



January 23, 2017

To: All Trade Councils

Re: **LCBO WINES, SPIRITS & BEER Product Needs for 2017-18**

Stacee Roth
Director, Spirits
stacee.roth@lcbo.com
416-864-6347 Tel.

Carolyn O'Grady-Gold
Director, Wines
carolyn.ogradyy-gold@lcbo.com
416-864-2572 Tel.

Chris Robertson
Director, Beer & Cider
chris.robertson@lcbo.com
416-365-5886 Tel.

43 Freeland St.
Toronto, ON, M5E 1A4



Dear Trade Partners,

We are pleased to provide you with the 2017-18 schedules of LCBO WINES, BEER & CIDER, and SPIRITS Product Needs (see attachment).

All new product tenders will be open in the LCBO's New Item Submission System (NISS), beginning Monday, January 23, 2017.

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 3 files (maximum 2MB each) can be uploaded into NISS.

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

Sincerely,

Stacee Roth,
Director, SPIRITS

Carolyn O'Grady-Gold,
Director, WINES

Chris Robertson,
Director, BEER & CIDER

cc: Nancy Cardinal
Shari Mogk-Edwards
Category and Product Managers