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| Date Created: |

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| **Product Details** | | | |
| **LCBO Number** | **Product Description** | | **Product Size**        mL |
| **Producing Country/Region (if applicable)** | | **Price (during promotional period of tasting)** | |
| **Current Promotions**  BAM  LTO  VA  Vintages Feature  Other Feature | | | |
| **Style Profile Descriptor** | | **Sweetness Level (if applicable)** | |

| **Selling Notes** |
| --- |
| **Key Customer Selling Features** |
| **Brand/Product Overview: brief history, production method, unique features** |
| **Product Tasting Notes (Customer Facing)** |
| **Occasion Selling Notes  (Customer and Staff facing): *i.e. great gift for Father’s Day, hostess, great with turkey.*** |
| **Suggestions for food pairing/usage/ Signature cocktail (Customer Facing):** |

| **Tasting Event Requirements** | | |
| --- | --- | --- |
| **Serving Instructions: Poured/neat, chilled, chilled on ice, with a simple mix (please specify), in a cocktail** | |  |
| **Tasting Order Preference (if more than 1 product):** | |  |
| Food pairing for event | | |
| **Cocktail Recipe or Mixer proportions (if applicable):** | | |
| **Alternate product:** |  | |

| **Additional Resources** | | |
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| **Web Resources:** | | |
| **Agent Contact** | | |
| **Name** | **Phone Number** | **Email Address** |