



January 19, 2016

Attention: All Trade Councils

RE: Mini-thematics Program Enhancements for 2016/17

Dear Trade Partners,

In order to better serve our customers and continue to drive sales, we have enhanced the Mini-thematic Program for the upcoming fiscal year as follows:

Mini-Thematic A

This is the existing program with displays on the mini-thematic end aisle in the front of store in 257 locations across the province. Marketing support options include signage, in-store take-away pieces, online advertising, events, etc.

Enhancements to the program:

- The number of participating products has been standardized to nine (was previously eight to twelve products).
- Participating stores are required to list all nine products for the duration of the period and one case of each will be forced out.

Cost to participate in Mini-thematic A is \$7,175 plus tax per product (was \$6,175 plus tax per product).

Mini-Thematic B

This new program will be launching in Period 1 on the front-of-store end aisle in the same 257 locations as Mini-thematic A. This end aisle was previously known as the “promo end aisle” and displayed gifting ideas for the period.

Program specifics:

- The number of participating products is nine.
- Marketing support consists of end-aisle signage only.
- Participating stores are required to list all nine products for the duration of the period and one case of each will be forced out.

Cost to participate in Mini-thematic B is \$4,000 plus tax per product.


2016/17 schedule

Period	Mini-thematic A	Mini-thematic B
1	Tequila	Ontario Craft Beer
2	Gin	Flavoured Vodka
3	Rosé	Ready to Drink
4	Cider	Ready to Drink
5	Rum	Summer Wines
6	Wines of South Africa	Cocktails
7	Local Craft Beer	VQA
8	French Wines	Deluxe Canadian Whisky
9	Cognac	Winter Beer
10	Signature Wines	Aged Spirits
11	Best of 2016	Wines TBD
12	European Wines	Wines TBD
13	Pacific Northwest	Flavoured Aged Spirits

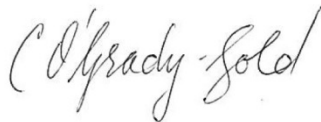
Questions may be directed to the appropriate category or product manager.

Thank you for your continued support.

Sincerely,



Chris Robertson
Director, BEER



Carolyn O'Grady-Gold
Director, WINES



Stacey Roth
Director, SPIRITS