

LCBO

January 23, 2018

To: All Trade Councils

Re: **LCBO WINES, SPIRITS & BEER Product Needs for 2018-19**

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

Marie Cundari
Director, Wines
marie.cundari@lcbo.com
416-365-5882 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 2018-19 schedules of LCBO WINES, SPIRITS AND RTD and BEER & CIDER Product Needs (see attachment).

All new product tenders will be open in the LCBO's New Item Submission System (NISS) beginning today, Tuesday, January 23, 2018.

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

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

Sincerely,

Stacee Roth,
Director, SPIRITS

Marie Cundari,
Director, WINES

Chris Robertson,
Director, BEER & CIDER

cc: Joyce Gray
Carolyn O'Grady-Gold
Category and Product Managers