

LCBO

September 11, 2018

To: The Wine Council of Ontario, Ontario Craft Brewers, Ontario Craft Distillers Association

**Re: IN-STORE TRADE TASTING PROGRAM (ISTP) –
UPDATE FOR SMALL ONTARIO PRODUCERS**

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Further to previous communications about ISTP, you are likely aware that we are in the process of migrating to LCBO staff-conducted tastings in place of third-party demonstrators.

After the April 1, 2019 full program roll-out, Ontario-based wineries, craft brewers and small distillers will continue to have the option of using LCBO staff OR their own staff to host approved tastings. All demonstrators must meet requirements of an approved tastings conductor (click [here](#) for complete program details) and must be employed by the producer (i.e., not hired from a third-party staffing agency). All the necessary materials (e.g., plastic glasses, napkins, food) must be provided for each tasting. The LCBO provides only the use of the tasting bar, at a cost of \$25.00 per day + HST, and the product.

Questions may be directed to me or instoretastings@lcbo.com.

Sincerely,



Alanna Bailey

Cc: J. Gray
R. Louli
C. O'Grady-Gold,

