

LCBO

let's get together

May 2, 2016

To: All Trade Councils

RE: 2016/2017 Promotional Fee for LCBO Wines/Spirits/Beer

This letter is a reminder that will be invoicing for the 2016/2017 Promotional Fee in Period 3. Please note our Merchandising Promotional Tracking System (MPTS) defaults the invoicing of this fee to the supplier. The fee is \$300 and will be applied to all products with the exception of one-shot and seasonal purchases, holiday gifts, licensee-only products and combination-store only beers and mix and match skus.

If the agent is to receive the promotional fee invoice, the following information must be received by noon on Wednesday, May 18, so we can update our records.

LCBO#	Product Description	Direct Invoice to:	Agent#
554466	XYZ Chardonnay	ABC Agency LTD	1234

Send these details by the deadline to MerchandisingSupport@lcbo.com.

Questions may also be directed to MerchandisingSupport@lcbo.com or the appropriate Category or Product Manager.

Thank you for your continued support.

Sincerely,



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

cc. Nancy Cardinal
Chris Robertson
Carolyn O'Grady-Gold