

March 8 2019

To: All Trade Councils

Re: **IN-STORE TRADE TASTING PROGRAM (ISTP)**

Alanna Bailey
Director, Vintages Operations
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This letter follows previous communications regarding our trade-applied in-store tasting program (ISTP) issued on February 9 and September 11, 2018.

Effective May 26 2019 (P3), the ISTP will include a subset of stores at which tastings will exclusively be hosted by LCBO staff. We will continue to offer suppliers the option of LCBO staff-led tastings or use of an agent-selected demonstrator in the remaining participating stores. Please find attached an updated FAQ document with the specifications for this change and the staff-led program.

We are in the process of issuing a Request for Proposals (RFP) to seek out a replacement system for the current ITPS application. Key requirements we are seeking include enhanced scheduling functions, tasting event specification communication tools, as well as reporting capabilities for sharing results and photos. We are confident that these IT upgrades combined with enhanced training for our staff demonstrators will result in an improved experience with this important promotional program.

Should you have any questions, please reach out to myself or the In-store Tasting Administrator (instoretastings@lcbo.com).

Sincerely,



Alanna Bailey

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

