

INTRODUCING... **5 WAYS TO SHOP FOR WINE**

We've created
brand-new tools
to help you find
a wine you'll love



**YOU SPOKE.
WE LISTENED.
WE'VE CHANGED.**





You told us you wished wine shopping was easier. Done! Now there are 5 WAYS to find a wine you'll love:

1 SHOP BY COUNTRY
Discover the World page 6

2 NEW! SHOP BY WINE STYLE
Find Your Flavour page 8

3 NEW! SHOP BY VARIETAL
Know Your Grapes page 20

4 SHOP BY FOOD MATCH
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5 NEW! SHOP BY SWEETNESS
Choose Dry, Medium or Sweet page 24

TURN THE PAGE TO SEE
A NEW TOOL TO HELP YOU
SHOP FOR WINE.



FIRST, MEET OUR NEW SHELF TICKET!

Wine info in an instant — right on the shelf!

When you're browsing our aisles, you'll notice a white ticket on the shelf below each bottle with information about the wine. We've revamped these by adding even more helpful info.

Now you'll instantly know the wine's style and what's in the bottle — varietal, wine type and region. We've also created a new, easier way to indicate a wine's sweetness.

If you want even more information, you can scan the barcode to get on-the-spot tasting notes and serving suggestions!

Read on to discover the 5 Ways to Shop...



NEW

For easy reference, we've included the **varietal** or **key region** right on the shelf ticket.

Read more on page 20.

NEW

All LCBO wines are now labelled by **Wine Style**. Use the shelf ticket to help you browse.

Turn to page 8 to find your style.

SHELF TICKET



FRANCE
PHILIPPE DE ROTHSCHILD
SAUVIGNON BLANC
750 mL Bottle (XD - 3g/L)

\$10.75 + 20¢ Deposit =

\$10.95



407536

NEW

Now there are five **sweetness descriptors** to indicate how dry or sweet a wine will taste.

Read more on page 24.

NEW

With an iPhone and the LCBO On the Go app, you can scan these **barcodes** for tasting notes and serving suggestions.

Read about food matching on page 22.

iPhone is a trademark of Apple Inc.

1 SHOP BY COUNTRY

Choose wine from your favourite countries or regions.

At the LCBO, one of the easiest ways to shop for wine is to choose a bottle from a country or region you like. That's why each country has its own section.

We know choosing a country is often the very first decision you make when shopping for wine, and it's a great way to browse. Our large header signs above each aisle steer you quickly to where you want to go.

Next time you're at the LCBO, take full advantage of our international wine selection — it's one of the largest in the world — and explore wines from different countries! It's a fun way to broaden your appreciation for the huge array of styles and flavours. A world of wine awaits.

USE THESE COUNTRY SIGNS
TO FIND YOUR WAY AROUND
OUR STORES.



NEW! 2. SHOP BY WINE STYLE

Know your style, find your wine.



NOW, ALL SHELF TICKETS
SHOW A WINE'S STYLE.

Get ready for a whole new way to think about wine! We've come up with a system that organizes LCBO wines into easy-to-understand Wine Styles: There are four for reds, four for whites and three specialty styles.

The next time you reach for your favourite Australian shiraz, take note of its style — say, Full-bodied & Firm. Then look for other wines with the same style — in Australia or in another aisle altogether. It's a virtually risk-free way to explore new-to-you wines.

Over the next several pages, we'll introduce you to the Wine Styles, tell you what makes them special and recommend wines to try. We'll also give you food-pairing suggestions for each style!

MEET THE WINE STYLES

RED WINE STYLES

Light-bodied & Fruity

Medium-bodied & Fruity

Full-bodied & Smooth

Full-bodied & Firm

WHITE WINE STYLES

Light & Crisp

Off-dry & Fruity

Aromatic & Flavourful

Full-bodied & Rich

SPECIALTY STYLES

Sparkling

Fortified

Dessert

TURN THE PAGE
TO DISCOVER YOUR
STYLE.



Light-bodied & Fruity

If you're **new to red wine**, this is a great place to start. These **easy-drinking** wines are **fresh** and **fruity**, with **bright berry** flavours. They're great anytime **sippers**.

**You may taste:**

raspberry
cherry
tart cranberry

**Great examples:**

Beaujolais FRANCE
Gamay Noir ONTARIO
Pinot Noir NEW ZEALAND

**Sip them with:**

appetizers
soft cheeses
pizza



WINE 101

Lighter red styles can be chilled for 20 minutes in the fridge to bring out their soft fruitiness.

Medium-bodied & Fruity

Not too heavy, not too light, this is a **very popular** style of red. These versatile **crowd-pleasers** are deliciously **balanced**, with **fruit-forward** flavours and a casual, **go-with-anything** style.



You may taste:

cherry
raspberry
plum



Great examples:

Valpolicella, Montepulciano ITALY
Cabernet Franc, Merlot ONTARIO
Côte du Rhône, Burgundy FRANCE



Sip them with:

weekday meals
pizza
pasta
grilled chicken

GEEK SPEAK

A “balanced” wine refers to the harmony of fruit, sweetness, acidity and tannin — no single element overpowers another.

Full-bodied & Smooth

Ready to explore? Try these **velvety smooth**, mouth-filling reds, with **intense, dark-fruit** flavours. Often **aged in oak** barrels, they can have soft tannins, **spice** and **vanilla**. This style includes some of the most popular varietals in the world.



You may taste:

plum	vanilla
cassis	clove
blackberry	cinnamon
blackcurrant	black pepper



Great examples:

Shiraz AUSTRALIA
Merlot, Cabernet-Merlot CALIFORNIA
Ripasso ITALY
Premium Red Blends ONTARIO &
BRITISH COLUMBIA



Sip them with:

steak
sausage
lamb
mushrooms

GEEK SPEAK

Tannin is often found in red wine and creates that dry, puckering sensation in your mouth. Tannin will soften over time.

Full-bodied & Firm

If you're an **adventurous** red-wine fan, try these! They're **captivating** and **powerful**, with complex flavours of **black fruit**, **spice** and **vanilla**. Get ready for **big wines** with **firm tannins**. Robust wines like these are best paired with food.



You may taste:

plum	vanilla
cassis	clove
blackberry	cinnamon
blackcurrant	black pepper



Great examples:

Cabernet Sauvignon CALIFORNIA
Amarone, Barolo ITALY
Bordeaux FRANCE
Premium Cabernet Sauvignon,
Cabernet Blends ONTARIO



Sip them with:

steak
roasted red meat



WINE 101

Big wines like these shine with intensely flavoured red meats like lamb. The rich protein helps to mellow the wine's tannin.

Light & Crisp



These whites are known for their **quenching** character and crisp acidity. **Fresh**, light and **invigorating**, their flavours will remind you of green **herbs**, **citrus** and green **apple**. They're social sippers and great with many different dishes.



You may taste:

citrus
green apple
fresh herbs
grassy flavours
mineral notes



Great examples:

Unoaked Chardonnay FRANCE,
ONTARIO
Dry Riesling ONTARIO
Pinot Grigio ITALY



Sip them with:

appetizers
light chicken
light seafood
light pasta dishes

GEEK SPEAK

Like a squirt of lemon,
“acidity” gives wine
its tangy, crisp
and refreshing flavour.

Off-Dry & Fruity



You'll love these wines for their kiss of **sweetness**. They have **fruit-forward** aromas and flavours. Think ripe **apple**, fresh **peach** and juicy **melon**, balanced by a pleasant **acidity**. Choose these when spicy Thai takeout is on the menu.



You may taste:

peach
melon
red apple
citrus



Great examples:

Riesling GERMANY
Riesling, Gewurztraminer ALSACE
Semi-dry Riesling, Vidal ONTARIO
Muscat/Moscato CALIFORNIA



Sip them with:

Spicy Thai dishes
Indian curry
smoked meat

WINE 101

Tame heat with sweet!
For hot and spicy dishes,
try sweeter white wines
like these to contrast
the spice and cleanse
the palate.

Aromatic & Flavourful

These whites are true **show-stoppers**! Their bold, **exotic fruit flavours** of lychee, papaya and mango shine through. With thrillingly **intense** floral **aromas**, these wines have **personality** to spare.



You may taste:

lychee mango
melon cantaloupe
papaya



Great examples:

Sauvignon Blanc NEW ZEALAND
Gewurztraminer ALSACE
Torrontés ARGENTINA
Muscat CALIFORNIA



Sip them with:

baked salmon
sea bass
pork
cured meat

GEEK SPEAK

A wine that's "aromatic" has a distinct, perfume-like "nose" or scent. This can include rose, pea pods, grapefruit and lychee.

Full-bodied & Rich

Meet the **most flavourful** whites! They have a **luxurious** texture, often described as “**buttery**.” They can have **nutty**, **vanilla** and **spice** notes when aged in **oak-barrels**. Their **fullness** makes them an excellent choice for **rich food**.



You may taste:

vanilla pineapple
fig toasty flavours
hazelnut



Great examples:

Chardonnay CALIFORNIA,
AUSTRALIA, BURGUNDY
White Blends RHÔNE
Pinot Gris ALSACE



Sip them with:

cream sauces
lobster with butter
roasted turkey
poached salmon



WINE 101

When a wine is aged in oak barrels, the wood enriches it with an added layer of flavour often described as “spice.”

This can include vanilla, smoke and toasty notes.

Sparkling

The wines you love...with **bubbles**! Sparkling wines can be **white**, **rosé** and even **red**. They come in a **range of styles** from dry to sweet, make lovely **aperitifs**, pair beautifully with **appetizers** and offer a **refreshing** end to a meal.



You may taste:

stone fruit blossoms
ripe apple toasty "biscuit" notes
citrus



Great Examples:

Prosecco, Asti, Lambrusco ITALY
Sparkling CALIFORNIA, CANADA
Cava SPAIN
Champagne FRANCE



Sip them with:

Desserts, soft cheeses
(Light & Fruity)
Salty snacks, spicy food
(Medium-bodied & Flavourful)
Formal dinners, lobster, cream sauces
(Rich & Complex)

WINE 101

At the LCBO, you'll find
sparkling wine in three
styles: Light & Fruity,

Medium-bodied & Flavourful
and Rich & Complex.



Fortified & Dessert Wines

Fortified and Dessert Wines **range in style** and **sweetness** levels. Some are lovely **before dinner**, others make delicious **after-dinner** sippers.



Fortified Wines

These intense, full-bodied wines are blended with Brandy.



Dessert Wines

Made from a range of varietals, these wines are naturally sweet.



Great Examples:

Marsala ITALY
Vermouth ITALY
Sherry SPAIN
Port, Madeira PORTUGAL

Sip them with:

nuts
hard cheeses
dried fruit
smoked meat



Great Examples:

Late Harvest, Icewine ONTARIO
Spätlese, Auslese GERMANY
Sauternes FRANCE

Sip them with:

desserts that are less sweet
than the wine you're serving

NEW! 3. SHOP BY VARIETAL or REGION

New World wines are typically labelled by “varietal” — the grape used to make them (e.g., chardonnay or shiraz). European wines are often labelled by the region where they are produced (e.g., Burgundy or Chianti). Now this info is shown right on the shelf ticket!



YOU'LL FIND THE VARIETAL/REGION
HERE ON THE SHELF TICKET.

Chances are, you have a favourite varietal or region. We've made it even easier to find and try similar wines. We've reorganized our wine — within each country section — to display the same varietals and regions together. No more surfing the aisle!

FOR EXAMPLE, NOW YOU'LL SEE
ALL THE AUSTRALIAN SHIRAZ
GROUPED TOGETHER.



4. SHOP BY FOOD MATCH

Pick a wine to complement your meal.

Need a wine to serve with dinner? You've probably heard that red meat should be served with red wine, and white meat with white wine. But those are just guidelines, not rules!

We've created this handy guide that shows popular foods and suggested wines to pair with them. Use it as a guide to experimenting with food and wine matching — with confidence.

There is no wrong way to pair wine with food. Serve what you like, experiment, try new matches and — most importantly — have fun discovering!





RED MEAT

Steak: Malbec, Cabernet Sauvignon, Shiraz, Red Burgundy, Rhône

Burgers: Cabernet Franc, Merlot, Carménère, Primitivo, Syrah

Roast Beef: Shiraz, Cabernet Sauvignon, Zinfandel, Bordeaux, Barolo



POULTRY

Roast Turkey/Chicken: Gamay, Riesling, Pinot Noir, Gewurztraminer

BBQ Chicken: Merlot, Baco Noir, Chardonnay, Red Burgundy



PORK

Roast Pork: Riesling, Viognier, Tempranillo, Alsace

Ham: Riesling, Gamay, Rosé, Red or White Burgundy, Alsace



FISH/SEAFOOD

Grilled Fish: Pinot Noir, Chardonnay, Pinot Gris, Soave

Poached Fish: Chardonnay, Riesling, Pinot Grigio, Alsace

Lobster & Crab: Sauvignon Blanc, Pinot Grigio, Riesling

Oysters: Riesling, Chardonnay, Sauvignon Blanc, Loire



PASTA

Tomato Sauce: Sangiovese, Baco Noir, Merlot, Montepulciano

Meat Sauce: Carménère, Pinot Noir, Merlot, Nero d'Avola

Cream Sauce: Pinot Grigio, Chardonnay, Gamay, Loire, Valpolicella



PIZZA

Veggie: Dry Riesling, Gamay, Chardonnay, Beaujolais

Meat: Sangiovese, Grenache, Shiraz, Rhône, Chianti



INTERNATIONAL

Sushi: Riesling, Pinot Grigio, Sauvignon Blanc, Alsace, Vinho Verde


Thai: Riesling, Gewurztraminer, Gamay, Viognier, Alsace

Indian: Riesling, Pinot Noir, Sémillon, Gewurztraminer, Alsace, Beaujolais

Chinese: Riesling, Gamay, Gewurztraminer, Beaujolais, Alsace

NEW! 5. SHOP BY SWEETNESS

Choose a wine based on whether it's dry,
medium or sweet.

RIESLING	LIGHT & CRISP	CANADA VQA TRILUS RIES 750 mL B (D - 12g/L)	\$13.75 + 20¢ Deposit = \$13.95  303792
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LOOK FOR THE SWEETNESS LETTER HERE.
THIS WINE IS "D" FOR DRY.

We've introduced a new way to describe the perceived sweetness of a wine. It's a simple lettering system made up of just five descriptors.

We know some of you like medium-sweet wine, while others prefer their wine extra dry. Once you've narrowed down your choices, you can use the sweetness descriptor on the shelf ticket to tell you how dry or sweet a wine is.

PLUS: The ticket also shows a wine's sugar content measured in grams per litre.

XD

EXTRA DRY

No perceived sweetness;
clean, crisp acidic finish

D

DRY

No distinct sweetness;
well-rounded with balanced acidity

M

MEDIUM

Slight sweetness
perceived

MS

**MEDIUM-
SWEET**

Noticeably sweet

S

SWEET

Distinctively sweet

WINE STYLES AT A GLANCE:

REDS

LIGHT-BODIED & FRUITY

These are great wines for those who are new to reds. They're easy-drinking, fresh and fruity.

Look for:

Beaujolais from France, **Gamay Noir** from Ontario, **Pinot Noir** from New Zealand

MEDIUM-BODIED & FRUITY

Not too heavy, not too light, these popular reds are balanced and go with just about anything.

Look for:

Valpolicella and **Montepulciano** from Italy, **Cabernet Franc** and **Merlot** from Ontario, **Côtes du Rhône** and **Burgundy** from France

WHITES

LIGHT & CRISP

Quenching whites with crisp acidity, they're fresh, light and invigorating for sipping or with meals.

Look for:

Unoaked Chardonnay from France and Ontario, **Dry Riesling** from Ontario, **Pinot Grigio** from Italy

OFF-DRY & FRUITY

These are slightly sweet with fruit-forward aromas and flavours, balanced by lovely acidity.

Look for:

Riesling from Germany, **Semi-dry Riesling** and **Vidal** from Ontario, **Gewurztraminer** from Alsace, **Muscat/Moscato** from California

SPARKLING

Fizzy white, rosé and even red wine that may be dry, medium or sweet.

Look for:

Sparkling from California and Canada; **Prosecco**, **Asti** and **Lambrusco** from Italy; **Cava** from Spain; **Champagne** from France

SPECIALTY



FULL-BODIED & SMOOTH

These big velvety reds have intense dark-fruit flavours and, often, soft tannins, spice and vanilla.

Look for:

Shiraz from Australia, **Merlot** or **Cabernet-Merlot** from California, **Ripasso** from Italy, **Premium Red Blends** from Ontario and B.C.

FULL-BODIED & FIRM

These are captivating and powerful reds with more complex flavours and firm tannins!

Look for:

Cabernet Sauvignon from California, **Amarone** and **Barolo** from Italy, **Bordeaux** from France, **Premium Cabernet Sauvignon** from Ontario

AROMATIC & FLAVOURFUL

These are show-stopping wines with bold, exotic fruit flavours and thrillingly intense floral aromas.

Look for:

Sauvignon Blanc from New Zealand, **Gewurztraminer** from Alsace, **Torrontés** from Argentina, **Muscat** from California

FULL BODIED & RICH

The most flavourful of the whites, these have a “buttery” texture and nutty, vanilla and spice notes.

Look for:

Chardonnay from California, Australia and Burgundy; **White Blends** from Rhône; **Pinot Gris** from Alsace

FORTIFIED

Intense, full-bodied wines blended with Brandy.

Look for:

Marsala from Italy, **Vermouth** from Italy, **Sherry** from Spain, **Port** and **Madeira** from Portugal

DESSERT

Naturally sweet wines made with very ripe fruit, these range from mildly sweet to honey-like.

Look for:

Late Harvest and **Icewine** from Ontario, **Spätlese** and **Auslese** from Germany, **Sauternes** from France

WATCH THE VIDEO!

We've created a fun, informative video to walk you through the 5 Ways to Shop for Wine at the LCBO.

Simply scan this QR Code to watch it now on your smartphone!



You can also watch our videos about red and white wine styles at **lcbo.com/winestyles**. They'll make wine shopping easier than ever!

IF YOU NEED A LITTLE
HELP FIGURING OUT
HOW TO SCAN, GO TO
LCBO.COM/QRCODES
TO LEARN HOW.



PLEASE DRINK RESPONSIBLY.

