

Wines of Argentina

Supplier Information Session

LCBO

October 2025

LCBO Team Introduction

Abhay Garg
VP Merchandising, LCBO

Marie Cundari
Sr. Director Merchandising, New World and Ontario Wines

Marc Staples
Sr. Category Manager, Southern Hemisphere Wines

Genna Gingerich
Product Manager, Chile, Argentina, South Africa Wines

Agenda

1. LCBO Overview

2. Sales Performance

3. Argentina: Overview and Opportunities

4. How to Do Business with the LCBO



Ontario Landscape

- **Ontario** makes up 40% of Canada's population - more than 14 million people
- LCBO is an agency of the provincial government
- Since 1927, LCBO contributes a dividend to the province to support healthcare, education and infrastructure services
- Retailer and Wholesaler



Who we are



Mission

We are a best-in-class, customer-first, responsible retailer and wholesaler, supporting our local communities and delivering value to Ontarians.



Vision

To deliver remarkable experiences as the trusted destination for the world's wines, beers and spirits.



Brand promise

Perfect choices made easy, moments made great.

LCBO

LCBO STRATEGIC PLAN 2022 - 2025

MANDATES

- 1 Promote local & help shape a more sustainable Ontario
- 2 Support the modernization of the beverage alcohol marketplace
- 3 Deliver returns to the people of Ontario

OBJECTIVES

- 1 Excellence in customer experience
- 2 Excellence in operational efficiency
- 3 Excellence in employee experience

LCBO Sales Channels

1 B2C

Retail



ECommerce



2 B2B

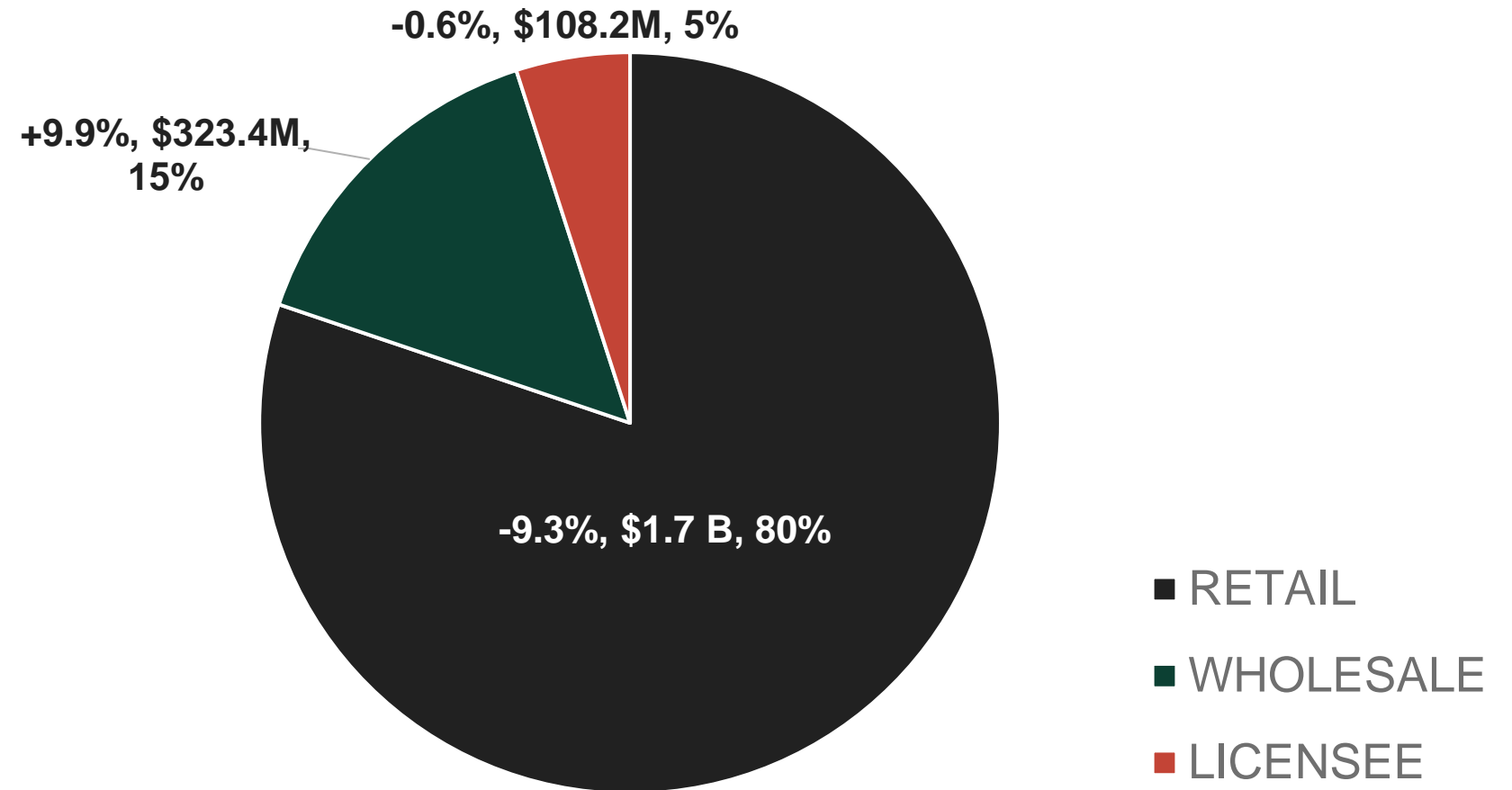
Grocery/
Convenience



Wholesale



Wines Channel Share



LCBO Wine Retail Programs/Channels



Sales Performance

LCBO

US products removed from LCBO



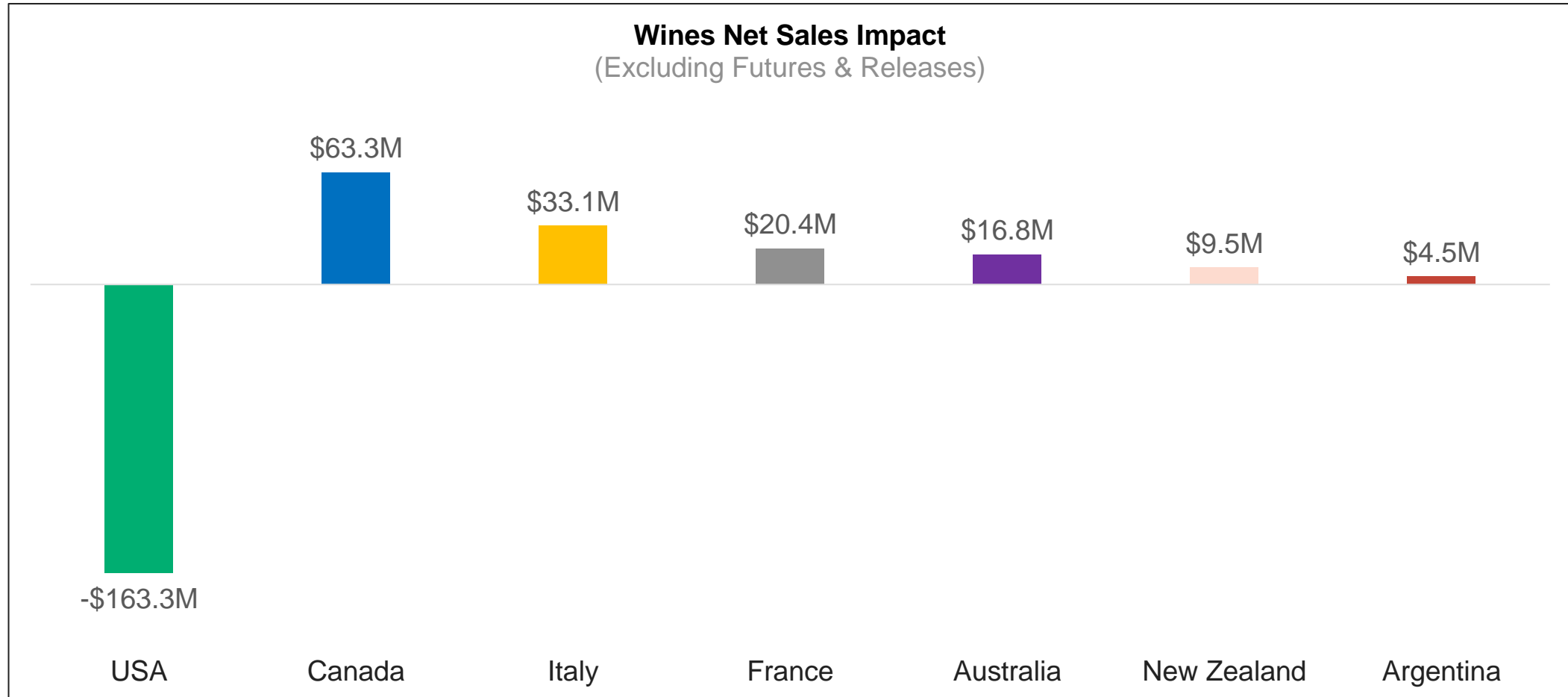
Sales Growth By Category ↑ \$273.8m / 3.7% to LY

Sales	Share	Share Change		
\$2,476m	32.5%	-3.7%	Spirits	↓ \$184.2m -6.9%
\$2,182m	28.7%	-1.4%	Wines	↓ \$22.1m -1.0%
\$1,729m	22.7%	3.2%	Beer	↑ \$296.7m 20.7%
\$928m	12.2%	2.1%	RTD	\$187.4m 25.3%
\$296m	3.9%	-0.2%	Specialty Services & Other*	↓ \$4.0m -1.3%

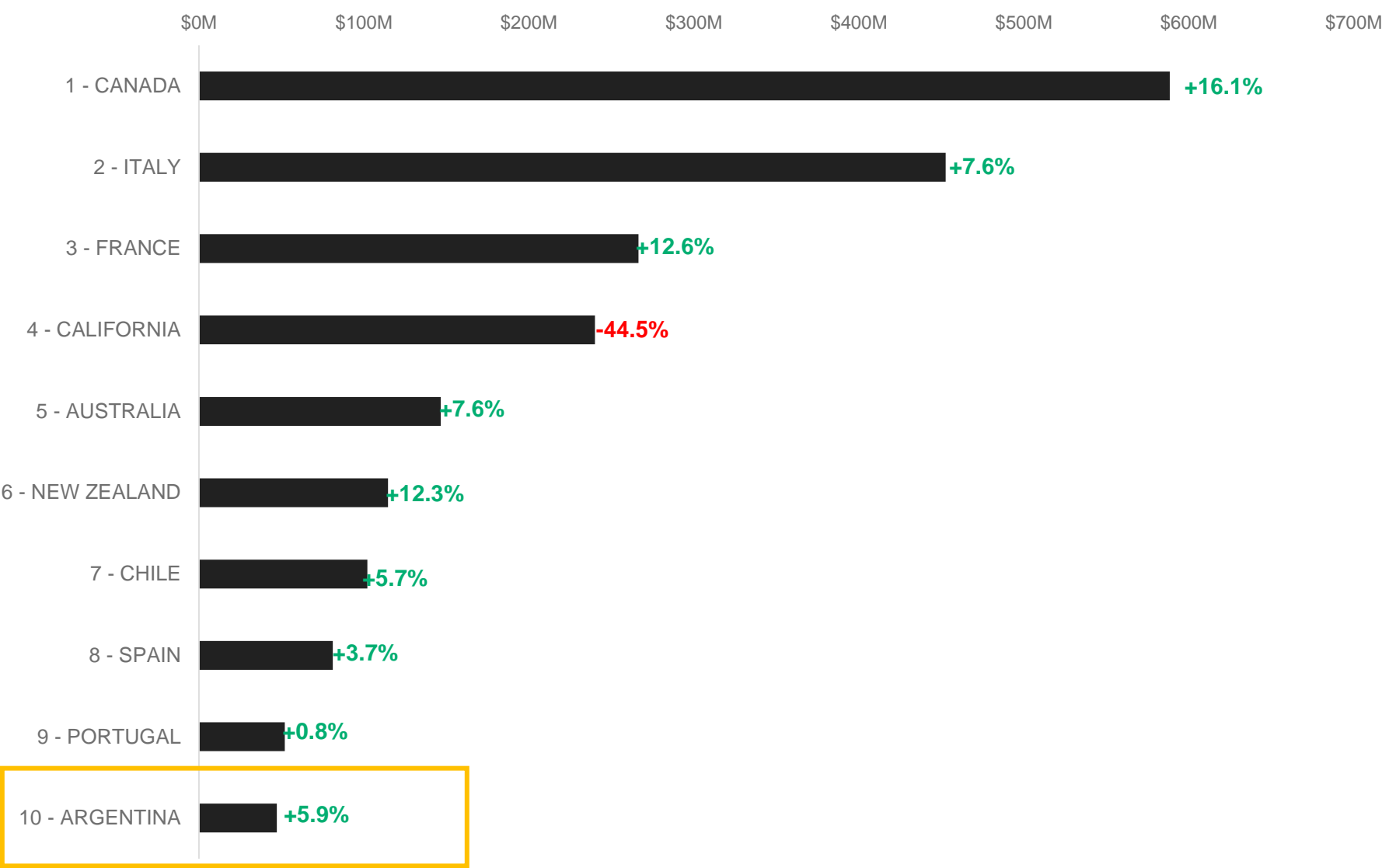
Volume Growth By Category ↑ 112.8m L / +19.2% to LY

Litres	Share	Share Change		
58.4m	8.4%	-2.4%	Spirits	↓ 4.5m -7.2% <div></div>
123.4m	17.7%	-3.4%	Wines	↓ 289.8k -0.2% <div></div>
352.3m	50.4%	4.5%	Beer	↑ 83.1m 30.9% <div></div>
148.0m	21.2%	1.7%	RTD	↑ 33.6M 29.5% <div></div>
17.1m	2.5%	-0.4%	Specialty Services & Other*	↑ 626.3k 3.8% <div></div>

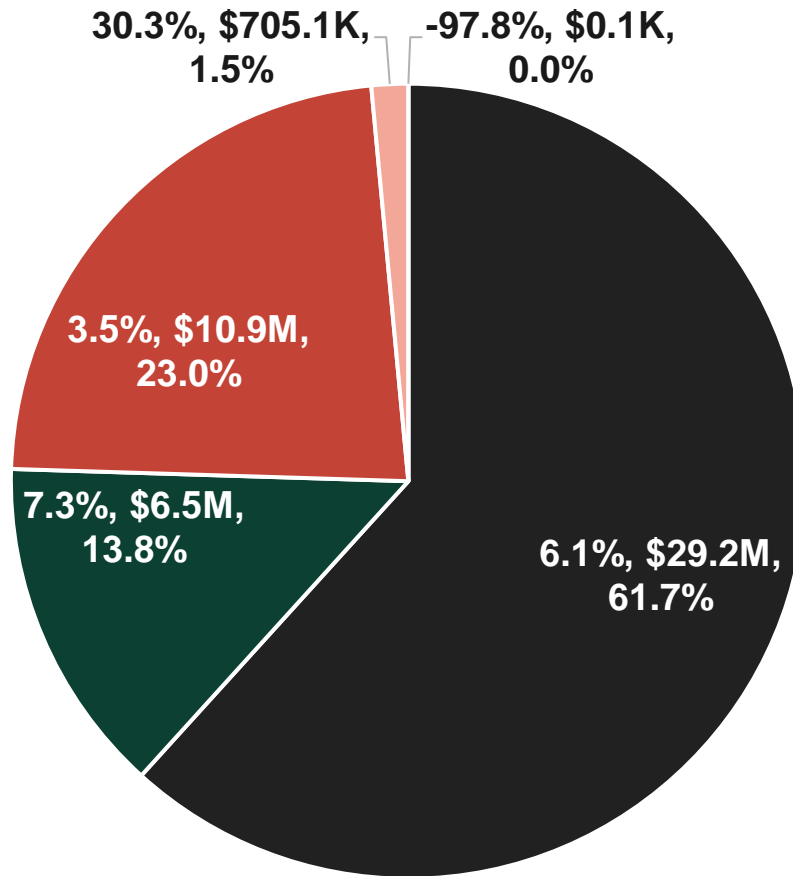
Impact of USA restriction on other wine regions



Argentina is
a top ten
wine region;
showing
growth



Total Argentina Wine Sales



- LCBO WINES
- ESSENTIALS
- FRONT LINE
- FUTURES AND DIRECTS
- DESTINATION COLLECTION

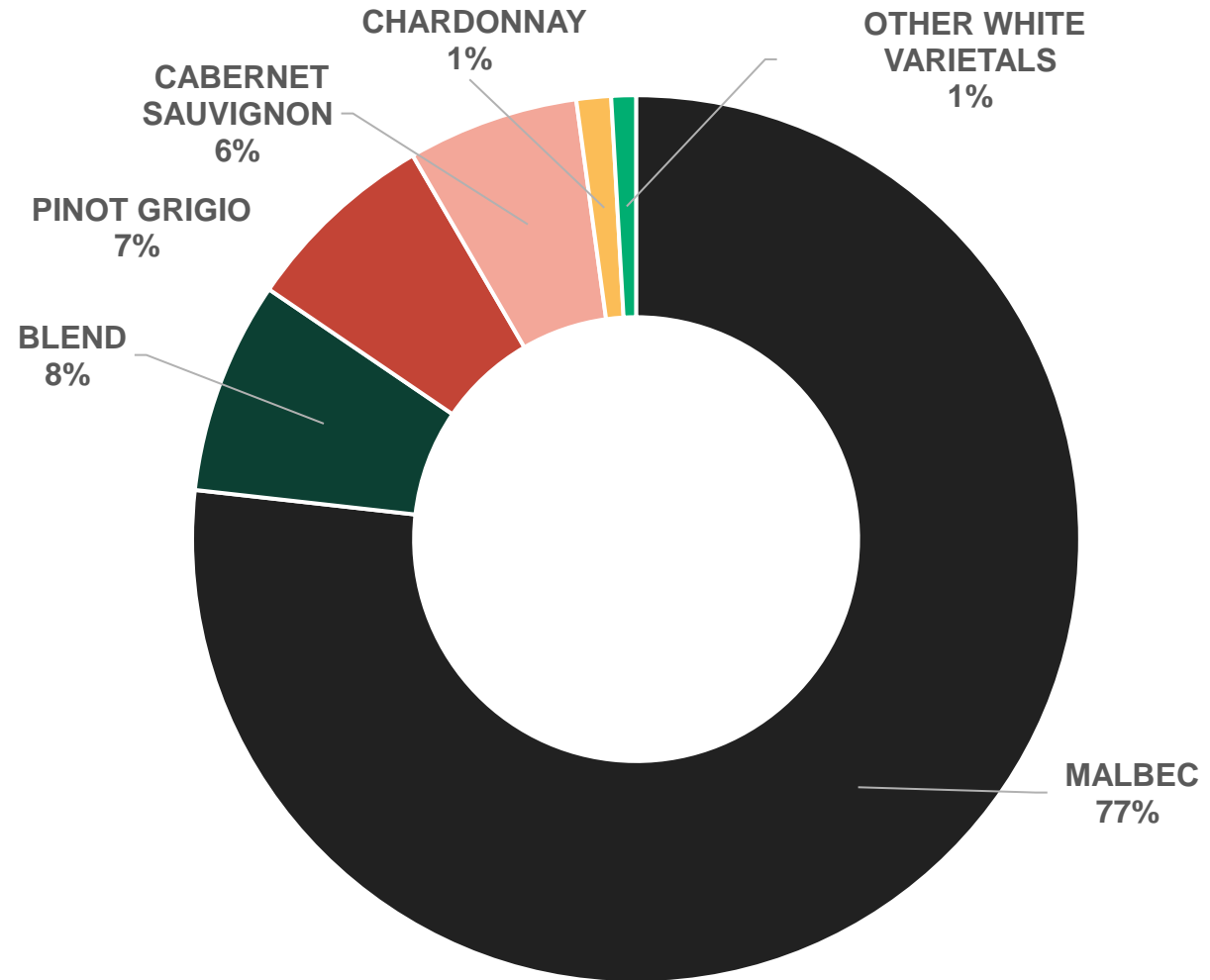
\$47.3M

+5.9% YOY

Argentina

Varietal Share

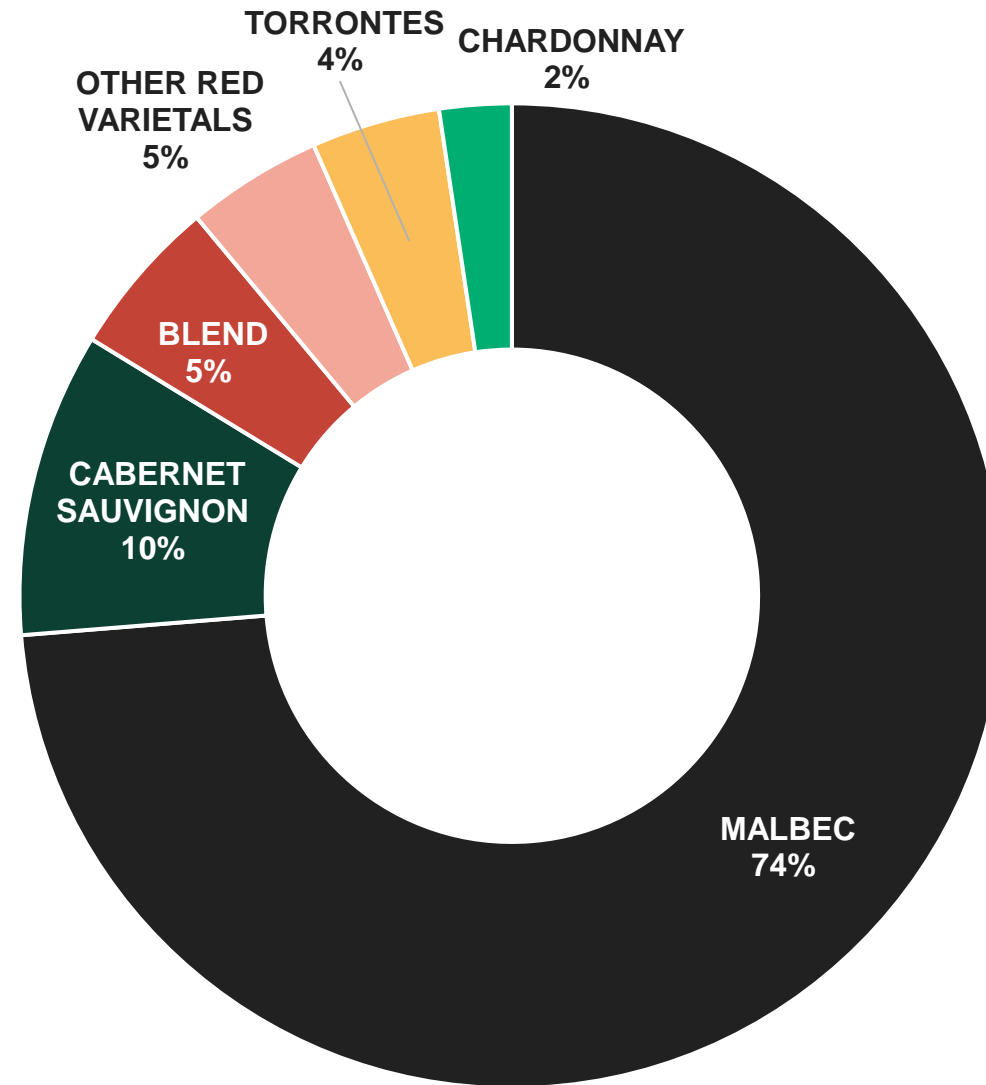
LCBO WINES



Argentina

Varietal Share

VINTAGES



Collaboration Opportunities

LCBO

Argentina

F25-26

Highlights

- The Argentina portfolio is uniquely dominated by Malbec, with over 75% of sales attributed to that varietal.
- Market share of wines priced up to \$12.95 has dropped from 25.4% to 17.8% which has greatly affected those mature brands with skus within those price bands
- Argentina is minimally represented within Sparkling, Rose and White Wines, which have been growth drivers in other countries.
- Vintages releases (including program wines and collaboratives) are growing YOY in the \$15-\$19.95 price bands which represents 55% of sales through that channel
- Argentina remains well-positioned to offer strong price-value proposition compared to other countries.
- Removal of US product from shelves has propelled customers to shop Argentina, exposing them to the value and quality the country has to offer.

Winning with Collaboration



Argentina F26-27 Opportunities

LCBO WINES

Sustainability framework:
Complements LCBO's Spirit of Sustainability.

High quality and great value proposition is recognized by Ontario consumers.

Malbec is unique to the country and serves as the flag-bearer and differentiator for the consumer looking from something different

Opportunity to put forward **new, innovative** brands with vibrant packaging that will attract a new customer to the Argentina section.

Ongoing **partnership** with WofA on LCBO programming like flex space and Aeroplan overlays

VINTAGES

Strong 3rd party accolades unique varietals will help attract Vintages consumers to Argentinean wines

Well established **Essentials collection** with 6 products ensures continuous availability of key varietals at premium price-points

Seed **alternate varietals and sub-regions** through Flagship/online exclusives

Offer **highly allocated** and **accoladed** wines through the **Cellar Collection** and **Special Offers**.

Product Selection Overview

LCBO

Category Management at LCBO



A process that involves managing product categories as business units and customizing them on a channel basis to satisfy customers needs

Monitor market dynamics



INNOVATION AND
TRENDS

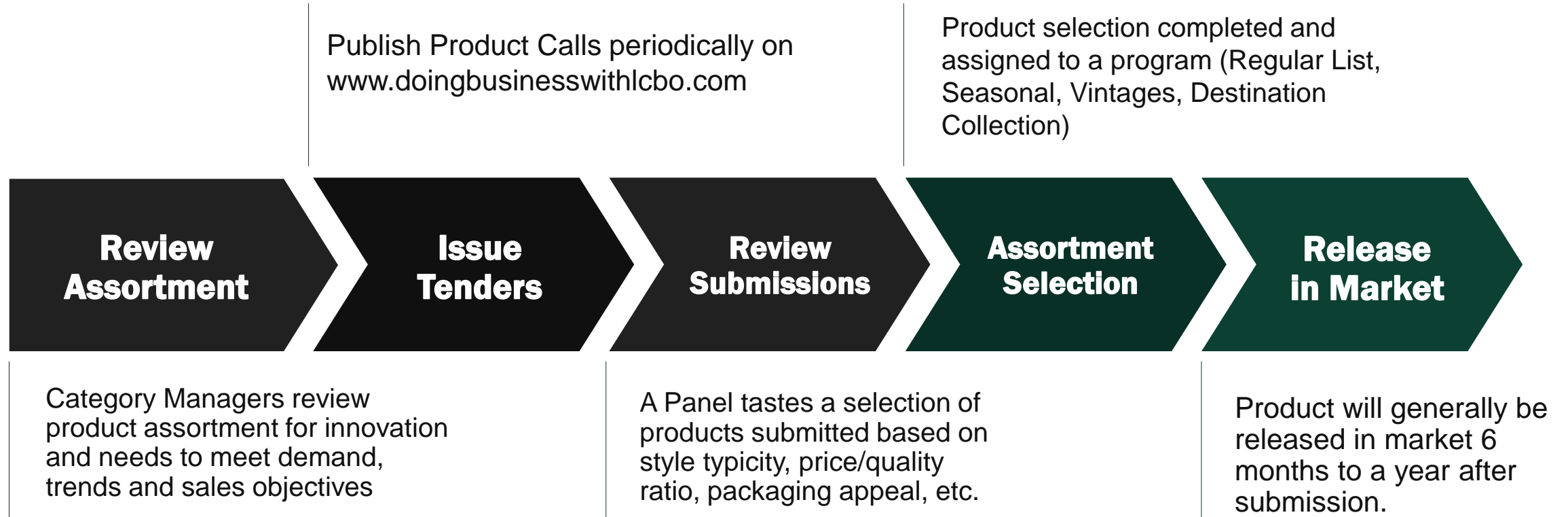


PRODUCT INSIGHTS



PERFORMANCE
TRACKING

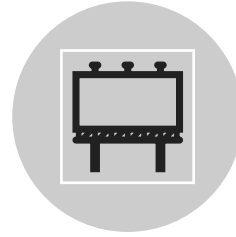
Product listing process



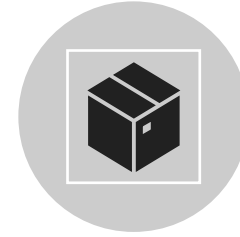
New product evaluation



PRICE/QUALITY



BRAND/ SALES
HISTORY



PACKAGING,
FORMAT, LABEL



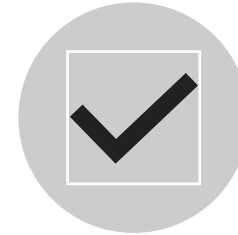
TASTE PROFILE



PROMOTIONAL
SUPPORT

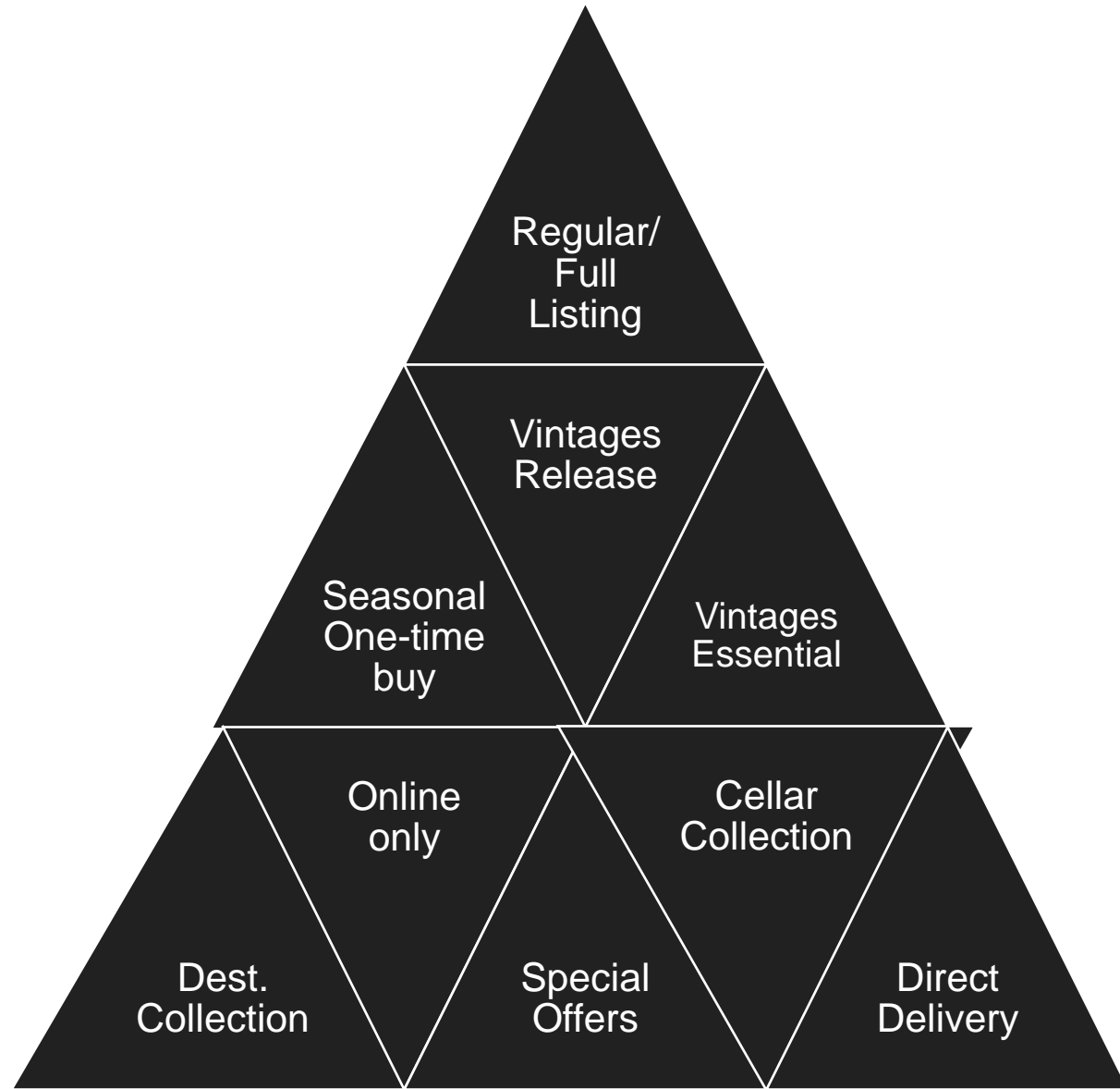


ACCOLADES

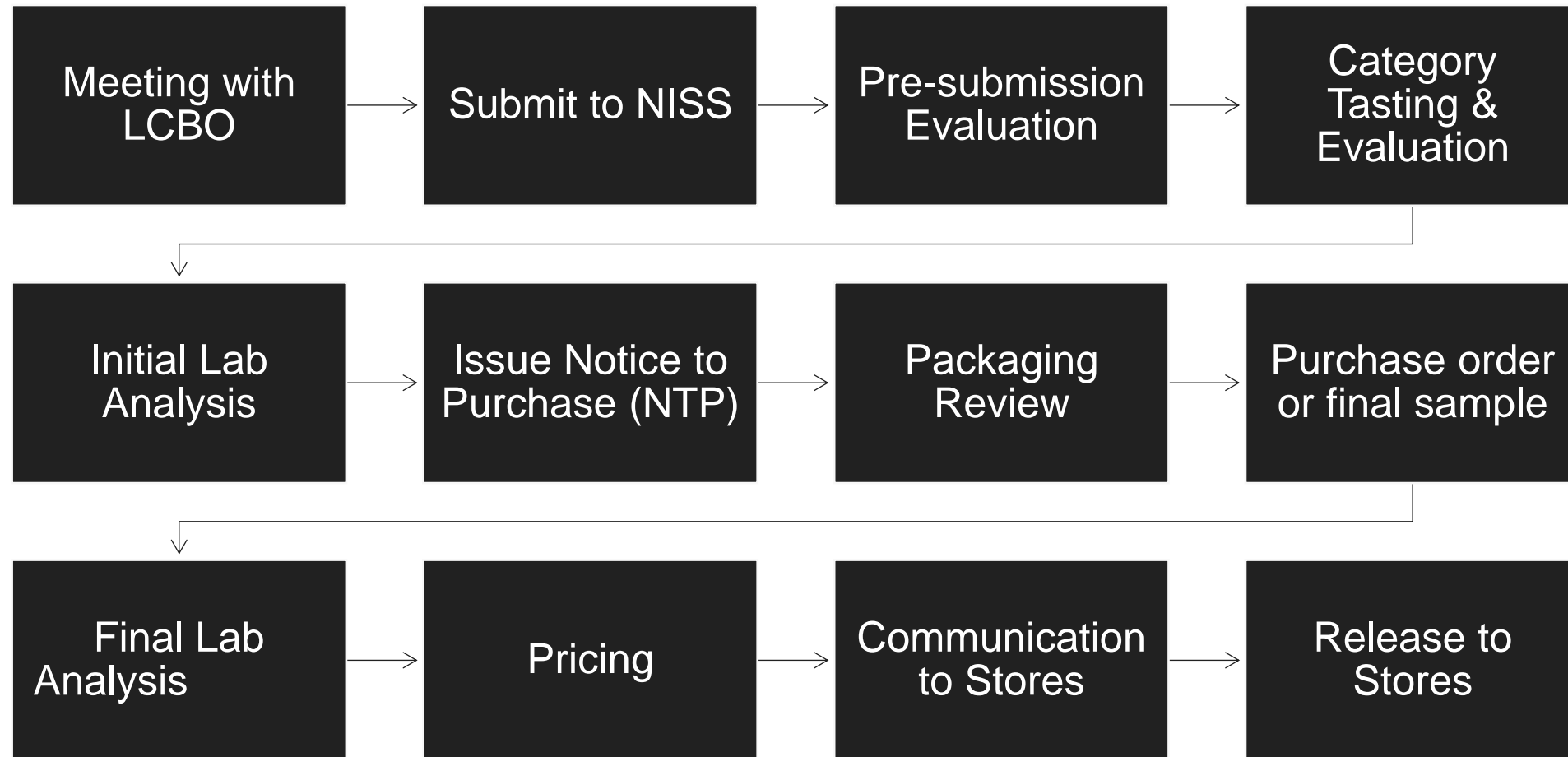


ALLOCATIONS

Channel –
release/
listing type



Listing Process Overview



Overview of life cycle



Presentation & Evaluation



Approval, Procurement



Product Release / Promotion



Performance review vs. targets



Discontinuation (if necessary)

Information Sources



LCBO Trade Resources

- Product calls, processes, forms, systems access
- Regular updates to trade partners
- Promotional programs

[HomePage](#) | [Doing Business with LCBO](#)



Drinks Ontario

- If a third party is representing you as an agent, AGCO requires that they be licensed
 - Trade association Drinks Ontario provides an opportunity to introduce your company online to their agent members
-



Wines of Argentina (Ontario)

- Liz Luzzza, Wines of Argentina liz@luzzapr.com
-

Frequently Asked Questions

- Light weight glass policy: Required for wines priced \$19 and below that are purchased for continuous or seasonal programs. Not for Vintages releases. 420g
- Sustainability: Certification is encouraged but not required for purchase. We like to see certification logos on the bottle. Tell us about what you are doing.
- Scores & accolades: Can be helpful especially for brands new to our market. Big scores are almost essential for Cellar Collection items. A bottle sticker promoting the award/score is great.
- Product labelling: We must comply with federal regulations. Find helpful resources here.
- To ensure product quality and safety every product undergoes lab testing. Find full details here.
- Our competitive call process requires access to the New Item Submission System. Find out how to get access here.
- Visit our trade website for more information and new developments.
- Visit lcbo.com to see the online customer experience



THANK
YOU