



Discover the World

March 9, 2009

To: All Trade Councils

Please inform your membership that the Spirits & Beer Business Unit will be reviewing submissions for the following product categories in fiscal 2009/2010. Please note that Wines is reviewing their needs the upcoming fiscal year and will be issuing a separate letter in the next two months.

The LCBO is continuing 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 and/or made using sustainable agriculture and production practices.

One key objective of this strategy is to reduce the amount of package waste generated by LCBO sales. Please note that larger package formats require less packaging per litre than smaller formats, clear glass is more readily recyclable than coloured glass, and P.E.T. (plastic) and aluminum generate much less package waste than glass. The LCBO is particularly interested in innovative new designs that will appeal to premium customers.

All submissions are to be made through the LCBO's New Item Submission System (NISS). Please visit [www.lcbotrade.com](http://www.lcbotrade.com) for instructions on using this system.

All submissions must include:

1. An application submitted in the New Item Submission System (NISS).
2. A one-page Marketing Plan, including itemized marketing spend for year one.

ONLY REQUIRED FOR READY-TO-DRINK SUBMISSIONS.

1. A complete and signed Product Profile Marketing Plan (PPMP).
2. Supplier F.O.B. or Ex-cellar quotation.
3. Four product samples.

Please forward samples to the attention of the applicable Category Administrator for Beers & Spirits.

Chris Robertson  
Business Unit Director, Spirits & Beer

cc. Bob Downey  
Shari Mogk-Edwards  
Kathy Cannon