



August 8, 2017

To: All Trade Councils

Re: LCBO IMAGE Promotional Calendars/Application Deadlines for Fiscal 2018/19 and End-Aisle Allocations for P1-4

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Dear Trade Partners,

Please find attached:

1. Wines, Spirits & RTD Promotional Calendar and Application Deadlines for Fiscal 2018/19
2. End-Aisle Allocations for P1-4
 - Subsequent periods will be updated and communicated shortly.
3. Beer & Cider Promotional Calendar and Application Deadlines for Fiscal 2018/19
 - Given the shorter innovation and sourcing timelines for Beer & Cider, there are now separate deadline dates for submissions and approvals. This will allow the promotional planning process to line up more effectively with assortment planning.

All of these documents can also be found [here](#) on doingbusinesswithlcbo.com. Thank you for your continued support. Please direct any questions to the appropriate Category or Product Manager.



Best Regards,

Stacee Roth

Chris Robertson

Marie Cundari