



February 13, 2018

To: All Trade Councils

Re: 2018/19 LCBO Sale of Data Program and Renewal Reminder

Dear Trade Partners,

The LCBO's Sale of Data (SOD) Program is available to Agents and enables subscribers to electronically download weekly sales and inventory data produced on a weekly basis.

Subscriptions to the SOD Program expire at the end of each fiscal year. To ensure uninterrupted access, you must renew and pay the subscription fee by Thursday March 29, 2018.

2018/19 SOD packages are available [here](#) along with details outlining how to subscribe and payment methods.

Set/Subset changes. Every year the LCBO reviews, reclassifies and retires Sets and Subsets. Therefore, some SKUs may have moved to a different Set and Subset. This year the Set(s)/Subset(s) with the most significant changes are Beer and Cider. Please refer to the list of 2018 Sets and Subsets available [here](#).

You are invited: The Sale of Data team will be hosting an information and training session designed to answer your questions and guide you through the SOD subscription and data retrieval processes. Additional session information and registration is available [here](#).

Thank you for your continued support of this program. For additional information please visit the Sale of Data website [here](#).

Questions regarding the SOD Program may be directed to saleofdata@lcbo.com.

Sincerely,

Kyle Baker

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