



August 20, 2015

Attention: All Trade Councils

RE: NEW – Shelf Talker and Neck Tag Program Available to Promote Price Decreases

Dear Trade Partners,

We are pleased to offer you a new in-store promotional opportunity. Effective immediately, the Shelf Talker (ST) or Neck Tag (NT) IMAGE program is available to communicate a decrease in a product's regular price point to customers.

All submissions must be made through MPTS at least 10 weeks prior to in-store activation date. Approvals are at the discretion of the relevant Product or Category Manager.

Copy must be submitted for review to the Product or Category Manager in advance of the approval in MPTS, as per the existing process. "NEW LOW PRICE" or "WAS \$X, NOW \$X" comparisons are permitted. Promotional copy cannot indicate a "SAVE" message, as the change in price is not temporary. All NT and ST signage dedicated to this messaging is permitted for one period only, and cannot be used for consecutive periods.

Program fees are as per our existing NT or ST schedule (\$4/cs per regular NT program/\$700 for a ST program).

Thank you for your continued support of LCBO programs.

Sincerely,

Chris Robertson
Director, SPIRITS & BEER

Carolyn O'Grady-Gold
Director, WINES