



January 9, 2018

To: All Trade Councils

Re: **Details for 2018 VINTAGES Holiday Gift Submissions**

VINTAGES is now accepting product applications for the 2018 Holiday Gifting Program in the following NISS call IDs:

Kathy Cannon
Director, Vintages
kathy.cannon@lcbo.com
416-365-5907 tel
416-365-5911 fax

- Call ID **2507** - VINTAGES European Wines 2018 Holiday Gifts
- Call ID **2508** - VINTAGES New World Wines and Spirits 2018 Holiday Gifts
- Call ID **2509** - VINTAGES Ontario Wines 2018 Holiday Gift

43 Freeland St.
Toronto, ON, M5E 1L7
lcbo.com / vintages.com

DEADLINES:

1) PRE-SUBMISSION: January 19th, 2018

A complete application must be submitted to VINTAGES Reception. This includes:

- A signed hard copy of the online application through NISS.
- A clear high resolution image(s) of the gifting item.
- An FOB or Ex-Cellars quote on supplier letterhead, with the liquid and packaging components broken down (in the same currency).

NOTE: When submitting gift packs containing more than one bottle, make sure to use the Multi Pack Tab in NISS and include details for each item.

The above **MUST** be submitted with each NEW and/or REPEATED submission.

2) CALL-BACK: February 2nd, 2018

Agents will be notified through NISS whether their pre-submissions have been accepted for sample review or declined.

3) SAMPLE: February 23rd, 2018

If accepted to proceed, the final gift pack sample must be submitted to VINTAGES Reception with all packaging and beverage alcohol components.

PRODUCT SPECIFICATIONS:

Along with some proven favourites from 2017, VINTAGES will be purchasing 10-15 new items:

- New, unique and elegantly packaged products from popular holiday categories like Cognac, Port, Liqueurs, Spirits and Specialty offerings with mass appeal (e.g. grappa)
- Multiple-bottle gift sets of popular VINTAGES brands from programs like Essentials or Collaborative
- Champagnes and sparkling wines
- Large formats of customer favourites
- Multiple- or single-bottle Icewine gifts



PRICING DETAILS:

The supplier quote **MUST** include the liquid and packaging components broken down in the following format:

Price Quote Breakdown	
PORTION A: Beverage Alcohol Product (Min. 60% of the total quote)	\$_____ Currency
PORTION B: Non-alcohol Packaging and Accessories (Max. 40% of the total quote)	\$_____ Currency
TOTAL QUOTE (per case)	\$_____ Currency

Gifting pricing calculators will be available in early January 2018 on www.doingbusinesswithlcbo.com. Please keep in mind the following points when using the calculators:

- Packaging components exceeding 40% of the final quote will not be considered.
- Exchange rates used to calculate the retail price of the gift packs will be LCBO fiscal period 11, 2018.
- Standard freight rates will be applied.

ADDITIONAL DETAILS:

Please note that all gift items purchased are subject to a **3% marketing/merchandising administrative fee**. The percentage is based on the case cost multiplied by the number of cases received. The fee includes the production of any in-store communication materials used to highlight the gifts.

Holiday Gifting purchase orders will be paid on December 31st, 2018.

All Holiday Gift items failing to achieve 40% sell-through on December 14th 2018 and/or 80% sell-through on December 31st, 2018 are also subject to a rebate.

Your contacts for the 2018 VINTAGES Holiday Gifting Program will be:

- Ann Patel, Product Manager, New World (S. America, S. Africa, New Zealand, Spirits, Sake, Specialty). ann.patel@lcbo.com or 416-864-6649.
- Kristine Mendes, Product Advisor, kristine.mendes@lcbo.com or 416- 864-2563.

We look forward to working with you to provide our customers with a dynamic and exciting 2017 Holiday Gift portfolio.

Sincerely,

Kathy Cannon,

Director, VINTAGES

CC: Joyce Gray
Carolyn O'Grady-Gold
Category and Product Managers