



Discover the World

April 30, 2010

To: All Trade Councils

Re: **Promotional Plans P11 2010/11 to P13 2010/11**

We are pleased to share with you our promotional plans for Period 11 to Period 13 of the 2010/11 fiscal year. You can visit the LCBO's Trade Resources website at www.lcbotrade.com for the end aisle assignments by category for these promotional periods. Applications for these promotional periods are due Friday May 28, 2010.

The Promotional Fee for Period 12 will be charged to all Spirit SKUs in the Canadian Whisky, Scotch Whisky, Irish Whiskey, American Whiskey, Vodka, Gin, Brandy/Cognac, Rum and Tequila sets. The fee will be waived for the SKU's participating in the following programs: POD Displays, Hero Display, End Aisles Displays, Shelf Extenders, Mini-Thematic, Free Standing Inserts, Seasonal Gifts, Premium Fixture products and 50 mL and 200 mL.

The Promotional Fee for Period 13 will be charged to all Wine SKUs in the Argentina and Chile sets. The fee will be waived for the SKU's participating in the following programs: POD Displays, Hero Display, End Aisles Displays, Shelf Extenders, Mini-Thematic, Free Standing Inserts, Seasonal Gifts, Premium Fixture products.

Please contact us if you have any additional questions.

Sincerely,

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cc: B. Downey
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