

December 6, 2019

To: All Trade Associations

Re: Consumer Tastings | Food Handling, Price Change, Submission Deadlines

Dear Valued Trade Partners,

Consumer tastings have long been a valuable touchpoint for both you and our customer to engage with and experience the broad variety of products available through the LCBO.

We are committed to growing this program and part of that is identifying challenges with the current platform. Our goal is to provide you with valuable insights captured during tastings. In 2020 we will be piloting a new platform which will allow for ease of access, improved communication, robust analytics, and flexible tools to ensure your brand message is connected to your product.

With the development of the new system we have had an opportunity to take a closer look at aspects of the program and review the value of their inclusion.

Effective Period 12, food pairings will no longer be part of the tasting experience at stores. The potential risk to our customer for allergic reactions or other unforeseen issues is greater than the need for food to highlight your product.

An exception will be made for 'enhanced tastings' approved by our Special Events team. Effective P12 enhanced will increase to \$75 per tasting. Elevated food pairings will be allowed in this instance but the demonstrator must present a **valid food handling certificate** upon arrival at the store in order to serve the food item. When submitting your application select "Enhanced Tasting" under tasting type.

In addition to the removal of food at the tasting bar we will be changing the price structure for tastings facilitated by external demonstrators, including agents. **Beginning in P12 the price for the Bar Rental will increase to \$50/tasting** plus applicable taxes. The price for LCBO Staff-led tastings will remain at \$245/tasting plus applicable taxes until further notice.

Tasting Type	Bar Price	Staff Charge	Charity
Regular	\$50	\$0	\$15
Enhanced	\$75	\$0	\$15
LCBO Staff-led	\$0	\$230	\$15
Mixed Agent/Association	\$75	\$0	\$15

Submission deadlines for Fiscal 2020/21 are attached.

Should you have any questions or concerns please contact the ISTP team at instoretastings@lcbo.com or 416-864-6758

Thank you for your continued support of the In-store tasting program.

Sincerely,



Julianne Grabell

CC: Alanna Bailey

Julianne Grabell

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