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To: All Trade Councils  
Re: 2014/15 Sales Targets for LCBO Wines

Dear Trade Partners,

With the goal in mind of continuing to meet the LCBO's sales objectives and strategic initiatives, we have prepared the 2014/15 sales targets for LCBO Wines' European and New World portfolios and share them with you today.

As in previous years, sales targets are based on Rolling 13 Periods of net sales dollars.

To ensure your product remains in good standing at the LCBO, we continue to require that your product(s) meet or exceed this target.

**NEW THIS YEAR: Price band-specific tiers**

Similar to LCBO Spirits sales target structure, LCBO European Wine and New World Wine portfolios now have price band-specific sales targets, to account for the difference in sales potential. Price bands consist of Standard, Premium and Deluxe segments that are specific to the country of origin and varietal or style of the wine.

Included here are the new sales targets by product grouping.

We look forward to working with you in 2014/15 to offer our customers a world-class assortment that delivers great sales results. If you have any questions regarding the new targets, please contact the applicable Category Manager.

Thank you for your continued support.

Sincerely,

Carolyn O'Grady-Gold

cc: Shari Mogk-Edwards

<b>LCBO NEW WORLD WINES 2014/15 SALES TARGETS</b>			
<b>Set/Subset</b>	<b>Price Band</b>	<b>Range</b>	<b>Sales Target Fiscal 2014/15</b>
<b>AUSTRALIA RED - SYRAH/SHIRAZ</b>	<i>Standard</i>	</>=\$11.95	<b>\$845,000</b>
	<i>Premium</i>	\$12-<\$16.95	<b>\$525,000</b>
	<i>Deluxe</i>	\$17+	<b>\$245,000</b>
<b>AUSTRALIA RED - CABERNET SAUVIGNON</b>	<i>Standard</i>	</>=\$11.95	<b>\$845,000</b>
	<i>Premium</i>	\$12-<\$16.95	<b>\$525,000</b>
	<i>Deluxe</i>	\$17+	<b>\$245,000</b>
<b>AUSTRALIA RED - SHIRAZ/CABERNET</b>	<i>Standard</i>	</>=\$11.95	<b>\$845,000</b>
	<i>Premium</i>	\$12-<\$16.95	<b>\$525,000</b>
	<i>Deluxe</i>	\$17+	<b>\$245,000</b>
<b>AUSTRALIA RED - MERLOT</b>	<i>Standard</i>	</>=\$11.95	<b>\$845,000</b>
	<i>Premium</i>	\$12-<\$16.95	<b>\$525,000</b>
	<i>Deluxe</i>	\$17+	<b>\$245,000</b>
<b>AUSTRALIA RED - BLEND</b>	<i>Standard</i>	</>=\$11.95	<b>\$845,000</b>
	<i>Premium</i>	\$12-<\$16.95	<b>\$525,000</b>
	<i>Deluxe</i>	\$17+	<b>\$245,000</b>
<b>AUSTRALIA RED - PINOT NOIR</b>	<i>Standard</i>	</>=\$11.95	<b>\$500,000</b>
	<i>Premium</i>	\$12-<\$16.95	<b>\$300,000</b>
	<i>Deluxe</i>	\$17+	<b>\$200,000</b>
<b>AUSTRALIA RED - CABERNET/MERLOT</b>	<i>Standard</i>	</>=\$11.95	<b>\$845,000</b>
	<i>Premium</i>	\$12-<\$16.95	<b>\$525,000</b>
	<i>Deluxe</i>	\$17+	<b>\$245,000</b>
<b>AUSTRALIA WHITE - CHARDONNAY</b>	<i>Standard</i>	</>=\$10.95	<b>\$675,000</b>
	<i>Premium</i>	\$11-\$14.95	<b>\$445,000</b>
	<i>Deluxe</i>	\$15+	<b>\$200,000</b>
<b>AUSTRALIA WHITE - PINOT GRIGIO</b>	<i>Standard</i>	</>=\$10.95	<b>\$675,000</b>
	<i>Premium</i>	\$11-\$14.95	<b>\$425,000</b>
	<i>Deluxe</i>	\$15+	<b>\$200,000</b>
<b>AUSTRALIA WHITE - BLEND</b>	<i>Standard</i>	</>=\$10.95	<b>\$400,000</b>
	<i>Premium</i>	\$11-\$14.95	<b>\$295,000</b>
	<i>Deluxe</i>	\$15+	<b>\$200,000</b>
<b>AUSTRALIA WHITE - SAUVIGNON BLANC</b>	<i>Standard</i>	</>=\$10.95	<b>\$750,000</b>
	<i>Premium</i>	\$11-\$14.95	<b>\$445,000</b>
	<i>Deluxe</i>	\$15+	<b>\$200,000</b>

<b>LCBO NEW WORLD WINES 2014/15 SALES TARGETS</b>			
<b>AUSTRALIA WHITE - RIESLING</b>	<i>Standard</i>	</\$10.95	<b>\$275,000</b>
	<i>Premium</i>	\$11-\$14.95	<b>\$195,000</b>
	<i>Deluxe</i>	\$15+	<b>\$150,000</b>
<b>AUSTRALIA WHITE - MOSCATO</b>	<i>Standard</i>	</\$10.95	<b>\$675,000</b>
	<i>Premium</i>	\$11-\$14.95	<b>\$445,000</b>
	<i>Deluxe</i>	\$15+	<b>\$200,000</b>
<b>ARGENTINA RED - BLEND</b>	<i>Standard</i>	</\$9.95	<b>\$845,000</b>
	<i>Premium</i>	\$10-\$13.95	<b>\$495,000</b>
	<i>Deluxe</i>	\$14+	<b>\$295,000</b>
<b>ARGENTINA RED - MALBEC</b>	<i>Standard</i>	</\$9.95	<b>\$845,000</b>
	<i>Premium</i>	\$10-\$13.95	<b>\$425,000</b>
	<i>Deluxe</i>	\$14+	<b>\$295,000</b>
<b>ARGENTINA RED - CABERNET SAUVIGNON</b>	<i>Standard</i>	</\$9.95	<b>\$375,000</b>
	<i>Premium</i>	\$10-\$13.95	<b>\$300,000</b>
	<i>Deluxe</i>	\$14+	<b>\$225,000</b>
<b>ARGENTINA RED - SYRAH/SHIRAZ</b>	<i>Standard</i>	</\$9.95	<b>\$400,000</b>
	<i>Premium</i>	\$10-\$13.95	<b>\$300,000</b>
	<i>Deluxe</i>	\$14+	<b>\$225,000</b>
<b>ARGENTINA RED - MERLOT</b>	<i>Standard</i>	</\$9.95	<b>\$400,000</b>
	<i>Premium</i>	\$10-\$13.95	<b>\$300,000</b>
	<i>Deluxe</i>	\$14+	<b>\$225,000</b>
<b>ARGENTINA RED - OTHER VARIETALS</b>	<i>Standard</i>	</\$9.95	<b>\$400,000</b>
	<i>Premium</i>	\$10-\$13.95	<b>\$300,000</b>
	<i>Deluxe</i>	\$14+	<b>\$225,000</b>
<b>ARGENTINA WHITE - BLEND</b>	<i>Standard</i>	</\$9.95	<b>\$700,000</b>
	<i>Premium</i>	\$10-\$12.95	<b>\$375,000</b>
	<i>Deluxe</i>	\$13+	<b>\$275,000</b>
<b>ARGENTINA WHITE - PINOT GRIGIO</b>	<i>Standard</i>	</\$9.95	<b>\$700,000</b>
	<i>Premium</i>	\$10-\$12.95	<b>\$350,000</b>
	<i>Deluxe</i>	\$13+	<b>\$250,000</b>
<b>ARGENTINA WHITE - CHARDONNAY</b>	<i>Standard</i>	</\$9.95	<b>\$400,000</b>
	<i>Premium</i>	\$10-\$12.95	<b>\$275,000</b>
	<i>Deluxe</i>	\$13+	<b>\$175,000</b>
<b>ARGENTINA WHITE - TORRONTÉS</b>	<i>Standard</i>	</\$9.95	<b>\$200,000</b>
	<i>Premium</i>	\$10-\$12.95	<b>\$150,000</b>
	<i>Deluxe</i>	\$13+	<b>\$100,000</b>

<b>LCBO NEW WORLD WINES 2014/15 SALES TARGETS</b>			
<b>CHILE RED - CABERNET SAUVIGNON</b>	<i>Standard</i>	<i>&lt;/=\$9.95</i>	<b>\$475,000</b>
	<i>Premium</i>	<i>\$10-\$14.95</i>	<b>\$365,000</b>
	<i>Deluxe</i>	<i>\$15+</i>	<b>\$275,000</b>
<b>CHILE RED - CABERNET/MERLOT</b>	<i>Standard</i>	<i>&lt;/=\$9.95</i>	<b>\$475,000</b>
	<i>Premium</i>	<i>\$10-\$14.95</i>	<b>\$365,000</b>
	<i>Deluxe</i>	<i>\$15+</i>	<b>\$275,000</b>
<b>CHILE RED - MERLOT</b>	<i>Standard</i>	<i>&lt;/=\$9.95</i>	<b>\$650,000</b>
	<i>Premium</i>	<i>\$10-\$14.95</i>	<b>\$365,000</b>
	<i>Deluxe</i>	<i>\$15+</i>	<b>\$245,000</b>
<b>CHILE RED - BLEND</b>	<i>Standard</i>	<i>&lt;/=\$9.95</i>	<b>\$675,000</b>
	<i>Premium</i>	<i>\$10-\$14.95</i>	<b>\$360,000</b>
	<i>Deluxe</i>	<i>\$15+</i>	<b>\$245,000</b>
<b>CHILE RED - CARMENÈRE</b>	<i>Standard</i>	<i>&lt;/=\$9.95</i>	<b>\$450,000</b>
	<i>Premium</i>	<i>\$10-\$14.95</i>	<b>\$350,000</b>
	<i>Deluxe</i>	<i>\$15+</i>	<b>\$225,000</b>
<b>CHILE RED - SYRAH/SHIRAZ</b>	<i>Standard</i>	<i>&lt;/=\$9.95</i>	<b>\$350,000</b>
	<i>Premium</i>	<i>\$10-\$14.95</i>	<b>\$275,000</b>
	<i>Deluxe</i>	<i>\$15+</i>	<b>\$200,000</b>
<b>CHILE RED - OTHER VARIETALS</b>	<i>Standard</i>	<i>&lt;/=\$9.95</i>	<b>\$350,000</b>
	<i>Premium</i>	<i>\$10-\$14.95</i>	<b>\$275,000</b>
	<i>Deluxe</i>	<i>\$15+</i>	<b>\$200,000</b>
<b>CHILE WHITE - CHARDONNAY</b>	<i>Standard</i>	<i>&lt;/=\$9.95</i>	<b>\$500,000</b>
	<i>Premium</i>	<i>\$10-\$13.95</i>	<b>\$395,000</b>
	<i>Deluxe</i>	<i>\$14+</i>	<b>\$245,000</b>
<b>CHILE WHITE - SAUVIGNON BLANC</b>	<i>Standard</i>	<i>&lt;/=\$9.95</i>	<b>\$650,000</b>
	<i>Premium</i>	<i>\$10-\$13.95</i>	<b>\$415,000</b>
	<i>Deluxe</i>	<i>\$14+</i>	<b>\$275,000</b>
<b>CHILE WHITE - OTHER VARIETALS</b>	<i>Standard</i>	<i>&lt;/=\$9.95</i>	<b>\$500,000</b>
	<i>Premium</i>	<i>\$10-\$13.95</i>	<b>\$395,000</b>
	<i>Deluxe</i>	<i>\$14+</i>	<b>\$245,000</b>
<b>CALIFORNIA RED - CABERNET SAUVIGNON</b>	<i>Standard</i>	<i>&lt;/=\$12.95</i>	<b>\$800,000</b>
	<i>Premium</i>	<i>\$13-\$17.95</i>	<b>\$545,000</b>
	<i>Deluxe</i>	<i>\$18+</i>	<b>\$245,000</b>
<b>CALIFORNIA RED - MERLOT</b>	<i>Standard</i>	<i>&lt;/=\$12.95</i>	<b>\$800,000</b>
	<i>Premium</i>	<i>\$13-\$17.95</i>	<b>\$525,000</b>
	<i>Deluxe</i>	<i>\$18+</i>	<b>\$245,000</b>

<b>LCBO NEW WORLD WINES 2014/15 SALES TARGETS</b>			
<b>CALIFORNIA RED - BLEND</b>	<i>Standard</i>	</>=\$12.95	\$845,000
	<i>Premium</i>	\$13-\$17.95	\$640,000
	<i>Deluxe</i>	\$18+	\$300,000
<b>CALIFORNIA RED - SYRAH/SHIRAZ</b>	<i>Standard</i>	</>=\$12.95	\$600,000
	<i>Premium</i>	\$13-\$17.95	\$500,000
	<i>Deluxe</i>	\$18+	\$245,000
<b>CALIFORNIA RED - ZINFANDEL</b>	<i>Standard</i>	</>=\$12.95	\$600,000
	<i>Premium</i>	\$13-\$17.95	\$425,000
	<i>Deluxe</i>	\$18+	\$245,000
<b>CALIFORNIA RED - PINOT NOIR</b>	<i>Standard</i>	</>=\$12.95	\$525,000
	<i>Premium</i>	\$13-\$17.95	\$350,000
	<i>Deluxe</i>	\$18+	\$225,000
<b>CALIFORNIA RED - OTHER VARIETALS</b>	<i>Standard</i>	</>=\$12.95	\$550,000
	<i>Premium</i>	\$13-\$17.95	\$425,000
	<i>Deluxe</i>	\$18+	\$245,000
<b>CALIFORNIA WHITE - CHARDONNAY</b>	<i>Standard</i>	</>=\$10.95	\$550,000
	<i>Premium</i>	\$11-\$16.95	\$425,000
	<i>Deluxe</i>	\$17+	\$245,000
<b>CALIFORNIA WHITE - PINOT GRIGIO</b>	<i>Standard</i>	</>=\$10.95	\$650,000
	<i>Premium</i>	\$11-\$16.95	\$425,000
	<i>Deluxe</i>	\$17+	\$245,000
<b>CALIFORNIA WHITE - SAUVIGNON BLANC</b>	<i>Standard</i>	</>=\$10.95	\$550,000
	<i>Premium</i>	\$11-\$16.95	\$425,000
	<i>Deluxe</i>	\$17+	\$245,000
<b>CALIFORNIA WHITE - BLEND</b>	<i>Standard</i>	</>=\$10.95	\$650,000
	<i>Premium</i>	\$11-\$16.95	\$500,000
	<i>Deluxe</i>	\$17+	\$245,000
<b>CALIFORNIA WHITE - OTHER VARIETALS</b>	<i>Standard</i>	</>=\$10.95	\$325,000
	<i>Premium</i>	\$11-\$16.95	\$245,000
	<i>Deluxe</i>	\$17+	\$200,000
<b>CALIFORNIA WHITE - MOSCATO</b>	<i>Standard</i>	</>=\$10.95	\$650,000
	<i>Premium</i>	\$11-\$16.95	\$450,000
	<i>Deluxe</i>	\$17+	\$245,000
<b>SOUTH AFRICA WHITE - SAUVIGNON BLANC</b>	<i>Standard</i>	</>=\$10.45	\$500,000
	<i>Premium</i>	\$10.50-13.95	\$275,000
	<i>Deluxe</i>	\$13.95+	\$200,000

<b>LCBO NEW WORLD WINES 2014/15 SALES TARGETS</b>			
<b>SOUTH AFRICA WHITE - BLEND</b>	<i>Standard</i>	</= \$10.45	<b>\$500,000</b>
	<i>Premium</i>	\$10.50- \$13.90	<b>\$275,000</b>
	<i>Deluxe</i>	\$13.95+	<b>\$200,000</b>
<b>SOUTH AFRICA WHITE - OTHER VARIETALS</b>	<i>Standard</i>	</= \$10.45	<b>\$600,000</b>
	<i>Premium</i>	\$10.50- \$13.90	<b>\$400,000</b>
	<i>Deluxe</i>	\$13.95+	<b>\$200,000</b>
<b>SOUTH AFRICA WHITE - CHARDONNAY</b>	<i>Standard</i>	</= \$10.45	<b>\$500,000</b>
	<i>Premium</i>	\$10.50- \$13.90	<b>\$350,000</b>
	<i>Deluxe</i>	\$13.95+	<b>\$200,000</b>
<b>SOUTH AFRICA WHITE - CHENIN BLANC</b>	<i>Standard</i>	</= \$10.45	<b>\$325,000</b>
	<i>Premium</i>	\$10.50- \$13.90	<b>\$200,000</b>
	<i>Deluxe</i>	\$13.95+	<b>\$110,000</b>
<b>SOUTH AFRICA RED - BLEND</b>	<i>Standard</i>	</= \$10.45	<b>\$425,000</b>
	<i>Premium</i>	\$10.50- \$13.90	<b>\$350,000</b>
	<i>Deluxe</i>	\$13.95+	<b>\$200,000</b>
<b>SOUTH AFRICA RED - SYRAH/SHIRAZ</b>	<i>Standard</i>	</= \$10.45	<b>\$425,000</b>
	<i>Premium</i>	\$10.50- \$13.90	<b>\$350,000</b>
	<i>Deluxe</i>	\$13.95+	<b>\$250,000</b>
<b>SOUTH AFRICA RED - CABERNET SAUVIGNON</b>	<i>Standard</i>	</= \$10.45	<b>\$400,000</b>
	<i>Premium</i>	\$10.50- \$13.90	<b>\$350,000</b>
	<i>Deluxe</i>	\$13.95+	<b>\$250,000</b>
<b>SOUTH AFRICA RED - MERLOT</b>	<i>Standard</i>	</= \$10.45	<b>\$350,000</b>
	<i>Premium</i>	\$10.50- \$13.90	<b>\$275,000</b>
	<i>Deluxe</i>	\$13.95+	<b>\$200,000</b>
<b>SOUTH AFRICA RED - OTHER VARIETALS</b>	<i>Standard</i>	</= \$10.45	<b>\$350,000</b>
	<i>Premium</i>	\$10.50- \$13.90	<b>\$275,000</b>
	<i>Deluxe</i>	\$13.95+	<b>\$200,000</b>
<b>NEW ZEALAND WHITE - SAUVIGNON BLANC</b>	<i>Standard</i>	</= \$13.95	<b>\$550,000</b>
	<i>Premium</i>	\$14-\$17.95	<b>\$440,000</b>
	<i>Deluxe</i>	\$18+	<b>\$175,000</b>

<b>LCBO NEW WORLD WINES 2014/15 SALES TARGETS</b>			
<b>NEW ZEALAND WHITE - CHARDONNAY</b>	<i>Standard</i>	</>=\$13.95	<b>\$350,000</b>
	<i>Premium</i>	\$14-\$17.95	<b>\$245,000</b>
	<i>Deluxe</i>	\$18+	<b>\$175,000</b>
<b>NEW ZEALAND WHITE - OTHER VARIETALS</b>	<i>Standard</i>	</>=\$13.95	<b>\$275,000</b>
	<i>Premium</i>	\$14-\$17.95	<b>\$175,000</b>
	<i>Deluxe</i>	\$18+	<b>\$150,000</b>
<b>NEW ZEALAND WHITE - PINOT GRIGIO</b>	<i>Standard</i>	</>=\$13.95	<b>\$300,000</b>
	<i>Premium</i>	\$14-\$17.95	<b>\$225,000</b>
	<i>Deluxe</i>	\$18+	<b>\$150,000</b>
<b>NEW ZEALAND RED - PINOT NOIR</b>	<i>Standard</i>	</>=\$14.95	<b>\$325,000</b>
	<i>Premium</i>	\$15-18.95	<b>\$260,000</b>
	<i>Deluxe</i>	\$19+	<b>\$175,000</b>
<b>NEW ZEALAND RED - OTHER VARIETALS</b>	<i>Standard</i>	</>=\$14.95	<b>\$300,000</b>
	<i>Premium</i>	\$15-18.95	<b>\$200,000</b>
	<i>Deluxe</i>	\$19+	<b>\$125,000</b>
<b>SPARKLING - NW WHITE</b>	<i>Standard</i>	</>=\$12.95	<b>\$250,000</b>
	<i>Premium</i>	\$13-\$19.95	<b>\$200,000</b>
	<i>Deluxe</i>	\$20+	<b>\$150,000</b>
<b>SPARKLING - NW RED</b>	<i>Standard</i>	</>=\$12.95	<b>\$350,000</b>
	<i>Premium</i>	\$13-\$19.95	<b>\$150,000</b>
	<i>Deluxe</i>	\$20+	<b>\$100,000</b>
<b>SPARKLING - NW ROSÉ</b>	<i>Standard</i>	</>=\$12.95	<b>\$400,000</b>
	<i>Premium</i>	\$13-\$19.95	<b>\$300,000</b>
	<i>Deluxe</i>	\$20+	<b>\$250,000</b>
<b>PACIFIC NORTHWEST RED</b>	<i>Standard</i>	</>=\$14.95	<b>\$250,000</b>
	<i>Premium</i>	\$15-18.95	<b>\$175,000</b>
	<i>Deluxe</i>	\$19+	<b>\$100,000</b>
<b>PACIFIC NORTHWEST WHITE</b>	<i>Standard</i>	</>=\$13.95	<b>\$220,000</b>
	<i>Premium</i>	\$14-\$17.95	<b>\$150,000</b>
	<i>Deluxe</i>	\$18+	<b>\$100,000</b>
<b>FLAVOURED WINES - NEW WORLD</b>	<i>Standard</i>	</>=\$7.95	<b>\$575,000</b>
	<i>Premium</i>	\$8-\$9.95	<b>\$300,000</b>
	<i>Deluxe</i>	\$10+	<b>\$200,000</b>
<b>FORTIFIED WINES - NEW WORLD</b>	<i>Standard</i>	</>=\$8.95	<b>\$245,000</b>
	<i>Premium</i>	\$9-\$12.95	<b>\$200,000</b>
	<i>Deluxe</i>	\$13+	<b>\$200,000</b>

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
Set Subset	Price Band	Price Range	Roll 13 Sales Target 2014/15
ITALY RED - VALPOLICELLA	Standard	<\$10	\$750,000
	Premium	\$10 - <\$20	\$750,000
	Deluxe	\$20 +	\$750,000
ITALY RED - MONTEPULCIANO	Standard	<\$10	\$430,000
	Premium	\$10 - <\$20	\$430,000
	Deluxe	\$20 +	\$430,000
ITALY RED - CHIANTI	Standard	<\$10	\$650,000
	Premium	\$10 - <\$20	\$650,000
	Deluxe	\$20 +	\$650,000
ITALY RED - RIPASSO	Standard	<\$10	\$425,000
	Premium	\$10 - <\$20	\$425,000
	Deluxe	\$20 +	\$425,000
ITALY RED - AMARONE	Standard	<\$10	\$315,000
	Premium	\$10 - <\$20	\$315,000
	Deluxe	\$20 +	\$315,000
ITALY RED - BLEND	Standard	<\$10	\$450,000
	Premium	\$10 - <\$20	\$400,000
	Deluxe	\$20 +	\$450,000
ITALY RED - MERLOT	Standard	<\$10	\$500,000
	Premium	\$10 - <\$20	\$200,000
	Deluxe	\$20 +	\$200,000
ITALY RED - SANGIOVESE	Standard	<\$10	\$400,000
	Premium	\$10 - <\$20	\$250,000
	Deluxe	\$20 +	\$250,000
ITALY RED - NEGROAMARO	Standard	<\$10	\$350,000
	Premium	\$10 - <\$20	\$350,000
	Deluxe	\$20 +	\$350,000



LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
ITALY RED - OTHER	Standard	<\$10	\$300,000
	Premium	\$10 - <\$20	\$300,000
	Deluxe	\$20 +	\$300,000
ITALY RED - PINOT NOIR	Standard	<\$10	\$250,000
	Premium	\$10 - <\$20	\$250,000
	Deluxe	\$20 +	\$250,000
ITALY RED - BAROLO, BARBARESCO, BRUNELLO	Standard	<\$10	\$200,000
	Premium	\$10 - <\$20	\$200,000
	Deluxe	\$20 +	\$150,000
ITALY RED - PRIMITIVO	Standard	<\$10	\$400,000
	Premium	\$10 - <\$20	\$300,000
	Deluxe	\$20 +	\$300,000
ITALY RED - BARBERA	Standard	<\$10	\$300,000
	Premium	\$10 - <\$20	\$300,000
	Deluxe	\$20 +	\$300,000
ITALY RED - SYRAH/SHIRAZ	Standard	<\$10	\$195,000
	Premium	\$10 - <\$20	\$195,000
	Deluxe	\$20 +	\$195,000
ITALY WHITE - PINOT GRIGIO	Standard	<\$10	\$700,000
	Premium	\$10 - <\$15	\$700,000
	Deluxe	\$15 +	\$700,000
ITALY WHITE - BLEND	Standard	<\$10	\$450,000
	Premium	\$10 - <\$15	\$450,000
	Deluxe	\$15 +	\$450,000
ITALY WHITE - SOAVE	Standard	<\$10	\$550,000
	Premium	\$10 - <\$15	\$440,000
	Deluxe	\$15 +	\$440,000
ITALY WHITE - CHARDONNAY	Standard	<\$10	\$325,000
	Premium	\$10 - <\$15	\$325,000
	Deluxe	\$15 +	\$325,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
ITALY WHITE - OTHER	Standard	<\$10	\$400,000
	Premium	\$10 - <\$15	\$200,000
	Deluxe	\$15 +	\$200,000
ITALY WHITE - MOSCATO	Standard	<\$10	\$300,000
	Premium	\$10 - <\$15	\$300,000
	Deluxe	\$15 +	\$300,000
SOUTHERN FRANCE RED - MERLOT	Standard	<\$12	\$400,000
	Premium	\$12 - <\$17	\$400,000
	Deluxe	\$17 +	\$400,000
SOUTHERN FRANCE RED - CABERNET SAUVIGNON	Standard	<\$12	\$200,000
	Premium	\$12 - <\$17	\$200,000
	Deluxe	\$17 +	\$200,000
SOUTHERN FRANCE RED - PINOT NOIR	Standard	<\$12	\$300,000
	Premium	\$12 - <\$17	\$300,000
	Deluxe	\$17 +	\$300,000
SOUTHERN FRANCE RED - SHIRAZ/SYRAH	Standard	<\$12	\$275,000
	Premium	\$12 - <\$17	\$275,000
	Deluxe	\$17 +	\$275,000
SOUTHERN FRANCE RED - BLEND	Standard	<\$12	\$375,000
	Premium	\$12 - <\$17	\$375,000
	Deluxe	\$17 +	\$375,000
SOUTHERN FRANCE RED - MALBEC	Standard	<\$12	\$150,000
	Premium	\$12 - <\$17	\$150,000
	Deluxe	\$17 +	\$150,000
FRANCE RED - BORDEAUX BLEND	Standard	<\$12	\$435,000
	Premium	\$12 - <\$17	\$435,000
	Deluxe	\$17 +	\$435,000
FRANCE RED - ST-ÉMILION/POMEROL	Standard	<\$12	\$400,000
	Premium	\$12 - <\$17	\$400,000
	Deluxe	\$17 +	\$400,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
FRANCE RED - CÔTES DU RHÔNE	Standard	<\$12	\$350,000
	Premium	\$12 - <\$17	\$300,000
	Deluxe	\$17 +	\$300,000
FRANCE RED - CHÂTEAUNEUF-DU-PAPE	Standard	<\$12	\$300,000
	Premium	\$12 - <\$17	\$300,000
	Deluxe	\$17 +	\$300,000
FRANCE RED - BURGUNDY PINOT NOIR	Standard	<\$12	\$350,000
	Premium	\$12 - <\$17	\$350,000
	Deluxe	\$17 +	\$200,000
FRANCE RED - BURGUNDY GAMAY	Standard	<\$12	\$250,000
	Premium	\$12 - <\$17	\$250,000
	Deluxe	\$17 +	\$250,000
FRANCE RED - BEAUJOLAIS	Standard	<\$12	\$500,000
	Premium	\$12 - <\$17	\$500,000
	Deluxe	\$17 +	\$300,000
FRANCE RED - LOIRE	Standard	<\$12	\$150,000
	Premium	\$12 - <\$17	\$150,000
	Deluxe	\$17 +	\$150,000
SOUTHERN FRANCE WHITE - CHARDONNAY	Standard	<\$12	\$275,000
	Premium	\$12 - <\$16	\$150,000
	Deluxe	\$16 +	\$150,000
SOUTHERN FRANCE WHITE - SAUVIGNON BLANC	Standard	<\$12	\$270,000
	Premium	\$12 - <\$16	\$270,000
	Deluxe	\$16 +	\$200,000
SOUTHERN FRANCE WHITE - BLEND	Standard	<\$12	\$250,000
	Premium	\$12 - <\$16	\$150,000
	Deluxe	\$16 +	\$150,000
FRANCE WHITE - BURGUNDY CHARDONNAY	Standard	<\$12	\$350,000
	Premium	\$12 - <\$16	\$350,000
	Deluxe	\$16 +	\$300,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
FRANCE WHITE - BURGUNDY CHABLIS	Standard	<\$12	\$225,000
	Premium	\$12 - <\$16	\$225,000
	Deluxe	\$16 +	\$225,000
FRANCE WHITE - BURGUNDY OTHER	Standard	<\$12	\$325,000
	Premium	\$12 - <\$16	\$325,000
	Deluxe	\$16 +	\$325,000
FRANCE WHITE - RHÔNE	Standard	<\$12	\$225,000
	Premium	\$12 - <\$16	\$175,000
	Deluxe	\$16 +	\$175,000
FRANCE WHITE - ALSACE	Standard	<\$12	\$150,000
	Premium	\$12 - <\$16	\$150,000
	Deluxe	\$16 +	\$150,000
FRANCE WHITE - BORDEAUX	Standard	<\$12	\$190,000
	Premium	\$12 - <\$16	\$190,000
	Deluxe	\$16 +	\$150,000
FRANCE WHITE - LOIRE	Standard	<\$12	\$150,000
	Premium	\$12 - <\$16	\$150,000
	Deluxe	\$16 +	\$150,000
SPARKLING WHITE - ITALY PROSECCO	Standard	<\$13	\$500,000
	Premium	\$13 - <\$20	\$500,000
	Deluxe	\$20 +	\$500,000
SPARKLING WHITE - ITALY ASTI	Standard	<\$13	\$405,000
	Premium	\$13 - <\$20	\$405,000
	Deluxe	\$20 +	\$405,000
SPARKLING WHITE - SPAIN CAVA	Standard	<\$13	\$550,000
	Premium	\$13 - <\$20	\$550,000
	Deluxe	\$20 +	\$550,000
SPARKLING WHITE - GERMANY SEKT	Standard	<\$13	\$500,000
	Premium	\$13 - <\$20	\$500,000
	Deluxe	\$20 +	\$500,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
SPARKLING WHITE - OTHER	Standard	<\$13	\$550,000
	Premium	\$13 - <\$20	\$550,000
	Deluxe	\$20 +	\$550,000
SPARKLING WHITE - FRANCE CRÉMANT	Standard	<\$13	\$350,000
	Premium	\$13 - <\$20	\$350,000
	Deluxe	\$20 +	\$350,000
SPARKLING RED	Standard	<\$12	\$250,000
	Premium	\$12 +	\$250,000
	Deluxe		\$250,000
SPARKLING ROSÉ	Standard	<\$12	\$290,000
	Premium	\$12 +	\$290,000
	Deluxe		\$290,000
SPAIN RED - TEMPRANILLO	Standard	<\$12	\$375,000
	Premium	\$12 - <\$15	\$300,000
	Deluxe	\$15 +	\$200,000
SPAIN RED - RIOJA	Standard	<\$12	\$600,000
	Premium	\$12 - <\$15	\$600,000
	Deluxe	\$15 +	\$500,000
SPAIN RED - BLEND	Standard	<\$12	\$400,000
	Premium	\$12 - <\$15	\$300,000
	Deluxe	\$15 +	\$300,000
SPAIN RED - GARNACHA	Standard	<\$12	\$215,000
	Premium	\$12 - <\$15	\$215,000
	Deluxe	\$15 +	\$175,000
SPAIN RED - OTHER	Standard	<\$12	\$250,000
	Premium	\$12 - <\$15	\$250,000
	Deluxe	\$15 +	\$250,000
SPAIN WHITE	Standard	<\$11	\$150,000
	Premium	\$11+	\$150,000
	Deluxe		\$150,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
CHAMPAGNE - WHITE	Standard	<\$50	\$330,000
	Premium	\$50 - <\$62	\$330,000
	Deluxe	\$62+	\$330,000
CHAMPAGNE - ROSÉ	Standard	<\$50	\$350,000
	Premium	\$50 - <\$62	\$350,000
	Deluxe	\$62+	\$350,000
GERMANY WHITE - OTHER	Standard	<\$11	\$300,000
	Premium	\$11 - <\$15	\$300,000
	Deluxe	\$15 +	\$300,000
GERMANY WHITE - RIESLING	Standard	<\$11	\$250,000
	Premium	\$11 - <\$15	\$250,000
	Deluxe	\$15 +	\$250,000
GERMANY WHITE - BLEND	Standard	<\$11	\$400,000
	Premium	\$11 - <\$15	\$400,000
	Deluxe	\$15 +	\$400,000
GERMANY RED	Standard	<\$12	\$200,000
	Premium	\$12 +	\$200,000
	Deluxe	\$12 +	\$200,000
SPECIALTY WINES - VERMOUTH	Standard	<\$11	\$440,000
	Premium	\$11 - <\$15	\$440,000
	Deluxe	\$15 +	\$440,000
SPECIALTY WINES - APERITIF	Standard	<\$11	\$290,000
	Premium	\$11 - <\$15	\$290,000
	Deluxe	\$15 +	\$290,000
SPECIALTY WINES - COCKTAILS/FLAVOURED	Standard	<\$11	\$550,000
	Premium	\$11 - <\$15	\$550,000
	Deluxe	\$15 +	\$550,000
PORTUGAL RED - DOURO	Standard	<\$9	\$315,000
	Premium	\$9 - <\$14	\$250,000
	Deluxe	\$14+	\$250,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
PORTUGAL RED - OTHER	Standard	<\$9	\$350,000
	Premium	\$9 - <\$14	\$250,000
	Deluxe	\$14+	\$250,000
PORTUGAL RED - ALENTEJO	Standard	<\$9	\$400,000
	Premium	\$9 - <\$14	\$250,000
	Deluxe	\$14+	\$250,000
PORTUGAL RED - DAO	Standard	<\$9	\$300,000
	Premium	\$9 - <\$14	\$250,000
	Deluxe	\$14+	\$250,000
PORTUGAL WHITE - VINHO VERDE	Standard	<\$10	\$350,000
	Premium	\$10+	\$350,000
	Deluxe	\$10+	\$350,000
PORTUGAL WHITE - OTHER	Standard	<\$10	\$150,000
	Premium	\$10+	\$150,000
	Deluxe	\$10+	\$150,000
PORT RED - LATE-BOTTLED VINTAGE	Standard	<\$16	\$300,000
	Premium	\$16 - <\$20	\$300,000
	Deluxe	\$20 +	\$300,000
PORT RED - OTHER	Standard	<\$16	\$150,000
	Premium	\$16 - <\$20	\$150,000
	Deluxe	\$20 +	\$150,000
PORT RED - RUBY	Standard	<\$16	\$150,000
	Premium	\$16 - <\$20	\$150,000
	Deluxe	\$20 +	\$150,000
PORT RED - TAWNY	Standard	<\$16	\$150,000
	Premium	\$16 - <\$20	\$150,000
	Deluxe	\$20 +	\$150,000
PORT WHITE	Standard	<\$16	\$250,000
	Premium	\$16 - <\$20	\$250,000
	Deluxe	\$20 +	\$250,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
ROSÉ WINES	Standard	<\$12	\$350,000
	Premium	\$12 +	\$350,000
	Deluxe	\$12 +	\$350,000
OTHER RED - GREECE	Standard	<\$10	\$200,000
	Premium	\$10+	\$200,000
	Deluxe	\$10+	\$200,000
OTHER RED	Standard	<\$10	\$150,000
	Premium	\$10+	\$150,000
	Deluxe	\$10+	\$150,000
OTHER WHITE - HUNGARY	Standard	<\$10	\$170,000
	Premium	\$10+	\$170,000
	Deluxe	\$10+	\$170,000
OTHER WHITE	Standard	<\$10	\$150,000
	Premium	\$10+	\$150,000
	Deluxe	\$10+	\$150,000
OTHER WHITE - SERBIA	Standard	<\$10	\$200,000
	Premium	\$10+	\$200,000
	Deluxe	\$10+	\$200,000
SHERRY - CREAM	Standard	<\$13	\$250,000
	Premium	\$13 +	\$250,000
	Deluxe	\$13 +	\$250,000
SHERRY - DRY	Standard	<\$13	\$150,000
	Premium	\$13 +	\$150,000
	Deluxe	\$13 +	\$150,000
SHERRY - AMONTILLADO	Standard	<\$13	\$200,000
	Premium	\$13 +	\$200,000
	Deluxe	\$13 +	\$200,000