



Discover the World

February 5, 2014

To: All Trade Associations

RE: Unauthorized point-of-purchase materials

I have seen agent- and/or supplier-produced point-of-purchase materials in our stores.

As a reminder, the production and distribution of agent- and/or supplier-produced point-of-purchase materials is not permitted in LCBO stores. This practice must cease immediately.

Agents and/or suppliers who continue to display unapproved point-of-purchase materials in our stores may face the suspension of future merchandising programs and opportunities.

If you discover missing LCBO-produced point-of-purchase materials for your products, please bring this to the attention of the Store Manager for action.

Thank you for your cooperation with this matter.

Best regards,

Shari Mogk-Edwards

Vice-President

Products, Sales and Merchandising

CC: B. Clevely  
N. Cardinal  
R. Redwood  
M. O'Reilly  
R. Louli  
M. Mason  
P. Mancini  
Category Managers