

Wines												
Buyer	NISS CALL ID	Product Category	Country	Price Range	Product Specs	Pre-sub Deadline (Friday)	Call Back Deadline	Sample Deadline	Tasting Date	Category Response - Due Date	Max # Subs. Per Agent	Target Launch Date
All Wines	1862	Seasonal Wines - Fall/Winter	All Countries	\$10.95 - \$18.95	Looking for premium wines (still, sparkling, flavoured or fortified) that capitalize on Halloween or Valentine's day. Preference for wines with labels that provide instant association with these occasions. Considering both new and existing brands. Exceptional price/value is paramount.	20-Feb-15	27-Feb-15	20-Mar-15	26-Mar-15	1-May-15	25	P07
Ontario Wines	1863	International Canadian Blends	Canada (Ontario)	\$9.95/750ml +	ICB: All size formats will be considered. White varietals with a focus on Pinot Grigio, Sauvignon Blanc, and Chardonnay. Red varietals with a focus on Merlot and Cabernet Sauvignon.	20-Feb-15	27-Feb-15	20-Mar-15	26-Mar-15	1-May-15	25	Summer/Fall 2015
Ontario Wines	1864	Specialty / Flavoured Wines	Canada (Ontario)	\$8.95-\$13.95	Non-VQA Wines: Focus on innovative packaging, on-trend flavours. Seasonally appropriate wines for the autumn/holiday season will also be considered for a limited time purchase (eg. Chocolate, Mulled wine, etc.).	20-Feb-15	27-Feb-15	20-Mar-15	26-Mar-15	1-May-15	25	Summer/Fall 2015
European Wines	1865	Rioja	Spain, Red	\$13.95 - \$22.95	Modern package/style Crianza (\$13.95-\$15.95) and Reserva (\$15.95-\$19.95). Gran Reserva (\$19.95-\$22.95).	27-Feb-15	6-Mar-15	27-Mar-15	2-Apr-15	22-May-15	25	Various
Ontario Wines	1866	Ad Hoc - Ontario Wines #1	Canada (Ontario)	Various	Obtain permission of category/product manager before submitting to adhoc tenders. For wines not covered in other Product Calls within this Needs Letter.	6-Mar-15	13-Mar-15	3-Apr-15	9-Apr-15	15-May-15	25	Various
European Wines	1867	Ad Hoc - European Wines #1	All EW Countries	Various	Obtain permission of category/product manager before submitting to adhoc tenders. For wines not covered in other Product Calls within this Needs Letter, offering outstanding innovation or high rate of success on other markets.	6-Mar-15	13-Mar-15	3-Apr-15	9-Apr-15	Various	10	Various
New World Wines	1868	Ad Hoc - New World Wines #1	All NW Countries	Various	Obtain permission of category/product manager before submitting to adhoc tenders. For wines not covered in other Product Calls within this Needs Letter.	6-Mar-15	13-Mar-15	3-Apr-15	9-Apr-15	15-May-15	25	Various
European Wines	1869	Crement and Traditional Method	France	\$14.95 - \$17.95	Main regions of France, traditional for the areas grapes/blends.	13-Mar-15	20-Mar-15	10-Apr-15	16-Apr-15	22-May-15	25	Fall 2015
New World Wines	1870	Sparklers (White / Rose); Traditional Method	USA, Australia, BC, Chile, Argentina, South Africa	\$12.95 - \$25.95	Preference for wines that are extensions of existing brands. Actively looking for a quality, traditional method sparkling wine in the range of between \$17.95-25.95.	13-Mar-15	20-Mar-15	10-Apr-15	16-Apr-15	22-May-15	10	Various
New World Wines	1871	Red Blends	USA, Australia, BC, Chile, Argentina, South Africa	\$10.95-\$18.95	Premium presentation and with captivating brand stories. Current awards/accolades looked well upon. Exceptional price relative to quality, and relative to country of origin is paramount. New wines and brand extensions considered equally. Agent / Supplier must be willing to make material investment in Ontario with primary focus on retail.	10-Apr-15	17-Apr-15	8-May-15	14-May-15	17-Jul-15	10	Various
European Wines	1872	Amarone/Brunello	Italy, Red	\$33.95 - \$43.95	Suppliers/brands with strong wine credentials (e.g. name recognition, past and present successes on this and other markets): Amarone (\$37.95-\$43.95), Brunello (\$33.95-\$39.95).	1-May-15	8-May-15	29-May-15	4-Jun-15	17-Jul-15	25	Fall 2015
New World Wines	1873	White Blends - Light/Crisp	USA, Australia, BC, Chile, Argentina, South Africa	\$9.95-\$16.95	Looking for white blends that are light and crisp in flavour profile. Wine must offer a premium presentation and with captivating brand stories. Current awards/accolades will be regarded. Exceptional price relative to quality, and relative to country of origin is paramount. New wines and brand extensions considered equally. Agent / Supplier must be willing to make material investment in Ontario with primary focus on retail.	22-May-15	29-May-15	19-Jun-15	25-Jun-15	17-Jul-15	10	Various
Ontario Wines	1874	Ontario Wines Direct Delivery (on shelf October 2015)	Canada (Ontario)	Various	VQA Wines and QA Fruit Wines with a focus on key Ontario varietals from producers located in PEC, LENS and emerging regions. Distribution is limited to a selected number of stores.	5-Jun-15	12-Jun-15	3-Jul-15	9-Jul-15	14-Aug-15	25	October-15
European Wines	1875	Soave	Italy, White	\$9.95-\$13.45	New solution packaging, styles or suppliers/brands with strong wine credentials (e.g. past and present successes on this and other markets).	5-Jun-15	12-Jun-15	3-Jul-15	9-Jul-15	14-Aug-15	25	Target Launch P12/13
Ontario Wines	1876	Ad Hoc - Ontario Wines #2	Canada (Ontario)	Various	Obtain permission of category/product manager before submitting to adhoc tenders. For wines not covered in other Product Calls within this Needs Letter.	19-Jun-15	26-Jun-15	17-Jul-15	23-Jul-15	28-Aug-15	25	Various
European Wines	1877	Ad Hoc - European Wines #2	All EW Countries	Various	Obtain permission of category/product manager before submitting to adhoc tenders. For wines not covered in other Product Calls within this Needs Letter, offering outstanding innovation or high rate of success on other markets.	19-Jun-15	26-Jun-15	17-Jul-15	23-Jul-15	Various	25	Various
New World Wines	1878	Ad Hoc - New World Wines #2	All NW Countries	Various	Obtain permission of category/product manager before submitting to adhoc tenders. For wines not covered in other Product Calls within this Needs Letter.	19-Jun-15	26-Jun-15	17-Jul-15	23-Jul-15	28-Aug-15	25	Various
European Wines	1879	Primitivo	Italy, Red	\$13.45 - \$14.95	Established or suppliers/brands with engaging packaging and brand story.	3-Jul-15	10-Jul-15	31-Jul-15	6-Aug-15	11-Sep-15	25	Various
All Wines	1880	Nouveau Wines	All Countries	\$8.95 - \$15.95	Sample deadline and tasting dates subject to change. Successful applicants will be notified of any change. Preference for wines \$13.95 and under. Actively looking for submissions from California, in addition to Europe and Ontario.	3-Jul-15	10-Jul-15	31-Jul-15	6-Aug-15	27-Aug-15	25	19-Nov-15
European Wines	1881	France South Red	France	\$9.95-\$14.95	AOC Blends (\$9.95-\$14.95) and Syrah/Shiraz (\$9.95-\$13.45), supplier/brands with engaging packaging and brand story.	10-Jul-15	17-Jul-15	7-Aug-15	13-Aug-15	18-Sep-15	25	Spring 2016
All Wines	1882	Spring / Summer wines	All Countries	\$8.95 - \$15.95	Looking for still-white wines, sparkling wines, and flavoured wines (ex. Sangria) that capitalize on summer consumption behaviours. Also considering new format sizes such as single serve wines. Preference for wines with labels that provide instant association with summer. Also looking for wines with official associations with the 2016 Summer Olympics. Considering both new and existing brands. Exceptional price/value is paramount.	17-Jul-15	24-Jul-15	14-Aug-15	20-Aug-15	25-Sep-15	25	Apr-2016
All Wines	1883	Seasonal Rose Program	All Countries	\$8.95 - \$16.95	All Countries (including Ontario). Seasonal program that runs from fiscal P13 - P7. A marketing fee of 5% of the total PO cost will be applied, up to max of \$5,000 and min of \$2,000. Considering both new and existing brands. Products need strong packaging, price/quality, current awards/accolades preferred. Preference for wines priced between \$8.95 - \$16.95.	24-Jul-15	31-Jul-15	21-Aug-15	27-Aug-15	2-Oct-15	25	May-2016
New World & European Wines	1884	Wines Licensee Program	All Countries	\$7.95-\$15.95	Looking for varietal leaders in European and New World Countries. Sales history and success within the Licensee channel/Consignment program is a requirement. Consideration will be given to well-established brands and products with existing licensee listing base. Products must not be available in retail.	7-Aug-15	14-Aug-15	4-Sep-15	10-Sep-15	16-Oct-15	25	May-16
New World Wines	1885	Sauvignon Blanc	USA, Australia, BC, Chile, Argentina, South Africa	\$9.95 - \$15.95	Exceptional price/quality relative to country of origin is paramount. New wines and brand extensions considered equally. Agent / Supplier must be willing to make material investment in Ontario with primary focus on retail.	14-Aug-15	21-Aug-15	11-Sep-15	17-Sep-15	23-Oct-15	10	Apr-2016
Ontario Wines	1886	VQA Table Wines	Canada (Ontario)	\$11.95-\$16.95	New LCBO VQA Wines. All red and white varietal wines will be considered with a focus on trendy single varietal wines (Cab Franc, Cab Sauv, Baco Noir, Pinot Grigio, Sauvignon Blanc). Compelling packaging and marketing support a consideration. Wines must represent exceptional price/value relative to competitive set.	28-Aug-15	4-Sep-15	25-Sep-15	1-Oct-15	6-Nov-15	25	Spring/Summer 2016
Ontario Wines	1887	Ontario Wines Direct Delivery (on Shelf February 2016)	Canada (Ontario)	Various	VQA Wines and QA Fruit Wines with a focus on key Ontario varietals from producers located in PEC, LENS and emerging regions. Distribution is limited to a selected number of stores.	18-Sep-15	25-Sep-15	16-Oct-15	22-Oct-15	27-Nov-15	25	February-16
European Wines	1888	Rhone Whites / Loire Whites	France	\$11.95-\$21.95	Rhone White \$13.45-14.95, Loire White - Pouilly-Fume \$17.95-\$21.95, regional Sauv. Blanc - Touraine et al - \$11.95-\$13.95	18-Sep-15	25-Sep-15	16-Oct-15	22-Oct-15	27-Nov-15	25	Jun-2016

Wines												
Buyer	NISS CALL ID	Product Category	Country	Price Range	Product Specs	Pre-sub Deadline (Friday)	Call Back Deadline	Sample Deadline	Tasting Date	Category Response - Due Date	Max # Subs. Per Agent	Target Launch Date
New World Wines	1889	Merlot	USA, Australia, BC, Chile, Argentina, South Africa	\$9.95 - \$18.95	Full bodied and Smooth, single varietal Merlot. Exceptional price relative to quality, and relative to country of origin is paramount. New wines and brand extensions considered equally. Agent / Supplier must be willing to make material investment in Ontario with primary focus on retail.	9-Oct-15	16-Oct-15	6-Nov-15	12-Nov-15	18-Dec-15	10	Various
European Wines	1890	Eastern Europe	Several	\$8.95-\$17.95	Georgian Reds (native grapes/blends \$9.95-\$13.95); Croatian Reds (native grapes/blends \$11.95-\$14.95); Hungarian White (native grapes, focus on off dry style, \$8.95-\$11.95) and Szamorodni (\$14.95-\$17.95); Romanian Reds (international grapes) and Whites (native grapes) (\$9.95-\$12.45 for all), Greek Whites (Santorini only, \$13.95-\$14.95)	30-Oct-15	6-Nov-15	27-Nov-15	7-Jan-16	12-Feb-16	25	Various
New World Wines	1891	Cabernet Sauvignon	California, Australia, Washington, BC, Chile, Argentina, South Africa	\$14.95 - \$19.95	Preference for full bodied and firm, single varietal Cabernet Sauvignon. Exceptional price relative to quality, and relative to country of origin is paramount. New wines and brand extensions considered equally. Agent / Supplier must be willing to make material investment in Ontario with primary focus on retail.	6-Nov-15	13-Nov-15	8-Jan-16	14-Jan-16	19-Feb-16	10	Various
Ontario Wines	1892	Ad Hoc - Ontario Wines #3	Canada (Ontario)	Various	Obtain permission of category/product manager before submitting to adhoc tenders. For wines not covered in other Product Calls within this Needs Letter.	27-Nov-15	4-Dec-15	29-Jan-16	4-Feb-16	11-Mar-16	25	Various
European Wines	1893	Ad Hoc - European Wines #3	All EW Countries	Various	Obtain permission of category/product manager before submitting to adhoc tenders. For wines not covered in other Product Calls within this Needs Letter.	27-Nov-15	4-Dec-15	29-Jan-16	4-Feb-16	11-Mar-16	10	Various
New World Wines	1894	Ad Hoc - New World Wines #3	All NW Countries	Various	Obtain permission of category/product manager before submitting to adhoc tenders. For wines not covered in other Product Calls within this Needs Letter.	27-Nov-15	4-Dec-15	29-Jan-16	4-Feb-16	11-Mar-16	25	Various
All Wines	1895	Nouveau Wines	All Countries	\$8.95 - \$13.95	Looking to assess the real products from the 2015 Nouveau campaign. Actively looking for wines from Europe, the USA, and Canada (BC and Ontario). Sample deadline and tasting dates subject to change. Successful applicants will be notified of any change.	27-Nov-15	4-Dec-15	29-Jan-16	4-Feb-16	TBD	25	17-Nov-16
Ontario Wines	1910	International Canadian Blends	Canada (Ontario)	\$9.95/750ml +	ICB: All size formats will be considered. White varietals with a focus on Pinot Grigio, Sauvignon Blanc, and Chardonnay. Red varietals with a focus on Merlot and Cabernet Sauvignon.	8-Jan-16	15-Jan-16	5-Feb-16	11-Feb-16	18-Mar-16	25	Spring/Summer 2016
Ontario Wines	1911	Specialty / Flavoured Wines	Canada (Ontario)	\$8.95-\$13.95	Non-VQA Wines: Focus on innovative packaging, on-trend flavours.	8-Jan-16	15-Jan-16	5-Feb-16	11-Feb-16	18-Mar-16	25	Spring/Summer 2016
Ontario Wines	1912	VQA Table Wines	Canada (Ontario)	\$11.95-\$16.95	New LCBO VQA Wines. All red and white varietal wines will be considered with a focus on trendy single varietal wines (Cab Franc, Cab Sauv, Baco Noir, Pinot Grigio, Sauvignon Blanc). Compelling packaging and marketing support a consideration. Wines must represent exceptional price/value relative to competitive set.	22-Jan-16	29-Jan-16	19-Feb-16	25-Feb-16	1-Apr-16	25	Summer/Fall 2016
Ontario Wines	1913	Ontario Wines Direct Delivery (on shelf May 2016)	Canada (Ontario)	Various	VQA Wines and QA Fruit Wines with a focus on key Ontario varietals from producers located in PEC, LENS and emerging regions. Distribution is limited to a selected number of stores.	22-Jan-16	29-Jan-16	19-Feb-16	25-Feb-16	1-Apr-16	25	May-16
All Wines	1914	Holiday Gift Program (Wines)	All Countries	Various	New and unique gifts with minimal packaging. Mixed packs and limited edition/prestige bottles are of interest. Unique, limited availability products are also of interest. Please note that product sample with all packaging is required on January 29, 2016.	29-Jan-16	N/A	29-Jan-16	3-Mar-16	31-Mar-16	25	Oct-16

Spirits												
Buyer	NISS CALL ID	Product Category	Country	Price Range	Product Specs	Pre-sub Deadline (Friday)	Call Back Deadline	Sample Deadline	Tasting Date	Category Response - Due Date	Max # Subs. Per Agent	Target Launch Date
White Spirits	1896	Fall Seasonal Flavoured Vodka	All Countries	25.95 +	Capitalizing on new trends in flavoured vodka, these products have appeal for the Fall/Winter season or for a specific occasion (i.e. Halloween, Thanksgiving, Holiday). These products will be purchased on a one-shot and seasonal basis and will be merchandised in section.	6-Feb-15	13-Feb-15	6-Mar-15	12-Mar-15	24-Apr-15	10	Fall 2015
Brown Spirits	1897	Whisky Shop, Spring & Summer Release	All Countries	\$39.95 - \$150 +	Premium whiskies from around the world. Products should be unique, award winning and highly regarded. Preference may be given to new brands, or emerging regions new to the Ontario market. Submissions are considered for a quarterly release in the Whisky Shop program (120 stores). The spring turn duration is April 2016 to July 2016, The summer turn duration is July to Oct 2016. 750mL and 200mL equivalents are encouraged. Distillery features may be considered meaning 3-5 products from one distillery will be featured. To be considered for a distillery feature, a written proposal must be submitted to the category prior to the pre-submission deadline.	20-Mar-15	27-Mar-15	17-Apr-15	23-Apr-15	30-May-15	10	April/July 2016
White Spirits	1898	Gin	All Countries	\$26.70 +	Consideration will be given for the following purchases: Seasonal/One-Shot Premium and Deluxe Gin: Seasonal: Preference will be given to unique product offerings that target new consumers and focus on quality, authenticity and craftsmanship. Package appeal and marketing strategy/support will be a key consideration. Priority will be given to products priced \$27.95-\$39.95. One Shot: These gins will appeal to the gin connoisseur and will offer strong points of difference to the current assortment. Success in other markets is a benefit.	3-Apr-15	10-Apr-15	1-May-15	7-May-15	19-Jun-15	4	March 2016
Brown Spirits	1899	Summer Seasonal Liqueurs & Tequila	All Countries	(seasonal liqueurs) \$20.00 - \$39.95 (Barkeep's Pantry) \$20.00+ (Tequila) \$34.95 - \$99.95	Seasonal Liqueurs (excluding cream liqueurs) Preference will be given to brand extensions, or branded program with new and innovative flavours. Preference will be given to products that fall in the \$20.00 to \$29.95 price range (750ml) Strong marketing support required. Ease of use. Commitment to gaining licensee support. Brand or size extensions. Barkeep's pantry Unique mixology focused products for targeted distribution to fill gaps in assortment. Commitment to gaining licensee support. One shot or Year round program Agents must confirm available quantities before making product application in NISS. Agents are encouraged to survey licensee interest in advance. Stand out packaging. Tequila (100% agave, Mezcal & Sotol) For Seasonal and one shot listing. Established, successful brands in foreign markets and/or innovative products aimed a new customer acquisition. Stand out packaging. Strong marketing budget. Commitment to gaining licensee support (target 24% of total sales) Brand stories and single sku welcome	17-Apr-15	24-Apr-15	15-May-15	21-May-15	30-Jun-15	6	April 2016
White Spirits	1900	Vodka Flavoured	All Countries	\$25.95 +	Consideration will be given for the following purchases: Year-round Flavoured Vodka: Line extensions from established brands, or new brands with proven success in other markets. Traditional and unique flavour profiles that fill gaps within the current assortment. 375mL formats to incent trial or multi-packs of trial sizes are of interest. Strong marketing support required. Seasonal Flavoured Vodka Program: Capitalizing on new trends and/or incremental trial opportunities in flavoured vodka, these products will be available for a limited time throughout P1-P6. 375mL's are encouraged. Success will be evaluated based on a pro-rating of the sales target for flavoured vodka. *NEW: All submissions must include a signature mixed drink and cocktail solution. Recipes should be uploaded along with the NISS submission.	8-May-15	15-May-15	5-Jun-15	11-Jun-15	24-Jul-15	10	February 2016
White Spirits	1901	Vodka Non-Flavoured	All Countries	\$25.95 +	Consideration will be given for the following purchases: Year-round Premium, Super-Premium and Deluxe Vodka: Established, successful brands in other markets or new brands with innovative packaging and/or targeting a new customer. Authenticity at all touchpoints is key. Strong marketing support required. Preference will be given to products priced \$27.50-\$39.95 to support the a trade up strategy. Seasonal/One-Shot Premium, Super-Premium and Deluxe Vodka: Products that offer strong points of difference to the current assortment (i.e. local, craft/artisanal, unique distillation methods or marketing approaches). Success in other markets is a benefit. Vodka Gifts: Seasonal/One-Shot opportunities are encouraged and will be considered in this call. Launch timeframe will depend on the appropriate occasion/season (i.e. Father's Day).	15-May-15	22-May-15	12-Jun-15	18-Jun-15	31-Jul-15	10	Open

Spirits												
Buyer	NISS CALL ID	Product Category	Country	Price Range	Product Specs	Pre-sub Deadline (Friday)	Call Back Deadline	Sample Deadline	Tasting Date	Category Response - Due Date	Max # Subs. Per Agent	Target Launch Date
White Spirits	1902	Rum	All Countries	\$25.95 +	<p>Consideration will be given for the following purchases:</p> <p>Year-round Premium, Deluxe and Spiced/Flavoured Rum: Unique and/or renowned rums that broaden the representation of key rum producing countries. Spiced/Flavoured rums focus on offering differentiation to the current assortment or are line extensions of current successful brands. Strong packaging and marketing support required.</p> <p>Seasonal/One-Shot Premium and Deluxe Rum: Seeking gems from all rum nations that have reputable accolades. These rums will appeal to the rum enthusiast and will offer strong points of difference to the current assortment. Success in other markets is a benefit.</p> <p>Rum Gifts: Seasonal/One-Shot opportunities are encouraged and will be considered in this call. Launch timeframe will depend on the appropriate occasion/season. (i.e. Father's Day).</p> <p>Cachaça: Limited seasonal or one-shot opportunities may exist to test new cachaça offerings in order to feed current interest and growth.</p>	29-May-15	5-Jun-15	26-Jun-15	2-Jul-15	13-Aug-15	10	Open
RTD	1903	Coolers	All Countries	<p>Value Pricing: < \$0.594 per 100ml for 6-pack, ≥1L containers, and ≥473mL single serve; < \$0.684 per 100ml for 4-packs</p> <p>All pricing above these level falls into Premium. Preference will be given to Premium pricing (based on 750 mL)</p>	<p>Single serve or multi-packs. Range of spirit/wine bases will be considered. Products that target a diversified customer base and appeal to consumer's changing taste profiles (i.e. less sweet, low calorie/sugar, natural ingredients) are of special interest. Brands that target current refreshment trends are preferred (i.e. craft, single serve, male-focused). Preference will be given to products with premium and/or environmentally friendly packaging.</p> <p>Preference will also be given to brands that are exclusive to the LCBO and are produced domestically.</p> <p>Shooter formats, products with caffeine levels >30mg/serve, and open-ended carriers will not be considered. 100% malt-based products will also not be considered, however products that combine malt + spirit base are encouraged and will be considered under a spirit based markup structure.</p> <p>Licensee-only opportunities are of interest.</p> <p>Party Packs for the spring/summer season should be submitted under this call for consideration.</p>	31-Jul-15	7-Aug-15	28-Aug-15	Sept 3/4 2015	9-Oct-15	15	March 2016
RTD	1904	Premixed Cocktails (formerly known as One Pour Cocktails)	All Countries	<p>Value: ≤\$13.90, Mainstream: \$13.95-\$15.90, Premium: ≥\$15.95 (based on 750 mL)</p>	<p>Multi-serve format (750 mL or larger). Easy solutions for both new and traditional cocktails in ready-to-serve, entertaining-sized formats. Range of spirit bases will be considered. Brand name spirits / mixes are encouraged. Large format offerings are of interest. Liquids should deliver the appropriate alc/vol for the cocktail. An evolution of the current assortment is essential. Preference will be given to products with premium and/or environmentally friendly packaging, and those with year-round appeal.</p> <p>Licensee-only opportunities are of interest.</p>	31-Jul-15	7-Aug-15	28-Aug-15	Sept 3/4 2015	9-Oct-15	10	March 2016
White Spirits	1905	Fall Seasonal Rum	All Countries	\$30.00 +	<p>Focus is on high-end premium/deluxe rums appropriate to the Holiday season. Purchases will be on a one-shot and seasonal basis and will be merchandised in-section. These rums will appeal to the rum enthusiast and will offer strong points of difference to the current assortment. Preference will be placed on products that have success in other markets and reputable accolades.</p>	25-Sep-15	2-Oct-15	23-Oct-15	29-Oct-15	30-Nov-15	4	October 2016
Brown Spirits	1906	Fall Seasonal Spirits	All Countries	\$25.95+	<p>Focus is on premium and deluxe products in the following sets: Cognac, Armagnac, Calvados, Grappa, Deluxe Brandy, Cream Liqueur. These products will be purchased on a one-shot and seasonal basis and will be merchandised in-section.</p> <p>Preference may be given products that; reflect the newest flavour and cocktail trends; are exciting brand extensions; products that fill a need missing from our existing portfolio</p>	25-Sep-15	2-Oct-15	23-Oct-15	29-Oct-15	30-Nov-15	6	September 2016
Brown Spirits	1907	Whisky Shop, Fall Release & Annual Listings	All Countries	\$39.95 - \$150 +	<p>Premium whiskies from around the world. Products should be unique, award winning and highly regarded. Preference may be given to new brands, or emerging regions new to the Ontario market. Submissions are considered for a quarterly or annual release in the Whisky Shop program (120 stores). The Fall Turn duration is Oct 2016 to Feb 2017 Annual listings from Oct 2016 to Sept 2017. 750mL and 200mL equivalents are encouraged Distillery features may be considered meaning 3-5 products from one distillery will be featured. To be considered for a distillery feature, a written proposal must be submitted to the category prior to the pre-submission deadline.</p>	16-Oct-15	23-Oct-15	13-Nov-15	19-Nov-15	1-Jan-16	10	October 2016
Brown Spirits	1908	Whisky Shop, Winter Release	All Countries	\$39.95 - \$150 +	<p>Premium whiskies from around the world. Products should be unique, award winning and highly regarded. Preference may be given to new brands, or emerging regions new to the Ontario market. Submissions are considered for a quarterly release in the Whisky Shop program (120 stores). Turn 2: Duration Feb 2017 to May 2017. 750mL and 200mL equivalents are encouraged Distillery features may be considered meaning 3-5 products from one distillery will be featured. To be considered for a distillery feature, a written proposal must be submitted</p>	15-Jan-16	22-Jan-16	12-Feb-16	18-Feb-16	30-Mar-16	10	February 2017

Spirits

Buyer	NISS CALL ID	Product Category	Country	Price Range	Product Specs	Pre-sub Deadline (Friday)	Call Back Deadline	Sample Deadline	Tasting Date	Category Response - Due Date	Max # Subs. Per Agent	Target Launch Date
Spirits	1909	Holiday Gift Program (Spirits & RTD)	All Countries	Various	<p>New and unique gifts with minimal packaging. Mixed packs, trial packs and limited edition/prestige bottles are of interest, particularly in sets that perform well at holiday.</p> <p>Focus will be placed on building a more robust stocking stuffer program that consists of 50ml holiday offerings of perennial favourites, premium/deluxe replica bottles or unique items. This also includes small gifts under \$25, with focus on those that offer strong incremental sales opportunities under \$10 and \$20.</p> <p>Unique, limited availability products are also of interest. Please note that a product sample with all packaging is required on January 29th, 2016.</p>	29-Jan-16	N/A	29-Jan-16	3-Mar-16	1-Apr-16	20	October 2016

Beer & Cider											
Buyer	NISS CALL ID	Product Category	Country	Price Range	Product Specs	Pre-sub Deadline (Friday)	Call Back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent	Target Launch Date
Beer	1846	International & Out Of Province Beer	All Countries (excludes Ontario Beer)	Various	1) Big Brands: Successful brand in local, other international markets or LCBO's Seasonal Craft Beer program. Strong packaging and marketing support. Single serve aluminum can preferred. Competitively priced to existing competitive set. Brand line extensions will be considered. Existing brand must be a category leader at LCBO and growing. Format extensions will not be considered. 2) Craft Brands: Successful brand in local or other international markets. Strong packaging and marketing support. Competitively priced to existing competitive set.	13-Feb-15	20-Feb-15	13-Mar-15	19-Mar-15	3	Various
Beer	1847	Seasonal Craft Beer Program - Spring	All Countries (excludes Ontario Craft Beer)	Preference will be given to products under \$6.00	Products appropriate for the Spring season (i.e., Bock beers, Imperial IPA's, Sour beers, etc.) will be considered. Single serving large bottle formats preferred. Proven track record in other markets. Renowned or award winning. One time purchase only. Distribution is limited to approximately 100 stores that are part of this program.	27-Mar-15	3-Apr-15	24-Apr-15	30-Apr-15	3	March 2016
Beer & Cider	1848	Ontario Craft Beer & Cider	Canada (Ontario)	Various	Product from craft breweries and cideries new to LCBO (i.e., do not have a current listing). Should have year-round appeal and be positioned as the flagship brand.	24-Apr-15	1-May-15	22-May-15	28-May-15	2	September 2015
Beer	1849	Ontario Craft Beer - Autumn	Canada (Ontario)	Various	Ontario Craft seasonal beers appropriate for Autumn (i.e., Stouts, Porters, Oak Aged, Harvest, etc.) will be considered. Sales success from brewery retail store or on premise (if applicable) will be considered. Available for a limited time only.	24-Apr-15	1-May-15	22-May-15	28-May-15	3	September 2015
Beer	1850	Ontario Craft Beer	Canada (Ontario)	Various	Submissions for permanent listings (i.e., new brand, new format) from existing craft breweries.	1-May-15	8-May-15	29-May-15	4-Jun-15	2	September 2015
Beer	1851	Seasonal Craft Beer Program - Summer	All Countries (excludes Ontario Craft Beer)	Preference will be given to products under \$6.00	Products appropriate for the Summer season (i.e., Wheat, Fruit beers, Saisons, etc.) will be considered. Single serving large bottle formats preferred. Proven track record in other markets. Renowned or award winning. One time purchase only. Distribution is limited to approximately 100 stores that are part of this program.	12-Jun-15	19-Jun-15	10-Jul-15	16-Jul-15	3	June 2016
Beer	1852	Ontario Craft Beer - Winter	Canada (Ontario)	Various	Ontario Craft seasonal beers appropriate for Winter (i.e., Imperial Stouts, Barley Wines, Old Ales, Spiced & Strong Ales, Oak Aged beers, etc.) will be considered. Sales success from brewery retail store or on premise (if applicable) will be considered. Available for a limited time only.	26-Jun-15	3-Jul-15	24-Jul-15	30-Jul-15	3	November 2015
Beer	1853	Ontario Craft Beer	Canada (Ontario)	Various	Submissions for permanent listings (i.e., new brand, new format) from existing craft breweries.	4-Sep-15	11-Sep-15	2-Oct-15	8-Oct-15	2	March 2016
Cider	1854	Cider	All Countries	Competitively priced to existing portfolio	Domestic or imported Cider and Perry will be considered. Traditional and Flavoured styles. Single serve can or multi-pack bottle format preferred. Proven track record in other markets. Renowned or award winning.	11-Sep-15	18-Sep-15	9-Oct-15	15-Oct-15	3	Spring 2016
Beer	1855	Seasonal Craft Beer Program - Halloween, Oktoberfest & Autumn	All Countries	Preference will be given to products under \$6.00	Products appropriate for the Autumn season (i.e., Oktoberfest beers, Pumpkin flavoured beers, Belgian & English Style Pale Ales, Stouts, Porters, Oak Aged Beers, etc.) will be considered. Single serving large bottle formats preferred. Proven track record in other markets. Renowned or award winning. One time purchase only. Promotional support may be required.	2-Oct-15	9-Oct-15	30-Oct-15	5-Nov-15	3	September 2016
Beer	1856	Ontario Craft Beer - Spring	Canada (Ontario)	Various	Ontario Craft seasonal beers appropriate for Spring (i.e., Imperial IPA's, Bock beers, Sour beers, etc.) will be considered. Sales success from brewery retail store or on premise (if applicable) will be considered. Available for a limited time only.	23-Oct-15	30-Oct-15	20-Nov-15	26-Nov-15	3	March 2016
Beer & Cider	1857	Ontario Craft Beer & Cider	Canada (Ontario)	Various	Product from craft breweries and cideries new to LCBO (i.e., do not have a current listing). Should have year-round appeal and be positioned as the flagship brand.	23-Oct-15	30-Oct-15	20-Nov-15	26-Nov-15	2	April 2016
Beer	1858	Ontario Craft Beer - Summer	Canada (Ontario)	Various	Ontario Craft seasonal beers appropriate for Summer (i.e., Wheat, Fruit Beers, Saison, etc.). Sales success from brewery retail store or on premise (if applicable) will be considered. Available for a limited time only.	8-Jan-16	15-Jan-16	5-Feb-16	11-Feb-16	3	May 2016
Beer	1859	Holiday Gifting - 2016 Christmas Season	All Countries	Various	Mult-Packs and Single bottles of Beer and Cider. Unique formats or sizes (magnums, mini kegs). Mixed packs offering entertaining solutions. Gifts featuring popular, top selling brands. Gifts featuring unique, niche brands not currently available at the LCBO. Product information should be incorporated into packaging. NOTE: Gifts with excessive packaging cost and/or a high proportion of non-beverage alcohol content will not be considered.	29-Jan-16	N/A	29-Jan-16	3-Mar-16	25	Oct-16
Beer	1860	Seasonal Craft Beer Program - Winter	All Countries (excludes Ontario Craft Beer)	Preference will be given to products under \$6.00	Products appropriate for the Winter season (i.e., Imperial Stouts, Barley Wines, Old Ales, Spiced & Strong Ales, Oak Aged Beers, etc.) will be considered. Single serving large bottle formats preferred. Proven track record in other markets. Renowned or award winning. One time purchase only. Distribution is limited to approximately 100 stores that are part of this program.	5-Feb-16	12-Feb-16	4-Mar-16	10-Mar-16	3	November 2016