

# LCBO

*let's get together*

September 4, 2015

Attention: All Trade Councils

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

Dear Trade Partners,

Due to changes to end aisle IMAGE programming, we have updated the 2016/17 deadlines for both agent applications and category response. Please find the revised calendar attached.

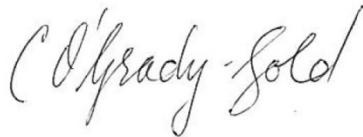
Details of these changes will be presented at the September 15<sup>th</sup> Products, Sales and Merchandising Mini Trade Partnership Symposium.

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

Sincerely,



Chris Robertson  
Director, SPIRITS & BEER



Carolyn O'Grady-Gold  
Director, WINES