



April 13, 2018

Attention: All Trade Councils

**Re: Enhanced Trade Tasting Program**

Dear Trade Partners,

**Stacee Roth**  
Director, Spirits  
stacee.roth@lcbo.com  
416-864-6347 Tel.

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.

43 Freeland St.  
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 the In-Store Tasting Program (ISTP) effective immediately. The Enhanced program includes new standard guidelines relating to:

- Supplier-provided portable tasting bar insert and banner sign
- Custom tasting bar, propping and mobile tasting options

For more information, you can access the full program guidelines [here](#). Plus, the Enhanced Trade Tasting Program will be discussed at the In-Store Tasting Program breakout session on April 17<sup>th</sup> at the LCBO Trade Partnership Symposium.

Our goal is for the Enhanced Trade Tastings to become the new standard for the ISTP moving forward.

Sincerely,

Stacee Roth

