

LCBO 2021 OmniChannel Program P6 / P7

» Prepared: December 2020



Wines from Argentina: all the range

Argentina's got range. *Mountains. Grape Varieties. Wine Styles.*

The Andes mountain **range** makes it possible for Argentina to cultivate a **range** of grapes (20+ varieties planted in significant quantities) including its flagship, Malbec, to produce distinctive wines in a **range** of styles.

With vineyards stretching across more than 2,000 kilometres (a distance that would take you from the Okanagan Valley in B.C. to Santa Barbara, California) and a new generation of restless winemakers harnessing 400 years of wine culture and sustainable methods to pioneer new regions and styles, Argentina's **all the range**.

Whether you're looking for big, bold BBQ wines or elegance and freshness to complement seasonal foods, wines from Argentina have **all the range** you need to discover a new, safe bet.



Wines from Argentina: all the range

Concept rationale & consumer benefits

- A play on the popular phrase “all the rage,” this concept is designed to excite and evoke interest: there’s more to Argentina and now is the time to take a look
- “All the range” enables discovery within the category: new styles of Malbec; a case for Cabernet Sauvignon; the potential for Pinot Noir; bench strength in white wines; and, sustainable wines that offer quality & value across the board
- While Malbec is generally holding its own, we need a program that will also help us communicate with consumers about Argentina’s impressive range of wine styles. We want to empower consumers to make new discoveries in the category, help them to benchmark Argentina’s expressions of well-known grape varieties (ie: Cabernet Sauvignon) and place them within a global wine context
- Sustainability is a key pillar for LCBO and we can use this concept to demonstrate Argentina’s growth and innovation in organic methods

Wines from Argentina: all the range

KEY OBJECTIVES

- Drive category growth and sales velocity
- Create opportunities for LCBO wines, Vintages Essentials, Front Line and Destination Collection products
- Support new listings and releases
- Highlight Argentina's sustainability as a key pillar of LCBO programming



LCBO Program Elements

- » Flex Space 5 [P6 + P7]
- » LCBO.com Feature Page [P6 + P7]
- » Online Exclusives: Discovery Box [P6 + P7]
- » LCBO.com Virtual Event [P6 + P7]

Programs of Interest: In-Store Flex Space 5 [in-section]

- **Customer Solution: Try a new, safe bet.**
 - Argentina's unique combination of climate and winemaking culture makes it possible to cultivate a range of wines while delivering the quality and value that consumers have come to depend on with its flagship grape, Malbec.
- **Product Focus: up to 8 skus per period [one facing for box sign]**
 - New listings, Cabernets, Malbec blends, organic & sustainable products
 - Leverage scores and value ratings
- **Details:**
 - Timing: P6 + P7
 - Small box sign
 - LTO's strongly recommended
 - Brand blocks recommended



Programs of Interest: Online LCBO.COM Feature Page

- **Customer Solution: Discover the wines of Argentina. Take a virtual tasting trip through the Andes.**
 - Argentina's unique combination of climate and winemaking culture makes it possible to cultivate a range of wines and lends itself to sustainability while delivering the quality and value that consumers have come to depend on with its flagship grape, Malbec.
- **Details:**
 - Timing: P6 + P7
- **Other items for discussion:**
 - Refresh content for P7 to focus on sustainability
- **Content P6:**
 - Regions [map] & varietals to know
 - Food pairings & recipes
 - Video tour of regions?
 - Discovery box
 - Wines to try
 - Virtual event & link
- **Content P7:**
 - Climate & Sustainability in Argentina
 - Sustainable Producer spotlights
 - Discovery box
 - Wines to try
 - Virtual event & link



- <https://www.lcbo.com/content/lcbo/en/pages/wine/italian-wine-passion.html>
- <https://www.lcbo.com/content/lcbo/en/homepage/Destination-Collection/discover-the-wines-of-italy.html>

Programs of Interest: Online Online Exclusives



Online Exclusive: No value add required.


- **Discovery Box: *Wine & Wanderlust. Take a virtual tasting trip through the Andes***
 - **With vineyards that span 2,000 km, Argentina's range of wine styles is unparalleled**
 - Discovery Box featuring six skus [LCBO, Vintages Essentials & Front Line]
 - Product focus P6: Malbec beyond Mendoza, white wines [Vintages], new listings
 - Product focus P7: Sustainable wines
 - Timing: P6 + P7

Programs of Interest: Virtual Event Experience

- ***Designed to be educational and fun. Learn about the wines and culture of Argentina. Meet the makers, get some great food pairing and recipe ideas!***
- Focus on tasting wines available in the Argentina Discovery Box [6 skus] and highlight relevant occasions
 - *P6: Diversity ~ Malbec beyond Mendoza, new products, white wines / the last blast of summer, BBQ wines*
 - *P7: Sustainable wines / Thanksgiving & Fall traditions*
- **Details:**
 - Timing: P6 + P7

LCBO VIRTUAL EVENT SERIES – YOUTUBE PLAY LIST:

https://www.youtube.com/playlist?list=PL7KSc_YvPNfIDUo3scqM3gZhIWfTi4Tfm



Join Our Virtual Event

Wine experts Angela Aiello and Alida Solomon will guide you on a tasting tour of the wines from our Wines of Italy Discovery Box, exploring the regional flavours and recommending food pairings, tasting tips and more.

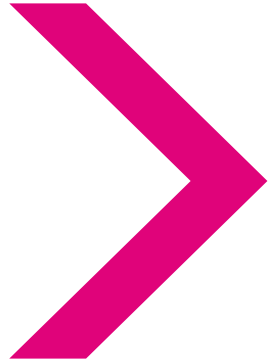
November 26
7:30PM

[WATCH THE EVENT](#)

Virtual Experience: [Italy virtual event = 952 views as of Dec. 3; tasted the six wines in the Discovery Box. Angela Aiello & chef Alina Solomon from Toronto restaurant, Tutti Matti <https://www.youtube.com/watch?v=KPONhYcq9ag&feature=youtu.be>

ATL marketing campaign

- **Above the line marketing activities to support LCBO programs would include:**
 - Consumer events [virtual or in-person]
 - IE: Sips Toronto, The Wine Sisters, Natalie Maclean
 - Press drops & media outreach
 - Social media promotion
- Timing: P6 + P7



Wines from Argentina all the range

» References & Statistics



Wines from Argentina: all the range

Concept proof points

- More than **188,000** hectares (ha) of cultivated surface for vinification
- **20+** varieties planted in significant quantities (representing 150,000 ha)
- Argentina's climate lends itself to organic wines; certifications of vineyards and wineries continue to climb with 67% growth in vineyard and 69% in winery certifications between 2013-2017 (ref: slides 32-34)
- Terroir diversity in Argentina's high-altitude desert climates enables **a wide variety of grapes** to thrive (EX: Pinot Noir can be successful planted near to Malbec in these conditions)
- Malbec planted in all major growing regions from **22 to 45 degrees** southern latitude (spanning 2,000 km) contributes to diversity in style
- Cabernet Sauvignon, the **3rd most planted** red variety, has migrated to premium, high-altitude cooler climates. Offers **extreme value** benchmarked against the world
- A white wine revolution is underway. Argentina is home to pristine **old vineyards** planted to white wine varieties while winemakers are also experimenting with earlier harvests and searching for fruit expression at earlier stages of development (higher acidity, lower alcohol) and planting in **new, higher altitude** sites
- 400+ years of winemaking culture. Today's agronomists and winemakers have refined techniques to produce fresh, elegant wines with a sense of place



THANK
YOU

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