

PAIRS PERFECTLY

Talking Points

What is Pairs Perfectly?

- 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. We believe that private wine shops are the most responsible option to increase consumer access to the quality wine they love.
- The online initiative allows the consumer to sign up, connect automatically with provincial election candidates from all parties and to share their views that they would like to see increased choice with private wine shops in this province.
- This campaign focuses on the consumer and how they will benefit from this new model of accessing alcohol.
- This campaign will run during the Ontario provincial election because we feel the election is the perfect time to press the issue. The issue of wine and liquor sales is a vote-driver. There is plenty of public and media interest attached to the issue already. We want our model and message to be in the thoughts of Ontarians as they head to the polls on June 12th.
- The private wine shop model we are promoting has been shown to work in other parts of Canada already. We want to offer Ontarians the same choices other Canadians already enjoy.
- This option is a true balance between the status quo, which is being supported by the WAGO, the LCBO, and the Beer Store and the convenience store option that will not lead to increased shelf space for quality Ontario wines or increased sales.

How would private wine stores work?

- Private wine shops would be dedicated solely to the sale of quality wines, both from overseas and at home – including the 90% of Ontario wines that currently go unstocked on LCBO shelves.
- Our model is complimentary to the LCBO. The LCBO would operate side by side with private wine shops. This model has shown great success in places like BC which saw increased selection and convenience for BC wine drinkers.
- The LCBO would receive revenue from wholesaling wine to the private wine shops similar to what they currently do with Ontario restaurants.

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- Private wine shops would be located anywhere enterprising Ontarians decide the market is underserved. In cottage country. In rural communities. Finally, in neighbourhoods where you could walk to get a nice bottle for dinner.
- Licenses for these shops would be awarded much like restaurants are currently, with strict controls, fines and inspections to avoid sale to minors. What's more, private wine shops would be adult-only areas because those below the age of majority would have no reason to be there unless accompanying a parent.

Four Main reasons to support Private wine shops

- **Choice:** Private wine shops will give adult consumers new choice and increased convenience.
- **Jobs and Growth:** According to independent industry studies, private wine shops will create 5,000 new jobs and an incremental billion dollars in economic growth revenue to the province and communities across Ontario.
- **Social Responsibility:** Private wine stores offer a responsible alternative to selling alcohol out of corner stores – where it will be practically impossible to guard against sales to teens.
- **It Works:** Our model has been shown to work in other parts of Canada already. In BC, Manitoba and Nova Scotia, private wine shops work alongside government liquor stores, increasing revenues and providing a substantial boost to local wineries.

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