



May 12, 2014

To: All Trade Councils

**RE: 2014/15 Promotional Fee for LCBO Wines/Spirits/Beer**

I am writing to remind you we will be invoicing for the 2014/15 Promotional Fee in Period 3. Please note our Merchandising Promotional Tracking System (MPTS) defaults the invoicing of this fee to the supplier. The fee is \$250 and will be applied to all products with the exception of one-shot and seasonal purchases, holiday gifts, licensee-only products and combination-store only beers.

If the agent is to receive the promotional fee invoice, the following information must be received by noon on Wednesday, May 21, so we can update our records.

LCBO#	Product Description	Direct Invoice to:
554466	XYZ Chardonnay	ABC Agency LTD

Send these details by the deadline to [MerchandisingSupport@lcbo.com](mailto:MerchandisingSupport@lcbo.com).

Questions may also be directed to [MerchandisingSupport@lcbo.com](mailto:MerchandisingSupport@lcbo.com) or the appropriate Category or Product Manager.

Thank you for your continued support.

Sincerely,

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

cc: Nancy Cardinal  
Chris Robertson  
Carolyn O'Grady-Gold