



Discover the World

June 2nd, 2009

To: All Trade Associations

Period 12 Thematic Change

I am writing to tell you of a change to the LCBO Period 12 Thematic.

As we look ahead and consider the challenges we will have to face in this somewhat unpredictable economy, we want to ensure that our promotional themes remain relevant to our consumers. As a result, we have refocused our Period 12 promotion and the new working title will be "Go Canada Go". With the Olympics in full swing in February and a heightened sensitivity in the marketplace to buying local, a Canadian focused promotion will be strong and will resonate well with our customers. The end aisles will feature Canadian brands from across all categories.

I recognize that this will cause inconvenience and trust you support the reasoning behind this amendment. A breakdown of end aisles by product category is attached for your reference. Should you have any questions regarding the details of this change, please contact the appropriate Product Manager.

Due to this change, the Category teams will be accepting new applications for this promotion. All applications currently submitted for P12 will be declined. I sincerely apologize for the short notice. If you are interested in participating in the new P12 "Go Canada Go" promotion, please submit your applications into MPTS by Wednesday, June 10, 2009.

General Purchase Has a New Name!

We have completed a review of the terms "General Purchase" and "Regular Listings(s)". It became clear that these terms did not accurately reflect our dynamic business and the exciting products we sell. Effective immediately, the two LCBO Business Units will be referred to as the LCBO WINES Category and the LCBO SPIRITS & BEER Category. The term "Regular Listing" will no longer be used. Instead, a product carried by either category will be referred to as an LCBO product. We look forward to adapting to this change together.

Thank you for supporting the LCBO and our initiatives.

Sincerely,

Shari Mogk-Edwards
Vice President, Merchandising

cc. B. Downey, T. Wilson, N. Cardinal, P. Ford, B. Kennedy, C. Robertson, K. Cannon



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Period 12 End Aisle Allocations

Display	# stores	Category			
Hero:	219	Spirits			
Pod	76	Spirits			
Pod	76	Beer			
Pod	76	Wine (ON)			
EA 1	248	Wine (ON)			
EA 2	295	Beer			
EA 3	295	Spirits			
EA 4	295	SHARED	Beer	Spirits	Wine (ON)
EA 5	295	Wine (ON)			
EA 6	295	Beer			
EA 7	248	Spirits			
EA 8	248	SHARED	Beer	Spirits	Wine (ON)
EA 9	211	Wine (ON)			
EA 10	211	RTD			
EA 11	138	Spirits			
EA 12	138	Wine (ON)			
EA 13	138	Beer			
EA 14	138	Spirits			
EA 15	138	SHARED	Beer	Spirits	Wine (ON)
EA 16	57	Wine (B.C.)			
EA 17	57	Wine (ON)			
EA 18	57	Spirits			
EA 19	57	Spirits			
EA 20	57	Spirits			