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**SPIRITS & BEER PRODUCT NEEDS 2013-14**

PRODUCT SPECIFICATIONS	PRICE RANGE	PRE-SUBMISSION DEADLINE	RESPONSE TO AGENTS	SAMPLE DEADLINE	CATEGORY TASTING DATE	TARGETED LAUNCH DATE	MAX # SUBS. PER AGENT
<p><b>Whisky Shop – Turn 3 &amp; 4</b></p> <ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ Submissions are considered for a quarterly release in the Whisky Shop program (90 stores).</li> <li>▪ Turn 3 duration April 28 2014 to July 15 2014, Turn 4 duration July 16 to Oct 1 2014</li> <li>▪ 750mL and 200mL equivalents are encouraged</li> <li>▪ 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.</li> </ul>	<p>\$39.95 - \$150 + (based on 750 mL)</p>	<p>March 29, 2013</p>	<p>April 5, 2013</p>	<p>April 26, 2013</p>	<p>May 2, 2013</p>	<p>May 2014</p>	<p>10</p>



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<p><b>Tequila (100% Agave), Mezcal &amp; Sotol</b></p> <ul style="list-style-type: none"> <li>▪ For Seasonal one shot or Year Round listing.</li> <li>▪ Established, successful brands in foreign markets and/or innovative products aimed a new customer acquisition.</li> <li>▪ Stand out packaging.</li> <li>▪ Strong marketing budget</li> <li>▪ Commitment to gaining licensee support (target 24% of total sales)</li> <li>▪ Brand stories and single sku welcome</li> </ul>	<p>\$34.95 – \$79.95 <small>(based on 750 mL)</small></p>	<p>April 5, 2013</p>	<p>April 12, 2013</p>	<p>May 3, 2013</p>	<p>May 9, 2013</p>	<p>April 2014</p>	<p>3</p>
<p><b>Gin</b></p> <p>Consideration will be given for the following purchases:</p> <p><b>Seasonal/One-Shot Premium and Deluxe Gin:</b></p> <ul style="list-style-type: none"> <li>▪ Seasonal: Preference will be given to unique product offerings that target new consumers. Package appeal and marketing strategy/support will be a key consideration. Priority will be given to products priced \$27.95-\$39.95.</li> <li>▪ 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.</li> </ul>	<p>\$26.20+ <small>(based on 750 mL)</small></p>	<p>April 5, 2013</p>	<p>April 12, 2013</p>	<p>May 3, 2013</p>	<p>May 9, 2013</p>	<p>April 2014</p>	<p>5</p>



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<p><b>Liqueurs Mixers (excluding cream liqueurs)</b>  <b>Year-round Liqueurs Mixers</b></p> <ul style="list-style-type: none"> <li>▪ Established, successful brands in other markets or new brands with innovative packaging and/or targeting a new customer.</li> <li>▪ Strong marketing support required.</li> <li>▪ Stand out packaging</li> <li>▪ Preference will be given to products that fall in the \$20.00 to \$29.95 price range (750ml)</li> <li>▪ Brand or size extensions.</li> </ul> <p><b>Seasonal</b></p> <ul style="list-style-type: none"> <li>▪ Preference will be given to brand extensions, or branded program with new and innovative flavours.</li> <li>▪ Preference will be given to products that fall in the \$20.00 to \$29.95 price range (750ml)</li> <li>▪ Strong marketing support required.</li> <li>▪ Ease of use.</li> <li>▪ Commitment to gaining licensee support.</li> </ul> <p><b>Barkeep's Pantry</b></p> <ul style="list-style-type: none"> <li>▪ Unique mixology focused products for targeted distribution to fill gaps in assortment.</li> <li>▪ Commitment to gaining licensee support.</li> <li>▪ One shot or Year round program</li> <li>▪ Agents must confirm available quantities before making product application in NISS.</li> <li>▪ Agents are encouraged to survey licensee interest in advance.</li> <li>▪ Stand out packaging.</li> <li>▪ Examples: Crème de violet, deluxe bitters, Pisco</li> </ul>	<p>(Year- round and seasonal)            \$20.00 - \$39.95</p> <p>(Barkeep's Pantry)            \$20.00+</p> <p>(based on 750 mL)</p>	<p>May 3, 2013</p>	<p>May 10, 2013</p>	<p>May 31, 2013</p>	<p>June 6, 2013</p>	<p>April 2014</p>	<p>6</p>



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<p><b>Flavoured Vodka</b> Consideration will be given for the following purchases:</p> <p><b>Year-round Flavoured Vodka:</b></p> <ul style="list-style-type: none"> <li>▪ Line extensions from established brands, or new brands with proven success in other markets</li> <li>▪ Unique flavour profiles that fill gaps within the current assortment.</li> <li>▪ Strong marketing support required.</li> </ul> <p><b>Seasonal Flavoured Vodka Program:</b></p> <ul style="list-style-type: none"> <li>▪ Capitalizing on new trends in flavoured vodka, these products will be available for a limited time throughout P1-P6. Success will be evaluated based on a pro-rating of the sales target for flavoured vodka.</li> </ul>	<p>\$25.45+</p> <p>(based on 750 mL)</p>	<p>May 3, 2013</p>	<p>May 10, 2013</p>	<p>May 31, 2013</p>	<p>June 6, 2013</p>	<p>April 2014</p>	<p>10</p>
<p><b>Vodka</b> Consideration will be given for the following purchases:</p> <p><b>Year-round Premium, Super-Premium and Deluxe Vodka:</b></p> <ul style="list-style-type: none"> <li>▪ Established, successful brands in other markets or new brands with innovative packaging and/or targeting a new customer (i.e. women). Strong marketing support required. Preference will be given to products priced \$27.00-\$29.95 to support the Super-Premium price band.</li> </ul>	<p>\$25.45+</p> <p>(based on 750 mL)</p>	<p>May 10, 2013</p>	<p>May 17, 2013</p>	<p>June 7, 2013</p>	<p>June 13, 2013</p>	<p>Open</p>	<p>10</p>



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<p><b>Seasonal/One-Shot Premium, Super-Premium and Deluxe Vodka:</b></p> <ul style="list-style-type: none"> <li>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. Products will be merchandised in- section.</li> </ul>							
<p><b>Rum</b> Consideration will be given for the following purchases:</p> <p><b>Year-round Premium, Deluxe and Flavoured Rum:</b></p> <ul style="list-style-type: none"> <li>Unique and renowned rums that broaden the representation of key rum producing countries. Strong packaging and marketing support required. Preference will be given to products priced \$26-\$32.95.</li> </ul> <p><b>Seasonal/One-Shot Premium and Deluxe Rum:</b></p> <ul style="list-style-type: none"> <li>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.</li> </ul> <p><b>Cachaça</b> Limited seasonal or one-shot opportunities exist to test new cachaça offerings in anticipation of increased interest and awareness of this category.</p>	<p>\$25.45+</p> <p>(based on 750 mL)</p>	<p>May 31, 2013</p>	<p>June 7, 2013</p>	<p>June 28, 2013</p>	<p>July 4, 2013</p>	<p>Open</p>	<p>10</p>



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<p><b>Coolers (Spirit/Wine Based)</b></p> <ul style="list-style-type: none"> <li>▪ Note the Cocktails-to-Go subset which includes premixed cocktails and simple mixes ≤7% abv has been integrated into <b>Coolers</b></li> <li>▪ Single serve or multi-packs. Range of spirit/wine bases will be considered. Products that target a diversified customer base and products that target consumer's changing taste profiles (i.e. less sweet, low calorie/sugar, natural ingredients) are of special interest. Preference will be given to products with premium and/or environmentally friendly packaging. Party Packs included.</li> <li>▪ Preference will be given to brands that are exclusive to the LCBO</li> <li>▪ Shooter formats, products with caffeine levels &gt;30mg/serve, malt-based products, and open-ended carriers will not be considered.</li> </ul>	<p>Value Pricing:            &lt; \$0.594 per 100ml for 6-pack, ≥1L containers, and ≥473mL single serve;            &lt; \$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>August 2, 2013</p>	<p>August 9, 2013</p>	<p>August 30, 2013</p>	<p>September 5-6, 2013</p>	<p>March 2014</p>	<p>10</p>
<p><b>One Pour Cocktails</b></p> <ul style="list-style-type: none"> <li>▪ Multi-serve format (750 mL or larger); 7.1%-15% abv. 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 preferred. 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.</li> </ul>	<p>Value: ≤\$13.90,            Mainstream: \$13.95-\$15.90,            Premium: ≥\$15.95</p> <p>(based on 750 mL)</p>	<p>August 2, 2013</p>	<p>August 9, 2013</p>	<p>August 30, 2013</p>	<p>September 5-6 2013</p>	<p>March 2014</p>	<p>10</p>



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<p><b>Cognac</b>  <b>Year-round VS, VSOP or non age statements</b></p> <ul style="list-style-type: none"> <li>▪ Mass appeal, established brands.</li> <li>▪ Strong Marketing support.</li> <li>▪ Strong packaging appeal.</li> <li>▪ Ongoing availability of inventory.</li> <li>▪ Commitment to gaining licensee support.</li> </ul>	<p>\$39.95 - \$89.95             (based on 750 mL)</p>	<p>August 9, 2013</p>	<p>August 16, 2013</p>	<p>September 6, 2013</p>	<p>September 12, 2013</p>	<p>September 2014</p>	<p>5</p>
<p><b>Brown Spirits Fall Seasonal</b></p> <ul style="list-style-type: none"> <li>▪ Focus is on premium and deluxe products in the following sets: Cognac, Armagnac, Calvados, Grappa, Deluxe Brandy, Cream Liquor, Deluxe Aged Rum.</li> <li>▪ These products will be purchased on a one-shot basis and will be merchandised in-section.</li> <li>▪ 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.</li> </ul>	<p>\$25.95 +             (based on 750 mL)</p>	<p>September 27, 2013</p>	<p>October 4, 2013</p>	<p>Oct 25, 2013</p>	<p>Oct 31, 2013</p>	<p>September 2014</p>	<p>5</p>



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<p><b>Whisky Shop – Turn 1 &amp; Annual Listings</b></p> <ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ Submissions are considered for a quarterly or annual release in the Whisky Shop program (90 stores).</li> <li>▪ Turn 1 duration Oct 1 2014 to Feb 1 2014</li> <li>▪ Annual listings from Oct 1 2014 to Sept 31 2015.</li> <li>▪ 750mL and 200mL equivalents are encouraged</li> <li>▪ 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.</li> </ul>	<p>\$39.95 - \$150 +  (based on 750 mL)</p>	<p>October 11, 2013</p>	<p>October 18, 2013</p>	<p>November 8, 2013</p>	<p>November 14, 2013</p>	<p>October 2014</p>	<p>10</p>
<p><b>Whisky Shop – Turn 2</b></p> <ul style="list-style-type: none"> <li>▪ 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.</li> <li>▪ Submissions are considered for a quarterly release in the Whisky Shop program (90 stores).</li> <li>▪ Turn 2: Duration Feb 2 2015 to May 4 2015.</li> </ul>	<p>\$39.95 - \$150 +  (based on 750 mL)</p>	<p>January 10, 2014</p>	<p>January 17, 2014</p>	<p>February 7, 2014</p>	<p>February 13, 2014</p>	<p>February 2015</p>	<p>10</p>





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<ul style="list-style-type: none"> <li>▪ 750mL and 200mL equivalents are encouraged</li> <li>▪ 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.</li> </ul>							
<p><b>Holiday Gift Program (Spirits and RTD)</b></p> <ul style="list-style-type: none"> <li>▪ 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 (such as Cognac, Scotch and Cream Liquors). Unique, limited availability products are also of interest. Please note that product sample with all packaging is required on January 31<sup>st</sup>, 2014.</li> </ul>	<p>Various  (based on 750 mL)</p>	<p>January 31, 2014</p>	<p>N/A</p>	<p>January 31, 2014</p>	<p>February 27, 2014</p>	<p>October 2014</p>	<p>20</p>



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<b>BEER &amp; CIDER</b>							
<p><b>Spring Seasonal – Craft Beer Program</b></p> <ul style="list-style-type: none"> <li>▪ Products appropriate for the spring season (i.e. Bock beers, Imperial IPA's, Sour Beers, etc.) will be considered.</li> <li>▪ Single serving large bottle formats preferred.</li> <li>▪ Proven track record in other markets.</li> <li>▪ Renowned or award winning.</li> <li>▪ One time purchase only.</li> <li>▪ Distribution is limited to approximately 100 stores that are part of this program.</li> </ul>	Preference will be given to products under \$5.00	March 29, 2013	April 5, 2013	April 26, 2013	May 2, 2013	March 2014	4
<p><b>Ontario Craft – Autumn Releases</b></p> <ul style="list-style-type: none"> <li>▪ Ontario craft seasonal products for autumn 2013 release.</li> <li>▪ Seasonal beers appropriate for autumn season (e.g. Stouts, Porters, Oak Aged, Pumpkin, Harvest, Oktoberfest, etc.) will be considered.</li> <li>▪ Sales success from brewery retail store or on-premise (if applicable) will be considered.</li> <li>▪ Available for a limited time only.</li> </ul>	Various	June 7, 2013	June 14, 2013	July 5, 2013	July 11, 2013	September 2013	4



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<p><b>Summer Seasonal Craft Beer Program</b></p> <ul style="list-style-type: none"> <li>▪ Products appropriate for the summer season (i.e., Wheat, Fruit beers, etc.) will be considered.</li> <li>▪ Single serving large bottle formats preferred.</li> <li>▪ Proven track record in other markets.</li> <li>▪ Renowned or award winning.</li> <li>▪ One time purchase only.</li> <li>▪ Distribution is limited to approximately 100 stores that are part of this program.</li> </ul>	Preference will be given to products under \$5.00.	June 28, 2013	July 5, 2013	July 26, 2013	August 1, 2013	June 2014	4
<p><b>Ontario Craft – Winter Releases</b></p> <ul style="list-style-type: none"> <li>▪ Ontario craft seasonal products for winter 2013 release.</li> <li>▪ Seasonal beers appropriate for winter season (i.e., Imperial Stouts, Barley Wines, Old Ales, Spiced &amp; Strong ales, Oak Ages beers etc.) will be considered.</li> <li>▪ Sales success from brewery retail store or on-premise (if applicable) will be considered.</li> </ul> <p>Available for a limited time only.</p>	Various	August 9, 2013	August 16, 2013	September 6, 2013	September 12, 2013	November 2013	4
<p><b>Summer Gifts &amp; Sampler Packs</b></p> <ul style="list-style-type: none"> <li>▪ Mixed packs containing products appropriate for the season. Preference will be given to packs containing a selection of both new and exclusive to the pack offerings as well as core brands with proven sales in this market.</li> <li>▪ Domestic and imported beers will be</li> </ul>	Under \$15.00 preferred.	September 6, 2013	September 13, 2013	October 4, 2013	October 10, 2013	Spring / Summer 2014	3



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<p>considered.</p> <ul style="list-style-type: none"> <li>▪ Gifts and sampler packs for Father's Day, summer entertaining or other gifting occasions.</li> <li>▪ Proven track record in other markets.</li> <li>▪ Promotional support may be required.</li> <li>▪ One time purchase only.</li> <li>▪ NOTE: Gift with excessive packaging cost and/or a high proportion of non-beverage alcohol content will not be considered.</li> </ul>							
<p><b>Autumn Seasonal – Craft Beer Program</b></p> <ul style="list-style-type: none"> <li>▪ Products appropriate for the autumn season (i.e., Belgian &amp; English styles, Stouts, Porters, Oak Aged beer).</li> <li>▪ Single serving large bottle formats preferred.</li> <li>▪ Proven track record in other markets.</li> <li>▪ Renowned or award winning.</li> <li>▪ One time purchase only.</li> <li>▪ Distribution is limited to approximately 100 stores that are part of this program.</li> </ul>	<p>Preference will be given to products under \$5.00.</p>	<p>October 4, 2013</p>	<p>October 11, 2013</p>	<p>November 1, 2013</p>	<p>November 7, 2013</p>	<p>September 2014</p>	<p>4</p>
<p><b>Halloween, Oktoberfest and Harvest Beers</b></p> <ul style="list-style-type: none"> <li>▪ Strong packaging appeal required.</li> <li>▪ Single serving large bottle formats preferred.</li> <li>▪ Promotional support may be required.</li> <li>▪ One time purchase only.</li> </ul>	<p>Preference will be given to products under \$5.00.</p>	<p>October 25, 2013</p>	<p>November 1, 2013</p>	<p>November 22, 2013</p>	<p>November 28, 2013</p>	<p>September 2014</p>	<p>4</p>



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<p><b>Ontario Craft – Spring Releases</b></p> <ul style="list-style-type: none"> <li>▪ Ontario craft seasonal products for spring 2014 release.</li> <li>▪ Products appropriate for the spring season (i.e. Bock beers, Imperial IPA's, Sour Beers, etc.) will be considered.</li> <li>▪ Sales success from brewery retail store or on-premise (if applicable) will be considered.</li> </ul> <p>Available for a limited time only.</p>	Various	December 6, 2013	December 13, 2013	January 10, 2014	January 16, 2014	March 2014	4
<p><b>Winter Seasonal – Craft Beer Program</b></p> <ul style="list-style-type: none"> <li>▪ Products appropriate for the winter season (i.e., Imperial Stouts, Barley Wines, Old Ales, Spiced &amp; Strong ales, Oak Ages beers etc.) will be considered.</li> <li>▪ Single serving large bottle formats preferred.</li> <li>▪ Proven track record in other markets.</li> <li>▪ Renowned or award winning.</li> <li>▪ One time purchase only.</li> <li>▪ Distribution is limited to approximately 100 stores that are part of this program.</li> </ul>	Preference will be given to products under \$5.00.	January 10, 2014	January 17, 2014	February 7, 2014	February 13, 2014	December 2014	4



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<p><b>Holiday Gift Program</b></p> <ul style="list-style-type: none"> <li>▪ Multipacks and single bottles of beer and cider.</li> <li>▪ Unique formats or sizes (magnums, mini kegs).</li> <li>▪ Mixed packs offering entertaining solutions.</li> <li>▪ Gifts featuring popular, top selling brands.</li> <li>▪ Gifts featuring unique, niche brands not currently available at the LCBO.</li> <li>▪ Product information should be incorporated into packaging.</li> <li>▪ NOTE: Gifts with excessive packaging cost and/or a high proportion of non-beverage alcohol content will not be considered.</li> </ul>	Various	January 31, 2014	February 7, 2014	February 21, 2014	February 27, 2014	October 2014	6