



Discover the World

Friday February 10th, 2010

Attn: Exhibitor

2 pages

Re: Toronto Wine & Cheese Show March 19-21, 2010

55 Lakeshore Blvd.
East
Toronto, ON
M5E 1A4

www.lcbo.com

Welcome to the annual Toronto Wine & Cheese Show. The LCBO will be operating an on-site retail store, providing an opportunity for guests to purchase a wide selection of products featured at the show. This year we will attempt to carry as many products as possible that are available for tasting from your booth. Our on-site product offering will include products from the LCBO and Vintages portfolio, and with your cooperation, a selection Consignment Warehouse items may also be made available.

We are **now accepting stock requests** for items featured in your booth and will arrange delivery these orders to the show lock-up area. Agents are **required to pay** for their complete order, on-site, before any inventory will be released from the lockup area. Using the attached form please **identify the stock requirements for your booth**. Note that we will decide how much product is required for the on-site store. Please be reminded that **all products samples at the event, must have Lab clearance, be priced and have an assigned LCBO number**. If you are featuring items from Private Ordering, these must be coordinate by the agent directly with Specialty Services, and you are responsible for arranging delivery of these items to the show.

Mario Spizzirri will be our on-site store managers. Please **email your completed order** form to Mario Spizzirri, c/o LCBO store 218, mario.spizzirri@lcbo.com **before February 19th**.

Our on-site operation will accept **returns of full cases only** in their original case at the end of the show. Please make arrangements with Mario Spizzirri before the show closing on Sunday. We also ask that agents featuring **consignment** products **purchase any open case stock** left in the on-site store, as we can only return full cases to the warehouse.

2...

Page 2

Note that a handling fee of \$5.00 per case will be applied, if more than one case per brand is returned, for returns accepted at the on-site store. This will be deducted from the refund cheque forwarded to you from our Accounting department.

If you have any questions, please contact Mario Spizzirri at LCBO's store 218, Applewood Village Plaza (905) 897-1092, or myself at (416) 864-6735.

Sincerely,

Michael Fagan
Manager, Knowledge Resources Group

MF: nn

cc: M. Spizzirri; G. Babb

NB:

* Ontario Wineries - If you are bringing stock for your own booth, purchased from your retail store, ensure all levies are paid at time of purchase. Also, advise Mario Spizzirri on the attached form, of which products will be featured so that arrangements can be made to have them for sale in our on-site retail store.