

# ENHANCED TRADE TASTINGS

## PROGRAM GUIDELINES – R.2

January 2020

The LCBO has experienced significant increases in customer engagement and conversion by offering enhanced tasting experiences that include components such as an eye-catching tasting bar set up, enticing food match, and compelling greeter. We encourage our trade partners to maximize the opportunity the LCBO's in-store tasting program provides to engage with customers one-on-one by enhancing the customer offering in keeping with the following guidelines.

### TASTINGS+ (STANDARD ENHANCEMENT)

Tastings+ may be activated at all Retail Tasting Program stores. Pre-approval of custom creative is not required; however, artwork must be in keeping with the LCBO's brand and social responsibility standards. A store manager, at his or her discretion, may instruct a supplier to remove signage if it does not adhere to LCBO standards. Suppliers seeking advice regarding LCBO standards or review of specific creative may contact the Assistant Manager of Special Events at [karen.mcgee@lcbo.com](mailto:karen.mcgee@lcbo.com).

Tastings+ components will consist of only:

- **Portable Tasting Bar Poster Insert**

Specifications: 40-pt. board, 21.9" w x 32.5" h

Creative should be clean and simple with an occasion, lifestyle and/or solution focus.



OR

- **Custom Tasting Bar** not to exceed the dimensions of the LCBO's standard bar (i.e. 5'w x 2'6"d x 3'2" h). Creative must be clean and simple; e.g. brand logo.



AND

- **Large wicker baskets (2)** for product display, provided by LCBO (optional), or cut case display.



AND

- **Banner Sign** (optional)
  - Suppliers may utilize the metal fixture provided by LCBO (where available - see store list on Trade Resources Online) and insert their own custom creative. Specifications: 40-pt white board; 20"w x 70"h (allow 2" at top and 3" at bottom for live area clearance), or
  - Suppliers may provide their own banner sign, not to exceed 3' w x 6' h.

One banner sign only may be displayed, positioned adjacent to the tasting bar.



### Application Process:

Suppliers wishing to execute Tastings+ programs should follow the usual process when applying for tastings; i.e. submit an application via the online In-store Tasting Program System (ITPS) by the published deadline.

No MPTS submission is required and custom creative does not require pre-approval.

Tastings+ will be allocated in the same manner as regular tastings; i.e. priority is based on IMAGE participation.

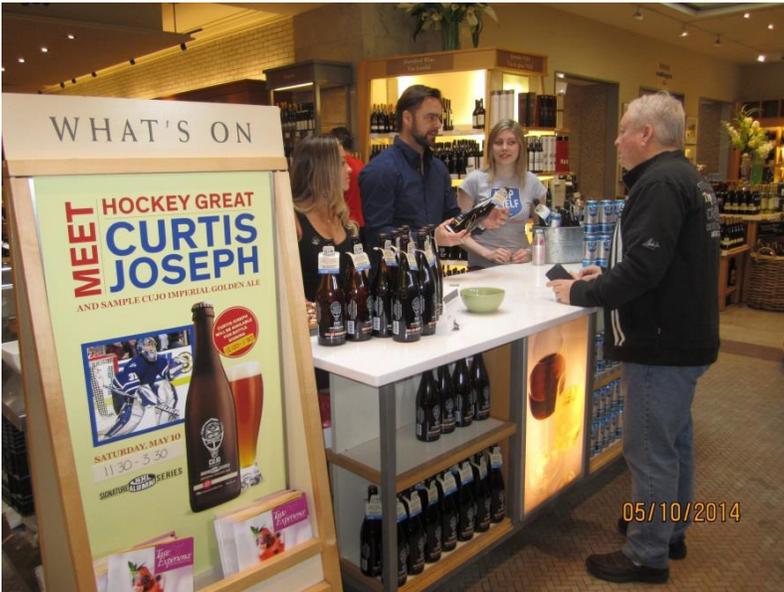
There are currently no additional fees to participate.

### ENHANCED ACTIVATIONS

Tastings that include any components beyond those described above will be considered an Enhanced Activation and must be reviewed and approved in advance by the LCBO Assistant Manager of Special Events. Enhanced Activation requests should be submitted to [karen.mcgee@lcbo.com](mailto:karen.mcgee@lcbo.com) at least nine (9) weeks prior to the first activation.

Enhanced Activations include tasting enhancements such as celebrity appearances, bottle engravings, or an entertainment element; e.g. musicians, dancers.

The maximum allowable footprint is 10' x 10'. Programs to be executed in multiple locations should be scalable so that they may be accommodated within all desired stores.



### Application Process:

Once the plan has been reviewed and accepted by Special Events, the supplier must reserve the desired location(s) by submitting an application via ITPS. Priority may be given to Enhanced Activation applications based on the customer offering and alignment with LCBO promotions.

No MPTS submission is required.

**NEW:** The fee to participate in Enhanced Activations is \$75 plus HST. The regular \$15 charity charge applies. Programs taking place in Event Kitchens over multiple days may be subject to room rental fees. Special Events will advise at the time of review of any associated fees.

## ADDITIONAL COMPONENTS

The following may be included as part of a Tastings+ or Enhanced Activation program:

- Table runner (2.5' w x 6' l) – may not obscure tasting bar poster insert.
- Easel-back table sign (max. 12" w x 15" h)
- Table-top bottle glorifier
- Recipe cards
- Small props displayed on tasting bar; i.e. ingredients for product education (e.g. botanicals), bar tools, fruit bowl, flowers.
- Themed attire (Note: Applies only to Enhanced Activations conducted by third-party demonstrators.)

## THINGS TO KEEP IN MIND WHEN FORMULATING YOUR PLANS:

- Custom creative must follow AGCO advertising guidelines, as well as LCBO brand and social responsibility standards.
- Photo experiences (e.g. standees) may not be approved if they contravene the LCBO's obligations under the Freedom of Information and Protection of Privacy Act (FIPPA). Special Events will provide advice regarding requirements to ensure compliance.
- Tastings typically cannot accommodate components requiring electricity (e.g. video screens). Proposals that incorporate these components should be reviewed with the Special Events team. Stores are not equipped with WIFI. Wireless devices are acceptable.
- Vinyl floor cling is not permitted.
- Custom signage and event components must be delivered to the host store on the date of the tasting and removed immediately following the tasting. LCBO stores will not receive and/or store program components on behalf of the host supplier.

## RECOMMENDATIONS FOR MAKING YOUR ENHANCED ACTIVATION A SUCCESS

- We recommend providing a greeter to distribute collateral at the store entrance and encourage participation in your tasting. This is a very effective way of increasing participation in your sampling.
- Contact the store at least one week prior to confirm product availability and the details of your enhancement plan.
- Consider elevating the experience with a themed food match and/or themed staff attire.
- Be sure to provide demonstrators the best possible training and product education in order to share their knowledge and passion with customers.
- Consider providing two product demonstrators so that one may conduct a mobile tasting. (See details below.)

### Mobile Tasting Program - Process

The demonstrator will prepare the samples for tasting at the traditional stationary tasting bar. Samples can be neat, mixed or in a cocktail. Once the samples are prepared, the demonstrator will load their tray with the

beverage samples and their food match. The demonstrator will secure any unused alcohol product under the tasting bar, before leaving the tasting bar to circulate the store and sample customers. Samples and/or opened alcohol will not be left unattended (unless secured) at any time.

In order to maintain our social responsibility standards and store cleanliness requirements, the tasters will be required to stay with the customer while they sample the product and retrieve the discarded tasting cup/napkin when the customer is done sampling. Any customers that require an identification check (under 25 years old) will need to return with the demonstrator to fill out any required paperwork at the tasting bar (if applicable).

Demonstrators are encouraged to sample customers browsing in all areas of the store, not just the section in which the product being sampled is on shelf. The demonstrator cannot leave the LCBO store with samples (i.e. no sampling outside on the sidewalk).

If companies choose to do so, they may have two demonstrators attend the tasting, one who will circulate and one who will stay at the bar.

**All other normal rules and regulations to this tasting program do apply.** Please visit <http://www.doingbusinesswithlcbo.com/tro/Promotional-Programs/LCBO-Programs/Experience-Programs/Tasting-Programs.shtml> for more information.

**NOTE:** Use of third-party demonstrators at LCBO staff-led-only stores must be approved in writing by Special Events. Please review "LCBO & Vintages Tastings, Events & Activations" for details.

## ATTIRE STANDARDS

It is important that your staff appear professional when working in our stores. Below are some guidelines. Details regarding special attire should be discussed with the Assistant Manager of Special Events.

- Both men and women must wear slacks that cover the ankles.
- Collared shirts for men
- No cleavage or midriffs should be visible
- No excessively tight-fitting clothing
- No spaghetti straps
- No yoga pants
- Accessories should be conservative.
- Close-toed shoes must be worn.



**NOTE:** LCBO staff conducting tastings will wear the standard LCBO uniform.