



May 11, 2015

To: All Trade Councils

RE: Invoicing for LCBO Wines/Spirits/Beer 2015/16 Promotional Fee starts in P3

Please be reminded that the 2015/16 Promotion fee is \$250 and will be applied to all products with the exception of one-shot and seasonal purchases, holiday gifts, licensee-only products and combination-store-only beers starting in Period 3.

Also, please note: the Merchandising Promotional Tracking System (MPTS) defaults application of this fee to the supplier. If the agent is to receive the invoice, the following information must be supplied before the start of Period 3.

LCBO#	Product Description	Direct Invoice to:
554466	XYZ Chardonnay	ABC Agency LTD

Send these details by noon, May 20, 2015 to MerchandisingSupport@lcbo.com.

Questions may also be directed to MerchandisingSupport@lcbo.com or the appropriate Category or Product Manager.

Thank you for your continued support.

Sincerely,

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

cc: Nancy Cardinal
Chris Robertson
Carolyn O'Grady-Gold