

# 2021-2022

## PRODUCT LISTING CALL SCHEDULE



### REFRESHMENT

CATEGORY	FOCUS/THEME	CALL FOR SUBMISSIONS	PRELIMINARY APPLICATIONS DUE	REQUEST SAMPLES AND FULL APPLICATIONS FOR SHORT LISTED APPLICATIONS	FULL APPLICATIONS AND SAMPLES DUE	FINAL APPLICATION APPROVAL/ REJECTION ISSUED
Refreshment	Grocery	Monday, October 19, 2020	Monday, October 26, 2020	Monday, November 9, 2020	Monday, November 30, 2020	Friday, December 18, 2020
Refreshment	Spring/Summer	Monday, October 19, 2020	Monday, October 26, 2020	Monday, November 9, 2020	Monday, November 30, 2020	Friday, December 18, 2020
Refreshment	Fall/Winter	Monday, February 22, 2021	Tuesday, March 2, 2021	Tuesday, March 16, 2021	Tuesday, April 6, 2021	Tuesday, April 27, 2021

### ALL CATEGORIES

CATEGORY	FOCUS/THEME	CALL FOR SUBMISSIONS	PRELIMINARY APPLICATIONS DUE	REQUEST SAMPLES AND FULL APPLICATIONS FOR SHORT LISTED APPLICATIONS	FULL APPLICATIONS AND SAMPLES DUE	FINAL APPLICATION APPROVAL/ REJECTION ISSUED
All Categories	Relevance: (OT) Holiday Flavours/Gift Packs	Friday, April 2, 2021	Friday, April 9, 2021	Friday, April 16, 2021	Friday, May 7, 2021	Friday, May 21, 2021

### LOCAL PRODUCER

CATEGORY	FOCUS/THEME	CALL FOR SUBMISSIONS	PRELIMINARY APPLICATIONS DUE	REQUEST SAMPLES AND FULL APPLICATIONS FOR SHORT LISTED APPLICATIONS	FULL APPLICATIONS AND SAMPLES DUE	FINAL APPLICATION APPROVAL/ REJECTION ISSUED
Local	Spring Beer, Cooler, Cider	Monday, August 24, 2020	Tuesday, September 8, 2020	Wednesday, September 16, 2020	Wednesday, September 30, 2020	Wednesday, October 21, 2020
Local	All categories	Monday, October 19, 2020	Monday, October 26, 2020	Monday, November 9, 2020	Monday, November 30, 2020	Friday, December 18, 2020
Local	All categories	Friday, January 15, 2021	Monday, January 25, 2021	Tuesday, February 9, 2021	Wednesday, February 24, 2021	Tuesday, March 9, 2021
Local	All categories	Sunday, February 21, 2021	Tuesday, March 2, 2021	Wednesday, March 17, 2021	Friday, April 2, 2021	Saturday, May 15, 2021
Local	XMAS Beer, Cooler, Cider	Saturday, March 20, 2021	Tuesday, March 30, 2021	Tuesday, May 4, 2021	Tuesday, May 25, 2021	Thursday, June 3, 2021
Local	Winter Beer, Cider	Friday, May 21, 2021	Saturday, May 29, 2021	Thursday, July 1, 2021	Thursday, July 22, 2021	Wednesday, July 28, 2021

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### SPIRITS

CATEGORY	FOCUS/THEME	CALL FOR SUBMISSIONS	PRELIMINARY APPLICATIONS DUE	REQUEST SAMPLES AND FULL APPLICATIONS FOR SHORT LISTED APPLICATIONS	FULL APPLICATIONS AND SAMPLES DUE	FINAL APPLICATION APPROVAL/ REJECTION ISSUED
Spirits	<b>Core : (GL/TP)</b> Vodka / Gin / Tequila / Liqueur, <b>(Experience Exclusives)</b> All Spirit Categories <b>Relevance : (OT)</b> Spring Seasonal, <b>(OT)</b> Summer Seasonal, <b>(OT)</b> Specialty Spirits	Friday November 13, 2020	Friday November 20, 2020	Friday November 27, 2020	Friday December 18, 2020	Friday January 1, 2021
Spirits	<b>Relevance : (OT)</b> New Brunswick Spirits Festival 2021	Friday January 29, 2021	Friday February 12, 2021	Friday February 26, 2021	Friday March 12, 2021	Friday April 2, 2021
Spirits	<b>Core : (Depot Exclusive)</b> All Spirit Categories	Friday April 2, 2021	Friday April 9, 2021	Friday April 16, 2021	Friday May 7, 2021	Friday May 14, 2021
Spirits	<b>Core : (GL/TP)</b> Brandy / Rum / Whiskies / Liqueur <b>Relevance : (OT)</b> Fall Seasonal, <b>(OT)</b> Winter Seasonal	Friday May 21, 2021	Friday May 28, 2021	Friday June 4, 2021	Friday June 25, 2021	Friday July 9, 2021

### WINE

CATEGORY	FOCUS/THEME	CALL FOR SUBMISSIONS	PRELIMINARY APPLICATIONS DUE	REQUEST SAMPLES AND FULL APPLICATIONS FOR SHORT LISTED APPLICATIONS	FULL APPLICATIONS AND SAMPLES DUE	FINAL APPLICATION APPROVAL/ REJECTION ISSUED
Wine	Brick & Mortar - All countries Experience Essentials Grocery Channel GL/TP	Friday, July 10, 2020	Friday, July 31, 2020	Friday Aug 7, 2020	Friday, September 4, 2020	Friday, September 18, 2020
Wine	Specialty Wines OT -All Countries Experience Program, WWFE Boutique Only and Festivin will be chosen from this call	Monday, August 17, 2020	Monday, September 7, 2020	Monday, September 14, 2020	Monday, October 12, 2020	Monday, October 26, 2020
Wine	Depot Exclusive OT's GL/TP/OT's General list refresh	Monday, January 4, 2021	Monday, January 18, 2021	Monday, January 25, 2021	February 22, 2021	Monday, March 15, 2021
Wine	WWFE OT's not included in EP call	Tuesday, February 2, 2021	Monday, February 15, 2021	Monday, February 22, 2021	Monday, March 15, 2021	Monday, March 22, 2021
Wine	GL/TP - Brick & Mortar - All countries	Monday, July 12, 2021	Monday, August 2, 2021	Monday, August 9, 2021	Monday, August 30, 2021	Monday, September 13, 2021
Wine	Specialty Wines OT -All Countries Experience Program, WWFE Boutique Only and Festivin will be chosen from this call	Monday, July 12, 2021	Monday, September 6, 2021	Monday, September 13, 2021	Monday, October 11, 2021	Monday, October 25, 2021