

VINTAGES

February 18, 2016

To: All Trade Councils

RE: VINTAGES Fall/Winter 2016/17 Product Call – submissions accepted starting March 9, 2016.

Dear Trade Partners,

We are pleased to provide you with the Fall/Winter 2016/17 Product Needs Schedule outlining opportunities for purchases and detailing product specifications and deadlines. VINTAGES will be accepting submissions starting March 9, 2016.

All submissions must be made through the LCBO's New Item Submission System (NISS). For new users of NISS, *doingbusinesswithlcbo.com* offers detailed instructions. For your convenience and as a reminder, an overview of the VINTAGES Purchasing Process is attached.

Please remember that the LCBO's Green Initiative is an ongoing corporate priority. Agents and suppliers should note that special consideration will be given to products that are packaged in lightweight glass and/or follow sustainable, biodynamic or organic agricultural practices that meet CFIA standards.

On behalf of the VINTAGES team, I thank you for your support. We look forward to working with you and your suppliers to grow our business and continue to offer our customers an outstanding selection of premium product.

My best to all of you,



Kathy Cannon
Director, VINTAGES, LCBO

cc: Nancy Cardinal, Shari Mogk-Edwards

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PURCHASING PROCESS

Types of Submissions:

Product Calls

Product Calls are open to all products fitting the criteria outlined in the current VINTAGES Product Needs Schedule. A pre-submission must be entered through NISS by the posted deadline. Agents should refrain from resubmitting the same or next vintage of a wine that has already been scheduled for an upcoming release, excluding iconic wines and collaborative items.

VINTAGES Direct

This refers to applications, outside of the Product Calls, for which a sample is not required for tasting and/or laboratory analysis. Approval from the appropriate buyer is required before submitting an application.

VINTAGES Ad Hoc

This refers to applications, outside of the Product Calls, for which a sample is required for tasting and/or laboratory analysis. Approval from the appropriate buyer is required before submitting an application.

Spirit Calls for LCBO & VINTAGES

To alleviate duplication, LCBO and VINTAGES spirit calls will be evaluated by both business units. This will affect all Whisky Shop calls and both seasonal spirit calls. Agents should submit their products into their preferred call (either LCBO or VINTAGES), but we reserve the right to purchase the product for the portfolio we feel is most appropriate.

Flagship Store Exclusives

One of our business goals is to generate added excitement in VINTAGES top stores, where our most engaged customers are shopping. Flagship Store Exclusives (FSE) are distributed to 11 stores (10, 38, 149, 164, 217, 346, 355, 452, 486, 500 and 528) and are aimed at enhancing the product selection in these key VINTAGES stores. All FSE products appear in the release catalogue with bottle shots, notes and third-party scores.

The products chosen for this program will represent varietals and/or premium regions that have historically performed well in these 11 stores. We look forward to your continued support in driving sales of this program.

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PURCHASING PROCESS CONT'D:

Accepted Applications

Each application must be accompanied by a complete quote on supplier letterhead. Be sure to include any applicable third-party reviews and technical information. Fully completed applications are vital to ensuring expedient purchases. Estimated retail price must be stated in Canadian dollars.

If labels are submitted with the sample, we recommend placing them in a small zip-lock bag. Please include technical information and third-party reviews for our researchers to reference.

If you have any questions regarding accepted applications, please call VINTAGES at 416-365-5863.

Dropping Off Samples

We will accept delivery of samples Monday to Thursday, 8:30 am to 4:00 pm, during the week of the sample deadline. Please note: LCBO Security will not accept product samples after hours.

Tasting Results

Tasting results are available through NISS only. Due to the potential volume of telephone inquiries, VINTAGES cannot accept calls regarding tasting results.

Notice To Purchase

VINTAGES issues a Notice To Purchase via NISS for all products we intend to purchase; that is, when a decision to purchase has been made, a Notice To Purchase will be issued. This is the only precursor to the issuing of the purchase order. Offers under consideration should not be interpreted as intent to purchase.

Agents are requested to acknowledge the Notice To Purchase and must agree to honour and adhere to all clauses therein on behalf of their suppliers. Suppliers are required to agree to all terms and conditions specified in the purchase order. We are not able to issue a purchase order until suppliers have registered for Web P.O. More information on Web P.O. can be found at *doingbusinesswithlcbo.com* under Web Systems.

Please do not fax or email acknowledgements as we are not able to process these.

Sales and inventory levels are available through LCBO data sources such as the complimentary Narrowcast service or by purchasing additional information through the Sale of Data (SOD) program. More information on SOD is available at *doingbusinesswithlcbo.com* under Web Systems.

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PURCHASING PROCESS CONT'D:

Sales Performance Targets

The sales target for products purchased for VINTAGES retail releases is (minimum) 75% sell-through **after 60 days in stores**. Achieving these targets and increasing sku productivity ensures a continuous flow of new and exciting products. It also allows us to allocate a larger portion of the most current release out to stores.

For products with a rebate agreement that fail to achieve 75% sell-through after **60 days**, a 20% rebate term will be applied to all remaining inventory. The product will then be marked down to clear.

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VINTAGES Product Needs Fall/Winter 2016/2017

Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
2145	Northeast Italy - Veneto, Trentino and Friuli	Focus on Ripasso, Amarone, mid-priced IGTs under \$25 and Northern Italian whites (no sparkling)	Reds and whites, primarily indigenous varietals for reds	\$14-\$60; Ripasso \$16-\$25; up to \$60 for Amarone; other whites and reds \$14-\$35	European Wines	March 9, 2016	March 23, 2016	April 28, 2016	May 2, 2016
2146	New World Sparkling Wine (excluding Ontario)	All new world wine regions (except Ontario) with a preference for traditional method	Looking for all varieties, though focus is traditional varieties	\$15 - \$40	New World Wines	March 9, 2016	March 23, 2016	April 28, 2016	May 2, 2016
2147	California Red	All varietals and regions with preference for regionally specific wines, particularly Napa and Sonoma with a focus on \$20-\$50	All varietals with a focus on Cabernet Sauvignon and Zinfandel. Pinot Noir and red blends are also of interest. Prices for Cabernet and Pinot Noir should be \$20+; \$17+ for other varieties and blends	\$17-\$100	New World Wines	March 16, 2016	March 30, 2016	May 5, 2016	May 9, 2016
2148	Campania	Looking for both red and white wines under \$25	Mainly traditional varietals i.e. Aglianico, Fiano, Falanghina etc.	\$15-\$40	European Wines	March 16, 2016	March 30, 2016	May 5, 2016	May 9, 2016
2149	Piedmont/Other Italy (Excluding Tuscany, NE Italy, Capania and the Islands)	Piedmont, South and Central Italy with a focus on classic wines i.e. Barolo, Primitivo, Barbera. Also looking for modern style wines from emerging regions with progressive packaging.	Red & white, all varietals, primarily native grapes, though Cabernet Sauvignon under \$25 also of interest	\$14-\$60, Barolo and Barbaresco under \$60, South and Central Italy \$14-\$25	European Wines	March 23, 2016	April 6, 2016	May 12, 2016	May 16, 2016
2150	Sake and Rice Wine	Focus on Japanese product, good price/quality ratio for various grades	Sake and rice wine	\$12-\$20; up to \$50 for Daiginjo	New World Wines	March 23, 2016	April 6, 2016	May 12, 2016	May 16, 2016
2151	Premium Spirits (excluding Whisky)	Primarily non-cream liqueurs, eau-de-vie and grappa; new and trendsetting spirits for Distilled Treasures program	Innovative and trendsetting spirits	\$40-\$125	New World	March 30, 2016	April 13, 2016	May 19, 2016	May 25, 2016
2152	Specialty Spirits	Spirits that have niche demand with ethnic communities in Ontario with a focus on prices \$22-\$40; submissions must have a clear target market and marketing plan	Traditional products from countries not widely represented in the LCBO, particularly China, Eastern and Southern Europe (Sake and rice wines excluded)	\$22-\$40	New World	March 30, 2016	April 13, 2016	May 19, 2016	May 25, 2016
2153	Classics Collection / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$25; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$25+	European Wines	March 30, 2016	April 13, 2016	May 19, 2016	May 25, 2016
2154	Tuscany	Primarily reds from traditional/classic appellations, as well as up-and-comers, e.g. Maremma and Bolgheri and some better-known IGTs, especially if varietally labelled	Traditional varieties, blends and Cabernet Sauvignon from all areas	\$14 and above for all; Chianti and Vino Nobile up to \$35; Chianti and VN Riserva <\$40; Brunello and Gran Selezione up to \$70	European Wines	April 6, 2016	April 20, 2016	May 26, 2016	May 30, 2016
2155	Classics Collection / Flagship Store Exclusives	New World Wines, all areas	Reds & whites, all varietals. High scores or well-established iconic brands.	South America, South Africa and New Zealand \$30+; Australia \$40+; USA \$60+	New World Wines	April 6, 2016	April 20, 2016	May 26, 2016	May 30, 2016

VINTAGES Product Needs Fall/Winter 2016/2017

Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
2156	South Africa	Modern-styled wines with a focus on price points primarily \$13-\$25 for reds and \$13-\$20 for whites	All varietals and styles, with a focus on Sauvignon Blanc, Chardonnay, Chenin Blanc, white blends, Cabernet, Pinotage, Syrah and red blends	\$13-\$40	New World Wines	April 13, 2016	April 27, 2016	June 2, 2016	June 6, 2016
2157	Italy Islands	Looking for both red and white wines primarily from Sicily and Sardinia, with a focus on wines below \$22	Accepting wines made from traditional and international varietals	\$14-\$40	European Wines	April 13, 2016	April 27, 2016	June 2, 2016	June 6, 2016
2158	Rhône and South of France (Excluding Northern Rhône)	Reds only, recognized appellations from all areas in Southern Rhône, Southern and Southwestern France	Rhône and the South of France: traditional blends, or indigenous single varietals of the areas. Exceptional wines of other blends/varieties. Key appellations from South West – Madiran, Cahors, et al.	Primarily \$15-\$25; Vacqueyras-Gigondas <\$35; CdP up to \$60; \$14-\$22 for SW wines.	European Wines	April 20, 2016	May 4, 2016	June 9, 2016	June 13, 2016
2159	North America Other	Non traditional regions in North America (excluding Ontario, British Columbia, California, Washington and Oregon)	All varietals	\$14-\$30	New World	April 20, 2016	May 4, 2016	June 9, 2016	June 13, 2016
2160	California White	All varietals and regions with a preference for regionally specific wines, particularly Napa and Sonoma with focus on \$20-\$40	All varietals and styles, with a focus on Chardonnay. Viognier, Sauvignon Blanc and blends are also of interest.	\$17-\$50	New World Wines	April 27, 2016	May 11, 2016	June 16, 2016	June 20, 2016
2161	Classics Collection / Flagship Store Exclusives	European Wines, all areas	established brands, great values in all price bands over \$25; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$25+	European Wines	April 27, 2016	May 11, 2016	June 16, 2016	June 20, 2016
2162	Spanish Reds	Great wines upto \$40 for from established regions like Rioja. Looking for modern wines from with contemporary packaging and great third party accolades under \$25 from emerging regions like Toro, Jumilla etc.	All styles and varietals for Spain both traditional and modern, looking for strong program candidates under \$25	\$14-\$40; focus on under \$30 for Rioja and under \$20 for emerging regions	European Wines	May 4, 2016	May 18, 2016	June 23, 2016	June 27, 2016
2163	Kosher Wines	European and New World Wines red and white plus wines from Israel.	All varietals and styles. Focus on Kosher for Passover certification.	\$8-\$20 for European and New World. \$10-\$40 for Israel	European Wines	May 4, 2016	May 18, 2016	June 23, 2016	June 27, 2016
2164	Chile	All varietals and regions with a focus on price points between \$13-\$30	All varietals and styles with a focus on Cabernet, Carmenère, Syrah, Pinot Noir, Sauvignon Blanc and Chardonnay	Reds \$13-\$30; whites \$13-\$25	New World Wines	May 11, 2016	May 25, 2016	June 30, 2016	July 6, 2016
2165	Whites from the Rhône (North and South), Southern France and Southwestern France	Whites from entire Rhône region plus Southern and Southwestern France	Traditional varieties from respective areas	\$14-\$20, up to \$60 for Condrieu	European Wines	May 11, 2016	May 25, 2016	June 30, 2016	July 6, 2016

VINTAGES Product Needs Fall/Winter 2016/2017

Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
2166	Champagne and European Sparkling	Champagne (all styles, including vintage), Crémant and key sparkling styles (Prosecco, Cava, etc.)	Traditional or traditional-for-the-area varieties	Cava \$15-\$20; Crémant and Prosecco \$16-\$25; NV up to \$75; Vintage Champagne up to \$125	European Wines	May 18, 2016	June 1, 2016	July 7, 2016	July 11, 2016
2167	South & Central America Other	Non traditional regions in South and Central America (excluding Chile and Argentina)	All varietals	\$13-\$25	New World Wines	May 18, 2016	June 1, 2016	July 7, 2016	July 11, 2016
2168	Oregon	All varietals. Price points mainly \$17-\$40 for reds and \$17-\$25 for whites	Primarily Pinot Noir with some interest in Pinot Gris and Chardonnay	\$17-\$60 for reds and \$17-\$30 for whites	New World Wines	May 25, 2016	June 8, 2016	July 14, 2016	July 18, 2016
2169	Washington	All varietals. Primarily price points of \$17-\$25 for reds and \$15-\$20 for whites	All varietals, focus on Cabernet Sauvignon and Merlot	\$17-\$40 for reds and \$17-\$30 for whites	New World Wines	May 25, 2016	June 8, 2016	July 14, 2016	July 18, 2016
2170	Classics Collection / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$25; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$25+	European Wines	May 25, 2016	June 8, 2016	July 14, 2016	July 18, 2016
2171	Emerging Europe & Fortified	Red and whites from Greece, Hungary, Romania, Lebanon, Croatia, Bulgaria, Georgia, Switzerland and other emerging countries. Fortified: Port and Sherry are a primary focus; other fortified wines from elsewhere (eg. Madeira, VDNs, Moscatel, etc.); does not include non-fortified sweet wines	Emerging Europe: Indigenous and traditional varieties/blends; Fortifieds: Traditional varieties to each style and region	Emerging: \$13-\$25, up to \$50 for Hungarian Tokaji; Fortifieds: \$15-\$25 entry-level fortified, up to \$60 for Vintage Port	European Wines	June 1, 2016	June 15, 2016	July 21, 2016	July 25, 2016
2172	Classics Collection / Flagship Store Exclusives	New World Wines, all areas	Reds & whites, all varietals. High scores or well-established iconic brands.	South America, South Africa and New Zealand \$30+; Australia \$40+; USA \$60+	New World Wines	June 1, 2016	June 15, 2016	July 21, 2016	July 25, 2016
2173	British Columbia red & white	Price points between \$17-\$30. Preference given to products priced competitively with domestic market (BC)	All varietals	\$15-\$40	New World Wines	June 8, 2016	June 22, 2016	July 28, 2016	August 3, 2016
2174	Spanish White	Whites from Rias Baixas, Rueda, Rioja and other regions	All white varietals with a focus on indigenous grapes such as Verdejo and Albarino	\$13-\$25	European Wines	June 8, 2016	June 22, 2016	July 28, 2016	August 3, 2016
2175	Ontario Wines - Reds and Icewines	VQA, QC fruit wines and 100% Ontario. Wines that over-deliver, from all regions; primary price band between \$15-\$25. Icewine, primary price band \$20-\$30 for mixers and \$30-\$50 for sippers. Looking for compelling sales potential - always include past sales results, LCBO number, and 3rd party reviews if available	Reds with a focus on Pinot Noir, and ripe, rich Bordeaux varietals and blends.	\$15-\$30 for table wines; \$20-\$50 for Icewines	Ontario	June 15, 2016	June 29, 2016	August 4, 2016	August 8, 2016
2176	Other France (excluding Bordeaux, Burgundy, Beaujolais, Rhone, South/South West France)	This is to cover any French wines not applicable elsewhere in the needs letter	Red & white, all varietals	\$14-\$60	European Wines	June 15, 2016	June 29, 2016	August 4, 2016	August 8, 2016

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Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
2177	Portugal/Germany/Austria	Portugal: red & white wines, all regions; Germany and Austria: primarily whites, some reds	Portugal: focus on traditional indigenous grapes, all regions; Germany: modern and traditional styles, Riesling and other traditional varieties; Austria: primarily Gruner Veltliner	Portugal \$13-\$30; Germany \$14-\$30; Austria \$13-\$30	European Wines	June 22, 2016	July 6, 2016	August 11, 2016	August 15, 2016
2178	Whisky	Premium Whisky with a focus on high scores and well-known distilleries; Whisky from all areas	Focus on Single Malts, Irish Whiskey, Bourbon	\$60+	New World	June 22, 2016	July 6, 2016	August 11, 2016	August 15, 2016
2179	Ontario Wines - White and Sparkling	VQA, QC fruit wines and 100% Ontario. Wines that over-deliver, from all regions; primary price band between \$15-\$25. Looking for compelling sales potential - always include past sales results, LCBO number, and 3rd party reviews if available	Whites with a focus on aromatic varietals and blends.	\$15-\$30 for table wines; \$25-\$40 for traditional method sparkling	Ontario	June 29, 2016	July 13, 2016	August 18, 2016	August 22, 2016
2180	High-scoring/High-volume European Wines	Reds only, 1000cs+ of 12s, key areas of Italy, Spain and France. Min. accolades: 3 glasses GR, 4+ star Decanter, 90+ WA/WS, etc.	Major, well-recognized regions' wines and varietals/blends from both countries	\$17-\$25	European Wines	June 29, 2016	July 13, 2016	August 18, 2016	August 22, 2016
2181	Bordeaux	Primarily reds. All areas, with focus on satellites/Côtes, great values from Médoc and Right Bank, some communal interest - Pauillac, St-Julien, etc. Preference for older good years, 2009 and 2010, no Futures offers	Great value whites and reds at \$15-\$25; district appellations, e.g. Médoc, St-Émilion, etc. under \$35; communal/Cru Classé under \$75	\$15-\$75	European Wines	July 6, 2016	July 20, 2016	August 25, 2016	August 29, 2016
2182	New World Food & Drink Discovery Wines	Large volume (+2,000 case availability) red wines from New World countries, well-known varietals or blends. Accolades preferred, must over-deliver at the price offered. If selected for F & D program the retail price must be \$17.00	Well known red varietals or red blends	\$17-\$20	New World	July 6, 2016	July 20, 2016	August 25, 2016	August 29, 2016
2183	New Zealand	Focus on \$20-\$25 for whites and \$20-\$30 for reds	All varietals, styles and blends with a focus on Sauvignon Blanc and Pinot Noir	\$17-\$45	New World	July 13, 2016	July 27, 2016	September 1, 2016	September 7, 2016
2184	Classics Collection / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$25; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$25+	European Wines	July 13, 2016	July 27, 2016	September 1, 2016	September 7, 2016
2185	Burgundy / Beaujolais	For Burgundy the focus is on wines priced between \$25 and \$40 with strong need for wines competitively priced for their appellation. For Beaujolais looking primarily for cru and Village wines priced between \$15 and \$22.	Burgundy: Bourgogne white and red, Mâcon and Chablis \$15-\$25; Chalonais, Pouilly, Chablis 1er Cru and Côte de... \$19-\$40; Villages and 1er Cru Côte d'Or \$30-\$75; Beaujolais Cru \$17-\$25	\$15-\$75	European Wines	July 20, 2016	August 3, 2016	September 8, 2016	September 12, 2016

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Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
2186	Ontario - Wines to Watch Limited Availability Program	Minimum availability: 300 cases. Initial order will be 2 pallets and additional stock will be flowed in throughout the turn to meet sales demand	All varietals/blends/styles considered for one seasonal collection in stores February 2017 until June 2017 (P12-P3). Wines for winter, Valentine's Day and/or spring-time entertaining.	\$14-\$20	Ontario Wines	July 20, 2016	August 3, 2016	September 8, 2016	September 12, 2016
2187	Australia Red	All varietals and regions with a preference for regionally specific wines. Price points mainly \$17-\$35	All varietals and styles with a focus on Shiraz, Cabernet, Pinot Noir and Blends	\$16-\$40	New World	July 27, 2016	August 10, 2016	September 15, 2016	September 19, 2016
2188	Northern Rhône Red	All appellations within the Northern Rhône with a focus on price points between \$20 and \$40	Red wines only	\$17 - \$50	European Wines	July 27, 2016	August 10, 2016	September 15, 2016	September 19, 2016
2189	Loire / Alsace	For the Loire focus is on price bands between \$15 and \$30 from well known appellations with some interest in lesser regions. For Alsace focus is on wines priced \$17 to \$22.	Loire: key appellations/varieties, i.e. Muscadet, Vouvray, Sancerre and Pouilly Fume, current vintage for Sauvignon Blanc-based wines. Alsace: key varieties are Riesling, Pinot Gris and Gewurtraminer.	\$14-\$25; Pouilly-Fumé and Sancerre up to \$35	European Wines	August 3, 2016	August 17, 2016	September 22, 2016	September 26, 2016
2190	Australia White	All varietals and regions with a preference for regionally specific wines. Price points mainly \$15-\$25	Chardonnay, Hunter Valley Semillon, Rhone varietals, Sauvignon Blanc, Riesling	\$15 - \$30	New World Wines	August 3, 2016	August 17, 2016	September 22, 2016	September 26, 2016
2191	Argentina	All varietals and regions with a focus on price points between \$13-\$25	All varietals and styles with a focus on Malbec, Cabernet, Bonarda, Chardonnay and Torrontés and red blends	Reds, \$13-\$50; whites, \$13-\$30	New World Wines	August 10, 2016	August 24, 2016	September 29, 2016	October 3, 2016
2192	Classics Collection / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$25; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$25+	European Wines	August 10, 2016	August 24, 2016	September 29, 2016	October 3, 2016
2193	Rose European	All European countries - focus on classic French rose origins or compelling offers from elsewhere; taste 2015, buy 2016	Regional varieties	\$13-\$27 (upper end for Tavel, Provence and Bandol only)	European Wines	August 17, 2016	August 31, 2016	October 6, 2016	October 12, 2016
2194	Rose New World	All New World countries including Ontario. For Northern Hemisphere: taste 2015, purchase 2016; for Southern Hemisphere taste and purchase 2016	All varietals and regions	\$13-\$20	New World Wines	August 17, 2016	August 31, 2016	October 6, 2016	October 12, 2016

- All samples and submissions must be received by the stated deadlines above.
 - Please note that the needs calendar may change without prior notice.
- Please note that there is an ongoing demand for wines made from organically grown grapes and/or using biodynamic and sustainable agriculture practices.
 - When applying to the specific calls please ensure you highlight submissions that are organic and/or Kosher.
- It is critical that submissions are completed in their entirety. Include grape varietals and the LCBO number if the product or previous vintage was listed. Incomplete submissions will be declined.