

LCBO

Let's get together.

February 13, 2015

To our valued Trade Partners

RE: Promotional program changes effective April 1, 2015

The LCBO is refining its promotional programs to meet the ever-changing needs and expectations of our customers. In reviewing these programs, I am writing to inform you that we will be making changes to both the Let's Get Together POD and Shari's Picks, as well as revising our FSI process.

The Let's Get Together POD & Shari's Picks:

We will no longer be soliciting products for the Let's Get Together POD; rather, we will select the products that best fit our promotional theme for the period. These products will be highlighted both in-store and in the FSI at no charge to the supplier/agent.

Shari's Pick will also become a discretionary program, in which I will select my favourite products. These will be highlighted both in-store and in the FSI at no charge to the supplier/agent.

Please note: if you have already been selected for one of these programs for P1 – 6, you will remain on the program, but will not be charged.

FSI – "Shopping Guide":

Going forward, we will no longer be charging separately for LCBO Products highlighted in the Shopping Guide (formerly FSI). LCBO products highlighted in the Shopping Guide will be selected by members from the individual category teams, and will reflect items that are on display in our stores. We will be selecting products for the Shopping Guide that are associated with particular programs (such as End Aisles) and also where we see great value for the customers (e.g. great LTO & BAM offers).

VINTAGES Essentials in FSI – "Shopping Guide":

A new, exciting addition to the Shopping Guide will be the opportunity for VINTAGES Essentials to participate in the guide. Every other period, starting in P2, we will feature two VINTAGES Essentials together in one full-page ad. These spots should be applied for through the MPTS system, and the rates can be found on the LCBO's Trade Resources website.

Hero Display – "Deal of the Month":

The Deal of the Month program (formerly known as the Hero Display) will now always be prominently positioned in the Shopping Guide. This excellent promotional vehicle will make customers very aware of the savings and will drive sales.

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Spirits value add support programs:

Effective immediately there have been two minor changes to the spirits value add guidelines. Firstly, 750ml standard products can now participate in the value add program. Secondly, imported products will no longer participate in the plant applied liquid value add program. Non-liquid plant applied value adds are acceptable.

Fees:

Effective April 1, 2015 there will be increases to some promotional program rates, specifically:

- Shelf Extenders
- End Aisles
- Deal of the Month display
- LTO/BAM signage
- Wine Fridge Program
- Plant-applied VA program

For more information on the new rates, visit the LCBO's trade resources website.

<http://www.doingbusinesswithlcbo.com/tro/index.shtml>

Please contact the applicable Business Unit Director or Category Manager should you have any questions.

Thank you for your continued support of the LCBO and our promotional programs.

Sincerely,



Shari Mogk-Edwards
Vice President
Product, Sales and Merchandising
shari.mogk-edwards@lcbo.com

Cc: Bob Peter
Nancy Cardinal
Business Unit Directors
Category Managers