

June 20, 2018

Re: CFIA Update on the Blended in Canada Wine Labelling

Dear Trade Partner,

The Canadian Food Inspection Agency (CFIA) officially updated its policy on the labelling of wine blended in Canada on March 12, 2018. As stated by the CFIA, the previous "Cellared in Canada" country of origin statement is being replaced by the following:

Dorina Brasoveanu
Director, Quality Assurance

dorina.brasoveanu@lcbo.com

416-864-6876 tel

43 Freeland St.

Toronto, ON, M5E 1A4

- For primarily imported wines: "International blend from imported and domestic wines"/« Mélange international fabriqué à partir de vins importés et nationaux »
- For primarily domestic wines: "International blend from domestic and imported wines" « Mélange international fabriqué à partir de vins nationaux et importés ».

The LCBO will begin enforcing this new policy as follows:

- Starting July 1, 2018: All new label artwork will be evaluated against the new CFIA policy; a country of origin statement using the previous "cellared in" language will no longer be accepted.
- After August 1, 2019: Shipments arriving after this date are expected to be compliant with the CFIA updated policy. After this date, corrective action will be initiated to achieve a path to compliance, which may include corrective re-labelling or return of inventory from the LCBO warehouse. Suppliers will be responsible for reimbursing LCBO for all costs incurred. Up to that point, any products analyzed in the laboratory as part of the new product or annual audit program will be flagged for an incorrect country of origin statement and sent a warning letter.

As you're aware, the new statements have strong support from multiple stakeholders, including the public, wine industry and wine associations. We thank you for your co-operation and hope this schedule helps all our trade partners make a smooth transition to the new labelling requirements.

For more information, please visit the CFIA website: <http://www.inspection.gc.ca/about-the-cfia/accountability/consultations-and-engagement/summary-report/eng/1519741042819/1519741043431>.

The CFIA has also posted a Q&A here: <http://www.inspection.gc.ca/about-the-cfia/accountability/consultations-and-engagement/summary-report/questions-and-answers/eng/1519743746685/1519743747125>.

Please contact our Quality Assurance department at 416-864-6724 or email quality.assurance@lcbo.com if you require further information or clarification on this matter.

Sincerely,



Dorina Brasoveanu
Director, Quality Assurance

Cc: Joyce Gray, Chief Customer Officer
Mandesh Dosanj, Senior Vice President, Supply Chain & Wholesale
Carolyn O'Grady Gold, Vice President, Merchandising
Jennifer Bell, VP, Communications & Corporate Affairs
Ian Loadman, Senior Director, Corporate Affairs
Rafik Louli, Vice President, Retail Operations
Geoff Allaire, Director, Wholesale

