



### New Item Authorization Form

<b>Presentation Date:</b>	
<b>Presented By:</b>	
<b>Broker</b>	
<b>Supplier</b>	
<b>9 Digit Vendor Number</b>	

Insert bottle image:

**General Information on Presented Product**

<b>Product:</b>		<b>Status Code Request</b>	
<b>UPC Code (12 digits):</b>		<b>If wholesale only you must provide paperwork</b>	
<b>SCC Code:</b>		<b>If limited time offer, how many cases:</b>	
		<b>Bottle Dimension (inches):</b>	
<b>Size</b>		<b>Height:</b>	
<b>Proof:</b>		<b>Width:</b>	
<b>Category</b>		<b>Depth:</b>	
<b>Casepack:</b>		<b>Case Dimension (inches):</b>	
<b>FOB Case Cost:</b>		<b>Height:</b>	
<b>Suggested Retail Price:</b>		<b>Width:</b>	
<b>TTB Label Approval</b>		<b>Depth:</b>	

**Price Quotation Form must be attached**

Supporting Data for Authorization				
	R12 % of State Dollar Sales	R12 % of State Dollar Sales	LY R12 Dollar Sales	LY R12 Dollar Sales
*Spirit Category Information:				
*Spirit Price Tier Information:				
INNOVATION ITEMS ONLY				
How many states are selling:				
	STATE	R12 Dollar Sales	LY R12 Dollar Sales	R12 Dollar Trends
Product Sales in Listed States				
	STATE	R12 Dollar Sales	LY R12 Dollar Sales	R12 Dollar Trends
Product Sales in Listed States				
	STATE	R12 Dollar Sales	LY R12 Dollar Sales	R12 Dollar Trends
Product Sales in Listed States				
SIZE EXTENSION ONLY				
<i>Sizes that are authorized:</i>		R12 Dollar Sales	LY R12 Dollar Sales	R12 Dollar Trends
375ml				
750ml				
1.0LT				
1.75LT				
TOTAL BRAND				#DIV/0!
FLAVOR EXPANSION				
	BRAND	R12 Dollar Sales	LY R12 Dollar Sales	R12 Dollar Sales
Presented Brand 80proof ONLY				
Presented Brand Total Flavors ONLY				
Competitive Flavor Brand (i.e. Barnd "X" Peach)				

**MARKETING AND NATIONAL SUPPORT**

<b>POS</b>		<b>Additional Information:</b>
<b>RACKS</b>		
<b>CASE CARDS</b>		
<b>NATIONAL PROGRAMS</b>		
<b>TV</b>		
<b>RADIO</b>		
<b>PAPER</b>		
<b>OUT OF HOME (billboards etc.)</b>		
<b>SOCIAL MEDIA</b>		
<b>VAP's Available</b>		
<b>VAP's Available</b>		
<b>SAMPLING / TASTINGS</b>		

**REQUESTED DISTRIBUTION**

<b>Specific Stores:</b>	<b>* PROVIDE A SEPARATE EXCEL FILE WITH SPECIFIC STORES.</b>
LIQ-17-0013	