

APRIL 2026

CANADA WINE  
(April 6)

LIQUEURS  
(April 6)

MAY 2026

WINE -  
SPAIN/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 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 \[NLLIQUOR.COM\]\(http://NLLIQUOR.COM\)](#)