

GOOD News

CELEBRATING 5 YEARS OF *Our Spirit of Inclusion Initiative*



5
years of impact



40+
scholarships awarded
in the winery, brewery,
and distillery fields



\$160K+
total value
of scholarships

OUR SOCIAL IMPACT THIS QUARTER

This winter, we raised and donated

\$1.4M

to Women's College Hospital through our
Here's to a More Equitable Ontario campaign.
Thanks to our generous customers and
our dedicated LCBO team!

CREATING A MORE DIVERSE AND INCLUSIVE BEVERAGE ALCOHOL INDUSTRY with Black Opportunity Fund



At LCBO, we recognize Black History Month in February as a time to celebrate the significant contributions Black Ontarians have made to our province – and we remain committed year-round to empowering future generations.

As part of our efforts, LCBO is pleased to partner with **Black Opportunity Fund** to provide grants to Black entrepreneurs and their businesses within the beverage alcohol industry. Through the **Black Beverage Alcohol Business Grant**, our partnership will provide non-repayable grants of **\$20K to up to five Black entrepreneurs** who are already operating small businesses in the beverage alcohol industry, helping them grow their ventures.



\$20K for up to five Black entrepreneurs
in Ontario

TO LEARN MORE ABOUT THE SPIRIT OF SUSTAINABILITY,
PLEASE VISIT OUR [WEBSITE](#)

2025 marks five years since we launched the Spirit of Inclusion Initiative, reflecting our commitment to enhancing industry diversity, as part of our Spirit of Sustainability platform. The initiative is designed to create opportunities for diverse women to enter, advance, and thrive within the beverage alcohol industry.

Together with our education and beverage alcohol partners, the initiative provides bursaries

and scholarships, access to mentorship, and identifies paid co-op placements for diverse women looking to enter this industry.

To commemorate this milestone – as part of our Women's History Month celebrations in March – we interviewed four scholarship recipients and asked them what this initiative means to them:



**Montserrat De Los Rios,
Winery and Viticulture Technician**

"With the mentorship program, I was able to meet with industry experts from sales and marketing, as well as production. It really allowed me to see the whole picture."



**Jackie Seuradge,
Wine & Spirit Education Trust
Level 3 Award**

"I hope to see more of this in the industry going forward. Programs like the Spirit of Inclusion Initiative help provide opportunities for folks who traditionally wouldn't get those opportunities."



**Jessica Colacci,
Wine & Spirit Education Trust
Level 2 Award**

"This was such a great initiative for me as a woman of diverse background and mixed-race heritage. This scholarship not only helped me financially, but also supports women like me in an industry that's quite male dominated."



**Amanpreet Bhamra,
Advanced Wine and Beverage
Business Management**

"The scholarship gave me the opportunity to take an academic trip to Europe last year. It's a big thing to walk down into those cellars and learn so much about wines. It was one of the best experiences of my life."

Hear more from our scholarship recipients [here](#).

TRANSFORMING HEALTHCARE ACROSS ONTARIO



Our LCBO contribution helps support Women's College Hospital and its commitment to provide compassionate and accessible care for all. With over 60 programs and more than 330,000 ambulatory care visits annually, the hospital plays a vital role in serving diverse communities.

We're helping advance key initiatives, including:



- Mental Health Research and Programs
- Sexual Assault and Domestic Violence Care Centre
- Indigenous Women's Health Programs
- Women's College Research Institute