



## LCBO PC TRAINING CN17

Canada – Mississauga, Ontario – November 21<sup>st</sup> and 22<sup>nd</sup>, 2017

**REGISTRATION DEADLINE: August 28<sup>th</sup>, 2017**

### General Information

In compliance with the 2017 Wines of Portugal promotion plan, ViniPortugal will implement 2 training sessions for 50 Product Consultants and front line retail staff from Mississauga LCBO stores (GTA), with the objective of deepening the knowledge and stimulating the recommendation of Portuguese wines.



**We are counting with your participation!**

### Promotion Mechanic

- Implementation of 2 training sessions for 50 Product Consultants and front line retail staff from LCBO stores (25 x 2) in Mississauga (GTA), with the duration of 1 hour each;
- Maximum participation of 6 wines in each session;
- Implementation dates: 21<sup>st</sup> and 22<sup>nd</sup> of November;
- Quantities required: 6 bottles per registered wine for both sessions to be delivered by the local Agent on date and address to be confirmed later.
- Training session given by Sofia Salvador or Will Predhomme (TBC):

*Will Predhomme's career began in the hospitality industry in his teenage years as a cook in Windsor Ontario Canada. Fast forward 10 years & Will was leading one of Canada's most respected wine programs, at Oliver & Bonacini's Canoe Restaurant & Bar. Will also managed the group beverage training & education programs until starting Predhomme Inc. in 2013.*

*Will's work experience includes Canadian & Global brands such as Fairmont Hotels & Resorts, Harrah's - Caesars Entertainment, & the Liquor Control Board of Ontario (LCBO). Will was awarded Best Sommelier in Ontario in 2010, & represented Canada at the Meilleur Sommelier du Monde in Tokyo Japan in 2013. In the media, Will hosts of the Wine Basic's Video Series produced by The Globe & Mail, Canada's largest daily newspaper. Will holds the Advanced certificate through the Court of Master Sommeliers & is an educator at the University of Guelph (Ontario).*

## Wine Selection Criteria

- Registration limited to still wines already listed in the LCBO (Vintages and General Listing);
- Retail price must be above 11 Canadian Dollars;
- Subject to the "General Participation Conditions in ViniPortugal Events", not sparing document reading;
- Registration only allows DOC or IGP wines or Wine (without DO or IG) as long as the grape variety and vintage is mainly Portuguese.;
- All registered EAs must upload their technical sheets in English on the online platform.
- Program financed by the OCM program.

## Participation Cost

- **Cost per wine for 2 sessions: 535€\*+ VAT**

**\*For the EA that present Port, Madeira or Azores Wines** (wine that is not subject of promotional tax - D.L. n°94/2012 of 20 of April, regulated by ordinance n° 426/2012 of 28th of December) **increases 50% to the base of cost registration in internal market and 33% to the base cost of registration in OCM markets**, in the proportion of the number of Port, Madeira or Azores wines signed up for the event, being applied afterwards the owed discounts to entities with signed protocols with ViniPortugal.

## Space allocation

The registration is not guarantee of space/table/participation allocation. In case of registrations exceed the available space, as long as in compliance with the above requirements and if there is no overdue debts or not settled invoices, will be given priority to EAs by the following order:

- Participation record in Viniportugal events in Canada in 2016;
- Participation record in Viniportugal events in the World in 2016.

Considering that participation record is calculated based on the weighted average (50% - 50%) between the number of participations and total investment.

## Payment, Financial Conditions and Penalties

- **1<sup>st</sup> Payment: 50%** with the wine registration until **August 28th, 2017** (payment after the deadline will feature a penalty of 25%);
- **2<sup>nd</sup> Payment:** the remaining **50%** must be paid **until October 3rd, 2017** (payment after the deadline will include a penalty of 25%);
- Payments must be done by bank transfer to IBAN: PT50.0033.0000.00017405837.22 or by Check payable to ViniPortugal.

The EA is considered registered in the event from the moment of registration on the ViniPortugal platform. However, registration is only effective after payment.

## Participation Steps

- **Step 1:** Registration in the online platform and submission of the 1<sup>st</sup> payment proof until **August 28<sup>th</sup>, 2017** to: [saf@viniportugal.pt](mailto:saf@viniportugal.pt). If the payment is made by check, please send it to ViniPortugal "Serviços Administrativos e Financeiros";
- **Step 2:** ViniPortugal will confirm the registration;
- **Step 3: Sending of the 2<sup>nd</sup> payment proof until October 3rd, 2017** to: [saf@viniportugal.pt](mailto:saf@viniportugal.pt). In case of payment by check, send to ViniPortugal "Serviços Administrativos e Financeiros";

## Cancellation of Registration

ViniPortugal will cancel the program if there are not enough registrations.

The cancellation of the EA registration, on its own initiative, is possible during the registration period (until August 28<sup>th</sup>, 2017). This cancellation is entitled to refund the registration fee if ViniPortugal is able to cancel all the commitments already made with its suppliers in the context of that registration. Otherwise, the reservation cancellation is made without the right to refund the registration fee.

After the registration period, ViniPortugal reserves the right not to make any return of the registration fee. In cases where an invoice generated has not yet been settled, ViniPortugal reserves the right not to issue a credit note on an invoice generated, maintaining the amount owed.

## Clarifications

**Event:** Filipa Anunciação | [filipa.anunciacao@viniportugal.pt](mailto:filipa.anunciacao@viniportugal.pt) | +351 21 356 98 98

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