

LCBO TRADE DAY 2019

April 17, 2019

8:00 am Registration & Sign In

9:00 am Opening Remarks by President & CEO George Soleas

9:45 am SHARING OUR VISION
Supply Chain & Wholesale Team

10:15 am *Break*

10:45 am SHARING OUR VISION
CCO Team

12:00 pm *Lunch*

1:00 pm BREAKOUT SESSIONS

1. eCommerce | Studio 1
 2. Wines, Vintages And Destination Collection Strategic Direction | Studio 2 & 3
 3. How To Work With Grocers To Grow Your Business | Studio 4
 4. How To Grow Your Wholesale Business | Studio 5
 5. Quality Assurance: Moving Into The Future | Studio 6
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2:00 pm BREAKOUT SESSIONS

1. eCommerce | Studio 1
 2. Wines, Vintages And Destination Collection Strategic Direction | Studio 2 & 3
 3. How To Work With Grocers To Grow Your Business | Studio 4
 4. How To Grow Your Wholesale Business | Studio 5
 5. National Product Registry | Studio 6
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2:45 pm *Break "Spirited Sundaes" with Food & Drink*
Sponsored by Spirits Canada

3:15 pm THE STATE OF MODERN RETAIL
Guest Speaker Panel Moderated By Michael Leblanc

Scott Adel, Leader of Shopper Outcomes, Nextpx Mckesson Canada
Paula Courtney, Product Founder, WisePlum
Angus McQuat, DVP of Ecommerce at Holt Renfrew

4:00 pm Closing Remarks by VP Merchandising Carolyn O'Grady-Gold

Information Booths available throughout the Day in Reception Area

Food & Drink
Air Miles Cheer Booth
Friends of We Care

LCBO Sale of Data
LCBO Pricing
Label Regulation Changes

