

VINTAGES

Feb 26, 2016

To: All Trade Councils

Re: Updated 2016/17 Sales Targets for LCBO Vintages Essentials

Dear Trade Partners,

With the goal of continuing to meet the LCBO's sales and strategic objectives, the sales targets for Vintages Essentials have been updated for fiscal 2016/17 and are effective April 1st, 2016.

As in previous years, sales targets for Vintages Essentials are based on rolling 13 net sales dollars. The criteria used to determine these new targets remain unchanged from last year.

To ensure that your product(s) remains in good standing, we continue to require that it meets and/or exceeds its subset sales target. See attached.

If your product would have achieved the former targets, but will not meet the new targets, you may request a deferral for the first three months of 2016/17. This allowance will require the buy-in of the appropriate Category Manager. Details regarding the strategy to meet the new targets will be required before any decisions are made.

We look forward to working with you in 2016/17. Thank you for your partnership in offering our customers a world-class assortment that delivers great sales results.

Sincerely,



Kathy Cannon

Director of Vintages

LCBO

REVISED VINTAGES SALES TARGETS; EFFECTIVE APRIL 1, 2016

Buyer	Set name	NEW Target (Aprl 1, 2016)
EUROPEAN	FORTIFIED OLD WORLD	\$800,000
	FRANCE RED	\$550,000
	FRANCE WHITE	\$700,000
	ITALY RED	\$975,000
	ITALY WHITE	\$1,000,000
	PORTUGAL	\$450,000
	SPAIN	\$860,000
	SPARKLING OLD WORLD	\$710,000
NEW WORLD	ARGENTINA RED	\$900,000
	ARGENTINA WHITE	\$450,000
	AUSTRALIA RED	\$575,000
	CALIFORNIA RED	\$1,500,000
	CALIFORNIA WHITE	\$1,000,000
	CANADA RED	\$450,000
	CANADA WHITE	\$450,000
	CENTRAL&S. AMERICA RED	\$450,000
	CHILE RED	\$600,000
	EAU DE VIE	\$700,000
	NEW ZEALAND RED	\$1,500,000
	NEW ZEALAND WHITE	\$1,500,000
	OTHER USA RED	\$1,500,000
	SOUTH AFRICA RED	\$950,000
ONTARIO	ICEWINE	\$330,000
	ONTARIO RED VQA	\$224,000
	ONTARIO WHITE VQA	\$200,000
	ROSE	\$400,000
	SPARKLING	\$100,000