

2021/22 Merchandising Needs Grid - Wines

Buyer	NISS CALL ID	Product Category	Country	Price Range	Product specs	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
New World Wines	3170	California Pinot Noir	USA	\$15.95-\$19.95	Looking for excellent price quality ratio. Preference for brands with dynamic packaging, compelling brand stories and strong marketing support. New brands or extensions to current high-performing brands considered. 750mL glass format. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	26-feb-21	5-mar-21	26-mar-21	1-abr-21	5
New World Wines	3171	California Cabernet Sauvignon 1.5L	USA	\$20-\$29.95	Looking for excellent price quality ratio. Preference for brands with dynamic packaging, compelling brand stories and strong marketing support. New brands or extensions to current high-performing brands considered. 1.5L glass format. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	12-mar-21	19-mar-21	9-abr-21	15-abr-21	2
European Wines	3172	Eastern Europe	Europe	\$8.95 - 15.95	Interested in exploring both traditional packaging and modern packaging/styles. The tender does not include Germany, Austria or Greece. Please note that products from this tender may also be considered for the Destination Collection portfolio. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	19-mar-21	26-mar-21	16-abr-21	22-abr-21	10
Ontario Wines	3175	VQA Small Winery Program	Canada (Ontario)	\$12 to \$20	This program will be introduced on a temporary basis to highlight small VQA wineries with a rotating assortment for our customers. Through this tender, we will be evaluating wines from small VQA producers (annual VQA sales of 100,000 litres or less). This tender will call for Turn 2 of the program and this will run from Period 7 to Period 13 of fiscal year 2021/22. Reds, Whites, Rose and Sparkling wines will all be considered in this tender. All size formats will be considered with the exception of 3L and 4L. Minimum case requirement - 50 cases Price points will focus on \$12 to \$20. Products can not be available in other LCBO channels such as LCBO Wines, Vintages or Direct Delivery.	26-mar-21	2-abr-21	23-abr-21	29-abr-21	5
Ontario Wines	3177	Wines Seasonal Incubator Program Fall/Winter	Ontario, Canada	Various	We are looking for new wines, first to market, that will be exclusive to the LCBO and that will capitalize on today's exciting trends i.e. cans and other packaging innovations; lower alcohol; zero alcohol; sparkling; wines that speak to popular cultural moments and seasonally relevant tactical occasions. These will be one-time buys to allow us to explore and test new items. This seasonal program will run from P7-P12. A marketing fee of 5% of the total PO cost will be applied, up to a max. of \$7,000 and a min. of \$2,000. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	1-abr-21	9-abr-21	30-abr-21	6-may-21	10
New World Wines	3179	Wines Seasonal Incubator Program Fall/Winter	New World Countries (excluding Ontario, Canada)	Various	We are looking for new wines, first to market, that will be exclusive to the LCBO and that will capitalize on today's exciting trends i.e. cans and other packaging innovations; lower alcohol; zero alcohol; sparkling; wines that speak to popular cultural moments and seasonally relevant tactical occasions. These will be one-time buys to allow us to explore and test new items. This seasonal program will run from P7-P12. A marketing fee of 5% of the total PO cost will be applied, up to a max. of \$7,000 and a min. of \$2,000. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	1-abr-21	9-abr-21	30-abr-21	6-may-21	10
European Wines	3180	Wines Seasonal Incubator Program Fall/Winter	Europe	Various	We are looking for new wines, first to market, that will be exclusive to the LCBO and that will capitalize on today's exciting trends i.e. cans and other packaging innovations; lower alcohol; zero alcohol; sparkling; wines that speak to popular cultural moments and seasonally relevant tactical occasions. These will be one-time buys to allow us to explore and test new items. This seasonal program will run from P7-P12. A marketing fee of 5% of the total PO cost will be applied, up to a max. of \$7,000 and a min. of \$2,000. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	1-abr-21	9-abr-21	30-abr-21	6-may-21	10
European Wines	3181	Spanish Reds and Whites Wines	Spain	\$8.95-\$19.95	Areas of focus include reds between \$8.95 and \$14 from emerging regions with great price/quality ratio, modern styles and contemporary packaging; Rioja between \$14.95 and \$20 with Classic packaging; whites between \$10 and \$12.95 with modern packaging. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	9-abr-21	16-abr-21	7-may-21	13-may-21	6
Ontario Wines	3184	Ontario Wines Direct Delivery (on shelf October 2021)	Canada (Ontario)	Various	VQA Wines and QA fruit wines with a focus on producers located in PEC, LENS and emerging regions. Distribution is limited to a pre-selected list of stores.	11-jun-21	18-jun-21	9-jul-21	15-jul-21	6
European Wines	3185	German Wines	Germany	\$9.95-\$15.95	Looking to refresh the category with new brands that will introduce the category to new customers with clean, easy to understand packaging, modern styles and great price quality ratio under \$15. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	18-jun-21	25-jun-21	16-jul-21	22-jul-21	5
All Wines	3186	Seasonal Rosé Program	All Countries	\$7.95 - \$18.95	All countries (including Canada – Ontario). This seasonal program runs from fiscal P13 to P7. A marketing fee of 5% of the total PO cost will be applied, up to a max. of \$7,000 and a min. of \$2,000. Considering both new and existing brands. Demand strong packaging, price/quality, current awards/accolades. Will consider both still/sparkling rosé, sweet and dry, and alternative formats. Additional IMAGE programming opportunities may exist for high volume purchases. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	2-jul-21	9-jul-21	30-jul-21	5-ago-21	10

Ontario Wines	3188	Wines Seasonal Incubator Program Spring/Summer	Ontario, Canada	Various	We are looking for new wines, first to market, that will be exclusive to the LCBO and that will capitalize on today's exciting trends i.e. cans and other packaging innovations; lower alcohol; zero alcohol; sparkling; wines that speak to popular cultural moments and seasonally relevant tactical occasions. These will be one-time buys to allow us to explore and test new items. This seasonal program will run from P2-P7. A marketing fee of 5% of the total PO cost will be applied, up to a max. of \$7,000 and a min. of \$2,000. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	23-jul-21	30-jul-21	20-ago-21	26-ago-21	10
New World Wines	3189	Wines Seasonal Incubator Program Spring/Summer	New World Countries (excluding Ontario, Canada)	Various	We are looking for new wines, first to market, that will be exclusive to the LCBO and that will capitalize on today's exciting trends i.e. cans and other packaging innovations; lower alcohol; zero alcohol; sparkling; wines that speak to popular cultural moments and seasonally relevant tactical occasions. These will be one-time buys to allow us to explore and test new items. This seasonal program will run from P2-P7. A marketing fee of 5% of the total PO cost will be applied, up to a max. of \$7,000 and a min. of \$2,000. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	23-jul-21	30-jul-21	20-ago-21	26-ago-21	10
European Wines	3190	Wines Seasonal Incubator Program Spring/Summer	Europe	Various	We are looking for new wines, first to market, that will be exclusive to the LCBO and that will capitalize on today's exciting trends i.e. cans and other packaging innovations; lower alcohol; zero alcohol; sparkling; wines that speak to popular cultural moments and seasonally relevant tactical occasions. These will be one-time buys to allow us to explore and test new items. This seasonal program will run from P2-P7. A marketing fee of 5% of the total PO cost will be applied, up to a max. of \$7,000 and a min. of \$2,000. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	23-jul-21	30-jul-21	20-ago-21	26-ago-21	10
Ontario Wines	3191	VQA Table Wines	Canada (Ontario)	\$11.95-\$19.95	New LCBO VQA wines. All red, white rose and blends will be considered. Strong brand proposition, compelling packaging and a well-considered marketing support/plan will be heavily influential. Wines must represent exceptional price/value relative to competitive set.	6-ago-21	13-ago-21	3-sep-21	10-sep-21	10
New World Wines	3193	Southern Hemisphere brand line extension	Australia, New Zealand, South Africa, Chile, Argentina	various	Consideration will be given to line extensions of existing successful LCBO wines brands including on trend varietals, styles, sizes and/or package formats. The existing brand must be a category leader within the set and be meeting/exceeding applicable sales targets to be considered. A robust marketing plan to support the brand and new product is required. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	3-sep-21	10-sep-21	1-oct-21	6-oct-21	3
European Wines	3194	French Red Wines	France	\$11.95 - \$19.95	Though we are not looking for specific categories or price bands, we are interested in innovation and/or outstanding quality for money within the French category and wines that both over deliver and have significant promotional budget to support a launch. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	17-sep-21	24-sep-21	15-oct-21	21-oct-21	5
Ontario Wines	3195	Ontario Wines Direct Delivery (on Shelf March 2022)	Canada (Ontario)	Various	VQA wines and QA fruit wines with a focus on key Ontario varietals from producers located in PEC, LENS and emerging regions. Distribution is limited to a selected number of stores.	24-sep-21	1-oct-21	22-oct-21	28-oct-21	10
European Wines	3197	French White Wines	France	\$11.95 - \$19.95	Though we are not looking for specific categories or price bands, we are interested in innovation and/or outstanding quality for money within the French category and wines that both over deliver and have significant promotional budget to support a launch. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	15-oct-21	22-oct-21	12-nov-21	18-nov-21	5
New World Wines	3198	New Brands / Innovation	All NW Countries (excludig Ontario)	\$9.95 - \$17.95	Agents to pick a maximum of two brand concepts to submit for consideration, with up to two wines per brand (a max. of four submissions per agent). Preference for brands with dynamic packaging, compelling brand stories and strong marketing support. Please obtain feedback from the appropriate Product Manager on the concepts you intend to submit. This can be done by submitting a one page brand summary no later than one week prior to the submission deadline. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	29-oct-21	5-nov-21	26-nov-21	2-dic-21	4
Ontario Wines	3201	International Domestic Blends	Canada (Ontario)	\$9.95/750mL+	ICB: 750mL and 1.5L size formats of all red and white varietals and blends will be considered.	31-dic-21	7-ene-22	28-ene-22	3-feb-22	15
All Wines	3203	Holiday Gifting - Wines	All Countries	Various	New and unique gifts, interesting and exciting mixed packs, limited-availability/edition/prestige bottles are of interest. Please note that an uploaded clear high resolution image(s) of the gifting item is required at the pre-submission stage. Failure to upload an image will result in the submission being declined. A deadline and requirements update letter will be issued toward the end of December 2019. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	4-feb-22	11-feb-22	4-mar-22	10-mar-22	25

2021/22 Merchandising Needs Grid - Beer Cider Ready to Drink

Buyer	NISS CALL ID	Product Category	Country	Price Range	Product specs	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
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Beer & Cider	3169	Ontario Seasonal Craft Beer – Autumn 2021	Canada (Ontario)	Various	<p>Ontario craft seasonal beers appropriate for fall. Stouts, Porters, Marzen, Harvest, Pumpkin, etc., will be considered. Available for a limited time only.</p> <p>Sales success from a brewery retail store or on-premise (if applicable) will be considered, along with sales performance of current LCBO listings. Listing is active in retail – P7 through P9 (Sept 13 - Dec 5).</p> <p>All tasting/lab and marketing samples must arrive labeled with the NISS or LCBO item.</p> <p>All samples go to the attention of Karen Carter with NISS sheet printable from product tab.</p>	5-mar-21	12-mar-21	2-abr-21	8-abr-21	3
Beer & Cider	3174	Import Seasonal Craft Beer - Spring 2022	All Countries (excluding Ontario Craft Beer)	Various	<p>Import and Out-of-Province beers, not from Ontario</p> <p>Products appropriate for the spring season that will appeal to a craft beer enthusiast (Bock, Imperial IPA's, sour beers, etc.) will be considered.</p> <p>All formats considered; however, single servings are preferred. Proven track record in other markets. Renowned or award winning with 90+ RateBeer scores. One-time purchase only. Distribution is limited to approximately 100 stores that are part of this program. Listing is active in retail – P13 through P2. In accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.</p> <p>All tasting/lab and marketing samples must arrive labeled with the NISS or LCBO #.</p> <p>All samples go to the attention of Holly Garner.</p>	26-mar-21	2-abr-21	23-abr-21	29-abr-21	3
Beer & Cider	3176	Cider - Ontario Craft Specialty	Canada (Ontario)	Various	<p>Target - in store release is Spring 2022.</p> <p>Product must be - Made in Ontario, and be from Ontario Craft cideries currently supplying LCBO. Utilizing other local fruits instead of, or in combination with apple, which require longer lead times for sourcing.</p> <p>Existing listings should be strong performers, with regards to net sales.</p>	16-abr-21	23-abr-21	14-may-21	20-may-21	3
Beer & Cider	3178	Ontario Craft Beer – Existing Suppliers	Canada (Ontario)	Competitive With Current Assortment	<p>Submissions from existing suppliers to the LCBO of Ontario craft beer for new year-round listings.</p> <p>Sales success from a brewery retail store or on-premise (if applicable) will be considered, along with sales performance of current LCBO listings.</p> <p>All tasting/ LAB, Marketing samples must arrive labeled with the NISS or LCBO #. All lab samples go to the attention of Karen Carter.</p>	16-abr-21	23-abr-21	14-may-21	20-may-21	3
Beer & Cider	3204	Ontario Craft Beer & Cider – New Suppliers	Canada (Ontario)	Competitive With Current Assortment	<p>Submissions for year-round listings from from Ontario craft breweries and cideries new to the LCBO. Should have year-round appeal and be positioned as the flagship brand.</p> <p>Pricing worksheets available on the Doing Business With LCBO website. The minimum sales target for this product is an average of 20 litres per store per four-week period.</p> <p>All tasting/lab and marketing samples must arrive labeled with the NISS or LCBO #. All lab samples go to the attention of Karen Carter.</p>	30-abr-21	7-may-21	28-may-21	3-jun-21	3
Beer & Cider	3205	Ontario Seasonal Craft Beer – Winter 2021	Canada (Ontario)	Various	<p>Ontario craft seasonal beers appropriate for winter. Imperial stouts, barley wines, old ales, spiced & strong ales, oak aged, etc., will be considered. Available for a limited time only. Sales success from a brewery retail store or on-premise (if applicable) will be considered, along with sales performance of current LCBO listings.</p> <p>Listing is active in retail – P10 through P12 (Dec 6 - Feb 27).</p> <p>All tasting/lab and marketing samples must arrive labeled with the NISS or LCBO #.</p> <p>All lab samples go to the attention of Karen Carter.</p>	4-jun-21	11-jun-21	2-jul-21	8-jul-21	3

Beer & Cider	3206	Import Seasonal Craft Beer - Summer 2022	All Countries (excluding Ontario Craft Beer)	Various	<p>Import and Out-of-Province beers, not from Ontario</p> <p>Products appropriate for the summer season that will appeal to a craft beer enthusiast, such as wheat, fruit beers, saisons, etc., will be considered. All formats will be considered; however, single servings are preferred.</p> <p>Proven track record in other markets. Renowned or award winning with 90+ RateBeer scores. One-time purchase only. Distribution is limited to approximately 100 stores that are part of this program. In accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.</p> <p>Listing is active in retail – P3 through P6.</p> <p>All tasting/lab and marketing samples must arrive labeled with the NISS or LCBO.</p> <p>All lab samples go to the attention of Holly Garner.</p>	9-jul-21	16-jul-21	6-ago-21	12-ago-21	3
Ready-To-Drink	3167	Coolers	All Countries	<p>Value: < \$0.608 per 100mL for 6-pack, ≥1L containers, and ≥473mL single serve < \$0.701 per 100mL for 4-packs</p> <p>All pricing above these levels falls into Premium. Preference will be given to Premium pricing (based on 750mL).</p>	<p>Single-serve or multi-packs. Range of spirit/wine bases will be considered. Products that target a diversified customer base and appeal to consumers' changing taste profiles (i.e. less sweet, low calorie/sugar, low alc, natural ingredients) are of special interest. Brands that target current refreshment trends are preferred.</p> <p>Preference will be given to products with premium and/or environmentally friendly packaging. Preference will also be given to brands that are spirit-based, exclusive to the LCBO and produced domestically. Shooter formats will be considered. All submissions must adhere to the AGCO guidelines (i.e. container must stand unassisted); and all samples must be in-line with LCBO's commitment to social responsibility. Submissions with inappropriate imagery, naming conventions and/or sexual content will not be considered. Products with caffeine levels >30mg/serve, and open-ended carriers will not be considered. 100% malt-based products will also not be considered; however, products that combine a malt + spirit base are acceptable and will be considered under the spirit-based markup structure.</p> <p>Party Packs are also of interest and should be submitted under this Call for consideration.</p>	23-jul-21	6-ago-21	27-ago-21	2-sep-21	25
Ready-To-Drink	3168	Premixed	All Countries	<p>Value: ≤\$13.90, Mainstream: \$13.95-\$15.90, Premium: ≥\$15.95 (based on 750mL)</p>	<p>Easy solutions for both new and traditional cocktails in ready-to-serve, entertaining-sized formats (specifically, 750mL or larger). Range of spirit bases will be considered. Leading brand name spirits / mixes are requested. Large format offerings are of interest. Liquids should deliver the appropriate alc/vol for the cocktail. An evolution of the current assortment is essential. Preference will be given to products with premium and/or environmentally friendly packaging, and those with year-round appeal. Preference will also be given to brands that are spirit-based. And preference will be given to brands that are exclusive to the LCBO and are produced domestically.</p>	23-jul-21	6-ago-21	27-ago-21	2-sep-21	25
Beer & Cider	3207	Ontario Seasonal Craft Beer – Spring 2022	Canada (Ontario)	Various	<p>Ontario craft seasonal beers appropriate for spring. Imperial IPAs, Bock beers, sour beers, etc., will be considered. Available for a limited time only. Sales success from a brewery retail store or on-premise (if applicable) will be considered, along with sales performance of current LCBO listings.</p> <p>Listing is active in retail – P13 through P2.</p> <p>All tasting/lab and marketing samples must arrive labeled with the NISS or LCBO #. All lab samples go to the attention of Karen Carter.</p>	6-ago-21	13-ago-21	3-sep-21	9-sep-21	3
Beer & Cider	3220	Cider	All Countries	Competitive With Current Assortment	<p>Domestic, imported and craft cider and perry will be considered in both traditional and flavoured styles. Single-serve tall cans are preferred by our cider customers. However, other formats will be considered. Value offered should be competitive with the current assortment. In accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.</p>	20-ago-21	27-ago-21	17-sep-21	23-sep-21	3
Beer & Cider	3208	Import Seasonal Craft Beer - Autumn 2022	All Countries (excluding Ontario Craft Beer)	Various	<p>Import and Out-of-Province beers, not from Ontario</p> <p>Products appropriate for the autumn season that will appeal to a craft beer enthusiast (pumpkin, Oktoberfest, Belgian- & English-Style pale ales, stouts, porters, oak aged beers, etc.) will be considered.</p> <p>All formats considered; however, single servings are preferred.</p> <p>Proven track record in other markets. Renowned or award winning with 90+ RateBeer scores. One-time purchase only. Distribution is limited to approximately 100 stores that are part of this program. In accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.</p> <p>Listing is active in retail – P7 through P9.</p> <p>All tasting/lab and marketing samples must arrive labeled with the NISS or LCBO #. All lab samples go to the attention of Holly Garner.</p>	8-oct-21	15-oct-21	5-nov-21	10-nov-21	3
Beer & Cider	3209	Ontario Craft Beer – Existing Suppliers	Canada (Ontario)	Competitive With Current Assortment	<p>Submissions from existing suppliers to the LCBO of Ontario craft beer for new year-round listings.</p> <p>Sales success from a brewery retail store or on-premise (if applicable) will be considered, along with sales performance of current LCBO listings.</p> <p>All tasting/ LAB, Marketing samples must arrive labeled with the NISS or LCBO #. All lab samples go to the attention of Karen Carter.</p>	22-oct-21	29-oct-21	19-nov-21	25-nov-21	3

Beer & Cider	3210	Ontario Seasonal Craft Beer – Summer 2022	Canada (Ontario)	Various	<p>Ontario craft seasonal beers appropriate for summer (wheat, fruit beers, saisons, etc.) will be considered. Available for a limited time only.</p> <p>Sales success from a brewery retail store or on-premise (if applicable) will be considered, along with sales performance of current LCBO listings.</p> <p>Listing is active in retail – P3 through P6.</p> <p>All tasting/lab and marketing samples must arrive labeled with the NISS or LCBO #. All lab samples go to the attention of Karen Carter.</p>	12-nov-21	19-nov-21	10-dic-21	16-dic-21	3
Beer & Cider	3211	Ontario Craft Beer – New Suppliers	Canada (Ontario)	Competitive With Current Assortment	<p>Submissions for year-round listings from Ontario craft breweries new to the LCBO will be considered. Should have year-round appeal and be positioned as the flagship brand.</p> <p>Pricing worksheets are available on the Doing Business With LCBO website. The minimum sales target for this product is an average of 20 litres per store per four-week period.</p> <p>All tasting/lab and marketing samples must arrive labeled with the NISS or LCBO #. All lab samples go to the attention of Karen Carter.</p>	10-dic-21	17-dic-21	7-ene-22	13-ene-22	3
Beer & Cider	3212	Import Seasonal Craft Beer - Winter 2022	All Countries (excluding Ontario Craft Beer)	Various	<p>Import and Out-of-Province beers, not from Ontario</p> <p>Products appropriate for the winter season that will appeal to a craft beer enthusiast (imperial stouts, quads, IIPA's, etc.) will be considered.</p> <p>All formats considered; however, single servings are preferred.</p> <p>Proven track record in other markets. Renowned or award winning with 90+ RateBeer scores. One-time purchase only. Distribution is limited to approximately 100 stores that are part of this program. In accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.</p> <p>Listing is active in retail – P10 through P12.</p> <p>All tasting/lab and marketing samples must arrive labeled with the NISS or LCBO #. All lab samples go to the attention of Holly Garner.</p>	14-ene-22	21-ene-22	11-feb-22	17-feb-22	3
Beer & Cider	3213	International & Out-of-Province Beer	All Countries (excluding Ontario Craft Beer)	Competitive With Current Assortment	<p>Big brands: Successful brand in other local and export markets. Strong packaging and marketing support. Single-serve tall cans preferred. Competitively priced to existing assortment. Brand line extensions will be considered. Existing brand must be a category leader at LCBO and growing. Format extensions will not be considered.</p> <p>Craft brands: Successful, top-tier brand in local or other international markets or in LCBO's Seasonal Craft Beer programs. Strong agency and on-premise support. Competitively priced to existing competitive set.</p> <p>In accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.</p> <p>Samples go to Holly Garner with NISS sheet attached to each one.</p>	28-ene-22	4-feb-22	25-feb-22	3-mar-22	3
Beer & Cider	3214	Holiday Gifting - Beer/RTD/Cider	All countries	Various	<p>New and unique gifts, interesting and exciting mixed packs, limited-availability/edition/prestige bottles are of interest. Please note, Ready-To-Drink gifts can now be submitted into this Call. High-resolution images must be uploaded into NISS at the pre-submission deadline. Final samples are now required only if your product is selected to proceed. In accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.</p> <p>A deadline and requirements update letter will be issued toward the end of December 2020.</p>	4-feb-22	11-feb-22	4-mar-22	10-mar-22	25

2021/22 Merchandising Needs Grid - Spirits

Buyer	NISS CALL ID	Product Category	Country	Price Range	Product specs	Pre-sub Deadline (Friday)	Call back Deadline	Sample Deadline	Tasting Date	Max # Subs. Per Agent
Spirits	3158	Licensee-Only	All Countries	\$5.75-\$39.95	Seeking smaller format (50ml, 200ml, 375ml) spirits as licensee-only products to complement 'take-out' food orders. Preference categories will be scotch, American whiskey, 100% tequila, deluxe rum, solution packs, cocktail kits, digestifs, aperitifs. Products purchased through this call will only be available for licensees and will not be merchandised through the regular retail or online channels. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	26-feb-21	5-mar-21	26-mar-21	31-mar-21	5
White Spirits	3152	Gin	All Countries	\$29.95+	<p>Preference will be given to unique product offerings that target new consumers and focus on quality, authenticity, craftsmanship and speak to current trends - specifically flavoured Gins.</p> <p>Gin Shop: These gins will appeal to the gin connoisseur and will offer strong points of difference to the current assortment, such as niche assortment products, limited availability products or special edition bottles. These may be small buys and may also have a limited store distribution + e-comm presence. Looking for representation from various Gin producing countries around the world that offer package appeal combined with marketing strategy/support. Priority will be given to products priced in the Super premium price band with a focus on Deluxe priced products. These products will release in Spring 2022 (P1). Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.</p>	2-abr-21	9-abr-21	30-abr-21	7-may-21	4

Brown spirits	3215	Whisky Shop Turn 2 – Winter Release	All Countries	\$39.95 - \$500 +	Premium whiskies from around the world. Products should be unique, award winning and highly regarded. Preference may be given to new brands or emerging regions new to the Ontario market. Submissions are considered for a quarterly release in the Whisky Shop program (135 stores), Enhanced Whisky Shop, e-commerce or for our Whisky Shop e-comm exclusive program. Turn 2 duration: P12 through P1. 750ml or 700ml are encouraged. Distillery features may be considered, meaning 3-5 products from one distillery will be featured. To be considered for a distillery feature, a written proposal must be submitted to the Category team prior to the pre-submission deadline. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	23-abr-21	30-abr-21	21-may-21	27-may-21	8
Spirits	3165	Premium Premixed Cocktails	All Countries	\$14.95-\$39.95	Continuing to capture the growing trend towards premium premixed cocktails, these products will appeal to consumers looking for enhanced solutions, including automated one-time use formats. Seeking 375ml, 750ml formats between \$14.95-\$39.95 and between 20% and no more than 40% abv, these products can have appeal year round or targeted for a specific occasion. Also, These products will be purchased on a one-shot or seasonal basis and will be merchandised in store section. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	7-may-21	14-may-21	4-jun-21	10-jun-21	6
Spirits	3159	Ontario Small Distiller Direct-to-Store Delivery Program	Canada (Ontario)	\$29.20+	Seeking spirits locally distilled in Ontario by small producers who embrace a "grain to glass" philosophy. Producers must hold a valid AGCO-issued manufacturer's license and be directly responsible for the production of their product (i.e. they must own a still). Products accepted for the program are authorized for Direct-to-Store Delivery and performance will be assessed based on a \$2000/store/year minimum. Suppliers are encouraged to select stores in their own backyard, with the option to ladder up should sales support the increase. See the Doing Business With LCBO trade website for more details. E-Commerce exclusive opportunities are also of interest; one-time purchases to support our online channel will be considered. We are also requesting online exclusive products intended for a local seasonal program (Fall) to create excitement through our E-Commerce channel	14-may-21	21-may-21	11-jun-21	17-jun-21	4
White Spirits	3153	Rum	All Countries	\$29.50+	Preference will be given to unique product offerings that target new consumers and focus on quality, authenticity, and craftsmanship . Rum shop: looking for Unique and/or renowned rums that broaden the representation of key rum-producing countries. Spiced/flavoured rums focus on offering differentiation to the current assortment or are line extensions of current successful brands. Strong packaging and marketing support required. Strong accolades a plus with a focus on products that will appeal to the rum enthusiast and offer strong points of difference to the current assortment. These may be small buys with a more limited distribution but will have e-comm presence. Success in other markets is a benefit. Ideal call to submit previous Vintages submissions, or products with special/ limited editions. Priority will be given to Rums priced in the new super premium price band \$34.25-\$37.30 as well as Deluxe. These products will release in Spring 2022 (P1). Cachaça: Limited seasonal or one-shot opportunities may exist to test new cachaça offerings in order to feed current interest and growth. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	21-may-21	28-may-21	18-jun-21	24-jun-21	4
White Spirits	3154	Vodka	All Countries	\$29.20+	Consideration will be given for the following purchases: Year-round Premium, Super-Premium and Deluxe vodka with established, successful brands in other markets or new brands with innovative packaging and/or targeting a new customer. Authenticity at all touchpoints is key. Strong marketing support required. Preference will be given to products priced \$30.75-\$36.45 to support the trade-up strategy. Seasonal/one-shot Premium, Super-Premium and Deluxe vodka products that offer strong points of difference to the current assortment (i.e., craft/artisanal, unique distillation methods or marketing approaches, low cal). Success in other markets is a benefit. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	25-jun-21	2-jul-21	23-jul-21	29-jul-21	4
Brown Spirits	3216	Whisky Shop Turn 3 & 4 – Spring & Summer release	All Countries	\$39.95-\$500 +	Premium whiskies from around the world. Products should be unique, award winning and highly regarded. Preference may be given to new brands or emerging regions new to the Ontario market. Submissions are considered for a quarterly release in the Whisky Shop program (135 stores), Enhanced Whisky Shop, e-commerce or e-comm exclusive program. Spring turn duration: P2 through P4. Summer turn duration: P5 through P7. 750ml or 700ml equivalents are encouraged. Distillery features may be considered, meaning 3-5 products from one distillery will be featured. To be considered for a distillery feature, a written proposal must be submitted to the category prior to the pre-submission deadline. Please note, in accordance with LCBO policy, we will only be purchasing products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	16-jul-21	23-jul-21	13-ago-21	19-ago-21	8
White Spirits	3155	Flavoured Vodka	All countries	\$29.20+	Capitalizing on new trends in flavoured vodka (ie; Botanicals, natural flavours, no additives, low cal/ sugar), these products can have appeal for the spring/summer 2022 season or for a specific occasion. These products will be purchased on a one-shot or seasonal basis and will be merchandised in store section. All submissions must include a signature mixed drink and cocktail solution. Recipes should be uploaded along with the NISS submission. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	13-ago-21	20-ago-21	10-sep-21	16-sep-21	4

White Spirits	3156	Gin	All Countries	\$29.95+	<p>Preference will be given to unique product offerings that target new consumers and focus on quality, authenticity, craftsmanship and speak to current trends - specifically flavoured Gins.</p> <p>Gin Shop: These gins will appeal to the gin connoisseur and will offer strong points of difference to the current assortment, such as niche assortment products, limited availability products or special edition bottles. These may be small buys and may also have a limited store distribution + e-comm presence. Looking for representation from various Gin producing countries around the world that offer package appeal combined with marketing strategy/support. Priority will be given to products priced in the Super premium price band with a focus on Deluxe priced products. These products will release in Fall 2022 (P7). Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.</p>	20-ago-21	27-ago-21	17-sep-21	24-sep-21	4
Brown Spirits	3217	Summer Seasonal Liqueurs & Tequila	All countries	<p>(Seasonal Liqueurs) \$20.00 - \$39.95</p> <p>(Tequila) \$39.95 - +\$99.95</p>	<p>Seasonal Liqueurs: Preference will be given to brand/size extensions and new and innovative flavours. Preference will be given to products that fall in the \$20.00-\$29.95 price range (750mL). Strong marketing support required. Commitment to gaining licensee support.</p> <p>Cocktail Essentials: Unique mixology-focused products for targeted distribution to fill gaps in assortment. Commitment to gaining licensee support. One-shot or year-round program. Agents must confirm available quantities before making product application in NISS. Agents are encouraged to survey licensee interest in advance. Standout packaging.</p> <p>Tequila (100% agave & mezcal): For seasonal and one-shot listing. Established, successful brands in foreign markets or other Canadian provinces. Standout packaging. Strong marketing budget. Commitment to gaining licensee support. Submissions may also be considered as e-comm exclusives.</p> <p>Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.</p>	27-ago-21	3-sep-21	24-sep-21	30-sep-21	6
White Spirits	3157	Rum	All Countries	\$29.20+	<p>Preference will be given to unique product offerings that target new consumers and focus on quality, authenticity, and craftsmanship .</p> <p>Rum shop: looking for Unique and/or renowned rums that broaden the representation of key rum-producing countries. Spiced/flavoured rums focus on offering differentiation to the current assortment or are line extensions of current successful brands. Strong packaging and marketing support required. Strong accolades a plus with a focus on products that will appeal to the rum enthusiast and offer strong points of difference to the current assortment. These may be small buys with a more limited distribution but will have e-comm presence. Success in other markets is a benefit. Ideal call to submit previous Vintages submissions, or products with special/ limited editions. Priority will be given to Rums priced in the new super premium price band \$34.25-37.30 as well as Deluxe. These products will release in Fall 2022 (P7).</p> <p>Cachaça: Limited seasonal or one-shot opportunities may exist to test new cachaça offerings in order to feed current interest and growth. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.</p>	3-sep-21	10-sep-21	1-oct-21	7-oct-21	4
Spirits	3160	Ontario Small Distiller Direct-to-Store Delivery Program	Canada (Ontario)	\$29.20+	<p>Seeking spirits locally distilled in Ontario by small producers who embrace a "grain to glass" philosophy. Producers must hold a valid AGCO-issued manufacturer's license and be directly responsible for the production of their product (i.e. they must own a still). Products accepted for the program are authorized for Direct-to-Store Delivery and performance will be assessed based on a \$2000/store/year minimum. Suppliers are encouraged to select stores in their own backyard, with the option to ladder up should sales support the increase. See the Doing Business With LCBO trade website for more details.</p> <p>E-Commerce exclusive opportunities are also of interest; one-time purchases to support our online channel will be considered.</p>	10-sep-21	17-sep-21	8-oct-21	14-oct-21	4
Spirits	3161	Ontario Small Distiller Direct-to-Store Delivery Program	Canada (Ontario)	\$29.20+	<p>Seeking spirits locally distilled in Ontario by small producers who embrace a "grain to glass" philosophy. Producers must hold a valid AGCO-issued manufacturer's license and be directly responsible for the production of their product (i.e. they must own a still). Products accepted for the program are authorized for Direct-to-Store Delivery and performance will be assessed based on a \$2000/store/year minimum. Suppliers are encouraged to select stores in their own backyard, with the option to ladder up should sales support the increase. See the Doing Business With LCBO trade website for more details.</p> <p>E-Commerce exclusive opportunities are also of interest; one-time purchases to support our online channel will be considered. We are also requesting online exclusive products intended for a local seasonal program (Spring) to create excitement through our E-Commerce channel</p>	5-nov-21	12-nov-21	3-dic-21	9-dic-21	4
Brown Spirits	3218	Whisky Shop Turn 1 – Fall release	All Countries	\$39.95-\$500 +	<p>Premium whiskies from around the world. Products should be unique, award winning and highly regarded. Preference may be given to new brands or emerging regions new to the Ontario market. Submissions are considered for a quarterly release in the Whisky Shop program (135 stores), Enhanced Whisky Shop, e-commerce or e-comm exclusive program. Fall turn duration: P8 through P11.</p> <p>750mL or 700ml equivalents are encouraged. Distillery features may be considered, meaning 3-5 products from one distillery will be featured. To be considered for a distillery feature, a written proposal must be submitted to the category prior to the pre-submission deadline. Please note, in accordance with LCBO policy, we will only be purchasing products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.</p>	7-ene-22	14-ene-22	4-feb-22	10-feb-22	8

Spirits	3162	Holiday Gifting (Spirits)	All Countries	Various	New and unique gifts, interesting and exciting mixed packs, gifts packs, stocking stuffers, advent calendars, limited-availability/edition/prestige bottles are of interest. A deadline and requirements update letter will be issued toward the end of December 2020. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	4-feb-22	11-feb-22	4-mar-22	10-mar-22	25
Brown spirits	3219	Fall Seasonal Brown Spirits + Liqueurs	All Countries	(Seasonal Liqueurs) \$20.00-\$39.95 (Brandy, Cognac, Armagnac, Grappa) \$29.20+	Focus is on premium and deluxe products in the following sets: Cognac, Armagnac, Calvados, Grappa, Deluxe Brandy, and Liqueurs. These products will be purchased on a one-shot and seasonal basis, and will be merchandised in store section or as an e-comm exclusive. Preference may be given to products that reflect the newest flavour and cocktail trends, are exciting brand extensions or fill a need missing from our existing portfolio. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	11-feb-22	18-feb-22	11-mar-22	17-mar-22	6
Spirits	3163	Ontario Small Distiller Direct-to-Store Delivery Program	Canada (Ontario)	\$29.20+	Seeking spirits locally distilled in Ontario by small producers who embrace a "grain to glass" philosophy. Producers must hold a valid AGCO-issued manufacturer's license and be directly responsible for the production of their product (i.e. they must own a still). Products accepted for the program are authorized for Direct-to-Store Delivery and performance will be assessed based on a \$2000/store/year minimum. Suppliers are encouraged to select stores in their own backyard, with the option to ladder up should sales support the increase. See the Doing Business With LCBO trade website for more details. E-Commerce exclusive opportunities are also of interest; one-time purchases to support our online channel will be considered.	11-feb-22	18-feb-22	11-mar-22	17-mar-22	4
Spirits	3164	Non-Alcoholic Spirits	All Countries	\$24.95-\$49.95	Focus is on de-alcoholized spirits that cater to our diverse customer looking for 'better for you' options. These products can be alternatives to vodka, gin, rum, whisky, tequila with exciting packaging appealing to a wide demographic. Seeking 375ml, 750ml formats between \$24.95-\$49.95, these products can have appeal year round or targeted for a specific occasion. These products will be purchased on a one-shot or seasonal basis. Please note, in accordance with LCBO policy, we will continue to purchase products shipping from source locations. It is the agent's responsibility to ensure all products submitted adhere to this policy.	18-feb-22	25-feb-22	18-mar-22	24-mar-22	6