

## LCBO NEW WORLD WINES SALES TARGETS 2015-16

### TARGETS BY SETSUBSET AND PRICEBAND

Set Subset	Price Band	Price Range	2014/15 Sales Target	2015/16 Sales Target
AUSTRALIA RED - SYRAH/SHIRAZ	Standard	</>=\$12.95	\$845,000	\$845,000
	Premium	\$13-</\$16.95	\$525,000	\$525,000
	Deluxe	\$17+	\$245,000	\$245,000
AUSTRALIA RED - CABERNET SAUVIGNON	Standard	</>=\$12.95	\$845,000	\$845,000
	Premium	\$13-</\$16.95	\$525,000	\$525,000
	Deluxe	\$17+	\$245,000	\$245,000
AUSTRALIA RED - MERLOT	Standard	</>=\$12.95	\$845,000	\$845,000
	Premium	\$13-</\$16.95	\$525,000	\$525,000
	Deluxe	\$17+	\$245,000	\$245,000
AUSTRALIA RED - BLEND	Standard	</>=\$12.95	\$845,000	\$845,000
	Premium	\$13-</\$16.95	\$525,000	\$525,000
	Deluxe	\$17+	\$245,000	\$245,000
AUSTRALIA RED - PINOT NOIR	Standard	</>=\$12.95	\$500,000	\$500,000
	Premium	\$13-</\$16.95	\$300,000	\$300,000
	Deluxe	\$17+	\$200,000	\$200,000
AUSTRALIA RED - OTHER VARIETALS	Standard	</>=\$12.95	-	\$450,000
	Premium	\$13-</\$16.95	-	\$300,000
	Deluxe	\$17+	-	\$200,000
AUSTRALIA WHITE - CHARDONNAY	Standard	</>=\$10.95	\$675,000	\$675,000
	Premium	\$11-\$14.95	\$445,000	\$375,000
	Deluxe	\$15+	\$200,000	\$200,000
AUSTRALIA WHITE - PINOT GRIGIO	Standard	</>=\$10.95	\$675,000	\$675,000
	Premium	\$11-\$14.95	\$425,000	\$425,000
	Deluxe	\$15+	\$200,000	\$200,000
AUSTRALIA WHITE - BLEND	Standard	</>=\$10.95	\$400,000	\$365,000
	Premium	\$11-\$14.95	\$295,000	\$250,000
	Deluxe	\$15+	\$200,000	\$200,000
AUSTRALIA WHITE - SAUVIGNON BLANC	Standard	</>=\$10.95	\$750,000	\$750,000
	Premium	\$11-\$14.95	\$445,000	\$445,000
	Deluxe	\$15+	\$200,000	\$200,000
AUSTRALIA WHITE - MOSCATO	Standard	</>=\$10.95	\$675,000	\$675,000
	Premium	\$11-\$14.95	\$445,000	\$445,000
	Deluxe	\$15+	\$200,000	\$200,000
ARGENTINA RED - BLEND	Standard	</>=\$9.95	\$845,000	\$845,000
	Premium	\$10-\$13.95	\$495,000	\$495,000
	Deluxe	\$14+	\$295,000	\$295,000
ARGENTINA RED - MALBEC	Standard	</>=\$9.95	\$845,000	\$845,000
	Premium	\$10-\$13.95	\$425,000	\$425,000
	Deluxe	\$14+	\$295,000	\$295,000
ARGENTINA RED - CABERNET SAUVIGNON	Standard	</>=\$9.95	\$375,000	\$425,000
	Premium	\$10-\$13.95	\$300,000	\$300,000
	Deluxe	\$14+	\$225,000	\$225,000
ARGENTINA RED - OTHER VARIETALS	Standard	</>=\$9.95	\$400,000	\$375,000
	Premium	\$10-\$13.95	\$300,000	\$275,000
	Deluxe	\$14+	\$225,000	\$200,000
ARGENTINA WHITE - BLEND	Standard	</>=\$9.95	\$700,000	\$700,000
	Premium	\$10-\$12.95	\$375,000	\$350,000
	Deluxe	\$13+	\$275,000	\$200,000
ARGENTINA WHITE - PINOT GRIGIO	Standard	</>=\$9.95	\$700,000	\$700,000
	Premium	\$10-\$12.95	\$350,000	\$300,000
	Deluxe	\$13+	\$250,000	\$250,000

ARGENTINA WHITE - CHARDONNAY	Standard	</>=\$9.95	\$400,000	\$325,000
	Premium	\$10-\$12.95	\$275,000	\$250,000
	Deluxe	\$13+	\$175,000	\$150,000
ARGENTINA WHITE - SAUVIGNON BLANC	Standard	</>=\$9.95	-	\$325,000
	Premium	\$10-\$12.95	-	\$250,000
	Deluxe	\$13+	-	\$150,000
CHILE RED - CABERNET SAUVIGNON	Standard	</>=\$9.95	\$475,000	\$500,000
	Premium	\$10-\$14.95	\$365,000	\$365,000
	Deluxe	\$15+	\$275,000	\$275,000
CHILE RED - MERLOT	Standard	</>=\$9.95	\$650,000	\$650,000
	Premium	\$10-\$14.95	\$365,000	\$365,000
	Deluxe	\$15+	\$245,000	\$245,000
CHILE RED - BLEND	Standard	</>=\$9.95	\$675,000	\$675,000
	Premium	\$10-\$14.95	\$360,000	\$360,000
	Deluxe	\$15+	\$245,000	\$245,000
CHILE RED - CARMENERE	Standard	</>=\$9.95	\$450,000	\$450,000
	Premium	\$10-\$14.95	\$350,000	\$350,000
	Deluxe	\$15+	\$225,000	\$225,000
CHILE RED - SYRAH/SHIRAZ	Standard	</>=\$9.95	\$350,000	\$350,000
	Premium	\$10-\$14.95	\$275,000	\$275,000
	Deluxe	\$15+	\$200,000	\$200,000
CHILE RED - OTHER VARIETALS	Standard	</>=\$9.95	\$350,000	\$350,000
	Premium	\$10-\$14.95	\$275,000	\$275,000
	Deluxe	\$15+	\$200,000	\$200,000
CHILE WHITE - CHARDONNAY	Standard	</>=\$9.95	\$500,000	\$550,000
	Premium	\$10-\$13.95	\$395,000	\$395,000
	Deluxe	\$14+	\$245,000	\$245,000
CHILE WHITE - SAUVIGNON BLANC	Standard	</>=\$9.95	\$650,000	\$650,000
	Premium	\$10-\$13.95	\$415,000	\$425,000
	Deluxe	\$14+	\$275,000	\$275,000
CHILE WHITE - OTHER VARIETALS	Standard	</>=\$9.95	\$500,000	\$500,000
	Premium	\$10-\$13.95	\$395,000	\$395,000
	Deluxe	\$14+	\$245,000	\$245,000
CALIFORNIA RED - CABERNET SAUVIGNON	Standard	</>=\$12.95	\$800,000	\$845,000
	Premium	\$13-\$17.95	\$545,000	\$525,000
	Deluxe	\$18+	\$245,000	\$250,000
CALIFORNIA RED - MERLOT	Standard	</>=\$12.95	\$800,000	\$800,000
	Premium	\$13-\$17.95	\$525,000	\$525,000
	Deluxe	\$18+	\$245,000	\$245,000
CALIFORNIA RED - BLEND	Standard	</>=\$12.95	\$845,000	\$845,000
	Premium	\$13-\$17.95	\$640,000	\$640,000
	Deluxe	\$18+	\$300,000	\$300,000
CALIFORNIA RED - ZINFANDEL	Standard	</>=\$12.95	\$600,000	\$600,000
	Premium	\$13-\$17.95	\$425,000	\$425,000
	Deluxe	\$18+	\$245,000	\$245,000
CALIFORNIA RED - PINOT NOIR	Standard	</>=\$12.95	\$525,000	\$500,000
	Premium	\$13-\$17.95	\$350,000	\$350,000
	Deluxe	\$18+	\$225,000	\$225,000
CALIFORNIA RED - OTHER VARIETALS	Standard	</>=\$12.95	\$550,000	\$550,000
	Premium	\$13-\$17.95	\$425,000	\$350,000
	Deluxe	\$18+	\$245,000	\$225,000
CALIFORNIA WHITE - CHARDONNAY	Standard	</>=\$11.95	\$550,000	\$550,000
	Premium	\$12-\$16.95	\$425,000	\$430,000
	Deluxe	\$17+	\$245,000	\$240,000

CALIFORNIA WHITE - PINOT GRIGIO	Standard	</>=\$11.95	\$650,000	\$650,000
	Premium	\$12-\$16.95	\$425,000	\$425,000
	Deluxe	\$17+	\$245,000	\$240,000
CALIFORNIA WHITE - SAUVIGNON BLANC	Standard	</>=\$11.95	\$550,000	\$550,000
	Premium	\$12-\$16.95	\$425,000	\$450,000
	Deluxe	\$17+	\$245,000	\$240,000
CALIFORNIA WHITE - BLEND	Standard	</>=\$11.95	\$650,000	\$650,000
	Premium	\$12-\$16.95	\$500,000	\$500,000
	Deluxe	\$17+	\$245,000	\$245,000
CALIFORNIA WHITE - OTHER VARIETALS	Standard	</>=\$11.95	\$325,000	\$310,000
	Premium	\$12-\$16.95	\$245,000	\$245,000
	Deluxe	\$17+	\$200,000	\$200,000
CALIFORNIA WHITE - MOSCATO	Standard	</>=\$11.95	\$650,000	\$650,000
	Premium	\$12-\$16.95	\$450,000	\$450,000
	Deluxe	\$17+	\$245,000	\$245,000
SOUTH AFRICA RED - BLEND	Standard	</>= \$10.45	\$425,000	\$475,000
	Premium	\$10.50-\$13.90	\$350,000	\$300,000
	Deluxe	\$13.95+	\$200,000	\$200,000
SOUTH AFRICA RED - SYRAH/SHIRAZ	Standard	</>= \$10.45	\$425,000	\$450,000
	Premium	\$10.50-\$13.90	\$350,000	\$300,000
	Deluxe	\$13.95+	\$250,000	\$250,000
SOUTH AFRICA RED - CABERNET SAUVIGNON	Standard	</>= \$10.45	\$400,000	\$450,000
	Premium	\$10.50-\$13.90	\$350,000	\$350,000
	Deluxe	\$13.95+	\$250,000	\$250,000
SOUTH AFRICA RED - MERLOT	Standard	</>= \$10.45	\$350,000	\$350,000
	Premium	\$10.50-\$13.90	\$275,000	\$250,000
	Deluxe	\$13.95+	\$200,000	\$200,000
SOUTH AFRICA RED - OTHER VARIETALS	Standard	</>= \$10.45	\$350,000	\$350,000
	Premium	\$10.50-\$13.90	\$275,000	\$250,000
	Deluxe	\$13.95+	\$200,000	\$200,000
SOUTH AFRICA WHITE - SAUVIGNON BLANC	Standard	</>= \$10.45	\$500,000	\$500,000
	Premium	\$10.50-13.95	\$275,000	\$250,000
	Deluxe	\$13.95+	\$200,000	\$200,000
SOUTH AFRICA WHITE - BLEND	Standard	</>= \$10.45	\$500,000	\$500,000
	Premium	\$10.50-\$13.90	\$275,000	\$225,000
	Deluxe	\$13.95+	\$200,000	\$200,000
SOUTH AFRICA WHITE - OTHER VARIETALS	Standard	</>= \$10.45	\$600,000	\$600,000
	Premium	\$10.50-\$13.90	\$400,000	\$400,000
	Deluxe	\$13.95+	\$200,000	\$200,000
SOUTH AFRICA WHITE - CHARDONNAY	Standard	</>= \$10.45	\$500,000	\$500,000
	Premium	\$10.50-\$13.90	\$350,000	\$250,000
	Deluxe	\$13.95+	\$200,000	\$200,000
SOUTH AFRICA WHITE - CHENIN BLANC	Standard	</>= \$10.45	\$325,000	\$325,000
	Premium	\$10.50-\$13.90	\$200,000	\$200,000
	Deluxe	\$13.95+	\$110,000	\$110,000
NEW ZEALAND WHITE - SAUVIGNON BLANC	Standard	</>=\$13.95	\$550,000	\$550,000
	Premium	\$14-\$17.95	\$440,000	\$440,000
	Deluxe	\$18+	\$175,000	\$175,000
NEW ZEALAND WHITE - CHARDONNAY	Standard	</>=\$13.95	\$350,000	\$350,000
	Premium	\$14-\$17.95	\$245,000	\$225,000
	Deluxe	\$18+	\$175,000	\$175,000
NEW ZEALAND WHITE - OTHER VARIETALS	Standard	</>=\$13.95	\$275,000	\$275,000
	Premium	\$14-\$17.95	\$175,000	\$175,000
	Deluxe	\$18+	\$150,000	\$150,000

NEW ZEALAND WHITE - PINOT GRIGIO	Standard	</>=\$13.95	\$300,000	\$350,000
	Premium	\$14-\$17.95	\$225,000	\$225,000
	Deluxe	\$18+	\$150,000	\$175,000
NEW ZEALAND RED - PINOT NOIR	Standard	</>=\$14.95	\$325,000	\$325,000
	Premium	\$15-\$18.95	\$260,000	\$200,000
	Deluxe	\$19+	\$175,000	\$175,000
NEW ZEALAND RED - OTHER VARIETALS	Standard	</>=\$14.95	\$300,000	\$300,000
	Premium	\$15-\$18.95	\$200,000	\$200,000
	Deluxe	\$19+	\$125,000	\$175,000
SPARKLING - NW WHITE	Standard	</>=\$12.95	\$250,000	\$240,000
	Premium	\$13-\$19.95	\$200,000	\$200,000
	Deluxe	\$20+	\$150,000	\$175,000
SPARKLING - NW RED	Standard	</>=\$12.95	\$350,000	\$240,000
	Premium	\$13-\$19.95	\$150,000	\$200,000
	Deluxe	\$20+	\$100,000	\$175,000
SPARKLING - NW ROSE	Standard	</>=\$12.95	\$400,000	\$240,000
	Premium	\$13-\$19.95	\$300,000	\$200,000
	Deluxe	\$20+	\$250,000	\$175,000
PACIFIC NORTHWEST RED - B.C.	Standard	</>=\$14.95	\$250,000	\$240,000
	Premium	\$15-\$18.95	\$175,000	\$175,000
	Deluxe	\$19+	\$100,000	\$100,000
PACIFIC NORTHWEST RED - OREGON	Standard	</>=\$14.95	\$250,000	\$240,000
	Premium	\$15-\$18.95	\$175,000	\$175,000
	Deluxe	\$19+	\$100,000	\$100,000
PACIFIC NORTHWEST RED - WASHINGTON	Standard	</>=\$14.95	\$250,000	\$240,000
	Premium	\$15-\$18.95	\$175,000	\$175,000
	Deluxe	\$19+	\$100,000	\$100,000
PACIFIC NORTHWEST WHITE - B.C.	Standard	</>=\$13.95	\$220,000	\$220,000
	Premium	\$14-\$17.95	\$150,000	\$125,000
	Deluxe	\$18+	\$100,000	\$100,000
PACIFIC NORTHWEST WHITE - OREGON	Standard	</>=\$13.95	\$220,000	\$220,000
	Premium	\$14-\$17.95	\$150,000	\$125,000
	Deluxe	\$18+	\$100,000	\$100,000
PACIFIC NORTHWEST WHITE - WASHINGTON	Standard	</>=\$13.95	\$220,000	\$220,000
	Premium	\$14-\$17.95	\$150,000	\$125,000
	Deluxe	\$18+	\$100,000	\$100,000
SPECIALTY WINES - FLAVOURED WINES	Standard	</>=\$7.95	\$575,000	\$575,000
	Premium	\$8-\$9.95	\$300,000	\$300,000
	Deluxe	\$10+	\$200,000	\$200,000
SPECIALTY WINES - SANGRIA	Standard	</>=\$7.95	\$575,000	\$575,000
	Premium	\$8-\$9.95	\$300,000	\$300,000
	Deluxe	\$10+	\$200,000	\$200,000
FORTIFIED NEW WORLD	Standard	</>=\$8.95	\$245,000	\$245,000
	Premium	\$9-\$12.95	\$200,000	\$200,000
	Deluxe	\$13+	\$200,000	\$150,000
ROSE WINES - NEW WORLD	Standard	</>=\$9.95	-	\$500,000
	Premium	\$10-\$13.95	-	\$300,000
	Deluxe	\$14+	-	\$200,000
ROSE WINES - NEW WORLD - CALIFORNIA WHITE ZINFANDEL	Standard	</>=\$9.95	-	\$750,000
	Premium	\$10-\$13.95	-	\$500,000
	Deluxe	\$14+	-	\$245,000
LICENSEE EXCLUSIVE NEW WORLD WINES			\$55,000	\$70,000

## LCBO EUROPEAN WINES SALES TARGETS 2015-16

### NEW TARGETS BY SETSUBSET AND PRICEBAND

Category management changed the price banding used to create 2014/15 sales targets and for that reason the targets from last year are not included on this year document as they are no longer comparable.

Set Subset	Price Band	Price Range	2014/15 Sales Target	2015/16 Sales Target	
ITALY RED - VALPOLICELLA	Standard	<\$12	-	\$800,000	
	Premium	\$12 - <\$15	-	\$800,000	
	Deluxe	\$15 +	-	\$800,000	
ITALY RED - MONTEPULCIANO	Standard	<\$12	-	\$500,000	
	Premium	\$12 - <\$15	-	\$450,000	
	Deluxe	\$15 +	-	\$430,000	
ITALY RED - CHIANTI	Standard	<\$13	-	\$700,000	
	Premium	\$13 - <\$20	-	\$650,000	
	Deluxe	\$20 +	-	\$650,000	
ITALY RED - RIPASSO	Standard	<\$15	-	\$500,000	
	Premium	\$15 - <\$20	-	\$450,000	
	Deluxe	\$20 +	-	\$400,000	
ITALY RED - AMARONE	Standard	<\$30	-	\$375,000	
	Premium	\$30 - <\$40	-	\$325,000	
	Deluxe	\$40 +	-	\$325,000	
ITALY RED - BLEND	Standard	<\$10	-	\$475,000	
	Premium	\$10 - <\$15	-	\$425,000	
	Deluxe	\$15 +	-	\$400,000	
ITALY RED - MERLOT	Standard	<\$10	-	\$550,000	
	Premium	\$10 - <\$15	-	\$525,000	
	Deluxe	\$15 +	-	\$450,000	
ITALY RED - SANGIOVESE	Standard	<\$10	-	\$500,000	
	Premium	\$10 - <\$15	-	\$475,000	
	Deluxe	\$15 +	-	\$425,000	
ITALY RED - NEGROAMARO	Standard	<\$10	-	\$375,000	
	Premium	\$10 - <\$15	-	\$350,000	
	Deluxe	\$15 +	-	\$300,000	
ITALY RED - OTHER Subset ITALY RED - SYRAH/SHIRAZ has been incorporated into ITALY RED - OTHER	NB:	Standard	<\$10	-	\$350,000
		Premium	\$10 - <\$15	-	\$325,000
		Deluxe	\$15 +	-	\$300,000
ITALY RED - PINOT NOIR	Standard	<\$15	-	\$325,000	
	Premium	\$15 - <\$20	-	\$300,000	
	Deluxe	\$20 +	-	\$250,000	
ITALY RED - BAROLO & BARBARESCO & BRUNELLO	Standard	<\$20	-	\$200,000	
	Premium	\$20 - <\$30	-	\$200,000	
	Deluxe	\$30 +	-	\$150,000	
ITALY RED - PRIMITIVO	Standard	<\$10	-	\$400,000	
	Premium	\$10 - <\$15	-	\$300,000	
	Deluxe	\$15 +	-	\$275,000	
ITALY RED - BARBERA	Standard	<\$15	-	\$300,000	
	Premium	\$15 - <\$20	-	\$275,000	
	Deluxe	\$20 +	-	\$250,000	
ITALY WHITE - PINOT GRIGIO	Standard	<\$10	-	\$750,000	
	Premium	\$10 - <\$15	-	\$700,000	
	Deluxe	\$15 +	-	\$700,000	
ITALY WHITE - BLEND	Standard	<\$10	-	\$450,000	
	Premium	\$10 - <\$15	-	\$400,000	
	Deluxe	\$15 +	-	\$400,000	

ITALY WHITE - SOAVE	Standard	<\$10	-	\$550,000
	Premium	\$10 - <\$15	-	\$500,000
	Deluxe	\$15 +	-	\$450,000
ITALY WHITE - CHARDONNAY	Standard	<\$10	-	\$325,000
	Premium	\$10 - <\$15	-	\$300,000
	Deluxe	\$15 +	-	\$300,000
ITALY WHITE - OTHER	Standard	<\$10	-	\$500,000
	Premium	\$10 - <\$15	-	\$250,000
	Deluxe	\$15 +	-	\$200,000
ITALY WHITE - MOSCATO	Standard	<\$10	-	\$400,000
	Premium	\$10 - <\$15	-	\$350,000
	Deluxe	\$15 +	-	\$350,000
FRANCE RED - SOUTH MERLOT	Standard	<\$10	-	\$450,000
	Premium	\$10 - <\$15	-	\$350,000
	Deluxe	\$15 +	-	\$300,000
FRANCE RED - SOUTH CABERNET SAUVIGNON	Standard	<\$10	-	\$250,000
	Premium	\$10 - <\$15	-	\$250,000
	Deluxe	\$15 +	-	\$250,000
FRANCE RED - SOUTH PINOT NOIR	Standard	<\$10	-	\$325,000
	Premium	\$10 - <\$15	-	\$325,000
	Deluxe	\$15 +	-	\$300,000
FRANCE RED - SOUTH SHIRAZ/SYRAH	Standard	<\$10	-	\$275,000
	Premium	\$10 - <\$15	-	\$275,000
	Deluxe	\$15 +	-	\$250,000
FRANCE RED - SOUTH BLEND	Standard	<\$12	-	\$375,000
	Premium	\$12 - <\$15	-	\$300,000
	Deluxe	\$15 +	-	\$250,000
FRANCE RED - SOUTH WEST former FRANCE - SOUTH MALBEC	Standard	<\$12	-	\$200,000
	Premium	\$12 - <\$15	-	\$175,000
	Deluxe	\$15 +	-	\$150,000
FRANCE RED - BORDEAUX	Standard	<\$12	-	\$500,000
	Premium	\$12 - <\$15	-	\$450,000
	Deluxe	\$15 +	-	\$400,000
FRANCE RED - MEDOC/ST EMILLION/POMEROL RED Incorporates FRANCE RED - MEDOC	Standard	<\$15	-	\$400,000
	Premium	\$15 - <\$20	-	\$375,000
	Deluxe	\$20 +	-	\$350,000
FRANCE RED - RHONE COTES DU RHONE	Standard	<\$12	-	\$375,000
	Premium	\$12 - <\$15	-	\$325,000
	Deluxe	\$15 +	-	\$300,000
FRANCE RED - CHATEAUNEUF DE PAPE/RHONE CRUS Renamed to include RHONE CRUS	Standard	<\$20	-	\$200,000
	Premium	\$20 - <\$30	-	\$330,000
	Deluxe	\$30 +	-	\$330,000
FRANCE RED - BURGUNDY PINOT NOIR	Standard	<\$15	-	\$300,000
	Premium	\$15 - <\$25	-	\$275,000
	Deluxe	\$25 +	-	\$200,000
FRANCE RED - BURGUNDY GAMAY	Standard	<\$12	-	\$250,000
	Premium	\$12 - <\$15	-	\$200,000
	Deluxe	\$15 +	-	\$200,000
FRANCE RED - BEAUJOLAIS	Standard	<\$12	-	\$500,000
	Premium	\$12 - <\$15	-	\$500,000
	Deluxe	\$15 +	-	\$350,000
FRANCE RED - LOIRE	Standard	<\$12	-	\$200,000
	Premium	\$12 - <\$15	-	\$175,000
	Deluxe	\$15 +	-	\$150,000
FRANCE WHITE - SOUTH CHARDONNAY	Standard	<\$12	-	\$300,000
	Premium	\$12 - <\$15	-	\$200,000
	Deluxe	\$15 +	-	\$175,000

FRANCE WHITE - SOUTH SAUVIGNON BLANC	Standard	<\$12	-	\$300,000
	Premium	\$12 - <\$15	-	\$270,000
	Deluxe	\$15 +	-	\$250,000
FRANCE WHITE - SOUTH BLENDS	Standard	<\$12	-	\$250,000
	Premium	\$12 - <\$15	-	\$225,000
	Deluxe	\$15 +	-	\$200,000
FRANCE WHITE - SOUTH VIOGNIER New Subset	Standard	<\$12	-	\$175,000
	Premium	\$12 - <\$15	-	\$150,000
	Deluxe	\$15 +	-	\$125,000
FRANCE WHITE - BURGUNDY CHARDONNAY	Standard	<\$15	-	\$400,000
	Premium	\$15 - <\$20	-	\$400,000
	Deluxe	\$20 +	-	\$275,000
FRANCE WHITE - BURGUNDY CHABLIS	Standard	<\$20	-	\$300,000
	Premium	\$20 - <\$23	-	\$250,000
	Deluxe	\$23 +	-	\$250,000
FRANCE WHITE - BURGUNDY OTHER	Standard	<\$12	-	\$325,000
	Premium	\$12 - <\$15	-	\$325,000
	Deluxe	\$15 +	-	\$325,000
FRANCE WHITE - RHONE WHITE	Standard	<\$12	-	\$275,000
	Premium	\$12 - <\$15	-	\$250,000
	Deluxe	\$15 +	-	\$225,000
FRANCE WHITE - ALSACE	Standard	<\$15	-	\$150,000
	Premium	\$15 - <\$20	-	\$150,000
	Deluxe	\$20 +	-	\$125,000
FRANCE WHITE - BORDEAUX WHITE	Standard	<\$12	-	\$200,000
	Premium	\$12 - <\$15	-	\$175,000
	Deluxe	\$15 +	-	\$150,000
FRANCE WHITE - LOIRE	Standard	<\$12	-	\$175,000
	Premium	\$12 - <\$15	-	\$150,000
	Deluxe	\$15 +	-	\$150,000
FRANCE WHITE - VIN DE FRANCE	Standard	<\$10	-	\$175,000
	Premium	\$10 - <\$15	-	\$150,000
	Deluxe	\$15 +	-	\$150,000
SPARKLING EUROPEAN - ITALY PROSECCO	Standard	<\$13	-	\$650,000
	Premium	\$13 - <\$15	-	\$575,000
	Deluxe	\$15 +	-	\$500,000
SPARKLING EUROPEAN - ITALY ASTI	Standard	<\$13	-	\$400,000
	Premium	\$13 - <\$15	-	\$350,000
	Deluxe	\$15 +	-	\$300,000
SPARKLING EUROPEAN - SPAIN CAVA	Standard	<\$13	-	\$550,000
	Premium	\$13 - <\$15	-	\$550,000
	Deluxe	\$15 +	-	\$450,000
SPARKLING EUROPEAN - GERMANY SEKT	Standard	<\$13	-	\$400,000
	Premium	\$13 - <\$15	-	\$400,000
	Deluxe	\$15 +	-	\$350,000
SPARKLING EUROPEAN - WHITE OTHER	Standard	<\$12	-	\$525,000
	Premium	\$12 - <\$15	-	\$450,000
	Deluxe	\$15 +	-	\$400,000
SPARKLING EUROPEAN - FRANCE CREMANT	Standard	<\$15	-	\$400,000
	Premium	\$15 - <\$20	-	\$375,000
	Deluxe	\$20 +	-	\$325,000
SPARKLING EUROPEAN - RED	Standard	<\$12	-	\$275,000
	Premium	\$12 +	-	\$250,000
SPARKLING EUROPEAN - ROSE	Standard	<\$15	-	\$325,000
	Premium	\$15 - <\$20	-	\$300,000
	Deluxe	\$20 +	-	\$250,000

SPAIN RED - TEMPRANILLO	Standard	<\$12	-	\$400,000
	Premium	\$12 - <\$15	-	\$325,000
	Deluxe	\$15 +	-	\$225,000
SPAIN RED - RIOJA	Standard	<\$15	-	\$550,000
	Premium	\$15 - <\$20	-	\$500,000
	Deluxe	\$20 +	-	\$450,000
SPAIN RED - BLEND	Standard	<\$12	-	\$400,000
	Premium	\$12 - <\$15	-	\$325,000
	Deluxe	\$15 +	-	\$300,000
SPAIN RED - GARNACHA	Standard	<\$10	-	\$250,000
	Premium	\$10 - <\$15	-	\$225,000
	Deluxe	\$15 +	-	\$200,000
SPAIN RED - OTHER	Standard	<\$10	-	\$400,000
	Premium	\$10 - <\$15	-	\$350,000
	Deluxe	\$15 +	-	\$300,000
SPAIN WHITE - WHITE	Standard	<\$10	-	\$175,000
	Premium	\$10 - <\$15	-	\$150,000
	Deluxe	\$15 +	-	\$150,000
CHAMPAGNE - WHITE	Standard	<\$50	-	\$300,000
	Premium	\$50 - <\$60	-	\$325,000
	Deluxe	\$60+	-	\$350,000
CHAMPAGNE - ROSE	Standard	<\$60	-	\$300,000
	Premium	\$60 - <\$80	-	\$350,000
	Deluxe	\$80+	-	\$350,000
GERMANY WHITE - OTHER	Standard	<\$10	-	\$325,000
	Premium	\$10 - <\$15	-	\$300,000
	Deluxe	\$15 +	-	\$275,000
GERMANY WHITE - KABINETT subset	Standard	<\$15	-	\$250,000
	Premium	\$15 - <\$17	-	\$225,000
	Deluxe	\$17 +	-	\$175,000
GERMANY WHITE - RIESLING	Standard	<\$11	-	\$300,000
	Premium	\$11 - <\$15	-	\$275,000
	Deluxe	\$15 +	-	\$225,000
GERMANY WHITE - BLEND	Standard	<\$10	-	\$425,000
	Premium	\$10+	-	\$400,000
	Deluxe		-	\$375,000
GERMANY RED - RED	Standard	<\$12	-	\$175,000
	Premium	\$12 +	-	\$150,000
SPECIALTY WINES EUROPEAN - VERMOUTH	Standard	<\$10	-	\$425,000
	Premium	\$10 - <\$15	-	\$250,000
	Deluxe	\$15+	-	\$225,000
SPECIALTY WINES EUROPEAN - APERITIF	Standard	<\$12	-	\$275,000
	Premium	\$12 - <\$15	-	\$250,000
	Deluxe	\$15 +	-	\$225,000
SPECIALTY WINES EUROPEAN - COCKTAILS/FLAVOURED	Standard	<\$10	-	\$500,000
	Premium	\$10+	-	\$450,000
PORTUGAL RED - DOURO	Standard	<\$10	-	\$325,000
	Premium	\$10 - <\$13	-	\$250,000
	Deluxe	\$13+	-	\$225,000
PORTUGAL RED - OTHER	Standard	<\$10	-	\$375,000
	Premium	\$10 - <\$13	-	\$300,000
	Deluxe	\$13+	-	\$250,000
PORTUGAL RED - ALENTEJO	Standard	<\$10	-	\$300,000
	Premium	\$10 - <\$13	-	\$300,000
	Deluxe	\$13+	-	\$250,000



PORTUGAL RED - DAO	Standard	<\$10	-	\$325,000
	Premium	\$10 - <\$13	-	\$300,000
	Deluxe	\$13+	-	\$275,000
PORTUGAL WHITE - VINHO VERDE	Standard	<\$10	-	\$350,000
	Premium	\$10+	-	\$325,000
PORTUGAL WHITE - OTHER	Standard	<\$10	-	\$150,000
	Premium	\$10+	-	\$150,000
PORT RED - LATE BOTTLED VINTAGE	Standard	<\$16	-	\$325,000
	Premium	\$16 - <\$20	-	\$300,000
	Deluxe	\$20 +	-	\$275,000
PORT RED - OTHER	Standard	<\$16	-	\$150,000
	Premium	\$16 - <\$20	-	\$150,000
	Deluxe	\$20 +	-	\$150,000
PORT RED - RUBY	Standard	<\$16	-	\$200,000
	Premium	\$16 - <\$20	-	\$150,000
	Deluxe	\$20 +	-	\$150,000
PORT RED - TAWNY	Standard	<\$16	-	\$150,000
	Premium	\$16 - <\$20	-	\$150,000
	Deluxe	\$20 +	-	\$150,000
PORT WHITE - WHITE	Standard	<\$16	-	\$250,000
	Premium	\$16+	-	\$225,000
ROSE WINES EUROPEAN	Standard	<\$12	-	\$350,000
	Premium	\$12 - <\$15	-	\$325,000
OTHER EUROPE RED - GREECE	Standard	<\$12	-	\$225,000
	Premium	\$12 - <\$15	-	\$200,000
	Deluxe	\$15 +	-	\$175,000
OTHER EUROPE RED	Standard	<\$10	-	\$175,000
	Premium	\$10+	-	\$150,000
OTHER EUROPE WHITE - HUNGARY	Standard	<\$10	-	\$150,000
	Premium	\$10+	-	\$150,000
OTHER EUROPE WHITE	Standard	<\$12	-	\$150,000
	Premium	\$12+	-	\$150,000
OTHER EUROPE WHITE - SERBIA	Standard	<\$10	-	\$225,000
	Premium	\$10+	-	\$200,000
SHERRY - CREAM	Standard	<\$13	-	\$275,000
	Premium	\$13 +	-	\$250,000
SHERRY - DRY	Standard	<\$15	-	\$150,000
	Premium	\$15 +	-	\$150,000
SHERRY - AMONTILLADO/OLOROSO include OLOROSO	*Renamed to Standard	<\$13	-	\$225,000
	Premium	\$13 +	-	\$175,000
SHERRY - OTHER Subset	*New Standard	<\$15	-	\$150,000
	Premium	\$15 +	-	\$150,000
GIFT PACKS EUROPEAN - YEAR ROUND Subset	*New Standard	<\$20	-	\$275,000
	Premium	\$20 - <\$40	-	\$250,000
	Deluxe	\$40+	-	\$225,000
LICENSEE EXCLUSIVE EUROPEAN WINES			\$55,000	\$70,000

## INTERNATIONAL CANADIAN BLENDS TARGETS 2015-16

### NEW TARGETS BY SETSUBSET AND FORMAT

Set Subset	Size (ml)	2014/15 Sales Target	2015/16 Sales Target
<b>ONTARIO ICB WHITE - BLEND</b>	750	\$640,000	\$650,000
	1000 & 1500	\$640,000	\$1,000,000
	3000 & 4000	\$640,000	\$1,200,000
<b>ONTARIO ICB WHITE - SAUVIGNON BLANC</b>	750	\$725,000	\$600,000
	1000 & 1500	\$725,000	\$1,000,000
	3000 & 4000	\$725,000	\$1,200,000
<b>ONTARIO ICB WHITE - PINOT GRIGIO</b>	750	\$725,000	\$975,000
	1000 & 1500	\$725,000	\$1,000,000
	3000 & 4000	\$725,000	\$1,200,000
<b>ONTARIO ICB WHITE - OTHER NAMED VARIETAL</b>	750	\$675,000	\$500,000
	1000 & 1500	\$675,000	\$750,000
	3000 & 4000	\$675,000	\$1,000,000
<b>ONTARIO ICB WHITE - CHARDONNAY</b>	750	\$675,000	\$675,000
	1000 & 1500	\$675,000	\$725,000
	3000 & 4000	\$675,000	\$800,000
<b>ONTARIO ICB RED - BLEND</b>	750	\$725,000	\$645,000
	1000 & 1500	\$725,000	\$715,000
	3000 & 4000	\$725,000	\$945,000
<b>ONTARIO ICB RED - MERLOT</b>	750	\$725,000	\$600,000
	1000 & 1500	\$725,000	\$875,000
	3000 & 4000	\$725,000	\$975,000
<b>ONTARIO ICB RED - OTHER NAMED VARIETAL</b>	750	\$500,000	\$450,000
	1000 & 1500	\$500,000	\$560,000
	3000 & 4000	\$500,000	\$800,000
<b>ONTARIO ICB RED - SYRAH/SHIRAZ</b>	750	\$675,000	\$675,000
	1000 & 1500	\$675,000	\$690,000
	3000 & 4000	\$675,000	\$1,000,000
<b>ONTARIO ICB RED - CABERNET SAUVIGNON</b>	750	\$500,000	\$450,000
	1000 & 1500	\$500,000	\$505,000
	3000 & 4000	\$500,000	\$1,000,000
<b>ROSE WINES - ONTARIO ICB</b>	750	\$520,000	\$515,000
	1000 & 1500	\$520,000	\$750,000
	3000 & 4000	\$520,000	\$1,000,000

## VQA AND NON-VQA WINES SALES TARGETS 2015-16

NO CHANGE TO TARGETS PUBLISHED AUGUST 2014

Set Subset	2014/15 Sales Target	2015/16 Sales Target
ONTARIO RED VQA - BACO NOIR	\$335,000	\$335,000
ONTARIO RED VQA - BLEND - CABERNET-MERLOT	\$150,000	\$150,000
ONTARIO RED VQA - BLEND	\$140,000	\$140,000
ONTARIO RED VQA - CABERNET FRANC	\$185,000	\$185,000
ONTARIO RED VQA - CABERNET SAUVIGNON	\$200,000	\$200,000
ONTARIO RED VQA - SHIRAZ	\$200,000	\$200,000
ONTARIO RED VQA - GAMAY NOIR	\$125,000	\$125,000
ONTARIO RED VQA - MERLOT	\$195,000	\$195,000
ONTARIO RED VQA - PINOT NOIR	\$145,000	\$145,000
ONTARIO WHITE VQA - BLEND	\$170,000	\$170,000
ONTARIO WHITE VQA - RIESLING-GEWURZTRAMINER	\$200,000	\$200,000
ONTARIO WHITE VQA - CHARDONNAY	\$180,000	\$180,000
ONTARIO WHITE VQA - GEWURZTRAMINER	\$100,000	\$100,000
ONTARIO WHITE VQA - LATE HARVEST	\$100,000	\$100,000
ONTARIO WHITE VQA - OTHER VARIETALS	\$100,000	\$100,000
ONTARIO WHITE VQA - PINOT GRIS/GRIGIO	\$150,000	\$150,000
ONTARIO WHITE VQA - RIESLING	\$260,000	\$260,000
ONTARIO WHITE VQA - VIDAL	\$335,000	\$335,000
ONTARIO WHITE VQA - SAUVIGNON BLANC	\$200,000	\$200,000
ROSE WINES - ONTARIO - ONTARIO VQA	\$175,000	\$175,000
SPARKLING - ONT ROSE - ONTARIO VQA	\$100,000	\$100,000
SPARKLING - ONT WHITE - ONTARIO VQA	\$100,000	\$100,000
SPECIALTY WINES - ONT - COCKTLS/FLAV.ONT.	\$435,000	\$435,000
SPECIALTY WINES - ONT - DIGES./APER. ONT.	\$500,000	\$500,000
SPECIALTY WINES - ONT - FLAV. WINE ONTARIO	\$485,000	\$485,000
FORTIFIED - ONTARIO - FORTIFIED ICEWINE	\$135,000	\$135,000
FORTIFIED - ONTARIO - PORT STYLE ONT	\$200,000	\$200,000
FORTIFIED - ONTARIO - SHERRY STYLE ONT	\$400,000	\$400,000
FRUIT WINES - ONTARIO - ONTARIO	\$100,000	\$100,000
SPARKLING - ONT ROSE - ONTARIO NON VQA	\$290,000	\$290,000
SPARKLING - ONT WHITE - ONTARIO NON VQA	\$455,000	\$455,000
GIFTS - ONTARIO - ONTARIO NON VQA	\$150,000	\$150,000

### BEER AND CIDER TARGETS 2015-16

Product Set	2014/15 Target (liters)	2015/16 Target (liters)
DOMESTIC SINGLE CAN	140,000	140,000
DOMESTIC MULTI BOTTLES (6 OR LESS)	130,000	130,000
DOMESTIC MULTI CANS (355ML OR LESS)	340,000	225,000
DOMESTIC MULTI CANS (>355ML)	795,000	795,000
IMPORT/DOMESTIC BEER SINGLE BOTTLE	45,000	45,000
IMPORT/DOMESTIC BEER SINGLE BOTTLE SPECIALTY	10,000	10,000
IMPORT BEER SINGLE CAN	140,000	140,000
IMPORT BEER MULTIPACK BOTTLES (6 OR LESS)	55,000	70,000
IMPORT BEER MULTIPACK CANS (355ML OR LESS)	130,000	130,000
IMPORT BEER MULTIPACK CAN (>355ML)	175,000	175,000
GLUTEN FREE BEER	30,000	30,000
Product Set	2014/15 Target (Liters sold per period per store)	2015/16 Target (Liters sold per period per store)
ONTARIO CRAFT BEER - SET 417	12	16
Product Set	2014/15 Target (Dollar Sales)	2015/16 Target (Dollar sales)
CIDER	\$405,000	\$405,000

**SPIRITS TARGETS 2015-16**

<b>Set Subset</b>	<b>2014/15 Target</b>	<b>2015/16 Target</b>
WHISKY CANADIAN - DELUXE	\$200,000	\$150,000
WHISKY CANADIAN - PREMIUM & STANDARD	\$1,650,000	\$1,500,000
WHISKY CANADIAN - FLAVOURED	\$530,000	\$485,000
WHISKY SCOTCH - BLENDED DELUXE	\$550,000	\$690,000
WHISKY SCOTCH - BLENDED PREMIUM & STANDARD	\$760,000	\$710,000
WHISKY SCOTCH - MALT SPEYSIDE	\$365,000	\$405,000
WHISKY SCOTCH - MALT HIGHLAND	\$260,000	\$350,000
WHISKY SCOTCH - MALT ISLAY	\$405,000	\$440,000
WHISKY SCOTCH - MALT ISLAND & LOWLAND	\$180,000	\$185,000
WHISKEY IRISH - DELUXE	\$155,000	\$200,000
WHISKEY IRISH - PREMIUM	\$640,000	\$640,000
WHISKEY AMERICAN - DELUXE	\$225,000	\$250,000
WHISKEY AMERICAN - PREMIUM & STANDARD	\$510,000	\$430,000
NEW WORLD WHISKEY - NEW WORLD	\$120,000	\$100,000
BRANDY/COGNAC - BRANDY PREMIUM & DELUXE	\$500,000	\$460,000
BRANDY/COGNAC - BRANDY STANDARD & EAU DE VIE	\$470,000	\$490,000
BRANDY/COGNAC - COGNAC VS	\$565,000	\$625,000
BRANDY/COGNAC - COGNAC VSOP	\$410,000	\$380,000
BRANDY/COGNAC - COGNAC XO	\$260,000	\$350,000
BRANDY/COGNAC - COGNAC OTHER	-	\$125,000
BRANDY/COGNAC - GRAPPA	\$165,000	\$125,000
BRANDY/COGNAC - FRUIT SPIRITS & ARMAGNAC	\$125,000	\$125,000
LIQUEURS CLASSICS - STANDARD & PREMIUM	\$805,000	\$730,000
LIQUEURS CLASSICS - DELUXE	\$590,000	\$590,000
LIQUEURS SIPPERS BITTERS - STANDARD & PREMIUM	\$375,000	\$375,000
LIQUEURS SIPPERS BITTERS - DELUXE	\$225,000	\$225,000
LIQUEURS COCKTAIL MIXERS - STANDARD & PREMIUM	\$300,000	\$300,000
LIQUEURS COCKTAIL MIXERS - DELUXE	\$230,000	\$260,000
BARKEEPS PANTRY - BARKEEPS PANTRY	\$120,000	\$100,000
TEQUILA - DELUXE	\$175,000	\$220,000
TEQUILA - PREMIUM	\$330,000	\$445,000
TEQUILA - MIXTO	\$890,000	\$890,000
TEQUILA - MEZCAL	\$95,000	\$100,000
VODKA & RUM - FLAVOURED	\$450,000	\$425,000
VODKA - DELUXE	\$535,000	\$565,000
VODKA - VODKA - SUPER PREMIUM	\$950,000	\$950,000
VODKA - STANDARD & PREMIUM	\$1,750,000	\$1,800,000
GIN - DELUXE	\$135,000	\$135,000
GIN - STANDARD & PREMIUM	\$875,000	\$875,000
SOJU/SHOCHU	\$360,000	\$360,000
RUM - RUM - SPICED	\$1,000,000	\$1,100,000
RUM - DELUXE & CACHACA	\$155,000	\$155,000
RUM - STANDARD & PREMIUM	\$880,000	\$845,000
200 ML	\$280,000	\$320,000