



February 15, 2018

To: All Trade Councils

Re: **EXCITING UPDATES FROM VINTAGES**

**NEW! More Vintages Frontline products available to buy online starting Feb. 17.**

As you may know, Essentials, Flagship Exclusive and Frontline Feature products have been available to buy online via the LCBO app or on [lcbo.com](http://lcbo.com).

**Kathy Cannon**  
Director, Vintages  
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416-365-5907 Tel.

Starting this Saturday, all release products will be available to purchase online. We will be rolling out communications to customers over the next few weeks. The first will be in a VintagesLatest email on Feb. 17.

43 Freeland St.  
Toronto, ON, M5E 1A4

**Scan and go!** Feature products and Flagship Exclusives have barcodes in the printed catalogue now. Customers can scan each and be taken to the product information page on [lcbo.com](http://lcbo.com), where they can click to buy online. We will be adding barcodes for all products starting March 17.

**In the meantime:** To help customers find our products easier online, we will be directing them to use the app or [lcbo.com](http://lcbo.com). Our marketing partners are developing a release listing page on [lcbo.com](http://lcbo.com) to be rolled out soon. The product search on [vintages.com](http://vintages.com) does not at this time include the option to click and buy online.

**Retiring the Customer Request Program:** This also means that we will be discontinuing our service that allows customers outside the Toronto and Ottawa areas to order Frontline products not available in their local stores. The May 26 release will be the last for this service.

**What about VSO?:** It is important to note that Classics, Bordeaux Futures and Vintages weekly Special Offers will continue to be available to purchase on [vintagesshoponline.com](http://vintagesshoponline.com). Those products will be migrated to [lcbo.com](http://lcbo.com) sometime in 2019.

Thank you for your endless support as we continue to evolve and move the business forward.

Sincerely,

A handwritten signature in blue ink that reads 'Kathy Cannon'.

Kathy Cannon

