



Tuesday, September 22, 2015

To: All Trade Councils

Re: **Products, Sales & Merchandising Staffing Updates September 2015**

Dear Trade Partners,

We are pleased to announce the following updates to the SPIRITS & BEER and VINTAGES teams.

- Chris Robertson has taken on a special assignment for the LCBO working on operationalizing beer in grocery stores for the next four months. During this time, Chris will also continue to be the Director, Beer & Cider.
- Stacey Roth has been promoted to the position of Acting Director, Spirits, while Chris is on special assignment.
- Alanna Bailey will replace Stacey as the Acting Category Manager, White Spirits, and her replacement will be announced over the next few weeks.
- Lisa Chapman will be transferring to the position of Product Manager, European Wines VINTAGES from her current Ready-to-Drink position. This transition will take place within the month of October. Stacey is in the process of replacing Lisa and further information will be communicated over the next few weeks. Lisa will report to Paul Farrell and further details about her category responsibilities will follow closer to her start date in VINTAGES.

Phone numbers for Chris, Stacey and Alanna remain unchanged. Lisa's new number will be communicated in the next few weeks. All emails remain unchanged.

We look forward to your support as these individuals transition into their new roles.

Please feel free to contact me should you have any questions.

Shari Mogk-Edwards
Vice President, Products, Sales & Merchandising