

# VINTAGES

FINE WINE & PREMIUM SPIRITS

February 20, 2009

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Toronto Ontario  
Canada M5E 1A4  
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Fax 416.864.2528  
[www.vintages.com](http://www.vintages.com)

**Re: VINTAGES Tasting Program: Strategic Marketing Opportunities**

Dear Trade Partner:

These are challenging times for the premium wines and spirits business. Strategic marketing is critical. Research has shown that the 'taste and buy' strategy can be an effective one, having the power to stimulate sales and create lasting impressions.

VINTAGES launched its Tasting Program in May 2007 to help agents and suppliers connect with clientele. The program provides a fantastic forum – our bustling release-day Saturdays – for familiarizing customers with one's product and for enhancing brand recognition.

Eligible product must be from past VINTAGES retail releases or be scheduled for release on the Saturday of the tasting. Wines and spirits currently featured in our Essentials Collection are also eligible.

The VINTAGES Team would like to thank recent participants in the program. We look forward to working with you again, and we encourage all those interested to call us and to take a few moments to read about these windows of opportunity. Together, we can create a rewarding and successful in-store experience!

Sincerely,



Barry O'Brien  
Acting Director, Sales & Purchasing  
VINTAGES

cc. Tom Wilson, Bob Downey, Bob Clevely, Rafik Louli, Rick Wood, Rick Redwood,  
Michael Fagan, Dave Smith

**Attachment:** Application Process

# APPLICATION PROCESS

## Application Submissions

Completed application forms for the VINTAGES Tasting Program are to be sent directly to Rose Holness, Associate Manager, VINTAGES, at [rose.holness@lcbo.com](mailto:rose.holness@lcbo.com), tel. 416-365-5928. Please take careful note of the deadlines as there will be no exceptions for late applications. The appropriate VINTAGES Category Manager will evaluate all requests and approve the final selections.

**Non-Release Saturday Tastings:** If you're interested in a tasting that is *not* on a Release Saturday or one that is at a store *not* on our list of participating stores, then apply for these tastings, as in the past, via Dave Smith ([dave.smith@lcbo.com](mailto:dave.smith@lcbo.com), tel. 416-864-2559).

## Application Deadlines & Corresponding Release Dates:

Period 2009/2010	Period Dates	Deadline Dates	Release Date	Release Date
Period # 1	April 1, 2009 – April 25, 2009	19-Jan-09	11-Apr-09	n/a
Period # 2	April 26, 2009 – May 23, 2009	17-Feb-09	2-May-09	23-May-09
Period # 3	May 24, 2009 – June 20, 2009	23-Mar-09	6-Jun-09	20-Jun-09
Period # 4	June 21, 2009 – July 18, 2009	27-Apr-09	4-Jul-09	18-Jul-09
Period # 5	July 19, 2009 – Aug. 15, 2009	25-May-09	1-Aug-09	15-Aug-09
Period # 6	Aug. 16, 2009 – Sept. 12, 2009	22-Jun-09	29-Aug-09	12-Sep-09
Period # 7	Sept. 13, 2009 – Oct. 10, 2009	21-Jul-09	26-Sep-09	10-Oct-09
Period # 8	Oct. 11, 2009 – Nov. 7, 2009	17-Aug-09	24-Oct-09	7-Nov-09
Period # 9	Nov. 8, 2009 – Dec. 5, 2009	14-Sep-09	21-Nov-09	5-Dec-09
Period # 10	Dec. 6, 2009 – Jan. 2, 2010	**	**	**
Period # 11	Jan. 3, 2010 – Jan. 30, 2010	16-Nov-09	9-Jan-10	23-Jan-10
Period # 12	Jan. 31, 2010 – Feb. 27, 2010	30-Nov-09	6-Feb-10	20-Feb-10
Period # 13	Feb. 28, 2010 – March 31, 2010	4-Jan-10	6-Mar-10	20-Mar-10

\*\* Period #10 is currently under review. Details will be provided when they are finalized.

## Notification of Approved Tastings

**New Development:** Rose Holness will advise you by email of tastings that have been approved and assign, at that time, a respective T-number. Without an assigned T-number you may not conduct an in-store tasting.

**Recap Report:** Dave Smith will continue to send out a Re-Cap Report at the start of each period which will have your confirmed booking. Agents must review this report, and if there are any discrepancies and/or changes, please notify both Rose and Dave as soon as possible; [rose.holness@lcbo.com](mailto:rose.holness@lcbo.com), tel. 416-365-5928; [dave.smith@lcbo.com](mailto:dave.smith@lcbo.com); tel. 416-864-2559.

**Product Selling Notes:** Once you have been advised that your product(s) will be tasted, and you have chosen to use LCBO staff to conduct the tasting, you must email product selling notes to Dave Smith. The notes, which should not exceed 100 words, will be used by the demonstrators in the store to help them effectively sell the product. Please include the following information:

- Tasting profile (i.e., nose, flavours, mouthfeel and finish).
- Food Matches (i.e., two to three seasonal selections are best).
- Any 'outstanding' features of the product (i.e., what makes it unique).
- Third-party scores (e.g., *Wine Spectator*) and/or competition awards/accolades.

## Days & Times of Scheduled Tastings

- Retail Release Saturdays.
- Between 11:30 a.m. and 3:30 p.m.

## Participating Stores

Store #	Location
15	Toronto
21	Ancaster
148	Oakville
164	Toronto
217	Toronto
243	Ottawa
346	Woodbridge
371	Mississauga
393	London
417	Waterloo
445	Oakville
494	Mississauga
495	Guelph
525	Toronto
586	Niagara Falls
590	Markham
623	Richmond Hill
624	Ottawa
705	Mississauga

## Tasting Details

- Participants in the program can feature up to two products per store, up to a maximum of 2 stores.
- Tastings may be conducted by agency, third-party or LCBO Staff.
- In the case of agency and third-party staff, the In-Store Tasting Guidelines and prices apply. For more information, please visit [www.lcbo.com](http://www.lcbo.com), then click on: Trade Resources - General Purchase Programs, Experience Programs.
- The fee for tastings conducted by LCBO staff is \$160.00 plus tax and the cost of the product, for each tasting slot (per location, per day).

## Questions?

Should you have any questions, please visit [www.lcbotrade.com](http://www.lcbotrade.com) or contact:

Greg Dunlop  
Category Manager  
European Wines, VINTAGES  
[greg.dunlop@lcbo.com](mailto:greg.dunlop@lcbo.com)  
416-365-5876

Kathy Cannon  
Category Manager  
New World Wines & Spirits, VINTAGES  
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416-365-5907

Rose Holness  
Associate Manager  
VINTAGES Events  
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