

CATEGORY REVIEW SCHEDULE

NLC FY2026

APRIL 2025	SMALL FORMAT WINE (April 7)	LIQUEURS (April 7)
MAY 2025	WINE - SPAIN/PORTUGAL (MAY 5)	PORT/SHERRY (MAY 19)
JULY 2025	BRANDY & COGNAC (JULY 28)	
AUGUST 2025	READY-TO-DRINK (AUGUST 11)	WINE - ROSÉ (MAY 19)
SEPTEMBER 2025	WINE - FRANCE (SEPTEMBER 15)	
OCTOBER 2025	WINE - CHILE (OCTOBER 6)	BEER (OCTOBER 13) TEQUILLA (OCTOBER 20) GIN (OCTOBER 27)
NOVEMBER 2025	VODKA (NOVEMBER 24)	RUM (NOVEMBER 17)
JANUARY 2026	WINE - GERMANY (JANUARY 12)	WINE - SOUTH AFRICA (JANUARY 26)
FEBRUARY 2025	WHISKEY & SCOTCH (FEBRUARY 16)	CHRISTMAS GIFT PACKS (FEBRUARY 2)

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