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June 22, 2010

To: All Trade Councils

Re: SPIRITS & BEER 2010/11 Product Needs Letter - UPDATE,

Attached is a revised copy of the SPIRITS & BEER Product Needs for 2010/11. The Product Needs has been updated to reflect a new product call process to maintain consistency across all Business Units. Please note the following change to the current product call process effective July 9, 2010 for SPIRITS & BEER:

- A pre-submission date has been added as a first step to applying through the product call process. Pre-submission must be entered into NISS by the deadline stipulated.

Pre Submission
A pre-submission must be entered through the NISS system by the proposed deadline. Product Calls are open to all products fitting the criteria outlined in the attached SPIRTS & BEER Product Needs schedule. Pre-submissions are only submitted within NISS – ***NO SAMPLES ARE REQUIRED AT THIS TIME***. With the pre-submission, a photo of the product and packaging as well as relevant product and marketing information must be uploaded. Up to three files, no larger than two MB each can be uploaded into NISS. For more information, please refer to the instructions outlined at the end of this letter.

Pre-Submission Review
Products selected to move forward to tasting will be accepted in NISS, all other products will be declined at this point. Once an agent has been notified that their product has been accepted for tasting, they must submit two (2) samples for SPIRITS (including One Pour Cocktails) & BEER and four (4) samples for RTD by the deadline as indicated on the Product Needs schedule.

Accepted Applications & Sample Deadline
We will accept delivery of samples from 8:30 to 4:00 pm during the week of the sample deadline. Please forward samples to the applicable Category Administrator for SPIRITS & BEER.

If you have any questions regarding accepted applications, please call the appropriate SPIRITS & BEER Product Manager.

Tasting
As noted on the Product Needs schedule, there will be an allocated tasting date where all accepted submissions will be tasted and evaluated. Once tasted, products will either be accepted or declined in NISS within two weeks of the tasting date.

SPIRITS & BEER Ad Hoc Submissions
This refers to applications outside of the product call where a sample IS required for tasting and/or laboratory analysis. Approval from the appropriate buyer is required BEFORE submitting an application. Note: Ad hoc submissions not pre-approved by the buyers will automatically be rejected.

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TBS/Combo Store & Duty Free Submissions
The above process does not apply to TBS/Combo Store or Duty Free submissions. The current NISS process will continue for these products.

The LCBO continues to pursue an environmental strategy in keeping with the high priority that the government and our customers place on preserving Ontario's natural heritage. Special consideration will be given to products with environmentally friendly packaging, lighter weight glass and/or made using sustainable agriculture and production practices.

If you require more information, please visit LCBO Trade Resources online at www.lcbotrade.com. Thank you for supporting the SPIRITS & BEER category.

Chris Robertson
Business Unit Director, Spirits & Beer

cc: Bob Downey
Shari Mogk-Edwards

Instructions for Uploading Files to NISS

1. Under the "Product" tab of your submission, scroll down to the end of the page.
2. Click on "Browse" button to locate your document which may be .pdf or .jpeg.
3. Click "Upload Image File" button.
4. Once completed you will be able to see your file under the heading "File Name". If you wish to update or replace the file, please select it and click the "Delete" button.

55 Lake Shore Blvd. East, Toronto, Ontario M5E 1A4 www.lcbo.com

LCBO Product Needs | SUBMISSIONS | Search | Reports | Admin | Password | Logoff

Submission ID: [redacted]
Status: Product Set-up Completed
Need Id: 44
Need Item Id: 573
Need Item Description: Ontario - Cellared in Canada

LCBO #: [redacted]
Product Description: [redacted]

Agent | Supplier/Producer | **Product** | Gift Pack | Price/Pack | Status | Tastings | LCBO | Additional | LOC | Lifecycle

* indicates a mandatory field
Product Name: *(do not use accented or language-specific alphabetic characters)
[redacted]

Gift Pack with multiple items: ☐
Has the product ever been previously purchased by the LCBO? Please provide LCBO # if so:

UPC Number: *
[redacted]

SCC Number: *
[redacted]

Marketing Programs:
Final Samples Due for Photography:

New Product Shelf Talker Date:
New Product Info Date:

Promo Type:
Promo Start:
Promo End:

Browse... UPLOAD IMAGE FILE
(Maximum File Size: 2MB)
Files Attached:

Select	File Name

DELETE

SAVE | CANCEL | DELETE | PRINT

New Item Submission System (NISS), v5.10 Trade Resources Web Page

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