
**GROCERY CHANNEL –
PROGRAM UPDATE & INVENTORY**

November 29, 2018



Agenda

Introduction

Highlights & Update

Grocery Product Listings

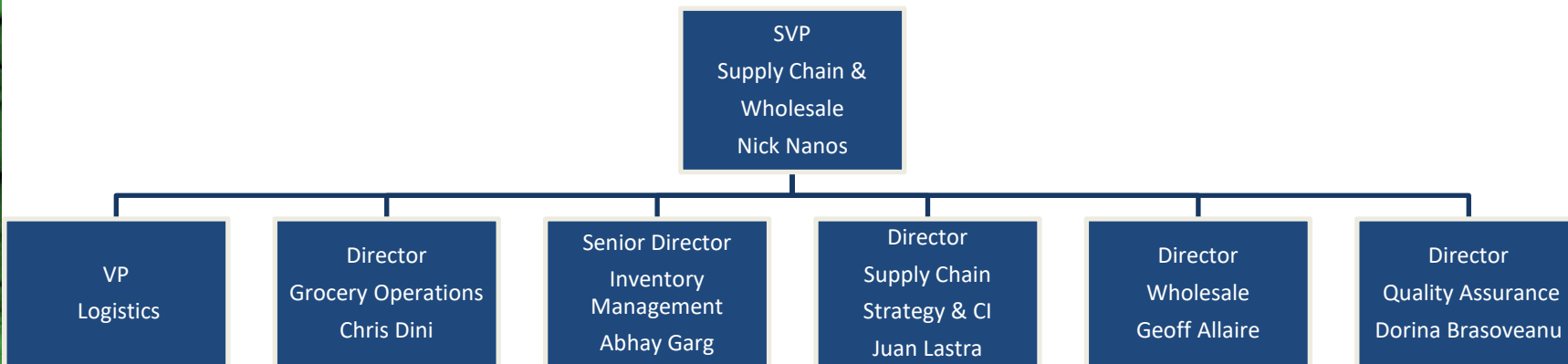
Best Practices

Inventory

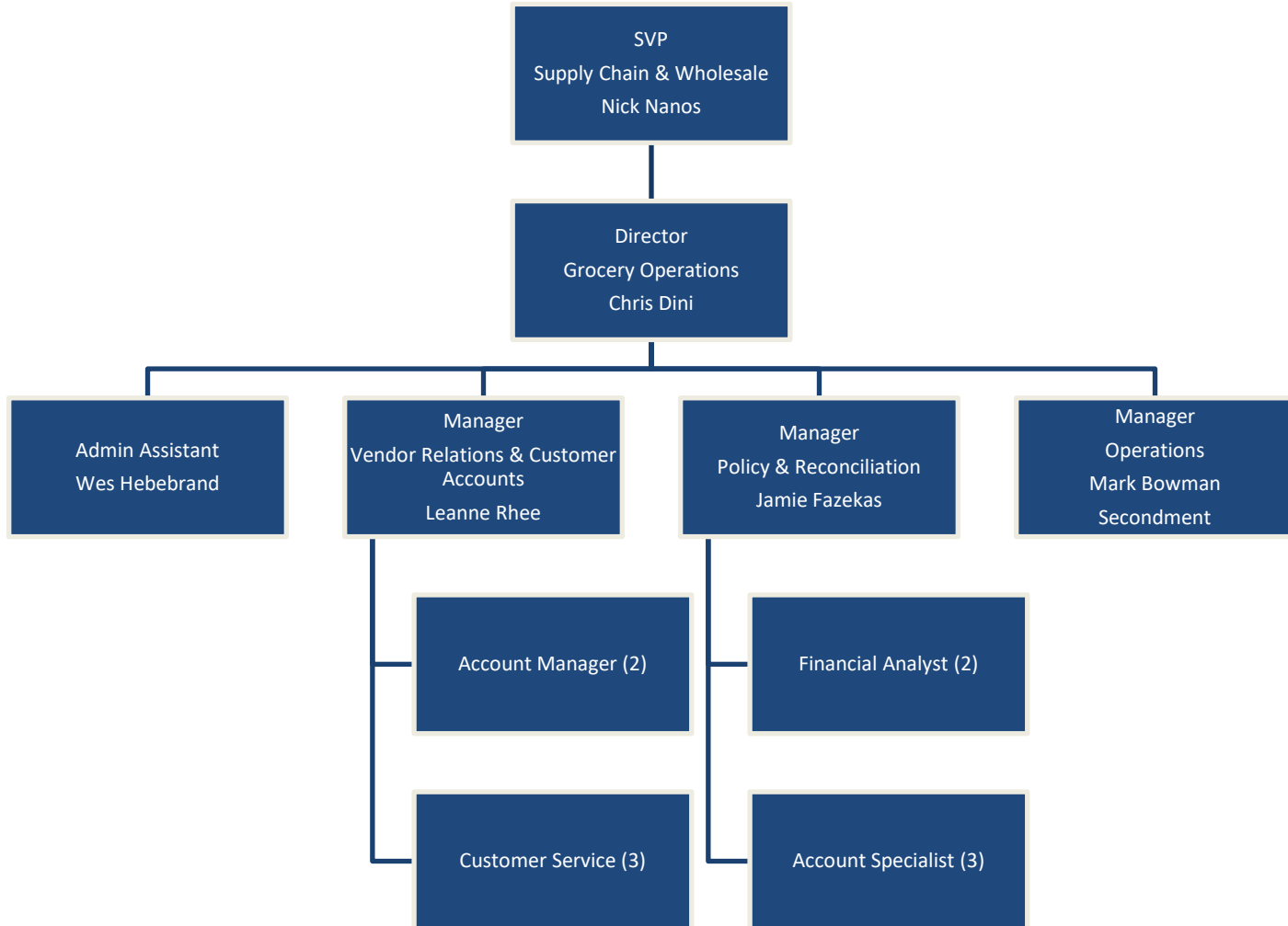
Q&A



Supply Chain & Wholesale



Grocery Operations Structure

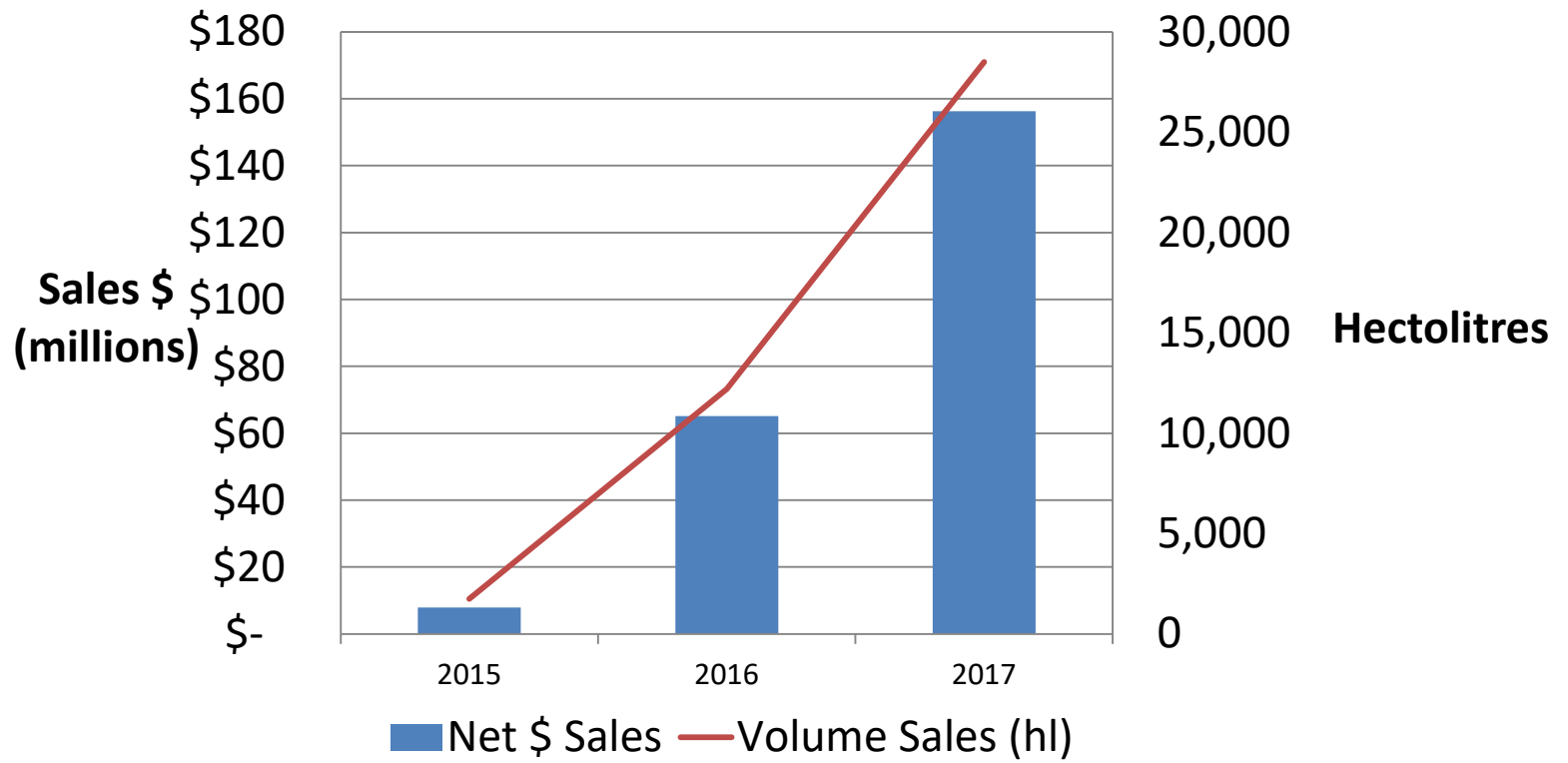


Grocery Operations Highlights 2017-18

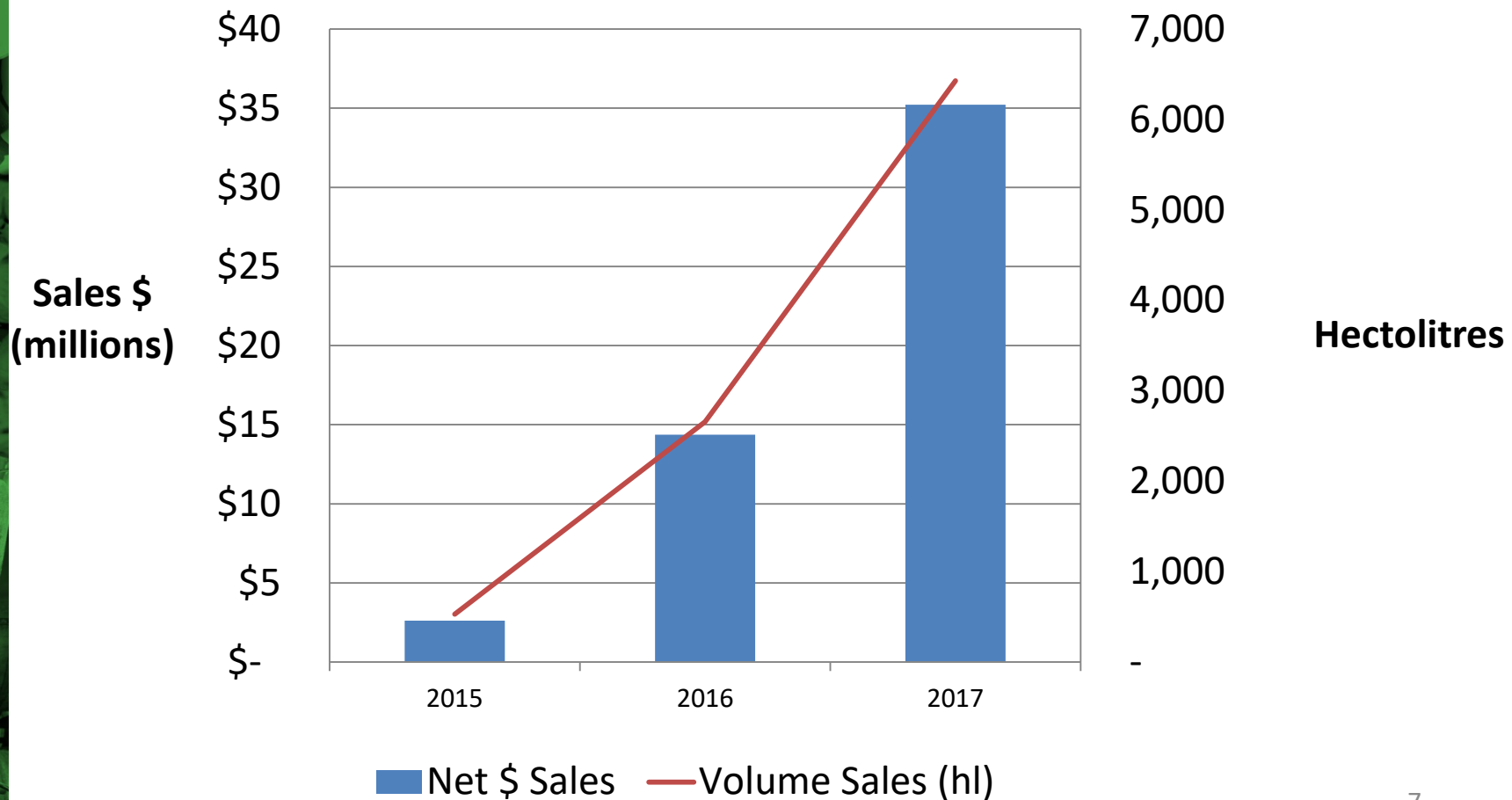
- \$157M net shipments
- 26 customers
- 364 grocery stores
- 68 wine boutiques
- 160 supplying sources
- 1,923 products



Grocery Operations Total Sales

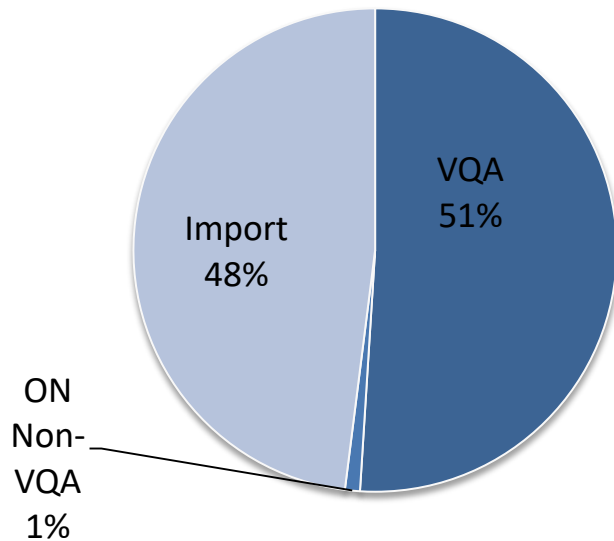


Grocery Operations Total Small Producer Sales

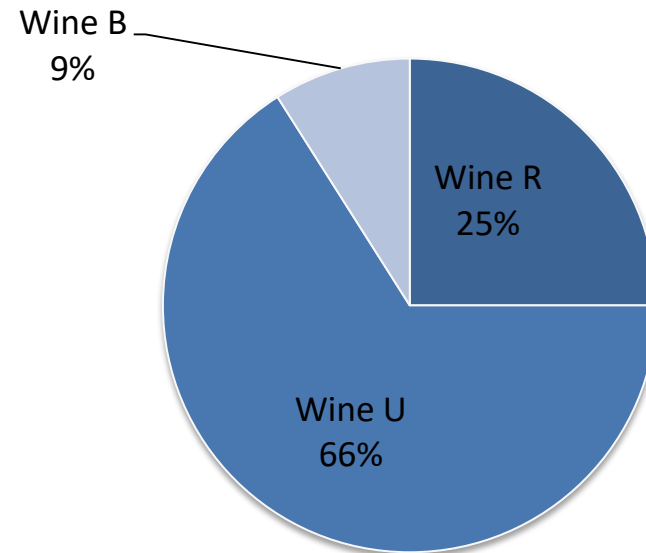


Wine Share

Wine



Wine Authorization



Grocery Operations Updates

- Program expansion
 - Status quo until advised otherwise
- Tools & Resources
 - Enhancements to www.lcbowholesaleoperations.com: FAQs and Job Aids
- Continuing transition from operational to strategic growth
 - Account Management development
 - EDI transactions with all large & mid-size customers
 - DC discussions
 - Continuous improvement: processes and systems
- Order Management System (OMS) 2019
 - Involve supplying sources in discovery phase and building requirements

Grocery / Wine Boutique Product Calls

NISS Product Need	NISS Product Need Item	Product Category	Product specs	Pre-sub Deadline	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs.
187 Wines - Grocery Channel	2662 Ontario Wines – Grocery/Wine Boutique	Ontario Wine	Open and ongoing product call Refer to Ontario Regulation 232/16 for product eligibility Wine product(s) with no/discontinued LCBO Item #	31-Mar-19	No call back	No Samples	No tasting	No max
187 Wines - Grocery Channel	2663 Existing Eligible Wines – Grocery/Wine Boutique	Wine	Open and ongoing product call Refer to Ontario Regulation 232/16 for product eligibility Wine product(s) with existing/ active LCBO Item #	31-Mar-19	No call back	No Samples	No tasting	No max

Grocery product listing contacts

Grocery Operations Customer Service

wholesaleservice@lcbo.com

T: 416-365-5842

Leanne Rhee, Manager Vendor Relations & Customer Accounts

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Liz Silva, Category Administrator, Wines Grocery

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Karen Carter, Category Administrator Beer & Cider

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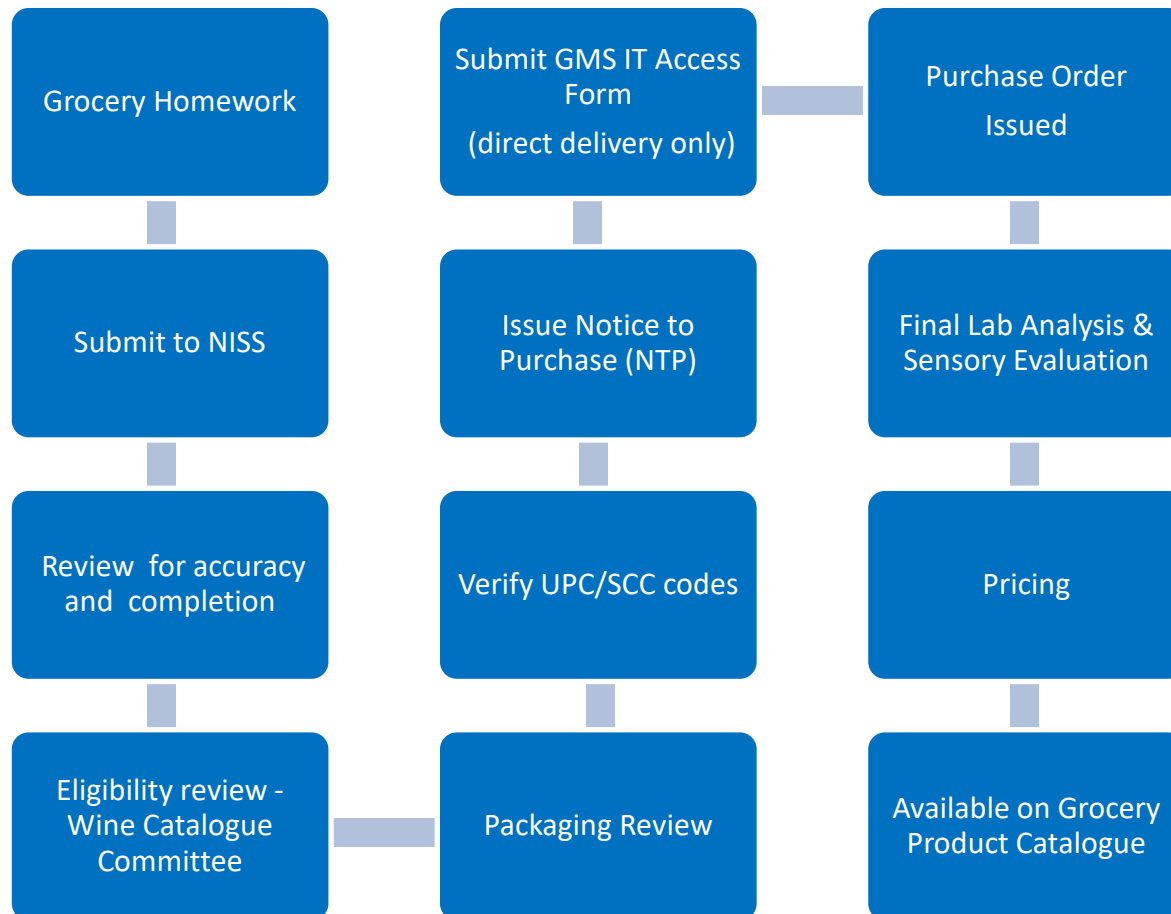
T: 416-864-2425

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Grocery listing process overview



What can impact timing to market?

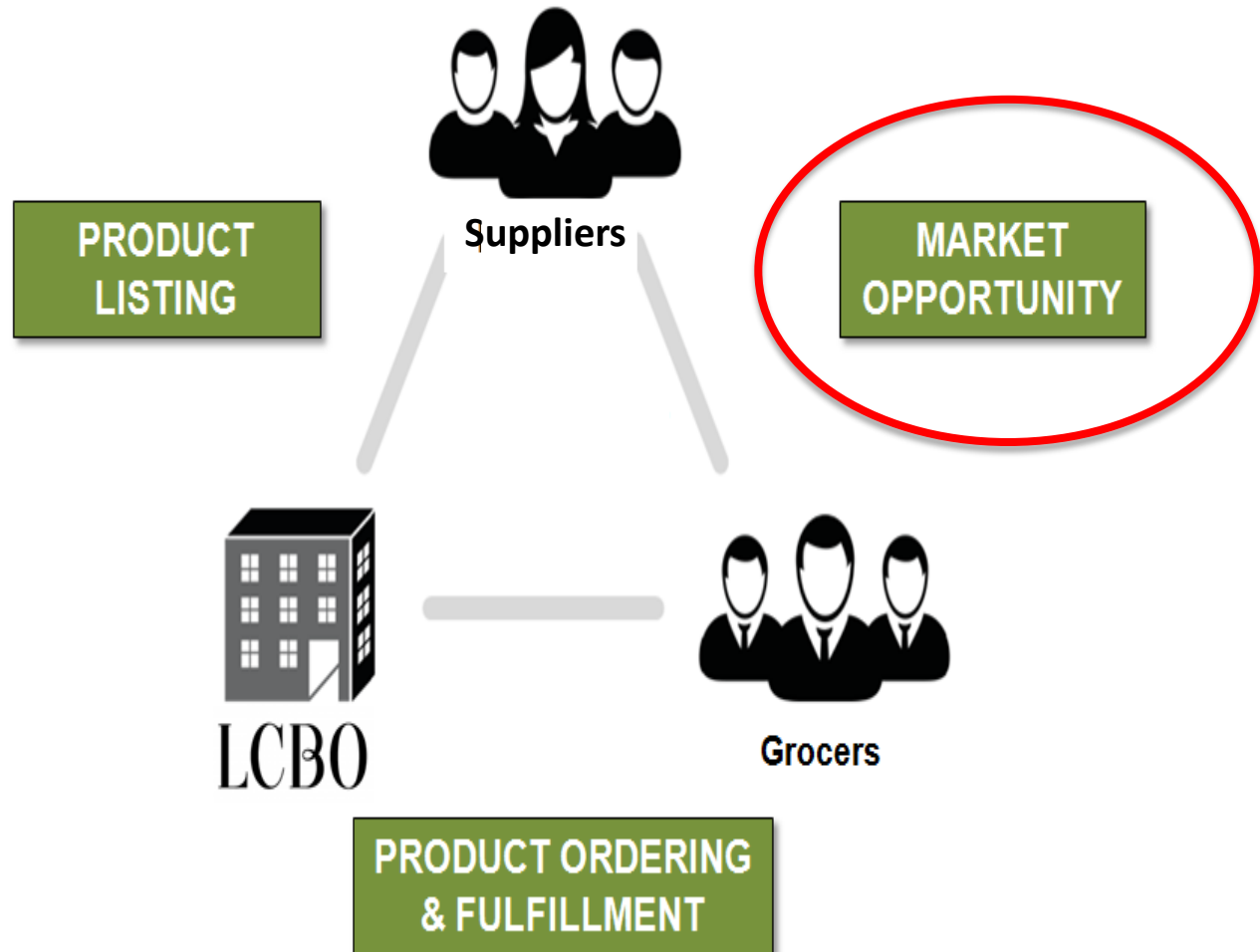
★ Incomplete or missing information in NISS Submission

- Inaccurate NISS submission (*data integrity is crucial to success*)
- Failure to identify delivery method
- Wine Catalogue Committee meets monthly
- Multiple label/shipping carton reviews
- Timeliness of response
- Faulted final lab sample
- Final lab sample not labelled correctly*
- GMS IT Access form not submitted*

**Applies to direct delivery suppliers only*



Enabling sales opportunities



Key learnings*

- Our customers are **GROCERY** retailers first
- There is **SUPPORT** for beverage alcohol
- Grocery retailers are **DATA** driven
- Support your **BRAND(s)**
- **PLANOGRAMS/MODULARS** play a critical role
- Grocery fill rate: industry standard **98%**

**OCB Conference November 7, 2018: Grocery Panel Longos & Sobeys*



Grocery
Operations

LCBO

Contact us:

wholesaleservice@lcbo.com

Grocery Operations website:

www.lcbowholesaleoperations.com



Inventory



Agenda – Inventory Management

Introduction

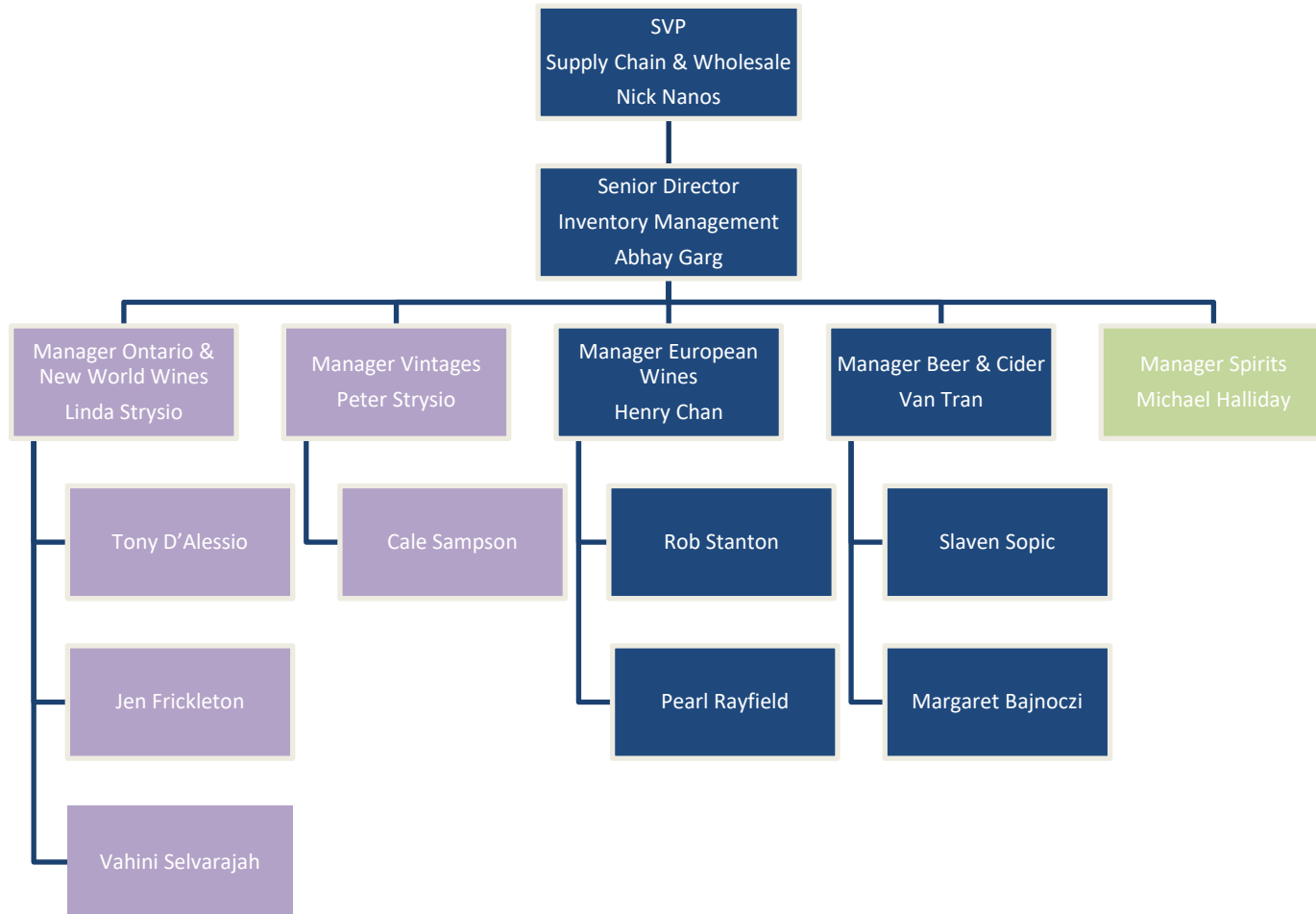
Best Practices

Ontario Wines Inventory Team and Contacts

Q&A



Inventory Management Team



Best Practices - Communicate

- Have a question? You aren't sure how to handle a situation, please feel free to contact us.
- Can't supply what we ordered? – Make the change in Web PO within 48 hours of receipt of the P.O. - Or even better, if you know the item won't be available for us to order, proactively advise us and provide an availability date.
- **Grocers like continuous supply, so if your product isn't available, dependant on the length of out of stock, we may opt to remove it from the Grocery Catalogue until you can consistently supply. We are measured on Service level to the Grocers.**

Best Practices - Communicate

- If you've committed to a promotion, ensure you have inventory to support the program.
- Case, Ti-Hi, or Vintage Change? – Notify us as soon as possible to avoid fines.
- Doing a listing drive, tasting program or external advertising? Remember to advise the Inventory team and share your plans so there is product in place in the right warehouse to support your activities.

Ontario Wines Inventory Contacts

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Your Questions?

