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| Date Created:       |

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| **Product Details** |
| **LCBO Number**      | **Product Description**      | **Product Size**       mL |
| **Producing Country/Region (if applicable)**      | **Price (during promotional period of tasting)**      |
| **Current Promotions**[ ]  BAM [ ]  LTO [ ]  VA [ ]  Vintages Feature [ ]  Other Feature       |
| **Style Profile Descriptor**      | **Sweetness Level (if applicable)**      |

| **Selling Notes** |
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| **Key Customer Selling Features**      |
| **Brand/Product Overview: brief history, production method, unique features**      |
| **Product Tasting Notes (Customer Facing)**      |
| **Occasion Selling Notes (Customer and Staff facing): *i.e. great gift for Father’s Day, hostess, great with turkey.***      |
| **Suggestions for food pairing/usage/ Signature cocktail (Customer Facing):**       |

| **Tasting Event Requirements** |
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| **Serving Instructions: Poured/neat, chilled, chilled on ice, with a simple mix (please specify), in a cocktail**  |       |
| **Tasting Order Preference (if more than 1 product):** |  |
| Food pairing for event      |
| **Cocktail Recipe or Mixer proportions (if applicable):**      |
| **Alternate product:** |       |

| **Additional Resources** |
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| **Web Resources:**      |
| **Agent Contact** |
| **Name**      | **Phone Number**      | **Email Address**      |