



March 12, 2019

To: All Trade Partners

You are invited to LCBO Trade Day 2019!

I'm pleased to invite you to join us for LCBO's Trade Day 2019! Highlights will include informative presentations by LCBO leadership and tactical breakout sessions, outlining our strategic business plan for the year ahead, important operational updates and finding ways to innovate how we do business together.

George J. Soleas, M.Sc., Ph.D.
President & CEO

george.soleas@lcbo.com

55 Lake Shore Blvd. East
Toronto, ON, M5E 1A4

Wednesday April 17, 2019

Registration begins at 8:00 a.m.

Universal EventSpace

6250 Hwy 7, Vaughan, ON L4H 4G3

This year, breakout sessions will provide a platform for informative discussion on key areas of the business:

- eCommerce
- Wines, Vintages and Destination Collection Reorganization
- Working with Grocers to Grow your Business
- Growing your Wholesale Business
- Quality Assurance: Moving into the Future
- National Product Registry

Registration details: The participation fee per person is \$100 and includes continental breakfast, lunch and light refreshment in the morning and afternoon.

Online ordering: Our convenient online ordering system lets you place orders, make payments, print tickets, view your purchase history, and more. [Click here](#) to place your order.



Phone ordering: To place your order, call helloLCBO at **416-365-5900** or toll-free at **1-800-668-5226** (Monday to Friday, 8:30 a.m. – 6 p.m., Saturday 9 a.m. – 6 p.m., except holidays).

Space is limited, so register by **Friday April 5** to guarantee your spot.

Upon registering, a separate email will be sent to you with the link to register for specific breakout sessions, and to complete nametag information.

Trade Day 2019 will be a fantastic way to reenergize our partnerships and reconnect; we look forward to seeing you there!

Sincerely,

A handwritten signature in blue ink, appearing to read "George Soleas".

George Soleas
President & CEO