

Convenience Store Policy and Procedure Manual



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CORE VALUES

The Beer Store operates within the principles of our 5 core values:

Respect

We strive to build trust with each other

We operate with a sense of team and promote a culture of Diversity, Equity, Inclusion & Belonging

Health & Safety

We care about our employees

We strive to achieve a high standard of Health & Safety to protect all stakeholders

Excellence

We always execute with excellence in everything we do

We empower our employees in a “make a difference” culture

Customer Experience

We deliver a superior experience at every touch point

We partner with all stakeholders to deliver best in class customer satisfaction

Sustainability Leadership

We are proud to act as a steward for our communities

We consider the environment in our actions to support a sustainable future

Our Customer Service Commitment

As a valued customer of The Beer Store (TBS), you can expect the service levels indicated below as well as throughout this manual.



- ✓ products delivered on time to the right place and in good condition
- ✓ flexibility when unexpected circumstances arise
- ✓ notification in advance if our own circumstances arise
- ✓ our delivery crew will be pleasant, courteous, neat in appearance and wearing a company uniform
- ✓ if the order is incorrect and you require the product, TBS is committed to working with you to find a resolution to satisfy your requirements

Customer Experience Centre

For all delivery and pick up related inquiries please contact The Beer Store at:

Phone Number: 1-888-948-2337
Email: customerservice@thebeerstore.ca



**please include your LCBO convenience store number and name on email communications

Hours of Operation:

- Monday to Friday 8am to 8pm
- Saturday and Sunday 9am to 5pm
- Statutory Holidays CLOSED

For all order and payment related inquiries please contact the LCBO at groceryandconvenience@lcbo.com.

Ordering Procedures

All orders for delivery will be placed through the LCBO's on-line ordering system, please reference your LCBO policy and procedure manual for instructions on how to complete this process.

Once TBS receives your order from the LCBO we will review the minimum order quantity to determine if the order will be assigned for pick up at a designated TBS retail store or if it will be delivered to you on your scheduled delivery day.

- orders equal to or greater than equivalent of 48, 24 format pack size will be automatically assigned to delivery and fulfilled by a TBS logistics site
- orders less than equivalent of 48, 24 format pack size will be automatically assigned to a TBS retail store for pick up. The pickup store details/location will be on the order confirmation that you will receive by email.

Minimum order quantity is defined as equivalent of 48, 24 format pack size. This measure is based on total individual units making a total sum of this threshold value. Example, 48 cases of 24 format = 1,152 individual units, or 30 cases of 24 formats + 36 cases of 12 formats = 1,152 individual units.

Pickup Orders

Orders that are less than minimum order quantity as defined above will be assigned to a specific TBS retail store for pick up.

A TBS retail store is assigned to pickup orders as the product and inventory requested is reviewed and our system will then identify the nearest fulfillment store to you to fill your order. It's important that you visit the assigned TBS retail store so your order can be processed by our system. If you visit another TBS retail store to fill your order that location will not be able to retrieve your order and therefore will not be able to provide you with your product.

You will receive notification confirming receipt of the order and pickup location, this notification will include an order number along with the total current inventory available. The inventory represented at the time is a snapshot in real time and you are encouraged to visit the TBS retail store as soon as possible.

- please note that articles with limited inventory will be flagged on initial notification, inventory is subject to change based on consumer demand
- if you want to view inventory closer to the end of the 48 hour pickup window you can do so by visiting the product page on www.thebeerstore.ca. Please ensure that the TBS retail store location matches the assigned TBS retail store for your pick up as inventory is a reflection of each individual TBS retail store.

You will have **48 hours** to visit your assigned pickup store and complete the order. Orders not picked up at the assigned TBS retail store location within 48 hours will automatically be cancelled in our system.

Upon arrival for pick up you will be required to have the following to complete the process:

- order number – found on your email confirmation
- identification – valid photo government identification is required for any individual handling liquor

For more information on photo government identification please visit www.agco.ca.

Be sure to visit our website www.thebeerstore.ca and review your assigned TBS retail store hours of sale before visiting, once there you will be responsible for collecting the corresponding items for your order. You will retrieve all products from the retail sales floor and proceed to the point of sale check out and review the order with one of our customer service representatives (CSR).

*Note – if you are picking up your order at a TBS retail store that is partial self-serve (limited product on the sales floor) or conventional (majority of the product is in the back of the store) you will collect the inventory you can from the sales floor and speak with a CSR to assist you for the balance.

Once at the point of sale please have your order number ready for review, a CSR will review your order to ensure it matches the order received in the system. Inventory may be adjusted to less than the quantity on the order form in the event availability has changed. At the end of the transaction the CSR will print 2 receipts for you to sign, one stays with the store and the other will be given to you for your records.

If you would like to purchase additional product you will need to place a new order through the LCBO, we cannot add product to your existing order.

Delivery

Guidelines

- your delivery day will be established by your supplying logistics site and is based on your location
- your delivery time is determined by your position on the truck delivery route
- a scheduled delivery will have an estimated delivery window, TBS will notify you if the delivery will be significantly earlier or later than the estimated time
- TBS will advise of permanent changes to your delivery day or delivery time window no less than 2 weeks prior to its implementation
- if your delivery day falls on a statutory holiday you need to double up your order the week before, TBS will communicate these changes at least 2 weeks prior to the statutory holiday
- deliveries will be made in the most efficient manner possible to your premise, it will be your responsibility to put the product into storage and to ensure product is rotated in order that the oldest product is sold first with no product being sold past expiry date
- if we are using power equipment to deliver your beer and there is an opening in your building that is wide enough for the pallet and power equipment to pass through safely we are able to drop the pallet of beer inside your establishment

Delivery and Billing Documents

You will receive two notifications from TBS:

1. Upon release of the order TBS will send acknowledgement notification confirming the delivery date with product and quantities
2. TBS will send a dispatch notification on day of delivery with our driver summarizing product and quantities

Safety

Health and safety is the responsibility of all employees of The Beer Store, no employee will work or act in a manner that could cause injury to themselves, customers or damage to equipment or property.

TBS deliveries will be made to your premises with one TBS employee, you will provide assistance by supplying an employee who will accept receipt of the product.

To ensure a safe working environment for our delivery crew please refer to the Safety Requirements - Delivery Acceptance Area guide included with your welcome package or at www.thebeerstore.ca/convenience-stores/manuals-and-forms.

Product Information

Brands and Packages Approved for Sale

You may purchase all packages and brands that are included within the LCBO catalogue which have been approved for sale by TBS and inventoried by the supplying logistics site or assigned TBS retail store.

Product Guidelines

- beer products will be sold in clean, undamaged containers and packages
- products will not be sold after expiry and must be removed from display to the public to avoid customers purchasing expired beer products
- beer products will be accepted for return according to TBS [product integrity and full good return](#) policy

Discrepancies

You are responsible for checking the order received and sign as confirmation that the total number of cases specified is correct, you have **72 hours** from delivery to notify the LCBO of any brand/package size errors contained within the total number of cases received.

Shelf Life

Ensuring fresh codes are available for sale is most important in providing good customer service. Brewers establish code expiry dates for their products, and it is your responsibility to ensure no product is sold after its code has expired.

You must check codes monthly to ensure that the oldest stock is sold first. Further, you will immediately report any product that has reached expiry to the LCBO for pick up.

Generally, the Brewers follow the system below, the date of production is printed on the case or is evident on individual bottles and cans. The first letter of the code represents the month.

A	January	E	May	J	September
B	February	F	June	K	October
C	March	G	July	L	November
D	April	H	August	M	December

- the letter "I" is not used as it can be confused with the number 1
- next two digits represent the production day within the month – example - A01 denoted January 1
- next digit represents the year of production – example – 3 = 2023
- various other digits follow in the code however it is only the letter and the first three digits that apply to the self life

Shelf life does vary, but 6 months will be used for this illustrative purpose, if the product date coded A01 has a shelf life of six months; the expiry date would then be G01 or July 1.

The product shelf life report lists specific shelf life for all products carried by TBS, this report is updated on a regular basis and can be found at www.thebeerstore.ca/convenience-stores/inventory-levels.

Product Integrity and Full Good Return

Full goods can only be returned to TBS under certain circumstances, to ensure product integrity, all packages sold by your store must be sold in the original container and in pristine condition.

Product is not to be sold in damaged packaging nor is packaging to be repaired using clear tape, staples, etc.

If you wish to return product please submit a pickup order through the LCBOs on-line ordering system so they can add the product to be picked up on your next delivery. Please reference you LCBO policy and procedure manual for steps on how to complete this request.

Damages

TBS will accept for return any product which has been discovered to be damaged within **72 hours** of delivery.

Old Code Return

It is the sole responsibility of your staff to ensure proper stock rotation, product may **not** be sold after code expiration, old code returns will be given empty credit only.

Product Recall

In certain circumstances, TBS may issue a recall notice for a product or code production date, this product shall be removed from your inventory for sale upon notification.

Customer and Product Complaints

Complaints

For unresolved customer complaints or issues between you and your supplying logistics site, please contact our Customer Experience Centre.

Product Exchanges, Returns and Damaged Cases

Under no circumstances is product returned by customers to be placed back in inventory. This includes "repacks" where damaged, refunded and/or exchanged cases returned by a customer are then repackaged into smaller size packs and resold to customers, e.g. when a damaged 24 pack of beer is returned, bottles may not be taken out and placed into a 6 pack for sale to customer or sold as singles.

You are to advise the LCBO through their on-line ordering system of these planned returns and your supplying logistics site will pick it up on your next delivery. If you do not complete this process our delivery staff will not be able to pick up the product.

Pricing

- all products must be sold to customers in the same selling unit that you purchased from TBS
- please reference your LCBO policy and procedure manual for additional information on pricing

Required Practices and Procedures

Brewery Vouchers

Any brewery voucher presented by a customer cannot be redeemed by your store, brewery vouchers are only accepted at TBS retail stores and logistics sites.

Gift Cards

Any Beer Store gift card presented by a customer cannot be redeemed by your store, gift cards are only accepted at TBS retail stores and logistics sites.

Signage

You are required to post a clear, visible sign that describes where customers can return eligible empty containers nearby.

Social Responsibility

Your employees must enforce the requirements of the *Liquor License and Control Act 2019* as it relates to customers, copies of the Act can be obtained at www.e-laws.gov.on.ca.

For additional information visit the Alcohol and Gaming Commission of Ontario website at www.agco.ca.

Advertising

Advertising – Use of The Beer Store Wordmark

Subject to prior written approval from TBS, “The Beer Store” wordmark and other TBS branding is available for use in your advertising, including directing customers to empty container redemption locations. Prior approval is obtained by contacting marketingdepartment@thebeerstore.ca and submitting a copy of the advertisement for authorization.

At no time, until the prior written approval and consent of TBS, shall you use the TBS wordmark or TBS branding for any type of advertising campaign whether through social media platforms, poster displays, radio ads, TV commercials, or any other type of platform.

Brewer Advertising

All advertising of beer products must comply with all the regulations enacted pursuant to the *Liquor Licence and Control Act 2019*. It is your responsibility to ensure that all advertisements fall within the parameters set out in the regulations and in the AGCO Liquor Advertising Guidelines, as may be amended from time to time.

Visit the Alcohol and Gaming Commission of Ontario website at www.agco.ca for further information.

Updates

For updates to our policy and procedure manual or other material please visit www.thebeerstore.ca/convenience-stores/manuals-and-forms.