

LCBO

let's get together.

September 07, 2018

To: All Duty Free Operators

Re: Organizational Design Update

Dear Operators,

The LCBO has been going through numerous Organizational Design reviews that began last year and we are excited to share some news about the direction of the Duty Free program.

Effective **September 13th 2018**, LCBO Duty Free will be merged under the Specialty Services and Private Ordering department under Geoff Allaire's, Director, Wholesale, Supply Chain, guidance. This will enable the total Duty Free portfolio to be managed under one team which will create a more cohesive strategy for the portfolio. Processes and procedures will be streamlined between both LCBO listed products and Private Ordering products.

Going forward, all product components from new item submissions to product releases will now be managed by the Specialty Services team. However, inventory ordering will continue to be managed by the existing LCBO Spirits Inventory team, under Michael Halliday.

The review of our organizational structure and design of our top-level structure has been a collaborative effort that has included leadership and representatives from across our organization. With the evolving changes in our market, our new strategic plan is our call to action; we need to make changes in our organizational structure to enable us to be an agile, collaborative, and effective team that puts a greater focus on the customer. The new changes to the department will enable us to grow the business, and be more flexible and customer centric.

Under Geoff Allaire's purview we will update you shortly on a list of your future point contacts going forward.

We will review this change in greater detail at our quarterly Duty Free Operators meeting on **September 13th, 2018**. Please feel free to ask any questions or provide any comments you may have during this time.

Thank you,

Peter Cloutier

Category Manager, Brown Spirits, LCBO