

Thursday, May 28, 2015

To: All Trade Associations

Re: In-store Tasting Program Improvements/Trade Focus Group

Edison Yon

Manager, Inventory
Business Development,
Vice President's Office

edison.yon@lcbo.com

416 864 6886

43 Freeland St., 3rd Floor
Toronto, ON, M5E 1L7

lcbo.com



As mentioned at our recent Trade Symposium, due to the growth we're seeing in the In-Store Tasting program, we've set as one of our goals this year to enhance the customer experience and improve efficiencies.

Many of our trade partners expressed interest in being part of a focus group. Thank you!! We value your input on improving the Demonstrator's presence in our stores as well as your ideas on enhancements to the application system. We will contact you shortly once the focus group meeting details have been finalized.

Until then, please take a moment to review our existing processes.

1. Recap reports are available in the In-store Tasting Application system. Once logged in to the system, click on the 'Tastings' tab, click on 'Reports' on the header, and select 'Recap Report' from the side menu. As this report is available online, beginning Period 5, Recap reports will no longer be emailed.
2. Tastings are conducted in participating stores that list your product. Beginning in Period 5, applications or requests to add stores where the product is not listed will not be added to the application. Only stores that currently carry the product can be chosen for the application. A request for tasting events with new products can be sent to merchandising.support@lcbo.com.
3. If you would like to add/pick up more tastings, please generate a new application. Tasting times and dates will be allocated based on the current process. Beginning Period 6, pickups will no longer be handled through the Notes feature, only cancellations.
4. LCBO policy requires that any party visiting a store must report to the Store Manager or a designate upon arrival and departure. Access to areas other than the sales floor must be approved. Demonstrators are first to report to the Store Manager or designate to inform them of the tasting event and must follow the instructions provided during the tasting event.

5. At the close of the tasting, Demonstrators **must inform** the Store Manager of the Tasting number (T-number) and a precise count of the sample bottles opened. The Tasting number is provided on the Recap report. Open bottles with liquid remaining must be handed over to store staff for disposal.
6. The LCBO's Challenge and Refusal program is in place during the tasting event. In accordance with our Check 25 program, Demonstrators are required to check and validate persons who appear to be under the age of 25. The Demonstrator's responsibility is detailed in the In-store Tasting Program Requirement manual, available online:
<http://www.doingbusinesswithlcbo.com/tro/Promotional-Programs/LCBO-Programs/Experience-Programs/Tasting-Programs.shtml>
7. Agents are responsible and accountable for the Demonstrator's conduct during the tasting event.

We look forward to working with you to make the In-store Tasting Program even more successful in 2015/16.

Questions about the program should be directed to Rosemary Canavan, In-store Tasting Program Administrator, at rosemary.canavan@lcbo.com.

Thank you,



Edison Yon
Manager, Inventory Business Development

Cc: Rosemary Canavan
Shari Mogk-Edwards