



**Chris Robertson**  
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Products, Sales and Merchandising  
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August 1, 2014

To: All Trade Councils  
**Re: 2014/15 Sales Targets for LCBO Spirits and Beers**

Dear Trade Partners,

With the goal of continuing to meet the LCBO's sales and strategic objectives, SPIRITS & BEER sales targets have been updated for fiscal 2014/15 and are considered to be effective as of this date.

As in previous years, sales targets are based on rolling 13 periods of net sales dollars for spirits and litre sales for beers. With the exception of two new product groupings, the criteria used to determine these targets remain unchanged from last year.

To ensure your product remains in good standing at the LCBO, we continue to require that it meet and/or exceed its target, which are attached.

We look forward to working with you in 2014/15 to offer our customers a world-class assortment that delivers great sales results. If you have any questions regarding the new targets, please contact the applicable Category Manager.

Best regards,

A handwritten signature in blue ink, appearing to read "Chris Robertson", with a long horizontal flourish extending to the right.

Chris Robertson  
Director, Spirits & Beer, LCBO

cc: Shari Mogk-Edwards