

Application Form

Supplier	
Telephone & Fax Nos.	
Agent	
Telephone & Fax Nos.	

<i>Marketing Program Applied For</i>			
Added Value		Display Program	
Tie-In Program		Special Limited Time Offer	
Chilled Product		Beer Display	
In-Store Tasting			
Monthly Period Applied For (Please specify by months)	Vodka Chilled Program		
	At Cash Stacker		

<i>Please Provide a Brief Description of Promotion</i>

<i>If the Added Value Item Is An Alcoholic Beverage, please complete</i>	
Size (ml)	
Alcohol Content	
Sample on-pac forwarded to PEILCC	Yes <input type="checkbox"/> No <input type="checkbox"/>
Supplier's Merchandising Proposal forwarded to PEILCC	Yes <input type="checkbox"/> No <input type="checkbox"/>

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<i>If a Special Limited Time Offer (Discount) Program, please complete</i>			
Brand		Regular Retail	
Size		L.T.O. Retail	
Note: Invoices will be issued upon program approval.			

Applications may be received two to three (2 - 3) months prior to the proposed promotional month or as a yearly package; Notice of Approvals will be forwarded to supplier/agent no later than six weeks prior to promotional start date.

Notice of approved Merchandising programs will go to the stores four weeks prior to the promotional start date.

Send applications to:

**Mr. Fred MacDonald
Director of Marketing & Sales
P.E.I. Liquor Control Commission
P. O. Box 967
Charlottetown, P.E.I.
C1A 7M4**

**Telephone: 902-368-5715
Fax: 902-368-5735**

Signature of Applicant: _____

Date: _____

Note: The Listing & Marketing Application Forms may be printed and/or submitted online at www.peilcc.ca