

# VINTAGES

FINE WINE & PREMIUM SPIRITS

Monday, May 11, 2009

To: All Registered Agents

Re: VINTAGES Product Needs Letter For Winter/Spring 2010

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Attached is the VINTAGES Product Needs for Winter/Spring 2010. As a reminder, we are including a VINTAGES Purchasing Process Review for your information.

LCBO  
55 Lake Shore Blvd East  
Toronto Ontario  
Canada M5E 1A4  
Telephone 416.365.5863  
Fax 416.864.2540  
www.vintages.com

## **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.

#### **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.

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## 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 online through the NISS system. VINTAGES cannot accept phone inquiries regarding tasting results.

## Commitment Letters

VINTAGES issues Commitment Letters 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 on company letterhead, to all of the conditions specified in the Commitment Letter. When responding to the terms of the Commitment Letter, please reference the product's LCBO number and the NISS submission number.

## 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 varietals. The usual standards that we look for regarding exceptional price quality will apply. Please discuss with the appropriate Category/Product Manager.

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:** Winter/Spring 2010 Product Needs Chart

PRODUCT NEEDS FOR WINTER/SPRING 2010

Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
Argentina	Reds & Whites: All varietals, including Sparkling. Primary price band: \$13 to \$20. Primary Varietal: Malbec.	Primary Varietals: Malbec, Cabernet Sauvignon, Chardonnay.	Red \$13 – \$25 White \$12 – \$20	New World Wines	20-May	27-May	25-Jun	29-Jun
Chile	Reds & Whites: All varietals. Primary Price Band: \$13 to \$20. Agent should identify winery practising biodynamic or sustainable farming	Primary Varietals: Cabernet Sauvignon, Carmenère, Chardonnay, Sauvignon Blanc.	Red \$13 – \$25 White \$12 – \$20	New World Wines	20-May	27-May	25-Jun	29-Jun
Portugal/Spain	Reds & Whites, predominantly Portugal. Whites – North/North East, and Rioja.	Values from Alentejo, Douro, Dão, Bairrada, plus Tejo basin. Primarily Rioja, value Priorat and other Spain.	Rioja \$13 – \$29, Douro < \$25, all others < \$20	European Wines	27-May	3-Jun	2-Jul	6-Jul
Classics (New World)	All areas: Selections will support Classics, Internet, ISD and ISD Flagship programs.	Reds, Whites & Spirits: All varietals. Highly reviewed or established wines, great values in all price bands.	\$25+	New World Wines & Spirits	27-May	3-Jun	2-Jul	6-Jul
South Africa	Reds & Whites: All varietals. Primary price band: \$13 to \$20	Reds: All varietals White: primarily Chardonnay and Sauvignon Blanc.	Red \$13 – \$25 White \$13 – \$20	New World Wines	3-Jun	10-Jun	9-Jul	13-Jul
Classics (European)	All areas: Selections will support Classics, Internet, ISD and ISD Flagship programs.	Reds & Whites: All varietals. Highly reviewed or established wines, great values in all price bands.	\$25+	European Wines	3-Jun	10-Jun	9-Jul	13-Jul
Southern and SW France	Predominantly red. Recognized appellations from Languedoc, Roussillon and Provence; Cahors and Madiran Values for SW. 2007 preference for South, 2006 and 2008 for SW.	Traditional blends or monovarietal of the areas. Exceptional wines of other blends/varieties.	< \$20	European Wines	10-Jun	17-Jun	16-Jul	20-Jul
Internet (New World)	Various areas: Selections will support Internet, Primary needs for California & Australia Red, Secondary needs for Argentina & Chile Red. Strong 3rd party accolades advantageous for candidacy of the submission. Primary price band: \$25 to \$35.	Primary Varietals: Californian Cab Sauv & Zin; Australian Shiraz; Argentinian Malbec; Chilean Cabernet Sauvignon.	Cali/Aust \$20 – \$40 Arg/Chile \$20 – \$30	New World Wines	10-Jun	17-Jun	16-Jul	20-Jul

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Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
Ontario Wines	Reds & Whites: All varietals, including Sparkling. Primary price band: \$15 to \$20.	Primary Varietals: Chardonnay, Riesling, Pinot Noir, Bordeaux blends.	\$13 – \$40	New World Wines	17-Jun	24-Jun	23-Jul	27-Jul
Internet (European)	Various areas: Selections will support Internet. Recognized sources, or exceptional values/finds from elsewhere. Strong 3rd party accolades advantageous for candidacy of the submission. Primary Price Band: \$25 to \$40.	Reds & Whites: All varietals. Highly reviewed or established wines, great values in all price bands.	\$25 – \$50	European Wines	17-Jun	24-Jun	23-Jul	27-Jul
Southern and Northern Rhône	Predominantly red from the South, values from all levels of appellations, Côtes, Côtes du Rhône-Villages and individual Crus (e.g. Gigondas). Preference for 2007 wines.	Traditional blends and single varieties (North).	CdP and North < \$40, all others < \$25	European Wines	2-Jul	8-Jul	6-Aug	10-Aug
California Reds	All Areas & varietals: Looking for price/value proposition. Primary Price Band: \$15 to \$20. Agent to identify winery practising biodynamic or sustainable farming. Include appellation information.	Primary Varietals: Cabernet Sauvignon, Merlot, Zinfandel, Pinot Noir.	\$15 – \$40	New World Wines	8-Jul	15-Jul	13-Aug	17-Aug
Kosher Wine	All areas. High quality-to-price ratio. Small orders < 30 cases. Supervision must be approved by the Kashruth Council of Canada.		\$10 – \$25	New World Wines	8-Jul	15-Jul	13-Aug	17-Aug
Classics (European)	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	8-Jul	15-Jul	13-Aug	17-Aug
Beaujolais and Burgundy	Reds & Whites: Focus on value Chablis and Burgundy. Other: Côte Mâconnaise, Chalonaise, regional Bourgogne, plus value Côte d'Or villages.		\$14 – \$25 (up to \$40 for Côte d'Or wines and Cru Chablis)	European Wines	15-Jul	22-Jul	20-Aug	24-Aug
California Whites	All Areas & varietals, Primary price band: \$14 to \$20. Chardonnay's up to \$35, others up to \$25. Agent to identify winery practising biodynamic or sustainable farming. Include appellation information.	Primary Varietals: Chardonnay, Sauvignon Blanc.	\$14 – \$35	New World Wines	22-Jul	29-Jul	27-Aug	31-Aug

PRODUCT NEEDS FOR WINTER/SPRING 2010

Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
Premium Spirits	Irish Whiskey, Rum, Vodka and Gin		\$25 – \$100	New World Wines & Spirits	22-Jul	29-Jul	27-Aug	31-Aug
Kosher and International Spirits	Asian spirits: Primary countries of focus are China and India. Kosher: Spirits and Liqueurs		open	New World Wines & Spirits	22-Jul	29-Jul	27-Aug	31-Aug
Internet (European)	Various areas: Selections will support Internet. Recognized sources, or exceptional values/finds from elsewhere. Strong 3rd party accolades advantageous for candidacy of the submission. Primary Price Band: \$25 to \$40.	Reds & Whites: All varietals. Highly reviewed or established wines, great values in all price bands.	\$25 – \$50	European Wines	22-Jul	29-Jul	27-Aug	31-Aug
Veneto, Piedmont Other and Puglia	Ripassos and Veneto, other (Valpolicella, blends) for Veneto, mostly non-Barolo/Barbaresco from Piedmont, Primitivo and other regional varietal blends for Puglia.		\$13 – \$20, up to \$40 for Amarone	European Wines	5-Aug	12-Aug	10-Sep	14-Sep
Australia	Reds & Whites: All varietals and regions. Primary Price Band: \$15 to \$25 (red); \$14 to \$25 (white).	Primary Varietals: Shiraz, Cabernet Sauvignon, Chardonnay.	Red \$15 – \$40 White \$14 – \$25	New World Wines	12-Aug	19-Aug	17-Sep	21-Sep
Germany/Swiss Wines	All areas of Germany, mostly whites and some reds, off-dry wines predominantly for whites, value Swiss Wines, traditional varieties.		\$13 – \$24	European Wines	19-Aug	26-Aug	24-Sep	28-Sep
New Zealand	Reds & Whites: All varietals and regions. Primary price band: \$15 to \$25 (red); \$14 to \$20 (white). Agent to identify winery practising biodynamic or sustainable farming.	Primary Varietals: Pinot Noir, Sauvignon Blanc, Chardonnay to support 2010 releases.	Red \$15 – \$40 White \$14 – \$25	New World Wines	26-Aug	2-Sep	1-Oct	5-Oct

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.