

Licensee 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), licensees 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
- ✓ we will strive to be at your location at the same time each week with the same friendly faces delivering your products
- ✓ flexibility when unexpected circumstances arise
- ✓ a call in advance if our own circumstances arise
- ✓ our delivery crew will be pleasant, courteous, neat in appearance and wearing a company uniform
- ✓ we will with each full goods delivery pickup at least the number of empty containers stated at the time of ordering
- ✓ clear, concise and accurate invoices
- ✓ 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 Contact Centre

Hours of Operation:

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

Phone Number:

1-888-948-2337

Email:

customerservice@thebeerstore.ca



**please include your licensee name and number on email communications

Ordering Procedures

Online Ordering

All orders must be placed on our Beer for Business online platform at www.beerforbusiness.ca available 24 hours a day, 7 days a week. Log on credentials and access to the ordering guide will be sent to you by our Customer Contact Centre upon new account set up to the email address on file, or when you fill out the registration form at www.beerforbusiness.ca. There is also a FAQ on navigating the system accessible at the bottom of the page once logged in.

Phone Ordering

A service **fee** (reference page 5) will be applied for all orders placed over the phone via our contact centre. This is an optional fee, as our user-friendly online ordering system at www.beerforbusiness.ca remains a free of charge option for placing your beer orders.

Cut Off Time for Order

Orders must be received by the cut off time established by your supplying logistics site, which can be found in the "My Account" page when logged in to Beer for Business. You may make changes to an order until the order close time.

We will accept late orders for a **fee** (reference page 5) until 7:00pm, after that time we cannot accept the order for your scheduled delivery day.

Pickup at Distribution Centre

Orders can be placed for pickup of packaged and draught product at your supplying Distribution Centre or Cross Dock (if applicable) by contacting our Customer Contact Centre or placing a pickup order online through Beer for Business, please reference your Beer for Business manual for instructions. A pickup date can be selected up to two weeks in advance.

Pickup at Retail Store

You may pick up packaged products at any TBS Retail Store in the province, you do not need to place an order ahead of time. Be sure to identify yourself as a licensee and provide your licensee number.

If you want to pick up draught product, please reference our list of retail stores carrying a limited selection of kegs and/or cylinders included in your welcome package or at our website www.thebeerstore.ca/licenses/pick-orders.

Please note any retail store in the province can order in draught product for you but it could take up to two weeks for that location to receive the delivery.

Fees and Services

Fee Description	Minimum Order Requirement	Fee + HST
minimum order requirement - primary day	\$1500	\$175
minimum order requirement - secondary day	\$2500	\$175
delivery fee – applied to all delivery orders		\$35
emergency orders - off day		\$175
late order - accepted		\$175
supply order only – with or without returns		\$175
return order only – empties and/or full goods		\$175
restocking (full goods only)	less than \$1000	no fee
restocking (full goods only)	\$1000 to \$10,000	\$250
restocking (full goods only)	greater than \$10,000	5% of return total (max \$5000)
phone order		\$20
non-sufficient funds (NSF)		\$35 (no HST applied)
fuel surcharge		variable by month

We add a nominal fuel surcharge to all deliveries. The surcharge rate is calculated on a scale and will vary as fuel prices change using the average price of fuel on a monthly basis as measured by MJ Ervin and Associates. The surcharge will not be affected by order size, location or delivery items. We also waive the fee in cases where we have to revisit a location to correct an order. HST will be applied to the fuel surcharge.

Fees are subject to change without notice.

Delivery and Billing Documents

There are 5 documents in our ordering and delivery process, if our emails are not reaching you check your junk or spam folder, if they are not there, you may access these documents from www.beerforbusiness.ca document history page for download and printing.

Order Confirmation	<ul style="list-style-type: none"> • we send this email when your order is received • order confirmation lists the brands, quantities and pricing for all products ordered • total of the order and AR outstanding balance (includes return credits from last order) is at the bottom of the form
Invoice	<ul style="list-style-type: none"> • we send the invoice after your order has been picked • invoice has the amount owing at time of delivery (outstanding balance plus the total of today's delivery, less the credits on account from the previous order's full goods and empty returns)
Delivery Note	<ul style="list-style-type: none"> • we send this with the delivery crew • document is a packing slip and only lists the products and quantities delivered • receiver will be asked to sign the form to confirm the products being delivered • short shipments will also be noted on the customer return slip
Customer Returns Slip	<ul style="list-style-type: none"> • delivery crew will itemize all of your returns at the time of pick-up • receiver will be asked to sign the form to confirm the products being returned • delivery crew does not know the amount owing and will not be calculating the value of your empty returns at time of delivery • administrative team will credit your account within 24 hours of the pick-up
Credit Note	<ul style="list-style-type: none"> • we send this email when your returns have been entered at The Beer Store • lists all the products returned, the value of the return by package and the total amount that will be credited to your account • quantities on the credit note should match the customer return slip left with you at the time of delivery (pick-up of returns)

Delivery

Guidelines

- a delivery **fee** (reference page 5) is applied to all delivery orders, we will waive the fee in cases where we have to revisit a location to correct an order
- your delivery day will be established and communicated to you by your supplying logistics site
- delivery day is assigned according to your location and delivery time is determined by your position on the truck delivery route
- a TBS representative will work with you to select a delivery time window that will support your operation and not interfere with your business
- upon request for scheduled deliveries TBS will not deliver to restaurants or like establishments during lunchtime or

dinnertime if delivery has a negative impact on the efficiency of operations (e.g. if the beer needs to be brought in through a busy kitchen) or our delivery crew comes into view of customers

- lunchtime or dinnertime restrictions cannot be honoured for deliveries that are not scheduled, accepted late orders or emergency orders
- a scheduled delivery will have an estimated delivery window, TBS will contact you if the delivery will be significantly earlier or later than the estimated time
- generally, expect delivery once per week, this frequency may be either increased or decreased, depending on sales patterns
- discuss with your supplying logistics site the need for additional deliveries, they will take into consideration issues raised by you and will make final determination on any change in frequency
- similarly, TBS may make recommendations to you to decrease delivery frequency in the slower winter months, reduction in frequency will not take place until your supplying logistics site has discussed these recommendations with you
- TBS will advise of permanent changes to your delivery day or delivery time no less than 2 weeks prior to its implementation
- your delivery day may change in the week of a statutory holiday, TBS will communicate these changes at least 2 weeks prior to the statutory holiday
- you may receive an emergency order on unassigned delivery days for a **fee** (reference page 5)
- deliveries that aren't on a scheduled delivery day will be scheduled between 7:00am – 9:00pm
- 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

Acceptance Area

The acceptance area is the location where our driver will place your delivered product, subject to safety considerations and within reason, TBS will deliver to anywhere in your establishment, including above grade, if there is a delivery route or method that avoids ascending stairs.

The route from the truck to the acceptance area is not deemed to include stairs if there is:

- a ramp over a single step
- a ramp around a series of steps
- for deliveries up steps our crew can bypass the steps by utilizing a conveyor directly from the truck
- we can use an elevator that is on service specifically for our use during delivery

For customers who have complex acceptance areas where a standardized delivery is not possible, TBS will work with you to find a viable solution. An example of this is where product needs to be delivered down one flight of stairs, if our delivery crew can use a conveyor or slide and complete the delivery safely, we will deliver to a basement.

Basements must be minimum 6 feet in height, our crew must be able to stand up straight and do not have to bend while working to receive and put away product.

Delivery will consist of placement of the product onto a floor or riser (shelf which lies directly on the floor) at the acceptance area, kegs will not be stacked on top of each other.

You are responsible for preparing the acceptance area for delivery, there should be sufficient room to place the new products directly on the floor or riser, and if a handcart is utilized, to maneuver the products. Drivers will not place new products on top of remaining products as drivers are not responsible for rotating stock. If the acceptance area is not clear of remaining products or other obstructions, the driver will place the product at a location that is as close as possible to the acceptance area without contributing to congestion.

Our delivery staff will take reasonable steps to minimize the tracking of dirt, snow, salt, etc. into the premises. If the site does become dirty, TBS will not be responsible.

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.

The Beer Store strongly supports and enforces a **Zero Tolerance Policy** with respect to alcohol and illicit drug consumption during business hours.

Our delivery crews will utilize appropriate equipment such as bumpers, hand carts, slides, conveyors and rollers to minimize possible damage to your premises. We will not accept liability for wear-and-tear damages that can reasonably be expected to occur, despite the use of this equipment.

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

Discrepancies

Yours or a designate signature on the delivery note at the time of delivery will confirm that the shipment has been inspected and the receiver agrees it is correct and the product received is in good condition. Do not accept products that show visible damage, if the order is incorrect and you require the product, TBS is committed to working with you to deliver the correct products.

Upon receiving a signed delivery note, TBS will not acknowledge claims for short shipments or damaged products.

Inventory Control

Minimum Inventory Levels

We want to make sure you never run out of product; you can help by maintaining appropriate inventory levels. We recommend that you always have a minimum inventory level of 7 days of expected sales. Our flexible payment options can provide up to 7 days credit to help you maintain this recommended level of inventory.

Storage of Beer

Packaged beer should be stored in a cool dark place, in most cases, beer that has been exposed to high temperatures or direct sunlight will lose its flavor. Beer must also be protected from freezing since frozen beer takes on a cloudy appearance and should not be served.

Draught beer should always be refrigerated, the ideal temperature of the refrigerated storage should be between 1° to 3° Celsius or 34° to 38° Fahrenheit. It is also important to remember that draught beer is subject to considerable agitation while in transit, therefore, to avoid the problem of too much foam, kegs should remain stationary 24 hours after receipt.

To ensure the highest quality product is being served follow these steps:

- ♦ draught beer should be immediately stored in a refrigerated area
- ♦ keep coolers running at all times and only shut down for servicing
- ♦ stock rotation ensures fresh product, a good rule is first in, first out - our drivers do not rotate product
- ♦ keg storage and dispensing area should be kept clean to prevent any possibility of contaminating draught products

Shelf Life

Product date codes list the date the product was brewed, 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/licenses/inventory-levels.

Full Good Returns

Full good returns will be picked up with your next delivery, be sure to add the product when placing your order online through the beer for business website.

To facilitate the immediate credit of full goods our drivers will only pickup full goods listed on the Customer Returns slip.

TBS will accept for return any products that are defective for full value credit. Defective reasons include:

- taste and foreign material – packaged goods are to be returned in multiples of 24
- leakers – bottles must have evidence of glass attached to the cap and can products must be unopened

To facilitate the immediate credit of draught products and to avoid disputes of how much product remains in the container, all defective draught products returned for the reasons listed above will be credited 75% of the purchase price (including taxes and deposit).

We will accept for return products ordered in error or products overstocked however **restocking fees** (reference page 5) may apply. The product packaging must be unopened, and draught must be untapped, or it will be deemed an empty return with deposit value only credited to your account.

You will be credited 100% of the purchase price (including taxes and deposit), for any products shipped in error or recalled by the Brewer or TBS.

It is the sole responsibility of the Licensee to ensure proper stock rotation, product may **not** be sold after code expiration.

It is often impossible to predict demand for large events and TBS would like to ensure that you do not run out of products. As a result, TBS will accept large returns of products from these events provided you certify in writing that the unsold product was stored properly and through secure storage and only appropriately trained staff had access to the product. Failure to follow these procedures will result in you receiving only the value of the deposit for the returned products. Please note that a restocking **fee** (reference page 5) may apply.

Contact our Customer Contact Centre for further details on how TBS can support large events.

Empty Returns

Empty Pickup Requests

All empty containers that are reported during order placement will be picked up while our crew is making the full good delivery, this includes all bottles, cans, kegs, cylinders and ODR (wine and liquor) containers. Due to load planning restrictions, at times we may not be able to pickup more empty containers than advised at the time of ordering.

An additional empty pickup outside of the empties declared for pickup on your normal delivery will be charged a **fee** (reference page 5).

All empty containers must be at grade level for pickup.

Sorting Requirements

All empty returns must be sort by container type and deposit value unless indicated below, all cartons and trays should be dry, in good condition and not contain garbage or other foreign material. Bottles should have the caps removed and should not contain garbage or other foreign material.

- | | |
|-----------------------------------|---|
| • glass container - TBS | must also be separated into clear and colour |
| • glass container - ODR | must also be separated into clear and colour |
| • tetra pack - ODR | must be separated by deposit value |
| • bag in box - ODR | bag/bladder needs to be removed and box can be recycled |
| • ceramic/porcelain - ODR | must be separated by deposit value |
| • PETs | TBS, ODR and deposit sizes can be mixed |
| • aluminum/steel container – cans | TBS, ODR and deposit sizes can be mixed |

Deposit Value

- containers over 100ml and up to 630ml 10¢
- containers more than 630ml 20¢
- cans less than or equal to 1 L 10¢
- cans greater than 1L 20¢
- cylinders less than 30L \$20
- kegs greater than or equal to 30L \$50

Please note that containers less than or equal to 100ml should be placed in your local blue box recycling program. If these containers are returned to TBS there will be no deposit paid, however TBS will ship to our recycler.

Return Requirements

- all ODR glass containers must be sorted separately from all beer glass containers
- all glass containers are to be returned in the original purchase case or TBS/ODR knockdown
- all other containers are to be returned in clear plastic bags clearly marked with the amount within


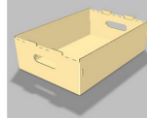
Secondary Packaging

- plastic wrapping
- cardboard cases
- boxboard
- paper bags
- plastic rings
- bottle caps
- corks

Secondary packaging will be accepted for pickup at no charge to you and no deposit value credit given. All secondary packaging should be placed in separate clear bags.

Supplies

TBS has supplies that you may require for empty sortation. If you need these, you can place an order for them to be delivered on your next delivery day.

Description	Shipping Size		Description	Shipping Size	
Knockdown – ODR (12)	25/bundle		Knockdown – TBS (24)	60/bundle	

Payment Options

Payment Option - Direct

- present a business cheque to the driver once your delivery has been received (our drivers do not accept cash)
- present a business cheque or cash at any TBS Retail Store or Distribution Centre within 3 days after delivery
- credit card payment through Versapay (third party fees of 3% of order total will apply) within 3 days after delivery

Payment Option – Financial Institution

- pre-authorized debit: TBS will draw the payment from your account 7 days after delivery
- online banking: licensee send the payment to TBS electronically by the 4th day after delivery
- teller: licensee present the remittance stub and payment to the teller at their financial institution by the day after delivery

please check with your financial institution to determine when payments need to be sent to ensure the transaction goes through the same day.

For online banking set up TBS as a payee and use the 10-digit SAP customer number listed at the top of your invoice as the account number. Do not use the "license number" on the invoice it won't be recognized by the financial institution.

Other than pre-authorized debit where TBS is responsible for initiating the payment, if you do not send payment on or before the applicable due date, future orders may go on credit hold. At the discretion of TBS, multiple past due incidents or incidents of payment not clearing at your bank will cause you to lose your good standing status with TBS.

Any questions with regards to your account please contact our Customer Contact Centre.

Price List

For information on price lists visit www.thebeerstore.ca/licensees/prices-surcharges.

Updates

For updates to our Licensee Policy and Procedure manual or other material visit www.thebeerstore.ca/licensees/manuals-and-forms.

Draught Services

The Draught Services division of The Beer Store is committed to helping you realize the full potential of draught beer by providing the following services:



beer line cleaning



sales and installation of all bar related equipment



sales and installation of full tower systems



Cleaning of Dispensing Lines

Lines should be cleaned on a regular basis or a scale called calcium oxalate, commonly referred to as “beer stone” that forms on the fittings, lines and taps. If you don’t remove the “beer stone” it will leave an unsanitary surface that can harbour micro-organisms which can affect the quality and taste of your beer, as well as affect its shelf life.

Proper line cleaning will eliminate the build-up, protecting the integrity of the product. Depending on the type of dispensing system you have, line cleaning should be done on a regular basis.

Please contact Draught Services at 1-800-668-4718 or visit their website www.draughtservices.ca for additional information.