

# VINTAGES

FINE WINE & PREMIUM SPIRITS

February 5, 2015

To: All Trade Councils

RE: VINTAGES Fall/Winter 2015 Product Call – submissions accepted starting March 4

Dear Trade Partners,

We are pleased to provide you with the Fall/Winter 2015 Product Needs Schedule outlining opportunities for purchases and detailing product specifications and deadlines. VINTAGES will be accepting submissions starting March 4, 2015. Please take special notice that the timing for product submissions and callbacks has been adjusted to incorporate the feedback we received at the Drinks Ontario meeting this past November.

All submissions must be made through the LCBO's New Item Submission System (NISS). For new users of NISS, *doingbusinesswithlcbo.com* offers detailed instructions. For your convenience and as a reminder, an overview of the VINTAGES Purchasing Process is attached.

Please remember that the LCBO's Green Initiative is an ongoing corporate priority. Agents and suppliers should note that special consideration will be given to products that are packaged in lightweight glass and/or follow sustainable, biodynamic or organic agricultural practices that meet CFIA standards.

On behalf of the VINTAGES team, I thank you for your support. We look forward to working with you and your suppliers to grow our business and continue to offer our customers an outstanding selection of premium product.

My best to all of you,



Kathy Cannon  
Director, VINTAGES, LCBO

cc: Nancy Cardinal, Shari Mogk-Edwards



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## PURCHASING PROCESS

### Types of Submissions:

#### Product Calls

Product Calls are open to all products fitting the criteria outlined in the current VINTAGES Product Needs Schedule. A pre-submission must be entered through NISS by the posted deadline. Agents should refrain from resubmitting the same or next vintage of a wine that has already been scheduled for an upcoming release, excluding iconic wines and collaborative items.

#### VINTAGES Direct

This refers to applications, outside of the Product Calls, for which a sample is not required for tasting and/or laboratory analysis. Approval from the appropriate buyer is required before submitting an application.

#### VINTAGES Ad Hoc

This refers to applications, outside of the Product Calls, for which a sample is required for tasting and/or laboratory analysis. Approval from the appropriate buyer is required before submitting an application.

### Spirit Calls for LCBO & VINTAGES

To alleviate duplication, LCBO and VINTAGES spirit calls will be evaluated by both business units. This will affect all Whisky Shop calls and both seasonal spirit calls. Agents should submit their products into their preferred call (either LCBO or VINTAGES), but we reserve the right to purchase the product for the portfolio we feel is most appropriate.

### Flagship Store Exclusives (formerly Instore Discovery Program)

One of our business goals is to generate added excitement in VINTAGES top stores, where our most engaged customers are shopping. Flagship Store Exclusives (FSE) are distributed to 11 stores (10, 38, 149, 164, 217, 346, 355, 452, 486, 500 and 528) and are aimed at enhancing the product selection in these key VINTAGES stores. All FSE products appear in the release catalogue with bottle shots, notes and third-party scores.

The products chosen for this program will represent varietals and/or premium regions that have historically performed well in these 11 stores. We look forward to your continued support in driving sales of this program.



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## **PURCHASING PROCESS, CONT'D:**

### **\*\*\*NEW\*\*\***

As discussed at the November 2014 Drinks Ontario meeting, the VINTAGES team will follow the timelines below for Product Calls:

- Pre-submission call back: 2 weeks after the Pre-submission deadline
- Sample Deadline: 5 weeks after the Call Back deadline

These dates have been updated in the current Product Needs:

- Finalize purchase quantity and release date: Approximately 5 weeks after the tasting date. For VINTAGES Direct, 5 weeks after the date the NISS application and paperwork was submitted.

Note that the notice to purchase may not be issued by this timeline. The product manager will be able to confirm via email.

### **Accepted Applications**

Each application must be accompanied by a complete quote on supplier letterhead. Be sure to include any applicable third-party reviews and technical information. Fully completed applications are vital to ensuring expedient purchases. Estimated retail price must be stated in Canadian dollars.

If labels are submitted with the sample, we recommend placing them in a small zip-lock bag. Please include technical information and third-party reviews for our researchers to reference.

If you have any questions regarding accepted applications, please call VINTAGES at 416-365-5863.

### **Dropping Off Samples**

We will accept delivery of samples Monday to Thursday, 8:30 am to 4:00 pm, during the week of the sample deadline. Please note: LCBO Security will not accept product samples after hours.

### **Tasting Results**

Tasting results are available through NISS only. Due to the potential volume of telephone inquiries, VINTAGES cannot accept calls regarding tasting results.



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## PURCHASING PROCESS, CONT'D:

### Notice To Purchase

VINTAGES issues a Notice To Purchase via NISS for all products we intend to purchase; that is, when a decision to purchase has been made, a Notice To Purchase will be issued. This is the only precursor to the issuing of the purchase order. Offers under consideration should not be interpreted as intent to purchase.

Agents are requested to acknowledge the Notice To Purchase and must agree to honour and adhere to all clauses therein on behalf of their suppliers. Suppliers are required to agree to all terms and conditions specified in the purchase order. We are not able to issue a purchase order until suppliers have registered for Web P.O. More information on Web P.O. can be found at *doingbusinesswithlcbo.com* under Web Systems.

Please do not fax or email acknowledgements as we are not able to process these.

Sales and inventory levels are available through LCBO data sources such as the complimentary Narrowcast service or by purchasing additional information through the Sale of Data (SOD) program. More information on SOD is available at *doingbusinesswithlcbo.com* under Web Systems.

### Sales Performance Targets

The sales target for products purchased for VINTAGES retail releases is (minimum) 75% sell-through **after eight weeks in stores**. Achieving these targets and increasing sku productivity ensures a continuous flow of new and exciting products. It also allows us to allocate a larger portion of the most current release out to stores.

For products with a rebate agreement that fail to achieve 75% sell-through after **eight weeks**, a 20% rebate term will be applied to all remaining inventory. The product will then be marked down to clear.



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VINTAGES Product Needs Fall/Winter 2015

Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
1917	Northeast Italy - Veneto, Trentino and Friuli	Focus on Ripasso, Amarone, mid-priced IGTs under \$25 and Northern Italian whites (no sparkling)	Reds and whites, primarily indigenous varietals for reds	\$14-\$60; Ripasso \$16-\$25; up to \$60 for Amarone; other whites and reds \$14-\$35	European Wines	March 4, 2015	March 18, 2015	April 23, 2015	April 27, 2015
1918	Classics Collection / VSO / Flagship Store Exclusives	New World Wines, all areas	Reds & whites, all varietals. High scores or well-established iconic brands, great values in all price bands	South America, South Africa and New Zealand \$30+; Australia \$40+; USA \$60+	New World Wines	March 4, 2015	March 18, 2015	April 23, 2015	April 27, 2015
1919	California red	All varietals and regions with preference for regionally specific wines, particularly Napa and Sonoma with a focus on \$20-\$50	All varietals with a focus on Cabernet Sauvignon and Zinfandel. Pinot Noir and red blends are also of interest. Prices for Cabernet and Pinot Noir should be \$20+; \$17+ for other varieties	\$17-\$125	New World Wines	March 11, 2015	March 25, 2015	April 30, 2015	May 4, 2015
1920	Emerging Red & White	Red and Whites from Greece, Hungary, Romania, Lebanon, Croatia, Bulgaria, Georgia and other emerging countries	Indigenous and traditional varieties/blends	\$13-\$25, up to \$50 for Hungarian Tokaji	European Wines	March 11, 2015	March 25, 2015	April 30, 2015	May 4, 2015
1921	Piedmont/Other Italy (Excluding Tuscany, NE Italy and the Islands)	Piedmont, South and Central Italy with a focus on Barolo and Puglia	Red & white, all varietals, primarily native grapes, though Cabernet Sauvignon under \$25 also of interest	\$14-\$60, Barolo and Barbaresco under \$60, South and Central Italy \$14-\$25	European Wines	March 18, 2015	April 1, 2015	May 7, 2015	May 11, 2015
1922	Sake and Rice Wine	Focus on Japanese product, good price/quality ratio for various grades	Sake and rice wine	\$12-\$20; up to \$60 for Daiginjo	New World Wines	March 18, 2015	April 1, 2015	May 7, 2015	May 11, 2015
1923	Premium Spirits (excluding Whisky)	Primarily non-cream liqueurs, eau-de-vie and grappa; new and trendsetting spirits for Distilled Treasures program	Innovative and trendsetting spirits	\$40-\$125	New World	March 25, 2015	April 8, 2015	May 14, 2015	May 20, 2015
1924	Specialty Portfolio	Primarily spirits that have niche demand with ethnic communities in Ontario with a focus on prices \$22-\$40; submissions must have a clear target market	Traditional products from countries not widely represented in the LCBO, particularly Eastern and Southern Europe as well as Asia (excluding Sake and rice wines)	\$22-\$40	New World	March 25, 2015	April 8, 2015	May 14, 2015	May 20, 2015
1925	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$35; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$35+	European Wines	March 25, 2015	April 8, 2015	May 14, 2015	May 20, 2015
1926	Tuscany	Primarily reds from traditional/classic appellations, as well as up-and-comers, e.g. Maremma and Bolgheri and some better-known IGTs, especially if varietally labelled	Traditional varieties, blends and Cabernet Sauvignon from all areas	\$14 and above for all; Chianti and Vino Nobile up to \$25; Chianti and VN Riserva <\$35; Brunello and Gran Selezione up to \$60	European Wines	April 1, 2015	April 15, 2015	May 21, 2015	May 25, 2015
1927	New World Sparkling Wine	All new world wine regions (except Ontario) with a preference for Traditional Method	Looking for all varieties, though focus is traditional varieties	\$15-\$50	New World Wines	April 1, 2015	April 15, 2015	May 21, 2015	May 25, 2015
1928	California white	All varietals and regions with a preference for regionally specific wines, particularly Napa and Sonoma with focus on \$20-\$50	All varietals and styles, with a focus on Chardonnay, Viognier, Sauvignon Blanc and blends are also of interest. Consideration will be given to other varietals as well	\$17-\$75	New World Wines	April 8, 2015	April 22, 2015	May 28, 2015	June 1, 2015

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Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
1929	Italy Islands	Looking for both red and white wines primarily from Sicily and Sardinia, with a focus on wines below \$22	Accepting wines made from traditional and international varietals	\$15 -\$50	European Wines	April 8, 2015	April 22, 2015	May 28, 2015	June 1, 2015
1930	Rhône and South of France (Excluding Northern Rhône)	Reds only, recognized appellations from all areas in Southern Rhône, Southern and Southwestern France	Rhône and the South of France: traditional blends, or indigenous single varietals of the areas. Exceptional wines of other blends/varieties. Key appellations from South West – Madiran, Cahors, et al.	Primarily \$14–\$25; Vacqueyras–Gigondas <\$35; CdP up to \$60; \$14–\$22 for SW wines.	European Wines	April 15, 2015	April 29, 2015	June 4, 2015	June 8, 2015
1931	Americas Other	Non-traditional regions in North and South America: South America (excluding Chile and Argentina), North America (excluding Ontario, British Columbia, California, Washington, Oregon)	All Varietals	\$14-\$30	New World Wines	April 15, 2015	April 29, 2015	June 4, 2015	June 8, 2015
1932	South Africa	Modern-styled wines with a focus on price points primarily \$13–\$25 for reds and \$13–\$20 for whites	All varietals and styles, with a focus on Sauvignon Blanc, Chardonnay, Chenin Blanc, white blends, Cabernet, Pinotage, Syrah and red blends	\$13–\$40	New World Wines	April 22, 2015	May 6, 2015	June 11, 2015	June 15, 2015
1933	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$35; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$35+	European Wines	April 22, 2015	May 6, 2015	June 11, 2015	June 15, 2015
1934	Spain	Reds from classic regions and other areas (Toro, Bierzo, La Mancha etc.); whites from Rias Baixas, Rueda, Rioja and other regions	All styles for Spain both traditional and modern	\$14–\$29; up to \$35 for Gran Reserva	European Wines	April 29, 2015	May 13, 2015	June 18, 2015	June 22, 2015
1935	Ontario - Wines to Watch Limited Availability Program	Minimum availability: 300 cases. Initial order will be 2 pallets and additional stock will be flowed in throughout the turn to meet sales demand	All varietals/blends/styles considered for ONE seasonal collection Feb-June 2016 (P12-P3): Wines for winter entertaining and spring celebrations	\$13.95-\$19.95	Ontario Wines	April 29, 2015	May 13, 2015	June 18, 2015	June 22, 2015
1936	Chile	All varietals and regions with a focus on price points between \$13–\$25	All varietals and styles with a focus on Cabernet, Carmenère, Syrah, Pinot Noir, Sauvignon Blanc and Chardonnay	Reds \$13–\$30; whites \$13–\$25	New World Wines	May 13, 2015	May 27, 2015	July 2, 2015	July 6, 2015
1937	Whites from the Rhône (North and South), Southern France and Southwestern France	Whites from entire Rhône region plus Southern and Southwestern France	Traditional varieties from respective areas	\$14–\$20, up to \$50 for Condrieu	European Wines	May 13, 2015	May 27, 2015	July 2, 2015	July 6, 2015
1938	Champagne and European Sparkling	Champagne (all styles, including vintage), Crémant and key sparkling styles (Prosecco, Cava, etc.)	Traditional or traditional-for-the-area varietals	Cava \$15–\$20; Crémant and Prosecco \$16–\$25; NV up to \$75; Vintage Champagne up to \$125	European Wines	May 20, 2016	June 3, 2015	July 9, 2015	July 13, 2015
1939	Fruit-based Wines from Canada (excluding Ontario)	Iced ciders and fruit wines with focus on such products originating from Canada (except Ontario); primary priced \$15–\$20	All fruit-based and other wine products not made from grapes	\$15+	New World Wines	May 20, 2016	June 3, 2015	July 9, 2015	July 13, 2015

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Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
1940	Oregon	All varietals. Price points mainly \$17-\$40 for reds and \$17-\$25 for whites	Primarily Pinot Noir with some interest in Pinot Gris and Chardonnay	\$17-\$60 for reds and \$17-\$30 for whites	New World Wines	May 27, 2015	June 10, 2015	July 16, 2015	July 20, 2015
1941	Washington	All varietals. Primarily price points of \$17-\$25 for reds and \$15-\$20 for whites	All varietals, especially Cabernet Sauvignon	\$17-\$40 for reds and \$17-\$30 for whites	New World Wines	May 27, 2015	June 10, 2015	July 16, 2015	July 20, 2015
1942	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$35; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$35+	European Wines	May 27, 2015	June 10, 2015	July 16, 2015	July 20, 2015
1943	British Columbia red & white	Proven performers and suppliers new to Vintages. Price points between \$17-\$30. Preference given to products priced competitively with domestic market (BC)	All varietals	\$15-\$70	New World Wines	June 3, 2015	June 17, 2015	July 23, 2015	July 27, 2015
1944	Kosher Wines	All countries. Preference given to products certified Kosher for Passover	All varieties and countries	\$8-\$25	European Wines	June 3, 2015	June 17, 2015	July 23, 2015	July 27, 2015
1945	Kosher Spirits	All countries. Preference given to products certified Kosher for Passover	All spirits with a focus on liqueurs and brandy	\$20-\$50	European Wines	June 3, 2015	June 17, 2015	July 23, 2015	July 27, 2015
1946	Emerging Europe & Fortified	Red and whites from Greece, Hungary, Romania, Lebanon, Croatia, Bulgaria, Georgia and other emerging countries. Fortified: Port and Sherry are a primary focus; other fortified wines from elsewhere (eg. Madeira, VDNs, Moscatel, etc.); does not include non-fortified sweet wines	Emerging Europe: Indigenous and traditional varieties/blends; Fortifieds: Traditional varieties to each style and region	Emerging: \$13-\$25, up to \$50 for Hungarian Tokaji; Fortifieds: \$15-\$25 entry-level fortified, up to \$60 for Vintage Port	European Wines	June 17, 2015	July 2, 2015	August 6, 2015	August 10, 2015
1947	High-scoring/High-volume New World Wines	Reds and whites, 800cs+ availability of 12s, all New World countries. Minimum accolades: 4+ Star Decanter, 90+ WA/WS	Varietal and blends from recognized regions	\$17-\$30	New World	June 17, 2015	July 2, 2015	August 6, 2015	August 10, 2015
1948	Portugal/Germany/Austria/Switzerland	Portugal: red & white wines, all regions; Germany: primarily whites but some reds; Austria & Switzerland: primarily whites, some reds	Portugal: focus on traditional indigenous grapes, all regions; Germany: modern and traditional styles, Riesling + Pinot family and other traditional varieties; Austria: primarily Gruner Veltliner; Switzerland: primarily Chasselas	Portugal \$13-\$30; Germany \$14-\$30; Austria & Switzerland \$13-\$30	European Wines	June 24, 2015	July 8, 2015	August 13, 2015	August 17, 2015
1949	Classics Collection / VSO / Flagship Store Exclusives	New World Wines, all areas	Red & white, all varietals. High scores or well-established iconic brands, great values in all price bands	South America, South Africa and New Zealand \$30+; Australia \$40+; USA \$60+	New World Wines	June 24, 2015	July 8, 2015	August 13, 2015	August 17, 2015
1950	Ontario Wines	VQA, QC fruit wines and 100% Ontario. Red, white and sparkling wines that over-deliver, from all regions; primary price band between \$15-\$25. Icewine, primary price band \$20-\$30 for mixers and \$30-\$50 for sippers.  Looking for compelling sales potential - always include past sales results, LCBO number, and 3rd party reviews if available	Whites - with a focus on Chardonnay, Riesling and aromatic varieties. Reds - with a focus on Pinot Noir, and ripe, rich Bordeaux varietals and blends	\$15-\$30 for table wines; \$30-50 for Icewine and traditional method sparkling	Ontario Wines	July 2, 2015	July 15, 2015	August 20, 2015	August 24, 2015

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1951	High-scoring/High-volume European Wines	Reds only, 1000cs+ of 12s, key areas of Italy, Spain and France. Min. accolades: 3 glasses GR, 4+ star Decanter, 90+ WA/WS, etc.	Major, well-recognized regions' wines and varietals/blends from both countries	\$17-\$25	European Wines	July 2, 2015	July 15, 2015	August 20, 2015	August 24, 2015
1952	New Zealand	Primarily region-specific wines. Price range \$17-\$60, with a focus on \$20-\$25 for whites and \$20-\$30 for reds	All varietals, styles and blends with a focus on Sauvignon Blanc and Pinot Noir	\$17-\$60	New World Wines	July 8, 2015	July 22, 2015	August 27, 2015	August 31, 2015
1953	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$35; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$35+	European Wines	July 8, 2015	July 22, 2015	August 27, 2015	August 31, 2015
1954	Bordeaux	Primarily reds. All areas, with focus on satellites/Côtes, great values from Médoc and Right Bank, some communal interest – Pauillac, St-Julien, etc. Preference for older good years, 2009 and 2010, no Futures offers	Great value whites and reds at \$15-\$25; district appellations, e.g. Médoc, St-Émilion, etc. under \$35; communal/Cru Classé under \$50	\$15-\$50	European Wines	July 15, 2015	July 29, 2015	September 3, 2015	September 9, 2015
1955	Whisky	Premium Whisky with a focus on high scores and well-known distilleries; age statement on the label preferred. Whisky from other areas	Single Malts, Irish Whiskey, Bourbon	\$70+	New World	July 15, 2015	July 29, 2015	September 3, 2015	September 9, 2015
1956	Australia	All varietals and regions with a preference for regionally specific wines. Price points mainly \$15-\$20 for whites and \$17-\$30 for reds	All varietals and styles with a focus on Shiraz, Cabernet, Pinot Noir, Grenache, and Chardonnay	Reds, \$15-\$50; whites, \$15-\$30	New World Wines	July 22, 2015	August 5, 2015	September 10, 2015	September 14, 2015
1957	Northern Rhône Red	All appellations within the Northern Rhône with a focus on price points between \$20 and \$40	Red wines only	\$17 - \$50	European Wines	July 22, 2015	August 5, 2015	September 10, 2015	September 14, 2015
1958	Burgundy / Beaujolais	Focus on Chablis, Côte d'Or red and white villages and Crus, then Mâcon, Chalon and regional generics; Bourgogne and Côte de ... wines; Beaujolais, primarily Crus	Burgundy: Bourgogne white and red, Mâcon and Chablis \$15-\$25; Chalonais, Pouilly, Chablis 1er Cru and Côte de... \$19-\$35; Villages and 1er Cru Côte d'Or \$30-\$60; Beaujolais Cru \$17-\$25	\$15-\$60	European Wines	July 29, 2015	August 12, 2015	September 17, 2015	September 21, 2015
1959	Argentina	All varietals and regions with a focus on price points between \$13-\$25	All varietals and styles with a focus on Malbec, Cabernet, Bonarda, Chardonnay and Torrontés	Reds, \$13-\$60; whites, \$13-\$40	New World Wines	August 5, 2015	August 19, 2015	September 24, 2015	September 28, 2015
1960	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$35; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$35+	European Wines	August 5, 2015	August 19, 2015	September 24, 2015	September 28, 2015
1961	Loire / Alsace	Loire: key appellations/varieties, current vintage for Sauvignon Blanc-based wines. Alsace: key appellations/varieties.	Main appellations/varieties from both regions	\$14-\$25; Pouilly-Fumé and Sancerre up to \$30	European Wines	August 12, 2015	August 26, 2015	October 1, 2015	October 5, 2015
1962	Classics Collection / VSO / Flagship Store Exclusives	New World Wines, all areas	Red & white, all varietals. High scores or well-established iconic brands, great values in all price bands	South America, South Africa and New Zealand \$30+; Australia \$40+; USA \$60+	New World	August 12, 2015	August 26, 2015	October 1, 2015	October 5, 2015



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Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date

- All samples and submissions must be received by the stated deadlines above.
  - Please note that the needs calendar may change without prior notice.
- Please note that there is an ongoing demand for wines made from organically grown grapes and/or using biodynamic and sustainable agriculture practices.
  - When applying to the specific calls please ensure you highlight submissions that are organic and/or Kosher.
- It is critical that submissions are completed in their entirety. Include grape varietals and the LCBO number if the product or previous vintage was listed. Incomplete submissions will be declined.