

Discover the World



Thursday February 26, 2009

Attn: All Trade Partners

Re: LCBO Kosher Portfolio Transition to VINTAGES

Please be advised that effective April 1, 2009, the LCBO will implement a change in how kosher products are purchased and managed. The goal is to make a broader product assortment available at key high volume selling times in the year in the designated kosher stores. The responsibility for this portfolio has been transferred to VINTAGES, and General Purchasing will no longer accept offers for the kosher portfolio.

The following are some guidelines to consider when planning a submission for the VINTAGES kosher portfolio:

- (1) Our needs for kosher products mimic other popular trends in beverage alcohol
- (2) The kosher certifying body must be approved by the Kashruth Council of Rabbis (KOR) and the certificate must be included with any submission that is accepted to proceed to tasting
- (3) Since the distribution for these products are to a select number of stores the purchases quantities will be smaller than typical for other VINTAGES purchases

In order to broaden product assortment VINTAGES will have an open call for kosher products in the coming year. Kosher products may also be submitted into open calls under the appropriate category (i.e. Australia). Please direct any questions you may have regarding new and existing products to the attention of Alanna Bailey, Product Advisor VINTAGES. Alanna is now the key contact and is responsible for managing the kosher portfolio for the LCBO. She can be reached at 416.864.6649 or alanna.bailey@lcbo.com.

Sincerely,

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