



Discover the World

April 8, 2010

To: All Trade Councils

Please inform your membership that SPIRITS & BEER will be reviewing submissions for the following product categories in fiscal 2010/2011. Please note that WINES is reviewing their needs and will be issuing a separate letter.

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.

All submissions are to be made through the LCBO's New Item Submission System (NISS). Please visit 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.
3. 2 product samples for SPIRITS & BEER; 4 product samples for RTD.

Please forward samples to the attention of the applicable Category Administrator for SPIRITS & BEER.

Chris Robertson
Business Unit Director, Spirits & Beer

cc. Bob Downey
Shari Mogk-Edwards
Kathy Cannon

Attach.