

LCBO

January 22, 2019

To: All Trade Councils

Re: **LCBO WINES, SPIRITS & BEER Product Needs for 2019-20**

Dear Trade Partners,

Stacee Roth
Director, Spirits
stacee.roth@lcbo.com
416-864-6347 Tel.

We are pleased to provide you with the 2019-20 schedules of LCBO WINES, SPIRITS, BEER & CIDER AND RTD Product Needs (see attachment).

Kathy Cannon
Director, European Wines &
Destination Collection
kathy.cannon@lcbo.com
416-365-5907 Tel.

All new product tenders will be open in the LCBO's New Item Submission System (NISS) beginning today, Tuesday, January 22, 2019.

Chris Robertson
Director, Beer, Cider & RTD
chris.robertson@lcbo.com
416-365-5886 Tel.

All submissions must be made through NISS. For new users, an introduction to the system and instructions on how to apply for access can be found [here](#). All complete NISS submissions must include the following:

1. An online application
2. A one-page marketing plan, including itemized marketing spend for year one, and relevant product attributes and accolades
3. An image of the product and packaging

43 Freeland St.
Toronto, ON, M5E 1A4

In addition, we encourage agents to provide as much relevant product information as possible. Up to three files (maximum 2 MB each) can be uploaded into NISS.

Questions may be directed to the relevant Category or Product Manager.

Sincerely,



Handwritten signature of Stacee Roth in blue ink.

Stacee Roth
Director, Spirits

Handwritten signature of Kathy Cannon in blue ink.

Kathy Cannon
Director, European Wines
& Destination Collection

Handwritten signature of Chris Robertson in blue ink.

Chris Robertson
Director, Beer, Cider
& RTD

cc: Carolyn O'Grady-Gold
Category and Product Managers