



September 26, 2016

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Attention: All Trade Councils

RE: LCBO IMAGE programming calendar and agent deadlines for Fiscal 2017/18

Dear Trade Partners,

Please find attached the agent deadlines for applications for periods 1-13 of LCBO fiscal 2017/18.

Details of end-aisle allocations by Category can be found on the Doing Business with LCBO website: <http://www.doingbusinesswithlcbo.com/tro/Promotional-Programs/index.shtml>

MPTS will be updated and ready for submissions for 2017/18 programming by Monday, September 26, 2016.

If you have any questions, please speak to the appropriate Category or Product Manager.

Sincerely,

Shari Mogk-Edwards