

PRIVATE RETAIL NEXT STEPS

Report to Town Hall

Preparing for the next election

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- The debate around private retail in Ontario continues to be live and will, without doubt, be talked about in the election
- It resonates with consumers who want more choice and convenience and all players on that have an opinion on that will be into the fray
- From our perspective, change is coming in Ontario and we want to be part of this dialogue
- Having an opinion we have been working to prepare for this and continuing to engage in the dialogue
- This will come in 2 ways
 - Refreshing our Wine Council assets to provide an easily understood summary of our positioning, facts to support our position and refuting the claims of other players in this debate
 - You will see this roll forward in the next month or so and we encourage you to both engage with this material and to promote it as you see fit
 - Preparing for a focused effort around the election targeted at consumers and actively entering the political and media dialogue on the issue
 - Proactive earned media efforts, renewing the approach around mywineshop to connect our message directly to voters and asking them to engage with candidates, campaign style approach to the effort with media monitoring and quick response
 - We will be asking members to engage in this effort, as we did in mywineshop. This will be critical to spreading the message to interested consumers who are engaged in our business and can see the value in our proposal – and most important be motivated to support our option – the best option for Ontario