



February 10, 2017

To: All Trade Councils

Re: 2017/18 LCBO Sale of Data (SOD) Program: Subscription Renewal Reminder, Notice of Set/Subset Changes and Additional Data Field

Hian-Lie Liem

Manager, Project Services, Vice
President's Office (Product, Sales
and Merchandising), LCBO

Hian-lie.liem@lcbo.com

416-864-3427 Tel

43 Freeland St.
Toronto, ON, M5E 1L7

Dear Trade Partners,

The LCBO's SOD Program is available to Agents and enables subscribers to electronically download sales and inventory data produced on a weekly basis.

Your subscription to the SOD Program will expire at the end of March 2017. To ensure uninterrupted access, you will need to renew and pay the subscription fee by March 31, 2017.

The 2017/18 SOD packages are attached, along with details outlining how to subscribe and payment methods.

Due to our annual reclassification, some of your SKUs may be moving to a different Set and Subset. The main changes involve the reclassification of Ontario VQA/ICB/Non-VQA SKUs that will be moving up to the Set level, and some Sets and/or Subsets becoming obsolete. Please refer to the attached list of updated Sets and Subsets.

****NEW!**** A new field with the LCBO Name will be added to the Daily Inventory report. For subscribers to Package E (Agent Specific data), the Daily Inventory report will now contain only SKUs specific to you.

Questions regarding the SOD Program may be directed to saleofdata@lcbo.com.

Thank you for your continued support of this program.

Sincerely,

Hian-Lie Liem
Manager, Project Services

Cc: N. Cardinal
S. Mogk-Edwards

