



April 11, 2016

RE: BEER & CIDER Staffing Update

TO: All Trade Councils

Dear Trade Partners,

I am pleased to announce that Neal Boven will be staying in his current role as Product Manager, Beer & Cider, on a permanent basis. Neal joined the department in 2014. Prior to that, Neal had over twenty years of progressive experience in Retail as a Customer Service Representative, Product Consultant and Store Manager. Neal's combination of retail experience, product knowledge, and passion for the business has been a great asset to the team and we are excited to have him continuing in the role. Neal can be reached at either (416) 365-5690 or neal.boven@lcbo.com.

John Tyler has joined the department on a one-year contract as Leanne Rhee's secondment to the Grocery Operations team continues. John brings a wealth of consumer package good and retail experience from his 16 years at Kraft Foods, where he held many roles related to category and supply chain management. John is also particularly well suited to the Beer Category, given his home-brewing experience and the fact that he is a certified beer judge who regularly judges both the Ontario and Canadian Brewing Awards. John can be reached at (416) 365-5868 or john.tyler@lcbo.com.

Please join me in congratulating Neal and welcoming John.

Thank you,

Chris Robertson
Director, Beer & Cider, LCBO