

LCBO

September 15, 2017

RE: Wine Wednesday – Weekly Online Exclusive Offers

Dear Trade Partners,

The Wines Category is now accepting submissions for the Wine Wednesday Program for Periods 11 through 3.

Program Overview:

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

*Please see the attached document for a visual reference of the marketing components.

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 Wines product(s)
- There is no cost to participate except for the cost of the value-add
- A minimum of **500 units** of the value-add are required
- The deadline for submissions for Periods 11 – 3 offers is **Friday, October 6th**
- The deadline for value-add samples is **Friday, November 10th**

How to Apply:

If you are interested in participating, please fill in the required details on the attached form and return it to the appropriate Category Manager. We will 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,



Marie Cundari
Acting Director, LCBO Wines

cc: Carolyn O'Grady-Gold
Category and Product Managers

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