



February 21, 2019

To: All Trade Councils

RE: Vintages Release Media Tasting Program Changes

Dear Trade Partners,

LCBO's Communications team recently assumed oversight of the Vintages Media tastings and has been reviewing the program to ensure that the structure aligns with LCBO's and the Vintages brand's business goals, best practices and that they are positive experiences for all attendees.

As a fiscally and socially responsible business, it was time for the LCBO to take a close look at how we facilitate tastings, which were set up decades ago to enable media to familiarize themselves with and sample LCBO Vintages products with each release. After careful review, collaboration across the business, and feedback from Vintages media tastings attendees, the team identified opportunities to improve the program's experience while ensuring there is greater accountability from and stronger working relationships with media, along with an improved return on investment generated from hosting the courtesy tastings. We would like to update you on some changes to our Vintages media tasting program, taking effect as of March 29, 2019.

- We will be continuing with bi-weekly Vintages Media tastings in Toronto, however are moving towards a curated list of product that will be selected by our merchandising team based on criteria such as; distribution across the LCBO store network, product availability and alignment with business strategies
- The list of products we intend to make available will be shared in advance of the tasting, at which point we will also share it on Trade Resources
- Should LCBO Communications receive any questions relating to product we are not offering, we will ensure the outlet has the agent's name for follow-up. In addition, our Communications team will work with any of our partners should you wish to reach out directly to media attendees from the tasting groups in Toronto and Ottawa to provide any product samples. Please reach out to the LCBO Communications team to coordinate this request: PressOffice@LCBO.com
- As a result of the new process, you may see an increase in requests for product samples from the media. You are free to use your discretion in determining if you would like to offer or send a sample.

Please note, we will be briefly suspending the tasting program and resuming on March 29, 2019 for the April 13th Vintages release.

Finally, media will no longer be granted access to the Ottawa Product Development Days. These training days will continue to include product tasting and education with a dedicated focus on our internal staff.

We appreciate this marks a change in a program that has existed under the same structure for many years and thank you for your understanding and support.

For any questions regarding the new process please contact the LCBO Communications team: PressOffice@lcbo.com

Sincerely,

A handwritten signature in blue ink that reads 'Kathy Cannon'.

Kathy Cannon

Kathy Cannon
Director, European Wines
& Destination Collection

kathy.cannon@lcbo.com
(416) 365-5907 tel

43 Freeland Street, 3rd Floor
Toronto, ON, M5E 1E5