

# LCBO

*Let's get together.*

George J. Soleas, M.Sc., Ph.D.  
Executive Vice President  
LCBO  
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Dear Trade and Licensee Partners,

As you may know, LCBO Specialty Services is in the process of moving to a new product ordering system that will help us meet our strategic objectives. It will also help us meet increasing sales volume and maximize LCBO and Trade efficiencies. Once fully implemented, this new program will simplify and streamline order placement and delivery, while giving agents increased control over order generation, purchasing, and pick-up.

We began using the new system in March and while we remain committed to making the transition a smooth one, we acknowledge the delays in processing and receiving orders that some of our partners have experienced early on. This, combined with order volumes that are approximately 40 per cent higher than they were at this time last year, has presented further challenges for us during this critical transition stage.

We appreciate your patience and your level of engagement to date, and understand the inconvenience these circumstances have caused. By way of update, we are pleased to announce that as of this morning our five-day commitment for order placement is back on track. We have also allocated additional support in all of our key operational areas to clear-up a backlog of orders. We are committed to resolving your concerns as quickly as possible and will continue to work with our agent partners to ensure that all needs are met in a timely manner.

If you have any questions regarding this matter, please feel free to contact me at 416-864-6723 or george.soleas@lcbo.com. Thank you for your patience and continued support.

Sincerely,



George J. Soleas, M.Sc., Ph.D.  
Executive Vice President - LCBO