



DESTINATION COLLECTION PROGRAM OVERVIEW

The LCBO's Destination Collection Program is comprised of two sales channels: Destination Boutique stores and e-commerce.

- **Destination Boutique stores:** These sections are located within select LCBO retail stores and feature an expanded assortment of alcoholic beverages from specific countries/regions or specific categories. Please visit www.lcbo.com for exact store locations (under the Destination Collection banner "Shop our Destinations In-Store").
- **e-Commerce program:** This program allows consumers to purchase Destination Collection products (case quantities and/or bottles) from LCBO.com. Outside of Destination Boutique stores, these items are not available for consumer sale via other LCBO channels.
- Products can be sold through both channels. An item available on eCommerce could be considered for listing within a Destination Boutique store (provided that there is a Boutique store that fits the product category). Products from categories that don't align with a Boutique store will be released as online exclusives.

Criteria for Participating Products

- Products must have a compliant UPC as described in the LCBO Product Packaging Standards.
- While participating in the Destination Collection program, product must not be available through other LCBO retail sales channels, including but not limited to: Vintages, Vintages Essentials, and Classic Catalogue. It is the agent's responsibility to notify LCBO if products with the same UPC are participating through multiple sales channels.
- Order quantities will be between 24 bottles up to a maximum of 360 bottles (in full cases).
- Uniform pricing of products is required, meaning that the LCBO selling price must be the same in Specialty Services as it is on LCBO.com and at an LCBO retail store.
- All products must meet LCBO's Social Responsibility mandate and Quality Assurance standards including chemical testing, labeling requirements etc. as applicable for LCBO retail.
- Tasting notes are required for participating products.

Performance Expectations

- The expected sell through is 24 bottles in a twelve (12) week period once the initial allocation becomes available.
- Products that do not meet the expected sell through may be discounted in price by 25% or destroyed at the agent's/supplier's expense.