



March 13, 2017

Stacey Roth

Director, Spirits

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Dear Trade Partners,

We are pleased to announce that we are launching a new Spirits promotional initiative: The Cold Room Spirits Display. This new promotional opportunity will provide Spirits a display space in a high-traffic area near our Beer/RTD cold rooms in stores. This display is aimed at encouraging consumers to view Spirits as an appropriate and relevant beverage alcohol choice for a variety of occasions. The Cold Room Spirits Displays will interrupt the refreshment beverage consumer's shopping experience, promote trial and encourage cross-category shopping.

One hundred and thirty locations have been approved to participate in this program, featuring one product per period in the form of a cut-case display with accompanying signage. Supplier participation is by invitation only, until further notice. However, if you are interested in this promotional opportunity, please feel free to reach out to your respective Product Manager as per the standard image deadlines for further details.

Program Fees:

P01-03, 06-09, 11-13: \$200 per location per period

P04-05, 10: \$280 per location per period

We look forward to working together on this new and exciting initiative for the Spirits category, and continuing to strive to provide our customers with the best solutions for every occasion.

Sincerely,

Stacey Roth
Director, Spirits