

March 13, 2019

RE: Wine Wednesday – Weekly Online Exclusive Offers

Dear Trade Partners,

The Wines Category is now accepting submissions for the Wine Wednesday Program for Periods 7 through 13 2019/20.

Program Overview:

The Wine Wednesday program is an online only, biweekly offer featuring LCBO Wines and Vintages Essential products with an online exclusive gift with purchase.

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LCBO YOUR PRODUCT'S OPPORTUNITY

Your product + value-add offer will be featured prominently online through LCBO.com, CRM and social media channels:

- LCBO.com Homepage landing page
- LCBO.com Wine landing page
- CRM
- LCBO Mobile App Hero
- Social Media (Facebook, Twitter)



What We Need From You:

We are looking for **exciting, solution-driven and premium** value-adds that are going to drive customers to purchase your wine online. As an online exclusive offer, we are not restricted by retail shelf constraints, so get creative! However, please be aware that we do need to respect the AGCO rule that the value add must not exceed 20% of the value of the product to which it is applied.

Please note that the product and value add should ladder up to and support the larger promotional themes:

• **P7 & P8 Fall Themes: Bring Local Home and Whisky Rocks**

The changing seasons: Its part of what makes us Canadian! Celebrating what living in Ontario is all about! Music brings people together. We celebrate with our favourite people, listen to our favourite artists, watch our favourite teams, and enjoy our favourite drink.



- **P9 & 10 Holiday Theme: The Joy of Giving**

The Holiday season is busy and we're sharing smart and creative solutions for all of our entertaining, socializing, vacationing and gift-giving needs.

- **P11 Winter Theme: Savings and Rewards**

The holidays are over and we're looking forward to the new year with optimism. We are shedding the weight of last year and looking for great value.

- **P12 & P13 Winter Theme: Experts' Picks**

We are shifting our mindsets and preparing to get together with friends and family. It's time to turn to the experts for recommendations and ways to impress.

Key Details:

- One offer will be featured per Wine Wednesday
- The offer is to be paired with regularly listed LCBO Wines and Vintages Essential product(s)
- There is no cost to participate except for the cost of the value-add
- In most cases a minimum of 300 units of the value-add are required, however each offer will require its own forecast
- The deadline for us to receive your submissions is **Friday, April 12th**.
- The deadline for value-add samples is **Friday, May 3rd**.

How to Apply:

If you are interested in participating, please fill in the required details on the attached form and return it to the appropriate Category Manager. We will shortlist the value-adds that we think are the best fit for this program and will issue a request for samples. If your value-add(s) are selected for the program, the Category Manager will provide you with the key deadlines and process pertaining to the offer.

We are looking forward to hearing from you.

Sincerely,



Kathy Cannon



Marie Cundari

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