



April 12, 2017

To: All Trade Councils

Re: 2017/18 Sales targets for LCBO Wines, Spirits, Beer & Vintages

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Dear Trade Partners,

Congratulations on another successful year of beverage alcohol sales in Ontario and thank you for your continued partnership.

With the LCBO's sales objectives and strategic initiatives in mind, we have prepared the 2017/18 sales targets for products sold in our stores. Updated sales targets by merchandising group are attached. As you know, to ensure that your product remains in good standing at the LCBO, we require that your product(s) meet or exceed these targets.

The criteria used to determine sales targets remain unchanged from last year for all categories.

Questions relating to the sales targets should be directed to the applicable Category Manager.

We look forward to working with you in 2017/18 to offer our customers a world-class assortment that delivers great sales results.

43 Freeland St.
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Best Regards,

Stacee Roth

Chris Robertson

Carolyn O'Grady-Gold

Kathy Cannon