



January 18, 2016

Attention: All Trade Councils

RE: LCBO WINES, SPIRITS & BEER Product Needs for 2016/17

Dear Trade Partners,

We are pleased to provide you with the 2016/17 schedule of LCBO WINES, SPIRITS & BEER Product Needs (attached).

All Needs will be open in the LCBO's New Item Submission System (NISS) beginning Tuesday, January 12, 2016.

All submissions must be made through NISS. For new users, an introduction to the system and instructions on how to apply for access can be found [here](#). All complete NISS submissions must include the following:

1. An online application
2. A one-page marketing plan, including itemized marketing spend for Year One and relevant product attributes and accolades
3. An image of the product and packaging

In addition, we encourage agents to provide as much relevant product information as possible. Up to three files (maximum 2MB each) can be uploaded into NISS.

Questions may be directed to the relevant Category or Product Manager.

Sincerely,

Chris Robertson
Director, BEER

Carolyn O'Grady-Gold
Director, WINES

Stacey Roth
Director, SPIRITS