

April 13, 2018

Attention: All Trade Councils

Re: IN-STORE TRADE TASTING PROGRAM (ISTP) – UPDATES

Dear Trade Partners,

Below, please find some important information regarding the LCBO Staff-Conducted In-store Trade Tasting Program (ISTP) now available.

NEW! Product Information Sheet

LCBO Tasting Conductors assigned to host your in-store tasting will be fully trained and prepared. To facilitate this, we ask that you complete and submit a *Product Information Sheet*, which will communicate your specifications. Please visit the [ISTP page](#) on doingbusinesswithlcbo.com for more information and to download the form.

NEW! Key Performance Metrics

We are currently in the process of developing the technical capabilities to automate the consolidation and distribution of ISTP results back to the agent/supplier. In the interim, we have a solution that will provide you with a summary of key performance metrics, such as conversion rate, bottles sold and samples issued, at the close of each period.

As this is a new service, we will be monitoring and updating/improving this process as required to best meet your needs. Please check the trade site regularly for updates to this program.

Sincerely,



Alanna Bailey

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