

LCBO WINES 2009 PRODUCT NEEDS
June 11, 2009

Product Category / Program	Region/Sub Category	Details (Maximum of 2 samples per Agent)	Retail Price Range 750mL (unless otherwise noted)	Samples & Application (NISS) Due	Launch Date
Ontario	VQA / Craft	Reds & Whites: All varietals. Sparkling Wine.	\$8.95 to \$17.95. Sparkling – Up to \$29.95.	1-May-09	August 2009
France	South of France Red & White	Varietally driven, great quality, uniquely French packaging design.	\$7.00 to \$9.95	26-Jun-09	January / February 2010
	South of France Red & White	Strong branding, regional/Chateau/varietal packaging.	\$10.00 to \$12.95	26-Jun-09	January / February 2010
Argentina	Open	Reds: Malbec, Cabernet, Shiraz, Merlot & Malbec Blends. Whites: All varietals.	Reds: \$8.95 to \$13.95	3-Jul-09	January / February 2010
			Whites: \$7.95 to \$12.95		
Ontario	Cellared In Canada	Reds & Whites: Single and dual varietally labeled.	Less than \$10	15-Jul-09	September / October 2009
Chile	Open	750mL size format only. Reds: Cabernet, Carmenere, Pinot Noir, Carmenere Blends & Shiraz/Cabernet. Whites. All varietals.	\$9.95 to \$13.95	30-Jul-09	February / March 2010
France	Burgundy Red	Pinot Noir, strong price/quality relationship. Strong Brand Recognition	\$14.00 to \$15.95	7-Aug-09	January / February 2010
	Burgundy White	Chardonnay, great price/quality relationship. Strong Brand Recognition	\$13.95 to \$14.45	7-Aug-09	January / February 2010
New Zealand	Open	Whites: Sauvignon Blanc, Riesling, Gewurztraminer and Chardonnay. Reds: Pinot Noir and Bordeaux varietals.	\$12.95 to \$19.95	21-Aug-09	May / June 2010
Germany	Germany White	Riesling, QmP Kabinett. Exciting packaging with great value	Less that \$14.00	4-Sep-09	May / June 2010
	Germany White	Riesling QbA, youthful packaging with great value.	Less that \$12.00	4-Sep-09	May / June 2010
Italy	North Red	Ripasso with strong branding.	Up to \$16.95	16-Oct-09	April 2010
Rosé Wines	Southern Hemisphere	One time purchases of rosé or sparkling rosé wines. Selected products will be subject to rosé marketing fee.	\$7.95 to \$14.95	9-Oct-09	May 2010
	Northern Hemisphere			6-Nov-09	
Christmas Gifts	Ontario, New World & Europe	Preferences will be given to unique and/or innovative gifts that offer high perceived value, holiday entertaining solutions and/or interesting accessories.	\$9.95 to \$59.95	8-Jan-10	Fall 2010

PLEASE NOTE: Priority will be given to products with Screw Cap Closure and Light Weight Glass