



June 15, 2017

Attention: All Trade Councils

Re: **Update to 2017/18 IMAGE calendar**

Dear Trade Partners,

Due to a change in the promotional strategy for **Period 11** IMAGE display programs (End Aisles and Extenders) we have extended Period 11 and 12 2017-18 deadlines for agent applications by an additional week. Please find the revised calendar attached.

The promotional direction for Period 11 will shift from “Shop and Save” to a “Bonus Air Miles” themed event. To make this event even more enticing and exciting for our customers and trade partners, the LCBO will be providing participating products with an incremental BAM incentive during Period 11.

For Wines and Spirits:

- The LCBO will increase approved BAM offers by an additional 20% (rounded to the nearest BAM)

For RTD, Beer and Cider:

- The LCBO will increase approved BAM offers by an additional 20% (rounded to the nearest BAM) on multi-pack offers

If you have any questions, please contact the appropriate Category or Product Manager.

Sincerely,



Stacey Roth

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