

LCBO

April 4, 2017

To: All Trade Councils

Re: **2017/2018 Promotional Fee for LCBO Wines/Spirits/Beer**

Shari Mogk-Edwards

Vice President, Products, Sales &
Merchandising

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Dear Trade Partners,

This letter is a reminder that the LCBO will be invoicing for the 2017/2018 promotional fee in Period 1. 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.

Please note: Our Merchandising Promotional Tracking System (MPTS) defaults the invoicing of this fee to the Supplier.

If the Agent is to receive the promotional fee invoice, the following information must be received by noon on Friday, April 7, 2017, at MerchandisingSupport@lcbo.com so we can update our records:

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

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 & Merchandising

CC: Stacey Roth

Chris Robertson

Carolyn O'Grady-Gold