



August 2, 2019

Attention: All Trade Councils

**RE: LCBO FY20 eCommerce Promotional Opportunities**

Dear Trade Partners,

At this year's Trade Day we announced that we are creating new opportunities to feature your brands on our ecommerce platform. LCBO.com sees 430, 000+ visitors each week, and offers unique brand exposure and allows brands to bring exciting promotional content and incentives to an engaged online shopper. We are excited to be piloting two specific opportunities:

- 1) Ecommerce Contest
- 2) Online Brand Shop

Please see attached for an overview of each of these opportunities. We ask that you submit your brand proposal(s) for FY20 Period 7 through 13 by no later than Friday, August 16, 2019.

Proposals will be evaluated by an internal panel and selected based on criteria outlined in the attached overview document. Participation fees will be discussed with your Category representative once a proposal is selected.

Thank you for your continued support. We look forward to reviewing your brand proposal(s) and to working with you on piloting these exciting opportunities!

Sincerely,

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