

2016 SUMMER STORE PROGRAM GUIDE

VINTAGES ON VACATION

LCBO SUMMER WINES

CRAFT BEER



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VINTAGES on Vacation

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Vintages Summer Store Program Overview

Overview

We're looking forward to another season with Vintages Summer Store Program after last year's great success! Approximately 110 participating stores generated over \$7.4 million in net dollar sales of Vintages products between May 16 - September 30, 2015.

This year, 118 stores are offering fine wines from the Essentials Collection as well as select products from frontline releases. The 2016 program runs from May 20 until the end of Labour Day (weeks 8 - 24).

Participating stores were selected with help from District Managers.

Key Dates

Program Runs: May 20 - Sept 5
Products Arrive: May 9 - 18
Signage Arrives: Week of May 16

Participating Stores

Stores have been classified into two core groups based on sales volume.

Core 1:

Stores in this group have high sales volume and will receive an initial assortment of 26 products. See details on Page 2.

Core 2:

Stores in this group will receive an initial assortment of 13 products. See details on Page 3.

Advertising/Promotional Support

The Vintages Summer Store Program will be supported in Release Catalogues and select Vintages Latest emails throughout the promotion with an emphasis on long weekends. There will also be a dedicated page on our website - see vintages.com/forthesummer.

Contacts

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Vintages Inventory/Allocations
Gord Froner
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416-365-5949

Participating Stores & Products

Product Allocations

The initial product allocations will be shipped in time for the program launch, sometime between May 9 and May 18 (depending on your receiving schedule). The products will be available for order from your supplying warehouse.

Following the past few years' success, both groups may also receive Vintages program wines including Wines of the Month, Benchmark and \$17 Wines.

Core 1 Participating Stores

71, 77, 78, 84, 101, 122, 136, 165, 178, 196, 199, 208, 219, 222, 227, 251, 261, 312, 399, 454, 467, 469, 474, 516

Core 1 Vintages Participating Products

LCBO#	Description	Size	Country	Price
1834	Susana Balbo Crios Torrontés	750	Argentina	\$13.95
10421	Astrolabe Province Sauvignon Blanc	750	New Zealand	\$22.95
50203	Beronia Reserva	750	Spain	\$20.95
111641	Rocca delle Macie Chianti Riserva	750	Italy	\$15.95
145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	Italy	\$21.95
183186	Irony Merlot	750	California	\$22.95
198853	Tawse Quarry Road Organic Riesling	750	Ontario	\$23.95
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	California	\$19.95
542548	Henri Bourgeois Les Baronnes Sancerre	750	France	\$25.95
559088	Malivoire Ladybug Rosé	750	Ontario	\$15.95
729392	Foss Marai Extra Dry Prosecco	750	Italy	\$19.95
926626	Famille Perrin Les Sinards Châteauneuf-du-Pape	750	France	\$36.95
948158	Anselmi San Vincenzo	750	Italy	\$16.95
30957	Concha y Toro Winemaker's Lot 148 Carmenère	750	Chile	\$17.95
64618	Featherstone Cabernet Franc	750	Ontario	\$18.95
69377	Monte Antico	750	Italy	\$15.95
142018	Majella The Musician Cabernet/Shiraz	750	Australia	\$19.95
177345	Muga Reserva	750	Spain	\$23.95
210047	Columbia Crest H3 Cabernet Sauvignon	750	Washington State	\$19.95
215525	La Chablisienne Vieilles Vignes Chablis	750	France	\$24.95
269076	The Grinder Pinotage	750	South Africa	\$13.95
342436	Bonterra Chardonnay	750	California	\$19.95
660043	Two Hands Gnarly Dudes Shiraz	750	Australia	\$24.95
954834	Rodney Strong Estate Pinot Noir	750	California	\$24.95
991950	Kim Crawford East Coast Unoaked Chardonnay	750	New Zealand	\$19.95
342428	Bonterra Cabernet Sauvignon	750	California	\$19.95

Prices subject to change without notice.

Participating Stores & Products

Core 2 Participating Stores

24, 28, 29, 42, 49, 56, 63, 81, 87, 89, 91, 98, 103, 108, 111, 112, 114, 119, 123, 127, 128, 137, 146, 151, 157, 158, 170, 175, 205, 224, 225, 230, 231, 232, 235, 236, 238, 240, 241, 247, 258, 259, 262, 267, 268, 283, 284, 285, 303, 305, 306, 307, 313, 316, 318, 322, 323, 327, 331, 335, 347, 352, 363, 376, 395, 402, 405, 409, 419, 439, 446, 447, 448, 449, 450, 468, 482, 498, 504, 507, 514, 531, 550, 552, 557, 558, 560, 561, 576, 578, 581, 582, 606, 626

Core 2 Vintages Participating Products

LCBO#	Description	Size	Country	Price
30957	Concha y Toro Winemaker's Lot 148 Carmenère	750	Chile	\$17.95
64618	Featherstone Cabernet Franc	750	Ontario	\$18.95
69377	Monte Antico	750	Italy	\$15.95
142018	Majella The Musician Cabernet/Shiraz	750	Australia	\$19.95
177345	Muga Reserva	750	Spain	\$23.95
210047	Columbia Crest H3 Cabernet Sauvignon	750	Washington State	\$19.95
215525	La Chablisienne Vieilles Vignes Chablis	750	France	\$24.95
269076	The Grinder Pinotage	750	South Africa	\$13.95
342436	Bonterra Chardonnay	750	California	\$19.95
660043	Two Hands Gnarly Dudes Shiraz	750	Australia	\$24.95
954834	Rodney Strong Estate Pinot Noir	750	California	\$24.95
991950	Kim Crawford East Coast Unoaked Chardonnay	750	New Zealand	\$19.95
342428	Bonterra Cabernet Sauvignon	750	California	\$19.95

Prices subject to change without notice.

Participating Stores & Products

Vintages Alternate Products

All participating stores can supplement their program offering with selections from the list below:

LCBO#	Product Name	Size	Country	Price
24133	Thirty Bench Riesling	750	Ontario	\$18.95
166538	LAN Crianza	750	Spain	\$15.95
208702	Norman Hardie Unfiltered Niagara Pinot Noir	750	Ontario	\$39.00
258699	J. Lohr Riverstone Chardonnay	750	California	\$19.95
365924	Louis Jadot Beaujolais-Villages	750	France	\$17.95
650713	Monte Zovo Sa' Solin Ripasso Valpolicella	750	Italy	\$17.95
694208	Pérez Cruz Reserva Cabernet Sauvignon	750	Chile	\$14.95
925453	Kilikanoon Killerman's Run Shiraz	750	Australia	\$19.95
958975	Mer Soleil Reserve Chardonnay	750	California	\$34.95

Prices subject to change without notice.

Merchandising & Signage

Signage Components & Merchandising Instructions

Special signage has been created for this program to help draw customers' attention to this expanded selection of products. Please designate a section of the store in which to display the participating products. **Vintages products should be displayed together. They should not be cross-merchandised with LCBO wines.**

Vintages Signage

All participating stores will receive a core signage kit.

CORE SIGNAGE KIT:

- Pre-printed Vintages Bin Tags (with price) (Re-order# [DMS-VOV01](#))
- Vintages Summer Store Program Hot Buttons (Re-order# [DMS-VOV02](#))
- Vintages Pole Topper (Re-order# [DMS-VOV03](#))
- English & French Generic Pricer Cards (Re-order# [DMS-VOV05](#))
- Pre-printed Vintages Bin Tags (no price) (Re-order# [DMS-VOV06](#))

Select stores will also be receiving:

- Vintages Summer Store Program End Aisle Backer Card (Re-order# [DMS-VOV04](#))

If you would like to re-order signage, please call helloLCBO to order using the re-order numbers above.

If you are looking to order signage hardware components or Vintages operational signage, please refer to page 7.

Key Dates:

Ship Date: Week of May 16, 2016







Install: upon receipt

Take-down Date: September 5, 2016

Please note: Stores with high traffic that anticipate continued demand after Labour Day can leave signage in place until after Thanksgiving weekend (October 10).





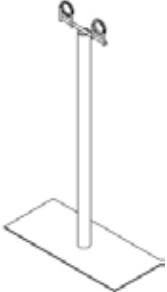

Merchandising & Signage

THESE SIGNAGE COMPONENTS WILL BE SENT TO ALL STORES PARTICIPATING IN THE VINTAGES SUMMER STORE PROGRAM

COMPONENT	WHERE TO INSTALL SIGN	VISUAL REFERENCE
<p>Pre-printed Vintages Bin Tags (with price) 6.5" w. x 1.75" h.</p> <p>Re-order Code: DMS-VOV01</p>	<p>Insert into bin ticket channel in front of appropriate product. If using with 2" wood ticket moulding, attach with 2" plastic clips (see page 7).</p>	
<p>Pre-printed Vintages Bin Tags (with no price) 6.5" w. x 1.75" h.</p> <p>Re-order Code: DMS-VOV06</p>	<p>Insert into bin ticket channel in front of appropriate product. If using with 2" wood ticket moulding, attach with 2" plastic clips (see page 7).</p>	
<p>Vintages Summer Store Program Hot Buttons 3" w. x 3" h.</p> <p>Re-order Code: DMS-VOV02</p>	<p>Display on shelf in front of corresponding product. Attach using Perpendicular Shelf Talker Clips (see page 7). If using with 2" wood ticket moulding, attach with 2" plastic clips (see page 7).</p>	
<p>Pole Topper 8" diameter</p> <p>Re-order Code: DMS-VOV03</p>	<p>Insert into 15" pole-topper stand and display on gondola.</p>	
<p>English & French Generic Pricer Cards 8" w. x 7" h.</p> <p>Re-order Code: DMS-VOV05</p>	<p>Install on block pile display of participating product.</p>	
<p>Select stores will also receive Vintages Summer Store Program End Aisle Backer Card 30" w. x 24" h.</p> <p>Re-order Code: DMS-VOV04</p>	<p>Install the End Aisle Backer Card in the frame on your discretionary End Aisle.</p>	

Merchandising & Signage

THESE COMPONENTS ARE NOT BEING SHIPPED WITH THE SUMMER STORES SIGNAGE, BUT CAN BE ORDERED AS NEEDED FROM CENTRAL SUPPLY.

COMPONENT	WHERE TO INSTALL SIGN	VISUAL REFERENCE
<p>Vintages Gondola & Perimeter Sign and filler strips 28" w. x 6.375" h.</p> <p>Re-order Codes: Perimeter & Gondola sign: VIN315 Filler strips: VIN325</p>	<p>Install in perimeter sign channel or gondola sign holder. Use the filler strips to fill in blank space in the channel so no wood shows around edges of sign.</p> <p>This sign will be shipped separately to Summer Stores.</p>	
<p>LCBO-size Gondola Sign 47.5" w. x 6.375" h.</p> <p>Re-order Code: CATSIGN-066</p>	<p>Install in gondola sign holder.</p> <p>This sign will be shipped separately to Summer Stores.</p>	
<p>Perpendicular Shelf Talker Clip</p> <p>Re-order Code: #692452</p>	<p>Use to attach Hot Buttons to bin ticket channels.</p>	
<p>Clip for 2" Wood Ticket Moulding</p> <p>Re-order Code: LC1506</p>	<p>Use this clip to display Hot Buttons in stores with 2" Wood Ticket Moulding.</p>	
<p>15" Pole-topper Stand</p> <p>Re-order Code: NIBS012</p>	<p>Place on top of gondola or cube shelving.</p>	
<p>Miracle Stick</p> <p>Re-order Code: 692012</p>	<p>Use to install Hot Buttons or Bin Tags on fixtures with no ticket moulding.</p>	

Merchandising & Signage

The following outlines some options for merchandising your Vintages products. If you require additional signage, please call helloLCBO and re-order using the codes below.

Merchandising OPTION 1 - End Aisle



Components:

1. End Aisle Backer Card: Re-order #DMS-VOV04
2. Pre-printed Bin Tags: Re-order #DMS-VOV01
3. Hot Buttons: Re-order #DMS-VOV02

Merchandising & Signage

Merchandising OPTION 2 - Floor Display



Install the pre-printed Bin Tags and Hot Buttons with a miracle stick.

Components:

1. Pole Topper: Re-order #DMS-VOV03
2. Pre-printed Bin Tags: Re-order #DMS-VOV01
3. Hot Buttons: Re-order #DMS-VOV02

Merchandising & Signage

Merchandising OPTION 3 - On Shelf



Components:

1. Pre-printed Bin Tags: Re-order #DMS-VOV01
2. Hot Buttons: Re-order #DMS-VOV02

Merchandising & Signage

Merchandising OPTION 4 - Gondola



Components:

1. Pole Topper: Re-order #DMS-VOV03
2. Pre-printed Bin Tags: Re-order #DMS-VOV01
3. Hot Buttons: Re-order #DMS-VOV02

Merchandising & Signage

Hot Buttons Overview

The products in this program have been divided into four groups to highlight a defining quality. Please install the Hot Buttons in front of products on the respective lists. It is not intended that every product have a Hot Button; please use your discretion when creating displays.

BBQ Wine

LCBO#	Product Name	Size	Country	Price
183186	Irony Merlot	750	California	\$22.95
111641	Rocca delle Macie Chianti Riserva	750	Italy	\$15.95
145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	Italy	\$21.95
954834	Rodney Strong Estate Pinot Noir	750	California	\$24.95
30957	Concha y Toro Winemaker's Lot 148 Carmenère	750	Chile	\$17.95
50203	Beronia Reserva	750	Spain	\$20.95
177345	Muga Reserva	750	Spain	\$23.95
342428	Bonterra Cabernet Sauvignon	750	California	\$19.95
210047	Columbia Crest H3 Cabernet Sauvignon	750	Washington State	\$19.95
958975	Mer Soleil Reserve Chardonnay	750	California	\$34.95



BBQ WINE HOT BUTTON

Summer Sipper

LCBO#	Product Name	Size	Country	Price
948158	Anselmi San Vincenzo	750	Italy	\$16.95
729392	Foss Marai Extra Dry Prosecco	750	Italy	\$19.95
10421	Astrolabe Province Sauvignon Blanc	750	New Zealand	\$22.95
64618	Featherstone Cabernet Franc	750	Ontario	\$18.95
342436	Bonterra Chardonnay	750	California	\$19.95
365924	Louis Jadot Beaujolais-Villages	750	France	\$17.95
24133	Thirty Bench Riesling	750	Ontario	\$18.95
542548	Henri Bourgeois Les Baronnes Sancerre	750	France	\$25.95



SUMMER SIPPER HOT BUTTON

Merchandising & Signage

Hot Buttons continued

Crowd Pleaser

LCBO#	Product Name	Size	Country	Price
1834	Susana Balbo Crios Torrontés	750	Argentina	\$13.95
69377	Monte Antico	750	Italy	\$15.95
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	California	\$19.95
215525	La Chablisienne Vieilles Vignes Chablis	750	France	\$24.95
991950	Kim Crawford East Coast Unoaked Chardonnay	750	New Zealand	\$19.95
694208	Pérez Cruz Reserva Cabernet Sauvignon	750	Chile	\$14.95
166538	LAN Crianza	750	Spain	\$15.95



CROWD PLEASER HOT BUTTON

Sure to Impress

LCBO#	Product Name	Size	Country	Price
926626	Famille Perrin Les Sinards Châteauneuf-du-Pape	750	France	\$36.95
198853	Tawse Quarry Road Organic Riesling	750	Ontario	\$23.95
208702	Norman Hardie Unfiltered Niagara Pinot Noir	750	Ontario	\$39.00
559088	Malivoire Ladybug Rosé	750	Ontario	\$15.95
67587	Megalomaniac Narcissist Riesling	750	Ontario	\$17.95
660043	Two Hands Gnarly Dudes Shiraz	750	Australia	\$24.95
142018	Majella The Musician Cabernet/Shiraz	750	Australia	\$19.95
269076	The Grinder Pinotage	750	South Africa	\$13.95
925453	Kilikanoon Killerman's Run Shiraz	750	Australia	\$19.95
258699	J. Lohr Riverstone Chardonnay	750	California	\$19.95
650713	Monte Zovo Sa' Solin Ripasso Valpolicella	750	Italy	\$17.95



SURE TO IMPRESS HOT BUTTON

LCBO Summer Wines - Program Details

Program Overview

Summer is the season for warm weather getaways and outdoor entertaining. To help get cottage country into the spirit of the season, the Wines buying team has highlighted a selection of products ideal for impromptu get-togethers with friends and family on the deck, along with options for those looking for something to pair with light summer fare.

Participating Stores

24, 28, 29, 42, 49, 56, 63, 71, 77, 78, 81, 84, 87, 89, 91, 98, 101, 103, 108, 111, 112, 114, 119, 122, 123, 127, 128, 136, 137, 146, 151, 157, 158, 165, 170, 175, 178, 196, 199, 205, 208, 219, 222, 224, 225, 227, 230, 231, 232, 235, 236, 238, 240, 241, 247, 251, 258, 259, 261, 262, 267, 268, 283, 284, 285, 303, 305, 306, 307, 312, 313, 316, 318, 322, 323, 327, 331, 335, 347, 352, 363, 376, 395, 399, 402, 405, 409, 419, 439, 446, 447, 448, 449, 450, 454, 467, 468, 469, 474, 482, 498, 504, 507, 514, 516, 531, 550, 552, 557, 558, 560, 561, 576, 578, 581, 582, 606, 626

Key Dates

Ship Date – Week of May 16
Start Date – May 20

Signage & Merchandising Instructions

Shelf Talker (English - Price over No Price)
Shelf Talker (French - Price over No Price)

COMPONENT

Shelf Talkers
6.5" w. x 1.75" h.

WHERE TO INSTALL SIGN

Merchandise in front of participating products on shelf.

IMAGES

Re-order Codes
DMS-COTTAGEST-E (English)
DMS-COTTAGEST-B (Bilingual)



Contact

Greg Tranah
Category Manager, LCBO New World Wines
greg.tranah@lcbo.com
(416) 365-5882

LCBO Summer Wines - Program Details

Participating Products

LCBO#	Product Name	Size	Price	Wine Style
444778	Big House The Birdman Pinot Grigio Can	250	\$3.95	Light & Crisp
444760	Big House Cardinal Zin Zinfandel Can	250	\$3.95	Full-bodied & Smooth
443671	Arbor Mist Arborita Lime Margarita	750	\$8.50	Medium
443663	Arbor Mist Arborita Strawberry Margarita	750	\$8.50	Medium
444794	Carlo Rossi Red Moscato	1500	\$13.95	Light -bodied & Fruity
445676	Les Fumees Blanches Sparkling Sauvignon Blanc	750	\$13.95	Light & Fruity
448480	JIVE Elderflower Pearl Edition Sparkling Wine	750	\$11.95	Light & Fruity
448514	Perisecco Hugo	750	\$11.95	Light & Fruity
448506	Perisecco Iced Melon	750	\$11.95	Light & Fruity
446260	Mar and Sol Sangria	750	\$14.95	Light Bodied & Fruity

Prices subject to change without notice.

Craft Beer - Program Details

Overview

Each season, LCBO releases a selection of products as part of the Craft Beer program. These are premium and specialty beers from around the world that are available in a limited quantity. Only 108 stores participate in this program on an ongoing basis. This year, the Vintages Summer Store Program will include four products from the Craft Beer summer seasonal release, and an additional four craft beers that are listed year-round.

Product Allocation

Each store will receive three cases of each product beginning the week of May 24. Additional inventory should be ordered from your supplying warehouse as required to maintain the display throughout the summer.

Participating Stores

71, 74, 77, 84, 93, 123, 136, 175, 196, 219, 223, 227, 251, 261, 306, 323, 347, 399, 454, 474, 482, 509, 557

Key Dates:

May 24: Products and signage shipped to stores
September 10: Program ends; allow inventory to deplete

Signage & Merchandising Instructions

Shelf Talker (English - Price over No Price)
Shelf Talker (French - Price over No Price)

COMPONENT

Shelf Talkers
6.5" w. x 1.75" h.

WHERE TO INSTALL SIGN

Display in front of participating products on shelf.

IMAGES



Re-order Codes
DMS-SO316-VOV-137 (English)
DMS-SO316-VOV-138 (Bilingual)

Craft Beer - Program Details

Participating Products

LCBO#	Product Name	Country	Size	Style Profile
<i>Seasonal Craft Beer</i>				
405860	Rogue 7 Hop IPA	Oregon	750 mL	Full & Hoppy
365726	Samuel Smith's Organic Apricot Ale	England	600 mL	Medium & Fruity
441972	Chimay Gold	Belgium	750 mL	Medium & Fruity
318758	Cuvee des Jacobins Belgian Lambic Ale	Belgium	500 mL	Full & Fruity
<i>Year Round Craft Beer</i>				
201715	Erdinger Weissbier	Germany	500 mL	Medium & Fruity
371997	Innis & Gunn Original	Scotland	660 mL	Medium & Spicy
414946	Brewdog Punk IPA	Scotland	500 mL	Medium & Hoppy
84012	Leffe Blonde	Belgium	6 x 330 mL	Medium & Spicy

Merchandising Instructions

Please merchandise the participating products in discretionary space, ideally near the beer section of your store or adjacent to the area where Vintages Essentials are merchandised. Please ensure that each product is well signed with the shelf talkers shipped to your store in mid-May. These products are not part of your total SKU count due to their limited availability. You are not required to discontinue other beers to accommodate these items.

Contact

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VINTAGES

LCBO