

# LCBO IMPORT WINES TARGETS 2018/19

PRODUCT GROUPING	Price Band	Range	2017/18 target	2018/19 target
<b>EUROPEAN WINES</b>				
300201 - ITALY RED - VALPOLICELLA	Standard	<\$11.95	\$800,000	\$800,000
	Premium	\$11.95- <\$14.95	\$750,000	\$750,000
	Deluxe	\$14.95 +	\$700,000	\$700,000
300202 - ITALY RED - MONTEPULCIANO	Standard	<\$9.95	\$500,000	\$500,000
	Premium	\$9.95 - <\$15	\$450,000	\$450,000
	Deluxe	\$15	\$430,000	\$430,000
300203 - ITALY RED - CHIANTI	Standard	<\$12.95	\$700,000	\$700,000
	Premium	\$12.95 - <\$18	\$650,000	\$650,000
	Deluxe	\$18 +	\$650,000	\$650,000
300204 - ITALY RED - RIPASSO	Standard	<\$14.95	\$500,000	\$500,000
	Premium	\$14.95 - <\$20	\$500,000	\$500,000
	Deluxe	\$20 +	\$450,000	\$450,000
300205 - ITALY RED - AMARONE	Standard	<\$30	\$400,000	\$400,000
	Premium	\$30 - <\$40	\$350,000	\$325,000
	Deluxe	\$40 +	\$325,000	\$325,000
300206 - ITALY RED - BLEND	Standard	<\$9.95	\$475,000	\$475,000
	Premium	\$9.95 - <\$15	\$400,000	\$375,000
	Deluxe	\$15	\$400,000	\$375,000
300207 - ITALY RED - MERLOT	Standard	<\$9.95	\$550,000	\$550,000
	Premium	\$9.95 - <\$15	\$525,000	\$525,000
	Deluxe	\$15 +	\$450,000	\$450,000
300208 - ITALY RED - SANGIOVESE	Standard	<\$10	\$500,000	\$500,000
	Premium	\$10 - <\$15	\$450,000	\$450,000
	Deluxe	\$15 +	\$450,000	\$450,000
300209 - ITALY RED - NEGROAMARO	Standard	<\$10	\$350,000	\$350,000
	Premium	\$10 - <\$15	\$325,000	\$325,000
	Deluxe	\$15 +	\$300,000	\$300,000
300210 - ITALY RED - OTHER	Standard	<\$10	\$350,000	\$350,000
	Premium	\$10 - <\$15	\$350,000	\$350,000
	Deluxe	\$15 +	\$300,000	\$300,000
300211 - ITALY RED - PINOT NOIR	Standard	<\$15	\$325,000	\$325,000
	Premium	\$15 - <\$20	\$300,000	\$300,000
	Deluxe	\$20 +	\$250,000	\$250,000
300212 - ITALY RED - BAROLO & BARBARESCO & BRUNELLO	Standard	<\$18	\$200,000	\$200,000
	Premium	\$18 - <\$30	\$200,000	\$200,000
	Deluxe	\$30 +	\$150,000	\$150,000

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<b>300213 - ITALY RED - PRIMITIVO</b>	<i>Standard</i>	<\$10	\$375,000	\$375,000
	<i>Premium</i>	\$10 - <\$15	\$325,000	\$325,000
	<i>Deluxe</i>	\$15 +	\$275,000	\$275,000
<b>300214 - ITALY RED - BARBERA</b>	<i>Standard</i>	<\$13	\$300,000	\$300,000
	<i>Premium</i>	\$13 - <\$15	\$275,000	\$275,000
	<i>Deluxe</i>	\$15 +	\$250,000	\$250,000
<b>303220 - ITALY WHITE - PINOT GRIGIO</b>	<i>Standard</i>	<\$10	\$750,000	\$750,000
	<i>Premium</i>	\$10 - <\$15	\$700,000	\$700,000
	<i>Deluxe</i>	\$15 +	\$700,000	\$700,000
<b>303221 - ITALY WHITE - BLEND</b>	<i>Standard</i>	<\$9.95	\$450,000	\$450,000
	<i>Premium</i>	\$9.95 - <\$15	\$400,000	\$400,000
	<i>Deluxe</i>	\$15 +	\$400,000	\$400,000
<b>303222 - ITALY WHITE - SOAVE</b>	<i>Standard</i>	<\$9	\$700,000	\$700,000
	<i>Premium</i>	\$9 - <\$14	\$450,000	\$450,000
	<i>Deluxe</i>	\$14 +	\$400,000	\$400,000
<b>303223 - ITALY WHITE - CHARDONNAY</b>	<i>Standard</i>	<\$10	\$300,000	\$300,000
	<i>Premium</i>	\$10 - <\$15	\$275,000	\$275,000
	<i>Deluxe</i>	\$15 +	\$250,000	\$250,000
<b>303224 - ITALY WHITE - OTHER</b>	<i>Standard</i>	<\$9.95	\$500,000	\$500,000
	<i>Premium</i>	\$9.95 - <\$15	\$250,000	\$250,000
	<i>Deluxe</i>	\$15 +	\$200,000	\$200,000
<b>303225 - ITALY WHITE - MOSCATO</b>	<i>Standard</i>	<\$10	\$475,000	\$500,000
	<i>Premium</i>	\$10 - <\$15	\$450,000	\$500,000
	<i>Deluxe</i>	\$15 +	400000	\$450,000
<b>306230 - FRANCE RED - SOUTH MERLOT</b>	<i>Standard</i>	<\$9.95	\$450,000	\$450,000
	<i>Premium</i>	\$9.95 - <\$14	\$350,000	\$350,000
	<i>Deluxe</i>	\$14 +	\$300,000	\$300,000
<b>306231 - FRANCE RED - SOUTH CABERNET SAUVIGNON</b>	<i>Standard</i>	<\$9.95	\$350,000	\$350,000
	<i>Premium</i>	\$9.95 - <\$15	\$300,000	\$300,000
	<i>Deluxe</i>	\$15 +	\$250,000	\$250,000
<b>306232 - FRANCE RED - SOUTH PINOT NOIR</b>	<i>Standard</i>	<\$9.95	\$325,000	\$325,000
	<i>Premium</i>	\$9.95 - <\$15	\$300,000	\$300,000
	<i>Deluxe</i>	\$15 +	\$300,000	\$300,000
<b>306233 - FRANCE RED - SOUTH SHIRAZ/SYRAH</b>	<i>Standard</i>	<\$9.95	\$275,000	\$275,000
	<i>Premium</i>	\$9.95 - <\$15	\$250,000	\$250,000
	<i>Deluxe</i>	\$15 +	\$225,000	\$225,000

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PRODUCT GROUPING	Price Band	Range	2017/18 target	2018/19 target
306234 - FRANCE RED - SOUTH BLEND	Standard	<\$9.95	\$375,000	\$375,000
	Premium	\$9.95 - <\$15	\$300,000	\$300,000
	Deluxe	\$15 +	\$250,000	\$250,000
306235 - FRANCE RED - SOUTH WEST	Standard	<\$10	\$175,000	\$175,000
	Premium	\$10 - <\$15	\$150,000	\$150,000
	Deluxe	\$15 +	\$150,000	\$150,000
306237 - FRANCE RED - BORDEAUX	Standard	<\$12	\$500,000	\$500,000
	Premium	\$12 - <\$15	\$450,000	\$450,000
	Deluxe	\$15 +	\$450,000	\$450,000
306238 - FRANCE RED - MEDOC/ST EMILLION	Standard	<\$15	\$400,000	\$400,000
	Premium	\$15 - <\$20	\$325,000	\$325,000
	Deluxe	\$20 +	\$300,000	\$275,000
306240 - FRANCE RED - RHONE COTES DU RHONE	Standard	<\$10	\$375,000	\$375,000
	Premium	\$10 - <\$15	\$325,000	\$300,000
	Deluxe	\$15 +	\$300,000	\$300,000
306241 - FRANCE RED - CHATEAUNEUF DU PAPE/RHONE CRUS	Standard	<\$20	\$200,000	\$200,000
	Premium	\$20 - <\$30	\$330,000	\$330,000
	Deluxe	\$30 +	\$300,000	\$300,000
306244 - FRANCE RED - BURGUNDY PINOT NOIR	Standard	<\$15	\$330,000	\$330,000
	Premium	\$15 - <\$25	\$300,000	\$300,000
	Deluxe	\$25 +	\$200,000	\$200,000
306245 - FRANCE RED - BURGUNDY GAMAY	Standard	<\$12	\$250,000	\$250,000
	Premium	\$12 - <\$15	\$200,000	\$200,000
	Deluxe	\$15 +	\$200,000	\$200,000
306247 - FRANCE RED - BEAUJOLAIS	Standard	<\$12	\$500,000	\$500,000
	Premium	\$12 - <\$15	\$500,000	\$500,000
	Deluxe	\$15+	\$350,000	\$350,000
306249 - FRANCE RED - LOIRE	Standard	<\$12	\$200,000	\$200,000
	Premium	\$12 - <\$15	\$175,000	\$175,000
	Deluxe	\$15 +	\$150,000	\$150,000
309250 - FRANCE WHITE - SOUTH CHARDONNAY	Standard	<\$9.95	\$300,000	\$300,000
	Premium	\$9.95 - <\$15	\$250,000	\$250,000
	Deluxe	\$15 +	\$175,000	\$175,000
309251 - FRANCE WHITE - SOUTH SAUVIGNON BLANC	Standard	<\$9.95	\$300,000	\$300,000
	Premium	\$9.95 - <\$15	\$270,000	\$270,000
	Deluxe	\$15 +	\$250,000	\$250,000

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<b>309252 - FRANCE WHITE - SOUTH BLENDS</b>	<i>Standard</i>	<\$9.95	\$275,000	\$275,000
	<i>Premium</i>	\$9.95 - <\$15	\$225,000	\$225,000
	<i>Deluxe</i>	\$15 +	\$200,000	\$200,000
<b>309253 - FRANCE WHITE - SOUTH VIOGNIER</b>	<i>Standard</i>	<\$12	\$175,000	\$175,000
	<i>Premium</i>	\$12 - <\$15	\$175,000	\$175,000
	<i>Deluxe</i>	\$15 +	\$125,000	\$125,000
<b>309255 - FRANCE WHITE - BURGUNDY CHARDONNAY</b>	<i>Standard</i>	<\$15	\$400,000	\$400,000
	<i>Premium</i>	\$15 - <\$20	\$400,000	\$400,000
	<i>Deluxe</i>	\$20 +	\$275,000	\$275,000
<b>309256 - FRANCE WHITE - BURGUNDY CHABLIS</b>	<i>Standard</i>	<\$19.95	\$300,000	\$300,000
	<i>Premium</i>	\$19.95 - <\$23	\$250,000	\$250,000
	<i>Deluxe</i>	\$23 +	\$250,000	\$250,000
<b>309257 - FRANCE WHITE - BURGUNDY OTHER</b>	<i>Standard</i>	<\$12	\$325,000	\$325,000
	<i>Premium</i>	\$12 - <\$15	\$325,000	\$325,000
	<i>Deluxe</i>	\$15 +	\$325,000	\$325,000
<b>309259 - FRANCE WHITE - RHONE WHITE</b>	<i>Standard</i>	<\$10	\$300,000	\$300,000
	<i>Premium</i>	\$10 - <\$15	\$275,000	\$275,000
	<i>Deluxe</i>	\$15 +	\$250,000	\$250,000
<b>309260 - FRANCE WHITE - ALSACE</b>	<i>Standard</i>	<\$14.95	\$175,000	\$175,000
	<i>Premium</i>	\$14.95 - <\$20	\$150,000	\$150,000
	<i>Deluxe</i>	\$20 +	\$125,000	\$125,000
<b>309261 - FRANCE WHITE - BORDEAUX WHITE</b>	<i>Standard</i>	<\$10	\$200,000	\$200,000
	<i>Premium</i>	\$10 - <\$15	\$175,000	\$175,000
	<i>Deluxe</i>	\$15 +	\$150,000	\$150,000
<b>309262 - FRANCE WHITE - LOIRE</b>	<i>Standard</i>	<\$12	\$175,000	\$175,000
	<i>Premium</i>	\$12 - <\$15	\$150,000	\$150,000
	<i>Deluxe</i>	\$15 +	\$150,000	\$150,000
<b>312270 - SPARKLING EUROPEAN - ITALY PROSECCO</b>	<i>Standard</i>	<\$12	\$650,000	\$650,000
	<i>Premium</i>	\$12 - <\$15	\$575,000	\$650,000
	<i>Deluxe</i>	\$15 +	\$500,000	\$600,000
<b>312271 - SPARKLING EUROPEAN - ITALY ASTI</b>	<i>Standard</i>	<\$12	\$400,000	\$400,000
	<i>Premium</i>	\$12 - <\$15	\$350,000	\$350,000
	<i>Deluxe</i>	\$15 +	\$300,000	\$300,000
<b>312272 - SPARKLING EUROPEAN - SPAIN CAVA</b>	<i>Standard</i>	<\$12	\$550,000	\$550,000
	<i>Premium</i>	\$12 - <\$15	\$500,000	\$500,000
	<i>Deluxe</i>	\$15 +	\$450,000	\$450,000

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<b>312273 - SPARKLING EUROPEAN - GERMANY SEKT</b>	<i>Standard</i>	<\$12	\$400,000	\$400,000
	<i>Premium</i>	\$12 - <\$15	\$400,000	\$400,000
	<i>Deluxe</i>	\$15 +	\$350,000	\$350,000
<b>312274 - SPARKLING EUROPEAN - OTHER</b>	<i>Standard</i>	<\$12	\$525,000	\$525,000
	<i>Premium</i>	\$12 - <\$15	\$450,000	\$450,000
	<i>Deluxe</i>	\$15 +	\$400,000	\$400,000
<b>312275 - SPARKLING EUROPEAN - FRANCE CREMANT</b>	<i>Standard</i>	<\$14.95	\$400,000	\$400,000
	<i>Premium</i>	\$14.95 - <\$20	\$350,000	\$350,000
	<i>Deluxe</i>	\$20 +	\$300,000	\$300,000
<b>312277 - SPARKLING EUROPEAN - RED</b>	<i>Standard</i>	<\$10	\$275,000	\$275,000
	<i>Premium</i>	\$10 +	\$250,000	\$250,000
	<i>Deluxe</i>			
<b>312280 - SPARKLING EUROPEAN - ROSE</b>	<i>Standard</i>	<\$14.95	\$350,000	\$350,000
	<i>Premium</i>	\$14.95 - <\$20	\$325,000	\$325,000
	<i>Deluxe</i>	\$20 +	\$250,000	\$250,000
<b>315290 - CHAMPAGNE - WHITE</b>	<i>Standard</i>	<\$50	\$325,000	\$325,000
	<i>Premium</i>	\$50 - <\$60	\$350,000	\$350,000
	<i>Deluxe</i>	\$60+	\$350,000	\$350,000
<b>315291 - CHAMPAGNE - ROSE</b>	<i>Standard</i>	<\$60	\$300,000	\$300,000
	<i>Premium</i>	\$60 - <\$80	\$350,000	\$350,000
	<i>Deluxe</i>	\$80+	\$350,000	\$350,000
<b>318280 - SPAIN RED - TEMPRANILLO</b>	<i>Standard</i>	<\$9.95	\$425,000	\$425,000
	<i>Premium</i>	\$9.95 - <\$15	\$350,000	\$350,000
	<i>Deluxe</i>	\$15 +	\$250,000	\$250,000
<b>318281 - SPAIN RED - RIOJA</b>	<i>Standard</i>	<\$11.95	\$550,000	\$550,000
	<i>Premium</i>	\$11.95 - <\$17.95	\$475,000	\$475,000
	<i>Deluxe</i>	\$17.95 +	\$425,000	\$425,000
<b>318282 - SPAIN RED - BLEND</b>	<i>Standard</i>	<\$9.95	\$450,000	\$450,000
	<i>Premium</i>	\$9.95 - <\$15	\$375,000	\$375,000
	<i>Deluxe</i>	\$15 +	\$325,000	\$325,000
<b>318283 - SPAIN RED - GARNACHA</b>	<i>Standard</i>	<\$10	\$275,000	\$275,000
	<i>Premium</i>	\$10 - <\$15	\$250,000	\$250,000
	<i>Deluxe</i>	\$15 +	\$200,000	\$200,000
<b>318284 - SPAIN RED - OTHER</b>	<i>Standard</i>	<\$9.95	\$400,000	\$400,000
	<i>Premium</i>	\$9.95 - <\$15	\$350,000	\$350,000
	<i>Deluxe</i>	\$15 +	\$300,000	\$300,000

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PRODUCT GROUPING	Price Band	Range	2017/18 target	2018/19 target
321410 - SPAIN WHITE - WHITE	Standard	<\$10	\$200,000	\$200,000
	Premium	\$10 - <\$15	\$150,000	\$150,000
	Deluxe	\$15 +	\$150,000	\$150,000
324310 - SPECIALTY WINES EUROPEAN - VERMOUTH	Standard	<\$10	\$425,000	\$350,000
	Premium	\$10 - <\$15	\$250,000	\$250,000
	Deluxe	\$15+	\$225,000	\$225,000
324311 - SPECIALTY WINES EUROPEAN - APERITIF	Standard	<\$11.95	\$275,000	\$250,000
	Premium	\$11.95 - <\$15	\$250,000	\$250,000
	Deluxe	\$15 +	\$225,000	\$225,000
324312 - SPECIALTY WINES EUROPEAN - COCKTAILS/FLAVOURED	Standard	<\$10	\$500,000	\$500,000
	Premium	\$10+	\$450,000	\$450,000
327320 - PORTUGAL RED - DOURO	Standard	<\$10	\$325,000	\$325,000
	Premium	\$10 - <\$13	\$275,000	\$275,000
	Deluxe	\$13+	\$200,000	\$200,000
327321 - PORTUGAL RED - OTHER	Standard	<\$9.95	\$350,000	\$350,000
	Premium	\$9.95 - <\$13	\$325,000	\$325,000
	Deluxe	\$13+	\$300,000	\$300,000
327322 - PORTUGAL RED - ALENTEJO	Standard	<\$10	\$300,000	\$300,000
	Premium	\$10 - <\$13	\$300,000	\$300,000
	Deluxe	\$13+	\$250,000	\$250,000
327323 - PORTUGAL RED - DAO	Standard	<\$10	\$325,000	\$325,000
	Premium	\$10 - <\$13	\$300,000	\$300,000
	Deluxe	\$13+	\$275,000	\$275,000
330350 - PORTUGAL WHITE - VINHO VERDE	Standard	<\$10	\$350,000	\$350,000
	Premium	\$10+	\$325,000	\$325,000
330351 - PORTUGAL WHITE - OTHER	Standard	<\$10	\$150,000	\$150,000
	Premium	\$10+	\$150,000	\$150,000
333 - ROSE WINES EUROPEAN	Standard	<\$9.95	\$400,000	\$400,000
	Premium	\$9.95 - <\$15	\$350,000	\$350,000
	Deluxe	\$15 +	\$300,000	\$300,000
336330 - PORT - LBV	Standard	<\$16	\$325,000	\$325,000
	Premium	\$16 - <\$20	\$300,000	\$300,000
	Deluxe	\$20 +	\$275,000	\$275,000

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PRODUCT GROUPING	Price Band	Range	2017/18 target	2018/19 target
336331 - PORT - OTHER	<i>Standard</i>	<\$16	\$150,000	\$150,000
	<i>Premium</i>	\$16 - <\$20	\$150,000	\$150,000
	<i>Deluxe</i>	\$20 +	\$150,000	\$150,000
336332 - PORT - RUBY	<i>Standard</i>	<\$16	\$200,000	\$200,000
	<i>Premium</i>	\$16 - <\$20	\$150,000	\$150,000
	<i>Deluxe</i>	\$20 +	\$150,000	\$150,000
336333 - PORT - TAWNEY	<i>Standard</i>	<\$16	\$150,000	\$150,000
	<i>Premium</i>	\$16 - <\$20	\$150,000	\$150,000
	<i>Deluxe</i>	\$20 +	\$150,000	\$150,000
336335 - PORT - WHITE	<i>Standard</i>	<\$16	\$250,000	\$250,000
	<i>Premium</i>	\$16+	\$225,000	\$225,000
339360 - OTHER EUROPE RED - GREECE	<i>Standard</i>	<\$12	\$225,000	\$225,000
	<i>Premium</i>	\$12 - <\$15	\$175,000	\$150,000
	<i>Deluxe</i>	\$15 +	\$150,000	\$150,000
339 - OTHER EUROPE RED	<i>Standard</i>	<\$10	\$175,000	\$175,000
	<i>Premium</i>	\$10+	\$150,000	\$150,000
342370 - OTHER EUROPE WHITE - HUNGARY	<i>Standard</i>	<\$10	\$150,000	\$150,000
	<i>Premium</i>	\$10+	\$150,000	\$150,000
342 - OTHER EUROPE WHITE	<i>Standard</i>	<\$12	\$175,000	\$175,000
	<i>Premium</i>	\$12+	\$150,000	\$150,000
342372 - OTHER EUROPE WHITE - SERBIA	<i>Standard</i>	<\$10	\$225,000	\$225,000
	<i>Premium</i>	\$10+	\$200,000	\$200,000
343381 - GIFT PACKS EUROPEAN - YEAR ROUND	<i>Standard</i>	<\$20	\$275,000	\$275,000
	<i>Premium</i>	\$20 - <\$40	\$250,000	\$250,000
	<i>Deluxe</i>	\$40+	\$225,000	\$225,000
346390 - SHERRY - CREAM	<i>Standard</i>	<\$13	\$300,000	\$300,000
	<i>Premium</i>	\$13 +	\$275,000	\$275,000
346391 - SHERRY - DRY	<i>Standard</i>	<\$15	\$150,000	\$150,000
	<i>Premium</i>	\$15 +	\$150,000	\$150,000

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346392 - SHERRY - AMONTILLADO/OLOROSO	Standard	<\$13	\$175,000	\$175,000
	Premium	\$13 +	\$150,000	\$150,000
346393 - SHERRY - OTHER	Standard	<\$15	\$150,000	\$150,000
	Premium	\$15 +	\$150,000	\$150,000
352301 - GERMANY WHITE - OTHER	Standard	<\$9.95	\$325,000	\$325,000
	Premium	\$9.95 - <\$15	\$300,000	\$300,000
	Deluxe	\$15 +	\$275,000	\$275,000
352303 - GERMANY WHITE - KABINETT	Standard	<\$11.95	\$200,000	\$200,000
	Premium	\$11.95 - <\$17	\$175,000	\$175,000
	Deluxe	\$17 +	\$150,000	\$150,000
352304 - GERMANY WHITE - RIESLING	Standard	<\$10	\$250,000	\$250,000
	Premium	\$10- <\$15	\$225,000	\$225,000
	Deluxe	\$15 +	\$200,000	\$200,000
352305 - GERMANY WHITE - BLEND	Standard	<\$10	\$425,000	\$425,000
	Premium	\$10+	\$400,000	\$400,000
	Deluxe			
358430 - GERMANY RED - RED	Standard	<\$10	\$175,000	\$175,000
	Premium	\$10 +	\$150,000	\$150,000
375mL WINES	n/a	n/a	\$125,000	\$125,000
LICENSEE ONLY WINES	n/a	n/a	\$80,000	\$80,000
<b>NEW WORLD WINES</b>				
PRODUCT GROUPING	Price Band	Range	2017/18 Target	2018/19 Target
CALIFORNIA RED - CABERNET SAUVIGNON	Standard	</-\$13.95	\$845,000	\$875,000
	Premium	\$14-\$18.95	\$650,000	\$700,000
	Deluxe	\$19+	\$350,000	\$450,000
CALIFORNIA RED - MERLOT	Standard	</-\$13.95	\$845,000	\$845,000
	Premium	\$14-\$18.95	\$480,000	\$550,000
	Deluxe	\$19+	\$300,000	\$350,000
CALIFORNIA RED - BLEND	Standard	</-\$13.95	\$845,000	\$875,000
	Premium	\$14-\$17.95	\$650,000	\$700,000
	Deluxe	\$18+	\$260,000	\$275,000
CALIFORNIA RED - ZINFANDEL	Standard	</-\$13.95	\$550,000	\$550,000
	Premium	\$14-\$18.95	\$425,000	\$425,000
	Deluxe	\$19+	\$250,000	\$250,000

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PRODUCT GROUPING	Price Band	Range	2017/18 target	2018/19 target
CALIFORNIA RED - PINOT NOIR	<i>Standard</i>	</\$13.95	\$500,000	\$500,000
	<i>Premium</i>	\$14-\$18.95	\$400,000	\$400,000
	<i>Deluxe</i>	\$19+	\$225,000	\$225,000
CALIFORNIA RED - OTHER VARIETALS	<i>Standard</i>	</\$13.95	\$550,000	\$550,000
	<i>Premium</i>	\$14-\$17.95	\$350,000	\$350,000
	<i>Deluxe</i>	\$18+	\$225,000	\$225,000
CALIFORNIA WHITE - CHARDONNAY	<i>Standard</i>	</\$13.95	\$600,000	\$575,000
	<i>Premium</i>	\$14-\$17.95	\$475,000	\$475,000
	<i>Deluxe</i>	\$18+	\$275,000	\$325,000
CALIFORNIA WHITE - PINOT GRIGIO	<i>Standard</i>	</\$12.95	\$700,000	\$750,000
	<i>Premium</i>	\$13-\$16.95	\$500,000	\$525,000
	<i>Deluxe</i>	\$17+	\$275,000	\$300,000
CALIFORNIA WHITE - SAUVIGNON BLANC	<i>Standard</i>	</\$12.95	\$550,000	\$550,000
	<i>Premium</i>	\$13-\$16.95	\$450,000	\$450,000
	<i>Deluxe</i>	\$17+	\$240,000	\$240,000
CALIFORNIA WHITE - BLEND	<i>Standard</i>	</\$12.95	\$700,000	\$700,000
	<i>Premium</i>	\$13-\$16.95	\$525,000	\$525,000
	<i>Deluxe</i>	\$17+	\$245,000	\$245,000
CALIFORNIA WHITE - OTHER VARIETALS	<i>Standard</i>	</\$12.95	\$310,000	\$325,000
	<i>Premium</i>	\$13-\$15.95	\$300,000	\$310,000
	<i>Deluxe</i>	\$16+	\$200,000	\$200,000
CALIFORNIA WHITE - MOSCATO	<i>Standard</i>	</\$12.95	\$700,000	\$700,000
	<i>Premium</i>	\$13-\$15.95	\$425,000	\$425,000
	<i>Deluxe</i>	\$16+	\$245,000	\$245,000
AUSTRALIA RED - SYRAH/SHIRAZ	<i>Standard</i>	</\$12.95	\$845,000	\$845,000
	<i>Premium</i>	\$13-\$17.95	\$525,000	\$525,000
	<i>Deluxe</i>	\$18+	\$285,000	\$300,000
AUSTRALIA RED - CABERNET SAUVIGNON	<i>Standard</i>	</\$12.95	\$845,000	\$845,000
	<i>Premium</i>	\$13-<\$17.95	\$550,000	\$625,000
	<i>Deluxe</i>	\$18+	\$275,000	\$350,000
AUSTRALIA RED - MERLOT	<i>Standard</i>	</\$12.95	\$845,000	\$845,000
	<i>Premium</i>	\$13-<\$16.95	\$575,000	\$575,000
	<i>Deluxe</i>	\$17+	\$245,000	\$245,000
AUSTRALIA RED - BLEND	<i>Standard</i>	</\$12.95	\$845,000	\$845,000
	<i>Premium</i>	\$13-<\$16.95	\$500,000	\$525,000
	<i>Deluxe</i>	\$17+	\$300,000	\$300,000
AUSTRALIA RED - GSM BLENDS	<i>Standard</i>	</\$12.95	\$300,000	\$300,000
	<i>Premium</i>	\$13-<\$16.95	\$275,000	\$275,000
	<i>Deluxe</i>	\$17+	\$175,000	\$175,000

## LCBO IMPORT WINES TARGETS 2018/19

PRODUCT GROUPING	Price Band	Range	2017/18 target	2018/19 target
AUSTRALIA RED - PINOT NOIR	<i>Standard</i>	</>=\$12.95	\$500,000	\$500,000
	<i>Premium</i>	\$13-<\$16.95	\$300,000	\$300,000
	<i>Deluxe</i>	\$17+	\$250,000	\$250,000
AUSTRALIA WHITE - CHARDONNAY	<i>Standard</i>	</>=\$10.95	\$725,000	\$725,000
	<i>Premium</i>	\$11-\$14.95	\$350,000	\$350,000
	<i>Deluxe</i>	\$15+	\$250,000	\$250,000
AUSTRALIA WHITE - PINOT GRIGIO	<i>Standard</i>	</>=\$10.95	\$700,000	\$700,000
	<i>Premium</i>	\$11-\$14.95	\$425,000	\$425,000
	<i>Deluxe</i>	\$15+	\$200,000	\$200,000
AUSTRALIA WHITE - BLEND	<i>Standard</i>	</>=\$10.95	\$350,000	\$350,000
	<i>Premium</i>	\$11-\$14.95	\$225,000	\$250,000
	<i>Deluxe</i>	\$15+	\$200,000	\$200,000
AUSTRALIA WHITE - SAUVIGNON BLANC	<i>Standard</i>	</>=\$10.95	\$700,000	\$500,000
	<i>Premium</i>	\$11-\$14.95	\$445,000	\$400,000
	<i>Deluxe</i>	\$15+	\$225,000	\$250,000
AUSTRALIA WHITE - OTHER VARIETALS	<i>Standard</i>	</>=\$10.95	\$300,000	\$400,000
	<i>Premium</i>	\$11-\$14.95	\$225,000	\$325,000
	<i>Deluxe</i>	\$15+	\$175,000	\$200,000
AUSTRALIA WHITE - MOSCATO	<i>Standard</i>	</>=\$10.95	\$550,000	\$550,000
	<i>Premium</i>	\$11-\$14.95	\$600,000	\$600,000
	<i>Deluxe</i>	\$15+	\$200,000	\$200,000
CHILE RED - CABERNET SAUVIGNON	<i>Standard</i>	</>=\$9.95	\$600,000	\$625,000
	<i>Premium</i>	\$10-\$14.95	\$450,000	\$550,000
	<i>Deluxe</i>	\$15+	\$300,000	\$430,000
CHILE RED - MERLOT	<i>Standard</i>	</>=\$9.95	\$700,000	\$700,000
	<i>Premium</i>	\$10-\$14.95	\$425,000	\$485,000
	<i>Deluxe</i>	\$15+	\$245,000	\$245,000
CHILE RED - BLEND	<i>Standard</i>	</>=\$9.95	\$700,000	\$700,000
	<i>Premium</i>	\$10-\$14.95	\$360,000	\$550,000
	<i>Deluxe</i>	\$15+	\$275,000	\$360,000
CHILE RED - CARMENERE	<i>Standard</i>	</>=\$9.95	\$450,000	\$400,000
	<i>Premium</i>	\$10-\$14.95	\$350,000	\$300,000
	<i>Deluxe</i>	\$15+	\$250,000	\$200,000
CHILE RED - SYRAH/SHIRAZ	<i>Standard</i>	</>=\$9.95	\$350,000	\$350,000
	<i>Premium</i>	\$10-\$14.95	\$240,000	\$240,000
	<i>Deluxe</i>	\$15+	\$200,000	\$200,000
CHILE RED - OTHER VARIETALS	<i>Standard</i>	</>=\$9.95	\$350,000	\$350,000
	<i>Premium</i>	\$10-\$14.95	\$300,000	\$300,000
	<i>Deluxe</i>	\$15+	\$250,000	\$250,000

## LCBO IMPORT WINES TARGETS 2018/19

PRODUCT GROUPING	Price Band	Range	2017/18 target	2018/19 target
CHILE WHITE - CHARDONNAY	Standard	</>=\$9.95	\$650,000	\$650,000
	Premium	\$10-\$13.95	\$400,000	\$450,000
	Deluxe	\$14+	\$250,000	\$250,000
CHILE WHITE - SAUVIGNON BLANC	Standard	</>=\$9.95	\$725,000	\$750,000
	Premium	\$10-\$13.95	\$500,000	\$575,000
	Deluxe	\$14+	\$300,000	\$300,000
CHILE WHITE - OTHER VARIETALS	Standard	</>=\$9.95	\$550,000	\$550,000
	Premium	\$10-\$13.95	\$400,000	\$400,000
	Deluxe	\$14+	\$245,000	\$245,000
ARGENTINA RED - BLEND	Standard	</>=\$9.95	\$845,000	\$845,000
	Premium	\$10-\$13.95	\$475,000	\$500,000
	Deluxe	\$14+	\$295,000	\$350,000
ARGENTINA RED - MALBEC	Standard	</>=\$10.95	\$845,000	\$845,000
	Premium	\$11-\$15.95	\$450,000	\$550,000
	Deluxe	\$16+	\$325,000	\$400,000
ARGENTINA RED - CABERNET SAUVIGNON	Standard	</>=\$10.95	\$475,000	\$475,000
	Premium	\$11-\$13.95	\$325,000	\$325,000
	Deluxe	\$14+	\$250,000	\$250,000
ARGENTINA RED - OTHER VARIETALS	Standard	</>=\$9.95	\$375,000	\$375,000
	Premium	\$10-\$13.95	\$275,000	\$275,000
	Deluxe	\$14+	\$200,000	\$200,000
ARGENTINA WHITE - BLEND	Standard	</>=\$9.95	\$700,000	\$700,000
	Premium	\$10-\$12.95	\$300,000	\$300,000
	Deluxe	\$13+	\$175,000	\$175,000
ARGENTINA WHITE - PINOT GRIGIO	Standard	</>=\$10.95	\$700,000	\$700,000
	Premium	\$11-\$12.95	\$300,000	\$300,000
	Deluxe	\$13+	\$250,000	\$250,000
ARGENTINA WHITE - CHARDONNAY	Standard	</>=\$10.95	\$325,000	\$325,000
	Premium	\$11-\$12.95	\$300,000	\$300,000
	Deluxe	\$13+	\$175,000	\$175,000
ARGENTINA WHITE - SAUVIGNON BLANC	Standard	</>=\$9.95	\$325,000	\$300,000
	Premium	\$10-\$12.95	\$275,000	\$250,000
	Deluxe	\$13+	\$175,000	\$175,000
SOUTH AFRICA RED - BLEND	Standard	</>=\$9.95	\$475,000	\$475,000
	Premium	\$10-\$12.95	\$290,000	\$250,000
	Deluxe	\$13+	\$250,000	\$290,000
SOUTH AFRICA RED - SYRAH/SHIRAZ	Standard	</>=\$9.95	\$425,000	\$400,000
	Premium	\$10-\$12.95	\$350,000	\$350,000
	Deluxe	\$13+	\$250,000	\$250,000

## LCBO IMPORT WINES TARGETS 2018/19

PRODUCT GROUPING	Price Band	Range	2017/18 target	2018/19 target
SOUTH AFRICA RED - CABERNET SAUVIGNON	<i>Standard</i>	</= \$9.95	\$450,000	\$525,000
	<i>Premium</i>	\$10-\$12.95	\$350,000	\$425,000
	<i>Deluxe</i>	\$13+	\$275,000	\$300,000
SOUTH AFRICA RED - MERLOT	<i>Standard</i>	</= \$9.95	\$350,000	\$350,000
	<i>Premium</i>	\$10-\$12.95	\$250,000	\$225,000
	<i>Deluxe</i>	\$13+	\$225,000	\$200,000
SOUTH AFRICA RED - OTHER VARIETALS	<i>Standard</i>	</= \$9.95	\$350,000	\$350,000
	<i>Premium</i>	\$10-\$12.95	\$250,000	\$250,000
	<i>Deluxe</i>	\$13+	\$200,000	\$200,000
SOUTH AFRICA WHITE - SAUVIGNON BLANC	<i>Standard</i>	</= \$9.95	\$550,000	\$550,000
	<i>Premium</i>	\$10-\$12.95	\$250,000	\$300,000
	<i>Deluxe</i>	\$13+	\$200,000	\$200,000
SOUTH AFRICA WHITE - BLEND	<i>Standard</i>	</= \$9.95	\$500,000	\$500,000
	<i>Premium</i>	\$10-\$12.95	\$225,000	\$200,000
	<i>Deluxe</i>	\$13+	\$200,000	\$225,000
SOUTH AFRICA WHITE - MOSCATO	<i>Standard</i>	</= \$9.95	\$400,000	\$400,000
	<i>Premium</i>	\$10-\$12.95	\$300,000	\$300,000
	<i>Deluxe</i>	\$13+	\$200,000	\$200,000
SOUTH AFRICA WHITE - PINOT GRIGIO	<i>Standard</i>	</= \$9.95	\$600,000	\$600,000
	<i>Premium</i>	\$10-\$12.95	\$400,000	\$400,000
	<i>Deluxe</i>	\$13+	\$200,000	\$200,000
SOUTH AFRICA WHITE - CHARDONNAY	<i>Standard</i>	</= \$9.95	\$500,000	\$400,000
	<i>Premium</i>	\$10-\$12.95	\$250,000	\$225,000
	<i>Deluxe</i>	\$13+	\$225,000	\$200,000
SOUTH AFRICA WHITE - CHENIN BLANC	<i>Standard</i>	</= \$9.95	\$325,000	\$325,000
	<i>Premium</i>	\$10-\$12.95	\$225,000	\$225,000
	<i>Deluxe</i>	\$13+	\$110,000	\$175,000
NEW ZEALAND RED - PINOT NOIR	<i>Standard</i>	</= \$14.95	\$325,000	\$325,000
	<i>Premium</i>	\$15-18.95	\$200,000	\$225,000
	<i>Deluxe</i>	\$19+	\$150,000	\$200,000
NEW ZEALAND WHITE - SAUVIGNON BLANC	<i>Standard</i>	</= \$14.95	\$575,000	\$650,000
	<i>Premium</i>	\$15-\$17.95	\$500,000	\$575,000
	<i>Deluxe</i>	\$18+	\$300,000	\$400,000
NEW ZEALAND WHITE - PINOT GRIGIO	<i>Standard</i>	</= \$14.95	\$350,000	\$300,000
	<i>Premium</i>	\$15-\$17.95	\$250,000	\$200,000
	<i>Deluxe</i>	\$18+	\$175,000	\$150,000
PACIFIC NORTHWEST RED - B.C.	<i>Standard</i>	</= \$14.95	\$240,000	\$240,000
	<i>Premium</i>	\$15-18.95	\$200,000	\$200,000
	<i>Deluxe</i>	\$19+	\$100,000	\$100,000

## LCBO IMPORT WINES TARGETS 2018/19

PRODUCT GROUPING	Price Band	Range	2017/18 target	2018/19 target
PACIFIC NORTHWEST RED - WASHINGTON	<i>Standard</i>	</=\$14.95	\$240,000	\$350,000
	<i>Premium</i>	\$15-18.95	\$175,000	\$275,000
	<i>Deluxe</i>	\$19+	\$100,000	\$150,000
PACIFIC NORTHWEST RED - OREGON	<i>Standard</i>	</=\$14.95	\$240,000	\$240,000
	<i>Premium</i>	\$15-18.95	\$175,000	\$175,000
	<i>Deluxe</i>	\$19+	\$100,000	\$100,000
PACIFIC NORTHWEST WHITE - B.C.	<i>Standard</i>	</=\$13.95	\$220,000	\$220,000
	<i>Premium</i>	\$14-\$17.95	\$125,000	\$125,000
	<i>Deluxe</i>	\$18+	\$100,000	\$100,000
PACIFIC NORTHWEST WHITE - WASHINGTON	<i>Standard</i>	</=\$13.95	\$220,000	\$275,000
	<i>Premium</i>	\$14-\$17.95	\$150,000	\$200,000
	<i>Deluxe</i>	\$18+	\$100,000	\$150,000
SPECIALTY WINES - COCKTLS/FLAV.N.W.	<i>Standard</i>	</=\$7.95	\$625,000	\$625,000
	<i>Premium</i>	\$8-\$9.95	\$300,000	\$300,000
	<i>Deluxe</i>	\$10+	\$200,000	\$200,000
SPECIALTY WINES - FLAV. WINE	<i>Standard</i>	</=\$7.95	\$625,000	\$625,000
	<i>Premium</i>	\$8-\$9.95	\$400,000	\$400,000
	<i>Deluxe</i>	\$10+	\$250,000	\$250,000
SPECIALTY WINES - SANGRIA	<i>Standard</i>	</=\$7.95	\$625,000	\$625,000
	<i>Premium</i>	\$8-\$9.95	\$300,000	\$300,000
	<i>Deluxe</i>	\$10+	\$225,000	\$225,000
SPARKLING NW - WHITE	<i>Standard</i>	</=\$12.95	\$275,000	\$300,000
	<i>Premium</i>	\$13-\$19.95	\$250,000	\$250,000
	<i>Deluxe</i>	\$20+	\$200,000	\$200,000
SPARKLING NW - RED	<i>Standard</i>	</=\$12.95	\$240,000	\$240,000
	<i>Premium</i>	\$13-\$19.95	\$225,000	\$225,000
	<i>Deluxe</i>	\$20+	\$175,000	\$175,000
SPARKLING NW - ROSE	<i>Standard</i>	</=\$12.95	\$240,000	\$340,000
	<i>Premium</i>	\$13-\$19.95	\$250,000	\$300,000
	<i>Deluxe</i>	\$20+	\$175,000	\$175,000
FORTIFIED NEW WORLD	<i>Standard</i>	</=\$8.95	\$300,000	\$300,000
	<i>Premium</i>	\$9-\$12.95	\$200,000	\$200,000
	<i>Deluxe</i>	\$13+	\$150,000	\$150,000
ROSE WINES - NEW WORLD	<i>Standard</i>	</=\$9.95	\$450,000	\$450,000
	<i>Premium</i>	\$10-\$13.95	\$300,000	\$350,000
	<i>Deluxe</i>	\$14+	\$200,000	\$200,000
ROSE WINES - NEW WORLD - CALIFORNIA WHITE ZINFANDEL	<i>Standard</i>	</=\$9.95	\$750,000	\$750,000
	<i>Premium</i>	\$10-\$13.95	\$600,000	\$650,000
	<i>Deluxe</i>	\$14+	\$245,000	\$245,000

# LCBO ONTARIO WINES TARGETS 2018/19

VQA Product Grouping	2017/18 Target	2018/19 Target
507730 - ONTARIO WHITE VQA - CHARDONNAY	\$215,000	\$235,000
507731 - ONTARIO WHITE VQA - RIESLING	\$285,000	\$280,000
507732 - ONTARIO WHITE VQA - BLEND	\$215,000	\$275,000
507733 - ONTARIO WHITE VQA - PINOT GRIS/GRIGIO	\$255,000	\$250,000
507734 - ONTARIO WHITE VQA - VIDAL	\$365,000	\$360,000
507735 - ONTARIO WHITE VQA - OTHER VARIETALS	\$100,000	\$125,000
507736 - ONTARIO WHITE VQA - SAUVIGNON BLANC	\$240,000	\$305,000
507737 - ONTARIO WHITE VQA - GEWURZTRAMINER	\$110,000	\$110,000
507738 - ONTARIO WHITE VQA - LATE HARVEST	\$110,000	\$110,000
507739 - ONTARIO WHITE VQA - RIESLING-GEWURZTRAMINER	\$245,000	\$265,000
511740 - ONTARIO RED VQA - BLEND	\$210,000	\$250,000
511741 - ONTARIO RED VQA - BLEND - CABERNET-MERLOT	\$255,000	\$300,000
511742 - ONTARIO RED VQA - BACO NOIR	\$400,000	\$440,000
511743 - ONTARIO RED VQA - PINOT NOIR	\$190,000	\$245,000
511744 - ONTARIO RED VQA - MERLOT	\$225,000	\$300,000
511745 - ONTARIO RED VQA - CABERNET FRANC	\$230,000	\$260,000
511746 - ONTARIO RED VQA - CABERNET SAUVIGNON	\$155,000	\$210,000
511747 - ONTARIO RED VQA - GAMAY NOIR	\$115,000	\$120,000
511748 - ONTARIO RED VQA - SHIRAZ	\$110,000	\$120,000
516761 - SPARKLING - ONTARIO VQA - WHITE	\$130,000	\$130,000
516762 - SPARKLING - ONTARIO VQA - ROSE	\$105,000	\$140,000
523781 - ROSE - ONTARIO VQA - ROSE - ONTARIO VQA Total	\$250,000	\$340,000

Non-VQA Product Grouping	2017/18 Target	2018/19 Target
514753 - SPECIALTY WINES - ONT - COCKTLS/FLAV.ONT.	\$640,000	\$740,000
514755 - SPECIALTY WINES - ONT - DIGES./APER. ONT.	\$340,000	\$460,000
514758 - SPECIALTY WINES - ONT - FLAV. WINE ONTARIO	\$685,000	\$615,000
518770 - FORTIFIED - ONTARIO - SHERRY STYLE ONT	\$540,000	\$725,000
518771 - FORTIFIED - ONTARIO - PORT STYLE ONT	\$165,000	\$175,000
518772 - FORTIFIED - ONTARIO - ICEWINE	\$150,000	\$100,000
528790 - GIFTS - ONTARIO NON-VQA - GIFTS - ONTARIO NON-VQ	\$150,000	\$150,000
532810 - SPARKLING - ONTARIO NON-VQA - ROSE	\$270,000	\$265,000
532812 - SPARKLING - ONTARIO NON-VQA - WHITE	\$680,000	\$920,000
537820 - FRUIT WINES - ONTARIO - ONTARIO	\$90,000	\$110,000

ICB Product Grouping	Size Distinct mL	2018/19 Target
501710 - ONTARIO ICB WHITE - BLEND	750	\$425,000
501710 - ONTARIO ICB WHITE - BLEND	1000 + 1500	\$1,415,000
501710 - ONTARIO ICB WHITE - BLEND	3000 + 4000	\$2,055,000

# LCBO ONTARIO WINES TARGETS 2018/19

VQA Product Grouping	2017/18 Target	2018/19 Target
501711 - ONTARIO ICB WHITE - SAUVIGNON BLANC	750	\$540,000
501711 - ONTARIO ICB WHITE - SAUVIGNON BLANC	1000 + 1500	\$1,120,000
501711 - ONTARIO ICB WHITE - SAUVIGNON BLANC	3000 + 4000	\$990,000
501712 - ONTARIO ICB WHITE - PINOT GRIGIO	750	\$1,315,000
501712 - ONTARIO ICB WHITE - PINOT GRIGIO	1000 + 1500	\$1,350,000
501712 - ONTARIO ICB WHITE - PINOT GRIGIO	3000 + 4000	\$2,185,000
501713 - ONTARIO ICB WHITE - OTHER NAMED VARIETAL	750	\$555,000
501713 - ONTARIO ICB WHITE - OTHER NAMED VARIETAL	1000 + 1500	\$735,000
501713 - ONTARIO ICB WHITE - OTHER NAMED VARIETAL	3000 + 4000	\$1,825,000
501714 - ONTARIO ICB WHITE - CHARDONNAY	750	\$465,000
501714 - ONTARIO ICB WHITE - CHARDONNAY	1000 + 1500	\$900,000
501714 - ONTARIO ICB WHITE - CHARDONNAY	3000 + 4000	\$785,000
504720 - ONTARIO ICB RED - BLEND	750	\$535,000
504720 - ONTARIO ICB RED - BLEND	1000 + 1500	\$800,000
504720 - ONTARIO ICB RED - BLEND	3000 + 4000	\$1,720,000
504721 - ONTARIO ICB RED - MERLOT	750	\$790,000
504721 - ONTARIO ICB RED - MERLOT	1000 + 1500	\$1,180,000
504721 - ONTARIO ICB RED - MERLOT	3000 + 4000	\$1,110,000
504722 - ONTARIO ICB RED - OTHER NAMED VARIETAL	750	\$520,000
504722 - ONTARIO ICB RED - OTHER NAMED VARIETAL	1000 + 1500	\$735,000
504722 - ONTARIO ICB RED - OTHER NAMED VARIETAL	3000 + 4000	\$730,000
504723 - ONTARIO ICB RED - SYRAH/SHIRAZ	750	\$340,000
504723 - ONTARIO ICB RED - SYRAH/SHIRAZ	1000 + 1500	\$335,000
504723 - ONTARIO ICB RED - SYRAH/SHIRAZ	3000 + 4000	\$610,000
504724 - ONTARIO ICB RED - CABERNET SAUVIGNON	750	\$620,000
504724 - ONTARIO ICB RED - CABERNET SAUVIGNON	1000 + 1500	\$510,000
504724 - ONTARIO ICB RED - CABERNET SAUVIGNON	3000 + 4000	\$1,425,000
524780 - ROSE - ONTARIO ICB - ROSE - ONTARIO ICB	750	\$340,000
524780 - ROSE - ONTARIO ICB - ROSE - ONTARIO ICB	1000 + 1500	\$680,000
524780 - ROSE - ONTARIO ICB - ROSE - ONTARIO ICB	3000 + 4000	\$600,000

## VINTAGES SALES TARGETS 2018/19 - TRUE ESSENTIALS

Buyer	Set name	Subset Name	Current Net Sales SKU Target 2017-18	NEW Net Sales SKU Target 2018-19	
E U R O P E A N	FORTIFIED WINE	720010 - FORTIFIED OLD WORLD - PREMIUM PORT	\$ 750,000	\$ 750,000	
	PORTUGAL	621020 - PORTUGAL - ALENTEJO	\$ 500,000	\$ 500,000	
	SPAIN	622010 - SPAIN - RIOJA		\$ 1,000,000	\$ 1,000,000
		622030 - SPAIN - NAVARRA		\$ 1,000,000	\$ 1,000,000
		622050 - SPAIN - OTHER		\$ 1,000,000	\$ 1,000,000
	ITALY WHITE	670010 - ITALY WHITE - PINOT GRIGIO		\$ 1,200,000	\$ 1,200,000
		670025 - ITALY WHITE - INDIGENOUS VARIETAL		\$ 1,200,000	\$ 1,200,000
	ITALY RED	680015 - ITALY RED - PIEDMONT BAROLO & BAR		\$ 1,200,000	\$ 1,200,000
		680020 - ITALY RED - VENETO AMARONE		\$ 1,200,000	\$ 1,200,000
		680023 - ITALY RED - VENETO RIPASSO		\$ 1,200,000	\$ 1,200,000
		680050 - ITALY RED - TUSCANY OTHER		\$ 1,200,000	\$ 1,200,000
		680055 - ITALY RED - TUSCANY/CHIANTI		\$ 1,200,000	\$ 1,200,000
		680056 - ITALY RED - TUSCANY/BRUNELLO		\$ 1,200,000	\$ 1,200,000
	FRANCE WHITE	680060 - ITALY RED - SICILY/SARDINIA/ISLANDS		\$ 1,200,000	\$ 1,200,000
		690010 - FRANCE WHITE - ALSACE		\$ 700,000	\$ 700,000
		690030 - FRANCE WHITE - BURGUNDY CHABLIS		\$ 700,000	\$ 700,000
		690035 - FRANCE WHITE - BURGUNDY OTHER		\$ 700,000	\$ 700,000
	FRANCE RED	690040 - FRANCE WHITE - LOIRE		\$ 700,000	\$ 700,000
		700015 - FRANCE RED - BEAUJOLAIS		\$ 550,000	\$ 550,000
		700020 - FRANCE RED - BORDEAUX		\$ 550,000	\$ 550,000
		700025 - FRANCE RED - BORDEAUX - RIGHT BANK		\$ 550,000	\$ 550,000
700035 - FRANCE RED - BURGUNDY OTHER			\$ 550,000	\$ 550,000	
700063 - FRANCE RED - RHONE SOUTH			\$ 550,000	\$ 550,000	
ROSE OLD WORLD	700065 - FRANCE RED - RHONE CHATEAUNEUF DU PAPE		\$ 550,000	\$ 550,000	
SPARKLING OLD WORLD	705020 - ROSE WINES OLD WORLD - FRANCE		N/A	\$ 500,000	
	710010 - SPARKLING OLD WORLD - CHAMPAGNE		\$ 700,000	\$ 700,000	
	710011 - SPARKLING OLD WORLD - FRENCH		\$ 700,000	\$ 700,000	
	710090 - SPARKLING OLD WORLD - ITALY		\$ 1,300,000	\$ 1,300,000	
N E W W O R L D	PREMIUM SPIRITS	530020 - PREMIUM SPIRITS - EAU DE VIE	\$ 1,300,000	\$ 1,300,000	
	CANADA WHITE	605015 - CANADA WHITE - BC VQA VARIETAL	\$ 500,000	\$ 500,000	
	CANADA RED	606015 - CANADA RED - BC VQA VARIETAL	\$ 500,000	\$ 500,000	
	AUSTRALIA RED	635010 - AUSTRALIA RED - CABERNET SAUVIGNON		\$ 700,000	\$ 700,000
		635020 - AUSTRALIA RED - SHIRAZ		\$ 850,000	\$ 850,000
		635060 - AUSTRALIA RED - OTHER BLENDS		\$ 700,000	\$ 650,000
	NEW ZEALAND WHITE	640010 - NEW ZEALAND WHITE - SAUVIGNON BLANC		\$ 1,500,000	\$ 1,500,000
		640015 - NEW ZEALAND WHITE - CHARDONNAY		\$ 1,500,000	\$ 1,500,000
		640020 - NEW ZEALAND WHITE - PINOT GRIS/GRIGIO		N/A	\$ 1,000,000
	NEW ZEALAND RED	642015 - NEW ZEALAND RED - PINOT NOIR		\$ 1,500,000	\$ 1,500,000
	SOUTH AFRICA RED	646010 - SOUTH AFRICA RED - CABERNET SAUVIGNON		\$ 950,000	\$ 800,000
	CHILE WHITE	646020 - SOUTH AFRICA RED - SYRAH		\$ 950,000	\$ 800,000
	CHILE RED	648010 - CHILE WHITE - SAUVIGNON BLANC		\$ 500,000	\$ 500,000
		649010 - CHILE RED - CABERNET SAUVIGNON		\$ 800,000	\$ 800,000
	CALIFORNIA WHITE	649020 - CHILE RED - CARMENERE		\$ 1,000,000	\$ 800,000
	CALIFORNIA RED	650010 - CALIFORNIA WHITE - CHARDONNAY		\$ 1,100,000	\$ 1,100,000
		651010 - CALIFORNIA RED - CABERNET SAUVIGNON		\$ 1,500,000	\$ 1,500,000
		651020 - CALIFORNIA RED - ZINFANDEL		\$ 1,500,000	\$ 1,500,000
		651030 - CALIFORNIA RED - PINOT NOIR		\$ 1,500,000	\$ 1,500,000
		651040 - CALIFORNIA RED - MERLOT		\$ 1,500,000	\$ 1,500,000
	WASHINGTON	651060 - CALIFORNIA RED - BLENDS		\$ 1,500,000	\$ 1,500,000
OTHER USA	652010 - WASHINGTON - CABERNET SAUVIGNON		\$ 1,500,000	\$ 1,500,000	
ARGENTINA WHITE	655020 - OTHER USA RED - OREGON		\$ 500,000	\$ 500,000	
ARGENTINA RED	656040 - ARGENTINA WHITE - TORRONTES		\$ 500,000	\$ 500,000	
	657010 - ARGENTINA RED - CABERNET SAUVIGNON		\$ 675,000	\$ 675,000	
ROSE NEW WORLD	657020 - ARGENTINA RED - MALBEC		\$ 1,075,000	\$ 1,075,000	
	706020 - ROSE WINES NEW WORLD - CALIFORNIA		N/A	N/A	
	706030 - ROSE WINES NEW WORLD - NEW ZELAND		N/A	N/A	
O N T A R I O	ICEWINE		\$ 330,000	\$ 245,000	
	ONTARIO RED VQA		\$ 224,000	\$ 224,000	
	ONTARIO WHITE VQA		\$ 200,000	\$ 200,000	
	SPECIALTY		N/A	\$ 110,000	
	ROSE		\$ 400,000	\$ 260,000	
SPARKLING		\$ 100,000	\$ 110,000		
<b>VINTAGES NET SALES SKU TARGET - KOSHER/SAKE/SPECIALTY</b>					
Buyer	Set name	Subset Name	Current Net Sales SKU Target	NEW Net Sales SKU Target	
NEW WORLD	SAKE	750 - SAKE - ALL SAKE	\$ 75,000	\$ 75,000	
	SPECIALTY PORTFOLIO	575 - SPECIALTY PORTFOLIO	\$ 180,000	\$ 180,000	
	KOSHER Total	740 - Kosher	\$ 50,000	\$ 50,000	

## SPIRITS SALES TARGETS 2017/18

Set	SET SUBSET	2017-2018 Target	2018-2019 New Target
Barkeep's Pantry	BARKEEPS PANTRY - BARKEEPS PANTRY	\$115,000	\$115,000
Brandy/Cognac	BRANDY/COGNAC - BRANDY DELUXE	\$400,000	\$400,000
	BRANDY/COGNAC - BRANDY PREMIUM	\$345,000	\$345,000
	BRANDY/COGNAC - BRANDY STANDARD	\$590,000	\$600,000
	BRANDY/COGNAC - COGNAC OTHER & GRAPPA & ARMAGNAC & FRUIT SPIRITS COMBINED	\$145,000	\$145,000
	BRANDY/COGNAC - COGNAC VS	\$710,000	\$750,000
	BRANDY/COGNAC - COGNAC VSOP	\$410,000	\$445,000
	BRANDY/COGNAC - COGNAC XO	\$445,000	\$445,000
	BRANDY/COGNAC - EAU DE VIE	\$515,000	\$515,000
Liqueurs Classics	LIQUEURS CLASSICS - DELUXE	\$420,000	\$450,000
	LIQUEURS CLASSICS - PREMIUM	\$950,000	\$1,000,000
	LIQUEURS CLASSICS - STANDARD	\$950,000	\$1,000,000
Liqueurs Mixers	LIQUEURS COCKTAIL MIXERS - DELUXE	\$270,000	\$300,000
	LIQUEURS COCKTAIL MIXERS - PREMIUM	\$325,000	\$325,000
	LIQUEURS COCKTAIL MIXERS - STANDARD	\$325,000	\$350,000
Liqueurs Sippers Bitters	LIQUEURS SIPPERS BITTERS - DELUXE	\$225,000	\$250,000
	LIQUEURS SIPPERS BITTERS - PREMIUM	\$370,000	\$445,000
	LIQUEURS SIPPERS BITTERS - STANDARD	\$370,000	\$400,000
New World Whisky	NEW WORLD WHISKEY - NEW WORLD	\$115,000	\$115,000
Tequila	TEQUILA - MEZCAL	\$200,000	\$200,000
	TEQUILA - DELUXE	\$285,000	\$300,000
	TEQUILA - PREMIUM	\$535,000	\$650,000
	TEQUILA - MIXTO	\$1,000,000	\$1,000,000
American Whiskey	WHISKEY AMERICAN - DELUXE	\$250,000	\$300,000
	WHISKEY AMERICAN - PREMIUM	\$580,000	\$600,000
	WHISKEY AMERICAN - STANDARD	\$580,000	\$580,000
Irish Whiskey	WHISKEY IRISH - DELUXE	\$345,000	\$375,000
	WHISKEY IRISH - PREMIUM	\$950,000	\$1,000,000
Canadian Whisky	WHISKY CANADIAN - DELUXE	\$360,000	\$400,000
	WHISKY CANADIAN - PREMIUM	\$1,665,000	\$1,750,000
	WHISKY CANADIAN - STANDARD	\$1,665,000	\$1,665,000
	WHISKY CANADIAN - FLAVOURED	\$650,000	\$700,000
Scotch	WHISKY SCOTCH - BLENDED DELUXE	\$625,000	\$700,000
	WHISKY SCOTCH - BLENDED PREMIUM	\$970,000	\$1,100,000
	WHISKY SCOTCH - BLENDED STANDARD	\$970,000	\$970,000
	WHISKY SCOTCH - MALT HIGHLAND	\$435,000	\$475,000
	WHISKY SCOTCH - MALT ISLAND	\$170,000	\$170,000
	WHISKY SCOTCH - MALT ISLAY	\$475,000	\$475,000
	WHISKY SCOTCH - MALT LOWLAND	\$270,000	\$300,000
	WHISKY SCOTCH - MALT SPEYSIDE	\$450,000	\$500,000
COOLERS	MULTI PACKS & SERVINGS	\$1,175,000	\$1,175,000
	SINGLE SERVE	\$900,000	\$1,000,000
PREMIXED COCKTAILS	PREMIXED COCKTAILS	\$375,000	\$400,000
GIN	DELUXE	\$150,000	\$200,000
	PREMIUM & STANDARD	\$890,000	\$1,000,000
RUM	DELUXE & CACHACA	\$200,000	\$200,000
	PREMIUM & STANDARD	\$875,000	\$900,000
	SPICED	\$1,200,000	\$1,250,000
SOJU	KOREAN & JAPANESE	\$450,000	\$500,000
VODKA	DELUXE	\$500,000	\$525,000
	PREMIUM & STANDARD	\$1,900,000	\$2,000,000
	SUPER PREMIUM	\$600,000	\$650,000
FLAVOURED	VODKA & RUM - FLAVOURED	\$375,000	\$400,000
ALL SPIRITS	200 ML	-	\$400,000

# BEER AND CIDER TARGETS 2018/19

PRODUCT GROUPING	2018/19 (liters)
Mainstream Beer	250,000
Premium Beer - Domestic	225,000
Premium Beer - Import	115,000
Craft Beer - Domestic	40,000
Craft Beer - Import	20,000
Combo	40,000
	2018/19 Target (Liters per period per store)
Ontario Craft Beer	20
	2018/19 Target (dollars)
Cider	\$550,000
Ontario Craft Cider	\$150,000

## LICENSEE ONLY WINES TARGETS 2018/19

<b>PRODUCT GROUPING</b>	<b>Price Band</b>	<b>Range</b>	<b>2017/18 target</b>	<b>2018/19 target</b>
LICENSEE ONLY WINES	N/A	N/A	\$80,000	\$80,000