



Discover the World

July 29, 2009

To All Trade Associations:

The LCBO will be accepting submissions for the 2009 Nouveau Program from France (preferably from the regions of Beaujolais, Languedoc-Rousillon and South West), Italy (all regions) and Ontario again this year. The program will be launched the third Thursday of November – **November 19th, 2009**. One to two wines per country will be selected for special purchase. Vintages will also offer a selection of wines (they will communicate their needs under a separate cover.)

This year, we would like to support the 2009 Nouveau Program with an enhanced marketing program. As such, we ask for your financial support by way of a marketing fee of \$0.40 per case ordered. Details of the marketing programs are to be provided at a later date.

In order to achieve another successful sell through this year the following criteria will apply to all participating Nouveau and Novello wines.

- The label must be very bright, colourful and engage customers while on display.
- 2009 must be prominently featured on the front label.
- Selected in-store tastings and special events with additional Licensee components.
- Media launch participation on November 19th, 2009.

Participating suppliers should submit the following required documentation supporting an application for Special Purchase.

- A mock-up of the proposed Nouveau/Novello product with sample label on bottle.
- NISS Product Review Application (including one page marketing plan) for the product
- Information on supplier letterhead, that includes:
 - a) Quote.
 - b) Special payment terms (i.e. extended payment terms of 120 days).
 - c) Agreement to provide a 25% rebate for all inventories remaining by January 1st, 2010.
- Sample of the label design with an LCBO Examination Form (LCB 1642). All labels submitted must have a UPC/EAN.
- Written confirmation of UPC and SCC (shipping container code) number.
- Written confirmation to adhere to LCBO Product Packaging Standards including those related to UPC implementation.
- A CD of the winery's logo or brand for LCBO produced backcard and pricer card. Logo must be in high resolution Black and White Illustrator EPS format or high

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resolution 300 dpi JPEG format. Please ensure the CD is properly labelled to include the brand name.

- **Confirmation on ability to meet our deadline dates for sample delivery and shipment.**

The deadline for the receipt of this material is no later than **4:00pm on Friday August 28th, 2009**. Incomplete NISS applications will automatically be declined.

Two or three wines from each country will be pre-selected and product samples will be requested for final evaluation. The LCBO will request these samples to be submitted as soon as they are available or air freighted no later than **Friday, October 2nd, 2009** for receipt on **Tuesday, October 6th, 2009** in Toronto. The Ontario samples must also arrive no later than **Tuesday, October 6th, 2009** in Toronto.

Successful suppliers will be notified immediately.

For transportation:

- By sea freight, the product must be ready for ocean transport no later than **October 12th, 2009**.
- From Ontario Wineries, the product must be ready for pick-up by **November 13th, 2009**.
- By air-freight, the product must be ready for air transportation by 10:00 p.m. (local time) on **November 13th, 2009**.
- **The LCBO reserves the right to cancel any orders that fail to meet the above deadlines.**

The criteria for selection of Nouveau wines for 2009 will be based on the following (as per the requirements listed above):

1. Volume potential
2. Supplier quotation
3. Marketing Support: Tastings, Special Events, Licensee Programs
4. Special Terms
5. Additional marketing initiatives

Your cooperation and support is greatly appreciated.

Sincerely,



Courtenay Wint
Category Manager
European Wines
LCBO