



August 7, 2018

To: All Trade Councils

Re: LCBO Value beer product need

Dear Trade Partners

Chris Robertson
Director, Beer & Cider
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The LCBO is inviting value beer submissions in light of the Government of Ontario announcement today to amend the minimum pricing regulations and reduce the minimum price of beer.

All product submissions must be entered into the LCBO's New Item Submission System (NISS) under Product Call ID #159/Product Need ID #2681. The deadline is September 14th. The in store launch date for any selected products will depend on when suppliers can make them available and will be no later than May 2019.

New or existing repriced value beer brands will be considered. Product submissions may be domestic or imported beers with less than 5.6% ABV. All beer styles are eligible in either cans or bottles, single serve or multi-pack formats.

LCBO is seeking the lowest possible wholesale quotes for value beer. Please submit your best possible case cost for consideration.

Product Specifications:

- Best-in-class value beers
- ABV <5.6%
- Please submit your best possible case cost
- Established brand and track record of success is considered an asset

Please contact one of the LCBO's category or products managers for beer should you have any questions.

Sincerely,

Chris Robertson

CC: Mark Wilson, Neal Boven, John Tyler

