



Friday, June 15, 2016

To: All Trade Councils

Re: NEW Product Calls for LCBO WINES

Dear Trade Partners,

We are pleased to advise you of a new Wines Product Call for the 2016/17 fiscal year.

As part of our e-commerce strategy, we will be piloting the idea of promoting an exclusive to e-commerce "House Wine". Endorsed by our in-house experts, these will be great value wines sold by the case. Starting with one red, one white, one rosé and one sparkling, we will see how customers respond to this exciting new online program.

The following Product Need is now open for submissions in the New Item Submission System (NISS). Further details and revised schedule are available through NISS and in the Needs grid on the Trade Resources website.

Buyer	NISS CALL ID	Product Category	Country	Price Range	Product Specs	Pre-Sub Deadline (Friday)	Tasting Date
All wines	2215	Online exclusive by-the-case House Wine Program	All, including Ontario	\$8.95 - \$10.95	Looking for a single wine - red, white, rosé and sparkling - that is NOT an extension of an existing portfolio SKU for buyer-endorsed online exclusive by-the-case House Wine Program. Looking for exceptional offers over-delivering at the price. Finished, turn-key products only.	15-Jul-16	18-Aug-16

Sincerely,

Carolyn O'Grady-Gold
Director, WINES