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To: All Trade Councils

RE: NEW Ontario Small Distiller Direct-to-Store Delivery Program

We are pleased to announce a new Ontario Small Distiller Direct-to-Store Delivery program which will allow small Ontario distilleries to direct-deliver approved, locally produced spirits and liqueurs to select LCBO stores. Details for this program are attached.

The program's objectives are as follows:

- Provide a platform for small distillers to offer their products for sale via the LCBO retail network.
- Augment the LCBO's Spirits assortment with market-relevant, locally produced product in select stores.

Open product calls will be held quarterly to align with seasonal releases. Details for the first call are also attached.

Sincerely,

Stacee Roth
Director, Spirits