

# VINTAGES

FINE WINE & PREMIUM SPIRITS

Wednesday November 19, 2008

To: All Registered Agents

Re: VINTAGES Product Needs For Summer/Fall 2009

---

Attached is the VINTAGES Product Needs for Summer/Fall 2009. As a reminder, we are including a VINTAGES Purchasing Process Review for your information.

LCBO  
55 Lake Shore Blvd East  
Toronto Ontario  
Canada M5E 1A4  
Telephone 416.365.5863  
Fax 416.864.2540  
www.vintages.com

## VINTAGES PURCHASING PROCESS REVIEW

### Types of Submissions:

#### Product Calls

A Pre-submission must be entered through the NISS system by the posted deadline. Product Calls are open to all products fitting the criteria outlined in the attached VINTAGES Product Needs Schedule.

#### 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. Note: Direct submissions not pre-approved by the buyers will automatically be rejected.

#### VINTAGES Ad hoc

This refers to applications, outside of the product calls, where a sample IS required for tasting and/or laboratory analysis. Approval from the appropriate buyer is required BEFORE submitting an application. Note: Ad hoc submissions not pre-approved by the buyers will automatically be rejected.

### 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. Any samples with incomplete information on the application forms will be rejected immediately and the negotiated tasting date forfeited. Please use the LCBO Pricing Module, available on the LCBO Trade website, to determine the estimated retail price for your product application. The estimated retail price must be stated in Canadian dollars.

If labels are submitted with the sample, we recommend that they be placed in a small zip-lock bag. We also require background information or third party reviews for the product for use by our writers for the product launch.

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

cont./

# VINTAGES

FINE WINE & PREMIUM SPIRITS

VINTAGES Product Needs For Summer/Fall 2009 cont'd:

## **Dropping off Samples**

We will accept delivery of samples from Monday to Thursday 8:30 am to 4:00 pm during the week of the sample deadline. Please do not attempt to deliver samples outside these specified business hours as you will be turned away by LCBO security.

## **Tasting Results**

Tasting results can be found online through the NISS system. VINTAGES cannot accept phone inquiries regarding tasting results.

## **Commitment Letters**

VINTAGES issues Commitment Letters for all products purchased.

**It is the agent's responsibility to ensure the supplier acknowledges the Commitment Letter and agrees to honour and adhere to all clauses therein.** A purchase order will not be issued until the supplier has formally responded on company letterhead, to all of the conditions specified in the Commitment Letter. When responding to the terms of the Commitment Letter, please reference the product's LCBO number and the NISS submission number.

## **Sales Performance Targets**

The goal and expectation of VINTAGES is that a product will achieve a minimum of 75% sell-through after two months of release and 100% sell-through by the end of the third month. **The 20% rebate term applied to products failing to achieve 75% sell-through after 90 days of release remains unchanged for products with a rebate agreement.** Achieving these sales targets, and increasing sku productivity measurements, will enable us to continuously flow through new and exciting products. Sales and inventory levels can be obtained through LCBO data sources such as the complementary Narrowcast service or by purchasing additional information through the Sale of Data program.

If you require more information, please visit LCBO Trade Resources online at: [www.lcbotrade.com](http://www.lcbotrade.com). Thank you for supporting VINTAGES.

Sincerely,



Greg Dunlop  
VINTAGES Category Manager  
European Wines



Kathy Cannon  
VINTAGES Category Manager  
New World Wines & Spirits

cc T. J. Wilson, B. O'Brien

**Attachment:** Summer/Fall Product Needs Chart

# VINTAGES

FINE WINE & PREMIUM SPIRITS

## PRODUCT NEEDS FOR SUMMER/FALL 2009

Product Category	Details	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
Rhone North & South / South and South West France	<b>All areas</b> , Viognier for South of France Whites	\$14 - \$45	European Wines	3-Dec	10-Dec	8-Jan	12-Jan
Premium Spirits, Specialty Spirits / Kosher Wines and Spirits	Classic, Mainstream and Specialty Spirits (focus on Scotch, Rum, Tequila, Gin Bourbon). Kosher products: All categories	Wines \$14 - \$40, Spirits All Price Points	New World Wines	10-Dec	17-Dec	15-Jan	19-Jan
Ontario VQA	Primarily Whites and Reds from 2007 Vintage, Icewines (Primary focus on Varietals other than Vidal), Sparkling.	Wines \$15 - \$30, Icewines & Sparkling \$20 +	New World Wines	17-Dec	24-Dec	22-Jan	26-Jan
Burgundy / Blanc de Noir Champagne	<b>All areas</b> , including Beaujolais, focus on Chablis, Macon, Chalon, Still/Sparkling from Burgundy	\$15 - \$60	European Wines	17-Dec	24-Dec	29-Jan	2-Feb
Portugal / Spain <i>Note Tuesday Pre-submission deadline</i>	<b>All areas</b>	\$14 - \$35	European Wines	23-Dec	30-Dec	5-Feb	9-Feb
Argentina	<b>Reds &amp; Whites:</b> all varietals, including Sparkling	\$13 - \$30	New World Wines	7-Jan	14-Jan	19-Feb	23-Feb
Classics / Internet - European Wines	<b>All areas:</b> selections will support Classics, Internet, and ISD programs.	\$30 +	European Wines	7-Jan	14-Jan	19-Feb	23-Feb
Veneto / Regional Italy - North, Central, South	Mostly Reds from Veneto, both colors elsewhere	\$15 - \$45	European Wines	14-Jan	21-Jan	26-Feb	2-Mar
Classics / Internet - New World Wines	<b>All areas:</b> selections will support Classics, Internet, and ISD programs.	\$30 +	New World Wines	14-Jan	21-Jan	26-Feb	2-Mar
Chile	<b>Reds &amp; Whites:</b> all varietals	\$13 - \$30	New World Wines	21-Jan	28-Jan	5-Mar	9-Mar
Bordeaux	Reds & Whites	\$16 - \$50	European Wines	28-Jan	4-Feb	12-Mar	16-Mar
California Red	Reds, All Areas	\$18 - \$80	New World Wines	4-Feb	11-Feb	19-Mar	23-Mar
Classics / Internet - European Wines	<b>All areas:</b> selections will support Classics, Internet, and ISD programs.	\$30 +	European Wines	4-Feb	11-Feb	19-Mar	23-Mar

PRODUCT NEEDS FOR SUMMER/FALL 2009

Product Category	Details	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
Piedmont / Tuscany	Mostly reds	\$14 - \$55	European Wines	11-Feb	18-Feb	26-Mar	30-Mar
California Whites	White, All Areas	\$18 - \$60	New World Wines	18-Feb	25-Feb	2-Apr	6-Apr
Eastern and Central Europe	All colors	\$12 - \$20	European Wines	25-Feb	4-Mar	16-Apr	20-Apr
Alsace / Loire	Mostly White	\$13 - \$25	European Wines	25-Feb	4-Mar	16-Apr	20-Apr
Australia	<b>Reds &amp; Whites:</b> all varieties and regions	\$15 - \$40	New World Wines	4-Mar	11-Mar	23-Apr	27-Apr
Classics / Internet - European Wines	<b>All areas:</b> selections will support Classics, Internet, and ISD programs.	\$30 +	European Wines	4-Mar	11-Mar	23-Apr	27-Apr
New Zealand	<b>Reds &amp; Whites:</b> all varieties (primary focus on Pinot Noir)	Red \$20 - \$50, White \$15 - \$30	New World Wines	11-Mar	18-Mar	30-Apr	4-May
Fortified Wines	Primarily value Ports	\$15 - \$35	European Wines	11-Mar	18-Mar	30-Apr	4-May
South Africa	<b>Reds &amp; Whites:</b> all varieties, including Sparkling	\$13 - \$40	New World Wines	18-Mar	25-Mar	7-May	11-May
Classics / Internet - New World Wines	<b>All areas:</b> selections will support Classics, Internet, and ISD programs.	\$30 +	New World Wines	18-Mar	25-Mar	7-May	11-May

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 requirement for organic wines. When applying to the specific calls please ensure you highlight submissions that are organic and/or kosher products.

NOVEMBER 19/2008