



Requirements for the In-store Tasting Program

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INTRODUCTION

The In-store Tasting Requirements is the 'how-to' manual for the In-store Trade Tasting Program. It not only covers the rules and regulations for participating in the program but also provides important details on using the online application system. It is required reading for anyone who wishes to participate in the program. If you are unable to find an answer to your question(s) after having reading the requirements call the In-store Tasting Administrator (I.T.A.) for additional information.

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

**In-Store Tasting Program
LCBO Merchandising Division – Department # 905
55 Lake Shore Boulevard East
Toronto, Ontario M5E 1A4
Tel. (416) 864-6758 EMAIL: instoretastings@lcbo.com**

IN-STORE TASTING REQUIREMENTS

The in-store tasting requirements have been developed to ensure all participants 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 In-Store Tasting Administrator (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 Merchandising Division Head Office.
2. The I.T.A. is the 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 through the online booking system.
4. The I.T.A. maintains and updates the In-Store Tasting Requirements.

5. The Invoicing Clerk is responsible for compiling and consolidating all in-store tasting charges and creating invoices. If an agent has a special request for invoicing they must add it as a 'Notes' to the application and if it is possible we will allow the request.

The Supplier/Agent

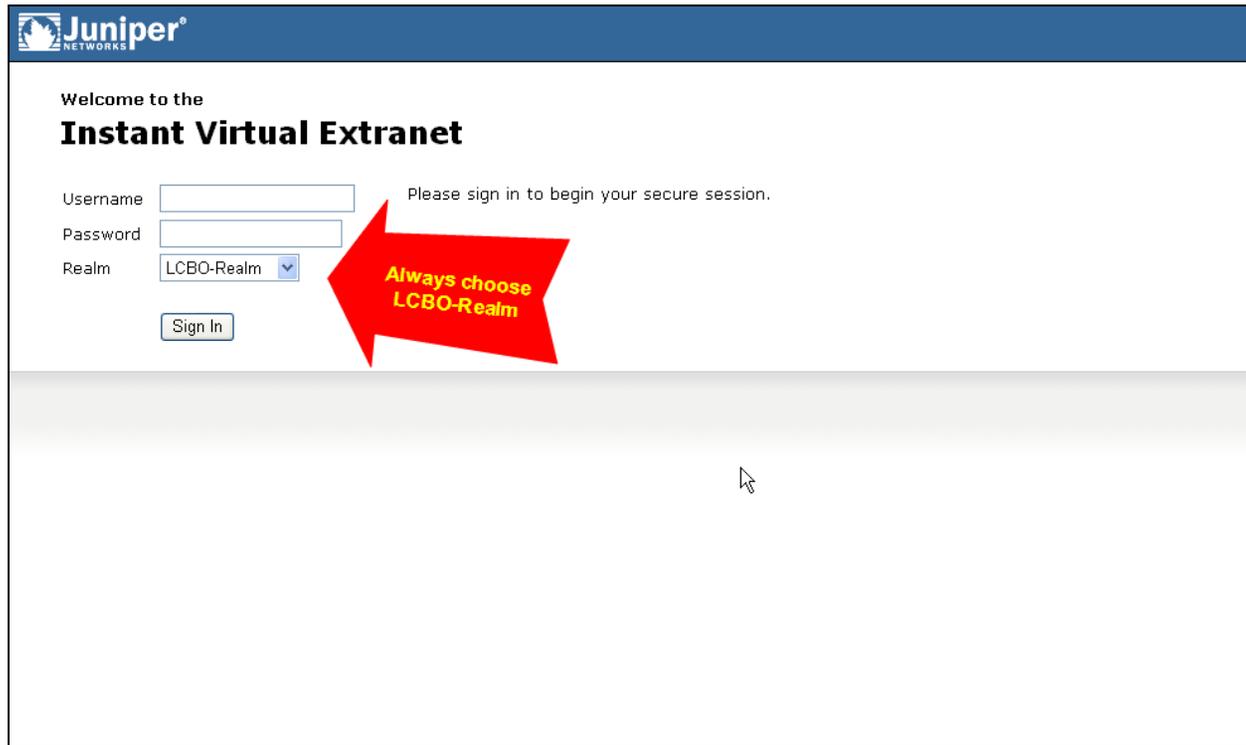
1. The supplier/agent is responsible for ensuring that all in-store tastings are conducted in a socially responsible manner and in accordance with the current In-store Tasting Requirements.
2. The LCBO offers regular in-store tastings which typically take place on Thursday and Friday evenings, Saturday 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). If a tasting is a Discovery Tasting the agent must place that information in the 'Notes' section of the application.
3. Tastings may be conducted by qualified agency staff, third party demonstrators or, in selected stores, LCBO staff.
4. Agents may apply for in-store tastings by completing an online application.
5. To get access to the online booking system agents must submit a Trading Partner Access Request (TPAR) at this web location:

http://www.lcboaccess.com/trading_partner_access_request/

6. The In-store Tasting application must be made in accordance with the deadline dates which are listed on the bulletin board in the In-Store Tasting application. To keep up with any deadline updates you must look at the online bulletin board regularly.

Using the Online In-store Tasting Program Software (ITP)

1. To sign-on to ITP you must first access the LCBO extranet site, go to - <https://www.lcbonet.com> and enter your username and password and for Realm select LCBO-Realm.



Juniper®
NETWORKS

Welcome to the
Instant Virtual Extranet

Username Please sign in to begin your secure session.

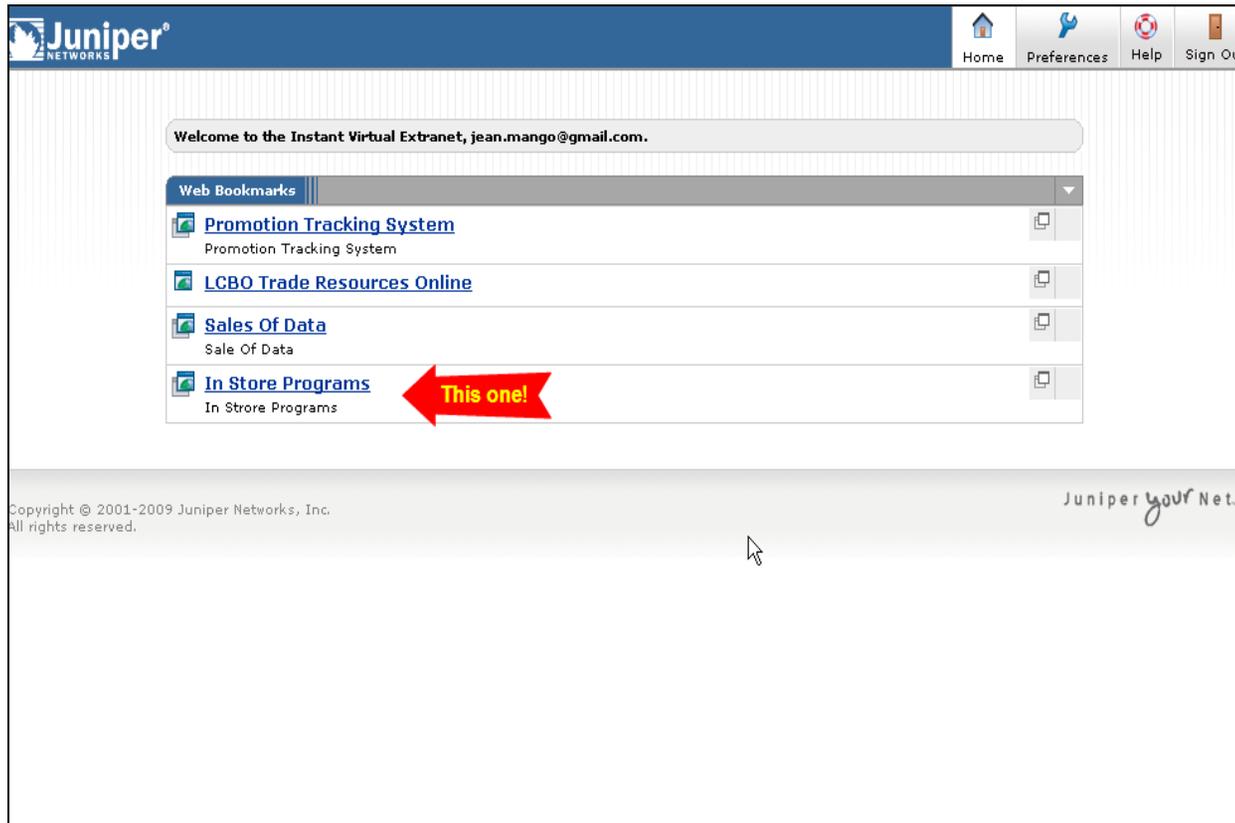
Password

Realm ▼

Always choose LCBO-Realm

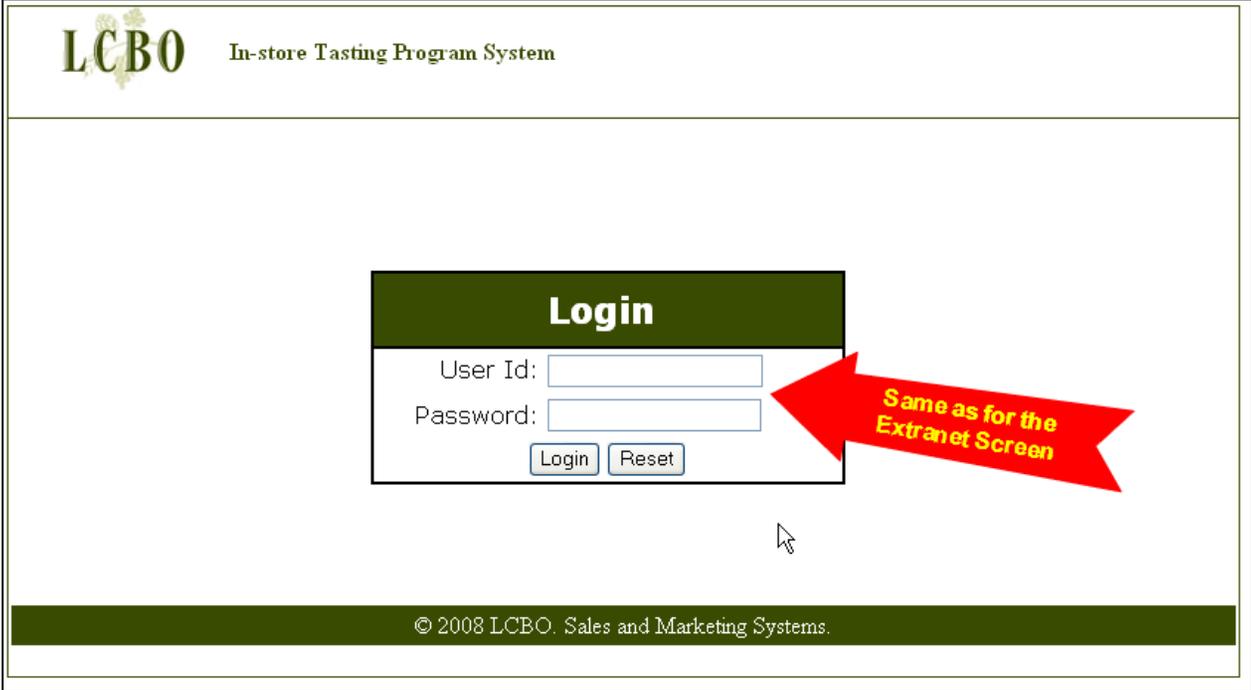
LCBO Extranet Opening Screen

This will bring you to the menu screen where you select 'In Store Programs'.



LCBO Realm Menu Screen

2. This will bring you to the In-store Tasting Program Login screen – the username and password are the same as for the LCBO Extranet and must be entered again.



LCBO In-store Tasting Program System

Login

User Id:

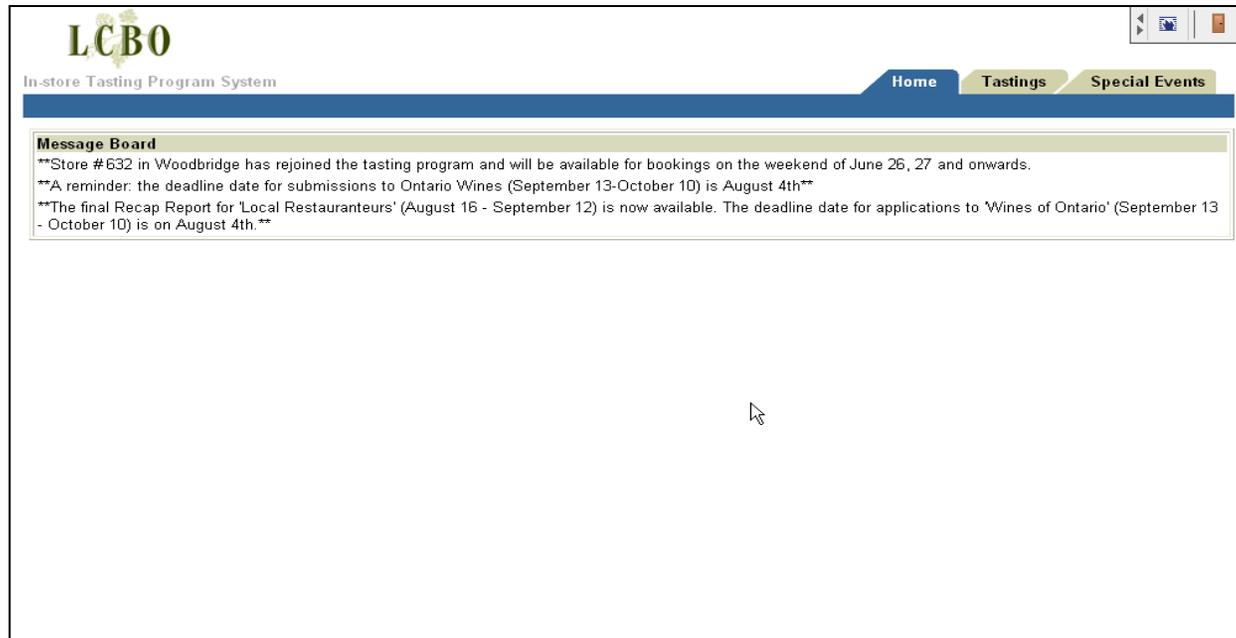
Password:

Same as for the Extranet Screen

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In-store Tasting Program Sign-on Screen

3. This will bring you to the home page. The home page contains general messages on tasting events such as; deadline updates, information upload notices, change of store status information & etc.



In-store Tasting Program Home Page

4. From the home page you may select the 'Tastings' tab for in-store tastings and 'Special Events' for tastings in the Special Events stores which are; Stores 10 and 511 (these stores change periodically and you can find the most up-do-date list by choosing the Special Events tab, starting an application and looking at the stores listed in the stores 'Available' box)..
5. If you select 'Tastings' it will bring you to the Tastings Application Search page.

LCBO
In-store Tasting Program System

Home Tastings Special Events

Applications | Reports |

Applications **Tasting Application Search**

Search
Notes

Create New Application
Is this for a Vintages Release Date Tasting? Yes No

Begin Here!

Search Export To Excel Clear Search Filters Clear Sort Filters Go to page: 1 2 3

Turn	Agent Name	Agent Number	LCBO Numbers	Number Stores	Created Date	Application ID	Status	Vintages Release Date Tasting
200905	<input type="text"/>	<input type="text"/>	<input type="text"/>			<input type="text"/>	<input type="text"/>	<input type="text"/>
200905	DIAGEO CANADA INC.	0155	103978, 282277	19	05 Jun 2009	1862	Processed	No
200905	DIAGEO CANADA INC.	0155	103978, 609925	39	05 Jun 2009	1863	Processed	No
200905	DIAGEO CANADA INC.	0155	103978, 609925	16	05 Jun 2009	1864	Processed	No
200905	DIAGEO CANADA INC.	0155	54262, 126599	18	05 Jun 2009	1865	Processed	No
200905	DIAGEO CANADA INC.	0155	74682, 126599	20	05 Jun 2009	1867	Processed	No
200905	DIAGEO CANADA INC.	0155	1784	10	05 Jun 2009	1868	Processed	No
200905	DIAGEO CANADA INC.	0155	1784	3	05 Jun 2009	1869	Cancelled	No
200905	DIAGEO CANADA	0155	609925	7	05 Jun 2009	1870	Cancelled	No

Application Screen

- To begin an application you must indicate whether it is a regular application or a Vintages Release Date application.
- We will deal with Vintages tastings first (since booking on the Vintages Release Day/weekend only), then the regular tastings afterwards.

8. Then you must select the correct thematic period from the drop down box.
9. Select 'Create New Application' and this will bring you to the Tasting Programs screen. Your agency information will populate automatically and you may change the contact person and email address for each application.

The screenshot displays the LCBO In-store Tasting Program System interface. At the top, the LCBO logo is on the left, and navigation tabs for Home, Tastings, and Special Events are on the right. Below the logo, the text 'In-store Tasting Program System' is visible. A blue header bar contains 'Applications' and 'Reports'. The main content area is titled 'Tastings Program' and shows a search bar with 'Status: Incomplete'. A sidebar on the left has 'Applications', 'Search', and 'Notes' buttons. The 'General Information' section includes a 'Promotional Turn' field with the value '200907' and a 'Tasting Type' dropdown menu set to 'Regular Tasting'. The 'Agent Information' section features a 'Name' field with 'DIAGEO CANADA INC.' and a 'Contact Information (On File)' section listing 'Contact Name: CRAIG DUNFORD', 'Address: 2623 DUNWIN DRIVE, UNIT 1, MISSISSAUGA, ONTARIO L5L 3N9', 'Phone: 416-626-2000', 'Fax: 416-626-2688', and 'Email: CRAIG.DUNFORD@DIAGEO.COM'. To the right of this, a section titled 'Enter contact information if different from file:' contains empty input fields for 'Contact Name', 'Phone Number', 'Fax Number', and 'Email'.

Application Screen – Agent Information Detail

10. Use the Demonstrator drop down box to select who will be doing the tasting – if it's your own staff then select Agent/demonstrator". If you cannot find the company that will be doing the tastings listed then you must have them apply to the I.T.A. to be added to the demonstrator list before you can complete your application.

Demonstrator

* Demonstrator: *If you wish to use a demonstrator other than those listed, please contact LCBO

Click this button to retrieve contact information for the selected demonstration company.

Contact Information (On File): Enter contact information if different from file:

Contact Name:	Contact Name:	<input type="text"/>
Address:	Address:	<input type="text"/>
City:	City:	<input type="text"/>
Postal Code:	Postal Code:	<input type="text"/>
Phone Number:	Phone Number:	<input type="text"/>
Fax Number:	Fax Number:	<input type="text"/>
Email:	Email:	<input type="text"/>

Application Screen - Demonstrator Detail

11. You must enter the LCBO numbers of the products to be tasted. If a store does not carry the product(s) entered that store will not come up as a choice in the selection of stores in the 'Available' box

Products

* LCBO Number 1:

LCBO Number 2:

LCBO Number 3:

Tastings Program Screen - Products Detail

12. You must enter the preferred days for your tastings – the default is Saturday but you can change that and/or add any combination of days from Thursday to Sunday.

Days and Locations

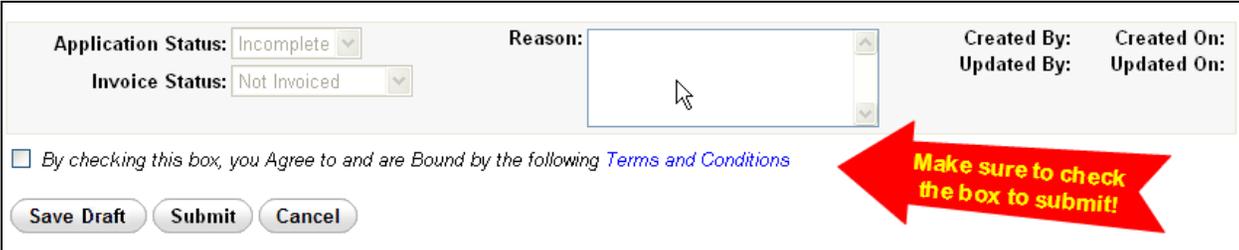
Preferred Days: Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Please refresh store list each time a product is added or updated

Available		Selected
<input type="text"/>	<input type="button" value="→ select"/> <input type="button" value="← deselect"/>	<input type="text"/>

Application Screen – Days & Locations Detail

13. If you need a particular date you can enter a request in the 'Notes' of the application and if possible we will accommodate the requested date(s). ****You can only enter 'Notes' once you have submitted the application****
14. You must then enter 'Update Store List' and the stores which carry the product(s) you've selected will appear in the left-hand 'Available' box.
15. To add stores to your application you must transfer them from the left-hand stores 'Available' box to the right-hand stores 'Selected' box. This can be done by highlighting the store or stores with your mouse then clicking on the select arrow button or by double clicking the store text line. You can remove stores from the right-hand 'Selected' box in the same way using the deselect arrow button.



The screenshot shows a form with the following elements:

- Application Status:** Incomplete (dropdown menu)
- Invoice Status:** Not Invoiced (dropdown menu)
- Reason:** A text input field with a mouse cursor.
- Created By:** (text field)
- Created On:** (text field)
- Updated By:** (text field)
- Updated On:** (text field)
- By checking this box, you Agree to and are Bound by the following [Terms and Conditions](#)*
- Buttons:** Save Draft, Submit, Cancel

A red arrow points to the checkbox with the text: **Make sure to check the box to submit!**

Tastings Program Screen – Save Draft & Submit Segment

16. Once you have completed selecting the stores you may choose either 'Save Draft' which allows you to recall and continue working on the application or 'Submit' the application for

consideration after which you can no longer make changes to it. If you choose to 'Submit' the application you must agree to the terms and conditions by checking off the box above and to the left of the Submit button. After either clicking on the Save or Submit button, the 'Cancel' button returns you back to the default Tasting Application Search screen. If you do not wish to Save or Submit the application, click on the Cancel button and the application will not be saved.

- To find applications you have either saved or submitted select the 'Search' option on the left-hand side command bar.

LCBO
In-store Tasting Program System

Home Tastings Special Events

Applications | Reports

Applications Tasting Application Search

Search

Notes

Create New Application
Is this for a Vintages Release Date Tasting? Yes No

Search Export To Excel Clear Search Filters Clear Sort Filters Go to page: 1 2 3

Turn	Agent Name	Agent Number	LCBO Numbers	Number Stores	Created Date	Application ID	Status	Vintages Release Date Tasting
200905								
200905	DIAGEO CANADA INC.	0155	103978, 282277	19	05 Jun 2009	1862	Processed	No
200905	DIAGEO CANADA INC.	0155	103978, 609925	39	05 Jun 2009	1863	Processed	No
200905	DIAGEO CANADA INC.	0155	103978, 609925	16	05 Jun 2009	1864	Processed	No
200905	DIAGEO CANADA INC.	0155	54262, 126599	18	05 Jun 2009	1865	Processed	No

Tastings Program Screen – Left-side Command Bar Side & Top Detail

18. The search function is controlled by the 'Search' button to the right of the command bar on the left-side of the screen and the 'Turn' textbox immediately below the 'Search' button. Ensure that you select the correct turn to filter your applications properly.
19. The applications for the specified period will appear and on the right-side of the screen status of the application is displayed. If the status is Incomplete then you must submit the application, if it is Pending then the application has been submitted but tastings have not yet been allocated, if it is Processed the allocation is complete and the Recap Report can be run to find awarded tastings. If the application is Cancelled this can be because the application was unsuccessful in getting any tastings or you requested that it be cancelled, if you're not sure why the application was cancelled then contact the I.T.A.
20. Incomplete applications will not be considered for booking as they have not been submitted, so we recommend that before a deadline you ensure that all your applications for that period are 'Pending'.
21. You may continue to work on applications that have been saved as drafts but after the application has been submitted you can no longer access it to make changes. It is recommended that you save applications as drafts until you are finished adding stores to them and submit them only when they are complete.
22. If you need to draw attention to specific requirements (e.g. a particular date for the booking or a range of dates) you can add 'Notes' to the application only after it has been submitted. Be sure to check back periodically to see if the 'Notes' have been processed or if there is a note for you.

23. To review what has been booked select the 'Reports' tab from the command bar at the top of the screen this will take you to the 'Reports' page.
24. By selecting the Recap Report you will get a full summary of tastings booked for products under your agency number.
25. As noted earlier we will discuss the differences between booking a regular tasting and a Vintages Release Day tasting.
26. When you select a Vintages Release Day tastings the application screen will highlight this choice.

LCBO
In-store Tasting Program System

Home | Tastings | Special Events | Configuration

Applications | Invoicing | Reports

Tastings Program - VINTAGES Release Date Tasting
Status: Incomplete

Application ID:
Date Received:

General Information

* Promotional Turn: 200907 * Tasting Type: Regular Tasting VINTAGES Release Date Tasting

Agent Information

* Name: (DO NOT USE) UNITED DISTILLERS INC - 5224

Retrieve Agent Information Click on this button to retrieve contact information for the selected agent.

Contact Information (On File): Enter contact information if different from file:

Contact Name:
Address: Contact Name:
Phone: Phone Number:
Fax: Fax Number:
Email: Email:

Demonstrator

Vintages Release Day Tasting Application Screen – Top Detail

27. There are two differences with Vintages Release Day applications, a restricted number of stores to choose from and date rather than day selection.
28. The 'Available' stores are already listed in the Vintages Release Day application as it does not check products against store inventory. If the Vintages Buyers approve your application the product will be sent to the stores approved by the Store Allocations Coordinator in time for the tasting.

Fax Number: Fax Number:

Email: Email:

Products

* LCBO Number 1:

LCBO Number 2:

LCBO Number 3:

Days and Locations

Preferred Days: Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Requested Release Date: 

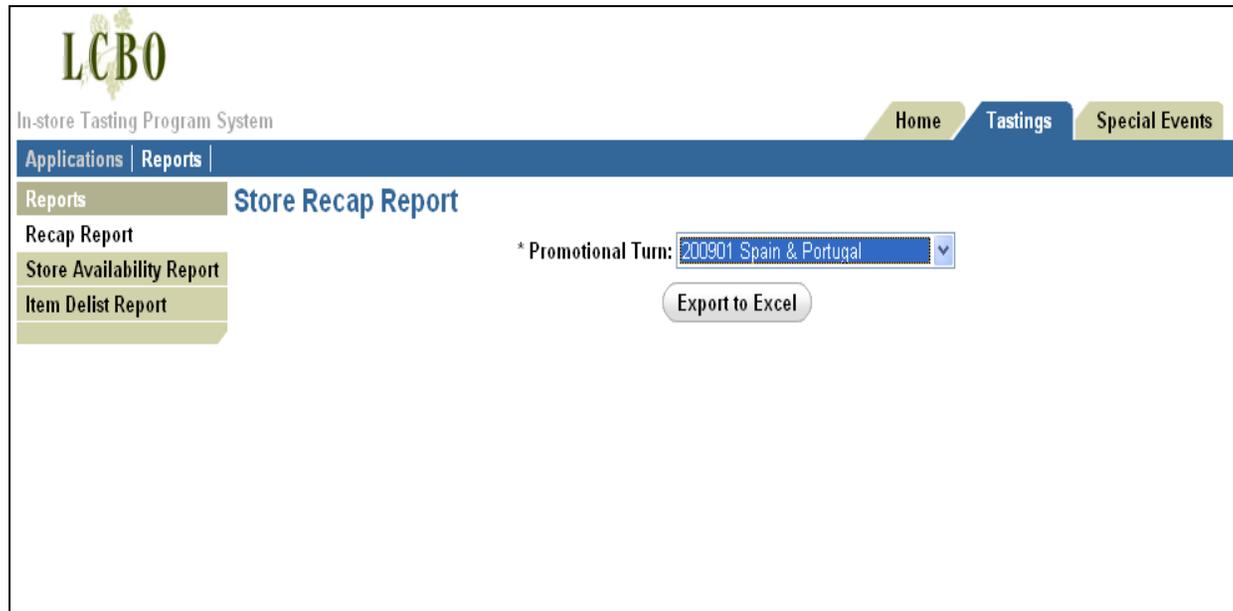
Available		Selected
15 - 232 DUPONT STREET - TORONTO-CENTRAL	<input type="button" value="→"/>	<input type="text"/>
21 - 737 GOLF LINKS ROAD - ANCASTER	<input type="button" value="←"/>	
148 - 270 NORTH SERVICE ROAD WEST - OAKVILLE		
164 - 147 LAIRD AVENUE - TORONTO-CENTRAL		
217 - 2 COOPER STREET - TORONTO-CENTRAL		
243 - 1980 BANK STREET - OTTAWA		
253 - 195, THE DONWAY WEST - TORONTO-NORTH YORK		
346 - 7850 WESTON ROAD - WOODBRIDGE		
371 - 930 SOUTHDOWN ROAD - MISSISSAUGA		
393 - 109 FANSHAWE PARK ROAD - LONDON		

Count Selected: N/A

Vintages Release Day Tasting Application Screen – Middle Detail

29. You may select one Vintages release date from the calendar (and only Vintages release dates as other date selections will be disregarded).
30. All Vintages Release Day applications are approved by the Vintages buyers and you must run the Recap Report, as explained below, in order to determine whether your application has been approved.

31. Other than the application process Vintages Release Tastings are subject to the same execution requirements as regular in-store tastings.



Store Recap Report Screen

32. The first selection is the 'Recap Report' which provides an up-to-date record by agent number and period of what has been booked by store, date and shift.

33. Use the drop down menu to select the thematic period.

34. The Recap Report will take a few minutes to process and will be downloadable to EXCEL format.
35. You may select the 'Store Availability Report' from the command bar at the left-side of the screen. The 'Store Availability Report' provides an up-to-date record of dates and shifts by store that remain available during a thematic period.
36. When the booking process for each thematic is complete a notice will be posted on the home page advising you of the pick-up deadline date. The first two days of the pick-up period will be for cancellation and the remainder, usually two days, will be for available stores and dates.
37. If you wish to book a tasting within the period, these are called 'ad hoc' tastings, an application must be submitted using the same procedure described for pick-up bookings. You cannot try to book 'ad hoc' tastings for future periods – all bookings for future periods will be handled by IMAGE allocation.

The Supplier/Agent – continued (from Page 4)

Pricing Effective January 2020

Tasting Type	Bar Price	Staffing Price	Charity
Regular	\$50*	\$0	\$15
Enhanced	\$75*	\$0	\$15
LCBO Staff-led	\$0	\$230 (includes supply costs)*	\$15
Mixed Agent/Association	\$75*	\$0	\$15

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) **three** products may be requested 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 for the in-store tasting must come from store inventory.
10. If it is a new product the agent must provide the I.T.A. with the LCBO forced list of stores for the product via email. The email must contain the period requested, the LCBO number and name of the product and the stores from the LCBO forced list where they would like to book tastings and the preferred days (Th., Fri., Sat., Sun.).

11. If the product is no longer carried by the store at the time of the tasting, the Store Manager is not required to bring it in and may choose instead to substitute product(s) or cancel the tasting.
12. The supplier/agent views all tastings booked for them by accessing the Recap Report online.
13. On review and acceptance of the bookings, a tasting may not be cancelled by the supplier/agent without at least five weeks' notice and the cancellation request must be added as a 'Notes' to the original application.
14. 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 an LCBO staff tasting and the product(s) used.
15. Tastings may be hosted by LCBO staff (in select stores), the supplier's/agent's representatives or by third party demonstrators.
16. A maximum of two demonstrators is permitted at a tasting.
17. Suppliers/agents wishing to arrange for LCBO staff to host in-store tastings must indicate this on the application. It may not always be possible to provide LCBO staff to conduct tastings and the agent will be advised as least four weeks before the tasting if it is not possible.

18. **The use of off-duty LCBO staff to conduct tastings on behalf of a supplier/agent is not permitted.**
19. If a supplier/agent chooses to conduct the tasting using their staff or third party demonstrators it is their responsibility to ensure that the in-store tasting requirements are fully observed. The LCBO reserves the right to suspend and/or cancel a tasting if the requirements are not observed.
20. 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.
21. 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. **The LCBO will not provide anything other than the tasting bar and the product.**
22. All demonstrators (agency staff and third party) must meet all of the requirements established by the LCBO and be familiar with the products they are demonstrating.
23. The supplier/agent will contribute **\$15.00** to the In-store Tasting Program Charitable Fund for each tasting.
24. The supplier/agent will be invoiced at LCBO landed cost after the in-store tasting for any product used.

25. The Store Manager should have at least the following minimum quantities available at the start of an in-store tasting:

26. Suggested Order Quantities

27.	<u>\$5.-10.</u>	<u>\$11.-15.</u>	<u>\$16. & up</u>		
28.	23% or greater	*****	24		12
29.	16 to 23%	36	24		12
30.	9 % to 15.9%		48	24	*****
31.	8.9% & below*	48	24		*****

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

33. The supplier/agent or their demonstration/tasting company must contact the Store Manager two (2) weeks prior to the tasting to confirm scheduling of the tasting and ensure adequate stock availability.

34. A food item must be available on the tasting bar during every in-store tasting. All food items must be offered as individual servings on the tasting bar, as well as hand cleanser and napkins.

35. 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.
36. The supplier/agent is responsible for any damage to the tasting bar 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

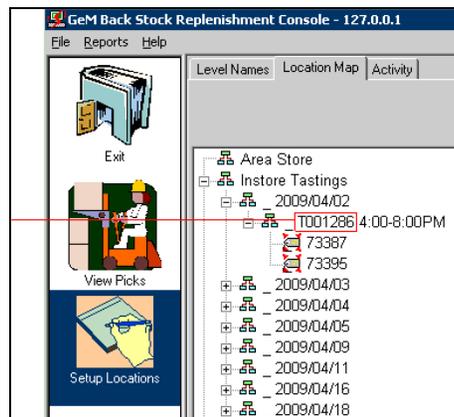
1. The Store Manager is responsible for all in-store tastings conducted within their store and ensuring that they are done in accordance with the In-store Tasting Requirements.
2. The demonstrator works under the supervision of the Store Manager and must meet all of the requirements established by the 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. via LCBO E-Mail.
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 Tasting Bar Operation

Thursday	4:00PM-8:00PM
Friday	4:00PM-8:00PM
Saturday	11:30AM- 3:30PM & 4:00PM-8:00PM 1:00PM-5:00PM (<i>stores closed earlier than 9PM</i>)
Sunday	Noon-4:00PM (<i>or by arrangement with the store</i>)

4. In-store tastings should be conducted in accordance with the standard hours of tasting bar operation however if special arrangements are made with the store manager the following rules must be observed. 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 Location Map. The Tnumber, shift and products to be tasted will be displayed. The Recap Report will also be sent out with the Sales & Marketing Bulletin each week and can be used along with the Location Map to provide a longer window of tastings.
6. The Location Map has a fourteen day preview and does not retain records after the day of the tasting so it's best to process the Inter Store Transfer (IST) the day of the tasting.
7. If the date and Tnumber appear but no LCBO numbers please contact the I.T.A.



8. 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.)

9. If a product substitution is necessary due to insufficient stock on the day of the tasting the Store Manager or designate should allow a substitution and advise the I.T.A., by LCBO E-Mail instoretastings@lcbo.com.

10. At the conclusion of the tasting, the demonstrator must clean the tasting bar completely and remove any garbage & etc. If this is not done and LCBO staff must clean-up the tasting bar, advise the I.T.A. and a charge will be processed against the supplier/agent for the cost of the clean-up.

11. **Under no circumstances is opened product to be removed from the store by a trade representative or a demonstrator. The Demonstrator or Store Staff must destroy all opened product at the end of the tasting.**

12. 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.

Seven forms of photo identification are prescribed in the regulations;

Ontario Driver's Licence, LCBO BYID Card, Canadian Passport, Canadian Citizenship Card, Canadian Armed Forces Identification Card, Certificate of Indian Status Card & Permanent Resident 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 designate 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 designate immediately. Remember, LCBO staff is 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. All demonstrators must have successfully completed "**Serve-Ability: Transforming Ontario's Customer**". This online training module may be accessed by any computer, is designed for self-study and takes approximately 45 minutes to view and complete the training. It is available at the following website address: www.mcsc.gov.on.ca/mcsc/serve-ability/splash.html. Once the demonstrator has completed the course they must provide the LCBO with an updated Accessibility Standards for Customer Service (Ontario Regulation 429/07) Certificate.

4. The demonstrator is responsible to the Store Manager or their designate for the execution of the in-store tasting and must be fully aware of and apply the In-store Tasting Requirements.
5. The demonstrator must be familiar with the product they are demonstrating 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.
6. 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.
7. At the discretion of the Store Manager on-duty LCBO staff may sample the product observing the same rules and regulations as other customers. It is recommended that if LCBO staff are allowed to sample the product it be done out of customer view before or after the consumer tasting.
8. Each customer is allowed one sample of each product to a maximum of two samples in total.
9. 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.

10. 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	(1 ounce)

11. In the case of mixed drinks the product with the highest level of alcohol is used to determine the sample size.

12. 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. It is the responsibility of the demonstrator to bring glasses to use during the tasting, the LCBO will not provide them.

13. Spittoons must be provided on the tasting bar.

14. Samples are not to be pre-poured and left on the tasting bar.
15. The demonstrator must be available at the tasting bar whenever it is in operation. If the demonstrator needs to leave the bar a tent card should provide these details: "Tastings will resume at ...o'clock". The demonstrator must advise LCBO staff that they are leaving the tasting bar, remove all products and place them under the counter.
16. **Under no circumstances is product to be removed from the store by a trade representative or a demonstrator. The product must be used only for in-store tasting and all opened product leftover from the tasting must be destroyed by the demonstrator or store staff as a part of the bar clean-up.**
17. 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 cell 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.
18. We ask that all demonstrators refrain from using heavily scented perfume or cologne when conducting tastings as this may interfere with product tasting.

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).
- Create an attractive display of food and beverage on the tasting bar counter.