

# VINTAGES

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## VINTAGES RETAIL RELEASE THEMES JANUARY – DECEMBER 2010

Please note that these release themes may change without notice. Please check this page often to confirm the release themes.  
Last updated November 2009.

JANUARY 2010		FEBRUARY 2010		MARCH 2010		APRIL 2010	
Jan. 9	Smart Buys [A]	Feb. 6	90+ Wines [A] Valentine's [C]	Mar. 6	Chile [A] St. Paddy's Day [C]	Apr. 3	Spain [A] Bordeaux – The Côtes [B]
Jan. 23	Argentina [A] Robbie Burns [C]	Feb. 20	Southern Rhône [A] Passover/Kosher [B]	Mar. 20	Easter Entertaining [B] Ontario Whites [B]	Apr. 17	Italy – Veneto [A] Ecofriendly/ Tasmania [B]
MAY 2010		JUNE 2010		JULY 2010		AUGUST 2010	
May 1	Zinfandel/Primativo [A] New Zealand [B] White Spirit Cocktails [C]	Jun. 12	South Africa [A] Father's Day [C]	Jul. 10	Customer Favourites [A] Beaujolais Cru [B]	Aug. 7	South Central Italy [A] Summer Sippers, Rosés, Sparklers [B]
May 15	Burgundy [A] California Whites [B] Rosés [B]	Jun. 26	Outdoor Entertaining [A] Canada Day [B]	Jul. 24	Southern France [A] Aussie Whites [B]	Aug. 21	NW Signature Varieties [A] Germany [B]
May 29	Argentina – Mendoza [A] Loire Valley [B]						
SEPTEMBER 2010		OCTOBER 2010		NOVEMBER 2010		DECEMBER 2010	
Sep. 4	Southern Rhône [A] British Columbia [B]	Oct. 2	Aussie Reds [A] Italy's Big Guns [B] Thanksgiving [C]	Nov. 13	Star Quality/Premium [A] Tuscany [B] Nouveau [C]	Dec. 11	Holiday Gatherings [A] Fab Fizz [B] Holiday Gifts [C]
Sep. 18	Ontario [A] Portugal/Duoro [B]	Oct. 16	Bordeaux [A] Fr. Sparklers [B] Whisky [C]	Nov. 27	Our Finest/Iconic [A] Premium Spirits [B]		
		Oct. 30	California [A] Fall Hearty Wines [B] Brown Spirit Cocktails [C]				

Legend: [A] = Major Feature with ~25 skus  
[B] = Minor Feature with ~10-25 skus  
[C] = Minor Feature with < 10 skus