

LCBO

April 3, 2019

To: All Trade Councils

Re: 2019/20 sales targets for LCBO Wines, Spirits, Beer & Vintages

Dear Trade Partners,

Cheers to another record year of sales at the LCBO and thank you for your continued support and partnership!

With the LCBO's sales objectives and strategic initiatives in mind, we have prepared the 2019/20 sales targets for products sold in our retail stores. Targets by merchandising group are attached. The methodology used to determine all sales targets remain unchanged from last year.

New this year, Ontario VQA Wines targets have been updated to set level as opposed to sub-set level and a maximum sales target of \$1.5M has been set for IDB Wines. A \$150,000 minimum sales target has also been established for Import Wines.

Also new, Spirits targets have been updated to include a new Super Premium Rum and Gin sales segment with associated targets to further promote trade up within the categories. In addition, a flavoured Tequila target has been added

As you know, to ensure that your product(s) remain in good standing at the LCBO, these targets must be met or exceeded. Questions may be directed to the applicable Category Manager.

We look forward to working with you in 2019/20 to offer a world-class customer experience that delivers great sales results.

Best regards,

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