

Winter



SEASONAL THEMES

Coming off the holiday season, the start of a new year signals a renewed commitment to making better choices. Motivated by health and wellness and mindful spending, the New Year is a time when consumers are looking for products and information to help them make more informed decisions. Winter 2023 will tackle these consumer trends over 3 periods (P11, P12 and P13).

We will build on the success of last year by amplifying the role the LCBO plays in helping customers make “smarter choices”. This is the red thread that will connect the three periods. In P11 we will lean into Lighter Choices (i.e. low cal, low carb, low sugar, low alc, no alc). P12 and P13 will lean into Smart Buys / Value by leveraging Aeroplan bonus offers, highlighting LTO's and curating value-priced displays (i.e. Wines under \$15).

Lead Categories: Liqueurs, Brandy/Cognac, Whisky (Scotch & Irish)

SPIRIT OF SUSTAINABILITY

In P12, our Spirit of Sustainability focus will be to amplify Black creators and voices in the industry by highlighting the work of the LCBO and our industry partners in enhancing diversity in the industry. The LCBO will be fundraising for the Black community in-store, aligning with Black History month.

In P13, our Spirit of Sustainability focus will be 'Women In' to highlight the work of the LCBO and our industry partners in building more equitable opportunities for women in the industry. The LCBO will be fundraising for charities supporting Women's issues, aligning with International Women's Day.



Winter

OCCASIONS & OBSERVANCES

- P11**
 "Dry January"
 Lunar New Year (January 22)
 Robbie Burns Day (January 25)
- P12**
 Black History Month (February)
 Super Bowl (TBD)
 Valentine's Day (February 14)
 Family Day (February 20)
- P13**
 International Women's Day (March 8)
 St. Patrick's Day (March 17)

DISPLAY	PRODUCT FOCUS		
	Period 11	Period 12	Period 13
Feature Fixture A	Spirits	Spirits	Spirits
Feature Fixture B (New & Seasonal)	Spirits	Spirits	Spirits
Entrance Table (Cocktail of the Month)	Vodka	Brandy/Cognac	Whisky
Mini Thematic A	Winter Warmers	Liqueurs	Women in Spirits
Mini Thematic B	Tried & True Wine Gifts (Top Rated)	Wines Gifts for Your Loved One	Wines for the Host/Hostess (Easter)
Front Nesting Table	Spirits: Lighter Options	Spirits: Value (Aeroplan)	Spirits
Middle Nesting Table	Low Sugar Wines (<5g/L)	Smart Buy Wines from South of the Equator*	Flight A: Italian Essentials on Aeroplan /LTO; Flight B: Italian GL/Essentials on LTO / Aeroplan
Beer Block Pile (A)	Beer/Cider	Beer/Cider	Beer/Cider
RTD Block Pile (B)	RTD	RTD	RTD
Spirits Block Pile (C)	Aeroplan Spirits	Aeroplan Spirits	Aeroplan Spirits
Mini Thematic C (EA 10)	Local Beer	Local Beer	Local Cider
Block Pile D Activation Area	Spirits	Spirits	Spirits
Beer Excitement Zone A	Beer/Cider	Beer/Cider	Beer/Cider
Beer Excitement Zone C	Beer/Cider	RTD	Beer/Cider
Beer Excitement Zone D	Beer/Cider	RTD	Beer/Cider
Pop Up Shops	Lighter Choices or Lunar NY	Lunar NY / Valentine's Day	St. Patrick's Day or Women In
Enhanced Occasions Package	Lunar NY	Lunar NY / Valentine's Day	Women In
Impulse Displays at Cash	Beer, Cider, RTD	Beer, Cider, RTD	Beer, Cider, RTD

DISPLAY	PRODUCT FOCUS		
	Period 11	Period 12	Period 13
End Aisle 1	White Spirits	White Spirits	Brown Spirits
End Aisle 2	Brown Spirits	Brown Spirits	White Spirits
End Aisle 3	Flight A: New Wines Flight B: New Wines OR Customer Favourites	Flight A: New Wines Flight B: New Wines OR Customer Favourites	Flight A: New Wines Flight B: New Wines OR Customer Favourites
End Aisle 4	White Spirits	White Spirits	Brown Spirits
End Aisle 5	Wines	Wines	Brown Spirits
End Aisle 6	Wines	Wines	White Spirits
End Aisle 7	Brown Spirits	Brown Spirits	Wines
End Aisle 8	Wines	Wines	Brown Spirits
End Aisle 9	Brown Spirits	Brown Spirits	White Spirits
End Aisle 10 (MTC)	Beer	Beer	Beer
End Aisle 11	Brown Spirits	Brown Spirits	White Spirits
End Aisle 12	Brown Spirits	Brown Spirits	White Spirits
End Aisle 13	Brown Spirits	Brown Spirits	Wines
End Aisle 14	Wines	Wines	Brown Spirits
End Aisle 15	White Spirits	White Spirits	Brown Spirits
End Aisle 16	Brown Spirits	Brown Spirits	Brown Spirits
End Aisle 17	Wines	Wines	Wines
End Aisle 18	White Spirits	White Spirits	Brown Spirits
End Aisle 19	Brown Spirits	Brown Spirits	White Spirits
End Aisle 20	White Spirits	White Spirits	Wines

ALSO HAPPENING IN THE WINTER:

- One-Day Online Sale: Family Day (Feb 20)
- Food & Drink Spring Release (Mar 1)