



**ALM ON PREMISE**  
*'The Back Bar of the Industry'*  
**is proud to announce...**

alm **AGORA**

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# The Industry's first ever **virtual** **REP**

*All our leading suppliers. One Rep. Available to you 24/7.*

At ALM, we understand how important your business and time is, from having the right range, the right solutions, the right promotions, the right delivery windows, and the right pricing, so we've pulled it all together in one main industry hub from all of our leading suppliers, to provide you, our valued customer with your own one stop shop marketplace AGORA.

AGORA will connect your venue directly with the leading suppliers limited offers, deals, advertising, sales tools, event invitations, product information, brand ambassador social media feeds, trade presenters, tasting notes, and a whole lot more, and that's just for starters...

AGORA will become the one place you access training sessions by Australian and International leading experts, tools to create your own beer, wine and cocktail menu's, customize your own point of sale for digital or print, rebate and investment calculators, finance solutions, uniforms, shopper solutions and tools to grow your business.

Imagine having a rep from every leading Australian supplier right at your finger tips, 24/7...

**Well now you do!**

**<https://alm.pontoonx.io>**

# FAQs

## Frequently asked questions

### How do I access ALM Agora?

To access AGORA, all you need to do is click on this link <https://alm.pontoonx.io> use your 8 digit ALM customer number, enter the password 'almagora' and you're in. You'll then be able to update your login preferences to use either your e-mail address or 8 digit customer number, your call.

### What if I haven't used my ALM account for a while and can't find my customer number?

If your account is closed or you don't know your number, please contact **1300 518 374** and they'll guide you through the process.

### Does it cost me anything to be part of ALM Agora?

No, Agora is free for you and your staff to access. You just need to be a live ALM customer, and have ordered with ALM in the last 3 months.

### Does AGORA work on my phone, tablet and computers?

Yes, AGORA is responsive and optimised to work on all devices.

### Can I give access to my staff?

Yes you can, as many as you require. When you first login, you'll see a 'Customer How To Guide' PDF that explains how you set up new staff, what each section is, how 'Expressions of Interest' are managed, and most importantly how you change your password.

*continued...*



# FAQs

## Frequently asked questions ...continued

### What is an Expression of Interest (EOI)?

For Phase 1 of Agora, any items, like back bar displays, glassware, tap displays, fridges etc, that are being offered by suppliers to you, will require you to click the Expression of Interest button, and that will send a note to the suppliers rep or central contact for them to reply back to you.

*NOTE: Any items loaded by suppliers that require an Expression of Interest (EOI) to be lodged by you, are the responsibility of the supplier to contact you and complete the EOI in a suggested 48 hour timeframe. Please note these EOI's cannot be completed by ALM, and we take no responsibility for any supplier not completing their process. We have however taken every step to ensure they do.*

For Phase 2, there will be functions and offers that allow you to select an item, and either be linked straight to the ALM Customer portal to order, or use brand funds or credit cards to purchase.

### How does my dashboard work?

Your dashboard will show you the 5 more recently loaded items under each category, that will change as each supplier loads new items, so make AGORA a part of your daily routine, to ensure you don't miss any offers.

### Can I tailor my dashboard to see product or categories I am interested in?

Yes, soon you'll be able to start to tailor your view by editing your preferences.

### Who do I contact if I have any suggestions about new features of platform related questions?

Please e-mail [almonpremise@almliquor.com.au](mailto:almonpremise@almliquor.com.au) and there team will reach out to you!

**Not yet a customer and wish to join AGORA - please contact us via:**

- Email address: [credit.apps@metcash.com](mailto:credit.apps@metcash.com)
- Phone number: **1300 518 374**
- Online credit application: <https://portal.almliquor.com.au/customer/login>



about

ALM



**Australian Liquor Marketers (ALM)**, Metcash's liquor division and related businesses operate out of 15 distribution centres located in each Australian state and territory, and in NZ.

ALM is Australia's largest broad range liquor wholesaler, supplying over 12,000 hotels, liquor stores, bars, clubs, restaurants and other licensed premises throughout Australia. Tasman Liquor Company operates in a similar market in New Zealand. Our IBA Network brands include Cellarbrations, the Bottle-O, IGA Liquor, Thirsty Camel and more!

Leading the wholesale market, we are passionate on-premise liquor specialists delivering on price, range and service Australia wide, and are changing the on-premise industry through innovation that will transform the way our customers do business.

***We're changing the liquor industry with the brands you know and love.***



# OUR future

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*You will see a very different way in which we communicate to our customers with impactful call to action offers from our supplier partners.*

*We have added some digital capability to our business to support how our venues navigate social media and alternate advertising mediums.”*



**Jeremy Goodale**

General Manager ALM, VIC



## Front of Bar

- Tasting Notes
- Visibility Items
- Point of Sale
- Advertising

## Back of Bar

- Trade Presenters
- Visibility Items
- Limited Offers

## Outside of Bar

- Brand Ambassadors
- Events
- Promotions
- Catalogues

