



Discover the World

December 15, 2008

Dear Trade Partners:

Please find below an update to the 2008-09 Beers & Ready-to-Drink Needs Letter:

BEER NEEDS PLAN 2008 – December Update

PRODUCT DESC.	SET	SUBSET	PRODUCT SPECIFICATIONS	TARGET RELEASE DATE	PRICE RANGE	SAMPLE DUE DATE	MAX # SUBS. PER AGENT
Beer	Any	Any	Ultra Premium Beers. <ul style="list-style-type: none">▪ Rare, limited quantity beers from renowned or award winning breweries.▪ Cellarable, collectable beer for the connoisseur.▪ May include large-sized formats.▪ Beers with “table presence”-appropriate for serving over dinner.▪ Beers with special packaging (eg. specially designed box) preferred.▪ Promotional support may be required in period 200909.▪ One time purchase only.▪ Must be exclusive to the LCBO.	October 2009	Variable.	March 9, 2009	4

All submissions must include:

1. An application submitted in the New Item Submission System (NISS).
2. Supplier F.O.B. or Ex-cellar quotation
3. Two product samples.

Sincerely,

Kate Mallet-Thomas

Business Unit Director, Beers, Ready-to-Drink & Accessories