



NEW ITEM REVIEW REQUEST

TODAY'S DATE:

PLEASE CHECK:

NEW LISTING

SIZE EXTENSION

FLAVOR EXTENSION

PRODUCT NAME:

CATEGORY:

NABCA CODE:

SIZE:

PACK SIZE:

CASE COUNT:

VAP:

SEASONAL:

FOB:

REQUESTED RETAIL
PRICE:

DATE PRODUCT AVAILABLE TO SHIP TO MAINE: BAILMENT WAREHOUSE:

SUPPLIER:

BROKER:

CONTACT NAME AND TELEPHONE NUMBER FOR ADDITIONAL PRODUCT DETAILS:

PRODUCT SALES HISTORY

PERFORMANCE RESULTS IN TEST MARKETS (PROVIDE DATES AND LOCATIONS):

PERFORMANCE OF OTHER ITEMS IN BRAND LINE IN MAINE LAST 12 MONTHS:

AGENTS TARGETED FOR CUT-IN:

MARKETING – PLEASE PROVIDE THE FOLLOWING:

- ✓ Marketing & Media Plan (local and regional focus) for Retail and On-Premise
- ✓ POS Examples
- ✓ Specialty and Promotional Packs and Release Dates
- ✓ Promotional Spend Calendar for Maine