

CATEGORY REVIEW SCHEDULE

FY2027

APRIL 2026	CANADA WINE (April 6)	LIQUEURS (April 6)	
MAY 2026	WINE - ARGENTINA (May 4)	BEER - FALL/WINTER OTOS (May 4)	
JUNE 2026	SPECIALTY WINE (June 8)		
JULY 2026	BRANDY & COGNAC (July 27)	LARGE FORMAT WINE (July 27)	
AUGUST 2026	READY-TO-DRINK (August 10)	WINE - ROSÉ (August 17)	
SEPTEMBER 2026	WINE - NEW ZEALAND (September 14)	BEER (September 14)	SPECIALTY WINE (September 28)
OCTOBER 2026	WINE - AUSTRALIA (October 5)	TEQUILA (October 19)	GIN (October 26)
NOVEMBER 2026	RUM (November 16)	VODKA (November 23)	
FEBRUARY 2027	CHRISTMAS GIFT PACKS (February 1)	WHISKEY & SCOTCH (February 8)	SPECIALTY WINE (February 22)

*Non-alcohol products should be applied/submitted with the applicable category. Ex: Non-alcohol beer should be submitted in the Beer Category review.

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 4: FINAL LISTING & DELISTING DECISIONS
Category to review the category and notify Agents of criteria that they are looking for in the new listings.	Agents are required to submit Pre-Submission Application and 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)