

May 28, 2014

LCBO RECOGNIZES OUTSTANDING SUPPLIERS AND AGENTS AT 2014 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 May 28. The Elsies, a play on LCBO, is an annual industry awards program.

“This marks the 20th 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 recognized. For a complete list of award recipients, see below.

For the fifth year, 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 Molson Coors Canada (Imperial), Noble Estates Wines & Spirits (Double Magnum), and Beau’s All Natural Brewing Co. (Magnum).

“We are pleased to present Molson with the Agent/Supplier of the Year (Imperial) award,” said LCBO president & CEO Bob Peter. “Molson 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 Bob Gain of Charton-Hobbs Inc. and Philip Mirabelli of Noble Estates Wines & Spirits. Bob was honoured as the driving force behind the growth of Charton-Hobbs in the Ontario marketplace and as the catalyst behind the prestigious VINTAGES Dom Perignon events, while Philip continually challenges his

suppliers to create new and exciting products for the Ontario market and has seen his company grow significantly virtually every year.

Note: Photos of the winners are available by request.

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2014 ELSIE AWARD RECIPIENTS

SOCIAL RESPONSIBILITY: Diageo Canada Inc. - Make the Right Call/NHL partnership

BEST SPECIAL EVENT: Southern Cliff Brands - Pommies Apple Tree Giveaway

BEST *FOOD & DRINK* WINE: DB Wine & Spirits Inc. - Zolo Cabernet Sauvignon

ENVIRONMENTAL COMMITMENT: Beau's All Natural Brewing Co.

BEST *FOOD & DRINK* AD: Corby Wine and Spirit Limited - Criollo

BEST GIFT ITEM: Russian Standard - Crystal Head Rolling Stones Commemorative Pack

BEST NICHE MARKETING: Colio Estate Wines - Girl's Night Out – Discover our Community with Walk to End Women's Cancers

VQA EXCELLENCE AWARD: Featherstone Estate Winery

VINTAGES PORTFOLIO AWARD OF EXCELLENCE: Rogers and Company

BEST INTEGRATED MARKETING PROGRAM: Carlsberg - Somersby "How Do You Like Them Blackberries?"

BEST VINTAGES EVENT: Charton-Hobbs Inc. - White Truffles & Barolo Reception & Dinner

MADE IN ONTARIO: Dillon's

BEST NEW PRODUCT LAUNCH: SPIRITS & READY-TO-DRINK: Corby Spirit and Wine Limited - Criollo

BEST NEW PRODUCT LAUNCH: WINES: Constellation Brands - Bodacious Smooth Red

BEST NEW PRODUCT LAUNCH: BEERS: Mill Street Brewery - Mill Street Summer Sampler

PARTNERSHIP AWARD: PRODUCT FLOW: Emily Altoft - Mark Anthony Brands

PARTNERSHIP AWARD: SUPPLY CHAIN: E. & J. Gallo Winery Canada Ltd.

PARTNERSHIP IN TRAINING AWARD: Six Pints Specialty Beer Co. - The Beer Academy

PARTNERSHIP AWARD: BEERS: Andrew Kelen - Labatt Breweries of Canada

PARTNERSHIP AWARD: VINTAGES: Domenic Gagliardi - Charton-Hobbs Inc.

PARTNERSHIP AWARD: WINES: Grace Costa and Paul Henderson - Constellation Brands

PARTNERSHIP AWARD: SPIRITS & READY-TO-DRINK: Ryan Keery and Patrick Sweeney - Beam Global

PARTNERSHIP AWARD: RETAIL: Krista Sisko - PMA Canada Ltd.

SPECIAL RECOGNITION AWARD: Bob Gain - Charton-Hobbs Inc., and Philip Mirabelli - Noble Estates Wines & Spirits

AGENT/SUPPLIER OF THE YEAR AWARD: MAGNUM: Beau's All Natural Brewing Co.

AGENT/SUPPLIER OF THE YEAR AWARD: DOUBLE MAGNUM: Noble Estates Wines & Spirits

AGENT/SUPPLIER OF THE YEAR AWARD: IMPERIAL: Molson Coors Canada