



Wednesday October 14, 2015

To: All Trade Councils

RE: **Beer & Cider: Staffing Update, Changes to Product Needs and NISS Enhancements**

Dear Trade Partners:

To support our work to operationalize the sale of beer into grocery stores, we have made the following addition to our team and improvements to our process and system:

Staffing Update

We welcome Holly Garner to the new position of Product Administrator, Beer Wholesale. Holly has joined us from VINTAGES and is now responsible for wholesale product listings for The Beer Store and Grocery. She reports to Leanne Rhee and can be reached at 416-864-2541 or [holly.garner@lcbo.com](mailto:holly.garner@lcbo.com). Karen Carter, as the Product Administrator Beer & Cider, is now responsible for all product listings and promotions relating to LCBO Beer and Cider.

Changes to 2015/16 Product Needs

1. To align our retail and wholesale businesses, we have created the following new Product Needs. Detailed information for each can be found in New Item Submission System (NISS).

Product Need	Channel	Product Need Description	Product Need Item	Pre – Submission Deadline	Product Administrator
NEW	Grocery	126 Beer Grocery Channel - 2015/16	2045 – Ontario Beer	October 30, 2015	Holly Garner
NEW	The Beer Store	127 Beer Imported – The Beer Store Channel 2015/16	2046 – Imported Beer	March 31, 2016	Holly Garner
NEW	LCBO	118 Beer & Cider - 2015/16	2047 – LCBO Combination Stores Ontario Beer	March 31, 2016	Karen Carter

2. Effective today, agents need to enter imported beer products for The Beer Store into Product Need Item 2046 and Ontario beer products for LCBO Combination Stores into Product Need Item 2047. These needs are open and ongoing. The current TBS/LCBO Product Need Item #1861 will close on October 30, 2015.

# LCBO

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## NISS Enhancements

The LCBO now requires additional information for beer and cider NISS submissions. A new mandatory field has been created -- *'Is the producer a small brewery?'* Going forward, all suppliers or agents will be required to indicate Yes, No or n/a (for example, if the producer is a cidery, not a brewery). A small brewery is defined in Ontario Regulation 290/15 Government Stores as a producer with less than 400,000 hectolitres **of beer** produced worldwide annually. This information will be captured and made available to grocery.

[Agent](#) | [Supplier](#) | [Product](#) | [Multi Pack](#) | [Price/Pack](#) | [Status](#) | [Tastings](#) | [LCBO](#) | [QA](#) | [NTP/Add'l Info](#) | [Lifecycle](#)

\* indicates a mandatory field

Product Name: \*  
(Please enter the product name as it appears on the label. Do not use accented or language-specific alphabetic characters)

  
50 character(s) remaining, maximum 50 characters

Consumer, gift or case pack with multiple units, flavours or varieties:

Has the product ever been previously purchased by the LCBO? \*  Yes  No

Please provide LCBO # if so: \*  
(Key in some keyword(s) to help searching the LCBO Number or Name and then select from the list)

Is the LCBO Description and Number Correct?:  Yes  No

UPC Number:

SCC Number:

Producing Country: \*

Producing Region: \*

Purchasing Country: \*  
(where goods are shipped from)

Purchasing Region: \*

Manufacturing Country:  
(Please include if different from Producing Country/Region)

Manufacturing Region:

Vintage:

Percent Alcohol: \*

Sugar Content (g/litre): \*

Grape Varietal 1:

Grape Varietal 2:

Grape Varietal 3:

VQA Appellation:

Is this an Organic Product? \*  
(You may need to provide documentation for this at a later stage)

Yes  No

Organic Classification:

Other:

Is this a Kosher Product? \*  Yes  No

Kosher Classification:

Other:

Is the Producer a Small Brewery? \*  
(A brewery with annual worldwide beer production < 400,000 hectolitres)

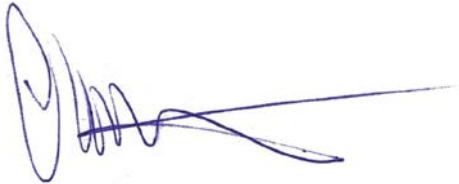
Yes  
 No  
 n/a (Not a Brewery)

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Please do not hesitate to contact me should you have further questions.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Chris Robertson', with a long horizontal flourish extending to the right.

Chris Robertson  
Director, BEER & CIDER

cc: Nancy Cardinal,  
Shari Mogk-Edwards