



July 31, 2020

To: All Trade Councils

**RE: 2020 Elsie Awards: A Message from LCBO President & CEO George Soleas**

Dear Trade Partners,

I am delighted to share the recipients of this year's Elsie Awards. Though we are not able to celebrate together this year, it remains important that we recognize our remarkable partners.

**George Soleas**  
President & CEO

55 Lakeshore Blvd E  
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Thank you again for taking the time to submit so many shining examples of the incredible work you do. It is always a difficult task to select winners from a pool of outstanding nominees, and this year proved extra challenging. The submissions remind me every year why I am so proud to be a part of this industry. From the product launches to social responsibility campaigns – you continue to outdo yourselves year after year.

I would also like to give a special nod to this year's Special Recognition Award recipient. Awarded to an individual in celebration of their lasting contribution to the industry, I am so pleased to announce this year's recipient: Rick Slomka, the outgoing Director of California Wines Canada. Respected and admired by all, Rick played a critical role in bringing California wines into the homes and hearts of Ontarians. He is leaving an indelible mark on the industry as he enters into retirement, and we wish him all the best in the adventures that no doubt lie ahead for him.

Every one of our partners' commitment to excellence and collaboration has been fundamental to the LCBO's success and your unwavering enthusiasm, support, and dedication to propelling the industry forward, especially in these challenging times, remains both essential and appreciated.

An Elsie Award is a testament to your hard work and success, and more than ever, an opportunity to express a heartfelt thank you and appreciation for your partnership. We are very fortunate to work side by side with such passionate teams.

My heartfelt congratulations go out to all the nominees and winners on this much-deserved recognition. I hope you take the time to reflect on your outstanding achievements and enjoy a cheers, even virtually. I look forward to once again celebrating in each other's company.

Best wishes and stay safe,

George Soleas  
President & CEO, LCBO



## **2020 Elsie Award Recipients**

**Spirit of Sustainability (SoS) – Good People:** Isle of Harris Distillers

**Spirit of Sustainability (SoS) – Good Planet:** Liquor Labs, Dairy Distillery

**Spirit of Sustainability (SoS) – Good Partner:** Labatt Breweries of Canada

**Best Integrated Marketing Program – Spirits:** Proximo Spirits, Jose Cuervo  
“Father of Tequila”

**Best Integrated Marketing Program – Wines & Vintages:** Mark Anthony Wines  
& Spirits, Beringer Brand Spotlight

**Best Integrated Marketing Program – Beer & Ready-to-Drink:** Corona x Parley,  
Labatt Breweries of Canada

**Made in Ontario – Spirits:** Liquor Labs, Dairy Distillery

**Made in Ontario – Wines & Vintages:** Henry of Pelham Family Estate Winery,  
Baco Noir Bin 106

**Made in Ontario – Beer & Ready-to-Drink:** Great Lakes Brewery

**Best New Product Launch – Spirits:** DIAGEO, Ketel One Botanicals

**Best New Product Launch – Wines & Vintages:** Arterra Wines Canada, The  
Audacity of Thomas G. Bright

**Best New Product Launch – Beer & Ready-to-Drink:** Molson Coors Beverage  
Company, Belgian Moon Mango Wheat

**Best Special Event:** Campari Canada, Appleton Estate Rum Lounge

**Best Gift Item:** Noble Estates - That Boutique-y Gin Company Advent Calendar  
& Whisky Holiday Calendar

**Best Vintages Event:** Charton Hobbs, Dom Pérignon Dinner (Bisha Hotel)

**Partnership Award – Supply Chain:** Forty Creek Distillery Ltd.

**Partnership in Training Award:** Doug Beatty, Wine Marketing Association of  
Ontario, Ontario Wine Country Ambassador Training Program

**Partnership Award – Spirits:** Michael Craig, Proximo Spirits Canada

**Partnership Award – Vintages:** Anthony Romantini, Profile Wine Group

**Partnership Award – Wines:** Dan Rabinovich, Azureau Wines & Spirits

**Partnership Award – Beer & Ready-to-Drink:** Matthew Pelton, Sleeman Breweries

**Partnership Award – Retail:** Lynda Fletcher, Arterra Wines Canada

**Partnership Award – Administration:** Angela Aggimenti, Noble Estates

**Partnership Award – Specialty Services:** The Vine

**Agent/Supplier of the Year – Magnum:** Blyth Cowbell Brewing Co.

**Agent/Supplier of the Year – Double Magnum:** Georgian Bay Spirit Company

**Agent/Supplier of the Year – Imperial:** Labatt Breweries of Canada

**Special Recognition Award –** Rick Slomka