

# LCBO

May 29, 2019

To: All Trade Councils

RE: LCBO Wines and Essentials – Online one day sales

Dear Trade Partners,

**Marie Cundari**  
Director, New World & Ontario Wines  
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**Kathy Cannon**  
Director, European Wines &  
Destination Collection  
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Toronto, ON, M5E 1A4

We are looking to promote a selection of exclusive LCBO wines (not available in grocery) and VINTAGES Essentials online as one day sales during upcoming statutory holidays. Participating products will be offered at a discount and featured prominently online on lcbo.com. This is a great opportunity to drive incremental sales when most of our retail stores are closed to the public. While the majority of sales will take place exclusively online, participating products will be expected to honour LTO pricing in any stores that are open on the particular holiday.

There is no cost to the supplier to participate other than the cost of the LTO. Products will be selected based on the depth of the offer and the expected sales uplift. Availability of inventory to support the promotion will also be considered. The promotional dates include:

OCCASION	SALE DATE	STORES OPEN
Canada Day	7/1/2019	NONE
Civic Holiday	8/5/2019	SOME
Labour Day	9/2/2019	NONE
Thanksgiving	10/14/2019	NONE
Boxing Day	12/26/2019	NONE (TBD)
New Years	1/1/2020	NONE (TBD)
Family Day	2/17/2020	NONE (TBD)

If you are interested in participating, please contact the appropriate Category Manager by Monday June 3<sup>rd</sup> with the product name and LCBO number, discount amount, preferred date and estimated total sales for the day.

Sincerely,



Marie Cundari



Kathy Cannon

