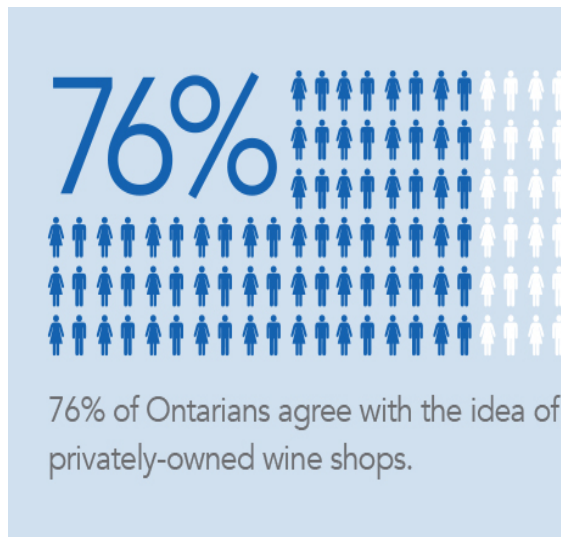


PAIRS PERFECTLY

Fact Sheet

Pairs Perfectly is a new online initiative from the Wine Council of Ontario aimed at increasing the public profile and awareness for private wine shops. Private wine shops would be dedicated solely to the sale of quality wine. Our model is complimentary to the LCBO. The LCBO would operate side by side with private wine shops. Licenses for these shops would be awarded much like restaurants are currently, with strict controls, fines and inspections to avoid sale to minors. The private wine shops would buy their wine wholesale from the LCBO. Private wine shops would be located anywhere enterprising Ontarians decide the market is underserved. It's time to bring private wine shops to Ontario.

Private Wine Shops pair perfectly with your neighbourhood



- Private wine shops will give adult consumers new choice and increased convenience.
- In cottage country, rural communities and metropolitan neighbourhoods your local wine shop could offer you a wide range of quality wine choices to bring home for dinner.
- Ontarians are looking for more convenience. It's time to move forward from the status quo.

Media: "The number of beer and wine outlets in Ontario has shrunk to one outlet for every 10,500 residents. Every Canadian province except for Nova Scotia has more. The U.S., Great Britain and Australia...three times as many." – *London Free Press*

PAIRS PERFECTLY

Private Wine Shops pair perfectly with the LCBO



- Private wine shops will only enhance the experience of consumers in Ontario
- The LCBO will still generate revenue through wholesaling wine to private wine shops
- 63% of Ontarians agree that private wine shops complement the LCBO
- Less taxpayer investment will go towards new LCBO buildings

Media: “We’ve been left with a liquor distribution system that was a response to the end of prohibition (86 years ago)” – *Windsor Star*

Private Wine Shops pair perfectly with Ontario



- Private wine shops are a jobs and growth gift to Ontario
- Currently 90% of VQA wines go unstocked at the LCBO. Private wine shops will help small and medium-sized business
- An independent study predicts a 3 billion dollar tax revenue increase over 10 years

Media: “Ontario could see a windfall of more than \$1 billion if it adopted British Columbia’s mix of private and publicly operated liquor and specialty stores,” – *The Toronto Star*

PAIRS PERFECTLY

Private Wine Shops pair perfectly with Social Responsibility



- The convenience option will not offer quality wines from Ontario or around the world
- Private wine shops already operate responsibly in other provinces. We can be next!
- Unlike convenience stores, private wine shops wouldn't see underage people unless accompanied by a parent

Media: "The government argument that we can't trust private retailers to sell alcohol responsibly is insulting and doesn't stand up to scrutiny." –*Simcoe Reformer*

Simply put, private wine shops pair perfectly with YOU!

Join the cause by visiting www.pairsperfectly.com

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