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To: All Trade Councils

Re: Spirits Staffing Update

Dear Trade Partners,

I am pleased to announce that Alanna Bailey is the successful candidate for the position of Category Manager, White Spirits & RTD.

Alanna has been with the LCBO for 16 years and began her career as a Process Analyst in Supply Chain, where she honed her analytical skills. She developed her category management skills in Vintages as Assistant Product Manager and then Product Manager before moving over to the LCBO Spirits team. As Product Manager for the White Spirits category for four years, Alanna gained invaluable knowledge of the business, and this led directly to her most recent opportunity: acting in the Category Manager, White Spirits & RTD role.

With her cross-divisional experience, product knowledge, background in analytics and strong interpersonal and leadership skills, Alanna is well positioned to continue to grow the White Spirits & RTD category into the future.

Please join me in congratulating Alanna.

Sincerely,

Stacee Roth
Director, Spirits

