LCBO

June 12, 2018

To: All Trade Councils

Re: **Merchandising Organizational Design Update**

Carolyn O'Grady-Gold

Vice President, Merchandising

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Dear Trade Partners,

As you are aware, the LCBO is going through an Organizational Design review that we began last year. I am excited to share some news about the Merchandising team.

Effective this coming Fall 2018, LCBO Wines and Vintages will be merged under 2 Directors who are responsible for both LCBO and Vintages. All Category & Product Managers will handle a smaller portfolio of countries, but will be responsible for buying LCBO Wines, Vintages Essentials, Front-Line, and Classics.

Category Managers and Product Managers will now be able to meet with Suppliers and Agents and talk to them about their brands and how they fit into both Vintages & LCBO Wines at the same time – one meeting instead of two; one cohesive strategy.

Vintages will continue to be a point of differentiation in the market for LCBO and we are excited to create an overarching strategy for all wine that has the customer at its center.

The review of our organizational structure and design of our top-level structure has been a collaborative effort that has included leadership and representatives from across our organization. With the evolving changes in our market, our new strategic plan is our call to action; we need to make changes in our organizational structure to enable us to be an agile, collaborative, and effective team that puts a greater focus on the customer. The new structure for the categories will enable us to grow our business, and be more flexible and customer centric.

As we move closer to the Fall, we will share additional details of this new structure, and the contact details and portfolio of our buying team. **Until that time, it will be business as usual.** Please continue to contact your current Wines or Vintages buyer for any business matters.

Sincerely,

Carolyn O'Grady-Gold