



Discover the World

February 18, 2014

To: All Trade Councils

Re: LCBO WINES and SPIRITS & BEER Product Needs for 2014/15

Dear Trade Partners,

We are pleased to provide you with the 2014/15 schedule of LCBO WINES and SPIRITS & BEER Product Needs and associated dates (attached). All Needs categories will be open to accept applications in the LCBO's *New Item Submission System* (NISS) beginning Tuesday, February 18, 2014.

NEW for 2014/15

Combined Spirit Calls for LCBO & VINTAGES: To alleviate duplication, LCBO and VINTAGES spirit calls will be evaluated at the same time by both business units. This will affect all Whisky Shop calls, and both seasonal spirit calls. Agents should submit their products into their preferred call (either LCBO or VINTAGES) but we reserve the right to purchase the product for the portfolio we feel is most appropriate.

Quarterly Ad hoc Calls for LCBO Wines: Ad hoc calls for LCBO WINES have been established to assist in the evaluation of the many opportunities presented by agents throughout the year. These calls will now happen quarterly. As per usual, Category permission must be received prior to agents entering a submission.

All submissions must be made through NISS. For new users of NISS, doingbusinesswithlcbo.com offers detailed instructions. 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 (limit of 2MB each) can be uploaded into NISS.

Questions should be directed to the appropriate Category Manager.

Sincerely,

Chris Robertson
Director, SPIRITS & BEER

Carolyn O'Grady-Gold
Director, WINES