

Wines												
Buyer	NISS CALL ID	Product Category	Country	Price Range	Price range/product specs	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Category response - Due date	Max # Subs. Per Agent	Target Launch Date
Ontario	1454	VQA Wines (previously posted)	Canada (Ontario)	\$12.95-\$19.95	New LCBO Ontario VQA wines. Brands/Products that want to launch Period 13 - prior to Period 7 2014	31-Jan-14	7-Feb-14	28-Feb-14	6-Mar-14	April 4 2014	No max	Spring/Summer 2014
New World	1607	Adhoc - New World Wines #1	Argentina, Australia, Canada (BC - VQA), Chile, New Zealand, South Africa, USA	open	Obtain permission of Category prior to submitting. Ideal for innovative extensions of currently listed brands, and event specific one-shots to support global sporting or cultural events.	31-Jan-14	7-Feb-14	28-Feb-14	6-Mar-14	April 4 2014	25	TBD
Ontario	1608	Adhoc - Ontario Wines #1	Canada (Ontario)	open	Requires permission from relevant Category Manager prior to submitting.	31-Jan-14	7-Feb-14	28-Feb-14	6-Mar-14	April 4 2014	No max	TBD
European Wines	1609	Adhoc - European Wines #1	All countries	open	Obtain permission of Category prior to submitting. Ideal for innovative extensions of currently listed brands, and event specific one-shots to support global sporting or cultural events.	31-Jan-14	7-Feb-14	28-Feb-14	6-Mar-14	April 4 2014	No max	TBD
Wines - ALL	1610	Winter Wine Program 2015 (Red Wine Only)	ALL	\$11.95 - \$16.95	All Countries (including Ontario) - Red wine only. \$30,000 program fee includes F&D feature, in-store signage and display space.	14-Feb-14	21-Feb-14	14-Mar-14	20-Mar-14	April 18 2014	25	Sep-14
Wines - ALL	1611	Seasonal - Fall/Winter 2014/15	ALL	\$11.95+	All Countries (including Ontario). Seasonal only listings with a focus on red, flavoured (ex. mulled wines), fortified and sweet wines. In addition to Holiday solutions, looking for products that target Halloween and Valentine's Day.	14-Feb-14	21-Feb-14	14-Mar-14	20-Mar-14	April 18 2014	25	Sep-14; Jan-15
New World	1612	Pacific North West	Canada (BC-VQA); USA (Oregon / Washington)	\$12.95-\$24.95	Preference for NEW brands to LCBO portfolio. All varietals/blends will be considered. Strong packaging and price/quality required and commitment to invest in Ontario marketplace. Price preference for \$19.95 and below.	14-Feb-14	21-Feb-14	14-Mar-14	20-Mar-14	April 18 2014	25	Nov-14
Ontario	1613	International Canadian Blends	Canada (Ontario)	\$9.95/750ML +	New ICB Wines with a focus on innovation. All Red and White varietal/styles will be considered. Various size formats.	21-Feb-14	28-Feb-14	21-Mar-14	27-Mar-14	April 25 2014	No max	TBD
European Wines	1667	Italian table wines	Italy - Calabria	\$9.95 - \$12.95	Looking for a red & white DOC, or IGT. May be from the same producer	28-Feb-14	7-Mar-14	28-Mar-14	3-Apr-14	May 2 2014	25	TBD
New World	1668	Signature Collection - Argentina (Malbec)	Argentina	\$12.95 - \$16.95	Goal is to purchase 1 Malbec for the Signature Collection. Preference given to highly awarded, iconic and regionally classified wines.	7-Mar-14	14-Mar-14	4-Apr-14	10-Apr-14	May 9 2014	10	Nov-14
New World	1669	Signature Collection - Chile (Red)	Chile	\$15.95 - \$19.95	Goal is to purchase 1 Carmenera/Cab Sauvignon/Blend for the Signature Collection. Preference given to highly awarded, iconic and regionally classified wine.	7-Mar-14	14-Mar-14	4-Apr-14	10-Apr-14	May 9 2014	10	Nov-14
New World	1670	Signature Collection - South Africa (Reds)	South Africa	\$12.95 - \$16.95	Goal is to purchase 1 Red Wine from South Africa for the Signature Collection. Preference for Syrah, or blends. Product should be awarded, iconic, Fair Trade, regionally classified, and communicate a clear sense of place	7-Mar-14	14-Mar-14	4-Apr-14	10-Apr-14	May 9 2014	10	Nov-14
New World	1671	Red Blends	California, Chile, Argentina, South Africa	\$10.95 - \$19.95	Considering both NEW brands, or extensions. If new, product must have captivating and authentic brand story, strong packaging, awards/accolades, price/quality and ability to make significant investment in the Ontario marketplace. Preference for wines priced between \$13.95 - \$16.95	14-Mar-14	21-Mar-14	11-Apr-14	17-Apr-14	May 16 2014	15	TBD
European Wines	1672	Sparkling	France - Cremant de Alsace Italy - Prosecco	Cremant \$16.95 - \$19.95 Prosecco \$15.95 - \$17.95	Looking for one cremant. Prosecco interested in one or two new listings. In both cases looking for new entries only. No line or size extensions of currently listed products. Former vintages listings are acceptable.	21-Mar-14	28-Mar-14	18-Apr-14	24-Apr-14	May 23 2014	25	TBD
European Wines	1673	Greek Table Wines	Greece - all regions	\$10.95 - \$14.95	Interested in indigenous as well as international varietals. Modern packaging	11-Apr-14	18-Apr-14	9-May-14	15-May-14	June 13 2014	25	TBD
New World	1674	Australia - Reds	Australia	\$10.95 - \$19.95	All single varietals and blends considered. Will consider both new and existing brands. Also looking for submissions of alternative red varietals for Australia such as Tempranillo, Sangiovese, Petit Verdot, GSM Blends.	18-Apr-14	25-Apr-14	16-May-14	22-May-14	June 20 2014	25	15-Jan
European Wines	1675	German Table Wines	Germany - Mosel, Rheingau, Pfalz, Rheinhessen	\$12.95 - \$15.95	Interested in Kabinett level wines. One to three Riesling and one Gewurztraminer	2-May-14	9-May-14	30-May-14	5-Jun-14	July 4 2014	25	TBD
European Wines	1676	German Table Wines	No specific region	\$12.95-\$15.95	Looking for one Spatburgunder (Pinot Noir)	2-May-14	9-May-14	30-May-14	5-Jun-14	July 4 2014	25	TBD
New World	1677	Adhoc - New World Wines #2	Argentina, Australia, Canada (BC - VQA), Chile, New Zealand, South Africa, USA	open	Obtain permission of Category prior to submitting. Ideal for innovative extensions of currently listed brands, and event specific one-shots to support global sporting or cultural events.	23-May-14	30-May-14	20-Jun-14	26-Jun-14	July 18 2014	25	15-Jan
Ontario	1678	Adhoc - Ontario Wines #2	Canada (Ontario)	open	Requires permission from relevant Category Manager prior to submitting.	23-May-14	30-May-14	20-Jun-14	26-Jun-14	July 18 2014	No max	TBD
European Wines	1679	Adhoc - European Wines #2	All countries	open	Obtain permission of Category prior to submitting. Ideal for innovative extensions of currently listed brands, and event specific one-shots to support global sporting or cultural events.	23-May-14	30-May-14	20-Jun-14	26-Jun-14	July 18 2014	No max	TBD
New World	1680	Australia - Whites	Australia	\$10.95 - \$18.95	Single varietals or blends may apply. Will consider both new and existing brands.	23-May-14	30-May-14	20-Jun-14	26-Jun-14	July 25 2014	25	Feb-15
Ontario	1681	Ontario Wines Direct Delivery Program (on shelf October 2014)	Canada (Ontario)	open	VQA Wines and QA Fruit Wines	30-May-14	6-Jun-14	27-Jun-14	3-Jul-14	August 1 2014	No max	Oct-14
European Wines	1682	Spanish Table Wines	Spanish White Wines	\$9.95 - \$13.95	looking for white spanish wines. All regions.	13-Jun-14	20-Jun-14	11-Jul-14	17-Jul-14	August 15 2014	25	TBD
European Wines	1683	Italian Table Wines	Italian White Wines	\$9.95 - \$13.95	Specifically interested in Orvieto & Frascati. Also interested in Chardonnay open to all regions	27-Jun-14	4-Jul-14	25-Jul-14	31-Jul-14	August 29 2014	25	TBD
Wines - ALL	1684	Summer Rose Program 2015 - All Countries	ALL	\$8.95 - \$16.95	All Countries (including Ontario). Seasonal program. P13 - P8. Marketing Fee of 5% of total PO cost applied, up to max of \$5,000 and min of \$2,000.	4-Jul-14	11-Jul-14	1-Aug-14	7-Aug-14	Sept 5 2014	25	Mar-15
New World & Ontario	1685	Flavoured Wines	Canada (Ontario; BC), USA, Australia	\$9.95+	Preference for new brands rather than flavour extensions. New flavours encouraged. Format should be 750ml or 1.5L.	4-Jul-14	11-Jul-14	1-Aug-14	7-Aug-14	Sept 5 2015		25
European Wines	1686	French Table Wines	French White Bordeaux	\$10.95 - \$13.95	Interested in dry white Bordeaux, all areas	11-Jul-14	18-Jul-14	8-Aug-14	14-Aug-14	Sept 12 2014	25	TBD
European/Ontario Wines	1687	Beaujolais Nouveau	France, Italy, Ontario	\$8.95 - \$13.95	Sample deadline and tasting dates subject to change. Successful applicants will be notified of any change.	11-Jul-14	18-Jul-14	1-Oct-14	3-Oct-14	To Be Determined	25	20-Nov-14
Wines - ALL	1688	Summer Wine Program 2015 (White Wine Only)	ALL	\$11.95 - \$13.95	All Countries (including Ontario) - white wine only. \$30,000 program fee includes F&D feature, in-store signage and display space.	25-Jul-14	1-Aug-14	22-Aug-14	28-Aug-14	Sept 26 2014	25	May-15
Wines - ALL	1689	Seasonal - Spring/Summer 2015	ALL	\$9.95 - \$13.95	All Countries (including Ontario). Seasonal only listing for summer with a focus on fun and fresh whites (still or sparkling), flavoured wines, and mainstream red varietals. Alternate packaging formats will be considered.	25-Jul-14	1-Aug-14	22-Aug-14	28-Aug-14	Sept 26 2014	25	May-15
New World	1692	Adhoc - New World Wines #3	Argentina, Australia, Canada (BC - VQA), Chile, New Zealand, South Africa, USA	open	Obtain permission of Category prior to submitting. Ideal for innovative extensions of currently listed brands, and event specific one-shots to support global sporting or cultural events.	15-Aug-14	22-Aug-14	12-Sep-14	18-Sep-14	Oct 17 2014	25	TBD
Ontario	1690	Adhoc - Ontario Wines #3	Canada (Ontario)	open	Requires permission from relevant Category Manager prior to submitting.	15-Aug-14	22-Aug-14	12-Sep-14	18-Sep-14	Oct 17 2014	No max	TBD
European Wines	1691	Adhoc - European Wines #3	All countries	open	Obtain permission of Category prior to submitting. Ideal for innovative extensions of currently listed brands, and event specific one-shots to support global sporting or cultural events.	15-Aug-14	22-Aug-14	12-Sep-14	18-Sep-14	Oct 17 2014	25	TBD
New World	1693	Premium 1.5L - (Red/White)	Argentina, Australia, South Africa, USA	\$16.95 - \$24.95	Preference for existing brands that were a 750ml is actively listed and is considered a top sellers within respective product set.	22-Aug-14	29-Aug-14	19-Sep-14	25-Sep-14	Oct 24 2014	25	May-15
Ontario	1694	VQA Wines	Canada (Ontario)	\$11.95-\$17.95	New LCBO VQA Wines. All red and white varietals/blends will be considered. Focus on strong brands with compelling packaging that deliver great value for price point.	29-Aug-14	5-Sep-14	26-Sep-14	2-Oct-14	Oct 31 2014	No max	TBD
Ontario	1695	Ontario Wines Direct Delivery Program (on shelf January 2015)	Canada (Ontario)	open	VQA Wines and QA Fruit Wines	19-Sep-14	26-Sep-14	16-Oct-14	23-Oct-14	Nov 21 2014	No max	Jan-15
New World	1698	Adhoc - New World Wines #4	Argentina, Australia, Canada (BC - VQA), Chile, New Zealand, South Africa, USA	open	Obtain permission of Category prior to submitting. Ideal for innovative extensions of currently listed brands, and event specific one-shots to support global sporting or cultural events.	14-Nov-14	21-Nov-14	12-Dec-14	22-Jan-15	Feb 20 2015	25	TBD
Ontario	1696	Adhoc - Ontario Wines #4	Canada (Ontario)	open	Requires permission from relevant Category Manager prior to submitting.	14-Nov-14	21-Nov-14	12-Dec-14	22-Jan-15	Feb 20 2015	No max	TBD

European Wines	1697	Adhoc - European Wines #4	All countries	open	Obtain permission of Category prior to submitting. Ideal for innovative extensions of currently listed brands, and event specific one-shots to support global sporting or cultural events.	14-Nov-14	21-Nov-14	12-Dec-14	22-Jan-15	Feb 20 2015	No max	TBD
Ontario	1701	Ontario Wines Direct Delivery Program (on shelf May 2015)	Canada (Ontario)	open	VQA Wines and QA Fruit Wines	16-Jan-15	23-Jan-15	13-Feb-15	19-Feb-15	March 20 2015	No max	May-15
Wines - ALL	1702	Holiday Gift Program (Wines)	ALL	open	New and unique gifts with minimal packaging. Mixed packs and limited edition/prestige bottles are of interest. Unique, limited availability products are also of interest. Please note that product sample with all packaging is required on January 30th, 2015.	30-Jan-15	N/A	30-Jan-15	5-Mar-15	April 3 2015	25	October 2015
Ontario	1703	VQA Wines	Canada (Ontario)	\$12.95-\$17.95	New LCBO VQA Wines. All red and white varietals/blends will be considered. Focus on strong brands with compelling packaging that deliver great value for price point. Products to launch from P13 - prior to P7 2015	30-Jan-15	6-Feb-15	27-Feb-15	5-Mar-15	April 3 2015	No max	Spring/Summer 2015

Spirits											
Buyer	NISS CALL ID	Product Category	Country	Price Range	Price range/product specs	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent	Target Launch Date
White spirits		Soju/Shochu	Korea/Japan/Local	various, (for Soju \$6.15 +)	Established, successful brands in foreign markets and/or unique products aimed at new customer acquisition. Preference will be placed on products focused on premiumization within the category. Strong licensee support is a benefit. Price for Soju based on 360mL. Note: very limited purchase opportunities available.	7-Feb-14	14-Feb-14	7-Mar-14	13-Mar-14	3	Open
Brown spirits	1646	Whisky shop turn 3 & 4	All countries	\$39.95 - \$150 +	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. Submissions are considered for a quarterly release in the Whisky Shop program (90 stores). Turn 3 duration April 2015 to July 2015, Turn 4 duration July to Oct 2015. 750mL and 200mL equivalents are encouraged. 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.	28-Mar-14	4-Apr-14	25-Apr-14	1-May-14	10	April 2015/July 2015
White spirits		Gin	All countries	\$26.70 +	Consideration will be given for the following purchases: Seasonal/One-Shot Premium and Deluxe Gin: Seasonal: Preference will be given to unique product offerings that target new consumers and focus on quality and craftsmanship. Package appeal and marketing strategy/support will be a key consideration. Priority will be given to products priced \$27.95-\$39.95. 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.	4-Apr-14	11-Apr-14	2-May-14	8-May-14	4	March 2015
Brown spirits	1647	Tequila (100% agave), Mezcal & Sotol	Mexico	\$34.95 – \$99.95	For Seasonal and one shot listing. Established, successful brands in foreign markets and/or innovative products aimed a new customer acquisition. Stand out packaging. Strong marketing budget. Commitment to gaining licensee support (target 24% of total sales) Brand stories and single sku welcome	11-Apr-14	18-Apr-14	9-May-14	15-May-14	3	Apr-15
Spirits	1652	Summer seasonal spirits	all countries	(seasonal) \$20.00 - \$39.95 (Barkeep's Pantry) \$20.00+	Seasonal Liqueurs (excluding cream liqueurs) Preference will be given to brand extensions, or branded program with new and innovative flavours. Preference will be given to products that fall in the \$20.00 to \$29.95 price range (750ml) Strong marketing support required. Ease of use. Commitment to gaining licensee support. Brand or size extensions. Barkeep's pantry Unique mixology focused products for targeted distribution to fill gaps in assortment. Commitment to gaining licensee support. One shot or Year round program Agents must confirm available quantities before making product application in NISS. Agents are encouraged to survey licensee interest in advance. Stand out packaging.	25-Apr-14	2-May-14	23-May-14	29-May-14	6	Spring 2015
White spirits		Vodka Flavoured	All countries	\$25.95 +	Consideration will be given for the following purchases: Year-round Flavoured Vodka: Line extensions from established brands, or new brands with proven success in other markets Unique flavour profiles that fill gaps within the current assortment. Strong marketing support required. Seasonal Flavoured Vodka Program: 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.	9-May-14	16-May-14	6-Jun-14	12-Jun-14	10	February 2015

White spirits		Vodka non-flavoured	All countries	\$25.95 +	<p>Consideration will be given for the following purchases: Year-round Premium, Super-Premium and Deluxe Vodka: Established, successful brands in other markets or new brands with innovative packaging and/or targeting a new customer. Strong marketing support required. Preference will be given to products priced \$27.50-\$30.45 to support the Super-Premium price band.</p> <p>Seasonal/One-Shot Premium, Super-Premium and Deluxe Vodka: 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.</p>	16-May-14	23-May-14	13-Jun-14	19-Jun-14	10	Open
White spirits		Rum	All countries	\$25.95 +	<p>Consideration will be given for the following purchases: Year-round Premium, Deluxe and Spiced/Flavoured Rum: Unique and/or renowned rums that broaden the representation of key rum producing countries. Spiced/Flavoured rums focus on offering differentiation to the current assortment. Strong packaging and marketing support required.</p> <p>Seasonal/One-Shot Premium and Deluxe Rum: 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.</p> <p>Cachaça Limited seasonal or one-shot opportunities exist to test new cachaça offerings in anticipation of increased interest and awareness of this category.</p>	30-May-14	6-Jun-14	27-Jun-14	3-Jul-14	10	March 2015
RTD		Coolers	All countries	<p>Value Pricing: <\$0.594 per 100ml for 6-pack, ≥1L containers, and ≥473ml single serve <\$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>Single serve or multi-packs. Range of spirit/wine bases will be considered. Products that target a diversified customer base and appeal to 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 for the spring/summer season should be submitted under this call. Preference will be given to brands that are exclusive to the LCBO. Shooter formats, products with caffeine levels >30mg/serve, malt-based products, and open-ended carriers will not be considered.</p>	1-Aug-14	8-Aug-14	29-Aug-14	Sept 4/5 2014	15	March 2015
RTD		One Pour Cocktails	All countries	<p>Value: ≤\$13.90, Mainstream: \$13.95-\$15.90, Premium: ≥\$15.95 (based on 750 mL)</p>	<p>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.</p>	1-Aug-14	8-Aug-14	29-Aug-14	Sept 4/5 2014	10	March 2015
Spirits	1653	Winter seasonal spirits	All	\$25.95 +	<p>Focus is on premium and deluxe products in the following sets: Cognac, Armagnac, Calvados, Grappa, Deluxe Brandy, Cream Liquor, Deluxe Aged Rum. These products will be purchased on a one-shot and seasonal basis and will be merchandised in section. 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</p>	26-Sep-14	3-Oct-14	24-Oct-14	30-Oct-14	6	fall 2015
Brown spirits	1648	Whisky shop Turn 1 & Annual	All countries	\$39.95 - \$150 +	<p>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. <input type="checkbox"/> Sub quarterly or annual release in the Whisky Shop program (90 stores). Turn 1 duration Oct 2015 to Feb 1 2016 Annual listings from Oct 2015 to Sept 2016. 750mL and 200mL equivalents are encouraged 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.</p>	10-Oct-14	17-Oct-14	7-Nov-14	13-Nov-14	10	Oct-15
White spirits		Fall Seasonal Flavoured Vodka	All countries	25.95 +	<p>Capitalizing on new trends in flavoured vodka, these products have appeal for the Fall/Winter season (i.e. Halloween, Thanksgiving, Holiday). These products will be purchased on a one-shot and seasonal basis and will be merchandised in section.</p>	31-Oct-14	7-Nov-14	28-Nov-14	8-Jan-15	10	Fall 2015
Brown spirits	1649	Whisky shop turn 2	all countries	\$39.95 - \$150 +	<p>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. Submissions are considered for a quarterly release in the Whisky Shop program (90 stores). Turn 2: Duration Feb 2016 to May 2016. 750mL and 200mL equivalents are encouraged 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</p>	9-Jan-15	16-Jan-15	6-Feb-15	12-Feb-15	10	Feb-16
Spirits		Holiday Gift Program (Spirits & RTD)	All countries	Various	<p>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 Liqueurs). Unique, limited availability products are also of interest. Please note that product sample with all packaging is required on January 30th, 2015.</p>	30-Jan-15	N/A	30-Jan-15	5-Mar-15	20	October 2015

Beer											
Buyer	NISS CALL ID	Product Category	Country	Price Range	Price range/product specs	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent	Target Launch Date
Beer	1589	Ontario Craft Beer Summer Release	Canada (Ontario)	Various	Ontario Craft seasonal products for Summer 2014 release. Seasonal beers appropriate for Summer (i.e., Wheat, Fruit Beers, Saison, etc.). Sales success from brewery retail store or on premise (if applicable) will be considered. Available for a limited time only.	7-Feb-14	14-Feb-14	7-Mar-14	13-Mar-14	4	May 2014
Beer	1590	Spring Seasonal - Craft Beer Program	All countries	Preference will be given to products under \$6.00	Products appropriate for the Spring season (i.e., Bock beers, Imperial IPA's, Sour beers, etc.) will be considered. Single serving large bottle formats preferred. Proven track record in other markets. Renowned or award winning. One time purchase only. Distribution is limited to approximately 100 stores that are part of this program.	4-Apr-14	11-Apr-14	2-May-14	8-May-14	4	March 2015
Beer	1591	Ontario Craft Beer Autumn Release	Canada (Ontario)	Various	Ontario Craft seasonal products for Autumn 2014 release. Seasonal beers appropriate for Autumn (i.e., Stouts, Porters, Oak Aged, Pumpkin, Harvest, Oktoberfest, etc.) will be considered. Sales success from brewery retail store or on premise (if applicable) will be considered. Available for a limited time only.	6-Jun-14	13-Jun-14	4-Jul-14	10-Jul-14	4	September 2014
Beer	1592	Summer Seasonal - Craft Beer Program	All countries	Preference will be given to products under \$6.00	Products appropriate for the Summer season (i.e., Wheat, Fruit beers, Saisons, etc.) will be considered. Single serving large bottle formats preferred. Proven track record in other markets. Renowned or award winning. One time purchase only. Distribution is limited to approximately 100 stores that are part of this program.	20-Jun-14	27-Jun-14	18-Jul-14	24-Jul-14	4	June 2015
Beer	1599	Ontario Craft Beer Winter Release	Canada (Ontario)	Various	Ontario Craft seasonal products for Winter 2014 release. Seasonal beers appropriate for Winter (i.e., Imperial Stouts, Barley Wines, Old Ales, Spiced & Strong Ales, Oak Aged beers, etc.) will be considered. Sales success from brewery retail store or on premise (if applicable) will be considered. Available for a limited time only.	8-Aug-14	15-Aug-14	5-Sep-14	11-Sep-14	4	November 2014
Beer	1594	Summer Gifts & Sampler Packs	All countries	Preference will be given to products under \$15.00	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 proved sales in this market. Domestic and imported beers will be considered. Gifts and sampler packs for Father's Day, Summer entertaining and other gifting occasions. Proven track record in other markets. Promotional support may be required. One time purchase only. Note: Gifts with excessive packaging costs and/or a high proportion of non-beverage alcohol content will not be considered.	5-Sep-14	12-Sep-14	2-Oct-14	9-Oct-14	4	Spring/Summer 2015
Cider	1595	Cider	All countries	Competitively priced to existing portfolio	Domestic or imported Cider and Perry will be considered. Traditional and Flavoured styles. Single serve can or multi-pack bottle format preferred. Proven track record in other markets. Renowned or award winning.	12-Sep-14	19-Sep-14	9-Oct-14	16-Oct-14	4	Spring 2015
Beer	1596	Autumn Seasonal - Craft Beer Program	All countries	Preference will be given to products under \$6.00	Products appropriate for the Autumn season (i.e., Belgian & English Style Pale Ales, Stouts, Porters, Oak Aged Beers, etc.) will be considered. Single serving large bottle formats preferred. Proven track record in other markets. Renowned or award winning. One time purchase only. Distribution is limited to approximately 100 stores that are part of this program.	3-Oct-14	10-Oct-14	31-Oct-14	6-Nov-14	4	September 2015
Beer	1597	Halloween, Oktoberfest & Harvest Beers	All Countries	Preference will be given to products under \$6.00	Strong packaging appeal required. Single serving large bottle formats preferred. Promotional support may be required. One time purchase only.	24-Oct-14	31-Oct-14	21-Nov-14	27-Nov-14	4	September 2015
Beer	1598	Ontario Craft Beer Spring Release	Canada (Ontario)	Various	Ontario Craft seasonal products for Spring 2015 release. Seasonal beers appropriate for Spring (i.e., Imperial IPA's, Bock beers, Sour beers, etc.) will be considered. Sales success from brewery retail store or on premise (if applicable) will be considered. Available for a limited time only.	5-Dec-14	12-Dec-14	9-Jan-15	15-Jan-15	4	March 2015
Beer	1599	Winter Seasonal - Craft Beer Program	All countries	Preference will be given to products under \$6.00	Products appropriate for the Winter season (i.e., Imperial Stouts, Barley Wines, Old Ales, Spiced & Strong Ales, Oak Aged Beers, etc.) will be considered. Single serving large bottle formats preferred. Proven track record in other markets. Renowned or award winning. One time purchase only. Distribution is limited to approximately 100 stores that are part of this program.	23-Jan-15	30-Jan-15	20-Feb-15	26-Feb-15	4	December 2015
Beer & Cider	1600	Holiday Gift Program	All countries	Various	Multi-packs and Single bottles of Beer and Cider. Unique formats or sizes (magnums, mini kegs). Mixed packs offering entertaining solutions. Gifts featuring popular, top selling brands. Gifts featuring unique, niche, brands not currently at the LCBO. Product information should be incorporated into packaging. NOTE: Gifts with excessive packaging cost and/or a high proportion of non-beverage alcohol content will not be considered	30-Jan-15	N/A	30-Jan-15	5-Mar-15	6	October 2015
Beer	1601	Brewery Feature - Craft Beer Program	All countries	Various	World renowned, iconic and award winning craft brewers will be considered. Four to six featured beers that are not currently available in the Ontario market. Single serving in large bottle formats preferred. One time purchase only. Distribution is limited to approximately 28 stores that are part of this program.	In order to be considered for a future Brewery Feature please submit a written proposal to the Beer & Cider Category Management. The proposal should include brewery history, awards and accolades, as well as a selection of 6-8 proposed beers to feature. Please include product details such as tasting notes, format and estimated retail priced.					