



Discover the World

December 5, 2008

To: All Trade Councils

Re: Emails to LCBO Stores and Trade Appointments at LCBO Stores.

Our Retail colleagues have advised us that agents, trade representatives and/or suppliers have been sending e-mail communications directly to stores regarding promotions, advertising and/or price adjustments. This must stop immediately.

Instead, we ask that you direct your message regarding product issues to the appropriate Business Unit Director, or Greg Dunlop for VINTAGES, who can view and confirm the information. Once approved, your message will be properly and promptly communicated to the retail store network.

In addition, we appreciate your respect in ensuring a mutual, professional and business-like conduct while visiting the retail store network. The protocol for calling a Store Manager and setting up an appointment to visit the store to discuss business issues follows:

- Trade Representatives/Agents should respect the schedules of Store Managers and arrange meetings taking into consideration the operations of the store. Trade representatives/Agents should call ahead and schedule a mutually convenient time. The purpose of the visit (e.g., to discuss sales campaigns) should be indicated. In the case of an extended Store Manager absence, a staff member will be designated to act on their behalf.
- Trade Representatives/Agents should introduce or announce themselves to the Store Manager/designate upon arrival at the store. Warehouse areas of the store are off limits to Trade Representatives unless permission or an escort is provided. No pictures are permitted inside the store without prior approval from the Store Manager.
- Trade Representatives/Agents are encouraged to establish regular visits to all stores in the network, including lower volume stores.

Sincerely,

Shari Mogk-Edwards
Vice President Merchandising

Tom Wilson
Vice President VINTAGES

cc: B. Downey
K. Rossetti
BUDs