

**SECTION "G" - FOR LCBO USE ONLY**

**Evaluation**

This application will undergo the following point form evaluation.

<b>Section "D" – Market</b> (Market & Agent information)	<b>20 Points</b>
<b>Section "E" – Marketing</b> (How much is being spent at the LCBO)	<b>40 Points</b>
<b>Organoleptic Assessment</b> (The qualitative score for how it tastes)	<b>20 Points</b>
<b>Sample package appeal</b>	<b>20 Points</b>
<b>Total marks for Application</b>	<b>100 Points</b>

<b>For LCBO use</b>	
<b>Section "D"</b>	_____
<b>Section "E"</b>	_____
<b>Organoleptic</b>	_____
<b>Packaging</b>	_____
<b>Total</b>	_____
<input type="checkbox"/> <b>Accepted</b>	<input type="checkbox"/> <b>Rejected</b>

\_\_\_\_\_  
**Signature - Category Manager**

**SECTION "D"**

**Market Information**

- (a) Within the specific LCBO category, list the leading products with which this product will be in direct competition.

U.P.C.	CSPC	Name	Size (mL)	Retail Price

- b) Outside of the specific LCBO category, what other products will be competing directly against your product.

U.P.C.	CSPC	Name	Size (mL)	Retail Price

- (c) If the product you are applying for is/was being sold in Vintages, recap sales and time frames.

UPC	CSPC	Release Date	Retail Price	Amount Purchased	Current Inventory	Approximate Date Stock Depleted

- (d) If the product you are applying for is/was being sold through Private Stock or Consignment Warehouse Program, recap sales.

Last 12 Months Cases Sold	Previous 12 Months Cases Sold	Retail Price	% Change
List major customers (include amount purchased)			





- (6) Please indicate the LCBO Merchandising Program(s) for which this product will be submitted for participation.

Program(s)	Period(s)
<input type="checkbox"/> End Aisle	
<input type="checkbox"/> LTO	
<input type="checkbox"/> Product Extender	
<input type="checkbox"/> Value Add	
<input type="checkbox"/> Bonus Air Miles	
<input type="checkbox"/> Food & Drink Advertising	Indicate Issue:
<input type="checkbox"/> In-Store Tasting	
<input type="checkbox"/> Special Events	

- (7) Describe all advertising/promotional programs other than the LCBO Merchandising program in support of the brand including an estimate of 12 months media expenditures and detail of Licensee promotions, magazines, billboards etc.

- (8) List, if any, licensees that will draw this product, and quantities they estimate they will need over a 12 month period.

- (9) Describe the target market for this product, e.g. demographic information, geographic location, lifestyle information, gender, ethnicity, etc.

(10) Is there a high seasonal demand for this product?  Yes  No  
If product is suitable for gift-giving, indicate if it is Seasonal (name season) or year-round.  
Explanation:

(11) Is this package and container recyclable?  Yes  No  
Provide details.

(12) Forecasted Sales (in cases)

Time Frame	Cases
Initial 3 months	
Initial 6 months	
Initial 12 months	

Current LCBO Quota \_\_\_\_\_

**SECTION "F"**

**The Product Profile and Marketing Plan must also contain the following documents when submitted.  
Failure to provide this information will result in the application being rejected.**

1.  Confirmation of quote.
2.  Confirmation that the supplier will provide a 25% rebate on all remaining warehouse and retail inventories, if the product is delisted or discontinued.
3.  Confirmation of special terms being offered (if applicable).
4.  Written compliance to comply with the LCBO carton specifications as outlined in the Product Packaging Standards document. If a label design is available, please submit on and LCBO Examination Form (LCB 1642). If a sample of the carton or clear rendition of carton design is available, please submit it with the application.
5.  If a New Supplier to the LCBO's General List, written confirmation of your agent for the Ontario Market must be provided on a separate letter.

**Please note that items 1, 2, 3, 4, and 5 must be provided on Supplier's letterhead.**

**Trade Association Membership:**

- |   |  |
|---|--|
| <input type="checkbox"/> Ontario Imported Wine, Spirit & Beer Association | <input type="checkbox"/> Wine Council of Ontario |
| <input type="checkbox"/> Association of Canadian Distillers               | <input type="checkbox"/> Brewers of Ontario      |
| <input type="checkbox"/> Distillers Council of Ontario                    | <input type="checkbox"/> None                    |