

## IDAHO STATE LIQUOR DIVISION NEW PRODUCT INFORMATION SHEET

1. Product Name..... Size.....Suggested Retail Price.....
2. Control State Code (Mandatory at time of presentation).....
3. Supplier..... Prepared by:.....
4. New Listing?.....Size Extension?.....New Package?.....Chg. from Special?.....
5. Comparable Products:   a.....Retail Price .....
- b.....Retail Price .....
- c.....Retail Price .....
6. Was this product listed before? No .....Yes.....If yes, when? .....
7. How do you characterize price level: Value:\_\_\_\_\_Medium\_\_\_\_\_Premium\_\_\_\_\_Other\_\_\_\_\_
8. NEW PRODUCTS are evaluated for the first time at the end of 12 full months of sales. Please indicate the ISLD gross profit projection for this product. Calculate ISLD Gross Profit by subtracting bottle cost, from retail price, times the number of bottles you estimate to sell in 12 months.

Suggested Retail Price \$\_\_\_\_\_minus Bottle Cost \$\_\_\_\_\_times 12 month bottle sales estimate of \_\_\_\_\_bottles = \$\_\_\_\_\_initial 12 months Gross Profit estimate.

9. What marketing activities will be employed to help launch and support this product?  
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10. Is this product now produced and ready for shipping to be received within 60 days if listed?  
.....Yes .....No

11. Is this targeted for Licensee or Retail customers? .....Licensee.....Retail.....Both.....

12. **Why should this be listed?**.....  
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13. Indicate when you plan to offer Special Purchase Allowances or Temporary Price Reductions:  
Jan:.....Feb:.....Mar:.....Apr:.....May:.....Jun:.....Jul:.....Aug:.....Sep:.....Oct:.....  
Nov:.....Dec:.....

14. If you don't plan to offer SPAS or TPRS please check here:

15. Indicate which Northwest states have listed this as a REGULAR product:

.Wa.       Or.       Mont.       Ut.      .Wy.