

**Rosemary Canavan**  
In-store Trade Tasting  
Program Administrator  
Rosemary.canavan@lcbo.com  
416 864 6758 tel

43 Freeland St., 3<sup>rd</sup> Floor  
Toronto, ON, M5E 1L7

lcbo.com



**Re: In-store Trade Tasting Program**

To: All Trade Associations

It is my pleasure to announce several changes to the In-store Trade Tasting Program:

1. Program rates will increase, starting with tastings scheduled on Sunday, October 9, 2016.

Tasting Event Rates	New rate	Current rate
Rental charge for tasting bar	\$25.00	\$21.00
Charity fee	\$15.00	\$11.00
Total per tasting	\$40.00	\$32.00

2. Applications accepted for NEW and DELISTED products

Agents now have the ability to apply for in-store tastings with items corporately listed as 'new' and 'delisted' .

**NEW ITEMS:** As with products corporately listed as ACTIVE, products with a corporate status of NEW will be available to the stores that receive the initial force. This is a major improvement that will be especially helpful as many new products are listed for the spring and summer seasons.

**DELISTED ITEMS:** Products with inventory remaining may now participate in in-store tastings as long as stores have at least one case in stock.

3. New Program Name

To distinguish this program from other tastings such as Staff Tastings and Special Events Tastings, this program is now being referred to as the In-store *Trade* Tasting Program.

Should you have any questions about these changes, please contact Rosemary Canavan, In-store Tasting Program Administrator, at [rosemary.canavan@lcbo.com](mailto:rosemary.canavan@lcbo.com).

Thank you,

Rosemary Canavan