



Edison Yon
Manager, Inventory Business Development
Products, Sales and Merchandising
edison.yon@lcbo.com

Friday, August 22, 2014

To: All Trade Partners

Re: Manager, Pricing Administration

I am very pleased to announce David Cacciottolo as the successful candidate for the position of Manager, Pricing Administration.

David brings over 15 years of category management experience in his new role. He started as a Category Analyst in Beer and Special Markets for several years. David's analytic skills resulted in recommendations of many products for promotional programs and purchase. He was promoted to the role of Product Manager in Wines, then Spirits and Beer where he managed several programs, including the Spirits Premium Fixture, Seasonal and Specialty Beer and the Holiday Gift Program. With great results, David was promoted to Category Manager in Spirits and Beer and then in Vintages responsible for developing buying plans and achieving sales and gross margin objectives.

Most recently, David's career expanded to the area of Planning and Operations where he managed several key corporate projects, initiatives, and Merchandising systems. His work here has led to improvement in inventory turns, and gains in operational efficiency throughout the division and with external stakeholders.

In these roles, David has developed a working rapport with the trade and with internal teams to supplement his analytical skills and operational awareness. During his career, he has garnered a sound knowledge of Pricing at the LCBO and the impact from statutory requirements.

David's experience, management skills, and great working rapport will continue to benefit the organization in this key role.

Effective immediately, David will work alongside Bob Ewing, who is retiring at the end of September. David can be reached at david.cacciottolo@lcbo.com or at his NEW number (416) 365-5869. Bob can also be reached at that number until Friday, September 26.

Please join me in congratulating David in his new position of Manager, Pricing Administration.

Edison Yon
Manager, Inventory Business Development
Product, Sales and Merchandising