

Carolyn O'Grady-Gold Director, Wines carolyn.ogrady@lcbo.com

July 25, 2014

To: All Trade Councils

Re: 2014/15 Sales Targets for LCBO Wines

Dear Trade Partners,

With the goal in mind of continuing to meet the LCBO's sales objectives and strategic initiatives, we have prepared the 2014/15sales targets for LCBO Wines' European and New World portfolios and share them with you today.

As in previous years, sales targets are based on Rolling 13 Periods of net sales dollars.

To ensure your product remains in good standing at the LCBO, we continue to require that your product(s) meet or exceed this target.

NEW THIS YEAR: Price band-specific tiers

Similar to LCBO Spirits sales target structure, LCBO European Wine and New World Wine portfolios now have price band-specific sales targets, to account for the difference in sales potential. Price bands consist of Standard, Premium and Deluxe segments that are specific to the country of origin and varietal or style of the wine.

Included here are the new sales targets by product grouping.

We look forward to working with you in 2014/15 to offer our customers a world-class assortment that delivers great sales results. If you have any questions regarding the new targets, please contact the applicable Category Manager.

Thank you for your continued support.

Sincerely,

Carolyn O'Grady-Gold

Cogrady gold

cc: Shari Mogk-Edwards

LCBO NEW WORLD WINES 2014/15 SALES TARGETS			
Set/Subset	Price Band	Range	Sales Target Fiscal 2014/15
	Standard	=\$11.95</th <th>\$845,000</th>	\$845,000
AUSTRALIA RED - SYRAH/SHIRAZ	Premium	\$12-<\$16.95	\$525,000
	Deluxe	\$17+	\$245,000
	Standard	=\$11.95</td <td>\$845,000</td>	\$845,000
AUSTRALIA RED - CABERNET SAUVIGNON	Premium	\$12-<\$16.95	\$525,000
	Deluxe	\$17+	\$245,000
	Standard	=\$11.95</td <td>\$845,000</td>	\$845,000
AUSTRALIA RED - SHIRAZ/CABERNET	Premium	\$12-<\$16.95	\$525,000
	Deluxe	\$17+	\$245,000
	Standard	=\$11.95</td <td>\$845,000</td>	\$845,000
AUSTRALIA RED - MERLOT	Premium	\$12-<\$16.95	\$525,000
	Deluxe	\$17+	\$245,000
	Standard	=\$11.95</td <td>\$845,000</td>	\$845,000
AUSTRALIA RED - BLEND	Premium	\$12-<\$16.95	\$525,000
	Deluxe	\$17+	\$245,000
	Standard	=\$11.95</td <td>\$500,000</td>	\$500,000
AUSTRALIA RED - PINOT NOIR	Premium	\$12-<\$16.95	\$300,000
	Deluxe	\$17+	\$200,000
	Standard	=\$11.95</td <td>\$845,000</td>	\$845,000
AUSTRALIA RED - CABERNET/MERLOT	Premium	\$12-<\$16.95	\$525,000
	Deluxe	\$17+	\$245,000
	Standard	=\$10.95</td <td>\$675,000</td>	\$675,000
AUSTRALIA WHITE - CHARDONNAY	Premium	\$11-\$14.95	\$445,000
	Deluxe	\$15+	\$200,000
	Standard	=\$10.95</td <td>\$675,000</td>	\$675,000
AUSTRALIA WHITE - PINOT GRIGIO	Premium	\$11-\$14.95	\$425,000
	Deluxe	\$15+	\$200,000
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	Standard	=\$10.95</td <td>\$400,000</td>	\$400,000
AUSTRALIA WHITE - BLEND	Premium	\$11-\$14.95	\$295,000
	Deluxe	\$15+	\$200,000
		7 = 3 :	7=25,000
	Standard	=\$10.95</td <td>\$750,000</td>	\$750,000
AUSTRALIA WHITE - SAUVIGNON BLANC	Premium	\$11-\$14.95	\$445,000
	Deluxe	\$15+	\$200,000
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LCBO NEW WORLD WINES 2014/15 SALES TARGETS				
	Standard	=\$10.95</th <th>\$275,000</th>	\$275,000	
AUSTRALIA WHITE - RIESLING	Premium	\$11-\$14.95	\$195,000	
	Deluxe	\$15+	\$150,000	
	Standard	=\$10.95</th <th>\$675,000</th>	\$675,000	
AUSTRALIA WHITE - MOSCATO	Premium	\$11-\$14.95	\$445,000	
	Deluxe	\$15+	\$200,000	
	Beraxe	Q13	+ 200,000	
	Standard	=\$9.95</th <th>\$845,000</th>	\$845,000	
ARGENTINA RED - BLEND	Premium	\$10-\$13.95	\$495,000	
	Deluxe	\$14+	\$295,000	
		7 - 1	+===,===	
	Standard	=\$9.95</th <th>\$845,000</th>	\$845,000	
ARGENTINA RED - MALBEC	Premium	\$10-\$13.95	\$425,000	
	Deluxe	\$14+	\$295,000	
	Standard	=\$9.95</th <th>\$375,000</th>	\$375,000	
ARGENTINA RED - CABERNET	Premium	\$10-\$13.95	\$300,000	
SAUVIGNON	Deluxe	\$14+	\$225,000	
			· · ·	
	Standard	=\$9.95</td <td>\$400,000</td>	\$400,000	
ARGENTINA RED - SYRAH/SHIRAZ	Premium	\$10-\$13.95	\$300,000	
	Deluxe	\$14+	\$225,000	
		/ 40 0-		
	Standard	=\$9.95</td <td>\$400,000</td>	\$400,000	
ARGENTINA RED - MERLOT	Standard Premium	=\$9.95<br \$10-\$13.95	\$400,000 \$300,000	
ARGENTINA RED - MERLOT		1		
ARGENTINA RED - MERLOT	Premium	\$10-\$13.95	\$300,000	
ARGENTINA RED - MERLOT	Premium	\$10-\$13.95	\$300,000	
ARGENTINA RED - MERLOT ARGENTINA RED - OTHER VARIETALS	Premium Deluxe	\$10-\$13.95 \$14+	\$300,000 \$225,000	
	Premium Deluxe Standard	\$10-\$13.95 \$14+ =\$9.95</th <th>\$300,000 \$225,000 \$400,000</th>	\$300,000 \$225,000 \$400,000	
	Premium Deluxe Standard Premium Deluxe	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000	
	Premium Deluxe Standard Premium	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+ =\$9.95</td <td>\$300,000 \$225,000 \$400,000 \$300,000 \$225,000</td>	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000	
	Premium Deluxe Standard Premium Deluxe	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$375,000	
ARGENTINA RED - OTHER VARIETALS	Premium Deluxe Standard Premium Deluxe Standard	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+ =\$9.95</th <th>\$300,000 \$225,000 \$400,000 \$300,000 \$225,000</th>	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000	
ARGENTINA RED - OTHER VARIETALS	Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+ =\$9.95<br \$10-\$12.95 \$13+	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$375,000 \$275,000	
ARGENTINA RED - OTHER VARIETALS	Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe Standard Standard Standard	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+ =\$9.95<br \$10-\$12.95 \$13+ =\$9.95</td <td>\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$275,000 \$700,000</td>	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$275,000 \$700,000	
ARGENTINA RED - OTHER VARIETALS	Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+ =\$9.95<br \$10-\$12.95 \$13+ =\$9.95<br \$10-\$12.95	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$275,000 \$700,000 \$350,000	
ARGENTINA RED - OTHER VARIETALS ARGENTINA WHITE - BLEND	Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe Standard Standard Standard	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+ =\$9.95<br \$10-\$12.95 \$13+ =\$9.95</td <td>\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$275,000 \$700,000</td>	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$275,000 \$700,000	
ARGENTINA RED - OTHER VARIETALS ARGENTINA WHITE - BLEND	Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+ =\$9.95<br \$10-\$12.95 \$13+ =\$9.95<br \$10-\$12.95 \$13+	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$375,000 \$275,000 \$700,000 \$350,000 \$250,000	
ARGENTINA RED - OTHER VARIETALS ARGENTINA WHITE - BLEND ARGENTINA WHITE - PINOT GRIGIO	Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+ =\$9.95<br \$10-\$12.95 \$13+ =\$9.95<br \$10-\$12.95 \$13+ =\$9.95</td <td>\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$275,000 \$700,000 \$350,000 \$250,000</td>	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$275,000 \$700,000 \$350,000 \$250,000	
ARGENTINA RED - OTHER VARIETALS ARGENTINA WHITE - BLEND	Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+ =\$9.95<br \$10-\$12.95 \$13+ =\$9.95<br \$10-\$12.95 \$13+	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$375,000 \$275,000 \$700,000 \$350,000 \$250,000	
ARGENTINA RED - OTHER VARIETALS ARGENTINA WHITE - BLEND ARGENTINA WHITE - PINOT GRIGIO	Premium Deluxe Standard Standard Standard	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+ =\$9.95<br \$10-\$12.95 \$13+ =\$9.95<br \$10-\$12.95 \$13+ =\$9.95</th <th>\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$275,000 \$700,000 \$350,000 \$250,000</th>	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$275,000 \$700,000 \$350,000 \$250,000	
ARGENTINA RED - OTHER VARIETALS ARGENTINA WHITE - BLEND ARGENTINA WHITE - PINOT GRIGIO	Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe Standard Premium Premium Premium Premium Premium Premium Premium Premium	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+ =\$9.95<br \$10-\$12.95 \$13+ =\$9.95<br \$13+ =\$9.95<br \$10-\$12.95 \$13+	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$275,000 \$700,000 \$350,000 \$250,000 \$400,000 \$275,000	
ARGENTINA RED - OTHER VARIETALS ARGENTINA WHITE - BLEND ARGENTINA WHITE - PINOT GRIGIO	Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe Standard Premium Deluxe Standard Premium Premium Premium Premium Premium Premium Premium Premium	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+ =\$9.95<br \$10-\$12.95 \$13+ =\$9.95<br \$13+ =\$9.95<br \$10-\$12.95 \$13+	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$275,000 \$700,000 \$350,000 \$250,000 \$400,000 \$275,000	
ARGENTINA RED - OTHER VARIETALS ARGENTINA WHITE - BLEND ARGENTINA WHITE - PINOT GRIGIO	Premium Deluxe Standard Premium Deluxe	\$10-\$13.95 \$14+ =\$9.95<br \$10-\$13.95 \$14+ =\$9.95<br \$10-\$12.95 \$13+ =\$9.95<br \$10-\$12.95 \$13+ =\$9.95<br \$10-\$12.95 \$13+	\$300,000 \$225,000 \$400,000 \$300,000 \$225,000 \$700,000 \$275,000 \$700,000 \$250,000 \$400,000 \$275,000 \$175,000	

LCBO NEW WORLD W	INES 2014/15 SA	LES TARGETS	
CHILE RED - CABERNET SAUVIGNON	Standard	=\$9.95</th <th>\$475,000</th>	\$475,000
	Premium	\$10-\$14.95	\$365,000
	Deluxe	\$15+	\$275,000
	Standard	=\$9.95</td <td>\$475,000</td>	\$475,000
CHILE RED - CABERNET/MERLOT	Premium	\$10-\$14.95	\$365,000
	Deluxe	\$15+	\$275,000
	Standard	=\$9.95</td <td>\$650,000</td>	\$650,000
CHILE RED - MERLOT	Premium	\$10-\$14.95	\$365,000
	Deluxe	\$15+	\$245,000
	Standard	=\$9.95</td <td>\$675,000</td>	\$675,000
CHILE RED - BLEND	Premium	\$10-\$14.95	\$360,000
	Deluxe	\$15+	\$245,000
	Standard	=\$9.95</td <td>\$450,000</td>	\$450,000
CHILE RED - CARMENÈRE	Premium	\$10-\$14.95	\$350,000
	Deluxe	\$15+	\$225,000
	Standard	=\$9.95</td <td>\$350,000</td>	\$350,000
CHILE RED - SYRAH/SHIRAZ	Premium	\$10-\$14.95	\$275,000
	Deluxe	\$15+	\$200,000
	Standard	=\$9.95</td <td>\$350,000</td>	\$350,000
CHILE RED - OTHER VARIETALS	Premium	\$10-\$14.95	\$275,000
	Deluxe	\$15+	\$200,000
	Standard	=\$9.95</td <td>\$500,000</td>	\$500,000
CHILE WHITE - CHARDONNAY	Premium	\$10-\$13.95	\$395,000
	Deluxe	\$14+	\$245,000
	Standard	=\$9.95</td <td>\$650,000</td>	\$650,000
CHILE WHITE - SAUVIGNON BLANC	Premium	\$10-\$13.95	\$415,000
	Deluxe	\$14+	\$275,000
	Standard	=\$9.95</td <td>\$500,000</td>	\$500,000
CHILE WHITE - OTHER VARIETALS	Premium	\$10-\$13.95	\$395,000
	Deluxe	\$14+	\$245,000
CALIFORNIA RED - CABERNET	Standard	=\$12.95</td <td>\$800,000</td>	\$800,000
SAUVIGNON	Premium	\$13-\$17.95	\$545,000
	Deluxe	\$18+	\$245,000
	Standard	=\$12.95</td <td>\$800,000</td>	\$800,000
CALIFORNIA RED - MERLOT	Premium	\$13-\$17.95	\$525,000
	Deluxe	\$18+	\$245,000

LCBO NEW WORLD WINES 2014/15 SALES TARGETS				
CALIFORNIA RED - BLEND	Standard	=\$12.95</th <th>\$845,000</th>	\$845,000	
	Premium	\$13-\$17.95	\$640,000	
	Deluxe	\$18+	\$300,000	
	Standard	=\$12.95</td <td>\$600,000</td>	\$600,000	
CALIFORNIA RED - SYRAH/SHIRAZ	Premium	\$13-\$17.95	\$500,000	
	Deluxe	\$18+	\$245,000	
	Standard	=\$12.95</td <td>\$600,000</td>	\$600,000	
CALIFORNIA RED - ZINFANDEL	Premium	\$13-\$17.95	\$425,000	
	Deluxe	\$18+	\$245,000	
	Standard	=\$12.95</td <td>\$525,000</td>	\$525,000	
CALIFORNIA RED - PINOT NOIR	Premium	\$13-\$17.95	\$350,000	
	Deluxe	\$18+	\$225,000	
	Standard	=\$12.95</td <td>\$550,000</td>	\$550,000	
CALIFORNIA RED - OTHER VARIETALS	Premium	\$13-\$17.95	\$425,000	
	Deluxe	\$18+	\$245,000	
	Standard	=\$10.95</td <td>\$550,000</td>	\$550,000	
CALIFORNIA WHITE - CHARDONNAY	Premium	\$11-\$16.95	\$425,000	
	Deluxe	\$17+	\$245,000	
	Standard	=\$10.95</td <td>\$650,000</td>	\$650,000	
CALIFORNIA WHITE - PINOT GRIGIO	Premium	\$11-\$16.95	\$425,000	
	Deluxe	\$17+	\$245,000	
	Standard	=\$10.95</td <td>\$550,000</td>	\$550,000	
CALIFORNIA WHITE - SAUVIGNON BLANC	Premium	\$11-\$16.95	\$425,000	
	Deluxe	\$17+	\$245,000	
	Standard	=\$10.95</td <td>\$650,000</td>	\$650,000	
CALIFORNIA WHITE - BLEND	Premium	\$11-\$16.95	\$500,000	
	Deluxe	\$17+	\$245,000	
	Standard	=\$10.95</td <td>\$325,000</td>	\$325,000	
CALIFORNIA WHITE - OTHER VARIETALS	Premium	\$11-\$16.95	\$245,000	
	Deluxe	\$17+	\$200,000	
	Standard	=\$10.95</td <td>\$650,000</td>	\$650,000	
CALIFORNIA WHITE - MOSCATO	Premium	\$11-\$16.95	\$450,000	
	Deluxe	\$17+	\$245,000	
SOUTH AFRICA WHITE - SAUVIGNON	Standard	= \$10.45</td <td>\$500,000</td>	\$500,000	
BLANC	Premium	\$10.50-13.95	\$275,000	
DEATE	Deluxe	\$13.95+	\$200,000	

Standard \$\sqrt{\$\sqrt{\$10.45}\$} \ \$\sqrt{\$500,000} \\ \ \$\sqrt{\$10.50}\$ \\ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \	LCBO NEW WORLD WINES 2014/15 SALES TARGETS			
SOUTH AFRICA WHITE - BLEND Premium \$10.50- \$13.90 \$275,000				\$500,000
Premium \$13.90 \$275,000			\$10.50-	-
Deluxe \$13.95+ \$200,000	SOUTH AFRICA WHITE - BLEND	Premium	\$13.90	\$275,000
SOUTH AFRICA WHITE - OTHER VARIETALS \$10.50- \$13.90 \$400,000		Deluxe	\$13.95+	
SOUTH AFRICA WHITE - OTHER VARIETALS \$10.50- \$13.90 \$400,000				
SOUTH AFRICA WHITE - OTHER VARIETALS \$10.50- \$13.90 \$400,000		Standard	= \$10.45</td <td>\$600,000</td>	\$600,000
Deluxe \$13.95+ \$200,000	SOUTH AFRICA WHITE - OTHER	_	+	
SOUTH AFRICA WHITE - CHARDONNAY	VARIETALS	Premium	\$13.90	\$400,000
SOUTH AFRICA WHITE - CHARDONNAY Premium \$13.90 \$350,000		Deluxe	\$13.95+	\$200,000
SOUTH AFRICA WHITE - CHARDONNAY Premium \$13.90 \$350,000				
SOUTH AFRICA WHITE - CHARDONNAY Premium \$13.90 \$350,000		Standard	= \$10.45</td <td>\$500,000</td>	\$500,000
Premium \$13.90 \$350,000 Deluxe \$13.95+ \$200,000 Standard \$ =\$10.45 \$325,000 Deluxe \$13.90 \$200,000 Deluxe \$13.90 \$200,000 Deluxe \$13.90 \$200,000 Deluxe \$13.90 \$200,000 Deluxe \$13.90 \$350,000 Deluxe \$13.90 \$350,000 Deluxe \$13.90 \$350,000 Deluxe \$13.95+ \$200,000 Standard \$</=\$10.45 \$425,000 Deluxe \$13.95+ \$200,000 Standard \$</=\$10.45 \$425,000 Deluxe \$13.90 \$350,000 Deluxe \$13.90 \$350,000 Deluxe \$13.90 \$350,000 Deluxe \$13.90 \$350,000 Deluxe \$13.95+ \$250,000 Standard \$</=\$10.45 \$400,000 Deluxe \$13.95+ \$250,000 Standard \$</=\$10.45 \$350,000 Deluxe \$13.95+ \$250,000 Standard \$</=\$10.45 \$350,000 Deluxe \$13.90 \$275,000 Deluxe \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 Standard \$</=\$10.45 \$350,000 Deluxe \$13.95+ \$200,000 Standard \$</=\$10.45 \$350,000 Deluxe \$13.95+ \$200,000 D</td <td>COLUMN A FRICA NATURE CUARRONNAY</td> <td></td> <td>\$10.50-</td> <td></td>	COLUMN A FRICA NATURE CUARRONNAY		\$10.50-	
Standard	SOUTH AFRICA WHITE - CHARDONNAY	Premium	\$13.90	\$350,000
SOUTH AFRICA WHITE - CHENIN BLANC Premium \$13.90 \$200,000		Deluxe	\$13.95+	\$200,000
SOUTH AFRICA WHITE - CHENIN BLANC Premium \$13.90 \$200,000				
SOUTH AFRICA WHITE - CHENIN BLANC		Standard	= \$10.45</td <td>\$325,000</td>	\$325,000
Premium \$13.90 \$200,000 Deluxe \$13.95+ \$110,000 Standard \$13.95+ \$110,000 Standard \$10.50- Premium \$13.90 \$350,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - SYRAH/SHIRAZ Premium \$13.90 \$350,000 Deluxe \$13.95+ \$250,000 SOUTH AFRICA RED - CABERNET \$10.50- SAUVIGNON Premium \$13.90 \$350,000 Deluxe \$13.95+ \$250,000 SOUTH AFRICA RED - MERLOT \$10.50- Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - OTHER VARIETALS \$10.50- Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - OTHER VARIETALS \$10.50- Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000	COLITIL AFRICA MUNITE CUENNA DI ANC			
Standard \$\sqrt{10.45} \ \$\sqrt{425,000} \ \$\sqrt{10.50-} \ \ \$\sqrt{13.90} \ \$\sqrt{350,000} \ \$\sqrt{10.50-} \ \ \$\sqrt{13.95+} \ \$\sqrt{200,000} \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \ \$\sqrt{10.90} \ \ \$\sqrt{10.50-} \ \$\sqrt{10.50-} \ \$\sqrt{10.50-} \ \ \$\sqrt{10.50-} \ \$\sqrt	SOUTH AFRICA WHITE - CHENIN BLANC	Premium	\$13.90	\$200,000
SOUTH AFRICA RED - BLEND Premium \$13.90 \$350,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - SYRAH/SHIRAZ Standard \$ = \$10.45 \$425,000 Deluxe \$13.90 \$350,000 Deluxe \$13.95+ \$250,000 SOUTH AFRICA RED - CABERNET \$10.50- SAUVIGNON Premium \$13.90 \$350,000 Deluxe \$13.95+ \$250,000 SOUTH AFRICA RED - MERLOT Standard \$</= \$10.45 \$350,000 Deluxe \$13.95+ \$250,000 SOUTH AFRICA RED - MERLOT Standard \$</= \$10.45 \$350,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - OTHER VARIETALS Standard \$</= \$10.45 \$350,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - OTHER VARIETALS Standard \$</= \$10.45 \$350,000 Deluxe \$13.95+ \$200,000 Deluxe \$</td <td></td> <td>Deluxe</td> <td>\$13.95+</td> <td>\$110,000</td>		Deluxe	\$13.95+	\$110,000
SOUTH AFRICA RED - BLEND Premium \$13.90 \$350,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - SYRAH/SHIRAZ Standard \$ = \$10.45 \$425,000 Deluxe \$13.90 \$350,000 Deluxe \$13.95+ \$250,000 SOUTH AFRICA RED - CABERNET \$10.50- SAUVIGNON Premium \$13.90 \$350,000 Deluxe \$13.95+ \$250,000 SOUTH AFRICA RED - MERLOT Standard \$</= \$10.45 \$350,000 Deluxe \$13.95+ \$250,000 SOUTH AFRICA RED - MERLOT Standard \$</= \$10.45 \$350,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - OTHER VARIETALS Standard \$</= \$10.45 \$350,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - OTHER VARIETALS Standard \$</= \$10.45 \$350,000 Deluxe \$13.95+ \$200,000 Deluxe \$</td <td></td> <td></td> <td></td> <td></td>				
SOUTH AFRICA RED - BLEND Premium \$13.90 \$350,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - SYRAH/SHIRAZ Standard \$/= \$10.45 \$425,000 Premium \$13.90 \$350,000 Deluxe \$13.95+ \$250,000 SOUTH AFRICA RED - CABERNET \$10.50- SAUVIGNON Premium \$13.90 \$350,000 Deluxe \$13.95+ \$250,000 SOUTH AFRICA RED - MERLOT Standard \$/= \$10.45 \$350,000 Deluxe \$13.95+ \$250,000 SOUTH AFRICA RED - MERLOT Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - OTHER VARIETALS Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 Deluxe \$10.50+ \$200,000 Deluxe \$10.50+ \$200,000 De		Standard	= \$10.45</td <td>\$425,000</td>	\$425,000
Premium \$13.90 \$350,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - SYRAH/SHIRAZ Standard \$10.50 - Premium \$13.90 \$350,000 Deluxe \$13.95+ \$250,000 Deluxe \$13.95+ \$250,000 SOUTH AFRICA RED - CABERNET \$10.50 - Premium \$13.90 \$350,000 Deluxe \$13.95+ \$250,000 SOUTH AFRICA RED - MERLOT Standard \$10.50 - Premium \$13.90 \$250,000 SOUTH AFRICA RED - MERLOT Standard \$10.50 - Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - OTHER VARIETALS Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 Deluxe \$10.50- Premium \$10.50- Pre	COLITIL AFRICA RED. RIEND		\$10.50-	-
Deluxe \$13.95+ \$200,000	SOUTH AFKICA KED - BLEND	Premium	\$13.90	\$350,000
SOUTH AFRICA RED - SYRAH/SHIRAZ Premium \$13.90 \$350,000		Deluxe	\$13.95+	\$200,000
SOUTH AFRICA RED - SYRAH/SHIRAZ Premium \$13.90 \$350,000				
SOUTH AFRICA RED - SYRAH/SHIRAZ Premium \$13.90 \$350,000		Standard	= \$10.45</td <td>\$425,000</td>	\$425,000
SOUTH AFRICA RED - CABERNET Standard S	COLUMN A FRICA REP. CVP ALL/CLUPAT	_		
Standard \$\sqrt{2} \\$10.45 \$\\$400,000 \$\sqrt{30.50-} \\ SAUVIGNON Premium \$\\$13.90 \$\\$350,000 \$\sqrt{250,000} \end{array}	SOUTH AFRICA RED - SYRAH/SHIRAZ	Premium	\$13.90	\$350,000
SOUTH AFRICA RED - CABERNET \$10.50- \$13.90 \$350,000		Deluxe	\$13.95+	\$250,000
SOUTH AFRICA RED - CABERNET \$10.50- \$13.90 \$350,000				
SOUTH AFRICA RED - CABERNET \$10.50- \$13.90 \$350,000		Standard	= \$10.45</td <td>\$400,000</td>	\$400,000
SAUVIGNON Premium \$13.90 \$350,000 Deluxe \$13.95+ \$250,000 Standard = \$10.45 \$350,000 Standard \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - OTHER VARIETALS Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 Delux</td <td>SOUTH AFRICA RED - CABERNET</td> <td></td> <td>·</td> <td>· ·</td>	SOUTH AFRICA RED - CABERNET		·	· ·
Deluxe \$13.95+ \$250,000	SAUVIGNON	Premium	,	\$350,000
Standard = \$10.45 \$350,000 </td <td></td> <td>Deluxe</td> <td></td> <td></td>		Deluxe		
SOUTH AFRICA RED - MERLOT Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - OTHER VARIETALS Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 Deluxe \$13.95+ \$200,000 Deluxe \$13.95+ \$200,000				
SOUTH AFRICA RED - MERLOT Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 SOUTH AFRICA RED - OTHER VARIETALS Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 Deluxe \$13.95+ \$200,000 Deluxe \$13.95+ \$200,000		Standard	= \$10.45</td <td>\$350,000</td>	\$350,000
Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 Standard \$ = \$10.45 \$350,000 Standard \$10.50- \$10.50- \$13.90 \$275,000 Deluxe \$13.95+ \$200,000 </td <td>COLITIL APPLICA DED. MAEDI OT</td> <td></td> <td>·</td> <td>-</td>	COLITIL APPLICA DED. MAEDI OT		·	-
Standard	SOUTH AFRICA KED - WEKLUT	Premium	\$13.90	\$275,000
SOUTH AFRICA RED - OTHER VARIETALS \$10.50- \$13.90 \$275,000 Deluxe \$13.95+ \$200,000		Deluxe	\$13.95+	\$200,000
SOUTH AFRICA RED - OTHER VARIETALS \$10.50- \$13.90 \$275,000 Deluxe \$13.95+ \$200,000				
SOUTH AFRICA RED - OTHER VARIETALS \$10.50- \$13.90 \$275,000 Deluxe \$13.95+ \$200,000		Standard	= \$10.45</td <td>\$350,000</td>	\$350,000
Premium \$13.90 \$275,000 Deluxe \$13.95+ \$200,000	SOUTH AFRICA RED - OTHER VARIETALS			-
		Premium	\$13.90	\$275,000
		Deluxe	\$13.95+	
Standard 2/-512.05 \$550.000				
Standard =\$13.95 <b \$550,000		Standard	=\$13.95</td <td>\$550,000</td>	\$550,000
NEW ZEALAND WHITE - SAUVIGNON Premium \$14-\$17.95 \$440.000				
Deluxe \$18+ \$175,000	BLANC			

LCBO NEW WORLD WINES 2014/15 SALES TARGETS				
	Standard	=\$13.95</th <th>\$350,000</th>	\$350,000	
NEW ZEALAND WHITE - CHARDONNAY	Premium	\$14-\$17.95	\$245,000	
	Deluxe	\$18+	\$175,000	
NEW TEAL AND MAINTE OF US	Standard	=\$13.95</td <td>\$275,000</td>	\$275,000	
NEW ZEALAND WHITE - OTHER	Premium	\$14-\$17.95	\$175,000	
VARIETALS	Deluxe	\$18+	\$150,000	
			-	
	Standard	=\$13.95</td <td>\$300,000</td>	\$300,000	
NEW ZEALAND WHITE - PINOT GRIGIO	Premium	\$14-\$17.95	\$225,000	
	Deluxe	\$18+	\$150,000	
	Standard	=\$14.95</td <td>\$325,000</td>	\$325,000	
NEW ZEALAND RED - PINOT NOIR	Premium	\$15-18.95	\$260,000	
	Deluxe	\$19+	\$175,000	
	Standard	=\$14.95</td <td>\$300,000</td>	\$300,000	
NEW ZEALAND RED - OTHER VARIETALS	Premium	\$15-18.95	\$200,000	
	Deluxe	\$19+	\$125,000	
	Standard	=\$12.95</td <td>\$250,000</td>	\$250,000	
SPARKLING - NW WHITE	Premium	\$13-\$19.95	\$200,000	
	Deluxe	\$20+	\$150,000	
			-	
	Standard	=\$12.95</td <td>\$350,000</td>	\$350,000	
SPARKLING - NW RED	Premium	\$13-\$19.95	\$150,000	
	Deluxe	\$20+	\$100,000	
	Standard	=\$12.95</td <td>\$400,000</td>	\$400,000	
SPARKLING - NW ROSÉ	Premium	\$13-\$19.95	\$300,000	
	Deluxe	\$20+	\$250,000	
	Standard	=\$14.95</td <td>\$250,000</td>	\$250,000	
PACIFIC NORTHWEST RED	Premium	\$15-18.95	\$175,000	
	Deluxe	\$19+	\$100,000	
		,	, , , , , , , , , , , , , , , , , , , ,	
	Standard	=\$13.95</td <td>\$220,000</td>	\$220,000	
PACIFIC NORTHWEST WHITE	Premium	\$14-\$17.95	\$150,000	
	Deluxe	\$14-\$17.95	\$100,000	
	Deluxe	7107	7100,000	
	Standard	=\$7.95</td <td>\$575,000</td>	\$575,000	
FLAVOURED WINES - NEW WORLD	Premium	\$8-\$9.95	\$373,000	
I FUA COUFF ANIMES - MEAN MOUFF	Deluxe	\$8-\$9.95 \$10+	\$200,000	
	Deluxe	\$10+	\$200,000	
	Standard	=\$8.95</td <td>\$245,000</td>	\$245,000	
FORTIFIED WINES - NEW WORLD	-		\$245,000	
FORTIFIED WINES - NEW WORLD	Premium	\$9-\$12.95	\$200,000	
	Deluxe	\$13+	\$200,000	

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
Set Subset	Price Band	Price Range	Roll 13 Sales Target 2014/15
	Standard	<\$10	\$750,000
ITALY RED - VALPOLICELLA	Premium	\$10 - <\$20	\$750,000
	Deluxe	\$20 +	\$750,000
	Standard	<\$10	\$430,000
ITALY RED - MONTEPULCIANO	Premium	\$10 - <\$20	\$430,000
	Deluxe	\$20 +	\$430,000
	Standard	<\$10	\$650,000
ITALY RED - CHIANTI	Premium	\$10 - <\$20	\$650,000
	Deluxe	\$20 +	\$650,000
	Standard	<\$10	\$425,000
ITALY RED - RIPASSO	Premium	\$10 - <\$20	\$425,000
	Deluxe	\$20+	\$425,000
	Standard	<\$10	\$315,000
ITALY RED - AMARONE	Premium	\$10 - <\$20	\$315,000
	Deluxe	\$20+	\$315,000
	Standard	<\$10	\$450,000
ITALY RED - BLEND	Premium	\$10 - <\$20	\$400,000
	Deluxe	\$20+	\$450,000
	Standard	<\$10	\$500,000
ITALY RED - MERLOT	Premium	\$10 - <\$20	\$200,000
	Deluxe	\$20+	\$200,000
	Standard	<\$10	\$400,000
ITALY RED - SANGIOVESE	Premium	\$10 - <\$20	\$250,000
	Deluxe	\$20+	\$250,000
		, -	,,
	Standard	<\$10	\$350,000
ITALY RED - NEGROAMARO	Premium	\$10 - <\$20	\$350,000
	Deluxe	\$20 +	\$350,000
		, -	, ===,===

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
ITALY RED - OTHER	Standard	<\$10	\$300,000
	Premium	\$10 - <\$20	\$300,000
	Deluxe	\$20 +	\$300,000
	Standard	<\$10	\$250,000
ITALY RED - PINOT NOIR	Premium	\$10 - <\$20	\$250,000
	Deluxe	\$20 +	\$250,000
ITALV DED. DADOLO DADDADESCO	Standard	<\$10	\$200,000
ITALY RED - BAROLO, BARBARESCO, BRUNELLO	Premium	\$10 - <\$20	\$200,000
	Deluxe	\$20 +	\$150,000
	Standard	<\$10	\$400,000
ITALY RED - PRIMITIVO	Premium	\$10 - <\$20	\$300,000
	Deluxe	\$20 +	\$300,000
	Standard	<\$10	\$300,000
ITALY RED - BARBERA	Premium	\$10 - <\$20	\$300,000
	Deluxe	\$20+	\$300,000
	Standard	<\$10	\$195,000
ITALY RED - SYRAH/SHIRAZ	Premium	\$10 - <\$20	\$195,000
	Deluxe	\$20 +	\$195,000
	Standard	<\$10	\$700,000
ITALY WHITE - PINOT GRIGIO	Premium	\$10 - <\$15	\$700,000
	Deluxe	\$15 +	\$700,000
	Standard	<\$10	\$450,000
ITALY WHITE - BLEND	Premium	\$10 - <\$15	\$450,000
	Deluxe	\$15 +	\$450,000
	Standard	<\$10	\$550,000
ITALY WHITE - SOAVE	Premium	\$10 - <\$15	\$440,000
	Deluxe	\$15 +	\$440,000
	Standard	<\$10	\$325,000
ITALY WHITE - CHARDONNAY	Premium	\$10 - <\$15	\$325,000
	Deluxe	\$15 +	\$325,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
ITALY WHITE - OTHER	Standard	<\$10	\$400,000
	Premium	\$10 - <\$15	\$200,000
	Deluxe	<i>\$15 +</i>	\$200,000
	Standard	<\$10	\$300,000
ITALY WHITE - MOSCATO	Premium	\$10 - <\$15	\$300,000
	Deluxe	<i>\$15 +</i>	\$300,000
	Standard	<\$12	\$400,000
SOUTHERN FRANCE RED - MERLOT	Premium	\$12 - <\$17	\$400,000
	Deluxe	\$17+	\$400,000
SOUTHERN FRANCE RED - CABERNET	Standard	<\$12	\$200,000
SAUVIGNON	Premium	\$12 - <\$17	\$200,000
	Deluxe	\$17+	\$200,000
	Standard	<\$12	\$300,000
SOUTHERN FRANCE RED - PINOT NOIR	Premium	\$12 - <\$17	\$300,000
	Deluxe	\$17+	\$300,000
	Standard	<\$12	\$275,000
SOUTHERN FRANCE RED - SHIRAZ/SYRAH	Premium	\$12 - <\$17	\$275,000
	Deluxe	\$17+	\$275,000
	Standard	<\$12	\$375,000
SOUTHERN FRANCE RED - BLEND	Premium	\$12 - <\$17	\$375,000
	Deluxe	\$17+	\$375,000
	Standard	<\$12	\$150,000
SOUTHERN FRANCE RED - MALBEC	Premium	\$12 - <\$17	\$150,000
	Deluxe	\$17+	\$150,000
	Standard	<\$12	\$435,000
FRANCE RED - BORDEAUX BLEND	Premium	\$12 - <\$17	\$435,000
	Deluxe	\$17+	\$435,000
_	Standard	<\$12	\$400,000
FRANCE RED - ST-ÉMILION/POMEROL	Premium	\$12 - <\$17	\$400,000
	Deluxe	\$17+	\$400,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS				
	Standard	<\$12	\$350,000	
FRANCE RED - CÔTES DU RHÔNE	Premium	\$12 - <\$17	\$300,000	
	Deluxe	\$17+	\$300,000	
	Standard	<\$12	\$300,000	
FRANCE RED - CHÂTEAUNEUF-DU-PAPE	Premium	\$12 - <\$17	\$300,000	
	Deluxe	\$17+	\$300,000	
	Standard	<\$12	\$350,000	
FRANCE RED - BURGUNDY PINOT NOIR	Premium	\$12 - <\$17	\$350,000	
	Deluxe	\$17+	\$200,000	
	Standard	<\$12	\$250,000	
FRANCE RED - BURGUNDY GAMAY	Premium	\$12 - <\$17	\$250,000	
	Deluxe	\$17+	\$250,000	
	Standard	<\$12	\$500,000	
FRANCE RED - BEAUJOLAIS	Premium	\$12 - <\$17	\$500,000	
	Deluxe	\$17+	\$300,000	
	Standard	<\$12	\$150,000	
FRANCE RED - LOIRE	Premium	\$12 - <\$17	\$150,000	
	Deluxe	\$17+	\$150,000	
SOUTHERN FRANCE WHITE -	Standard	<\$12	\$275,000	
CHARDONNAY	Premium	\$12 - <\$16	\$150,000	
	Deluxe	\$16+	\$150,000	
SOUTHERN FRANCE WHITE - SAUVIGNON	Standard	<\$12	\$270,000	
BLANC	Premium	\$12 - <\$16	\$270,000	
	Deluxe	\$16+	\$200,000	
	Standard	<\$12	\$250,000	
SOUTHERN FRANCE WHITE - BLEND	Premium	\$12 - <\$16	\$150,000	
	Deluxe	\$16+	\$150,000	
FRANCE WHITE - BURGUNDY	Standard	<\$12	\$350,000	
CHARDONNAY	Premium	\$12 - <\$16	\$350,000	
	Deluxe	\$16+	\$300,000	

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
	Standard	<\$12	\$225,000
FRANCE WHITE - BURGUNDY CHABLIS	Premium	\$12 - <\$16	\$225,000
	Deluxe	\$16+	\$225,000
	Standard	<\$12	\$325,000
FRANCE WHITE - BURGUNDY OTHER	Premium	\$12 - <\$16	\$325,000
	Deluxe	\$16+	\$325,000
	Standard	<\$12	\$225,000
FRANCE WHITE - RHÔNE	Premium	\$12 - <\$16	\$175,000
	Deluxe	\$16+	\$175,000
	Standard	<\$12	\$150,000
FRANCE WHITE - ALSACE	Premium	\$12 - <\$16	\$150,000
	Deluxe	\$16+	\$150,000
	Standard	<\$12	\$190,000
FRANCE WHITE - BORDEAUX	Premium	\$12 - <\$16	\$190,000
	Deluxe	\$16 +	\$150,000
	Standard	<\$12	\$150,000
FRANCE WHITE - LOIRE	Premium	\$12 - <\$16	\$150,000
	Deluxe	\$16+	\$150,000
	Standard	<\$13	\$500,000
SPARKLING WHITE - ITALY PROSECCO	Premium	\$13 - <\$20	\$500,000
	Deluxe	\$20 +	\$500,000
	Standard	<\$13	\$405,000
SPARKLING WHITE - ITALY ASTI	Premium	\$13 - <\$20	\$405,000
	Deluxe	\$20 +	\$405,000
	Standard	<\$13	\$550,000
SPARKLING WHITE - SPAIN CAVA	Premium	\$13 - <\$20	\$550,000
	Deluxe	\$20+	\$550,000
	Standard	<\$13	\$500,000
SPARKLING WHITE - GERMANY SEKT	Premium	\$13 - <\$20	\$500,000
	Deluxe	\$20+	\$500,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS				
SPARKLING WHITE - OTHER	Standard	<\$13	\$550,000	
	Premium	\$13 - <\$20	\$550,000	
	Deluxe	\$20+	\$550,000	
	Standard	<\$13	\$350,000	
SPARKLING WHITE - FRANCE CRÉMANT	Premium	\$13 - <\$20	\$350,000	
	Deluxe	\$20 +	\$350,000	
	Standard	<\$12	\$250,000	
SPARKLING RED	Premium	\$12 +	\$250,000	
	Deluxe		\$250,000	
	Standard	<\$12	\$290,000	
SPARKLING ROSÉ	Premium	\$12+	\$290,000	
	Deluxe		\$290,000	
	Standard	<\$12	\$375,000	
SPAIN RED - TEMPRANILLO	Premium	\$12 - <\$15	\$300,000	
	Deluxe	\$15 +	\$200,000	
	Standard	<\$12	\$600,000	
SPAIN RED - RIOJA	Premium	\$12 - <\$15	\$600,000	
	Deluxe	\$15 +	\$500,000	
	Standard	<\$12	\$400,000	
SPAIN RED - BLEND	Premium	\$12 - <\$15	\$300,000	
	Deluxe	\$15 +	\$300,000	
	Standard	<\$12	\$215,000	
SPAIN RED - GARNACHA	Premium	\$12 - <\$15	\$215,000	
	Deluxe	\$15 +	\$175,000	
	Standard	<\$12	\$250,000	
SPAIN RED - OTHER	Premium	\$12 - <\$15	\$250,000	
	Deluxe	\$15 +	\$250,000	
	Standard	<\$11	\$150,000	
SPAIN WHITE	Premium	\$11+	\$150,000	
	Deluxe		\$150,000	

LCBO EUROPEAN WIN	ES 2014/15 SAL	ES TARGETS	
CHAMPAGNE - WHITE	Standard	<\$50	\$330,000
	Premium	\$50 - <\$62	\$330,000
	Deluxe	\$62+	\$330,000
CHAMPAGNE - ROSÉ	Standard	<\$50	\$350,000
	Premium	\$50 - <\$62	\$350,000
	Deluxe	\$62+	\$350,000
	Standard	<\$11	\$300,000
GERMANY WHITE - OTHER	Premium	\$11 - <\$15	\$300,000
	Deluxe	\$15 +	\$300,000
	Standard	<\$11	\$250,000
GERMANY WHITE - RIESLING	Premium	\$11 - <\$15	\$250,000
	Deluxe	\$15 +	\$250,000
	Standard	<\$11	\$400,000
GERMANY WHITE - BLEND	Premium	\$11 - <\$15	\$400,000
	Deluxe	\$15+	\$400,000
GERMANY RED	Standard	<\$12	\$200,000
	Premium	\$12+	\$200,000
	Deluxe	\$12+	\$200,000
	Standard	<\$11	\$440,000
SPECIALTY WINES - VERMOUTH	Premium	\$11 - <\$15	\$440,000
	Deluxe	\$15 +	\$440,000
SPECIALTY WINES - APERITIF	Standard	<\$11	\$290,000
	Premium	\$11 - <\$15	\$290,000
	Deluxe	\$15 +	\$290,000
SPECIALTY WINES -	Standard	<\$11	\$550,000
COCKTAILS/FLAVOURED	Premium	\$11 - <\$15	\$550,000
	Deluxe	\$15 +	\$550,000
PORTUGAL RED - DOURO	Standard	<\$9	\$315,000
	Premium	\$9 - <\$14	\$250,000
	Deluxe	\$14+	\$250,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS				
PORTUGAL RED - OTHER	Standard	<\$9	\$350,000	
	Premium	\$9 - <\$14	\$250,000	
	Deluxe	\$14+	\$250,000	
PORTUGAL RED - ALENTEJO	Standard	<\$9	\$400,000	
	Premium	\$9 - <\$14	\$250,000	
	Deluxe	\$14+	\$250,000	
PORTUGAL RED - DAO	Standard	<\$9	\$300,000	
	Premium	\$9 - <\$14	\$250,000	
	Deluxe	\$14+	\$250,000	
	Standard	<\$10	\$350,000	
PORTUGAL WHITE - VINHO VERDE	Premium	\$10+	\$350,000	
	Deluxe	\$10+	\$350,000	
	Standard	<\$10	\$150,000	
PORTUGAL WHITE - OTHER	Premium	\$10+	\$150,000	
	Deluxe	\$10+	\$150,000	
	Standard	<\$16	\$300,000	
PORT RED - LATE-BOTTLED VINTAGE	Premium	\$16 - <\$20	\$300,000	
	Deluxe	\$20+	\$300,000	
	Standard	<\$16	\$150,000	
PORT RED - OTHER	Premium	\$16 - <\$20	\$150,000	
	Deluxe	\$20+	\$150,000	
PORT RED - RUBY	Standard	<\$16	\$150,000	
	Premium	\$16 - <\$20	\$150,000	
	Deluxe	\$20+	\$150,000	
PORT RED - TAWNY	Standard	<\$16	\$150,000	
	Premium	\$16 - <\$20	\$150,000	
	Deluxe	\$20+	\$150,000	
PORT WHITE	Standard	<\$16	\$250,000	
	Premium	\$16 - <\$20	\$250,000	
	Deluxe	\$20+	\$250,000	

LCBO EUROPEAN WINES 2014/15 SALES TARGETS				
ROSÉ WINES	Standard	<\$12	\$350,000	
	Premium	\$12 +	\$350,000	
	Deluxe	\$12 +	\$350,000	
OTHER RED - GREECE	Standard	<\$10	\$200,000	
	Premium	\$10+	\$200,000	
	Deluxe	\$10+	\$200,000	
	Standard	<\$10	\$150,000	
OTHER RED	Premium	\$10+	\$150,000	
	Deluxe	\$10+	\$150,000	
	Standard	<\$10	\$170,000	
OTHER WHITE - HUNGARY	Premium	\$10+	\$170,000	
	Deluxe	\$10+	\$170,000	
	Standard	<\$10	\$150,000	
OTHER WHITE	Premium	\$10+	\$150,000	
	Deluxe	\$10+	\$150,000	
	Standard	<\$10	\$200,000	
OTHER WHITE - SERBIA	Premium	\$10+	\$200,000	
	Deluxe	\$10+	\$200,000	
SHERRY - CREAM	Standard	<\$13	\$250,000	
	Premium	\$13 +	\$250,000	
	Deluxe	\$13 +	\$250,000	
SHERRY - DRY	Standard	<\$13	\$150,000	
	Premium	\$13 +	\$150,000	
	Deluxe	\$13 +	\$150,000	
SHERRY - AMONTILLADO	Standard	<\$13	\$200,000	
	Premium	\$13+	\$200,000	
	Deluxe	\$13+	\$200,000	