

LCBO

Let's get together.

March 29, 2016

To: All Trade Partners

You are invited to:

LCBO and VINTAGES Trade Partnership Symposium

This year, we will be changing the format for the Trade Symposium!

Please join us for this year's Trade Partnership Symposium! All category business plans, including Spirits, Beer & Cider, Wines, VINTAGES, and Wholesale, will be presented in separate rooms in the morning following introductions, with key initiatives and operational information shared in interactive breakout sessions in the afternoon. The afternoon topics covered will include Retail Inventory, Quality Assurance & Inventory Compliance, E-commerce, as well as Marketing and Promotions Activity.

Friday May 27th, 2016

Sign in from 8:00 am

Category Presentations 9:00 am – 12 Noon

Lunch 12 Noon – 1:00 pm

Interactive Breakout Sessions 1:00 pm – 4:00 pm

Westin Harbour Castle Conference Centre

2 Harbour Square, Toronto (Bay Street & Queen's Quay, northeast corner)

Registration details: The participation fee per person is \$60 and includes continental breakfast, lunch and light refreshment in the morning and afternoon.

Online Ordering: Our convenient online ordering system lets you place orders, make payments, print tickets, view your purchase history, and more. Please follow the link below, or copy the link in to your web browser, to place your order.

<https://www.vintagesshoponline.com/vintages/public/OrderEventTicket.aspx?programId=238&id=3F061BFE0D0C447E995065C177EA0C81>

Phone Ordering: To place your order call helloLCBO at **416-365-5900** or toll-free at **1-800-668-5226** (Monday to Friday, 8:30am-6pm, Saturday 9am-6pm, except holidays).

Space is limited so kindly register by **Friday, May 6** to guarantee your spot.

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22nd Annual ELSIE Awards

Let's get together for the 22nd annual Elsie Awards to honour you – our suppliers and agents – for your innovation, creativity and commitment to customer service and social responsibility.

Dress is business casual. We invite you to wear your coolest whites and join us to mingle in the garden before the winners' names are announced.

Wednesday June 15th, 2016

Cocktails and hors d'oeuvres 12 Noon – 1 pm

Awards presentation 1 – 3:30 pm

Liberty Grand Entertainment Complex
25 British Columbia Rd., Exhibition Pl., Toronto ON M6K 3K3

Registration details: The participation fee per person is \$60.

Online Ordering: Our convenient online ordering system lets you place orders, make payments, print tickets, view your purchase history, and more. Please follow the link below, or copy the link in to your web browser, to place your order.

<https://www.vintageshoponline.com/vintages/public/OrderEventTicket.aspx?programId=234&id=C6C75D45AFB4C3EAAA5D9EA39F85CB8>

Phone Ordering: To place your order call helloLCBO at 416-365-5900 or toll-free at 1-800-668-5226 (Monday to Friday, 8:30am-6pm, Saturday 9am-6pm, except holidays).

Space is limited. Kindly register by **Friday, May 13** to guarantee your spot.

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The 26th Annual Friends of We Care Golf & Spa Classic

Please join us in support of kids with disabilities for a day of fun at the 26th Annual Friends of We Care Golf & Spa Classic! We've changed the format for dinner to allow more time for networking and both the Golf and Spa options are part of the schedule. It's a great day for a worthwhile cause.

Tuesday, May 31, 2016

18 HOLE GOLF

Registration and breakfast 6:30 – 7:45 am

Shotgun tee-off 8:00 am

Cocktails, silent auction 1:30 pm

Reception, live auction, awards presentation 2:30 pm

Safe Home – 4:00 pm sharp

SPA OPTION

11 am start – 2:00 pm

Reception, live auction, awards presentation 2:30 pm

Safe home – 4 pm sharp

The Cardinal Golf Club

2740 Davis Drive West (formerly Hwy. 9), Newmarket, ON

Registration details: Please follow the link below, or copy the link in to your web browser, to place your order.

<https://secure.e2rm.com/registant/startup.aspx?eventid=194245>

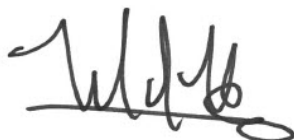
Please contact Tiana Rodrigue at trodrigue@friendsofwecare.org or phone 905-841-1223 should you have any questions.

We hope to see you at these upcoming events.

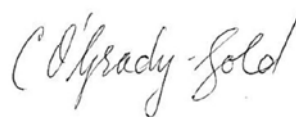
Sincerely,



Shari Mogk-Edwards
Vice President, Products,
Sales & Merchandising



Mark Mason
Director, Retail Operations



Carolyn O'Grady-Gold
Director, Wines



Kelly Taylor
Director, VINTAGES
Operations