

VINTAGES

FINE WINE & PREMIUM SPIRITS

July 22, 2015

To: All Trade Councils

RE: VINTAGES Spring/Summer 2016 Product Call – submissions accepted starting August 19, 2015.

Dear Trade Partners,

We are pleased to provide you with the Spring/Summer 2016 Product Needs Schedule outlining opportunities for purchases and detailing product specifications and deadlines. VINTAGES will be accepting submissions starting August 19, 2015.

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 (formerly Instore Discovery Program)

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 eight weeks 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 **eight weeks**, 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 Spring/Summer 2016

Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
1989	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	August 19, 2015	September 2, 2015	October 8, 2015	October 14, 2015
1990	Classics Collection / VSO / Flagship Store Exclusives	New World Wines, all areas	Reds & whites, all varietals. High scores or well-established iconic brands, great values in all price bands	South America, South Africa and New Zealand \$30+; Australia \$40+; USA \$60+	New World Wines	August 19, 2015	September 2, 2015	October 8, 2015	October 14, 2015
1991	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-\$125	New World Wines	August 26, 2015	September 9, 2015	October 15, 2015	October 19, 2015
1992	Piedmont/Other Italy (Excluding Tuscany, NE Italy and the Islands)	Piedmont, South and Central Italy with a focus on Barolo and Puglia	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	September 2, 2015	September 16, 2015	October 22, 2015	October 26, 2015
1993	Sake and Rice Wine	Focus on Japanese product, good price/quality ratio for various grades	Sake and rice wine	\$12-\$20; up to \$60 for Daiginjo	New World Wines	September 2, 2015	September 16, 2015	October 22, 2015	October 26, 2015
1994	Rosé - European	All European countries - focus on classic French rosé origins or compelling offers from elsewhere: taste 2014, buy 2015	Regional varietals	\$13-\$25 (upper end for Tavel and Bandol only)	European Wines	September 9, 2015	September 23, 2015	October 29, 2015	November 2, 2015
1995	Rosé - New World	All New World countries including Ontario. For Northern Hemisphere: taste 2014, purchase 2015; for Southern Hemisphere: taste 2015, purchase 2015	All varieties and regions	\$13-\$20	New World Wines	September 9, 2015	September 23, 2015	October 29, 2015	November 2, 2015
1996	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	September 16, 2015	September 30, 2015	November 5, 2015	November 9, 2015
1997	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-\$50	New World Wines	September 16, 2015	September 30, 2015	November 5, 2015	November 9, 2015
1998	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 \$25; Chianti and VN Riserva <\$35; Brunello and Gran Selezione up to \$60	European Wines	September 23, 2015	October 7, 2015	November 12, 2015	November 16, 2015

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Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
1999	Americas Other	Non-traditional regions in North and South America: South America (excluding Chile and Argentina), North America (excluding Ontario, British Columbia, California, Washington, Oregon)	All Varietals	\$14-\$30	New World Wines	September 23, 2015	October 7, 2015	November 12, 2015	November 16, 2015
2000	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	September 30, 2015	October 14, 2015	November 19, 2015	November 23, 2015
2001	Specialty Portfolio	Primarily 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 Eastern and Southern Europe as well as Asia (excluding Sake and rice wines)	\$22-\$40	New World	September 30, 2015	October 14, 2015	November 19, 2015	November 23, 2015
2002	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$35; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$35+	European Wines	September 30, 2015	October 14, 2015	November 19, 2015	November 23, 2015
2003	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	October 7, 2015	October 21, 2015	November 26, 2015	November 30, 2015
2004	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	\$15-\$50	European Wines	October 7, 2015	October 21, 2015	November 26, 2015	November 30, 2015
2005	California white	All varietals and regions with a preference for regionally specific wines, particularly Napa and Sonoma with focus on \$20-\$50	All varietals and styles, with a focus on Chardonnay. Viognier, Sauvignon Blanc and blends are also of interest. Consideration will be given to other varietals as well	\$17-\$75	New World Wines	November 4, 2015	November 18, 2015	January 7, 2016	January 11, 2016
2006	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$35; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$35+	European Wines	November 4, 2015	November 18, 2015	January 7, 2016	January 11, 2016
2007	Spain	Reds from classic regions and other areas (Toro, Bierzo, La Mancha etc.); whites from Rias Baixas, Rueda, Rioja and other regions	All styles for Spain both traditional and modern	\$14-\$29; up to \$35 for Gran Reserva	European Wines	November 11, 2015	November 25, 2015	January 14, 2016	January 18, 2016
2008	Fruit-based Wines from Canada (excluding Ontario)	Iced ciders and fruit wines with focus on such products originating from Canada (except Ontario); primarily priced \$15-\$20	All fruit-based and other wine products not made from grapes	\$15+	New World Wines	November 11, 2015	November 25, 2015	January 14, 2016	January 18, 2016
2009	Chile	All varietals and regions with a focus on price points between \$13-\$25	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	November 18, 2015	December 2, 2015	January 21, 2016	January 25, 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
2010	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 \$50 for Condrieu	European Wines	November 18, 2015	December 2, 2015	January 21, 2016	January 25, 2016
2011	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	November 25, 2015	December 9, 2015	January 28, 2016	February 1, 2016
2012	Kosher Spirits	All countries. Preference given to products certified Kosher for Passover	All spirits with a focus on liqueurs and brandy	\$20-\$50	European Wines	November 25, 2015	December 9, 2015	January 28, 2016	February 1, 2016
2013	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	December 2, 2015	December 16, 2015	February 4, 2016	February 8, 2016
2014	Washington	All varietals. Primarily price points of \$17-\$25 for reds and \$15-\$20 for whites	All varietals, especially Cabernet Sauvignon	\$17-\$40 for reds and \$17-\$30 for whites	New World Wines	December 2, 2015	December 16, 2015	February 4, 2016	February 8, 2016
2015	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$35; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$35+	European Wines	December 2, 2015	December 16, 2015	February 4, 2016	February 8, 2016
2016	British Columbia red & white	Proven performers and suppliers new to Vintages. Price points between \$17-\$30. Preference given to products priced competitively with domestic market (BC)	All varietals	\$15-\$70	New World Wines	December 16, 2015	December 30, 2015	February 11, 2016	February 17, 2016
2017	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 July 2016-January 2017 (P4-P11): Wines for Canada Day, harvest and/or holiday celebrations.	\$13.95-\$19.95	Ontario Wines	December 16, 2015	December 30, 2015	February 11, 2016	February 17, 2016
2018	Emerging Europe & Fortified	Red and whites from Greece, Hungary, Romania, Lebanon, Croatia, Bulgaria, Georgia 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	December 23, 2015	January 13, 2016	February 18, 2016	February 22, 2016
2019	High-scoring/High-volume New World Wines	Reds and whites, 800cs+ availability of 12s, all New World countries. Minimum accolades: 4+ Star Decanter, 90+ WA/WS	Varietal and blends from recognized regions	\$17-\$30	New World	December 23, 2015	January 13, 2016	February 18, 2016	February 22, 2016
2020	New Zealand	Primarily region-specific wines. Price range \$17-\$60, with a 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-\$60	New World Wines	January 6, 2016	January 20, 2016	February 25, 2016	February 29, 2016
2021	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 all countries	\$17-\$25	European Wines	January 6, 2016	January 20, 2016	February 25, 2016	February 29, 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
2022	Portugal/Germany/Austria/Switzerland	Portugal: red & white wines, all regions; Germany: primarily whites but some reds; Austria & Switzerland: primarily whites, some reds	Portugal: focus on traditional indigenous grapes, all regions; Germany: modern and traditional styles, Riesling + Pinot family and other traditional varieties; Austria: primarily Gruner Veltliner; Switzerland: primarily Chasselas	Portugal \$13-\$30; Germany \$14-\$30; Austria & Switzerland \$13-\$30	European Wines	January 13, 2016	January 27, 2016	March 3, 2016	March 7, 2016
2023	Classics Collection / VSO / Flagship Store Exclusives	New World Wines, all areas	Red & white, all varietals. High scores or well-established iconic brands, great values in all price bands	South America, South Africa and New Zealand \$30+; Australia \$40+; USA \$60+	New World Wines	January 13, 2016	January 27, 2016	March 3, 2016	March 7, 2016
2024	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 \$50	\$15-\$50	European Wines	January 20, 2016	February 3, 2016	March 10, 2016	March 14, 2016
2025	Whisky	Premium Whisky with a focus on high scores and well-known distilleries; age statement on the label preferred. Whisky from other areas	Single Malts, Irish Whiskey, Bourbon	\$70+	New World	January 20, 2016	February 3, 2016	March 10, 2016	March 14, 2016
2026	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 Chardonnay and Riesling.	\$15-\$30 for table wines; \$25-40 for traditional method sparkling	Ontario Wines	January 27, 2016	February 10, 2016	March 17, 2016	March 21, 2016
2027	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$35; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$35+	European Wines	January 27, 2016	February 10, 2016	March 17, 2016	March 21, 2016
2028	Burgundy and Beaujolais	Focus on Chablis, Côte d'Or red and white villages and Crus, then Mâcon, Chalon and regional generics; Bourgogne and Côte de ... wines; Beaujolais, primarily Crus	Burgundy: Bourgogne white and red, Mâcon and Chablis \$15-\$25; Chalonais, Pouilly, Chablis 1er Cru and Côte de... \$19-\$35; Villages and 1er Cru Côte d'Or \$30-\$60; Beaujolais Cru \$17-\$25	\$15-\$60	European Wines	February 3, 2016	February 17, 2016	March 24, 2016	March 30, 2016
2029	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 - \$25	New World Wines	February 3, 2016	February 17, 2016	March 24, 2016	March 30, 2016
2030	Ontario - 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 Wines	February 10, 2016	February 24, 2016	March 31, 2016	April 6, 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
2031	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	February 10, 2016	February 24, 2016	March 31, 2016	April 6, 2016
2032	Loire / Alsace	Loire: key appellations/varieties, current vintage for Sauvignon Blanc-based wines. Alsace: key appellations/varieties.	Main appellations/varieties from both regions	\$14-\$25; Pouilly-Fumé and Sancerre up to \$30	European Wines	February 17, 2016	March 2, 2016	April 7, 2016	April 11, 2016
2033	Classics Collection / VSO / Flagship Store Exclusives	New World Wines, all areas	Red & white, all varietals. High scores or well-established iconic brands, great values in all price bands	South America, South Africa and New Zealand \$30+; Australia \$40+; USA \$60+	New World Wines	February 17, 2016	March 2, 2016	April 7, 2016	April 11, 2016
2034	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 Grenache	\$15-\$50	New World Wines	February 24, 2016	March 9, 2016	April 14, 2016	April 18, 2016
2035	Classics Collection / VSO / Flagship Store Exclusives	European Wines, all areas	Reds & whites, all varietals. High scores or well-established brands, great values in all price bands over \$35; focus on strong Bordeaux vintages 00, 03, 05, 09 and 10	\$35+	European Wines	February 24, 2016	March 9, 2016	April 14, 2016	April 18, 2016
2036	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	Reds, \$13-\$60; whites, \$13-\$40	New World Wines	March 2, 2016	March 16, 2016	April 21, 2016	April 25, 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.