



To: Industry Partners

From: Merchandising

Date: November 12, 2025

Re: 90 PT Program – February, March, April 2026

Dear Industry Partners,

We are accepting submissions for the **February, March & April 90 Point Wine Display Program** between November 12th & November 28th, 2025.

Please note that this is a discretionary Managers Choice Program in up to 31 stores.

Submissions must include the following criteria in bullet point form:

- SKU #, Product Name, Current Vintage in Stores/Expected Vintage for Program Month, Current Wholesale/Retail Price and any upcoming price changes noted.
- 90+ points by a respected journalist. Please include the rating, the date it was rated and tasting note (shortened to a maximum of 70 characters)
- Must be currently listed at BC LIQUOR (it may also be a new approved listing that is in transit but must be an approved listing) Please clearly indicate the arrival date and estimated retail price.
- 150 cases available for stores to pull one month before the program of the vintage with the accolade. Listings cannot switch vintages during this program. Please note that this is an estimated forecast and could vary.
- Has not participated in 90+ program in the last 6 months.
- Must be priced below \$30 retail.
- Must be an accolade from the following approved list:
 - Burghound
 - Decanter

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- Farr Vinters
- Gismondi On Wine
- Inside Burgundy
- James Suckling
- Jeb Dunnuck
- La Tulipe Rouge
- Tim Atkin
- Vinous
- Wine Advocate
- Wine Enthusiast
- Wine Spectator
- Wine Orbit
- John Schreiner (BC only)
- James Halliday (Australia only)
- The Wine Independent
- Wine Diva (BC only)
- International Wine & Spirits Competition

Please send your submissions by e-mail. Maximum 3 submissions per agent per month.

All submissions can be sent in the body of the email to Lesley Brown at 90pointprogram@bcliquorstores.com.

No attachments please.

You will be contacted for approvals only.

Merchandising Team
BC Liquor Distribution Branch
3383 Gilmore Way, Burnaby, BC V5G 4S1

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