



June 24, 2016

Attention: All Trade Councils

Re: Approval/Decline Deadline Extensions for P11-13 Wines

Dear Trade Partners,

Wines Category has extended the approval/decline deadline for promotion applications for Periods 11, 12 and 13. The original date of June 24, 2016, has been changed to July 8, 2016, which will effectively move Period 11's agent forecast deadline by two weeks, from July 15, 2016, to July 29, 2016.

This extension is a result of strategy refinement regarding some display ends.

We regret any inconvenience this may cause your members and thank all our trade partners for their continued participation in the LCBO merchandising programs. Please contact any member of the Wines category management team if you require further clarification.

Thank you,

Carolyn O'Grady-Gold
Director, WINES