

# SGWS Compliance Team Menu Printing Update

## Hyble Menu Printing & Combination Food and Drink Menus

As communicated in May 2024, we are working with each market to ensure that we follow federal law on providing food and drink menus to retailers. The company is now moving forward with this initiative.

### What is allowed?

- As a wholesaler, Southern Glazer's is allowed to provide beverage-only menus that list any variety of beverages, both alcoholic and nonalcoholic. This also includes things like captain's books, or wine or cocktail lists that are part of a menu.
- On combination food and drink menus, Southern Glazer's is allowed to pay for the share of the menu (a percentage of the page/area) that consists of beverages (descriptions, prices, images, etc.).
- For a special one-time event hosted by a supplier or by Southern Glazer's (not hosted by a retailer), Southern Glazer's may provide a limited, one-time combination menu, such as a pairing menu, for that special event.

### What is not allowed?

Southern Glazer's may not provide a retailer (or pay for) a food-only menu; and Southern Glazers may not pay for more than its proportional share of a combination food and drink menu.

### What's Next

Hyble currently offers design and printing for food and combination food & drink menus where the costs for food portions of combination menus can be billed directly to the customer.

Customers will be provided links to pay Hyble directly for the percentage of combined menu printing costs associated with food. The food portion will be a rough estimate of the menu area rounded in favor of the customer (25%, 50%, 75%). Additional business and financial details from Hyble on that process can be found on the attached page.

Transition to  
National Policy  
Timeline:

July/Aug  
East & West  
Region

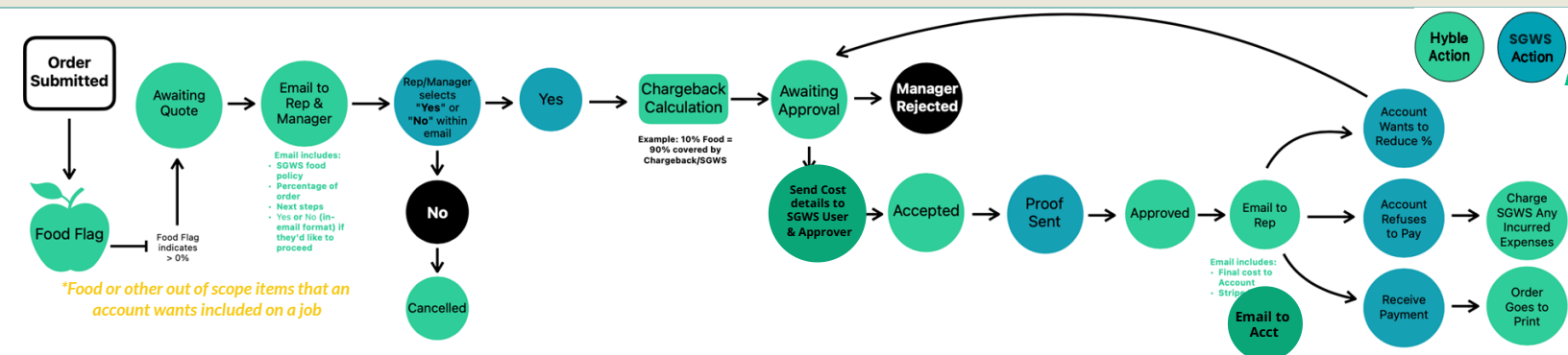
September  
Control  
Region

December  
Central  
Region



# SGWS Account Funded Jobs Guidelines

## CUSTOM PROCESS WORKFLOW



\*Please ensure you confirm on your custom order submission that the job contains food or other out of scope elements in order to prevent any processing delays.

### Account Costs

*Percentage of Job Containing Out of Scope Items:*

- ✓ 10% or Less = 10% of Job Costs paid by the Account
- ✓ 10% to 25% = 25% of Job Costs paid by the Account
- ✓ 25% to 50% = 50% of Job Costs paid by the Account
- ✓ 50% to 75% = 75% of Job Costs paid by the Account
- ✓ 75% to 100% = 100% of Job Costs paid by the Account

### REMINDERS:



- The customer will be assessed a specific percentage of the job cost based on the percentage of the job that has food or out of scope items. This includes print costs, design costs, shipping, and associated taxes.
- The account will not be charged any portion of the standard SGWS Transaction Fee (\$30). SGWS will also incur an Account Admin fee (\$55) for any order that includes food or out of scope items and utilizes the above process. This Account Admin fee will be combined with any jobs costs SGWS incurs and applicable for supplier chargebacks. The extra fee covers resourcing required to run this process.
- Hyble will send the payment link directly to the account contact provided by the Salesperson, and then three follow up emails will be sent regularly reminding the account to process payment at the link provided. The Salesperson will need to continue any follow ups beyond those three or cancel the order.
- Hyble will not liaise directly with the account to source assets, approvals or provide support. The Sales Consultant remains hyble's point of contact as well as the account's point of contact.
- If the account payment amounts need to be revised more than twice, some additional admin costs may be incurred.
- Jobs with greater than 75% of the menu as food or out of scope items will not go through the supplier chargeback process and the account will cover the cost in full, including all transaction fees and account admin fees that would otherwise be covered by SGWS. In this case, the Salesperson will remain the point of contact for that job. Hyble will not liaise with the account.
- Temporary menus for supplier or SGWS events that contain food, such as wine dinner menus, daily features, event menus, etc. are allowed and do not require account payment for food items on those menus.
- Beverage alcohol line items containing food components are allowed and do not require account payment for those food items. This includes food items used in cocktails or drinks as well as dessert or menu items that use beverage alcohol brands as an ingredient.

Please contact [compliance@sgws.com](mailto:compliance@sgws.com) for any compliance related questions and [graphicsmediamanagement@sgws.com](mailto:graphicsmediamanagement@sgws.com) for any hyble related questions.