

April 1, 2019

To: All Trade Councils

Re: Trade-led Masterclass Series

Dear Trade Partners,

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LCBO Merchandising Division, Knowledge Resources Group and Retail Learning & Development departments are excited to introduce a new Trade-led Masterclass Series. These classes are an excellent opportunity for LCBO product consultants and product advocates (i.e. Beer Ambassadors, Spirits Advocates and WOW Leaders) to receive first-hand product knowledge experiences from our trade partners.

The Trade-led Masterclasses are open to all agents and suppliers subject to the following parameters:

- 12 classes per year, 3 per quarter.
- A maximum of 8 sessions can be hosted in the LCBO Central Region with at least 4 in the Eastern, Western or Northern areas.
- Consideration will be given to companies hosting outside the GTA.
- Approximately 25 employees will be included in a session.
- All costs associated with the event will be covered by the company conducting the event.

Applications for Trade-led Masterclasses will be reviewed quarterly by a LCBO panel from the following areas: Merchandising, Knowledge Resources Group and Retail Learning & Development.

The deadline dates for submissions are listed below:

Q1 (April – June 2019) – due April 12, 2019

Q2 (July – September 2019) – due May 10, 2019

Q3 (October – December 2019) – due August 30, 2019

Q4 (January – March 2020) – due October 25, 2019

Please click the following web link to submit your supplier proposal for LCBO Trade Masterclass Series:

<https://www.surveymonkey.com/r/LCBOTradeMasterclass>.

Please contact the appropriate business unit should you have any questions.

Sincerely,



Chris Robertson



Stacey Roth



Marie Cundari



Kathy Cannon

Cc: C. O'Grady-Gold
D. Ruschetta