



July 7th, 2014

Re: Product search capability for the new lcbo.com site

Dear Trade Partners,

We've recently implemented a change to the search functionality on our new website in order to benefit our customers who want to know about product availability in stores located close to them, or in particular areas of the province where they work or travel, rather than receiving a listing of every store in Ontario where a particular product is carried. We understand that this change has created some challenges for those of you who relied on this search functionality to determine product availability across the province.

We do have a solution for those who use the site to identify all the LCBO stores carrying their products. This link will direct you to an area of the Food & Drink site that allows for the same search functionality that was previously available on lcbo.com.

<http://www.foodanddrink.ca/lcbo-ear/jsp/ProductSearchNonVintages.jsp?language=EN>.

In addition, the existing vintages.com website continues to offer the ability to see product inventory located in stores across the province.

As our lcbo.com site is geared to consumers, we recommend that Trade Partners take advantage of the LCBO's Sale of Data program, where store inventory information is available at no cost to subscribers. Please contact saleofdata@lcbo.com regarding this program.

Thank you,

Senior Vice President
Sales, Marketing & Insights Division