



July 8, 2019

To All Trade Councils/Associations

**Re: Process Change for Vintages Submission Products**

Dear Trade Partners,

**Carolyn O'Grady-Gold**

Vice President, Merchandising  
[carolyn.ogrady-gold@lcbo.com](mailto:carolyn.ogrady-gold@lcbo.com)  
(416) 365-5872 tel

**Dorina Brasoveanu**

Director, Quality Assurance  
[dorina.brasoveanu@lcbo.com](mailto:dorina.brasoveanu@lcbo.com)  
416-864-6876 tel

43 Freeland St.  
Toronto, ON, M5E 1A4



The LCBO is proud to work together with our agents and suppliers to provide Ontarians with a vast selection of local and international beverage alcohol products that comply with all regulatory requirements for quality and safety. With ever-expanding sales channels and a growing product portfolio, we are continually looking at opportunities to streamline our processes and enhance operational efficiencies to serve you better.

After a recent review of the processes supporting product submissions for Vintages brands, we identified an opportunity to streamline testing at this stage for certain product categories, which will help bring your products to market faster.

Effective immediately, product samples for most table wines that pass the sensory evaluation stage will no longer undergo a chemical analysis and label compliance review. Spirits and fortified wines will continue to undergo a simplified chemical analysis. We will also continue to require mandatory label reviews for all product purchases of 350 cases or more.

For those wines selected for purchase, please note that the first shipments arriving at the LCBO for sale to the public will continue to undergo chemical testing and label compliance reviews at that time, as is the case for all products destined for LCBO Retail.

To assist suppliers and agents in the transition, Quality Assurance developed a simplified guide that highlights the principal labelling requirements in Canada. The guide is available on the *Doing Business with LCBO* website [HERE](#).

Suppliers and agents who prefer an independent analysis prior to the first shipment to the LCBO may engage the services of the LCBO Quality Assurance laboratory for select chemical components or for more comprehensive testing packages. At this time, the cost of standard analysis is \$225 for wine and \$200 for spirits (Canadian dollars, plus taxes where applicable).

It is the responsibility of agents and suppliers to ensure their products meet all Canadian regulations including, without limitation, LCBO chemical, labelling and packaging standards.

Inquiries about a specific product should be directed to the appropriate LCBO Category Manager. Inquiries about Quality Assurance requirements for chemical composition, labelling, packaging or laboratory testing services should be directed to the LCBO Quality Assurance Department via email at [quality.assurance@lcbo.com](mailto:quality.assurance@lcbo.com) or by telephone at (416) 864-6724.

Sincerely,

Carolyn O'Grady-Gold  
Vice President, Merchandising

Dorina Brasoveanu  
Director, Quality Assurance

cc: Alanna Bailey, Director, Vintages Operations  
Kathy Cannon, Director, European Wines & Destination Collection  
Marie Cundari, Director, New World and Ontario Wines  
Paul Farrell, Category Manager, European Wines