



December 11, 2017

To: Beer Suppliers

Re: Nonalcoholic beer product call

Dear Trade Partners,

We are looking for submissions for non-alcoholic beer.

The emphasis is on best in class nonalcoholic beers (<0.5% abv), Domestic or imported nonalcoholic beers will be considered. The standard markup will not apply for nonalcoholic beers so please submit your best possible case cost for consideration. There are no cost of service or bottle deposit fees associated with nonalcoholic beers.

We will consider both Traditional and Flavored styles.

Single serve or multi-pack formats will be considered. We are seeking products with a proven track record in other markets and strong marketing support.

Deadlines: Samples are due January 12th 2018 for tasting January 18th 2018. Submissions are required to be entered in NISS by end of day Friday December 22nd 2017.

Target in store launch date is April 2018.

Data Accuracy is very important in the submission process, please pay close attention to the product details entered.

Product Specifications:

- Looking for a range of styles, best in class beers
- Non-alcoholic beers <0.5%
- Standard markups will not apply – please submit your best possible case cast
- No cost of service fees
- Limited assortment

Please contact John Tyler at 416-365-5868 should you have any questions.

Best Regards,

Chris Robertson

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