

# LCBO

*let's get together.*

Wednesday August 5, 2015

To: All Trade Councils

Re: **Beer 12-Pack Pilot Study Program Details**

Dear Trade Partners,

In the Premier's Advisory Council on Government Assets Report released on April 16, 2015, the provincial government endorsed a number of recommendations that will alter the way beer is sold in Ontario. In this report, the Council recommended that the LCBO be permitted to sell 12-packs in 10 of its stores as part of a pilot study.

We will be launching this pilot study on August 6, 2015, in the following 10 stores:

Northern	Eastern	Central	Western
652 Sudbury	263 Bowmanville	279 Toronto-North York	278 Tecumseh
	386 Uxbridge	555 Brampton	551 Burlington
	499 Ottawa-Nepean	632 Woodbridge	617 Kitchener

These 11 products will participate:

531392 Heineken

615674 Stella Artois

515643 Corona Extra

696898 Grolsch

637777 Steam Whistle

412635 Muskoka Survival Pack

228486 Labatt Blue

917799 Carling

906578 Coors Light

900118 Molson Canadian

902627 Budweiser

Please direct any questions to Leanne Rhee, Category Manager Beer & Cider, at [leanne.rhee@lcbo.com](mailto:leanne.rhee@lcbo.com) or 416-365-5889.

Kind Regards,



Shari Mogk-Edwards

Vice-President, Products, Sales and Merchandising

Cc: Nancy Cardinal  
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