

August 13, 2020

To: Wholesale Customers  
From: LDB Liquor Wholesale  
Re: Improving our pricing process

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The BC Liquor Distribution Branch (LDB) is embarking on an initiative to make its product pricing process more efficient and to improve the customer experience when accessing price change information.

We are exploring opportunities to modernize our systems and automate pricing updates thus reducing pricing turnaround time and enabling more frequent price changes and promotions that are extended to the customer.

The first step in the initial planning phase is to gather information from stakeholders and customers that will help guide our decision making going forward.

Below is a link to a survey that will take less than 10 minutes to complete. Questions explore the current process and the challenges wholesale customers might face when receiving a price change for a product.

We are also seeking feedback regarding possible components you would like to see included for us to consider in a new pricing process.

[Wholesale Customers Survey](#)

Please note the deadline for completing the survey is **5 p.m., Friday, August 28, 2020.**

We value your feedback and appreciate your attention to this initiative, which will help the LDB to better meet your needs.