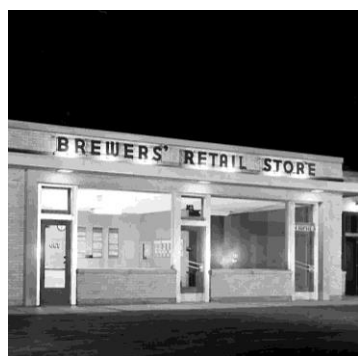
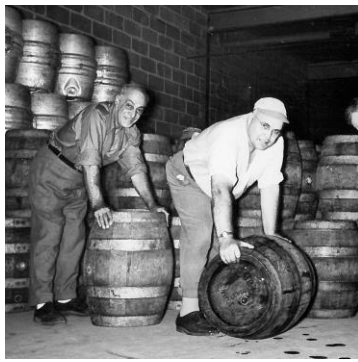




The Beer Store

2027 Advertising & Promotions

October 2026



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BEER STORE

**100 Years
of Beer**

TBS is the Destination to Buy Beer in Ontario

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

WHY TBS

Leader in the Marketplace



- #1 Retailer in the Category
- Single Category Focus Mindset / Discipline
- Agile to support all customers types; implementation of Cash & Carry + Shop & Carry

Trusted Source for Beer by Customers



- 93% of customers felt valued, reinforcing strong emotional connection and trust
- Loyalty: 89% did not consider another retailer
- 75.1 Overall NPS Score in first half of 2026
- Source: 2026 CSAT Survey 11,848 participants

Continuous Improvement Mindset



- Customer Experience Focus
- Committed to improving the Empties experience at TBS - PROJECT SORT
- Evolving to serve customers (Modernization)

Basket Size

\$45.89/TRANSACTION YTD
UP 7.3% YOY



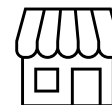
Win with Large Packs

TBS RETAIL BEST PERFORMS IN L & XL
PACK SIZES - INDUSTRY LEADING



Ontario's Deposit Return Store

1.6 BILLION CONTAINERS
COLLECTED ANNUALLY



DIGITAL

~5M

SITE VISITS
IN A YEAR

8K

AVG. WEEKLY
ORDERS

101K+

EMAIL
SUBSCRIBERS

103K+

SOCIAL MEDIA
FOLLOWERS



FOUNDED IN 1927, THE BEER STORE HAS BECOME AN ESSENTIAL PART OF THE CULTURAL FABRIC OF ONTARIO. NOW IS THE TIME TO PREPARE FOR A SIGNIFICANT CELEBRATION OF THIS UPCOMING MILESTONE.

**For 100 years, The Beer Store has been the fabric.
The brands consumers love are the threads -
woven into every moment worth celebrating.**



This is an opportunity to win the hearts of Ontarians and remind them why TBS is the best source for beer.

Build Basket

Increase basket size and grow volume

Drive Traffic

Increase Foot Traffic to TBS for full goods sales and empties transactions

Meaningful Experiences

Turn high traffic periods into high-value brand experiences

Creating Shared Value by Driving Incremental Volume in the Highest-Return Channel

Advertising & Promotions

Invitation to Partner

Let's continue to collaborate to bring exciting offers to life for our customers at store and online. Share your ideas with us!

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

- Custom offering around 100 Year theme
- Offers and exclusive deals
- Custom displays and advertising
- Promotions, value ads, contests and celebration of partnerships

If you have an advertising or promotional idea that doesn't fit into our program offerings let's chat about it. We look forward to trying out new ideas and surprising our customers in innovative and exciting ways at store and online.

CELEBRATING 100 YEARS

CELEBRATE LONG WEEKENDS

*Celebrate long weekends with exclusive **in-store events** featuring limited time beer deals, special buy prizes and themes that bring you back in time.*

CELEBRATE BEER

*Generate excitement and engagement around 100 Year milestone with **customer giveaways**. Feature brands, experiences and prizes.*

CELEBRATE VALUE

***Brewer Displays** featuring LTOs and compelling offers turning excitement into sales.*

BEER STORE

**100 Years
of Beer:
Programming**

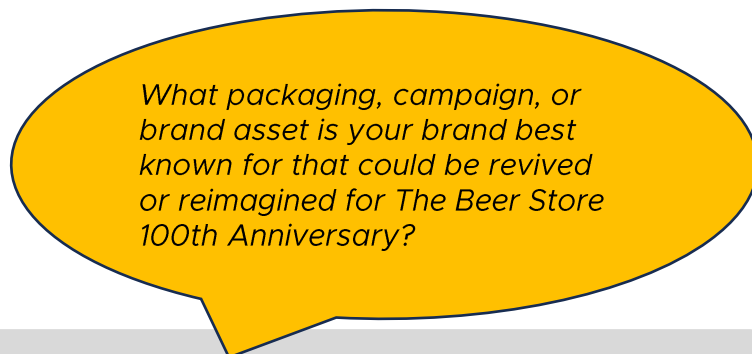
Celebrate 100

Overview

The Beer Store's 100th Anniversary is more than a promotional event. We are challenging our Brewer partners to create exclusive experiences, packaging, and storytelling that celebrates our shared milestone.

Have you considered?

- Creating retro cans, heritage-inspired packaging, or vintage pack formats exclusive to The Beer Store.
- Reviving iconic packaging, graphics, and brand assets that consumers remember.
- Developing anniversary experiences that go beyond price and promotion.
- All artwork and plans are subject to TBS review and approval.



Images and logos are FPO only and subject to change.

100 Year Packaging (Novelty Pack Branding/Giveaway)

Waived:

- In-Store Advertising Program fee for active cycles
- Value Add Program Fee (if applicable)

Additional Value:

- 1 x Long Weekend External Media
- 1 x Digital Connections Tier 1

100 Year Advertising (All Other Programming)

Waived:

- In-Store Advertising Program fee for active cycles
- Value Add Program fee (if applicable)

Additional Value:

- 1 x Digital Connections Tier 2

Application Deadline
12 weeks prior to launch



100 Year Giveaway

Overview

By combining the strength of Brewer brands with The Beer Store customer reach, this co-branded contest creates a compelling reason to visit, engage, and celebrate, with prizes ranging from dream experiences to exclusive beer-themed rewards to instant win prizes.

What's Included

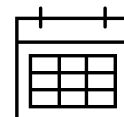
- TBS hosted and executed contest including entry mechanic, winner selection and fulfillment.
 - Integration into TBS content strategy.
 - Supported with media campaign.
 - In-store collateral and Store Contest poster.
 - Social awareness, website presence, Email.
 - Value of prize is the responsibility of Brewer.
-
- Tier 1: Prize value ~\$20,000 CAD
 - Tier 2: Prize value ~\$10,000 CAD
 - Tier 3: Prize value ~\$5,000 CAD
 - Tier 4: Prize value ~\$1,000 CAD

Entry is secured through the value of the prizing provided

Images are FPO only and subject to change.

Final contest details will be confirmed once all applications have been received and evaluated, ensuring the program is structured to best support participating partners.

Application Deadline
December 31st, 2026



Long Weekend External Media

Overview

Lean into the natural momentum of beer season during summer long weekends to deliver meaningful results. Long Weekend Blitz promotions are designed to attract & excite the shopper through savings, LTOs, Value Adds and more leaning into the Long Weekend celebration.

What's Included

- Focused 2-week promotional term.
- Integration of promotions into TBS paid media content strategy.
- Each promotion includes Digital Connections Tier 2 + consideration to be promoted via TBS social channels and 3P-related promotions.

100 YEAR BONUS OFFER: Book an Impulse Display as a companion to your Long Weekend promo for a special fee of \$100/display. Activation term will be the 4-week cycle that aligns with the media blitz.

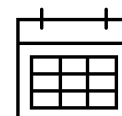
Images are FPO only and subject to change.

Consider planning a Blitz Promotion to attract & excite the shopper through savings, LTOs, Value Adds and more.

\$2,500

Per Long Weekend

Application Deadline
12 weeks prior to launch



Sponsored Uniform

Overview

Showcase your brand on our 100 Year milestone uniforms. As a featured and Trusted Partner, your brand will be recognized as part of this historic milestone. Uniforms featured in retail stores May-September.

What's Included

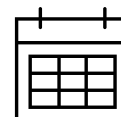
- Your logo featured prominently on the back of commemorative uniforms across TBS Retail locations.
- Recognition as an official Trusted Partner during this anniversary celebration.



\$5,000

Per Brand
Logo

Application Deadline
December 31st, 2026



BEER STORE

**Retail
Opportunities**

Volume Driver

Overview

Volume Driver programs include the Enhanced Display Program (EDP) and Feature Display Program (FDP), each booked separately. Each display features product and advertising designed to build immediate engagement with customers in the path to purchase. Displays can be customized with enhanced advertising and value adds to elevate the existing fixtures at store. Promotion on these displays is encouraged to include an LTO, value add, contest or experience for the shopper. Ask us how to promote your value add as a companion to the TriStand display!

What's Included

- Displays are booked by Zone (preset group of stores) through a Draft process Fall 2026. Any remaining opportunities post-Draft are booked first come, first serve.
- Each promotion can feature 1 or 2 articles.
- Display models vary by program and store. Each display has a 3'x2' product footprint and/or 3'x2' advertising.
- Brewer is responsible for poster artwork using provided template.
- Each promotion includes a digital companion* that consists of Digital Connections Tier 2 sponsorship + consideration to be promoted via TBS social channels, email, and 3P-related promotions.
- Fee includes cost of print production, shipping, display set up, merchandising product displays and management including online promotional content.
- Add on considerations: Value Add, Email Takeover.

\$410
\$485

Per Display | Standard Cycle

Per Display | Premium Cycle

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



*Advertising only

Discovery

Overview

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

What's Included

- Displays are booked by Zone (preset group of stores) through a Draft process Fall 2026. Any remaining opportunities post-Draft are booked first come, first serve.
- Each promotion can include 1 - 3 articles.
- Display models vary by program. Each display has a 3'x2' product footprint per shelf and 3'x2' poster advertising.
- Brewer is responsible for artwork using a provided template.
- Each promotion includes a digital companion* that consists of Digital Connections Tier 2 sponsorship + consideration to be promoted via TBS social channels, email, and 3P-related promotions.
- Fee includes cost of print production, shipping, display set up, merchandising product displays and management including online promotional content.
- Add on considerations: Value Add, Email Takeover.

\$410

Per Display | Standard Cycle

\$485

Per Display | Premium Cycle

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



Bollard Ads

Overview

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

What's Included

- Stores are booked by Zone (preset group of stores) through a Draft process Fall 2026. Any remaining opportunities post-Draft are booked first come, first serve.
- Each ad can feature 1-3 articles.
- Brewers are responsible for artwork using the provided template. The 2027 design framework will include a dedicated area to showcase The Beer Store's 100 Year Celebration branding.
- TBS will print and ship advertising to stores and set up ads on launch day.
- Fee includes costs of management, print production, shipping and set up.

BONUS OFFER: Book an Impulse Display as a companion to your Bollard Ads for a special fee of \$100/display. Offer applies to all stores within booked zones and special fee can be applied once/display.

\$360*

**Avg Fee Per
Store/Cycle**



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

Cart Ads

Overview

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

What's Included

- Stores are booked by Zone (preset group of stores) through a Draft process Fall 2026. Opportunities post-Draft are booked first come, first serve.
- Each store will feature a custom number of ads according to carry out carts on site.
- Each ad can feature 1-3 articles.
- Brewers are responsible for artwork using the provided template. The 2027 design framework will include a dedicated area to showcase The Beer Store's 100 Year Celebration branding.
- TBS will print and ship advertising to stores and set up ads on launch day.
- Fee includes costs of management, print production, shipping and set up.

BONUS OFFER: Book an Impulse Display as a companion to your Cart Ads for a special fee of \$100/display. Offer applies to all stores within booked zones and special fee can be applied once/display.

\$280*

**Avg Fee Per
Store/Cycle**



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

Impulse Display

Overview

Feature your brand on a shoppable Impulse Display in store to thoughtfully disrupt customers in their journey. Upgrade the display by adding custom advertising, merchandiser and value add offer to amplify your brand and promotion.

What's Included

- Store specific booking - Customize your reach by selecting your target stores. Participating stores feature 1-6 displays (each booked separately).
- Each promotion can feature 1 or 2 articles.
- Each display has a 2'x2' base and digital price ticket.
- Each promotion of 50+ stores/cycle will include Digital Connections Tier 2 sponsorship.
- Add on consideration: In-Store Advertising. Brewer is responsible for artwork, printing and shipping. All assets are subject to TBS advance approval. TBS will receive the assets and set up the displays.
- Other considerations: Value Add, Email Takeover.
- Minimum booking requirement of 5 stores per cycle.

BONUS OFFER: Book an Impulse Display as a companion to your Bollard Ads/Cart Ads for a special fee of \$100/display. Offer applies to all stores within booked zones and special fee can be applied once/display.

\$200

Per Display
Per Cycle



Examples with In-Store Advertising add-on.



Why Not Try?

Overview

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

What's Included

- Store specific booking - Customize your reach by selecting your target stores.
- Each booking includes a takeover of the display: 1-4 articles (single cans), 8 cans in total.
- Each article will have a digital price ticket assigned for visibility to pricing and savings offers.
- Add on consideration: In-Store Advertising. Brewer is responsible for artwork, printing and shipping. All assets (custom merchandiser, advertising inserts) are subject to TBS advance approval. TBS will receive the assets and set up the displays.
- Minimum booking requirement of 5 stores per cycle.

LIMITED TIME OFFER: Book your activation by December 31 and unlock special pricing at \$30/per store, per cycle.

\$60

Per Store
Per Cycle



Example of In-Store Advertising add-on (custom branded merchandiser).

Brand Feature

Overview

As part of The Beer Store's 100 Year Celebration, incremental display space has been released in select stores to recognize and feature the iconic brands that drive the category today. Promote your small pack in a highly visible, curated space along the customer journey above the lobby cooler or in the POS cubby at cash alongside 100 Year celebratory advertising. Opportunity to feature novelty packs, LTOs, value adds.

What's Included

- Store specific booking - Customize your reach by selecting your target stores.
- Each booking includes one product placement at cooler or at POS cubby.
- Each placement can feature one article/pack (12 pack or smaller)
- Each placement will include a digital price ticket assigned to the product to display pricing and savings offers.
- Minimum booking requirement of 5 stores per cycle.

\$50**Per Placement
Per Cycle**

Images are FPO only and subject to change.

Beer Tasting

Overview

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

What's Included

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

\$50**Per Store
Session**

Store Exclusive Events

Overview

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

What's Included

- Store specific booking - Customize your reach by selecting your target stores.
- Fully customizable event including dates and timing.
- Access to TBS indoor and outdoor space.

BONUS OFFER: Add on a Beer Tasting experience during the event at no additional fee.

\$500

Per Store
Per Day



In-Store Advertising

Overview

Activate your custom advertising at store to promote your product across TBS network for **one flat fee per article!** Elevate your brand at shelf, pallet and purchased display space. **Consider a shelf talker, pallet wrap, custom branded merchandiser and more.** Share your ideas with us. Turnkey options are available for an additional fee - ask us for a quote!

What's Included

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

100 YEAR BONUS OFFER: Program fee will be waived with inclusion of 100 Year wordmark.

\$1,530*

**Per Article
Per Cycle**

*Flat fee to activate In-Store Advertising in qualifying stores. Brewer assets cannot impede other product displays or store operations. Where more space is needed, additional programming fees will apply.



Pallet Advertising



Impulse Display Advertising



Shelf Talker

Value Adds

Overview

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

Add more excitement to a Display Program by layering on a Value-Add companion to the promotion. Include the offer details within the accompanying advertising and merchandise the Value Add alongside the product on the shelf, in a custom branded merchandiser or behind the cash. The Display Program must be booked in advance and is subject to applicable fees. Ask us how to promote your value add as a companion to the TriStand display!

What's Included

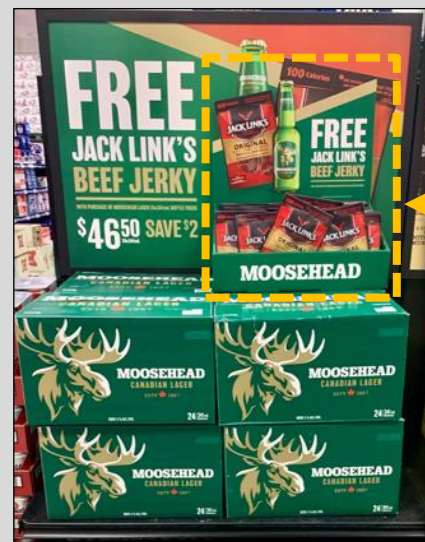
- Access to customer accessible product in qualifying stores.
- Brewers are responsible for supplying the assets.
- TBS will receive and merchandise the assets.

100 YEAR BONUS OFFER: Program fee will be waived for co-branded value adds.

\$1,530*

Per Article
Per Cycle

*Flat fee for qualifying store reach.



Examples of Value Add companions to Discovery Displays with custom branded merchandiser.



Product Vouchers

Overview

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

Details to include in the artwork:

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

Other details to share:

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



Sample artwork (front and back)



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

Brand Installations

Overview

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

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

- Activation will support a category growth opportunity, product innovation, value offer, experience or is considered a big bet for the industry. Established brands at TBS must exceed 20HL in annual volume/store to qualify.
- Display must be supported by external media driving traffic to TBS.
- Display must not interfere with store operations. Where more space is needed, additional programming fees will apply.
- Maintenance of the display must be managed by Brewer reps.
- Minimum booking requirement of 10 stores per activation.
- Brand Installations will be accommodated where space permits at time of application.

\$410**Per Display | Standard Cycle****\$485****Per Display | Premium Cycle**

BEER STORE

Digital Opportunities

Email Takeover

Overview

Build consideration, brand awareness and engagement through TBS Email Takeover. Personalize your content and messaging to advertise your brands, LTOs, contest details and other offers.

- 101K+ Email Subscribers
- 30.3% Open Rate

Data represents results collected August 2026.

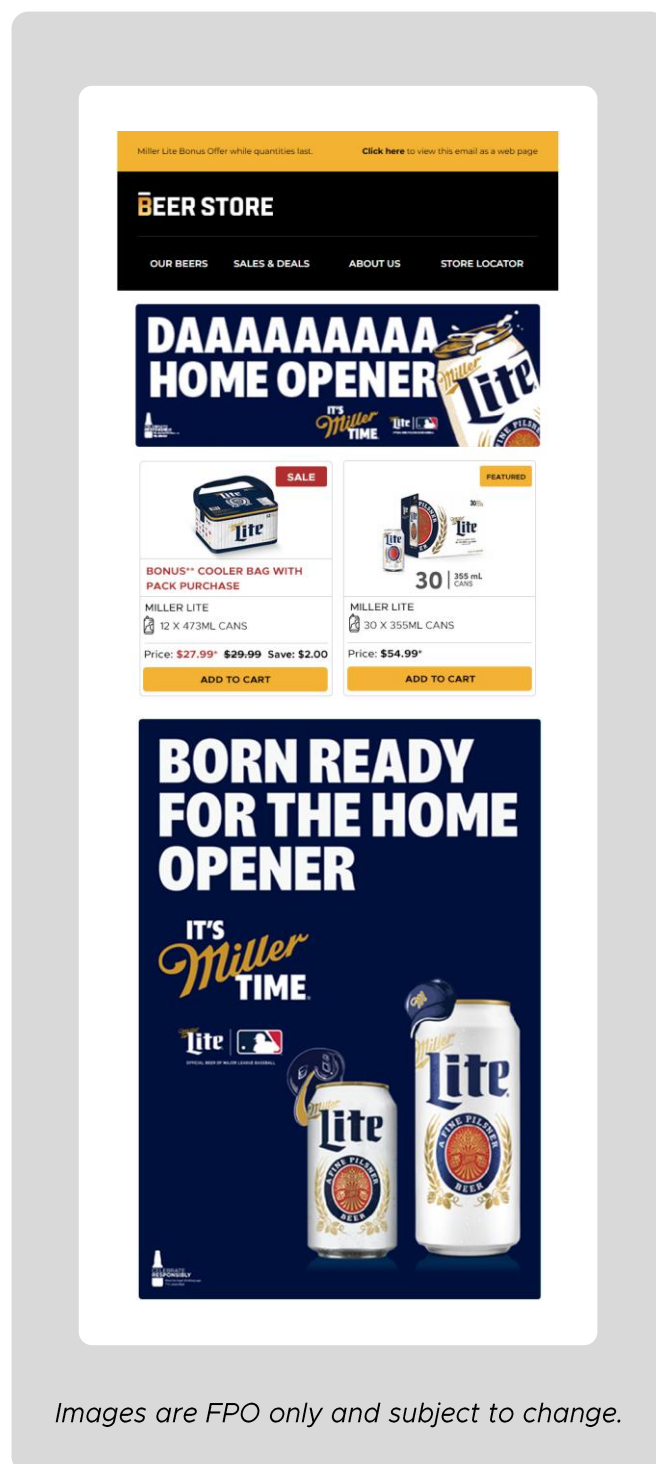
What's Included

- Email Takeover is customizable including Banners and Product Placements within TBS email newsletter template.
- Opportunity to customize deployment date and time.
- A report will be provided post-deployment once results are available.

BONUS OFFER: Buy 3 Email Takeovers and get one free. Offer is subject to availability and booking within 2027 calendar year.

\$2,500

Per Email



Enhanced Product Page

Overview

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

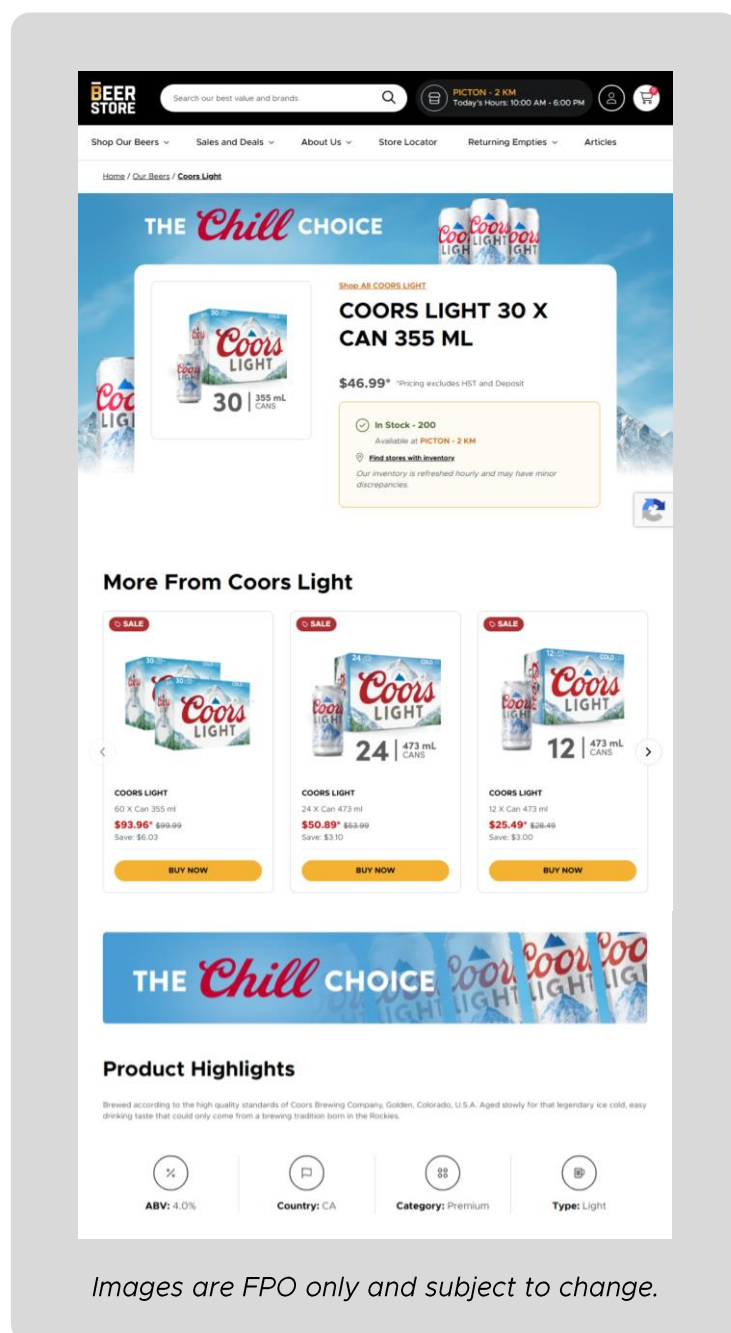
What's Included

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

\$4,625*

One-Time Fee

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



Images are FPO only and subject to change.

Digital Connections

Overview

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

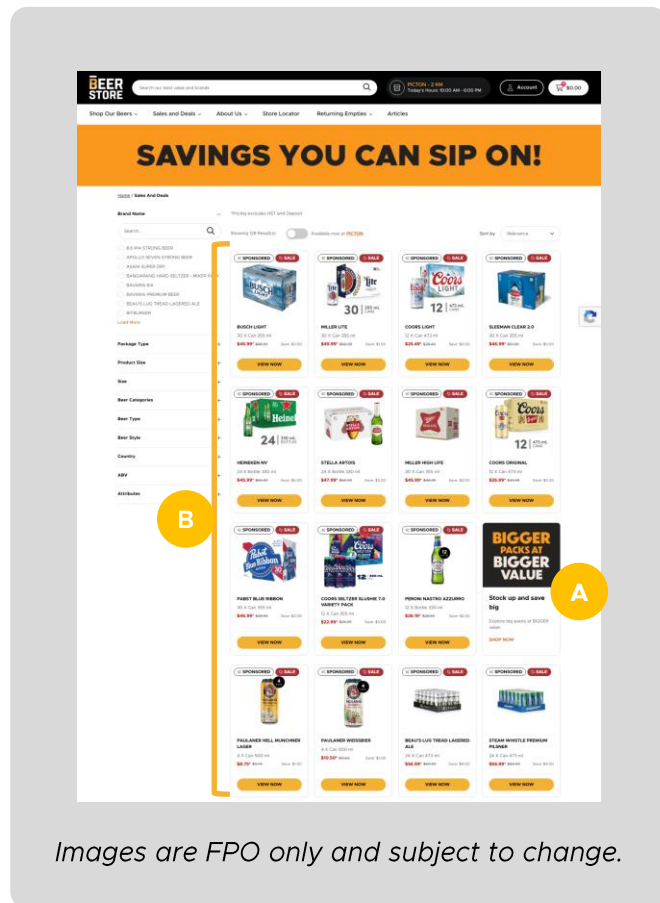
What's Included

Tier 1

- Brand Block feature on Shop Our Beers or Sales & Deals page (A).
- **SPONSORED** tag attached to your product on TheBeerStore.ca with prioritized placement (B).
- Brand Block feature and Product Tile on Flipp Flyer.
- Inclusion in TBS Digital Flyer Email.

Tier 2*

- **SPONSORED** tag attached to your product on TheBeerStore.ca with prioritized placement (B).
 - Product Tile on Flipp Flyer.
 - Inclusion in TBS Digital Flyer Email.
- *Digital Connections Tier 2 offering is included with Volume Driver, Discovery bookings and Impulse Display bookings of 50+ stores/cycle.



Images are FPO only and subject to change.

\$4,625
\$5,450

Standard Cycle
Premium Cycle

\$775
\$925

Standard Cycle
Premium Cycle

Social Reshare

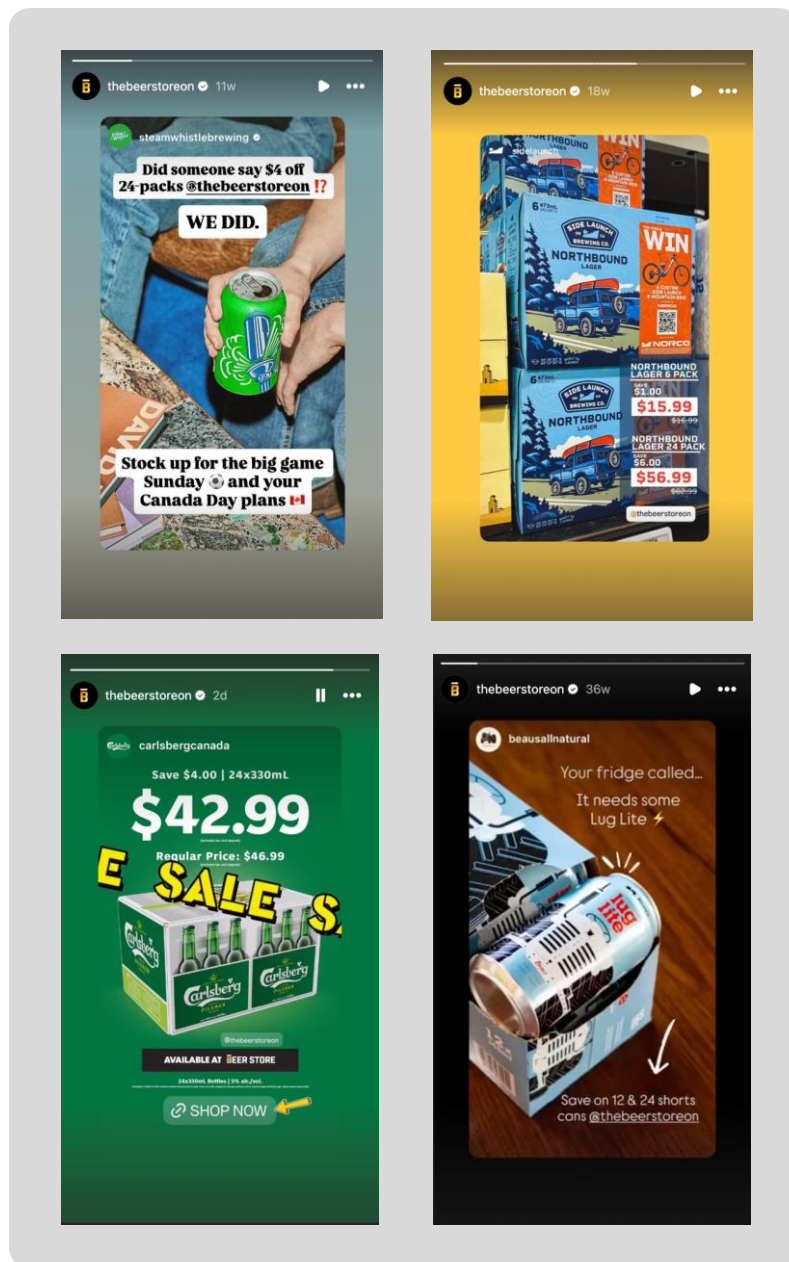
Overview

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

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

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

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



@TheBeerStoreON



BEER STORE

**Data &
Information**

Sale of Data

Overview

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

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

Applications for the current year and for historical data are accepted on an ongoing basis. Notice on 2027 deadlines and fees will be shared in January 2027 and applications will be accepted at that time.

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

Brand Assets

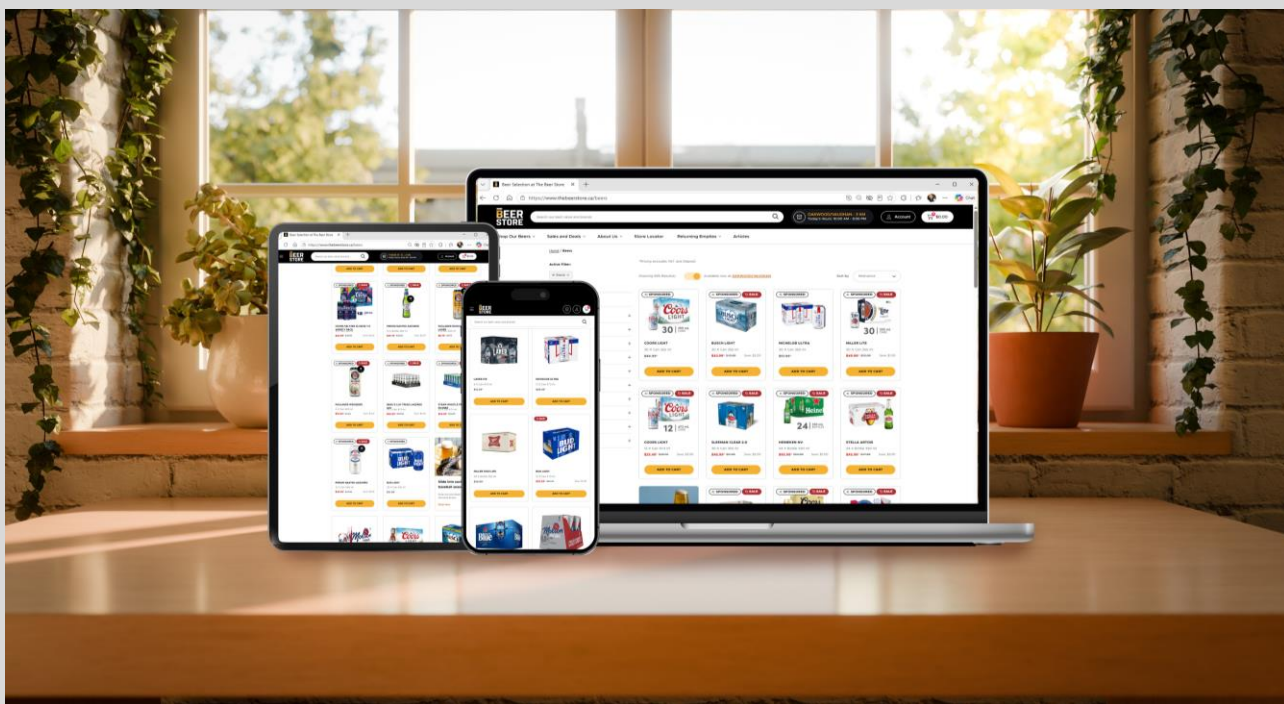
Overview

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

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

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

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



BEER STORE

Appendix

Key Information & Dates

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

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

Fees	Cycles	2027 In-Market Dates	Listing Policy Deadlines
Standard	1	January 4 - 31	Fall Major (Retail & Logistics) Listings activated Oct. 12, 2026
	2	February 1 - 28	
	3	March 1 - March 28	
	4	March 29 - April 25	
Premium	5	April 26 - May 23	Spring Major (Retail & Logistics) Listings activated April 26, 2027 <i>Applications due Dec. 5, 2026</i>
	6	May 24 - June 20	
	7	June 21 - July 18	
	8	July 19 - August 15	
	9	August 16 - September 12	
Standard	10	September 13 - October 10	Fall Major (Retail & Logistics) Listings activated October 11, 2027 <i>Applications due May 22, 2027</i>
	11	October 11 - November 7	
	12	November 8 - December 5	
	13	December 6 - January 2, 2028	

Key Information & Dates Continued

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

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

FIRST COME, FIRST SERVE – All other TBS programs will be booked through a first come, first serve booking process. The kickoff for 2027 booking will be November 2026 after the Draft concludes.

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

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

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

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

TERMS & CONDITIONS – 2027 Promotional Programs Terms and Conditions are available on [The Beer Store website](#). Program eligibility and criteria is noted within this package.

FEES - Fees presented in this package are for 2027 exclusively and do not include HST.

LET'S TALK - Contact us at brewerprograms@thebeerstore.ca

Let's Talk.

We are excited to collaborate with you and bring your brand experience to life at store and online. Let's celebrate 100 Years of Beer!

Contact us at: brewerprograms@thebeerstore.ca

Other TBS Support Contacts:



Brand Assets: ecommercesupport@thebeerstore.ca



Brand Listings & Expansions: articlemasterteam@thebeerstore.ca



Customer Experience Centre: customerservice@thebeerstore.ca



Finance: breweraccounting@thebeerstore.ca



Forecasting & Replenishment: tbsdistribution@thebeerstore.ca



Pricing: pricing@thebeerstore.ca



SFTP Site: brewsinfo@thebeerstore.ca



Store Insights & Planograms: spaceplanning@thebeerstore.ca

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