

NLC FY2025 CATEGORY REVIEW SCHEDULE

<p>APRIL 2024</p> <p>WINE - CANADA (April 1) BEAUJOLAIS NOUVEAU (April 3) LIQUEURS (April 8) WINE - ITALY (April 29)</p>	<p>MAY 2024</p> <p>WINE - ARGENTINA (May 13) LARGE FORMAT (4L ONLY) (May 20)</p>	<p>JULY 2024</p> <p>WINE - SPARKLING (July 15) BRANDY & COGNAC (July 29)</p>
<p>AUGUST 2024</p> <p>READY-TO-DRINK (August 12) WINE - ROSÉ (August 26)</p>	<p>SEPTEMBER 2024</p> <p>WINE - NEW ZEALAND (September 30)</p>	<p>OCTOBER 2024</p> <p>WINE - AUSTRALIA (October 7) BEER (October 14) TEQUILLA (October 21) GIN (October 28)</p>
<p>NOVEMBER 2024</p> <p>RUM (November 18) VODKA (November 25)</p>	<p>JANUARY 2025</p> <p>WINE - USA (January 6)</p>	<p>FEBRUARY 2025</p> <p>CHRISTMAS GIFT PACKS (February 3) WHISKEY & SCOTCH (February 17)</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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