



Chris Robertson
Director, Spirits & Beer
Products, Sales and Merchandising
chris.robertson@lcbo.com

June 12, 2015

To: All Trade Councils

Re: 2015/2016 Sales Targets for LCBO Ready-To-Drink

Dear Trade Partners,

With the goal of continuing to meet the LCBO's sales and strategic objectives, Ready-To-Drink targets have been updated for fiscal 2015/16 and are considered to be effective as of this date. New this year, we have broken out the Single Serve Cooler target from the overall Cooler category.

As in previous years, sales targets for Ready to Drink are based on rolling 13 periods of net sales dollars. The criteria used to determine these targets remain unchanged from last year.

To ensure that your product remains in good standing at the LCBO, we continue to require that it meet and/or exceed its subset sales target, which are attached.

We look forward to working with you in 2015/16 to offer our customers a world-class assortment that delivers great sales results. If you have any questions regarding the new targets, please contact the applicable Category Manager.

Thank you for your continued support.

Sincerely,
Chris Robertson

**LCBO 2015/2016 Sales Targets
Ready To Drink**

Product Grouping	Annual Net Sales \$ Target 2014/2015	Annual Sales \$ Target 2015/2016
Coolers – 4 Packs, 6 Packs, Large Pack and Multi Serving	\$1,175,000	\$1,175,000
Coolers – Single Serve	N/A	\$900,000
Premixed Cocktails (previously One Pour Cocktails)	\$425,000	\$425,00