



Discover The World

March 28, 2014

55 Lakeshore Blvd. East
Toronto, Ontario
M5E 1A4

www.lcbo.com

Trade Associations

The table below outlines the 2014/2015 LCBO schedule of quote increases for suppliers.

<u>Date to Pricing Administration</u>	<u>Quote effective Date</u>	<u>Retail Change* (Domestic)</u>
April 28, 2014	May 26, 2014	June 23, 2014
May 26, 2014	June 23, 2014	July 21, 2014
June 23, 2014	July 21, 2014	August 18, 2014
July 21, 2014	August 18, 2014	September 15, 2014
August 18, 2014	September 15, 2014	October 13, 2014
September 15, 2014	October 13, 2014	November 10, 2014
October 13, 2014	November 10, 2014	December 8, 2014
November 10, 2014	December 8, 2014	January 5, 2015
December 8, 2014	January 5, 2015	February 2, 2015
January 5, 2015	February 2, 2015	March 2, 2015
February 2, 2015	March 2, 2015	March 30, 2015
March 2, 2015	March 30, 2015	April 27, 2015
March 30, 2015	April 27, 2015	May 25, 2015

* The retail price for imported products will change when there is a receipt of goods at the revised quote.

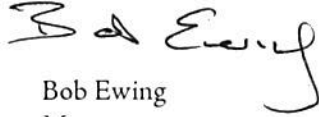
Quote increases may not be accepted if they fail to meet LCBO policies regarding changes in quotes (e.g. listed less than one year, excessive increases). Failure to meet deadlines may result in postponement of quote increases.

Your members are reminded that this schedule is for increases in quotes only. They are able to submit decreases in quotes at any time, provided they have approval from the appropriate Business Unit Director and there is sufficient time for implementation.

As a reminder, products sold through The Beer Store (TBS) are subject to the "Beer Protocol" schedule.

Could you please advise your membership of this revised schedule.

Yours Truly



Bob Ewing
Manager
Pricing Administration

c.c. S. Mogk-Edwards
C. Robertson
C. O'Grady-Gold