

May 1, 2017

Re: Wine Wednesday – weekly online exclusive offers

Dear Trade partners,

As a part of the LCBO's new e-commerce platform, we are pleased to announce the launch of a new Wines-focused online marketing program called "Wine Wednesdays".

Program overview:

Wine Wednesday is a weekly offer that features an LCBO wine paired with an online exclusive value-add. The offer is available exclusively online, for one day only.

**Please see attached document for visual references of marketing components*

Carolyn O'Grady-Gold

Director, Wines

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416-864-2572 Tel.

What we need from you:

We are looking for ***exciting, solution driven and premium*** value-adds that are going to drive customers to purchase your wine online. As an online exclusive offer, we are **not** restricted by retail shelf constraints, so get creative!

Key Details:

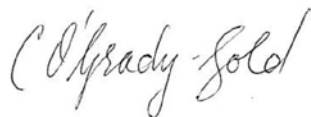
- One offer will be featured per week
- The offer is to be paired with regularly listed LCBO Wine product(s).
- There is no cost to participate except for the cost of the value-add
- Minimum of 50 units of the value-add is required
- Deadline for submissions for Periods 6 - 10 offers is ***Friday, May 12th***
- Deadline for value-add samples is ***Friday, June 2nd***

How to apply:

If you are interested in participating please fill in required details on attached form and return it the appropriate Category Manager. The Category will then shortlist the value-adds that we think are the best fit for this program and will issue a request for samples. If your value-add(s) are selected for the program, the Category Manager will provide you with the key deadlines and process pertaining to the offer.

We are looking forward to hearing from you.

Sincerely,



Carolyn O'Grady-Gold,
Director, WINES

cc: Shari Mogk-Edwards
Category and Product Managers



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