

Joylab Beverage Product Policy.

Version Two. Issued February 2020.

In order to deliver value through joyful social experiences, we champion data that puts each and every customer first. We have a unique opportunity in the hospitality industry to make informed business decisions using data insights from across the network; a holistic approach to our beverage product data allows us to maximise revenue and provide the right products at the right price for our customers.

This policy outlines Joylab's process in regard to beverage products, and sets out;

1. [Benefits](#)
2. [Approval process](#)
3. [Product naming](#)
4. [Pricing](#)
5. [Product hierarchy](#)
6. [Common questions](#)
7. [Project timing](#)

Benefits

1. Maximise revenue with the right products at the right price and margin
2. Improve customer experience with insight-led actions
3. Gain revenue from data-led supplier promotions
4. Improve purchasing leverage with fewer SKUs
5. Release more cash and ease management with tighter stock holdings

Approval of Product Requests

All new product or change requests will need to be approved by procurement. Request form located [here](#). Requests will be processed within the close of 3 business days from the date of request.

STEP	PROCESS	AUTHORITY
1	New product/change request	Procurement
2	Naming and pricing	Procurement
3	Proofing	Administrator
4	Release to database	POS Controller

Product Naming

1. All products follow the naming convention;

Brand_Varietal_Source_Size

e.g. Heineken_Original_Tap_Lge_Hei LakeChalice_PinotNoir_Btl_Btl
 Monteiths_PaleAle_Tap_Reg StrawIsland_Chardonnay_Gls_Lge
 Absolut_Blue_Gls_Sgl

2. Where there is no brand, the following convention should be followed;

Product_Varietal_Source_Size

e.g. Cocktail_EspressoMartini_Bar_Gls Coffee_FlatWhite_Esp_Sml

3. When there is a multi-buy deal on the product (i.e. a bucket deal), the following addition is made to the product name;

Brand_Varietal_Source_Size_Multiplier

e.g. OddCo_Gin_Pck_Can_X6

4. Sources and sizes will be selected as per approved beverage sizes;
 NB Millilitres aren't included in the product name as this would be visible on the customer receipt.
 NB Source and size are a maximum of three letters only to keep product names as short as possible.

ML	ITEM	NAMING (SOURCE_SIZE)
BEER - TAP		
3000	Tower - Tiger	Tap_Twr
1550	Jug	Tap_Jug
530	Large – Tiger (Premium)	Tap_Lge_Tig
500	Large – Heineken (Premium)	Tap_Lge_Hei
390	Large	Tap_Lge
330	Regular – Heineken/Tiger (Premium)	Tap_Reg_Pre
310	Regular	Tap_Reg
	Taster	Tap_Tas
BEER – PACK		
745	Quart	Pck_Qrt
500	Large	Pck_Lge
330	Regular	Pck_Reg
330	Can	Pck_Can
WINE		
750	Bottle	Btl_Btl
500	Carafe	Btl_Crf
375	Half Bottle	Btl_Hlf
250	Large	Gls_Lge
125	Regular / Flute	Gls_Reg
90	Dessert	Gls_Des



SPIRITS		
30	Double	Gls_Dbl
15	Single	Gls_Sgl
BAR		
16oz		Esp_
12oz	Large – Espresso coffee	Esp_Lge
10oz	Regular – Espresso coffee	Esp_Reg
8oz	Small – Espresso coffee	Esp_Sml
Various	Cocktails	Bar_Gls
	Large - Soft drinks	Bar_Lge
	Regular – Soft drinks	Bar_Reg

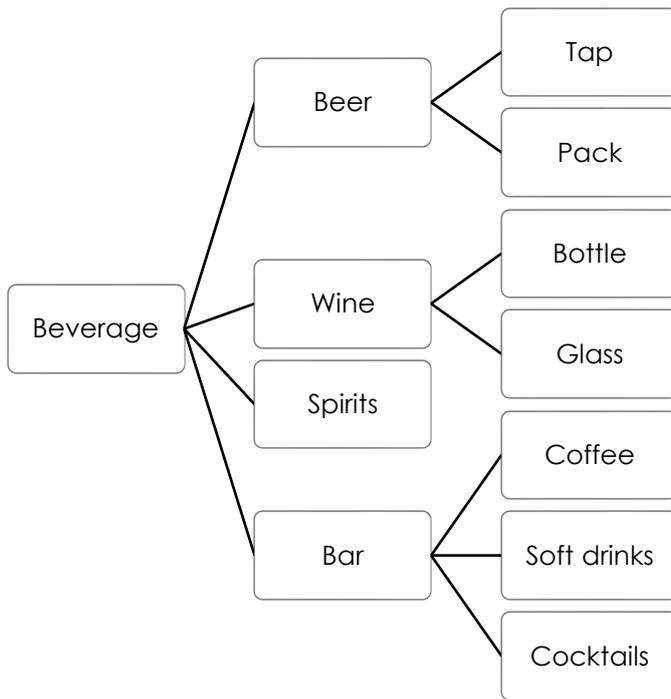
Pricing

All product pricing will be set by procurement, either line-priced across the Joylab network, OR following two consistent pricing tiers based on grouping of the establishment;

TIER ONE	DESTINATION	Coops Franc's Glamp Grounds The Gipsy Moth The Lula Inn Little Gipsy Regatta Sweat Shop
TIER TWO	NEIGHBOURHOOD/MALL	Basalt Birdie's The Elephant Wrestler The Flying Moa Garrison Goode Brothers Mama Loco The Merchant Moretons The Postman's Leg The Zookeeper's Son

Product Hierarchy

Database category structure



Common Questions

1. How long will the approval process take?
Requests will be processed within the close of 3 business days from the date of request, but we will always endeavour to turn around requests (especially promotions/change requests) as quickly as possible. See approval process [here](#).
2. Will my request always be approved?
Each product approval will depend on a number of factors; sales potential (i.e. does the product make sense for our customers), profit potential (is this margin strong, or is there a volume drive to offset margin), time of year, relevance to other establishments, and longevity. When all factors are taken into consideration, it will sometimes mean product requests are either denied or adjusted to better align with our strategic intent.
3. Why can't I just approve products myself?
To maintain the integrity of our database (and therefore the insights we're able to gather from it), the process unfortunately needs to be restricted.
4. Do we need to remember the naming convention to submit a request?
No, simply fill out the top half of the request form with all the information required – the Joylab team will create the correct naming convention for your request before adding it to the database.
5. What changes will happen for me as we make this transition?
Existing product SKUs may be removed, and stock will need to be managed out. Existing product prices may change to align with the policy, but will always be moved up (not down) to meet the tier your establishment falls into.
6. But what about that one product that one customer drinks every day?
We won't be removing any products that sell well to your customers – you simply need to let us know what these outliers are so we can continue to stock it at your establishment.
7. What if I think my establishment should be in a different pricing tier?
These are certainly not permanently fixed, and are able to be discussed and changed provided there's a solid business case to do so.
8. How does this apply to contracted products (i.e. must-stocks) that we don't actually sell?
We will review these products just like all others, with a view to remove from future contracts if they don't sell well across the network. Going forward, we will run trials of particular products (on a promotional basis) to anticipate customer demand before adding into contracts.
9. Will I still be able to do a wine or spirit of the month promotion?
All types of promotions including wine or spirit of the month are still able to be processed following the same request process. The product will simply have an end date associated to the PLU data to ensure it falls out of the database at the end of the promotional period. For any promotion you're considering, we encourage using our preferred suppliers to make the most of promotional funds and rebates.
10. What will happen to my specialty cocktails?
To maximise the [benefits](#) across all beverage products, we'll be reviewing the core cocktail list for all establishments with the help of a Business Leader working group. This will result in an espresso martini, mojito and margarita (recipe, presentation, costing) becoming consistent across the network or tier. However, alongside the core list, each establishment is still able to add their own speciality cocktail listings as needed.

