

# New Product Information Sheet

MUST BE ACCOMPANIED BY STANDARD PRICE QUOTATION

*\*All lines must be filled for a complete document. If the information does not exist, fill in: n/a*

Supplier Name: \_\_\_\_\_

Broker Name: \_\_\_\_\_

Product Name: \_\_\_\_\_

NABCA #: \_\_\_\_\_

NW Control States Prices - 23-215, Idaho Code

Suggested Retail Price: \_\_\_\_\_ State Date Listed Retail \$ FOB

FOB Boise: \_\_\_\_\_ MT \_\_\_\_\_

Size(s) Presented: \_\_\_\_\_ OR \_\_\_\_\_

Is a 50ml available: \_\_\_\_\_ UT \_\_\_\_\_

Suggested Retail Price (50ml): \_\_\_\_\_ WY \_\_\_\_\_

**\*Ensure the cost per ounce relationship between the size presented and the parent 750ml follows ISLD pricing guidelines.**

## Additional Product Information & Marketing Plan

Description of National 1<sup>st</sup> Year Promotions Budgeted \$ Amount: \_\_\_\_\_

Description of Idaho 1<sup>st</sup> Year Promotions Budgeted \$ Amount: \_\_\_\_\_

Description of Idaho – On Premise 1<sup>st</sup> Year Promotions Budgeted \$ Amount: \_\_\_\_\_

Product Tasting Notes: \_\_\_\_\_

Product Sales Forecast in 9L cases: Idaho: \_\_\_\_\_ National: \_\_\_\_\_

Optimal Shelf Placement: \_\_\_\_\_

Why should ISLD add this product & what competitor do you benchmark against? \_\_\_\_\_

If New Product is approved, which existing product in your portfolio do you recommended for delisting to make room for the New Item? \_\_\_\_\_

Exit Strategy: \_\_\_\_\_

Do you have a signed Bailment/Trade Agreement on file? \_\_\_\_\_

Form Prepared By: \_\_\_\_\_

**IDAHO STATE  
LIQUOR  
DIVISION**