



Monday April 9, 2018

To: All Trade Councils

Re: 2018/19 LCBO Sale of Data Program – REVISED Subscription Deadline: April 13, 2018

Kyle Baker
Manager, Project Services

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Merchandising)

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Dear Trade Partners,

The LCBO's Sale of Data (SOD) program was scheduled to start April 1, 2018, with data being available to subscribers as of April 16, 2018. We are rescheduling SOD services start dates to accommodate hierarchy changes for the upcoming year. On April 30, 2018, all subscribers will receive the current week's data as well as all data retroactive to April 1, 2018. The program will then provide data on a weekly basis as per usual until the subscription year concludes.

We have extended the deadlines for subscriptions and payments.

- **Revised Subscription Deadline – Friday April 13, 2018.** To ensure access starting April 30, your subscription must be completed or renewed and fee received no later than this date.
- **Revised Deadline for Late Subscriptions – Friday May 4, 2018.** An administration fee for subscription payments received after this date will be applied. \$50 CDN plus 10% of the option(s) selected for all data packages, including "E."

Details of 2018/19 SOD packages and fees are available [here](#) along with steps for subscribing and payment methods.

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
Manager, Project Services

