



March 9, 2017

Re: Vintages–Napa Valley Vintners Event

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Wines, Vintages, LCBO

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Dear Trade Partner,

Vintages is proud to announce that we are planning an event featuring wines from members of the Napa Valley Vintners association. This event is scheduled to take place in Toronto on Tuesday, October 3, 2017.

Event Details

Date: Tuesday, October 3, 2017

City: Toronto

Venue: The venue has not yet been confirmed, but it will be in the downtown core and easy to access via walking/subway/taxis.

Time: The consumer event will take place from 6:30 – 9:00 p.m. (NVV is also organizing a separate trade event.)

Ticket price: \$150

Format: The event is a walk-around tasting with approximately 75 wines (all “Event Exclusives”), targeting 400 customers. Customers will be able to submit an order form for these Event Exclusive products the night of the event.

Partnership: Napa Valley Vintners Association

PLEASE NOTE: A \$200 charge will be applied in the event that a Smart Serve-accredited Agent is not able to pour their products at the event. Principals from wineries are encouraged to attend and pour at the event, but their participation/attendance is not required, nor do principals need to be Smart Serve accredited.

Donated Product for the Event

Twelve (12) bottles per wine will be required to support the event. We will work to secure the donated products from current LCBO inventory. If this is not possible due to timing, we will cut a separate P.O. to have the product here in time for the event.



Billing for Donated Products

We will charge back the landed cost of the 12 bottles. Should there be any residual inventory of donated products, then the Agents/Suppliers will take the product with them after the event.

Participation

If you are interested in participating in this event, please note you must meet the following criteria:

- All wineries must be members of the Napa Valley Vintners association.
- All wines for this event must be from the Napa Valley region. Focus on \$40+ for whites and \$60+ for red wines.
- All varietals are welcome, with a focus on Cabernet Sauvignon and Chardonnay. Red blends, Merlot and Sauvignon Blanc are also of particular interest.

We encourage you to enter your products into **Call ID 125 Call Item ID 2424** in NISS for consideration.

This call closes March 29, 2017, and accepts and declines will be confirmed by April 12, 2017.

Yours sincerely,

Greg MacDonald
Product Manager, New World Wines, Vintages, LCBO