



September 20, 2018

To: All Trade Councils

Re: Merchandising Update – New Team Structure for Wines

Dear Trade Partners,

As a follow up to a [previous trade letter](#) from June, I am excited to share the new team composition for our new Wines Department, which takes effect immediately.

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Our LCBO Wines, Vintages businesses and Destination Collection are being brought together under the leadership of two Directors. Kathy Cannon will lead a team for European Wines & Destination Collection (formerly Products of the World), and Greg Tranah will lead a team for Ontario and New World Wines.

All Category & Product Managers will handle a smaller portfolio of countries, but will be responsible for buying LCBO Wines, Vintages Essentials, Front-Line, Classics, and Event exclusive products.

You will also note that some programs which are not geographically based have been allocated to a specific team member. Examples include Rose, Sparkling Wines, Holiday Gifting, Fortified and Flavoured Wines. Program leads will collaborate with their colleagues while owning the category strategies and merchandising programming that drive the business and improve the customer experience.



We are excited that this new structure will now allow Category and Product Managers to meet with Suppliers and Agents to discuss brand strategy across both Vintages & LCBO channels - one meeting instead of two; one cohesive strategy. With this change, we must underscore that our Vintages brand will continue to be an important point of differentiation in the market. We are excited to create an overarching strategy for all wine that has the customer at its center.

In addition to the above changes, we are announcing that **Julie-Ann McNeilly** has decided to leave the LCBO to pursue an exciting new career opportunity. Over several years, Julie-Ann progressed through various roles within our merchandising department and made many important contributions. We wish her much success in this next chapter of her career.

As we rebalance resources, **Adam Caputo** will be joining our new Wines department as an Acting Product Manager. Adam is a seasoned LCBO employee, with experience in our retail division as a Product Consultant, as a Product Advisor for Spirits, and also spent a year acting as the Product Manager for our RTD business. His product knowledge and strong relationships with the trade will serve him well.

On an additional note, the Destination Collection also includes Specialty Spirits and will be purchased by Courtney Dawson. All other Spirits, including Luxury Spirits and Premium Whisky will all be purchased by the Spirits Department and released through Vintages channels as required.

The new Wines team composition is as follows:

European Wines and Destination Collection

- **Kathy Cannon**, Director
- **Courtney Dawson**, Category Manager, Destination Collection, Kosher, and E-commerce Exclusives
- **Paul Farrell**, Category Manager, France, Greece, Germany, Sparkling, Emerging Europe, Rose
 - **Lisa Chapman**, Product Manager, France
 - **Bobby Panchu**, Product Manager, Sparkling, Rose, Greece, Germany, Emerging Europe
- **Igor Ryjenkov MW**, Category Manager, Italy, Spain, Portugal, Fortified, Holiday Gifting
 - **Ann Patel**, Product Manager, Italy
 - **Adam Caputo**, *Acting* Product Manager, Spain, Portugal, Fortified, Holiday Gifting

Ontario and New World Wines

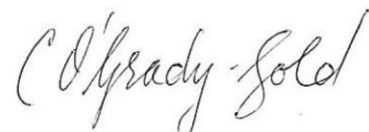
- **Greg Tranah**, *Acting* Director
- **Astrid Brummer**, Category Manager, Ontario and Flavoured Wines
 - **Laura Ruffolo**, *Acting* Product Manager, Ontario and Flavoured Wines
- **David Cacciottolo**, *Acting* Category Manager, Australia, New Zealand, Chile, Argentina
 - **Vincent Filho**, *Acting* Product Manager, Australia, New Zealand, Chile, Argentina
- **Greg MacDonald**, *Acting* Category Manager, USA, South Africa, BC
 - **Aaron Pothier**, Product Manager, USA, South Africa, BC

Colette Pividori, Executive Assistant, CCO Office, will be supporting me temporarily until further notice. **Kirstie Cook** will remain the business unit Administrative Coordinator for our new Wines department.

Please find organizational charts attached to help visualize the changes.

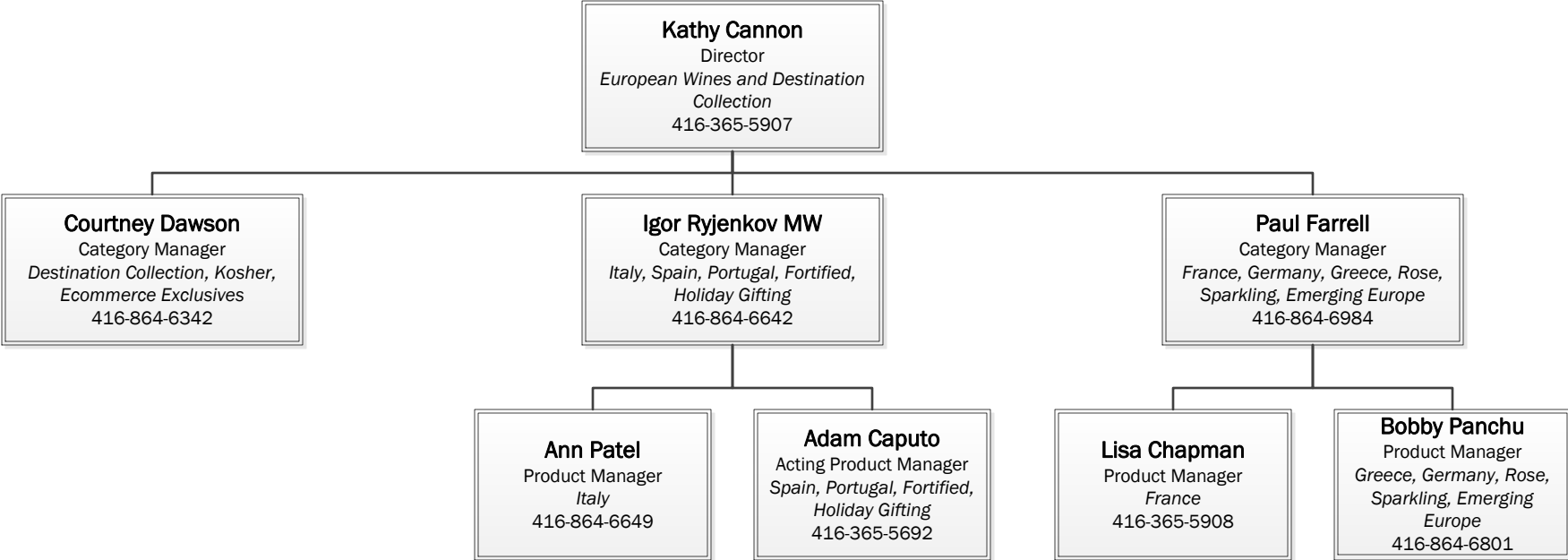
Thank you for your continued support during this exciting transition.

Sincerely,



Carolyn O'Grady-Gold

EUROPEAN WINES STRUCTURE



NEW WORLD WINES STRUCTURE

