



Discover the World

May 12, 2008

Dear Trade Members:

It has been almost three years since the introduction of our "New Item Submission System (NISS)" which offered suppliers and agents the opportunity to submit online to the LCBO new product applications for consideration. During this time, the Beer category has continued to process Imported and Out-of-Province product applications for The Beer Store (TBS) and, Domestic, Imported and Out-of-Province product applications for LCBO Combinations stores manually.

Effective June 2, 2008, all new product applications for Imported and Out-of-Province TBS and LCBO Combination stores and Domestic LCBO combinations stores will be submitted online through NISS. A new product is defined as a line extension, size extension, format change or new listing. A Product Need will be set up in NISS within the Beer category to facilitate submissions. The name of the product need is "TBS/LCBO Combo" and can be found within the Beer Product Needs.

In addition to the online NISS submission, a reminder that the following information is required:

Domestic LCBO Combination store listings:

- Ontario Technical Application (OTA) form
- Liquid sample for lab analysis
- Label and packaging review
- Pricing Sheet
- Confirmation that the product is not shipping through LCBO warehouses

Imported and Out-of-Province TBS/LCBO Combination store listings:

- Ontario Technical Application (OTA) form
- Liquid sample for lab analysis
- Label and packaging review
- Shipping Carton review
- Supplier letter confirming quote, lead-time, payment terms, agreement to cost of destruction
- Listing approval letter from The Beer Store
- Initial order quantity confirmation from The Beer Store
- Supplier contact with The Beer Store (if a first time supplier with TBS)



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Any products submitted prior to May 30, 2008 will continue to be processed manually. Thank you for your continued support of the Beer, Ready-to-Drink and Accessories categories.

Yours sincerely,

**Kate Mallett-Thomas**  
**Director**  
**Beer, Ready-to-Drink & Accessories**