



September 20, 2018

To: All Trade Councils

**Re: Duty Free Organizational Design Updates and Contacts**

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Dear Trade Partners,

The LCBO has been going through numerous Organizational Design reviews that began last year and we are excited to share some news about the direction of the Duty Free program.

Effective **September 13<sup>th</sup> 2018**, LCBO Duty Free merged under the Specialty Services department. This will enable the total Duty Free portfolio to be managed under one team which will create a more cohesive strategy for the portfolio. Processes and procedures will be streamlined between both LCBO listed products and Specialty Services items.

Going forward, all product components from new item submissions to product releases will now be managed by the Specialty Services team. However, inventory ordering will continue to be managed by the existing LCBO Spirits Inventory team, led by Michael Halliday.

The review of our organizational structure and design of our top-level structure has been a collaborative effort that has included leadership and representatives from across our organization. With the evolving changes in our market, our new strategic plan is our call to action; we need to make changes in our organizational structure to enable us to be an agile, collaborative, and effective team that puts a greater focus on the customer. The new changes to the department will enable us to grow the business, and be more flexible and customer centric.

Please see below for a list of key contacts:

**Key Contacts**

Primary Email Contact - [dutyfree@lcbo.com](mailto:dutyfree@lcbo.com)

Geoff Allaire, Director, Wholesale, Supply Chain - [geoff.allaire@lcbo.com](mailto:geoff.allaire@lcbo.com)

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**Inventory Contacts**

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Michael Halliday, Inventory Manager - [michael.halliday@lcbo.com](mailto:michael.halliday@lcbo.com)

Matt O'Sullivan, Inventory Replenishment Manager - [matthew.o'sullivan@lcbo.com](mailto:matthew.o'sullivan@lcbo.com)

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Thank you,

Peter Cloutier