



December 15, 2017

To: LCBO Trade Partners/Colleagues

Re: December 16th Air Miles Event

Charan Bhogal

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Dear Trade Partners/Colleagues,

We'd like you to be aware of another upcoming one-day promotion happening in LCBO stores on Saturday, December 16th. The promotion will offer LCBO customers the opportunity to collect 50 AIR MILES Bonus Miles when they spend \$150 or more in a single transaction.

The objectives of this promotion are to:

- Incent additional traffic into LCBO stores during the holiday season.
- Encourage customers to include products on Bonus Air Miles (BAM) in their shopping basket.
- Increase the average transaction spend.
- Encourage more AIR MILES collectors to use their AIR MILES card when making purchases at LCBO.

This is a third one-day Air Miles promotion, as we previously ran promotions in July and September of this year. These promotions help generate incremental spend and engage our customers with products on Bonus Miles offers,

The promotion will feature additional one-day Bonus Miles (BAM) incentives on select brands to further stimulate sales. All stores will have display and shelf signage for this promotion – radio and digital campaign is already in market.

We invite you to help support this effort by building additional awareness of this promotion through your social channels. We have attached ad creative that you can feel free to use in your social posts.

Thank you in advance for your support of this exciting promotion!

Best Regards,

Charan Bhogal

