

POLICIES & PROCEDURES



Brewer Neutrality

Effective March 15th, 2023

Corporate Office
12258 Coleraine Drive
Bolton, ON L7E 3A9
customerservice@thebeerstore.ca

BREWER NEUTRALITY

The Beer Store represents all the Brewers that sell products in our stores and Distribution Centres and consequently we must ensure that no Brewer receives preferential treatment in the handling of its product. As such, the following outlines our employee commitment to brewer neutrality and requests of brewers in ensuring this is not compromised.

Product Information and Recommendations

- 1) When product enquiries are received from customers, employees will explain product differences - type, alcohol content, caloric content, pasteurization or filtration process, etc. - and provide pricing information for products sold in the store. Employees will not recommend any particular brand or brewer but will talk to customers about different taste categories and recommend types of beers for food matching.

Brewery Representatives

- 1) Brewery representatives will be treated in a courteous, but impartial manner and under no circumstances will an employee discuss another Brewer's business with a competitor.
- 2) When requested, a Brewery representative will be allowed to inspect the inventory of his/her Brewer's products and when possible, will be accompanied by a TBS employee.
- 3) Brewery representatives are not allowed to distribute promotional material or interface with TBS customers while in our stores, in our parking lots and/or on our property.
- 4) Sales information such as the impact of new brands on the market or any other statistical information will not be discussed with customers or Brewery representatives.

Display

The display sequence of the following items must adhere to the corporate guidelines and may not be altered by Brewery representatives personally or by TBS employees at a representative's request.

- bottle/can or illuminated displays
- stock in self-serve stores
- Related Products
- Beer Wall – Beer Tablets
- Single Serve coolers
- Ice Cold Express
- Enhanced Lobby Display

Gratuities from Brewers

The Beer Store personnel must act and must be perceived to be acting in an impartial manner towards all Brewers. The acceptance of gratuities, other than those that fall within the guidelines established by TBS, may give the appearance of partiality and must be avoided.

The following is a list of practices that are approved, assuming that some discretion regarding frequency and quantities is exercised:

Approved Practices

- Prizes for distribution at Rec. Club functions, such as dances, golf tournaments, etc.
- Tickets for sporting events (maximum two tickets per recipient)
- Free beer - Christmas or new brand introduction (maximum one case per recipient)
- Luncheon with Brewery representatives
- Attendance at special Brewery-sponsored functions that are also attended by the general public, licensees and representatives from the media
- Tours of Brewery plants that can be considered educational sessions for TBS employees. A luncheon and refreshments usually follow such tours. Employees may attend one tour per Brewer per annum

Practices Not Approved

- Parties sponsored by one Brewer for groups of employees
- Visits to brewer plants by groups of employees or all employees for social purposes only

Approval Process

Gifts offered to employees must be offered and distributed through the senior manager of the employee(s) and approved as follows:

Gifts valued under \$50.00 offered to an individual employee require the approval of the immediate supervisor.

Gifts valued in excess of \$50.00 offered to employees require prior written approval as indicated:

Corporate Centre	Appropriate Vice President
Field, one location	Regional Director
One Division, multiple locations	Divisional Vice President
Multiple Divisions	President

TBS reserves the right to reject any gift offered to its employees if deemed excessive by senior management of TBS in terms of frequency, quantity or value.

For any policy inquiries, please email: customerservice@thebeersstore.ca.