

# LCBO

February 24, 2017

To: All Trade Councils

Re: **LCBO Representatives at Vinitaly**

**Shari Mogk-Edwards**

Vice President, Products, Sales  
& Merchandising

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Dear Trade Partners,

This year, the LCBO will have two representatives at Vinitaly who will attend the show from April 10-12, 2017:

- Paul Farrell, Vintages Category Manager, European Wines
- Shari Mogk-Edwards, Vice President, Products, Sales & Merchandising



If you would like the opportunity to schedule a meeting with Paul or me during Vinitaly, please go to <https://www.surveymonkey.com/r/LCBOVinitaly2017> to submit your request no later than **March 10, 2017 at 4 p.m.**

Grazie,

Shari Mogk-Edwards  
Vice President  
Products, Sales & Merchandising

Cc: George Soleas  
Nancy Cardinal  
Ian Loadman