



April 10, 2018

Attention: Spirits Suppliers & Agencies

**Re: Enhanced Trade Tasting Program Update**

**Stacee Roth**  
Director, Spirits  
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416-864-6347 Tel.

Dear Trade Partners,

In Period 12 of 2016-17, we launched the test phase of an enhanced trade tasting program for spirits suppliers only. The objective of the program was to elevate the in-store tasting experience to achieve greater consumer engagement with the goal of increased sales of featured brands.

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Toronto, ON, M5E 1A4

The test phase is now complete. And, after considering the successes and learnings over the past year, along with scalability and customer engagement, we are pleased to announce that the program will be offered to all LCBO and Vintages products participating in In-Store Tasting Program (ISTP) with the following enhancements:

- More flexibility for the portable tasting bar insert and banner signs
- Implementation of standard guidelines and elimination of creative application and approval process
- Elimination of MPTS submission

Updated program guidelines can be viewed through Trade Resources Online, or by clicking [here](#). The new guidelines will be announced to the broader Trade community shortly. Our goal is that Enhanced Trade Tastings will become the new standard for the ISTP moving forward.

I personally want to thank all suppliers who participated in the test phase and contributed new ideas. Your support was paramount to the success and rollout of this new program.

Sincerely,

Stacee Roth

