

BCL Update

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Category Manager-Wines of Europe, VQA, Fortified

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DISCOVER
TOGETHER

BC VQA Category at BCL

- BC VQA-Wine Styles

Style	Growth	Share of Market
Red	.8%	45%
White	-11.4%	39%
Rosé	-5.56%	10%
Sparkling	-3.0%	3%

- Key Varietal Wines

- Pinot Gris (14% SOM)*
- Merlot (15% SOM)*

- Trending Varietal Wines

- Merlot +3%*
- Cabernet Franc +5.6%*



Communicating VQA Category Needs

- Wines that drive business to BCL
- Establish BCL as *the* place for BC VQA
- Overall considerations for listings:
 - *Distinct point of difference*
 - *Packaging*
 - *Quality*
 - *Price*
 - *Price/Quality ratio*
 - *Growth of category*
 - *Does it fill a need in the portfolio?*
 - *Region*
 - *Grape variety/style*
 - *Price band*

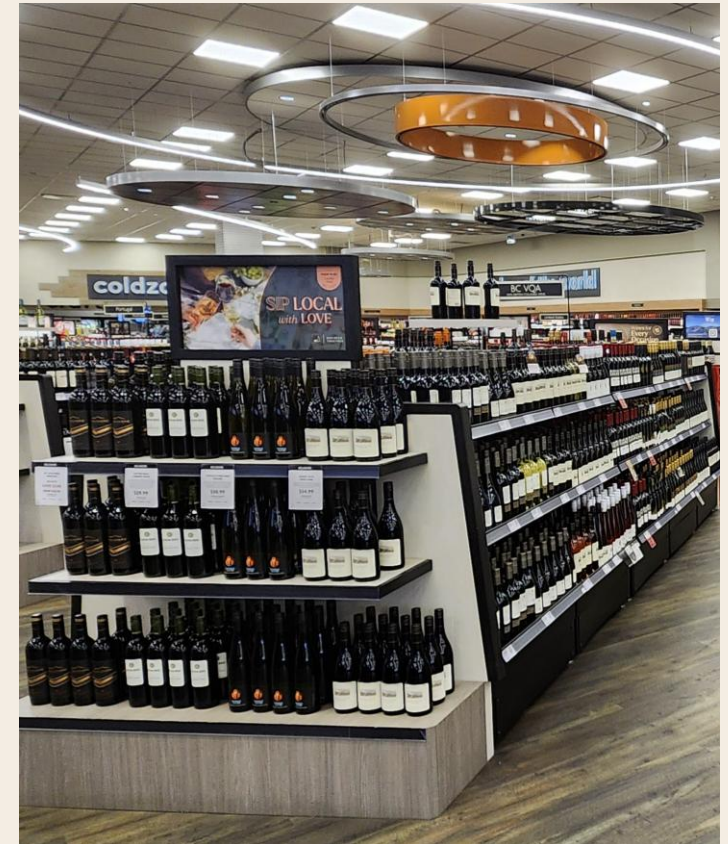


Communicating VQA Category Needs

- Email suggestions to Category Manager
 - *Highlight point of difference*
 - *Outline opportunities the wine provides*
 - *Highlights of marketing plan*
 - *Quantities available*
 - *No minimum but we need to know stock*
- Specific needs will be communicated via invitation
 - *VQA Launch*
 - *IceWine*

Ad Hoc Listings & One Time Buys

- Category refreshed throughout the year
 - *Rebuys assessed according to sell through rate and need for new SKUs to invigorate offerings*
 - *Price bands tiered to store groups*
 - *Ongoing listings have “in stock” requirements*
 - *Shelf space not held empty*
 - *April VQA Launch*
 - *Posted late fall on Vendor Website*
- Monthly display
 - *New and ongoing SKUs*
 - *Top tier stores only for F26*
 - *Ultra premium to great value (on price promo)*



Supporting a Listing at BCL

- Product pictures and reviews
 - *Up-to-date on website*
 - *Current shelf talkers*
- Agent/producer tastings
 - *Consumer in store*
 - *Staff shift starters*
 - *Sell sheets to staff*
- Winemaker events
 - Consumer events@bcliquorstores.com
 - *Engaged staff (PC & VQA Advocate)*
- Social media mentions and direction

