



Discover the World

July 26, 2010

To: All Trade Associations

Please be advised that the Product Needs letter for Summer/Fall 2010/11 has been updated with the following information:

1. The Rosé call has been revised to include European Wine. The deadline for applications remains August 20, 2010.
2. We require only one sample to be submitted for tastings. The original letter had requested two.
3. The program fee for Rosés has been corrected to be a minimum of \$2,000. The original letter stated a maximum of \$2,000.
4. Information has been added on how to upload photos and marketing plans should you wish to include them with your submission.
5. The NISS product needs ID numbers have been added to the Product Needs Schedule.

In response to feedback from you, our trade partners, I am pleased to announce that we have significantly changed the guidelines and process for the WINES Category product call. There are three major changes:

1. A pre-submission stage has been added as a first step to applying through the product call process. Pre-submissions must be entered into NISS by the deadline stipulated (see below for more details on pre-submission).
2. The number of submissions per agent has increased from 2 to 25.
3. The call has been organized by varietal, rather than by country. This will be helpful for Agents when trying to secure listings for new products, as new releases will be distributed throughout the store, rather than all in one section.

The new product call process has been designed so that agents are more able to present the best options from their portfolio to help us to buy the very best products to enhance our assortment. We have also added more structure to the tasting process to help you, the agents, to know when your product will be tasted, and when you will hear back from us. This should take much of the ambiguity out of the process and you will be able to communicate the timelines more effectively with your suppliers.

LCBO PURCHASING PROCESS:

Product Calls

Product calls are done by varietal, then by country. Select the call within NISS that is appropriate to your product.

Pre Submission

A Pre-submission must be entered through the NISS system by the posted deadline. Product Calls are open to all products fitting the criteria outlined in the attached LCBO WINES Product Needs Schedule. Pre-submission are only submitted within NISS – **NO SAMPLES ARE REQUIRED AT THIS TIME.**

With the pre-submission, a photo of the product and packaging as well as a relevant product and marketing information must be uploaded. Up to three files no larger than 2 MB each can be uploaded into NISS. For more information, please refer to the instructions outlined at the end of this letter.



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(REVISED) Note: For the Rose Seasonal Program, a marketing fee equal to 10% the number of cases ordered times the cost per case, to a **minimum** of \$2,000, applies.

(REVISED) Review/Tasting

Products selected to move forward to tasting will be accepted in NISS, all other products will be declined at this point. Once an agent has been notified that their product has been accepted for tasting, they must submit **one** sample by the deadline indicated on the Product Needs schedule.

Accepted Applications

We will accept delivery of samples from Wednesday to Friday, 8:30 am to 4:00 pm during the week of the sample deadline. Be sure to include any applicable third party reviews and marketing information.

If you have any questions regarding accepted applications, please call the appropriate WINES Product Manager.

Tasting

As noted on the Product Needs schedule, there will be an allocated tasting date where all accepted submissions will be tasted and evaluated. Once tasted, products will be either accepted or declined in NISS within one week of the tasting date.

LCBO WINES Ad hoc

This refers to applications outside of the product calls where a sample IS required for tasting and/or laboratory analysis. Approval from the appropriate buyer is required BEFORE submitting an application.

Note: Ad hoc submissions not pre-approved by the buyers will automatically be rejected.

Lightweight Glass and Screw Caps

LCBO WINES is interested in purchasing products that address environmental concerns. LCBO considers bottles that are under 420 g to be lightweight glass; this is particularly important for wines under \$15. The usual qualities that we look for when evaluating a product for purchase, such as: exceptional price quality relationship, strong branding, varietal, exciting packaging will also apply, however lightweight glass and screw cap closures will be given additional consideration.

Certified Organic/Biodynamic

LCBO has seen a growing demand for Organic and Biodynamic wines. Agents should ensure that pre-submission information clearly states wines that are certified Organic and/or Biodynamic.

If you require more information, please visit LCBO Trade Resources online at: www.lcbotrader.com. Thank you for supporting LCBO WINES.

Sincerely,

Kathy Cannon
Director, WINES

cc: B. Downey, S. Mogk-Edwards
Attachment: Summer/Fall 2010/2010 Product Needs Chart - Updated

LCBO WINES 2010 PRODUCT NEEDS

Product Category	ID #	Details	Price Range	Pre-sub Deadline (Friday)	Call Back Deadline	Sample Deadline (Friday)	Tasting Date
VQA (includes Craft program submissions)	724	White and Red (primary requirements: Cabernet Sauv, Pinot Noir, Red Blends, Sauvignon Blanc, Pinot Grigio, Riesling, White Blends)	\$9.95 to \$16.95	May 21, 2010	May 28, 2010	June 25, 2010	June 30, 2010
Sparkling	725	All New World Countries	open	May 28, 2010	June 4, 2010	July 2, 2010	July 7, 2010
Sparkling	726	Ontario VQA White & Rose	\$16.95 to \$29.95				
Sparkling	727	European Wines non-Champagne: Cremant White and Rose	\$14.95 to \$16.95				
Fortified European Wines	728	Ruby and and Tawny Ports	Ruby \$13.95 to \$14.95 and Tawny \$24.95 Port				
Red Other Single Varietals	729	Italy Barbera, Barolo	Barbera \$12 to 14.95, Barolo \$24.95	June 4, 2010	June 11, 2010	July 9, 2010	July 14, 2010
	730	Italy Montepulciano & Negroamaro, Sangiovese	\$9.95 to \$12.95				
Wines Australia	731	All Varietals including Blends	over \$12.00	June 11, 2010	June 18, 2010	July 16, 2010	July 21, 2010
Red Blends	732	Italy Valpolicella	\$9.95 to \$13.95	June 18, 2010	June 25, 2010	July 23, 2010	July 28, 2010
	733	Portugal Alentejo, Dao, Douro	\$8.95 to \$12.95				
	734	Spain All segments	\$9.95 to \$14.95				
Syrah/Shiraz (incl. Shiraz dominant blends)	735	Argentina, Chile	\$9.95 to \$12.95	June 25, 2010	July 2, 2010	July 30, 2010	August 4, 2010
	736	South Africa	\$8.95 to \$11.95				
	737	South of France and Vin De France	\$9.95 to \$12.95				
	738	Italy / Sicilia	\$9.95 to \$11.95				
Cabernet Sauvignon (incl. Cab-Sauv dominant blends)	739	Argentina, Chile, California	Argentina \$9.95 to \$11.95, Chile \$9.95 to \$10.95, California \$11.95 to \$16.95	July 2, 2010	July 9, 2010	August 6, 2010	August 11, 2010
	740	South of France and Vin De France	\$9.95 to \$13.95				
Merlot (incl. Merlot dominant blends)	741	Argentina	\$8.95 to \$12.95	July 9, 2010	July 16, 2010	August 13, 2010	August 18, 2010
	742	South of France and Vin De France	\$9.95 to \$12.95				
	743	Italy	\$9.95 to \$11.95				
Pinot Noir	744	California, New Zealand	\$14.95 to \$24.95	July 16, 2010	July 23, 2010	August 20, 2010	August 25, 2010
	745	Vin De France	\$9.95 to \$12.95				
	746	Italy	\$12.95 to \$14.95				
Red Other Single Varietals	773	France Beaujolais/Gamay	\$10.95 to \$12.95	July 23, 2010	July 30, 2010	August 27, 2010	September 1, 2010
	774	Spain Garnacha & Tempranillo	\$11.95 to \$14.95				
Red Blends	747	California, South Africa	\$9.95 to \$14.95	July 30, 2010	August 6, 2010	September 3, 2010	September 8, 2010
	748	Bordeaux / Medoc & St Emillion/Pomerol	\$12.95 to \$15.95				
	749	Rhone Cotes Du Rhone / Village	\$13.95 to \$14.95				
	750	Vin De France	\$9.95 to \$11.95				
Ontario CIC (now International - Canadian Blends), Non VQA, new exciting brands and/or named red and white varietals. Interested in Local Grape Varietals	751	Cabernet sauvignon >1.5L formats, Pinot Noir	Reds \$9.00 to \$10.95, Whites 8 to \$10.95	August 6, 2010	August 13, 2010	September 10, 2010	September 15, 2010

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Product Category	ID #	Details	Price Range	Pre-sub Deadline (Friday)	Call Back Deadline	Sample Deadline (Friday)	Tasting Date
Malbec	755	Argentina, Chile	\$11.95 to \$16.95	August 13, 2010	August 20, 2010	September 17, 2010	September 22, 2010
	756	South of France and Vin De France	\$9.95 to \$13.95				
Rosé (Seasonal program, Marketing Fee applies)	757	All New World Countries	\$8.95 to \$16.95	August 20, 2010	August 27, 2010	September 24, 2010	September 29, 2010
(REVISED)	810	All European Countries	\$8.95 to \$16.95				
Zinfandel	811	California	over \$12.00				
Primitivo	759	Italy	\$9.95 to \$13.95				
Chardonnay	760	Chile, California	Chile \$9.95 to \$11.95, California \$14.95 to \$16.95	August 27, 2010	September 3, 2010	October 1, 2010	October 6, 2010
	761	Vin De France	\$9.95 to \$12.95				
	762	Italy	\$9.95 to \$12.95				
VQA Wine	763	White and Red	\$9.95 - \$16.95	September 3, 2010	September 10, 2010	October 8, 2010	October 13, 2010
Pinot Grigio	764	California	\$10.95 to \$16.95	September 10, 2010	September 17, 2010	October 15, 2010	October 20, 2010
Sauvignon Blanc	765	New Zealand	\$14.95 to \$24.95				
Sauvignon Blanc	766	Vin De France, Bordeaux, Loire	\$9.95 to \$12.95				
White Blends	767	California, South Africa, Argentina	\$9.95 to \$13.95	September 17, 2010	September 24, 2010	October 22, 2010	October 27, 2010
	769	Italy Soave and other regions	\$10.95 to \$12.95				
White Blends	770	Vin De France	\$9.95 to \$11.95	September 24, 2010	October 1, 2010	October 29, 2010	November 3, 2010
	771	Rhone Cotes Du Rhone & Village	\$10.95 to \$12.95				
	772	Bordeaux	\$11.95 to \$14.95				
Ad Hoc - Applies to New World and European Wines Portfolio, Red & White Varietals/Blends not listed above.		Discuss with Buyer for Pre-authorization of a submission	To be discussed with Buyer	To be discussed with Buyer		To be discussed with Buyer	To be discussed with Buyer

Please note that the needs calendar may change without prior notice. Priority will be given to products with Light Weight Glass, Screw Cap Closure and wines made from organically grown grapes and/or using biodynamic and sustainable-agriculture practices.