



Discover the World

November 15, 2007

All Trade Associations

Dear Sir/Madam,

Re: Changes to LCBO Label Review Process

As part of our continuous improvement plans, the LCBO Quality Assurance is changing several aspects of its label review program.

1. Barcode verification will no longer be performed unless the submitted label is the professional printed one that will be used on the final product. Label artwork will be reviewed without barcode verification. Vendors will still be responsible for the print quality of barcodes on products shipped to the LCBO. Corrective re-work on non-compliant fines will continue to be assessed for barcodes which do not meet Canadian Association of Liquor Jurisdiction standards.
2. The "Request for Label Examination" form has been revised and now includes additional information on how to submit the review. (see attached form)
3. The review report is customised to product types e.g. wine, beers & spirits and indicates what is wrong more specifically. It also shows most of the common errors so it can be used by the vendor as a checklist when making a revision.
4. Only one label review will be performed/conducted per product submission.

Quality Assurance will continue to provide useful labelling information through the LCBO's Trade Resources on-line Website:

- Simplified Canadian Label Requirements
- LCBO Product Packaging Standards and Chemical Guidelines
- E-mail contact for labelling in Quality Assurance pages

Quality Assurance is also planning to add additional content to this website to highlight common labelling problems.



Discover the World

Quality Assurance will accept label review requests from Ontario manufacturers for products offered for sale via an on-site Retail Premise License. All other requests must be sent to the appropriate LCBO Category or Vintages Representative handling the listing.

Please contact Ms. Carol Drummond at carol.drummond@lcbo.com or 416-864-6726 if you require further information.

Thank you for your cooperation.

Sincerely,

George Soleas, M. Sc., Ph.D., MCIC
Vice President, Quality Assurance & Private Ordering

c.c. Bob Downey, Senior Vice President, Sales & Marketing
Tom Wilson, Vice President, Vintages
Michael Riley, Business Unit Director, Spirits
Javier Santos, Business Unit Director, Wines
Kate Mallett-Thomas, Business Unit Director, Beers and Special Markets
Bill Kennedy, Executive Director, Corporate Communications
Patrick Ford, Senior Director, Corporate Policy
Leonard Franssen, Manager, Quality Services
Stephen Cater, Manager, QA Laboratory
Carol Drummond, QA Quality Officer