LCBO

Discover the World

March 29, 2010

Dear Trade Partners:

I am writing to inform you of the new minimum retail prices for Spirits, Wine, Beer and Cider which will be effective on April 12, 2010 (see attached chart).

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Toronto, Ontario
M5E 1A4

www.lcbo.com

As a result of the compressed timing for implementation of these revised prices, we are not able to accept re-quotes for this price adjustment date. However suppliers will be able to submit quote revisions that will take effect on April 26, 2010 to ensure their quotes are in line with the new minimum retail prices. Please note that regardless of whether an item is a domestic or import product, the retail price will change effective April 12, 2010 to the new minimum retail price.

The following is the schedule for suppliers to submit new wholesale quotes:

Revised Wholesale Quotes to Pricing Administration:	April 9, 2010
Wholesale Quote Effective Date:	April 26, 2010
Retail Effective Date (Domestic products):	May 24, 2010

Suppliers will need to review Limited Time Offer (LTO) prices for products participating in future LCBO promotional programs to ensure that they adhere to the new minimum prices. Note that the minimum discount for spirits remains at $1.00; any product approved to date for an LTO after April 12, 2010 with a regular retail price that will fall below the new minimum, or change as a result, will be cancelled.

Please find attached a list of the new corresponding Spirits price bands. Please notify either Stacee Roth stacee.roth@lcbo.com 416 864 6347 or Kathy Messsersmith kathy.messersmith@lcbo.com 416 365 5873 of the Spirits Category of any planned changes in retail price by April 9, 2010 to ensure that your product is classified in the appropriate price band.

The price of any product sold through the TBS channel which falls below the new minimum price will be adjusted effective April 12, 2010. The normal process for price changes already submitted on March 29, 2010 will still apply.

I apologize for the short notice about these changes.

Sincerely,

Bob Downey

Bob Downey
Senior Vice President
Sales & Marketing Division