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RE: New Products Application for the Beer Store

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Dear Trade Colleagues,

I'm writing to advise you of a procedure update related to new product applications for the Beer Store.

Effective July 4, 2017, all new product submissions for the Beer Store must be approved before the application is entered into the LCBO's New Item Submission System (NISS) under Beer Imported (TBS) Product Need ID: 154. This means that the LCBO Beer & Cider department must receive the Beer Store's listing letter prior to the NISS application. Any item that has not been accepted by the Beer Store as a new listing will be declined automatically.

We are making this change as many entries into NISS never proceed to the listing stage, which takes attention away from the products that must be processed in an expeditious manner. Additionally, any application in NISS that is not completed within six months of the Beer Store listing letter will be closed.

Please feel free to contact Michael Halliday or Leanne Rhee with any questions.

Best regards,

Chris Robertson,  
Director, Beer & Cider