



April 25, 2018

To: All Trade Councils

Re: 2018/19 sales targets for LCBO Wines, Spirits, Beer & Vintages

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Dear Trade Partners,

Cheers to another record year of sales at the LCBO and thank you for your continued support and partnership!

With the LCBO's sales objectives and strategic initiatives in mind, we have prepared the 2018/19 sales targets for products sold in our retail stores. Targets by merchandising group are attached.

The criteria used to determine all sales targets remain unchanged from last year. Beer sales target categories have been revised to reflect the new product hierarchy and merchandising flow, and new this year is a minimum sales target for Ontario Wines.

As you know, to ensure that your product(s) remains in good standing at the LCBO, these targets must be met or exceeded. Questions may be directed to the applicable Category Manager.

We look forward to working with you in 2018/19 to offer a world-class customer experience that delivers great sales results.

Best regards,



Chris Robertson

Stacey Roth

Greg Tranah

Kathy Cannon

Cc: J. Gray
C. O'Grady-Gold