

Product Information Sheet: Instructions

LCBO Tasting Conductors assigned to host your in-store tasting will be fully trained and prepared. To facilitate this, we ask that you complete and submit a *Product Information Sheet*, which will communicate your specifications. Please visit the [ISTP page](#) on doingbusinesswithlcbo.com for more information and to download the form.

As this is a new service, we will be monitoring and periodically updating/improving this process as required. Please check our trade site regularly for any future updates to this program.

How to complete the Product Information Sheet

-Download the form **LCB_2435_Product_Information_Sheet** from our trade site which is in MS Word format: <http://www.doingbusinesswithlcbo.com/tro/Forms-Documents/Forms/Forms.shtml>

- Complete one template per product/SKU with the file name being the product's LCBO product number and a period reference for the tasting timeline. For example for a tasting on product LCBO#123456 in 2018 period one, the file should be saved as "123456 201801.doc".
- E-mail the completed form as a MS Word attachment to: InstoreTastingItemInfo@lcbo.com **with the subject being the 6-digit product number and the period reference.**
- Please **do not** attach any other file format or attachments in this e-mail.
- Only send one e-mail per sku, for multi-product tastings please complete individual forms and send in separate e-mails.
- Attachment size cannot exceed 3 MB.
- Timeline to submit is 4 weeks prior to the period start.
- For subsequent period tastings, please submit a new template as needed but please note any new submissions with the same subject name will override templates previously submitted.
- Should you need to update a version already submitted, simply e-mail in a new form with the same subject line. This will override the previous version. Please ensure the updated form has a new date stamp for version control. Changes on the day of the tastings should be communicated directly to the stores.
- Please note that that store based printers are only available with a 'black and white'.

Product Information content best practices

- Brand/product information should be focused and clearly state the top 3 selling features that can be communicated to the customer at the tasting bar environment within 30 seconds
- Additional product information resources can be included via internet links as an aid for employee research for example: product websites or product review pages. Please note that some store computers may not have access to all websites due to firewall and security features.
- Please include any relevant recent product accolades or scores which can be shared with customers and staff to highlight product quality

- Please include any relevant selling information that should be shared with the entire store team including current and upcoming promotions (LTO, BAM, VA, etc).
- Best Practice: Supplier/Agent Sales Representatives should visit the approved stores well in advance of the scheduled tasting to ensure staff have all the required product and tasting information and advise that the product is available for the store to order.
- Please provide one key contact person phone and e-mail address should staff have additional questions.
- LCBO stores will work to ensure your tasting products are in stock and ready for the tasting however in the event there is a supply issue, please provide your suggestions for alternative tasting products. A best practice would be to submit a separate Product Information Sheet for this SKU as well.

Product Serving Suggestions and Tasting Food pairing:

- If you have a preference for a product/cocktail suggested food pairing please include this on the form. The pairing should be relevant, shelf stable for the duration of the tasting, does not require heating or cooling and is readily available. Some examples include: cheese and crackers, charcuterie, fresh fruit, sweets. LCBO staff will source, prepare and serve a food pairing which is in line with the specifications provided. Please note that all tastings must include a food pairing. If a suggestion is not specified, LCBO Tasting Conductors will select an appropriate pairing to complement your tasting.
- For all SKUs being tasted, please indicate if they should be served chilled and if more than 1 product is being tasted what is the preferred order for the tasting.
- For spirit products, serving suggestion must be clear (neat, over ice, mixed, in a cocktail, etc.)
- For cocktails, preference is for well-balanced/well tested recipes that can be prepared in batches with minimum ingredients and tools. Pre-pouring is not permitted at tastings so cocktail styling and garnishes should be simple. Clear measurements in ounces are required along with clear step-by-step instructions. Best practice would be to include a link to a video with the recipe instructions

For additional questions or information, please contact the ISTP Administrator:
instoretastings@lcbo.com