



December 12, 2014

To: All Trade Associations

Re: New BEER Product Call – accepting applications starting today

We are pleased to add a new Product Call for fiscal year 2014/15. This Call will be open to accept applications in the LCBO's *New Item Submission* (NISS) beginning Friday, December 12, 2014.

Details for the Product Call are attached. All submissions must be made through NISS. Those who require instructions for using this system should visit the following link: <http://www.doingbusinesswithlcbo.com/tro/Web-Systems/New-Item-Submission-System.shtml>

In addition to completing the online NISS application, agents are required to submit:

- 1) A one-page marketing plan, including itemized marketing spend for Year One and relevant product attributes and accolades uploaded into NISS
- 2) A photo of the product and packaging uploaded into NISS.

We encourage agents to use NISS to provide as much relevant information as possible. NISS will accept up to three additional files (of a maximum size of two MBs each).

Questions should be directed to the Beer & Cider Category Manager at leanne.rhee@lcbo.com or Product Manager at mark.wilson@lcbo.com.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Chris Robertson', is positioned above the printed name.

Chris Robertson
Director, SPIRITS & BEER

cc: Shari Mogk-Edwards
Leanne Rhee