





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

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- 2 NEW! SHOP BY WINE STYLE Find Your Flavour page 8
- **3 NEW! SHOP BY VARIETAL** Know Your Grapes page 20
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TURN THE PAGE TO SEE A NEW TOOL TO HELP YOU SHOP FOR WINE,

FIRST, MEET OUR NEW SHELF TICKET!

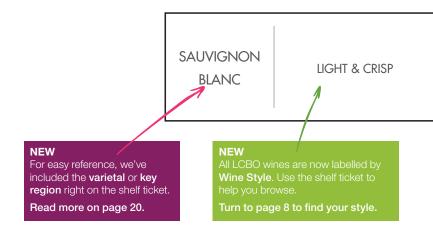
Wine info in an instant — right on the shelf!

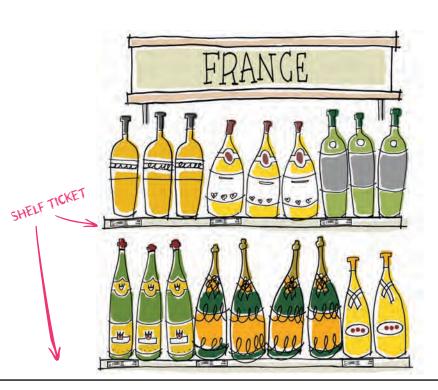
When you're browsing our aisles, you'll notice a white ticket on the shelf below each bottle with information about the wine. We've revamped these by adding even more helpful info.

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...





FRANCE PHILIPPE DE ROTHSCHILD SAUVIGNON BLANC

750 mL

Bottle (XD - 3g/L)

\$10.75 + 20¢ Deposit =

\$10.95

407536

NFW

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

Read more on page 24.

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1 SHOP BY LCOUNTRY

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.



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

WHITE WINE STYLES

Light-bodied & Fruity

Light & Crist

Medium-bodied & Fruity

Off-dry & Fruity

Full-bodied & Smooth

Aromatic & Flavourful

Full-bodied & Firm

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:

cherry tart cranberry



Great examples:

Beaujolais FRANCE
Gamay Noir ONTARIO
Pinot Noir NEW ZEALAND



Sip them with:

appetizers soft cheeses

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 Côtes 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



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



You may taste:

paired with food.

mula vanilla clove cassis 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



Great examples:

Unoaked Chardonnay FRANCE, ONTARIO Dry Riesling ONTARIO Pinot Grigio ITALY



Sip them with:

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



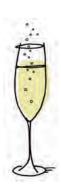
WINE 101

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



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 & Flavourfu 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 ONTARIC Spätlese, Auslese GERMANY Sauternes FRANCE

Sip them with:

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

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!



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 4. 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



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, Beauiolais, Alsace

5 SHOP BY SWEETNESS

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



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.



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:

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

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 fruitforward 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



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.

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

FORTIFIED

Intense, full-bodied wines blended with Brandy.

Look for:

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

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

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

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 **Icbo.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.



