

Onboarding Guide

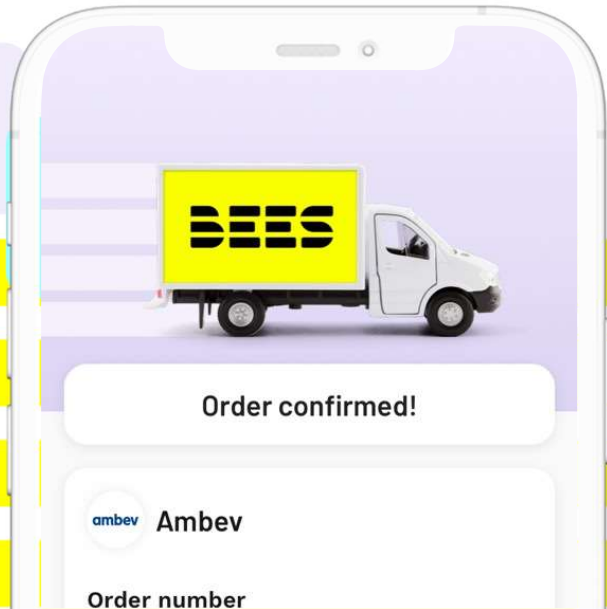
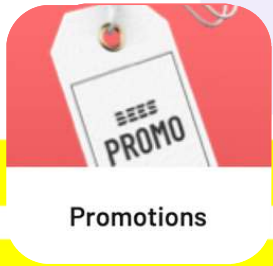




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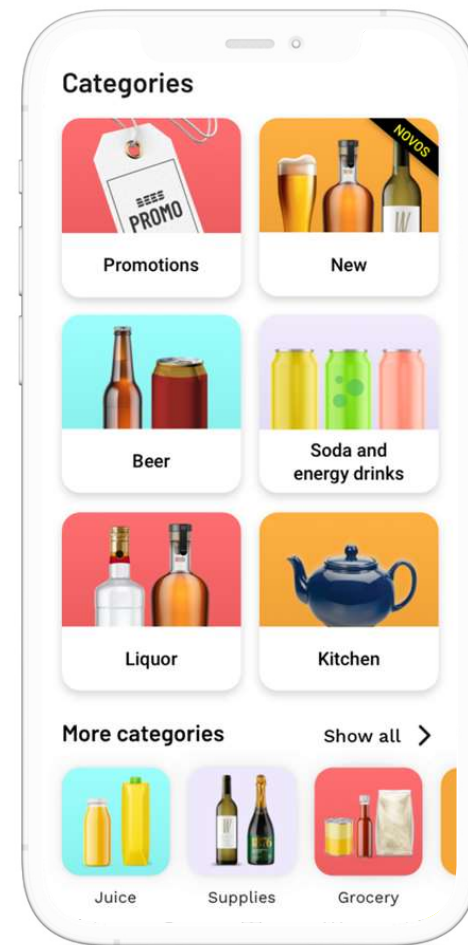


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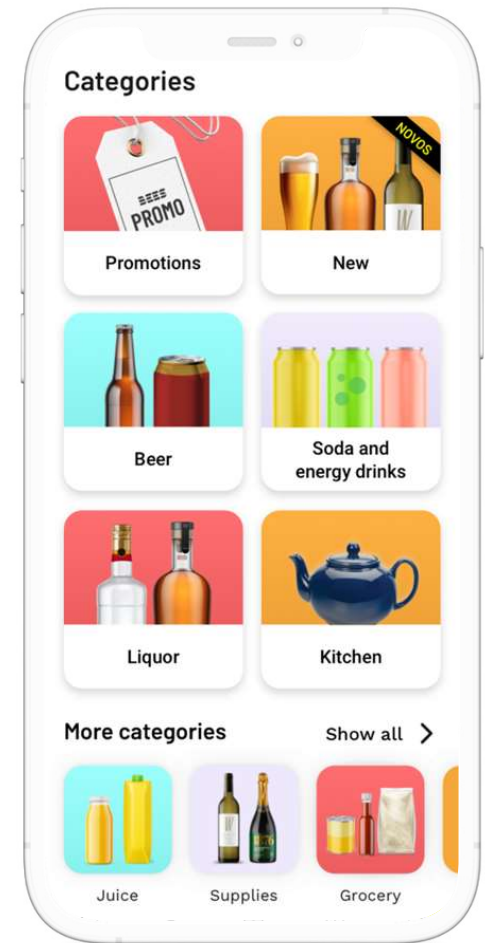
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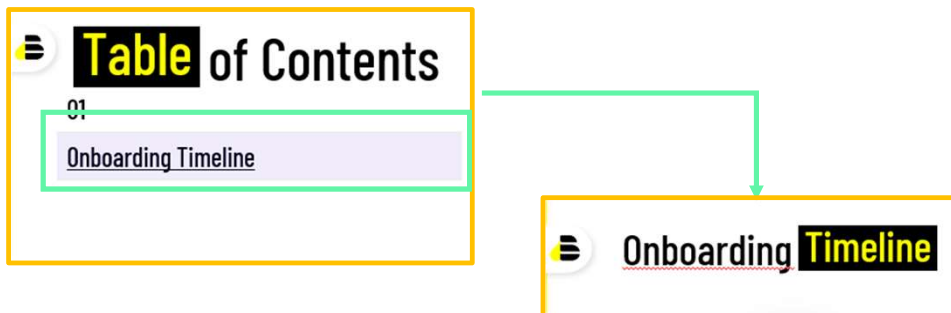


How to **Navigate** the Catalogue?

The guide covers the whole journey you will have with us. Divided in sections, you have the freedom to navigate any sections pertaining to your situation.

How to Navigate to the Desired Section?

Simply click on **the section or sub-section in the table of contents!**



How to Return to the Table of Contents?

Simply click on **notre our logo in the top-left corner!**





Introduction to Labatt

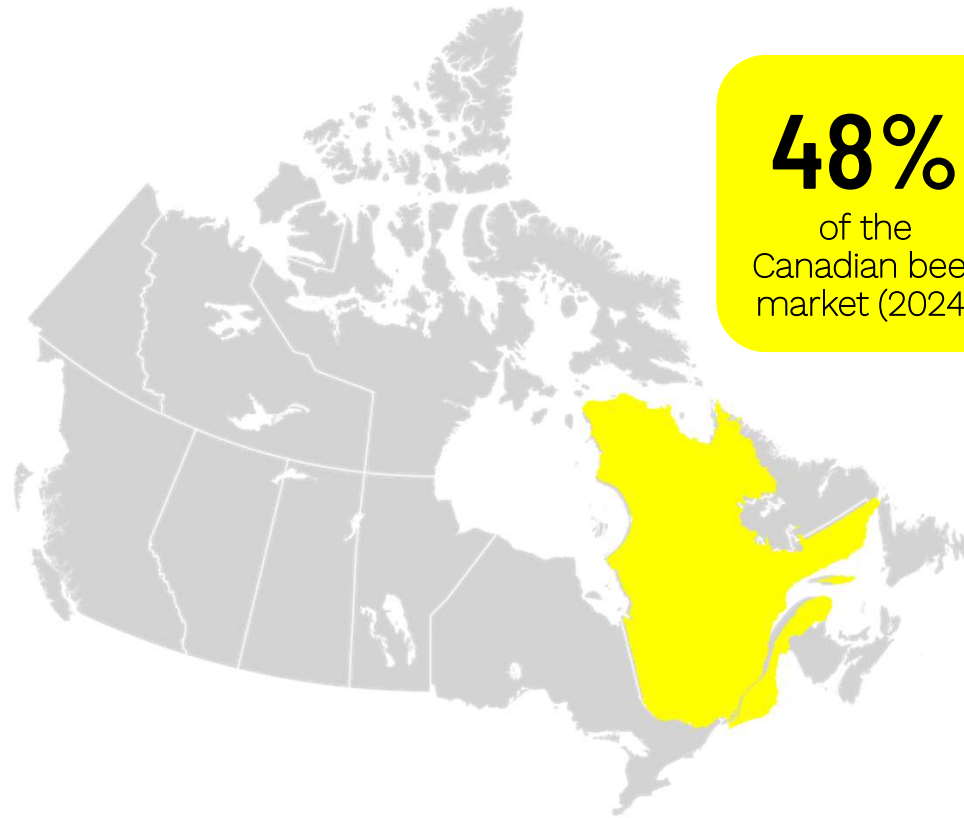


How is Labatt positioned in the market?
What are your bestsellers?





Our market share has seen **EXPONENTIAL** growth

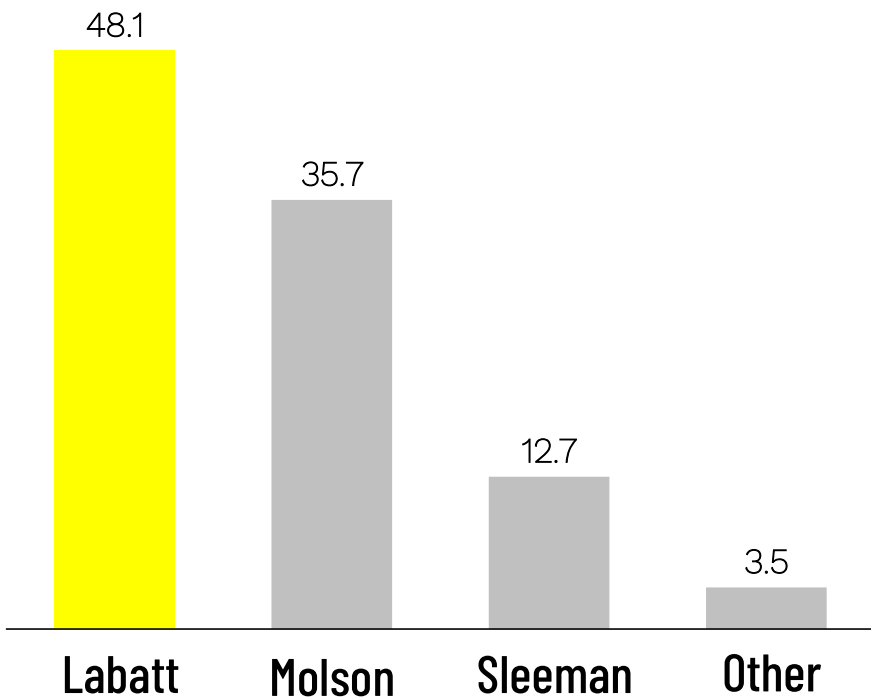


48%

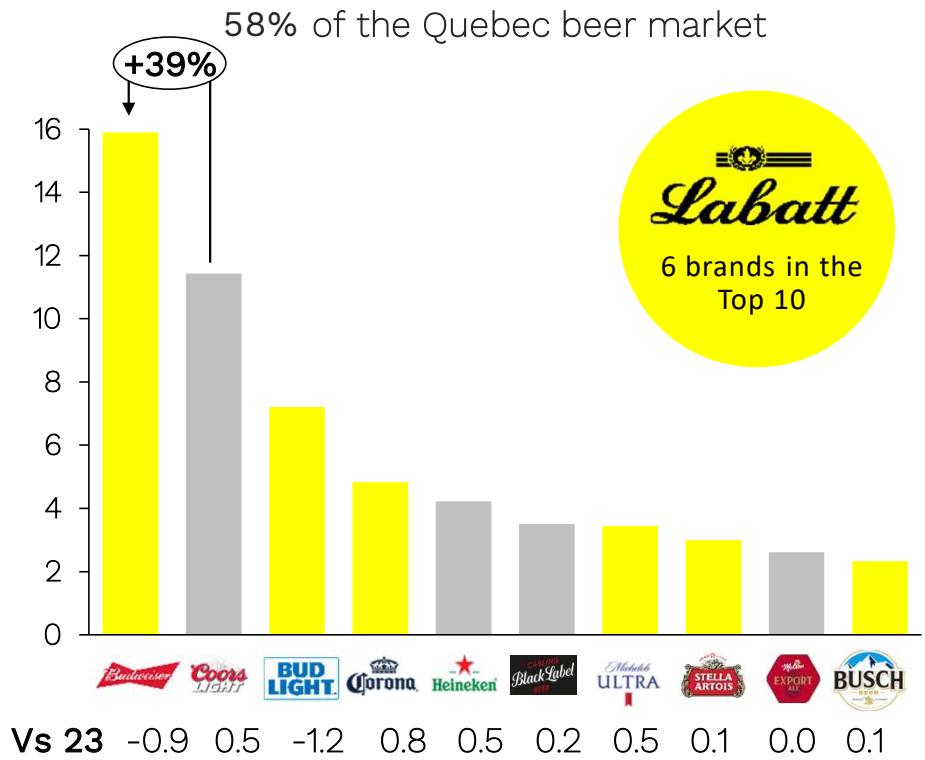
of the
Canadian beer
market (2024)

Labatt's Performance

By Brewer



By Brand





Brand Portfolio

PREMIUM INTERNATIONAL



CORE



CORE+



MICRO



ALCOMALT



SANS-ALCOOL



ESCOMPTE



CIDRE



Customers' Favorites



BUDWEISER

5.0% ABV

Being the most sold beer in **Canada**, it has a crisp, clean, and slightly fruity flavour.



BUD LIGHT

4.0% ABV

The **#1 light in the world**, the beer is known for its crisp taste and fast finish.



MICHELOB ULTRA

4.0% ABV

Having seen the biggest growth **since 2018**, it has a light citrus aroma and a crisp, refreshing finish.



CORONA

4.6% ABV

The brand most recognized **worldwide** for its refreshing image and taste, serve it with a lime wedge for an unparalleled flavour of relaxation.

ABV (Alcohol By Volume): A standard measure of how much alcohol is contained in a given volume of an alcoholic beverage.



Brand Trends

Core/Core+



#1 CORE BRAND
33% of sales

51%

OF TOTAL LABATT SALES COME FROM OUR **CORE** SEGMENT

#1 BRAND in Core+

Affiliated to the world of **SPORTS**

WILLIAMS RACING

43%

OF BUYERS TAKE INTO CONSIDERATION THE CRITERIA

"BETTER FOR YOUR HEALTH"

WHEN THEY SHOP

SHOPPING CART IN \$
+33.4%
vs segment



Brand Trends

Premium International

CONSUMPTION AT HOME

1/5 Of buyers would like to know learn more about beer and food pairing options.



Work Stella, Leffe and Hoegaarden in outside sections to meet the meal occasion and increase your average basket.

PREMIUMIZATION

62%

Of buyers deem the criteria 'Premium' important when they shop.



SHOPPING CART IN \$
+10.4%
vs segment

Micro



1 Craft beer out of 3 is sold by Labatt



TRAFFIC GROWTH
+ 2 %
vs Craft segment

70%

Of buyers base their choice on product quality



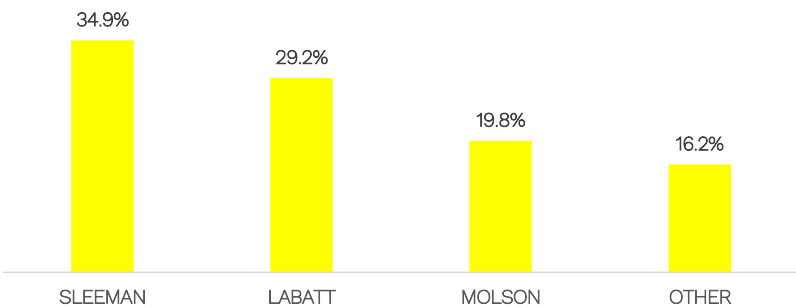
SHOPPING CART IN \$
+21.8%
vs Craft segment



Brand Trends

Ready-to-Drink

Labatt represents more than a quarter sales of RTD



31%

Of buyers deem important to improve innovation proposed in store.

2024

6 INNOVATIONS INCLUDING 4 COOLERS



Non-Alcoholic Drinks

Our non-alcoholic portfolio is expanding into new segments.



TRAFFIC GROWTH +2,6% vs segment

BOCK /ALE



CRAFT

romeo's gin



RTD



SALES GROWTH +18% vs AP

AND



SALES +56% vs AP

#2 growth in the NA beer market




TRAFFIC +40.9% visits vs AP



Contact Methods



How to stay informed of changes?
What are the best methods of communication?
How to share my comments?

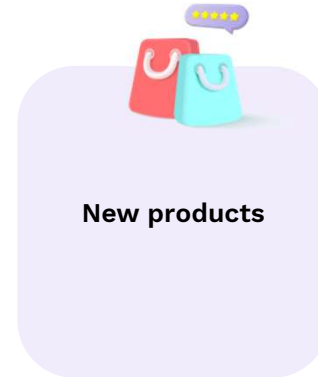
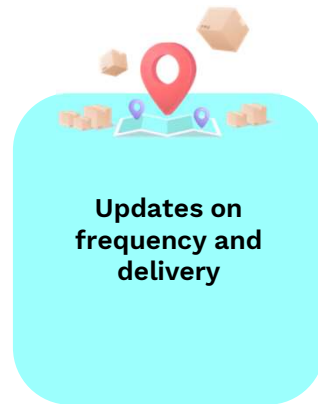
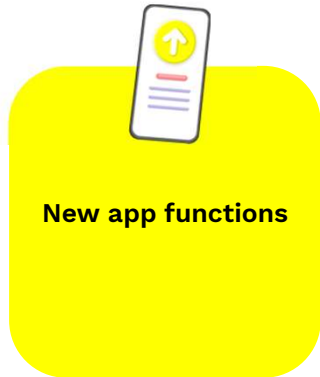


A - The Best Way to Stay **Updated**

This section will help you get acquainted with the tools that will be useful to you throughout your journey with us, including how to stay up-to-date, your points of contact and how to share your feedback. Through this guide, you will soon discover the importance of the Bees app as a resource, whether you are covered by a sales rep or not.



**Sign up to Bees and ensure you add the right email.
It will be used to send:**



B – Your **Points** of Contact

01

Sales Rep

If you have a sales rep, they will be a great person of resource.



02

Internal Sales Rep

An internal sales rep is your guide for product recommendations and responsible for taking down your comments.



03

Bees Care

Our support team is available on Bees for any request.



C - The Fastest Methods to Get **Support**

Here are the best methods to reach us:

Open a request form

which allows you to provide all required information ahead of time. Your request will be processed more efficiently once an agent is assigned to it.

Use the live chat

For a **45% faster response time** than a request made by calling.

Preoccupied by long waiting times?



Rest assured that you are communicating with our Montreal-based team in real time.

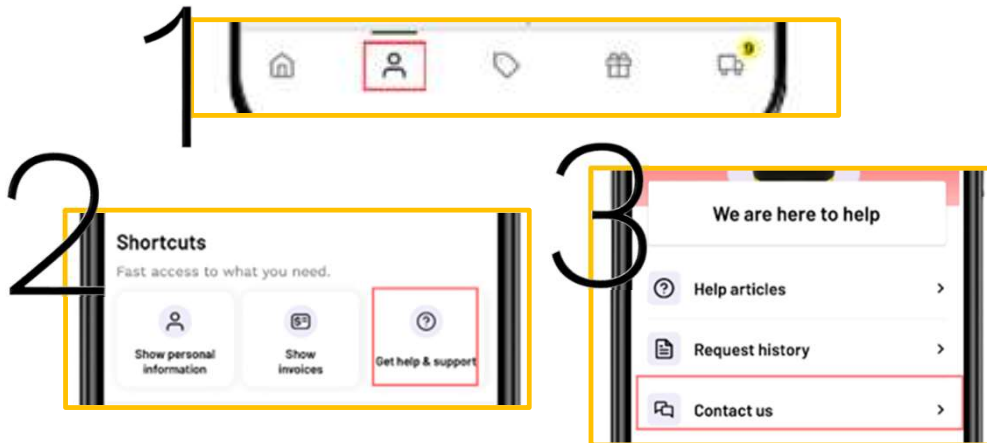


Make sure that you are filling the form properly to avoid delays!

D - To Access **Support**

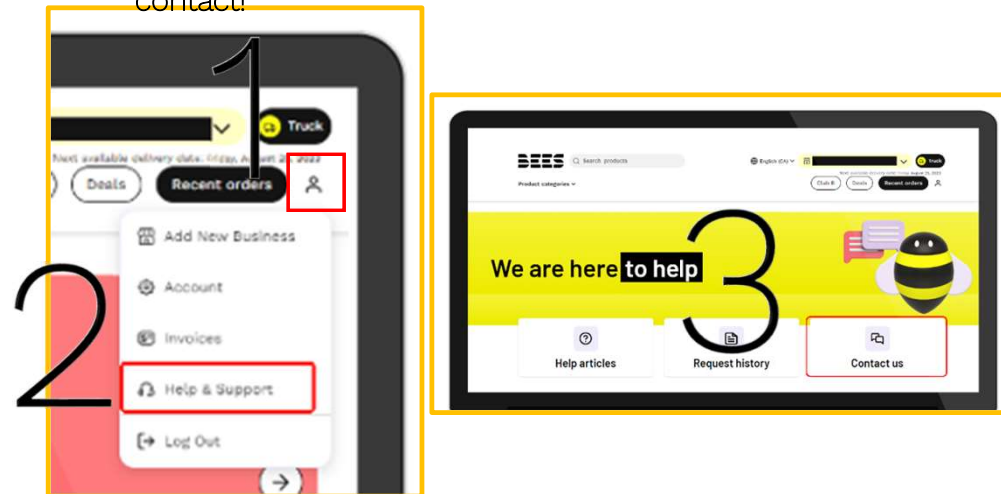
On the Bees app:

1. Proceed to the **'Account'** section by clicking on the 2nd tab in the navigation bar at the bottom of your screen.
2. Under **'Shortcuts'**, click on **'Get help & support'**.
3. Click on **'Contact us'** and choose your method of contact!



On the website www.mybees.ca

1. Proceed to the **'Account'** section by clicking on the 2nd tab starting from the top-right corner of your screen.
2. Click on **'Get help & support'**.
3. Click on **'Contact us'** and choose your method of contact!

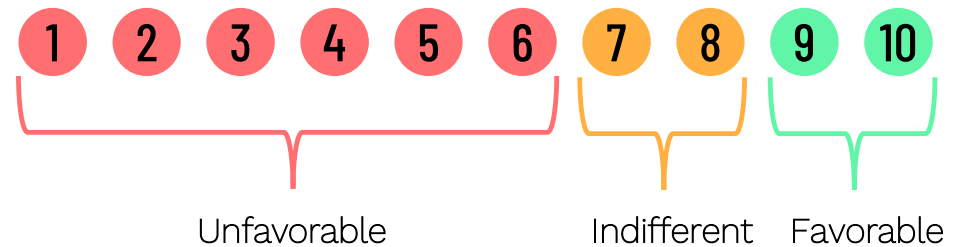


E - Share Your **Comments!**

Many initiatives have been created thanks to your comments in the NPS survey that we send twice a year. Available on the main homepage of the app, we invite you to share your experience at Labatt.



Évaluation from 1 to 10





Client **Info** and Credits



What are my account numbers?
How to change my credit terms?
How to correct my bill?

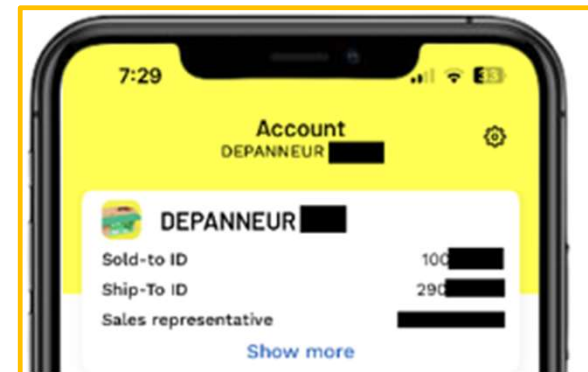


A - Account **Numbers**

Your IDs are used to sign up for Bees, order, and easily find your account to solve your requests in an efficient manner. It is therefore useful to understand that your sold-to numbers are associated to your orders and help our sales team support you while your ship-to numbers help us identify your deliveries if needed.

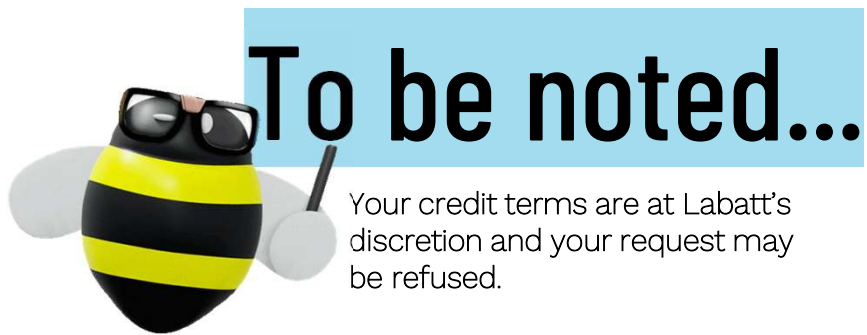
To find your IDs:

1. Go to the **Account** section by clicking on the icon at the bottom of your screen.
2. Your numbers are at the top of the page, as shown in the image.



B - Credit Terms

Your credit terms are determined based on your current situation, but the present can differ from what is to come in the futur. To change your terms, here is what you need to have on hand.



Your credit terms are at Labatt's discretion and your request may be refused.

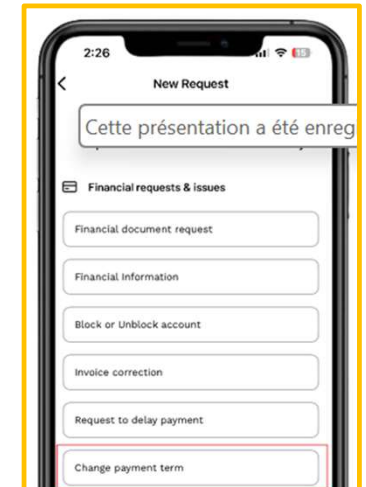
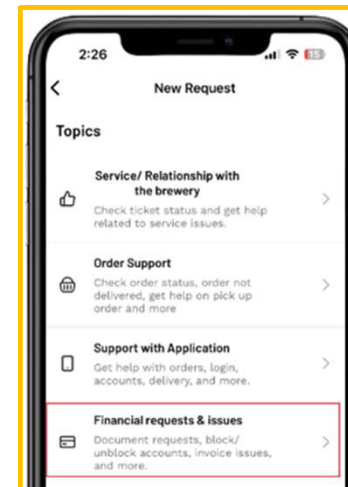
What you will need:

- Proof of payment for a **minimal duration of 6 months**.
- In exceptional cases, any proof as support documents.

To send a request:

Under the method of contact 'Open new request',

1. Click on 'Financial request & issues'.
2. Click on 'Change payment term'.
3. You can choose the desired terms, insert a description and upload documents.



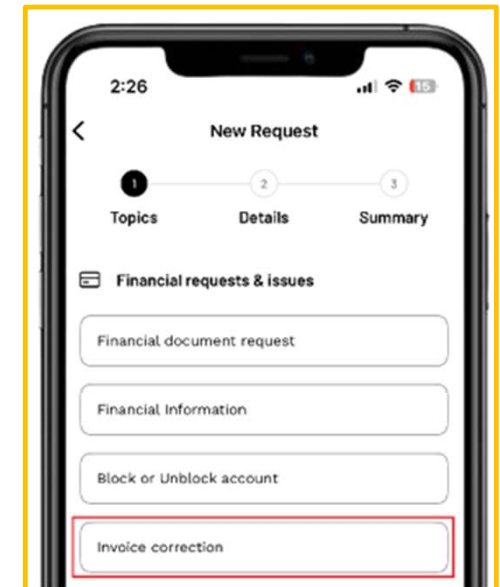
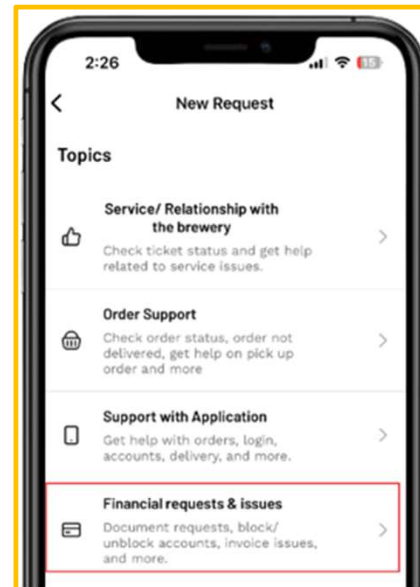
C - **Invoice** Correction

We are sorry to hear your invoice is not accurate. Good news: An invoice correction request can be done in just a few minutes!

To send a request:

Under the method of contact 'Open new request', click on:

1. 'Financial requests & issues'.
2. 'Invoice correction'.



Orders



How to successfully submit my first order?
How to order out-of-frequency?
How to find my order/delivery date? My discounts?



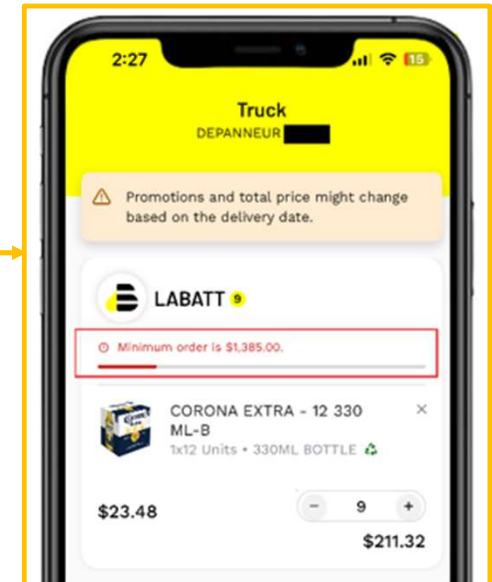


A - Criteria to Successfully Pass Your **First Order**

In order to minimize your potential problems while ordering, find out all that we need on your end to ensure a smooth purchase experience.

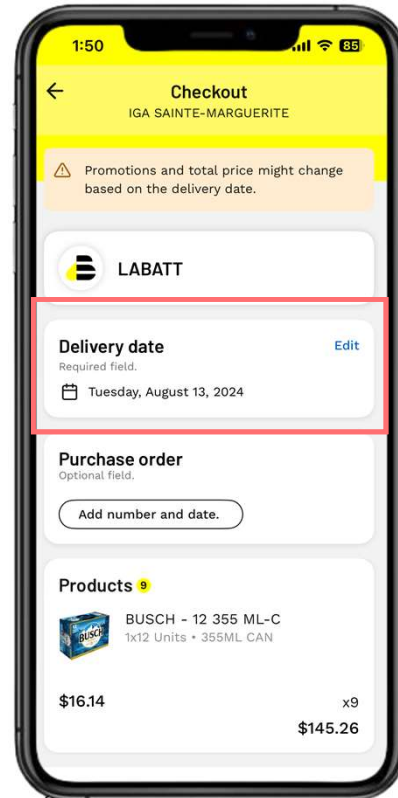
Criteria:

1. Respect the order minimum quantity. This amount can be found at the top of your products in your truck before submitting your order. **To be noted that this does not include out-of-stock/back-orders inventory.**
2. Ensure you have a delivery frequency assigned (see the next section if you do not have one).
3. Order **before noon on your delivery date** pour to ensure your delivery date is indeed in 48 business hours (your assigned delivery date).



B - How to Find My Order/Delivery **Date**

Your order date is found in the email sent to you every month, so make sure you have the right email on file.



The delivery date is 48 business hours later (which you can find at checkout before submitting your order).

Please note that your dates are determined depending on the analysis of your business' needs, including the volume.

C - Pick-Up/Out-of-Frequency Order

If you have issues with your orders, you can pick it up at your distribution center instead or make an out-of-frequency order to have it delivered at a different date.

To be noted...



If you would prefer delivery, this is subject to availabilities and does not guarantee a delivery on the preferred date.

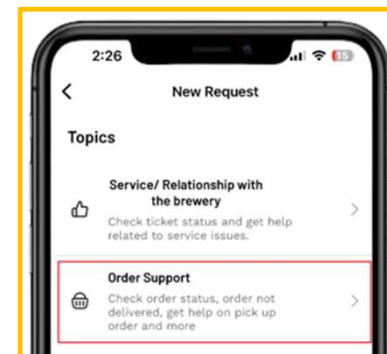


Reach out to us on Bees or refer to your sales rep for more support!

To send a request:

Under the method of contact 'Open new request':

1. Click on 'Order support'.
2. Choose the situation that applies to you:
 - a. 'Pick-up order' to pick up your order at your center.
 - b. 'Out of frequency order' to have your order delivered.
3. Select your order or continue without selecting and fill up the form.



New Request

1 Topics 2 Details 3 Summary

Order Support

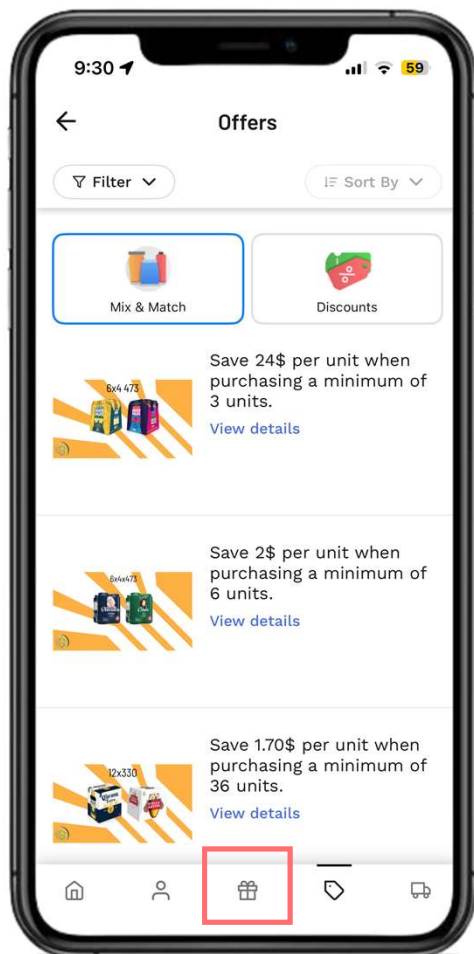
Order status

Order modification/ cancellation

Pick-up order

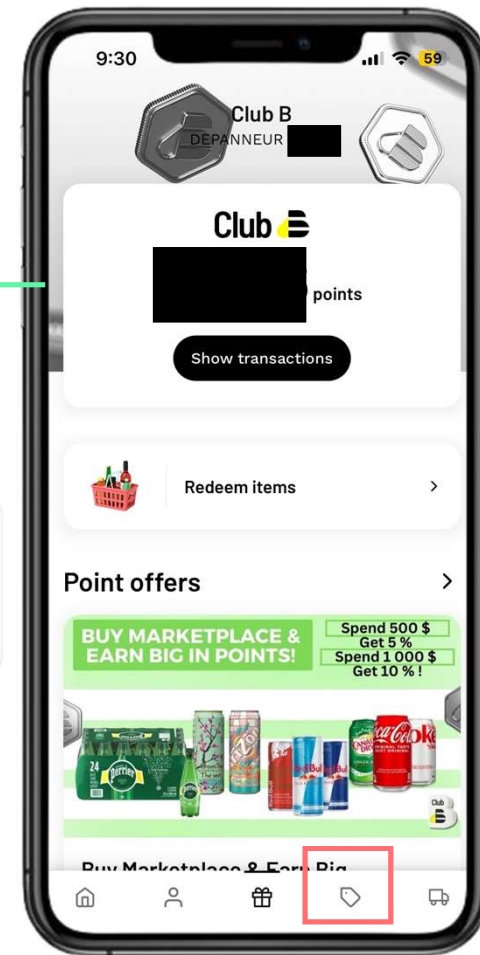
Out of frequency Order

D - To Find Discounts



In the 'Offers' tab:
Mix & Match: Save up on multiple cases.
Discounts: Save up per unit.

In the 'Club B' tab:
Exchange your Club B points for products!



Delivery



What to do if I did not receive my deliver?





A - **Missing** delivery

We understand that sometimes, delivery delays can happen. While we work on optimizing our process, here is how you can pivot accordingly.

To be noted...



the request depends on availabilities and does not guarantee a delivery on the preferred date.

To send a request:

Under the method of contact **'Open new request'**, click on:

1. **'Order support'**.
2. **'Order not delivered or incomplete'**.



You can make a request for an express delivery as an exception to our Bees support team or your sales rep.

Tips and Tricks!



To stay updated with delays:

Check your app regularly to see any changes in your delivery dates.



To follow your delivery:

Keep an eye on Bees Delivery! Soon, you will be able to follow the orders and get an estimated time of arrival.

Marketing



What type of marketing support is available to me?



Types of Marketing **Support**

Here are the marketing initiatives we can offer:

For clients digitally covered

You can find your promotions and accumulate points with your purchases on the Bees app! Your points can be exchanged for marketing material amongst other prizes. Our support team is always there to help you navigate these resources!

For clients who have a sales rep

The promotions are handled by your sales rep, who is in charge of recommending products and placements as well as providing material.

Tips and tricks!

For all marketing material approval for short-term activities, make sure you plan to send your request one month in advance.





Return Process Policy



What are the return policies?
How to start the return process?



A - Return Policy

To make returns, make sure you meet one of the three following conditions:

- 1 Problems relating to quality/store breakage falling within the parameters of Broken Cases
- 2 Freshness
- 3 Good Beer Returns; The returned product must be presented in its original packaging and must adhere to the established quality standards



To be noted...

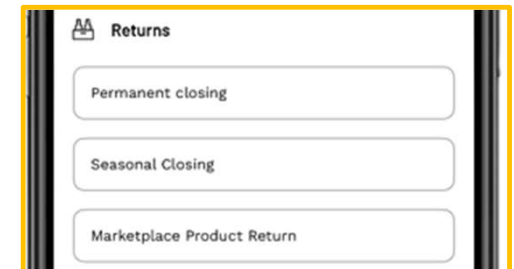
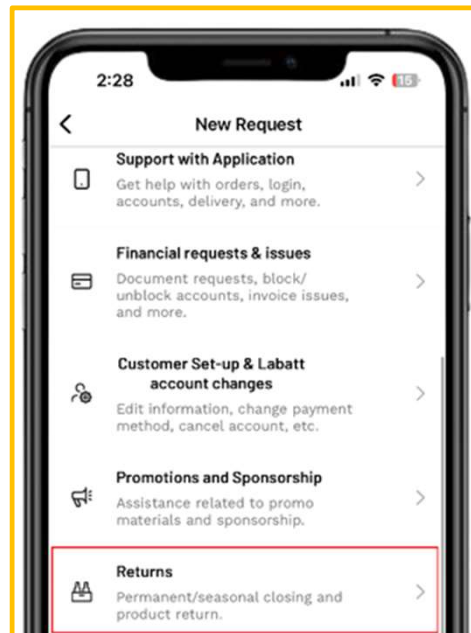
- For breakage, a quantity inferior or equal to 3 cases entitles the customer to enlist the services of their designated Labatt driver.
- If you surpass the 3 cases limit, please send a request on Bees/use live chat or refer to your sales rep to initiate an approval cycle.

B - Return Process

To send a request:

Under the method of contact 'Open new request':

1. Click on 'Returns'.
2. Choose the situation that applies to you:
 - a. **Permanent closing**: if your store closes definitely.
 - b. **Seasonal closing** if your store is closing temporarily for seasonal reasons.
 - c. **Marketplace Product Return** to return products whose brands do not belong to Labatt (e.g. Perrier).





Sales Rep Coverage



What is the role of a sales rep?
How to have a sales rep?





A - Sales Rep **Role**



As your main point of contact, your sales rep is dedicated to providing personalized support to improve your experience with our products. Their main responsibilities include the following:

Manage your merchandise and marketing initiatives

Facilitate communication



Provide strategic insights to optimize your sales based on your store's performance and industry trends.

Provide recommendations for assortments and store layout.



B – General **Criteria** to Get a Sales rep

An evaluation of your store will be done, which is also taken into consideration for the assignment of a visit frequency. Here are examples of éléments we consider:



Annual beer sales volume estimation



Number of doors and walk-in coolers



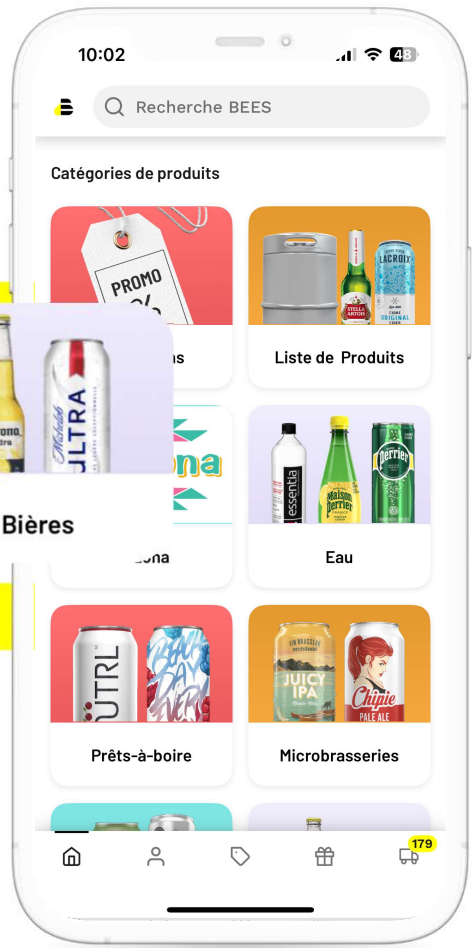
Products you plan on selling



Draft lines



For a store evaluation request, [send us a message on Bees.](#)



BEES

Thank you for being among us!



Do not forget that we are right at your fingertips.



Live chat 8AM – 4PM



Request form

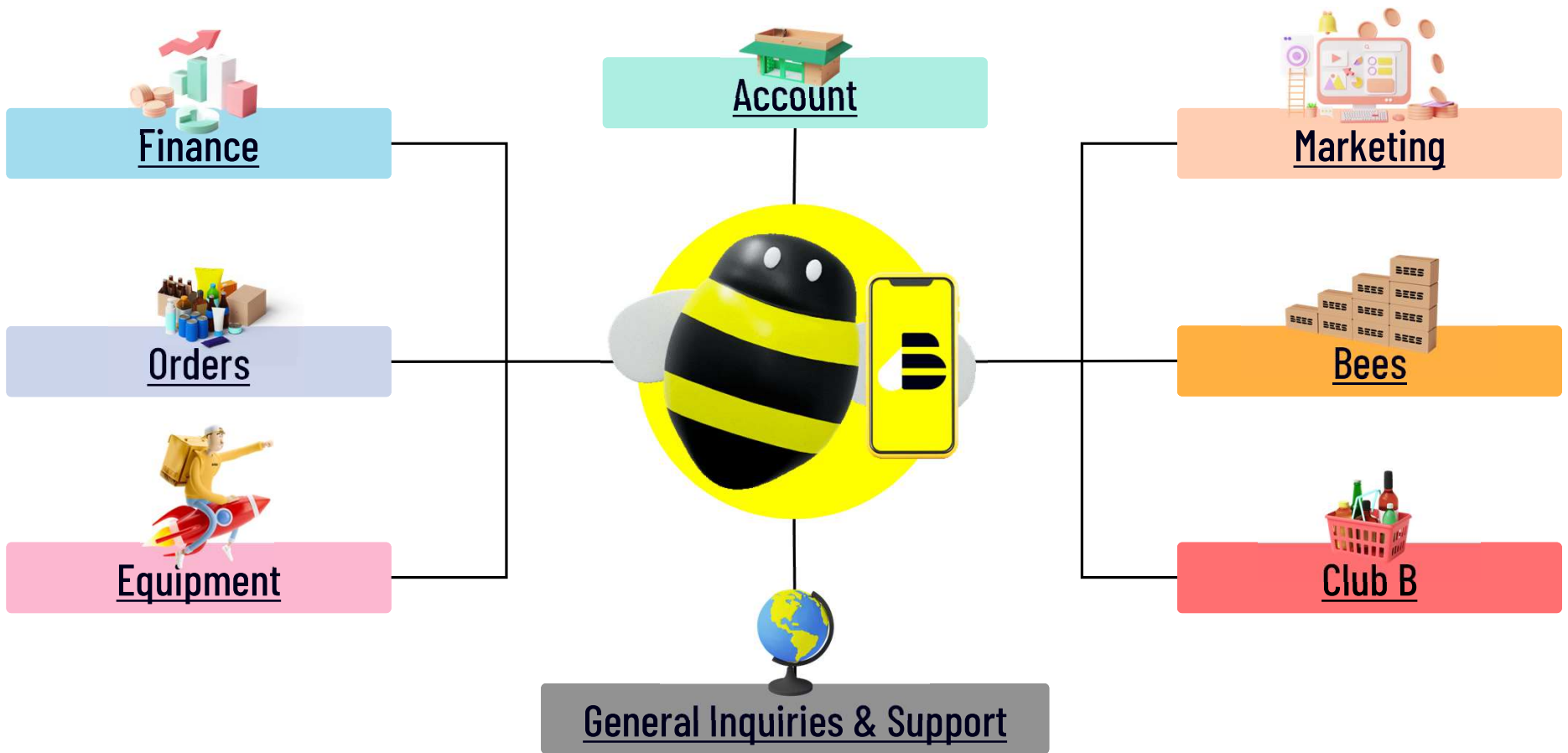
To go to Bees:



To contact us:



Click on a category in the mindd map to see your support options on Bees!



Click on **'Request'** or **'FAQ Page'** below to go on the desired page.



Account

To return to the main page, click **[here](#)**.

Request: Customer Set-Up & Labatt account changes

Change customer information

Payment method change

Account closure

Reactivate customer

Page FAQ: Account

Registering on BEES

Adding an email address to your account

Finding your invoices

Updating your name, address, or other information

Adding another account to your app

Resetting or changing your password

Finding your client code and sales representative

Click on **'Request'** or **'FAQ Page'** below to go on the desired page.



Finance

To return to the main page, click **[here](#)**.

Request: Financial requests & issues

Financial document request

Financial information

Block or unblock account

Invoice correction

Request to delay payment

Change payment terms

Payment error or transfer

Request for refund

Explanation of Balance owing

Page FAQ: Credit

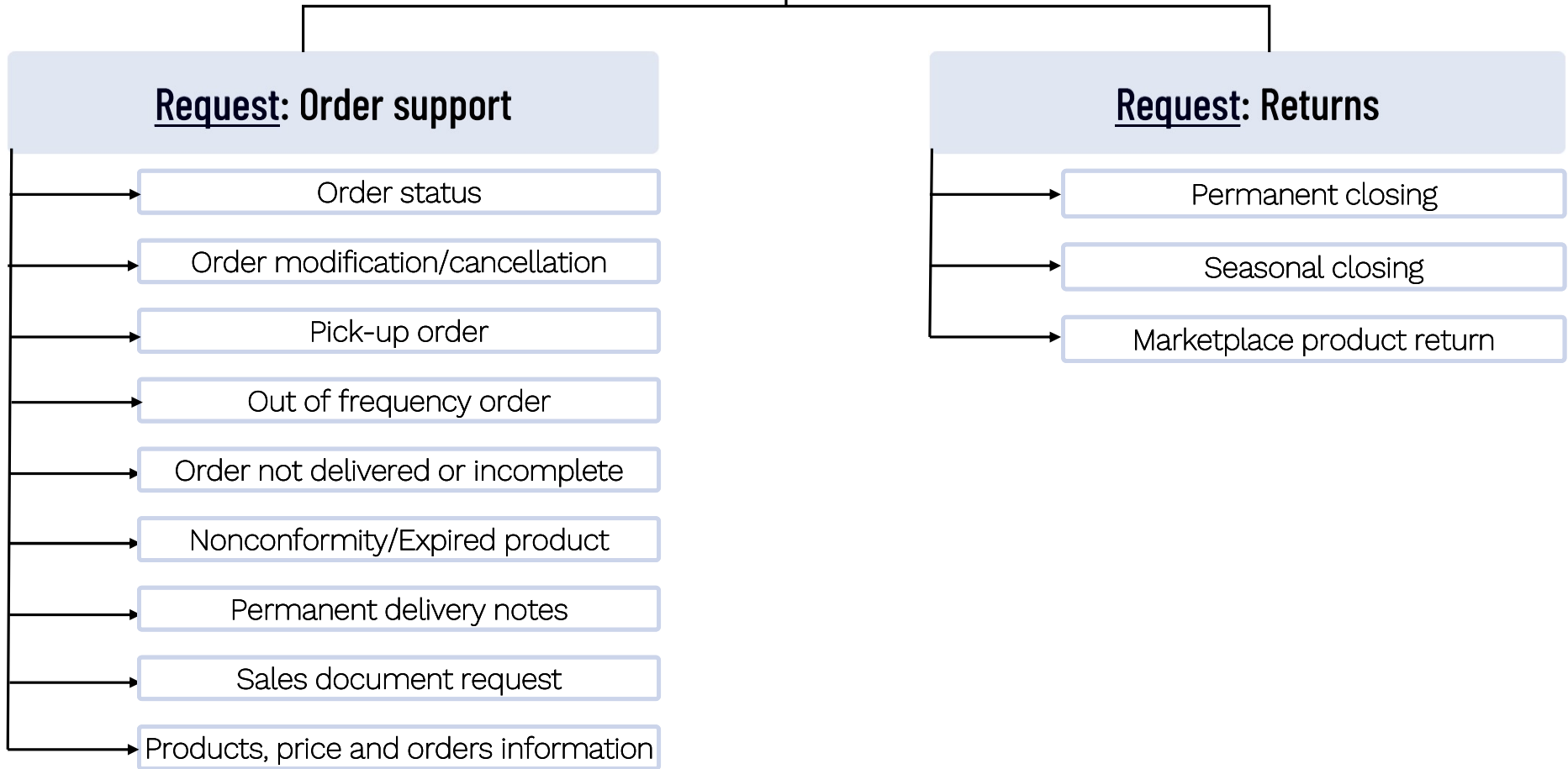
Checking your credit



Orders (1/2)

Click on **Request** or **FAQ Page** below to go on the desired page.

To return to the main page, click **[here](#)**.



Click on **Request** or **FAQ Page** below to go on the desired page.

Orders (2/2)

To return to the main page, click **here**.

Page FAQ: Orders

How to use the 'My Favourites' section?

How to place an order for the first time?

Ordering sheets – Grocery and convenience stores

Finding your orders

Finding discounted products

How to cancel an order on BEES

Ordering sheets – Restaurants & bars

Selecting or changing your delivery date

Finding your order status

Browsing and searching for products

Page FAQ: BEES Marketplace

Why is there products from other companies in BEES?

How will products be delivered?

How will it work with PDA payments?

Can I order products exclusively from the one-stop shop on my order?

Where can I order products from other companies?

How will payments be processed?

How will one-stop shop items affect my minimal order quantity (MOQ)?

If I have other questions, what do I do?

Click on **'Request'** or **'FAQ Page'** below to go on the desired page.



Equipment

To return to the main page, click [here](#).

Request: Equipment Management

Equipment maintenance

Equipment removal

Draught lines cleaning

Information

Page FAQ: Draught Lines

How to open your keg tower system?

What to do if you have a gas or beer leak?

What to do if your beer does not flow?

What to do if my beer is producing foam?

What to do if my keg handle is broken?

What to do if my beer smells or tastes weird?

What to do if my beer is flat?



Click on **Request** or **FAQ Page** below to go on the desired page.

General Inquiries & Support

To return to the main page, click **here**.

Request: Service/Relation with the brewery

Customer service feedback

Change of frequency

Ticket status

Page FAQ: General Inquiries & Support

Updated deposit amounts applied to our products

How to contact us by live chat?

BEES Functionalities

How to open a request to unblock an account?

How to open an invoice correction request?

How to change the language?

Introduction to the BEES app

How to open a BEES support request

How to open a Support Request for an Out-of-Frequency and/or Pick-up Order?

How to open a financial document request?

How to open an order support request?

Contest rules on BEES

How does BEES work?

Introduction to the BEES website

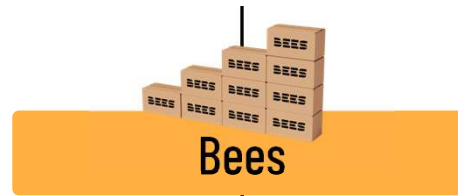
Click on **'Request'** or **'FAQ Page'** below to go on the desired page.



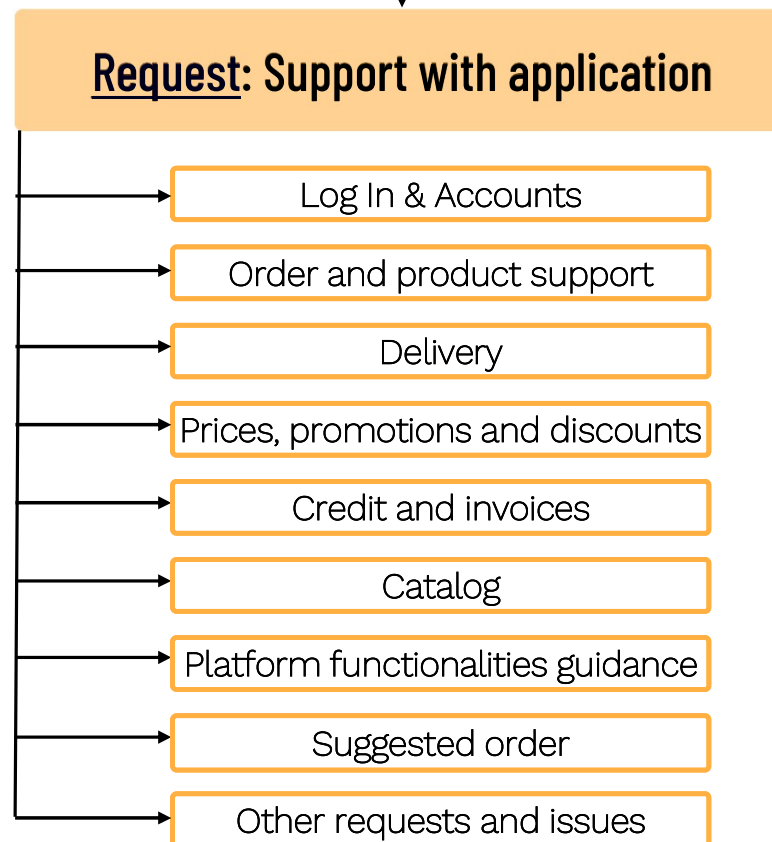
To return to the main page, click **[here](#)**.



Click on **'Request'** or **'FAQ Page'** below to go on the desired page.



To return to the main page, click **[here](#)**.



Click on **Request** or **FAQ Page** below to go on the desired page.



Club B (1/2)

To return to the main page, click **here**.

Request: Club B

Club B information

Club B Issue

Click on **'Request'** or **'FAQ Page'** below to go on the desired page.



Club B (2/2)

To return to the main page, click [here](#).

Page FAQ: Club B

What do I do if I want to get in contact with someone from the Club B team?

Where do I find the challenges available?

When will my points appear in my account?

Can I place an order that includes only prize redemption item?

I can't access the 'Club B' section of the app

Why do I have to accept the Terms and Conditions to start earning points? I've already signed up for BEES.

What happens if my points don't appear in my account?

How can I check the balance of my points?

Where can I see my options for redeemable items?

How to earn points?

Is Club B free to sign-up?

How do I sign up for Club B?