

# VINTAGES

FINE WINE & PREMIUM SPIRITS

Monday, June 21, 2010

To: All Registered Agents

Re: VINTAGES Product Needs Letter for Spring/Summer 2011

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Attached is the VINTAGES Product Needs for Spring/Summer 2011. As a reminder, we are including a VINTAGES Purchasing Process Review for your information.

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## 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. 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. 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 letter head. 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 achieve 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 VINTAGES at 416-365-5863.

## **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 of these specified business hours as you will be turned away by LCBO security.

## **Tasting Results**

Tasting results can be found via NISS. VINTAGES cannot accept phone inquiries regarding tasting results.

## **Commitment Letters**

VINTAGES issues Commitment Letters via NISS for all products we intend to purchase. When we have decided to purchase, a letter of commitment will be issued. This is the only precursor to the issuing of the purchase order. Offers under consideration are not to be interpreted as intent to purchase. The commitment letter will serve as the agreement to purchase.

**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, via NISS, to all of the conditions specified in the Commitment Letter. Supplier must respond via the NISS system. Faxed or emailed copies are not permitted.

## **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.

## **Lightweight Glass**

VINTAGES is interested in purchasing product bottled in lightweight glass. Weight standards and targets for our category are under review. Consideration will be given to product from all origins and varieties. The usual standards that we look for regarding exceptional price quality will apply. Please discuss with the appropriate Category/Product Manager.

## **NISS update**

Please note that after a trial period of 4 months expanding the character space in the 'Press/other' box in NISS, a decision was taken to reduce the number of characters down to 200 characters. This is due to a large increase in information outside of the compelling purchase case required for the submitted product. The adjusted space provided is still larger than the original space available in this field, however this reduction will hopefully ensure that the most relevant data is presented in the most succinct way for the buyers to review. Please ensure that the top line is used to communicate the key elements (e.g. , 93 RP, Dec 2009, etc.) of the case.

The new facility that allows agents to attach links to the website is for exclusive use **for labels only**. The buying team will not be reviewing documents attached if they are not related to labelling. With the volume of submissions, it is not possible to review external information not presented in NISS.

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



Tamara Jakes  
VINTAGES Category Manager  
New World Wines & Spirits

cc B. Downey, T. Wilson, Kate Mallett-Thomas

**Attachment:** Spring/Summer 2011 Product Needs Chart

VINTAGES PRODUCT NEEDS FOR SPRING/SUMMER 2011

Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
786	Alsace/Loire, Value Ports/Sherry/Madeira	Alsace/Loire mostly white. Some red from Loire. Value Ports: Ruby, LBV, Tawny. All styles of Sherry and Madeira	Key varieties in Alsace. Key appellations in Loire. Value in each. All but Sancerre/Pouilly Fumé - under \$20.	\$13 - \$20 for all table wines, \$20 - \$30 for Sancerre/Pouilly Fumé, Fortified \$12 - \$20, and to \$30 for Madeira, age-indicated Tawny	European Wines	14-Jul	21-Jul	16-Sep	20-Sep
787	Classics Collection	All areas: Selections will support Classics, Internet, ISD and ISD Flagship programs	Red & White: all varietals. Highly reviewed or established wines, great values in all price bands.	\$25+	New World Wines	14-Jul	21-Jul	16-Sep	20-Sep
788	Australia White	All varietals and regions. Primary price band \$15 - \$25	Primary varietals: Focus on Chardonnay	\$14 - \$45	New World Wines	21-Jul	28-Jul	23-Sep	27-Sep
789	California White	All varietals and regions especially Napa, Sonoma & Santa Barbara. Primary price band \$17 - \$40	Primary varietals: Focus on Chardonnay, Sauvignon Blanc, and aromatic blends	\$15 - \$65	New World Wines	21-Jul	28-Jul	23-Sep	27-Sep
790	Islands (Sicily/Sardinia), South (Campania, Basilicata, Molise, Calabria) and Puglia	Looking for products with history of strong sales or new wines with strong compelling cases	Focus on native and compelling international grape varieties offers	\$13 - \$22	European Wines	21-Jul	28-Jul	23-Sep	27-Sep
791	Rosé	All European countries sourcing, focus on classic French rosé origins or compelling cases from elsewhere, taste 2009, buy 2010	Regional varieties	\$12 - \$20 (mid-teens to \$20 for Tavel and Bandol only)	European Wines	28-Jul	4-Aug	30-Sep	4-Oct
792	Rosé	All New World countries including Ontario, Northern Hemisphere taste 2009, buy 2010	All varietals	\$12 - \$20	New World Wines	28-Jul	4-Aug	30-Sep	4-Oct
793	VQA Ontario	Ontario Reds - all varietals. Looking for price/value proposition. Primary price band \$15 - \$20	All varietals - focus on Pinot Noir and Bordeaux Blends	\$13 - \$40	New World Wines	4-Aug	11-Aug	7-Oct	13-Oct
794	Sake	Focus on Japanese product, values for each type	All types and styles	\$9 - \$20 for 300 mL equivalent, Daiginjo up to \$40 for the same or larger	European Wines	4-Aug	11-Aug	7-Oct	13-Oct

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Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
795	VQA Ontario	Ontario Whites (including Sparkling) and Icewine - all varietals. Looking for price/value proposition. Primary price band \$15 -\$20	All varietals	\$13 - \$40, Icewine \$20+	New World Wines	11-Aug	18-Aug	14-Oct	18-Oct
796	Classics Collection	All areas: Selections will support Classics, Internet, ISD and ISD Flagship programs	Red & White: all varietals. Highly reviewed or established wines, great values in all price bands	\$25+	European Wines	11-Aug	18-Aug	14-Oct	18-Oct
797	Bordeaux Reds & Whites	All areas, great values, preference to 2006, 2008 and 2009 vintages	Great value whites and reds under \$20, district or communal appellations - e.g. Médoc, St. Émilion, etc under \$30.	\$15 - \$30	European Wines	18-Aug	25-Aug	21-Oct	25-Oct
798	Classics Collection	All areas: Selections will support Classics, Internet, ISD and ISD Flagship programs	Red & White: all varietals. Highly reviewed or established wines, great values in all price bands	\$25+	New World Wines	18-Aug	25-Aug	21-Oct	25-Oct
799	California Reds	All areas & varietals. Looking for price/value proposition, for wines with appellation designation especially Napa and Sonoma. Primary price band \$18 - \$50	Primary varietals: Cabernet Sauvignon, Merlot, Zinfandel, and Pinot Noir	\$16 - \$100	New World Wines	25-Aug	1-Sep	28-Oct	1-Nov
800	Champagne and other EW Sparkling	Products with history of strong sales or new wines with strong compelling cases	Value Champagne, value Grande Marques, Crémant, Cava, Italian Sparklers	<\$20 for all but Champagne, \$50 - \$60 non-vintage, up to \$80 for vintage Champagne	European Wines	25-Aug	1-Sep	28-Oct	1-Nov
801	Veneto/Regional Italy - North, Central, South	Mostly Reds from Veneto. Both colours elsewhere outside of Tuscany/Piedmont, primarily North and Central, including Pinot Grigio from anywhere.	Primarily Ripassos and regional whites and reds under \$20. Amarone up to \$49.	\$15 - \$20 for most, up to \$49 for Amarone	European Wines	1-Sep	8-Sep	4-Nov	8-Nov
802	Classics Collection	All areas: Selections will support Classics, Internet, ISD and ISD Flagship programs	Red & White: all varietals. Highly reviewed or established wines, great values in all price bands	\$25+	New World Wines	1-Sep	8-Sep	4-Nov	8-Nov
803	BC and USA (except California)	Focus of excellent value for money from Washington (primarily \$15 - \$30), Oregon (\$17 - \$40) and BC (\$15 - \$40), both red and white	Washington: Cabernet, Merlot and Syrah. Oregon: Pinot Noir, Chardonnay and Pinot Gris. B.C. all varietals	\$15 - \$60	New World Wines	8-Sep	15-Sep	10-Nov	15-Nov
804	Eastern Europe and Southern Europe	Both red and white, products with history of strong sales or new wines with strong compelling cases	Regional and international varieties from Bulgaria, Romania, former Yugoslavia and USSR	\$12 - \$16	European Wines	8-Sep	15-Sep	10-Nov	15-Nov

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Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
805	Tuscany/Piedmont	Mostly reds. Focus on Barbera, Dolcetto and value Nebbiolo (including Barolo/Barbaresco) in Piedmont with 05-07 preference for B&B, 07-09 for Dolcetto/Barbera; Chianti, Vino Nobile and value IGT in Tuscany with 06-09 vintage preference, 04-05 Brunello.	Piedmont: >\$15 - \$20< for value, up to \$50 for Barolo/Barbaresco; Tuscany: Chianti, IGT at under \$20 primary focus, Chianti Riserva under \$30, Brunello up to \$50	\$15 - \$20, \$30 - \$50	European Wines	15-Sep	22-Sep	18-Nov	Nov 22nd
806	Classics Collection	All areas: Selections will support Classics, Internet, ISD and ISD Flagship programs	Red & White: all varietals. Highly reviewed or established wines, great values in all price bands	\$25+	New World Wines	15-Sep	22-Sep	18-Nov	Nov 22nd
807	Chile and the rest of South America (excluding Argentina)	Reds and whites all varietals. Primary price band: \$13 - \$20 for white and \$14 - \$20 for reds	Primary varietals: Red - Cabernet Sauvignon, Carmenère; White - Chardonnay, Sauvignon Blanc	Red \$13 - \$50 White \$12 - \$30	New World Wines	22-Sep	29-Sep	25-Nov	Nov 29th
808	Rhône North and South, Southern and SW France	Predominantly red, recognized appellations from all areas; Cahors and Madiran, values for SW. 2009 preference for South, 08 and 09 for SW.	Traditional blends, or monovarietal of the areas. Exceptional wines of other blends/varieties.	<\$20, with CdPape and Northern Rhône up to \$50	European Wines	29-Sep	6-Oct	2-Dec	6-Dec
809	Classics Collection	All areas: Selections will support Classics, Internet, ISD and ISD Flagship programs	Red & White: all varietals. Highly reviewed or established wines, great values in all price bands	\$25+	New World Wines	29-Sep	6-Oct	2-Dec	6-Dec

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's 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.