

LCBO

October 12, 2018

To: All Trade Councils

Re: **Vintages Essentials Promotional Programs – New Deadline Dates**

Dear Trade Partners,

We would like to share with you a change we are making to the deadline dates for promotional program applications for Vintages Essentials products. Until now, promotions for Vintages Essentials products have been planned based on deadlines different than LCBO Wines and Spirits. To better align with the new team structure and to further streamline the process of planning customer-centric, integrated promotions, the application deadlines for Vintages Essentials will be the same as other LCBO Wines and Spirits products going forward.

To be considered for promotional opportunities (e.g. LTO, BAM) during periods 11 through 13 2018-19 or periods 1 through 4 2019-20, applications should be entered into MPTS no later than **November 2nd**. For periods 5 through 13, please follow the deadline dates available on www.doingbusinesswithLCBO.com and available [here](#).

Vintages Essentials products will also be considered for display opportunities including shelf extenders and end aisles and we encourage trade partners to apply. Applications for these programs should be entered no later than the published deadlines. Regular fees for display programs will apply to Vintages Essentials products. A list of fees can be found [here](#).

Deadline dates for Vintages Frontline products have not changed and can still be applied for closer to the promotional period.

If you have any questions about this change please contact the appropriate Category or Product Manager.

Sincerely,



Kathy Cannon



Greg Tranah

cc: Carolyn O'Grady-Gold
Category and Product Managers

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