

Holiday

OCCASIONS & OBSERVANCES

P9

Remembrance Day (November 11)
 Diwali (November 12)
 Black Friday (November 24)

P10

Cyber Monday (November 27)
 Hanukkah (December 7-15)
 Christmas (December 25)
 Boxing Day (December 26)
 New Year's Eve (December 31)

SEASONAL THEMES

This holiday season, Ontarians are eagerly anticipating a return to get-togethers and celebrations with family, friends and colleagues we've been longing to see! With this in mind, the LCBO's holiday focus will be on showcasing our best gifts and celebrating the moments that bring us together. With renewed excitement around finding and giving the perfect gift, the LCBO will continue to secure our position as THE gifting destination. We'll bring our "DISCOVER" brand experience pillar to life by elevating what it means to give and receive a gift from the LCBO. With a focus on premiumization, this year we want to elevate, not only the products we offer, but also the gifting experiences we create. This will allow us to focus on both premium and unique products that our customers can trade up to, as well as customer favourites that can be offered in a more premium way.

Lead Categories: Vintages, Spirit Shops (Whisky Shop), Liqueurs, Cognac

DISPLAY	PRODUCT FOCUS	
	Period 9	Period 10
Feature Fixture A & B	Holiday Gifts Program (Not Sold)	
Entrance Table (Cocktail of the Month)	Rum	Cream Liqueur
Mini Thematic A	Aged Spirits	Brandy/Cognac
Mini Thematic B	Sparkling/ Champagne Gifts*	Sparkling/ Champagne Gifts*
Front Nesting Table	Spirits	Spirits
Middle Nesting Table	Popular Holiday Wines	Vintages Essentials
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)	RTD	Beer
Block Pile D Activation Area	Wines and Spirits	Wines and Spirits
Beer Excitement Zone A	Beer/Cider	Beer/Cider
Beer Excitement Zone C	Beer/Cider	RTD
Beer Excitement Zone D	Beer/Cider	Beer/Cider
Pop Up Shops	Premium Gifting Brand Takeover	Premium Gifting Brand Takeover or New Year's Eve
Enhanced Occasions Package	Holiday Gifts	Holiday Gifts
Impulse Displays at Cash (Spirited Picks, FEM, BCRTD Risers)	Stocking Stuffers	Stocking Stuffers

*Agents are encouraged to apply in both P9 & P10 as some products will hold over both periods.

DISPLAY	PRODUCT FOCUS	
	Period 9	Period 10
End Aisle 1	Spirits	Spirits
End Aisle 2	Spirits	Spirits
End Aisle 3	Wines	Wines
End Aisle 4	Spirits	Spirits
End Aisle 5	Wines	Wines
End Aisle 6	Spirits	Spirits
End Aisle 7	Wines	Wines
End Aisle 8	Spirits	Spirits
End Aisle 9	Spirits	Spirits
End Aisle 10 (MT C)	RTD	Beer
End Aisle 11	Spirits	Spirits
End Aisle 12	Spirits	Spirits
End Aisle 13	Spirits	Spirits
End Aisle 14	Spirits	Spirits
End Aisle 15	Wines	Wines
End Aisle 16	Spirits	Spirits
End Aisle 17	Wines	Wines
End Aisle 18	Spirits	Spirits
End Aisle 19	Spirits	Spirits
End Aisle 20	Spirits	Spirits

ALSO HAPPENING IN THE HOLIDAY SEASON:

Food & Drink Holiday Release: Nov 9
 Pre-Black Friday Week-long Sale: Nov 18-24
 Black Friday Weekend Event: Nov 25 - 27
 Cyber Monday Week Sale : Nov 28 - Dec 4
 One-Day Online Sale: Boxing Day: Dec 26

SPECIAL HOLIDAY AEROPLAN PROGRAM OPPORTUNITIES

BLACK FRIDAY / CYBER MONDAY

Refer to *Black Friday 2022* section for complete details.

ONE-YEAR ANNIVERSARY CELEBRATION (PERIOD 9)

November 2022 will mark the one-year anniversary of the LCBO's partnership with Aeroplan!

To celebrate, the LCBO will run a contest during Period 9 giving customers the opportunity to win airfare through Air Canada.

This is a great opportunity for your Bonus product offer to be amplified and provide a greater level of customer value.

Proposed contest construct:

- **Entry:** Receive one entry into the contest with every bonus product purchased
- **Contest Dates:** Period 9 (Nov 6 – Nov 16)
- **Prizes:** Grand Prize: One set of 4 tickets, Additional prizes: 4 sets of 2 tickets

Timing	Trade Participation	Marketing Support
P9: Nov 6 - 16	<p>Regular product bonus offer</p> <p>Each product on bonus purchased equals an entry into the contest.</p> <p>Customers will associate their chance to win with your brand</p> <p>Amplify excitement about your product offer(s) and the Contest through your Social channels</p>	<p>In-Store signage:</p> <ul style="list-style-type: none"> • Backer Cards • Blade Signs • In Section Shelf Talkers <p>LCBO.com</p> <ul style="list-style-type: none"> • Home page banner • PDP button <p>CRM & Social</p> <ul style="list-style-type: none"> • FB and IG support • Banners in Promo emails <p>Aeroplan Channels:</p> <ul style="list-style-type: none"> • Banner in monthly email • Banner on LCBO landing page

TWELVE DAYS OF HOLIDAYS (PERIOD 10)

This twelve day-long event will help customers get ready to celebrate the holidays – stock up for hosting, buy gifts or treat themselves, participate with a rich bonus offer for this special Online Holiday campaign.

Apply to be a part of this unique Online only promotion where you can highlight your product(s) with exciting Bonus offers and receive added marketing support.

Timing	Trade Participation	Marketing Support
P10: Dec 5 - 16	<p>One unique Bonus Aeroplan offer per day</p> <p>Offer Options:</p> <ul style="list-style-type: none"> • Single product • Bundled offer – build a bar, build a cocktail, etc • Amplify your P10 offer for one day with a strong bonus overlay (i.e. P10 offer 100 bonus points - for your one day promo change the offer to 250 points online only) <p>Offer to be a minimum value of 15% of product price</p>	<p>LCBO.com</p> <ul style="list-style-type: none"> • Home page banner • PDP button <p>CRM & Social</p> <ul style="list-style-type: none"> • FB and IG support • Banners in Promo emails <p>Aeroplan Channels:</p> <ul style="list-style-type: none"> • Banner in monthly email • Banner on LCBO landing page

Advertise with us this holiday season!



We are pleased to invite suppliers to participate in an advertising package during our P9/P10 Holiday season. This is a prime opportunity to put your brand at the centre of our promotional efforts during our busiest time of the year.

Eligible SKUs: Holiday gift packs and year-round/seasonal SKUs that support premiumization and are gift-worthy. Below are some example priority product themes:

Key Categories:

- Whisky Gifts
- Vintages Gifts
- Spirit Shops
- Sparkling Wines
- RTD and Beer Gifts

Compelling Price Points:

- Gifts under \$25
- Gifts under \$50

Impactful Gifts:

- Local Gifts: Ontario-made products, ideally from small producers, ideally accompanied with all Ontario-made elements within the gift pack
- Sustainable Gifts: Organic products, sustainable packaging
- Women-Made Gifts: Products with a female principal role (e.g., master blender, brewmaster, head winemaker, owner)

Tactics:

- To be confirmed, but may include media such as Paid Social, Online Video, Digital Flyer, Food & Drink and/or lcbo.com placement opportunities

Stay tuned! Full package details and pricing to be confirmed in May 2022.



Black Friday 2022

Black Friday continues to be an important retail event for our customers and is a key opportunity for us to deliver exciting offers that provide great value.

Our Black Friday and Cyber Monday promotions will be activated in our retail and e-commerce channels, with additional promotional opportunities layered into the ecommerce experience. This year, we have structured the sales event into three streams:

PRE-BLACK FRIDAY WEEK (LTO + AEROPLAN COMBO OFFERS)

November 18-24

- SSL/LTO plus Aeroplan combo offers activating for the Nov 18-24 time period. Preference for stock up bundles such as buy a case or build a bar.
- Existing P9 LTOs with layered Aeroplan combo offers for the 1 week time period.
- Online exclusives, high volume SKUs with compelling value-adds. Successful value adds over Holiday Season have included blankets, board games, quality glassware, gift-cards for province-wide retailers and restaurants, but we are open to all types of ideas that can drive strong sell-through of the offer (sales target minimum of \$50K-\$70K for Holiday/Black Friday offers).
- Offers will be highlighted in prime positions on LCBO.com across the whole customer journey and on-shelf in-store.
- Sales event will be promoted through email, social and additional digital communications.

BLACK FRIDAY WEEKEND EVENT (LTOs, AEROPLAN & LTO+ AEROPLAN COMBO OFFERS)

November 25-27

- Deep discount LTO offers for these three days only
- Aeroplan Offers for these three days only
- Deep discount Aeroplan and LTO combo offers for these three days only
- Online exclusives, high volume SKUs with compelling value-adds. Successful value adds over Holiday Season have included blankets, board games, quality glassware, gift-cards for province-wide retailers and restaurants, but we are open to all types of ideas that can drive strong sell-through of the offer (sales target minimum of \$50K-\$70K for Holiday/Black Friday offers).
- Offers will be highlighted in prime position on LCBO.com across the whole customer journey and on-shelf in-store.
- Offers to also be featured on Block Pile
- Sales event will be promoted through email, social and additional digital communications.

CYBER MONDAY WEEK (LTO + AEROPLAN COMBO OFFERS)

November 28-December 4

- SSL/LTO plus Aeroplan combo offers activating for the Nov 28 - Dec 4 time period. Preference for stock up bundles such as buy a case or build a bar.
- Existing P10 LTOs with layered Aeroplan combo offers for the 1 week time period.
- Online exclusives, high volume SKUs with compelling value-adds. Successful value adds over Holiday Season have included blankets, board games, quality glassware, gift-cards for province-wide retailers and restaurants, but we are open to all types of ideas that can drive strong sell-through of the offer (sales target minimum of \$50K-\$70K for Holiday/Black Friday offers).
- Offers will be highlighted in prime position on LCBO.com across the whole customer journey and on-shelf in-store.
- Sales event will be promoted through email, social and additional digital communications.
- **Call for contest proposals:** A trade partner managed contest offer for Cyber Week (potentially in partnership with Aeroplan)

NOTE: Standalone LTO and Aeroplan single point offers are MPTS Applied Programs. All other promotional opportunities (including Combo Offers) are all Excel Applied Programs. Please apply by completing the Excel Application Form before the deadline.

