

VINTAGES

December 3rd, 2014

To: All Trade Councils

Re: **Details for 2015 VINTAGES Holiday Gift Submissions**

VINTAGES is now accepting product applications for the 2015 Holiday Gifting Program. The Product Call ID's in NISS are: VINTAGES European Wines 2015 Holiday Gifts Call ID 1839, VINTAGES New World Wines and Spirits 2015 Holiday Gifts Call ID 1838 and VINTAGES Ontario Wines 2015 Holiday Gift Call ID 1837.

DEADLINES:

This year there are separate pre-submission and sample deadlines for this VINTAGES program. In the pre-submission stage, agents are required to submit a clear, high resolution photograph of the Holiday Gift product they are submitting. Holiday gift pre-submission product specifications and preferences by Buyer (European, Ontario and New World) are outlined in the LCBO's New Item Submission System (NISS). All pre-submissions are due Wednesday, **January 7th, 2015**. The call back deadline for the gifting program will be **January 14th, 2015**. Samples will be due **February 12th, 2015**.

PRODUCT SPECIFICATIONS:

Along with some proven favourites from 2014, VINTAGES will be purchasing 10-15 new items:

- New, unique and elegantly packaged products from popular holiday categories like Cognac, Port, Liqueurs, Spirits and Specialty offerings with mass appeal (e.g. grappa)
- Multiple-bottle gift sets of popular VINTAGES brands from programs like Essentials or Collaborative
- Champagnes and sparkling wines
- Large formats of customer favourites
- Multiple- or single-bottle Icewine gifts

The packaging cost should not exceed 40% of the total supplier quote.

ENVIRONMENTAL CONSIDERATIONS:

It is the stated goal of the LCBO to reduce the amount of packaging material in the products we sell. The LCBO encourages appropriate environmental protection practices be supported by suppliers.

The LCBO encourages suppliers to consider the following:

- Taking an active role in implementing environmentally sound business practices and providing products that lessen the burden on the environment in their production, use and final disposition.



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- Making products or offering services that are reusable, improve energy efficiency, reduce hazardous by-products, use recycled materials, or offer some other environmental advantage.

Product submissions that use less material and achieve other environmental objectives will be given strong consideration as part of the selection process. We also encourage the use of recycling symbols and messages on packaging where appropriate.

SUBMISSION COMPONENTS:

Please note that all of the following paperwork must be printed off and delivered by **January 7th, 2015**. In lieu of a physical sample, you are only required to provide a photograph of the Holiday Gift at the pre-submission stage. Should the product be successful, you will be notified by NISS and then required to provide one sample of the submission by **February 12th, 2015** for further consideration.

Each 2015 Holiday Gift Submission **must** include:

- Clear, high resolution image(s) of the product by **January 7th, 2015** printed off and included in the pre-submission paperwork.
- A signed hard copy of the online application through the LCBO's New Item Submission System (NISS).
- A completed LCBO Request for **Label Examination Form (LCB 1642)**. Please mark if the label is true to size. If not, please include actual dimensions.
- A product selling description no longer than 25 words. Please ensure this selling description is accurate and detailed, as it may be used in customer communications.
- An estimated **retail price** in Canadian dollars.
- Confirmation of the **EXACT pick-up/ship point** for each gift item.
- **Case and weight dimensions indicated on the application.** Shipping containers (cartons) must be fully compliant with LCBO Product Packaging Standards, including ECT and burst strength, carton dimension, maximum carton weights, bottle partitions, case markings, SCC-14 bar code, as well as, pallet and TI-HI requirements for Continental North American products and container loading requirements for Non-continental North American products. **Note: All gift items are subject to the case carton max weight restriction of 18.9kg.**
- UPC and SCC codes for the gift packs. These must appear on the application in the "UPC" and "SCC" fields. Assigned UPC numbers must appear on the external packaging of all Holiday products and the SCC must appear on the outer shipping carton. **UPC numbers for gift boxes must be different from regularly carried products.** Failure to comply will result in the supplier absorbing all costs incurred to correct associated errors.



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- Confirmation of availability. If the gift item is available in limited quantities, **this must be disclosed on the application in the "limited quantity" field.** If no limit is specified, we will expect that all orders will be honoured. If no limit is specified on the application and a limit is then later applied, the order will be cancelled and/or an administration fee of \$1,000.00 will be charged.
- No mismatched container sizes. We are unable to purchase gift packs containing units of different container sizes if the deposit amount varies. For example, a gift pack may not contain products that are 375mL and 750mL.

The above **MUST** be submitted with each NEW and REPEATED submission.

PRICING REQUIREMENTS:

- An FOB or Excellars quote on supplier letterhead, with liquid and packaging components broken down (in the same currency), in the following format:

	Quoted	Quote
	Currency	Per Case
a) Beverage alcohol product		
(indicate regular LCBO # if applicable)	_____	\$ _____
b) Non-alcohol accessories		
(e.g. glasses, playing cards, corkscrews, etc.)	_____	\$ _____
PLUS packaging		
Total Quote	_____	\$ _____

- Packaging components exceeding 40% of the final quote will not be considered.
- The supplier must provide written confirmation that the final negotiated retail price will be adhered to, and that any adjustments to achieve this retail will be agreed to.



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- If the beverage alcohol product in a gift pack is currently sold at VINTAGES, the quote for the alcohol component in the gift pack must match that of the regular list item. Any change in quote to a regular listed product also requires a change in quote for Christmas gift products. It is the supplier's responsibility to ensure price changes are submitted for all applicable products.
- Exchange rates used to calculate the retail price of the gift packs are from LCBO fiscal period 11, 2015. Exchange rates cannot be adjusted for fluctuations in currency.
- The supplier freight rate will be applied in the mark-up of the gift pack, if the beverage alcohol product is a VINTAGES Essentials item.
- If the product is a new purchase item, a standard freight rate will be applied.
- Payment will be made on December 31, 2015.

Please note that all gift items purchased are subject to a 3% marketing/merchandising administrative fee. The percentage is based on the case cost multiplied by the number of cases received. The fee includes the production of any in-store communication materials used to highlight the gifts.

Julie-Ann McNeilly, Product Manager, European VINTAGES (Spain, Portugal, Germany & Fortified Wines), will be your primary contact for the 2015 VINTAGES Holiday Gifting Program and can be reached at 416-365-5692 or julie-ann.mcneilly@lcbo.com.

We look forward to working with you to provide our customers with a dynamic and exciting 2015 Holiday Gift portfolio.

Thank you,



Director, VINTAGES

cc: Nancy Cardinal
Shari Mogk-Edwards
Category and Product Managers



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