

VINTAGES

FINE WINE & PREMIUM SPIRITS

Friday, February 26, 2010

55 Lakeshore Blvd East
Toronto Ontario
Canada M5E 1A4
Telephone 416.365.5863
Fax 416.864.2528
www.VINTAGES.com

To: All Registered Agents

RE: VINTAGES — Sonoma County Vintners Event

VINTAGES is proud to announce that we are partnering with the Sonoma County Vintners association to bring our customers yet another great event! The *Sonoma* event is scheduled to take place in Ottawa on Wednesday, October 20, 2010 and in Toronto on Thursday, October 21, 2010.

1. Event Details

The format of the event is a walk-around tasting with up to 25-30 wineries and 90-100 wines, targeting approximately 300 customers. The event will showcase products from retail releases in close proximity to the event date, as well as “event exclusives” (i.e., products that are not assigned to any other VINTAGES program).

For products in upcoming releases, customers will have the opportunity to taste these wines and be directed to stores to purchase the products.

For “event exclusives”, customers will be able to order the products virtually:

- via order form at the event location
- via email offer sent to our database, generally in the week following the event dates
- via our website where the offer is posted online for any customer to order, generally two weeks after the event date.

2. Allocation for “Event Exclusives”

For “event exclusives”, we require the supplier to offer a minimum allocation of 10 cases and commit to holding the allocation until the Purchase Order has been cut, which will be approximately 8 weeks after the event date. VINTAGES will order to customer demand and it should be noted this may not equal the full allocation amount. VINTAGES may consider purchasing customer favourites for release at a later date.

3. Criteria for Consideration

The criteria for consideration for the event is as follows:

- ✓ Winery principal will attend both events

- ✓ Retail price range focus is from \$25–\$75, however wines between \$20–\$100 will be considered
- ✓ Products with a Sonoma AVA designation (all varietals welcome)
- ✓ Products cannot be from the LCBO wines or consignment portfolios
- ✓ Products must demonstrate exceptional price/quality ratio
- ✓ Product for the tasting must be donated by the supplier

Products submitted outside of the criteria noted above will not be considered for purchase and will be declined.

If you have a potential product for consideration that will be included in an upcoming release, please note that the product must come from a release in close proximity to the event.

4. Donated Product for the Event

Approximately 24 bottles in total will be required to support both the events (i.e., 12 for Toronto, 12 for Ottawa). Products **must** participate in both events.

For donated products that are “event exclusives”, we will cut a P.O. for the donated 24 bottles by July 30, 2010.

For products from upcoming releases, we will work to secure the donated products from the release shipment. If this is not possible due to timing, we will cut a separate P.O. for the 24 bottles as outlined above for “event exclusives”.

5. Billing for Donated Products

We pay the full amount of the Purchase Order for the donated products for the event. Following the event, we will review the number of bottles used and will **only** charge the supplier back for any bottles opened at the tasting, or considered non-saleable (e.g., corked, damaged, or labels that make the product non-saleable). Any leftover stock will be used to fill customer orders or will be purged to retail stores where possible.

6. How to Apply

All wines require a pre-submission application in the NISS system. You will find the call under Directs, in the VINTAGES Events and Virtual offers ID, titled: **New World Sonoma Event October 2010**. Pre-submissions are due March 26, 2010.

If your product has been submitted and accepted for any upcoming VINTAGES program, you are still required to make a submission for this call to be considered for the event. It is **imperative** that you reference your original NISS number in the comments section.

The allocated amount available must be indicated in the NISS system in the “limited case quantity” field under the product page. Please note that this amount **DOES NOT** include the amount being donated for the event.

7. Next Steps

Submissions will be reviewed and accepted/declined via the NISS system. VINTAGES will issue a Commitment Letter for all accepted products. The supplier has to formally respond, on company letterhead, to all of the conditions specified in the Commitment Letter. When responding, please reference the product's LCBO number and NISS submission number.

Your continued cooperation and support is greatly appreciated.

Yours sincerely,

A handwritten signature in black ink, appearing to read "T. Jakes". The signature is fluid and cursive, with a large initial "T" and a stylized "Jakes".

Tamara Jakes
Category Manager, VINTAGES New World Wines and Spirits