



February 23, 2018

Re: Call for Submissions for Fall 2018 Sonoma Event. Deadline: **March 24**

Vincent Filhol
Product Manager, New World
Wines, Vintages, LCBO

vincent.filhol@lcbo.com
(416) 365-5860 tel
(416) 864-2540 fax

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

Dear Trade Partners,

Vintages is proud to announce plans for a consumer event featuring the wines of Sonoma. We are partnering with California Wines, who will host a separate trade event.

Date: Tuesday, October 16, 2018

Venue: Royal Ontario Museum, 100 Queens Park, Toronto

Time: VIP Experience: 6:15-7:15 p.m.
Regular Admission: 7:15-9:45 p.m.

Ticket Price: \$200 VIP Experience; \$150 Regular Admission

Format: The event is a walk-around tasting with approximately 75 wines (a selection of Essentials, Front Line Release products and Event Exclusives) for 400 customers plus 50 VIPs.

Customers will be able to purchase the products at an order desk during the event.

SUBMISSION DETAILS:

Participation fee per product:

Continually available products (Essentials)	\$350
Front-line release products	\$200
Classics, Event Exclusives and Flagship Exclusives	No charge

Additional fees: All products in the event must be poured by a Smart Serve-certified agent. If no trained agent is available, a \$250 charge will be applied. Suppliers are welcome to attend and pour at the event, but their participation/attendance is not required nor do suppliers need to be Smart Serve certified.

Preferred products:

All wines for this event must be from the Sonoma region. Preference is for \$40+ white wines and \$60+ red wines.

All varietals are welcome, with Cabernet Sauvignon, Chardonnay, Pinot Noir, Merlot, Zinfandel, red blends and sparkling wines being of particular interest.



Supporting the event:

Twelve (12) 750 mL bottles of each wine must be donated.

We will work to secure the donated products from current LCBO inventory. If this is not possible due to timing, we will cut a separate P.O. to have the product here in time for the event.

Billing for product:

We will charge back the landed cost of the 12 bottles of wine. Should there be any residual inventory of donated product, the agent/supplier will take repossession at the conclusion of the event.

Please refer to NISS Call ID 150 Call Item ID 2597

Deadline for submissions is March 24. Participating agents will be confirmed by April 4.

Thank you for your continued support,

Vincent Filhol