

# LCBO

*let's get together.*

Tuesday, July 7, 2015

To: All Trade Councils

Re: **Updates to 2015/16 and 2016/17 IMAGE calendar**

Dear Trade Partners,

We would like to draw your attention to the following updates in the attached calendar:

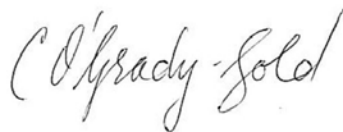
- 2015/16 Period 13 has been reassigned from 'Spring' seasonal thematic to 'Winter.' The agent deadline is still July 31<sup>st</sup>, but the category response deadline has been moved up from September 4<sup>th</sup> to August 14<sup>th</sup>.
- The agent deadlines for all 2016/17 thematics have been extended.

Please direct any questions to the appropriate Category Manager.

Best regards,



Chris Robertson  
Director, Spirits & Beer



Carolyn O'Grady-Gold  
Director, LCBO Wines

cc: Shari Mogk-Edwards  
Category Managers  
Product Managers