

PRODUCT LIFECYCLE MANAGEMENT MANUAL



UPDATED: AUGUST 2024



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ABOUT ANBL



ABOUT ANBL



ANBL – WHO WE ARE

ANBL is a provincial Crown corporation responsible for the purchase, importation, distribution and retail activity for all alcoholic beverages in the province. It serves the public and licensees through 40 corporate retail outlets, 91 private agency store outlets, 90 local producer agency stores, and 67 grocery stores selling wine, cider and beer, as of June 30th, 2024. Its product portfolio comprises more than 2,800 products, including wines, spirits, beers and other products, such as coolers and cider products, and locally produced alcoholic beverages. We are an engaged team delivering the B.E.S.T (Better.Every.Single.Time) customer experience while generating annual sales of over \$520 million and responsibly managing a profitable business for the people of New Brunswick.

WHAT YOU'LL FIND IN THIS MANUAL



WHAT YOU'LL FIND IN THIS MANUAL

This document provides a basic overview of ANBL's product lifecycle management process, including details on how to apply for a listing, managing a listing and how a listing exits the market. This document and all appendices herein reflect ANBL's current processes that are constantly evolving as we strive for improvement.

CATEGORY MANAGEMENT'S MISSION:

To provide exceptional service to all customers through strategic partnership, profitable programming and a well-crafted portfolio.

ABOUT ANBL'S CATEGORY MANAGEMENT TEAM

ANBL's product portfolio has five categories:

- Beer
- Coolers and Ciders
- Wine
- Spirits
- Non-liquor

Our Category Management Team is responsible for managing the product lifecycle, and supplier relationships. Here are some of the main roles:

The Senior Vice President and Director of Category Management work with the team to oversee and guide through all stages of product lifecycle.

The Category Manager develops and tracks the category strategy, while supporting the implementation of the strategy by the ACM.

The Assistant Category Manager, or "ACM", is the main point of contact for all things related to product listings.

The Product Data Coordinators set up and maintain all products in ANBL databases, as well as manage BevHub and other internal information systems.

The Product Lifecycle Coordinator assists the team with category planning, organizing listing calls, and various aspects of product maintenance and delisting.

The Merchandising team works closely with our valued partners and counterparts across the business to strategically plan ANBL's Merchandising Programs.

The pricing team helps define where a business stands in relation to its competitors pricing by aligning our pricing strategies with desired brand positioning ensuring the correct price.

See [Appendix A: Contact List](#) for a current list of our team members.

SUPPLIERS & AGENTS



SUPPLIERS & AGENTS

The Category Management department at ANBL works closely with Suppliers and Agents on all business regarding current and potential product listings. ANBL and its' business partners commit to engaging in respectful communication with integrity and transparency.

Generally, the term "Supplier" refers to a manufacturer or producer of a product.

Generally, the term "Agent" refers to a representative party acting in a supplier's interest with ANBL.

SUPPLIER/AGENT RESPONSIBILITIES INCLUDE:

- Complying with all applicable federal and provincial laws and regulations, as well as all labelling and packaging requirements as determined by the CFIA and the Beverage Container Act of New Brunswick,
- Following ANBL's policies and guidelines as outlined in this document, including Purchase Order Terms and Conditions as well as Receiving Guidelines, and all other documentation shared with suppliers,
- Producing and delivering quality products consistently, correctly and on time.
- Providing accurate data on product listings including any changes to product attributes

DIRECT NEGOTIATIONS WITH SUPPLIERS

ANBL negotiates and transacts its purchases directly with Suppliers. Payments are made only to them. ANBL does not pay commissions or other remuneration.

AGENT REPRESENTATION

Some suppliers may choose an agent as their local business representative. The benefits of local representation are significant but not required for a Supplier to do business with ANBL. Appointment, termination or change of agent representation must be provided in writing by the supplier in the form of an official authorization. Any representation change letters can be sent to the appropriate Category team.

PRODUCT LIFECYCLE MANAGEMENT



PRODUCT LIFECYCLE MANAGEMENT

PRODUCT LISTING

This section provides information on the process for new products entering ANBL's market, along with key definitions, policies and practices surrounding this section of product lifecycle.

APPLICATION PROCESS

The product listing process begins with an opportunity for products within a specific category. ANBL issues calls for submission based on a set schedule each year. For current call descriptions and applicable dates, see [Appendix B: Product Listing Call Schedule](#). This schedule is subject to change based on portfolio and timeline needs. At times, products may be reviewed outside of a call timeline based on the strategic needs of the business. To be added to our call invitation email list, please contact the Product Lifecycle Coordinator.

The application process takes place in BevHub, ANBL's online listing platform. To register for a login, contact the Product Data Coordinator. For more on how to use BevHub, please see [Appendix C: BevHub Preliminary Application Training Guide](#) and [Appendix D: BevHub Full Application Training Guide](#).

All listing applications are reviewed by the Category Teams and are subject to final approval by the Category Manager. The respective Assistant Category Manager will advise applicants of the status of their application via BevHub in accordance with the call schedule.

HOW TO APPLY FOR A LISTING

1. ANBL sends Supplier/Agents a Call Detail Sheet with all relevant information on the day each call opens for applications.
2. After reviewing the Call Detail sheet, the first step in applying for a listing is to submit a prelisting request in BevHub.
3. If your prelisting request is approved, the next step is to submit a full listing request.
4. A comprehensive marketing and merchandising plan is strongly encouraged as part of a listing application. Include supporting data on consumer demand and well as your intentions for promotional investments. For more on ANBL promotional opportunities, please see our In-Store Merchandising Program Guide.
5. Full listing applications require all informational fields in BevHub be complete and accurate, including complete pricing information and digital copies of all product labels and images. Failure to include required content or inaccuracies in the entered information may result in the rejection of the application and the listing's possible forfeiture.
6. Listing applications for new products are incomplete without product samples, with certain exceptions detailed below. Full details on sample quantities and shipping address can be found in the Product Samples section. See [Appendix F: Product Sample Process Rules and Information](#).
7. Final approval is made based on the above information submitted. It is the responsibility of the submitting party to ensure the accuracy of this data. Any product approved that contains incorrect information is subject to corresponding fines and fees. See [Schedule A of the Appendix E: Warehouse Receiving Guidelines](#).

PRODUCT LIFECYCLE MANAGEMENT

PRODUCT SAMPLES

Product samples are requested as part of the application process for all new listings with the exception of certain products including but not limited to: previously listed products at ANBL, allocated products, and applications for new size or package formats of products currently in market. Unsolicited samples will be destroyed.

Product samples must be shipped FOB to the Category Team at:

Alcool NB Liquor Warehouse (back of building)
Attn: ACM, Name of Call
170 Wilsey Road
Fredericton, NB E3B 5B8

Samples required:

Wine – 1 selling unit
Spirits – 1 selling unit
Beer – 1 selling unit
Coolers, Ciders – 1 selling unit

See [Appendix F: Product Sample Process Rules and Information](#) for complete shipping information regarding product samples.

DIGITAL IMAGE FILES

All digital image files must meet the following minimum standards:

- JPEG/JPG format only
- Image pixel dimensions of at least 1000 or larger in either height or width
- Square aspect ratio
- File size must not exceed 70MB
- Pure white background colour is preferred (RGB: 255, 255, 255)
- RGB or CMYK colour mode
- The full product must be in frame

ADDITIONAL SIZES

Requests for additional sizes of listed products are considered the same as requests for new products and must follow the same process as for a new listing. While product samples are not required for this type of application, a sample of the package must be included with the application.

APPLICATION DEADLINES

The Category Team reviews all complete applications as per the review schedule and deadlines found in [Appendix B: Product Listing Call Schedule](#). Product applications & samples submitted passed the deadlines may be rejected. Any product rejected for pricing issues only may be reconsidered for listing once the pricing concern is resolved.

To reference ANBL's timelines for international orders, see [Appendix G: Import Order Schedule](#).

PRODUCT LIFECYCLE MANAGEMENT

UNSOLICITED APPLICATIONS

Unsolicited applications will not be accepted. If you would like to submit a product for listing consideration outside of the call period, you must contact the appropriate Category Team before submitting an application. They will book a meeting with you to discuss market conditions and review the ANBL product portfolio to determine if it merits consideration.

INVITATION OF APPLICATIONS

ANBL may, at its discretion, invite Suppliers/Agents to submit applications for specific products. ANBL may, at its discretion, invite a Supplier/Agent to submit another request for a previously rejected product within a year of the original application.

FESTIVAL PRODUCT SELECTION

Applications for products to be considered for inclusion in ANBL-supported festivals listed in the call schedule must be identified on the official listing application. They must be received by the appropriate date. For more details on festival guidelines, see [Appendix H: Event Sponsorship Handbook](#).

PRODUCT LISTING STATUSES

All ANBL product listing calls will have an associated listing status(s). This listing status defines how the product is brought into market. See below for ANBL's three listing statuses.

GENERAL LISTING (GL)

- Products that are considered to appeal to a broad cross-section of the buying public and have reasonable sales expectations in most stores.

- GL products are expected to maintain annual sales that meet or exceed their product category targets.
- GL products are kept at the ANBL central warehouse and are regularly replenished (except for direct delivery SKUs). Re-orders are based on projected sales volumes.
- GL products can be exclusive to a Channel or Banner within the ANBL network. For details on Channels and Banners, see page 16.
- GL status is granted after the product has passed an initial test phase in the market.
- These products will be priced in accordance with the General Mark-up Policy outlined in [Appendix I: ANBL General Mark-up Policy](#).

TEST PRODUCTS (TP)

- TP listings are treated similarly to GLs but are conditionally listed for up to one year and then evaluated for performance.
- Products that are considered to appeal to a large cross-section of the buying public and have reasonable sales expectations but may be subject to specific conditions agreed to by ANBL are considered for TP listing.
- TP products are expected to maintain annual sales that meet or exceed their product category targets.
- TP products are kept at the ANBL central warehouse and are regularly replenished (except for direct delivery SKUs). Re-orders are based on projected sales volumes.
- TP products can be exclusive to a Channel or Banner within the ANBL network. For details on Channels and Banners, see page 16.
- These products may be priced outside of the General Mark-up Policy outlined in [Appendix I: ANBL General Mark-up Policy](#).

PRODUCT LIFECYCLE MANAGEMENT

ONE-TIME LISTING (OT)

- These products are in the market temporarily for a defined length of time.
- OT product forecast and sell-through dates are agreed upon by the Supplier/Agent and ANBL before a listing is granted.
- OT products distributed to stores from the ANBL Central Warehouse and Direct Delivery products are ordered by stores during a defined period.
- OT products can be exclusive to a Channel or Banner within the ANBL network at the Category team's discretion. For details on Channels and Banners, see page 16.

GUIDELINES FOR ONE-TIME PRODUCT LISTINGS

To optimize and avoid overstock of One-Time listings:

1. The Supplier/Agent provides a sales forecast as part of the product's application, broken down by month.
2. The Category Team reviews the forecast. The team accepts it as submitted or returns it to the Supplier/Agent with suggested revisions. If ANBL purchases a quantity exceeding the Supplier/Agent's forecast, ANBL is responsible for liquidating product beyond the original forecast.
3. Once the forecast is agreed to, ANBL's Supply Chain ensures that the proper orders are placed in a timely manner.
4. ANBL liquidates product with remaining inventory after the agreed-upon selling period.
5. Products selected for the EXPÉRIENCE Program, which introduces new wine portfolios at select ANBL stores every 6-8 weeks, are brought in as OTs. Experience Program products that do not hit 80% sell-through after 12 weeks in market are sent to the Depot. The Supplier/Agent is charged back 15% per case on remaining inventory.

LABELLING STANDARDS

Alcoholic beverages sold in Canada are subject to the provisions of:

- [Safe Food for Canadians Act \(SFCA\)](#)
- [Safe Food for Canadians Regulations \(SFCR\)](#)
- [Food and Drugs Act \(FDA\)](#)
- [Food and Drug Regulations \(FDR\)](#)

Suppliers/Agents should familiarize themselves with these regulations and the implications they have on their products and processes. Assistance in interpreting these requirements for the beverage alcohol industry can be found on the Canadian Food Inspection Agency (CFIA) website [Labelling requirements for alcoholic beverages](#).

For guidance and support with Canadian label regulations:

- CFIA Labelling Tool for industry [here](#).
- Find information about Lot Code requirements under the Safe Food for Canadians Regulations [here](#). Since December 2021, a Lot Code is required on all selling units.

In addition to ensuring compliance with all federal legislative requirements, suppliers must also ensure that their product labels meet the requirements of [Encorp Atlantic](#), the Professional Responsibility Organization granted stewardship for beverage containers under the [Designated Materials Regulation of the Clean Environment Act](#). Failure to comply with both federal and provincial legislation carries penalties including product removal and/or monetary penalties outlined in [Schedule A of the appendix E: Warehouse Receiving Guidelines](#).

PRODUCT LIFECYCLE MANAGEMENT

All retail sales units must bear a Universal [Product Identification Standards Manual](#) issued by the Canadian Association of Liquor Jurisdictions (CALJ). A UPC is the bar code that is used to scan a product at the point of sale. BevHub accepts UPCs that are 12 or 13 digits long and should be unique to the product. If you receive a warning that the UPC is already in use, please contact the ACM or Product Data Coordinator immediately as they can help resolve the issue.

As of Jan. 1, 2020, ANBL no longer issues in-house generated UPCs and SCCs. To get a new UPC or manufacturer number, please contact [GSI Canada](#). For package design, including Global Trade Item Numbers (GTINs), consult with a packaging designer or a packaging materials supplier, as they typically have significant experience with these requirements.

SHIPPING CASE LABELLING

All shipping cases processed through our central warehouse must conform to the Case Label Specifications as defined in the [Product Identification Standards Manual](#), issued by CALJ. An SCC is the bar code that appears on the shipping unit of the product. BevHub accepts SCCs that are 13 or 14 digits long and must be unique to the product that they are assigned to. ANBL utilizes SCCs to generate the purchase order for all products, including kegs, so accuracy is essential. If you receive a warning that the SCC is already in use, please contact the ACM or Product Data Coordinator immediately as they can help resolve the issue.

[Appendix E: Warehouse Receiving Guidelines](#) outlines ANBL's shipping case requirements and associated costs of re-work. Suppliers/Agents should also review [Appendix J: ANBL PO Terms and Conditions](#) for regulations applicable to all ANBL purchase orders.

CERTIFICATION OF DECLARATIONS

If your product has gluten-free, vegan, or organic declarations, you must upload proof of certification during the product application process in BevHub. If your product is vegan, you may choose to include a certification of such if applicable.

PACKAGING REQUIREMENTS

Upcoming changes to federal regulations regarding single-use plastics (SUPs) will have effects on beverage packaging materials. Of significance to the beverage industry, single-use plastic ring carriers are included in this regulation as one of six plastic items to be banned. To allow the industry to adapt to the changes, the Regulations will be implemented on a staggered timeline.

Coming into force of the prohibitions on Single-use plastic ring carriers:

Manufacture and import for sale in Canada	June 20, 2023
Sale	June 20, 2024
Manufacture, import and sale for export	December 20, 2025

For more information on these regulations, please review the:

[Government of Canada's Single-use Plastics Prohibition Regulation Overview](#).

[Federal Plastics Registry Obligations](#) and reference Section 46.

PRODUCT LIFECYCLE MANAGEMENT

EVALUATION PROCESS

Each product call includes a Call Detail Sheet that outlines all the information pertinent to the call, as well as the expectations for products specific to the portfolio needs at the time of the call. Criteria defined in the Call Detail Sheet will include desired product specifications, styles, size formats, retail price, and flavours/themes as applicable.

ANBL's Category Management Team selects listings based on the following criteria in no particular order:

- Taste
- Suitability for the New Brunswick market
- Price
- Proposed marketing and merchandising plan
- Relationship to other listed products
- Performance in other markets
- Uniqueness
- Packaging
- Supply chain considerations
- Labelling
- Past performance of Supplier/Agent
- Strategic fit
- Portfolio requirements

TASTING PROCESS

ANBL conducts tasting sessions to determine the palatability of products recommended for acceptance by the Category Teams. Tastings are conducted by the appropriate Category Manager and Assistant Category Manager who give final approval; however, at times additional team members may be included in the tasting panel.

APPEALS

A Supplier/Agent may appeal a rejected application in writing to the appropriate Category Manager, which will be elevated to the Director of Category Management if required. The letter should clearly state the reason for the appeal. It must be supported by additional information that was not part of the original application.

SOCIAL RESPONSIBILITY

The Category Management team follows a set of social responsibility guidelines when reviewing products. ANBL will only list products that conform to the guidelines defined in [Appendix K: Social Responsibility Guidelines](#).

PRICING AND FEES

Product pricing is established in collaboration with the Category Team. Please refer to [Appendix I: ANBL General Mark-up Policy](#) for detailed markup information. The Markup Structure and resulting Pricing Calculators will be used as a guide to determine retail price; however, ANBL reserves the right to determine final retail price for all listing types.

STOCKING ADMINISTRATION FEES

Stocking Administration fees apply to newly listed products as follows:

- GL & TP listings will be subject to a one-time \$250.00 charge when ANBL accepts the listing.
- The Category Team can waive the Stocking Administration Fee at its discretion.
- OT listings are exempt from the Stocking Administration Fee.

PRODUCT LIFECYCLE MANAGEMENT

PURCHASING AND LOGISTICS

PRODUCT DISTRIBUTION

All products arriving to ANBL's Warehouse must follow the guidelines in [Appendix E: Warehouse Receiving Guidelines](#).

Once a product listing is granted, ANBL notifies all stores of its availability through a Product Release Bulletin, which also contains pricing and ordering information. Link does not work - goes to an old document. A New Product Bulletin is released weekly can be found on the suppliers page at [ANBL.com/suppliers](https://www.anbl.com/suppliers).

All new product listings receive automatic distribution to predetermined stores upon release (excluding direct delivery). The Category Team determines the initial distribution as part of the product plan when it grants a listing. See Channels and Banners section below for more information.

For stores that are not included in the initial distribution of a new listing, it is the Store Manager's responsibility to determine whether they will carry the product; however, product plans may establish exclusivity to a certain channel or banner selection as determined as part of the product plan by the Category team at the time of listing.

CHANNELS AND BANNERS

Any product (GL, TP or OT) can have a Channel(s) and/or Banner(s) assigned to it that provides more information about the listed item's availability in market.

CHANNELS

Channels are how and where consumers buy items listed for sale. They are:

- Brick and Mortar: Products that are available for sale in ANBL stores. (Please see the Banner information for more details on which stores are part of this Channel.)
- Agent Channel: Products available for the Agent Store network.
- Licensee: Products available to Licensee customers. Certain products are exclusive to this channel, such as beer kegs.
- Duty-Free Shops: Products that are exclusive to Duty-Free Shops.
- Grocery Stores: Products that are available or exclusive to the Grocery channel.
- Manufacturer Agency Stores

BANNERS

ANBL may assign products to one, multiple or all Banners:

Stores A-D: ANBL Stores each have a banner rating from A to D. The letter indicates the store size and capacity, in descending order.

Boutique: This Banner refers to the EXPÉRIENCE by ANBL Boutique in Moncton and ANBL's Craft Beer Room in Fredericton. EXPÉRIENCE by ANBL Boutique in Moncton is a unique store offering a selection of products from all categories that may not be found elsewhere in the province. This would include rare and exciting beers, highly regarded spirits and rare, allocated and vintage wines that cater to all trends and customers. The Craft Beer Room offers the best selection of craft beers in the province.

Depot: Located in Salisbury, Depot offers deep discounts on select items of wine, spirits, coolers and beer in a warehouse-designed store. This high-volume

PRODUCT LIFECYCLE MANAGEMENT

store has unique buy more, save more mix-and-match opportunity that excludes beer and a bundle opportunity that is exclusive to beer. Additional details can be found [here](#).

PRODUCT MANAGEMENT

This section provides guidelines for suppliers on products once they are in market.

MERCHANDISING OPPORTUNITIES & CUSTOMER EXPERIENCE

ANBL offers an array of merchandising programs and packages for Suppliers/Agents to book. Suppliers are encouraged to apply for merchandising opportunities during open calls through Gateway, ANBL's online booking platform for merchandising programs; however, remaining spaces can be filled throughout the year depending on remaining availability. For detailed information on in-store merchandising, see our [In-Store Merchandising Program Guide](#).

Space Planning is done internally by the Store Operations Channel Team. ANBL determines product placement based on demand and sales.

PRODUCT FORMAT, LABEL AND PACKAGING CHANGES

PRODUCT PACKAGING/LABEL CHANGES

Changes of any kind in the presentation of a product must have prior written approval from the Category Team. ANBL accepts requests for approval of packaging/label changes throughout the year,

provided it is communicated to and approved by the appropriate Category Manager in advance.

PRODUCT FORMAT AND PACKAGING CHANGES

A new listing application is required if a product's package size has changed. The new product format must have a unique UPC/SCC. If the Category Team approves a product format change or packaging change, the Supplier/Agent must provide an exit strategy for the existing product as part of the application.

SPECIAL PACKAGING

Applications for products packaged in special containers or containing additional non-beverage items must show the cost of containers and non-beverage items separate from the beverage alcohol contents on the application form.

BEVERAGE CONTAINERS AND PACKAGING AND PAPER PRODUCTS

The Government of New Brunswick has amended the Designated Materials Regulation under the Clean Environment Act to establish an Extended Producer Responsibility program for both beverage containers and packaging and paper products in New Brunswick.

As the agency responsible for designated materials, Recycle NB will oversee both programs in New Brunswick. More information can be found [here](#).

Producers who currently do not have agreements with the Stewardship Organizations are encouraged to contact [Encorp Atlantic](#) (Beverage Containers) and [Circular Materials](#) (PPP) to ensure they are meeting reporting and remitting obligations under these programs.

PRODUCT LIFECYCLE MANAGEMENT

QUALITY ASSURANCE

SHELF STABILITY

ANBL listed products must have the stability to support an unrefrigerated, end-to-end supply chain. If a product is found to be unstable, ANBL immediately issues a recall sequence of actions. If ANBL must destroy product as part of a recall, the supplier will be billed the landed case costs and any disposal costs incurred. The Category Team will work with the Supplier/Agent to investigate the cause. If a satisfactory root cause can be identified and there are appropriate corrective actions to remedy it, the product will be reintroduced into the supply chain.

TIME-SENSITIVE PRODUCTS

ANBL works with Suppliers/Agents to prevent stale-dating of time-sensitive product listings by following these guidelines:

1. During the application process in BevHub, the Supplier/Agent must enter shelf-life information for time-sensitive products. This includes identification of the format, decryption key, date code location on their packages, and whether it is the production or expiry date.
2. The Supplier/Agent provides an annual sales forecast to the Category Team for each product, broken down by month. The Category Team reviews the forecast. The team accepts it as submitted or returns it to the Supplier/Agent with suggested revisions. If ANBL purchases a quantity exceeding the Supplier/Agent's forecast, ANBL takes responsibility for stale-dated product beyond the original forecast.
3. Once the forecast is agreed upon, Supply Chain will ensure that the proper orders are placed in a timely manner.

4. ANBL completes a monthly time-sensitive review in an effort to prevent product stale-dating where possible. If the product stale-dates and ANBL must destroy and discard it, the Supplier/Agent will be billed the landed case cost and disposal costs.
5. ANBL will return products that arrive at the central warehouse without substantial shelf life remaining to the Supplier at the Supplier's expense. Product with a stated shelf life of 6 months or less must have a minimum of 75% shelf life remaining upon receipt; product with a stated shelf life greater than 6 months must arrive with a minimum of 5 months remaining (See [Appendix E: Warehouse Receiving Guidelines](#) for more information).

PRICING CHANGES

ANBL provides the opportunity for Suppliers to adjust product prices twice per year, but reserves the right to issue a price call ad hoc if needed. Please refer to [Appendix I: ANBL General Mark-up Policy](#) for detailed markup information.

DATA SHARING PROGRAM – API

ANBL now offers Suppliers access to product and sales data via an API subscription program. An overview of the API program and subscription options can be found [here](#) as well as a FAQ info sheet [here](#).

PRODUCT LIFECYCLE MANAGEMENT

PRODUCT DELISTING

This section provides details on how products exit the market.

PORTFOLIO REVIEWS

The Category Team reviews the entire core portfolio quarterly, ranking products on category and subcategory performance, Supplier/Agent performance, ANBL portfolio requirements and other criteria.

The resulting scorecard identifies the following categories: Top performers that are safe from delisting, mid-range performers that require attention by the Supplier/Agent, and bottom performers that are strong candidates for delisting.

Category thresholds can be found in **Appendix L: Category Ranking Thresholds**.

ANBL shares the results by email with Suppliers/Agents. Please contact the appropriate Assistant Category Manager to discuss results.

PRODUCT SWAPS

ANBL will entertain supplier proposals for swapping a product scheduled for delist with a product being maintained in market. The supplier must provide a business case as to why the product schedule for delist should remain in market, which will be reviewed by the Category Manager and Assistant Category Manager.

SKU DELISTING AND EXIT STRATEGY

Products are delisted following a thorough portfolio review process (see above); however, Category Team reserves the right to delist a product at any time. Once a product is delisted, any outstanding purchase orders are cancelled, and no further ones are issued.

Permanent listings (GL and TP) delisted during their first 24 months in market are marked down 25% of landed case cost at the Supplier's/Agent's expense. Depending on the circumstances, alternate arrangements may be made to move delisted stock out of the ANBL system. Please contact the Category Team for details.

If a Supplier/Agent does not agree with ANBL's delisting decision, a letter of appeal may be sent to the Director of Category Management for consideration. The Director's decision is final.

ANBL Store Managers conduct periodic reviews of their store portfolio to identify products that may be discontinued at the store level. Any products identified for delisting will no longer be carried in that store. A Banner stores will carry the entire GL/TP portfolio.

APPENDICES



APPENDICES

Appendix A: [Contact List](#)

Appendix B: [Product Listing Call Schedule 2024-2025](#)

Appendix C: [BevHub Preliminary Application Training Guide](#)

Appendix D: [BevHub Full Application Training Guide](#)

Appendix E: [Warehouse Receiving Guidelines](#)

Appendix F: [Product Sample Process Rules and Information](#)

Appendix G: [Import Order Schedule](#)

Appendix H: [Event Sponsorship Handbook](#)

Appendix I: [ANBL General Mark-up Policy](#)

Appendix J: [ANBL PO Terms and Conditions](#)

Appendix K: [Social Responsibility Guidelines](#)

Appendix L: [Category Ranking Thresholds](#)

Appendix M: [In-Store Merchandising Program Guide](#)