

NLC Category Review Schedule

Guidelines

The attached schedules outline the application deadlines for NLC Categories.

The purpose of the schedule is to prioritize and streamline the application process so proper attention is paid to all product classes.

Process:

- The first 2 weeks of each month, NLC will review current listings within the applicable category (eg. Whisky & Scotch will be reviewed Nov.1-15)
- The review will help determine the category potential for new products and delisted products.
- The deadline for applications for the identified product classes will be the 15th of the month.
**Applications MUST include necessary paperwork and samples. If both pieces are not included, the application will NOT be reviewed.*
- The remainder of the month will be used to analyze the prospects and make a final decision.
- Applicants will be notified during the first week of the following month.