

# Late Summer

## OCCASIONS & OBSERVANCES

### P5

Civic Holiday (August 7)

### P6

Labour Day (September 4)

Rosh Hashanah (September 25-27)

TIFF (TBC)

## SEASONAL THEMES

Summer is a highly anticipated time of the year here in Ontario. We all look forward to longer days in the sun, long weekends, patios, backyards and the great outdoors – and to memorable moments with family and friends. 2022 will be a summer to celebrate! From special moments like weddings, and seeing loved-ones from near and far, to every-day moments like making the most of BBQ season, the LCBO makes finding the perfect choice easy. With the best selection of refreshment options and thoughtful gifts, all available in one-stop or one-click – we'll help our customers create unforgettable summer moments.

In P5-6, we'll celebrate the outdoors – the BBQ, the weekends, the cottage, and help customers discover **simple and convenient solutions** that they can purchase in one-stop.

Lead Categories: RTD, Rosé, Sparkling, White Wines, Spirits, Beer

DISPLAY	PRODUCT FOCUS	
	Period 5	Period 6
Feature Fixture A	Summer Whites	Summer Whites
Feature Fixture B (New & Seasonal)	Seasonal Rosé Wines (not sold)	Seasonal Rosé Wines (not sold)
Entrance Table (Cocktail of the Month)	Rum (Blackberry Mojito)	Brandy/Cognac (Brandy Old Fashioned)
Mini Thematic A	Gin	Bourbon
Mini Thematic B	Sparkling Gifts - Summer Celebrations	Sparkling Gifts - Summer Celebrations
Front Nesting Table	Spirits	Spirits
Middle Nesting Table	New World Wines for Outdoor Entertaining	European Wines for Outdoor Entertaining
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)	Local Beer	Local 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	BCRTD Summer (Innovations and/or Favourites)	Lighter Choices for Summer
Enhanced Occasions Activation	Summer BBQ Gifts (Aperitivos, Aperol Spritz, Wines, etc)	(TIFF) Celebrity Product Opportunity

DISPLAY	PRODUCT FOCUS	
	Period 5	Period 6
End Aisle 1	White Spirits	White Spirits
End Aisle 2	White Spirits	White Spirits
End Aisle 3	Flight A: New brands, Flight B: New Brands	Flight A: New brands, Flight B: New Brands
End Aisle 4	White Spirits	White Spirits
End Aisle 5	Wines	Wines
End Aisle 6	White Spirits	White Spirits
End Aisle 7	Beer	Beer
End Aisle 8	RTD	RTD
End Aisle 9	Wines	Wines
End Aisle 10 (MT C)	Beer	Beer
End Aisle 11	White Spirits	White Spirits
End Aisle 12	RTD	RTD
End Aisle 13	Brown Spirits	Brown Spirits
End Aisle 14	Wines	Wines
End Aisle 15	White Spirits	White Spirits
End Aisle 16	RTD	RTD
End Aisle 17	Beer	Beer
End Aisle 18	Brown Spirits	Brown Spirits
End Aisle 19	Beer	Beer
End Aisle 20	Beer	Beer

## ALSO HAPPENING IN THE SUMMER:

One Day Online Sale: Civic Holiday (Aug 1) (40 Products)

One Day Online Sale: Labour Day (Sept 5) (40 Products)

Summer Gifting Program continues (Gift Cards and Gift Packaging)