

VINTAGES

FINE WINE & PREMIUM SPIRITS

Tuesday, December 15, 2009

To: All Registered Agents
Re: VINTAGES Product Needs Letter for Fall/Winter 2010/2011

Attached is the VINTAGES Product Needs for Fall/Winter 2010/2011. As a reminder, we are including a VINTAGES Purchasing Process Review for your information.

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. Agents should refrain from resubmitting the same or next vintage of a wine that has already been scheduled for an upcoming release, excluding iconic wines and collaborative items.

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.

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

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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 via NISS. VINTAGES cannot accept phone inquiries regarding tasting results.

Commitment Letters

VINTAGES issues Commitment Letters via NISS 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, via NISS, to all of the conditions specified in the Commitment Letter. Supplier must respond via the NISS system. Faxed or emailed copies are not permitted.

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

NISS update

Please note that after a trial period of 4 months expanding the character space in the 'Press/other' box in NISS, a decision was taken to reduce the number of characters down to 200 characters. This is due to a large increase in information outside of the compelling purchase case required for the submitted product. The adjusted space provided is still larger than the original space available in this field, however this reduction will hopefully ensure that the most relevant data is presented in the most succinct way for the buyers to review. Please ensure that the the top line is used to communicate the key elements (e.g. , 93 RP, Dec 2009, etc.) of the case.

The new facility that allows agents to attach links to the website is for exclusive use **for labels only.** The buying team will not be reviewing documents attached if they are not related to labelling. With the volume of submissions, it is not possible to review external information not presented in NISS and be able to turn the call around by the call-back deadlines.

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If you require more information, please visit LCBO Trade Resources online at: 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: Fall/Winter 2010/2011 Product Needs Chart

VINTAGES PRODUCT NEEDS FOR FALL/WINTER 2010/2011

Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
611	Argentina	Reds & Whites: All varietals, including Sparkling. Primary Price Band \$13 - \$20. Primary Varietal Malbec.	Primary Varietals: Red - Malbec, Cabernet Sauvignon, White - Chardonnay.	Red \$13 - \$25 White \$12 - \$20	New World Wines	13-Jan	20-Jan	25-Feb	1-Mar
612	Kosher	All areas. High quality to price ratio. Small orders < 30 cases. Supervision must be approved by the COR.	All popular wine producing areas.	\$10 - \$30	New World Wines	13-Jan	20-Jan	25-Feb	1-Mar
613	Austria, Georgian and Israeli (NON KOSHER) Wines	We are predominately interested in wines that have done well in the past. New offers welcome, we are interested in wines with strong third party accolades.	Austria: Grüner Veltliner <\$20 Georgia: both colors \$12 - \$18 Israel: mostly Reds <\$20	<\$20	European Wines	13-Jan	20-Jan	25-Feb	1-Mar
614	Burgundy and Beaujolais, French AC Sparkling, including Champagne	Burgundy: 2006, 2007 & 2009 vintages preferred. Beaujolais: 2008 & 2009. Crémants and Champagne.	Burgundy: \$13 - \$20 for Bourgogne Whites & Reds, Mâcon, Chablis, Chalonais. \$20-30 for Chablis 1er Cru, Pouilly and Côte. \$30-50 for Villages and 1er Cru. Beaujolais <\$20, Crémants <\$20 and Champagne <\$50.	As stated	European Wines	20-Jan	27-Jan	4-Mar	8-Mar
615	VINTAGES Shop On Line (VSO)	Various areas: Selections will support Internet. Primary needs for California & Australia Reds. Secondary needs for Argentina & Chile Reds. Strong 3rd party accolades advantageous for candidacy of the submission. Primary Price Band \$25 - \$40.		California/Australia \$25 - \$50 Argentina/Chile \$25 - \$35	New World Wines	20-Jan	27-Jan	4-Mar	8-Mar
616	New Zealand	Reds & Whites: All varietals and regions. Primary Price Band \$15 - \$25 (Reds), \$14 - \$20 (Whites). Agent should identify winery practising biodynamic or sustainable farming.	Primary Varietals: Sauvignon Blanc, Chardonnay to support 2010/11 releases.	Red \$15 - \$40 White \$14 - \$25	New World Wines	27-Jan	3-Feb	11-Mar	15-Mar
617	Australian Whites	The main focus is on Chardonnay between \$15 - \$20 and other Whites below \$17.	Primary Varietal is Chardonnay. Secondary Varietals include Sauvignon Blanc, Sémillon, Riesling and Verdelho.	\$13 - \$20	New World Wines	27-Jan	3-Feb	11-Mar	15-Mar
618	VINTAGES Shop Online (VSO)	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 - \$50.		\$25 - \$50	European Wines	27-Jan	3-Feb	11-Mar	15-Mar
619	Piedmont/Tuscany	Mostly Reds, focus on Barbera, Dolcetto and value Nebbiolo in Piedmont with '04-'09 vintages preferred; '05 for Barolo/Barbaresco, Chianti, Vino Nobile and value IGT in Tuscany with '06-'09 vintages preference.	Piedmont - \$14 - \$20 for value, up to \$50 for Barolo/Barbaresco; Tuscany - Chianti, IGT at under \$20 primary focus, Chianti Riserva under \$30, Brunello up to \$50.	As stated	European Wines	3-Feb	10-Feb	18-Mar	22-Mar
620	Classics Collection	All areas: Selections will support Classics, Internet, ISD and ISD Flagship programs.	Red & White: All varietals	\$30+	New World Wines	3-Feb	10-Feb	18-Mar	22-Mar
621	Ontario Wines	Reds & Whites: All varietals including Sparkling. Primary price band \$15 - \$20.	Primary Varietals: Chardonnay, Riesling, Pinot Noir, Bordeaux Blends, Gamay.	\$13 - \$40	New World Wines	10-Feb	17-Feb	25-Mar	29-Mar
622	Spirits	Primarily Spirits or Whisky especially USA. Rum, Tequila and Gin plus international spirits. Primary countries of focus are China and India.		\$22 - \$125	New World Wines	10-Feb	17-Feb	25-Mar	29-Mar

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623	Classics Collection	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	10-Feb	17-Feb	25-Mar	29-Mar
624	Portugal/Spain	Reds & Whites for both countries: Red - All varietals and regions. Portuguese Whites predominantly Vinho Verde & Douro. Spanish Whites predominantly Galicia, Rueda, & Rioja.	Focus on traditional grapes, classic origins in Portugal, values from Douro, Dão, Alentejo, Bairrada, plus Tejo basin. Broad strokes for Spain, primarily Rioja, and Other (non-traditional appellations). \$13 - 20 for all, but Reserva and Gran Reserva from Spain (up to \$29).	\$13 - \$20, up to \$29 for Gran Reserva	European Wines	17-Feb	24-Feb	8-Apr	12-Apr
625	VINTAGES Shop Online (VSO)	Various areas: Selections will support Internet. Primary needs for California & Australia Reds, Secondary needs for Argentina & Chile Reds. Strong 3rd party accolades advantageous for candidacy of the submission. Primary price band \$25 - \$40.		California/Australia \$25 - \$50 Argentina/Chile \$25 - \$35	New World Wines	17-Feb	24-Feb	8-Apr	12-Apr
626	Australia Red	Primary area of focus is for Reds below \$20 and for products with strong 3rd party accolades.	Primary Varietals: Red Shiraz, Cabernet Sauvignon, varietally labelled blends. Secondary Varietals: Pinot Noir, Grenache, other.	Red \$15 - \$40 White \$14 - \$25	New World Wines	24-Feb	3-Mar	15-Apr	19-Apr
627	VINTAGES Shop Online (VSO)	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 - \$50.		\$25 - \$50	European Wines	24-Feb	3-Mar	15-Apr	19-Apr
628	Rhône North and South, Southern France and Southwest France	Predominantly Red. Recognized appellations from all areas; Cahors and Madiran Values for Southwest. We prefer the 2007 and 2009 vintages for South France, and 2006, 2008, 2009 for Southwest.	Traditional blends, or monovarietal of the areas. Exceptional wines of other blends/varieties.	CdPape and top Northern Rhône up to \$50, cru Gigondas, etc. <\$30, Crozes-Hermitage < \$20, all others < \$20	European Wines	3-Mar	10-Mar	22-Apr	26-Apr
629	VINTAGES Shop Online (VSO)	Various areas: Selections will support Internet. Primary needs for California & Australia Reds, Secondary needs for Argentina & Chile Reds. Strong 3rd party accolades advantageous for candidacy of the submission. Primary price band \$25 - \$40.		California/Australia \$25 - \$50 Argentina/Chile \$25 - \$35	New World Wines	3-Mar	10-Mar	22-Apr	26-Apr
630	Californian Red	All areas & varietals. Looking for price/value proposition. Primary price band \$15 - \$20. Identify winery practising biodynamic or sustainable farming. Include appellation information. Also focus on wines that are regional labelled especially Napa and Sonoma.	Primary Varietals: Cabernet Sauvignon, Merlot, Zinfandel, Pinot Noir.	\$15 - \$50	New World Wines	10-Mar	17-Mar	29-Apr	3-May
631	Classics Collection	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	10-Mar	17-Mar	29-Apr	3-May
632	Alsace/Loire Value Ports/Sherry/Madeira	Alsace/Loire. Mostly Whites, some Reds. Value Ports, Ruby, LBV, Tawny, all styles of Sherry and Madeira.	Key varieties in Alsace, key appellations in Loire, value in each, all but Sancerre/Pouilly Fumé - under \$20.	\$13 - \$20 for all table wines, \$20-30 for Sancerre/Pouilly Fume, Fortified \$12 - \$20, and to \$30 for Madeira, aged indicated Tawny.	European Wines	17-Mar	24-Mar	6-May	10-May
633	Classics Collection	All areas: Selections will support Classics, Internet, ISD and ISD Flagship programs.	Reds & Whites: All varietals.	\$30+	New World Wines	17-Mar	24-Mar	6-May	10-May

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Call ID	Product Category	Product Specifications	Varietals	Price Range	Buyer	Pre-Submission Deadline	Call Back Deadline	Sample Deadline	Tasting Date
634	South African Reds	Reds: All varietals: Primary price band \$13 - \$20.	Reds: All varietals.	Red \$13 - \$35	New World Wines	17-Mar	24-Mar	6-May	10-May
635	United States (excluding California) and British Columbia	Primarily Oregon, Washington State and British Columbia.	Syrah, Cabernet Sauvignon, Merlot and Chardonnay for Washington and British Columbia. Pinot Noir, Chardonnay and Pinot Gris for Oregon. Focus on \$15 - \$25.	Red \$14 - \$40 White \$13 - \$30	New World Wines	24-Mar	31-Mar	13-May	17-May
636	Californian Whites	Primarily Chardonnay between \$15 - \$25 followed by Sauvignon Blanc, and varietally labelled blends under \$20 with an emphasis or regionally labelled wines.	Chardonnay and Sauvignon Blanc.	\$13 - \$50	New World Wines	24-Mar	31-Mar	13-May	17-May
637	Germany	We are predominantly interested in wines that have done well in the past. New offers welcome, we are interested in wines with strong 3rd party accolades.	Off-dry QbA, Kabinetts \$13 - 20, Spätlese up to \$25.	\$13 - \$20 \$20 - \$25	European Wines	24-Mar	31-Mar	13-May	17-May
638	Bordeaux Reds & Whites	All Areas, great values, preference to 2006, 2008 and 2009 vintages.	Great value whites and reds under \$20. District or Communal appellations (e.g., Médoc, St-Emilion, etc.) under \$30.	\$15 - \$30	European Wines	31-Mar	7-Apr	27-May	31-May
639	South African Whites	White: All varietals. Primary price band \$13 - \$20.	Whites: primarily Chardonnay and Sauvignon Blanc.	White \$13 - \$20	New World Wines	31-Mar	7-Apr	27-May	31-May
640	Chile and the rest of South American (excluding Argentina) reds and whites	Reds & Whites: All varietals. Primary price band \$13 - \$20. Agent should identify winery practising biodynamic or sustainable farming.	Primary Varietals: Red - Cabernet Sauvignon, Carmenère; White - Chardonnay, Sauvignon Blanc.	Red \$13 - \$25 White \$12 - \$20	New World Wines	7-Apr	14-Apr	3-Jun	7-Jun
641	VINTAGES Shop Online (VSO)	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 - \$50.		\$25 - \$50	European Wines	7-Apr	14-Apr	3-Jun	7-Jun
642	Veneto / Regional Italy - North, Central, South	Mostly Reds from Veneto. Both Reds & Whites from all other regions.	Primarily Ripassos < \$20. Amarone up to \$50. Regional Reds & Whites <\$20.	\$14 - \$50	European Wines	14-Apr	21-Apr	10-Jun	14-Jun
643	VINTAGES Shop Online (VSO)	Various areas: Selections will support Internet. Primary needs for California & Australia Reds, Secondary needs for Argentina & Chile Reds. Strong 3rd party accolades advantageous for candidacy of the submission. Primary price band \$25 - \$40.		California/Australia \$25 - \$50 Argentina/Chile \$25 - \$35	New World Wines	14-Apr	21-Apr	10-Jun	14-Jun

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.