

LCBO

February 20, 2019

To: All Trade Councils

Re: Durham Direct Program

Dear Trade Partners,

Nick Nanos
Senior Vice President,
Supply Chain & Wholesale

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The Durham Direct Program is an LCBO corporate initiative designed to provide Eastern Region stores with access to a wider selection of products. The program sources these products from our main Durham Retail Service Centre ensuring our customers have convenient access while maintaining efficiency in the LCBO supply chain.

Key benefits of the program:

- Enables stores to offer a customized selection of unique or niche products based on local needs
- Helps ensure the right inventory is in the right place at the right time to match customer demand
- Optimizes the LCBO investment in inventory
- Improves service levels throughout the network

We have recently made improvements to this program. The lead time required for store orders has been reduced from a maximum of three weeks to two weeks, with some stores shortened to less than a week (depending on their delivery schedule). Feedback from the region is that this improvement has been positive. Product offering is being reviewed twice a year ensuring seasonal patterns are captured and the selection remains relevant to customer needs. We have also taken steps to further enhance store awareness by providing them with monthly reminders on the products available for them to order through this program.

Finally, I want to remind you that customers can always order any LCBO or Vintages product (including the Durham Direct Program products) online through the LCBO e-Commerce website which offers the option of home delivery or store pick-up.

Should you have any questions on the Durham Direct Program, please contact Abhay Garg, Senior Director of Inventory management, at (416) 365-5734 or e-mail: abhay.garg@lcbo.com.

Thank you for your continued support.

Sincerely,

Nick Nanos
Senior Vice President
Supply Chain & Wholesale