



**Product Sample Policy
April 2013**

1.0 *Evaluation Samples*

In order to submit samples of products to the NLC, registered Agents may order directly from the Supplier they represent. Such shipments, which are not ordered by or through the NLC are for listing application purposes only and are to be ordered in the following quantities:

- 2 Bottles of Wine*
- 2 Bottles of Spirits*
- 6 Single Units of Beer or Refreshment Beverages*
- 2 Multi pack selling units of Beer or Refreshment Beverages*

Samples must be sent by freight methods; they may not be sent by post/mail. All samples are to be delivered directly to the NLC by the carrier.

The Supplier or Agent is responsible for paying all costs incurred by the NLC including freight and brokerage charges, all applicable taxes, duties and levies.

International samples will be processed by the NLC's appointed Customs Broker and the product will be directed to the NLC Category Management Department at NLC's Head Office, 90 Kenmount Road, St. John's.

Agents are not to pick up or personally deliver samples.

In order to process samples, shipments must have the following information attached to the exterior of the package. If proper documentation is not provided, samples will be destroyed by the Carrier or the Customs Broker at the expense of the Payee.

- 1) Call for Order (i.e. Canada Wine Call for Order)*
- 2) Description of Goods (i.e. Type of Wine: Red, White, etc.)*
- 3) Percentage of Alcohol*
- 4) Bottle Size*
- 5) Quantity of Bottles*
- 6) Country of Origin*
- 7) Value of Goods for Customs Purposes (This cannot be zero dollars. It has to represent the actual value of the product at supplier costs. If the value is not correctly indicated the shipment will be delayed and all storage fees will at the expense of the Payee)*
- 8) Currency*
- 9) Applicable NLC Category Manager*
- 10) Name, Address and Contact Information of Supplier and Agent*

2.0 *Promotional Samples*

Based on the size of the **initial order**, agents will be entitled to draw samples from the **initial order** in the following quantities within the first **2 weeks** from the release date of the product:

<i>Spirits/Wine</i>	<i>3 (750ml) Bottles per tier</i>	<i>(14-16 cases/tier)</i>
<i>Refreshment Beverages</i>	<i>8 Bottles per tier</i>	<i>(15 cases/tier)</i>
<i>Beer</i>	<i>6 Bottles per tier</i>	<i>(12 cases/tier)</i>

The Supplier or Agent is responsible to pay the Landed Cost of the product. Contact the applicable Category Manager for approval.

3.0 *Event Samples*

Subject to the following maximum quantities and approval by the applicable Category Manager, Suppliers/Agents may purchase listed products for promotional events at a 15% discount from regular retail price for the product plus applicable taxes. These promotional events are either educational dinners which involve NLC products or product tastings and are held externally i.e. not in NLC Corporate Stores, Express Stores or other NLC owned or controlled facilities.



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Educational Dinners

Persons	# of Ounces Per Person	# of Ounces Per Bottle	Bottles Needed
1 to 8	3	24.0	1
9 to 16	3	24.0	2
17 to 24	3	24.0	3
25 to 32	3	24.0	4
33 to 40	3	24.0	5
41 to 48	3	24.0	6
Above 48	3	24.0	Contact Category Manager

Educational Tastings

Persons	# of Ounces Per Person	# of Ounces Per Bottle	Bottles Needed
1 to 24	1	24.0	1
25 to 48	1	24.0	2
Above 48	1	24.0	Contact Category Manager

To avail of this discount, Agents/Suppliers must contact the applicable Category Manager. Approval of the discount is at the discretion of the Category Manager.

Blair Boland
 Category Manager, Wines
blair.boland@nliquor.com

Vicki Young
 Category Manager, Spirits, Beer and RTD
vicki.young@nliquor.com