

LCBO

let's get together

July 29, 2014

To: All Trade
Councils
Re: BEER Product Calls -- NEW

Dear Trade Partners,

We are pleased to add two new Product Calls for fiscal year 2014/15. These Calls will be open to accept applications in the LCBO's *New Item Submission System* (NISS) beginning Thursday July 29, 2014.

Details for each Product Call are attached. Questions should be directed to the Beer & Cider Category Manager at **leanne.rhee@lcbo.com** or Product Manager at **mark.wilson@lcbo.com**.

All submissions must be made through NISS. Those who require instructions for using this system should visit the following link: <http://www.doingbusinesswithlcbo.com/tro/Web-Systems/New-Item-Submission-System.shtml>

In addition to completing the online NISS application, agents are required to submit:

1. A one-page marketing plan, including itemized marketing spend for Year One and relevant product attributes and accolades uploaded into NISS
2. A photo of the product and packaging uploaded into NISS

We encourage agents to use NISS to provide as much relevant information as possible. NISS will accept up to three additional files (max. two MG each).

Sincerely,



Chris Robertson
Director, SPIRITS & BEER

Cc: Leanne Rhee