



**Shari Mogk-Edwards**

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To our valued Trade Partners:

The LCBO is refining its promotional programs to meet the ever-changing needs and expectations of our customers. I am writing to inform you of these changes, which are designed to improve the customer experience, ensure the right products are in the right stores and grow profitable sales.

The changes, which go into effect April 1, 2015, affect display programs only. Below is summary of the changes by program:

### **Hero Display**

The Hero display will be re-branded as the “Deal of the Month”. Products selected for this location must fit one or more of the following criteria:

- High volume
- Seasonally relevant
- Significant LTO or Bonus AIRMILES offer
- Unique and high perceived value add
- One SKU

### **End-Aisles**

Stores will be separated into two flights – flight A and B. The first ten end aisles will be distinct in each flight, while the last ten locations will be common to both groups.

Products selected for flight A should be premium, seasonally relevant, and can be new, while products selected for flight B must high volume and broadly popular. This latter criteria also applies to end aisles 11 through 20.

Flight A stores will also include a dedicated beer end aisle, spirit end aisle and wine end aisle display that features a category endorsed theme like “style of the month” for beer or “cocktail of the month” for spirits. These three dedicated end aisles are located in the power aisle.

### Pod Displays

The number of pod displays will be reduced from three to one in order to minimize power aisle congestion and improve customer flow. The remaining pod could feature select new product launches, one-time special buys, or a selection of products that link to a seasonal occasion (e.g. Thanksgiving). These products must also be seasonally relevant.

### Shari's Picks

Shari's pick program will be expanded to include a featured spirit, beer or RTD, in addition to her wine selection. Both displays will be featured in the power aisle in select stores.

Please be advised that effective April 1, 2015, there will be a moderate increase to promotional program rates. For more information on the new rates and program changes, visit the LCBO's trade resources website.

Please also note that the application deadline for Period's 1- 3 next year has been extended from August 22<sup>nd</sup> to the August 29<sup>th</sup>. The LCBO's Merchandising Promotions Tracking System (MPTS) will also be accessible as of August 1<sup>st</sup>. The LCBO response deadline for these applications will remain September 19<sup>th</sup>.

Thank you for your continued support of the LCBO and our promotional programs and feel free to contact the applicable business unit director or category manager should you have any questions.

Sincerely,



Shari Mogk-Edwards  
Vice President  
Product, Sales and Merchandising