



June 2, 2017

Re: In-store Trade Tasting Program

Rosemary Canavan

In-store Trade Tasting Program
Administrator, Vice President's
Office

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To All Trade Partners,

We are thrilled to announce that additional enhancements have been made to our In-store Trade Tasting Program.

As of June 1st, Agents will have the ability to cancel scheduled tastings in their own applications up to three weeks before the period begins. This update will be much more efficient for everyone who uses the In-store Trade Tasting Program. That's right – no more emails or cancellation notes are necessary. A true time saver!

Effective as of tastings for Period 5 (Sunday, July 16), tastings can only be cancelled through this new function. We will no longer process cancellation requests via the notes tab or email. Please cancel your own tastings.

Please see the attached three pages below for instructions on how to proceed with cancelling your scheduled tastings.

We will continue to work on enhancements throughout the year, and you will be informed as additional changes take place. Should you have any questions about the program, please email Rosemary Canavan, In-store Trade Tasting Program Administrator, at rosemary.canavan@lcbo.com.

Sincerely,

Rosemary Canavan
In-store Trade Tasting Program Administrator

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In-Store Tasting Program Enhancements

Agents can now see a new tab called Scheduling. By selecting this tab you can view the tastings that have been scheduled including the store, date, and T# assigned.

Note: These applications are in Period 4, well in advance of the final deadline for changes to be made.

The screenshot displays the 'Tastings Program' interface. At the top, the status is 'Processed', the application ID is 45009, and the date received is 21 Apr 2017. Below this, there are three tabs: 'General Information', 'Scheduling', and 'Notes'. The 'Scheduling' tab is selected. A yellow callout box points to the 'Scheduling' tab with the text: 'By selecting the scheduling tab you will see what tastings have been scheduled.' Below the tabs, there are two fields: '* Promotional Turn:' with a text input containing '201704' and '* Tasting Type:' with a dropdown menu showing 'Regular Tasting'. Below this is the 'Agent Information' section, which includes a '* Name:' field with a text input. Underneath, there are two columns of contact information. The left column is labeled 'Contact Information (On File):' and contains 'Contact Name:' and 'Address:' fields. The right column is labeled 'Enter contact information if different from file:' and contains a 'Contact Name:' field.

See screenshot below of the scheduling tab page.

Simply select the tastings you would like cancelled and then click on the **Decline Selected Tasting** button. The tasting boxes selected with a check mark, will be declined.

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In-store Tasting Program System

Applications | Reports

Applications | **Tastings Program**

Search Status: Processed
Notes Application ID: 45009
Date Received: 21 Apr 2017

General Information | Scheduling | Notes

Promotional Turn: 201704 (18 Jun 2017 - 15 Jul 2017)
LCBO Number 1: 246603 - Crown Royal Limited Edition
LCBO Number 2: 434092 - Crown Royal Northern Harvest Rye

Preferred Days: Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Location	Scheduled Date	Time	Status	Tasting #	Select To Decline
1	Sat Jul 15 2017	4-8PM	Scheduled	454637	<input checked="" type="checkbox"/>
21	Thu Jun 29 2017	4-8PM	Scheduled	454638	<input type="checkbox"/>
164	Thu Jun 29 2017	4-8PM	Scheduled	454639	<input checked="" type="checkbox"/>
171	Thu Jun 29 2017	4-8PM	Scheduled	454640	<input type="checkbox"/>
228	Sat Jul 08 2017	11:30-3:30PM	Scheduled	454641	<input checked="" type="checkbox"/>
298	Thu Jun 29 2017	4-8PM	Scheduled	454642	<input checked="" type="checkbox"/>
329	Sat Jun 24 2017	4-8PM	Scheduled	454643	<input type="checkbox"/>
334	Sat Jun 24 2017	11:30-3:30PM	Scheduled	454644	<input type="checkbox"/>
346	Thu Jun 29 2017	4-8PM	Scheduled	454645	<input type="checkbox"/>
385	Thu Jun 29 2017	4-8PM	Scheduled	454646	<input type="checkbox"/>
393	Sat Jul 08 2017	4-8PM	Scheduled	454647	<input type="checkbox"/>
417	Thu Jun 29 2017	4-8PM	Scheduled	454648	<input type="checkbox"/>
437	Sat Jun 24 2017	1-5PM	Scheduled	454649	<input type="checkbox"/>
453	Thu Jun 29 2017	4-8PM	Scheduled	454650	<input type="checkbox"/>
456	Thu Jun 29 2017	4-8PM	Scheduled	454651	<input type="checkbox"/>
495	Sat Jun 24 2017	4-8PM	Scheduled	454652	<input type="checkbox"/>
555	Sat Jun 24 2017	11:30-3:30PM	Scheduled	454653	<input type="checkbox"/>
631	Sat Jul 08 2017	1-5PM	Scheduled	454654	<input type="checkbox"/>
698	Sat Jun 24 2017	11:30-3:30PM	Scheduled	454655	<input type="checkbox"/>
776	Sat Jun 24 2017	11:30-3:30PM	Scheduled	454656	<input type="checkbox"/>

Cancel Decline Selected Tasting

Select the tastings you would like to cancel by checking each box

Click on Decline Selected Tasting

This action can not be reversed once it's made. Contact the In-store Tasting Administrator to attempt the re-schedule if declined in error.

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In-store Tasting Program System

Applications | Reports

Tastings Program

Search Status: Processed
Notes Application ID: 45009
Date Received: 21 Apr 2017

General Information | Scheduling | Notes

- Application Updated

Promotional Turn: 201704 (18 Jun 2017 - 15 Jul 2017)
LCBO Number 1: 246603 - Crown Royal Limited Edition
LCBO Number 2: 434092 - Crown Royal Northern Harvest Rye

Preferred Days: Monday Tuesday Wednesday Thursday Friday Saturday Sunday

Location	Scheduled Date	Time	Status	Tasting #	Select To Decline
1			Declined	N/A	<input type="checkbox"/>
21	Thu Jun 29 2017	4-8PM	Scheduled	454638	<input checked="" type="checkbox"/>
164			Declined	N/A	<input type="checkbox"/>
171	Thu Jun 29 2017	4-8PM	Scheduled	454640	<input type="checkbox"/>
228			Declined	N/A	<input type="checkbox"/>
298			Declined	N/A	<input type="checkbox"/>
329	Sat Jun 24 2017	4-8PM	Scheduled	454643	<input type="checkbox"/>
334	Sat Jun 24 2017	11:30-3:30PM	Scheduled	454644	<input type="checkbox"/>
346	Thu Jun 29 2017	4-8PM	Scheduled	454645	<input type="checkbox"/>

Selected tastings have now been declined. You will NOT be able to reverse this action once it's made.

Prior images are in Period 4. See below for a Period 2 application that you attempt to change after the deadline. You will get a warning message that this action can not be made.

Application ID: 43917
Date Received: 13 Feb 2017

General Information | Scheduling | Notes

- Deadline to cancel tastings is 3 weeks prior to the period start date.

Promotional Turn: 201702 (23 Apr 2017 - 20 May 2017)
LCBO Number 1: 476911 - Crown Royal Vanilla
LCBO Number 2: 434092 - Crown Royal Northern Harvest Rye

Preferred Days: Monday Tuesday Wednesday Thursday Friday Saturday

Location	Scheduled Date	Time	Status	Tasting #	Select To Decline
1			Declined	N/A	<input type="checkbox"/>
23	Fri May 12 2017	4-8PM	Scheduled	443180	<input checked="" type="checkbox"/>
34	Sat May 06 2017	11:30-3:30PM	Scheduled	443181	<input checked="" type="checkbox"/>
64	Sat May 06 2017	1-5PM	Scheduled	443182	<input type="checkbox"/>

Note: this application is in P2 and we are just beginning P3. If attempted, you will not be authorized to cancel any tastings 3 weeks prior to the period beginning.