



Discover the World

February 8, 2010

Attention: All Trade Councils

**RE: Product Needs: Additional Holiday Items**

**\*ALL CATEGORIES\***

Having reviewed our submissions for the Holiday Gift Program, we have decided to expand the call with revised specifications that apply to LCBO Wines and LCBO Spirits and Beer (incl. RTD).

Applications and samples are due February 26<sup>th</sup>, 2010, and should be made in NISS. Please apply to your respective category under the new *Holiday Ad Hoc* section.

Items requested for submission should meet one or more of the following criteria:

- Prestige bottles and/or limited edition packages (ie. gold bottles, artist renditions, magnums etc.). In particular we are looking for categories that perform well at Christmas, such as Champagne/Sparkling, Cognac, Scotch and Cream Liquors.
- Unusual formats providing a unique entertaining solution (ie. bag in box with holiday theme, larger formats, keg-style formats etc.)
- Mixed pack formats providing a unique entertaining solution (ie. mixed beer/RTD packs, mixed wines or mixed spirits – all you need for your holiday dinner) *N.B. these products must be DOMESTIC ONLY due to issues with excise. Can include mixed brands, different spirit categories, different varietals etc.*
- Unique limited edition/limited availability products.
- 50 mL and 375 mL Sampler Packs (under \$15 stocking stuffers and unique mixed drink solutions)
- Still table wine from Ontario and California, 2-3 bottle packs between \$15 and \$30. Can include different varietals
- Well recognized domestic beer packs and cider.



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Preference will be shown to those submissions with minimal packaging.

Please do not hesitate to call your respective Category Manager with any questions about this program. If you are unable to provide a sample at this time, but have photos and/or concepts; please speak to your Category Manager about timing and whether we can accommodate the item within our timelines.

Best Regards,

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