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Wine Country Ontario has entered an agreement with the Prince Edward Island Liquor Control Commission to be a partner for a VQA promotion in the Fall for the next three years. With this there is an opportunity for wineries to submit wines for consideration to be included in the promotion.

In recent years, the Prince Edward Island Liquor Control Commission (PEILCC) has endeavored to provide profile to VQA wines through separate planogramming and the addition of VQA wine in its general list and specialty portfolios. In efforts to further heighten the awareness and availability of these products, the PEILCC is interested in carrying out a VQA wines specific promotion in its corporate retail outlets.

Since 2008, the PEILCC has held an annual fundraising campaign benefitting local charities. Run as a raffle, PEILCC customers are offered the opportunity to purchase tickets for their chance to win one of 24 prize packages, each of which includes a wine fridge and 35 bottles of wine. This popular annual component of the PEILCC's Corporate Social Responsibility portfolio has been successful in generating over \$90,000 in support of Habit for Humanity PEI and the PEI Association of Food Banks.

The 2013 campaign is scheduled to take place during Marketing Program 7 (October 2 – November 12) and would expose PEILCC customers to the diversity of VQA wines by showcasing six-ten (6-10) VQA wine SKUs through One-Time-Only offers in combination with the prize package raffle.

In the context of this promotion the PEILCC will:

- Provide one end aisle (1) display space, in each of the 18 PEILCC corporate retail outlets which will
  - o accommodate 6-10 VQA wine SKUs
  - o encourage customers to 'Discover VQA' through Point of Sale advertising
- Provide heightened profile for all VQA wines sold through the PEILCC
  - o Exclusivity for VQA products in the PEILCC's annual wine cooler raffle prize packages
  - o Promote VQA products through advertisement of the wine cooler raffle program

Specifically, the PEILCC is looking for 6-10, One Time Only wines. They would purchase 14 cases of each for the promotion at the following FOB price points. The application fee is waived for wines that gain a listing through this process. A pricing calculator is attached.

- 2 sku's at approximately FOB \$58.95 case of 12 (retail of \$14.95)
- 2 sku's at approximately FOB \$64.85 case of 12 (retail of \$15.95)

- 2 sku's at approximately FOB \$70.80 case of 12 (retail of \$16.95)
- 2 sku"s at approximately FOB \$88.60 case of 12 (retail of \$19.95)
- 1 sku at approximately FOB \$120.80 case of 12 (retail of \$24.95)
- 1 sku at approximately FOB \$154.05 case of 12 (retail of \$29.95)

### **Submission process:**

- Wineries submit wines details to Linda Watts by Thursday, August 8
- On august 12, the PEILCC will indicate to Linda Watts which wines they would be interested in sampling.
- Wineries will be requested to send samples for these wines (wines will be consolidated by Wine Country Ontario from August 13 to August 19),
- Samples will be shipped to PEI on August 20
- Wineries will be advised of the wines selected for the promotion and will be asked to complete a PEILCC listing application during the week of August 26
- Applications from wineries must be submitted to the PEILCC no later than September 3
- PEILCC will order wines by September 9
- Pick-up date would be around September 16

Please complete the Survey Monkey form by Thursday, August 8 to submit wines at <http://www.surveymonkey.com/s/PEILLC>