



April 15, 2016

**RE: LCBO Wines Staffing Update**

TO: All Trade Councils

Dear Trade Partners,

We are pleased to announce the following updates to the New World Wines category, effective April 25<sup>th</sup>, 2016.

Courtney Dawson will be leaving her role as Product Manager, New World Wines to participate in an important special project with our finance division, for a 10-12 month time frame.

An internal posting for a career development opportunity was posted to back-fill this integral role, and the successful candidate was Aaron Pothier. Aaron is a Senior Location Analyst with Store Development and Real Estate. He brings a wealth of knowledge about customer segmentation, trade area mapping and understanding the impact on sales of the grocery channel and is excited by this development opportunity with the WINES team.

Aarons first day will be May 9<sup>th</sup>, 2016. At that time, you will be able to reach him at 416-864-6868.

Thank-you for your continued partnership and support during this upcoming transitional period. Please feel free to contact me with any questions.

Sincerely,

Carolyn O'Grady-Gold  
Director, LCBO Wines

Cc: Nancy Cardinal  
Shari Mogk-Edwards