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SPIRITS PRODUCT NEEDS 2010-11

PRODUCT SPECIFICATIONS	PRICE RANGE (based on 750 mL)	PRE-SUMBISSION DEADLINE	NISS SAMPLE DEADLINE	PRE-SUBMISSION TASTING DATE	TARGETED LAUNCH DATE	MAX # SUBS. PER AGENT
▪ **Spring/Summer seasonal submissions.** Focus is on premium and deluxe products in the following sets: Vodka, Gin, Rum, Tequila/Mezcal, Non-Cream Liqueurs. These products will be purchased on a one-shot basis and will be merchandised in-section.	various		May 21, 2010		March 2011	20
Vodka (Premium/Flavoured) ▪ Established, successful brands in other markets or new brands with innovative packaging. Strong marketing support required.	$24.95+		June 4, 2010		Open	4
RUM (Premium/Deluxe/Flavoured) ▪ Renowned and award winning rums. Strong packaging and marketing support required.	$24.95+	July 16, 2010	August 13, 2010	August 26, 2010	Open	4
▪ **Entertaining Solutions/Gifts for Summer.** Popular brands in mixed packs, entertaining solutions and packs that are suitable for specific occasions. RTD Party Packs, mixed drink themes, 50 mL multi packs are all of interest.	various	August 27, 2010	September 24, 2010	October 7, 2010	Spring/Summer 2011	20
▪ **Fall/Winter seasonal submissions.** Focus is on premium and deluxe products in the following sets: Cognac, Cream Liquors, Aged Rum. These products will be purchased on a one-shot basis and will be	various	October 29, 2010	November 26, 2010	December 2, 2010	Fall 2011	20

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PRODUCT SPECIFICATIONS	PRICE RANGE (based on 750 mL)	PRE-SUMBISSION DEADLINE	NISS SAMPLE DEADLINE	PRE-SUBMISSION TASTING DATE	TARGETED LAUNCH DATE	MAX # SUBS. PER AGENT
merchandised in-section.						
Holiday Gift Program ▪ New and unique gifts with minimal packaging. Entertaining solutions, mixed packs and limited edition/prestige bottles are of interest, particularly in sets that perform well at holiday (such as Cognac, Scotch and Cream Liquors). Unique, limited availability products are also of interest. Includes RTD.	various	January 28, 2011	February 18, 2011	February 24, 2011	October 1, 2011	20
Whisky (Premium/Deluxe) ▪ Premium and Deluxe Whisky, all sets including Canadian, American, Irish, Scotch Blends, Single Malts and Other International. May be considered for either one-shot or continuous listing opportunities.	Various	Quarterly: July 9, October 1, December 24 2011	August 6, October 29, January 28 2011	August 19, November 11, February 10 2011	Open	n/a open
Coolers (Spirit/Wine Based) ▪ Single serve or multi-packs. Range of spirit/wine bases will be considered. Products that target a diversified customer base and products that target consumer's changing taste profiles (i.e. less sweet, low calorie/sugar, natural ingredients) are of special interest. Preference will be given to products with premium and/or environmentally friendly packaging. Shooter formats and products with caffiene levels >30mg/serve will not be considered.	Value: ≤$8.95; Mainstream: $9.00-$10.25; Premium: ≥$10.30 Price based on 4-pk equivalents. Price per mL will be considered. Preference will be given to mainstream and premium coolers.	August 13, 2010	August 20, 2010	September 2, 2010	March 2011	10

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PRODUCT SPECIFICATIONS	PRICE RANGE (based on 750 mL)	PRE-SUMBISSION DEADLINE	NISS SAMPLE DEADLINE	PRE-SUBMISSION TASTING DATE	TARGETED LAUNCH DATE	MAX # SUBS. PER AGENT
One Pour Cocktails ▪ Multi-serve format (750 mL or larger); 7.1%-15% abv. 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. Preference will be given to products with premium and/or environmentally friendly packaging, and those with year-round appeal.	Value: ≤$13.90; Mainstream: $13.95-$15.90; Premium: ≥$15.95 Price based on 750mL.	August 13, 2010	August 20, 2010	September 2, 2010	March 2011	10
Cocktails-to-Go ▪ Single serve or multi-packs of authentic or trendy premixed cocktails ≤7% abv. Easy solutions for both new and traditional cocktails in single serve format. Range of spirit bases will be considered. Brand name spirits / mixes preferred. Preference will be given to products with premium and/or environmentally friendly packaging, and those with year-round appeal. Shooter formats will not be considered.	Value: ≤$8.95; Mainstream: $9.00-$10.25; Premium: ≥$10.30 Price based on 4-pk equivalents. Price per mL will be considered. Preference will be given to mainstream and premium cocktails-to-go..	August 13, 2010	August 20, 2010	September 2, 2010	March 2011	10