

# NS Wine Symposium

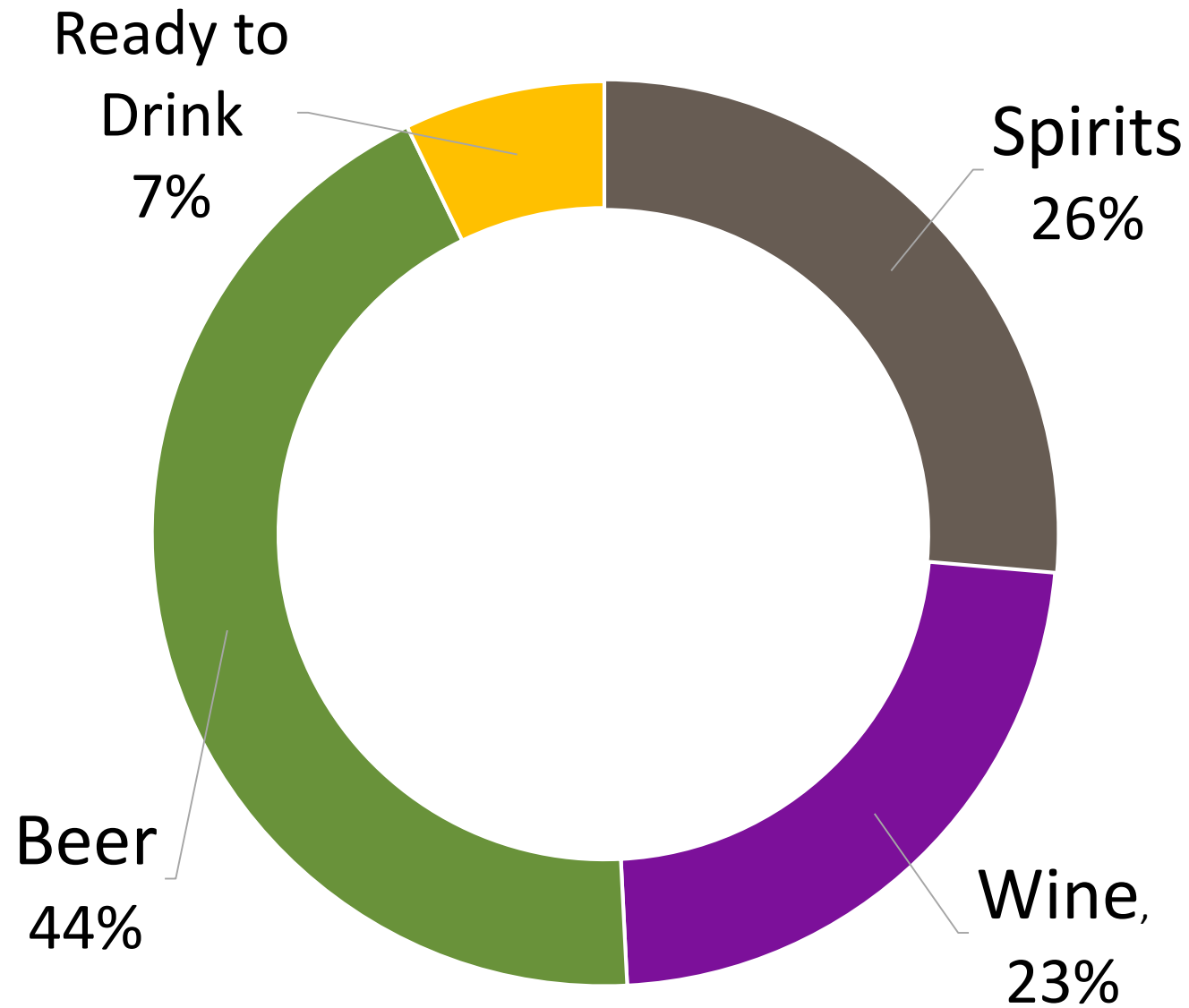
May 25, 2019

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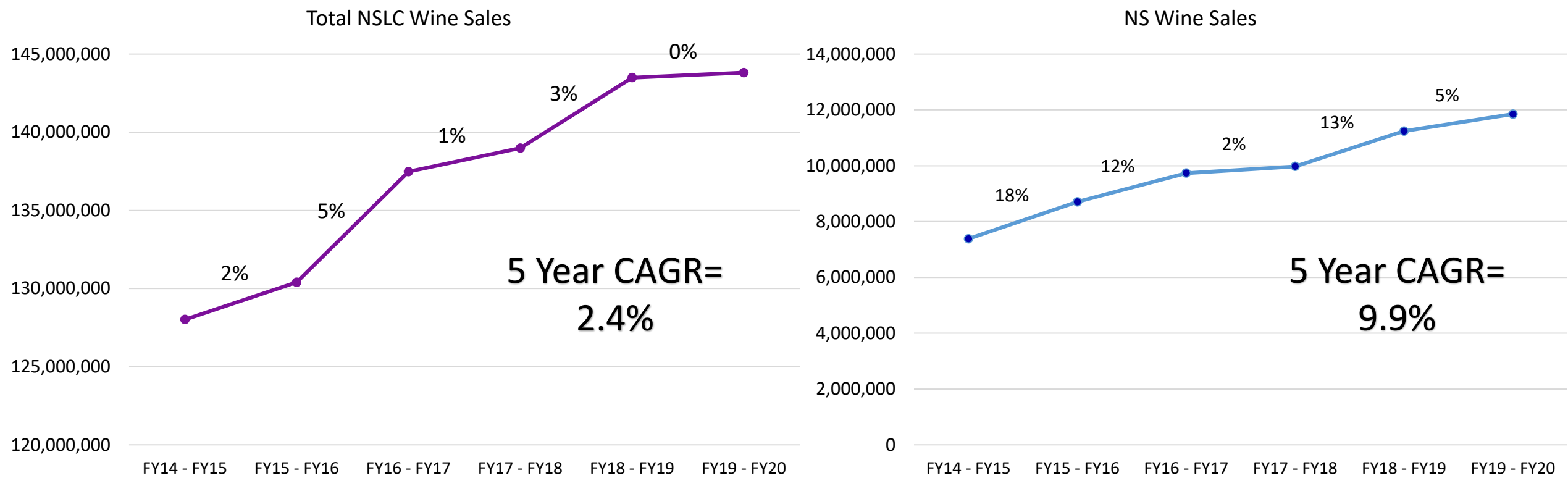


*CELEBRATE  
LIFE'S  
OCCASIONS*

# Share of Wine Sales in Overall Business

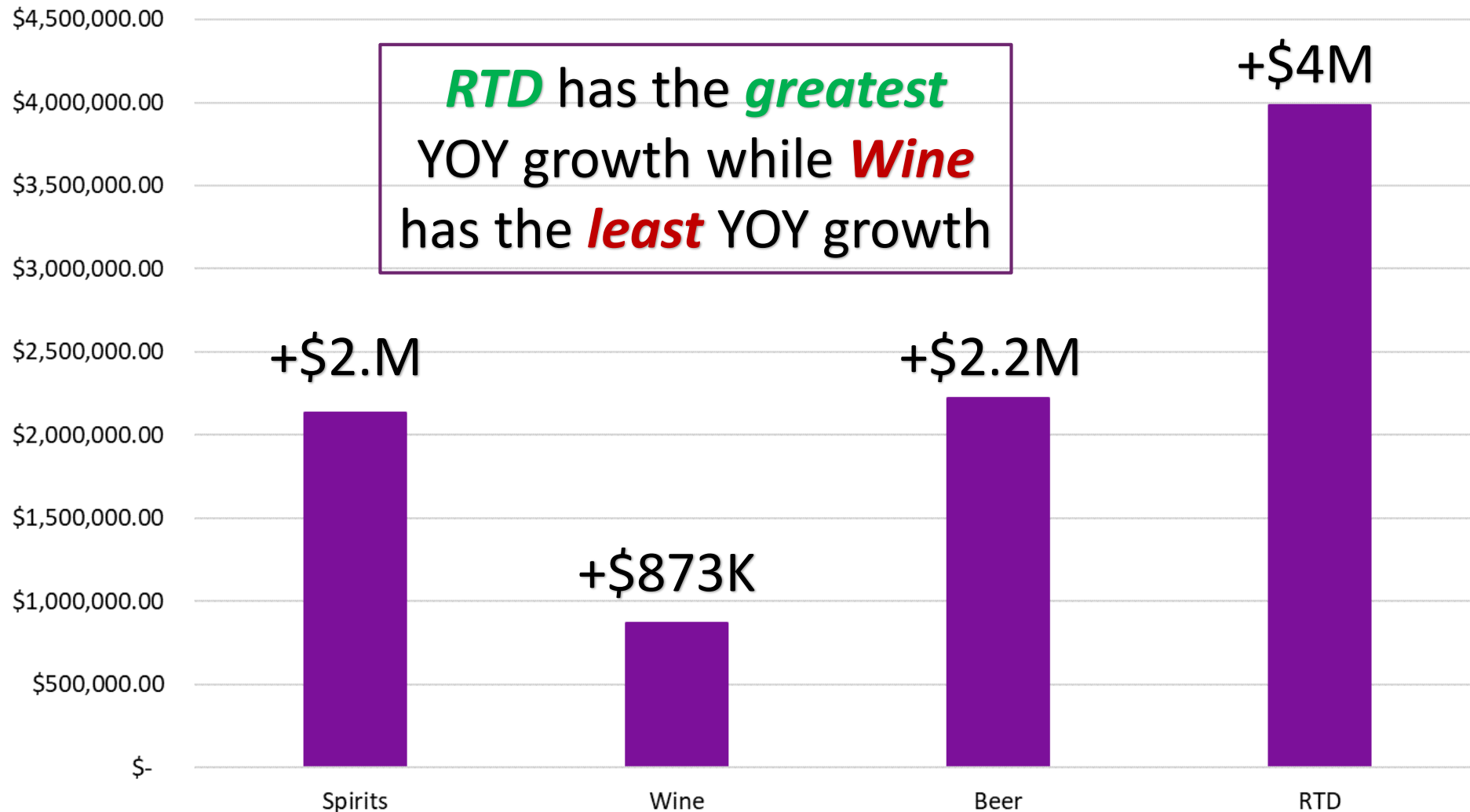


# Five Year Growth – Total NSCL Wine and NS Wine

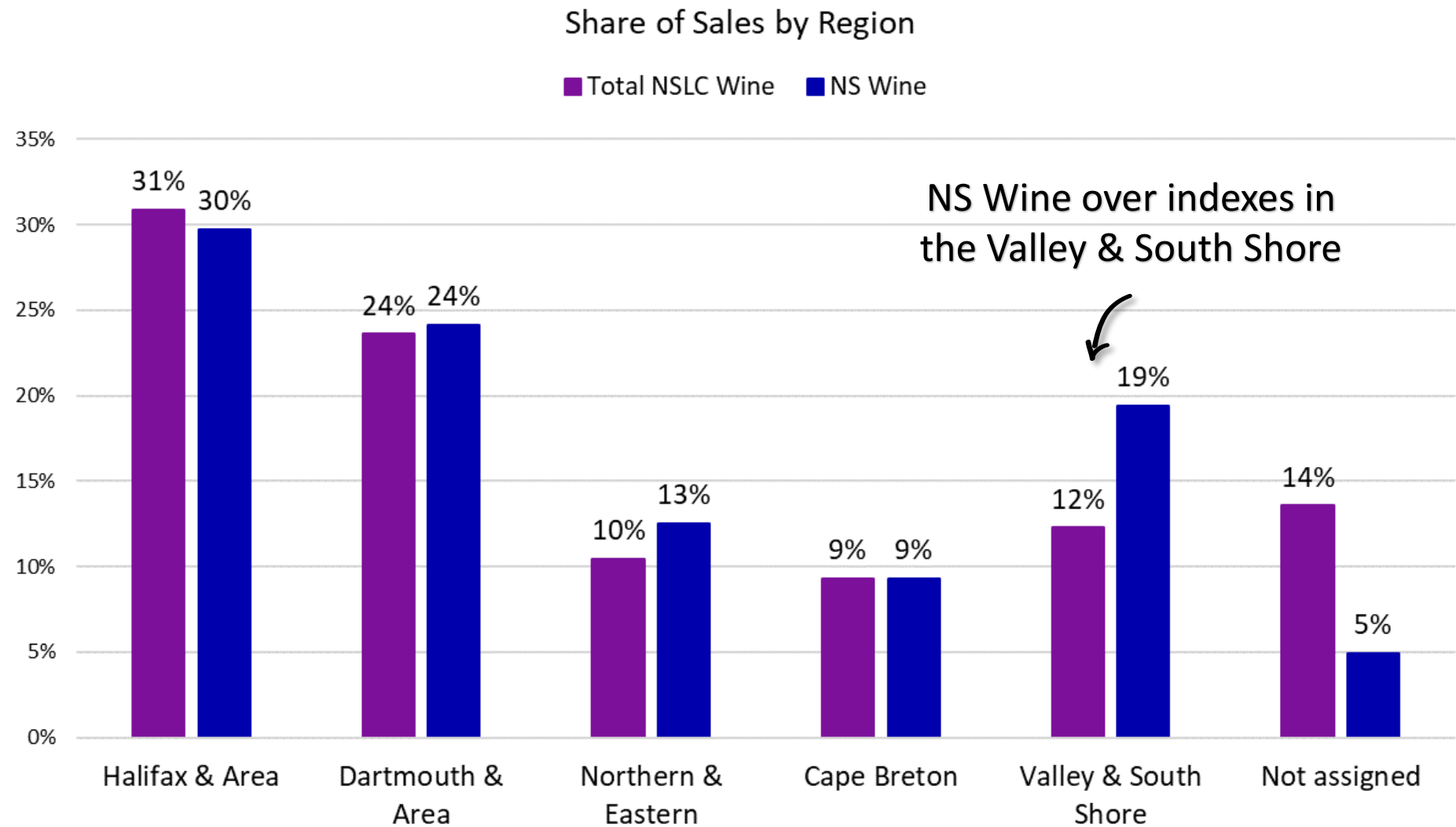


*Nova Scotia Wine is outpacing the growth of total NSLC Wine*

# Year over Year Growth for Wine Collectors by Category

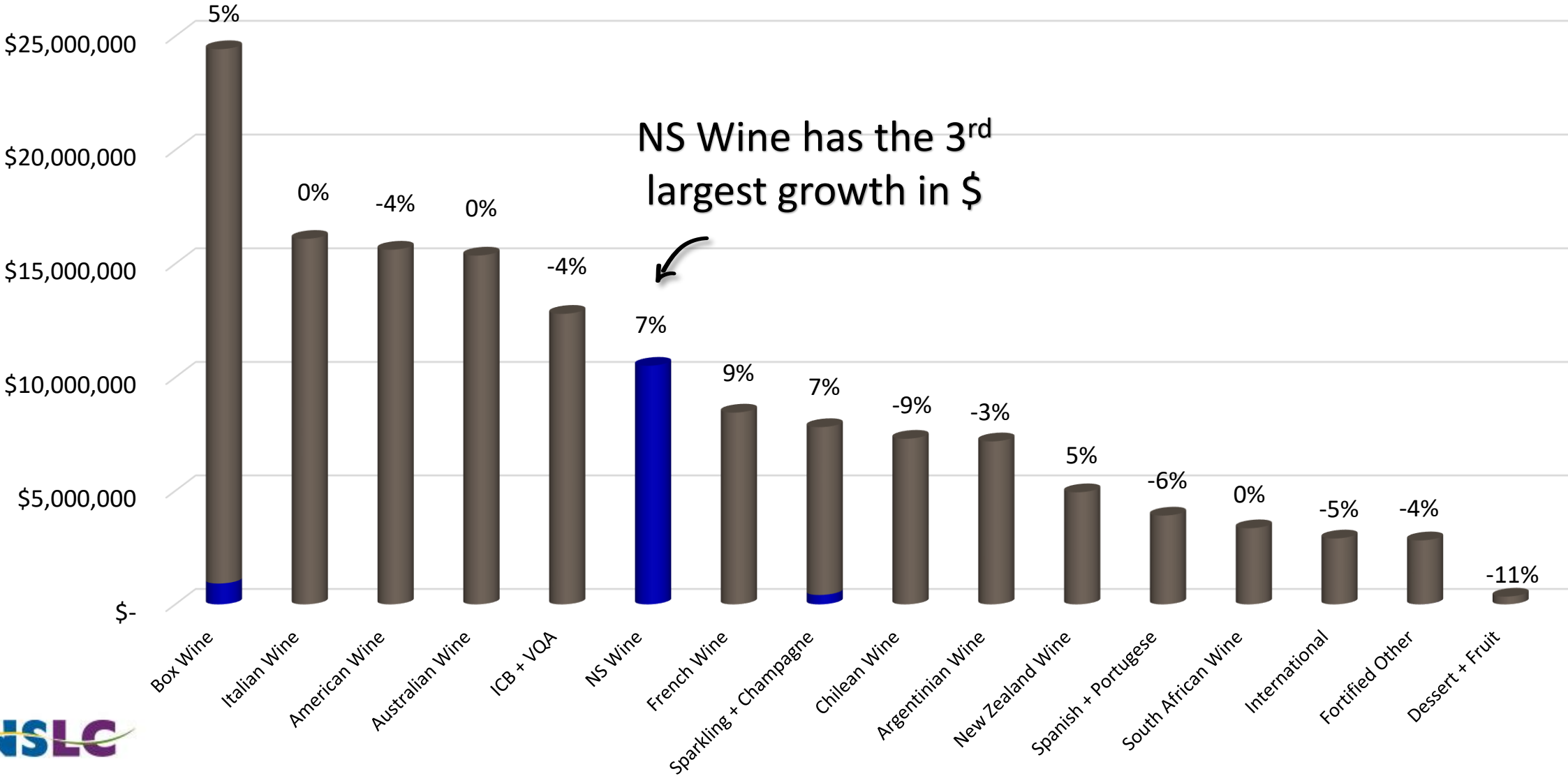


# Share of Wine vs NS Wine Sales by Region

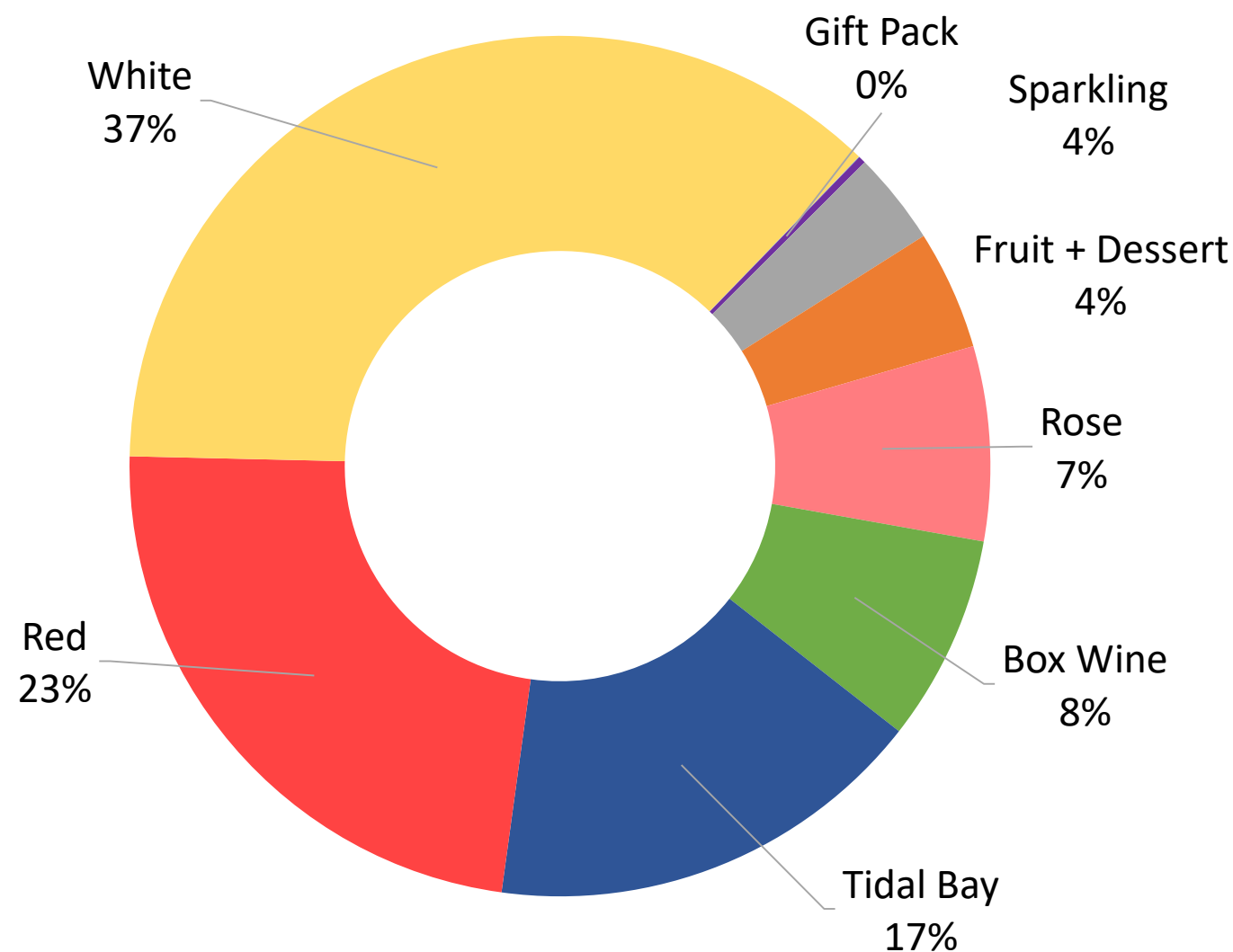


# Wine Sales by Wayfinding

■ NS Wine ■ Total NSLC Wine



# Share of NS Wine Sales by Style



Style	Growth %	Growth \$
Tidal Bay	15%	\$255 K
Red	8%	\$212 K
Rose	19%	\$137 K
White	2%	\$88 K

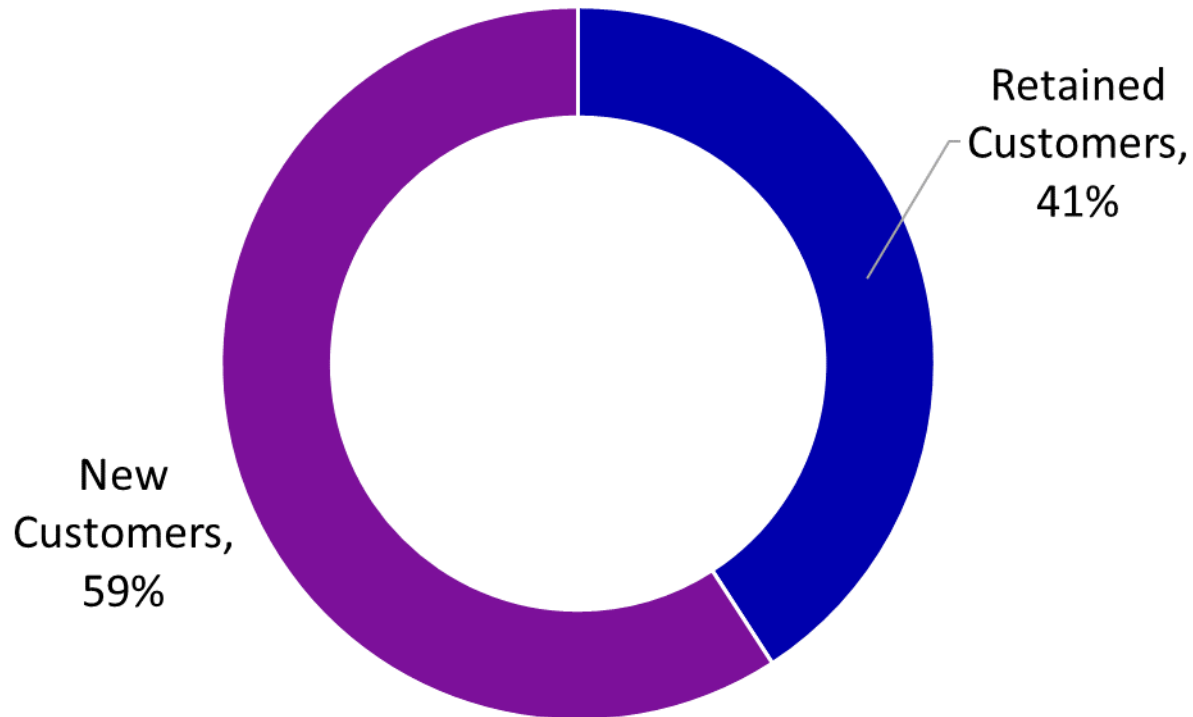
*Tidal Bay is generating the largest growth within NS Wines!!*



# Let's Talk about Tidal Bay...

***1 out of 4 NS Wine Collectors have purchased a bottle of Tidal Bay the year.***

Tidal Bay Recruitment



*Repeat purchase  
rate= 33%*



# F20: Expanding the Reach of Local Wine

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- Banner Roll Out
- Engaged and Personalized Experiences
  - In-store
  - Events
  - Air Miles
  - Website & Print
  - Social Media
  - Education



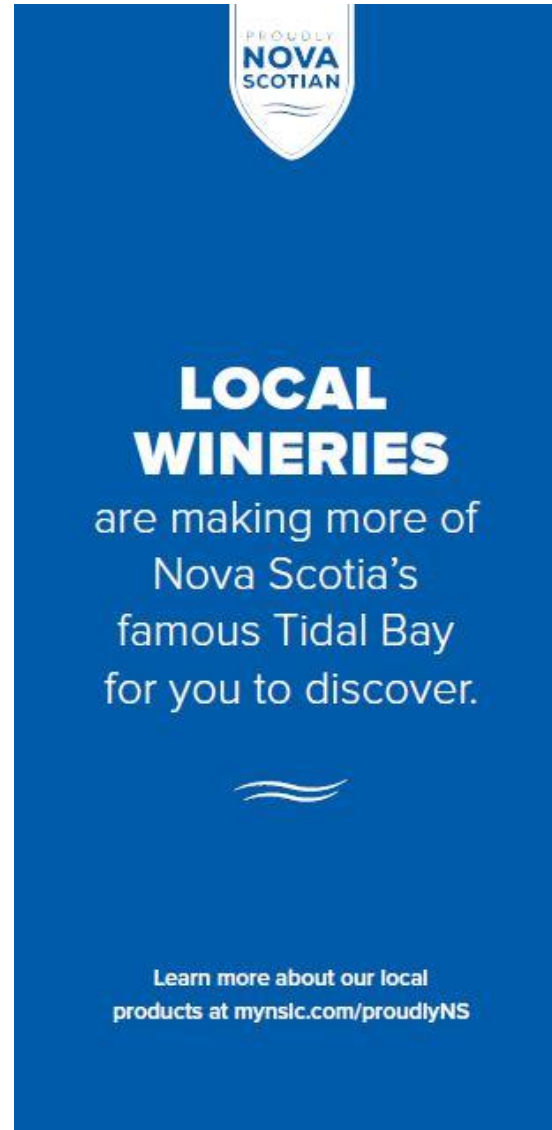
# Banner Rollout & Local Wine



Banner SKU Assortment	# of Stores	# of NS SKUs	Share of SKUs	Share of Sales
A	28	89	9.2%	7.0%
B	37	76	9.4%	6.9%
C	49	61	9.4%	6.4%
D	62	39	9.7%	7.3%
Select	+ Additional 35	22	11.5%	7.7%
Express	+ Additional 8	16	8.2%	6.2%

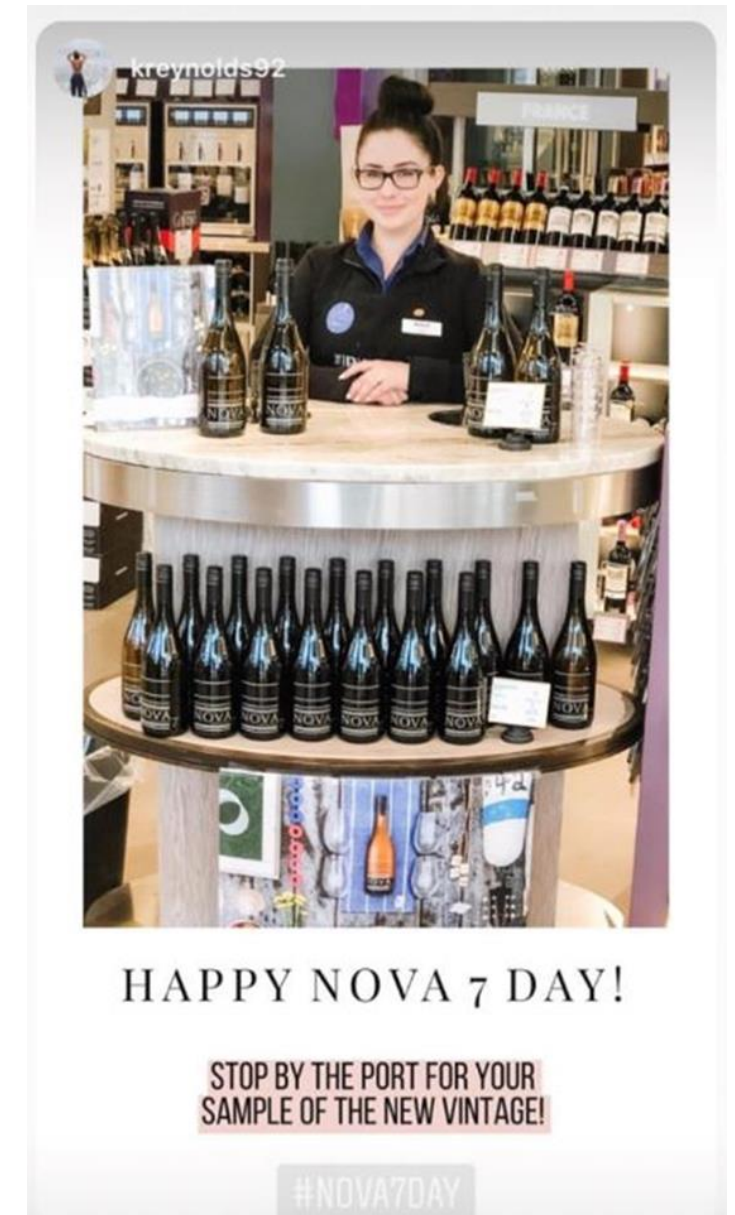
- Manager's Choice + Community Assortment
- Double merchandised in Select stores

# Engaged and Personalized Experiences: In-Store





# Engaged and Personalized Experiences: In-Store

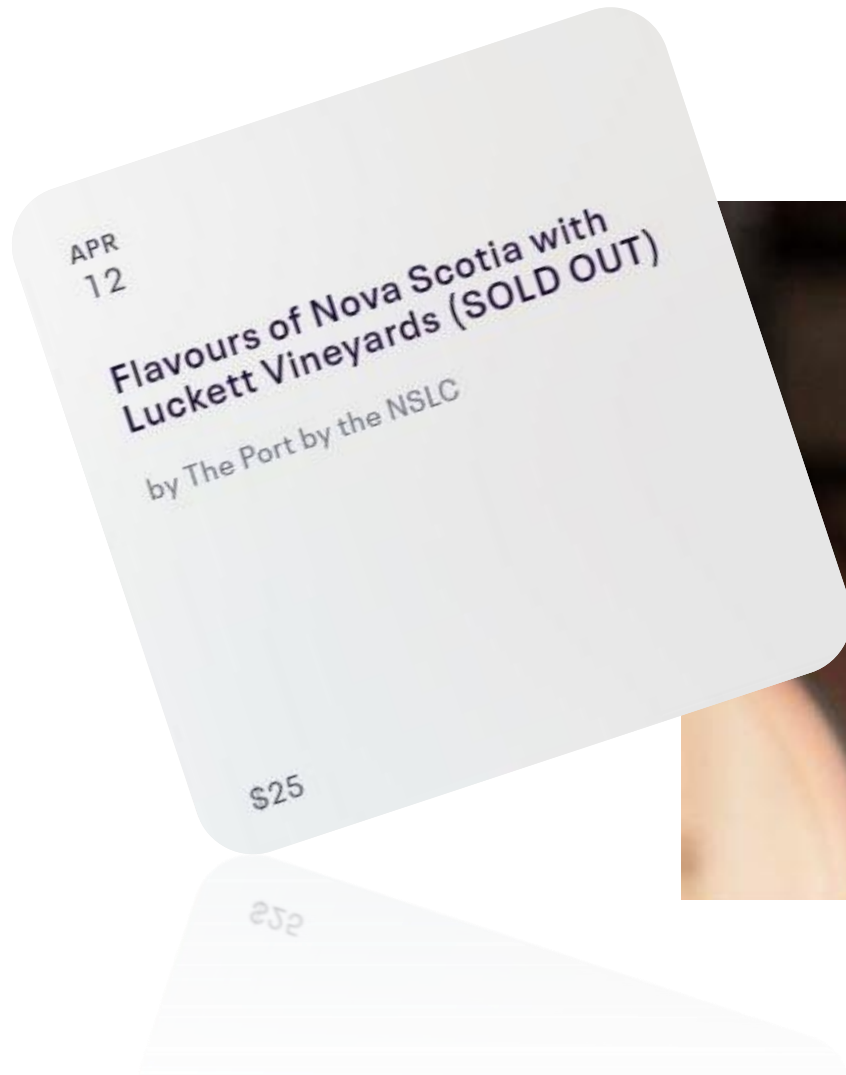


# Engaged and Personalized Experiences: Events





# Engaged and Personalized Experiences: Events



# Engaged and Personalized Experiences: E-blast & flyer

**NSLC**

**PROUDLY NOVA SCOTIAN**

## DISCOVER TIDAL BAY

**EXCLUSIVE MIX + MATCH OFFER JUST FOR YOU**

**GET UP TO 25 BONUS MILES®**  
with the purchase of Tidal Bay wines.

**Select NOVA SCOTIA**

**EXCLUSIVE MIX + MATCH**

**AIR MILES® BONUS MILES**

Buy Any	Get
3 Bottles	25 Bonus Miles
2 Bottles	15 Bonus Miles

Offer valid Nov. 14-28, 2018



**Jost Tidal Bay**  
**\$19<sup>99</sup>**  
750ml 1013957



**Benjamin Bridge Tidal Bay**  
**\$21<sup>99</sup>**  
750ml 1018071



**Grand Pre Tidal Bay**  
**\$19<sup>99</sup>**  
750ml 1013651



**Gaspereau Tidal Bay**  
**\$21<sup>98</sup>**  
750ml 1014013



**Jost Tidal Bay**  
**\$19<sup>99</sup>**  
750ml 1013957



**Benjamin Bridge Tidal Bay**  
**\$21<sup>99</sup>**  
750ml 1018071



**Avondale Sky Tidal Bay**  
**\$21<sup>99</sup>**  
750ml 1014208



**Grand Pré Tidal Bay**  
**\$19<sup>99</sup>**  
750ml 1013651



**Planters Ridge Tidal Bay**  
**\$21<sup>99</sup>**  
750ml 1018197



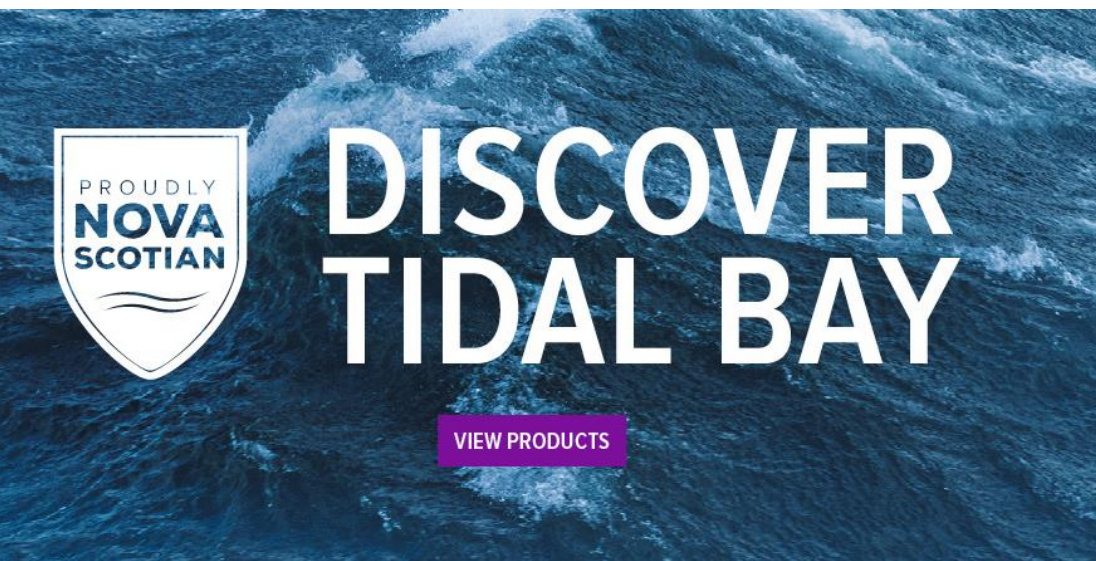
**Sainte Famille Tidal Bay**  
**\$20<sup>99</sup>**  
750ml 1016066



**Luckett Vineyards Tidal Bay**  
**\$21<sup>99</sup>**  
750ml 1016068



# Engaged and Personalized Experiences: Website



Home / Discover / Everything Local

## Everything Local

Like you, we're committed to Nova Scotia.

We all have choices in life. From where we spend our money, to the products we buy, to the businesses we support. When you choose to buy local, you choose to support the lives of people and businesses in the community you value. We at the NSLC share your values. And we're proud to celebrate the local heroes creating incredible wine, beer, spirits and ciders right here in Nova Scotia. Learn a little more about the products proudly crafted by our very own brewers, distillers and vintners, right here in Nova Scotia.





# Engaged and Personalized Experiences: Summer Occasions

WINE & DINE

## *TIDAL YAY!*



54 | Occasions Summer 2019

WINE & DINE

### CELEBRATING OUR COASTAL ROOTS: SEA-CUTERIE AND TIDAL BAY

Anyone that has visited the vineyards surrounding the Minas Basin has seen the impact that the tidal activity of the Bay of Fundy has on our growing environment. The refreshing breezes moderate and nourish our vines and play a key role in the vibrancy and liveliness of Tidal Bay, our signature wine style. It is this very liveliness, exemplified by crunchy acidity, that defines these wines and makes them the ideal pairing to our seafood. A glass of Tidal Bay is like a final seasoning, making the flavours of the food shine. What better pairing than a sea-cuterie board and a table full of local seafood?



Occasions Summer 2019 | 55

# Engaged and Personalized Experiences: Print

NEW ARRIVALS



Benjamin Bridge Nova 7

**\$7<sup>99</sup>**  
250ml

NOVA SCOTIA



Ruffino Moscato D'Asti

**\$19<sup>99</sup>**  
750ml

NOVA SCOTIA



Fairview Rosé Quartz

**\$24<sup>95</sup>**  
750ml

NOVA SCOTIA



Gaspereau Vineyards Rosé

**\$19<sup>99</sup>**  
750ml

NOVA SCOTIA



Sainte Famille Sparkling Rosé

**\$18<sup>99</sup>**  
750ml

NOVA SCOTIA



Jacob's Creek Sparkling Moscato Rosé

**\$15<sup>99</sup>**  
750ml

NOVA SCOTIA



Finca Las Moras Miss Rosé

**\$15<sup>99</sup>**  
750ml

NOVA SCOTIA



WE ASKED FOR ID **1.8 million** TIMES LAST YEAR



Thank you for having your ID ready.

WINE & DINE



**TIDAL BAY BASICS**  
100% Nova Scotia grown grapes

- The first vintage of Tidal Bay was 2011.
- Tidal Bay is a style of wine as opposed to a grape varietal. Tidal Bay's regulations were modeled after European wine appellation laws.
- Tidal Bay wines must be made from a curated list of varietals, a majority of which must be one or a combination of Upland Blanc, Seyval, Vidal or Giesenheim 388. Other varieties are permitted to add aromatic seasoning but cannot dominate the final character of the wine.
- Tidal Bay wines must be made according to a number of strict practices in the vineyard and winery.
- Each wine must meet the approval of an independent tasting panel before being authorized as a Tidal Bay.

Photo © Tourism Nova Scotia

One story. Many authors.



NOVA SCOTIA'S SIGNATURE WINE **TIDAL BAY** REFRESHINGLY NOVA SCOTIAN • TIDALBAY.CA

Discover Nova Scotia's signature white wine.

Officially launched in June 2012, Tidal Bay is the first wine appellation for Nova Scotia. A white wine with unique character, it brilliantly reflects the terroir, coastal breezes and cooler climate of our region. Described as the very essence of Nova Scotia in glass, it is cool, crisp, lively and aromatic. The perfect pairing for our local seafood or for socializing with friends.

64 | Occasions Summer 2019



# Engaged and Personalized Experiences: Social



NSLC

Published by Trampoline [?] · February 13 · ⚙️

Celebrate love with our product picks for Valentine's Day. 🍷💕 These wines and spirits are sure to impress your loved ones.



20,250

People Reached

1,191

Engagements

Boost Post



NSLC

Published by Trampoline [?] · 5 hrs · ⚙️

Fresh, crisp and bright – look no further than Tidal Bay for summer entertaining. ☀️ Explore our picks of this signature #NSWine. What's your favourite local seafood to pair with a glass of Tidal Bay? 🦞🐟

See all Tidal Bays: [bit.ly/NSLC-tidal-bay](https://bit.ly/NSLC-tidal-bay)



# Engaged and Personalized Experiences: Education



- Store engagement
- RPS Team Leadership Evolution
- Education Co-Ordinator:
  - Jennifer Godreau





# QUESTIONS?

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