

	SMALL FORMAT WINE (April 7)	LIQUEURS (April 7)	APRIL 2026	
MAY 2026	WINE - SPAIN/PORTUGAL (MAY 5)		PORT/SHERRY (MAY 19)	
	BRANDY & COGNAC (JULY 28)		JULY 2026	
AUGUST 2026	READY-TO-DRINK (AUGUST 11)	WINE - ROSÉ (MAY 19)		
	WINE - FRANCE (SEPTEMBER 15)		SEPTEMBER 2026	
OCTOBER 2026	WINE - CHILE (OCTOBER 6)	BEER (OCTOBER 13)	TEQUILA (OCTOBER 20)	GIN (OCTOBER 27)
	VODKA (NOVEMBER 24)	RUM (NOVEMBER 17)	NOVEMBER 2026	
JANUARY 2027	WINE - GERMANY (JANUARY 12)	WINE - SOUTH AFRICA (JANUARY 26)		
	WHISKEY & SCOTCH (FEBRUARY 16)	CHRISTMAS GIFT PACKS (FEBRUARY 2)	FEBRUARY 2027	

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

STEP 1: CATEGORY CALL OUT	STEP 2: PRE-SUBMISSION	STEP 3: INITIAL DECISION	STEP 4: REVIEW OF SAMPLES	STEP 5: FINAL LISTING/DELISTING DECISIONS
Category to review the category and notify Agents criteria that they are looking for in the new listings.	Agents are required to submit Pre-submission Application + Product/Label Image. (2 weeks)	Category Management will review the submissions and notify Agents of any products for which they wish to review samples. (2 weeks)	Product samples are reviewed by the Category Management and Product Knowledge teams. (4 weeks)	Category Management to make final decisions on listings and delistings. Product Listing Applications will be requested for new listings. (4 weeks)

[CLICK HERE FOR LINK TO NLC LISTING AND DELISTING POLICY – OR VISIT US AT NLLIQUOR.COM](#)

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