

# LCBO

*let's get together*

October 22, 2015

TO: All Trade Councils

Re: Updates to 2016/17 **IMAGE Deadlines**

Dear Trade Partners,

We would like to draw your attention to the following updates in the attached calendar.

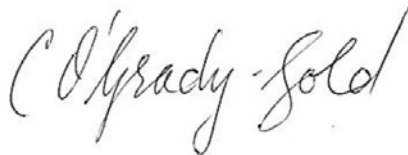
- The Category deadline for responding to *Spirits and Beers only* promotions for Periods 1-3 has been extended to November 13<sup>th</sup>.
- Period 4-6 deadlines have been updated for all Categories.

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

Sincerely,



Stacey Roth  
Director, SPIRITS



Carolyn O'Grady-Gold  
Director, WINES



Chris Robertson  
Director, BEER & CIDER