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### **LCBO DESTINATION COLLECTION Program Update**

The LCBO Destination Collection offers an enhanced selection of exciting wines from around the world to Ontario consumers. The Collection currently boasts more than 1,200 SKUs from 27 countries, with 18 retail stores participating.

This program continues to evolve and the LCBO Category Team is constantly editing the assortment to provide high-demand products with more shelf space and to transition products with lower sales to online only. After analyzing recent sales data, the decision was made to move the assortment of wines from Australia, Chile, South Africa and Germany from Boutique Stores to online only collections, and to add an additional Greek Destination Collection Boutique as well as new East Asian Destination Boutique stores.

While this is somewhat disheartening news for our winery partners from the countries affected by DC Boutique Store closures, we remain optimistic in our ability to secure Destination Collection listings and to

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Speaking of which....

### LCBO DESTINATION COLLECTION Fall 2023 Product Calls

The LCBO recently announced its Fall 2023 Destination Collection Tender. Submissions will be accepted starting on September 27, 2023.

Ryan will reach out to you directly in the coming weeks, as appropriate. In the interim, you can view the full Product Needs spreadsheet [HERE](#).

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### SUMMER WINE SALES

We are pleased to report a turnaround in wine sales through the summer months. While we still have a lot of work to do to rebuild our Consignment Portfolio after a difficult winter/spring season, we are cautiously optimistic that autumn will be a positive one for us and that we will be able to regain some of the ground lost earlier this year. Stay tuned for more news on this front!



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