



February 5, 2015

To All Trade Associations,

RE: Signature Wines of Italy Mini-thematic in Period 8 2015 Deadline for Late Submissions is Feb. 12

You may already be aware that coming up in Period 8 (October/November 2015), our Mini-thematic will be Signature Wines of Italy. Mini-thematics provide an excellent, cost-effective way to promote products that are traditionally not part of a larger-themed Period promotion.

Our aim is to offer an assortment of products at various prices, including some premium, for the respective category prices, covering the key benchmark wines, grapes and/or regions of our entire Italian portfolio.

If you would like to share in this exciting opportunity, complete your application via MPTS as “late submissions” by Thursday, February 12th. Selections will be finalized according to the current schedule of Periods 7 and 8 IMAGE deadlines.

The participation fee is \$6,000 and will include display space, signage and an informational piece such as a take-home brochure. Details will be finalized closer to the forecast deadline.

More information on Mini-thematics can be found here.

<http://www.doingbusinesswithlcbo.com/tro/Promotional-Programs/LCBO-Programs/Display-Programs/Mini-Thematic.shtml>

If you have further questions, please contact the LCBO Category Manager or Product Manager for European Wines.

We look forward to sharing in this exciting promotional opportunity with you.

Yours sincerely,

Carolyn O'Grady-Gold
Director, WINES

Cc:

Igor Ryjenkov
Shari Mogk-Edwards