

LCBO

January 8, 2019

To: All Trade Councils

Re: 2019/20 Promotional Program Fees for Wines/Spirits/Beer & Annual Promotional Fee for LCBO Wines/Spirits/Beer; Bonus Airmiles Price Bands and Minimum Updates

Dear Trade Partners,

Carolyn O'Grady-Gold
Vice President, Merchandising
Carolyn.ogrady-gold@lcbo.com
Tel. (416) 365-5872

43 Freeland St.
Toronto, ON, M5E 1L7



2019/20 Promotional Program Fees

Effective Period 5 2019/20, there will be fee and fee structure changes on select promotional programs.

Fee structure changes include standardizing Shelf Extenders and Brand Spotlights with a flighted cost structure for Period 10 and Period 11 similar to End Aisles. Other select fee changes are a result of general increases aligned to LCBO program implementation costs. In addition, there is an adjustment to the Feature Fixture participation cost and the addition of a Middle Nesting Table Food & Drink opportunity.

Details for Promotional Program Fee changes and Brand Spotlight fees and opportunities are included in the attached files. Trade Resources online will be update shortly with all changes.

2019/20 Annual Promotional Fee

As a reminder, the LCBO will be invoicing for the 2019/2020 promotional fee starting in Period 1. The fee is now \$325 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 each year.

If the Agent is to receive the promotional fee invoice, the following information must be received by January 25th, 2019, 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.

Bonus Airmiles Price Bands and Minimums

Effective immediately, revisions have been made to the Bonus Airmiles price bands along with associated minimum BAM amounts per below:

Retail Price	Minimum BAM Amount
<\$5.00	1
\$5.00 - \$10.95	3
\$11.00 - \$14.95	4
\$15.00 - \$18.95	5
\$19.00 - \$23.95	6
\$24.00 - \$29.95	8
\$30.00 - \$35.95	10
\$36.00 - \$44.95	12
\$45.00 - \$54.95	15
\$55.00 - \$59.95	18
\$60.00 - \$74.95	20
\$75.00 - \$89.95	25
\$90.00+	30

If you have any questions please contact the appropriate Category or Product Manger.

Thank you for your continued support.

Sincerely,



Carolyn O'Grady-Gold
Vice President, Merchandising

CC: Stacey Roth
Chris Robertson
Kathy Cannon
Greg Tranah