

LCBO Promotional Calendar 2016/2017

Period	Period dates	Thematic	Agent deadline	Category deadline	Forecast deadline
<b>2016/2017</b>					
1	April 1 - April 23, 2016	<b>Spring</b>	2-Oct-15	<b>WINES: 23-Oct-15</b> <b>SPIRITS &amp; BEERS:</b> <b>13-Nov-15</b>	6-Nov-15
2	April 24 - May 21, 2016	<b>Spring</b>			4-Dec-15
3	May 22 - June 18, 2016	<b>Spring</b>			4-Dec-15
4	June 19 - July 16, 2016	<b>Summer</b>	<b>11-Dec-15</b>	<b>8-Jan-16</b>	<b>15-Jan-16</b>
5	July 17 - Aug 13, 2016	<b>Summer</b>			29-Jan-16
6	Aug 14 - Sept 10, 2016	<b>Summer</b>			26-Feb-16
7	Sept 11 - Oct 8, 2016	<b>Fall</b>	22-Jan-16	26-Feb-16	24-Mar-16
8	Oct 9 - Nov 5, 2016	<b>Fall</b>			23-Apr-16
9 & 10	Nov 6 - Dec 31, 2016	<b>Holiday</b>	1-Apr-16	29-Apr-16	20-May-16
11	Jan 1 - Jan 28, 2017	<b>Winter</b>	27-May-16	24-Jun-16	15-Jul-16
12	Jan 29 - Feb 25, 2017	<b>Winter</b>			19-Aug-16
13	Feb 26 - Mar 31, 2017	<b>Winter</b>			16-Sep-16