

July 30, 2019

Attention: All Trade Councils

RE: LCBO promotional calendar and agent deadlines for Fiscal 2020/21

Dear Trade Partners,

We are pleased to share the P1-13 2020/21 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 as well as seasons and key occasions 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 things to note for 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 apply as such (i.e. holiday, summer)
- 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

We will continue to highlight products through the Brand Spotlight program and key feature displays to support overarching story-telling within the store. Please find the Brand Spotlight program details and application form attached.

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



Marie Cundari



Julia Sousa



Todd Bliss



Kathy Cannon

