



November 3, 2017

Re: Vintages Events 2018/19 – New Opportunity, Calls for Proposals and Deadlines, Update to Fees

[Recipient's Name],

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NEW! THIS IS VINTAGES – CALL FOR PROPOSALS: deadline Dec. 1, 2017

After the recent successful trial run of this new strategic concept, the events team, in collaboration with marketing and category management, is pleased to announce that recruitment events will now be a regular part of our event calendar. **THIS IS VINTAGES** walk-around tastings are planned for May and September of 2018.

KEY OBJECTIVES of THIS IS VINTAGES:

- Engage/recruit a new/younger demographic
- Tell the Vintages brand story – attendees should leave knowing more about how to shop Vintages in-store and online
- Promote Vintages Essentials products
- Promote Vintages Release products

For these events, there are two pay-to-play packages: Feature and Highlight. For both package types, targeted brands will be selected from the Essentials Collection and may be complemented by brand products from Frontline Release program or Classics Collection.

Package name	Packages sold per event	Fee/package	Products/package
Highlight	1	\$7,000	3-4
Feature	15 to 25 (venue dependent)	\$3,000	2

The **Highlight** package secures a prominent, customized brand experience at the event. (Details attached) An additional supplier investment beyond the participation fee will be required.

The **Feature** package procures the opportunity to pour two products, table signage and inclusion in the tasting booklet.

For details on submitting a proposal, contact rose.holness@lcbo.com. All proposals must be received by December 1, 2017, for the May event and January 19, 2018, for the September event.

SINGLE-SUPPLIER EVENTS – CALL FOR PROPOSALS FOR SEPTEMBER 2018 TO MARCH 2019: deadline Dec. 8, 2017

Single-supplier events, typically taking the form of winemakers' dinners, are a critical part of our program. Many of these events are suggested by our trade partners. We invite you to submit proposals for the timeframe of September 2018 – March 2019.

Successful proposals will include:

1. Brands that are of interest to premium-wine consumers, vintages that are exceptional/highly rated, products that are rare and/or exclusive, large bottles or unique size formats.
2. A highly engaging winery/distillery principal or brand ambassador who is willing to speak directly with event customers.

In addition to the GTA/Ottawa markets, Vintages is open to hosting events in other Ontario communities. These include (but are not limited to) Thunder Bay, Hamilton, Collingwood and Niagara.

The event proposal form (attached) must list all event products and address the success factors outlined above. Submit proposals to the relevant category manager and Rose Holness by December 8, 2017.



WALK-AROUND TASTINGS: FORMALIZED FEES

Effective April 1, 2018, we will formalize fees for participating products to help cover operational costs. This fee is in addition to landed-cost of product donated for event tastings.

Product type	Fee per product
Event Exclusives / Classics	\$0
Front-Line Release	Up to \$200
Essentials / Front-Line Program Wines*	Up to \$350

* Wine of the Month, \$17 Solution or Arrive in Style

WALK-AROUND TASTINGS: NEW SELECTION PROCESS & 2018/19 THEMES

Our strategy for this type of event is to feature brands available in market (in store or online), coupled with additional expressions offered as event exclusives. Vintages buyers will use published NISS tenders to evaluate products for inclusion in future events, then communicate directly with agents regarding participation and event exclusive offers.

The chart below shows F18-19 walk arounds where product selections will be evaluated in the coming months.

Month-Year	Theme
Jul-18	Uncork Summer
Jun-18	Rose
Aug-18	Classics
Oct-18	California
Oct-18	Champagne
Nov-18	Premium France
Jan-19	Smart Buys
TBD	Rioja
Feb / March-19	Australia

Exact dates and locations for these events are TBD.

Thank you for your continued partnership. We look forward to creating amazing event experiences together.

Sincerely,

A handwritten signature in blue ink that reads 'Greg Tranah'.

Greg Tranah