



The Source for Entertaining Ideas

Requirements for the In-store Tasting Program

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**KNOWLEDGE RESOURCES GROUP
DEPARTMENT # 895**

INTRODUCTION

As we approach the end of the fiscal year it appears we will exceed our previous fiscal year by at least 1,000 tastings. We are also preparing to begin development of our new software which will ensure much more efficient reception and processing of tasting requests. The trade meeting in October, our eighth annual meeting, gave us a chance to share ideas and experiences that will no doubt lead to a better program for everyone but most of all for our customers.

As the manual application submission, with which we're all now familiar, is replaced by electronic application submission there will be changes in the process and so to some degree this year's requirements are transitional. Though we will try to anticipate all situations we may miss a few. If the requirements don't answer your questions it's best to contact us before going ahead with tasting applications or tasting executions.

Tasting applications, which are available through the LCBO web site or the In-store Tasting Program Administrator (I.T.A.), must be received by the deadline dates outlined in the requirements. Upon approval suppliers/agents will be sent a confirmation booking schedule indicating store(s) and date(s), which have been booked for their products.

Any questions regarding the LCBO In-Store Tasting Program and all completed tasting applications should be forwarded to the:

**In-Store Tasting Program Administrator,
LCBO Retail Division – Department # 895
55 Lake Shore Boulevard East
Toronto, Ontario
M5E 1A4
Tel. (416) 864-2559 or Fax. (416) 864-7719
EMAIL: dave.smith@lcbo.com**

IN-STORE TASTING REQUIREMENTS

The in-store tasting requirements have been developed to ensure participants in the program are aware of their responsibilities. Before applying for in-store tastings and/or demonstrating at an in-store tasting, it is essential to read the entire document.

The requirements have been divided into four main sections; the Supplier/agent, the LCBO Store Manager, the Demonstrator and Miscellaneous Information. This facilitates quick referencing. However, participants are expected to have a full understanding of all the requirements. If you have any questions regarding the requirements please contact the I.T.A. for clarification.

The In-Store Tasting Administrator (I.T.A.) and the Invoicing Clerk

1. The routine operation of the program is the responsibility of the I.T.A. who is located at LCBO Retail Division Head Office.
2. The I.T.A. is the communications link between the supplier/agents and the stores for in-store tastings.
3. The I.T.A. provides the supplier/agent and the store with full details of all bookings.
4. The I.T.A. maintains the In-Store Tasting Requirements.
5. The Invoicing Clerk is responsible for compiling and consolidating of all in-store tasting charges.

The Supplier/Agent:

1. The supplier/agent is responsible for ensuring that all in-store tastings they conduct are done in a socially responsible manner and in accordance with the current In-store Tasting Requirements.
2. The LCBO offers regular in-store tastings which typically take place on Friday evenings, Saturday afternoons/evenings and/or Sunday afternoons. We also offer Discovery Tastings which take place on Thursday evening only and if conducted by a trade representative are eligible for special considerations (please see Discovery Tasting >>>>).
3. By completing in the **Application for Permission to Conduct Tastings in LCBO Stores (LCB 1923)** either online through the MPTS portal or manually, for all regular tastings the agent/supplier may apply for an in-store tastings in selected stores which list the product. If you are applying manually and need a copy of application and the most up-to-date selected store list please go to LCBO Trade Resources Online - http://www.lcbotrade.com/programs_gpp_e_t.htm#tasting.
4. Whether completed online or manually the application (LCB 1923) must be sent to the I.T.A. by these deadline dates:

Deadline Date

Turn 11	January 13 – February 3, 2008	December 7, 2007
Turn 12	February 4 – March 2	January 4, 2008
Turn 13	March 3 – March 30	February 8, 2008
Turn 1	March 31 – April 27	February 29, 2008
Turn 2	April 28 – May 25	March 28, 2008
Turn 3	May 26 – June 22	April 25, 2008

* This list will be updated by email when the new turn dates for 2008-2009 are available.

5. The current cost of an in-store tasting by agency or third party staff is **\$17.25**, plus applicable taxes, a **\$9.00** flat rate charity charge and the cost of product used for the tasting.
6. The cost of an in-store tasting performed by LCBO staff is **\$160.**, plus applicable taxes and the cost of product used for the tasting.
7. The supplier/agent may choose two products to demonstrate during an in-store tasting.
8. In the case of low-alcohol products (7% alcohol/volume or less), when the number of flavours justifies offering an increased selection, three products may be approved for in-store tasting.

9. The product must be listed in the store in order to apply for an in-store tasting and the stock used must come from store inventory.
10. If the product is no longer carried by the store at the time of the tasting, the Store Manager is not obliged to bring it in and may choose instead to substitute product(s) or cancel the tasting.
11. The supplier/agent will be sent a notice advising them of tastings approved for upcoming periods. On receipt of this notice two (2) business days are allowed for cancellations.
12. On review and acceptance of the bookings, a tasting may not be cancelled by the supplier/agent without thirty days (30) notice in writing to the ITA.
13. If notice of cancellation is not received and acknowledged by the LCBO, we reserve the right to conduct the tasting on behalf of the supplier/agent and charge them for all staffing costs and product(s) used.
14. Tastings may be hosted by LCBO staff, the supplier's/agent's representatives or by third party demonstrators.
15. A maximum of two demonstrators is permitted at a tasting.
16. Suppliers/agents wishing to arrange for LCBO staff to host in-store tastings must indicate this on the application form.
17. **The use of off-duty LCBO staff to conduct tastings on behalf of a supplier/agent is not permitted.**
18. If a supplier/agent chooses to conduct the tasting using their staff or third party demonstrators it is their responsibility to ensure that the requirements are fully observed. The LCBO reserves the right to suspend and/or cancel a tasting if the requirements are not observed.
19. If third party staff is used, the supplier must provide the I.T.A. with the name, address and telephone number of the company in advance of the tastings. The LCBO reserves the right to cancel tastings if they have concerns regarding the third party chosen to carry out the tastings.
20. If a supplier/agent wishes to conduct the tasting they must provide staff and all the necessary materials (plastic glasses, napkins, food, etc.) for each tasting.
21. All demonstrators must meet all of the requirements established by the LCBO and be familiar with the products they are demonstrating.

- 22. The supplier/agent will contribute **\$9.00** to the In-store Tasting Program Charitable Fund for each tasting.
- 23. The supplier/agent will be invoiced at LCBO landed cost after the in-store tasting for any product used.
- 24. The Store Manager should have at least the following minimum quantities available at the start of an in-store tasting:

Suggested Order Quantities

	<u>\$5.-10.</u>	<u>\$11.-15.</u>	<u>\$16. & up</u>
23% or greater	*****	24	12
16 to 23%	36	24	12
9 % to 15.9%	48	24	*****
8.9% & below*	48	24	*****

* per sales unit (i.e. case of 4 or 6 & etc.)

- 25. The supplier/agent and/or demonstration company must verify all bookings by calling the store at least two (2) weeks in advance and checking against the online reports.
- 26. The supplier/agent must contact the Store Manager two (2) weeks prior to the tasting to confirm scheduling of the tasting and ensure adequate stock availability.
- 27. When a Store has excess inventory remaining of a product ordered especially for a tasting, the trade representative is expected to assist in reducing the inventory level to the Store Manager's satisfaction.
- 28. A food item **must** be available on the tasting bar during every in-store tasting.
- 29. Food storage and preparation is the responsibility of the supplier/agent who must make all the necessary arrangements with the Store Manager two (2) weeks prior to the tasting date.
- 30. The supplier/agent is responsible for any damage to the tasting unit and ensuring that the demonstrator cleans the tasting bar and removes all refuse at the end of each tasting. The LCBO reserves the right to charge back to the supplier/agent the cost of repairing any damage to the tasting unit and/or cleaning that may be required.

The LCBO Store Manager

1. The Store Manager is responsible for all in-store tastings conducted within their store and ensuring that they are done in accordance with the In-store Tasting Requirements.
2. Third party demonstration staff perform their duties under the guidance of the LCBO Store Manager and their delegates.
3. The following schedule must be observed for all in-store tastings unless special arrangements have been made in advance with the Store Manager:

Standard Hours of Operation

Thursday	by store arrangement (no minimum/four hour maximum)
Friday	4:00PM-8:00PM
Saturday	NOON-4:00PM or 1:00PM-5:00PM or 4:00PM-8:00PM
Sunday	1:00PM-4:00PM (or by arrangement with the store)

4. In-store tastings may not be held before 11:00AM, may not exceed four hours in length and must be completed at least one hour before the store closes.
5. The Store Manager will be advised of all in-store tastings scheduled by period for their store through the online Recap Report. This report should be referenced immediately before ordering products for upcoming tastings. It is not recommended that a printout be made of this report as it will quickly become outdated and create unnecessary confusion. If you have any questions regarding the schedule, please contact the I.T.A. as soon as possible for clarification.
6. The Store Manager should have at least the following minimum quantities available at the start of an in-store tasting:

Suggested Order Quantities

	<u>\$5.-10.</u>	<u>\$11.-15.</u>	<u>\$16. & up</u>
23% or greater	*****	24	12
16% to 23%	36	24	12
9 % to 15.9%	48	24	*****
8.9% & below*	48	24	*****

* per sales unit (i.e. case of 4 or 6 & etc.)

7. If a product substitution is necessary due to insufficient stock on the day of the tasting the Store Manager or his/her assistants should allow a substitution and advise the I.T.A., by LCBO E-Mail or telephone as soon as possible.
8. The demonstrator works under the supervision of the Store Manager and must meet all of the requirements established by the LCBO. If the Store Manager has concerns about the demonstrator's ability to perform the tasting they may cancel the tasting immediately. Any cancelled tastings must be reported to the I.T.A. as soon as possible.
9. At the conclusion of the tasting, the demonstrator must clean the tasting bar completely and remove any garbage & etc.
- 10. Under no circumstances is opened product to be removed from the store by a trade representative or a demonstrator. The Store Manager and/or their assistants must destroy all opened units at the end of the tasting.**
11. The store staff will provide the demonstrator with a copy of the Inventory Shipment/Receival Receipt (ISTR) detailing the quantity of product used for the tasting and transferred to Dep't # 734 for invoicing.

The Demonstrator:

1. The LCBO's Challenge and Refusal program is in force at tasting bars.

- **It is a serious offence to serve liquor to any person under the age of nineteen (19) or who is intoxicated.**

In accordance with the LCBO's Check 25 program, suppliers/agents or their third party demonstrators must verify the age of any person who appears to be under the age of twenty-five (25). If the person is under the age of nineteen (19) or cannot provide acceptable proof of age they must not sample.

Six forms of photo identification are prescribed in regulation to the *Liquor Licence Act*: The LCBO's BYID Card, Ontario Driver's Licence, Canadian Passport, Canadian Citizenship Card and the Canadian Armed Forces Card). These are the optimal forms of photo identification to accept when a customer is challenged for proof of age. However, if a customer presents photo identification which includes their name and birth date and is issued by a government it may also be used as proof of age. Remember, check and evaluate all identification. If the expiry date has passed or there is any doubt about its validity, ask the customer for another form of government-issued photo identification. If one is unavailable, refuse the sample and document the Challenge and Refusal.

The Store Manager or his/her assistants will provide a Challenge & Refusal Form to all demonstrators. This form must be returned to them at the conclusion of the tasting. It must be completed whenever a customer is asked to produce proof of age identification or if service is refused to an intoxicated person. **All service refusals must be reported to the Store Manager or his/her assistants immediately. Remember, LCBO staff are available to support you in challenging and refusing customers.**

Challenge and refusal is a key part of the in-store tasting program training workshop.

2. All Demonstrator's must have successfully completed the Smart Serve program and be able to present to the Store Manager the following; an original **Smart Serve Identification Card** and one piece of photo identification both in their name. **Failure to produce this identification will lead to the immediate cancellation of the tasting.**
3. The Demonstrator is responsible to the Store Manager for the execution of the in-store tasting and must be fully aware of and apply the In-store Tasting Requirements.
4. Demonstrators must be familiar with the product they are presenting and able to answer general questions from customers. Though it is not a requirement, we encourage all demonstrators to have completed at least Level I of the LCBO Product Knowledge Correspondence Course or another recognised wine, spirits and beer educational program.
5. At the discretion of the Store Manager the demonstrator may sample the product once to ensure product quality. This must be done out of customer view. Abuse of this privilege will result in the immediate termination of the tasting.
6. Each customer is allowed one sample of each product to a maximum of two samples in total.
7. The customer is not required to make a donation to charity for the samples and there should be no donation box on the tasting bar.
8. The serving size maximum limits are:

(maximum servings are based on alcohol content by volume and these levels also apply to mixed drinks)

Sample Sizes by Alcohol

23.1% or greater:	7.1 mL	(1/4 ounce)
16 to 23%:	14.2 mL	(1/2 ounce)
1% to 15.9%:	28.4 mL	(One ounce)

9. Clear plastic glasses must be used to conduct the tasting (if you wish to use glass please check in advance with the Store Manager about safety concerns and washing facilities). Plastic glasses are to be used only once and thrown away – they are never to be washed and reused.
10. A food item must be available at the tasting bar.
11. Samples are not to be pre-poured and left on the tasting bar.
12. Spittoons must be provided on the tasting bar.
13. The demonstrator must be available at the tasting bar whenever it is in operation. If the demonstrator needs to leave the bar the chalkboard sign or tent card should provide these details: "Tastings will resume at ...o'clock" (or a tent card can provide this information). The demonstrator must advise LCBO staff that they are leaving the tasting bar, remove all products and place them under the counter.
14. The Store Manager may choose to cancel a tasting if there is any lack of professionalism by the supplier/agent or third party demonstrator. For example unprofessional appearance (**for LCBO staff full uniform including name badge is required and for non-LCBO staff business casual as defined by the LCBO**), punctuality, use of a cordless telephone in view of the public or inappropriate behaviour in conducting the tasting. If a cancellation occurs the LCBO will invoice the supplier/agent for rental charges and any product(s) used.
15. A display of the product(s) may be constructed on the plinth of the tasting bar unit.
16. All POP material used to support the tasting must have prior approval from the respective LCBO Category Director. If the tasting application is approved any POP must be submitted to Category Management for review.

SIGNAGE

Point of Purchase (POP) Material

POP approved by the AGCO/LCBO, please submit to Category Management for approval, may be displayed at the tasting unit during the tasting.

The following POP are permitted:

- tent cards, recipes or product information handouts, neck tags, coupons, approved give-aways, & etc.

The following POP are not permitted:

- Items that impede the flow of traffic in the store or detract from the impact of other IMAGE programs in the store

If any POP material is left over after the tasting the supplier/agent must arrange to pick it up within one week of the tasting. If the material is not picked-up, the LCBO reserves the right to send it postage due to the supplier/agent or have it destroyed at the supplier's/agent's expense.

A SPECIAL NOTE TO SUPPLIERS/AGENTS & DEMONSTRATORS

- Reconfirm the tasting date(s) and time(s) and discuss any special requests with the Store Manager two (2) weeks prior to the tasting date.
- Ensure that your demonstrator knows the product and can answer questions from customers.
- Provide interesting POP material in take-away format such as good food matches and cooking suggestions. Confirm that the POP material required for the tasting has been delivered to the Store before the tasting date(s).
- If you are cross-promoting, ensure that you have sufficient coupons, ballots and give-aways so all customers have an opportunity to participate.
- Build a product display on the tasting bar plinth.
- Create an attractive display of food and beverage on the tasting bar counter.
- For special occasions such as Valentine's Day, Mother's and Father's Day, feature party drink suggestions and gift possibilities.

A SPECIAL NOTE TO LCBO STAFF

- If you do not hear from the agent two (2) weeks prior to the tasting, **call them or the I.T.A.**
- If a product substitution is necessary make sure you send an E-Mail to the I.T.A., and make a notation on the Tasting Report.
- If a supplier/agent does not arrive to conduct a scheduled tasting the Store Manager should try to contact them to resolve the problem and advise the I.T.A. by E-Mail.
- Review the tasting requirements with each demonstrator and make sure they understand each point.
- If it is necessary to suspend or cancel a tasting or if an unusual incident occurs advise the ITA immediately by LCBO E-Mail or telephone and be sure to make a notation on the Tasting Report.
- At the conclusion of the tasting complete the Tasting Report and the shipment transfer to Dep't # 734 and send copies of both to the I.T.A.
- The Image Booklet and the Period Recap Report have a column headed T.No. This number must be entered in the 'Reference' field when making the inventory transfer on the IMPACT system.
- Give a copy of the shipment transfer to the demonstrator so they can forward it to the supplier/agent.

- If a supplier/agent approaches you directly to book a tasting, advise them to contact the I.T.A.
- If a supplier/agent approaches you directly to provide an LCBO staff member to conduct a tasting, advise them to contact the I.T.A.

DEADLINE DATES 2008/2009

Eco Chic	February 11
California	March 10
Coolers	April 14
Summer Entertaining	May 12
Beer	June 9
Best of Food & Drink	July 7
Ontario Wines	July 28
Whisky	September 8
All That Glitters	October 6
Gifts *	Please see note
The Great Indoors	November 10
Red	December 8
Meet the Makers	January 12

*To secure tastings in Gifts (December 1 – January 4) agents must contact the store manager directly between October 14 & November 10 only for approval to do

in-store tastings. The store manager must email or FAX their approval directly to the In-store Tasting Program Administrator by November 10.