

June 4, 2015

LCBO RECOGNIZES OUTSTANDING SUPPLIERS AND AGENTS AT 2015 ELSIE AWARDS

LCBO honoured its suppliers and their agents for innovation, creativity and commitment to customer service and social responsibility at the Elsie Awards held in Toronto on June 3. The Elsies, a play on LCBO, is an annual industry awards program.

“2015 marks the 21st anniversary of the Elsie Awards, which gives the LCBO the opportunity to honour its trade partners for their hard work, dedication and support,” said Shari Mogk-Edwards, LCBO Vice-President Products, Sales and Merchandising and Co-Chair of the Elsie Awards. “While all our trade partners contribute to LCBO’s success, the Elsie Awards enable us to recognize those who have distinguished themselves by going above and beyond to deliver excellence.”

Twenty-seven awards were handed out, including agents/suppliers of the year, best new product launches, best gift item, best special event, excellence in marketing of Ontario VQA wines and best *FOOD & DRINK* ad. Excellence in social responsibility and environmental commitment were also singled out for recognition. For a complete list of award recipients, see below.

This marks the sixth year that, the Supplier of the Year and Agent of the Year awards were combined, and three agent/supplier awards were handed out to recognize the successes of large (Imperial), medium (Double Magnum) and small (Magnum) companies. The coveted Agents/Suppliers of the Year awards went to Corby Spirit and Wine Limited (Imperial), Steam Whistle Brewing (Double Magnum), and Sandbanks Estate Winery. (Magnum).

“We are pleased to present Steam Whistle Brewing with the Agent/Supplier of the Year (Double Magnum) award,” said LCBO president & CEO Bob Peter. “Steam Whistle has been very responsive to the changing interests of the LCBO and our customers, and is active in promoting social responsibility and environmental initiatives.”

The prestigious Special Recognition award was presented to Ted Kalaboukis of Andros Communications. Ted was honoured for his work and advocacy which was the driving force behind the notable growth of Chilean wines in the Ontario marketplace. He developed new and relevant methods of connecting with LCBO customers, supporting wine fairs in LCBO

event kitchens, and helped Wines of Chile develop their own newspaper insert to complement LCBO marketing.

Note: Photos of the winners are available by request.

MEDIA CONTACTS:

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2015 ELSIE AWARD RECIPIENTS

SOCIAL RESPONSIBILITY: Corby Spirit and Wine Limited – #corbysaferides

BEST SPECIAL EVENT: Corby Spirit and Wine Limited – Cupcake Truck Tour

BEST *FOOD & DRINK* WINE: Wine Guru

ENVIRONMENTAL COMMITMENT: Spirit Tree Estate Cidery

BEST *FOOD & DRINK* AD: The Premium Beer Company – Samuel Adams Boston Lager

BEST GIFT ITEM: Kolonaki Group – Armand de Brignac

BEST NICHE MARKETING: Mark Anthony – Stolichnaya – Proud Sponsor of World Pride 2014

VQA EXCELLENCE AWARD: Tawse Winery

VINTAGES PORTFOLIO AWARD OF EXCELLENCE: Profile Wine Group

BEST INTEGRATED MARKETING PROGRAM: Mark Anthony – Inception Deep Layered Red – Product Launch

BEST VINTAGES EVENT: Kirkwood Diamond Canada – New Old School Bourbon – Reception & Dinner

MADE IN ONTARIO: Rheault Distillery – Loon Vodka

BEST NEW PRODUCT LAUNCH: SPIRITS & READY-TO-DRINK: Beam Global Canada – Canadian Club 100% Rye

BEST NEW PRODUCT LAUNCH: WINES: Glazer's – David Rocco's Dolce Vita – Chianti, Prosecco and Pinot Grigio

BEST NEW PRODUCT LAUNCH: BEERS: Lakes of Muskoka – Muskoka Detour

PARTNERSHIP AWARD: PRODUCT FLOW: Matt Dixon – Andrew Peller Limited

PARTNERSHIP AWARD: SUPPLY CHAIN: Constellation Brands

PARTNERSHIP IN TRAINING AWARD: Wine Country Ontario – Product Consultant Educational Day in Niagara

PARTNERSHIP AWARD: BEERS: Nicol Rennie – The Innis & Gunn Brewing Company

PARTNERSHIP AWARD: VINTAGES: Dana Ryall – Treasury Wine Estates

PARTNERSHIP AWARD: WINES: Matt Dixon – Andrew Peller Limited

PARTNERSHIP AWARD: WINES: Erin Rooney – Andrew Peller Limited

PARTNERSHIP AWARD: SPIRITS & READY-TO-DRINK: Marc McDowell – Mark Anthony

PARTNERSHIP AWARD: RETAIL: Liz Hamilton – Bacardi Canada

SPECIAL RECOGNITION AWARD: Ted Kalaboukis – Andros Communications

AGENT/SUPPLIER OF THE YEAR AWARD: MAGNUM: Sandbanks Estate Winery

AGENT/SUPPLIER OF THE YEAR AWARD: DOUBLE MAGNUM: Steam Whistle Brewing

AGENT/SUPPLIER OF THE YEAR AWARD: IMPERIAL: Corby Spirit and Wine Limited