



August 18, 2021

**Aeroplan loyalty program coming soon to LCBO**

Earlier today, it was announced that LCBO will be partnering with Air Canada's Aeroplan to launch a new loyalty program for LCBO customers in late 2021.

Aeroplan Members will earn 1 Aeroplan point for every \$4 spent at LCBO, plus bonus points for purchasing select products. Points can be redeemed for travel to more than 1,300 destinations across the globe, hotels, car rentals, and merchandise, including LCBO Gift Cards.

For purposes of clarity, this rewards program is only available to LCBO retail customers. LCBO Convenience Outlets, licensees and grocery partners will not be eligible to earn points for wholesale LCBO purchases. Equally, Aeroplan Members will not be able to earn points for beverage alcohol purchases from LCBO Convenience Outlets, licensees and grocery partners.

If you are an LCBO retail customer, we encourage you to [join Aeroplan](#) in anticipation of the launch.

Regards,

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