



June 20, 2017

Re: INVITATION TO VINTAGES INFORMATION SHARING SESSIONS – July 18

Attention: All Trade Councils

Greg Tranah
Director, Operations Vintages

The Vintages Management team invites you to join them for an information sharing session on Tuesday, July 18, 2017, at LCBO Store # 4 on the Danforth.

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Content Outline

- NEW Essentials Promotional Package
- NEW Vintages Brand Campaign
- Vintages Merchandising Guide
- Update to the Benchmark and Wines of the Month programs
- Updated Essentials Targets
- Vintages Events – Initiative Updates
- Licensee program

Please note that the content will be the same for each session.

SESSION 1: 10:00 a.m. – 12:00 p.m. Tickets for Session 1 may be purchased online at this [link](#).

SESSION 2: 1:00 p.m. – 3:00 p.m. Tickets for Session 2 may be purchased online at this [link](#).

LCBO Store 4 – Training Room
200 Danforth Avenue, Toronto ON, M4K 1N5

Tickets are \$15 per person, which covers light refreshments and administration costs.

Space per session is limited to 40 registered guests. Agencies may purchase tickets for a maximum of two people for the day.

You will require a VintagesShopOnline.com account to purchase tickets. If you don't have an account, click [here](#) to create one.

Please forward any questions you may have in advance to Drinks Ontario, so that we may address them during the sessions.

Presentations will be posted on [doingbusinesswithlcbo.com](#) one week after the sessions.

I hope you will find this information-sharing session valuable. Thank you for your continued support.

Sincerely,

A handwritten signature in blue ink that reads 'Greg Tranah'.

Greg Tranah