

JANUARY 2025

The Beer Store 2025 Advertising & Promotions

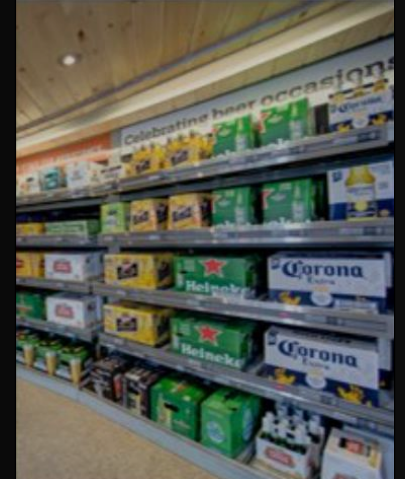




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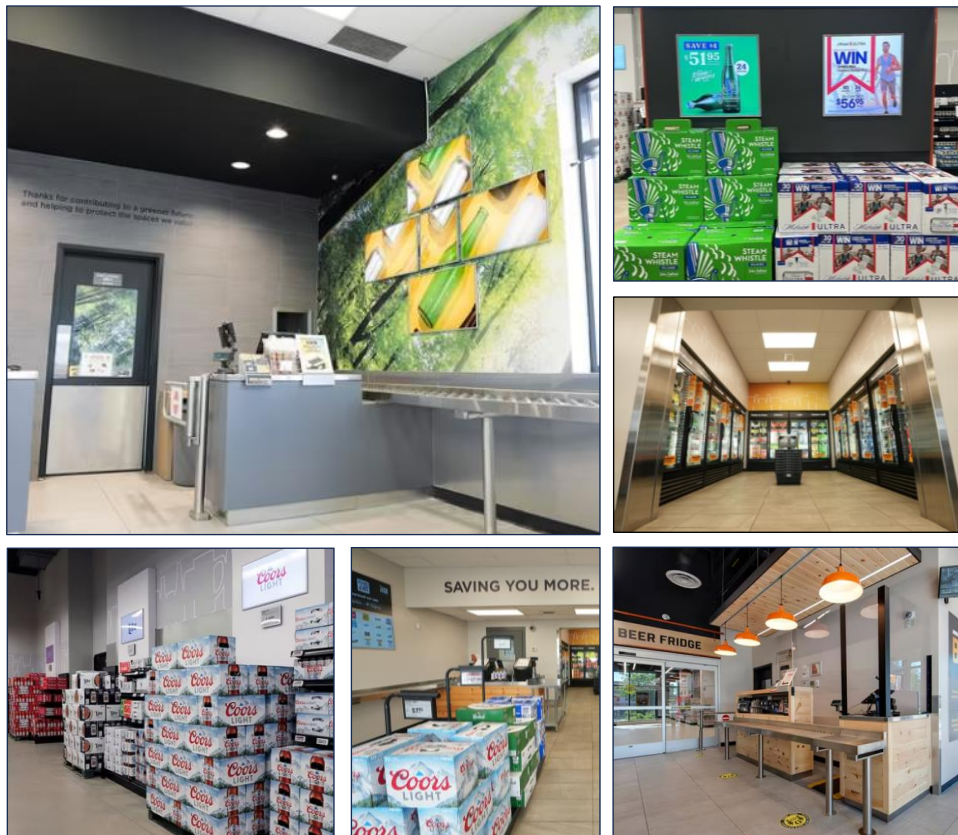
LET'S TALK

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Why The Beer Store?

About The Beer Store

Owned by Ontario-based brewers, The Beer Store is the largest beer retailer in Ontario. The Beer Store lists an extensive assortment of brands, from over two hundred brewers provided in 2023. The Beer Store has a completely open system that allows any brewer worldwide to sell their brands in any store they choose, with over half of the brewers listed being small Ontario brewers. The Beer Store is deeply committed to responsible sale and not selling to minors and people who are intoxicated. More than 1.5 million customers were challenged in 2023 alone. The Beer Store is one of the greenest retailers in the world, annually collecting for reuse and recycling approximately 1.7 billion beverage alcohol containers, including beer, wine and spirits. The Beer Store employs 6,500 hard-working Ontarians with well-paying full and part-time jobs.



THE BEER STORE CORE VALUES



Respect



Health & Safety



Excellence



Customer Experience



Sustainability Leadership

Your Partner to

Drive Category Growth



PERFORMANCE

62M+

TRANSACTIONS
A YEAR

64%

MARKET SHARE
IN ONTARIO

268 HL

AVERAGE VOLUME PER
OUTLET IN CRAFT BEER

111,620+

HL OF CRAFT BEER SOLD
AT TBS IN ONE YEAR

ECOMMERCE

5.5M

SITE VISITS IN A YEAR

138K+

EMAIL SUBSCRIBERS

\$110

AVERAGE ORDER VALUE

90K+

SOCIAL MEDIA FOLLOWERS

15K

AVG WEEKLY
ORDERS

+300

STORE LOCATIONS
SUPPORTING HOME DELIVERY

3RD PARTY DELIVERY

#1

ALCOHOL RETAILER ON 3P
CHANNEL IN ONTARIO

94%

COVERAGE ACROSS
ONTARIO

30-40min

DELIVERY
WINDOW

64%

REPEAT
ORDER RATE

STEWARDSHIP

170 Billion

EMPTY ALCOHOL CONTAINERS COLLECTED OVER 95 YEARS

Advertising & Promotions

The Beer Store is the destination for beer in Ontario. TBS Advertising & Promotions are designed with intention to support the shopper journey and drive category growth. Points of disruption in-store 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 both in-store and online.

PROGRAMMING THAT DISRUPTS THE CUSTOMER JOURNEY

Value to the Shopper

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



Impulse and Innovation

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



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 driving consideration and trial.



TBS Offers

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



Key Information & Dates

CYCLES - 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. Where program fees are categorized by premium and standard, premium includes Cycles 5-9.

FEES - Fees presented in this package are for 2025 exclusively and do not include HST. Advertising placements are booked on a first come, first serve basis unless called out specifically by program within this package.

LISTING POLICY - For all programs, product must be listed in participating stores in advance to qualify and are subject to applicable listing policies and fees.

RATE CARDS - Click [here](#) for access to TBS Rate Cards.

STORE LIST - Click [here](#) for access to TBS Store List.

Key Dates for Planning:

| Cycles | In-Market Dates | Listing Policy Deadlines |
|--------|---------------------------|---|
| 1 | January 6 - February 2 | Applications due November 9, 2024 for core promotional activity listing expansions only (not including new listings) |
| 2 | February 3 - March 2 | |
| 3 | March 3 - March 30 | |
| 4 | March 31 - April 27 | Applications due November 9, 2024 for listings activated March 31, 2025 |
| 5 | April 28 - May 25 | |
| 6 | May 26 - June 22 | |
| 7 | June 23 - July 20 | |
| 8 | July 21 - August 17 | |
| 9 | August 18 - September 14 | Applications due April 26, 2025 for listings activated September 15, 2025 |
| 10 | September 15 - October 12 | |
| 11 | October 13 - November 9 | |
| 12 | November 10 - December 7 | |
| 13 | December 8 - January 4 | |

2025



Moments and Occasions

MOMENTS THAT MATTER

Connect with your customers during key moments that matter to them. The Beer Store is proud to introduce our occasions and themes to celebrate during our promotional cycles. From Fresh Starts to Holiday Hosting we've got something for everyone.

TBS 2025 Moments & Occasions Calendar

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
|--------------|----------------|-------------------|--------------------|------------------|-----------------|------------------|-----------------|-----------------|-----------------|---------------|---------------|--------------|
| Jan 6- Feb 2 | Feb 3- March 2 | March 3- March 30 | March 31- April 27 | April 28- May 25 | May 26- June 22 | June 23- July 20 | July 21- Aug 17 | Aug 18- Sept 14 | Sept 15- Oct 12 | Oct 13- Nov 9 | Nov 10- Dec 7 | Dec 8- Jan 4 |

TBS FEATURED MOMENTS

| | | | | | | | | | | | |
|------------------------------|------|----------------------|-----------------|----------------|-----|---------|---------------|----------------------------|--------------------|----------|-------------------------|
| Fresh Start | LOVE | Vacation/ Staycation | Signs of Spring | Outdoor Living | BBQ | Hosting | Savour Summer | Last Call/ Back to Routine | Sharing the Moment | Get Cozy | Holiday Hosting/Gifting |
| Value Digital/Ecommerce Push | | | | | | | | | | | |

Key Dates

| | | | | |
|------------------------------|--|-----------------------------|---------------------------|----------------|
| Winter Promotional Activity | Spring Promotional Activity | Summer Promotional Activity | Fall Promotional Activity | HOLIDAY |
| Listing Deadline Nov.9, 2024 | Spring/Summer Listings Active March 31 // Includes Promotional Activity Cycle 4+ | | | |
| Listing Deadline April 26 | Fall Listings Active Sept. 15 // Includes Promotional Activity Cycle 10+ | | | |
| Spring Program | Summer Program | Fall Program | Holiday Program | Winter Program |

TBS will be actively engaging with brewers for participation according to available opportunities at store that align with our Moments & Occasions Calendar. Our goal is to share market updates, exciting news and new opportunities seasonally so that we can #worktogethertowintgether and maximize the upcoming season with activations, collaborations and beyond.

Invitation to Partner

Let's continue to collaborate to bring exciting offers to life for our customers in-store and online.

We invite and encourage our partners to get creative and think big. The Beer Store continues to be your best partner for:

- Partnerships and collaborations
- Offers and exclusive deals
- Custom displays and advertising
- In-store and online promotions
- Co-branded contests and partnerships

If you have an advertising or promotional idea that doesn't necessarily fit into an existing program within this package, let's chat about it. We look forward to trying out new ideas and wow-ing our customers in innovative and exciting ways.



Core Programming With Omnichannel Companion

Volume Driver Display A, B, C*

Overview

Volume Driver Displays include product and advertising designed to build immediate engagement with customers in the path to purchase. Displays can be customized with brewer-supplied enhancements to elevate the existing fixtures in store for the duration of the cycle. Promotion on these displays is encouraged to include one of the following:

- Limited Time Offers (LTO)
- Value add
- Additional offer/experience for customer

What's Included:

- Access to select stores in 7 geographical zones to target your market demographic
- 1-3 displays per store, each booked separately as Display A, B, C
- Display model varies by store, please refer to TBS Store List for model type
- Each promotion can include 1 brand and pack. The brand can be featured on concurrent programs in different stores and can repeat for consecutive cycles in the same zone featuring a different pack and promotion.
- Brewers will design advertising using provided templates
- TBS will print/ship advertising to stores and set up displays on launch day
- Each promotion includes online companions to create a seamless customer journey and a more impactful shopping experience. Participating brands will also be considered for TBS seasonally relevant initiatives driving traffic to TBS locations.

Fee: Premium cycle \$475/display/cycle
Standard cycle \$400/display/cycle

Refer to TBS Rate Card. Promotions are booked by Zone. Fee includes costs of managing the print production and shipping of advertising to stores, setting up the displays and/or advertising in stores, replenishing the product displays over the 4-week promotional cycles and managing online promotional content.

Timelines:

- Opportunities are booked by cycle/zone through a Draft in October 2024
- In advance of each promotion, participating brewers will receive a planning package including all tools, reference materials, and a schedule of tasks and deadlines for actioning. Promotion details including artwork must be finalized no later than 4 weeks before cycle start to allow for printing/shipping to stores.

*Previously known as Enhanced Display Program (EDP)

Volume Driver Display D*

Overview

Volume Driver Displays include product and advertising designed to build immediate engagement with customers in the path to purchase. Displays can be customized with brewer-supplied enhancements to elevate the existing fixtures in store for the duration of the cycle. Promotion on these displays is encouraged to include one of the following:

- Limited Time Offers (LTO)
- Value add
- Additional offer/experience for customer

What's Included:

- Access to select stores in 7 geographical zones to target your market demographic
- 1 display per store, each booked separately as Display D
- Display model varies by store, please refer to TBS Store List for model type
- Each promotion can include 1 brand and 1 or 2 packs. The brand can be featured on concurrent programs in different stores and can repeat for consecutive cycles in the same zone featuring a different pack and promotion.
- Brewers will design advertising using provided templates
- TBS will print/ship advertising to stores and set up displays on launch day
- Each promotion includes online companions to create a seamless customer journey and a more impactful shopping experience. Participating brands will also be considered for TBS seasonally relevant initiatives driving traffic to TBS locations.

Fee: Premium cycle \$475/display/cycle
Standard cycle \$400/display/cycle

Refer to TBS Rate Card. Promotions are booked by Zone. Fee includes costs of managing the print production and shipping of advertising to stores, setting up the displays and/or advertising in stores, replenishing the product displays over the 4-week promotional cycles and managing online promotional content.

Timelines:

- Opportunities are booked by cycle/zone through a Draft in October 2024
- In advance of each promotion, participating brewers will receive a planning package including all tools, reference materials, and a schedule of tasks and deadlines for actioning. Promotion details including artwork must be finalized no later than 4 weeks before cycle start to allow for printing/shipping to stores.

*Previously known as Feature Display Program (FDP)

Discovery Display A*

Overview

Discovery Displays include product and advertising designed to build immediate engagement with customers in the path to purchase. Each display includes shelves to showcase multiple brands. Displays can be customized with brewer-supplied enhancements to elevate the existing fixtures in store for the duration of the cycle. Promotion on these displays are encouraged to include:

- Limited Time Offer (LTO)/Value add
- Cross promotion
- Variety and complementary suggestions

What's Included:

- Access to select stores in 7 geographical zones to target your market demographic
- 1 display per store, booked separately as Display A
- Display model includes a fixture with shelving and poster frame
- Each promotion can include a minimum of 1 brand pack and a maximum of 3 brand packs allowing brewers to showcase a selection of beer. The brands can be featured on concurrent programs in different stores and can repeat for consecutive cycles in the same zone featuring a different pack and promotion.
- Brewers will design advertising using provided templates
- TBS will print/ship advertising to stores and set up displays on launch day
- Each promotion includes online companions to create a seamless customer journey and a more impactful shopping experience. Participating brands will also be considered for TBS seasonally relevant initiatives driving traffic to TBS locations.

Fee: Premium cycle \$475/display/cycle
Standard cycle \$400/display/cycle

Refer to TBS Rate Card. Promotions are booked by Zone. Fee includes costs of managing the print production and shipping of advertising to stores, setting up the displays and advertising in stores, replenishing the product displays over the 4-week promotional cycles and managing online promotional content.

Timelines:

- Opportunities are booked by cycle/zone through a Draft in October 2024
- In advance of each promotion, participating brewers will receive a planning package including all tools, reference materials, and a schedule of tasks and deadlines for actioning. Promotion details including artwork must be finalized no later than 4 weeks before cycle start to allow for printing/shipping to stores.

*Previously known as Discovery Centre Program (DCP)

Discovery Display B, C*

Overview

Discovery Displays include product and advertising designed to build immediate engagement with customers in the path to purchase. Each display includes shelves to showcase multiple brands. Displays can be customized with brewer-supplied enhancements to elevate the existing fixtures in store for the duration of the cycle. Promotion on these displays are encouraged to include:

- Limited Time Offer (LTO)/Value add
- Cross promotion
- Variety and complementary suggestions

What's Included:

- Access to select stores in 7 geographical zones to target your market demographic
- 2 displays per store, each booked separately as Display B, C
- Display model includes an end cap with shelving and poster frame
- Each promotion includes 1 or more brand packs allowing brewers to showcase a selection of beer. The brands can be featured on concurrent programs in different stores and can repeat for consecutive cycles in the same zone featuring a different pack and promotion.
- Brewers will design advertising using provided templates
- TBS will print/ship advertising to stores and set up displays on launch day
- Each promotion includes online companions to create a seamless customer journey and a more impactful shopping experience. Participating brands will also be considered for TBS seasonally relevant initiatives driving traffic to TBS locations

Fee: Premium cycle \$475/display/cycle
Standard cycle \$400/display/cycle

Refer to TBS Rate Card. Promotions are booked by Zone. Fee includes costs of managing the print production and shipping of advertising to stores, setting up the displays and advertising in stores, replenishing the product displays over the 4-week promotional cycles and managing online promotional content.

Timelines:

- Opportunities are booked by cycle/zone through a Draft in October 2024
- In advance of each promotion, participating brewers will receive a planning package including all tools, reference materials, and a schedule of tasks and deadlines for actioning. Promotion details including artwork must be finalized no later than 4 weeks before cycle start to allow for printing/shipping to stores.

*Previously known as End Cap Program (ECP)

Omnichannel Opportunities

Display Models

In-store displays include various display models to accommodate varying store types and formats and are captured below by name, visual and description. Where visuals show multiple displays, each is booked separately.

VOLUME DRIVER DISPLAYS

Fixture



3'x2' footprint with advertising

4'x2'



4'x2' footprint with advertising

End Aisle



3'x2' footprint with advertising

TriPanel



3'x2' advertising (no product)

DISCOVERY DISPLAYS

Fixture



3'x2' footprint, with shelves and advertising

End Cap



3'x2' footprint, with shelves and advertising

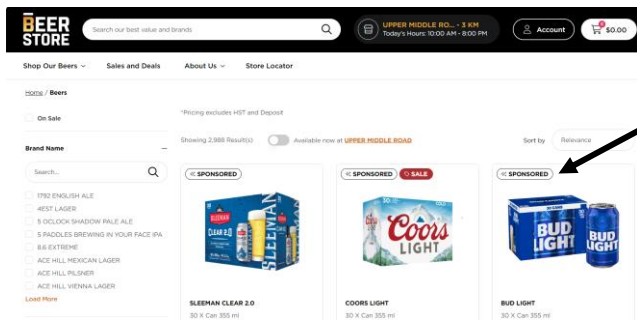
Digital Companions

Volume Drivers Displays and Discovery Displays include the following online companions to the in-store promotions:

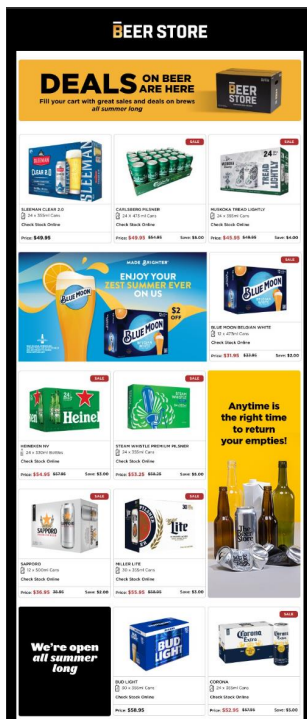
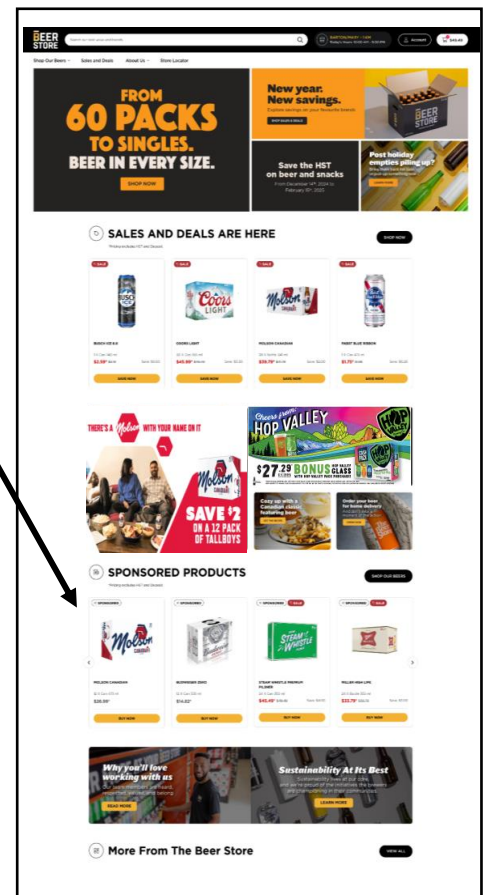
- Priority product placement on TBS channels with 'Sponsored' tag
 - Extended through 3P via Sponsored Product Category
- Product placement on Sponsored Products Carousel on Homepage
- Product Inclusion within the FLIPP Flyer
- Potential to be promoted via TBS social channels and 3P-related promotions

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

How It Could Look*:

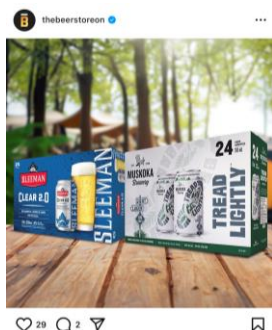


'Sponsored' Tag on 'Shop our Beers' page & Homepage Carousel



Product Inclusion within FLIPP Flyer

Promotion via TBS social channels and 3P-related promotions



*For placement only, subject to change

Retail **Opportunities**

Program Summary

Our catalogue includes a plethora of opportunities to help tell your brand story in store.

We want to be your first choice to communicate product offers, brand experiences, promotional messages and more. Programs are scalable and vary by store. Opportunities are endless - Let's chat!

- Partnerships and collaborations
- Offers and exclusive deals
- Custom displays and advertising
- In-store and online promotions
- Co-branded contests and partnerships

Product Placement

- Impulse Displays
- Why Not Try?
- Impulse Cubby

Promotional Message

- Bollard Advertising
- Cart Advertising

Elevating the Experience

- In-Store Sampling
- Store Exclusive Events
- Brand Activations

Thoughtful Disruptors

- Pallet Promotions
- Shelf Talkers
- In-Store Audio

Driving Trial

- Brewer Vouchers
- Product Enhancement & Value Adds

Impulse Fixture

Overview

Feature your brand on a shoppable impulse display in select stores and online as an omnichannel bundle creating a seamless customer journey and a more impactful shopping experience. Add custom advertising to the display to amplify your brand and promotion.

What's Included:

- Each promotion can feature up to 2 skus
- Access to select stores in 14 geographical groups to target your market demographic
- Option to choose stores from any available group with a minimum of 5 stores per booking/cycle
- Each store features 1-4 displays (each booked separately)
- Each display has a 2'x2' base and accompanying price display
- **Upgrade option:** add a custom branded displayer subject to TBS approval. Brewer is responsible for artwork, production and shipping. TBS will receive the assets and set up the display.

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

Timelines: Application deadline 6 weeks prior to cycle start

How It Could Look*:



*Each display is booked separately

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 brand or flavour. Display up to 4 brands of your choice with a total of 8 cans to drive trial at purchase.

What's Included:

- Each booking includes a takeover of the display
- Feature your single cans
- Choose 1 to 4 brands with 8 cans in total displayed in the merchandiser
- Select store specific activation with a minimum of 5 stores per booking per cycle
- Each product will have a digital price ticket assigned

Fee: \$120/store/cycle

Timelines:

- Application deadline to book zones is 6 weeks prior to cycle start
- After the 6 week deadline any available zones will open for a la carte store bookings. Application deadline to book a la carte stores is 4 weeks prior to cycle start.

How It Could Look:



Impulse Cubby

Overview

The Impulse Cubby is located near the checkout at select stores. Showcase your small pack to promote a new brand, innovation, mixed pack, LTO and more. Each Impulse Cubby includes space for 3 featured product placements, each booked separately.

What's Included:

- Access to 38 participating stores
- 3 product displays per cubby, each booked separately
- Each booking includes one product placement and accompanying digital price ticket
- Featured product will be one package sku (no larger than a 12 pack)
- To promote singles, consider the 'Why Not Try?' program

Fee: \$100/product/store

Timelines:

- Application deadline 6 weeks prior to cycle start

How It Could Look:



Bollard Advertising

Overview

Introduced in 2024 and quickly has become a hot and desirable program. 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 template.

Own the Bollards!

What's Included:

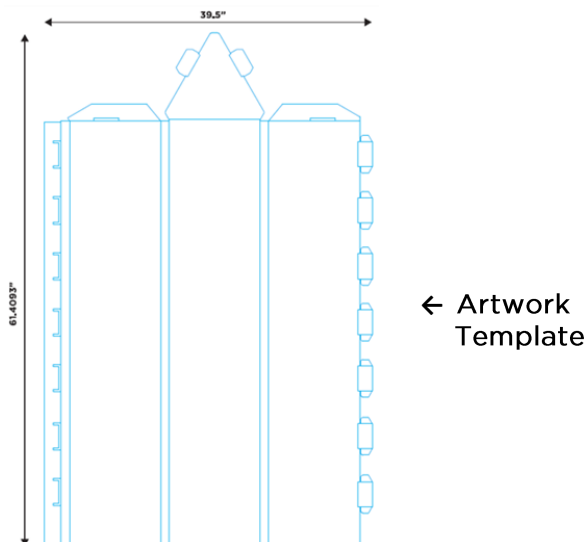
- Access to 2-12 bollards per store
- Participating stores are grouped into 7 geographical zones to target your market demographic
- Each ad can feature up to 3 skus
- Brewers are responsible for artwork and composition using a provided template
- TBS will print/ship advertising to stores and set up advertising on launch day

Fee*: Average \$375/store/cycle
 *Refer to TBS Rate Card. Promotions are booked by zone. Fee includes print management, production, shipping and set up.

Timelines:

- Opportunities are booked through a Draft in October 2024
- Artwork is subject to TBS review and approval and must be finalized no later than 4 weeks before cycle start to allow for printing of the ads and shipping to stores.

How It Could Look:



Cart Advertising

Overview

Own the advertising space on TBS carts for a fee. Retail carts have significant visibility 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
 - Double-sided advertising
 - 14 geographical Districts to target your market demographic
 - Brewer is responsible for artwork using a provided template
 - TBS will set up the advertising on launch day

Fee*: Average \$250/store/cycle
*Refer to TBS Rate Card. Promotions are booked by District. Fee includes print management, production, shipping and set up.

- Timelines:**
- Opportunities are booked through a Draft in October 2024
 - Artwork is subject to TBS review and approval and must be finalized no later than 4 weeks before cycle start to allow for printing of the ads and shipping to stores.

How It Could Look:



In-Store Sampling

Overview

Welcome to our In-Store Sampling Experience! Bring Beer Tasting to life in a meaningful way. Enjoy the full-service Sampling Program and engage consumers directly in their path to purchase by offering complimentary tastings of your product.

What's Included:

- Access to 168 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) will be billed through Mosaic.
- 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 for additional cost

Fees:

Agency led sessions: \$300/session (January-April and October-December), \$330/session (May-September)

Brewer led sessions: \$100/session

Timelines:

- Application deadline 8 weeks prior to session
- Submit your application to: TBSTastings@Mosaic.com

How It Could Look:



To learn about how you can drive trial of non-alc please contact: BrewerPrograms@thebeerstore.ca

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: In-Store Sampling.

What's Included:

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

Fee*: \$1,000/event 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.
- 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, celebration of sponsorships and extending existing marketing initiatives etc.

How It Could Look:



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 6 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:



Pallet Promotions

Overview

Enhance a qualifying in-store pallet with advertising and option to cross promote and include a companion value add promotion. 120 TBS self-serve format stores currently have a selection of product on pallets planogrammed according to sales.

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 highlighting a promotion or limited time offer. The advertising design must be safe and stable. 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
- Brewers are responsible for artwork, production, shipping to stores
- TBS will receive and set up the advertising
- For details and fee associated with the activation of a companion value promotion refer to Product Enhancement Program

Fee*: \$1,500/promotion/cycle

*Flat fee for qualifying store reach

Timelines:

- Application deadline 6 weeks prior to cycle start

How It Could Look:



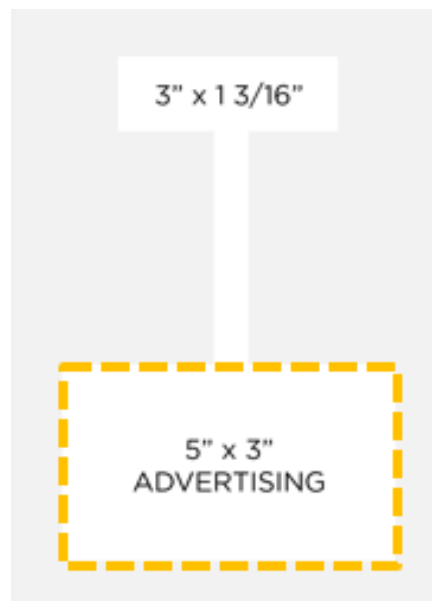
Overview

Shelf Talkers promote your product in the shopping environment with a wobblers 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" advertising space.

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.

To promote singles, consider neck tags (single facings do not allow space for shelf talkers).

How It Could Look:



← This end installs directly into the price channel (no tape needed)

What's Included:

- Access to stores where product is listed and customer-accessible
- Brewers are responsible for artwork, production, shipping to stores
- TBS will receive and set up the shelf talkers at store

Fee*: \$1,500/promotion/cycle

*Flat fee for unlimited store reach

Timelines:

- Application deadline 6 weeks prior to cycle start



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 broadcasted across 193 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.

What's Included:

- Available in 193 stores – customize your store reach
- Includes one 15 second audio commercial broadcasted 20 times/day
- Provide your existing 15 second audio spot OR provide the copy to us and we will handle all audio recordings, voice talent and sound effects with our partner
- Promotion duration – 4 weeks or less, Brewer to specify at time of booking
- Fees include cost of production and execution

Fee: \$1,800/cycle for 193 participating stores
\$1,000/cycle for up to 100 stores
\$250/cycle for up to 25 stores

Timelines:

- Application deadline 4 weeks prior to cycle start



Brewer Vouchers

Overview

Vouchers are a great way to offer trial on new and existing products. 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
- TBS logo and “Redeemable at Beer Store locations where this product is sold. Visit TheBeerStore.ca”

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, 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 TBS statement. |
|-------------|---|

How It Could Look*:

Pack Size

1

Redeemable for one (1) 473ml can per voucher

Brewer Identification and/or Logo

Voucher Number:

Voucher Expiry Date:

Brand A

Brand B

Brand C

Redeemable at Beer Store locations where this product is sold. Visit TheBeerStore.ca.

Authorized Signature

Authorized Signature

Brewer Identification and/or Logo

TBS LOGO

Redeemable at Beer Store locations where this product is sold. Visit TheBeerStore.ca.

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

Customer Name (please print)

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

Product Enhancement

Overview

Enhance your product in customer-accessible areas of retail stores, across Ontario with TBS approval by providing information and/or value add with purchase. Consider a sticker or a neck tag applied to product/packaging to identify a sale, contest or promotion.

Add more excitement to a Display Program by layering on a value add companion and supplying a branded merchandiser of assets to participating stores as part of the promotion. Display program bookings and fees are handled separately and once secured the Product Enhancement companion can be layered on subject to the disclosed fee.

- What's Included:**
- Access to stores where product is customer-accessible
 - Brewers are responsible for supplying the assets and merchandising the assets in-store subject to product and store feasibility.

Fee*: \$1,000/activation/cycle
*Flat fee for unlimited store reach.

- Timelines:**
- Application deadline 6 weeks prior to cycle start

How It Could Look:

a) promo neck tag applied to single can



b) value add merchandiser companion to display program



Digital Opportunities

Occasions Connections

Overview

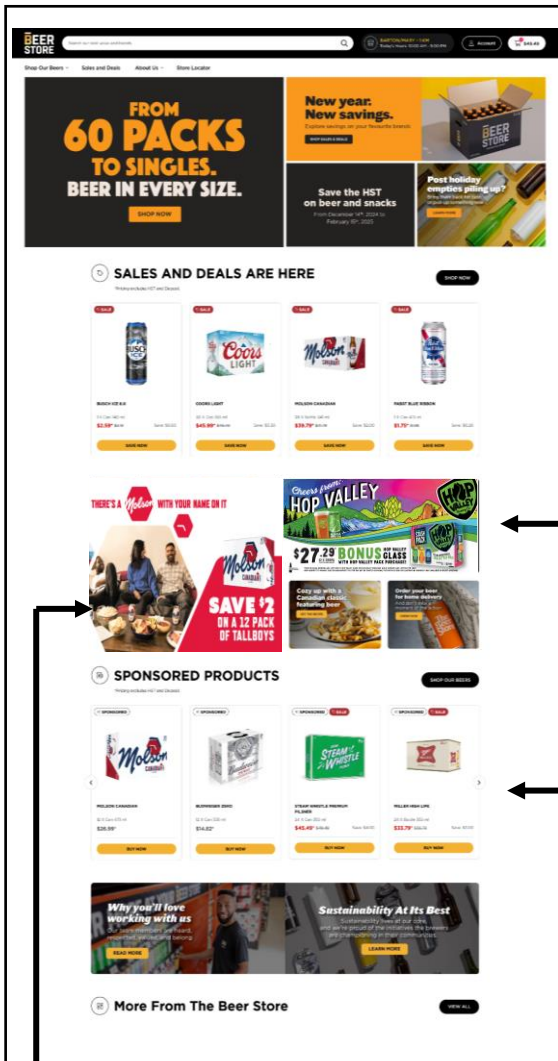
TBS aims to bring your brand to the forefront within 2025 occasions, making your brand easier to discover and shop. The Occasions program offers you prime visibility during seasonal beer consumption occasions on the TBS Homepage and the Our Beers page where customers browse and shop. By participating in the program, at any tier you have granted TBS permission to include your brand(s), (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 | Tier 2 | Tier 3 |
|--|---|---------------------------------------|---------------------------------------|
| One 4-week cycle sponsorship on TBS website | Make the category easy to shop by bringing relevant brands and products forward to the customer. | | |
| Sponsored Product tag appears on your product on TBS.ca with prioritized placement + inclusion on Sponsored Beers carousel on TBS Homepage | ✓ | ✓ | ✓ |
| Primary Brand Block feature on the Our Beers Page | ✓ | | |
| Secondary Brand Block feature on the Our Beers Page | | ✓ | |
| Product tile on FLIPP Aggregate Flyer | ✓ | ✓ | ✓ |
| Feature Brand Block on FLIPP Aggregate Flyer | ✓ | ✓ | |
| Tier 1 Banner on TBS Homepage to drive traffic to Product Page | ✓ | | |
| Tier 2 Banner on TBS Homepage to drive traffic to Product Page | | ✓ | |
| How it's promoted: | <ul style="list-style-type: none"> ▪ Considered in Social media promotions (Tier 1 & 2) ▪ Considered in 3P promotions during relevant occasions ▪ FLIPP promotion will be live on the platform within the cycle window (min 2 weeks) | | |
| Fees: | Standard: \$9,250 Premium: \$12,000 | Standard: \$5,900 Premium: \$7,800 | Standard: \$1,550 Premium: \$2,050 |
| Timelines: Application deadline 6 weeks prior to cycle start. | | | |

How It Could Look*:

1 Homepage*:

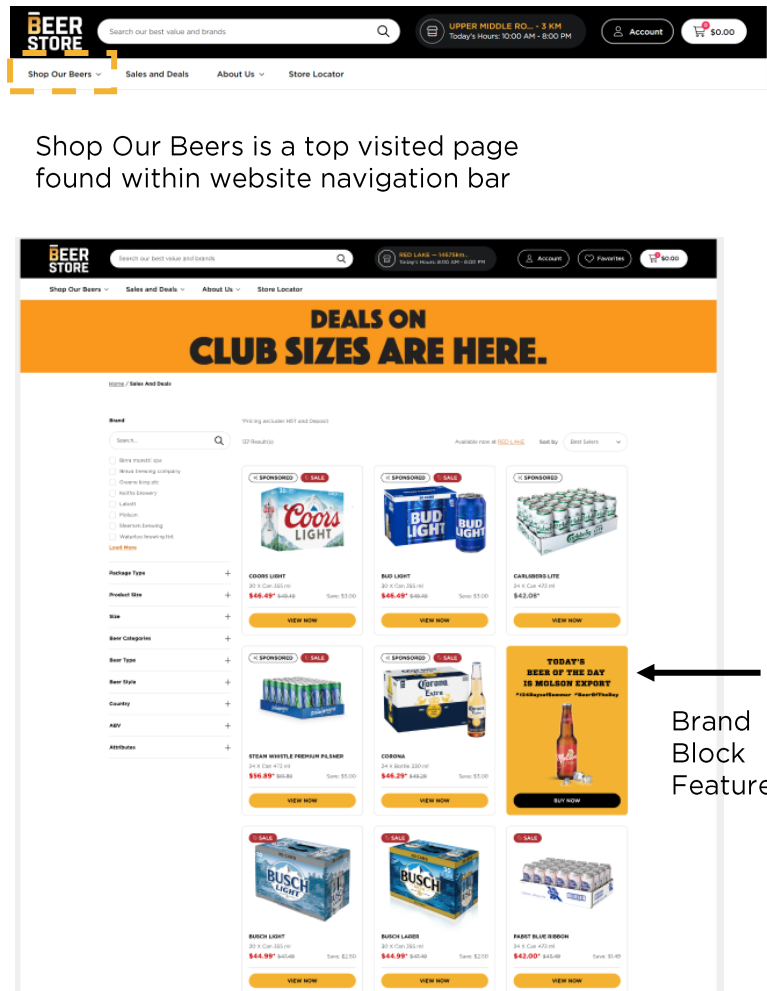


Tier 1 Banner Artwork Feature

Tier 2 Banner Artwork Feature

Product tile on Homepage Carousel (applicable for all Sponsored Products)

2 Our Beers*:



3 FLIPP Flyer*:

Refer to page 37 for FLIPP placement

*For placement only, subject to change

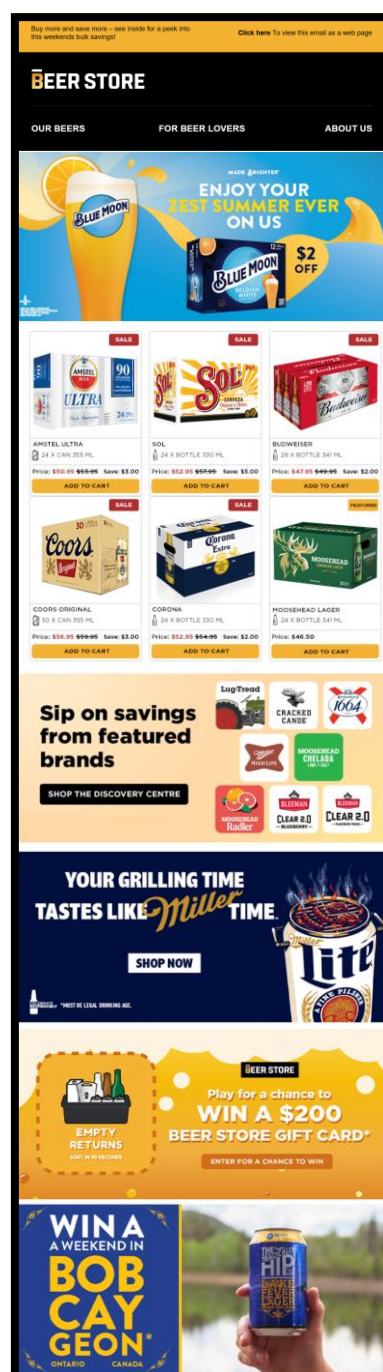
Overview

A great opportunity to build consideration and awareness of your brands and communicate with our highly engaged email subscribers. These opportunities are available all calendar year and target weekly distribution.

What's Included:

| | | |
|--|--|---------------------------------------|
| 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. | | |
| Timelines: Application deadline 4 weeks prior to launch date. | | |

How It Could Look*:



Tier 1

Tier 4

Tier 2

Tier 3

3.7%

CLICK RATE FOR TIER 1 BANNERS, WHICH IS 2.1% HIGHER THAN INDUSTRY AVERAGE

138K+

EMAIL SUBSCRIBERS

35.35%

OPEN RATE

Data represents statistics as of August 2024

*For placement only, subject to change

Enhanced Product Page

Overview

Customize your product page to bring your brand story to life. Your brand assets are distinct and ownable to you; let's bring those to life on your product page.

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.

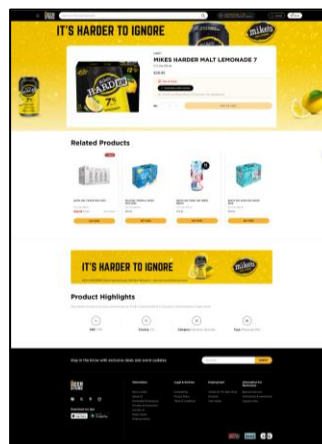
What's Included:

- 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 for one full cycle.
- Asset specs to be provided upon booking

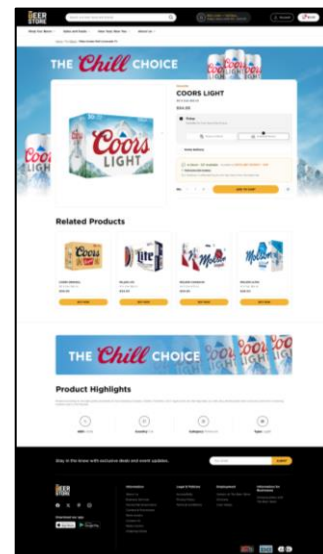
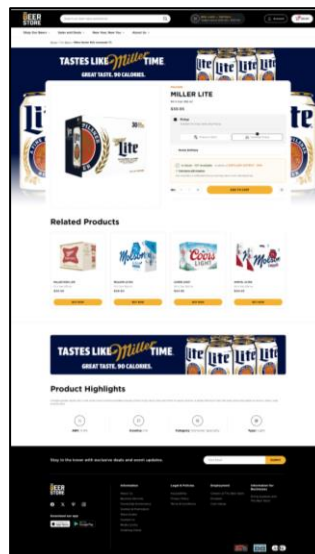
Fee: \$6,450/calendar year
 \$650 fee for any artwork/page changes throughout calendar year.

Timelines: Application deadline 6 weeks prior to launch date

How It Could Look*:



Homepage Tile Example



*For placement only, subject to change

Sales & Deals

Overview

The TBS Sales and Deals sponsorship allows brands to amplify their promotion and proposition in a shoppable environment for our deal-seeking customers.

THIRD
MOST VISITED PAGE
ON TBS WEBSITE

What's Included:

| | Tier 1 | Tier 2 |
|--|--|---------------------------------------|
| One 4-week cycle sponsorship on the Sales and Deals Pages | Opportunity to amplify promotions and deals and make it easier to shop | |
| Sponsored Product tag appears on your product on thebeerstore.ca with prioritization + inclusion on Sponsored Beers carousel on TBS Homepage | ✓ | ✓ |
| Primary Brand Block feature on the Sales and Deals Page | ✓ | |
| Secondary Brand Block feature on the Sales and Deals Page | | ✓ |
| Product tile on FLIPP Aggregate Flyer | ✓ | ✓ |
| Feature Brand Block on FLIPP Aggregate Flyer under Occasions (with Product Tile) | ✓ | ✓ |
| Tier 1 Banner artwork on TBS Homepage to drive traffic to Product Page | ✓ | |
| Tier 2 Banner artwork on TBS Homepage to drive traffic to Product Page | | ✓ |
| How it's promoted: | <ul style="list-style-type: none"> ▪ Considered in Social media promotions ▪ Considered in 3P promotions during relevant occasions ▪ FLIPP promotion will be live on the platform within the cycle window (min 2 weeks) | |
| Fee: | Standard: \$9,250 Premium: \$12,000 | Standard: \$5,900 Premium: \$7,800 |

Timelines: Application and artwork deadline 6 weeks in advance of cycle start

Digital Opportunities Sales & Deals



How It Could Look:

1 FLIPP Flyer Feature Template*:

Product Tile

Brand Block

Content Blocks are consistent with Tier 1 and Tier 2 specs

| Tier | Specs | Mobile |
|--------|---|-------------|
| Tier 1 | 700 x 466px | 432 x 290px |
| Tier 2 | 457 x 436px | 432 x 290px |
| Tier 3 | Sponsored Product Tag (on product tile) | |

*For placement only, subject to change

2 Sales & Deals Environment*:

Sales & Deals is a top visited page found within website navigation bar

Brand Block Feature

3 Homepage*:

Refer to page 33 for Homepage placement

Overview

Add value and consideration to shop your brand by providing a promotional code as an additional value incentive to drive conversion. For limited time periods, you can attach a discounted offer to your brand for Home delivery offers from thebeerstore.ca.

What's Included:

Promo codes are a virtual voucher to redeem against product or delivery service.

- A dollar amount off an order
- A total off each item in the order
- A dollar amount off the shipping total
- Free shipping
- Can apply to specific brands or products

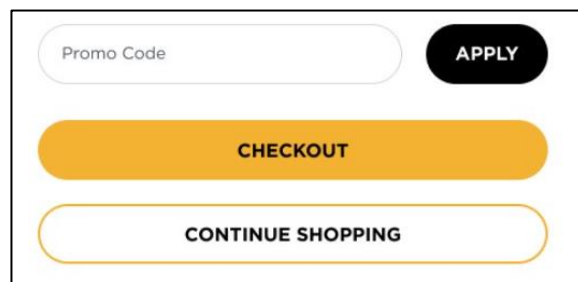
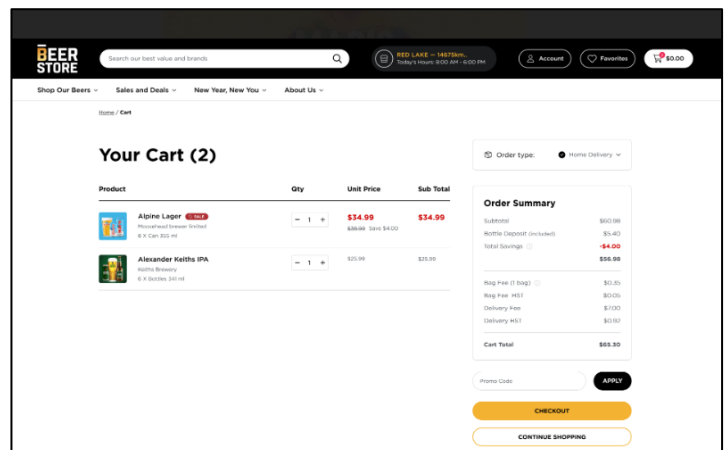
The discount will be applicable to orders that meet a minimum purchase amount. This program is available for TBS web and mobile orders (not 3P platforms).

A maximum threshold of redemption codes can be set (ex: 1,000 redemption codes total) before promo code expires.

Fee: \$2,000 admin fee
 + The total value of vouchers redeemed will be charged back to the brewer on their TBS statement.

Timelines: Application deadline 6 weeks prior to launch date.

How It Could Look*:



*For placement only, subject to change

Mobile App Push Notifications

Overview

Own a moment and communicate directly to active TBS customers. Highlight a specific pack shot, line your brand up with a long weekend, remind our customers about a limited-time offer, and more. With a growing adoption of the TBS Mobile App, this program is a great opportunity for you as a brewer to speak directly to our audience through a push notification.

What's Included:

- One (1) push notification that goes out to all TBS mobile app users
- Space for 150 characters to share your message directly with engaged TBS iOS and Android mobile app users

Fee: \$1,850

Timelines: Application deadline 3 weeks prior to launch date

How It Could Look*:



30K+ ALL SENDS PER PUSH NOTICATION

*For placement only, subject to change



Surprise & Delight – Ecommerce Sampling

Overview

With the rise in online orders, we want to offer our online shoppers an opportunity to experience a tap room experience from the comfort of their home.

This program will provide brewers the opportunity to provide a 'Surprise & Delight' gift, offer or sample into eligible online order.

All offers are subject to review and approval from The Beer Store. Timelines for fulfillment will vary based on store selection, quantities, eligible participation.

What's Included:

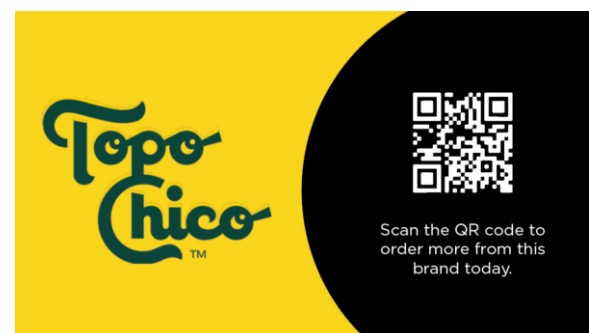
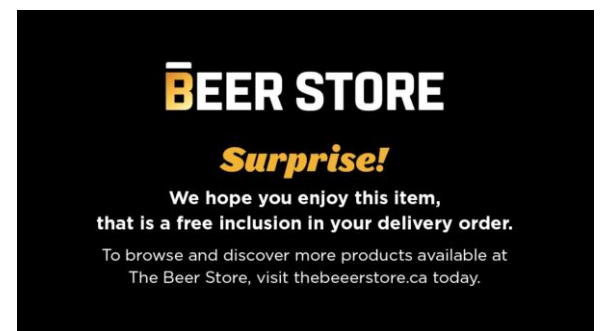
- Individual store selection
- Offer will be made available to customers while supplies last
- Brewer will be responsible for shipping items to selected stores, and from there, TBS will distribute through ecommerce orders
- Communication of offer at online checkout
- Kitting and fulfillment support available upon request
- Brewers will be responsible for regulatory compliance

Fee*: Details will be shared upon formal program launch

*Shipping fee for companion card included in cost, with shipping direct to store. Shipping of gift direct to store by brewers.

Timelines: Planned launch Q2 2025

How It Could Look*:



Double-sided 3.5"x2" Companion Card with gift

*For placement only, subject to change

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.

What’s Included:

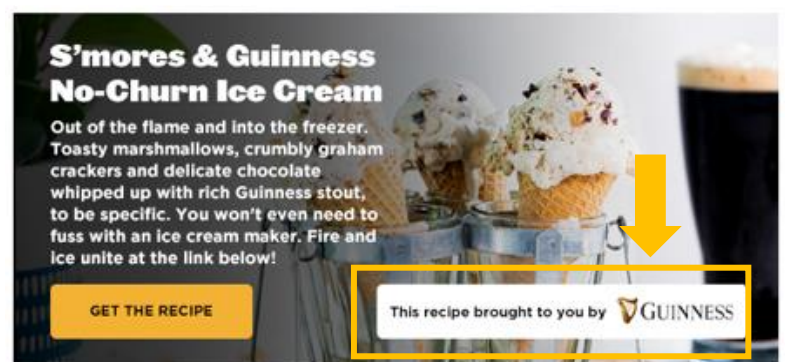
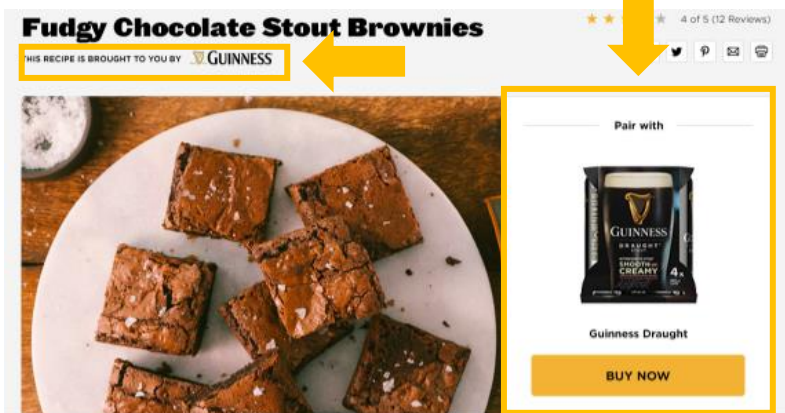
One (1) year sponsorship (full year based on start date)

- 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
- 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: Application deadline 6 weeks prior to launch date.

How It Could Look*:



*For placement only, subject to change



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 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 is to extend awareness of brands available at TBS, new products, innovation, events, news and more. 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 engage with the TBS team to bring awareness and collaboration to your promotional content.

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



External Advertising Opportunities

Direct Mail Flyer

Overview

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 your best destination. The physical flyer 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.

What's Included:

| | |
|--|---|
| Flyer Feature Product Placement: | Product Tile + Savings/Offer communication |
| Fee: | \$5,500 |
| Timelines: | Planned distribution of one flyer per quarter around key moments. Cycle 3: March 3 - 30 Cycle 5: April 28 - May 25 Cycle 7: June 23 - July 20 Cycle 10: September 15 - October 12 Cycle 13: December 6 - January 4 |
| Program will include digital integration into Flyers and Deals page of website and digital flyer (FLIPP). Application deadline 6 weeks prior to launch date. | |

How It Could Look:



Bolton Retail Exclusive Opportunities

Brewer's Choice Pallets

Overview

Take advantage of the prime placement within the first steps of the cooler to display your special offer, whether it be contest, value add, limited time offer or a TBS exclusive. Use your creativity to customize the display screen and setup of these Brewer's Choice Pallets to really catch your shopper's attention.

- What's Included:**
- Prime pallet position upon entering the shopping area
 - Includes an LED digital screen and a large digital price ticket
 - Each promotion can feature one brand/one pack
 - 3 opportunities available

Fee:
Premium cycle \$475/display/cycle
Standard cycle \$400/display/cycle

Timelines:

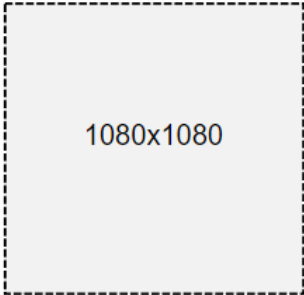
- Application deadline 6 weeks prior to cycle start

How It Could Look*:



Digital Screen Size
1080x1080

File Format
.PDF, .AI, or .EPS



*For placement only, subject to change

Brand Block Tables

Overview

Take over nested tables and accompanying mini pallet to showcase multiple brands and pack sizes. Add your own custom advertising to make your product pop.

What's Included:

- Nested tables for product presentation, a rubber mat underneath for additional stock and accompanying mini pallet situated behind the tables including two large digital price tickets
- Each promotion can feature a maximum of 3 brand or skus
- 4 opportunities available

Fee: \$350/display/cycle

Timelines:

- Application deadline 6 weeks prior to cycle start

How It Could Look*:



*For placement only, subject to change

Digital Screens Takeover

Overview

Our newly designed Bolton store offers 19 screens available for your brand to feature innovation, sales, highlight an occasion and more in a static or video format. Located on the wall upon entry to the lobby, the exit wall of the cooler and also at the point of sale in the lobby, we want to invite you to tell your brand story. Book a time segment now!

What's Included:

- Access to a total of 19 screens located upon entry to the lobby, on the exit wall of the cooler and at the point of sale in the lobby
- Promotion can include one brand, one sku
- Each booking can be displayed from 10-30 seconds each for static or video formats

Fee: \$350/cycle

Timelines:

- Application deadline 6 weeks prior to cycle start

How It Could Look:

Digital Screen Sizes

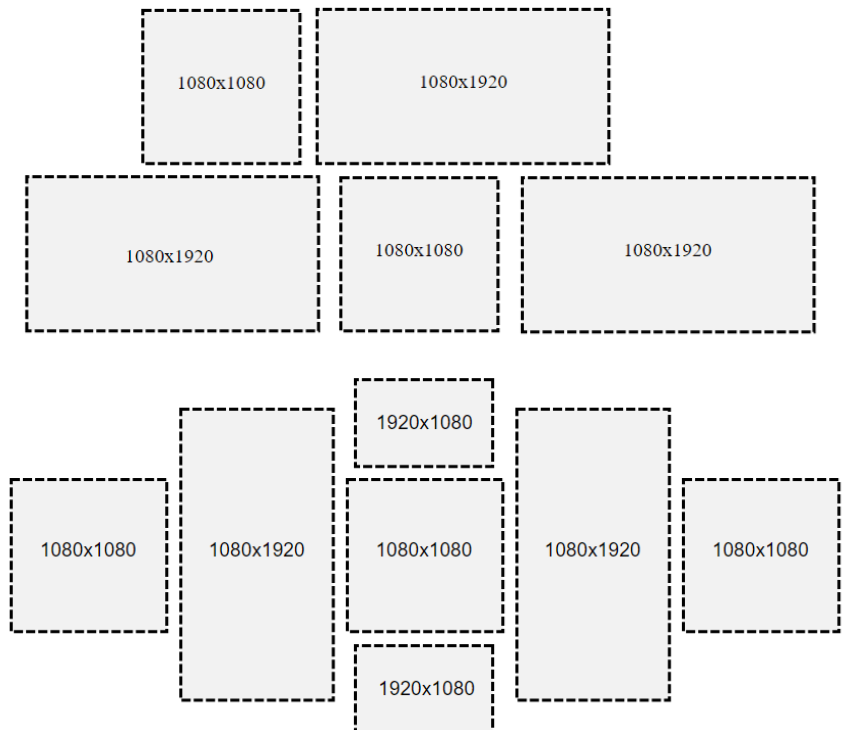
- 1080x1920
- 1080x1080
- 1920x1080

File Formats

High Res .PNG, .JPG, or .JPEG
Working File .PSD or .INDD

Video file MP4

Max 3 GB



Data **Opportunities**

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

Applications for historical data are accepted on an ongoing basis. Notice on 2025 deadlines and fees will be shared in January and applications will be accepted at that time.

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.

Information

Brand Assets

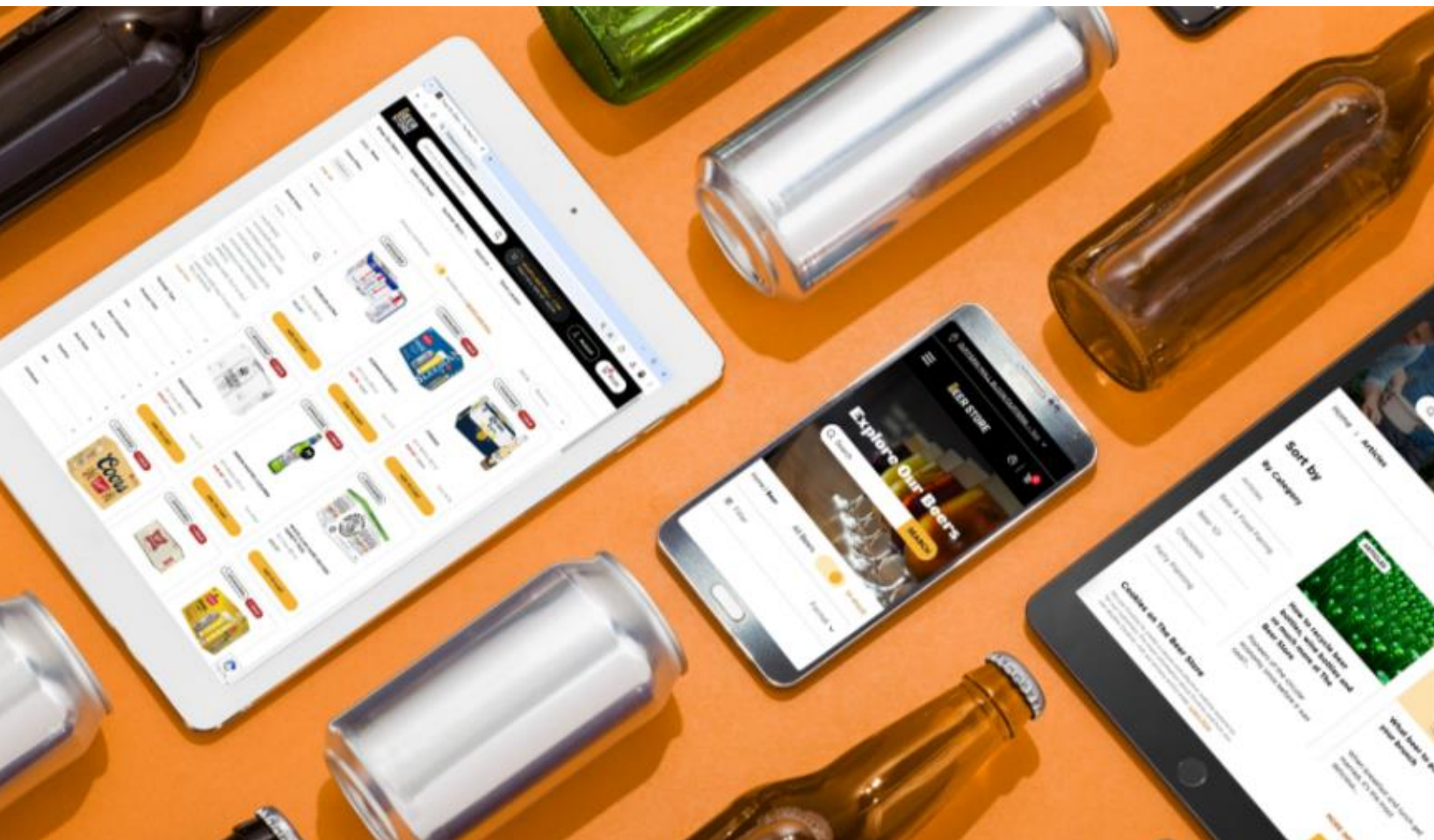
Overview

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 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.



Let's Talk

Contact BrewerPrograms@TheBeerStore.ca

BEER
STORE