



October 13, 2017

**Re: Our thoughts and support to the California Wine Industry**

Dear Valued Trade Partners,

**George J. Soleas, M. Sc., Ph. D.**  
President & Chief Executive Officer  
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The news and images reaching us of the wildfire outbreaks in Northern California are shocking. The California wine industry has always been an outstanding partner to the LCBO and, while our immediate concerns are for the safety and well-being of the people and businesses in the region, we want to assure our industry friends and colleagues that we will support recovery efforts in any way possible. We are exploring how we can best help and will provide an update shortly.

Over nearly three decades, spanning my education, career and travels, California has become like a second home to me. Our trade connections and relationships not only facilitate bringing the best of the California wine industry to Ontario, but mean a great deal to me personally. The hard-hit areas of Napa, Sonoma, and Mendocino are places I've come to know well and to see such devastation affect countless lives and livelihoods is truly heartbreaking.

Everyone at the LCBO is deeply saddened by this terrible turn of events. Please know that you are in our thoughts and have our wholehearted support at this difficult time.

Sincerely,

George Soleas  
President & CEO

