

VINTAGES

FINE WINE & PREMIUM SPIRITS

July 24, 2014

To: All Trade Councils

RE: VINTAGES Spring/Summer 2015 Product Call

Dear Trade Partners,

We are pleased to provide you with the Spring/Summer 2015 Product Needs Schedule outlining opportunities for purchases and detailing product specifications and deadlines. VINTAGES will be accepting submissions starting August 20, 2014.

All submissions must be made through NISS. For new users of NISS, *doingbusinesswithlcbo.com* offers detailed instructions. For your convenience and as a reminder, an overview of the VINTAGES Purchasing Process is attached.

Please remember that the LCBO's Green Initiative is an ongoing corporate priority. Agents and suppliers should note that special consideration will be given to products that are packaged in lightweight glass and/or follow sustainable, biodynamic or organic agricultural practices that meet CFIA standards.

On behalf of the VINTAGES team, I thank you for your support. We look forward to working with you and your suppliers to grow our business and continue to offer our customers an outstanding selection of premium product.

My best to all of you,



Kathy Cannon
Director, VINTAGES, LCBO

cc: Nancy Cardinal, Shari Mogk-Edwards



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PURCHASING PROCESS

Types of Submissions:

Product Calls

Product Calls are open to all products fitting the criteria outlined in the VINTAGES Product Needs Schedule. A pre-submission must be entered through NISS by the posted deadline. Agents should refrain from resubmitting the same or next vintage of a wine that has already been scheduled for an upcoming release, excluding iconic wines and collaborative items.

VINTAGES Direct

This refers to applications, outside of the Product Calls, for which a sample is not required for tasting and/or laboratory analysis. Approval from the appropriate buyer is required before submitting an application.

VINTAGES Ad Hoc

This refers to applications, outside of the Product Calls, for which a sample is required for tasting and/or laboratory analysis. Approval from the appropriate buyer is required before submitting an application.

Combined Spirit Calls for LCBO & Vintages

To alleviate duplication, LCBO and VINTAGES spirit calls will be evaluated at the same time by both business units. This will affect all Whisky Shop calls and both seasonal spirit calls. Agents should submit their products into their preferred call (either LCBO or VINTAGES), but we reserve the right to purchase the product for the portfolio we feel is most appropriate.

Flagship Store Exclusives

One of our business goals is to generate added excitement in VINTAGES' top stores, where our most engaged customers are shopping. Flagship Store Exclusives (FSE) are distributed to 10 stores (10, 38, 149, 164, 217, 346, 355, 452, 486 and 528) and are aimed at enhancing the product selection in these key stores. All FSE products appear in the catalogue with bottle shots, notes and third-party scores.

The products chosen for this program will be varietals and/or premium regions that have historically performed well in these 10 stores. We look forward to your continued support in driving sales of this program.



VINTAGES

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PURCHASING PROCESS, CONT'D:

Accepted Applications

Each application must be accompanied by a complete quote on supplier letterhead. Be sure to include any applicable third-party reviews and technical information. Fully completed applications are vital to ensuring expedient purchases. Estimated retail price must be stated in Canadian dollars.

If labels are submitted with the sample, we recommend placing them in a small zip-lock bag. Please include technical information and third-party reviews for our researchers to reference.

If you have any questions regarding accepted applications, please call VINTAGES at 416-365-5863.

Dropping off Samples

We will accept delivery of samples Monday to Thursday, 8:30 am to 4:00 pm, during the week of the sample deadline. Please note: LCBO Security will not accept product samples after hours.

Tasting Results

Tasting results are available through NISS only. Due to the potential volume of telephone inquiries, VINTAGES cannot accept calls regarding tasting results.

Notice to Purchase

VINTAGES issues a Notice to Purchase via NISS for all products we intend to purchase; that is, when a decision to purchase has been made, a Notice to Purchase will be issued. This is the only precursor to the issuing of the purchase order. Offers under consideration should not be interpreted as intent to purchase.

Agents are requested to acknowledge the Notice to Purchase and must agree to honour and adhere to all clauses therein, on behalf of their suppliers. Suppliers are required to agree to all terms and conditions specified in the purchase order. We are not able to issue a purchase order until suppliers have registered for Web P.O. More information on Web P.O. can be found at doingbusinesswithlcbo.com under Web Systems.

Please do not fax or email acknowledgements as we are not able to process these.

Sales and inventory levels are available through LCBO data sources such as the complimentary Narrowcast service or by purchasing additional information through the Sale of Data (SOD) program. More information on SOD is available at doingbusinesswithlcbo.com under Web Systems.



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PURCHASING PROCESS, CONT'D:

REVISED Sales Performance Targets

The sales target for products purchased for VINTAGES retail releases is (minimum) 75% sell-through **after eight weeks in stores**. Achieving these targets and increasing sku productivity ensures a continuous flow of new and exciting products. It also allows us to allocate a larger portion of the most current release out to stores.

For products with a rebate agreement that fail to achieve 75% sell-through after **eight weeks**, a 20% rebate term will be applied to all remaining inventory. The product will then be marked down to clear.



VINTAGES Product Needs Spring – Summer 2015

Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
1766	Northeast Italy – Veneto, Trentino and Friuli	Focus on Ripasso, Amarone and Northern Italian whites (no sparkling)	Reds and whites, primarily traditional varietals	\$14–\$60, Ripasso \$16–\$25, up to \$60 for Amarone, other whites and reds \$14–\$25	European Wines	August 20, 2014	August 27, 2014	October 9, 2014	October 15, 2014
1767	Classics Collection / VSO / Flagship Store Exclusives	New World Wines, all areas	Reds & whites, all varietals. High scores or well-established iconic brands, great values in all price bands.	\$35+	New World Wines	August 20, 2014	August 27, 2014	October 9, 2014	October 15, 2014
1768	Rosé – European	All European countries – focus on classic French rosé origins or compelling offers from elsewhere: taste 2013, buy 2014	Regional varieties	\$13–\$25 (upper end for Tavel and Bandol only)	European Wines	August 27, 2014	September 3, 2014	October 16, 2014	October 20, 2014
1769	Rosé – New World	All New World countries including Ontario. For Northern Hemisphere: taste 2013, purchase 2014; for Southern Hemisphere: taste 2014, purchase 2014	All varieties and regions	\$13–\$20	New World Wines	August 27, 2014	September 3, 2014	October 16, 2014	October 20, 2014
1770	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands. Not looking for Bordeaux vintages younger than 2006.	\$35+	European Wines	August 27, 2014	September 3, 2014	October 16, 2014	October 20, 2014
1771	California red	All varietals and regions with preference for regionally specific wines, particularly Napa and Sonoma with a focus on \$20–\$50	All varietals with a focus on Cabernet Sauvignon and Zinfandel. Pinot Noir and red blends are also of interest. Prices for Cabernet and Pinot Noir should be \$20+, \$17+ for other varieties.	\$17–\$150	New World Wines	September 3, 2014	September 10, 2014	October 23, 2014	October 27, 2014
1772	Kosher	All countries. Preference given to products certified Kosher for Passover. Wines \$8–\$25 Spirits \$20–\$50	Wines: All varieties and countries. Spirits: especially brandy and liqueurs.	\$8–\$25 wines; \$20–\$50 spirits	European Wines	September 3, 2014	September 10, 2014	October 23, 2014	October 27, 2014
1773	Piedmont and the rest of Italy (excluding Tuscany and Northeast Italy)	Piedmont, South and central Italy with a focus on Barolo and Puglia	Red & white, all varietals, primarily native grapes.	\$14–\$60, Barolo and Barbaresco under \$60, South of Italy \$14–\$25	European Wines	September 10, 2014	September 17, 2014	October 30, 2014	November 3, 2014
1774	Classics Collection / VSO / Flagship Store Exclusives	New World Wines, all areas	Red & white, all varietals. High scores or well-established iconic brands, great values in all price bands.	\$35+	New World Wines	September 10, 2014	September 17, 2014	October 30, 2014	November 3, 2014
1775	Premium Spirits (excluding Whisky)	Primarily non-cream liqueurs, eau-de-vie and grappa; new and trendsetting spirits for Distilled Treasures program	Innovative non-cream liqueurs, eau-de-vie and trendsetting spirits	\$40–\$125	New World Wines	September 17, 2014	September 24, 2014	November 6, 2014	November 10, 2014
1776	Specialty Portfolio	Primarily spirits that have niche demand with ethnic communities in Ontario with a focus on prices \$22–\$40; submissions must have a clear target market	Traditional products from countries not widely represented in the LCBO, particularly Eastern and Southern Europe as well as Asia (excluding sake and rice wines)	All price bands	New World Wines	September 17, 2014	September 24, 2014	November 6, 2014	November 10, 2014
1777	Whites from the Rhône (North and South), Southern France and Southwestern France	Whites from entire Rhône region plus Southern and Southwestern France	Traditional varieties from respective areas	\$14–\$20, up to \$50 for Condrieu	European Wines	September 17, 2014	September 24, 2014	November 6, 2014	November 10, 2014

VINTAGES Product Needs Spring – Summer 2015

Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
1778	Tuscany	Primarily reds from traditional/classic appellations, as well as up-and-comers, e.g. Maremma and Bolgheri and some better known IGTs	Traditional varieties and blends from all areas	\$14 and above for all, except Chianti and Vino Nobile \$15–\$22; Chianti and VN Riserva <\$35; Brunello and Gran Selezione up to \$60	European Wines	September 24, 2014	October 1, 2014	November 13, 2014	November 17, 2014
1779	New World Sparkling Wine	All new world wine regions (except Ontario) with a preference for Traditional Method	Looking for all varieties, though focus is traditional varieties	\$15–\$50	New World Wines	September 24, 2014	October 1, 2014	November 13, 2014	November 17, 2014
1780	Ontario VQA - Wines to Watch Limited Availability	Minimum availability: 300 cases. Initial order will be 150 cases and additional stock will be flowed in throughout the Turn as needed. Shipping cartons must be compliant with the new standards of Durham warehouse.	All varieties/blends/styles considered for two seasonal collections: P4-P7 – emphasis on trend setting styles, popular favorites, wines for BBQ season and summer entertaining. P8-P11 - emphasis on reds, winter styles, holiday entertaining wines	\$13.95 - \$19.95	New World Wines	October 1, 2014	October 8, 2014	November 20, 2014	November 24, 2014
1781	Other European, Middle East, Africa Asia white Wines	Whites from Greece, Hungary, Romania, Lebanon, Croatia, Bulgaria, Georgia and other unusual sources	Indigenous and traditional varieties/blends from outside of the major established sources	\$13–\$25, up to \$50 for Hungarian Tokaji	European Wines	October 1, 2014	October 8, 2014	November 20, 2014	November 24, 2014
1782	Reds only from Southern and Northern Rhône, South and South Western France	Reds only, recognized appellations from all areas in Southern Rhône, Southern and Southwestern France (2009, 2010, 2011 and 2012 vintages for Rhône)	Rhône and the South: traditional blends, or indigenous single varieties of the areas. Exceptional wines of other blends/varieties. Key appellations from South West – Madiran, Cahors, et al.	Primarily \$14–\$22. Vacqueyras–Gigondas <\$30, Northern Rhône and CdP up to \$50; \$14–\$22 for SW wines.	European Wines	October 8, 2014	October 15, 2014	November 27, 2014	December 1, 2014
1783	Whisky	Premium Scotch with a focus on high scores and well-known distilleries; age statement on the label preferred. Whisky from other areas.	Primarily Single Malts	\$80+	New World Wines	October 8, 2014	October 15, 2014	November 27, 2014	December 1, 2014
1784	California white	All varieties and regions with a preference for regionally specific wines, particularly Napa and Sonoma with focus on \$20–\$50	All varieties and styles, with a focus on Chardonnay. Viognier, Sauvignon Blanc and blends are also of interest. Consideration will be given to other varieties as well.	\$17–\$75	New World Wines	November 5, 2014	November 12, 2014	January 8, 2015	January 12, 2015
1785	European Fortified Wines	Port and Sherry mostly, other fortified wines from elsewhere (eg. Madeira, VDNs, Moscatel, etc.); does not include non-fortified sweet wines	Traditional varieties to each style and region.	\$15–\$25 entry level Fortified, up to \$55 for Vintage Port	European Wines	November 5, 2014	November 12, 2014	January 8, 2015	January 12, 2015
1786	Spain	Reds from classic regions and other areas (Toro, Bierzo, La Mancha etc.); whites from Rias Baixas, Rueda, Rioja and other regions	All styles for Spain both classic and non-traditional.	\$14–\$29; up to \$35 for Gran Reserva	European Wines	November 12, 2014	November 19, 2014	January 15, 2015	January 19, 2015
1787	Sake and Rice Wine	Focus on Japanese product, good price/quality ratio for various grades	Sake and rice wine	\$12–\$20; up to \$60 for Daiginjo	New World Wines	November 12, 2014	November 19, 2014	January 15, 2015	January 19, 2015
1788	South Africa	Modern-styled wines with a focus on price points, primarily \$13–\$25 for reds and \$13–\$20 for whites.	All varieties and styles, with a focus on Sauvignon Blanc, Chardonnay, Chenin Blanc, white blends, Cabernet, Pinotage, Syrah and red blends.	\$13–\$40	New World Wines	November 19, 2014	November 26, 2014	January 22, 2015	January 26, 2015
1789	Other – fruit-based wines	Iced ciders and fruit wines with focus on such products originating from Canada (except Ontario); primary priced \$15–\$20	All fruit- and other wine-based products not made from grapes	\$15+	New World Wines	November 19, 2014	November 26, 2014	January 22, 2015	January 26, 2015

VINTAGES Product Needs Spring – Summer 2015

Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
1790	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Red & white, all varietals. High scores or well-established brands, great values in all price bands. Not looking for Bordeaux vintages younger than 2006.	\$35+	European Wines	November 19, 2014	November 26, 2014	January 22, 2015	January 26, 2015
1791	Champagne and European Sparkling	Champagne (all styles, including vintage), Crémant and key sparkling styles (Prosecco, Cava, etc.)	Traditional or traditional-for-the-area varieties	\$15–\$20 for Cava, \$16–\$25 for Crémant, up to \$75 for NV, up to \$125 for Vintage Champagne	European Wines	November 26, 2014	December 3, 2014	January 29, 2015	February 2, 2015
1792	High-scoring/High-volume New World Wines	Reds and whites, 800cs+ of 12s, all NW areas, high accolades: 90+ WA/WS	Varietal and blends from recognized regions	\$17–\$25	New World Wines	November 26, 2014	December 3, 2014	January 29, 2015	February 2, 2015
1793	Oregon	All varietals with particular interest in new suppliers to the Ontario market. Price points mainly \$17–\$30 for reds and \$17–\$25 for whites.	Primarily Pinot Noir with some interest in Pinot Gris and Chardonnay	\$17–\$60 for reds and \$17–\$30 for whites	New World Wines	December 3, 2014	December 10, 2014	February 5, 2015	February 9, 2015
1794	Washington	All varietals with interest in new suppliers to the Ontario market. Primarily price points of \$17–\$25 for reds and \$15– \$20 for whites. Largest opportunity is for Cabernet Sauvignon under \$25.	All varietals, especially Cabernet Sauvignon	\$17–\$40 for reds and \$17–\$30 for whites	New World Wines	December 3, 2014	December 10, 2014	February 5, 2015	February 9, 2015
1795	High-scoring/High-volume European Wines	Reds only, 1000cs+ of 12s, key areas of Italy and France. Min. accolades: 3 glasses GR, 4+ star Decanter, 90+ WA/WS, etc.	Major, well-recognized regions' wines and varietals/blends from both countries	\$17–\$25	European Wines	December 3, 2014	December 10, 2014	February 5, 2015	February 9, 2015
1796	Portugal/Germany/Austria/Switzerland	Portugal: red & white wines, all regions. Germany: primarily whites but some reds, with interest in new suppliers to Ontario market. Austria & Switzerland: primarily whites, some reds.	Portugal: focus on traditional indigenous grapes, all regions. Germany: modern and traditional styles; Riesling + Pinot family and other traditional varieties. Austria: primarily Gruner Veltliner. Switzerland: primarily Chasselas.	\$13–\$30 Portugal; \$14–\$30 Germany; \$13–\$30 Austria & Switzerland	European Wines	December 10, 2014	December 17, 2014	February 12, 2015	February 18, 2015
1797	British Columbia white	Proven performers and suppliers new to Vintages. Focus on \$15–\$25. Preference for products priced competitively with domestic market (BC).	All varietals	\$15–\$50	New World Wines	December 10, 2014	December 17, 2014	February 12, 2015	February 18, 2015
1798	Chile and South America (excluding Argentina)	All varietals and regions with a focus on price points between \$13–\$25. Looking for site-specific wines and new suppliers to the Ontario market.	All varietals and styles with a focus on Cabernet, Carmenère, Syrah, Pinot Noir, Chardonnay and Sauvignon Blanc	Reds, \$13–\$50; whites, \$13–\$40	New World Wines	January 7, 2015	January 14, 2015	February 19, 2015	February 23, 2015
1799	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Red & white, all varietals. High scores or well-established brands, great values in all price bands. Not looking for Bordeaux vintages younger than 2006.	\$35+	European Wines	January 7, 2015	January 14, 2015	February 19, 2015	February 23, 2015
1800	Bordeaux	Primarily reds. All areas, with focus on satellites/Côtes, great values from Medoc and Right Bank, some communal interest – Pauillac, St-Julien, etc. Preference for older good years, 2009 and 2010 (no 2007 or 2002), and no Futures offers.	Great value whites and reds at \$15–\$25; district appellations, e.g. Médoc, St-Émilion, etc. under \$35; communal/Cru Classé under \$50.	\$15–\$50	European Wines	January 14, 2015	January 21, 2015	February 26, 2015	March 2, 2015

VINTAGES Product Needs Spring – Summer 2015

Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
1801	British Columbia red	Proven performers and suppliers new to Vintages. Price points between \$17–\$30. Preference given to products priced competitively with domestic market (BC).	All varietals	\$17–\$60	New World Wines	January 14, 2015	January 21, 2015	February 26, 2015	March 2, 2015
1802	Ontario Wines	Reds, whites, sparkling wines and Icewines that over-deliver from all regions. Primarily priced \$15-\$30. Icewines priced \$20-30 for mixers or \$30-60 for sippers. Always include past LCBO number, past sales results and 3rd party reviews if available	All reds with a focus on Pinot Noir, Cabernet Franc, Cabernet Sauvignon and Merlot. All whites with a focus on Riesling and Chardonnay. Icewine, all varietals	\$15-\$30, Up to \$60 for Icewine	New World Wines	January 21, 2015	January 28, 2015	March 5, 2015	March 9, 2015
1803	Other European, Middle Eastern, African, Asian red Wines	Reds from Greece, Hungary, Romania, Lebanon, Croatia, Bulgaria, Georgia and other unusual sources. Primarily interested in wines priced \$13–\$19.	Indigenous and traditional varieties/blends from outside of the major established sources	\$13–\$30	European Wines	January 21, 2015	January 28, 2015	March 5, 2015	March 9, 2015
1804	Burgundy and Beaujolais	Focus on Côte d'Or red and white villages and Crus, then Mâcon, Chalon and regional generics; Bourgogne and Côte de ... wines; Beaujolais, primarily Crus.	Burgundy: Bourgogne white and red, Mâcon and Chablis, \$15–\$25; Chalonais, Pouilly, Chablis 1er Cru and Côte de..., \$19–\$35; Villages and 1er Cru Côte d'Or, \$30–\$60; Beaujolais Cru, \$17–\$25.	\$15–\$60	European Wines	January 28, 2015	February 4, 2015	March 12, 2015	March 16, 2015
1805	Classics Collection / VSO / Flagship Store Exclusives	New World Wines, all areas	Red & white, all varietals. High scores or well-established iconic brands, great values in all price bands.	\$35+	New World Wines	January 28, 2015	February 4, 2015	March 12, 2015	March 16, 2015
1806	New Zealand	Primarily region-specific wines. Price range \$17–\$60 with a focus on \$20–\$25 for whites and \$20–\$30 for reds.	All varietals, styles and blends with a focus on Sauvignon Blanc and Pinot Noir with interest in Bordeaux varietals, Chardonnay and Pinot Gris.	\$17–\$60	New World Wines	February 4, 2015	February 11, 2015	March 26, 2015	March 30, 2015
1807	Classics Collection / VSO / Flagship Store Exclusives Exclusives	European Wines, all areas	Red & white, all varietals. High scores or well-established brands, great values in all price bands. Not looking for Bordeaux vintages younger than 2006.	\$35+	European Wines	February 4, 2015	February 11, 2015	March 26, 2015	March 30, 2015
1808	Loire / Alsace	Loire: key appellations/varieties, current vintage for Sauvignon Blanc-based wines. Alsace: key appellations/varieties.	Main appellations/varieties from both regions	\$14–\$25; Pouilly-Fumé and Sancerre up to \$30	European Wines	February 11, 2015	February 18, 2015	April 2, 2015	April 8, 2015
1809	Classics Collection / VSO / Flagship Store Exclusives	New World Wines, all areas	Red & white, all varietals. High scores or well-established iconic brands, great values in all price bands.	\$35+	New World Wines	February 11, 2015	February 18, 2015	April 2, 2015	April 8, 2015
1810	Australia	All varietals and regions with a preference for regionally specific wines. Price points mainly \$15–\$20 for whites and \$17–\$30 for reds.	All varietals and styles with a focus on Shiraz, Cabernet, Pinot Noir, Grenache, and Chardonnay.	\$15–\$50	New World Wines	February 18, 2015	February 25, 2015	April 9, 2014	April 13, 2014

VINTAGES Product Needs Spring – Summer 2015

Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
1811	Argentina	All varietals and regions with a focus on price points between \$13-\$25 and suppliers new to the Ontario market.	All varietals and styles with a focus on Malbec, Cabernet, Bonarda, Chardonnay and Torrontés	Reds, \$13-\$60; whites, \$13-\$40	New World Wines	February 25, 2014	March 4, 2014	April 16, 2015	April 20, 2015
1812	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Red & white, all varietals. High scores or well-established brands, great values in all price bands. Not looking for Bordeaux vintages younger than 2006.	\$35+	European Wines	February 25, 2014	March 4, 2014	April 16, 2015	April 20, 2015

- All samples and submissions must be received by the stated deadlines above.
 - Please note that the needs calendar may change without prior notice.
- Please note that there is an ongoing demand for wines made from organically grown grapes and/or using biodynamic and sustainable agriculture practices.
 - When applying to the specific calls please ensure you highlight submissions that are organic and/or Kosher.
- It is critical that submissions are completed in their entirety. Include grape varietals and the LCBO number if the product or previous vintage was listed. Incomplete submissions will be declined.