

LCBO

July 5, 2018

To: All Trade Councils

Re: P11 Bonus Air Miles & P11-12 Approval Extension

Dear Trade Partners,

Similar to last year, Bonus Air Miles will play a prominent role during our P11 Value and Rewards promotion.

End Aisle and Shelf Extender display programs will be sold with Bonus Air Miles support and/or BLAMO programs (BAM & LTO combined). This approach will increase the visibility of our exciting Bonus Air Miles programs and create an impactful experience in store.

To this end, it is necessary to extend our P11 & P12 category approval deadlines by 1 week to **Friday July 13th**. The P13 application deadline will remain as August 10th.


We regret any inconvenience this may cause your members and thank all trade partners for their continued participation in LCBO merchandising programs.

Please contact any member of the Wines and/or Spirits category management team if you require further clarification.

Thank you,



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