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BEER & CIDER PRODUCT NEEDS 2010-11

PRODUCT SPECIFICATIONS	PRICE RANGE	PRE-SUBMISSION DEADLINE	NISS SAMPLE DEADLINE	PRE-SUBMISSION TASTING DATE	TARGETED LAUNCH DATE	MAX # SUBS. PER AGENT
Spring Beers - **Premium/Specialty Beer Program**. ▪ 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.		April 9, 2010		March 2011	6
International Beers. ▪ 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. ▪ Established community in Ontario. ▪ One-time purchase with potential for year round purchase.	Competitively priced compared to existing portfolio.		June 11, 2010		Open	2
Summer Beers – Premium/Specialty Beer Program. ▪ 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.	July 9, 2010	August 6, 2010	August 19, 2010	June 2011	6

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Summer gifts and sampler packs ▪ Domestic and imported beers will be considered ▪ Gifts and sampler packs for fathers day or other gifting occasions ▪ Sampler packs containing beers from different breweries ▪ Unique packages – eg. mini kegs ▪ Promotional support may be required ▪ **One time purchase only**	Under $20 preferred	September 3, 2010	October 1, 2010	October 14, 2010	Spring/ Summer 2011	2
Autumn Ales - **Premium/Specialty Beer Program**. ▪ 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. ▪ Renowned or award winning. ▪ **One time purchase only.**	Preference will be given to products under $3.50.	October 8, 2010	November 5, 2010	November 18, 2010	September 2011	6
Ontario Craft Beers. ▪ Liquids with year-round appeal required. ▪ Strong packaging and marketing support required ▪ Seasonal products and special packs must be submitted at this time if they are to be considered for release in 2011. ▪ Success of existing beers from the brewery (if applicable) will be considered.	Preferred price range $2.60 or less for 500ml can or $11.95 for 6 pack bottles	December 3, 2010	December 17, 2010	January 6, 2011	Spring 2011	2

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Holiday Gifts - Multi-packs of assorted Beer & Cider. ▪ 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 and cider. ▪ Some items may be purchased for summer or other gift giving occasions.	Preference will be given to packs priced under $15.00.	January 21, 2011	February 11, 2011	February 17, 2011	October 2011	6
Winter Warmers – Premium Specialty Beer Program. ▪ 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	January 14, 2011	February 11, 2011	February 24, 2011	December 2011	6
Halloween Beers. ▪ Strong packaging appeal required. ▪ Single serving format preferred (500 ml) ▪ Promotional support may be required. ▪ One time purchase only.	$3.50 or less for 500ml	January 21, 2011	February 18, 2011	March 3, 2011	End of September 2011	2