

VINTAGES

August 31, 2015

To: All Trade Associations

Dear Trade Partners,

RE: Staff Changes: VINTAGES

I am very pleased to announce that Paul Farrell has been promoted to Category Manager in VINTAGES. For the past 7 years, Paul has held the role of Product Manager in both New World Wine and European wines. He has a very intimate understanding of VINTAGES operations and very in-depth product knowledge that will be a great asset to us as he takes on this more senior role in growing the VINTAGES business. Paul has assumed the role as Category Manager for VINTAGES European wines. Congratulations Paul!

Colby Norrington has done a great job over the past 3.5 years managing the European portfolio in VINTAGES. Over the past five months she took on managing both European and New World wines and has done an excellent job in overseeing both areas of the business. I can't thank her enough for all her hard work in keeping both categories operating smoothly through this transition. With Paul's promotion, Colby will now focus her attention on the New World wines and will assume the position of Category Manager - VINTAGES New World Wines. Along with New World Wines, Colby will also continue to play a lead role in our Bordeaux futures purchases and will work together with Paul to manage this program.

In light of these changes, we have done some shifting to the responsibilities of the Product Managers for European Wines:

Julie-Ann Mc Neilly - Product Manager European Wines will report to Paul and will remain responsible for Spain, Portugal, Fortified and Rosé. She will now also manage our Italian portfolio.

Our second European Product Manager will be responsible for managing France, European Sparkling, Germany and Emerging Europe. This position is currently vacant and we are working to fill it as soon as possible. All inquiries for these categories should go to Paul or Julie-Ann.

Both Greg Mac Donald and Ann Patel Product Managers for VINTAGES New World will report to Colby and their portfolios will go unchanged. Greg will continue managing USA, Australia, Canada (except Ontario) and Kosher. Ann Patel will remain responsible for the New Zealand, South America, South Africa, Sake, Vintages Spirits and Specialty portfolios.

Some very positive steps forward for the VINTAGES team! Thank you so much for your continued support

Sincerely,



Kathy Cannon
Director, Vintages, LCBO

cc: Nancy Cardinal
Shari Mogk-Edwards

