

LCBO

let's get together.

March 21, 2016

To: All Trade Councils

Re: 2016/17 Sales Targets for LCBO Wines, Spirits & Beer

Dear Trade Partners,

Congratulations on another successful year of beverage alcohol sales in Ontario, and thank you for your continued partnership.

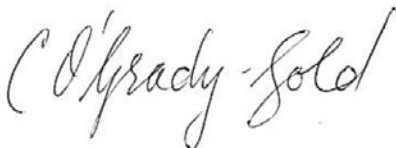
With the LCBO's sales objectives and strategic initiatives in mind, we have prepared the 2016/17 sales targets for products sold in our stores – see attached. As you know, to ensure your product remains in good standing at the LCBO, we require that your product(s) meet or exceed these targets.

The criteria used to determine sales targets remain unchanged from last year for all categories.

Questions should be directed to the applicable Category Manager.

We look forward to working with you in 2016/17 to offer our customers a world-class assortment that delivers great sales results.

Best Regards,



Carolyn O'Grady-Gold
Director, LCBO Wines



Stacey Roth
Director, Spirits



Chris Robertson
Director, Beer & Cider