



February 10, 2017

Stacee Roth

Director, Spirits

stacee.roth@lcbo.com

416-864-6347 Tel

Dorina Brasoveanu

Acting Director, Quality Assurance

dorina.brasoveanu@lcbo.com

416-864-6876 Tel

43 Freeland St.

Toronto, ON, M5E 1A4



To: All Ontario Small Distillery Trade Councils

Re: Information Session for Ontario Small Distilleries and Working with the LCBO

Dear Trade Partners,

The LCBO will host an information session for interested Ontario Small Distillers and their agents to review best practices for working with the LCBO. Topics to be covered will include; the new Ontario Small Distillery Direct to Store Delivery program, the product listing process and general category management practices, overview of inventory practices, promotional programs, how to best work with retail store managers and more. If you have any specific topics you would like covered or questions that you would like answered, please send them to Mark McCue at the time you register.

We will be holding the session on **Wednesday, March 1st** in the LCBO District 13 meeting room, Store 4, 200 Danforth Avenue, Toronto. The session will begin at 10am and end at approximately 1pm. Space is limited so registration will be restricted to three representatives per company.

Light refreshments will be provided. Please advise of any allergies to Mark McCue during registration.

To register, please email Mark McCue at mark.mccue@lcbo.com with your company information and the number of people attending.

Sincerely,

Stacee Roth
Director, SPIRITS

Dorina Brasoveanu
Acting Director, QUALITY ASSURANCE