

F17-18 LCBO WINES TENDERS

Buyer	NISS CALL ID	Product Category	Price Range	Tender Specifications	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
All Wines	2317	Seasonal Wines – Fall/Winter	\$10.95 - \$18.95	Looking for premium wines (still, sparkling, flavoured or fortified) that capitalize on Halloween or Valentine's Day. Preference for wines with labels that provide instant association with these occasions. Considering both new and existing brands. Exceptional price/value is paramount - recommend suppliers divert \$/case A&P into sharper price points.	24-Feb-17	3-Mar-17	24-Mar-17	30-Mar-17	25
Ontario Wines	2329	International Canadian Blends	\$9.95/750 ml +	ICB: All size formats will be considered. White varietals with a focus on Pinot Grigio, Sauvignon Blanc and Chardonnay. Red varietals with a focus on Merlot and Cabernet Sauvignon.	24-Feb-17	3-Mar-17	24-Mar-17	30-Mar-17	25
Ontario Wines	2330	Specialty / Flavoured Wines	\$8.95-\$13.95	Non-VQA Wines: Focus on innovative packaging, on-trend flavours. Seasonally appropriate wines for the autumn/holiday season will also be considered for a limited-time purchase (e.g. chocolate, mulled wine, etc.).	24-Feb-17	3-Mar-17	24-Mar-17	30-Mar-17	25
European Wines	2304	Italy Red Blends and Other	\$9.95 - \$19.95	Call to supply Italy Red Blend and Other Subsets – wines for all other subsets need not apply; brands with modern package/style, engaging story and/or success in other markets; focus on single varietal or blends typical of an area; ideally wine with true wines credentials; accepting larger formats with 1.5L not exceeding \$20 retail. Finished offers only, no developing concepts and final packages if selected for tasting.	3-Mar-17	10-Mar-17	31-Mar-17	6-Apr-17	10
Ontario Wines	2331	OW Ad hoc #1	Various	Obtain permission of Category/Product Manager before submitting to ad hoc tenders. For wines not covered in other Product Calls within this Needs Letter.	10-Mar-17	17-Mar-17	7-Apr-17	13-Apr-17	25
European Wines	2314	EW Ad hoc #1	Various	Obtain permission of Category/Product Manager before submitting to ad hoc tenders. For wines not covered in other Product Calls within this Needs Letter, offering outstanding innovation or high rate of success in other markets.	10-Mar-17	17-Mar-17	7-Apr-17	13-Apr-17	25
New World Wines	2318	NWW Ad hoc #1	Various	For wines directly solicited by the Product or Category Manager. Utilized to capitalize on immediate needs, and/or wines not covered in the varietal tenders. Obtain permission of Category/Product Manager before submitting to ad hoc tenders.	10-Mar-17	17-Mar-17	7-Apr-17	13-Apr-17	25

Buyer	NISS CALL ID	Product Category	Price Range	Tender Specifications	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
European Wines	2305	Italy White Blends and Other	\$8.95 – \$16.95	Call to supply Italy White Blend and Other Subsets – wines for all other subsets need not apply; brands with modern package/style, engaging story and/or success in other markets; focus on single varietal e.g. Pecorino, Gavi, Fiano, etc. or blends typical of the area; ideally wine with true wines credentials. Finished offers only, no concepts in development. Final packages if selected for tasting.	17-Mar-17	24-Mar-17	13-Apr-17	20-Apr-17	10
European Wines	2306	Spain Red	\$8.95 - \$16.95	Brands, modern package/style, engaging story and/or success in other markets; focus on single varietal or blends typical of the area; ideally wine with true wines credentials; accepting larger formats with 1.5L not exceeding \$20 retail. Finished offers only, no concepts in development. Final packages if selected for tasting.	13-Apr-17	21-Apr-17	12-May-17	18-May-17	10
European Wines	2307	Portugal Red	\$8.95 - \$14.95	Brands, modern package/style, engaging story and/or success in other markets; focus on single varietal or blends typical of the area; ideally wine with true wines credentials; accepting larger formats with 1.5L not exceeding \$20 retail. Finished offers only, no concepts in development. Final packages if selected for tasting.	5-May-17	12-May-17	2-Jun-17	8-Jun-17	10
European Wines	2308	Iberia White (Spain/ Portugal)	\$8.95 - \$14.95	Brands, modern package/style, engaging story and/or success in other markets; focus on single varietal or blends typical of the area; ideally wine with true wines credentials. Finished offers only, no concepts in development. Final packages if selected for tasting.	5-May-17	12-May-17	2-Jun-17	8-Jun-17	5
All Wines	2319	Seasonal Rosé Program – All Countries	\$7.95 - \$18.95	All countries (including Ontario). This Seasonal program runs from fiscal P13 to P7. A marketing fee of 5% of the total PO cost will be applied, up to max of \$7,000 and min of \$2,000. Considering both new and existing brands. Demand strong packaging, price/quality, current awards/accolades preferred. Will consider both still/sparkling rosés, sweet and dry, and alternative formats. Additional IMAGE programming opportunities may exist for high-volume purchases.	2-Jun-17	9-Jun-17	30-Jun-17	6-Jul-17	25
Ontario Wines	2332	Ontario Wines Direct Delivery (on shelf October 2017)	Various	VQA Wines and QA Fruit Wines with a focus on key Ontario varietals from producers located in PEC, LENS and emerging regions. Distribution is limited to a selected number of stores.	9-Jun-17	16-Jun-17	7-Jul-17	13-Jul-17	25
European Wines	2309	Germany White, Brands	\$9.95 - \$15.95	Brands, modern package/style, engaging story, success in other markets; focus on single varietals, ideally wines with true wine credentials. Finished offers only, no concepts in development. Final packages if selected for tasting.	9-Jun-17	16-Jun-17	7-Jul-17	13-Jul-17	10

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European Wines	2310	Germany Red, Brands	\$9.95 - \$15.95	Brands, modern package/style, engaging story, success in other markets; ideally wines with true wine credentials. Finished offers only, no concepts in development. Final packages if selected for tasting.	9-Jun-17	16-Jun-17	7-Jul-17	13-Jul-17	5
Ontario Wines	2333	OW Ad hoc – #2	Various	Obtain permission of Category/Product Manager before submitting to ad hoc tenders. For wines not covered in other Product Calls within this Needs Letter.	16-Jun-17	23-Jun-17	14-Jul-17	20-Jul-17	25
European Wines	2315	EW Ad hoc #2	Various	Obtain permission of Category/Product Manager before submitting to ad hoc tenders. For wines not covered in other Product Calls within this Needs Letter, offering outstanding innovation or high rate of success on other markets.	16-Jun-17	23-Jun-17	14-Jul-17	20-Jul-17	25
New World Wines	2320	New Brands – All Countries	\$11.95 - \$17.95	This tender is meant to bring <u>NEW</u> brands to market. To streamline this tender, we are asking Agents to pick a maximum of 3 concepts to submit for consideration, with up to 3 wines per brand (max of 9 NISS submissions per Agent). We strongly advise Agents to meet with the Category in advance of the submission date to provide insight and rationale. Submissions must have a clear positioning statement, target market, and strong shelf appeal, and offer strong quality for the price. A competitive advertising and promotional budget is also critical. Brands can be new or exist in markets outside of Ontario. Please do not submit brand or varietal extensions of wines currently active in the LCBO or wines previously released through Vintages.	16-Jun-17	23-Jun-17	14-Jul-17	20-Jul-17	9
New World Wines	2321	NWW Ad hoc #2	Various	For wines directly solicited by the Product or Category Manager. Utilized to capitalize on immediate needs, and/or wines not covered in the varietal tenders. Obtain permission of Category/Product Manager before submitting to ad hoc tenders.	16-Jun-17	23-Jun-17	14-Jul-17	20-Jul-17	25
All Wines	2322	Nouveau Wines – All Countries	\$8.95 - \$15.95	Sample deadline and tasting dates subject to change. Successful applicants will be notified of any change. Preference for wines \$13.95 and under. Actively looking for submissions from California in addition to Europe and Ontario.	7-Jul-17	14-Jul-17	4-Aug-17	10-Aug-17	25
European Wines	2311	Cotes du Rhone, CdR-Village, Cru	\$13.95 – \$19.95	Modern package/style, engaging story and/or success in other markets; focus on Vacqueyras and Gigondas for \$17.95-\$19.95 price tier.	14-Jul-17	21-Jul-17	11-Aug-17	17-Aug-17	10

Buyer	NISS CALL ID	Product Category	Price Range	Tender Specifications	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
All Wines	2323	Spring / Summer wines (All Countries)	\$8.95 - \$15.95	Looking for still white wines, sparkling wines, and flavoured wines (ex. Sangria) that capitalize on summer consumption behaviours. Also considering new format sizes such as single-serve wines. Preference for wines with labels that provide instant association with summer. Considering both new and existing brands. Exceptional price/value is paramount.	21-Jul-17	28-Jul-17	18-Aug-17	24-Aug-17	25
New World Wines	2324	Organic Wines – Red/White Still (All Countries)	\$9.95 - \$17.95	Certified organic wines only. Focus on popular varietals or blends. Strong quality for the price is a must. Organic status must be clearly identifiable on the front label. A competitive advertising and promotional budget is critical.	28-Jul-17	4-Aug-17	25-Aug-17	31-Aug-17	25
New World Wines	2325	Value Wines (All Countries)	≤ \$10.90	Looking for wines that will be priced below \$10.95/750mL (will consider 1.5L). Focus on popular varietals or blends. Wines must be delicious and over-deliver for the price point. Can be new to market brands or extensions. Strong shelf appeal and a competitive advertising and promotional budget that includes budget for LTOs, Display and Advertising. We strongly advise Agents to meet with the Category in advance of the submission date to provide insight and rationale.	18-Aug-17	25-Aug-17	15-Sep-17	21-Sep-17	12
European Wines	2312	South West France Red	\$9.95-\$14.95	Modern package/style, engaging story and/or success in other markets; focus on Cahors and Madiran only for \$13.95 - \$14.95 price tier (under is welcome).	25-Aug-17	1-Sep-17	22-Sep-17	28-Sep-17	5
European Wines	2313	South West France White	\$8.95-\$12.95	Modern package/style, engaging story and/or success in other markets.	25-Aug-17	1-Sep-17	22-Sep-17	28-Sep-17	5
Ontario Wines	2334	VQA Table Wines	\$11.95-\$16.95	New LCBO VQA Wines. All red and white varietal wines will be considered with a focus on single varietal wines (Cab Franc, Pinot Noir, Baco Noir, Sauvignon Blanc). Strong brand proposition, compelling packaging and marketing support/plan are strongly considered. Wines must represent exceptional price/value relative to competitive set.	1-Sep-17	8-Sep-17	29-Sep-17	5-Oct-17	25
Ontario Wines	2335	Ontario Wines Direct Delivery (on Shelf March 2018; P13)	Various	VQA Wines and QA Fruit Wines with a focus on key Ontario varietals from producers located in PEC, LENS and emerging regions. Distribution is limited to a selected number of stores.	13-Oct-17	20-Oct-17	10-Nov-17	16-Nov-17	25

Buyer	NISS CALL ID	Product Category	Price Range	Tender Specifications	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
New World Wines	2326	Shiraz (Australia)	\$12.95-\$18.95	Identified as Shiraz on the label (no Syrah). Strong quality, shelf appeal and a competitive advertising and promotional budget that includes budget for LTOs, Display and Advertising. Brand extensions, or new to LCBO Wines considered equally.	20-Oct-17	27-Oct-17	17-Nov-17	23-Nov-17	25
New World Wines	2327	NWW Ad hoc #3	Various	For wines directly solicited by the Product or Category Manager. Utilized to capitalize on immediate needs and/or wines not covered in the varietal tenders. Obtain permission of Category/Product Manager before submitting to ad hoc tenders.	27-Oct-17	3-Nov-17	24-Nov-17	30-Nov-17	25
All Wines	2328	Nouveau Wines (All Countries)	\$8.95 - \$13.95	Looking to assess the real products from the 2017 Nouveau campaign. Actively looking for red and white wines from new and established sources in Europe, USA, and Canada (BC and Ontario). Sample deadline and tasting dates subject to change. Successful applicants will be notified of any change.	24-Nov-17	1-Dec-17	22-Dec-17	4-Jan-18	25
Ontario Wines	2336	OW Ad hoc - #3	Various	Obtain permission of Category/Product Manager before submitting to ad hoc tenders. For wines not covered in other Product Calls within this Needs Letter.	1-Dec-17	8-Dec-17	29-Dec-17	4-Jan-18	25
European Wines	2316	EW Ad hoc #3	Various	Obtain permission of Category/Product Manager before submitting to ad hoc tenders. For wines not covered in other Product Calls within this Needs Letter.	1-Dec-17	8-Dec-17	29-Dec-17	4-Jan-18	25
Ontario Wines	2337	International Canadian Blends	\$9.95/750 ml +	ICB: All size formats will be considered with a particular focus on 750ml, 1L tetra and 1.5L in popular varietals. White varietals will focus on Pinot Grigio, Sauvignon Blanc and Chardonnay. Red varietals with a focus on Blends and Cabernet Sauvignon.	5-Jan-18	12-Jan-18	2-Feb-18	8-Feb-18	25
Ontario Wines	2338	Specialty / Flavoured Wines	\$9.95-\$13.95	Non-VQA Wines: Focus on exciting brands with innovative packaging and all-natural, on-trend flavour profiles.	5-Jan-18	12-Jan-18	2-Feb-18	8-Feb-18	25
Ontario Wines	2339	VQA Table Wines	\$11.95-\$16.95	New LCBO VQA Wines. All red and white varietal wines will be considered with a focus on single varietal wines (Cab Franc, Pinot Noir, Baco Noir, Sauvignon Blanc). Strong brand proposition, compelling packaging and marketing support/plan are strongly considered. Wines must represent exceptional price/value relative to competitive set.	19-Jan-18	26-Jan-18	16-Feb-18	22-Feb-18	25
Ontario Wines	2340	Ontario Wines Direct Delivery (on shelf June 2018; P3)	Various	VQA Wines and QA Fruit Wines with a focus on key Ontario varietals from producers located in PEC, LENS and emerging regions. Distribution is limited to a selected number of stores.	2-Mar-18	9-Mar-18	30-Mar-18	5-Apr-18	25

F17-18 BEER/CIDER TENDERS

NISS CALL ID	Product Category	Region	Price Range	Tender Specifications	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
2341	Ontario Seasonal Craft Beer – Autumn	Canada (Ontario)	Various	Ontario Craft seasonal beers appropriate for Autumn (i.e. Stouts, Porters, Oak Aged, Harvest, etc.) will be considered. Sales success from brewery retail store or on premises (if applicable) will be considered. Available for a limited time only.	17-Feb-17	24-Feb-17	17-Mar-17	23-Mar-17	3
2342	Import/Out of Province Seasonal Craft Beer – Spring	All Countries (excludes Ontario Craft Beer)	Various	Products appropriate for the Spring season (i.e. Bock beers, Imperial IPAs, Sour beers, etc.) will be considered. Single-serving or 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.	31-Mar-17	7-Apr-17	28-Apr-17	4-May-17	3
2343	Ontario Craft Beer – Existing Suppliers	Canada (Ontario)	Various	Submissions for permanent listings (i.e., new brand, new format) from existing craft breweries.	21-Apr-17	28-Apr-17	19-May-17	25-May-17	2
2344	Ontario Craft Beer & Cider – New Suppliers	Canada (Ontario)	Various	Product from craft breweries and cideries new to LCBO (i.e. do not have a current listing). Should have year-round appeal and be positioned as the flagship brand.	28-Apr-17	5-May-17	26-May-17	1-Jun-17	2
2360	Ontario Craft Cider – Specialty	Canada (Ontario)	Various	Product from Ontario craft cideries currently supplying LCBO. Utilizing other local fruits instead of, or in combination with apple, which require longer lead times for sourcing. Existing listings should be strong performers.	28-Apr-17	5-May-17	26-May-17	1-Jun-17	2
2346	Ontario Seasonal Craft Beer – Winter	Canada (Ontario)	Various	Ontario Craft 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 premises (if applicable) will be considered. Available for a limited time only.	16-Jun-17	23-Jun-17	14-Jul-17	27-Jul-17	3
2345	Import/Out of Province Seasonal Craft Beer - Summer	All Countries (excludes Ontario Craft Beer)	Various	Products appropriate for the Summer season (i.e. Wheat, Fruit beers, Saisons, etc.) will be considered. Single-serving or 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.	30-Jun-17	7-Jul-17	28-Jul-17	3-Aug-17	3
2349	Ontario Seasonal Craft Beer – Spring	Canada (Ontario)	Various	Ontario Craft seasonal beers appropriate for Spring (i.e. Imperial IPAs, Bock beers, Sour beers, etc.) will be considered. Sales success from brewery retail store or on premises (if applicable) will be considered. Available for a limited time only.	8-Sep-17	15-Sep-17	6-Oct-17	12-Oct-17	3

NISS CALL ID	Product Category	Region	Price Range	Tender Specifications	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
2348	Cider	All Countries	Competitively priced	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.	22-Sep-17	29-Sep-17	20-Oct-17	26-Oct-17	3
2347	Ontario Craft Beer – New Suppliers	Canada (Ontario)	Various	Product from craft breweries new to LCBO (i.e. do not have a current listing). Should have year-round appeal and be positioned as the flagship brand.	29-Sep-17	6-Oct-17	27-Oct-17	2-Nov-17	2
2350	All Halloween + Import/Out of Province Seasonal Craft Beer – Autumn	All Countries	Various	Imported and local Ontario Halloween-themed/pumpkin beers. Imported/out-of-province products appropriate for the Autumn season (i.e. Oktoberfest beers, Belgian & English Style Pale Ales, Stouts, Porters, Oak Aged Beers, etc.) will be considered. Single-serving or large-bottle formats preferred. Proven track record in other markets. Renowned or award winning. One time purchase only.	6-Oct-17	13-Oct-17	3-Nov-17	9-Nov-17	3
2351	Ontario Craft Beer – Existing Suppliers	Canada (Ontario)	Various	Submissions for permanent listings (i.e. new brand, new format) from existing craft breweries.	13-Oct-17	20-Oct-17	10-Nov-17	16-Nov-17	2
2352	Ontario Seasonal Craft Beer – Summer	Canada (Ontario)	Various	Ontario Craft 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.	8-Dec-17	15-Dec-17	5-Jan-18	11-Jan-18	3
2353	Import/Out of Province Seasonal Craft Beer – Winter	All Countries (excludes Ontario Craft Beer)	Various	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.	2-Feb-18	9-Feb-18	2-Mar-18	8-Mar-18	3
2354	International & Out Of Province Beer	All Countries (excludes Ontario Beer)	Competitively priced	1) Big Brands: Successful brand in other local and export markets. Strong packaging and marketing support. Single-serve aluminum cans are preferred. Competitively priced to existing competitive set. Brand line extensions will be considered, not format. 2) Craft Brands: Successful, top-tier brand in local or other international markets, or in LCBO's Seasonal Craft Beer programs. Strong packaging and marketing support. Competitively priced to existing competitive set.	16-Feb-18	23-Feb-18	16-Mar-18	22-Mar-18	3

F17-18 SPIRITS / RTD TENDERS

Buyer	NISS CALL ID	Product Category	Price Range	Tender Specifications	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
Spirits	2296	Ontario Small Distiller Direct-to-Store Delivery Program	\$26.75+	<p>Seeking spirits locally distilled in Ontario by small producers who embrace a "grain to glass" philosophy. Producers must hold a valid AGCO-issued Manufacturer's License and be directly responsible for the production of their product (i.e. they must own a still).</p> <p>Products that are contract distilled will not be considered for this program. Products accepted for the program are authorized for <u>Direct-to-Store Delivery</u> to a maximum of 25 retail stores initially. Suppliers are encouraged to select stores in their own backyard with the option to ladder up, should sales support the increase. Distillers may be considered for up to a maximum of 4 skus in the program at any given time.</p> <p>See the Doing Business With LCBO Trade Website for more details.</p>	3-Feb-17	10-Feb-17	3-Mar-17	9-Mar-17	4
White Spirits	2290	Flavoured Vodkas (All Countries) – Autumn	\$27.25+	<p>Capitalizing on new trends in flavoured vodka, these products have appeal for the Fall/Winter season or for a specific occasion (i.e. Halloween, Thanksgiving, and Holiday). These products will be purchased on a one-shot and seasonal basis and will be merchandised in-section.</p> <p><i>All submissions must include a signature mixed drink and cocktail solution. Recipes should be uploaded along with the NISS submission.</i></p>	10-Feb-17	17-Feb-17	10-Mar-17	16-Mar-17	6
White Spirits	2291	Gin	\$28.00+	<p>Consideration will be given for the following purchases for Premium and Deluxe Gin:</p> <p>Seasonal: Preference will be given to unique product offerings that target new consumers and focus on quality, authenticity and craftsmanship. Package appeal and marketing strategy/support will be a key consideration. Priority will be given to products priced \$28.00-\$39.95.</p> <p>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.</p> <p>Spirits Boutiques: As part of the e-commerce product strategy, lco.com will house Spirits Boutiques on an ongoing basis. These one-shot purchases will appeal to the gin connoisseur and will offer strong points of difference to the current assortment such as niche assortment products, highly allocated products or special edition bottles. These will be very small buys and may have a limited store distribution as well.</p>	7-Apr-17	13-Apr-17	5-May-17	11-May-17	4

All Spirits	2297	Ontario Small Distiller Direct-to-Store Delivery Program	\$26.75+	Seeking spirits locally distilled in Ontario by small producers who embrace a "grain to glass" philosophy. Producers must hold a valid AGCO-issued Manufacturer's License and be directly responsible for the production of their product (i.e. they must own a still). Products that are contract distilled will not be considered for this program. Products accepted for the program are authorized for <u>Direct-to-Store Delivery</u> to a maximum of 25 retail stores initially. Suppliers are encouraged to select stores in their own backyard with the option to ladder up, should sales support the increase. Distillers may be considered for up to a maximum of 4 skus in the program at any given time. See the Doing Business With LCBO Trade Website for more details.	5-May-17	12-May-17	2-Jun-17	8-Jun-17	4
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White Spirits	2292	Flavoured Vodkas – Summer	\$27.25+	<p>Consideration will be given for the following purchases:</p> <p>Year-round Flavoured Vodka: Line extensions from established brands, or new brands with proven success in other markets. Traditional and unique flavour profiles that fill gaps within the current assortment. 375mL formats to incent trial or multi-packs of trial sizes are of interest. Strong marketing support required.</p> <p>Seasonal Flavoured Vodka Program: Capitalizing on new trends and/or incremental trial opportunities in flavoured vodka, these products will be available for a limited time throughout P1-P6. 375mL formats are encouraged. Success will be evaluated based on a pro-rating of the sales target for flavoured vodka. <i>All submissions must include a signature mixed drink and cocktail solution. Recipes should be uploaded along with the NISS submission.</i></p>	12-May-17	19-May-17	9-Jun-17	15-Jun-17	10
White Spirits	2293	Vodka	\$27.25+	<p>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. Authenticity at all touchpoints is key. Strong marketing support required. Preference will be given to products priced \$28.00-\$39.95 to support the trade-up strategy.</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> <p>Vodka Gifts: Seasonal/One-shot opportunities are encouraged and will be considered in this call. Launch timeframe will depend on the appropriate occasion/season (i.e. Father's Day).</p> <p>Spirits Boutiques: As part of the e-commerce product strategy, lcb.com will house Spirits Boutiques on an ongoing basis. These one-shot purchases will appeal to the vodka connoisseur and will offer strong points of difference to the current assortment such as niche assortment products, highly allocated products or special edition bottles. These will be very small buys and may have a limited store distribution as well.</p>	19-May-17	26-May-17	16-Jun-17	22-Jun-17	10

Buyer	NISS CALL ID	Product Category	Price Range	Tender Specifications	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
White Spirits	2294	Rum	\$27.25+	<p>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 or are line extensions of current successful brands. 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>Rum Gifts: Seasonal/One-shot opportunities are encouraged and will be considered in this call. Launch timeframe will depend on the appropriate occasion/season (i.e. Father's Day).</p> <p>Cachaça: Limited seasonal or one-shot opportunities may exist to test new cachaça offerings in order to feed current interest and growth.</p> <p>Spirits Boutiques: As part of the e-commerce product strategy, lcbo.com will house Spirits Boutiques on an ongoing basis. These one-shot purchases will appeal to the rum connoisseur and will offer strong points of difference to the current assortment such as niche assortment products, highly allocated products or special edition bottles. These will be very small buys and may have a limited store distribution as well.</p>	26-May-17	2-Jun-17	23-Jun-17	29-Jun-17	10
Brown Spirits	2355	Whisky Shop, Spring & Summer release	\$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 (120 stores). The Spring Turn duration is April 2017 to July 2017. The Summer Turn duration is July 2017 to Oct 2017. 750mL and 200mL equivalents are encouraged.</p> <p>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>	7-Jul-17	14-Jul-17	4-Aug-17	10-Aug-17	10
Spirits	2298	Ontario Small Distiller Direct-to-Store Delivery Program	\$26.75+	<p>Seeking spirits locally distilled in Ontario by small producers who embrace a "grain to glass" philosophy. Producers must hold a valid AGCO-issued Manufacturer's License and be directly responsible for the production of their product (i.e. they must own a still). Products that are contract distilled will not be considered for this program. Products accepted for the program are authorized for <u>Direct-to-Store Delivery</u> to a maximum of 25 retail stores initially. Suppliers are encouraged to select stores in their own backyard with the option to ladder up, should sales support the increase. Distillers may be considered for up to a maximum of 4 skus in the program at any given time. See the Doing Business With LCBO Trade Website for more details.</p>	4-Aug-17	11-Aug-17	1-Sep-17	7-Sep-17	4

Buyer	NISS CALL ID	Product Category	Price Range	Tender Specifications	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
RTD	2302	Coolers	<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 levels 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. Brands that target current refreshment trends are preferred (i.e. craft, single serve, male-focused). Preference will be given to products with premium and/or environmentally friendly packaging. Preference will also be given to brands that are spirit-based, exclusive to the LCBO and produced domestically.</p> <p>The following will <u>not</u> be considered: Shooter formats, products with caffeine levels >30mg/serve, open-ended carriers, 100% malt-based products. Products that combine malt + spirit base are encouraged and will be considered under a spirit-based markup structure. Licensee-only opportunities are of interest. Party Packs for the spring/summer season should be submitted under this call for consideration.</p>	4-Aug-17	11-Aug-17	1-Sep-17	7-Sep-17	25
RTD	2303	Premixed Cocktails	<p>Value: ≤\$13.90, Mainstream: \$13.95-\$15.90, Premium: ≥\$15.95</p> <p>(based on 750 mL)</p>	<p>Multi-serve format (750 mL or larger). Easy solutions for both new and traditional cocktails in ready-to-serve, entertaining-sized formats. Range of spirit bases will be considered. <u>Leading brand name spirits/mixes are requested</u>. 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. Preference will also be given to brands that are spirit-based. Preference will also be given to brands that are exclusive to the LCBO and are produced domestically.</p> <p>Licensee-only opportunities are of interest.</p>	4-Aug-17	11-Aug-17	1-Sep-17	7-Sep-17	25

Buyer	NISS CALL ID	Product Category	Price Range	Tender Specifications	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
Brown Spirits	2356	Summer seasonal Liqueurs & Tequila	(Seasonal Liqueurs) \$20.00 - \$39.95 (Barkeep's Pantry) \$20.00+ (Tequila) \$34.95 - \$99.95	<p>Seasonal 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.</p> <p>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. Standout packaging.</p> <p>Tequila (100% agave & Mezcal) For seasonal and one-shot listing. Established, successful brands in foreign markets or other Canadian provinces. Standout packaging. Strong marketing budget. Commitment to gaining licensee support (target 24% of total sales).</p>	11-Aug-17	18-Aug-17	8-Sep-17	14-Sep-17	6
Spirits	2299	Ontario Small Distiller Direct-to-Store Delivery Program	\$26.75+	Seeking spirits locally distilled in Ontario by small producers who embrace a "grain to glass" philosophy. Producers must hold a valid AGCO-issued Manufacturer's License and be directly responsible for the production of their product (i.e. they must own a still). Products that are contract distilled will not be considered for this program. Products accepted for the program are authorized for <u>Direct-to-Store Delivery</u> to a maximum of 25 retail stores initially. Suppliers are encouraged to select stores in their own backyard with the option to ladder up, should sales support the increase. Distillers may be considered for up to a maximum of 4 skus in the program at any given time. See the Doing Business With LCBO Trade Website for more details.	3-Nov-17	10-Nov-17	1-Dec-17	7-Dec-17	4
Spirits	2295	Fall seasonal / Asian Spirits	\$25.95+	<p>Focus is on premium and deluxe products in the following sets: Cognac, Armagnac, Calvados, Grappa, Deluxe Brandy, Cream Liquor, and 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; or fill a need missing from our existing portfolio.</p> <p>Asian Spirits: Limited seasonal or one-shot opportunities may exist to test new offerings in order to feed current interest and growth.</p>	3-Nov-17	10-Nov-17	1-Dec-17	14-Dec-17	6

Buyer	NISS CALL ID	Product Category	Price Range	Tender Specifications	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
Brown Spirits	2357	Whisky Shop, Fall release & annual listings	\$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 or annual release in the Whisky Shop program (120 stores).</p> <p>The Fall Turn duration is Oct 2017 to Feb 2018.</p> <p>Annual listings from Oct 2017 to Sept 2018.</p> <p>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>	12-Jan-18	19-Jan-18	9-Feb-18	15-Feb-18	10
Spirits	2300	Ontario Small Distiller Direct-to-Store Delivery Program	\$26.75+	<p>Seeking spirits locally distilled in Ontario by small producers who embrace a "grain to glass" philosophy. Producers must hold a valid AGCO-issued Manufacturer's License and be directly responsible for the production of their product (i.e. they must own a still).</p> <p>Products that are contract distilled will not be considered for this program. Products accepted for the program are authorized for <u>Direct-to-Store Delivery</u> to a maximum of 25 retail stores initially. Suppliers are encouraged to select stores in their own backyard with the option to ladder up, should sales support the increase. Distillers may be considered for up to a maximum of 4 skus in the program at any given time.</p> <p>See the Doing Business With LCBO Trade Website for more details.</p>	2-Feb-18	9-Feb-18	2-Mar-18	8-Mar-18	4
Brown Spirits	2358	Whisky Shop, Winter release	\$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 (120 stores).</p> <p>Turn 2: Duration Feb 2018 to May 2018.</p> <p>750mL and 200mL equivalents are encouraged.</p> <p>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>	2-Mar-18	9-Mar-18	30-Mar-18	5-Apr-18	10
Spirits	2359	Online Exclusive Gifting Proposals	Various	<p>Seeking 'online only' gifting offers for key occasions (i.e. stock your bar gift pack + free cocktail accessories VA & recipe booklet with purchase) or products with corporate and personal gifting potential (i.e. customizable or wrapped gifts: pick your bottle(s), vessel/bag/box, wrap, ribbon, personalized gift tag). Please upload a file with offer details (i.e. products or accessories included). Spirit products included in the packs must already be listed items.</p> <p>NO SAMPLES REQUIRED.</p>	31-Mar-18	31-Mar-18	31-Mar-18	31-Mar-18	10