



Discover the World

May 24, 2013

To: All Diplomatic Missions, Consular posts, and International Organizations and/or their accredited representatives who are allowed to purchase alcoholic liquors and wine from the LCBO duty- and tax-free.

In our continued efforts to streamline and maximize the efficiencies of the LCBO's various programs while at the same time enhancing customer service, we are announcing a change in the way we sell to customers officially recognized by the Federal Department of Foreign Affairs and International Trade (DFAIT). As of June 24th, 2013, purchases made by such persons will be discounted 49 per cent of the retail price regardless of the product purchased. This replaces the old system that offered discounts by product category.

The new 49 per cent discount is slightly greater than that provided on affected sales over the past year under the old system. While you will see price changes, both increases and decreases, on some items under the new discount, the overall effect will not be to increase costs to you.

This new procedure will bring the processing of Diplomatic orders in line with the method we now use to process similar specialty orders (ie., purchases made by NATO members) as well as regular retail purchases. This two-stage process will first involve an update to our corporate system, which, in turn, will allow our retail Point of Sale (POS) system to process orders for the Diplomatic community with the same level of exceptional customer service enjoyed by all of our customers.

As a reminder, the two locations that process these orders continue to be:

- Ottawa Distribution Depot, 1100 Polytek Street, Ottawa, Ontario K1J 0B3
Pia Quesnel, Manager
Tel: 613-731-6621
Fax: 613-736-6655
E: pia.quesnel@lcbo.com
- Private Ordering Service Centre, 33 Freeland Street, Toronto, Ontario M5E 1L7
Gary Rock, Manager
Tel: 416-365-5854
Fax: 416-365-5934
E: gary.rock@lcbo.com

I would like to thank you for your continued support and should you have any questions or concerns, please feel free to contact the above distribution centre managers directly.

Sincerely,

Bruce Dunstan, CITT, P. Log

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