

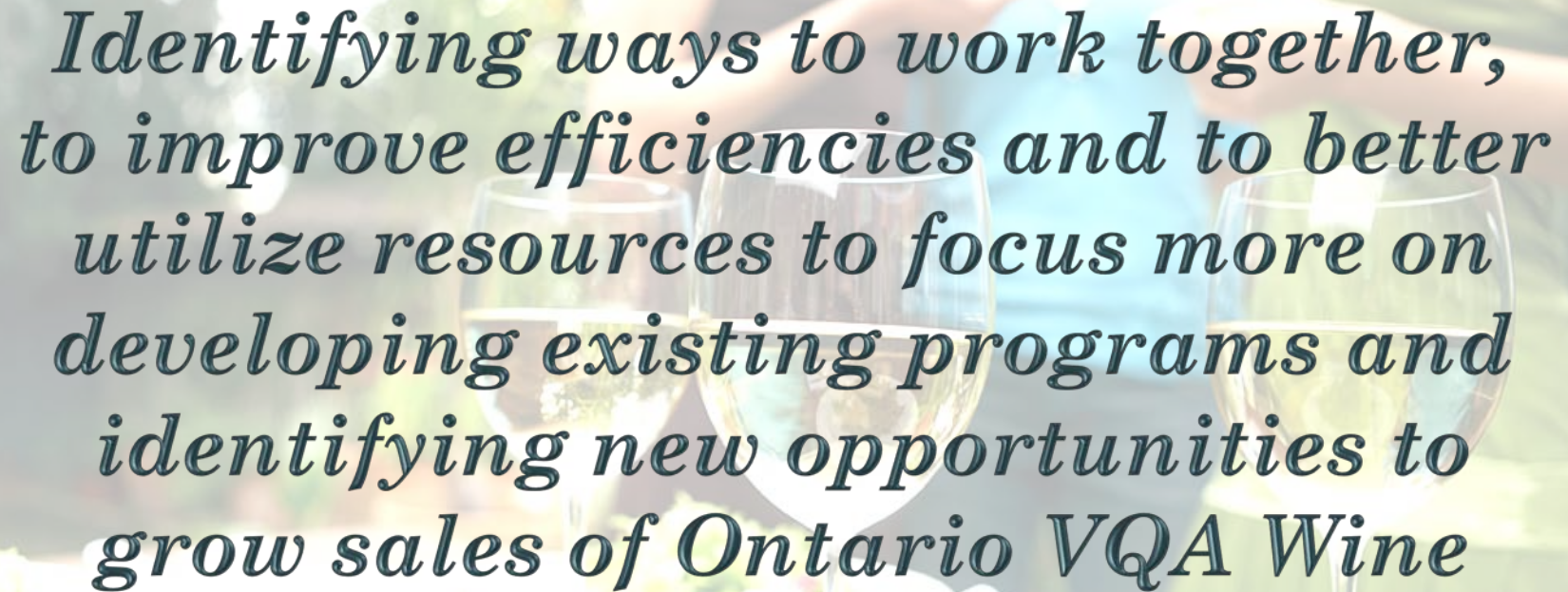


ONTARIO

WINES & VINTAGES 101

How *BEST* to do business with the LCBO

PURPOSE



*Identifying ways to work together,
to improve efficiencies and to better
utilize resources to focus more on
developing existing programs and
identifying new opportunities to
grow sales of Ontario VQA Wine*



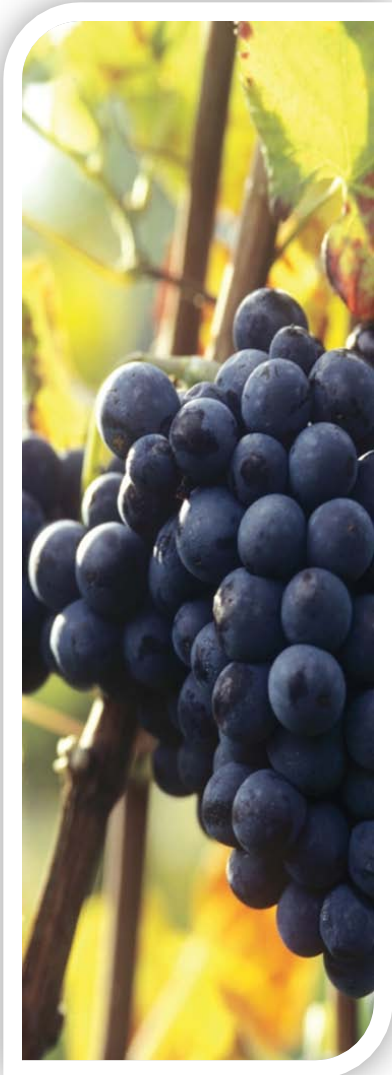
BETTER UTILIZE RESOURCES TO GROW

Strategic
Planning and
Program
Development

Administrative
Follow Up



AGENDA



- Introducing the Buying & Inventory teams
- Where to Find Information
- Frequently asked Questions
- Best Practices
 - Products
 - Promotions
 - Tastings
 - Inventory
- WCO
- Go to Market – Direct Delivery Program



BUYING TEAM

Ontario

Tamara Jakes

Category Manager
Ontario WINES/ VINTAGES

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Astrid Brummer

Product Manager
Ontario WINES/VINTAGES

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Lucy Skeard

Category Administrator
Ontario WINES/VINTAGES

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INVENTORY TEAM

Ontario

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Inventory Manager
Ontario & New World WINES

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Tony D'Alessio

Inventory Replenishment Manager
Ontario & New World WINES

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Jim Spirou

Inventory Order Specialist
Ontario & New World WINES

dimitrios.spirou@lcbo.com T: 416-365-5914





● PRODUCTS

How *BEST* to do business with the LCBO



WHERE DO I FIND
● INFORMATION ?

PRODUCT CALLS ARE PUBLISHED

- In the New Item Submission System (NISS)
- On the Trade Resources Online site (NEW ADDRESS!!)
 - www.doingbusinesswithlcbo.com
- Distributed by WCO and Drinks Ontario to membership





FREQUENTLY ASKED QUESTIONS!

How do I track the progress of my new listing?

Through the new item submission system



[Product Needs](#) | [SUBMISSIONS](#) | [NTP Sent](#) | [Password](#) | [Logoff](#)

Submission ID: 342440	Status: New Pre-submission	Need Id: 87	Need Item Id: 1316	Need Item Description: Ontario VQA - New World Wines	VINTAGES
LCBO #:	Product Description: Name of Wine 2011				

[Agent](#) | [Supplier/Producer](#) | [Product](#) | [Multi Pack](#) | [Price/Pack](#) | [Status](#) | [NTP](#) | [Lifecycle](#)

Date	Status	Updated By
31-Oct-2012 02:29PM	New Pre-submission	Allan Craik
31-Oct-2012 02:20PM	Incomplete Product Submission	Allan Craik

New Item Submission System (NISS), v6.5

[Trade Resources Web Page](#)



What has happened with your submission

Date	Status
25-Sep-2012 08:35AM	NTP Sent To Agent - No Additional Info Required
14-Jul-2012 05:07AM	Product Set-up Completed
13-Jul-2012 06:05PM	Product Set-up Initiated
12-Jul-2012 07:12PM	Initiate Product Set-up
26-Jun-2012 10:47AM	Sample Ready for Lab Testing
26-Jun-2012 10:47AM	QA Sample Received
14-Jun-2012 10:49AM	Submission Accepted to Proceed

Who did it

Notification Sent	Updated By
Yes	Astrid Brummer
No	NISS
No	Lucy Skeard
No	Lucy Skeard
No	Lucy Skeard
No	Lucy Skeard
Yes	Astrid Brummer

How do I track the progress of my new listing?





[Product Needs](#) | [SUBMISSIONS](#) | [NTP Sent](#) | [Password](#) | [Logoff](#)

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[Agent](#) | [Supplier/Producer](#) | [Product](#) | [Multi Pack](#) | [Price/Pack](#) | [Status](#) | [NTP](#) | **[Lifecycle](#)**

DATES

PPMP Received:

Quote Received:

Label Review Submitted:

Label Review Completed:

Label Review Result:

Packaging Review Submitted:

Packaging Review Completed:

Packaging Review Result:

NTP Sent Date:

Cut Date:

Initial Lab Exam Submitted:

Initial Lab Exam Completed:

Initial Lab Exam Result:

LIMS Sample Id:

Agreement To Prod Pkg Standards:

Agreement Payment Terms:

Quote On File:



How do I track the progress of my new listing?

What do I do if I have a great product that I would like to present to you, and it is outside of the stated needs or does not meet the timelines of the product calls?

- *Applying to the published calls provides the best opportunity, but we maintain an ad hoc option so that we don't miss out on great things*
- *Meet with Astrid / Tamara to discuss your idea we may instruct you to wait and apply to the next call or advise if another opportunity exists*



How are VINTAGES release products allocated to stores?

- *Stores are sent order forms 6 weeks in advance of the release*
- *Orders are reviewed by Vintages Inventory team and may be increased to push 85% to retail*
- *Allocations are sometimes decreased if store orders total more than what was purchased*
- *10% may be retained to fill customer and licensee orders*



How do I get Product Consultants or Store Managers to order my VINTAGES Release wines?

- *Prepare your sales reps to promote in-store in advance of the Store Order deadline*
- *Book Product Consultant educational sessions*
- *Plan for staff tastings - Manager approval required*



How do I get stores to re-order my VINTAGES Release products?

- *Upon release, work with a strong sales team to focus on Retail execution*
- *Book In-Store Tastings focused on the VINTAGES Release day*
- *Take advantage of the VINTAGES Tasting Bar*
- *Budget for LTO or BAMs for 3rd period of release (should product not be achieving sell-through target)*



What are the actual sell-through targets?

- *The target is to sell 100% of the inventory ordered by 12 weeks post release*
- *A rebate may be applied to any wines that have not achieved 75% sell-through in 12 weeks*



How do I monitor how well my VINTAGES Release product is performing?

- *Narrowcast – Weekly reports will indicate the inventory levels at Retail and in the Warehouse*
- *Compare this to the total order quantity to determine the depletion rates*



Once you have agreed to purchase my product, how can I ensure that I get a PO and it is released as quickly as possible?

➤ *We are so glad that you asked...*





● BEST PRACTICES

Get forms online, do not use outdated forms



Doing Business with LCBO

Trade Resources Online

SEARCH [GO](#)

[NEW SUPPLIER/AGENT](#) [NEW PRODUCT PROCUREMENT](#) [PACKAGING & QUALITY](#) [PROMOTIONAL PROGRAMS](#) [WEB SYSTEMS](#) [FORMS & DOCUMENTS](#)



Forms & Documents

- Forms**
- Documents
- Letters to the Trade
- Product Needs Letters
- Terms & Conditions
- Trade Presentations
- Video
- Glossary
- Archive

**Subscribe to our RSS Feed**

Forms

Downloads can be emailed or faxed back. Please see the [Contacts](#) section of this website for the appropriate numbers.

General Forms

- LCB 1132 Diplomatic Institution Order Form
- LCB 1642 Request for Label Examination
- LCB 1896 Private Stock Product Trade Sample Refund Claim
- LCB 1897 General Purchase Product Trade Sample Refund Claim
- LCB 1959 Purchase of Foreign Beer
- LCB 1994 Accessory Program Application Form
- LCB 2048 Product Profile Marketing Plan
- LCB 2090 Ontario Technical Approvals (OTA) form
- LCB 2099 Special Purchase Beer Coding
- LCB 2102 Request for Shipping Container Examination
- LCB 2108 New Product Information Sheet
 - New Product Information Sheet FAQ
 - Sample LCBO 2108 New Product Info
- LCB 2187 Accessory Submission Form
- LCB 2188 Unsolicited Sample Submission Form
- LCB 2204 Direct Delivery/Ontario Wines Go-To-Market Form
- LCB 2238 SOD Subscription Access Request Form
- LCB 2269 LCBO Sample Submission Form
- Sample letter: Appointment of Exclusive Agent

VINTAGES Forms

- LCB 1898 Vintages Product Trade Sample Refund Claim
- Supplier Meeting Request Product Summary Sheet
- VINTAGES Quote Template

Accounts Payable Forms

- Vendor Profile Form
- Vendor Profile Form - Instructions and Additional Information
- Revised Airline Purchase Order form

Merchandising Program Application Forms



BEST PRACTICES – SUBMISSIONS

Enter the full name of your wine including the Brand (i.e. not “Chardonnay”)

Enter the LCBO no. on the application if there has been one in the past (VINTAGES)

Enter the correct vintage

LCBO Product Needs | SUBMISSIONS | NTP Ser

Submission ID: 342440 Status: New Pre-submission Need Id: 87

LCBO #: Product Description: Name of Wine 2011

Agent	Supplier/Producer	Product	Multi Pack	Price/Pack	Status	NTP	Lifecycle
-------	-------------------	---------	------------	------------	--------	-----	-----------

* indicates a mandatory field

Product Name: *(do not use accented or language-specific alphabetic characters)

Name of Wine

Consumer, gift or case pack with multiple units, flavours or varietals: ☐

Has the product ever been previously purchased by the LCBO? * ☐ Yes ☐ No

Please provide LCBO # if so: *

Is the Product # Retrieved Correct?: ☐ Yes ☐ No

UPC Number:

SCC Number:

Producing Country: *
CANADA

Purchasing Country: *
(where goods are shipped from)
CANADA

Producing Region: *
ONTARIO

Purchasing Region: *
ONTARIO

Vintage: *
2011



BEST PRACTICES – SUBMISSIONS



[Product Needs](#) | [SUBMISSIONS](#) | [NTP Sent](#) | [Password](#) | [Logoff](#)

Submission ID: 342440 Status: New Pre-submission Need Id: 87 Need Item Id: 1316 Need Item Description: Ontario VQA - New World Wines VINTAGES

LCBO #: Product Description: Name of Wine 2011

[Agent](#) | [Supplier/Producer](#) | [Product](#) | [Multi Pack](#) | [Price/Pack](#) | [Status](#) | [NTP](#) | [Lifecycle](#)

* indicates a mandatory field

§ These items are mandatory for the product to be tasted.

Pricing Information

Quote Per Case: *

100.00

Quote Type: *

Excellar ▼

Quotation Currency: *

CAD - CANADIAN DOLLAR ▼

Selling Units Per Shipping Case: *

12

Calculated Price P

8.33

Estimated Retail Price: *

19.95

*Enter the correct
number of selling units
per shipping case*

Selling Unit Information

(for multi-product multi packs, enter the total of all sub-products in Container Weight and Stopper Weight)

Container Type: *

GLASS - COLOUR ▼

Container Weight (gm.): §

400.00

Package Material:

▼

Package Weight (gm.):

Stopper Type: *

Stopper Weight (gm.): §



BEST PRACTICES – SUBMISSIONS

Stopper Type: *	Stopper Weight (gm.): §	
<input type="text" value="CORK"/>	<input type="text" value="5.00"/>	
Gift Package		
Package Cost:	Contents Cost:	
<input type="text"/>	<input type="text"/>	
Case Information		
Selling Unit Size: (ml.) *	# Units per Selling Pack: *	
<input type="text" value="750"/>	<input type="text" value="1"/>	
Case Length (cm.): *	Case Width (cm.): *	
<input type="text" value="23.0"/>	<input type="text" value="23.0"/>	
Case Height (cm.): *	Case Weight (kg.): *	
<input type="text" value="23.0"/>	<input type="text" value="19.0"/>	
Cases Per Pallet: §	Calculated Case Volume:	
<input type="text" value="56"/>		
Pallet Configuration (in cases): Cases Per Tier: §	Pallet Configuration	
<input type="text" value="14"/>	<input type="text" value="4"/>	
Cases Per 20' Container: §	Cases Per 40' Container or 45' truck trailer: §	Cases Per Temp-Controlled Container: §
<input type="text" value="750"/>	<input type="text" value="1500"/>	<input type="text" value="1200"/>
<div>SAVE > CANCEL > DELETE > PRINT ></div>		

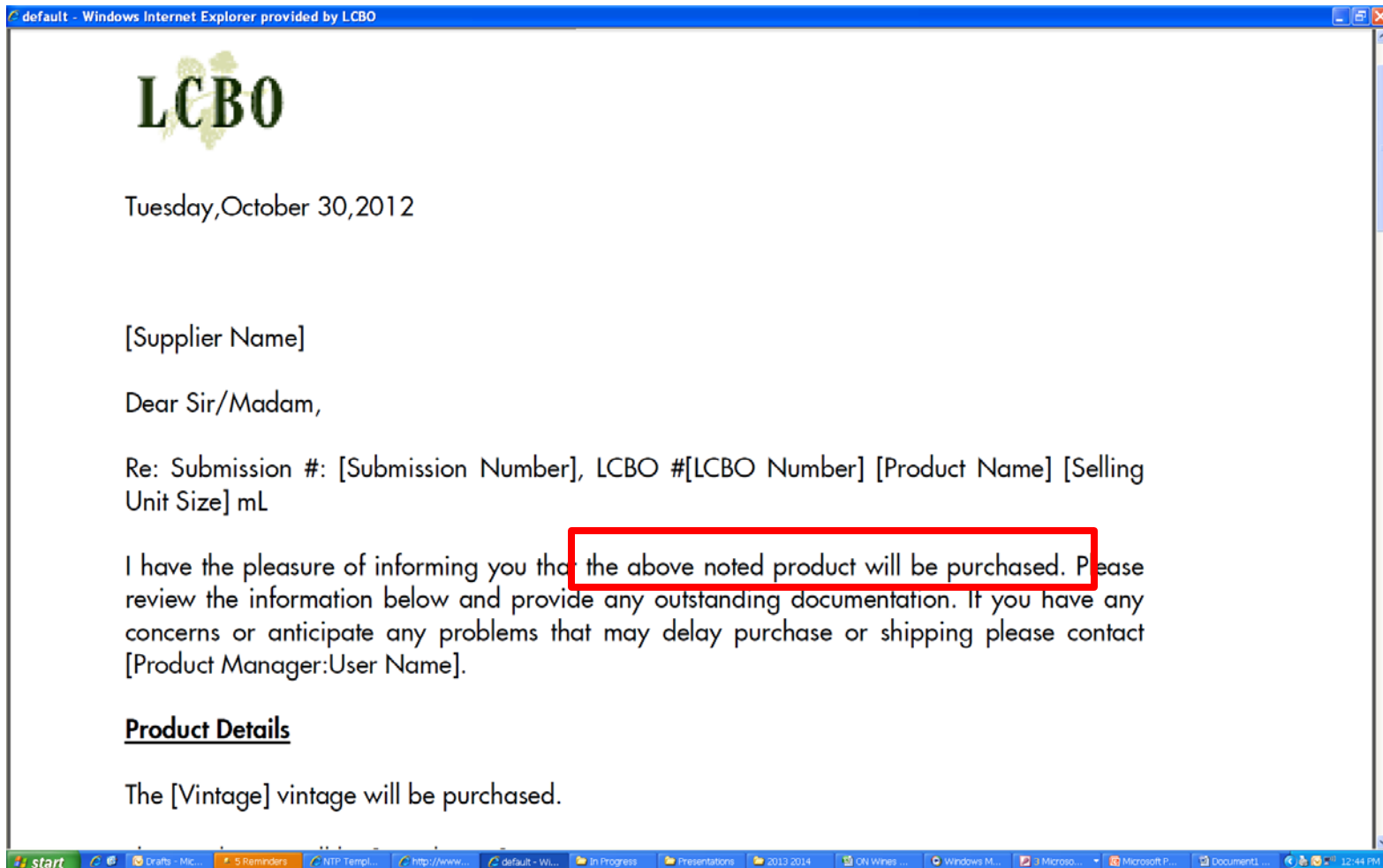
Enter the correct # units per selling unit – usually it is 1





**THE TASTING IS COMPLETE,
YOUR PRODUCT HAS BEEN
“ACCEPTED TO PROCEED” –
BEST PRACTICES**

READ THE NTP CAREFULLY



Keep reading....



READ THE NTP CAREFULLY

Required Information

Please confirm the final UPC/EAN number and shipping container code (SCC) with [Category Administrator:User Name].

Please provide valid organic/VQA certification.

Page 1 of 2

Please email a close-cropped final bottle shot to [Category Administrator:User Name].

Please provide a 25-word tasting note to be used for a New Product Bin Tag. Your agent will be invoiced \$700 for the production of this item unless you request to have the supplier charged instead.

Keep reading....



READ THE NTP CAREFULLY

A PO will only be issued if all of these conditions have been satisfied:

LCBO laboratory analysis of the wine is favorable.

LCBO label exam is favorable.

LCBO shipping container exam and Ti Hi pallet pattern are favorable and are based on the Shipping Carton Review Results obtained from Quality Services.

The product is in compliance with Product Packaging Standards. For details see [Product Packaging Standards](#).

For complete explanation of terms and conditions please see [LCBO Purchase Order Terms and Conditions](#).

P. S. If there are any issues or concerns regarding this notification, you must advise us no later than Wednesday, November 14, 2012.

Keep reading....



BEST PRACTICES: ACCEPTED TO PROCEED SUMMARY

1. *Send in all required components quickly and in one complete package*
2. *Send the quote on supplier letterhead and signed product review application together and immediately (VINTAGES)*
3. *Contact our Pricing Department to get a price calculator (demo)*
4. *Use your real shipping container for the case carton evaluation*



BEST PRACTICES – SHIPPING

1. *Ship with the correct TI-HI*
2. *Virtual and Event Offers: Don't disappoint us and customers – hold the allocated inventory of the right vintage (VINTAGES)*





PROMOTIONS

How *BEST* to do business with the LCBO



WHERE DO I FIND
● INFORMATION ?

WHERE DO I FIND INFORMATION ON PROMOTIONAL OPPORTUNITIES FOR THE LCBO AND VINTAGES?

Promotional Information is published:

- *On the Trade Resources Online site*
www.doingbusinesswithlcbo.com
- *Distributed regularly by WCO and Drinks Ontario to membership*



WHERE DO I FIND INFORMATION ON PROMOTIONAL OPPORTUNITIES FOR THE LCBO AND VINTAGES?



Doing Business with LCBO

Trade Resources Online

SEARCH **GO**

[NEW SUPPLIER/AGENT](#) [NEW PRODUCT PROCUREMENT](#) [PACKAGING & QUALITY](#) **[PROMOTIONAL PROGRAMS](#)** [WEB SYSTEMS](#) [FORMS & DOCUMENTS](#)



Promotional Programs

- LCBO Merchandising Programs**
- VINTAGES Programs**
- Advertising and Promotion Requirements**
- Product Promotion**

Promotional Programs

- Promotional Calendar
- Display Programs
- Support Programs
- Experience Programs
- Advertising
- Program Rates
- Store Formats

LCBO offers various promotional programs to provide opportunities to promote and market the products we sell. These programs are designed to provide opportunities to promote and market the products we sell. LCBO offers various promotional programs to provide opportunities to promote and market the products we sell. These programs are designed to provide opportunities to promote and market the products we sell.

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FREQUENTLY ASKED QUESTIONS!

How do you determine the amount of inventory required to support the promotions?

- *Past performance of similar promotions of similar products are used to determine the inventory required*
- *Seasonality is also a consideration*
- *Supplier forecasts are used as additional information to assist with forecasting for promotions*
- *Other initiatives outside of in-store promotions are also considered e.g. listing drives, licensee push or promotion, advertizing etc.*
- *Display quantities are also considered*



What can I do to ensure that you are ordering the right amount of inventory to support upcoming promotions?

- *We are so glad that you asked...*





● BEST PRACTICES

BEST PRACTICES

1. Make Promotional applications before the deadline
 - *You have a good shot at getting the promotions you want if you enter IMAGE applications into MPTS on time*
2. Collaboration on forecasts always works best
3. Proactively communicate with the Buying Team and Inventory Manager regarding any external marketing or sales initiatives
 - *Contact us when you are planning bursts of activity (licensee pull, listing drive, many tastings) or when you have concerns*





● TASTINGS



WHERE DO I FIND
● INFORMATION ?

WHERE DO I FIND INFORMATION REGARDING TASTINGS?

➤ *Everything you need to know about applying for tastings can be found in the In-store Tasting Requirements document*

➤ *On the Trade Resources Online site*

<http://www.doingbusinesswithlcbo.com/tro/Promotional-Programs/LCBO-Programs/Experience-Programs/Tasting-Programs.shtml>





FREQUENTLY ASKED QUESTIONS!

How are tasting spots allocated?

- *It is an automated point system*
- *Products are assigned points based on how closely they are aligned with the thematic*
 - *E.g. Ontario wines will get the highest rank in Ontario Wines promotions, high rank in wines promotions and lower rank in Spirit or Beer promotions*
- *Additional points are awarded based on strength of the promotion*
 - *e.g. Display components will get the highest rank followed by support programs etc.*



How to I maximize the chances of getting selected for tastings?

➤ *We are so glad that you asked...*





● BEST PRACTICES

BEST PRACTICES

1. Apply for tastings before the published deadline
 - *You have a good shot at getting the bookings you want if you apply to the In Store Tasting Program before the deadline*
2. Apply for tastings in a variety of locations and dates
 - *There is greater competition for high traffic stores on Saturday afternoons – you may have a better success rate if you spread out your options*





INVENTORY

How *BEST* to do business with the LCBO



FREQUENTLY ASKED QUESTIONS!

How often do we order and what is the process ?

- *We review all vendors for ordering once a week.*
- *Mondays we order from the Niagara, Markham, Vaughan Areas (consolidation) for delivery the following Monday, or Tuesday for London Direct Deliveries.*
- *Tuesdays we order from the Prince Edward County Area (if required) for delivery the following week*
- *Thursdays we order from the Lake Erie / North Shore area for delivery the following week*
- *Our forecasting system calculates order quantities based on projected sales and sales trends*



How often do you transfer products to outlying warehouses?

- *We review all skus that require Inter-warehouse Transfers on a daily basis. Our forecasting system generates suggested inter-warehouse transfers again based on sales projections, so when a warehouse runs low, it will suggest we transfer more product to support upcoming sales*



How and when do we order Promotional Product?

- *We order a large portion of product to support Promotional activity (End Aisles, Hero, POD program, Superstars, Popular Picks, to arrive in Durham the first week of the previous period (ie. PT7 promo product(Display) arrives the first week of PT6).*
- *This is done so we have time to Inter-warehouse Transfer the goods to London, Ottawa and Thunder Bay where applicable and the inventory is in place for Retail to draw*





● BEST PRACTICES

BEST PRACTICES

1. If you can't supply us with a product, please advise and indicate when the product will be available again
2. If you are doing a listing drive, have a new licensee, or other external promotional activity; please contact the Inventory Manager and share your plans so there is inventory in place to support your initiatives
3. If you are changing your case sizes, please provide us with the new case dimensions and case weight so we can provide you with the new ti-hi schematic so you aren't subject to compliance fines
4. Check your Narrowcast reports
5. The key is Communication





● WINE COUNTRY ● ONTARIO

WINE COUNTRY ONTARIO AND LCBO PARTNERSHIP

- Programs we coordinate with the LCBO
 - WOW Tours
 - Product Consultants
 - Tastings
 - VINTAGES Taste Ontario events (Toronto & Ottawa)
 - Period 7 thematic
 - Outreach to Regional Directors, District Managers, Store Managers, Category and Senior Management



PROGRAMS

➤ WOW Tours

➤ Overview

- 2 day tour of 3 wineries in Wine Country Ontario
- Educational components:
 - Vineyard Tour – in-vineyard tour
 - wine regions compared to other regions in the world
 - Major influences affecting the regional climate
 - Types of soil and aspect of land
 - Label terms of single vineyard and estate terminology
 - Appellations and sub-appellations
 - Production Tour – showcasing the process from harvest to bottle
 - How wine is made – seven steps
 - Difference between styles: white, red, sparkling, Icewine
 - VQA rules on harvest and production
 - Cellar/Barrel Tour – aging and different types of oak
 - Why and when Oak is used
 - How long wine is kept in oak
 - How many times a barrel can be used
 - Describe barrel fermented versus barrel aged

➤ Planning

- Work with Category and Knowledge Resource Group from LCBO on content and objectives
- Allocation of regions to be visited based on 'home Store' and travel distance



PROGRAMS

➤ WOW Tours continued

➤ Winery participation

- Must be currently doing business with LCBO or VINTAGES
- General call out for participation identifying availability, offering of experience, commitment of winemaker/principal.
- Allocation based on best experience for WOW Leaders.
 - Locations chosen to showcase mixture of winery experiences, winery size, distance between visits and cross referenced to where WOW Leader has toured in the past.

➤ Timing

- Tours are proposed for summer months beginning in late June
- Call for participation end of May



PROGRAMS

➤ Product Consultant Annual Conferences

➤ Overview

- Panel discussion and lunch featuring VQA wines

➤ Planning

- Work with Category and Knowledge Resource Group from LCBO on content and educational objectives

➤ Winery participation

- Winery participation is by invitation only
 - Due to the small # of wineries able to be featured and focus of panel
 - Consistency of message and interaction of panel members
 - Must be winemaker or principal - must commit to participate in 4 sessions
- Must be currently doing business with LCBO or VINTAGES

➤ Timing

- Fall or Winter



PROGRAMS

➤ Tastings

➤ Overview

- Subsidy available to support extension of VQA tastings in LCBO stores during key period (P1 – Easter , P4 – Canada Day, P7 – Sept/Oct.)

➤ Planning

- Work with Dave Smith, LCBO, and Category to identify participating tasting stores and focus on top VQA sales stores.

➤ Winery participation

- Call for participation in line with LCBO deadlines
- Allocation is in partnership with Dave based on equal opportunity, brands carried in stores and # of tastings available

➤ Subsidy

- Sent from WCO following period based on COMPLETED tastings



PROGRAMS

- VINTAGES Taste and Buy
 - Role
 - Assist with execution of Consumer event in time and financial to help subsidize ticket price
 - Winery participation
 - Call for winery participation by invitation only – directly from VINTAGES
- Period 7
 - Role
 - Seat on the Steering committee on planning and components of thematic
 - Financial support for Period 7
- Outreach
 - Role
 - Presentations to all levels of LCBO staff from WOW Leaders, Product Consultants, Store Managers, District Managers, Regional Directors, Category and Senior Team to keep Wine Country Ontario top of mind





FREQUENTLY ASKED QUESTIONS!

How are winery visits selected and allocated?

- *Submitting forms ON TIME and complete*
 - *40+ wineries sign up to participate*
- *Availability and commitment of winemaker and/or principal*
- *Best property aligned with the learning objectives*
 - *Vineyard tour*
 - *Production tour*
 - *Cellar tour*
 - *Lunch or dinner hosting capability*
- *Expectations*
 - *Winery is expected to be aligned with the Wine Country Ontario brand, support other wineries and not use their time with the WOW Leaders as a sales pitch only. Be aware of educational component and not repeat what has been covered at prior tour*
- *Evaluations from each group are reviewed and shared. Feedback is taken seriously and could result in the selection of your winery for the next year.*





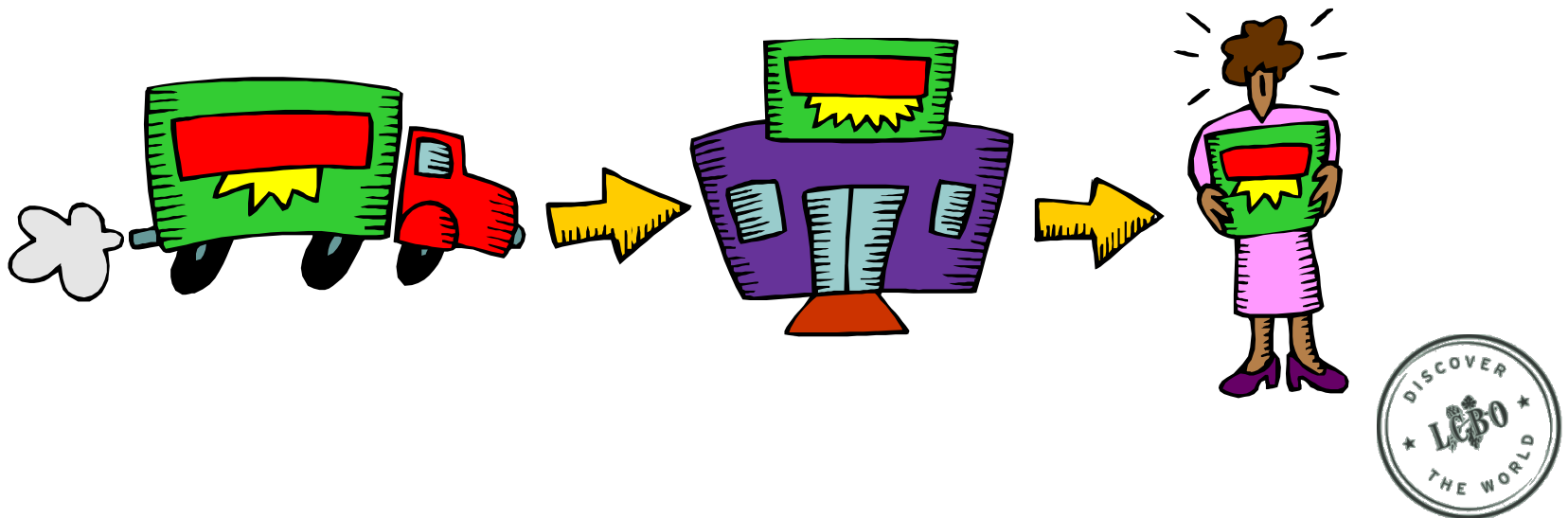
ONTARIO WINES DIRECT DELIVERY PROGRAM

OVERVIEW

- The VINTAGES and LCBO Go-to-Market programs have been consolidated and renamed the Ontario Wines Direct Delivery Program (DDP)

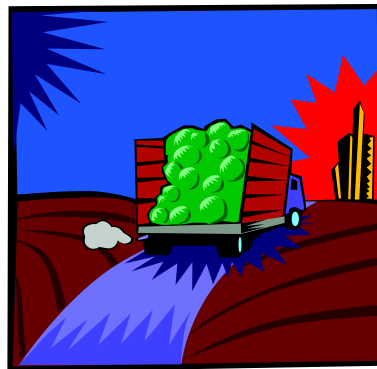
Why?

- To make it easier to execute, understand and manage

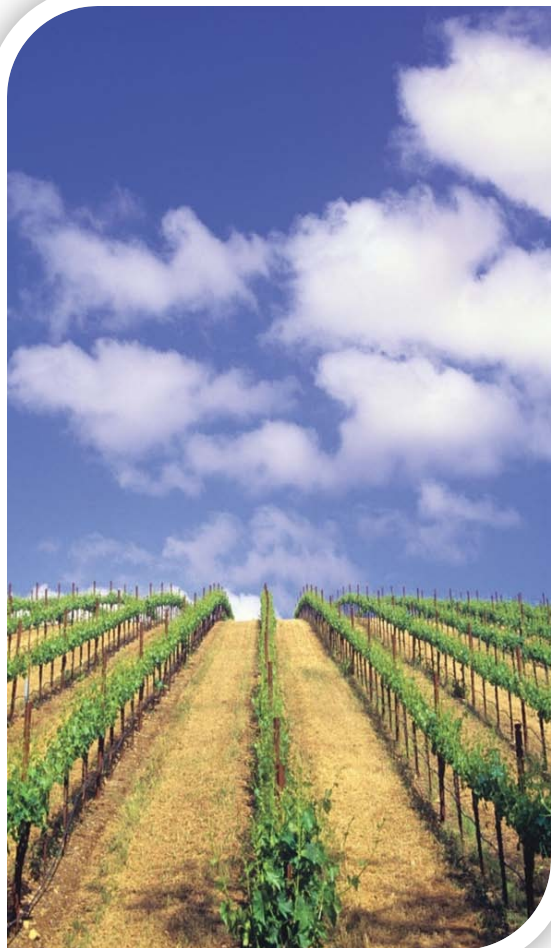


OBJECTIVES

1. Augment the Ontario wine assortment in stores with market potential
2. Create destination locations for customers interested in a broader assortment of local VQA wines
3. Grow and develop regional wines
4. Improve operational efficiencies and increase sales



WHAT IS NEW?

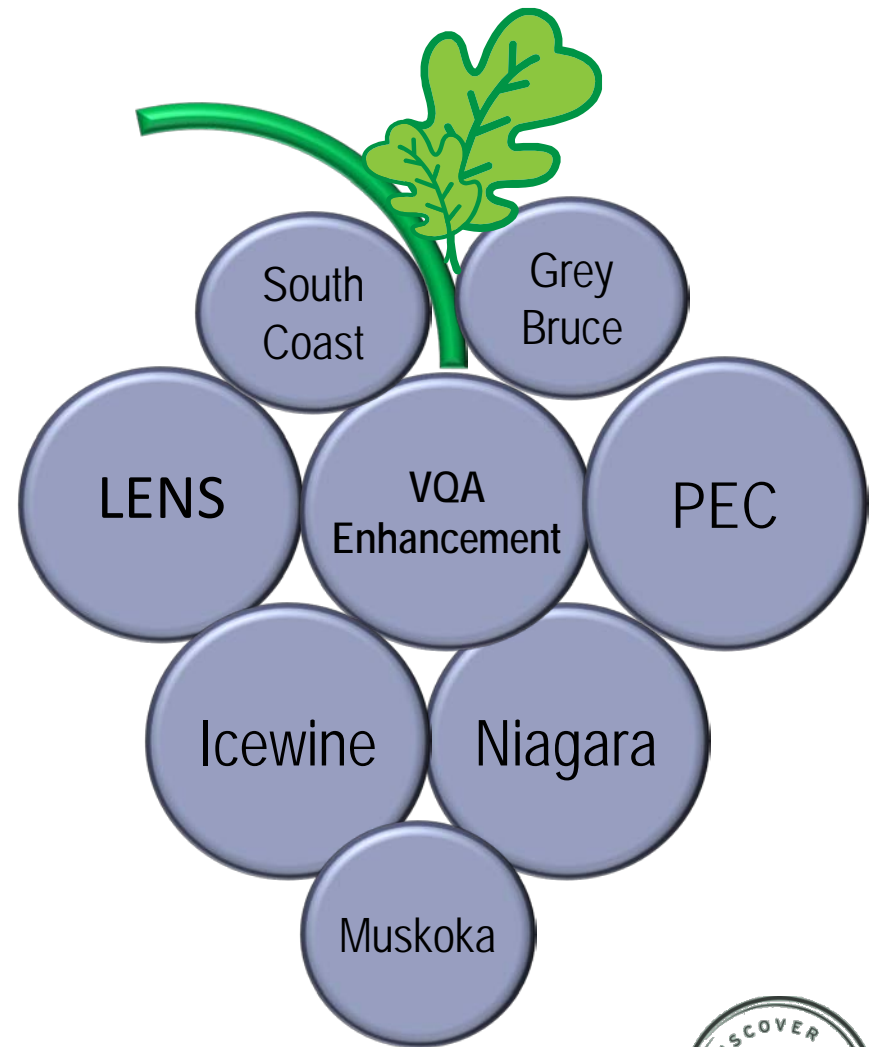


- NISS calls: 3 x year
- Regular updates to Retail: 3 x year
- Comprehensive Direct Delivery Guide
- Cluster approach



CLUSTER APPROACH

- Clusters identified to support the objective of developing regional wines, where customer support and demand is strongest
 - Based on historical sales performance
 - Sales potential
 - Proximity to region



*Wines may be approved for more than one store cluster





● THINGS TO REMEMBER

NEW LCBO PRODUCTS LAUNCHING BEFORE PERIOD 7 2013

- NISS submissions for any products that you intend to launch in to market prior to Period 7 2013, must be entered by **February 8, 2013**.

ID# 90 Wines 2012/2013

Call #1355 Ontario VQA

Call back deadline Feb. 15, 2013

Samples due March 1, 2013

Tasting date March 7, 2013



NEW VINTAGES SUBMISSIONS FOR CONSIDERATION IN THE ONTARIO SEPTEMBER RELEASE PERIOD 7 2013

- NISS submissions for any products that you would like considered for the Ontario release in period 7, must be submitted by **November 28th, 2012.**

ID# 87 VINTAGES 2012/2013

Call #1316 Ontario VQA

Call back deadline Dec. 5, 2012

Samples due March 7, 2013

Tasting date March 11, 2013



REMINDER OF LIGHT WEIGHT GLASS DEADLINE

- 420g for 750mL bottles
- 460g for Hock bottles

- Deadline is **January 1, 2013**



ONLINE IS A GREAT RESOURCE TO ANSWER YOUR QUESTIONS

- Check online for answers to your questions
- NEW ADDRESS!!

www.doingbusinesswithlcbo.com



A scenic landscape featuring a vibrant rainbow arching across a blue sky with light clouds. Below the rainbow, a lush green valley is filled with rows of vineyards. In the distance, a small village with white buildings and red roofs is nestled among the hills. The entire scene is framed by a white border with rounded corners.

Thank You!

Questions?

