

LCBO WINES 2010/11 Sales Targets, Effective April 2010	
Country / Region	Net Sales \$ Targets *
Ontario	
VQA Table Wines (Red, White, Rose), VQA Late Harvest , VQA Sparkling	\$125,000
Fruit Wines	\$125,000
Sparkling (CIC & Non VQA) Fortified Ice-wine, Port Style, Sherry Style, Cocktails/Flav, Digestive/Aperitif, Vermouth	\$250,000
CIC & Non Table Wines (Red, White, Rose)	\$375,000
Flavoured Wines	\$375,000
New World	
Australia Red	\$400,000
Australia White & Rose	\$300,000
California (Red, White, Rose)	\$350,000
Argentina Red	\$350,000
Argentina White	\$250,000
Chile Red	\$350,000
Chile White	\$250,000
South Africa (Red & White, Rose)	\$250,000
New Zealand Red	\$150,000
New Zealand White	\$250,000
B.C. VQA (Red & White)	\$200,000
Other USA (Red & White)	\$200,000
Europe	
France - Vin de Table / Vin De France (Red, White)	\$400,000
France - Bordeaux Red (Blends, Medoc, St Emillion/Pomerol)	\$250,000
France - Beaujolais Red	\$400,000
France - Beaujolais White	\$150,000
France - Bordeaux White	\$200,000
France - Burgundy (Red, White)	\$250,000
France - South Red	\$250,000
France - South White	\$200,000
France - Rhone Red	\$250,000
France - Rhone White	\$150,000
France - Alsace & Loire (Red & White)	\$150,000
Germany Red	\$150,000
Germany White	\$250,000
Italy Red Chianti & Blends	\$400,000
Italy Red all other Varietals (Merlot, Sangiovese, Negroamaro, Primitivo, Barbera etc.)	\$300,000
Italy Red - Barolo, Barbaresco, Amarone, Ripasso, Valpolicella, Montepulciano D'Abruzzo	\$300,000
Italy White Pinot Grigio, Soave and Blends	\$350,000
Italy White other Varietals (Chardonnay, Sauvignon Blanc, Grillo etc.)	\$250,000
Spain & Portugal Red	\$300,000
Spain & Portugal White	\$250,000
Other Europe - Austria, Hungary, Greece (Red & White)	\$150,000
Other	
Champagne (France) European & New World Sparkling Wines	\$250,000
Fortified - Port & Sherry	\$250,000
Fortified - Vermouth	\$350,000
Specialty Wines European - Aperitif	\$250,000
Flavoured Wines	\$850,000

* Annual net dollars sales = retail price minus bottle deposit, duties and taxes.