



Discover the World

December 16, 2009

To: All Trade Councils

Re: **Promotional Plans P7 2010/11 to P10 2010/11**

We are pleased to share with you our promotional plans for Period's 7 to Period's 10, 2010. You can visit the LCBO's Trade Resources website at [www.lcbotrade.com](http://www.lcbotrade.com) on Thursday, December 17, 2009 for more detailed program information, including a breakdown of end aisle assignments by category. Applications for these promotional periods are due Friday, February 12, 2010.

Please contact us if you have any additional questions.

Sincerely,

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