

The market for wines: Ontario

1 DISCUSSION POINTS

- 1) How to partner with an agency – Questions you should ask
- 2) How many Liquor Control Board of Ontario (LCBO) stores in Ontario (639 retail & 217 agency corners)
- 3) Sales 2013-2014 (\$4.997 billion and delivered a \$1.74 billion dividend to the Ontario Government) with a +20% increase in sales over the last 5 years for the wine category
- 4) Types of agencies
- 5) What are the avenues available to producers to enter into the Ontario market
- 6) Who determines the prices of the wines - WINE CALCULATOR
- 7) Does the winery pay agent commissions to agency or LCBO? If so what percentage?
- 8) What are the costs associated with selling in Ontario to the (producer &/or agency)
- 9) 5 main types of orders from agents (GL-Consignment-private orders-HVC-Vintages-duty free)
- 10) Frequency of payments to producers (consignment 6 mos vs. private orders 60 days vs. HVC no limit performance based) vs. retail stores)
- 11) Label requirements – Retail vs. Consignment
- 12) Sales stream: LCBO -----> Producer-----> Agency -----> Consumer
- 13) Ending a partnership with an agency – you are responsible for all remaining stock or fees due if you don't have another agency assigned

***HVC – \$1.05 drop charge warehouse handling charge + (0.30 cents per month/case immediately & indefinitely) ***

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