagery	✓	✓	
Feature brand Block on FLIPP Aggregate Flyer under Occasions (with Product Tile)	✓	✓	
How its promoted:	<ul style="list-style-type: none"> Thematic ad included in email newsletter Social media promotions via TBS IG and FB handles (Tier 1 & 2) Considered in 3P promotions during relevant occasions/moments FLIPP promotion will be live for a min. of 2 weeks on the platform within the cycle window 		
Fees:	Standard: \$9,250 Premium: \$12,000	Standard: \$5,900 Premium: \$7,800	Standard: \$1,550 Premium: \$2,050
All Applications and artwork are due 6 weeks in advance of cycle start.			



How it Could look*



Cool off in our beer fridge, with cold beers available all summer

Under \$40, and drink or 24s and more when you shop our beers, coolers, and more. Shop your fall beer fridge and we'll make sure to be here when you need it.

Summer of the 2-4

Get 10 cans for \$10.99 (10% off \$11.99) and 24 cans for \$24.99 (10% off \$27.99) on the home of the 2-4 summer. Shop now to get yours.

[SHOP NOW](#)

Save time, order online

Order your 24-pack of Molson Canadian online and we'll deliver it to your door. No more waiting in line.

[ORDER NOW](#)

Seltzers on deck this summer

Twisted Tea's new seltzer pack of Raspberry Lemonade is the perfect way to enjoy your favorite seltzer. Shop now to get yours.

[SHOP Seltzers 4.99 \(10% off\)](#)

[SHOP NOW](#)

[SHOP NOW](#)

Shop for your Occasion

COORS LIGHT

24 Cans (24 x 12oz)

Price: \$24.99 (10% off \$27.99)

[ADD TO CART](#)

MOLSON CANADIAN

24 Cans (24 x 12oz)

Price: \$24.99 (10% off \$27.99)

[ADD TO CART](#)

MOLSON CANADIAN

12 Cans (12 x 12oz)

Price: \$12.99 (10% off \$14.99)

[ADD TO CART](#)

COORS LIGHT

30 Cans (30 x 12oz)

Price: \$29.99 (10% off \$32.99)

[ADD TO CART](#)

Beer Caesar using Molson Canadian

Ingredients:

- 1/2 cup of beer (we recommend Molson Canadian)
- 1/2 cup of Caesar dressing
- 1/2 cup of Parmesan cheese
- 1/2 cup of Romano cheese
- 1/2 cup of Pecorino cheese
- 1/2 cup of Romano cheese
- 1/2 cup of Pecorino cheese
- 1/2 cup of Romano cheese

[SHOP MOLSON CANADIAN](#)

Explore beers from the home of the 2-4

Explore beers from the home of the 2-4

Shop our 24-pack of Coors Light, Molson Canadian, and more. Shop now to get yours.

[SHOP OUR BEERS](#)

Save time, order online

Order your 24-pack of Molson Canadian online and we'll deliver it to your door. No more waiting in line.

[ORDER NOW](#)

Beer to pair with your summer concert line up

Twisted Tea's new seltzer pack of Raspberry Lemonade is the perfect way to enjoy your favorite seltzer. Shop now to get yours.

[SHOP Seltzers 4.99 \(10% off\)](#)

How do I buy a keg from The Beer Store?

Shop our 24-pack of Coors Light, Molson Canadian, and more. Shop now to get yours.

[LEARN MORE](#)

1920 x 900

25 hacks for the best adults-only Halloween party

You won't miss a party-planning trick with these 25 hacks, tips and tricks.

Additional parties and hacks for adults-only parties are available for purchase. See our party hacks page for more details. This is not an offer. Please see our privacy policy for more information. © 2018 The Beer Store. All rights reserved.

Shop these Halloween ready Products

200 x 400

[BUY NOW](#)

[SAVE NOW](#)

[SAVE NOW](#)

[SAVE NOW](#)

[SAVE NOW](#)

[SAVE NOW](#)

[SAVE NOW](#)

5 / 18

[SAVE NOW](#)

[SAVE NOW](#)

[SAVE NOW](#)

[SAVE NOW](#)

457 x 436

[BUY NOW](#)

[BUY NOW](#)

[BUY NOW](#)

Tier 1 Brand Block

Tier 3 Product Tile

Tier 2 Brand Block

Halloween Inspired Articles

457 x 330

[LEARN MORE](#)

[LEARN MORE](#)

[LEARN MORE](#)

Stay in the know with exclusive deals and event updates.

*For placement only, subject to change



Enhanced Product Page

Overview

To amplify your brand message, opportunity to customize your product page to bring your brand story to life. If you are introducing innovation, attaching yourself to an occasion, hosting a contest or celebrating favourites, the enhanced product page allows you to incorporate customized banners, video and more.

Customers will continue to have access to product format, pricing and availability but will now be more inspired along their journey.

Sponsorship Package:

How It Could Look:

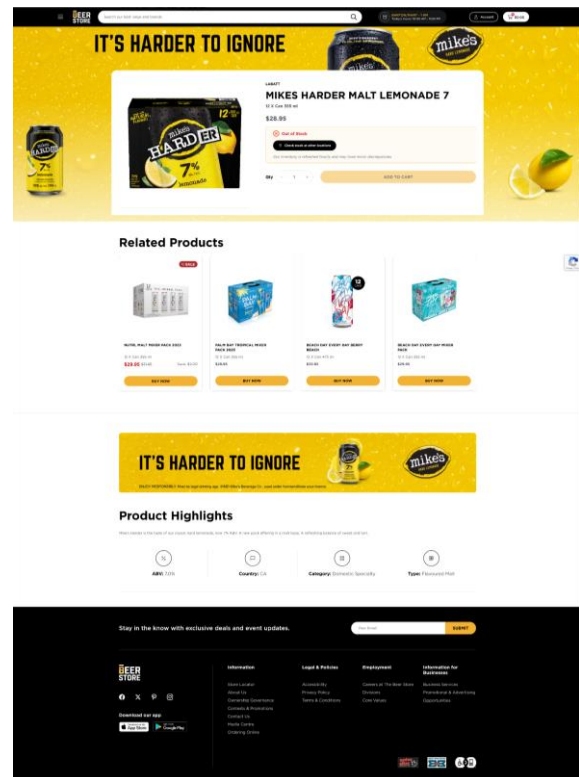
What's Included:

- Customized Product Page allows you to celebrate your innovation, news, brand RTB:
 - Dedicated Ribbon
 - Video integration
 - Additional customization opportunities
- Program also has a dedicated homepage tile to drive traffic to Enhanced Product Page.
- Asset specs to be provided upon booking

Fee: \$4,800 per cycle

Timelines:

- 6 week lead time is required before launch date



Enhanced Product Page



Dedicated homepage tile



Flyers & Deals

Overview

The TBS Flyers and Deals sponsorship allows brands to amplify their promotion and proposition in a shoppable environment for our deal seekers. The sales and deals landing page will become a destination on the TBS toolbar. Products must have a strong LTO or value incentive. This is an opportunity to promote your brand offer through dedicated content blocks and feature tags to prioritize your brand tile display.

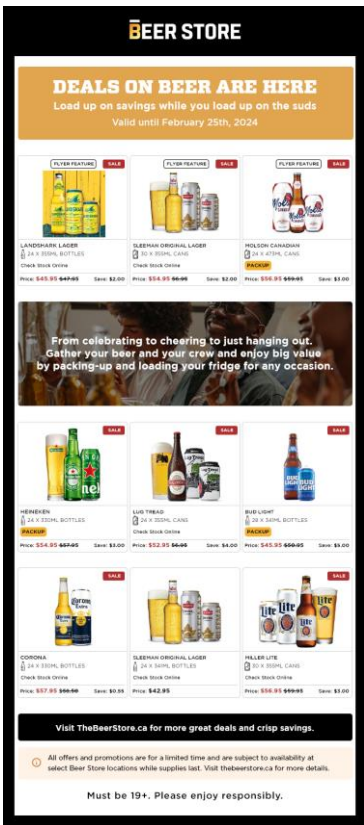
	Tier 1	Tier 2	Tier 3
One 4 week cycle sponsorship on the Sales and Deals Pages	Opportunity to amplify promotions and deals and make easier to shop		
Leverage your product tile, place it at the top of the sales and deals directory page, and include a 'Flyer Featured' tag	✓	✓	✓
Primary Brand Block feature on the Sales and Deals Page 700 x 466 desktop/ 432 x 290 mobile	✓		
Secondary Brand Block feature on the Sales and Deals Page 457 x 436 Desktop/ 432 x 290 mobile		✓	
Feature brand Block on FLIPP Aggregate Flyer under Occasions (with Product Tile)	✓	✓	
How its promoted:	<ul style="list-style-type: none"> Thematic ad included in email newsletter Social media promotions via TBS IG and FB handles (Tier 1 &2) Considered in 3P promotions during relevant occasions/moments FLIPP promotion will be live for a min. of 2 weeks on the platform within the cycle window 		
Fees:	Standard: \$9,250 Premium: \$12,000	Standard: \$5,900 Premium: \$7,800	Standard: \$1,550 Premium: \$2,050
All Applications and artwork are due 6 weeks in advance of cycle start.			



How it Could look*

Tier	Specs	Mobile
Tier 1	700 x 466px	432 x 290px
Tier 2	457 x 436px	432 x 290px
Tier 3	Flyer Feature Tag (product tile)	

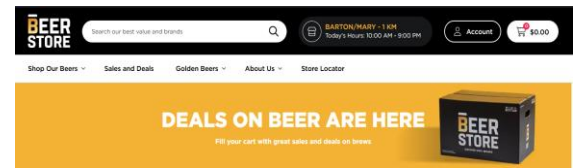
FLIPP Flyer Feature Template



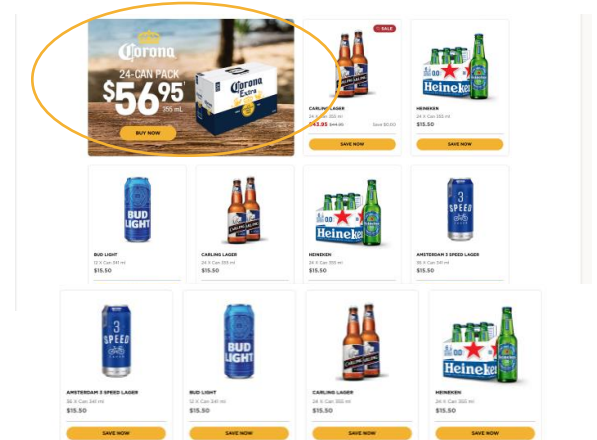
Content Blocks are consistent with Tier 1 and Tier 2 specs

Product Tile

TBS Sales and Deals Environment



Tier 1 Brand Block



Tier 2 Brand Block



*For placement only, subject to change

Email Sponsorship

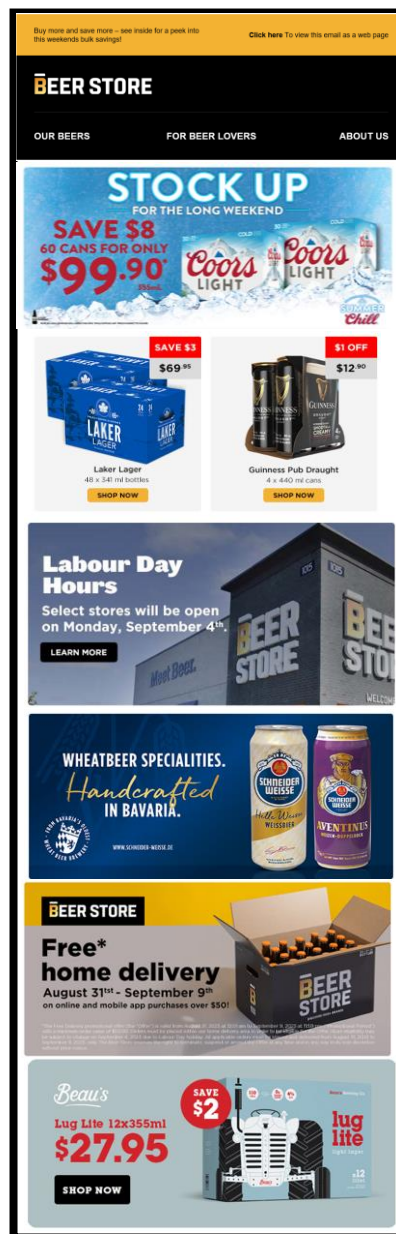
Overview

Great opportunity to build consideration and awareness of your brands. These opportunities are available all calendar year and target weekly distribution. Applications and artwork due no later than 4 weeks ahead of go-live date.

Sponsorship Packages

Tiers	What's Included	Fees*
Tier 1	<ul style="list-style-type: none"> One (1) top banner feature Two (2) tier 4 feature placements 	Standard: \$3,450 Premium: \$4,050
Tier 2	<ul style="list-style-type: none"> One (1) middle banner feature Two (2) tier 4 feature placements 	Standard: \$3,075 Premium: \$3,650
Tier 3	<ul style="list-style-type: none"> One (1) middle banner feature Two (2) tier 4 feature placements 	Standard: \$2,800 Premium: \$3,250
Tier 4	<ul style="list-style-type: none"> Feature placement 	Standard: \$990 Premium: \$1,250
A post-newsletter report to be provided for all sponsorship levels.		
*Standard vs. Premium placement dates are outlined in the appendix		
<i>Image specs:</i> Tier 1-3: File size minimum of 640x300px, high res in PNG format Tier 4: High res pack shot image in PNG format		

How It Could Look*



Tier 1

Tier 4

Tier 2

Tier 3

120K+

EMAIL SUBSCRIBERS

35.35%

OPEN RATE

Sponsored Product

Overview

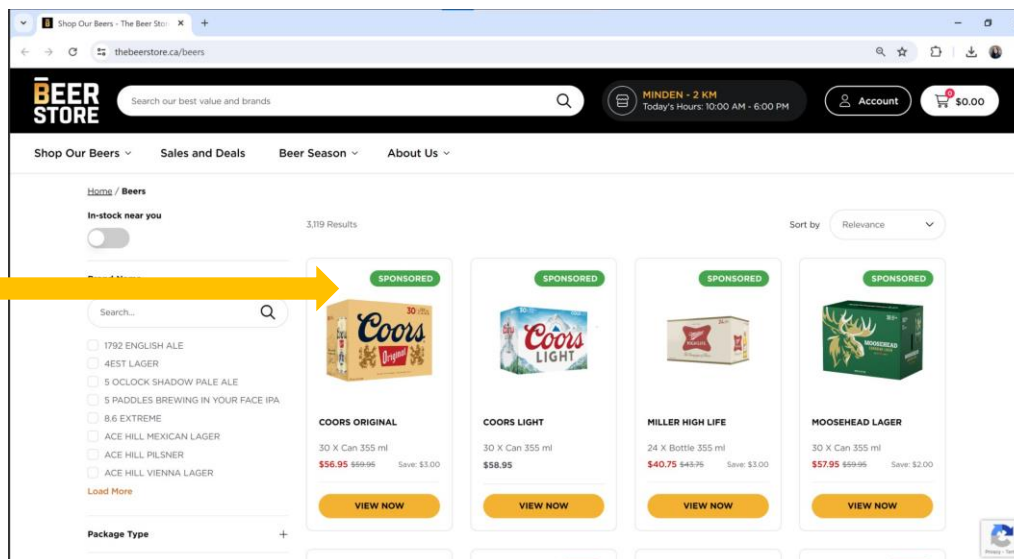
This opportunity will leverage your brand tile, place it at the top of the beer directory page, and include a ‘Sponsored’ tag. This is a great channel to consider for driving brand/product awareness, launch of a new product, showcase innovation, and sale.

Each activation is promoted for a 4 week duration with a total of 13 cycles to choose from. Refer to appendix for cycle timeframes. Interested brewers are requested to sign up 3 weeks prior to their intended cycle to participate.

	Standard	Premium
Fees:	Cycles 1, 2, 3, 4, 5, 10, 11	Cycles 6, 7, 8, 9, 12, 13
	\$3,020	\$3,925
Details: 3 week lead time is required.		

How It Could Look:

Sponsored Product Tag



Article & Recipe Sponsorship

Overview

Articles and recipes are great always-on brand build opportunities which provide inspiration and discovery for online consumers. This offering can be used to drive awareness of brands, SKUs, innovation, brand story and much more. Great opportunity to expand on a brand’s digital marketing efforts to increase SEO and traffic to brand pages. This offering provides connection with consumers directly at digital point of purchase.

Sponsor and feature your brand(s) on our individual articles found on our website. This program will be reserved at a first come first serve basis.

Sponsorship Package:

What’s included:

One (1) year sponsorship (full year based on start date)

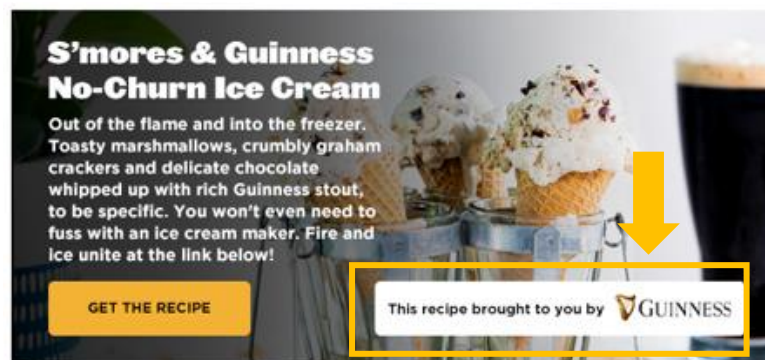
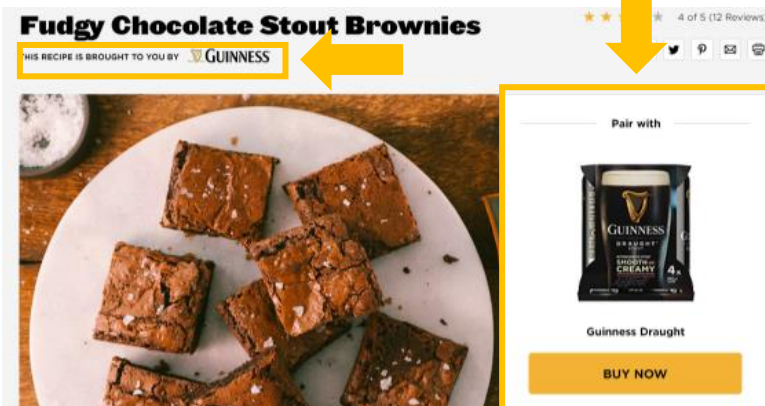
- Feature includes: Visual, Product Name and Brand Image directly on article or recipe banner image. Feature will be hyperlinked to product page on www.thebeerstore.ca.
- A minimum of one (1) social media promotion via TBS Instagram and Facebook handles
- A minimum of one (1) inclusion in email newsletter
- Sponsorship included on product landing page
- Image specs: Brand asset minimum of 900X900 (1:1 ratio), high res in PNG format and highest-res Logo File in EPS

Fee: \$6,450 per annual sponsorship, per single website article or recipe.

Timelines:

- 4 week lead time is required before launch date

How It Could Look:



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 content produced by the brewers/vendors 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.

At the Beer Store, we want to entertain a resharing strategy on our channels when it complies with our criteria. The objective is to extend awareness of each brand, new products, innovation, material, content or availability at TBS when possible. This is a great way of telling our TBS followers that we have exciting news and brands featured that help heighten the pre shop experience.

Criteria: How TBS will evaluate resharing on TBS social channels:

- **Is the content seasonally relevant or align with a moment/occasion?**
- **Does the content showcase news, innovation, promo, or sale?**
- **Does the content inspire, excite, or deliver consumer benefit?**
- **Will the content create urgency or CTA to purchase?**
- **Does the content touch on availability or exclusivity at TBS?**
- **Is this content repetitive? (Adding to previously used stories CTA's like 'ENDS SOON' or 'THIS WEEKEND ONLY' creates more variety in the back-to-back reshares).**
- **Does it follow AGCO guidelines/regulations?**

TBS will endeavor to accommodate as many brands as practical in our social reshare initiative. When evaluating amplification, it's recommended that brewers/vendors engage with the TBS team to bring awareness and collaboration of your promotional content.

In order to have the opportunity to participate, brewer/vendor content must tag TBS social handle. Once material is live, TBS will evaluate using the criteria and reshare if/when suitable.

TBS Social Handle @thebeerstoreON



UTM Tagging

Overview

In order to better track the success of brewer campaigns which drive consumers to TBS owned channels, we are offer UTM tagging + reporting. By using UTM tagging in your campaigns, you can easily identify which specific ad, campaign, or channel is yielding the best results.

This opportunity can be customized based on specifics around your campaign and the number of UTMs needed. A cohesive report will be developed and sent back at the completion of the campaign which is included in the cost.

To receive a customized quote, please reach out with details of the campaign and the amount of UTM tags required. A 3 week lead time is required.





Surprise & Delight – eCommerce Sampling

Overview

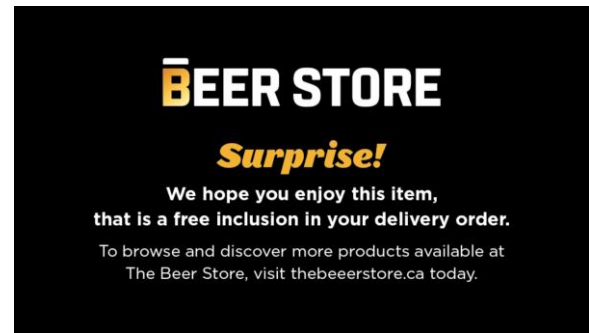
This program provides brewers the opportunity to provide a 'Surprise & Delight' gift for customers that make orders through 3P platforms and TBS online orders. With all value-add inclusions, a companion card will be included to inform the customer of this feature including a QR code, driving the customer back to the brand's product page.

All gifts are subject to review and approval from The Beer Store. Timelines for gift deployment will vary based on store selection, quantities of gifts, and level of eCommerce orders for participating brand.

Sponsorship Package:

Details:
<ul style="list-style-type: none">▪ Brewer to hand-select which stores will be participating▪ No minimum or maximum quantity of gifts per store location – gifts will be handed out with eCommerce purchases until quantities run out▪ As this will be a Surprise & Delight for customers, there will be no lead up or promotion of program▪ Brewer will be responsible for shipping items to selected stores, and from there, TBS will distribute through eCommerce orders▪ 3.5" x 2" Companion card will be double sided with TBS branding on one side and brewer-branding on other▪ Kitting and fulfilment support available upon request▪ Brewer responsible for shipping of items to selected stores and regulatory compliance
Fee*: Details will be shared *Shipping fee for companion card included in above cost, with shipping direct to store. Shipping of gift direct to store by brewers.
Timelines: <ul style="list-style-type: none">▪ 6-week lead time is required

How It Could Look:



Double-sided 3.5"x2" Companion Card with gift

*This companion card visual is a mock-up only with visuals and language subject to change.

External Advertising Campaign Opportunities

Advertising placements are subject to allocation by TBS in accordance with our Shareholders Agreement dated January 1, 2016. TBS reserves the right to modify or cancel a program at any time.

Contact: BrewerPrograms@TheBeerStore.ca



Direct Mail Flyer

Overview of Pilot

Driving value and savings is a core focus for our customers. TBS will lean into our value message and reinforce to customers that TBS is the destination. This is a physical flyer that will be deployed to 350k households, prioritized according to transaction and volume count across the TBS network in Ontario. Your product tile and value incentive will be curated in a TBS owned flyer.

Sponsorship Package

Flyer Feature Product Placement:	Product Tile + Companion tag to communicate Savings/Offer etc. Pilot will include 15 brand placement opportunities. Pricing must be valid and align with cycle timeframe.
Fee:	\$5,500
Pilot Timeline:	<ul style="list-style-type: none"> • Cycle 10 (September 16 - October 13) Deferred, timing TBC • Cycle 13 (December 9 - January 5)
Future program will include digital integration into flyers and deals page and digital flyer (FLIPP). Interest in program required 6 weeks in advance of program launch.	

What It Could Look Like



Information

Contact: BrewerPrograms@TheBeerStore.ca

2024 Promotional Cycles

Overview

TBS standard marketing 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.

*Announced April 5 - Cycle 5 will extend by one week and all cycles thereafter will shift by one week to align closer to LCBO cycles. Brewers who have booked into programming this calendar year received a personal notification from TBS in advance of an e-blast to all Brewer partners.

Cycle	In-Market Dates
1	January 1 - 28
2	January 29 - February 25
3	February 26 - March 24
4	March 25 - April 21
5	April 22 - May 26
6	May 27 - June 23
7	June 24 - July 21
8	July 22 - August 18
9	August 19 - September 15
10	September 16 - October 13
11	October 14 - November 10
12	November 11 - December 8
13	December 9 - January 5

Cycles 5-9 are categorized as premium for EDP/FDP/ECP/DCP
 Cycles 6, 7, 8, 9, 12, 13 are categorized as premium for digital programming

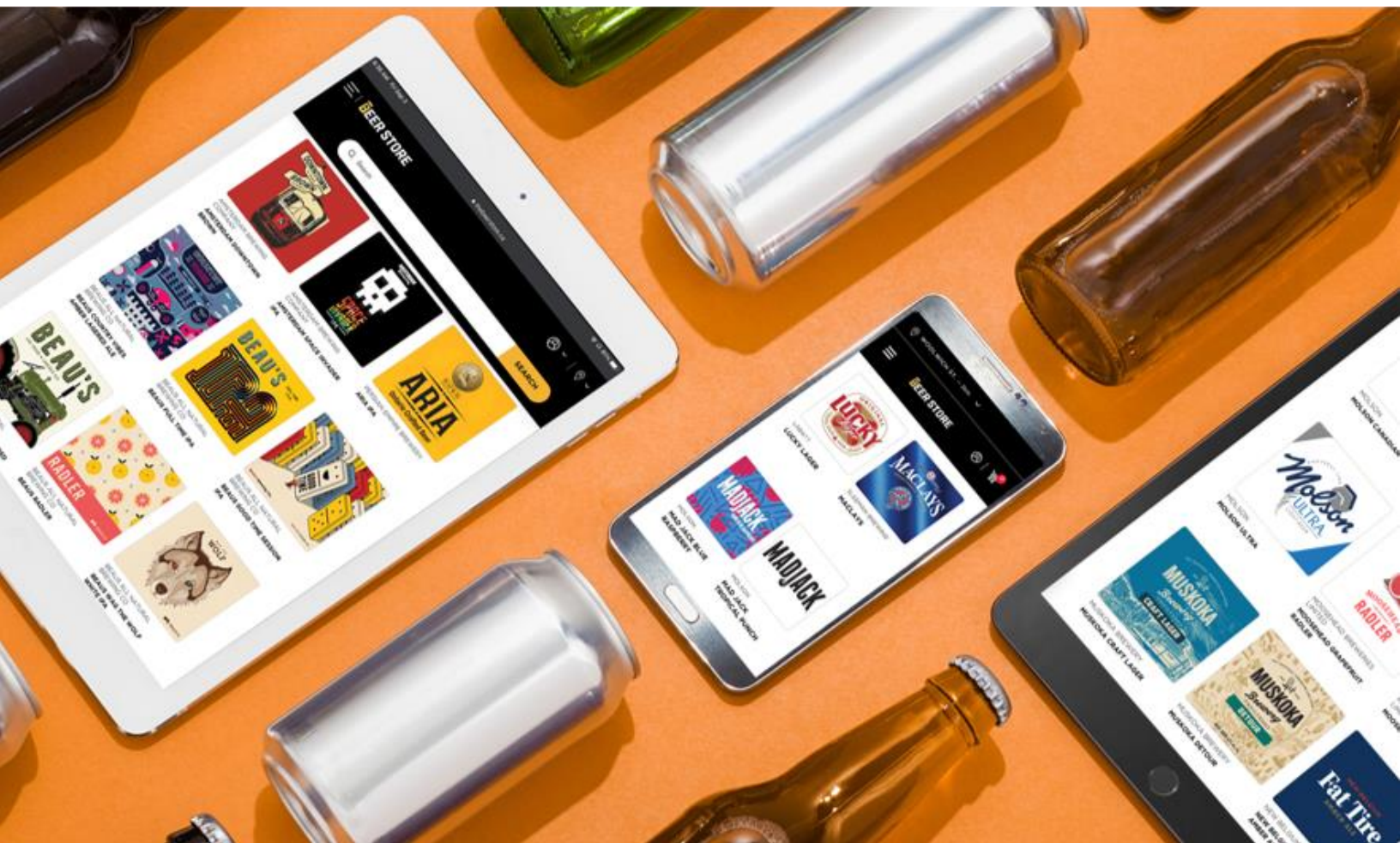
Overview

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 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 shopping screens.



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.

Annual fees will be posted to the weekly 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 or for historical data are accepted on an ongoing basis, please reach out for an application form or with any questions.

2024 Rate Card

Brewer Data Subsets		Description	Full Year Jan - Dec	Part Year Aug - Dec
1	Labatt	All products produced by Labatt Ontario and sold through TBS.	\$7,840	\$3,270
2	Molson	All products produced by Molson Ontario and sold through TBS.	\$7,840	\$3,270
3	Other Ontario	All products produced by other Ontario brewers and sold through TBS (excludes LCBO, Labatt, Molson).	\$7,840	\$3,270
4	Non-Ontario	All products imported to Ontario through the LCBO and sold through TBS.	\$7,840	\$3,270
5	Ontario Craft Brewers	Ontario products sold through TBS (excludes LCBO, Labatt, Molson, Sleeman, Moosehead, Waterloo).	\$3,010	\$1,260
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.	\$31,360	\$13,080

*Rates presented are for 2024 exclusively and do not include HST.

Let's Talk

Contact BrewerPrograms@TheBeerStore.ca.

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