

NLC FY2024 CATEGORY REVIEW SCHEDULE

<p>APRIL 2023</p> <p>BEAUJOLAIS NOUVEAU (April 3)</p> <p>LIQUEURS (April 3)</p> <p>WINE - SMALL + LARGE FORMAT (April 17)</p>	<p>JULY 2023</p> <p>WINE - SPAIN/PORTUGAL (July 17)</p> <p>BRANDY & COGNAC (July 24)</p>	<p>AUGUST 2023</p> <p>PORT/SHERRY (August 7)</p>
<p>SEPTEMBER 2023</p> <p>WINE - ROSÉ (September 11)</p> <p>READY-TO-DRINK (September 25)</p>	<p>OCTOBER 2023</p> <p>WINE - FRANCE (October 2)</p> <p>TEQUILA (October 23)</p> <p>GIN (October 30)</p>	<p>NOVEMBER 2023</p> <p>BEER (November 6)</p> <p>RUM (November 20)</p> <p>VODKA (November 27)</p>
<p>JANUARY 2024</p> <p>WINE - CHILE (January 8)</p>	<p>FEBRUARY 2024</p> <p>WINE - SOUTH AFRICA (February 5)</p> <p>CHRISTMAS GIFT PACKS (February 12)</p> <p>WHISKY & SCOTCH (February 26)</p>	<p>MARCH 2024</p> <p>WINE - GERMANY (March 4)</p>

Category Manager will email National and Local Agents, in the month specified above, to notify them that a Call for Order is open and detail any specific criteria they are looking for in the products being applied for, as well as applicable deadlines.

CATEGORY REVIEW PROCESS

<p>STEP 1: CATEGORY CALL OUT</p> <p>Category to review the category and notify Agents criteria that they are looking for in the new listings.</p>	<p>STEP 2: PRE-SUBMISSION</p> <p>Agents are required to submit Pre-submission Application + Product/Label Image. (2 weeks)</p>	<p>STEP 3: INITIAL DECISION</p> <p>Category Management will review the submissions and notify Agents of any products for which they wish to review samples. (2 weeks)</p>	<p>STEP 4: REVIEW OF SAMPLES</p> <p>Product samples are reviewed by the Category Management and Product Knowledge teams. (4 weeks)</p>	<p>STEP 5: FINAL LISTING AND DELISTING DECISIONS</p> <p>Category Management to make final decisions on listings and delistings. Product Listing Applications will be requested for new listings. (4 weeks)</p>
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