



January 12, 2015

Attention: All Trade Councils

RE: LCBO WINES, SPIRITS & BEER Product Needs for 2015/16

Dear Trade Partners,

We are pleased to provide you with the 2015/16 schedule of LCBO WINES, SPIRITS & BEER Product Needs (see attachment for all details).

All Needs will be open to accept applications in the LCBO's New Item Submission System (NISS) beginning Monday, January 12, 2015.

Combined Spirit Calls for LCBO & VINTAGES: Per last year, LCBO and VINTAGES spirit calls will be evaluated at the same time by both business units to alleviate duplication. This will affect all Whisky Shop calls and both seasonal spirit calls. Agents should submit their products to their preferred call (either LCBO or VINTAGES), but we reserve the right to purchase the product for the portfolio we feel is most appropriate.

Quarterly Ad hoc Calls for LCBO WINES: Per last year, ad hoc calls for LCBO WINES have been established to assist in the evaluation of the many opportunities presented by agents throughout the year that may exist outside of our current product call specifications. These calls will happen quarterly. As per usual, permission must be received by the Category prior to agents entering a submission.

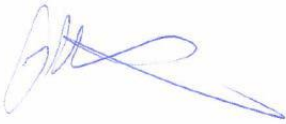
All submissions must be made through NISS. For new users of NISS, *doingbusinesswithlcbo.com* offers detailed instructions. All complete NISS submissions must include the following:

1. An online application
2. A one-page marketing plan, including itemized marketing spend for Year One and relevant product attributes and accolades

3. An image of the product and packaging

In addition, we encourage agents to provide as much relevant product information as possible. Up to three files (limit of 2MB each) can be uploaded into NISS.

Sincerely,

A handwritten signature in blue ink, appearing to read 'CR', with a long, sweeping horizontal line extending to the right.

Chris Robertson
Director, SPIRITS & BEER

A handwritten signature in blue ink that reads 'C O'Grady-Gold' in a cursive style.

Carolyn O'Grady-Gold
Director, WINES