



Discover the World

June 20, 2014

Attention: All Trade Councils  
Re: LCBO Category Staffing Updates

With Greg Dunlop retiring on July 11, 2014, the following adjustments are being made to our category teams.

### LCBO Wines

I am pleased to announce Greg Tranah as the successful candidate for the permanent position of Category Manager, New World Wines. Greg has been acting in this role since October 2013 and has demonstrated how commitment and enthusiasm leads to success. Greg can be reached at 416-365-5882.

I also congratulate Igor Ryjenkov, MW, on his promotion to the acting position of Category Manager, European Wines. Igor is familiar to all of you as Canada's first Master of Wine and the current Product Manager, European Wines, VINTAGES. Igor is looking forward to assuming this new role starting June 30. At that time, his contact number will change to 416-864-6642.

Finally, I am happy to announce Jeryca Dillas as the successful candidate for the permanent role of Product Advisor, Wines and VINTAGES. Laura Ruffalo will continue as the Acting Product Advisor, Ontario Wines.

### LCBO Spirits and Beer

I also welcome Heather MacGregor to the Spirits category team as Acting Product Manager, White Spirits for an eight-week period to cover for Alanna Bailey, who is on maternity leave. Heather comes to us from LCBO Corporate Communications and has many years of both media and business experience. Heather is delighted to have this opportunity and can be reached at 416-864-6342 or [heather.macgregor@lcbo.com](mailto:heather.macgregor@lcbo.com) starting July 2.



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## VINTAGES

The following changes within the VINTAGES Product Management team will take effect Monday, July 7:

Paul Farrell replaces Igor Ryjenkov as Product Manager, European Wines, reporting to Colby Norrington. Starting July 7, Paul can be contacted at 416-365-5692.

Greg MacDonald will move to the role of Product Manager, New World Wines, reporting to Jackie McAskill. Greg will be responsible for Australia and California and will continue to manage the Kosher portfolio. Starting July 7, Greg can be contacted at 416-365-5860.

Ann Patel will continue in her role as Product Manager, New World Wines, with the addition of New Zealand to her portfolio.

The one addition to the team is Julie-Ann McNeilly, who moves to the acting position of Product Manager, European Wines, reporting to Colby Norrington. Starting July 7, Julie-Ann can be contacted at 416-864-6984.

I appreciate your ongoing support of the LCBO's Category teams. Please contact the respective Category Manager if you require further information.

Sincerely,

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

cc:

Nancy Cardinal  
Carolyn O'Grady-Gold  
Chris Robertson  
Kathy Cannon