

ANBL Listing Application

If completing electronically, enter data in the first cell, then press the TAB key to move to the next cell

Product name and vintage if applicable	
Product Type (beer, wine, liqueur, cooler, etc.)	
Listing Type (general, specialty, temporary, etc.)	
UPC	
SCC	
CSPC	
Package Size in ml	
Alcohol by Volume (%)	
Closure (ex synthetic cork, natural cork, screw cap, etc.)	
Type of container (glass, aluminum, plastic, etc.)	
If glass, state colour	
Shelf Life (months)	
Grape variety <u>and</u> their percentages	
Region and Country of Origin	
Grams of sugar per 100ml	
FOB price per case	
If FOB, indicate port	
Ex-cellars price per case	
Currency	
Anticipated retail price per bottle	
Bottles per case	
Layers/Pallet	
Cases/Layer	
Cases/Pallet	
Case Length in centimetres	
Case Width in centimetres	
Case Height in centimetres	
Case Weight in kilograms	
Selling unit depth in centimetres	
Selling unit width in centimetres	
Selling unit height in centimetres	
Provide details of product performance in other provinces. Include information such as date listed, case sales last 12 months, % of market, etc.	

Are you willing to replace this product with a currently listed brand? If so, provide product name, UPC

What are your sales projections (in cases) for this brand in the NB market for a) first 6 months and b) full year in total

Tasting Notes

Provide details regarding production/expiration dates/formats

Supplier information for purchase orders:

Contact name
Company name
Address
Telephone #
Fax #
E-mail

Supplier shipping information, ie where product is being sourced from (if different from supplier information above):

Contact name
Company name
Address
Telephone #
Fax #
E-mail

New Brunswick agent:

Contact name
Company name
Address
Telephone #
Fax #
E-mail

Signature

Send hard copy of this application (including a copy of front and back labels, marketing plan to:
Alcool NB Liquor, 170 Chemin Wilsey Road, PO Box 20787, Fredericton, NB, Canada, E3B 5B8