

TOGETHER FOR

Ontario

PT8: Marketing & Product Guide
October 11 - November 7, 2020



Period 8 Marketing & Product Guide

Participating DONE			Participating DONE		
	Period 8 Participating Stores	2	<input type="checkbox"/> <input type="checkbox"/>	Block Pile B Halloween Block Piles	38
	New & Local Product	4	<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (DD) Middle Nesting Table/Celebration Fixture	45
	On-Shelf Merchandising Tool Kit			Period 8 End Aisles	50
	Display Program	5	<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	60
	Made In Ontario & Small Distillers		<input type="checkbox"/> <input type="checkbox"/>	Beer Branded Ends	62
<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer Displays	6	<input type="checkbox"/> <input type="checkbox"/>	8-Pack Carrier	63
	Beer Cold Room		<input type="checkbox"/> <input type="checkbox"/>	Beer Rated Perpendicular Shelf Talkers	64
<input type="checkbox"/> <input type="checkbox"/>	Local Product End Aisle	7	<input type="checkbox"/> <input type="checkbox"/>	Craft Beer Imported Shelf Talkers	65
<input type="checkbox"/> <input type="checkbox"/>	Local Product Tables	9	<input type="checkbox"/> <input type="checkbox"/>	Ontario Wines	66
<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer 8-Pack Carrier	11	<input type="checkbox"/> <input type="checkbox"/>	Vintages	69
<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer End Aisle	12	<input type="checkbox"/> <input type="checkbox"/>	Autumn Gifting	73
<input type="checkbox"/> <input type="checkbox"/>	Local Product Cut Case Display	14	<input type="checkbox"/> <input type="checkbox"/>	Wine And Spirits Special Promotions Fixture	79
	Operational Signage	15	<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBC) Block Pile C	81
	Covid-19 & Social Distancing		<input type="checkbox"/> <input type="checkbox"/>	Front End Merchandiser	82
	Period 7-8: Together For Ontario	16	<input type="checkbox"/> <input type="checkbox"/>	Period 7 - 8 Flex Space	83
	Signage Gallery		<input type="checkbox"/> <input type="checkbox"/>	The Cold Room (CR) Spirits Display	86
	Store Layout	21	<input type="checkbox"/> <input type="checkbox"/>	Shopping Cart Sign	87
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (FF - FFA-A) Feature Fixture	22		Other Programs	88
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal (FF - FFB-A) Feature Fixture	24		On Shelf	89
<input type="checkbox"/> <input type="checkbox"/>	Deal Of The Week (DW)	25		Sold Space Worksheets	91
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS-BSE) Entrance Table	27			
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	30			
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-B) Mini Thematic B	31			
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Mini Thematic C	32			
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS - BSF) Front Nesting Table	33			
<input type="checkbox"/> <input type="checkbox"/>	Cocktail Of The Month (CM) A-Frame Fixture	36			
<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBA) Block Pile A	37			

PERIOD 8 PARTICIPATING STORES

Similar to the previous years, stores are designated into two flights; Canadian or International Whisky stores. Canadian stores will feature large Canadian brands on End Aisles and major display points, while International stores will feature Canadian whisky brands along with American, Irish and Scotch on End Aisles and major display points.

Knowing that whisky subset sales vary between stores, it's important to promote the right whiskies in the right stores.

Canadian Whisky Participating Stores

2, 4, 6, 8, 9, 13, 20, 21, 22, 23, 24, 25, 27, 28, 29, 30, 32, 33, 34, 35, 36, 39, 42, 43, 44, 45, 46, 47, 48, 49, 50, 52, 53, 54, 55, 56, 57, 58, 59, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 73, 74, 75, 76, 77, 78, 79, 81, 82, 83, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 116, 117, 118, 119, 120, 121, 122, 123, 124, 126, 127, 128, 129, 131, 132, 133, 135, 136, 137, 138, 139, 141, 142, 144, 145, 146, 147, 150, 151, 152, 153, 154, 155, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 180, 181, 183, 184, 186, 188, 189, 190, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 203, 205, 208, 209, 213, 216, 219, 220, 222, 223, 224, 225, 227, 228, 229, 230, 231, 232, 233, 235, 236, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 249, 250, 251, 252, 254, 256, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 289, 290, 291, 292, 293, 294, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 312, 313, 314, 315, 316, 317, 318, 319, 320, 322, 323, 324, 325, 327, 328, 329, 330, 331, 332, 334, 335, 336, 337, 338, 339, 340, 343, 345, 347, 348, 349, 350, 351, 352, 354, 355, 358, 359, 361, 362, 363, 364, 366, 368, 369, 370, 372, 373, 374, 375, 377, 378, 379, 380, 381, 382, 385, 387, 392, 395, 398, 399, 400, 401, 402, 403, 405, 406, 408, 409, 410, 413, 414, 416, 418, 419, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 432, 433, 434, 435, 436, 439, 440, 441, 442, 444, 446, 447, 448, 449, 450, 451, 454, 455, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 482, 484, 487, 488, 489, 490, 492, 496, 501, 502, 503, 504, 505, 506, 507, 510, 511, 513, 514, 515, 516, 517, 519, 520, 522, 524, 526, 527, 529, 530, 531, 535, 537, 538, 539, 541, 542, 544, 545, 546, 548, 549, 550, 552, 555, 557, 558, 559, 560, 561, 562, 563, 564, 565, 567, 568, 570, 571, 574, 575, 576, 577, 578, 579, 581, 582, 583, 584, 586, 587, 588, 591, 594, 595, 596, 597, 599, 601, 602, 603, 604, 605, 606, 607, 609, 610, 611, 612, 613, 615, 616, 617, 618, 621, 622, 623, 626, 627, 632, 633, 636, 639, 640, 642, 644, 645, 648, 652, 653, 654, 655, 660, 661, 667, 672, 674, 675, 676, 679, 684, 685, 687, 690, 691, 693, 698, 700, 702, 703, 706, 743, 746, 747, 748, 749, 771

International Whisky Participating Stores

1, 3, 5, 7, 10, 11, 17, 18, 19, 26, 31, 38, 40, 41, 51, 60, 72, 80, 84, 101, 115, 125, 130, 140, 143, 148, 149, 156, 168, 179, 182, 187, 191, 202, 207, 210, 211, 212, 214, 217, 218, 221, 226, 234, 237, 248, 253, 255, 288, 295, 310, 311, 321, 326, 333, 341, 344, 346, 353, 360, 367, 371, 383, 384, 386, 388, 389, 390, 391, 393, 394, 397, 404, 407, 411, 412, 415, 417, 420, 431, 437, 438, 443, 445, 452, 453, 456, 457, 481, 483, 485, 486, 491, 494, 495, 497, 499, 500, 509, 512, 521, 523, 528, 532, 533, 534, 536, 540, 547, 551, 553, 554, 556, 566, 569, 573, 580, 585, 589, 590, 593, 614, 619, 624, 629, 630, 631, 634, 635, 637, 638, 641, 643, 646, 649, 650, 651, 656, 657, 658, 665, 669, 670, 671, 673, 677, 694, 695, 697, 699, 741, 744, 776

NEW! PAIR IT FORWARD



“Pair It Forward” is a province-wide initiative designed to help rebuild our industry during these challenging times by celebrating small businesses all across Ontario.

Starting with great local alcohol producers, and the LCBO will create a chain reaction as we “Pair it Forward” to local farmers, growers, makers, bars and restaurants across the province - showing the world what Ontario is truly made of!

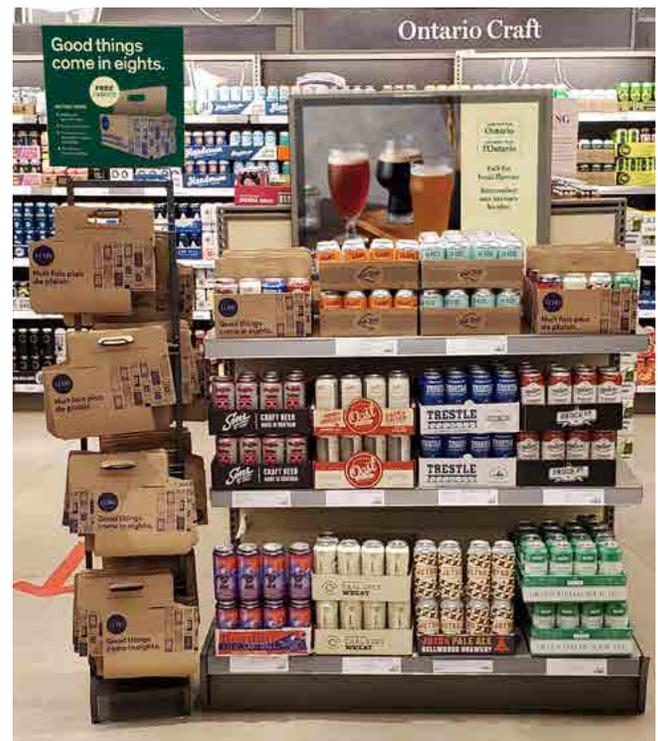
We’ll launch the external portion of the campaign with social videos, and support with PR, with digital and printed components across all our channels. In-store engagement will give every one of our colleagues an opportunity to take part in and shape this initiative. You will see the “Pair it Forward” tagline on various Signage Components this period. Use these items to highlight local products, partners and community members.

Continue to display the “Shop Local” in-store signage that was sent out to stores in PT7 to help customers easily identify local products.

These signage components will help to highlight and support local Ontario products in-stores. See the following pages for more details on each program.

These displays are mandatory for execution for the stores noted.

- 1 Local Product On-Shelf Merchandising Toolkit (all stores)
- 2 Made In Ontario & Small Distillers On-shelf Toolkit (all stores)
- 3 OCB Cold Room Cut Case Displays (select stores)
- 4 Local Product Discretionary End Aisle (select stores)
- 5 Local Product Discretionary Tables (select stores)
- 6 8-Pack Carriers with OCB products on “New” End Aisles in Beer Excitement Zones (select stores)
- 7 OCB End Aisles in Beer Sections (select stores)
- 8 “Ask Me!” Staff Name Stickers (all stores)
- 9 Bartenders Benevolent Fund/Fall Cocktails Perp ST (all stores)
- 10 Local Cut Case Display (all stores)



8-Pack Merchandiser with OCB

New & Local Product ON-SHELF MERCHANDISING TOOL KIT

This new merchandising tool kit will be force allocated to all stores. These components will enable stores to highlight “New” and local Ontario products in-section. **Participation is mandatory.**

Key Dates (October 11 - November 7)

Participating Stores

All stores

Signage Components & Merchandising Instructions



“NEW” Bin Ticket Underlay

- Use these underlays to highlight products that are new to the LCBO.
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays using the shelf talker clip.
- Ensure the underlays message is still visible.
- Refer to the [P8 Worksheets](#) for a list of applicable “New” products.

Re-order Code

- **ENG/BIL (# 21P7-LP12)**



“CRAFTED IN ONTARIO” Bin Ticket Underlay

- Use these to highlight Ontario-made products
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays using the shelf talker clip.
- Ensure the underlays message is still visible.

Re-order Code

- **ENG/BIL (# 21P7-LP13)**



“MY LOCAL PICK” Perpendicular Shelf Talker

A great way to share your love for your community! Let customers know your favourite VQA wine (whether by varietal or style), or a specific Ontario product, and a great dish served at a local business, pub or restaurant. Use a black Sharpie Marker and clearly print all required information on the shelf talker. There are spaces for:

- Staff Name
- Product
- Local Business Pairing

Product recommendations **MUST** be Ontario made. This is the perfect tool to start a conversation and personally endorse VQA wines, local producers and community businesses for customers.

Stores will receive 50 shelf talkers to cover Periods 7 and 8, and are asked to make new recommendations every 2 weeks.

Re-order Code

- **ENG (# 21P7-PIF-3)**
- **BIL (# 21P7-PIF-4)**

Display Program

MADE IN ONTARIO & SMALL DISTILLERS

Craft Spirits are thriving here in Ontario. In support of these local Distilleries we have created new on shelf signage to help customers find products easily. **Participation is mandatory.**

There are two categories:

1. Small Distillers Program

These are producers that do not have a large distribution and will be highlighted to celebrate the efforts and craftsmanship from small distillers.

2. Made in Ontario Spirits Program

In support of our local spirits industry, we will draw attention to products made right here in Ontario. As there are some sections that have numerous products, please bookend brand families.

Key Dates (ongoing)

Participating Stores

All Stores

Participating Products

Refer to the [P8 Worksheets](#) posted on the Portal for complete product details.

Signage Components

Made In Ontario Perpendicular Shelf Talker

- ENG (Re-order # DMS-21P3-MIO1)
- ENG/FRE (Re-order # DMS-21P3-MIO2)
- Small Distillers Perpendicular Shelf Talker
- ENG (Re-order # DMS-21P3-OSD1)
- ENG/FRE (Re-order # DMS-21P3-OSD2)

Merchandising Instructions

- Install the Made in Ontario and Ontario Small Distillers perpendicular shelf talkers in front of respective products using a perpendicular shelf clip (PSTC201404).

NOTE: Suppliers have been given additional Ontario Small Distillers signage and Bottle Neck-tags to affix to products prior to shipping to stores, with the intention of identifying local products and ease of customer shopping.



Ontario Craft Beer Displays

BEER COLD ROOM

Overview

Stores with a Beer Cold Room will receive signage to support 2 Cut Case Displays of Ontario Craft Beer, to be positioned on either side of the entrance to the Cold Room. **Participation is mandatory.**

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Signage Components

- Celebrate Ontario Craft Beer Cut Case Backer Card ENG (Re-order # 21P7-LP8) / BIL (Re-order # 21P7-LP9)
- Blank Pricer Card ENG (Re-order # 21P7-LP10) / BIL (Re-order # 21P7-LP11)

Merchandising Instructions

- Using the backer cards provided, create 2 cut case displays on either side of the entrance to the Beer Cold Room with Ontario Craft Beer products (to be determined at the store's discretion).
- Install the pricer cards in front of corresponding products on the display

Product Selection

- Choose local Ontario products to highlight according to your store's assortment.
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**



Local Products



Do not merchandise National brands such as Creemore & Mill Street

Local Product END AISLE

Overview

Discretionary End Aisles have been identified at select stores, where local Ontario products are now to be showcased. Products should be chosen at the store's discretion, highlighting local best sellers.

Let customers know your favourite local product and a great dish served at a local business, pub or restaurant. Use a White Sharpie/Marker and clearly/legibly print all required information on the backer card. There are spaces for:

- Product
- Local Business Pairing

Participation is mandatory.

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

If needed, white markers may be ordered via Hamster.

<https://www.hamster.ca/en/white-100w-s-paint-marker-532143>

White 100W S Paint Marker
Medium point.,
532143 (756-X100WM)

Product Selection

- Choose local Ontario products to highlight on the end according to your store's assortment.
- Group products across multiple displays into stories (i.e. Ontario Craft Beer or Cider, Local Distilleries, VQA Best sellers, Ontario VQA Essentials and front-line releases)
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**

Merchandising Instructions

- Merchandise the local products on the End Aisle
- Planoguides are provided for inspiration only.
- Use the white marker to communicate local recommendations.
- Install the Backer Card.
- Merchandise shelf talkers on the display.
- **Refresh recommendations (using a new backer card provided) every 2 weeks.**

Signage Components

- End Aisle Backer Card - ENG / BIL
(Re-order # 21P7-PIF-5)



Backer Card with product and local business pairing example



Local Craft Beer End Aisle Example



Local Craft Cider End Aisle Example



Backer Card with product and local business pairing example



Local Craft Distilleries End Aisle Example



Local Wine End Aisle Example

Local Product TABLES

Overview

Discretionary Entrance and Nesting Tables have been identified at select stores, where local Ontario products may be showcased. Products should be chosen at the store's discretion, highlighting local best sellers.

Participation is mandatory.

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Product Selection

- Choose local Ontario products to highlight on the table according to your store's assortment.
- Group products across multiple displays into stories (i.e. Ontario Craft Beer, VQA Favourites, Ontario VQA Essentials and front-line releases)
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**

Merchandising Instructions

- Merchandise the local products on the table
- Planoguides are provided for inspiration only.
- Install the table sign.
- Merchandise shelf talkers on the table display.

Signage Components

Large Nesting Table Sign:

- ENG (Re-order # 21P7-LP1)
- BIL (Re-order # 21P7-LP2)

Small Nesting Table Sign:

- BIL (Re-order # 21P7-LP3)

Entrance Table Sign (18×24):

- ENG (Re-order # 21P7-LP4)
- BIL (Re-order # 21P7-LP5)

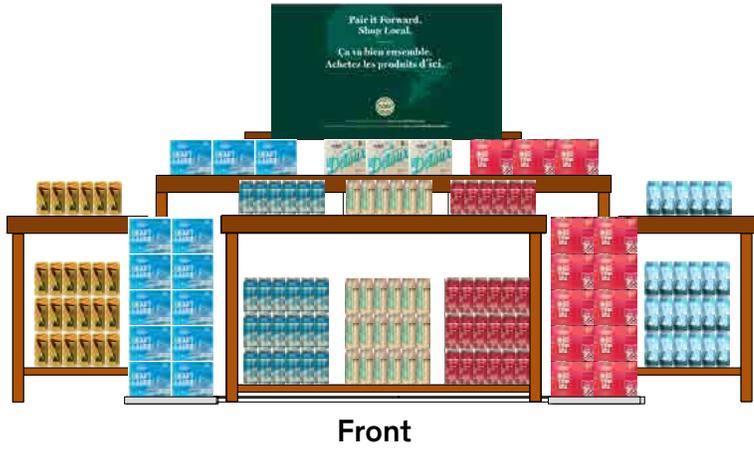


Local Craft Beer Entrance Table Example

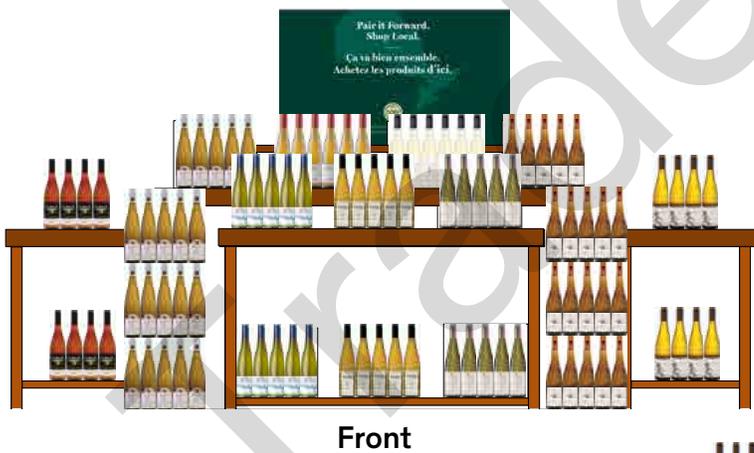


VQA Sparkling Wines Entrance Table Example

Local Craft Beer Nesting Table Example



Local Wine Nesting Table Example



Ontario Craft Beer 8-PACK CARRIER

Overview

Using our new 8-Pack Beer Carrier, we will be supporting Ontario Craft Beers and Ciders by filling pre-assembled carriers on the top shelf of the New & Seasonal End Aisle in the Beer Excitement Zone with local products.

Participation is mandatory.

Key Dates (October 11 - November 7)

Participating Stores

Stores that participate in both the 8-Pack beer program and End Aisle 21B in the Beer Excitement Zone. Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipation-Lookup.aspx>)

Product Selection

- Choose local Ontario products to highlight according to your store's assortment.
- Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipollo and Fat Tire are not featured on these local displays.**

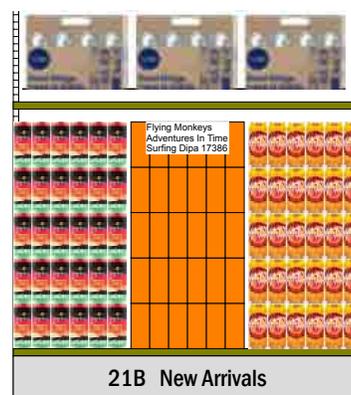
Merchandising Instructions

- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer and Cider products in the middle of the top shelf.
- Continue to merchandise the P7 End Aisle backer card.

NOTE: please refer to page 63 for 8-pack carrier distribution and signage information.

Signage Components

- P7 End Aisle Backer Card
ENG / BIL (Re-order # DMS-21P7-EZ4)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)



21B New Arrivals

Ensure National brands are not featured on this local End.

P8 Products

Location	LCBO#	Description	Supplying Source / Distributor
21B	16896	Amsterdam Hazy Town IPA 473 mL	3842 - Amsterdam Brewing Company
New/ Seasonal	17604	Raspberry Moon Fruit Sour IPA 473 mL	458 - Cowbell Brewing Co.
(EA - EZB)	17386	Flying Monkeys Adventures In Time Surfing Dipa 473 mL	6309 - Flying Monkeys Craft Brewery

NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.

Ontario Craft Beer

END AISLE

Overview

This program is currently running in select stores, highlighting local Ontario Craft Beer on End Aisles. Participating stores should ensure this program is executed as per the directions below to support these local breweries.

Where space exists to meet social distancing guidelines, stores participating in the 8-Pack carrier program may merchandise their metal merchandiser adjacent to this End Aisle to encourage customers to fill their carrier with these products.

Participation is mandatory.

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
408054	Great Lakes Pompous Ass	473		1929 - Great Lakes Brewing Co. Inc.
469981	Absent Landlord	473		458 - Cowbell Brewing Co.
555474	Nickel Brook Glory And Gold	500		6699 - Nickel Brook Brewing Company
14657	Magnotta Brewery 3 Threads Porter	473		270 - Magnotta Brewery (Vaughan) Ltd.
667790	Amsterdam Boneshaker IPA	6 × 473	LTO	3842 - Amsterdam Brewing Company
688507	Flying Monkeys Sparklepuff Triple IPA	473	LTO	6309 - Flying Monkeys Craft Brewery

Merchandising Instructions

- Merchandise participating products on the End Aisle
- Install pre-printed shelf talkers in front of products.
- Merchandise the "Ontario Craft Beer" End Aisle backer card

8-Pack Carrier stores:

- Remove a shelf from the back End Aisle and move to the top of the front end with the 8-Pack merchandiser displayed beside it (use case cuts/stack outs on the back end)
- Display a fully-assembled 8-pack carrier, filled with local bestselling Ontario Craft Beer on the top shelf.
- Choose products that are the most local to your market, highlighting near-by/ community breweries.
- Up to 10 skus may be featured on this end (2 on top shelf in assembled 8-Pack carriers, 4 on each of the bottom 2 shelves).

Signage Components

- End Aisle Backer card ENG/BIL (Re-order # DMS-OCBEA01)
- Pre-Printed Shelf talkers ENG (Re-order #DMS-P8-OCBEA-ST1)
- FLS designated stores must display the bilingual side of the product shelf talkers.



8 “Have a Question? Ask Me!” Name Sticker

The “Ask Me!” Name Sticker gives you a great opportunity to identify yourself as an Ontario expert and help customers find the perfect Ontario selection. It is also a good way for you to start a conversation about Ontario products with your customers.

Key Dates (October 11 - November 7)

Participating Stores

All Stores

Signage Components

- ENG (Re-order #21P7-PIF-1) / FR (Re-order #21P7-PIF-2)



Merchandising Instructions

- Encourage Our Wine Country Ambassadors, Spirit Ambassadors, product consultants or any staff who share a strong understanding and passion for Ontario products to wear the Name Sticker.
- The Name Sticker is designed to be affixed to existing name tag, and hangs down about 1.5”.

9 Bartenders Benevolent Fund/Fall Cocktails Perpendicular Shelf Talkers

Key Dates (October 11 - November 7)

Participating Stores

All Stores

Signage Components

- Perpendicular Shelf Talkers ENG (Re-order #DMS-21P8-BFC1) / BIL (Re-order #DMS-21P8-BFC2)

Merchandising Instructions

- Please install the P8 Fall Cocktail/Bartenders Benevolent Fund shelf talker on the Irish Spirits MT end, in each of the whisky sections and in the other spirits sections during P8 with Perpendicular Shelf Talker clips.



Bartenders Benevolent Fund Perpendicular Shelf Talker

Fall Cocktail Perpendicular Shelf Talker

Local Product CUT CASE DISPLAY

Overview

Local product displays may be merchandised around the perimeter of the store, using the signage provided.

Participation is mandatory.

Key Dates (October 11 - November 7)

Participating Stores

All Stores

Signage Components

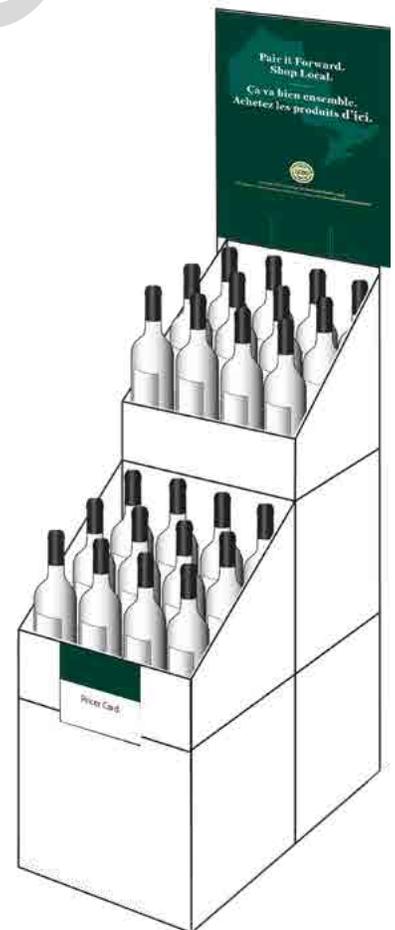
- Pair it Forward Shop Local Cut Case Backer Card ENG (Re-order # 21P7-LP6) / BIL (Re-order # 21P7-LP7)

Merchandising Instructions

- Using the backer cards provided, create cut case displays around the perimeter of the store using local Ontario products (to be determined at the store's discretion).
- Install the pricer cards in front of corresponding products on the display

Product Selection

- Choose local Ontario products to highlight according to your store's assortment.
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**



Operational Signage

COVID-19 & SOCIAL DISTANCING

A number of signage components have been created to educate customers on new LCBO practices, procedures and operating information. These signs will enable both store staff and shoppers to engage in safe interactions, while still achieving a superior experience.

Reference details on each sign, and instructions on how and where they should be placed on the Portal.

http://home.lcbo.com/CustomerExperience/SiteAssets/MPG_Pages/covid.pdf



- Store Hours Decal
- COVID-19 Notice Decal
- Exterior Springer Sign
- Black Line-Up Tape



- Metal Stand Sign
- Tasting Bar/ Sanitization Sign
- LCBO Safe Shopping Commitment Showcard
- Social Distancing Showcard
- Thematic Showcard
- End Aisle Blade Signs
- "Line Up Here" Floor Decals



- Plexi Shield
- Cash Desk Decal
- Metal Frame Sign
- "Stand Here" Floor Decal
- "Easy Reach" Cash Desk Decal

Period 7-8: Together for Ontario SIGNAGE GALLERY

TOGETHER FOR
Ontario

Signage Ship Date

The Period 8 signage components will be shipped to stores beginning **October 2, 2020**
All Period 8 Signage components are available for re-order using their corresponding re-order numbers.

If a sign component is missing or damaged, please call helloLCBO @ 416-365-5932 or toll free @ 1-877-522-6411 and quote the re-order number provided in this guide. Please have a copy of this Marketing & Product Guide on hand for reference.

Music CD Reorder# DMS-Music CD

We would like to hear your comments about this Period's music. Please provide your feedback to helloLCBO.

Period 7 - 8 Promotional Signage

NOTE: The following exterior banners "Together for Ontario" and "Generic eComm OR Same Day Pickup OR Curbside Pickup" will remain in place for the duration of P7 - P8. The thematic exterior banners will be updated in P8.

Priority of exterior banners for stores:

- 1 Together for Ontario Version
- 2 Generic eComm OR Same Day Pickup OR Curbside Pickup (depending on the service available at that store).
- 3 **NEW for P8** - Primary Thematic Image
- 4 **NEW for P8** - Secondary Thematic Image

1 Together for Ontario Exterior Banners

Dimensions: 28"w x 45"h
Install: Exterior on building



BIL Re-order#
21P7-EB1

ENG Re-order#
21P7-EB2

FRE Re-order#
21P7-EB3



Exterior Banners example

NOTE: The following exterior banners will remain in place for the duration of P7 - P8.

2 e-Comm Generic Exterior Banners
Dimensions: 28"w x 45"h
Install: Exterior on building



BIL Re-order# 21P7-EB4 ENG Re-order# 21P7-EB5 FRE Re-order# 21P7-EB6

Same Day Pickup Exterior Banners
Dimensions: 28"w x 45"h
Install: Exterior on building



BIL Re-order# 21P7-EB9 ENG Re-order# 21P7-EB10 FRE Re-order# 21P7-EB11

Curbside Pickup Exterior Banners
Dimensions: 28"w x 45"h
Install: Exterior on building



ENG Re-order# 21P7-EB12 FRE Re-order# 21P7-EB13

NOTE: Remove P7 Thematic banners and replace with new P8 Thematic banners.

Thematic Exterior Banner (Primary + Secondary)
Dimensions: 28"w x 45"h
Install: Exterior on building



Re-order# 21P7-EB7 (Primary) Re-order# 21P7-EB8 (Secondary)

NEW Thematic Banners for P8

Thematic Exterior Banner (Primary + Secondary)
Dimensions: 28"w x 45"h
Install: Exterior on building



Re-order# ENG 21P8-EB7 BIL 21P8-EB8 (Primary) Re-order# ENG 21P8-EB14 BIL 21P8-EB15 (Secondary)

Window Show Cards

Dimensions: 28" w x 45" h

Install: In the windows on the hanger.

Seasonal Banner Insert

20" w x 70" h

Install: In the Thematic Banner Stand (store entrance).

NEW for P8



ENG/BIL
Re-order #
21P8-WS1



ENG/BIL
Re-order # 21P7-WS1



ENG/BIL
Re-order # 21P7-WS2



ENG/BIL
Re-order #21P7-WS3



ENG Re-order # 21P7-SB1
BIL Re-order # 21P7-SB2

NOTE: Transparencies were installed between September 13-16th.

Perimeter Transparency Horizontal

45" w x 28" h

Vendor installed

Perimeter Transparency Vertical

28" w x 54" h

Vendor installed

Perimeter Transparency Square

28 1/2" w x 28 1/2" h

Vendor installed

Exterior Transparency

28" w x 45" h

Install: Only for stores #452, #538, #568, #571



Promotional signage MUST remain in place for Period 7 & Period 8

END AISLE PARTICIPATING PRODUCTS

Please refer to the End Aisles section for participating products.

Period 8 Flight A International End Aisle 1-10 Backer Cards Re-order Codes

21P8-BC1



COMMON (ALL STORES) EA1

21P8-BC2



COMMON (ALL STORES) EA2

21P8-BC3



COMMON (ALL STORES) EA3

21P8-BC4



COMMON (ALL STORES) EA4

21INT-BC5



FLIGHT A INT EA5A

21INT-BC6



FLIGHT A INT EA6A

21INT-BC7



FLIGHT A INT EA7A

21INT-BC8



FLIGHT A INT EA8A

21INT-BC9



FLIGHT A INT EA9A

21P8-BC10



COMMON (ALL STORES) EA10
Beer Mini Thematic Backer Card

**NOTE: Effective P7
Mini-Thematic C moved
from EA 1 to EA 10.**

End Aisle 12-20 Generic Backer Cards (Common)

NOTE: Signage must remain in place for P7-P8



BIL: Re-order# 21P7-BC-GEN1

END AISLE PARTICIPATING PRODUCTS

Please refer to the End Aisles section for participating products.

Period 8 Flight B Canadian End Aisle 1-10 Backer Cards Re-order Codes

21P8-BC1



COMMON (ALL STORES) EA1

21P8-BC2



COMMON (ALL STORES) EA2

21P8-BC3



COMMON (ALL STORES) EA3

21P8-BC4



COMMON (ALL STORES) EA4

21CDN-BC5



FLIGHT B CAD EA5B

21CDN-BC6



FLIGHT B CAD EA6B

21CDN-BC7



FLIGHT B CAD EA7B

21CDN-BC8



FLIGHT B CAD EA8B

21CDN-BC9



FLIGHT B CAD EA9B

21P8-BC10



COMMON (ALL STORES) EA10
Beer Mini Thematic Backer Card

**NOTE: Effective P7
Mini-Thematic C moved
from EA 1 to EA 10.**

End Aisle 12-20 Generic Backer Cards (Common)

NOTE: Signage must remain in place for P7-P8



BIL: Re-order# 21P7-BC-GEN1

STORE LAYOUT

Overview

As of last year, we began to change the way we merchandise the fixtures in our stores. For brand Spotlight Programs, there are three table display points, as well as an A-Frame Fixture and Feature Fixture; most stores will have one or two display points, and some larger stores may have all displays.

ACTION

Going forward, these displays will be referred to by their respective fixture names and acronyms on the Promo Tree:

Deal of the Week: DW

Entrance Table: BS - BSE

Feature Fixture: FF - FFA

A-Frame Fixture: CM

Front Nesting Table: BS - BSF

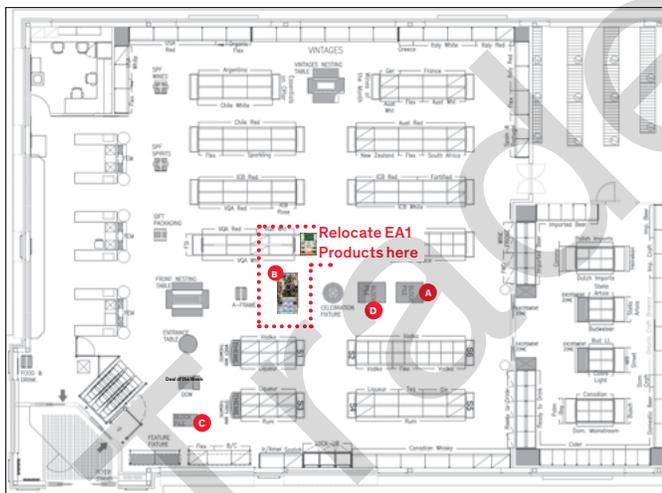
Middle Nesting Table : DD

Block Pile A (BP-SBA): Molson

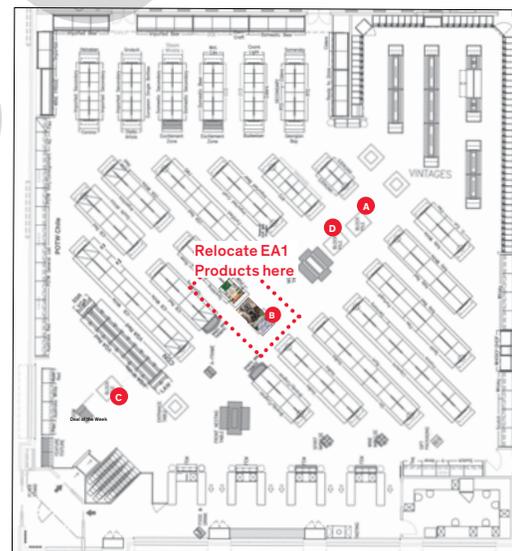
Block Pile B:

- Bacardi Rum (BP-SBB)
- Kraken Spiced Rum (FL-FSG-A)
- Cazadores Tequila (FL-FSH-A)
- Espolon Tequila (FL-FSO-A)
- 19 Crimes Wine (BP)
- Veuve Clicquot Champagne (FL-FSJ-A)

Block Pile C (BP-SBC): Canadian Whisky + Rewards



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

We launched a new Default Management screen on the ISE system allowing stores to set default Mins. on numerous new promotional programs. Effective May 2019, new programs were made active in your Promotional Tree.

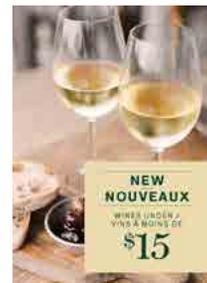
With the implementation of the additional Promo programs into the Promo Tree, Category Management will no longer be allocating inventory for these programs and stores will only receive inventory based on their Default Management settings.

Therefore, it is imperative you review your Min. settings on these programs to ensure a "Ready-for-Business" level of inventory. Please review the new Default Management screen and its' Min. settings. If left unadjusted all the new promo programs have a min setting of either 0 or 1 case which will result in the system suggesting only 1 or 2 cases. Consequently, it is essential these are reviewed and change if required.

Brand Spotlight (FF - FFA-A)

FEATURE FIXTURE

A Continuation of P7 New Wines for Entertaining



A continuation of P7 Fall Entertaining Wines. Ontarians love discovering new flavours. From Italy, California to Australia, we're encouraging customers to get inspired and discover new wines perfect for fall. **Merchandise P8 participating products with existing P7 category sign and box signs.**

This is a sold program. Participation is mandatory.

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

	LCBO#	Description	Size (mL)	Offers
Period 8	14130	Apothic Cabernet Sauvignon <i>*New for P8*</i>	750	\$2.00 LTO
	13602	Tavarnello Sangiovese Cabernet <i>*New for P8*</i>	750	
	14060	Tavarnello Pinot Bianco Famoso <i>*New for P8*</i>	750	
	13610	Brave italian Growers Organic & Vegan Bianco <i>*New for P8*</i>	750	6 BAM
	14948	Matteo Sangiovese	750	
	14949	Matteo Bianco	750	
	15514	Frank Hellwig Shiraz Grenache	750	
	15754	Josh Cellars Pinot Grigio	750	
	15761	Trinity Oaks Cabernet Sauvignon	750	\$2.00 LTO
	15762	Trinity Oaks Chardonnay	750	

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- When merchandising the participating products and box signs, please display the signage as portrayed in the planogram (see images). Please ensure the correct products are on the correct shelf with the correct box sign as per the planogram.
- Continue to display the P7 category sign and box signs.
- Install branded shelf talkers in front of the correct product on the feature fixture display and in section.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.

NOTE: If you are a Bilingual designated store, install all signage with the Bilingual side of shelf talkers, box signs and category signs.

Signage Components

- Shelf Talkers ENG (21P8-FF1) / BIL (21P8-FF2)
- Category Sign ENG/BIL (21P7-FF1)
- Category sign - blank filler (21P7-FF2)
- Box Sign ENG/BIL (Re-order numbers below)
 - Under \$15 (21P7-FF3)
 - Under \$20 (21P7-FF4)

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



Rosé SKUs

For the remaining 4ft of this fixture, please merchandise Rosé SKUs. Refer to the New & Seasonal section of this guide for a list of Rosé products (next page).

New & Seasonal (FF - FFB-A) FEATURE FIXTURE

Stores that are not participating in the Brand Spotlight Feature Fixture program will receive a blank green category sign at the start of the P8 promotion. As Rosé skus sell down, condense product on one side of the fixture and install blank green category sign.

NOTE: Holiday Gift Packs will begin to arrive in stores during Week 29. Residual Rosé and New Wines will need to be remerchandised in-section in order to pre-load Holiday Spirit and Wine Gifts on the Feature Fixture based on your floor plan (complete details will be shared in coming week)

This is a sold program. Participation is mandatory.



Example Only

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

NOTE: The Brand Spotlight Feature Fixture stores will also receive the Rosé SKUs, please refer to the Feature Fixture section for merchandising instructions.

Merchandising Instructions

- Use blank green category sign.
- As Rosé skus sells down, condense product on one side of the fixture.
- Load discretionary skus in the remaining space.

Signage Components

- Blank Green Category Sign (Re-order # 21P8-NS1)
- Rosé Category Sign ENG/BIL (Re-order # 21P7-NS1)
- Shelf Talkers ENG/BIL (Re-order # 21P2-NS1)

Participating Products

LCBO#	Description	Size (mL)
14882	Saintly Rose VQA	750
13486	Le Grand Filou Rose	750
13488	Perrin Studio by Miraval	750
13489	Famiglia Pasqua Spumante Rose Romeo&Juliet	750
13491	Sous La Mer Mediterranee Rose IGP	750
13497	Grand Sud Rose	1000
13522	Gran Passione Rosato IGT Veneto	750
13548	Chateau de Berne Romance IGP Mediteranee	750
13907	Jackson-Triggs Proprietors Selection Light Rose	750
14145	Toro Bravo Garnacha Shiraz Rosado	750
14673	Gris Blanc Rose (Gerard Bertrand)	750
14867	Sandbanks Summer Rose VQA	750
14870	Wayne Gretzky Rose VQA	750
14981	Aria Sparkling Rose	750
15568	Listel Rose	750
11597	Bella Sparkling Pinot Noir Rose VQA	750
11222	Freixenet Italian Rose	750
13015	Yellow Tail Rose	750
13016	Jacob's Creek Moscato Rose	1500
13245	Bodega Argento Rose	750
13248	Woodbridge by Robert Mondavi Rose	750

LCBO#	Description	Size (mL)
13297	Whitecliff Hawkes Bay Rose	750
159269	VOGA Rosa IGT Veneto	750
164343	The Beachhouse Rose	750
234377	Villa Maria Private Bin Hawkes Bay Rose	750
274399	Adobe Reserva Organic Rose	750
367375	La Farge Miraflores Rose Cotes Catalanes IGP	750
369652	Cotton Candy Rose	750
404533	Gazela Rose Vinho Verde DO	750
404566	JP Azeitão Shiraz Rose Bacalhoa	750
463281	Sogrape MATEUS ROSE Original	250
483040	Francois Dulac Cotes de Provence Rose	750
487132	Casillero del Diablo Reserva	750
609545	13th Street Burger Blend Rose VQA	750
632513	Lab Rose Lisboa VR	750
639856	Megalomaniac Homegrown Rose VQA	750
640003	Three Thieves Rose	750
640011	Lindeman's Sparkling Rose	750
642884	D'Ont Poke the Bear Rose VQA	750
642983	Barefoot Cellars Pink Moscato	750
647149	Calvet Rose Pouch	1500

DEAL OF THE WEEK (DW)

The sales will be used to drive traffic in-store through compelling offers on popular wines and spirits. Please note that the recommended in-store displays reflect this strategy. The sales always begin on a Thursday and last until end of day the following Wednesday. When the featured product is a wine, we will be communicating the Case Savings deal.

This is a sold program. Participation is mandatory.

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

Duration	LCBO#	Description	Size (mL)	Offers
Oct 15 - Oct 21	14678	Barefoot Moscato	1500	\$3.00 LTO
Oct 22 - Oct 28	10357	Crown Royal Peach	750	\$3.00 LTO
Oct 29 - Nov 4	647644	Bread & Butter Cabernet Sauvignon	750	\$3.00 LTO
Nov 5 - Nov 11	16580	Maker's Mark	1140	\$7.00 LTO

Signage Components

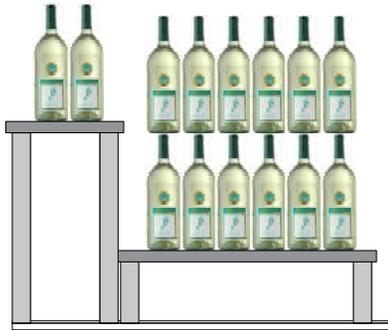
- Week 1 Banner ENG (Re-order # 21P8-DW1) / BIL (Re-order # 21P8-DW1-BIL)
- Week 2 Banner ENG (Re-order # 21P8-DW2) / BIL (Re-order # 21P8-DW2-BIL)
- Week 3 Banner ENG (Re-order # 21P8-DW3) / BIL (Re-order # 21P8-DW3-BIL)
- Week 4 Banner ENG (Re-order # 21P8-DW4) / BIL (Re-order # 21P8-DW4-BIL)
- Deal of the Week Pricer Cards ENG (Re-order # DMS-21P8-ST14) / BIL (Re-order # DMS-21P8-ST15)
- Deal of the Week Shelf Talkers ENG (Re-order # DMS-21P8-ST16) / BIL (Re-order # DMS-21P8-ST17)

Merchandising Instructions

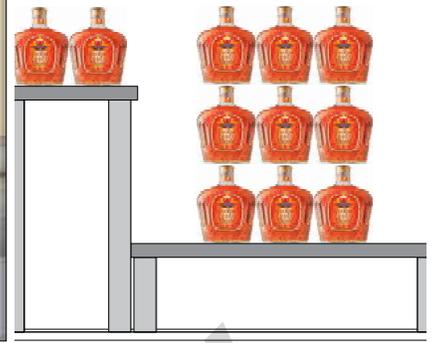
- Merchandise corresponding banner insert sign into the Metal Stand.
- Merchandise corresponding pricer card in front of product.
- Maintain a full display for the duration of the promotion.



#1: Oct 15 - Oct 21



#2: Oct 22 - Oct 28



#3: Oct 29 - Nov 4



#4: Nov 5 - Nov 11



Save Big This Week - Cut Case Display (Period 7 - Period 8)

All stores are encouraged to build cut-case displays to promote the weekly deals (**Please build the cut case display ONLY if space permits, manager's discretion**). If you are not participating in the Deal of the week program, you will NOT be forced allocated inventory. Please ensure sufficient stock is ordered.

Participating Stores

All Stores

Participating Products

Please note that the sales always begin on a Thursday and last until end of day the following Wednesday. When the featured product is a wine, we will be communicating the Case Savings deal and recommend that in-store displays reflect this strategy.

Merchandising Instructions

(For stores that have available floor space)

- Please set up a cut-case display using the provided generic signage. Continue to display the P7 Backer Card and Riser Wrap.
- Merchandise pricer cards in front of products.

Signage Components

- **Generic Cut Case Backer card**
ENG (21P7-BPDW1) / BIL (21P7-BPDW2)
- **Case Savings Cut Case Backer card**
ENG (21P7-BPDW3) / BIL (21P7-BPDW4)
- **Riser Wrap**
ENG (21P7-BPDW5) / BIL (21P7-BPDW6)



Cut-case display



Cut-case display (Case Savings)

Brand Spotlight (BS-BSE) ENTRANCE TABLE

CC Chronicles 43 Year Old



What began in Windsor, Ontario in 1858, has flourished around the globe. Canadian Club's Chronicles Series (limited release) brings the iconic spirit's Speakeasy past forward into the present with its ultra-aged 43-year-old blend.

NEW! Metal Sign Holder for stores with Round Entrance Tables

A new metal sign holder is being produced for stores with Round Entrance Tables. Sign holders will begin shipping to stores the first week of September. They are to be stored in a safe place in the backroom/warehouse for use beginning in P8.



ACTION

- Upon receipt, store the new metal sign holder for the Round Entrance Table in a safe place.
- Beginning in P8 use this new holder to display the table sign.

Canadian Club 43 Year Old display case for stores with Square Entrance Tables:

The Canadian Club 43 Year Old Whisky Chronicles The Speakeasy celebrates commitment to authenticity, quality and craftsmanship. Canadian Club 43 Year Old (LCBO# 17766) will not be pre-launching online this year. Inventory will be sold instore/online at the same time.



Prior to the start of Period 8, a rep from Beam Suntory will be visiting the participating stores to set-up a locked displayer of the Canadian Club 43 Year Old on the Square Entrance Table. The vendor will return to your store to pick up the plexi-case at the end of the promotion. The agent will also be delivering a tent card to accompany the plexi-case. Stores are to merchandise the tent card inside the display case.

NOTE: Stores will receive two Entrance Table signs. One sign for the front and one sign for the back side.

This is a sold program. Participation is mandatory.

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Key Dates (October 11 - November 7)

Participating Products

LCBO#	Description	Size (mL)	Offers
17766	Canadian Club 43 Year Old Whisky Chronicles The Speakeasy *may be late arriving*	750	
42	Canadian Club Whisky	750	\$1.20 LTO
311936	Canadian Club Classic 12 Year Old	1140	\$2.00 LTO
390583	Canadian Club 100% Rye	750	Value Add: Canadian Club 100% Rye 50 mL (Attached to bottle)
34637	Canadian Club Whisky (P.E.T)	1750	20 BAM

Merchandising Instructions

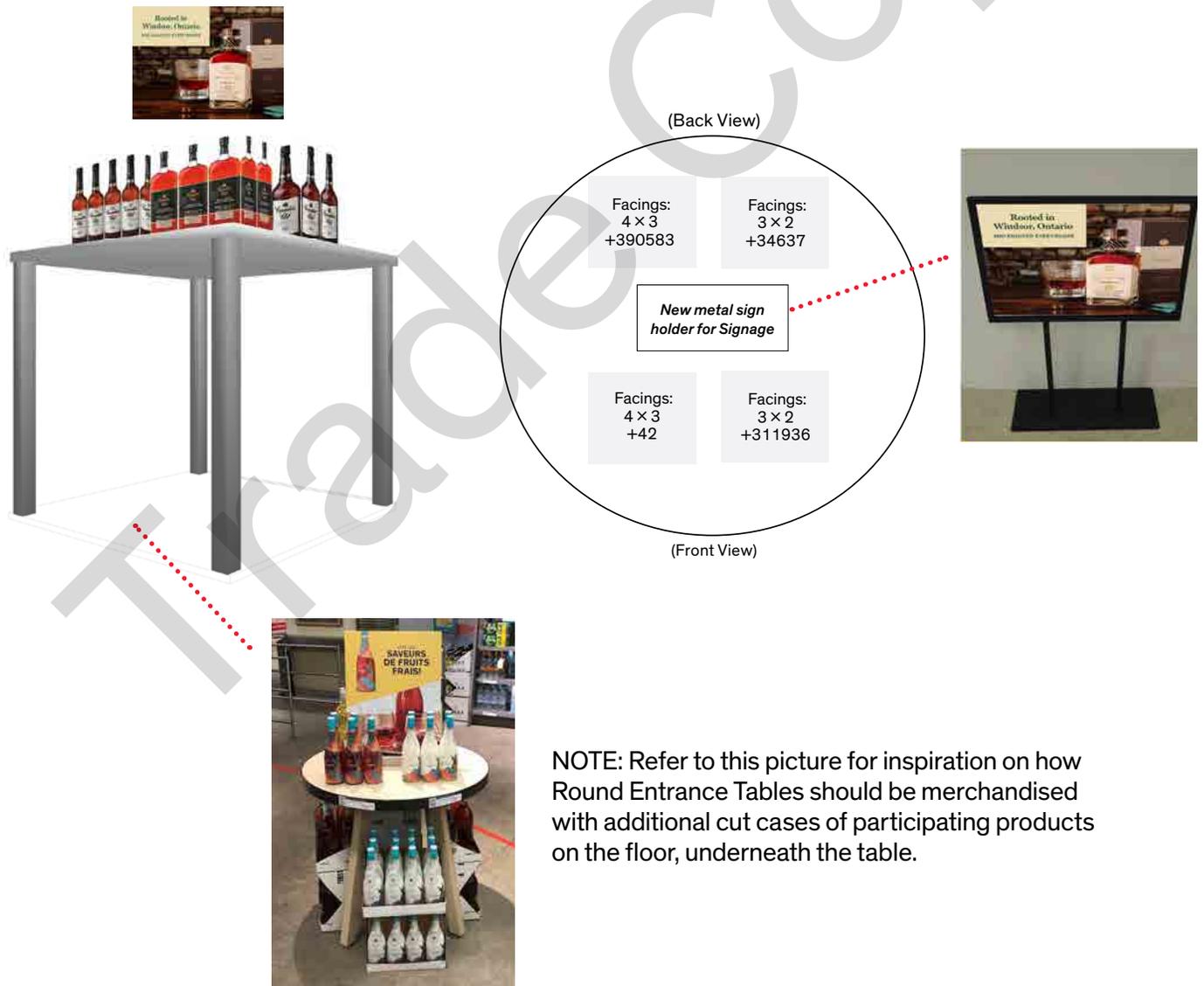
- Please refer to the Store Layout section for inventory management of product.
- Please review your floor plan and ensure the fixture is by the entrance of your store. Please be mindful of which table you have and merchandise accordingly.
- Merchandise the participating products according to the planogram.
- Install the table sign. Merchandise the pre-printed shelf talkers on the entrance table display.

Signage Components

- Square Entrance Table Sign ENG (Re-order # DMS-21P8-ET1) / BIL (Re-order # DMS-21P8-ET2)
- Round Entrance Table Sign ENG (Re-order # DMS-21P8-ET3) / BIL (Re-order # DMS-21P8-ET4)
- Shelf Talkers ENG (Re-order # DMS-21P8-ET5) / BIL (Re-order # DMS-21P8-ET6)
- Tent Card ENG/BIL (Re-order # DMS-21P8-ET7)

Planogram - Round Table

NOTE: Stores with round entrance tables will not have the display case. Any CC43 product received should be merchandised in a lockable display case (if available) or hold in the backroom.

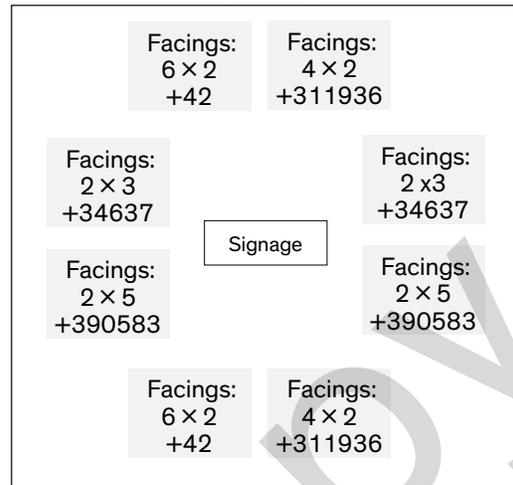


NOTE: Refer to this picture for inspiration on how Round Entrance Tables should be merchandised with additional cut cases of participating products on the floor, underneath the table.

Planogram - Square Table



(Back View)



(Front View)

Planogram - Square Table with Canadian Club 43 YO



(Back View)



(Front View)

Spirits (MI-A)

MINI THEMATIC A

These large format whiskies from Ontario's favourite brands offer big value and great taste. Perfect for fall sipping— neat, over ice or with simple mix. **This is a sold program. Participation is mandatory.**

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers
276618	Crown Royal Black	1140	
217950	Crown Royal Deluxe	1140	Value Add: CR Black 50 mL (Attached to bottle by vendor)
217646	J & B Rare Scotch Whisky	1140	12 BAM
217042	Bell's Original Scotch Whisky	1140	12 BAM
217794	Johnnie Walker Red Label	1140	\$1.50 LTO

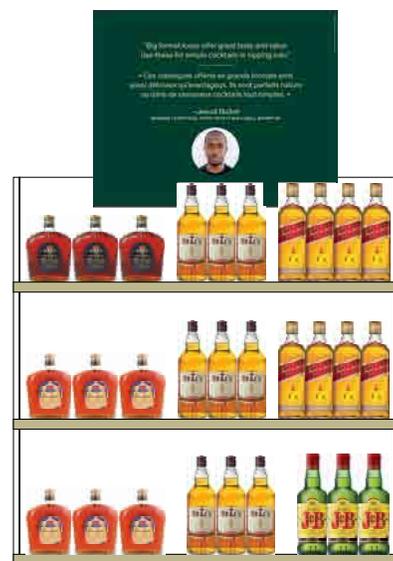
Value Add: The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components

- Category sign: Short (Re-order # DMS-21P8-MTA1)
- Shelf talkers: ENG (Re-order # DMS-21P8-MTA2) / BIL (Re-order # DMS-21P8-MTA3)
- Box signs: ENG/BIL (Re-order # DMS-21P8-MTA4)
- Backer card: ENG/BIL (Re-order # DMS-21P8-MTA5)
- Transparency: ENG (Re-order # DMS-21P8-MTA6) / BIL (Re-order # DMS-21P8-MTA7)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign, pre-printed shelf talkers in front of each participating product.
- There will be one box sign that should be merchandised in the middle of the top shelf. Please refer to the planogram.
- Stores with regular end will need to install the backer card or transparency in the backer card frame. **Do not install the box sign.** Please refer to the planogram.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply.
- If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.



Spirits (MI-B)

MINI THEMATIC B

Ontarians have a soft spot for Irish spirits. Renowned for their smooth, creamy flavours, we asked an Ontario bartender to talk up why Irish spirits are such staples for cocktail making. **This is a sold program. Participation is mandatory.**

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers
5959	Baileys Irish Cream	750	\$1.50 LTO
17055	Jameson Cold Brew	750	
12197	Five Farms Single Batch Irish Cream Liqueur	750	\$3.00 LTO
11945	Proper No. Twelve	750	Value Add: shot glass
13057	Writers Tears Copper Pot Irish Whiskey	700	\$5.00 LTO
71746	Tullamore Dew Irish Whiskey	750	\$4.00 LTO
635391	Jameson Caskmates IPA Irish Whiskey	750	
635508	Drumshanbo Gunpowder Irish Gin	750	\$5.00 LTO
10558	Roe & Co Blended Irish Whiskey	750	\$5.00 LTO

Value Add: The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components

- Category sign:
Short (Re-order# DMS-21P8-MTB8) / Long (Re-order# DMS-21P8-MTB9)
- Shelf talkers:
ENG (Re-order# DMS-21P8-MTB10) / BIL (Re-order # DMS-21P8-MTB11)
- Box signs: ENG/BIL (Re-order# DMS-21P8-MTB12)
- Backer card: ENG/BIL (Re-order# DMS-21P8-MTB13)
- Transparency ENG (Re-order# DMS-21P8-MTB14) /
BIL (Re-order# DMS-21P8-MTB15)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply.
- If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.



Beer (MI-C)

MINI THEMATIC C

Autumn is a season all craft brew fans look forward to. Savour the favourite flavours of Ontario fall with Autumn Ales crafted by our local brewers. **This is a sold program. Participation is mandatory.**

NOTE: Effective P7 Mini-Thematic C moved from EA 1 to EA 10. End Aisle 1 will now be used as a Specialty End.

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source/Distributor
13641	Bench Brewing Short Hills East Coast IPA	473	\$0.20 LTO	798 - Bench Brewing Company
538538	Woodhouse IPA	473		189 - Woodhouse Brewing Co
16007	Beau's Country Vibes Amber Lagered Ale	473	\$0.20 LTO	275 - The Beer Store
442319	Collective Arts Stranger Than Fiction Porter	473		4678 - Collective Arts Brewing Limited
17909	Lost Craft Rizen	473		179 - Lost Craft
493247	Doc Perdue's Bobcat Red Ale	473		458 - Cowbell Brewing Co.
498691	Monty's Aged Ale	473	\$0.25 LTO	4275 - Old Tomorrow Ltd.
518274	Muskoka Harvest Ale	473		Lcbo Warehouse
536516	Anderson Autumn	2130		791 - Anderson Craft Ales

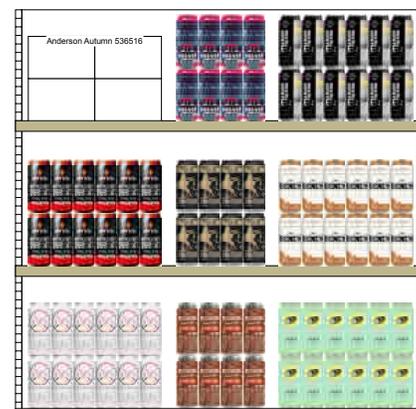
Signage Components

- Backer card ENG/BIL (Re-order# 21P8-BC10)



Merchandising Instructions

- Merchandise participating products according to the planogram.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply.
- If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.



Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

Diageo Whiskies



Ontario loves Whisky and Scotch! From Spicy, Sweet, Smoky, Bold or Smooth, this fall, we're showcasing some of Ontario's favourites and letting customers discover their perfect whisky or scotch style through a virtual tasting. Customers can be directed to lcb.com/events (lcb.com/evenements for French) **This is a sold program. Participation is mandatory.**

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcb.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers
1487	Crown Royal Whisky	750	\$2.00 LTO
7880	Johnnie Walker Black Label Scotch Whisky	750	\$3.00 LTO
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.50 LTO
224352	Crown Royal Black	750	\$3.00 LTO
291278	Johnnie Walker Gold Label Reserve Scotch Whisky	750	
350611	Bulleit Small Batch Rye Whiskey	750	\$1.50 LTO
409490	Singleton Of Dufftown 12 Year Old Single Malt Scotch Whisky	750	\$5.00 LTO
434092	Crown Royal Northern Harvest Rye	750	
439075	Bulleit Bourbon 10 Year Old	750	\$5.00 LTO
479881	Lagavulin 8 Year Old Islay Single Malt Scotch Whisky	750	



Discover your Whisky Style Neck Tags

The neck tags will be rep applied to participating products on the table. Neck tags will communicate the different styles of Whisky's on the table.

Signage Components

- Table Sign Large ENG (DMS-21P8-FNT1) / BIL (DMS-21P8-FNT2)
- Table Sign Small ENG (DMS-21P8-FNT3) / BIL (DMS-21P8-FNT4)
- Shelf Talkers ENG (DMS-21P8-FNT5) / BIL (DMS-21P8-FNT6)
- End Aisle Backer Card ENG/BIL (DMS-21P8-FNT7)
- Undertable Inserts
 - Large table (DMS-21P8-FNT8)
 - Small table (DMS-21P8-FNT9)

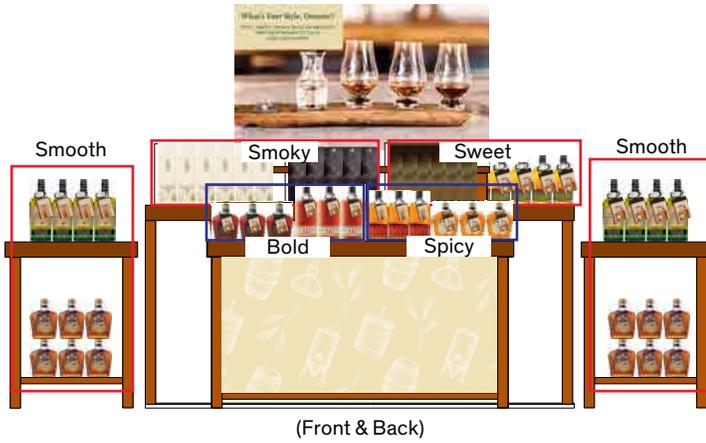
Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram
- Install the table sign and table inserts.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- The neck tags will be rep applied to participating products on the table. Neck tags will communicate the different styles of Whisky's on the table.



End Aisle (Select Stores)

7Ft Nesting Table Planogram (For stores that have end tables)



Discover your Whisky Style Neck Tags
The neck tags will be rep applied to participating products on the table. Neck tags will communicate the different styles of Whisky's on the table.

Top View (Back)

Facings: 3x4 +224352	Facings: 3x3 +439075	Facings: 3x3 +54866	Facings: 3x4 +434092
----------------------------	----------------------------	---------------------------	----------------------------

Bold

Spicy

Facings:
4x2
+409490

Facings: 6x2 +479881	Facings: 5x3 +7880	Facings: 6x3 +291278	Facings: 4x2 +350611
----------------------------	--------------------------	----------------------------	----------------------------

Signage

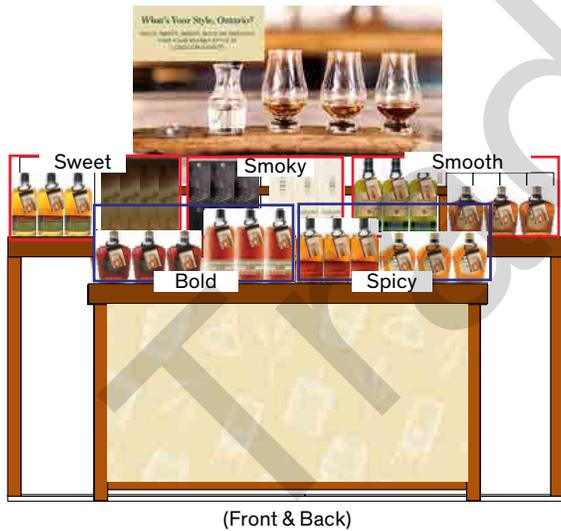
Facings: 6x2 +479881	Facings: 5x3 +7880	Facings: 6x3 +291278	Facings: 4x2 +350611
----------------------------	--------------------------	----------------------------	----------------------------

Facings:
4x2
+409490

Facings: 3x4 +224352	Facings: 3x3 +439075	Facings: 3x3 +54866	Facings: 3x4 +434092
----------------------------	----------------------------	---------------------------	----------------------------

Top View (Front)

7Ft Nesting Table Planogram (For stores that do not have end tables)



Discover your Whisky Style Neck Tags
The neck tags will be rep applied to participating products on the table. Neck tags will communicate the different styles of Whisky's on the table.

Top View (Back)

Facings: 3x4 +224352	Facings: 3x3 +439075	Facings: 3x3 +54866	Facings: 3x4 +434092
----------------------------	----------------------------	---------------------------	----------------------------

Facings: 6x2 +479881	Facings: 5x3 +7880	Facings: 6x3 +291278	Facings: 4x2 +350611
----------------------------	--------------------------	----------------------------	----------------------------

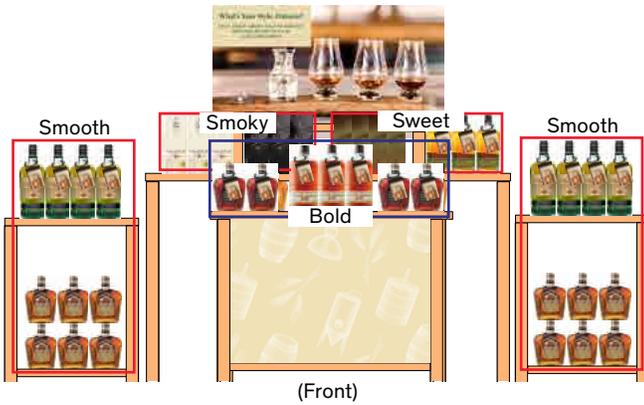
Signage

Facings: 3x2 +350611	Facings: 4x3 +291278	Facings: 3x3 +7880	Facings: 3x2 +479881	Facings: 3x2 +409490	Facings: 3x2 +1487
----------------------------	----------------------------	--------------------------	----------------------------	----------------------------	--------------------------

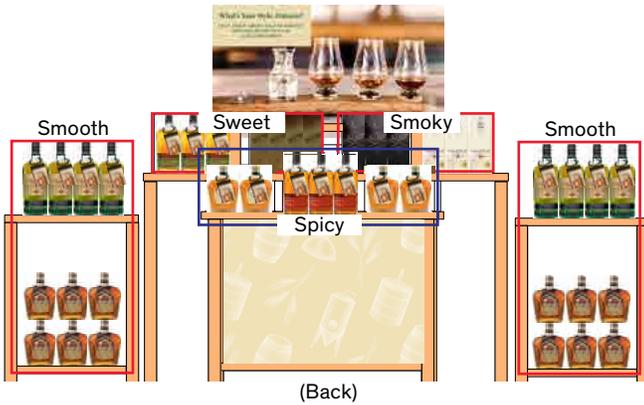
Facings: 3x4 +224352	Facings: 3x3 +439075	Facings: 3x3 +54866	Facings: 3x4 +434092
----------------------------	----------------------------	---------------------------	----------------------------

Top View (Front)

5Ft Nesting Table Planogram (For stores that have end tables)



(Front)



(Back)



Discover your Whisky Style Neck Tags
 The neck tags will be rep applied to participating products on the table. Neck tags will communicate the different styles of Whisky's on the table.

Top View (Back)

Facings: 2x4 +434092	Facings: 3x3 +54866	Facings: 2x4 +434092
----------------------------	---------------------------	----------------------------

Facings: 3x2 +479881	Facings: 3x3 +7880	Facings: 4x3 +291278	Facings: 3x2 +350611
Signage			
Facings: 3x2 +479881	Facings: 3x3 +7880	Facings: 4x3 +291278	Facings: 3x2 +350611

Facings: 4x2 +409490

Facings: 4x2 +409490

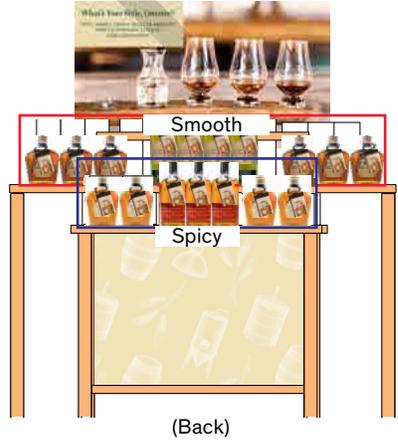
Top View (Front)

Facings: 2x4 +224352	Facings: 3x3 +439075	Facings: 2x4 +224352
----------------------------	----------------------------	----------------------------

5Ft Nesting Table Planogram (For stores that do not have end tables)



(Front)



(Back)



Discover your Whisky Style Neck Tags
 The neck tags will be rep applied to participating products on the table. Neck tags will communicate the different styles of Whisky's on the table.

Top View (Back)

Facings: 2x4 +434092	Facings: 3x3 +54866	Facings: 2x4 +434092
----------------------------	---------------------------	----------------------------

Facings: 3x2 +1487	Facings: 4x2 +409490	Facings: 3x2 +1487	
Signage			
Facings: 3x2 +350611	Facings: 4x3 +291278	Facings: 3x3 +7880	Facings: 3x2 +479881

Top View (Front)

Facings: 2x4 +224352	Facings: 3x3 +439075	Facings: 2x4 +224352
----------------------------	----------------------------	----------------------------

Cocktail of the Month (CM) A-FRAME FIXTURE

Maple Old Fashioned



Cheers to local talent! We're toasting homegrown distilling from a local sports hero with a made-in-Ontario cocktail inspired by the harvest season—the Maple Old Fashioned. All participating stores must merchandise the perpendicular recipe card in-section (in front of participating products) and also on both sides of the A-Frame fixture.

This is a sold program. Participation is mandatory.

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipation-Lookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers
472332	Wayne Gretzky Red Cask Whisky	750	15 BAM + Value Add: Maple Syrup

Value Add: The supplier will be providing the value add and merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.



Signage Components

- Cut Case Backer Card (value add) ENG (Re-order #DMS-21P8-AF1) / BIL (Re-order #DMS-21P8-AF2)
- Cut Case Backer Card (no value add) ENG (Re-order #DMS-21P8-AF3) / BIL (Re-order #DMS-21P8-AF4)
- A-Frame Sign (value add) ENG (Re-order #DMS-21P8-AF5) / BIL (Re-order #DMS-21P8-AF6)
- A-Frame Sign (no value add) ENG (Re-order #DMS-21P8-AF7) / BIL (Re-order #DMS-21P8-AF8)
- Pricer Cards ENG (Re-order # DMS-21P8-AF9)/ BIL (Re-order # DMS-21P8-AF10)
- NEW! Recipe Pricer Card ENG/BIL (Re-order # DMS-21P8-AF11)
- Shelf Talker ENG (Re-order # DMS-21P8-AF12) / BIL (Re-order # DMS-21P8-AF13)
- Recipe Perpendicular Shelf Talker ENG (Re-order # DMS-21P8-AF14) / BIL (Re-order # DMS-21P8-AF15)
- Value Add Perpendicular Shelf Talker ENG (Re-order # DMS-21P8-AF16) / BIL (Re-order # DMS-21P8-AF17)
- Backer Cards ENG (Re-order #DMS-21P8-AF18) / BIL (Re-order #DMS-21P8-AF19)
- Riser Wrap (DMS-21P8-AF20)

Merchandising Instructions

A-Frame Display

- Ensure the fixture is by the entrance of your store.
- Merchandise the participating products and value add according to the planogram.
- Install the fixture sign on top of the A-frame fixture.
- Install pre-printed shelf talkers in front of the corresponding products in-section.
- Install the recipe perpendicular shelf talker on the A-frame and in-section using a perpendicular shelf clip (PSTC201404).

NOTE: Install the non-value add version of signage (included in the signage kit) upon the depletion of value add items.

Cut-Case Display

- Use the cut-case mini backer card to build a display (near the front of the store) with the participating products and value add.
- Merchandise the Pricer Cards and the Recipe Case Card in front of the corresponding products.
- Install the recipe shelf talker in-section using a perpendicular shelf clip (PSTC201404).
- Option: Stores may choose to execute this display using the backer card provided to merchandise the products on a discretionary end aisle. (Manager's discretion)

Display Program (BP-SBA)

BLOCK PILE A

Molson Canadian

Hockey and Molson Canadian. Two of Canada's favourite things come together once again for fall.

This is a sold program. Participation is mandatory.

IMPORTANT NOTE: Please refer to the Store Layout section for inventory management of product.

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source/Distributor
300699	Molson Canadian	6 × 473	\$1.00 LTO	275 - The Beer Store
900621	Molson Canadian	6 × 341	Value Add: Molson Canadian coasters (set of 4)	275 - The Beer Store

Value Add: The supplier will be providing the value add and merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components

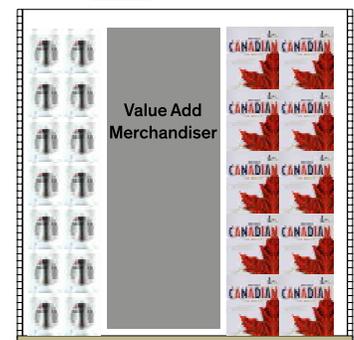
- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # DMS-21P8-BPA1) / BIL (Re-order # DMS-21P8-BPA2)
- Shelf Talkers ENG (Re-order # DMS-21P8-BPA3) / BIL (Re-order # DMS-21P8-BPA4)
- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P8-BPA5)

Merchandising Instructions

- **Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.**
- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion.
- Merchandise the pricer cards in front of the participating products. Pricer cards will be supplied by LCBO.
- **NOTE:** Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the beer section to display this program.



Supplied by Agent (3-sided display)



Discretionary End Aisle

Block Piles B HALLOWEEN BLOCK PILES

This Halloween may be a little bit different but were still going to celebrate by raising a glass to the occasion's signature flavours with something for everyone. From old to young, Halloween presents an opportunity to drive sales of key products and displays across the LCBO network.

This is a sold program. Participation is mandatory.

Halloween Block Piles:

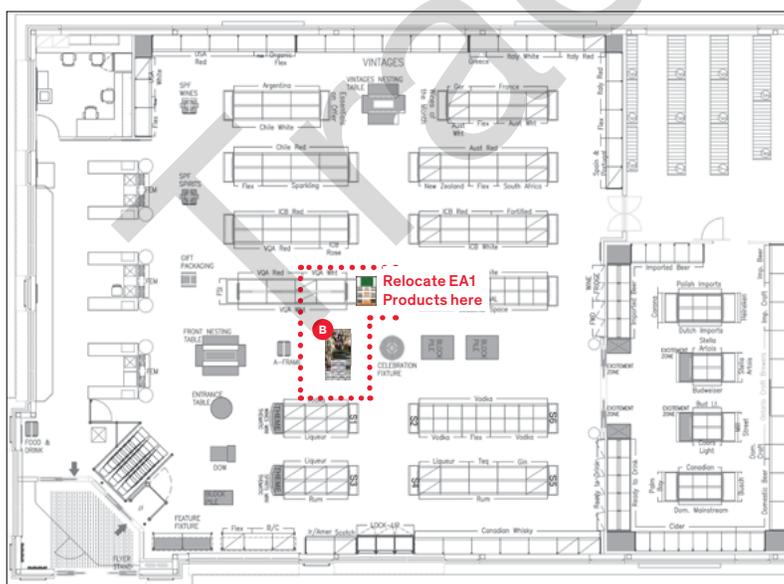
- Bacardi Rum (BP-SBB)
- Kraken Spiced Rum (FL-FSG-A)
- Cazadores Tequila (FL-FSH-A)
- Espolon Tequila (FL-FSO-A)
- 19 Crimes Wine (BP)
- Veuve Clicquot Champagne (FL-FSJ-A)

IMPORTANT NOTE:

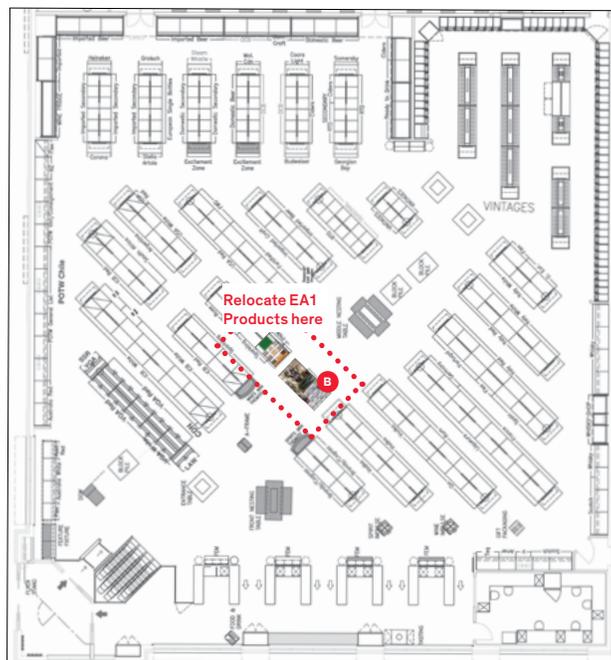
The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, stores should relocate EA1 products to an End Aisle closer to the designated Block Pile B activation space.

The store floor plan below is for example only.

Questions may be directed to the Visual Merchandising Team by emailing visualmerchandising@lcbo.com



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

Bacardi Rum Block Pile (BP-SBB) - select stores

Overview

Select stores will display this product on a vendor-supplied merchandiser. Merchandise cut cases of the 3 products beneath the display. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion (November 7th), they will make arrangements to pick them up.

IMPORTANT NOTE: The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, stores should relocate EA1 products to an End Aisle closer to the designated Block Pile B activation space.

Key Dates (October 11 - November 7)

Participating Stores

22, 29, 40, 51, 64, 90, 93, 103, 104, 107, 108, 110, 149, 150, 174, 176, 184, 191, 250, 258, 270, 298, 361, 371, 374, 391, 404, 437, 484, 495, 501, 502, 507, 510, 542, 576, 585, 590, 599, 640, 653, 698, 703, 748, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
117	Bacardi Superior White Rum	750	Value Add: Rep Applied 50 mL Bacardi Spiced
13588	Bacardi Gold Rum	750	\$1.00 LTO
520353	Bacardi Spiced Rum	750	\$1.50 LTO

Value Add: The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # DMS-21P8-BPB11) / BIL (Re-order # DMS-21P8-BPB12)
- Shelf Talkers ENG (Re-order # DMS-21P8-BPB15) / BIL (Re-order # DMS-21P8-BPB16)

Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, stores should relocate EA1 products closer to the designated Block Pile activation space. Refer to the store map provided for more information on pg.38.
- Merchandise cut cases of the participating products beneath the display.
- Merchandise the pricer cards and shelf talkers in front of the participating products.



Supplied by Agent

Kraken Spiced Rum Block Pile (FL-FSG-A) - select stores

Overview

Celebrate Halloween this season with Kraken Black Spiced Rum. Select stores will display this product using a vendor supplied merchandiser. Merchandise cut cases of the 3 products beneath the display. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion (November 7th), they will make arrangements to pick them up.

IMPORTANT NOTE: The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, stores should relocate EA1 products to an End Aisle closer to the designated Block Pile B activation space.

Key Dates (October 11 - November 7)

Participating Stores

21, 74, 102, 106, 148, 156, 168, 198, 209, 221, 226, 252, 260, 265, 279, 329, 334, 351, 383, 401, 427, 436, 470, 486, 536, 587, 605, 619, 632, 649, 652, 655, 660, 706

Participating Products

LCBO#	Description	Size (mL)	Offers
15281	Kraken Black Roast Coffee Rum	750	\$2.00 LTO
225698	Kraken Black Spiced Rum	750	\$2.00 LTO
366534	Kraken Black Spiced Rum	375	\$1.00 LTO

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # DMS-21P8-BPB7) / BIL (Re-order # DMS-21P8-BPB8)

Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, stores should relocate EA1 products closer to the designated Block Pile activation space. Refer to the store map provided for more information on pg.38.
- Merchandise cut cases of the participating products beneath the display.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

Cazadores Tequila Block Pile (FL-FSH-A) - select stores

Overview

Select stores will display this product on a vendor-supplied merchandiser. Merchandise cut cases of this product beneath the display. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion (November 7th), they will make arrangements to pick them up.

IMPORTANT NOTE: The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, stores should relocate EA1 products to an End Aisle closer to the designated Block Pile B activation space.

Key Dates (October 11 - November 7)

Participating Stores

6, 15, 17, 195, 253, 346, 355, 390, 397, 398, 411, 477, 500, 511, 523, 554, 580, 623, 627, 633, 643, 658, 671

Participating Products

LCBO#	Description	Size (mL)	Offers
363986	Cazadores Blanco	750	Value Add: Cazadores Day of the Dead shot glass Rep Applied
125187	Cazadores Reposado	750	Value Add: Cazadores Day of the Dead shot glass Rep Applied

Value Add: The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # DMS-21P8-BPB5) / BIL (Re-order # DMS-21P8-BPB6)

Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, stores should relocate EA1 products closer to the designated Block Pile activation space. Refer to the store map provided for more information on pg.38.
- Merchandise cut cases of participating products beneath the display.
- Merchandise the pricer cards in front of the participating products.



Espolon Tequila Block Pile (FL-FSO-A) - select stores

Overview

Select stores will display the below products on a vendor-supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion (November 7th), they will make arrangements to pick them up.

IMPORTANT NOTE: The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, stores should relocate EA1 products to an End Aisle closer to the designated Block Pile B activation space.

Key Dates (October 11 - November 7)

Participating Stores

1, 23, 34, 44, 55, 65, 82, 115, 132, 145, 171, 211, 227, 233, 263, 287, 300, 310, 367, 381, 385, 416, 417, 459, 490, 491, 497, 522, 544, 575, 601, 609, 617, 741

Participating Products

LCBO#	Description	Size (mL)	Offers
324855	Espolon Reposado	750	Value Add: Grand Marnier Cordon Rouge 50 mL Rep Applied
324848	Espolon Blanco	750	Value Add: Grand Marnier Cordon Rouge 50 mL Rep Applied

Value Add: The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # DMS-21P8-BPB3) / BIL (Re-order # DMS-21P8-BPB4)

Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, stores should relocate EA1 products closer to the designated Block Pile activation space. Refer to the store map provided for more information on pg.38.
- Merchandise products on vendor-supplied merchandiser.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

19 Crimes Wine Block Pile (BP-XBP) - select stores

Overview

Select stores will receive a deep cardboard jail cell displayer for this block pile. Use a cut case display to merchandise the 3 participating products inside the jail cell. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion (November 7th), they will make arrangements to pick them up.

IMPORTANT NOTE: The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, stores should relocate EA1 products to an End Aisle closer to the designated Block Pile B activation space.

Key Dates (October 11 - November 7)

Participating Stores - Block Pile

41, 130, 154, 212, 237, 288, 326, 344, 359, 393, 394, 407, 412, 438, 443, 551, 579, 602, 631, 634, 641, 694, 699

Participating Stores - Supplier Merchandiser

31, 38, 83, 164, 187, 217, 243, 445, 499, 624, 630

Participating Stores - End Aisle

5, 10, 18, 27, 36, 49, 57, 58, 62, 63, 95, 99, 125, 200, 228, 229, 244, 266, 278, 325, 340, 360, 368, 373, 378, 386, 387, 388, 400, 406, 431, 432, 453, 465, 469, 481, 485, 528, 534, 537, 545, 556, 566, 569, 573, 589, 593, 667, 695, 771

Participating Products

LCBO#	Description	Size (mL)	Offers
369777	19 Crimes Shiraz Durif	750	\$2.00 LTO
461525	19 Crimes Cabernet Sauvignon	750	Value Add: Augmented Reality Playing Cards
633438	19 Crimes The Uprising Red Wine	750	\$2.00 LTO

Value Add: The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # DMS-21P8-BPB1) / BIL (Re-order # DMS-21P8-BPB2)
- Shelf Talkers ENG (Re-order # DMS-21P8-BPB13) / BIL (Re-order # DMS-21P8-BPB14)
- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P8-BPB17)
- Riser Wrap ENG (Re-order # DMS-21P8-BPB18) / BIL (Re-order # DMS-21P8-BPB23)
- Pole Topper ENG (Re-order # DMS-21P8-BPB19) / BIL (Re-order # DMS-21P8-BPB20)
- Cut Case Backer Card ENG (Re-order # DMS-21P8-BPB21) / BIL (Re-order # DMS-21P8-BPB22)

Merchandising Instructions

Supplier Merchandiser

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, stores should relocate EA1 products closer to the designated Block Pile activation space. Refer to the store map provided for more information on pg.38.
- Use a cut case display to merchandise the 3 participating products inside the jail cell.
- Merchandise the pricer cards in front of the participating products.

Block Pile

- Use the pole topper sign and riser wrap to build a block pile with the 3 participating products.
- Merchandise the pricer cards in front of the participating products.
- The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, stores should relocate EA1 products closer to the designated Block Pile activation space. Refer to the store map provided for more information on pg.38.

End Aisle

- Merchandise participating products according to the planogram.
- Select a discretionary end that is closest to the Wines Section of the store to display this program.
- Install backer card and pre-printed shelf talkers.



Cardboard Jail Cell Display
Supplied by Agent



Block Pile



End Aisle

Veuve Clicquot Champagne Block Pile (FL-FSJ-A) - select stores

Overview

Store 452 will display this product on a vendor-supplied merchandiser. Merchandise cut cases of participating product beneath the display. The supplier will be providing and setting up the merchandiser to the store 452 in time for the start of the promotion. At the end of the promotion (November 7th), they will make arrangements to pick them up.

IMPORTANT NOTE: The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, store 452 should relocate EA1 products to an End Aisle closer to the designated Block Pile B activation space.

Key Dates (October 11 - November 7)

Participating Stores

452

Participating Products

LCBO#	Description	Size (mL)
563338	Veuve Clicquot Brut Champagne	750

NOTE: The planogram provided is for inspiration only. The P8 display will only feature + 563338 (Rosé is not to be merchandised on this block pile).

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG/BIL (Re-order # DMS-21P8-BPB10)

Merchandising Instructions

- The supplier will be providing the merchandiser to store 452 in time for the start of the promotion (The cardboard display will be shipped to the store directly). At the end of the promotion, they will make arrangements to pick them up.
- The display should sit in close proximity to End Aisle 1 to create a strong Halloween presentation. To accomplish this, store 452 should relocate EA1 products closer to the designated Block Pile activation space. Refer to the store map provided for more information on pg.38.
- Merchandise cut cases of participating product beneath the display.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

NOTE: The planogram provided is for inspiration only. The P8 display will only feature + 563338 (Rosé is not to be merchandised on this block pile).

Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Canadian + International stores

Canadian Whisky: The pioneer spirit of Canadian whisky is alive and well in Grimsby, Ontario, where Forty Creek makes it home. Since its inception in the early 1990s, Forty Creek has reinvented small batch whisky-making in Ontario.

International Whisky: A trusted brand that customers turn to for quality and craftsmanship, it's a favourite of Ontario's bartenders. Jack Daniel's Ontario-based brand ambassador shares his favourite way to enjoy this spirit in fall.

This is a sold program. Participation is mandatory.

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

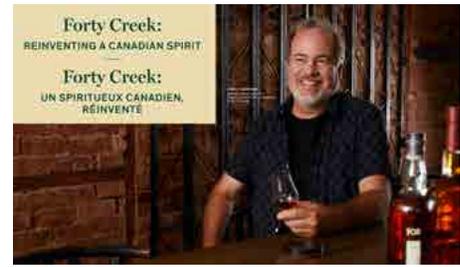
Participating Products

Flight	LCBO#	Description	Size (mL)	Offers
Canadian	550715	Forty Creek Barrel Select Whisky	750	
	350629	Forty Creek Barrel Select Whisky	1140	Value Add: Copper Pot 50 mL (Attached to bottle)
	195651	Forty Creek Confederation Oak Reserve Whisky	750	\$5.00 LTO
	285254	Forty Creek Copper Pot Reserve Whisky	750	\$1.50 LTO
	10937	Forty Creek Double Barrel Reserve Whisky	750	
	13511	Forty Creek Victory	750	
	17283	Forty Creek Resolve *Limited allocation* When stores sell-through their allocation, they will need to fill the space by remerchandising the remaining participating products. Refer to the planogram for more details.	750	
International	377994	Gentleman Jack Tennessee Whiskey	750	\$5.00 LTO
	15349	Jack Daniels Apple	750	\$3.00 LTO
	260323	Jack Daniel's Tennessee Honey	750	
	526079	Jack Daniel's Rye	750	
	487686	Jack Daniel's Single Barrel Rye	750	
	480616	Jack Daniel's Single Barrel Whiskey	750	
	416693	Jack Daniel's Tennessee Fire	750	
	41384	Jack Daniel's Tennessee Whiskey	750	\$3.00 LTO
215616	Jack Daniel's Tennessee Whiskey*	1140	Value Add: T-shirts	

*** Value Add:** The supplier will be providing the value adds and t-shirt merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components - Canadian Flight

- Table Sign Large ENG (DMS-21P8-MNT3) / BIL (DMS-21P8-MNT4)
- Table Sign Small ENG/BIL (DMS-21P8-MNT6)
- Shelf Talkers ENG (DMS-21P8-MNT9) / BIL (DMS-21P8-MNT10)
- Celebration Fixture Drum Sign ENG (DMS-21P8-MNT13) / BIL (DMS-21P8-MNT14)
- Celebration Fixture Bin Strip - solid colour (DMS-21P8-MNT15)



Canadian Flight - Table Sign

Signage Components - International Flight

- Table Sign Large ENG (DMS-21P8-MNT1) / BIL (DMS-21P8-MNT2)
- Table Sign Small ENG/BIL (DMS-21P8-MNT5)
- Shelf Talkers ENG (DMS-21P8-MNT7) / BIL (DMS-21P8-MNT8)
- Box Signs (re-order codes below)
 - “When I Fall” ENG (DMS-21P8-MNT16) / BIL (DMS-21P8-MNT18)
 - “How I Got to Minden” ENG (DMS-21P8-MNT17) / BIL (DMS-21P8-MNT19)
- Celebration Fixture Drum Sign ENG (DMS-21P8-MNT11) / BIL (DMS-21P8-MNT12)
- Celebration Fixture Bin Strip - solid colour (DMS-21P8-MNT15)
- Supplier merchandiser for t-shirts - provided by vendor



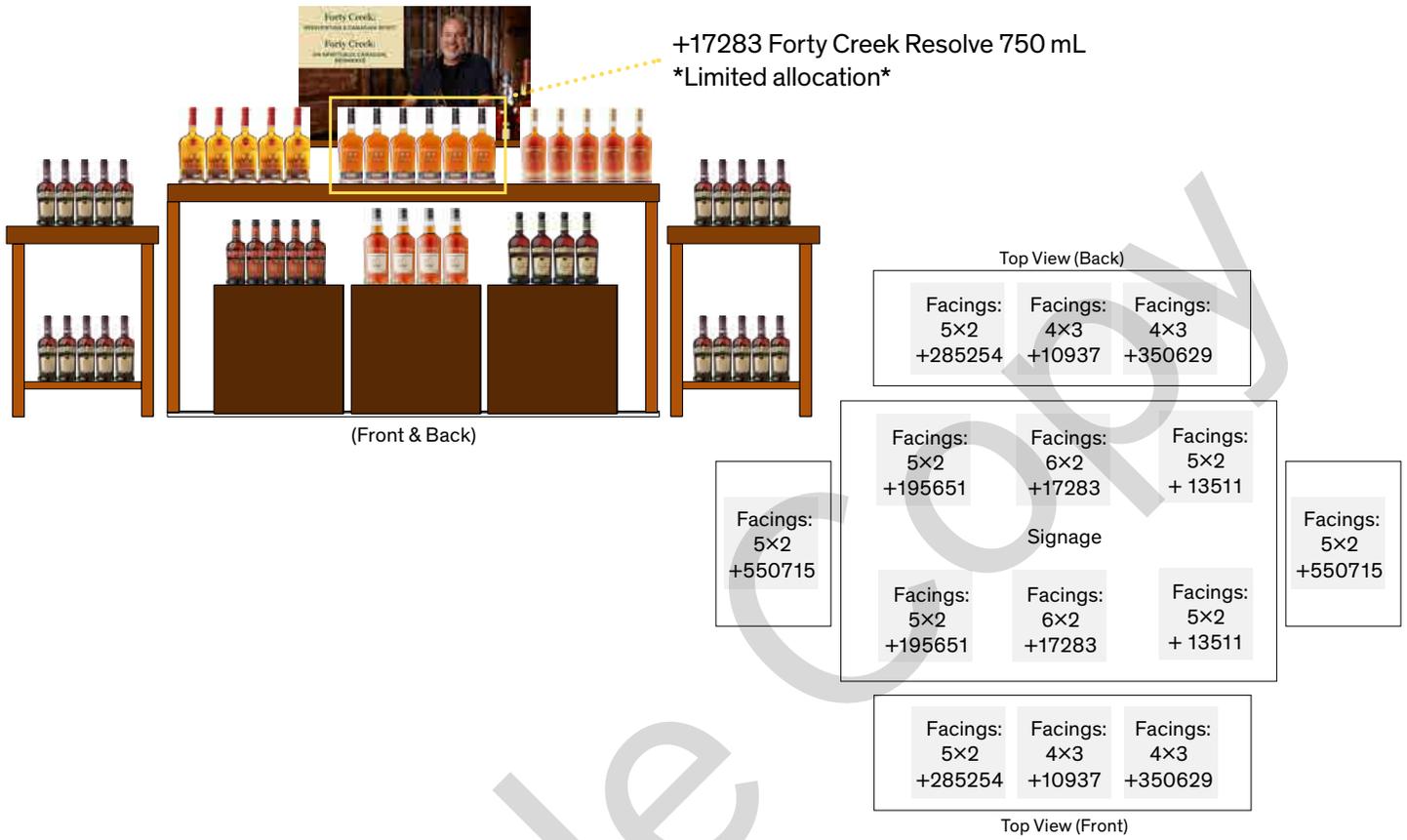
International Flight - Table Sign

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the Table sign and box signs.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion.
- When stores sell-through their allocation of product +17283, they will need to fill the space by remerchandising the remaining participating products. Refer to the planogram for more details.

Canadian Flight Planograms

Middle Nesting Table with product +17283 Forty Creek Resolve 750 mL



Celebration Fixture with product +17283 Forty Creek Resolve 750 mL



Canadian Flight Planograms

Middle Nesting Table without product +17283 Forty Creek Resolve 750 mL

NOTE: When stores sell-through their allocation, they will need to fill the space by remerchandising the remaining participating products.

(Front & Back)

Top View (Back)

Facings: 5×2 +285254	Facings: 4×3 +10937	Facings: 4×3 +350629
----------------------------	---------------------------	----------------------------

Facings:
5×2
+195651

Facings: 5×2 +195651	Facings: 6×3 +10937	Facings: 5×2 + 13511
----------------------------	---------------------------	----------------------------

Signage

Facings: 5×2 +195651	Facings: 6×3 +10937	Facings: 5×2 + 13511
----------------------------	---------------------------	----------------------------

Facings:
5×2
+550715

Facings:
5×2
+550715

Facings: 5×2 +285254	Facings: 4×3 +10937	Facings: 4×3 +350629
----------------------------	---------------------------	----------------------------

Top View (Front)

Celebration Fixture without product +17283 Forty Creek Resolve 750 mL

NOTE: When stores sell-through their allocation, they will need to fill the space by remerchandising the remaining participating products.

(Front & Back)

International Flight Planograms

Middle Nesting Table



Supplier Merchandiser
for T-shirts

(Front & Back)

Supplier Merchandiser
for T-shirts

Top View (Back)

Facings: 6×3 +260323	Facings: 6×3 +15349	Facings: 6×3 +416693
----------------------------	---------------------------	----------------------------

Facings: 3×2 +487686	Facings: 4×3 +377994	Facings: 6×2 + 526079	Facings: 3×2 +480616
Facings: 1×1 Box Sign	Signage		Facings: 1×1 Box Sign
Facings: 3×2 +487686	Facings: 4×3 +377994	Facings: 6×2 + 526079	Facings: 3×2 +480616

Facings: 6×4 +41384

Facings: 5×4 +215616

Supplier Merchandiser	Facings: 6×3 +260323	Facings: 6×3 +15349	Facings: 6×3 +416693	Supplier Merchandiser
------------------------------	----------------------------	---------------------------	----------------------------	------------------------------

Top View (Front)

Celebration Fixture



(Front)

(Back)

Period 8

END AISLES

Similar to the previous years, stores are designated into two flights; Canadian or International Whisky stores. Canadian stores will feature large Canadian brands on End Aisles and major display points, while International stores will have Canadian whisky brands along with American, Irish and Scotch on End Aisles and major display points.

Knowing that whisky subset sales vary between stores, it's important to promote the right whiskies in the right stores.

Flight A – has a focus on International Whisky

Flight B – has a focus on Canadian Whisky

End Aisles 1 - 4 are common to both International and Canadian groupings.

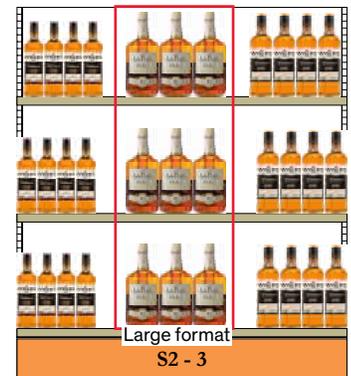
End Aisles 5 - 9 are split between either International or Canadian.

End Aisles 10 - 20 are common to both International and Canadian groupings.

Please refer to pg.89 for End Aisle shelf talkers re-order codes and details.

	LCBO#	Description	Size (mL)	Offers
ALL STORES	16870	Great Lakes Brewery - Pumpkin Ale	473	
End Aisle #1	258954	Spicebox	750	LTO
NOTE: Effective P7 Mini-Thematic C moved from EA 1 to EA 10. End Aisle 1 will now be used as a Specialty End.	394742	(V)The Velvet Devil Merlot	750	LTO
	436956	Casillero Del Diablo Devil's Collection Red	750	LTO
	468736	Hounds Black Vodka	750	LTO
	480012	Wild North Pumpkin Autumn	473	LTO
	548362	Notaboo E.T. 51 Premium Vodka	750	
	576736	The Walking Dead Cabernet Sauvignon	750	
	617662	Diabolica Red VQA	750	LTO





	LCBO#	Description	Size (mL)	Offers
ALL STORES	1487	Crown Royal	750	LTO, FNT
End Aisle #2	114694	Crown Royal	1750	Value Add
(End Aisle S1)	434092	Crown Royal Northern Harvest Rye	750	FNT

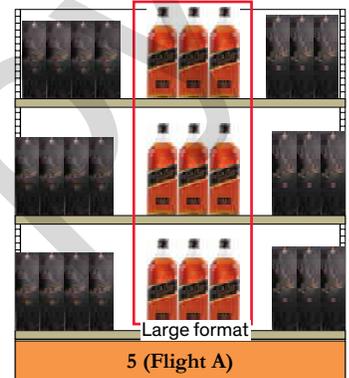
	LCBO#	Description	Size (mL)	Offers
ALL STORES	893	J.P. Wiser's Deluxe	750	LTO
End Aisle #3	33928	J.P. Wiser's Deluxe	1750	Value Add
(End Aisle S2)	216689	J.P. Wiser's Deluxe	1140	LTO

	LCBO#	Description	Size (mL)	Offers
ALL STORES	311910	Canadian Club Classic 12 Year Old	375	
End Aisle #4	311928	Canadian Club Classic 12 Year Old	750	Value Add
(End Aisle S3)	311936	Canadian Club Classic 12 Year Old	1140	LTO, FNT

END AISLE 5

Ensure you display the backer card and participating product that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
FLIGHT A INTERNATIONAL STORES End Aisle #5A	7880	Johnnie Walker Black 12 Yr	750	LTO, FNT
	217802	Johnnie Walker Black Label	1140	Value Add
	422006	Johnnie Walker Black Label Scotch	1750	



	LCBO#	Description	Size (mL)	Offers
FLIGHT B CANADIAN STORES End Aisle #5B (End Aisle S4)	984	Alberta Premium Whisky	750	
	54213	Alberta Premium Whisky (P.E.T)	1750	BAM
	216226	Alberta Premium Whisky	1140	Value Add



END AISLE 6

Ensure you display the backer card and participating product that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
FLIGHT A INTERNATIONAL STORES End Aisle #6A	10157	Jameson Irish Whiskey	750	LTO
	207613	Jameson Irish Whiskey	1140	
	429258	Jameson Caskmates Stout Irish Whiskey	750	LTO



	LCBO#	Description	Size (mL)	Offers
FLIGHT B CANADIAN STORES End Aisle #6B (End Aisle S5)	9522	J.P. Wiser's Deluxe	375	
	12865	J.P. Wiser's Manhattan Canadian Whisky	750	LTO
	625996	JP Wisers Old Fashioned Canadian Whisky	750	LTO



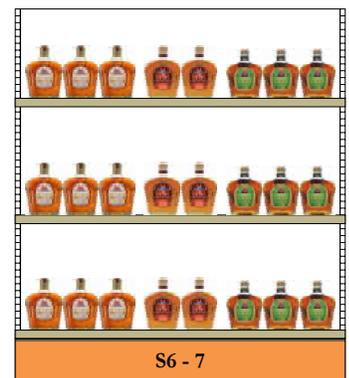
END AISLE 7

Ensure you display the backer card and participating product that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
FLIGHT A INTERNATIONAL STORES End Aisle #7A	410043	The Glenlivet Founder's Reserve Scotch Whisky	750	LTO
	474528	The Glenlivet Founder's Reserve Scotch Whisky	1140	
	561050	The Glenlivet Founder's Reserve Scotch Whisky	1750	LTO



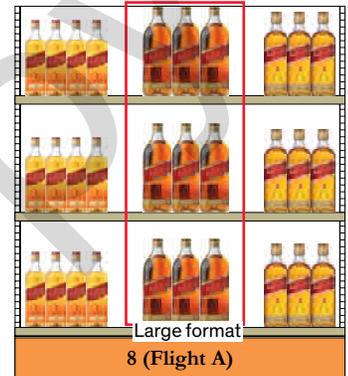
	LCBO#	Description	Size (mL)	Offers
FLIGHT B CANADIAN STORES End Aisle #7B (End Aisle S6)	312801	Crown Royal Maple Finished	750	LTO
	403519	Crown Royal Apple	750	
	476911	Crown Royal Vanilla	750	LTO



END AISLE 8

Ensure you display the backer card and participating product that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
FLIGHT A INTERNATIONAL STORES End Aisle #8A	1099	Johnnie Walker Red Label	750	
	112896	Johnnie Walker Red Label	1750	Value Add
	217794	Johnnie Walker Red Label	1140	LTO



	LCBO#	Description	Size (mL)	Offers
FLIGHT B CANADIAN STORES End Aisle #8B (End Aisle S7)	382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	LTO
	428417	Gooderham & Worts Canadian Whisky	750	LTO
	482612	Pike Creek Double Barreled Canadian Whisky	750	



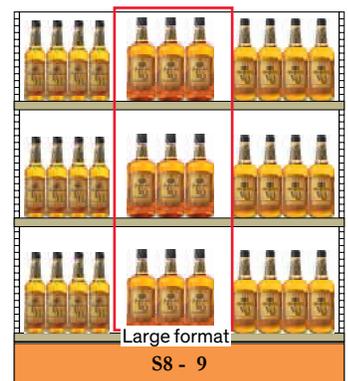
END AISLE 9

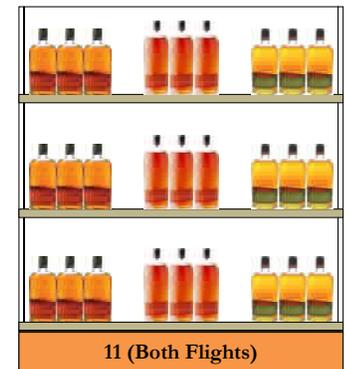
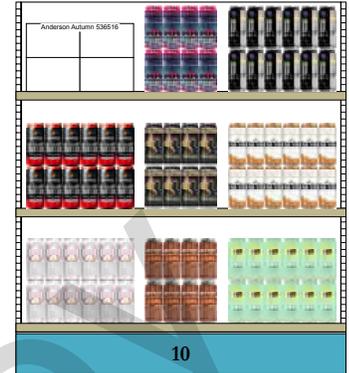
Ensure you display the backer card and participating product that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
FLIGHT A INTERNATIONAL STORES End Aisle #9A	31112	Grant's Family Reserve	750	LTO
	247056	Grant's Family Reserve	1750	LTO
	605931	Grant's Family Reserve	1140	LTO



	LCBO#	Description	Size (mL)	Offers
FLIGHT B CANADIAN STORES End Aisle #9B (End Aisle S8)	307	Seagrams V.O.	750	Value Add
	31930	Seagrams V.O.	1750	Value Add
	216978	Seagrams V.O.	1140	Value Add





	LCBO#	Description	Size (mL)	Offers
ALL STORES Beer/Cider Mini Thematic C End Aisle #10	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
	16007	Beau's Country Vibes Amber Lageder Ale (275 TBS)	473	LTO
	17909	Lost Craft Rizen (179)	473	MT
	442319	Collective Arts Stranger Than Fiction Porter (4678)	473	MT
	493247	Doc Perdue's Bobcat Red Ale (458)	473	MT
	498691	Monty's Aged Ale (4275)	473	LTO
	518274	Muskoka Harvest Ale (LCBO)	473	MT
	536516	Anderson Autumn (791)	6 × 355	MT
	538538	Woodhouse IPA (189)	473	MT

NOTE: Effective P7 Mini-Thematic C moved from EA 1 to EA 10. End Aisle 1 will now be used as a Specialty End.

	LCBO#	Description	Size (mL)	Offers
ALL STORES End Aisle #11	54866	Bulleit Bourbon Frontier Whiskey	750	LTO, FNT
	350611	Bulleit Rye	750	LTO, FNT
	482729	Bulleit Bourbon	375	

	LCBO#	Description	Size (mL)	Offers
ALL STORES End Aisle #12	259333	McClelland's Single Malt Highland Scotch	750	LTO
	404160	McClelland Single Malt Islay Scotch	750	LTO
	573337	McClelland Speyside Single Malt	750	

	LCBO#	Description	Size (mL)	Offers
ALL STORES End Aisle #13	312959	Ketel One	1750	Value Add
	363770	Ketel One Vodka	1140	Value Add
	456095	Ketel One Vodka	750	LTO



	LCBO#	Description	Size (mL)	Offers
ALL STORES End Aisle #14	14569	Glenmorangie Quinta Ruban Whisky 14YR	750	Value Add
	241943	Glenmorangie Lasanta Extra Matured Scotch Whisky	750	LTO
	298638	Glenmorangie Original Single Malt Scotch Whisky	750	LTO



	LCBO#	Description	Size (mL)	Offers
ALL STORES End Aisle #15 (End Aisle W1)	419986	Jacob's Creek Double Barrel Shiraz	750	LTO
	628214	Black Cellar Whisky Aged Wine	750	LTO
	643775	Ravage Cabernet Sauvignon	750	LTO



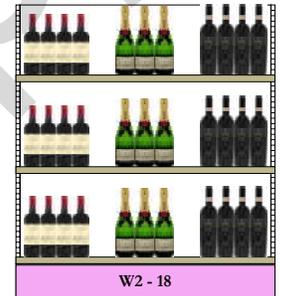
	LCBO#	Description	Size (mL)	Offers
ALL STORES End Aisle #16	216721	Tanqueray London Dry Gin	1140	LTO
	358184	Tanqueray Rangpur Gin	750	LTO
	573956	Tanqueray Flor De Sevilla	750	LTO



	LCBO#	Description	Size (mL)	Offers
ALL STORES End Aisle #17	208918	1792 Small Batch Kentucky Bourbon (Sazerac)	750	
	481366	High River Canadian Whisky	750	LTO
	605063	Buffalo Trace Bourbon	750	LTO



	LCBO#	Description	Size (mL)	Offers
ALL STORES End Aisle #18 (End Aisle W2)	53876	Villa Antinori Toscana Igt	750	LTO
	178541	Batasiolo Barolo Docg	750	LTO
	453084	Moet & Chandon Imperial Champagne	750	Value Add



	LCBO#	Description	Size (mL)	Offers
ALL STORES End Aisle #19	16178	Crystal Head Onyx	750	
	267302	Crystal Head Vodka	750	Value Add
	463539	Aurora Crystal Head Vodka	750	Value Add



	LCBO#	Description	Size (mL)	Offers
ALL STORES End Aisle #20	570	Beefeater Dry	750	
	15765	Beefeater Blood Orange	750	LTO
	647982	Beefeater Pink	750	LTO



BEER EXCITEMENT ZONE

(21A, B, C, D)



The Beer Excitement Zone has four displays to highlight engaging offers on popular products.

NEW! Starting this fiscal, three displays are **sold programs (21A, 21C and 21D)**, and the remaining 21B is a generic display end for merchandising new, seasonal products at store manager's discretion. Refer to your planogram for the location of each display. **This is a sold program. Participation is mandatory. Products will not be forced, please order as necessary to support the display.**

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
21A Plinth (EA - EZA)	107342	Reinhart's Red Apple Strong Cider 473 mL	LCBO Warehouse	
	333583	Thornbury Premium Apple Cider 473 mL	LCBO Warehouse	
	571786	Thornbury Craft Cranberry Cider 473 mL	LCBO Warehouse	
21B New/ Seasonal (EA - EZB)	16896	Amsterdam Hazy Town IPA 473 mL	3842 - Amsterdam Brewing Company	
	17604	Raspberry Moon Fruit Sour IPA 473 mL	458 - Cowbell Brewing Co.	
	17386	Flying Monkeys Adventures In Time Surfing DIPA 473 mL	6309 - Flying Monkeys Craft Brewery	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.				
21C Plinth (EA - EZH)	904334	Budweiser 6 × 355 mL	275 - The Beer Store	Value Add
	311787	Budweiser 6 × 473 mL	275 - The Beer Store	\$1.00 LTO
		Value Add: Get a bag of Ruffles Chips with the purchase of two 6-packs of Budweiser short cans (904334 6 × 355 mL).		
21D End Aisle (EA - EZD)	397638	Lowenbrau 473 mL	275 - The Beer Store	
	666743	Spaten 473 mL	275 - The Beer Store	\$0.20 LTO
	308403	Hacker Pschorr Munich Gold Lager 500 mL	LCBO Warehouse	

21A:

Nothing says fall like the crisp aromas and flavours of orchard-fresh apples. We're highlighting the craft and community spirit of these 'good local apples.

21C:

Few beers say "game on" like Bud. For sports fans, we're offering up a simple game-day solution: Bud and chips. A classic pairing, this is an opportunity to embrace the familiar.

21D:

Oktoberfest is a fall occasion marked on every Ontario brew fan's calendar. In the spirit of celebrating authentically, we've chosen three of our favourite amber lagers from Munich.

Signage Components

- 21A Cider Backer Card BIL (DMS-21P8-EZ1)
- 21A Cider Transparency ENG (DMS-21P8-EZ2) / BIL (DMS-21P8-EZ3)
- 21B Generic Backer Card BIL (DMS-21P7-EZ4)
- 21C Budweiser Backer Card BIL (DMS-21P8-EZ4)
- 21A, C, D Pricer Cards ENG (DMS-21P8-EZ5) / BIL (DMS-21P8-EZ6)
- 21A, C, D Shelf Talkers ENG (DMS-21P8-EZ7) / BIL (DMS-21P8-EZ8)
- 21D Oktoberfest Backer Card ENG/BIL (DMS-21P8-EZ9)
- 21D Oktoberfest Transparency ENG (DMS-21P8-EZ10) / BIL (DMS-21P8-EZ11)

Merchandising Instructions

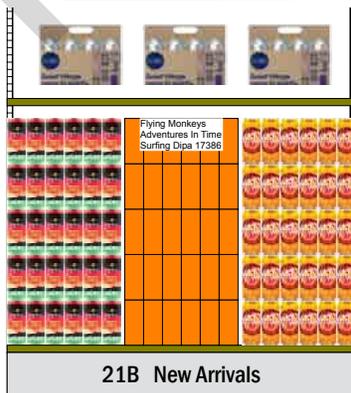
- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.

21B:

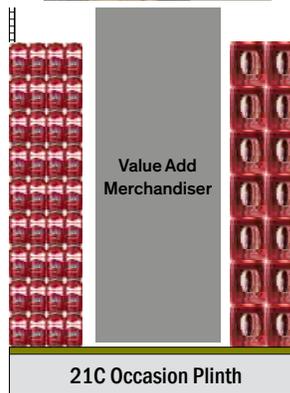
- Display a fully-assembled 8-pack carrier, filled with participating Ontario Craft Beer and Cider products in the middle of the top shelf.
- Please continue to merchandise the generic 21B backer card until the end of P8.



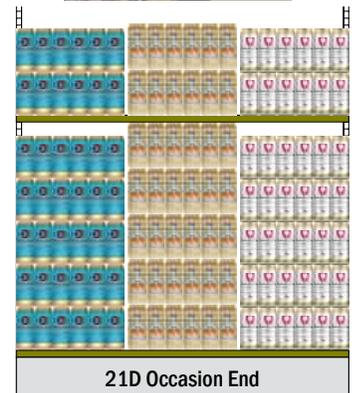
21A



21B New Arrivals



21C Occasion Plinth



21D Occasion End

BEER BRANDED ENDS

P7 - 8

The Beer Branded End Aisles are permanently dedicated to the brands Heineken, Stella Artois and Corona Extra. End Aisle Backer Cards will be printed seasonally to match the look and feel of the thematic, while End Aisle Blade Signs will only be printed to highlight any savings, bonus AIR MILES®, or special campaigns that the brand is participating in that period. Blade signs will not be produced if there are no offer messages to share. **These are sold spaces and participation is mandatory.**

Backer Cards MUST remain in place for the duration of P7 - 8.

Key Dates (P7 - 8)

Participating Stores

4, 17, 18, 21, 23, 25, 41, 55, 65, 74, 82, 93, 149, 150, 156, 191, 196, 207, 209, 211, 221, 226, 233, 250, 263, 270, 278, 310, 326, 351, 359, 381, 384, 391, 397, 404, 411, 420, 425, 427, 443, 456, 459, 477, 481, 486, 489, 490, 491, 500, 532, 534, 537, 551, 554, 555, 559, 568, 569, 573, 579, 580, 587, 602, 618, 627, 630, 631, 633, 635, 640, 649, 653, 657, 661, 665, 670, 684, 694, 698, 699, 703, 706, 741

Signage Components

P7-8 Signage Components:

- Corona Backer Card ENG/BIL (21P7-BCB1)
- Stella Artois Backer Card ENG/BIL (21P7-BCB2)
- Heineken Backer Card ENG/BIL (21P7-BCB3)
- Corona Blade Sign ENG (21P7-BCB4) / BIL (21P7-BCB7)

P8 Signage Components:

- Heineken Blade Sign ENG (21P8-BCB1) / BIL (21P8-BCB2)
- Stella Artois Blade Sign ENG (21P8-BCB3) / BIL (21P8-BCB4)

NOTE: Images on the right are for references only.



8-PACK CARRIER

Good things
come in eights.

FREE
CARRIER

INSTRUCTIONS
1. Insert the carrier into the carrier.
2. Push the carrier down.
3. Flip the carrier over and place the carrier in the carrier.
4. Repeat your assembly process.



Huit fois plus
de plaisir.

CARTON
GRATUIT

INSTRUCTIONS
1. Insérer le porte-bouteilles dans le porte-bouteilles.
2. Appuyer sur le porte-bouteilles.
3. Retourner le porte-bouteilles et le placer dans le porte-bouteilles.
4. Répéter votre processus d'assemblage.



Building on our 6-Pack program from last year, this summer we introduced an 8-Pack carrier to an expanded list of stores. The goal of this initiative is to enhance the customer experience through a convenient carrier solution, all while increasing basket size and encouraging exploration/trial.

Key Dates (ongoing)

Participating Stores

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 25, 26, 27, 31, 33, 34, 35, 36, 38, 40, 41, 43, 44, 45, 47, 49, 51, 55, 57, 58, 60, 61, 62, 64, 65, 68, 69, 70, 72, 73, 74, 80, 82, 83, 84, 85, 86, 88, 93, 95, 97, 98, 99, 101, 102, 106, 115, 116, 125, 130, 132, 139, 140, 143, 144, 145, 148, 149, 150, 154, 155, 156, 163, 164, 167, 168, 169, 171, 175, 177, 179, 182, 186, 187, 192, 195, 196, 198, 200, 202, 207, 208, 209, 210, 211, 212, 214, 216, 217, 218, 221, 222, 223, 226, 227, 228, 229, 233, 234, 237, 242, 243, 244, 249, 250, 252, 253, 255, 260, 261, 263, 266, 270, 278, 279, 286, 287, 288, 289, 295, 298, 300, 310, 312, 324, 325, 326, 329, 333, 334, 340, 343, 344, 345, 346, 351, 354, 355, 358, 359, 360, 361, 367, 368, 370, 371, 373, 378, 381, 382, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 398, 400, 401, 402, 403, 404, 406, 407, 411, 412, 415, 417, 419, 420, 425, 426, 427, 431, 432, 434, 436, 437, 438, 441, 443, 445, 446, 452, 453, 454, 456, 457, 458, 459, 461, 465, 467, 469, 470, 474, 481, 483, 485, 486, 489, 490, 491, 494, 495, 496, 497, 499, 500, 501, 505, 509, 511, 512, 515, 517, 521, 522, 523, 526, 528, 529, 532, 534, 536, 537, 538, 539, 540, 542, 544, 545, 546, 547, 549, 550, 551, 553, 554, 555, 556, 559, 561, 564, 566, 568, 569, 571, 572, 573, 575, 579, 580, 585, 586, 587, 589, 590, 593, 599, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 630, 631, 633, 634, 638, 639, 640, 641, 642, 643, 644, 645, 646, 648, 649, 650, 652, 653, 654, 655, 656, 657, 658, 660, 661, 665, 667, 670, 671, 672, 673, 674, 677, 679, 684, 685, 691, 694, 695, 697, 698, 699, 702, 703, 706, 741, 743, 771, 776

Signage Components

- Header Card ENG (Re-order # DMS-21P7-SMB1) / BIL Header Card (Re-order # DMS-21P7-SMB2)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

Stores should re-order carriers as required. Inventory will not be force shipped. Note that re-orders will contain 125 units per box.

Merchandising Instructions

- Display the 8-pack carriers on the metal merchandiser.
- Install the “Fall” metal merchandiser header card on top of the merchandiser
- Fill the merchandiser with flat/unfolded carriers on all hooks, on both sides.
- Position the metal merchandiser in a prominent location near the front of your beer or RTD sections.

NOTE: the merchandiser is double-sided. Position merchandiser so that both sides are easily accessible to customers.



Additional Merchandising: 21B “New” End Aisle

- Stores with End Aisle 21B in the Beer Excitement Zone are to merchandise participating products on the “New” End Aisle (21B).
- Display a fully-assembled 8-pack carrier, filled with participating Ontario Craft Beer and Cider products in the middle of the top shelf.
- Continue to merchandise the “Fall for local flavour” End Aisle backer card.
- **Refer to the Beer Excitement Zone pages for complete information.**

Beer Rated PERPENDICULAR SHELF TALKERS

The Beer Rated shelf talker program calls attention to beers that have received a score of 95 and up, to support the Seasonal Craft beer release, along with any other Seasonal items.

Key Dates (ongoing)

Participating Stores

1, 4, 5, 6, 9, 10, 14, 15, 17, 18, 19, 21, 25, 31, 35, 36, 38, 40, 57, 60, 95, 101, 102, 115, 130, 143, 148, 149, 156, 164, 171, 179, 187, 198, 207, 212, 217, 218, 226, 233, 243, 252, 253, 255, 288, 295, 298, 300, 325, 329, 334, 355, 359, 360, 361, 367, 371, 373, 385, 389, 393, 394, 401, 407, 412, 416, 417, 425, 432, 437, 438, 443, 445, 452, 457, 459, 481, 483, 486, 491, 494, 495, 499, 500, 501, 505, 511, 522, 528, 532, 534, 542, 546, 549, 556, 568, 573, 575, 579, 586, 590, 602, 614, 616, 619, 623, 624, 630, 677, 771, 776

Participating Products

LCBO#	Description	Rating
522839	Lindemans Gueuze Cuvee Rene	96
194431	Duvel Beer	98
357236	Chimay Blue Cap	100
414946	Brewdog Punk IPA	96
10296	High Road Brewing Bronan - Vermont style IPA	98
14280	Bellwoods Jelly King	99
480368	Muskoka Twice As Mad Tom IPA	97
645416	Left Field Greenwood IPA	97
385674	Side Launch Wheat Beer	97
16051	Bellwoods Jutsu	97
556688	Collective Arts Life In The Clouds	95
483388	Aromatherapy IPA	99
575365	Beau's Full Time IPA	96
645424	Left Field Vermont Style IIPA	97
17428	Great Lakes Brewery Thrust IPA	99
485367	Great Lakes Brewery Karma Citra IPA	99
442319	Collective Arts Stranger Than Fiction	96



Signage and Merchandising Instructions

- Beer Rated perpendicular shelf talkers.
- ENG (Re-order # BCRRB-Fall) / BIL (Re-order # BCRRB-Fall2)
- Install the perpendicular shelf talker in front of the corresponding beer products in-section using the perpendicular shelf talker clip (PSTC201404).

Craft Beer Imported

SHELF TALKERS

Craft Beer Program (Imported)

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Retail	Size (mL)
16685	Cigar City White Oak Jai Alai IPA	\$14.25	1420
407999	Samuel Smiths Taddy Porter	\$4.60	550
84889	Hofbrau Oktoberfest	\$3.65	500
16689	Renaissance Stonecutter Scotch Ale	\$2.95	440
16693	Flying Dog Gonzo Imperial Porter	\$4.95	355
107672	Ola Dubh 12 year old	\$6.45	330
16694	Harviestoun Old Engine Oil	\$3.25	330
16185	Troubadour Imperial Stout	\$10.95	750
16688	Best of Belgium	\$27.95	6 x 345
16133	Zundert 10	\$4.95	330
16686	Rogue Coast Haste Imperial Hazy IPA	\$4.40	473
518720	St. Ambroise Pumpkin Ale	\$2.45	473



Example

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers (ENG: DMS-FW-OCB1 / BIL: DMS-FW-OCB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers

ONTARIO WINES

ON1: Go-Local (formerly Our Wine Country) (EA-GL)

This is a sold program. Participation is mandatory. This Program is updated every promotional Period, supported by a LTO offer. Stores must order products required (minimum of one (1) cases per SKU).

NOTE: Stores on this Program will receive 2 sets of pre-printed shelf talkers to promote the products on the VQA Cube and Gondola fixtures. This will arrive in the mailbag.

Shelf Talkers (English/Bilingual): (Re-order # DMS-21P8-OWP2)

Participating Products

LCBO#	Description	Size (mL)	Offers
109959	Jackson-Triggs Reserve Merlot VQA	750	\$2.00 LTO
348979	Inniskillin Pinot Grigio VQA	750	\$1.00 LTO
438069	Raven Conspiracy Deep Dark Red VQA	750	\$3.00 LTO
648592	Frisky Beaver Red VQA	750	\$1.00 LTO

Participating Stores

Please refer to the Participation Lookup page on the Portal for information

(<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Key Dates (October 11 - November 7)

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- VQA Ontario Cube Side Sign x 2 (Re-order# OWSIGN-001)
- 100% Ontario Grapes. 100% Ontario taste Cube Sign (Re-order# OWSIGN-002)

Merchandising Instructions

- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



Cube Sign Signs x 2
(Re-order# OWSIGN-001)



Cube Sign
(Re-order# OWSIGN-002)



PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES:

Signage Components

- Our Wine Country Backer Card (Re-order# NIVQA066)

Merchandising Instructions

- Keep the backer card in place.
- Merchandise the participating products on the top shelf of the VQA Gondola along with the pre-printed LTO Shelf Talkers.



ON2: VQA Our Buyer's Pick (formerly Superstars) (OWC)

This program will place spotlights on **FOUR (4) Ontario VQA** wines every period. The Our Wine Country Ontario Buyer's Pick Program is updated every promotional Period.

This is a sold program. Participation is mandatory.

Participating Products

LCBO#	Description	Size (mL)
135939	Pelee Island Bourbon Barrel Reserve Baco Noir VQA	750
60707	20 Bees Pinot Grigio VQA	750
14887	Pelee Island Pinot Noir VQA	750
522730	Strewn Chardonnay Barrel-Aged VQA	750

NOTE: Participating stores must order products required (minimum of three (3) cases per SKU).

Participating Stores

Please refer to the Participation Lookup page on the Portal for information

(<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Key Dates (October 11 - November 7)

Signage Components

- Ontario Buyer's Pick Backer Card - this sign is an operational sign, please reuse the sign from period to period. ENG/BIL (Re-order # NIVQA066)
- Period 8 Shelf Talkers ENG/BIL (Re-order # DMS-21P8-OWP1)

Merchandising Instructions

A & B store locations will have new merchandising noted on their updated planograms. Refer to the Store Dashboard for details.

C & D stores that merchandise this promotion in a Cut Case Display will need to choose a new merchandising option from the list below:

NEW! Cut-Case Display Stores:

- **Option 1:**
Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola with the supporting shelf talkers.
- **Option 2:**
If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card (re-order# NIVQA066)
- **Option 3:**
If no available nearby discretionary end, install the shelf talkers in-section in front of the participating products.

End Aisle Display Stores:

- Stores that have ONE (1) VQA Gondola Fixture are to install the Backer Card on a single End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display.

Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # DMS-21P8-OWP1)
- Install the shelf talkers in-section in front of the participating products.



Recycle Cut-Case Backer Card



End Aisle Backer Card

ON3: Ontario Staff Pick Backer Card Program (Permanent)

Signage

- Staff Picks Backer Card:
ENG/BIL (Re-order# NIVQA065)

Merchandising Instructions

- Keep the backer card in place.
- Bilingual designated stores must display the bilingual side of the sign facing customer.



Participating Stores

7, 33, 41, 49, 51, 55, 65, 68, 82, 130, 144, 177, 207, 211, 221, 227, 229, 233, 234, 250, 263, 276, 278, 341, 351, 364, 384, 391, 404, 420, 425, 437, 443, 453, 457, 477, 485, 500, 509, 526, 537, 550, 551, 554, 556, 571, 580, 587, 602, 609, 627, 633, 640, 644, 645, 646, 649, 652, 653, 655, 657, 661, 667, 694, 695, 699, 706, 741

UPDATE

2020/21 Ontario Wine Awards (Postponed)

The 2020 Ontario Wine Awards program has been postponed indefinitely due to COVID and there will not be a replacement for this calendar year. Stores are to recycle and remove all signage pertaining to the program. When/if the program returns new signage will be sent to the stores.

ACTION: Recycle and remove all signage pertaining to the 2019 Ontario Wine Awards. When/if the program returns new signage will be sent to the stores.



Recycle Perpendicular Shelf Talkers

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

NEW!

Beginning in P8, the Essentials on Offer program will change from a two period program to a **one period program** (with the exception of P10 & 11 which will remain as a 2 period turn)

This program leverages the tried-and-true customer favourites in the Essentials Collection to attract new customers to Vintages. Each turn of the program now spans one promotional period and features two products on LTO on a front-facing end aisle display. **This is a sold program. Participation is mandatory.**

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipation-Lookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers
395384	Luc Belaire Rare Sparkling Rosé	750	\$5.00 LTO
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$5.00 LTO

Signage Components

- Branded Backer Card ENG/BIL (Re-order# DMS-21P8-VINT1)
- Pre-printed shelf talkers ENG/BIL (Re-order# DMS-21P8-VINT1)
- Bin tag overlay:
2" English: VBTC001 / 2" French: VBTC004
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

Merchandising Instructions

- Merchandise products together on a frontfacing/primary end aisle for one period.
- Remove the generic backer card and install branded backer card.
- Remove the no offer shelf talkers and install the LTO shelf talkers.
- Use the bin tag overlays to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.

Program Schedule: Period 8 (Branded Backer Card)

- Stores will install the branded backer card and LTO shelf talkers to highlight the participating SKUs.



Period 8 Vintages Essentials on Offer End Aisle

V2 VINTAGES Wines of the Month

Wines of the Month are part of every release and are recognized as Vintages' two favourite wines out of the more than 120 released every two weeks. **Participation is mandatory.**

Key Dates (October 31 release and November 14 release)

Mandatory Participation Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

All other participating stores

If your store receives the corresponding signage components for this program, you are expected to merchandise it. If you do not have an available end, or sufficient inventory, install the pre-printed signage in front of the participating product(s) on-shelf.

Participating Products

LCBO#	Description	Size (mL)
OCT 31 RELEASE		
16236	Glenlofty GO Cabernet Sauvignon 2017	750
16448	Castello di Radda Chianti Classico 2016	750
NOV 14 RELEASE		
16090	Brigaldara Valpolicella Ripasso Superiore 2016	750
396481	Zonte's Footstep Chocolate Factory Shiraz	750

Signage Components

- Year-round backer card kit ENG/BIL:
Vintages fixtures (Re-order# VBC042)
LCBO fixtures (Re-order# VBCL056)
- Pre-printed shelf talker ENG/BIL
- Bin tag overlay:
2" English: VBTC001 / 2" French: VBTC004
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

Merchandising Instructions

- Merchandise products together according to the planogram for each release.
- Install the Wines of the Month backer card from your year-round kit.
- Install the pre-printed shelf talkers in front of the participating products.
- Use the Bin tag overlay to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



VINTAGES BAM & LTO Program

The Vintages BAM & LTO signage will arrive in the mailbag the week before the promotional period starts; safely store signage until the promotion starts. This is a mandatory supplier program. All in-channel shelf talkers for the participating products should be installed at the start of the period. If you do not receive your kit, please call helloLCBO to request one.

Key Dates

LTO (Oct 12 to Nov 8, 2020)



BAM (Oct 11 to Nov 7, 2020)



Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Signage Components

- Please Note: The BAM/LTO in-channel shelf talker (4" w. x 2" h.) should be installed over top of the product's bin tag. You may continue to use the current BAM/LTO shelf talker generic template to reprint any damaged signage.

Participating Products

LCBO#	Description	Size (mL)	Price	Now	Offers
58339	Kaiken Malbec	750		\$15.95	8 BAM
352583	Beringer Knights Valley Cabernet Sauvignon	750	\$44.95	\$39.95	\$5.00 LTO
342436	Bonterra Chardonnay	750	\$19.95	\$17.95	\$2.00 LTO
478727	Catena Malbec	750	\$19.95	\$17.95	\$2.00 LTO
246579	Cave Spring Estate Chardonnay Musqué	750	\$17.95	\$15.95	\$2.00 LTO
681643	Château Argadens Bordeaux Supérieur	750	\$18.95	\$16.45	\$2.50 LTO
302018	Château Pipeau Saint-Émilion Grand Cru	750	\$42.95	\$38.95	\$4.00 LTO
462846	Columbia Crest Grand Estates Chardonnay	750	\$17.95	\$15.95	\$2.00 LTO
454876	Ghost Pines Merlot	750	\$21.95	\$19.95	\$2.00 LTO
479014	Gran Feudo Reserva	750	\$18.95	\$16.95	\$2.00 LTO
557165	Henry of Pelham Estate Riesling	750	\$19.95	\$16.95	\$3.00 LTO
166538	LAN Crianza	750	\$16.95	\$14.95	\$2.00 LTO
962886	La Crema Sonoma Coast Chardonnay	750	\$29.95	\$27.95	\$2.00 LTO
395384	Luc Belaire Rare Sparkling Rosé	750	\$39.95	\$34.95	\$5.00 LTO
591313	Malivoire Gamay	750	\$19.95	\$17.95	\$2.00 LTO
168179	Marchesi di Barolo La Tradizione Barolo	750	\$45.95	\$44.20	\$1.75 LTO
82024	Monasterio de Las Viñas Gran Reserva	750	\$18.95	\$16.95	\$2.00 LTO
326728	Oyster Bay Chardonnay	750	\$19.95	\$16.95	\$3.00 LTO
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$19.95	\$17.45	\$2.50 LTO
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$29.95	\$24.95	\$5.00 LTO
15679	Rotari Platinum Label Brut Trento	750	\$19.95	\$17.95	\$2.00 LTO
408658	Santa Carolina Reserva de Familia Cabernet Sauvignon	750	\$19.95	\$16.95	\$3.00 LTO
324228	Stoneleigh Latitude Sauvignon Blanc	750	\$21.95	\$18.95	\$3.00 LTO
89037	Tawse Sketches Of Niagara Chardonnay	750	\$19.95	\$17.95	\$2.00 LTO
394742	The Velvet Devil Merlot	750	\$16.95	\$14.95	\$2.00 LTO
134577	Umani Ronchi Jorio Montepulciano d'Abruzzo	750	\$17.95	\$16.95	\$1.00 LTO
413179	Zenato Amarone della Valpolicella Classico	750	\$52.95	\$49.95	\$3.00 LTO

VINTAGES Ontario Our Buyer's Picks Program (formerly Superstars)

The VINTAGES Our Buyer's Picks program showcases the best of local producers, all recommended by LCBO Buyers. Each period there will be three Ontario Our Buyer's Picks: two LCBO wines and one VINTAGES Essential. Participation is mandatory.

Participating Stores

Please refer to the Participation Lookup page on the Portal for information

(<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Key Dates (October 11 - November 7)

Participating Product

LCBO#	Description	Size (mL)
64618	Cabernet Franc (Featherstone)	750

Signage Components & Merchandising Instructions

Signage reorder code: DMS-21P8-VBP

Pricer Card ENG/FR

- Merchandise the participating product in a cut-case display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by November 7, 2020.

Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by November 7, 2020.

Basket Sign Insert ENG/BIL (Our Wine Country stores only)

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by November 7, 2020.

Available Chilled Hot Button

ENG/BIL (re-order# DMS-Available Chilled Hot Button)

- Signs should be used on shelf to indicate that the Superstar product is also available in the fridge. Superstar Shelf Talkers should be placed in the fridge to highlight the Superstar products there.



Basket Sign



Pricer Card



Shelf Talker

AUTUMN GIFTING

Organic Cotton & Year-Round Reusable Bags

Cotton
Bags
—
Sacs
en coton

NEW! ORGANIC COTTON BAGS

In Period 7, a new gifting item was made available, giving customers another reason to go reusable! These new Organic Cotton bags are fair trade and locally produced! This limited edition design will be available in select locations and is sure to be a favourite.

The bags arrived in participating stores by mid-end of September. Updates will be provided in the Weekly Merchandising Communications.

LCBO#	Description	Retail
16877	Organic Cotton Canvas 4 Pocket Bag	\$9.95



Please refer to the P8 Participating Stores (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>) lists posted on the Portal for information on Cotton Bag stores & allocation.

How to Merchandise THE ORGANIC COTTON BAGS

Cash Ends (do not mix designs on a single end)

- Organic Cotton Bag
- LCBO Year-Round Reusable Bags
- LCBO \$1.00 “Our Favourite Gift Bags”

Signage Re-order Codes

Signage	Description	Re-order #
 	Cotton Bag Hot Button Signs	ENG/BIL: DMS-21P7-GFT 1
	Hot Button Sign Clip	NIHK102

Cash End



Stores are to display the Reusable Cotton bags at Cash End.

DO NOT display multiple designs on a single end.

NEW YEAR-ROUND REUSABLE BAGS

The 6-Bottle and Large Bottle Reusable bags have undergone a sku change. **Stores are asked to reorder, using the new LCBO#s below, when existing inventory is depleted.**

LCBO#	Description	Retail
17361 (old sku 688374)	Reusable 6 Bottle Bag (3 Versions)	\$1.95
17362 (old sku 688473)	Reusable Large Bottle Bag (3 Versions)	\$1.95



How to Merchandise THE REUSABLE BAGS

Metal Gift Bag Stand:

- Continue to use the “Reusable Bags” Pole Topper previously provided.
- Merchandise LCBO Year-Round Reusable Bags on the fixture (both top and bottom arms)

Metal Gift Packaging Merchandiser

- Continue to use the “Reusable Bags” Sign previously provided.
- Merchandise LCBO Year-Round Reusable Bags (front & back of fixture)
- Residual LCBO Folding Gift Boxes may be merchandised on one side of this fixture until sold through.

Cash Ends (do not mix designs on a single end)

- LCBO Year-Round Reusable Bags
- LCBO \$1.00 “Our Favourite Gift Bags”

Signage Re-order Codes

Signage	Description	Re-order #
	Pole Topper Sign for Metal Bag Fixture	ENG: GFT 106 BIL: GFT 106 BIL
	Metal Stand Merchandiser Sign Insert Kit (2 pieces - Blank Insert and Sign)	ENG/ENG: DMS-21P3-GFT1
	Metal Stand Merchandiser Sign Insert Kit (2 pieces - Blank Insert and Sign)	BIL/BIL: DMS-21P3-GFT3
	Metal Stand Sign Insert (back insert)	DMS-21P3-GFT2

Metal Gift Packaging Merchandiser



Stores with the Metal Gift Packaging MUST follow the planogram above to merchandise the new Year Round Reusable bags.

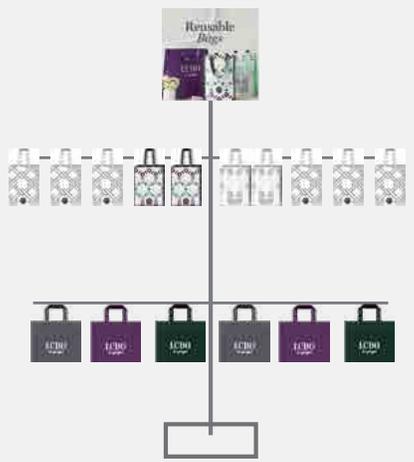
Cash End



Stores that do not have the Metal Gift Stand Merchandiser may display bags at Cash End.

DO NOT display multiple designs on a single end.

Metal Gift Bag Stand



Stores that have the Metal Stand Merchandiser are to merchandise the fixture with year-round reusable bags.

How to Merchandise

LCBO GIFT CARDS

Four colours of the Year-Round Gift Cards and Carriers designs have been replenished and will be shipped to stores mid-September. Stores are encouraged to use any residual “bright” designs for refunds and returns (instead of using the replenished 4 colours). **Residual Summer Gift Cards and carriers should be carefully packaged and stored safely in your backroom/warehouse. They will be reused next year.**

Please e-mail ordergiftcards@lcbo.com to request additional Gift Cards or Carriers.

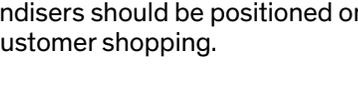
Receiving Instructions

- Receive gift cards and presenters into inventory as you would any other Vendor Direct Receipts using Givex distributor 6230. Vendor Direct Receipts procedures are available on the Intranet Portal (search “Vendor Direct Receipts”)

Gift Cards

LCBO#	Description	Image
648790	Charcoal (all stores)	
648824	Corporate Green (all stores)	
648816	Cool Grey (all stores)	
647222	Vintages (all stores)	

Gift Card Carriers

LCBO#	Description	Image
648808	Cheers (english) (all stores)	
648766	Cheers (french) (all stores)	
648865	Thank You (english) (all stores)	
648873	Thank You (french) (all stores)	
647271	Vintages (english) (all stores)	
657882	Vintages (french) (all stores)	

Acrylic Gift Card Merchandiser (Cash End)



Merchandising Instructions

- Install the Year Round insert signs.
- Acrylic Gift Card merchandisers should be positioned on the Cash Desk for easy customer shopping.

Signage Component for Gift Card Inserts	Re-order#
Year-around Large Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	DMS-GFT113
Year-around Small Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	DMS-GFT108
Vintages Small Acrylic Gift Card Merchandiser insert sign (2 pieces)	DMS GFT 121V

Gift Card Merchandisers	Re-order#
Large Acrylic Gift Card Merchandiser (for cash desk)	GFT 099
Small Acrylic Gift Card Merchandiser (for cash desk)	GFT 105

How to Merchandise

GIFT PACKAGING FLOOR MERCHANDISER (WOOD)

The following Year-Round Gifting skus have been replenished. Stores are encouraged to order as required.

LCBO#	Description	Case Pack	Retail
657650	Year-Round 1 Bottle Round Box (2 Versions)	24	\$4.95
657338	Year-Round 2 Bottle Round Box (2 Versions)	12	\$7.95
652842	Year-Round - Our Favourite Gift Bag	100	\$1.00



No changes to Vintages Packaging and Gift Cards

Signage Re-order Codes

Signage	Description	Re-order #
	LCBO/Vintages Gift Packaging Floor Merchandiser Sign	ENG: GFT 120 BIL: GFT 120 BIL

How to Merchandise

YEAR-ROUND OUR FAVOURITE GIFT BAG

The following Year-Round Our Favourite Gift Bag is being replenished. Stores are encouraged to order as required.

Year-Round \$1.00 Bags will be merchandised in three (3) areas:

- Cash Ends
- End Aisles
- Wooden Gift Packaging Fixtures



Year Round - Our Favourite Gift Bag

Case packed 100
LCBO# 652842 • \$1.00

All stores will receive the Year-Round \$1.00 Bag Hot Buttons to be installed at each Year-Round \$1.00 Bag merchandising location in the store.

Replacement signs and clips can be ordered from helloLCBO 416-365-5932.

Signage	Description	Re-order #
 	Year-Round \$1.00 Bag Hot Button Signs	DMS-GFT-116
	\$1.00 Bag Hot Button Sign Clip	NIHK102

Stores in FLS designated areas MUST display the bilingual side of the sign.

**Cash End
(all stores)**



**End Aisle
(select stores)**



**Wooden Gift Packaging Merchandiser
(select stores)**



How to Merchandise

GIFT PACKAGING MARKDOWNS

Residual stock of past year's Spring/Summer gifting assortment have been marked down. Let's clear out this stock ahead of the upcoming Holiday season.

Refer to the list linked below for information on stock by store.

Should your store not have the units identified in the file, please cycle count out the units from your store inventory so the system will no longer register them as being available.

Residual Spring/Summer Gifting Markdowns (http://home.lcbo.com/CustomerExperience/Communications/Memos/FY2020-21/P4/Packaging%20Markdown%20-%20%20Spring%20Summer%20bags_Distro.xls)

Merchandising Instructions

- Stores may place markdown gift packaging in clean risers
- Place risers on top of another riser near the POS or on top the Box Storage
- Download and print the generic clearance Pricer Card at store level communicating the markdowns (http://home.lcbo.com/CustomerExperience/Communications/Memos/FY2020-21/P4/PC_GiftingPkg_Markdowns_BIL.pdf)
- Merchandise specified skus only.

Reminder: Residual Holiday Gift Packaging is not included in these markdowns and will be reused this Holiday season.

Wine and Spirits

SPECIAL PROMOTIONS FIXTURE

The Special Promotions Fixtures are located in front of cash registers. The Spirits Fixture will be merchandising 375 mL spirits products, and the Wine Fixture will hold 375 mL wine products. **No Changes from Period 12**

Participating Stores

1, 4, 10, 15, 17, 19, 21, 22, 23, 25, 31, 34, 38, 41, 44, 51, 55, 65, 74, 82, 83, 102, 115, 130, 132, 145, 148, 149, 150, 156, 164, 168, 171, 187, 191, 195, 198, 209, 211, 212, 221, 226, 227, 228, 233, 243, 250, 252, 253, 263, 265, 279, 287, 288, 298, 300, 310, 325, 326, 329, 334, 344, 346, 351, 355, 359, 361, 367, 371, 373, 378, 381, 383, 385, 390, 391, 393, 394, 397, 398, 401, 404, 407, 411, 412, 416, 427, 428, 432, 436, 437, 438, 443, 445, 452, 457, 459, 470, 481, 485, 489, 490, 491, 495, 497, 499, 500, 501, 505, 511, 522, 523, 528, 534, 536, 542, 544, 545, 546, 551, 554, 555, 566, 569, 575, 579, 580, 584, 585, 587, 590, 601, 602, 605, 609, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 640, 641, 643, 649, 652, 653, 655, 658, 661, 667, 670, 691, 694, 698, 699, 700, 702, 703, 706, 741, 748, 776

Spirits Impulse:

This fixture will focus on merchandising a core assortment of ten (10) 375 mL spirit products and six (6) additional discretionary SKUs. When choosing the 6 additional discretionary skus prioritize any new skus in the count. This fixture holds 16 SKUs in total. The core SKUs below are to remain constant throughout each period. Any changes to the core assortment will be communicated.

Participating Products

LCBO#	Description	Size (mL)	
240	Smirnoff Vodka	375	Core SKUs
265199	Absolut Vodka	375	
596	Bacardi Superior (P.E.T)	375	
74393	Bailey's Irish Cream	375	
110221	St Remy Brandy	375	
61408	Jagermeister	375	
500504	Captain Morgan Spiced Rum	375	
9043	Crown Royal	375	
9522	J.P. Wiser's Deluxe	375	
463	Canadian Club Premium	375	
637058	Bombay Sapphire London Dry Gin	375	Stores are to select 6 products to be merchandised on the back side of the fixture (Store discretion)
604934	Grey Goose Vodka	375	
245688	Hennessy Vs Cognac.	375	
669002	Casamigos Reposado Tequila	375	
11850	Buffalo Trace Bourbon 375ml	375	
TBD	Macallan 12 YO Triple Cask	375	



Important Note:

If your store sells through a participating product(s), **ONLY** select an alternate product from the product list to replace on the fixture for the duration of the period.

Wine Impulse:

It is recommended that stores do not double merchandise any 375 mL wines on the special promotions fixture and the Front End Merchandiser, in order to reduce excess inventory at store level.

Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
Core SKUs			197962	Peller Family Vineyards Chardonnay	200
10425	Bodacious Smooth Red Can	250	38810	Chateau Des Charmes Cabernet Merlot VQA	375
10426	Bodacious Pinot Grigio Can	250	577023	Girls' Night Out Rose VQA Can	250
647719	Lindeman's Shiraz Can*	250	462507	Trapiche Pure Malbec	375
15941	Wolf Blass Yellow Label Cabernet Sauvignon	375	302612	Wyhdham Estate Bin 555 Shiraz	375
16253	Wolf Blass Yellow Label Chardonnay	375	424630	Villa Maria Private Bin Sauvignon Blanc	375
647701	Lindeman's Pinot Grigio Can*	250	160085	>Sauvignon Blanc Kim Crawford 375 (Constellation)	375
444760	Big House Cardinal Zin Can	250	313817	>(V)Seven Oaks Cabernet Sauvignon 375ml (J Lohr)	375
444778	Big House The Birdman Pinot Grigio Can	250	11989	Sterling Vineyards Cabernet Sauvignon Aluminum Bottle	375
389866	Santa Carolina Cabernet Sauvignon Reserva	375	11988	Sterling Vineyards Chardonnay Aluminum Bottle	375
389858	Santa Carolina Chardonnay	375	156190	Fat Bastard Syrah Pays D'Oc	250
302570	Casillero Del Diablo Reserva Sauvignon Blanc	375	464669	Cellier Des Dauphins Prestige Red Cotes Du Rh	250
6254	Folonari Valpolicella Classico	375	297630	Latour Pinot Noir	375
297655	Masi Campofiorin Igt	375	496349	Cellier Des Dauphins Pres Wht Cdr Aoc	250
297648	Voga Pinot Grigio Igt	375	297663	Masi Costasera Amarone Classico	375
253930	Martini & Rossi Asti	375	687558	(V) P.Grigo Valdadige Doc 375ml (Sta Margherita)	375
197954	Peller Family Vineyards Cabernet-Merlot	200	389056	Veuve Clicquot Brut Champagne	375
			111294	Moet & Chandon Imperial Champagne	200
			453076	Moet & Chandon Imperial Champagne	375
			493304	Outset Sparkling Wine VQA Can	250
			194191	Villa Sandi Prosecco Doc	375
			361790	Martini & Rossi Asti	200
			167791	Freixenet Cordon Negro Brut Cava	200
			40469	Henkell Trocken	375
			486456	Joy White Sparkling	250



Merchandising Instructions

- Please note that stores are not required to list product(s) that they do not already carry to support this program. Please select wines and spirits from the lists provided that are already listed in your store.
- Remove the recipe metal holder and store it in a safe place for future use.
- Important Note: During the promotional period, if your store sells through a participating product(s), ONLY select an alternate product from the list to replace on the fixture for the duration of the period.

Signage Components

- Category Sign Wine (Bilingual) – 200P-SPF1
- Category Sign Spirits (Bilingual) – 200P-SPF2
- Wine Poster Sign (Bilingual) – 200P-SPF3
- Spirits Poster Sign (Bilingual) – 200P-SPF4

Display Program (BP-SBC)

BLOCK PILE C

Canadian Whisky + Rewards

Blockpile C will feature AIR MILES® offers on Canadian Whisky brands Wiser's and Royal Reserve. Participating stores will receive a discretionary backer card, cut case backer card, pole toppers, riser wrap, pre-printed pricer cards and pre-printed shelf talkers to build the displays. **This is a sold program. Participation is mandatory.**

IMPORTANT NOTE: Please refer to the Store Layout section for inventory management of product.

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers
112672	Wiser's Special Blend (P.E.T)	1750	20 BAM
1222	Wiser's Special Blend	750	10 BAM
95968	Royal Reserve Pet	750	10 BAM
216671	Wisers Special Blend	1140	12 BAM

Signage Components

- Cut Case Backer Card ENG (Re-order #DMS-21P8-BPC1) / BIL (Re-order #DMS-21P8-BPC2)
- Riser Wrap ENG (Re-order #DMS-21P8-BPC3) / BIL (Re-order #DMS-21P8-BPC4)
- Pricer Cards ENG (Re-order #DMS-21P8-BPC5) / BIL (Re-order #DMS-21P8-BPC6)
- Shelf Talkers ENG (Re-order #DMS-21P8-BPC7) / BIL (Re-order #DMS-21P8-BPC8)
- End Aisle Backer Card ENG/BIL (Re-order #DMS-21P8-BPC9)
- Pole Toppers ENG (Re-order #DMS-21P8-BPC10) / BIL (Re-order #DMS-21P8-BPC11)

Merchandising Instructions

- Use the cut case backer card and riser wrap to build a display with the participating products.
- Install the pre-printed pricer cards in front of the participating products.
- Use the planogram provided for direction.
- Merchandise the pre-printed shelf talkers in-section.
- **NOTE: Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.**



(Front & Back)



Discretionary End Aisle

FRONT END MERCHANDISER

It's time to reset our front end merchandisers in preparation for the upcoming holiday season. Wine in cans will move to a clearance End until sold through. **This is a sold program. Participation is mandatory.**

Stores with 2 Front End Merchandisers will now separate product by Category:

1. Spirits
2. Wines & year round Wine In Cans*

Stores with 3 FEMs will separate product by Category and set:

1. White Spirits
2. Brown Spirits
3. Wines & year round Wine In Cans*

Stores with 4 FEMs will separate product by Category and set:

1. Wine & year round Wine In Cans*
2. White Spirits
3. Brown Spirits
4. Brown Spirits

NOTE: Residual Wine In Cans not on the FEM should be merchandised on a Clearance End.

Signage Components

FEM Signage Kit:

- Box Sign, Perpendicular Shelf Talkers and in-section Shelf Talkers.
- Re-order # DMS-21P7-FEM1



Perpendicular Shelf Talker

Merchandising Instructions

- Stores that currently merchandise their FEM fixtures by PPG skus should remerchandise their current assortment by Category (and set if applicable).
- Contact Facilities to order additional shelving if your fixtures do not currently have 5 tiers
- The top shelf is used to display the box sign provided.

Sample 4 FEM Planogram

^^ STORE ENTRANCE ^^



Brown Spirits

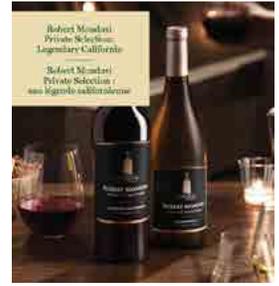
Brown Spirits/Liqueurs

White Spirits

Wines/Wine in Cans

Period 7 - 8

FLEX SPACE



Flex Space is a dedicated display space in the Wines section that draws customers' attention to featured products (e.g. new arrivals, LTOs, label changes, Vintages Essentials, etc.) and creates an engaging shopping experience. A handful of stores have been trying this new merchandising strategy, which resulted in increased sales of the featured products.

Mandatory Participation (Continues on for P8 with no changes from P7)

The following Flex Spaces are sold to the trade, store participation is mandatory:

Flex Space USA - Mondavi: Legendary California

Flex Space Europe - Italian Wine, American Style

Key Dates (P7 - P8)

3 Flex Spaces – Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

The 3 Flex space sections in this group are as follows:

Stores without flex space may still choose to merchandise these products on their New & Seasonal fixture, or in-section.

1. Sparkling section merchandised with Ontario sparklers under \$20
2. USA/Australia section merchandised with new products from New World
3. Italy/SE Europe section merchandised with Old World products

6 Flex Spaces – Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

The 6 Flex space sections in this group are as follows:

- Sparkling section merchandised with new Sparkling Wines
- USA section merchandised with Robert Mondavi products
- SE Europe section merchandised with The Wanted
- Australia section
- South America section
- Organic section - secondary location for all general list and Vintages organic products.

Merchandising Instructions

- Each store in this bucket will rotate product periodically in the six Flex Spaces within the following sections: Sparkling, USA, Italy/SE Europe, Australia and South America.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- Use the list of skus provided to select the products your store will merchandise in each flex space.
- Only select skus that are in your current assortment.
- Please refer to the planoguides for product placement.
- Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.

Signage Components

Flex Space Signage Kit (Re-order # DMS-21P7-FS1)

Kit contains 2 sets of signage:

1. Wood Panelling Bin Strips + Box Signs

Wood Panelling Bin Strip pairs with the following box signs:

Version 2 (Mondavi: Legendary California)

Version 3 (Italian Wine, American Style)



Wood Panelling Bin Strip

2. Regular Bin Strips + Box Signs

Regular Bin Strip pairs with the following box signs:

Version 1 (New Sparklers)

Version 4 (Fall for New Reds)

Version 5 (Great New Whites)



Regular Bin Strip

Suggested Products to Merchandise

(based on your current store's assortment)

Box Sign	LCBO#	Description	Producing Country	Size (mL)	Retail
SPARKLING Flex Space - "New Sparklers",					
 Version 1	16767	Saintly Sparkling Rosé VQA	Canada	750	\$18.95
	645309	KEW Organic Riesling Sparkling	Canada	750	\$19.95
	16396	GH Martel Champagne VICTOIRE Brut Rosé	France	750	\$45.95
	518407	Blue Nun 24K Gold Edition Sparkling	Germany	750	\$14.95
	16191	Toro Bravo Sparkling Secco White	Spain	750	\$12.95
	16306	Segura Viudas Brut Rosé D.O. Cava	Spain	750	\$15.95
USA Flex Space - "Mondavi: Legendary California"					
 Version 2	379180	Robert Mondavi PS Chardonnay	USA	750	\$17.45
	392225	Robert Mondavi PS Cabernet Sauvignon	USA	750	\$18.45
	13734	Robert Mondavi PS Rum Barrel Aged Merlot	USA	750	\$19.95
	464149	Robert Mondavi PS Bourbon Barrel Aged Cab Sauv	USA	750	\$20.95
	*Mandatory Participation: This is a SOLD promotion, and continues on for P8 with no changes from P7.				
EUROPE - Italy/SE Flex Space "Italian Wine, American Style"					
 Version 3	416487	The Wanted Zin Old Vines Zinfandel	Italy	750	\$14.95
	13634	The Wanted Chard Chardonnay	Italy	750	\$13.95
	626309	The Wanted Cab Cabernet Sauvignon, Vd'Italia	Italy	750	\$14.95
*Mandatory Participation: This is a SOLD promotion, and continues on for P8 with no changes from P7.					
Australia Flex Space - "Fall for New Reds"					
 Version 4	15514	Frank Hellwig Shiraz Grenache	Australia	750	\$17.95
	311258	Wits End Luna Shiraz	Australia	750	\$17.95
	16648	Jackson-Triggs Reserve Baco Noir VQA	Canada	750	\$13.95
	16791	Speck Brothers Family Tree 'The Bootlegger' Baco VQA	Canada	750	\$17.95
	16363	Cono Sur Organic Pinot Noir	Chile	750	\$13.95
	16361	Robertson Winery Chapel Red	South Africa	750	\$9.95
	15751	Farmhouse California Red	USA	750	\$16.95
	15760	Slow Press Cabernet Sauvignon	USA	750	\$18.95

Box Sign	LCBO#	Description	Producing Country	Size (mL)	Retail
South America Flex Space - "Great New Whites"					
 Version 5	16362	Santa Julia+ Chenin Blanc	Argentina	750	\$11.95
	16189	Santa Rita Secret Reserve Sauvignon Blanc	Chile	750	\$14.95
	14060	Tavarnello, Pinot Bianco Famoso	Italy	750	\$8.95
	13776	Arche Fiano	Italy	750	\$11.95
	15513	Marlborough Ridge Sauvignon Blanc	New Zealand	750	\$13.95
	15943	The Fishwives Club Sauvignon Blanc	South Africa	750	\$11.95
	15752	Farmhouse California White	USA	750	\$16.95
	15754	Josh Cellars Pinot Grigio	USA	750	\$18.95

Organic Flex Space

Maintain regular merchandising of organic assortment (secondary location for all general list and Vintages organic products.)

**Australia Flex Space
Fall for New Reds**



**EUROPE - Italy/SE Flex Space
Italian Wine, American Style**



**Mandatory Participation
(Continues on for P8 with no changes from P7)**
The following Flex Spaces are sold to the trade, store participation is mandatory:
Flex Space USA - Mondavi: Legendary California
Flex Space Europe - Italian Wine, American Style

**USA Flex Space
Mondavi: Legendary California**



The Wooden Panelling Bin Strips **MUST** be installed for the following sold Flex Spaces:
Flex Space USA - Mondavi: Legendary California
Flex Space Europe - Italian Wine, American Style

**South America Flex Space -
Great New Whites**



**Sparkling Flex Space -
New Sparklers**



The planoguides are for examples only. Based on your store fixture size and product assortments, please increase or decrease product facings to create an impactful display.

The Cold Room (CR) SPIRITS DISPLAY

The Cold Room Spirits Display program will provide Spirits display space in high-traffic areas near the beer cold room. The program is aimed at encouraging customers to view Spirits as an appropriate and relevant beverage alcohol choice for a variety of occasions throughout the seasons. This sold program display will encourage cross-category shopping.

This is a sold program. Participation is mandatory.

Key Dates (October 11 - November 7)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

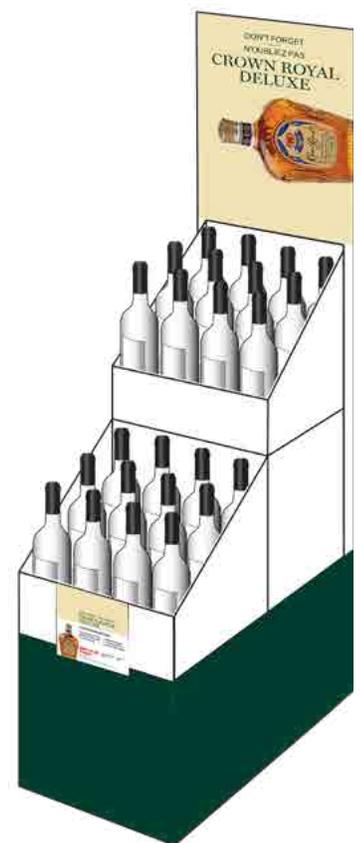
LCBO#	Description	Size (mL)	Offers
9043	Crown Royal Deluxe	375	\$1.00 LTO

Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-21P8-CRSD1) / BIL (Re-order # DMS-21P8-CRSD2)
- Riser Wrap - solid colour (Re-order # DMS-21P8-CRSD3)
- Pricer Cards ENG (Re-order # DMS-21P8-CRSD4) / BIL (Re-order # DMS-21P8-CRSD5)

Merchandising Instructions

- Please order the required product, as it will not be force shipped (3 cases minimum).
- Use the mini backer card sign and riser wrap to build a cut case display (near beer cold room or beer section of the store) with the one (1) participating product.
- Merchandise the pricer cards in front of the corresponding product.



SHOPPING CART SIGN

The inside of the shopping cart will feature the E-Commerce messaging and the outside will feature the Social Responsibility messaging. The Social Responsibility sign is bilingual. The E-commerce signs are English and Bilingual depending on your store. Signs are to be installed by the start of the promotion. **Participation is mandatory.**

Key Dates

Check 25: Keep Installed until further notice

Pair it Forward: Remain in place for the duration of P7-P8.

Participating Stores

All stores that have shopping cart frames MUST install both the E-Commerce and Check 25 Signs.

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Corporate Social Responsibility Shopping Cart Sign



Pair it Forward Shopping Cart Sign

Signage is to remain in place for the duration of P7-P8.



Signage Component

- Check 25 Social Responsibility Sign ENG/BIL (Re-order #DMS-SRP-411)
- Second Party Purchase Social Responsibility Sign ENG/BIL (Re-order #DMS-SRP-412)

Merchandising Instructions

- Continue to display the "Check 25 and Second Party Purchase" shopping cart signs, alternating between the two pieces.

Signage Component

- Pair it Forward Shopping Cart Sign ENG/BIL (Re-order #DMS-21P7-SC1)

Merchandising Instructions

- Continue to display the "Pair it Forward" sign on the inside of the shopping cart.

OTHER PROGRAMS

Program	Duration	Next Release
 Wine Fridge	September 13, 2020 - January 30, 2021 Period 7 - Period 11	Posted online
 Whisky Shop	February 2, 2020 - TBD Period 12 - TBD	Posted online
 Gin Shop	March 29, 2020 - September 25, 2020 Period 1 - Period 7	Posted online
 Rum Shop	March 29, 2020 - September 25, 2020 Period 1 - Period 7	Posted online
 Tequila Shop	October 11, 2020 - January 31, 2021 Period 8 - Period 11	<i>Information coming soon!</i>

ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Common EA 1-4, 10-20 Branded Pre-printed Shelf Talkers (58 versions)	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P8-ST1 BIL: DMS-21P8-ST2	
On Shelf	International EA 5A-9A Branded Pre-printed Shelf Talkers (15 versions)	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21INT-ST20 BIL: DMS-21INT-ST21	
On Shelf	Canadian EA 5B-9B Branded Pre-printed Shelf Talkers (15 versions)	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21CDN-ST22 BIL: DMS-21CDN-ST23	
On Shelf	Regular Program Pre-printed Extender Strips (65 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P8-ST3 BIL: DMS-21P8-ST4	
On Shelf	Community Program Pre-printed Extender Strips (10 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P8-ST5 BIL: DMS-21P8-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips (9 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P8-ST7 BIL: DMS-21P8-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips (1 version)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P8-ST9 BIL: DMS-21P8-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-21P8-ST11	
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-21P8-ST12	
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-21P8-ST13	
On Shelf	BBAM Pre-printed Shelf Talkers (3 versions)	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P8-ST18 BIL: DMS-21P8-ST19	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h English/Price English/No Price	LTO Bundle DMS-P8-LTO	
On Shelf	"SAVE/ ÉPARGNEZ" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	Bonus AIR MILES® Shelf Talker Pre-Printed (Bonus Air Miles Program)	6½" w x 1¾" h English/Price English/No Price		
On Shelf	BONUS AIR MILES® reward miles de récompense AIR MILES® in prime Shelf Talkers Pre-Printed (Bonus Air Miles Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	"NEW" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h English/Price English/No Price	BNS Bundle DMS-P8-BNS	
On Shelf	"NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	"In The Spotlight" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h English/Price English/No Price		
On Shelf	"In The Spotlight/EN VEDETTE" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

Sold Space WORKSHEETS

An electronic version (MS Excel format) of these worksheets is available on the [Customer Experience Portal Site](#).

Quick links to Excel versions of the Worksheets can also be found every week in the [Customer Experience Newsletter](#) or by navigating to the <http://home.lcbo.com/SAM/Pages/default.aspx> page on the Portal.

<p>100% Fortana Di Pappa, 1000 ml, 37.5M Fortana Di Pappa, 2000 ml. Please be advised that due to ongoing supply issues due to a change in brand ownership of the Fortana Di Pappa brand family, the above SKUs will be out of stock indefinitely. We will advise once the inventory becomes available in your supplying warehouse.</p>
<p>Wine Fridge Turn 2 Click here to read the guide</p>
<p>PT7 - Bring Local Home PT7 Marketing & Budget Guide PT7 Worksheets Link</p>

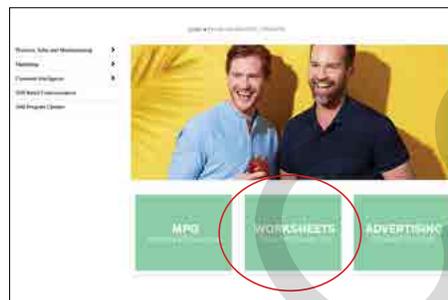
Customer Experience Newsletter

Wine Fridge Turn 2
[Click here to read the guide](#)

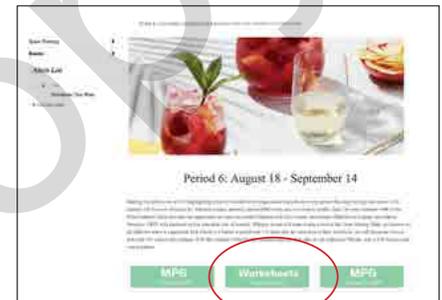
PT7 - Bring Local Home
[PT7 Marketing & Budget Guide](#)
[PT7 Worksheets Link](#)

REMINDER: Please direct all Marketing program inquiries and signage of [WineLingo](#) (416-865-9892 or [1-877-94411](#)).

REMINDER: Please direct [Hello](#)



Portal Site



Marketing & Product Guidelines Site

PERIOD 8

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
OCTOBER 11 Start of Period 8 INSTALL BRAND SPOTLIGHT NESTING TABLES BAM START DATE	12 <i>Thanksgiving Stores Closed</i>  LTO START DATE	13	14	15 DOTW WK 1 + 14678	16	17
18	19	20	21	22 DOTW WK 2 + 10357	23	24
25	26	27	28	29 DOTW WK 3 + 647644	30	31 <i>Happy Halloween</i> 
NOVEMBER 1	2	3	4	5 DOTW WK 4 + 16580	6	7 End of Period 8
8 Start of Period 9	9	10	11 <i>Remembrance Day</i> <i>Stores open at 12</i> 	12	13	14

LCBO