

VINTAGES

FINE WINE & PREMIUM SPIRITS

January 11, 2010

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Dear Trade Partner:

RE: VINTAGES In-Store Tasting Applications Deadline Dates

We are pleased to share with you our applications deadlines and corresponding Release Dates for fiscal **April 2010 - March 2011**.

Our In-Store Tasting Program gives you the chance to interact one-on-one with customers during Retail Release Saturdays, some of our highest traffic days.

The personal touch can make all the difference when customers are choosing from VINTAGES'S vast collection of premium wines and spirits. Your presence puts the spotlight on your brand, setting it apart from the crowd and giving it a voice. The 'taste and buy' strategy is effective, with the power to stimulate sales, boost brand recognition, and trigger potent word-of-mouth advertising.

If you wish to apply, log on to the [In-Store Tasting Program](#) website, select VINTAGES as the kind of tasting, and then type in the required info. It takes little effort and there is a lot to gain!

We look forward to working with you to provide a rewarding in-store experience.

Sincerely,



Kate Mallett-Thomas
Director, Sales & Purchasing
VINTAGES, LCBO

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

VINTAGES In-Store Tastings

Application Deadlines & Corresponding Release Dates

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.

Period	Period Dates	Deadline Dates	Recap Report	Release Dates
1	Mar 28 - Apr 24	8-Feb-10	19-Feb-10	Apr 3 and Apr 17
2	Apr 25 - May 22	15-Mar-10	26-Mar-10	May 1 and May 15
3	May 23 - Jun 19	6-Apr-10	16-Apr-10	May 29 and Jun 12
4	Jun 20 - Jul 17	10-May-10	21-May-10	Jun 26 and Jul 10
5	Jul 18 - Aug 14	7-Jun-10	18-Jun-10	Jul 24 and Aug 7
6	Aug 15 - Sept 11	5-Jul-10	16-Jul-10	Aug 21 and Sept 4
7	Sept 12 - Oct 9	3-Aug-10	13-Aug-10	Sept 18 and Oct 2
8	Oct 10 - Nov 6	30-Aug-10	10-Sep-10	Oct 16 and Oct 30
9	Nov 7 - Dec 4	27-Sep-10	8-Oct-10	Nov 13 and Nov 27
10	Dec 5 - Jan 1	18-Oct-10	29-Oct-10	Dec 11
11	Jan 2 - Jan 29	29-Nov-10	10-Dec-10	Jan 8 and Jan 22
12	Jan 30 - Feb 26	13-Dec-10	23-Dec-10	Feb 5 and Feb 19
13	Feb 27 - Mar 26	17-Jan-11	28-Jan-11	Mar 5 and Mar 19

Notification of Approved Tastings

Recap Report: At the start of each period, you will be able to run a Re-Cap Report that will display a list of your confirmed bookings. Agents must review this report, and if there are any discrepancies and/or changes, please notify Dave Smith, In-Store Tasting Program Administrator, as soon as possible via email (dave.smith@lcbo.com) or at 416-864-2559.

Eligible Products (maximum of 2 per store)

Here is a list of eligible product, in descending order of priority:

- (1) The Retail Release that corresponds with the Saturday In-Store Tasting;
- (2) The Essentials Collection;
- (3) A past Retail Release.

Product Selling Notes

If your requested booking is confirmed, and you have chosen to use LCBO staff to conduct the tasting, then you must email product selling notes to Dave Smith (dave.smith@lcbo.com). The notes, which should not exceed 100 words, will be used by the demonstrators to help them 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).
- 3rd-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.
- Store #705 Mississauga Tastings between 1 p.m. - 5 p.m.

VINTAGES In-Store Tastings continued

Participating Stores

Store #	Location
15	Toronto
21	Ancaster
148	Oakville
164	Toronto
217	Toronto
243	Ottawa
253	Toronto
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

Summary

- Participants in the program can feature up to two products per store.
- 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 click here](#).
- 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).

New to the Online Program?

If you have not yet applied for online access, you will need to fill out a short form and fax it in. Please make it to the attention of "In-Store Experience Programs System Registration". The fax number is 416-864-7719. [Click here to download the form](#).

Questions?

Should you have any additional questions, please contact:

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