

April 20, 2017

**Re: Product Manager – Brandy, Liqueurs, Tequila and Duty Free**

**Marijke McLean**

Category Manager, Brown Spirits  
& Duty Free

Marijke.McLean@LCBO.com  
416-365-5873 tel  
416-864-6861 fax

43 Freeland St.  
Toronto, ON, M5E 1L7



Dear Trade Partners,

We are pleased to welcome Kevin Ethier to the LCBO Spirits team as the successful candidate for the position of Product Manager – Brandy, Liqueurs, Tequila and Duty Free. Kevin comes to us with a wealth of experience from Indigo Books & Music Inc, where he held progressive positions in various departments, including product flow analyst, assistant planning and allocation manager, and, most recently, as the assistant category manager for online home décor, where Kevin's product strategy and marketing efforts led to a sales increase of 100% over the previous year. Kevin's creativity, enthusiasm and strong collaboration skills will be an asset to the Spirits team.

As of Tuesday, April 18, 2017, Kevin can be reached at [kevin.ethier@lcbo.com](mailto:kevin.ethier@lcbo.com) (phone number TBD).

We would also like to take this opportunity to thank Peter Cloutier for his amazing work on the Brandy, Liqueurs, Tequila and Duty Free portfolio over the last year. Going forward, Peter will be exclusively managing the whisk(e)y portfolio, and we are excited to have him completely devoting his knowledge, passion and expertise to this very important category.

Sincerely,

A handwritten signature in blue ink, appearing to read "M. McLean".

Marijke McLean