

LCBO

May 28, 2019

To: All Trade Councils

RE: Merchandising Update – Wines Team Staffing Announcement

Dear Trade Partners,

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In September of 2018 we merged the Wines and Vintages teams. During this time of transition we have made great progress in achieving some efficiency in how we operate and manage product portfolios, and have also identified areas where we can continue to improve. As a result of a recent assessment, we will be re-aligning and re-balancing portfolios in both New World and European categories to improve efficiency and to ensure a more even distribution of workload. Below summarizes the changes to the Wines team structure.

Wine Styles Re-classification Project

Igor Ryjenkov will be taking on a special assignment within the Wines team in a newly created role as the *Product Classification and Education Manager* leading the development of the new wines styles classification. Igor's Master of Wine designation and category background make him the ideal candidate to assess all LCBO Wines and Vintages products and re-classify them in a consistent manner. Igor will work closely with a cross functional team including KRG, Customer Insights and Marketing on this project.

European Wines

While Igor is on secondment, we are pleased to announce that **Greg Macdonald** will be assuming the role of *Category Manager, European Wines*, overseeing Italy. Greg has been with the organization for 20 years, holds his WSET diploma and has previous experience working on the European portfolio in Vintages. Ann Patel will report into Greg.

Paul Farrell remains *Category Manager, European Wines, France and Other Europe (excluding Italy)*. Lisa Chapman will continue to manage France. Bobby Panchu's position will now include Iberia and Fortified wines, along with European Sparkling and Rose and all other European countries excluding France and Italy. Lisa and Bobby will continue to report into Paul.

New World and Ontario Wines

With Greg's departure to the European Wines team, **Astrid Brummer** will be assuming the role of *Category Manager, New World, USA and BC Wines*. For the past 10 years Astrid has been a passionate ambassador for Ontario wines where she worked as a Product Manager and more recently the Category Manager for the local portfolio. Her dedication and enthusiasm for local wine and her ability to foster strong relationships within the industry have been integral in growing Ontario wine sales at the LCBO. We are happy for Astrid to bring her leadership, passion for wine, and wealth of experience with LCBO processes and systems to the New World Wines team.

With Astrid's move, we are very excited to announce that **Aaron Pothier** is being promoted to *Acting Category Manager, Ontario Wines*. Aaron Pothier joined the Wines team as a Product Manager for New World Wines in 2016, coming to us from

the Store Development group where he was a Location Analyst. Aaron brings a wealth of product knowledge, analytical expertise and an enthusiasm for local wines to the position. Laura Ruffolo will report into Aaron.

With Aaron's departure to the Ontario Wines team, **Vincent Filho** will be assuming the role of *Product Manager for USA and BC Wines*. **Adam Caputo** will be joining the New World team as *Product Manager for Australia, New Zealand and the Holiday Gifts Program*. As a part of the re-alignment efforts, we will be shifting a PM position from the European team to the New World team. This Product Manager will be responsible for managing *South America, South Africa and Vintages on Vacation Program*. We will be positing for this vacant position in the coming weeks. Adam and the additional Product Manager will report into David Cacciottolo.

In conjunction with these moves, New World Sparkling and New World Rose will be managed by the New World buyers. Flavoured wines will no longer be managed by the Ontario Wines team and will be purchased within their respective countries of origin.

New positions will be effective as of June 17th. Changes to telephone numbers will be communicated in the coming weeks. In the meantime, e-mail addresses remain the same. An organizational chart summarizing all the above changes within the Wines team is attached for reference.

On behalf of the entire Wines team, we would like to congratulate Aaron on his promotion and wish everyone the best in their new positions.

Regards,



Marie Cundari



Kathy Cannon

cc: Carolyn O'Grady-Gold