



## Discover the World

February 4th, 2013

To: All Trade Councils

Re: LCBO WINES and SPIRITS & BEER Product Needs for 2013/14

Dear Trade Partners,

We are pleased to release our scheduled LCBO WINES and SPIRITS & BEER Product Needs for fiscal year 2013/14. All Needs will be open to accept applications in NISS beginning Monday, February 4, 2013.

Details for each Product Need are attached. Questions should be directed to the appropriate Category Manager.

It is the stated goal of the LCBO to reduce the amount of packaging material in the products we sell. The LCBO also encourages appropriate environmental protection practices be supported by Suppliers. Product submissions that use less material and achieve other environmental objectives such as environmentally friendly packaging, lightweight glass (required for all 750ml wines under \$15.00) organic certification or sustainable agriculture and production practices will be given strong consideration as part of the selection process. We also encourage the use of recycling symbols and messages on packaging where appropriate.

All submissions must be made through the LCBO's *New Item Submission System* (NISS). Please visit <http://www.doingbusinesswithlcbo.com/tro/Web-Systems/New-Item-Submission-System.shtml> for instructions on using this system.

All complete submissions must include:

1. An online application submitted in the New Item Submission System (NISS)
2. A one-page marketing plan, including itemized marketing spend for Year One and relevant product attributes and accolades uploaded into NISS
3. A photo of the product and packaging uploaded into NISS

In addition, up to three files (limit of two Mb each) can be uploaded into NISS. We encourage agents to use this tool to provide as much relevant information as possible.

Sincerely,

Chris Robertson  
Director, SPIRITS & BEER

Kathy Cannon  
Director, WINES & VINTAGES