

August 23, 2017

To: All Trade Councils

Re: UPDATE to LCBO IMAGE Promotional Calendars/Application Deadlines for P13 2017/18 & P1-2 2018/19 – Wines and Spirits

Stacey Roth
Director, Spirits
stacey.roth@lcbo.com
416-864-6347 Tel.

Marie Cundari
Acting Director, Wines
marie.cundari@lcbo.com
416-365-5882 Tel.

43 Freeland St.
Toronto, ON, M5E 1A4



Dear Trade Partners,

The category approval deadline has been revised to align the promotional application review for Periods 13, P1 and P2. Promotional applications for these three periods will now be assessed together, with a category approval deadline of Sept 15th 2017. Changes are noted below in red.

Period	Period dates	Thematic	Agent deadline for applications	Category deadline for approvals/declines	Agent deadline for promotional sales forecast
13	Feb 25 - March 31, 2018	LCBO Curated	11-Aug-17	15-Sep-17 (previously Sept 8)	22-Sep-17
1	April 1 - April 28, 2018	LCBO Curated	25-Aug-17	15-Sep-17 (previously Sept 22)	6-Oct-17
2	April 29 - May 26, 2018	LCBO Curated	25-Aug-17	15-Sep-17 (previously Sept 22)	6-Oct-17

Based on this shift, should you wish to make changes to P13 submissions you may do so by making a change request in MPTS. These requests will be considered upon review.

Revised promotional calendars for fiscal 2017-18 and 2018-19 reflecting these changes are attached.

Thank you for your continued support. Please direct any questions to the appropriate Category or Product Manager.

Best Regards,

Stacey Roth

Marie Cundari