

# VINTAGES

FINE WINE & PREMIUM SPIRITS

July 28, 2010

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[www.vintages.com](http://www.vintages.com)

Dear Trade Partners:

Re: **VINTAGES Program Fee Changes Effective January 1, 2011**

VINTAGES provides its Trade Partners with opportunities to participate in a variety of paid programs to enhance product sales and customer recognition and satisfaction. These include: VINTAGES Retail releases; Wines of the Month; Benchmark; Food & Drink Discovery; Ontario Wine features; Essentials; Collaboratives; Holiday Gifting; and other opportunities.

Effective January 1, 2011, the rates for most of these programs will increase. Note that the fee for Essentials, Collaboratives and our Holiday programs will not be changing. The new rates are summarized on the attached chart.

This is only the second fee increase since these programs were introduced in the late 1990's. Any program that has been negotiated and finalized as of this date with an implementation date beyond January 1, 2011 will maintain the current rates, with the exception of HST adjustment, if applicable.

VINTAGES programs deliver results. We look forward to your continued partnership and participation in these valuable programs.

Should you have any questions, please do not hesitate to contact Kate or myself.

Yours sincerely,



Tom Wilson  
Vice President



Kate Mallett-Thomas  
Director, Sales and Purchasing

Attach. (1)

c.c. B. Downey  
S. Mogk-Edwards  
G. Dunlop  
T. Jakes

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## VINTAGES Program Fee Changes Summary (Effective January 1, 2011)

Program	New Rate*	Former Rate**
Release Cover – January – September	\$2,300	\$2,000
Release Cover – October – December	\$3,795	\$3,300
Release Back Cover – January – September	\$1,840	\$1,600
Release Back Cover – October – December	\$2,645	\$2,300
Wine of the Month – January – September	\$3,750	\$3,500
Wine of the Month – October – December	\$4,400	\$4,000
Benchmark – January - September	\$2,500	\$2,000
Benchmark – October – December	\$3,000	\$2,000
Arrive in Style – January – September	\$2,500	\$2,000
Arrive in Style – October – December	\$3,000	\$2,000
Food & Drink Discovery	\$5,750	\$5,000
Essentials (no change)	1.5%	1.5%
Collaboratives (no change)	1.0%	1.0%
Alanna's Picks (no change)	1.0%	1.0%
Local Talent (no change)	1.0%	1.0%
Holiday Gifting (no change)	2.0%	2.0%

\*prices subject to HST, where applicable

\*\*prices subject to PST & GST, where applicable