

Our Wine Country

Creating a destination location at the LCBO



The New Our Wine Country Experience

An integrated, cohesive brand journey from the vineyard to the table.

The new Ontario wine section will recreate the Ontario wine country experience, and will become a destination for wine lovers seeking knowledge, adventure and sensory discovery.

Wine * Food * Place * Talent



Artist's rendering

Our Wine Country



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Current Locations

#252: St. Catharines, Glendale & Merritt, 343 Glendale Ave.

#401: Niagara Falls, Thorold Stone Rd & Portage Rd, 3714 Portage Rd.

#490: Windsor, Lauzon Pkwy & Tecumseh (Parkway Plaza), 7640 Tecumseh Rd. E.

More locations will follow in late 2013 and early 2014

LCBO Program Summary

Program	Description of program	Rotation	Cases Needed	Application Instructions
LCBO Wines	Products are continuously available to all LCBO stores; stock flows through warehouses; success = exceeding the established sales target	Continuous availability	2000+	Apply to appropriate LCBO Wines calls in NISS
VINTAGES Front Line Release	Products are one-time purchases made available to all VINTAGES locations; success = quick sell-through 8 weeks post release	VINTAGES releases approx. 10 Ontario wines every 2 weeks	56-300	Apply to VINTAGES Ontario calls in NISS
Wines to Watch Limited Availability (LAW)	Products are one-time purchases made available to a list of specific stores for limited period of time; success = maximum sales during one 4-period turn	3x per year Launches P4, P8, P12	300+	Apply to Wines to Watch, Limited Availability calls in NISS
Ontario Wines Direct Delivery Program (OWDDP)	Products are continuously available to a list of specific stores at store manager's discretion; success = exceeding sales of 6 bottles per store per period	Continuous availability	>1	Apply to Ontario Direct Delivery calls in NISS

LCBO Program Summary

Exclusive programs to Our Wine Country Boutiques

Program	Description of program	Rotation	Approx Cases Needed	Application Instructions
Boutique Enhanced Assortment (BEA)	Products are continuously available, exclusive to Our Wine Country Boutique stores	Continuous availability	200+	Apply to Boutique Enhanced Assortment calls in NISS
Homegrown	Promotes a varietal, style, or region; up to 4 wines are selected to expand upon Local Talent story feature in Vintages release catalogue	Monthly	14 per wine	Discuss with Product Manager
Unique Find	Promotes 1 unique product	By period	28	
Notable Wineries	Promotes 2 emerging, artisanal, interesting wineries; 3 wines per winery	Seasonally P3, P6, P10, P13	28 per wine	
Seasonal Selection	Promotes 1 hot pick for the season		200	
Regional Stories	Promotes 1 region/appellation; 3-6 different wines		28 per wine	



Sample floorplan of Store 252

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Our HARVEST TABLE tastings

The Our Wine Country stores have been created to bring an authentic wine country experience to our customers. We want customers to discover and **fall in love** with locally-made wines. Each location will provide extensive opportunities for customers to learn about Ontario wine and for **all** of us to share our passion.



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Our HARVEST TABLE tastings

- The Harvest table is a **destination** for engaging winemaker appearances and tastings that showcase the best of Ontario
- Harvest Table tastings must be conducted by a winemaker or winery representative
- Tastings can be booked through LCBO Special Events. Contact Karen McGee at karen.mcgee@lcbo.com to book a tasting or for further information about the program



Tips for Success

- Regularly visit the boutiques to meet with staff and customers
- Introduce yourself to store staff and conduct store staff tastings of your featured wines
- Facilitate customer tastings at the Harvest Table for your featured wines. Consider enhancing the tasting with a simple local food match (e.g. local artisanal cheeses) to complement your wines

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Interested Wineries can contact:

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