



Carolyn O'Grady-Gold
Director, Wines
carolyn.ogrady@lcbo.com

July 25, 2014

To: All Trade Councils
Re: 2014/15 Sales Targets for LCBO Wines

Dear Trade Partners,

With the goal in mind of continuing to meet the LCBO's sales objectives and strategic initiatives, we have prepared the 2014/15 sales targets for LCBO Wines' European and New World portfolios and share them with you today.

As in previous years, sales targets are based on Rolling 13 Periods of net sales dollars.

To ensure your product remains in good standing at the LCBO, we continue to require that your product(s) meet or exceed this target.

NEW THIS YEAR: Price band-specific tiers

Similar to LCBO Spirits sales target structure, LCBO European Wine and New World Wine portfolios now have price band-specific sales targets, to account for the difference in sales potential. Price bands consist of Standard, Premium and Deluxe segments that are specific to the country of origin and varietal or style of the wine.

Included here are the new sales targets by product grouping.

We look forward to working with you in 2014/15 to offer our customers a world-class assortment that delivers great sales results. If you have any questions regarding the new targets, please contact the applicable Category Manager.

Thank you for your continued support.

Sincerely,

Carolyn O'Grady-Gold

cc: Shari Mogk-Edwards

LCBO NEW WORLD WINES 2014/15 SALES TARGETS			
Set/Subset	Price Band	Range	Sales Target Fiscal 2014/15
AUSTRALIA RED - SYRAH/SHIRAZ	<i>Standard</i>	</=\$11.95	\$845,000
	<i>Premium</i>	\$12-<\$16.95	\$525,000
	<i>Deluxe</i>	\$17+	\$245,000
AUSTRALIA RED - CABERNET SAUVIGNON	<i>Standard</i>	</=\$11.95	\$845,000
	<i>Premium</i>	\$12-<\$16.95	\$525,000
	<i>Deluxe</i>	\$17+	\$245,000
AUSTRALIA RED - SHIRAZ/CABERNET	<i>Standard</i>	</=\$11.95	\$845,000
	<i>Premium</i>	\$12-<\$16.95	\$525,000
	<i>Deluxe</i>	\$17+	\$245,000
AUSTRALIA RED - MERLOT	<i>Standard</i>	</=\$11.95	\$845,000
	<i>Premium</i>	\$12-<\$16.95	\$525,000
	<i>Deluxe</i>	\$17+	\$245,000
AUSTRALIA RED - BLEND	<i>Standard</i>	</=\$11.95	\$845,000
	<i>Premium</i>	\$12-<\$16.95	\$525,000
	<i>Deluxe</i>	\$17+	\$245,000
AUSTRALIA RED - PINOT NOIR	<i>Standard</i>	</=\$11.95	\$500,000
	<i>Premium</i>	\$12-<\$16.95	\$300,000
	<i>Deluxe</i>	\$17+	\$200,000
AUSTRALIA RED - CABERNET/MERLOT	<i>Standard</i>	</=\$11.95	\$845,000
	<i>Premium</i>	\$12-<\$16.95	\$525,000
	<i>Deluxe</i>	\$17+	\$245,000
AUSTRALIA WHITE - CHARDONNAY	<i>Standard</i>	</=\$10.95	\$675,000
	<i>Premium</i>	\$11-\$14.95	\$445,000
	<i>Deluxe</i>	\$15+	\$200,000
AUSTRALIA WHITE - PINOT GRIGIO	<i>Standard</i>	</=\$10.95	\$675,000
	<i>Premium</i>	\$11-\$14.95	\$425,000
	<i>Deluxe</i>	\$15+	\$200,000
AUSTRALIA WHITE - BLEND	<i>Standard</i>	</=\$10.95	\$400,000
	<i>Premium</i>	\$11-\$14.95	\$295,000
	<i>Deluxe</i>	\$15+	\$200,000
AUSTRALIA WHITE - SAUVIGNON BLANC	<i>Standard</i>	</=\$10.95	\$750,000
	<i>Premium</i>	\$11-\$14.95	\$445,000
	<i>Deluxe</i>	\$15+	\$200,000

LCBO NEW WORLD WINES 2014/15 SALES TARGETS			
AUSTRALIA WHITE - RIESLING	<i>Standard</i>	</=\$10.95	\$275,000
	<i>Premium</i>	\$11-\$14.95	\$195,000
	<i>Deluxe</i>	\$15+	\$150,000
AUSTRALIA WHITE - MOSCATO	<i>Standard</i>	</=\$10.95	\$675,000
	<i>Premium</i>	\$11-\$14.95	\$445,000
	<i>Deluxe</i>	\$15+	\$200,000
ARGENTINA RED - BLEND	<i>Standard</i>	</=\$9.95	\$845,000
	<i>Premium</i>	\$10-\$13.95	\$495,000
	<i>Deluxe</i>	\$14+	\$295,000
ARGENTINA RED - MALBEC	<i>Standard</i>	</=\$9.95	\$845,000
	<i>Premium</i>	\$10-\$13.95	\$425,000
	<i>Deluxe</i>	\$14+	\$295,000
ARGENTINA RED - CABERNET SAUVIGNON	<i>Standard</i>	</=\$9.95	\$375,000
	<i>Premium</i>	\$10-\$13.95	\$300,000
	<i>Deluxe</i>	\$14+	\$225,000
ARGENTINA RED - SYRAH/SHIRAZ	<i>Standard</i>	</=\$9.95	\$400,000
	<i>Premium</i>	\$10-\$13.95	\$300,000
	<i>Deluxe</i>	\$14+	\$225,000
ARGENTINA RED - MERLOT	<i>Standard</i>	</=\$9.95	\$400,000
	<i>Premium</i>	\$10-\$13.95	\$300,000
	<i>Deluxe</i>	\$14+	\$225,000
ARGENTINA RED - OTHER VARIETALS	<i>Standard</i>	</=\$9.95	\$400,000
	<i>Premium</i>	\$10-\$13.95	\$300,000
	<i>Deluxe</i>	\$14+	\$225,000
ARGENTINA WHITE - BLEND	<i>Standard</i>	</=\$9.95	\$700,000
	<i>Premium</i>	\$10-\$12.95	\$375,000
	<i>Deluxe</i>	\$13+	\$275,000
ARGENTINA WHITE - PINOT GRIGIO	<i>Standard</i>	</=\$9.95	\$700,000
	<i>Premium</i>	\$10-\$12.95	\$350,000
	<i>Deluxe</i>	\$13+	\$250,000
ARGENTINA WHITE - CHARDONNAY	<i>Standard</i>	</=\$9.95	\$400,000
	<i>Premium</i>	\$10-\$12.95	\$275,000
	<i>Deluxe</i>	\$13+	\$175,000
ARGENTINA WHITE - TORRONTÉS	<i>Standard</i>	</=\$9.95	\$200,000
	<i>Premium</i>	\$10-\$12.95	\$150,000
	<i>Deluxe</i>	\$13+	\$100,000

LCBO NEW WORLD WINES 2014/15 SALES TARGETS			
CHILE RED - CABERNET SAUVIGNON	<i>Standard</i>	</=\$9.95	\$475,000
	<i>Premium</i>	\$10-\$14.95	\$365,000
	<i>Deluxe</i>	\$15+	\$275,000
CHILE RED - CABERNET/MERLOT	<i>Standard</i>	</=\$9.95	\$475,000
	<i>Premium</i>	\$10-\$14.95	\$365,000
	<i>Deluxe</i>	\$15+	\$275,000
CHILE RED - MERLOT	<i>Standard</i>	</=\$9.95	\$650,000
	<i>Premium</i>	\$10-\$14.95	\$365,000
	<i>Deluxe</i>	\$15+	\$245,000
CHILE RED - BLEND	<i>Standard</i>	</=\$9.95	\$675,000
	<i>Premium</i>	\$10-\$14.95	\$360,000
	<i>Deluxe</i>	\$15+	\$245,000
CHILE RED - CARMENÈRE	<i>Standard</i>	</=\$9.95	\$450,000
	<i>Premium</i>	\$10-\$14.95	\$350,000
	<i>Deluxe</i>	\$15+	\$225,000
CHILE RED - SYRAH/SHIRAZ	<i>Standard</i>	</=\$9.95	\$350,000
	<i>Premium</i>	\$10-\$14.95	\$275,000
	<i>Deluxe</i>	\$15+	\$200,000
CHILE RED - OTHER VARIETALS	<i>Standard</i>	</=\$9.95	\$350,000
	<i>Premium</i>	\$10-\$14.95	\$275,000
	<i>Deluxe</i>	\$15+	\$200,000
CHILE WHITE - CHARDONNAY	<i>Standard</i>	</=\$9.95	\$500,000
	<i>Premium</i>	\$10-\$13.95	\$395,000
	<i>Deluxe</i>	\$14+	\$245,000
CHILE WHITE - SAUVIGNON BLANC	<i>Standard</i>	</=\$9.95	\$650,000
	<i>Premium</i>	\$10-\$13.95	\$415,000
	<i>Deluxe</i>	\$14+	\$275,000
CHILE WHITE - OTHER VARIETALS	<i>Standard</i>	</=\$9.95	\$500,000
	<i>Premium</i>	\$10-\$13.95	\$395,000
	<i>Deluxe</i>	\$14+	\$245,000
CALIFORNIA RED - CABERNET SAUVIGNON	<i>Standard</i>	</=\$12.95	\$800,000
	<i>Premium</i>	\$13-\$17.95	\$545,000
	<i>Deluxe</i>	\$18+	\$245,000
CALIFORNIA RED - MERLOT	<i>Standard</i>	</=\$12.95	\$800,000
	<i>Premium</i>	\$13-\$17.95	\$525,000
	<i>Deluxe</i>	\$18+	\$245,000

LCBO NEW WORLD WINES 2014/15 SALES TARGETS			
CALIFORNIA RED - BLEND	<i>Standard</i>	</=\$12.95	\$845,000
	<i>Premium</i>	\$13-\$17.95	\$640,000
	<i>Deluxe</i>	\$18+	\$300,000
CALIFORNIA RED - SYRAH/SHIRAZ	<i>Standard</i>	</=\$12.95	\$600,000
	<i>Premium</i>	\$13-\$17.95	\$500,000
	<i>Deluxe</i>	\$18+	\$245,000
CALIFORNIA RED - ZINFANDEL	<i>Standard</i>	</=\$12.95	\$600,000
	<i>Premium</i>	\$13-\$17.95	\$425,000
	<i>Deluxe</i>	\$18+	\$245,000
CALIFORNIA RED - PINOT NOIR	<i>Standard</i>	</=\$12.95	\$525,000
	<i>Premium</i>	\$13-\$17.95	\$350,000
	<i>Deluxe</i>	\$18+	\$225,000
CALIFORNIA RED - OTHER VARIETALS	<i>Standard</i>	</=\$12.95	\$550,000
	<i>Premium</i>	\$13-\$17.95	\$425,000
	<i>Deluxe</i>	\$18+	\$245,000
CALIFORNIA WHITE - CHARDONNAY	<i>Standard</i>	</=\$10.95	\$550,000
	<i>Premium</i>	\$11-\$16.95	\$425,000
	<i>Deluxe</i>	\$17+	\$245,000
CALIFORNIA WHITE - PINOT GRIGIO	<i>Standard</i>	</=\$10.95	\$650,000
	<i>Premium</i>	\$11-\$16.95	\$425,000
	<i>Deluxe</i>	\$17+	\$245,000
CALIFORNIA WHITE - SAUVIGNON BLANC	<i>Standard</i>	</=\$10.95	\$550,000
	<i>Premium</i>	\$11-\$16.95	\$425,000
	<i>Deluxe</i>	\$17+	\$245,000
CALIFORNIA WHITE - BLEND	<i>Standard</i>	</=\$10.95	\$650,000
	<i>Premium</i>	\$11-\$16.95	\$500,000
	<i>Deluxe</i>	\$17+	\$245,000
CALIFORNIA WHITE - OTHER VARIETALS	<i>Standard</i>	</=\$10.95	\$325,000
	<i>Premium</i>	\$11-\$16.95	\$245,000
	<i>Deluxe</i>	\$17+	\$200,000
CALIFORNIA WHITE - MOSCATO	<i>Standard</i>	</=\$10.95	\$650,000
	<i>Premium</i>	\$11-\$16.95	\$450,000
	<i>Deluxe</i>	\$17+	\$245,000
SOUTH AFRICA WHITE - SAUVIGNON BLANC	<i>Standard</i>	</=\$10.45	\$500,000
	<i>Premium</i>	\$10.50-13.95	\$275,000
	<i>Deluxe</i>	\$13.95+	\$200,000

LCBO NEW WORLD WINES 2014/15 SALES TARGETS			
SOUTH AFRICA WHITE - BLEND	<i>Standard</i>	</= \$10.45	\$500,000
	<i>Premium</i>	\$10.50- \$13.90	\$275,000
	<i>Deluxe</i>	\$13.95+	\$200,000
SOUTH AFRICA WHITE - OTHER VARIETALS	<i>Standard</i>	</= \$10.45	\$600,000
	<i>Premium</i>	\$10.50- \$13.90	\$400,000
	<i>Deluxe</i>	\$13.95+	\$200,000
SOUTH AFRICA WHITE - CHARDONNAY	<i>Standard</i>	</= \$10.45	\$500,000
	<i>Premium</i>	\$10.50- \$13.90	\$350,000
	<i>Deluxe</i>	\$13.95+	\$200,000
SOUTH AFRICA WHITE - CHENIN BLANC	<i>Standard</i>	</= \$10.45	\$325,000
	<i>Premium</i>	\$10.50- \$13.90	\$200,000
	<i>Deluxe</i>	\$13.95+	\$110,000
SOUTH AFRICA RED - BLEND	<i>Standard</i>	</= \$10.45	\$425,000
	<i>Premium</i>	\$10.50- \$13.90	\$350,000
	<i>Deluxe</i>	\$13.95+	\$200,000
SOUTH AFRICA RED - SYRAH/SHIRAZ	<i>Standard</i>	</= \$10.45	\$425,000
	<i>Premium</i>	\$10.50- \$13.90	\$350,000
	<i>Deluxe</i>	\$13.95+	\$250,000
SOUTH AFRICA RED - CABERNET SAUVIGNON	<i>Standard</i>	</= \$10.45	\$400,000
	<i>Premium</i>	\$10.50- \$13.90	\$350,000
	<i>Deluxe</i>	\$13.95+	\$250,000
SOUTH AFRICA RED - MERLOT	<i>Standard</i>	</= \$10.45	\$350,000
	<i>Premium</i>	\$10.50- \$13.90	\$275,000
	<i>Deluxe</i>	\$13.95+	\$200,000
SOUTH AFRICA RED - OTHER VARIETALS	<i>Standard</i>	</= \$10.45	\$350,000
	<i>Premium</i>	\$10.50- \$13.90	\$275,000
	<i>Deluxe</i>	\$13.95+	\$200,000
NEW ZEALAND WHITE - SAUVIGNON BLANC	<i>Standard</i>	</=\$13.95	\$550,000
	<i>Premium</i>	\$14-\$17.95	\$440,000
	<i>Deluxe</i>	\$18+	\$175,000

LCBO NEW WORLD WINES 2014/15 SALES TARGETS			
NEW ZEALAND WHITE - CHARDONNAY	<i>Standard</i>	</=\$13.95	\$350,000
	<i>Premium</i>	\$14-\$17.95	\$245,000
	<i>Deluxe</i>	\$18+	\$175,000
NEW ZEALAND WHITE - OTHER VARIETALS	<i>Standard</i>	</=\$13.95	\$275,000
	<i>Premium</i>	\$14-\$17.95	\$175,000
	<i>Deluxe</i>	\$18+	\$150,000
NEW ZEALAND WHITE - PINOT GRIGIO	<i>Standard</i>	</=\$13.95	\$300,000
	<i>Premium</i>	\$14-\$17.95	\$225,000
	<i>Deluxe</i>	\$18+	\$150,000
NEW ZEALAND RED - PINOT NOIR	<i>Standard</i>	</=\$14.95	\$325,000
	<i>Premium</i>	\$15-18.95	\$260,000
	<i>Deluxe</i>	\$19+	\$175,000
NEW ZEALAND RED - OTHER VARIETALS	<i>Standard</i>	</=\$14.95	\$300,000
	<i>Premium</i>	\$15-18.95	\$200,000
	<i>Deluxe</i>	\$19+	\$125,000
SPARKLING - NW WHITE	<i>Standard</i>	</=\$12.95	\$250,000
	<i>Premium</i>	\$13-\$19.95	\$200,000
	<i>Deluxe</i>	\$20+	\$150,000
SPARKLING - NW RED	<i>Standard</i>	</=\$12.95	\$350,000
	<i>Premium</i>	\$13-\$19.95	\$150,000
	<i>Deluxe</i>	\$20+	\$100,000
SPARKLING - NW ROSÉ	<i>Standard</i>	</=\$12.95	\$400,000
	<i>Premium</i>	\$13-\$19.95	\$300,000
	<i>Deluxe</i>	\$20+	\$250,000
PACIFIC NORTHWEST RED	<i>Standard</i>	</=\$14.95	\$250,000
	<i>Premium</i>	\$15-18.95	\$175,000
	<i>Deluxe</i>	\$19+	\$100,000
PACIFIC NORTHWEST WHITE	<i>Standard</i>	</=\$13.95	\$220,000
	<i>Premium</i>	\$14-\$17.95	\$150,000
	<i>Deluxe</i>	\$18+	\$100,000
FLAVOURED WINES - NEW WORLD	<i>Standard</i>	</=\$7.95	\$575,000
	<i>Premium</i>	\$8-\$9.95	\$300,000
	<i>Deluxe</i>	\$10+	\$200,000
FORTIFIED WINES - NEW WORLD	<i>Standard</i>	</=\$8.95	\$245,000
	<i>Premium</i>	\$9-\$12.95	\$200,000
	<i>Deluxe</i>	\$13+	\$200,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
Set Subset	Price Band	Price Range	Roll 13 Sales Target 2014/15
ITALY RED - VALPOLICELLA	<i>Standard</i>	<\$10	\$750,000
	<i>Premium</i>	\$10 - <\$20	\$750,000
	<i>Deluxe</i>	\$20 +	\$750,000
ITALY RED - MONTEPULCIANO	<i>Standard</i>	<\$10	\$430,000
	<i>Premium</i>	\$10 - <\$20	\$430,000
	<i>Deluxe</i>	\$20 +	\$430,000
ITALY RED - CHIANTI	<i>Standard</i>	<\$10	\$650,000
	<i>Premium</i>	\$10 - <\$20	\$650,000
	<i>Deluxe</i>	\$20 +	\$650,000
ITALY RED - RIPASSO	<i>Standard</i>	<\$10	\$425,000
	<i>Premium</i>	\$10 - <\$20	\$425,000
	<i>Deluxe</i>	\$20 +	\$425,000
ITALY RED - AMARONE	<i>Standard</i>	<\$10	\$315,000
	<i>Premium</i>	\$10 - <\$20	\$315,000
	<i>Deluxe</i>	\$20 +	\$315,000
ITALY RED - BLEND	<i>Standard</i>	<\$10	\$450,000
	<i>Premium</i>	\$10 - <\$20	\$400,000
	<i>Deluxe</i>	\$20 +	\$450,000
ITALY RED - MERLOT	<i>Standard</i>	<\$10	\$500,000
	<i>Premium</i>	\$10 - <\$20	\$200,000
	<i>Deluxe</i>	\$20 +	\$200,000
ITALY RED - SANGIOVESE	<i>Standard</i>	<\$10	\$400,000
	<i>Premium</i>	\$10 - <\$20	\$250,000
	<i>Deluxe</i>	\$20 +	\$250,000
ITALY RED - NEGROAMARO	<i>Standard</i>	<\$10	\$350,000
	<i>Premium</i>	\$10 - <\$20	\$350,000
	<i>Deluxe</i>	\$20 +	\$350,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
ITALY RED - OTHER	<i>Standard</i>	<\$10	\$300,000
	<i>Premium</i>	\$10 - <\$20	\$300,000
	<i>Deluxe</i>	\$20 +	\$300,000
ITALY RED - PINOT NOIR	<i>Standard</i>	<\$10	\$250,000
	<i>Premium</i>	\$10 - <\$20	\$250,000
	<i>Deluxe</i>	\$20 +	\$250,000
ITALY RED - BAROLO, BARBARESCO, BRUNELLO	<i>Standard</i>	<\$10	\$200,000
	<i>Premium</i>	\$10 - <\$20	\$200,000
	<i>Deluxe</i>	\$20 +	\$150,000
ITALY RED - PRIMITIVO	<i>Standard</i>	<\$10	\$400,000
	<i>Premium</i>	\$10 - <\$20	\$300,000
	<i>Deluxe</i>	\$20 +	\$300,000
ITALY RED - BARBERA	<i>Standard</i>	<\$10	\$300,000
	<i>Premium</i>	\$10 - <\$20	\$300,000
	<i>Deluxe</i>	\$20 +	\$300,000
ITALY RED - SYRAH/SHIRAZ	<i>Standard</i>	<\$10	\$195,000
	<i>Premium</i>	\$10 - <\$20	\$195,000
	<i>Deluxe</i>	\$20 +	\$195,000
ITALY WHITE - PINOT GRIGIO	<i>Standard</i>	<\$10	\$700,000
	<i>Premium</i>	\$10 - <\$15	\$700,000
	<i>Deluxe</i>	\$15 +	\$700,000
ITALY WHITE - BLEND	<i>Standard</i>	<\$10	\$450,000
	<i>Premium</i>	\$10 - <\$15	\$450,000
	<i>Deluxe</i>	\$15 +	\$450,000
ITALY WHITE - SOAVE	<i>Standard</i>	<\$10	\$550,000
	<i>Premium</i>	\$10 - <\$15	\$440,000
	<i>Deluxe</i>	\$15 +	\$440,000
ITALY WHITE - CHARDONNAY	<i>Standard</i>	<\$10	\$325,000
	<i>Premium</i>	\$10 - <\$15	\$325,000
	<i>Deluxe</i>	\$15 +	\$325,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
ITALY WHITE - OTHER	<i>Standard</i>	<\$10	\$400,000
	<i>Premium</i>	\$10 - <\$15	\$200,000
	<i>Deluxe</i>	\$15 +	\$200,000
ITALY WHITE - MOSCATO	<i>Standard</i>	<\$10	\$300,000
	<i>Premium</i>	\$10 - <\$15	\$300,000
	<i>Deluxe</i>	\$15 +	\$300,000
SOUTHERN FRANCE RED - MERLOT	<i>Standard</i>	<\$12	\$400,000
	<i>Premium</i>	\$12 - <\$17	\$400,000
	<i>Deluxe</i>	\$17 +	\$400,000
SOUTHERN FRANCE RED - CABERNET SAUVIGNON	<i>Standard</i>	<\$12	\$200,000
	<i>Premium</i>	\$12 - <\$17	\$200,000
	<i>Deluxe</i>	\$17 +	\$200,000
SOUTHERN FRANCE RED - PINOT NOIR	<i>Standard</i>	<\$12	\$300,000
	<i>Premium</i>	\$12 - <\$17	\$300,000
	<i>Deluxe</i>	\$17 +	\$300,000
SOUTHERN FRANCE RED - SHIRAZ/SYRAH	<i>Standard</i>	<\$12	\$275,000
	<i>Premium</i>	\$12 - <\$17	\$275,000
	<i>Deluxe</i>	\$17 +	\$275,000
SOUTHERN FRANCE RED - BLEND	<i>Standard</i>	<\$12	\$375,000
	<i>Premium</i>	\$12 - <\$17	\$375,000
	<i>Deluxe</i>	\$17 +	\$375,000
SOUTHERN FRANCE RED - MALBEC	<i>Standard</i>	<\$12	\$150,000
	<i>Premium</i>	\$12 - <\$17	\$150,000
	<i>Deluxe</i>	\$17 +	\$150,000
FRANCE RED - BORDEAUX BLEND	<i>Standard</i>	<\$12	\$435,000
	<i>Premium</i>	\$12 - <\$17	\$435,000
	<i>Deluxe</i>	\$17 +	\$435,000
FRANCE RED - ST-ÉMILION/POMEROL	<i>Standard</i>	<\$12	\$400,000
	<i>Premium</i>	\$12 - <\$17	\$400,000
	<i>Deluxe</i>	\$17 +	\$400,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
FRANCE RED - CÔTES DU RHÔNE	<i>Standard</i>	<\$12	\$350,000
	<i>Premium</i>	\$12 - <\$17	\$300,000
	<i>Deluxe</i>	\$17 +	\$300,000
FRANCE RED - CHÂTEAUNEUF-DU-PAPE	<i>Standard</i>	<\$12	\$300,000
	<i>Premium</i>	\$12 - <\$17	\$300,000
	<i>Deluxe</i>	\$17 +	\$300,000
FRANCE RED - BURGUNDY PINOT NOIR	<i>Standard</i>	<\$12	\$350,000
	<i>Premium</i>	\$12 - <\$17	\$350,000
	<i>Deluxe</i>	\$17 +	\$200,000
FRANCE RED - BURGUNDY GAMAY	<i>Standard</i>	<\$12	\$250,000
	<i>Premium</i>	\$12 - <\$17	\$250,000
	<i>Deluxe</i>	\$17 +	\$250,000
FRANCE RED - BEAUJOLAIS	<i>Standard</i>	<\$12	\$500,000
	<i>Premium</i>	\$12 - <\$17	\$500,000
	<i>Deluxe</i>	\$17 +	\$300,000
FRANCE RED - LOIRE	<i>Standard</i>	<\$12	\$150,000
	<i>Premium</i>	\$12 - <\$17	\$150,000
	<i>Deluxe</i>	\$17 +	\$150,000
SOUTHERN FRANCE WHITE - CHARDONNAY	<i>Standard</i>	<\$12	\$275,000
	<i>Premium</i>	\$12 - <\$16	\$150,000
	<i>Deluxe</i>	\$16 +	\$150,000
SOUTHERN FRANCE WHITE - SAUVIGNON BLANC	<i>Standard</i>	<\$12	\$270,000
	<i>Premium</i>	\$12 - <\$16	\$270,000
	<i>Deluxe</i>	\$16 +	\$200,000
SOUTHERN FRANCE WHITE - BLEND	<i>Standard</i>	<\$12	\$250,000
	<i>Premium</i>	\$12 - <\$16	\$150,000
	<i>Deluxe</i>	\$16 +	\$150,000
FRANCE WHITE - BURGUNDY CHARDONNAY	<i>Standard</i>	<\$12	\$350,000
	<i>Premium</i>	\$12 - <\$16	\$350,000
	<i>Deluxe</i>	\$16 +	\$300,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
FRANCE WHITE - BURGUNDY CHABLIS	<i>Standard</i>	<\$12	\$225,000
	<i>Premium</i>	\$12 - <\$16	\$225,000
	<i>Deluxe</i>	\$16 +	\$225,000
FRANCE WHITE - BURGUNDY OTHER	<i>Standard</i>	<\$12	\$325,000
	<i>Premium</i>	\$12 - <\$16	\$325,000
	<i>Deluxe</i>	\$16 +	\$325,000
FRANCE WHITE - RHÔNE	<i>Standard</i>	<\$12	\$225,000
	<i>Premium</i>	\$12 - <\$16	\$175,000
	<i>Deluxe</i>	\$16 +	\$175,000
FRANCE WHITE - ALSACE	<i>Standard</i>	<\$12	\$150,000
	<i>Premium</i>	\$12 - <\$16	\$150,000
	<i>Deluxe</i>	\$16 +	\$150,000
FRANCE WHITE - BORDEAUX	<i>Standard</i>	<\$12	\$190,000
	<i>Premium</i>	\$12 - <\$16	\$190,000
	<i>Deluxe</i>	\$16 +	\$150,000
FRANCE WHITE - LOIRE	<i>Standard</i>	<\$12	\$150,000
	<i>Premium</i>	\$12 - <\$16	\$150,000
	<i>Deluxe</i>	\$16 +	\$150,000
SPARKLING WHITE - ITALY PROSECCO	<i>Standard</i>	<\$13	\$500,000
	<i>Premium</i>	\$13 - <\$20	\$500,000
	<i>Deluxe</i>	\$20 +	\$500,000
SPARKLING WHITE - ITALY ASTI	<i>Standard</i>	<\$13	\$405,000
	<i>Premium</i>	\$13 - <\$20	\$405,000
	<i>Deluxe</i>	\$20 +	\$405,000
SPARKLING WHITE - SPAIN CAVA	<i>Standard</i>	<\$13	\$550,000
	<i>Premium</i>	\$13 - <\$20	\$550,000
	<i>Deluxe</i>	\$20 +	\$550,000
SPARKLING WHITE - GERMANY SEKT	<i>Standard</i>	<\$13	\$500,000
	<i>Premium</i>	\$13 - <\$20	\$500,000
	<i>Deluxe</i>	\$20 +	\$500,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
SPARKLING WHITE - OTHER	<i>Standard</i>	<\$13	\$550,000
	<i>Premium</i>	\$13 - <\$20	\$550,000
	<i>Deluxe</i>	\$20 +	\$550,000
SPARKLING WHITE - FRANCE CRÉMANT	<i>Standard</i>	<\$13	\$350,000
	<i>Premium</i>	\$13 - <\$20	\$350,000
	<i>Deluxe</i>	\$20 +	\$350,000
SPARKLING RED	<i>Standard</i>	<\$12	\$250,000
	<i>Premium</i>	\$12 +	\$250,000
	<i>Deluxe</i>		\$250,000
SPARKLING ROSÉ	<i>Standard</i>	<\$12	\$290,000
	<i>Premium</i>	\$12 +	\$290,000
	<i>Deluxe</i>		\$290,000
SPAIN RED - TEMPRANILLO	<i>Standard</i>	<\$12	\$375,000
	<i>Premium</i>	\$12 - <\$15	\$300,000
	<i>Deluxe</i>	\$15 +	\$200,000
SPAIN RED - RIOJA	<i>Standard</i>	<\$12	\$600,000
	<i>Premium</i>	\$12 - <\$15	\$600,000
	<i>Deluxe</i>	\$15 +	\$500,000
SPAIN RED - BLEND	<i>Standard</i>	<\$12	\$400,000
	<i>Premium</i>	\$12 - <\$15	\$300,000
	<i>Deluxe</i>	\$15 +	\$300,000
SPAIN RED - GARNACHA	<i>Standard</i>	<\$12	\$215,000
	<i>Premium</i>	\$12 - <\$15	\$215,000
	<i>Deluxe</i>	\$15 +	\$175,000
SPAIN RED - OTHER	<i>Standard</i>	<\$12	\$250,000
	<i>Premium</i>	\$12 - <\$15	\$250,000
	<i>Deluxe</i>	\$15 +	\$250,000
SPAIN WHITE	<i>Standard</i>	<\$11	\$150,000
	<i>Premium</i>	\$11+	\$150,000
	<i>Deluxe</i>		\$150,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
CHAMPAGNE - WHITE	<i>Standard</i>	<\$50	\$330,000
	<i>Premium</i>	\$50 - <\$62	\$330,000
	<i>Deluxe</i>	\$62+	\$330,000
CHAMPAGNE - ROSÉ	<i>Standard</i>	<\$50	\$350,000
	<i>Premium</i>	\$50 - <\$62	\$350,000
	<i>Deluxe</i>	\$62+	\$350,000
GERMANY WHITE - OTHER	<i>Standard</i>	<\$11	\$300,000
	<i>Premium</i>	\$11 - <\$15	\$300,000
	<i>Deluxe</i>	\$15 +	\$300,000
GERMANY WHITE - RIESLING	<i>Standard</i>	<\$11	\$250,000
	<i>Premium</i>	\$11 - <\$15	\$250,000
	<i>Deluxe</i>	\$15 +	\$250,000
GERMANY WHITE - BLEND	<i>Standard</i>	<\$11	\$400,000
	<i>Premium</i>	\$11 - <\$15	\$400,000
	<i>Deluxe</i>	\$15 +	\$400,000
GERMANY RED	<i>Standard</i>	<\$12	\$200,000
	<i>Premium</i>	\$12 +	\$200,000
	<i>Deluxe</i>	\$12 +	\$200,000
SPECIALTY WINES - VERMOUTH	<i>Standard</i>	<\$11	\$440,000
	<i>Premium</i>	\$11 - <\$15	\$440,000
	<i>Deluxe</i>	\$15 +	\$440,000
SPECIALTY WINES - APERITIF	<i>Standard</i>	<\$11	\$290,000
	<i>Premium</i>	\$11 - <\$15	\$290,000
	<i>Deluxe</i>	\$15 +	\$290,000
SPECIALTY WINES - COCKTAILS/FLAVOURED	<i>Standard</i>	<\$11	\$550,000
	<i>Premium</i>	\$11 - <\$15	\$550,000
	<i>Deluxe</i>	\$15 +	\$550,000
PORTUGAL RED - DOURO	<i>Standard</i>	<\$9	\$315,000
	<i>Premium</i>	\$9 - <\$14	\$250,000
	<i>Deluxe</i>	\$14+	\$250,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
PORTUGAL RED - OTHER	<i>Standard</i>	<\$9	\$350,000
	<i>Premium</i>	\$9 - <\$14	\$250,000
	<i>Deluxe</i>	\$14+	\$250,000
PORTUGAL RED - ALENTEJO	<i>Standard</i>	<\$9	\$400,000
	<i>Premium</i>	\$9 - <\$14	\$250,000
	<i>Deluxe</i>	\$14+	\$250,000
PORTUGAL RED - DAO	<i>Standard</i>	<\$9	\$300,000
	<i>Premium</i>	\$9 - <\$14	\$250,000
	<i>Deluxe</i>	\$14+	\$250,000
PORTUGAL WHITE - VINHO VERDE	<i>Standard</i>	<\$10	\$350,000
	<i>Premium</i>	\$10+	\$350,000
	<i>Deluxe</i>	\$10+	\$350,000
PORTUGAL WHITE - OTHER	<i>Standard</i>	<\$10	\$150,000
	<i>Premium</i>	\$10+	\$150,000
	<i>Deluxe</i>	\$10+	\$150,000
PORT RED - LATE-BOTTLED VINTAGE	<i>Standard</i>	<\$16	\$300,000
	<i>Premium</i>	\$16 - <\$20	\$300,000
	<i>Deluxe</i>	\$20 +	\$300,000
PORT RED - OTHER	<i>Standard</i>	<\$16	\$150,000
	<i>Premium</i>	\$16 - <\$20	\$150,000
	<i>Deluxe</i>	\$20 +	\$150,000
PORT RED - RUBY	<i>Standard</i>	<\$16	\$150,000
	<i>Premium</i>	\$16 - <\$20	\$150,000
	<i>Deluxe</i>	\$20 +	\$150,000
PORT RED - TAWNY	<i>Standard</i>	<\$16	\$150,000
	<i>Premium</i>	\$16 - <\$20	\$150,000
	<i>Deluxe</i>	\$20 +	\$150,000
PORT WHITE	<i>Standard</i>	<\$16	\$250,000
	<i>Premium</i>	\$16 - <\$20	\$250,000
	<i>Deluxe</i>	\$20 +	\$250,000

LCBO EUROPEAN WINES 2014/15 SALES TARGETS			
ROSÉ WINES	<i>Standard</i>	<\$12	\$350,000
	<i>Premium</i>	\$12 +	\$350,000
	<i>Deluxe</i>	\$12 +	\$350,000
OTHER RED - GREECE	<i>Standard</i>	<\$10	\$200,000
	<i>Premium</i>	\$10+	\$200,000
	<i>Deluxe</i>	\$10+	\$200,000
OTHER RED	<i>Standard</i>	<\$10	\$150,000
	<i>Premium</i>	\$10+	\$150,000
	<i>Deluxe</i>	\$10+	\$150,000
OTHER WHITE - HUNGARY	<i>Standard</i>	<\$10	\$170,000
	<i>Premium</i>	\$10+	\$170,000
	<i>Deluxe</i>	\$10+	\$170,000
OTHER WHITE	<i>Standard</i>	<\$10	\$150,000
	<i>Premium</i>	\$10+	\$150,000
	<i>Deluxe</i>	\$10+	\$150,000
OTHER WHITE - SERBIA	<i>Standard</i>	<\$10	\$200,000
	<i>Premium</i>	\$10+	\$200,000
	<i>Deluxe</i>	\$10+	\$200,000
SHERRY - CREAM	<i>Standard</i>	<\$13	\$250,000
	<i>Premium</i>	\$13 +	\$250,000
	<i>Deluxe</i>	\$13 +	\$250,000
SHERRY - DRY	<i>Standard</i>	<\$13	\$150,000
	<i>Premium</i>	\$13 +	\$150,000
	<i>Deluxe</i>	\$13 +	\$150,000
SHERRY - AMONTILLADO	<i>Standard</i>	<\$13	\$200,000
	<i>Premium</i>	\$13 +	\$200,000
	<i>Deluxe</i>	\$13 +	\$200,000