

September 28, 2018

RE: Wine Wednesday – Weekly Online Exclusive Offers

Dear Trade Partners,

The Wines Category is now accepting submissions for the Wine Wednesday Program for Periods 1 through 6 2019/20.

Program Overview:

The Wine Wednesday program is an online, biweekly offer featuring LCBO Wines and Vintages Essential products with an online exclusive gift with purchase. This offer is only available on lcbo.com and will be promoted via LCBO CRM and social media channels

*Please see the attached document for a visual reference of the marketing components.

What We Need From You:

We are looking for ***exciting, solution-driven and premium*** value-adds that are going to drive customers to purchase your wine online. As an online exclusive offer, we are **not** restricted by retail shelf constraints, so get creative!

Please note that the product and GWP should ladder up to and support the larger promotional themes:

- **P1 & P2 Spring Theme: Refresh**
The energy and optimism of Spring inspires. There is a freshness in the air and a desire to refresh and re-imagine everything.
- **P3 & P4 Summer Theme: Get Outside**
Summer is finally here. We're gardening, lunching al fresco and embracing the Great Outdoors!
- **P5 & P6 Summer Theme: Summer Sizzle**
We're taking it slow and easy, simplifying everything. We're living for long weekends at the cabin and with friends. The barbecue takes center stage.

Greg Tranah
Acting Director, New World &
Ontario Wines
greg.tranah@lcbo.com

416-365-5882 Tel.
416-500-4481 Cel.

43 Freeland St.
Toronto, ON, M5E 1A4



Key Details:

- One offer will be featured per Wine Wednesday
- The offer is to be paired with regularly listed LCBO Wines and Vintages Essential product(s)
- There is no cost to participate except for the cost of the value-add
- In most cases a minimum of 300 units of the value-add are required, however each offer will require its own forecast
- The deadline for submissions for Periods 1 - 6 offers is Friday, October 26th
- The deadline for value-add samples is Friday November 16th

How to Apply:

If you are interested in participating, please fill in the required details on the attached form and return it to the appropriate Category Manager. We will shortlist the value-adds that we think are the best fit for this program and will issue a request for samples. If your value-add(s) are selected for the program, the Category Manager will provide you with the key deadlines and process pertaining to the offer.

We are looking forward to hearing from you.

Sincerely,

A handwritten signature in blue ink that reads "Greg Tranah". The signature is written in a cursive, flowing style.

Greg Tranah
Acting Director, New World & Ontario Wines

Cc: Carolyn O'Grady-Gold
Category and Product Managers