

Wednesday, December 21, 2016

To: All Trade Councils

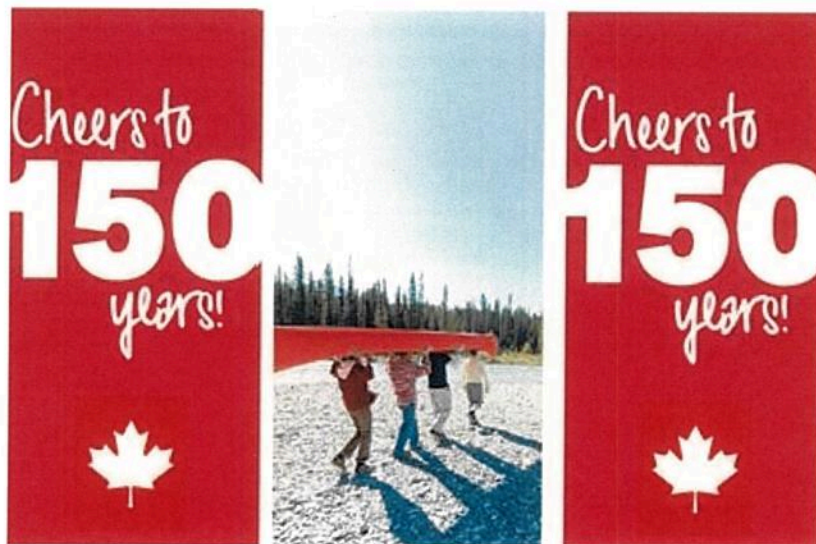
Re: P3 & P4 Thematic Promotion Update

It is with great excitement that we announce that we will be focusing our P3 & P4 Thematic Promotion on celebrating Canada's 150th birthday! The theme of the promotion will be: Cheers to 150 Years!

The Period 4 promotion will focus exclusively on Canadian Products from all product categories, and many products will feature special packaging to celebrate our nation's birthday. If you are planning a special product, package or promotion for the 150th celebration, now would be the perfect time to speak with your Category Manager to ensure that you are included in the plans for the Thematic.

You will see that the theme has been updated on our Trade Resources Website. As a reminder, the deadline for P4 applications is Friday, December 23rd, 2016.

Here is an idea of the creative direction we will be taking with the thematic:



We are excited to partner with you to celebrate Canada's 150th in the best way possible!

Sincerely,

Nancy Cardinal
Nancy Cardinal

