

# Fall

## OCCASIONS & OBSERVANCES SEASONAL THEMES

This Fall, we will execute two unique seasonal campaigns in P7 and P8.

### P7

Yom Kippur (September 24)

P7 LOCAL & VALUE BUYS: This will be a flighted campaign with each flight featuring a unique set of products; either Ontario VQA wines or International-Domestic Blends.

### P8

Thanksgiving (October 9)

Halloween (October 31)

Day of the Dead (November 2)

Flight A: LOCAL: Nobody can bring Ontarians all that Ontario has to offer, quite like we can. We know there's just something about choosing local that feels – and tastes - so good. That's why we were proud to connect Ontarians to the amazing local products our province has to offer this Fall. Lead Categories: Ontario VQA wines, Ontario Craft Beer, Ciders and Ontario Small Distillers

Flight B: VALUE/SMART BUYS: We'll highlight customer favourites that offer incredible value and feature unique formats.

Lead Categories: International – Domestic Blends

P8 TRENDING FOR FALL: Much like Spring, Fall is a time when customers are looking for inspiration from the latest Fall trends. Whisky continues to be a key driver of cocktailing trends and product innovation. We'll use this category to anchor the fall story with trends in mixology, flavours, and innovative new product releases.

Lead Category: Whisky

DISPLAY	PRODUCT FOCUS	
	Period 7	Period 8
Feature Fixture A	White Spirits	Not Sold
Feature Fixture B (New & Seasonal)	Brown Spirits	Not Sold
Entrance Table (Cocktail of the Month)	Local Spirit	Whisky
Mini Thematic A	Local Spirits	Scotch
Mini Thematic B	Ontario VQA Sparkling Wine Gifts	Classic Fall Red Wine Gifts
Front Nesting Table	Premium Flight A: VQA Wines, Standard Flight B: IDB Brand Story	Spirits
Middle Nesting Table	Premium Flight A: VQA Wines (with Feature Page), Standard Flight B: IDB Brand Story	Whisky
Beer Block Pile (A)	Beer/Cider	Beer/Cider
RTD Block Pile (B)	RTD	RTD
Spirits Block Pile (C)	Spirits	Spirits
Mini Thematic C (EA 10)	Beer	Beer
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone A	Beer/Cider	Beer/Cider
Beer Excitement Zone C	Beer/Cider	Beer/Cider
Beer Excitement Zone D	Beer/Cider	RTD
Pop Up Shops	Local Brands	Halloween Brands
Enhanced Occasions Package	Local Gifts	Whisky or Halloween

DISPLAY	PRODUCT FOCUS	
	Period 7	Period 8
End Aisle 1	Premium Flight: New VQA Wines Standard Flight: New IDB Wines	Brown Spirits
End Aisle 2 -8	Premium Flight: VQA Brand Focus Standard Flight: IDB Brand Focus	Brown Spirits
End Aisle 9	Brown Spirits	Brown Spirits
End Aisle 10 (MT C)	Beer	Beer
End Aisle 11	White Spirits	White Spirits
End Aisle 12	Brown Spirits	Brown Spirits
End Aisle 13	White Spirits	White Spirits
End Aisle 14	Brown Spirits	Brown Spirits
End Aisle 15	Brown Spirits	Wines
End Aisle 16	White Spirits	White Spirits
End Aisle 17	Brown Spirits	Brown Spirits
End Aisle 18	Beer	Wines
End Aisle 19	Beer	White Spirits
End Aisle 20	Beer	White Spirits

### ALSO HAPPENING IN THE FALL:

**Food & Drink** Fall Release (Sept 14)

One-Day Online Sale: Thanksgiving (Oct 10)

Fall Gifting Program (paper gift bag only)