

October 6, 2017

Attention: All Trade Councils

RE: Program Updates – Shelf Extender & In-Store Tasting Programs

Dear Trade Partners,

We are pleased to announce several enhancements to our support programs that we believe will better serve our customers and continue to drive sales.

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Shelf Extenders

Effective Period 9 2017/18, all stores are required to list products on the Shelf Extender program for the duration of the period. Inventory will be promo forced to stores that do not list. Stores that already list the participating SKU will see no change to the program force through the Promotion Map. More information on the extender program can be found [here](#). Questions may be directed to the appropriate category or product manager.

In-Store Tastings – automatic increases to “on hand” minimum case quantities

Effective Period 9 2017/18, for retail locations with a tasting planned on an actively listed SKU, the store ordering system will automatically increase the “on-hand” minimum case quantities 14 days prior to the event. On the day following the event, the system will return the “on-hand” minimum case quantity to the original value. Stores will have discretion to add more inventory if necessary. Stores that do not list the product will not be forced inventory.

New minimum case quantities to support In-Store Tastings

Category	Up to \$15/unit	Over \$15/unit
Beer & RTD	6 cases	4 cases
Wine	6 cases (72 units)	4 cases (48 units)
	Up to \$35/unit	Over \$35/unit
Spirits	4 cases (48 units)	3 cases (36 units)

Thank you for your continued support.

Sincerely,



Stacee Roth
Director, SPIRITS



Greg Tranah
Director, Vintages Operations

