



January 15, 2021

To: All Trade Councils

Re: **LCBO WINES, SPIRITS & BEER Product Needs for 2021-22**

Dear Trade Partners,

Stacey Roth
Director, Spirits
stacey.roth@lcbo.com
416-864-6347 Tel.

Marie Cundari
Director, New World & Ontario
Wines
marie.cundari@lcbo.com
416-365-5882 Tel.

Kathy Cannon
Director, European Wines &
Destination Collection
kathy.cannon@lcbo.com
416-365-5907 Tel.

Chris Robertson
Director, Beer, Cider & RTD
chris.robertson@lcbo.com
416-365-5886 Tel.

43 Freeland St.
Toronto, ON, M5E 1A4

We are pleased to provide you with the 2021-22 schedules of LCBO WINES, SPIRITS, BEER & CIDER AND RTD Product Needs (see attachment).

All new product tenders will be open in the LCBO's New Item Submission System (NISS) beginning today, Friday, January 15, 2021.

All submissions must be made through NISS. For new users, an introduction to the system and instructions on how to apply for access can be found [here](#). All complete NISS submissions must include the following:

1. An online application.
2. A one-page marketing plan, including itemized marketing spend for year one, and relevant product attributes and accolades.
3. An image of the product and packaging.

In addition, we encourage agents to provide as much relevant product information as possible. Up to three files (maximum 2 MB each) can be uploaded into NISS.

Questions may be directed to the relevant Category or Product Manager.

Sincerely,



Stacey Roth
Director, Spirits

Marie Cundari
Director, New World
& Ontario Wines

Kathy Cannon
Director, European
Wines & Destination
Collection

Chris Robertson
Director, Beer,
Cider & RTD

cc: Abhay Garg, Vice President, Merchandising
Category and Product Managers