

# VINTAGES

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## VINTAGES RETAIL RELEASE THEMES MAY 2010 – APRIL 2011

Please note that these release themes may change without notice. Please check this page often to confirm the release themes.  
Last updated April 2010

MAY 2010	JUNE 2010	JULY 2010	AUGUST 2010
<p>May 1 Zinfandel/Primativo [A] New Zealand [B] White Spirit Cocktails [C] ONT PEC [D]</p> <p>May 15 Burgundy [A] California Whites [B] Rosés [B]</p> <p>May 29 Argentina – Mendoza [A] Loire Valley [B] ONT Whites [C]</p>	<p>Jun. 12 South Africa [A] Father's Day [C]</p> <p>Jun. 26 Outdoor Entertaining [A] Canada Day [B] ONT Beamsville Bench [C]</p>	<p>Jul. 10 Customer Favourites [A] Beaujolais Cru [B]</p> <p>Jul. 24 Southern France [A] Aussie Whites [B] ONT Regional Chards [C]</p>	<p>Aug. 7 South Central Italy [A] Summer Sippers, Rosés, Sparklers [B]</p> <p>Aug. 21 NW Signature Varieties [A] Germany [B] ONT Assemblage [C]</p>
SEPTEMBER 2010	OCTOBER 2010	NOVEMBER 2010	DECEMBER 2010
<p>Sep. 4 Southern Rhône [A] British Columbia [B]</p> <p>Sep. 18 Ontario [A] Portugal/Duoro [B]</p>	<p>Oct. 2 Aussie Reds [A] Italy's Big Guns [B] Thanksgiving [C]</p> <p>Oct. 16 Bordeaux [A] Fr. Sparklers [B] Whisky [C] ONT Good/Better/Best [D]</p> <p>Oct. 30 California [A] Fall Hearty Wines [B] Brown Spirit Cocktails [C]</p>	<p>Nov. 13 Star Quality/Premium [A] Tuscany [B] Nouveau [C] ONT Bordeaux Varieties [D]</p> <p>Nov. 27 Our Finest/Iconic [A] Premium Spirits [B]</p>	<p>Dec. 11 Holiday Gatherings [A] Fab Fizz [B] Holiday Gifts [C] ONT Icewine [D]</p>
JANUARY 2011	FEBRUARY 2011	MARCH 2011	APRIL 2011
<p>Jan. 8 Smart Buys/ What's New [A+]</p> <p>Jan. 22 Chile 15 for under \$15 [A] SW France [B] Robbie Burns [C]</p>	<p>Feb. 5 Tuscany 2007s [A] Washington [B] Valentine's [C]</p> <p>Feb. 19 Cabernets [A] Passover/Kosher [C]</p>	<p>Mar. 5 Argentina &amp; South America [A] North Italy [B] St. Paddy's Day [C]</p> <p>Mar. 19 Spain &amp; Portugal/ Rivers of Iberia [A] California Icons [B]</p>	<p>Apr. 2 Greece (TBC)</p> <p>Apr. 16 Ontario [A] Easter [C]</p>

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