

LCBO

Let's get together.

March 31, 2016

To our valued Trade Partners

RE: Promotional Program Changes

The LCBO is refining its promotional programs to meet the ever-changing needs and expectations of our customers. In reviewing these programs, I am writing to inform you that we will be making changes to the Hero Display and LTO/BAM signage fees

Hero Display – “Deal of the Week”:

As we told you back in February 13, 2015, The Deal of the Month program (formerly known as the Hero Display) has now evolved into **The Deal of the Week**. This excellent promotional vehicle will provide a greater selection of promotional products for our customers to choose from.

Fees:

There will be changes to some promotional program rates, specifically:

Effective April 1, 2016

- Deal of the Week display (revised to \$6,000 per SKU); for those suppliers who were sold the program at \$15,000 per SKU, this new reduced rate will apply instead.

Effective April 24th, 2016

- LTO signage (revised to \$1,500)
- BAM signage (revised to \$750)

For more information on the new rates, visit the LCBO's trade resources website.

<http://www.doingbusinesswithlcbo.com/tro/index.shtml>

Please contact the applicable Business Unit Director or Category Manager should you have any questions.

Thank you for your continued support of the LCBO and our promotional programs.

Sincerely,



Shari Mogk-Edwards
Vice President
Product, Sales and Merchandising

Cc: George Soleas
Nancy Cardinal
Business Unit Directors
Category Managers