

July 12, 2017

Re: Vintages Events 2018 – Call for Proposals

Greg Tranah

Director of Operations, Vintages

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To All Trade Partners,

Vintages is now accepting proposals for events between February – August 2018.

Submission Deadline: **Friday, August 18, 2017**

Vintages events deepen the customer relationship with our brand and the products we bring to market. We establish these relationships by partnering with trade members to deliver exceptional experiences and exclusive opportunities for our customers. It's these connections mixed with an entertaining and educational atmosphere that makes a night out with Vintages time well spent!

If you would like to propose your own unique event idea or participate in one of the concepts outlined below, please fill out the Vintages 2018 Events form [here](#) and submit to rose.holness@lcbo.com and the relevant Category Manager by Friday, August 18.

New! Specific Product & Themed Events

Vintages is eager to partner with you to create strategic product-focused experiences. The format these events eventually take will be determined based on the number of submissions, the product(s), the customer segment, marketing support and principal attendance.

Product Focus	Potential Month
Mediterranean wines (Spain, Portugal, Greece, etc.)	February
Pacific Northwest	March
Pinot Noir (Ontario, Otago, Oregon)	April-May
Rosé (still and sparkling)	June
Burgundy	Flexible
Female winemakers	Flexible
Family-owned / Family-made	Flexible

New Customer Acquisition

In spring 2018, we plan to repeat our September 2017 new customer acquisition event, where we will partner with our customers' favourite brands and the Vintages marketing team to bring an engaging wine experience to life.



If you have an Essentials brand in your portfolio, and are interested in participating, let us know how you could partner with us to bring your brand to life and attract new wine customers.

New! Brand Partnerships

As part of a new Vintages event strategy, we are seeking to leverage brand relationships that your suppliers may have. If you are proposing a single brand or winery event, partnering brands could include (but are not limited to) artisanal food producers, fine glassware, fashion, entertainment and/or travel/tourism.

New Formats, Times and Places


Vintages strives to deliver events to our customers in new ways. That means new formats, times, event spaces and customer segments.

This could include, new occasions, like a weekend brunch event, as well as exciting new venues both in core urban markets and beyond (e.g., Collingwood, Muskoka, etc.).

Thank-you for your continued support of the Vintages events calendar. We look forward to working with you to bring exceptional experiences to life in 2018.

Questions can be directed to rose.holness@lcbo.com or greg.tranah@lcbo.com.

Sincerely,

A handwritten signature in blue ink that reads "Greg Tranah". The signature is fluid and cursive, with the first name "Greg" being larger and more prominent than the last name "Tranah".

Greg Tranah

Director of Operations, Vintages