



October 13, 2017

To All Trade Partners,

**Re: P10 In-Store Tasting Programs for Week 39 and Week 40 –
deadline Oct. 30, 2017.**

Greg Tranah
Director of Operations, Vintages

greg.tranah@lcbo.com
(416) 864-7639 tel
(416) 864-2540 fax

43 Freeland St.
Toronto, ON, M5E 1A4

We are pleased to announce trade-applied, in-store tastings will be carried out December 21–24 (Week 39) and December 28–31 (Week 40) for the select stores listed below. This initiative will help elevate our customers' experience at the busiest time of the year.

STORE LIST

**1, 10, 15, 21, 38, 82, 164, 171, 187, 195, 211, 217, 228, 243, 329,
346, 351, 367, 371, 378, 385, 393, 416, 417, 438, 499, 511, 555,
609, 623, 624, 630**



Submissions are being accepted starting October 23, with a deadline of October 30.

IMPORTANT: Submissions must specify Week 39 or Week 40. Use the NOTE tab function. If you do not specify, your application will not be considered.

Preference will be given to premium spirits in Week 39 and sparkling wines in Week 40.

Questions may be directed to our Tasting Program Administrator at rosemary.canavan@lcbo.com.

Sincerely,

Greg Tranah

Director of Operations, Vintages