

PRODUCT NEEDS – FISCAL 2009 - 10

SPIRITS

Set	Sub-Set	Details	Price Range (Based on 750 mL Price)	Samples and Review Sheet Due	Launch Date	Estimated number of purchases	Maximum Submissions per Agent
Premium Fixture	Open	The focus of this release will be deluxe spirits from around the world with special consideration given to products with environmentally friendly packaging and / or made using sustainable agriculture and production practices. These products will be purchased on a one-shot basis and merchandised on the Premium Fixture (limited distribution) from Mar 2010 to Sep 2010. Preference will be given to renowned and award winning products in well designed and / or innovative packaging.	\$30.00+	May 22, 2009	Mar 2010	20-25	20
Vodka	Premium	Established successful brands in other markets or new brands with innovative packaging. Strong marketing support required.	\$24.95+	Jun 5, 2009	May 2010	3	4
Liqueurs – Non-Cream	All, Excluding Cream	New exotic flavours. Products should be versatile in usage, have trendy packaging, and appeal to both licensees and home consumers. Strong packaging and marketing support is required.	\$24.95 - \$39.95	Jul 3, 2009	Feb 2010	4	4
Flavoured	Vodka, Gin, Rum	New and trendy flavours not represented in category. Strong packaging and marketing support is required. Spiced rum will be considered.	\$24.95+	Jul 17, 2009	May 2010	3	4
Tequila / Mescal	Premium	100% agave tequila and mescal (without a worm) in premium packaging with strong sales in northern U.S. markets. All submissions must include a copy of the CRT Certificate.	\$39.95 - \$59.95	Jul 24, 2009	Apr 2010	2-3	3
Rum	Premium & Deluxe Amber, Deluxe White	Renowned and award winning rums from countries not represented in current assortment or products with success in other markets. Strong packaging and marketing support required.	\$24.95+	Aug 14, 2009	May 2010	3-4	4
Holiday Gift Program	Open	Preference will be given to new and unique gifts that offer high-perceived value, easy entertaining solutions and/or interesting accessories.	Open	Jan 11, 2010	Oct 2010	80	30

PRODUCT NEEDS – FISCAL 2009 - 10

Set	Sub-Set	Details	Price Range (Based on 750 mL Price)	Samples and Review Sheet Due	Launch Date	Estimated number of purchases	Maximum Submissions per Agent
Summer Gift Program	Open	Popular brands with innovative items included in pack with high perceived value. Packs that are suitable for specific occasions such as Mother's/Father's day, summer entertaining are preferred. Successful items may be reordered for Christmas.	Open	Jan 11, 2010	Jun 2010	3	30
Premium Fixture	Open	The focus of this release will be deluxe spirits from around the world with special consideration given to products with environmentally friendly packaging and / or made using sustainable agriculture and production practices. These products will be purchased on a one-shot basis and merchandised on the Premium Fixture (limited distribution) from Sep 2010 to Mar 2011. A select number of high-end items will be purchased for a Nov release. Preference will be given to renowned and award winning products in well designed and / or innovative packaging.	\$30.00+	Jan 22, 2010	Sep 2010 Nov 2010	20-25 5	20
Whisky – Imported	Premium & Deluxe Imported Whisky, including Scotch	The focus of this release is to expand the selection of international whiskies, including those from countries other than Scotland, Ireland and the United States; however, whiskies from these countries will also be considered. Strong packaging and marketing support is required.	\$25.95+	Feb 5, 2010	Sep 2010	3-4	4
Liqueurs – Cream Liquors	All, Excluding Irish Cream	Primary focus is on unique fruit and dessert flavoured creams. Non-dairy based creams will be given special consideration. Strong packaging and marketing support is required.	\$24.95 - \$29.95	Feb 26, 2010	Nov 2010	2-3	4
Whisky – Canadian	Premium & Deluxe	Premium and deluxe Canadian whiskies. Strong packaging and marketing support is required.	\$23.95 - \$29.95	Open	Open	2-3	4

PRODUCT NEEDS – FISCAL 2009 - 10

BEER & CIDER

Set	Sub-Set	Details	Price Range	Samples and Review Sheet Due	Launch Date	Estimated number of purchases	Maximum Submissions per Agent
Open	Open	<p>Spring Beers - Premium/Specialty Beer Program.</p> <ul style="list-style-type: none"> ▪ Products appropriate for the Spring season (i.e. Bock beers) and St. Patrick's Day will be considered. ▪ Single serving format preferred (500 mL). ▪ Proven track record in other markets. ▪ Renowned or award winning. ▪ One time purchase only. 	Preference will be given to products under \$3.50.	Apr 3, 2009	Mar 2010	10	6
Open	Ontario , US , Out-of-Province, Imported Non-US	<p>Value Beers.</p> <ul style="list-style-type: none"> ▪ Successful high volume domestic or imported brands. ▪ Proven track record in domestic or imported markets. ▪ Strong packaging. ▪ Single serving format preferred (500 mL). 	Competitively priced to current value products	Apr 17, 2009	As soon as possible	2-4	2
Open	Open	<p>Super Premium Beers.</p> <ul style="list-style-type: none"> ▪ Single serving format preferred (500 mL). ▪ Proven track record in other markets or in the LCBO's Premium Specialty Beer Program. ▪ Renowned or award winning. 	Preference will be given to products under \$3.50.	May 8, 2009	Apr 2010	2-3	2
Imported Non-U.S.A.	Open	<p>Ethnic Beers.</p> <ul style="list-style-type: none"> ▪ Preference given to countries not currently represented in the LCBO Beer portfolio. ▪ Must be the top selling product from that country, in the package and format most easily recognized. ▪ One-time purchase with potential for year round purchase. 	Competitively priced compared to existing portfolio.	Jun 12, 2009	May 2010	1-3	2

PRODUCT NEEDS – FISCAL 2009 - 10

Set	Sub-Set	Details	Price Range	Samples and Review Sheet Due	Launch Date	Estimated number of purchases	Maximum Submissions per Agent
Open	Open	<p>Summer Beers – Premium/Specialty Beer Program</p> <ul style="list-style-type: none"> ▪ Products appropriate for the Summer season (Wheat, Fruit beers, etc.) will be considered. ▪ Single serving format preferred (500 mL). ▪ Proven track record in other markets. ▪ Renowned or award winning. ▪ One time purchase only. 	Preference will be given to products under \$3.50.	Jul 10, 2009	Jun 2010	10	6
USA Beer	USA Beer	<p>American Craft Beers.</p> <ul style="list-style-type: none"> ▪ Successful in local market or other markets or in the LCBO's Premium Specialty Beer Program. ▪ Strong packaging and marketing support required. 	\$3.00 or less for 500 mL format or \$14.50 or less for 6 pack bottles	Aug 14, 2009	Apr 2010	2-3	4
Open Renowned or award winning.	Open	<p>Autumn Ales - Premium/Specialty Beer Program.</p> <ul style="list-style-type: none"> ▪ Products appropriate for Autumn (i.e. Belgian & English styles, Stouts, Porters, Oak aged beers) will be considered. ▪ Single serving format preferred (500 mL). ▪ Proven track record in other markets. ▪ One time purchase only 	Preference will be given to products under \$3.50.	Oct 9, 2009	Sep 2010	10	6
Cider	Imported and Domestic	<ul style="list-style-type: none"> ▪ Proven track record in other markets an advantage. <p>Number of products approved will be based on performance of new skus from 2008.</p>	Comparably priced to current set, premium priced if warranted	Oct 31, 2009	Sep 2010	TBD	2

PRODUCT NEEDS – FISCAL 2009 - 10

Set	Sub-Set	Details	Price Range	Samples and Review Sheet Due	Launch Date	Estimated number of purchases	Maximum Submissions per Agent
Open	Open	<p>Holiday Gifts - Multi-packs of assorted Beer.</p> <ul style="list-style-type: none"> ▪ Product information should be incorporated into the packaging. ▪ Packs featuring popular, top-selling brands. ▪ Packs featuring, unique, niche brands, not already carried at the LCBO. ▪ Products with added merchandise such as glasses and/or other appropriate accessories. ▪ Unique formats or sizes (magnums, mini kegs) of renowned beer. ▪ Preference will be given to unique gift packs that offer great value 	Preference will be given to packs priced under \$15.00.	Jan 8, 2010	Oct 2010	35	6
Open	Open	<p>Winter Warmers – Premium Specialty Beer Program.</p> <ul style="list-style-type: none"> ▪ Products appropriate for Winter (i.e. Imperial Stouts, Barley Wines, Old Ales, Spiced & Strong Ale, Oak aged beers) will be considered. ▪ Single serving format preferred (500 mL). ▪ Proven track record in other markets. ▪ Renowned or award winning. ▪ One time purchase only. 	Preference will be given to products under \$3.50	Jan 15, 2010	Dec 2010	10	6
Open	Open	<p>Halloween Beers.</p> <ul style="list-style-type: none"> ▪ Strong packaging appeal required. ▪ Single serving format (500 mL) or larger serving sizes (i.e. mini kegs) preferred. ▪ Promotional support may be required. ▪ One time purchase only. 	\$19.95 or less	Feb 12, 2010	End of Sep 2010	5	2
Ontario Beer	Ontario Micro, Ontario Craft	<p>Ontario Craft Beers.</p> <ul style="list-style-type: none"> ▪ Liquids with year-round appeal required. ▪ Strong packaging and marketing support required. 	\$2.50 or less for 500ml can or \$11.95 for 6 pack bottles	Feb 5, 2010	Spring 2010	3	2

PRODUCT NEEDS – FISCAL 2009 - 10

READY TO DRINK

Set	Sub-Set	Details	Price Range	Samples and Review Sheet Due	Launch Date	Estimated number of purchases	Maximum Submissions per Agent
Spirit Based Coolers	Spirit Based Coolers	<p>Single serve or multi-packs of single serve.</p> <ul style="list-style-type: none"> ▪ Range of spirit bases will be considered. ▪ Products that capitalize on popular flavour trends. ▪ Proven track record in other markets an advantage. ▪ Innovative, unique, unconventional formats. ▪ Preference will be given to products with premium packaging. ▪ Environmentally friendly packaging encouraged. ▪ Shooter formats will NOT be accepted ▪ Energy drinks will NOT be accepted. <p>Retail prices are based on 4-pk equivalents. Price per mL will be considered. (preference will be given to standard priced spirit coolers):</p>	<p>Value Price- ≤\$8.95</p> <p>Standard Price – \$8.95-\$9.95</p> <p>Premium Priced – ≥\$10.00</p>	Aug 21, 2009	Apr 2010	25-35	10
One Pour Cocktails	One Pour Cocktails	<p>Multi-serve format (750 mL or larger).</p> <ul style="list-style-type: none"> ▪ Only known, authentic or trendy cocktails will be considered. ▪ Easy solutions for both new and traditional cocktails in ready-to-serve, entertaining-sized formats. ▪ Range of spirit bases will be considered. Brand name spirits / mixes preferred. ▪ Proven track record in other markets an advantage. ▪ Preference will be given to products with premium packaging. ▪ Environmentally friendly packaging encouraged. 	<p>Price per 750mL:</p> <p>Super Premium – \$17.00 - \$24.95</p> <p>Premium – \$14.95-\$16.95</p>	Aug 21, 2009	Apr 2010	5-10	10

PRODUCT NEEDS – FISCAL 2009 - 10

Set	Sub-Set	Details	Price Range	Samples and Review Sheet Due	Launch Date	Estimated number of purchases	Maximum Submissions per Agent
Cocktails-To-Go	Ready to Drink	<p>Single serve or multi-packs of single serve authentic, premixed cocktails.</p> <ul style="list-style-type: none"> ▪ Only known, authentic or trendy cocktails will be considered. ▪ Easy solutions for both new and traditional cocktails in single serve format. ▪ Range of spirit bases will be considered. ▪ Proven track record in other markets an advantage. ▪ Preference will be given to products with premium packaging. ▪ Environmentally friendly packaging encouraged. ▪ Shooter formats will NOT be accepted. <p>Retail prices are based on 4-pk equivalents. Price per mL will be considered</p>	<p>Standard Price – \$8.95 - \$9.95</p> <p>Premium Price – \$10.00 - \$13.00</p>	Aug 21, 2009	Apr 2010	2-3	10
Specialty Wines – Flavoured Wines	Specialty Wines – Flavoured Wines, Ontario, European, New World	<p>Multi-serve formats (750 mL or larger); single serve or multi-packs of single serve will be considered.</p> <ul style="list-style-type: none"> ▪ Specific wine varietals with popular fruit juices / flavours added. ▪ Products that capitalize on current flavour or varietal trends. ▪ Products that offer unique attributes to the category set. ▪ Proven track record in other markets an advantage. ▪ Preference will be given to products with premium packaging. ▪ Environmentally friendly packaging encouraged. 	<p>Price per 750 mL:</p> <p>Standard Price – \$6.95- \$9.95</p> <p>Premium Price – \$10.00 - \$12.95</p>	Aug 21, 2009	Apr 2010	5-10	10

PRODUCT NEEDS – FISCAL 2009 - 10

Set	Sub-Set	Details	Price Range	Samples and Review Sheet Due	Launch Date	Estimated number of purchases	Maximum Submissions per Agent
One Pour Cocktails	One Pour Cocktails	<p>Multi-serve format (750 mL or larger).</p> <ul style="list-style-type: none"> ▪ Products with year round appeal preferred. ▪ Only known, authentic or trendy cocktails will be considered. ▪ Easy solutions for both new and traditional cocktails in ready-to-serve, entertaining-sized formats. ▪ Range of spirit bases will be considered. Brand name spirits preferred. ▪ Proven track record in other markets an advantage. ▪ Preference will be given to products with premium packaging. ▪ Environmentally friendly packaging encouraged. 	<p>Price per 750 mL:</p> <p>Super Premium – \$17.00 - \$24.95</p> <p>Premium – \$14.95- \$16.95</p>	Oct 31, 2009	Sep 2010	5-10	10
Cocktails-To-Go	Ready to Drink	<p>Single serve or multi-packs of single serve authentic, premixed cocktails.</p> <ul style="list-style-type: none"> ▪ Products not seasonal in nature preferred. ▪ Only known, authentic or trendy cocktails will be considered. ▪ Easy solutions for both new and traditional cocktails in single serve format. ▪ Range of spirit bases will be considered. ▪ Proven track record in other markets an advantage. ▪ Preference will be given to products with premium packaging. ▪ Environmentally friendly packaging encouraged. ▪ Shooter formats will NOT be accepted. <p>Retail prices are based on 4-pk equivalents. Price per mL will be considered</p>	<p>Standard Price – \$8.95 - \$9.95</p> <p>Premium Price – \$10.00 - \$13.00</p>	Oct 31, 2009	Sep 2010	2-3	10

PRODUCT NEEDS – FISCAL 2009 - 10

Set	Sub-Set	Details	Price Range	Samples and Review Sheet Due	Launch Date	Estimated number of purchases	Maximum Submissions per Agent
Specialty Wines – Flavoured Wines	Specialty Wines – Flavoured Wines, Ontario, European, New World	<p>Multi-serve formats (750 mL or larger); single serve or multi-packs of single serve will be considered.</p> <ul style="list-style-type: none"> ▪ Products not seasonal in nature preferred. ▪ Specific wine varietals with popular fruit juices / flavours added. ▪ Products that capitalize on current flavour or varietal trends. ▪ Products that offer unique attributes to the category set. ▪ Proven track record in other markets an advantage. ▪ Preference will be given to products with premium packaging. ▪ Environmentally friendly packaging encouraged. 	<p>Price per 750mL:</p> <p>Standard Price – \$6.95- \$9.95</p> <p>Premium Price – \$10.00 - \$12.95</p>	Oct 31, 2009	Sep 2010	2-5	10
Holiday Gift Program	Open	Preference will be given to new and unique gifts that offer high perceived value, easy entertaining solutions and/or interesting accessories.	Open	Jan 8, 2010	Oct 2010	5-10	6