

## PEILCC Category Review Schedule - Spirits, Beer, Ready-to-Drink (Oct 2020-Aug 2021)

Date	Cider	Ready To Drink	Beer	Summer Seasonals	2021 PEI Spirit Festival	Xmas Packs	Spirits
2-Oct-2020	Call Letter to Agents	Call Letter to Agents					
9-Oct-2020							
16-Oct-2020	Application Submission	Application Submission					
23-Oct-2020	Notification from Category Manager	Notification from Category Manager					
30-Oct-2020							
6-Nov-2020	Samples Due	Samples Due					
13-Nov-2020			Call Letter to Agents	Call Letter to Agents			
20-Nov-2020			Application Submission	Application Submission			
27-Nov-2020			Notification from Category Manager	Notification from Category Manager			
4-Dec-2020	Decision on New Listings	Decision on New Listings					
11-Dec-2020							
18-Dec-2020							
25-Dec-2020			Samples Due	Samples Due			
1-Jan-2021							
8-Jan-2021							
15-Jan-2021			Decision on New Listings	Decision on New Listings			
22-Jan-2021							
29-Jan-2021							
5-Feb-2021					Call Letter to Agents		
12-Feb-2021							
19-Feb-2021					Application Submission	Call Letter to Agents	
26-Feb-2021							
5-Mar-2021					Decision on New Listings	Application Submission	
12-Mar-2021						Notification from Category Manager	
19-Mar-2021							
26-Mar-2021							
2-Apr-2021					Samples Due		
9-Apr-2021							Call Letter to Agents
16-Apr-2021							Application Submission
23-Apr-2021							
30-Apr-2021						Notification from Category Manager	
7-May-2021					Decision on New Listings		
14-May-2021							
21-May-2021							Samples Due
28-May-2021							
4-Jun-2021							
11-Jun-2021							
18-Jun-2021							
25-Jun-2021							
2-Jul-2021							
9-Jul-2021							
16-Jul-2021							
23-Jul-2021							
30-Jul-2021							