



Shari Mogk-Edwards
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July 4, 2014

Attention: All Trade Councils

RE: Trade Partnership Symposium Follow-up Information Sessions to be held on Thursday, July 24

The LCBO Wines Category Management and Inventory Management teams invite you to join them for an information-sharing session.

Topics to be covered are:

- **Sales Targets – New World/European Categories**
Greg Tranah, Category Manager, New World Wines, will present new 2014/15 sales targets for the New World and European Wines portfolios.
- **Inventory Management – Planning for External Promotions**
This presentation, hosted by Linda Strysio, Inventory Manager, New World & Ontario Wines, will focus on planning ahead for external promotions above and beyond the LCBO's IMAGE schedule. Linda will also share some helpful inventory management tips.

Both presentations will be posted on *doingbusinesswithlcbo.com* the following week.

LOCATION

LCBO Store 4 – Training Room
200 Danforth Avenue, Toronto

DATE & TIME

Thursday, July 24, 2014

SESSION 1: 9:30 a.m. – 10:15 a.m. Tickets for Session 1 may be purchased online [here](#)

SESSION 2: 10:45 a.m. – 11:30 a.m. Tickets for Session 2 may be purchased online [here](#)

Each session will cover both topics.

Space per session is limited to 40 registered guests. Agencies may sign up a maximum of two people. Tickets are \$5 per person. You will require a *VintagesShopOnline.com* account to purchase tickets. If you don't have an account, click [here](#) to create one.

I hope you will find this information-sharing session valuable. Thank you for your continued support.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Shari Mogk-Edwards', with a stylized flourish extending to the right.

Shari Mogk-Edwards
Vice President, Product, Sales and Merchandising

cc: Nancy Cardinal
Carolyn O'Grady-Gold