



Discover the World

May 11, 2010

To: All Trade Associations

Re: LCBO WINES – Updated Sales Targets

Attached is the LCBO WINES 2010/11 Sales Targets.

The document reflects the updated annual net dollar sales targets for fiscal year 2010/11. They have been updated to align with the new wines sets and subsets and reflect current sales. The strategy remains the same in that the targets protect 90-95% of the net margin generated in a particular subset.

Starting in P2, the Category Managers will be reviewing their respective portfolios on a monthly basis and products with sales under the updated sales targets will be identified and potentially de-listed

Should you have any questions regarding the updated sales targets, please do not hesitate to contact the applicable WINES Category Manager. They can be reached at:

- Carolyn O'Grady-Gold - Category Manager, New World & Ontario Wines, 416-864-6340, carolyn.ogrady-gold@lcbo.com
- Tony D'Alessio - Category Manager, European Wines, 416-864-6801, tony.dalessio@lcbo.com

Sincerely,

Kathy Cannon
Director, WINES

cc: B. Downey, S. Mogk-Edwards
Attachment: LCBO Wines 2010/11 Sales Targets May 11, 2010