



November 30, 2017

RE: IN-STORE TASTING PROGRAM – IMPLEMENTATION UPDATES

To All Trade Partners,

Greg Tranah

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We are excited to share the news that starting April 1, 2018, trade-applied in-store tasting programs (ISTP) will facilitate two delivery options: LCBO or Agent/Demonstrator. That means all LCBO retail employees will be Smart Serve trained and able to conduct tastings in-store. Additionally, we will expand our tastings calendar to 7 days a week, from the current 4 (Thursday-Sunday).

The benefits of leveraging the talent and passion of LCBO employees to engage customers and teach them about your products are many. By selecting the LCBO as your delivery option, approved applications will be activated in-store by a trained LCBO employee that store managers select and schedule. This is a condition of the newest collective agreement between LCBO and OPSEU ratified in spring 2017.

Suppliers, whether local or import, may continue to have their brand principals present at all in-store tastings to connect directly with our customers.

Over the 2017 holiday season, a pilot project will have teams under the Chief Customer Officer engaging with employee-led tastings, using pre-selected locations and trade partners. Training processes, execution and user feedback will be evaluated. Our goal is to ensure our staff-led tastings are your preferred choice come April. At the conclusion of the pilot, we will follow up with you to provide additional details.

We look forward to working together to deliver an exceptional program.

Sincerely,

A handwritten signature in blue ink that reads 'Greg Tranah'.

Greg Tranah