

To: All Liquor Agents, Suppliers, Marketing Representatives & Local Manufacturers

From: Mark Ogg, Manager, Core Merchandising and Product Administration

Date: December 8, 2023

RE: Category Management Update

Category Management will be realigning the areas of responsibility for Category Managers. Please refer to the list below for the categories, along with the corresponding managers and their areas of responsibility effective January 1st, 2024, with additional details in the attached Category Table.

- **Andrea Montanino** will continue to be responsible for all Spirit segments, excluding select categories.
- **Kristin Marcynuk** will continue to be responsible for various Wine segments.
- **Margaret Cunha** will assume responsibility for segments of Wine and Spirits.
- **Wayne Nevraumont** will continue to be responsible for Ready to Drink and will assume responsibility for Beer & select categories.

In January we will release the 2024 Call for Listing Schedule. This new schedule will follow a calendar year format. Another exciting change in January, will be the implementation of our new streamlined Listing Presentation Template.

Please join me in wishing the Category Management team continued success in both their current and new roles.

Thank you,



Mark Ogg,
Manager, Core Merchandising and Product Administration

Category Table:

SPIRITS (Andrea Montanino)	WINE (Kristin Marcynuk)	WINE/SPIRITS (Margaret Cunha)	RTD/BEER (Wayne Nevraumont)
DISTINCTIONS SPIRITS	TABLE WINE -CANADA & VQA	TABLE WINE-USA	READY TO DRINK
CANADIAN WHISKY	BLENDED AND BTLD IN CANADA	TABLE WINE-SPAIN	BEER IMPORT
AMERICAN WHISKEY	ICEWINE	TABLE WINE-PORTUGAL	BEER CRAFT CANADA & USA
IRISH WHISKEY	TABLE WINE-ARGENTINA	FORTIFIED WINE	BEER DOMESTIC
SCOTCH SINGLE MALT	TABLE WINE-CHILE	TABLE WINE-AUSTRALIA	BEER Summer: Apr-Aug @ Retail
SCOTCH WHISKY BLENDED	TABLE WINE-FRANCE	TABLE WINE-NEW ZEALAND	BEER Winter: Sept - Mar @ Retail
BRANDY & COGNAC/ARMAGNAC	TABLE WINE-GERMANY	FRUIT & FLAVOURED WINE	HOLIDAY
RUM (DARK/BLACK/NAVY, AMBER/GOLD, SPICED, WHITE, OTHER, FLAVOURED)	TABLE WINE-ITALY	TABLE WINE – Misc. Countries	DEALC - ALL
VODKA & FLAVOURED VODKA	TABLE WINE-SOUTH AFRICA	IMPULSE (small format)	SAKE
MEZCAL/TEQUILA/RAICILLA	SPARKLING WINE, CHAMPAGNE	LIQUEUR	BOTTLE & CORK
MISC SPIRITS AND MISC WHISKY		GIN	