



January 31, 2014

All Trade Partners:

RE: PRODUCT CALLS for WINES and SPIRITS & BEER with FEBRUARY DEADLINES

We are pleased to announce the following six product calls with upcoming submission deadlines:

Buyer	NISS CALL ID	Product Category	Country	Price Range	Price Range/Product Specs	Pre-sub Deadline (Friday)
Beer	1589	Ontario Craft Beer Summer Release	Canada (Ontario)	various	Ontario craft beers appropriate for summer (eg. wheat, fruit, saison). Successful brewery retail store or on-premise sales (if applicable) will be considered. Will be available in stores for a limited time only.	7-Feb-14
White Spirits	1654	Soju/Shochu	Korea/Japan/Local	various (for Soju \$6.15 +)	Established, successful brands in foreign markets and/or unique products aimed at new customers. Preference given to premium products. Strong licensee support is a plus. Price for Soju based on 360 mL. Note: Very limited purchase opportunities available.	7-Feb-14
Wines - ALL	1610	Winter Wine Program 2015 (reds only)	ALL	\$11.95-\$16.95	All countries/regions (including Ontario). Red wine only. \$30,000 program fee includes F&D feature, in-store signage and display space.	14-Feb-14
Wines - ALL	1611	Seasonal – Fall/Winter 2014/15	ALL	\$11.95+	All countries/regions (including Ontario). Seasonal – ie. Holiday, Halloween, Valentine’s – with a focus on red, flavoured (eg. mulled wines), fortified and sweet wines.	14-Feb-14



Buyer	NISS CALL ID	Product Category	Country	Price Range	Price range/product specs	Pre-sub Deadline (Friday)
New World Wine	1612	Pacific North West	Canada (BC-VQA); USA (Oregon/Washington)	\$12.95-\$24.95	Brands NEW to LCBO and \$19.95 and below preferred. All varietals/blends will be considered. Excellent price/quality & packaging expected plus commitment to invest in Ontario marketplace.	14-Feb-14
Ontario	1613	International Canadian Blends	Canada (Ontario)	\$9.95/75 OML +	New ICB wines with a focus on innovation preferred. All red and white varietal/styles and various size formats will be considered.	21-Feb-14

A full calendar of product calls will be issued in February. If you have specific inquiries related to the product calls above, please contact the appropriate Category Manager.

Best regards,

Shari Mogk-Edwards
Vice President, Products, Sales & Merchandising