



New Product Information Sheet

SAMPLE

To be completed by Trade Representative:

The following information must be provided to the Store Manager or Designate when meeting with them to consider listing a product for sale in their store. Note: One product per information sheet.

General Information	
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Store Number 999	Store Location 999 Anystreet Avenue, Anytown ON
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LCBO Merchandising Circular Number
711

LCBO Product Number 626994	Product Name/Size Ciclón 750 mL
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Product Description
Tequila Spiked Rum - Premium Bacardi Gold Rum infused with Imported Blue Agave
Tequila and Natural Lime Flavour. 35 % Alc./volume

Product Category
Gold Rum Category

Agent Information	
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Name Trade Representative	Company Bacardi Inc.
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Telephone (xxx) xxx-xxxx	Fax (xxx) xxx-xxxx
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Other Information	
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Product Supplier
Bacardi Canada Inc./Bacardi USA

Local Area Stores Carrying Product
777, 888, 998

Marketing Information	
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Target Demographics
LDA 29-year-old consumers ("Echo Boom Generation")

Price Point
\$21.95 750 mL Premium Pricing

Promotion Plans for Upcoming Six Months (Local and Provincial)
(Include both LCBO and nonLCBO based promotions, such as value-add, LTO, endaisle, air miles, product extender, FSI (free-standing insert); magazine, newspaper, billboard, radio and television advertising.)

Period #8 Display spot #13. Period #10 : Ciclón to be value-added on Bacardi White 1.14, Bacardi Gold 1.14, Bacardi Black 1.14 and Bacardi 1873 1.14. This is a trial/sampling opportunity for the consumer through association with the strong selling brands in the Bacardi Rum Company portfolio. (Cross-merchandising). Period #12 Ciclón will have a branded shot glass as a value-add and will also be placed on Bacardi White 1.14, Bacardi Gold 750, Bacardi Black 1.14 and 1873 750 as a value add. U.S. Advertising Spill Over est. \$XXX. Nine LCBO in-store samplings planned for Period #8.



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Planned Local Tasting Events

Commitment by Ontario Retail Sales Team to conduct LCBO staff samplings on all stores serviced (550 in total). Also, 9 in-store samplings are planned in flagship stores for the month of XXXXXX.

Licensee Promo Plans for upcoming six months

50+ Licensee promotions are planned for Periods 8,9, 10. To include an official launch party at a hip downtown club "This is London". Theme to promo is The Storm Shelter with the objective for Trial, Awareness and Adoption. Feature drinks, prizes, interactive games encouraging participation and interaction. Staff (Storm Chaser) dressed in clear raingear.

What is the product de signed to do in this category? (i.e. cross-sell, migrate or upsell customers)

Capitalize on strong category growth in Amber Rums (+24% volume increase over last 5 years). Flavoured Rums (+70% volume increase over last 4 years). Provide relevant new products to maximize customers' profits. Further enhance Bacardi Rum's leadership in the rum category.

What is the anticipated product placement?

Competitive set in VVVVVVVV Coconut Rum, XXXXXXXX, YYYYYYYY Spiced, ZZZZZZZZ. Placement would be in Amber Rum.

Sales Targets in Cases

Provincial:	For the year: 5,600	in next 6 months: 2,800
Store:	For the year: 50	in next 6 months: 24

Reasons to List Product

Why should this product be listed? What features/benefits make it unique or different? Please provide evidence of proven performance and/or sales success.

Ciclón is the Spanish word for hurricane. The product is very versatile, either mixed or as a shot. The concept of Tequila-spiked rum is unique and newsworthy, and the packaging is unique and dynamic. Ciclón is the result of over 3 years of research and development, with \$XXX invested in product development and market-research testing. Premium pricing delivers XXX profits. The product is strongly supported through Retail and on-premise activity. The suggested premium price and trade up will enhance profits. The product capitalizes on Amber Rum growth trends. There's nothing else like it. It has been tested and proven, with strong market support.

Meeting

Date: April 1, 2003

Time: 11:00 a.m.

Attendees

Trade Representative, Store Manager

To be completed by Store Manager or Designate.

Decision



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Action

Accepted

Declined

Decision Rationale

Ciclón will be a strong addition to the store's assortment. The store is already trending above the district and provincial average in sales of flavoured Amber rums. There have already been inquiries about this product from two licensees. The demographic target of the product suits the store's customer base.

Store Manager's or Designate's Signature	Date
Store Manager	April 2, 2003