



March 16, 2017

**Re: Spirits Brand Domination Supplier Package 2017**

Dear Trade Partners,

Stacee Roth  
Director, Spirits  
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Toronto, ON M5E 1L7

We are pleased to announce the launch of a new Spirits-focused marketing initiative called the Spirits Brand Domination package. This package is your opportunity to highlight your top brands in a full-scale domination at 100 of the LCBO's top Spirit stores.

**What's included in the package?\***

- Exterior and interior banners, perimeter transparency boxes, select window show cards, etc.
- Blockpile display (including signage) in the engagement aisle
- Brand feature in-section (on-shelf)
- Enhanced tasting events
- Featured in *Food and Drink* and FSI
- Exposure on home page of LCBO.com and LCBO social media channels

Please see the attached document for visual references of package components and more details.

**\*Please note:** Components of the package may be customized to best suit the featured brand.

**Key details**

- The cost to participate is \$250,000 +tax per brand family for one promotional period.
- The package will be available for purchase in Periods 5, 8, 9 and 12.
- One brand will be featured per period.
- Only brand families who generate \$20M or more in sales per annum are eligible to apply.
- Deadline for submissions for Periods 5, 8 and 9 is **Friday, March 31, 2017**.
- Deadline for submissions for Period 12 is **Friday, Sept. 9, 2017**.

**I'm interested...how do I apply?**

Create a one-page marketing plan and rationale as to why your brand is the best fit for this exciting new program and submit to the appropriate Category Manager by Friday, March 31, 2017. Category will then shortlist the products we think are a good fit for this program, and call in Suppliers/Agents for a more complete presentation and discussion around your brand.

If you have any questions about this program, please reach out to the appropriate Category Manager.

Kind regards,

Stacee Roth  
Director, Spirits, LCBO

