

VINTAGES

FINE WINE & PREMIUM SPIRITS

Tuesday, March 25, 2008

To: All Registered Agents

Re: VINTAGES Product Needs For Fall/Winter 2008/2009

LCBO
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Toronto Ontario
Canada M5E 1A4
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www.vintages.com

Attached is the Vintages Product Needs for Fall and Winter 2008/2009. As a reminder, we are including a Vintages Purchasing Process Review for your information.

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. 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./

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VINTAGES Product Needs For Fall/Winter 2008/2009 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. 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, S. Mogk-Edwards

Attachment: Fall/Winter Product Needs Chart

VINTAGES

FINE WINE & PREMIUM SPIRITS

PRODUCT NEEDS FOR FALL/WINTER 2008/2009

Product Category	Details	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
Argentina & Chile	Reds & Whites – All varietals	\$13-\$25	New World Wines & Spirits	2-Apr	9-Apr	8-May	12-May
Classics Europe	All areas	\$30 +	European Wines	2-Apr	9-Apr	8-May	12-May
Portugal/Spain	All areas and types except Port/Sherry	\$14-\$39	European Wines	9-Apr	16-Apr	22-May	26-May
Classics New World	All areas	\$30 +	New World Wines & Spirits	9-Apr	16-Apr	22-May	26-May
South Africa	Reds – All varietals	\$13-\$30	New World Wines & Spirits	16-Apr	23-Apr	29-May	2-Jun
	Whites – Predominantly Chardonnay & Sauvignon Blanc	\$13-\$25	New World Wines & Spirits	16-Apr	23-Apr	29-May	2-Jun
Premium Spirits	Irish Whiskey, Rum, Premium Vodka & Gin	\$25-\$100	New World Wines & Spirits	16-Apr	23-Apr	29-May	2-Jun
Italy except Tuscany	Focus on Piedmont, native grapes in Northern and Central zones, Ripassos	\$14-\$45	European Wines	23-Apr	30-Apr	5-Jun	9-Jun
California Red	All areas, with significant interest in AVAs other than Napa & Sonoma	\$18-\$75	New World Wines & Spirits	30-Apr	7-May	12-Jun	16-Jun
Southern France/Rhône	Rhône North and South, South and SW France, focus on value	\$14-\$40	European Wines	7-May	14-May	19-Jun	23-Jun
California White	All areas, with significant interest in AVAs other than Napa & Sonoma	\$18-\$50	New World Wines & Spirits	14-May	21-May	26-Jun	30-Jun
Classics European	All areas	\$30 +	European Wines	14-May	21-May	26-Jun	30-Jun
Eastern Europe/Greece	Include Hungary, Bulgaria, Romania	\$14-\$25	European Wines	21-May	28-May	3-Jul	7-Jul
Classics New World	All areas	\$30 +	New World Wines & Spirits	21-May	28-May	3-Jul	7-Jul

See Over

MARCH 25/2008

PRODUCT NEEDS FOR FALL/WINTER 2008/2009

Product Category	Details	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
Loire/Alsace/ White Bordeaux	Loire/Alsace – mostly white	\$14-\$25	European Wines	28-May	4-Jun	10-Jul	14-Jul
Australia	Red & White – All areas & varietals	\$15-\$50	New World Wines & Spirits	4-Jun	11-Jun	17-Jul	21-Jul
Burgundy	All areas and types, focus on value Côte d'Or	\$14-\$60	European Wines	11-Jun	18-Jun	24-Jul	28-Jul

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.

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