

POLICIES & PROCEDURES



Beer Discovery Policy

Effective Date: July 17, 2023

Merchandising Statement

All non-promotional display of beer product and related information will be made available to the public according to a disciplined set of rules and procedures. TBS is Brewer/Brand neutral so the methodology and practices followed to merchandise beer are meant to be objective and in accordance with the Master Framework Agreement between TBS and the Province of Ontario dated September 22, 2015.

Background

As of February 12, 2021, in order to improve the TBS customer experience, certain gondolas within the self-serve shopping section of stores are used to showcase the variety of product assortment we carry in our stores highlighting specific themes or styles of beer. This provides customers with high visibility to a merchandising program displaying specific themes or styles of interest to customers, which may change over time.

Self-Serve Merchandising Gondolas

The product may be displayed in the self-serve shopping area of a store on one or more dedicated gondolas. Placement of product is pre-planned and merchandised utilizing a planogram process to regulate the manner in which the product is presented to customers. Signage will be used to provide beer theme/style information and inform the customer about the products on display.

Gondola Merchandising Rules

To be eligible for a gondola display a brewer must have an applicable brand and sku that meets the theme or style. Any questions related to eligible skus can be addressed to the Space Planning department. Space Planning will support brewers on brand and sku selection when a brewer has been allocated merchandising space on the gondola(s).

The goal of this merchandising program in the self serve section of the store is to assist customers in locating products consistent with a relevant theme or style.

There will be two planogram resets each year for themed gondolas, consistent with the self serve store reset schedule and merchandising policy. The theme(s) will be at the discretion of TBS and may change from year to year in consideration of customer preferences, industry trends, and/or other considerations. For the Spring 2021, TBS self serve stores will feature flavoured themed products on gondola(s).

The allocation of space between Small Brewers and Large Brewers on themed gondolas will be determined by space planning in consideration of the allocation of the entire self-serve section of a store (excluding any enhance display program, feature display program, and end-cap display program fixtures) and consistent with the self serve store in-store merchandising policy.