

Beer											
Buyer	NISS CALL ID	Product Category	Country	Price Range	Price range/product specs	Pre-sub Deadline (Friday)	Call-back Deadline	Sample Deadline	Tasting Date	Max # Subs. per Agent	Target Launch Date
Beer	1818	Ontario Craft Beer	Canada (Ontario)	Various	Submissions for permanent listings (ie. new format, new brand.) Should have year-round appeal.	5-Sep-14	12-Sep-14	3-Oct-14	9-Oct-14	3	March 2015
Beer	1817	Ontario Craft Beer (New Breweries)	Canada (Ontario)	Various	Product from breweries new to LCBO (ie. do not have a current listing). Should have year-round appeal and be positioned as the flagship brand.	24-Oct-14	31-Oct-14	21-Nov-14	27-Nov-14	3	March 2015