

September 4, 2018

Attention: All Trade Councils

RE: LCBO promotional calendar and agent deadlines for Fiscal 2019/20

Dear Trade Partners,

We are excited to share the P1-13 2019/20 promotional calendar for the upcoming year. Attached you will find:

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1. A complete calendar view for promotional themes, end aisle and mini-thematic allocations, seasons/key occasions and Products of the World monthly focus to consider when applying for programming
2. Promotional calendar application deadlines – Spirits & Wines (including Vintages)
3. Promotional calendar application deadlines – Beer, Cider & Ready-to-Drink

Key changes to next year's calendar:

- End aisles have been grouped back-to-back where possible to allow for brands to be approved across 2 periods within a season, where appropriate
- Allocated space for 'Wines' includes both LCBO Wines and Vintages
- The Front End Merchandiser sold space program will exclusively feature Beer, Cider & Ready-to-Drink
- The Shopping Cart program will be repurposed for Ecommerce/ Social Responsibility messaging and will no longer be a sold program
- Cocktail of the Month display fixture will be repurposed at the Front Cash to feature 375mL Spirits. The A-Frame fixture will be re-purposed to feature the Cocktail of the Month as a new non-applied sold space program
- Wine Expert Picks display fixture will be repurposed at the front cash to feature 375mL Wines. We will continue to drive Expert Picks in the store, more details to follow

We will continue to highlight products through the Brand Spotlight program and key feature displays to support overarching story-telling within the store.

As we evolve our in-store customer experience, new promotional opportunities will be evaluated and communicated as they arise.

Thank you for your continued support. Please direct any questions to the appropriate Category or Product Manager.

Sincerely,



Stacee Roth

Chris Robertson

Greg Tranah

Kathy Cannon

Todd Bliss