



Discover the World

March 5th, 2009

To: All Trade Councils

Re: **Sale of Data**

I am writing to you about the LCBO Sale of Data program. Current subscriptions to the LCBO's Sale of Data Program will expire on March 31, 2009.

The Sale of Data subscription process has been moved to a web-based format. All new subscribers will be required to complete an Access Request Form and return it to the appropriate Business Unit Administrator for processing. This form (LCB 2238) is available on the LCBO Trade Resources website under the forms section of the Trade Toolkit. Once access is granted, you will receive an email with your user ID, password and instructions on how to access the Sale of Data subscription website.

New and existing subscribers must enter their subscription requests online and send payment to the LCBO. Once payment is received and processed, your subscription will be in effect and you will be issued a second user ID and password that will allow you to download information from the website.

Program Information

The Sale of Data program will continue to produce data on a weekly basis for all data packages. Package A subscribers will get weekly data with daily polling updates. All other package subscribers will get data six business days after the Saturday weekend date.

Competitive information in Sale of Data is a paid-for program. Agents who wish to receive their own sku information for free must also apply for access and complete an online subscription for Package E (no charge).

As a reminder, any package with fewer than five subscribers for 2009/10 will be discontinued for the year.



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Payments

Payment for Sale of Data will need to be received in advance for any company wishing to subscribe to this year's program. The Agent-specific sku portfolios will continue to be free of charge, to enable all of our Trade partners to analyze their business and to forecast more accurately. However, if your company wishes to subscribe to sales information over and above their own sku data, payment must be remitted in advance. Please send a cheque or bank wire to LCBO Accounts Receivable (AR) no later than **March 20, 2009** to ensure there is no interruption in access to data. If you choose the bank wiring option, please ensure your bank includes your company name, contact numbers, sale of data invoice number as electronic funds transfer references.

The bank wire info link is:

http://www.lcbotrade.com/accounts_receivable_payment_terms.htm

Please complete the subscription online. The total for each option line and grand total of all options will appear at the bottom of the page. Print the invoice and forward with payment to the address below. **Payment must accompany the invoice** in order to be granted access to the information.

Please forward the completed invoice and your cheque to the following address:

LCBO
Department #884, Accounts Receivable (SOD)
55 Lakeshore Blvd East
Toronto ON
M5E 1A4

The Finance Division will update the system once payment has been approved.

Please do not send the invoice and payment to the Sales & Marketing Division.

Outstanding Balances Owing:

If your agency has any outstanding balances for sale of data information due to Accounts Receivable (AR), the outstanding balance along with next year's fee must be remitted to AR **by March 13, 2009**. If the full payment is not received, admittance into this year's program will be revoked and the agency will also lose access to their sku data. The mailing address for payment is provided in the section above.



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Agent's Own Sku Data (Free Program: Package E):

If your agency does not wish to buy competitive data and does not have any outstanding balances due to Accounts Receivable, then you need to fill out the online subscription for Package E. A copy of the invoice does not need to be mailed in. Access will be granted automatically at the start of the fiscal year.

Administration Late Fee

An administration fee will be charged for late subscriptions submitted after April 31st, 2009. The administration fee will be \$50 plus 10% of the option(s) selected. This fee will apply to all Options including Package E.

Please contact the respective Business Unit Administrator below with any Sale of Data-related questions and Angela Teeter in Finance (416 365 5730) for payment-related queries:

New World Wines & Ontario:	Liz Silva (416 365 5896)
European Wines:	Mike Shnall (416 365 5874)
White Spirits and RTDs:	Sherry Arseneault (416 864 6971)
Brown Spirits:	Marie Vieira (416 365 5893)
Beers & Ciders:	Gisele Renaud (416 864 2425)
VINTAGES:	Allan Craik (416 365 5863)

Thank you for your support of the LCBO programs.

Sincerely,

Shari Mogk-Edwards
Vice President, Merchandising

cc. B. Downey
T. Wilson
D. Blommers
P. Paraninfo