



February 1, 2016

RE: Deadline Update for Meeting Requests with LCBO Representatives at ProWein and VinItaly

TO: All Trade Councils

Dear Trade Partners,

Earlier this calendar year, a notification was sent to the Trade regarding LCBO's planned attendance at ProWein and VinItaly.

PLEASE NOTE: The original deadlines indicated have each been moved up one week. The new deadlines to request meetings with LCBO are now as follows:

- ProWein meeting request link closes **February 12th, 2016**
- VinItaly meeting request link closes **March 11th, 2016**

If you would like the opportunity to schedule a meeting with any of the LCBO representatives during ProWein, please go to https://www.surveymonkey.com/r/Prowein2016_LCBO to submit your request.

If you would like the opportunity to schedule a meeting with any of the LCBO representatives during VinItaly, please go to <https://www.surveymonkey.com/r/Vinitaly2016> to submit your request.

Thank you and kind regards,

Shari Mogk-Edwards
Vice President, Products, Sales & Merchandising

Cc: Nancy Cardinal