

a time for
CHEER

PT10: Marketing & Product Guide
November 29, 2020 - January 2, 2021



Period 10 Marketing & Product Guide

Participating DONE			Participating DONE				
<input type="checkbox"/>	<input type="checkbox"/>	What's New For Period 10: New Signage And Product Information	2	<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	35
<input type="checkbox"/>	<input type="checkbox"/>	New! Icewine + Vqa End Aisle		<input type="checkbox"/>	<input type="checkbox"/>	Craft Beer Imported Shelf Talkers	36
<input type="checkbox"/>	<input type="checkbox"/>	Period 9-10: A Time For Cheer Signage Gallery	4	<input type="checkbox"/>	<input type="checkbox"/>	Ontario Wines	37
<input type="checkbox"/>	<input type="checkbox"/>	Updated Vintages Gift Packaging Signage	7	<input type="checkbox"/>	<input type="checkbox"/>	Vintages	40
<input type="checkbox"/>	<input type="checkbox"/>	Store Layout	8	<input type="checkbox"/>	<input type="checkbox"/>	Air Miles® Shop The Block®	45
<input type="checkbox"/>	<input type="checkbox"/>	Brand Spotlight (FF-FFA-A) Feature Fixture	9	<input type="checkbox"/>	<input type="checkbox"/>	Display Program Block Pile D	47
<input type="checkbox"/>	<input type="checkbox"/>	Deal Of The Week (DW)	11	<input type="checkbox"/>	<input type="checkbox"/>	Period 9 - 10 Flex Space	50
<input type="checkbox"/>	<input type="checkbox"/>	Brand Spotlight (BS-BSE) Entrance Table	13	<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room (CR) Spirits Display	53
<input type="checkbox"/>	<input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	15	<input type="checkbox"/>	<input type="checkbox"/>	On Shelf	54
<input type="checkbox"/>	<input type="checkbox"/>	Wines (MI-B) Mini Thematic B	17			Sold Space Worksheets	56
<input type="checkbox"/>	<input type="checkbox"/>	Beer (MI-C) Mini Thematic C	18				
<input type="checkbox"/>	<input type="checkbox"/>	Brand Spotlight (BS - BSF) Front Nesting Table	19				
<input type="checkbox"/>	<input type="checkbox"/>	Cocktail Of The Month (CM) A-Frame Fixture	23				
<input type="checkbox"/>	<input type="checkbox"/>	Display Program (BP-SBA) Block Pile A	24				
<input type="checkbox"/>	<input type="checkbox"/>	Brand Spotlight (DD) Middle Nesting Table/ Celebration Fixture	25				
<input type="checkbox"/>	<input type="checkbox"/>	Period 10 End Aisles Changeover	27				
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone	31				
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile Program Great Value Beer	33				
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer 8-Pack Carrier	34				

WHAT'S NEW FOR PERIOD 10

New Signage and Product Information

NEW for Period 10

Brand Spotlight Programs

- Feature Fixture/New & Seasonal: Sparkling Wines
- Entrance Table: Cream Liquors
(new products/on-shelf, remaining signage is unchanged)
- Front Nesting Table: Johnnie Walker
- A-Frame COTM: White Russian
- Middle Nesting Table/Celebration Fixture: Vintages
- Beer Excitement Zone

Deal of the Week

- Week 1: +5959 Baileys Irish Cream
- Week 2: +633347 Longshot Cabernet Sauvignon
- Week 3: +326025 Basil Hayden Straight Bourbon
- Week 4: +384651 Martini Prosecco Sparkling
- Week 5: +358184 Tanqueray Rangpur Gin

Block Piles

- Block Pile A: Big Beer 6-Packs
(new products/on-shelf, remaining signage is unchanged)
- Block Pile D: Baileys, Kim Crawford, Veuve

Mini Thematic

- Mini Thematic A: Hennessy
(new products/on-shelf, remaining signage is unchanged)
- Mini Thematic B: Wines
- Mini Thematic C: Ontario Craft Beers

End Aisles

- End Aisle #4
- End Aisle #7
- End Aisle #8
- End Aisle #9
- End Aisle #10
- End Aisle #15
- End Aisle #17
- End Aisle #20

Other Programs

- Vintages Holiday 2020 Gift Packaging Signage
- Ontario Craft Beer End Aisle
- Craft Beer Imported Shelf Talkers
- Flex Space: Europe *(new products and box sign)*, USA *(new box sign)*, Australia *(new box sign)*
- Ontario Wines/Vintages
- AIR MILES® Shop the Block® *(Nov 19 - Dec 28)*
- The Cold Room Spirits Display
- On Shelf

Unchanged from Period 9

NOTE: Refer to the Period 9 MPG for signage and product information.

Block Piles

- P9-10 Holiday Block Piles
- Block Pile B: Canadian Whisky Gifts
- Block Pile: Holiday Flavours

End Aisles

- End Aisle #1
- End Aisle #2
- End Aisle #3
- End Aisle #5
- End Aisle #6
- End Aisle #11
- End Aisle #12
- End Aisle #13
- End Aisle #14
- End Aisle #16
- End Aisle #18
- End Aisle #19

Other Programs

- Operational Signage:
COVID-19 & Social Distancing Signage
- Exterior Banners, Window Show Cards & Transparencies
- P9-10 Generic Backer Cards
- Seasonal Gondola
- Food & Drink Signage
- Beer Branded Ends
- Beer Rated Perpendicular Shelf Talkers
- Wine & Spirits Special Promotions Fixture
- Flex Space: Sparkling, Chile/Argentina, Organic
- Front End Merchandiser
- Shopping Cart Sign

NEW! ICEWINE + VQA END AISLE

Choose one discretionary Local End Aisle to devote to best selling Icewine and VQA Products. Merchandise Icewine on the top shelf and best selling VQA Wines on the bottom shelves according to your local assortment. Refer to the list provided of Icewine Essentials to help with product selection.

Participating Stores

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

Key Dates (November 29 - January 2)

Participating Products

LCBO#	Description	Size (mL)	Case Pack
388306	(V) Vidal Icewine VQA (Inniskillin.)	375	12
522672	(V)Vidal Icewine VQA Nia(Lakeview Cellars)	200	12
587154	(V)Vidal Icewine VQA Ltd Edition (Magnotta)	375	12
389411	(V)Prop Res Vidal Icewine VQA (Jackson T.)	375	12
18564	(V)Private Reserve Icewine Ontario (Peller E)	200	12
544791	Vidal Icewine 200ml (Reif Estate Winery)	200	12
565861	(V) Vidal Icewine Est (Chateau Des Charmes)	200	12
563247	(V)Vidal Icewine VQA Niag (Kittling Ridge)	375	6
430561	(V)Riesling Icewine VQA (Henry Of Pelham)	375	12
447441	Riesling Icewine (Cave Spring Cellars)	375	12



Merchandising Instructions

- Merchandise Icewine on the top shelf and best selling VQA Wines on the bottom shelves according to your local assortment.
- Planoguides are provided for inspiration only.
- Install the Backer Card. Merchandise shelf talkers on the display.

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # 21P9-PIF5)

Icewine Cocktail Neck Tag

Beginning for P10 launch, agents will be visiting stores (while adhering to all mandated regulations) to affix necktags to all Icewine products. These necktags are designed to fit over bottles and boxes and will provide customers delicious cocktail solutions such as:

- Berry Frosty
- Icewine Martini
- Icewine Bellini
- Icewine Royale
- Red Icicle
- A Canadian in Manhattan



Period 9-10: A Time for Cheer SIGNAGE GALLERY

*a time
for*
CHEER



P9-10: A Time for Cheer Overview

There's something about the holidays that brings out the true spirit of the season in all of us. A time to get back to the things that matter most and show family, friends, and loved ones how much they mean to us. And as we get closer to these holidays, we're also preparing ourselves for things to feel a little different. But we won't let that dampen our holiday spirit. If anything, it will be even stronger this year.

Whether that means sharing some festive time with family in person, or over zoom, after the year we've had, the LCBO is ready to help you enjoy all of the special moments that the holidays bring, with gift-giving options to make your shopping experience as cheerful and easy as possible.



Signage Ship Date

The Period 10 signage components will be shipped to stores beginning **November 20th**.

All Period 10 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.

END AISLE PARTICIPATING PRODUCTS

Please refer to the End Aisles section for participating products.

Period 9 - 10 End Aisle 1-10 Backer Cards Re-order Codes



Period 9 - 10 EA1



Period 9 - 10 EA2



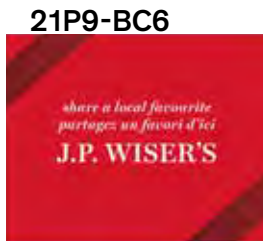
Period 9 - 10 EA3



Period 10 EA4
new backer card for P10



Period 9 - 10 EA5



Period 9 - 10 EA6



Period 10 EA7
new backer card for P10



Period 9 - 10 EA8



Period 9 - 10 EA9



Period 10 EA10
new backer card for P10

End Aisle 11-20 Generic Backer Cards (Signage must remain in place for P9-P10)



A Time for Cheer
+ Martini Glass



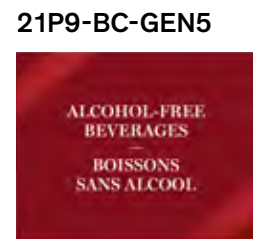
A Time for Cheer
+ Dining Plate Setting



A Time for Cheer
+ Red Drink



A Time for Cheer
+ Yellow Drink



Alcohol-Free End

Giving Back Donation Campaign - Children's Hospital's Foundation of Ontario

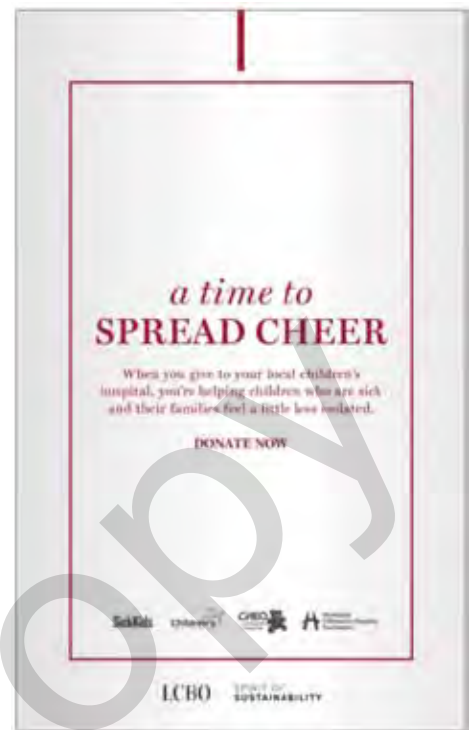
This year, we are asking customers to join us in spreading some cheer and improve the health and well-being of children and families across Ontario.

Starting **December 1 until December 31**, customers can donate in-store and online to support their local Children's hospital.

The campaign will look different this year, stores will only have POS screens with the "A Time to Spread Cheer" message.

Fundraising Campaign

- Fundraise for Children's Hospital Foundation of Ontario
- Across all stores and integrated in E-Commerce Runs from December 1 - December 31



POS Screen Example

Holiday Bartenders Benevolent Fund Perpendicular Shelf Talkers

A holiday perpendicular shelf talker has been provided to all stores highlighting the LCBO's partnership with the Bartenders Benevolent Fund.

Key Dates (Period 9-10)

Participating Stores

All Stores

Signage Components

- Perpendicular Shelf Talkers
ENG (Re-order #DMS-21P10-BFC1) /
BIL (Re-order #DMS-21P10-BFC2)

Merchandising Instructions

- Install the Bartenders Benevolent Fund perpendicular shelf talker throughout the Spirits sections during P9/10 with Perpendicular Shelf Talker clips.



Bartenders Benevolent Fund Perpendicular Shelf Talker (ENG + BIL)

UPDATED

VINTAGES GIFT PACKAGING SIGNAGE

Overview

The following Vintages Gift Packaging and Gift Card Signage Components have been updated.

1. Gift Fixture Sign Insert (Wooden)
2. Gift Fixture Sign Insert (Metal)
3. Gift Fixture Bottom Insert (Metal) - Solid panel
4. Vintages Gift Card Holder Sign Insert (2 pieces)
5. Vintages Hot Button

The original signage kit will ship as planned ahead of P9, and should be installed as planned. The new signage kit will ship to stores week 2 or 3 of P9 and should be merchandised upon receipt.

ACTION: Recycle the old signage kit and install the new signage kit.

Signage Component	Original Signage Kit (Recycle) 	New Signage Kit (Install) 
Gift Fixture Sign Insert (Wooden) Re-order # ENG DMS-21P9-GFT7 BIL DMS-21P9-GFT8		
Gift Fixture Sign Insert (Metal) Re-order # ENG DMS-21P9-GFT9 BIL DMS-21P9-GFT11		
Gift Fixture Bottom Insert (Metal) Solid panel Re-order # DMS-21P9-GFT10		
Vintages Gift Card Holder Sign Insert (2 pieces) Re-order # DMS-21P9-GFT5		
Vintages Hot Button ENG/BIL Re-order # DMS-21P9-GFT1		

STORE LAYOUT

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

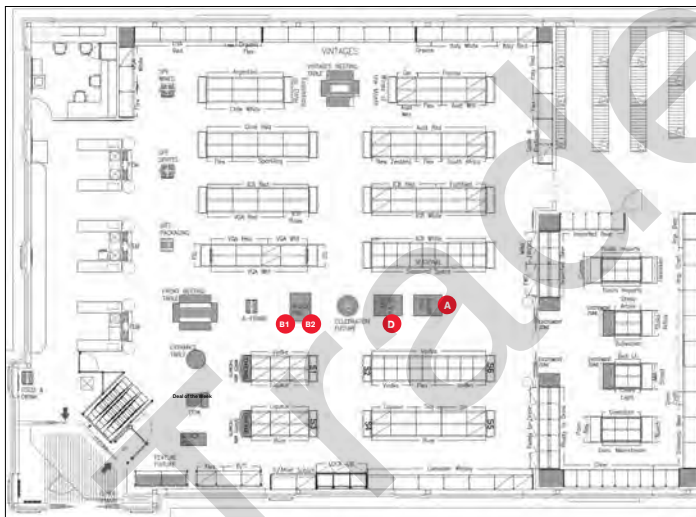
Feature Fixture: FF - FFA

A-Frame Fixture: CM

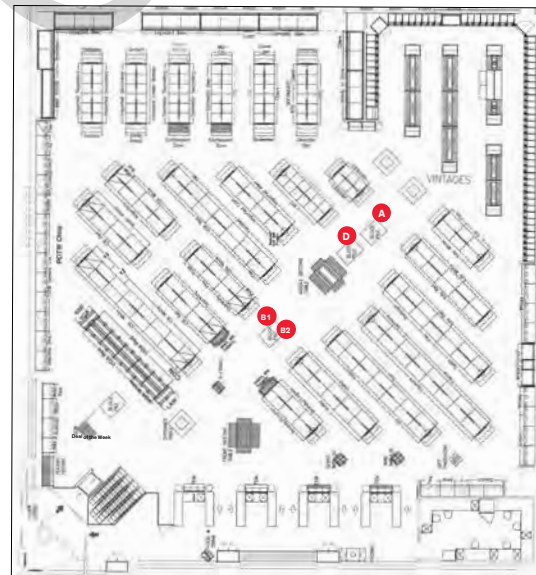
Front Nesting Table: BS - BSF

Middle Nesting Table : DD

- A** P10 Block Pile A (BP-SBA): Big Beer 6-Packs
- B1** P9-10 Block Pile B (BP-SBB): Canadian Whisky Gifts
- B2** P9-10 Block Pile (BP-SBC): Holiday Flavours
- D** P10 Special Block Pile (FSG-A): Baileys
- D** P10 Special Block Pile (BP-XBP): Kim Crawford
- D** P10 Special Block Pile (FSH-A): Veuve



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 Time for Sparkling Occasions

During Period 10 the Feature Fixture will transition to Sparkling Wines. The fixture will transition back to Brand Spotlight Feature Fixture and New & Seasonal fixture in Period 11.

IMPORTANT NOTE: Transition the Feature Fixture to Sparkling Wines once the spirit gifts have sold through. It is imperative that stores follow the planoguides in order to feature the Sparkling Wines effectively.



Key Dates (November 29 - January 2)

Participating Stores

All Feature Fixture and New & Seasonal Fixture Stores.

Participating Products

Please refer to the Seasonal Inventory Site for distribution details on the amount of gift packs your store will receive.

All Inventory has been allocated to stores, no additional inventory will be available to order. <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Quantity-and-Delivery-Schedules.aspx>

Signage

Additional signage kits are available for re-order:

- A Time for Sparkling Occasions Category Red Category Sign Insert (re-order# 21P10-FF1)
- Red Category Sign Insert (re-order# 21P10-FF2)
- Solid Colour - Bin Strips (re-order# 21P9-FF3)

NOTE: Each kit contains three category signs, two blank red and one "A Time for Sparkling Occasions". Place the two blank colour inserts into the sign slot and center the "A Time for Sparkling Occasions" category sign over the top of the blank inserts. Continue to merchandise the bin strips from P9.

Merchandising Instructions

- Remove the category sign inserts from the previous period and replace with the "A Time for Sparkling Occasions" category sign inserts.
- Continue to merchandise the bin strips from P9.
- Please remove all newly released products and place in appropriate locations within your store. ONLY use the fixture to merchandise sparkling wines. It is imperative that stores follow the planoguides and merchandising tips (next page) in order to feature the sparkling wines effectively.



Please refer to your store's holiday gifting allocation for each business unit to determine which of these products your store will carry and adjust the planogram as required. Based on your store fixture size and product assortments, please increase or decrease product facings to create an impactful display during the holiday season.

Once the Feature Fixture has sold through the products with smaller quantities, replenish with **top sellers** / expand the facings of the driving SKUs.

12ft Feature Fixture



Merchandise the Holiday Single Bottle Rigid Gift Boxes on the Feature Fixture.

8ft Feature Fixture



4ft Feature Fixture



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 (December 3 - January 6)

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
Dec 3 - 9	193490	Baileys Irish Cream	1750	\$4.00 LTO
Dec 10 - 16	633347	Longshot Cabernet Sauvignon	750	\$4.00 LTO
Dec 17 - 23	326025	Basil Hayden Straight Bourbon	750	\$7.00 LTO
Dec 24 - 30	384651	Martini Prosecco Sparkling	750	\$3.50 LTO
Dec 31 - Jan 6	358184	Tanqueray Rangpur Gin	750	\$3.00 LTO

Signage Components

- Week 1 Banner ENG (Re-order # 21P10-DW1) / BIL (Re-order # 21P10-DW1-BIL)
- Week 2 Banner ENG (Re-order # 21P10-DW2) / BIL (Re-order # 21P10-DW2-BIL)
- Week 3 Banner ENG (Re-order # 21P10-DW3) / BIL (Re-order # 21P10-DW3-BIL)
- Week 4 Banner ENG (Re-order # 21P10-DW4) / BIL (Re-order # 21P10-DW4-BIL)
- Week 5 Banner ENG (Re-order # 21P10-DW5) / BIL (Re-order # 21P10-DW5-BIL)
- Deal of the Week Pricer Cards ENG (Re-order # DMS-21P10-ST14) / BIL (Re-order # DMS-21P10-ST15)
- Deal of the Week Shelf Talkers ENG (Re-order # DMS-21P10-ST16) / BIL (Re-order # DMS-21P10-ST17)

Merchandising Instructions

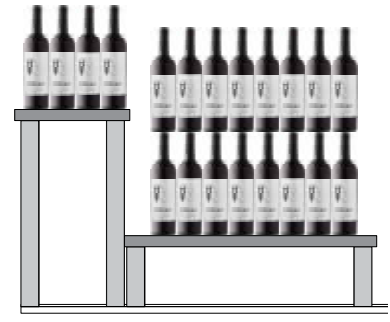
- Merchandise corresponding banner insert sign into the Metal Stand.
- Merchandise corresponding pricer card in front of product.
- Maintain a full display for the duration of the promotion.



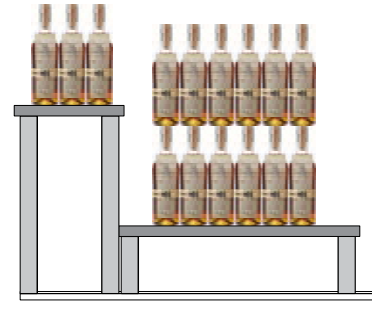
#1: Dec 3 - 9



#2: Dec 10 - 16



#3: Dec 17 - 23



#4: Dec 24 - 30



#5: Dec 31 - Jan 6



Save Big This Week - Cut Case Display (Period 9 - Period 10)

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 P9 generic signage.
- Merchandise pricer cards in front of products.

Signage Components

- **Generic Cut Case Backer card**
ENG (21P9-BPDW1) /
BIL (21P9-BPDW2)
- **Case Savings Cut Case Backer card**
ENG (21P9-BPDW3) /
BIL (21P9-BPDW4)
- **Riser Wrap (solid colour)**
(21P9-BPDW5)



Cut-case display



Cut-case display (Case Savings)

Brand Spotlight (BS-BSE)

ENTRANCE TABLE

Cream Liquors - A Time for Something Sweet



NEW! Metal Sign Holder for stores with Round Entrance Tables

A new metal sign holder was produced for stores with Round Entrance Tables and were shipped to stores in September. Ensure these new sign holders are being used as instructed.

Continue to merchandise the P9 Entrance Table sign. New shelf talkers will be sent out to stores for the start of P10.

This is a sold program. Participation is mandatory.

Key Dates (November 29 - January 2)

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
11248	Baileys Espresso	750	
380865	Rumchata	750	\$2.50 LTO
400259	Baileys Salted Caramel	750	\$1.00 LTO
462424	Cabot Trail Maple Cream	750	\$2.00 LTO
P9 Residual Baileys Inventory			



An assortment of cream liquors to compliment the Holiday season. Customer Favourites for this time of the year!

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.
- Continue to merchandise the P9 Entrance table sign. New shelf talkers will be sent out for the start of P10.
- Add cut cases of Baileys (residual inventory from P9) around the table to bring volume of product out onto the floor .

Signage Components

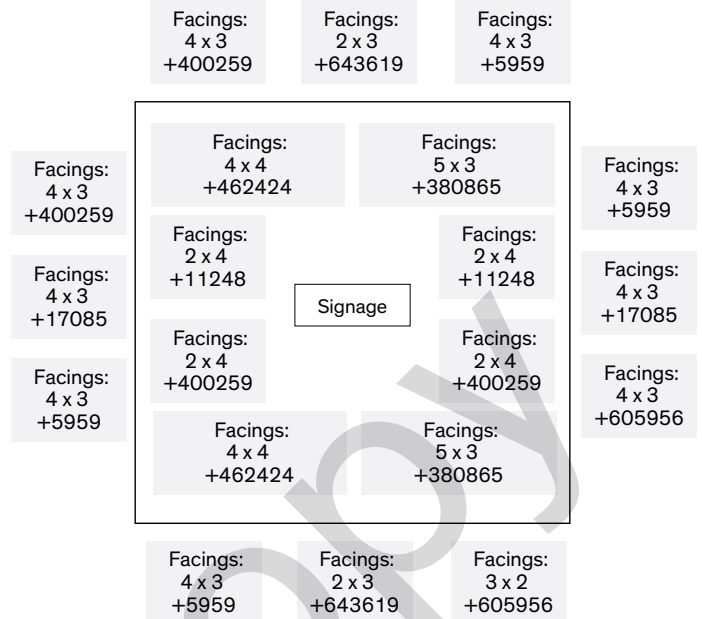
NOTE: Continue to merchandise the P9 Entrance Table sign. New shelf talkers will be sent out to stores for the start of P10.

- **Shelf Talkers (New for P10):** ENG (Re-order # DMS-21P10-ET1) / BIL (Re-order # DMS-21P10-ET2)
- Square Entrance Table Sign ENG (Re-order # DMS-21P9-ET1) / BIL (Re-order # DMS-21P9-ET2)
- Round Entrance Table Sign ENG (Re-order # DMS-21P9-ET3) / BIL (Re-order # DMS-21P9-ET4)

Planogram - Square Table



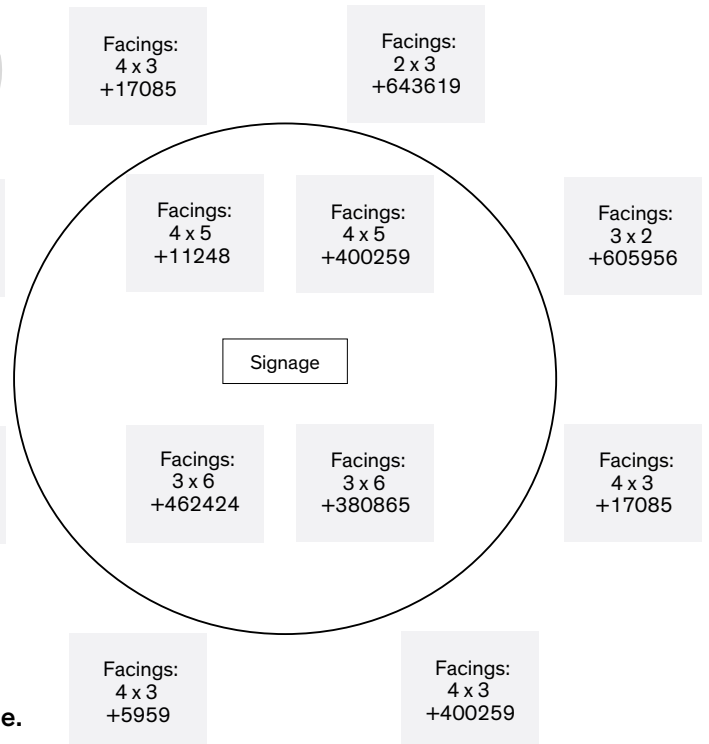
(Back View)



NOTE: Merchandise Baileys Holiday Gift Packs on bottom of table.

(Front View)

Planogram - Round Table



NOTE: Merchandise Baileys Holiday Gift Packs on bottom of table.

Our table planograms are designed with the minimum SKU quantity for each table. This gives you the flexibility to increase the depth of the product to drive volume specific to your sales.

Spirits (MI-A)

MINI THEMATIC A

Hennessy - A Time for Stylish Gifting

Continue to merchandise the P9 Mini Thematic A category sign/backer card and transparency. New shelf talkers will be sent out to stores for the start of P10.

This is a sold program. Participation is mandatory.

Key Dates (November 29 - January 2)

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)
16917	Hennessy VS Gold Bottle	750
43703	Hennessy VSOP Cognac	750
217463	Hennessy XO Cognac*	750
245688	Hennessy VS Cognac	375
16913	Hennessy XO On Ice Experience Kit	750
16916	Hennessy VSOP Mixology Gift Set	750

*217463 Hennessy XO Cognac may be merchandised on the shelf at the manager's discretion. At minimum, please display an empty box to showcase the product availability.

“ Showcasing a range of Hennessy products including New Gold Bottle gift. A stylish and very on-trend gift!

Mini Thematic A with gifting SKUs

Please include the following gifting SKUs on the fixture (**manager's discretion and inventory availabilities**)

- 16913 Hennessy XO On Ice Experience Kit
- 16916 Hennessy VSOP Mixology Gift Set

Please print shelf talkers for the above SKUs in store and merchandise in front of the participating products.



Mini Thematic A with gifting skus

Signage Components

NOTE: Continue to merchandise the P9 Mini Thematic A category sign/backer card and transparency. New shelf talkers will be sent out to stores for the start of P10.

- **Shelf talkers (New for P10):**
ENG (Re-order # DMS-21P10-MTA1) / BIL (Re-order # DMS-21P10-MTA2)
- Category sign: Short (Re-order # DMS-21P9-MTA1)
- Backer card: ENG/BIL (Re-order # DMS-21P9-MTA4)
- Transparency
ENG (Re-order # DMS-21P9-MTA5) / BIL (Re-order # DMS-21P9-MTA6)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Continue to merchandise the P9 Mini Thematic A category sign/backer card and transparency. New shelf talkers will be sent out for the start of P10.
- There will be **NO box sign** for this Period. Please refer to the planogram.
- Stores with regular end will need to install the backer card or transparency in the backer card frame. 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.



Wines (MI-B)

MINI THEMATIC B

Wines - A Time for Top Sellers

Key Dates (November 29 - January 2)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipation-Lookup.aspx>) **This is a sold program. Participation is mandatory.**

Participating Products

LCBO#	Description	Size (mL)	Offers
11564	The Audacity Of Thomas G. Bright Merlot Cab VQA	750	\$2.00 LTO
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	\$3.00 LTO
217505	Henry Of Pelham Cuvee Catharine Brut Rosé VQA	750	\$5.00 LTO
267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	\$2.00 LTO
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$3.00 LTO
392225	Robert Mondavi Private Selection Cab/Sav	750	
419986	Jacob's Creek Double Barrel Shiraz	750	\$3.00 LTO
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00 LTO
587956	Trius Cabernet Sauvignon VQA	750	\$2.00 LTO

Signage Components

- Category sign:
Short (Re-order# DMS-21P10-MTB3) / Long (Re-order# DMS-21P10-MTB4)
- Shelf talkers:
ENG (Re-order# DMS-21P10-MTB5) / BIL (Re-order # DMS-21P10-MTB6)
- Backer card: ENG/BIL (Re-order# DMS-21P10-MTB7)
- Transparency ENG (Re-order# DMS-21P10-MTB8) /
BIL (Re-order# DMS-21P10-MTB9)

NOTE: There will be no Box Sign for this Period.

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 **NO box sign** for this Period. Please refer to the planogram.
- Stores with regular end will need to install the backer card or transparency in the backer card frame. 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.



Favourite wines for gifting. A more premium assortment that have great LTOs making these very approachable gift options.

a time for TOP-SELLERS
un temps pour LES GRANDS FAVORIS



Beer (MI-C)

MINI THEMATIC C

Ontario Craft Beer

Key Dates (November 29 - January 2)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipation-Lookup.aspx>) **This is a sold program. Participation is mandatory.**

Participating Products

LCBO#	Description	Size (mL)	Offers
17212	Wellington Brewery Mix Pack Vol 9 - 4826	4 x 473	
17360	Beau's Fall Winter Mix Pack - 275	6 x 473	
17504	Amsterdam Winter Flight Pack - 3842	4 x 473	
17816	Railway City - Merry & Bright Cranberry Lager - 8447	473	
17859	Cameron's Winter Sampler - 413	3 x 473	
17943	Nickel Brook IPA Mystery Pack - 6699	4 x 473	
466292	Ernest Dry Cider - LCBO Warehouse	473	
19003	Flying Monkeys Choc Manifesto - 6309	473	
643106	Whitewater Peanut Butter Shake Stout - 8454	473	



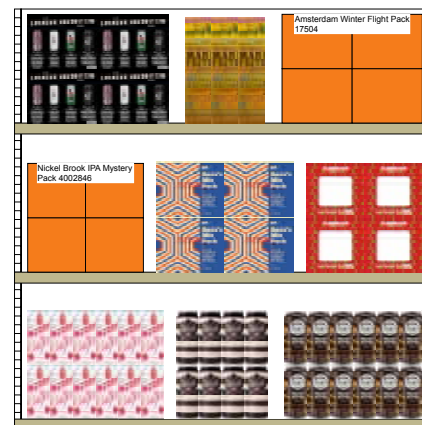
Speciality beers that are ideal for holiday or gifting that highlights LCBO's superior craft assortment and support for Local!

Signage Components

- Backer card ENG/BIL (Re-order# 21P10-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

A Time for the Exceptional Johnnie Walker

Key Dates (November 29 - January 2)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>) **This is a sold program. Participation is mandatory.**

Participating Products

LCBO#	Description	Size (mL)	LTO	Value Add
7880	Johnnie Walker Black Label Scotch Whisky	750	\$3.00	Personalization Stickers
17116	Johnnie Walker 200th Year Gold Bullion Special Edition	750		
17882	John Walker & Sons Celebratory Blend	750		
18306	Johnnie Walker Double Black Scotch Whisky	750		
217794	Johnnie Walker Red Label Scotch Whisky	1140	\$2.00	
291278	Johnnie Walker Gold Label Reserve Scotch Whisky	750		
468116	Johnnie Walker Green label Scotch Whisky	750		
608455	Johnnie Walker Black Gift Pack with Glasses	750		



It's Johnnie Walker's 200th Anniversary! Consumers are looking for gifts which carry an emotional connection and meaning to the recipient. Scotch is one of the most gifted categories due to its celebratory and luxury cues.

Value Add: A personalization sticker value add will be provided to stores for the period to merchandise on the display. Please assemble the Johnnie Walker Gifting Bottle sticker holder and install on either side of your display. Refer to the instructions (pg. 18) on how to assemble the sticker holder.

Signage Components

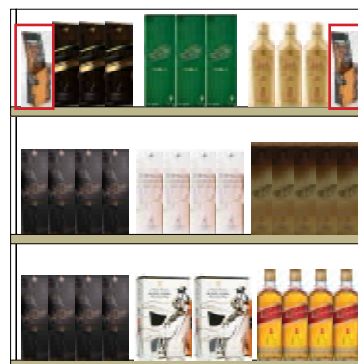
- Table Sign Large ENG (DMS-21P10-FNT1) / BIL (DMS-21P10-FNT2)
- Table Sign Small ENG (DMS-21P10-FNT3) / BIL (DMS-21P10-FNT4)
- Shelf Talkers ENG (DMS-21P10-FNT5) / BIL (DMS-21P10-FNT6)
- End Aisle Backer Card ENG/BIL (DMS-21P10-FNT7)

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.
- Please assemble the Johnnie Walker Gifting Bottle sticker holder and install on either side of your display. Refer to the instructions (pg. 18) on how to assemble the sticker holder.



Sticker Holder



End Aisle (Select Stores)

Johnnie Walker Personalization Sticker

List future milestones worth toasting together. Write 5 milestones with a black permanent marker, as shown on the front of the sticker. Peel off sticker and attach to the right-hand side of the bottle. Gift the bottle.

A personalization sticker value add will be provided to stores for the period to merchandise on the display.

Johnnie Walker Personalization Sticker Holder

Assembly Instructions

Please assemble the Johnnie Walker Gifting Bottle sticker holder and install on either side of your display. Refer to the instructions below on how to assemble the sticker holder.



Personalization Stickers

Step #1

Hold box in Hand



Step #2

Squeeze gently. The flaps will begin to slide together.

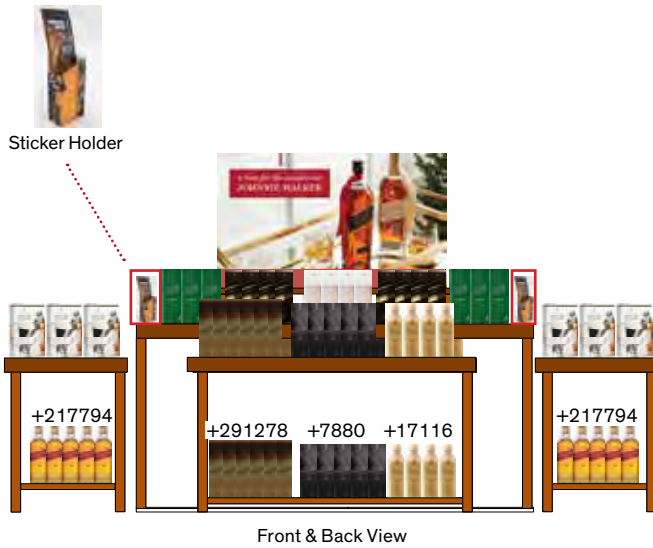


Step #3

Squeeze until the flaps have locked into place.



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



Top View (Back)				
Facings: 6x6 +291278	Facings: 5x6 +7880	Facings: 4x6 +17116		
Top of end table Facings: 3x 4 +608455	Facings: 3x 3 +468116	Facings: 4x3 +18306	Facings: 4x3 +17882	Facings: 3x 3 +468116
Bottom shelf of end table Facings: 5x 4 +217794	Sticker Holder	Signage	Sticker Holder	Bottom shelf of end table Facings: 5x 4 +217794
Facings: 3x 3 +468116	Facings: 4x3 +18306	Facings: 4x3 +17882	Facings: 4x3 +18306	Facings: 3x 3 +468116
Facings: 6x6 +291278		Facings: 5x6 +7880	Facings: 4x6 +17116	

Top View (Front)

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

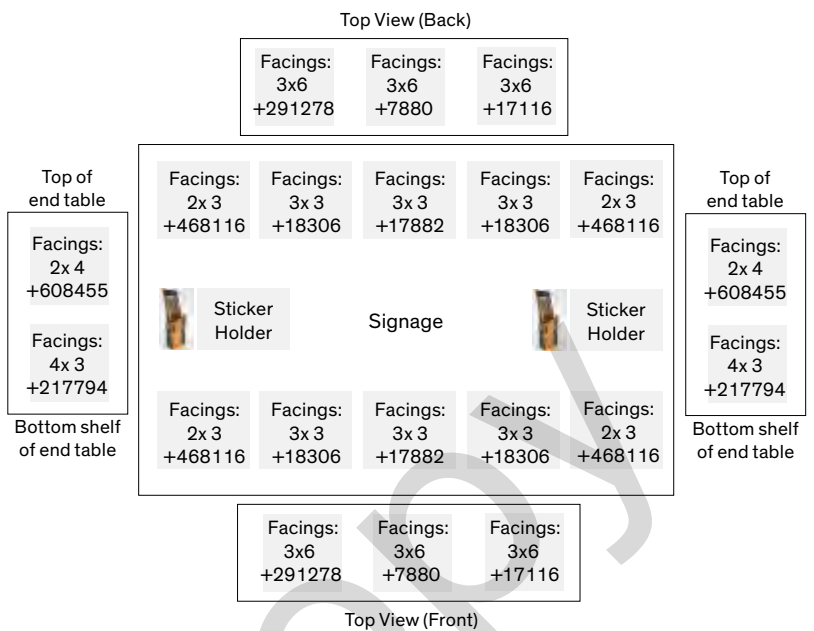
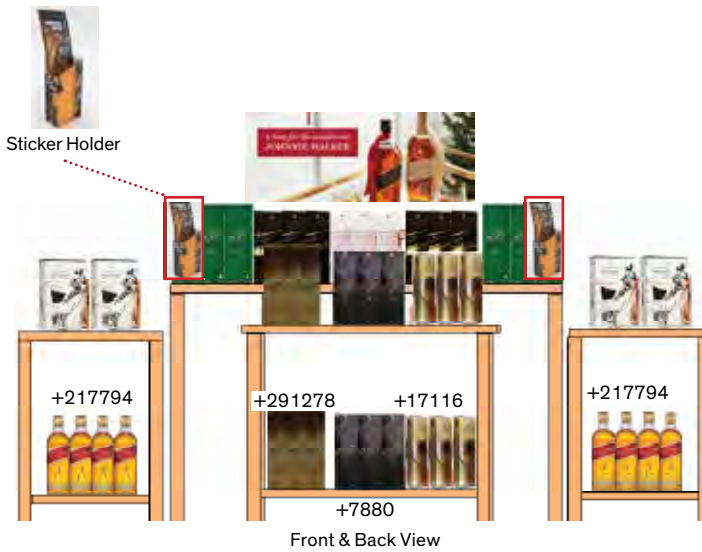


Top View (Back)				
Facings: 2x 2 +608455	Facings: 6x6 +291278	Facings: 5x6 +7880	Facings: 5x6 +17116	Facings: 4x 3 +217794
Facings: 3x 3 +468116	Facings: 4x 3 +18306	Facings: 5x 3 +17882	Facings: 4x 3 +18306	Facings: 3x 3 +468116
Sticker Holder	Signage		Sticker Holder	
Facings: 3x 3 +468116	Facings: 4x 3 +18306	Facings: 5x 3 +17882	Facings: 4x 3 +18306	Facings: 3x 3 +468116
Facings: 2x 2 +608455	Facings: 6x6 +291278	Facings: 5x6 +7880	Facings: 5x6 +17116	Facings: 4x 3 +217794

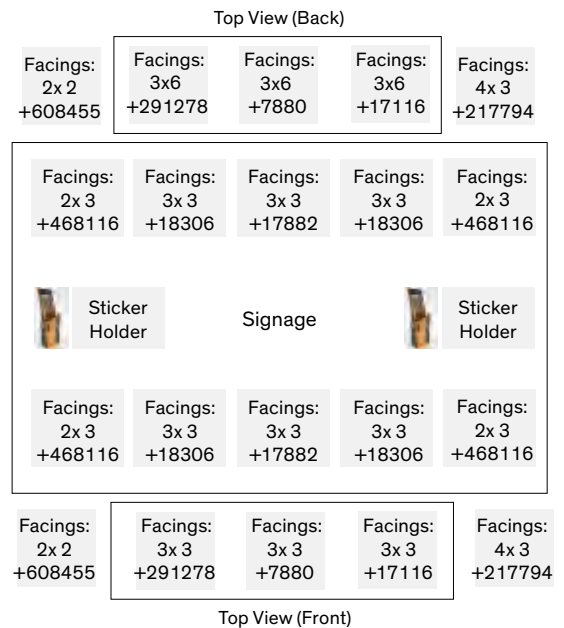
Top View (Front)

Our table planograms are designed with the minimum SKU quantity for each table. This gives you the flexibility to increase the depth of the product to drive volume specific to your sales.

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



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



Our table planograms are designed with the minimum SKU quantity for each table. This gives you the flexibility to increase the depth of the product to drive volume specific to your sales.

Cocktail of the Month (CM)

A-FRAME FIXTURE

White Russian

Keep the A-frame filled with Kahlua and Absolut Vodka. Stores without the A-frame fixture will execute as a case cut.
This is a sold program. Participation is mandatory.

Key Dates (November 29 - January 2)

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
10213	Kahlúa Coffee Liqueur	750	\$2.00 LTO
110056	Absolut Vodka	750	\$1.00 LTO

Signage Components

- Cut Case Backer Card
ENG (Re-order #DMS-21P10-AF1) / BIL (Re-order #DMS-21P10-AF2)
- A-Frame Sign
ENG (Re-order #DMS-21P10-AF3) / BIL (Re-order #DMS-21P10-AF4)
- Pricer Cards
ENG (Re-order # DMS-21P10-AF5)/ BIL (Re-order # DMS-21P10-AF6)
- NEW! Recipe Pricer Card ENG/BIL (Re-order # DMS-21P10-AF7)
- Shelf Talker
ENG (Re-order # DMS-21P10-AF8) / BIL (Re-order # DMS-21P10-AF9)
- Recipe Perpendicular Shelf Talker
ENG (Re-order # DMS-21P10-AF10) / BIL (Re-order # DMS-21P10-AF11)
- Backer Cards ENG/ BIL (Re-order #DMS-21P10-AF12)
- Riser Wrap - solid colour (DMS-21P10-AF13)

Merchandising Instructions

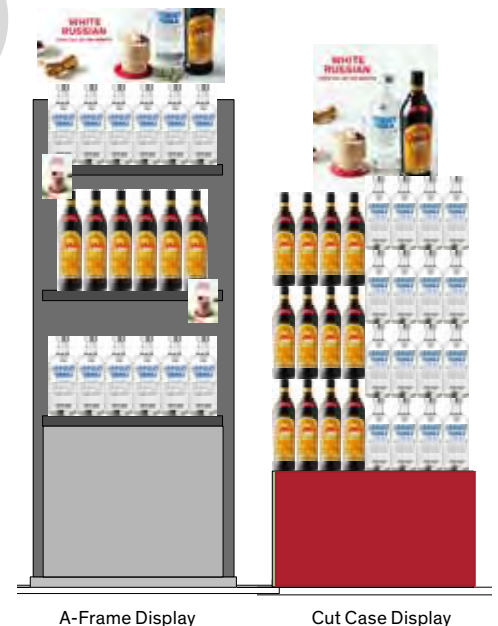
A-Frame Display

- Ensure the fixture is by the entrance of your store.
- Merchandise the participating products 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).

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)

“ Absolut Vodka + Kahlua Coffee Liqueur. This classic cocktail is an easy and go-to seasonal favourite! ”



Display Program (BP-SBA)

BLOCK PILE A

Big Beer 6-Packs - A Time for Cheer

Continue to merchandise the P9 Block Pile A pole topper, cut case backer card and riser wrap. New shelf talkers and pricer cards will be sent out to stores for the start of P10. **This is a sold program. Participation is mandatory.**

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

Key Dates (November 29 - January 2)

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
17818	Corona Extra	6 x 330	\$1.25 LTO
300681	Coors Light	6 x 473	\$1.00 LTO
300699	Molson Canadian	6 x 473	\$1.00 LTO
311787	Budweiser	6 x 473	\$1.00 LTO
422345	Moosehead Lager	6 x 473	\$1.50 LTO
459818	Sapporo	6 x 500	\$2.00 LTO

Signage Components

NOTE: Continue to merchandise the P9 Block Pile A pole topper, cut case backer card and riser wrap. New shelf talkers and pricer cards will be sent out to stores for the start of P10.

- **Pricer Cards (New for P10):**
ENG (Re-order # DMS-21P10-BPA1) / BIL (Re-order # DMS-21P10-BPA2)
- **Shelf talkers (New for P10):**
ENG (Re-order # DMS-21P10-BPA3) / BIL (Re-order # DMS-21P10-BPA4)
- Pole Topper ENG (Re-order # DMS-21P9-BPA1) / BIL (Re-order # DMS-21P9-BPA2)
- Riser Wrap - solid colour (Re-order # DMS-21P9-BPA3)
- Cut Case Backer Card ENG (Re-order # DMS-21P9-BPA8) / BIL (Re-order # DMS-21P9-BPA9)
- End Aisle Backer Card BIL (Re-order # DMS-21P9-BPA10)

Merchandising Instructions

- **Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.**
- Merchandise the participating products according to the planogram.
- Continue to merchandise the P9 signage (pole topper, riser wrap, cut case backer card and end aisle backer card) New shelf talkers and pricer cards will be sent out for the start of P10.

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.

“
These big beer brands are tried and true, all with great LTOs this period!



Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Vintages Customer Favourites

Key Dates (November 29 - January 2)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>) **This is a sold program. Participation is mandatory.**

Participating Products

LCBO#	Description	Size (mL)	Offers
50203	Beronia Reserva	750	\$2.00 LTO
59311	7 Deadly Zins Old Vine Zinfandel	750	\$3.00 LTO
130138	Meiomi Pinot Noir	750	\$3.00 LTO
210047	Columbia Crest H3 Cabernet Sauvignon	750	\$3.00 LTO
303800	Trius Red	750	\$2.00 LTO
316570	Oyster Bay Sauvignon Blanc	750	\$3.00 LTO
373985	Gérard Bertrand Côte des Roses Rosé	750	\$2.00 LTO
433417	Tedeschi Amarone della Valpolicella	750	\$5.00 LTO
444059	Joel Gott 815 Cabernet Sauvignon	750	
451336	Tom Gore Cabernet Sauvignon	750	\$2.00 LTO
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	\$2.00 LTO
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$5.00 LTO



Gift giving made easy. This is a repeat of our very successful Essentials table featuring a broad selection of customer favourite brands and regions including NZ, California and Italy, focus on more premium products \$20-60 with LTOs.

Signage Components

- Table Sign Large ENG (DMS-21P10-MNT1) / BIL (DMS-21P10-MNT2)
- Table Sign Small ENG/BIL (DMS-21P10-MNT3)
- Shelf Talkers ENG (DMS-21P10-MNT4) / BIL (DMS-21P10-MNT5)
- Celebration Fixture Drum Sign ENG (DMS-21P10-MNT6) / BIL (DMS-21P10-MNT7)
- Celebration Fixture Bin Strip - solid colour (DMS-21P10-MNT8)

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.
- Merchandise the pre-printed shelf talkers in-section and on the table/celebration fixture.
- Add cut cases around the table to bring volume of product out onto the floor.

Middle Nesting Table



Top View (Back)

Facings: 8x 3 +210047	Facings: 8x 3 +444059	Facings: 8x 3 +451336
-----------------------------	-----------------------------	-----------------------------

Facings: 5x6 +687582	Facings: 6x 3 +130138	Vintages Single Bottle Gift Box +11202	Facings: 8x 3 +996405	Vintages Single Bottle Gift Box +11202	Facings: 6x 3 +59311	Facings: 5x6 +687582
	Signage					
	Facings: 6x 3 +433417	Vintages Single Bottle Rigid Gift Box +16679	Facings: 8x 3 +303800	Vintages Single Bottle Rigid Gift Box +16679	Facings: 6x 3 +433417	

Top View (Front)

Facings: 8x 3 +316570	Facings: 8x 3 +50203	Facings: 8x 3 +373985
-----------------------------	----------------------------	-----------------------------

Celebration Fixture



Period 10 END AISLES CHANGEOVER

EA 4: New products and backer card for P10

	LCBO#	Description	Size (mL)	Offers
End Aisle #4 (End Aisle W1)	155051	Masi Campofiorin Igt	750	LTO
	589010	Mezzacorona Pinot Grigio Trentino	1500	LTO
	649749	Castillo De Almansa Reserva	1500	LTO



EA 7: New products and backer card for P10

	LCBO#	Description	Size (mL)	Offers
End Aisle #7 (End Aisle W2)	278127	Santa Carolina Sauvignon Blanc Reserva	1500	LTO
	541961	Three Thieves Cabernet Sauvignon	750	LTO
	627802	Yellow Tail Chardonnay	750	LTO



IMPORTANT NOTE:

End Aisle #8 is Flighted A & B. Ensure you display the participating product that your store is grouped in.

EA 8A: New products for P10

	LCBO#	Description	Size (mL)	Offers
End Aisle #8A	13588	Bacardi Gold	750	
(End Aisle S6)	112979	Bacardi Superior White Rum (P.E.T)	750	
	520320	Bacardi Superior	1140	
	520353	Bacardi Spiced Rum	750	

Flight A Participating Stores

1, 3, 10, 15, 17, 19, 26, 31, 38, 40, 41, 51, 72, 80, 84, 101, 115, 125, 130, 140, 148, 149, 156, 168, 179, 187, 191, 207, 210, 211, 212, 214, 217, 218, 221, 226, 234, 237, 248, 253, 255, 288, 295, 310, 311, 321, 326, 344, 346, 353, 360, 367, 371, 383, 384, 386, 388, 389, 390, 391, 393, 394, 397, 404, 407, 411, 412, 417, 420, 431, 437, 438, 443, 445, 452, 453, 456, 481, 485, 486, 491, 494, 495, 497, 499, 500, 509, 521, 523, 528, 532, 533, 534, 536, 540, 553, 554, 556, 566, 569, 580, 585, 590, 593, 619, 624, 629, 630, 631, 634, 635, 638, 641, 643, 649, 658, 670, 694, 695, 699, 741, 776



EA 8B: New products for P10

	LCBO#	Description	Size (mL)	Offers
End Aisle #8B	117	Bacardi Superior White Rum	750	LTO
	1206	Bacardi Gold Rum	750	LTO
	45898	Bacardi Superior White Rum (P.E.T)	1750	
	520320	Bacardi Superior	1140	

Flight B Participating Stores

6, 14, 20, 22, 23, 24, 25, 27, 33, 34, 36, 44, 50, 55, 57, 58, 62, 63, 64, 65, 68, 70, 73, 74, 82, 86, 93, 95, 97, 132, 139, 144, 145, 152, 153, 154, 155, 163, 167, 171, 175, 186, 190, 195, 198, 200, 201, 209, 216, 227, 228, 229, 233, 242, 244, 249, 250, 252, 263, 269, 278, 279, 287, 298, 300, 312, 325, 329, 334, 340, 351, 359, 361, 362, 366, 373, 378, 381, 382, 385, 387, 392, 400, 401, 408, 416, 425, 426, 427, 428, 432, 434, 436, 444, 454, 458, 459, 465, 467, 470, 477, 490, 505, 522, 542, 544, 545, 546, 549, 552, 555, 564, 568, 575, 579, 584, 586, 587, 601, 602, 605, 609, 617, 618, 627, 633, 640, 644, 652, 653, 654, 655, 661, 667, 698, 700, 703, 706, 771



EA 9: New products for P10

	LCBO#	Description	Size (mL)	Offers
End Aisle #9 (End Aisle S7)	617688	Captain Morgan Original Spiced Rum	1140	
	500512	Captain Morgan Original Spiced Rum	750	
	500546	Captain Morgan Original Spiced Rum	1750	



EA 10: New products and backer card for P10

	LCBO#	Description	Size (mL)	Offers
Beer/Cider Mini Thematic C	17212	Wellington Brewery Mix Pack Vol 9 - 4826	4 x 473	
	17360	Beau's Fall Winter Mix Pack - 275	6 x 473	
End Aisle #10	17504	Amsterdam Winter Flight Pack - 3842	4 x 473	
	17816	Railway City - Merry & Bright Cranberry Lager - 8447	473	
	17859	Cameron's Winter Sampler - 413	3 x 473	
	17943	Nickel Brook IPA Mystery Pack - 6699	4 x 473	
	466292	Ernest Dry Cider - LCBO Warehouse	473	
	19003	Flying Monkeys Choc Manifesto - 6309	473	
	643106	Whitewater Peanut Butter Shake Stout - 8454	473	

NOTE: Refer to the Mini Thematic C section for more details.



EA 15: New products for P10

	LCBO#	Description	Size (mL)	Offers
End Aisle #15 (End Aisle W3)	357145	Open Smooth Red VQA	750	LTO
	589036	Peller Family Vineyards Cab Merlot	4000	LTO
	669465	Peller Family Vineyards Pinot Grigio	4000	LTO



EA 17: New products for P10

	LCBO#	Description	Size (mL)	Offers
End Aisle #17 (End Aisle W4)	85316	Blu Giovello Prosecco	750	LTO
	216945	Freixenet Cordon Negro Brut Cava	750	LTO
	464776	Louis Bouillot Perle Noire	750	LTO



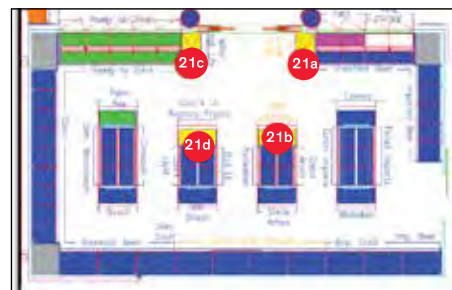
EA 20: New products for P10

	LCBO#	Description	Size (mL)	Offers
End Aisle #20 (End Aisle S15)	14354	Appleton Estate 8YO Reserve	750	LTO
	177808	Appleton Estate V/X Signature Blend	750	Necktag
	223529	Appleton Estate V/X Signature Blend	1140	Value Add



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 (November 29 - January 2)

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)	15165	Brickworks Ciderhouse Mix Pack 2020 6 x 473 m L	1950	\$1.00 LTO
	15117	Muskoka Survival Pack 6 x 473 m L	LCBO Warehouse	\$1.00 LTO
	16879	Mill Street Essentials Mix Pack 6 x 473 m L	1950	\$1.00 LTO
21B New/Seasonal (EA - EZB)	445577	Great Lakes Brewery Lake Effect 473 mL	1929	
	18016	Woodhouse Raspberry Hibiscus Sour 473 mL	189	
	17908	Bellwoods Fruit Jelly King - Raspberry 500 mL	2990	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.				
21C Plinth (EA - EZH)	17819	Stella Artois 6 x 473 m L	275	\$1.00 LTO
	17823	Stella Artois 6 x 330 m L	275	Value Add
	Purchase 2 6x330 m L bottles of Stella Artois (+17823) and receive a free Chalice with purchase			
21D End Aisle (EA - EZD)	18	Heineken Lager 6 x 330 m L	LCBO Warehouse	Value Add
	302810	Heineken 6 x 500 m L	LCBO Warehouse	LTO
	589416	Heineken 0.0 6x330 m L	LCBO Warehouse	

21A:

These gift packs are great gift options! Keep it full and as inventory sells down, replace with other great beer gift ideas.

21B:

Support your local craft beer. Remember to merchandise 8 pack carriers on the top shelf to encourage purchasing multiple units and discovery of new products.

21C:

Place the value add merchandiser in the middle of the end and load up the sides with the holiday favourite – Stella Artois.

21D:

Customers will surely be stocking up to watch the game at home. This end should be restocked frequently to make our customer's experience seamless.

Signage Components

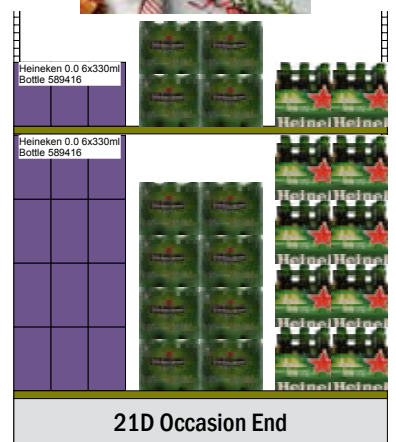
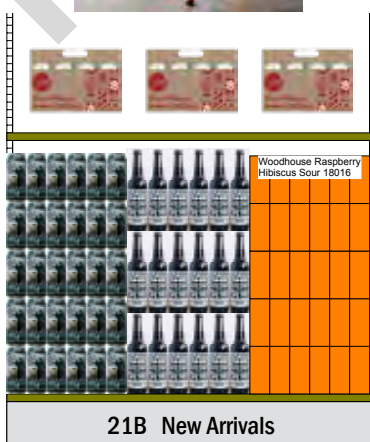
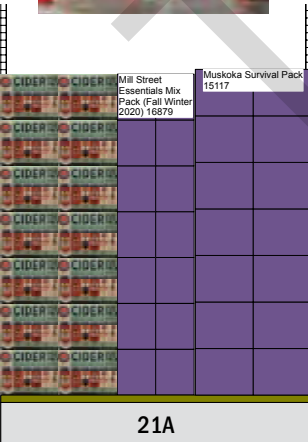
- 21A Mix packs Backer Card BIL (DMS-21P10-EZ1)
- 21A Mix packs Transparency ENG (DMS-21P10-EZ2) / BIL (DMS-21P10-EZ3)
- 21B Generic Backer Card BIL (DMS-21P9-EZ6)
- 21C Stella Artois Backer Card BIL (DMS-21P10-EZ4)
- 21A, C, D Pricer Cards ENG (DMS-21P10-EZ5) / BIL (DMS-21P10-EZ6)
- 21A, C, D Shelf Talkers ENG (DMS-21P10-EZ7) / BIL (DMS-21P10-EZ8)
- 21D Heineken Light Backer Card BIL (DMS-21P10-EZ9)
- 21D Heineken Light Transparency ENG (DMS-21P10-EZ10) / BIL (DMS-21P10-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.
- Install End Aisle Blade Signs.

21B:

- Display a fully-assembled 8-pack carrier, filled with participating Ontario Craft Beer and Cider products in the middle of the top shelf.
- Merchandise the generic 21B backer card until the end of P10.



Block Pile Program

GREAT VALUE BEER

December 11 - 13

All stores will have the opportunity to participate in this promotion. Details on ordering and distribution will be communicated through the Retail Administrator Blast.

Key Dates (Dec 11 - 13)

Participating Stores

All Stores

Participating Products

LCBO#	Description	Size (mL)	Offers
110320	No Name Beer	6 x 341	\$3.30 LTO

Merchandising Instructions

- Use the cut case backer card and the holiday generic riser wrap to build a display with the participating product. The holiday generic riser wrap was sent to stores in P9 with the holiday block pile signage kit.
- Use the planogram provided for direction.
- If inventory depletes, product is to be moved in-section along with the provided on-shelf components.

Signage Components

- Pricer Card
ENG (Re-order # DMS-21P10-BAB1) / BIL (Re-order # DMS-21P10-BAB2)
- Shelf Talkers
ENG (Re-order # DMS-21P10-BAB3) / BIL (Re-order # DMS-21P10-BAB4)
- Cut Case Backer Card
ENG (Re-order # DMS-21P10-BAB5) / BIL (Re-order # DMS-21P10-BAB6)
- Holiday Generic Block Pile Riser Wrap - solid colour
(Re-order # DMS-21P9-HBP7)
sent to stores in P9 with the holiday block pile signage kit



NOTE: Participating stores with limited floor space have been selected based on their floor plans. These stores will receive shelf talkers instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

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 (November 29 - January 2)

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/StoreParticipationLookup.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

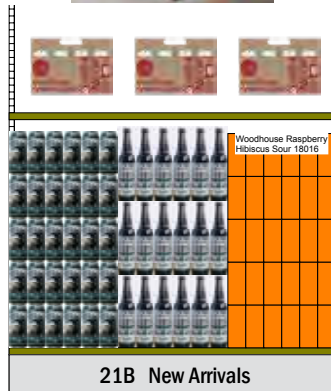
- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer and Cider products in the middle of the top shelf.
- Continue to merchandise the P9 Backer Card.

Signage Components

- End Aisle Backer Card
ENG / BIL (Re-order # DMS-21P9-EZ6)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)



Ensure National brands are not featured on this local End.



Location	LCBO#	Description	Supplying Source / Distributor
21B New/ Seasonal (EA - EZB)	445577	Great Lakes Brewery Lake Effect 473 mL	1929
	18016	Woodhouse Raspberry Hibiscus Sour 473 mL	189
	17908	Bellwoods Fruit Jelly King - Raspberry 500 mL	2990

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 (November 29 - January 2)

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
10833	Railway City Brewing - Juice Caboose IPA	473	LTO	8447 - Railway City Brewing Company
13445	Henderson's Brewing Co. Export Stout	473		766 - Henderson Brewing Co
15823	Lake Of Bays Off The Grid Hazy Pale Ale	473		8958 - Lake Of Bays Brewing
15880	Refined ool Ontario Craft Lager	473		5732 - Refined ool Brewing Company
17396	Cameron's Cruising Through The Galaxy Hazy	473		413 - Cameron's Brewing Co.
422121	Black Oak Nut Brown Ale	473		5262 - Black Oak Brewing Company Ltd

Merchandising Instructions

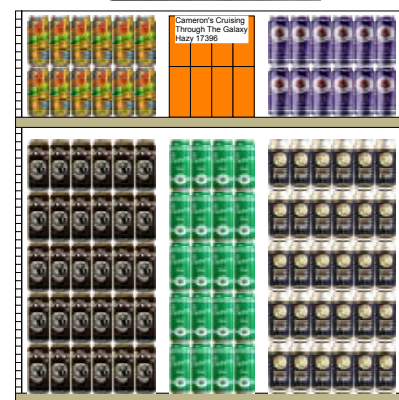
- Merchandise participating products on the End Aisle
- Install pre-printed shelf talkers in front of products.
- Merchandise the "Ontario Craft Beer" End Aisle backer card

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-P10-OCBEA-ST1)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Craft Beer Imported

SHELF TALKERS

Craft Beer Program (Imported)

Key Dates (November 29 - January 2)

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
16686	Rogue Coast Haste Imperial Hazy IPA
407999	Samuel Smiths Taddy Porter
16688	Belgian Beer Discovery Box
16185	Troubadour Imperial Stout
17773	Oskar Blue Old Chub Scotch Ale
17774	Sydney Street Oatmeal Stout
180315	Ola Dubh 18 yr old
311860	Erdinger Pikantus

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



Example

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).

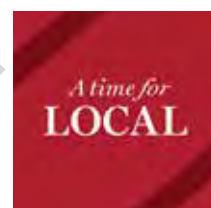
NOTE: Stores on this Program will receive 2 sets of pre-printed shelf talkers to promote the products on the VQA Cube and Gondola fixtures. This will arrive in the mailbag.

Shelf Talkers (English/Bilingual): (Re-order # DMS-21P10-OWP2)

Key Dates (November 29 - January 2)

Participating Products

LCBO#	Description	Size (mL)	Offers
16789	Lazzara Bianco Secco Sparkling VQA	750	\$2.00 LTO
233635	Cave Spring Riesling Dry VQA	750	\$2.00 LTO
270926	Henry Of Pelham Baco Noir VQA	750	\$2.00 LTO
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00 LTO



Perpendicular Shelf Talker
 ENG (Re-order# DMS-21P9-OWP5)
 BIL (Re-order# DMS-21P9-OWP6)

Participating Stores

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

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- Holiday Perpendicular Shelf Talkers (**Signage is to remain up for P9-10**)
 ENG (Re-order# DMS-21P9-OWP5) BIL (Re-order# DMS-21P9-OWP6)
- LTO Shelf Talkers ENG/BIL (Re-order # DMS-21P10-OWP2)



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



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.
- Install the Perpendicular Shelf Talkers using a perpendicular shelf talker clip.

PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES:

Signage Components

- Holiday Our Wine Country Backer Card (**Signage is to remain up for P9-10**)
 ENG (Re-order# DMS-21P9-OWP3) BIL (Re-order# DMS-21P9-OWP4)



Merchandising Instructions

- Take down the current year-around backer card and store it in a safe place. Install the new Holiday backer card. 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)

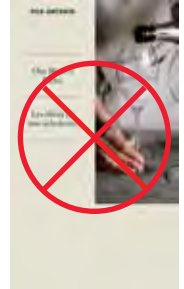
This program will place spotlights on **FOUR (4) Ontario VQA** wines every period. The Our Wine Country Ontario Buyer's Pick Program is updated every promotional Period.

This is a sold program. Participation is mandatory.

Participating Products - Period 10

LCBO#	Description	Size (mL)
110049	Sandbanks Estate Baco Noir VQA	750
217679	Jackson-Triggs Methode Cuve Close Sparklg VQA	750
234583	Cave Spring Riesling VQA	750
504241	Henry Of Pelham Cabernet/Merlot VQA	750

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



Recycle Cut-Case Backer Card

Participating Stores

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

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

Key Dates (November 29 - January 2)

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 10 Shelf Talkers ENG/BIL (Re-order # DMS-21P10-OWP1)

Merchandising Instructions

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



End Aisle Backer Card

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-21P10-OWP1)
- Install the shelf talkers in-section in front of the participating products.

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

NEW! 2020/21 Ontario Wine Awards

The following Ontario VQA wines (Angel's Gate Estate Winery) have recently been recognized by the 2020 Ontario Wine Awards. The Shelf Talkers are to support the 2020 Ontario Wine Award winners for both LCBO and Vintages products. Please highlight these VQA wines in stores with shelf talkers.

NOTE: The Holiday perpendicular shelf talkers were shipped in P9 for the Holiday promotion. Stores will receive new perpendicular shelf talkers in P11 that will remain in place until P6.

Key Dates (Period 9 - 10)

Participating Stores

All Stores

Participating Products

LCBO#	Description	Size (mL)
1818	Angels Gate Chardonnay VQA	750
620104	Angels Gate Sussreserve Riesling VQA	750
331215	Angels Gate Pinot Gris VQA	750
58594	Angels Gate Gewürztraminer VQA	750
620096	Angels Gate Cabernet Merlot VQA	750
308486	Angels Gate Pinot Noir VQA	750
107714	Angels Gate Gamay Noir VQA	750



Image is subject to change

Signage

- Holiday Perpendicular Shelf Talker ENG (Re-order# DMS-21P9-OWA1) BIL (Re-order# DMS-21P9-OWA2)

Merchandising Instructions

- Install the Holiday 2020 Ontario Wine Awards Shelf Talkers in front of corresponding products using a perpendicular shelf talker clip.

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

NEW!

The Essentials on Offer program has changed 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 (November 29 - January 2)

Participating Stores

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

Participating Products - Period 10 & 11

LCBO#	Description	Size (mL)	Offers
419770	Wines of Substance Cabernet Sauvignon	750	\$3.00 LTO
479014	Gran Feudo Reserva	750	\$2.00 LTO

Signage Components

- Branded Backer Card ENG/BIL (Re-order# DMS-21P10-VINT1)
- Pre-printed shelf talkers ENG/BIL (Re-order# DMS-21P10-VINT1)
- Bin tag overlay:
2" English: VBTC001 / 2" French: VBTC004
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

Merchandising Instructions

- Install branded backer card.
- Merchandise products together on a frontfacing/primary end aisle for two periods (Period 10 & 11).
- 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 10 (Branded Backer Card)

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



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.

IMPORTANT NOTE: Some stores may not be allocated sufficient case quantities to fill the Wine of the Month (WOM) End.

ACTION: Substitute residual inventory from past Wines of the Month to fill in the bottom shelves of the end aisle. If no residual WOM stock is available, substitute with Consultants picks from the release.

Participation is mandatory.

Key Dates (December 12 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)
DEC 12 RELEASE		
3962	Ricasoli Brolio Chianti Classico 2017	750
16193	Knotty Vines Cabernet Sauvignon 2017	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.
- Some stores may not be allocated sufficient case quantities to fill the Wine of the Month (WOM) End. **Substitute residual inventory from past Wines of the Month to fill in the bottom shelves of the end aisle. If no residual WOM stock is available, substitute with Consultants picks from the release.**



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 (Nov 30 to Jan 3)



BAM (Nov 29 to Jan 2)



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
413237	Gérard Bertrand Languedoc	750		\$16.95	8 BAM
958975	Mer Soleil Reserve Chardonnay	750		\$34.95	10 BAM
322586	Montes Alpha Cabernet Sauvignon	750		\$19.95	10 BAM
544791	Reif Estate Vidal Icewine	200		\$24.95	8 BAM
111641	Rocca delle Macie Riserva Chianti	750		\$15.95	10 BAM
660043	Two Hands Gnarly Dudes Shiraz	750		\$24.95	8 BAM
147504	13th Street Cuvée Brut Rosé	750	\$29.95	\$24.95	\$5.00 LTO
59311	7 Deadly Zins Old Vine Zinfandel	750	\$24.95	\$21.95	\$3.00 LTO
50203	Beronia Reserva	750	\$21.95	\$19.95	\$2.00 LTO
342428	Bonterra Cabernet Sauvignon	750	\$21.95	\$19.45	\$2.50 LTO
650432	Castelgiocondo Brunello di Montalcino	750	\$53.95	\$48.95	\$5.00 LTO
213983	Cave Spring Blanc de Blancs Brut Sparkling	750	\$29.95	\$27.95	\$2.00 LTO
224766	Château des Charmes Brut Sparkling	750	\$25.95	\$21.95	\$4.00 LTO
210047	Columbia Crest H3 Cabernet Sauvignon	750	\$19.95	\$16.95	\$3.00 LTO
337238	Concha y Toro Marques de Casa Concha Cabernet Sauvignon	750	\$22.95	\$19.95	\$3.00 LTO
167189	Dandelion Vineyards Lionheart of The Barossa Shiraz	750	\$21.95	\$19.95	\$2.00 LTO
89011	Featherstone Sauvignon Blanc	750	\$17.95	\$16.95	\$1.00 LTO
1545	Flat Rock Pinot Noir	750	\$22.95	\$20.95	\$2.00 LTO
521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750	\$24.95	\$22.95	\$2.00 LTO
308122	Ghost Pines Winemaker's Blend Chardonnay	750	\$21.95	\$19.95	\$2.00 LTO
479014	Gran Feudo Reserva	750	\$18.95	\$16.95	\$2.00 LTO
373985	Gérard Bertrand Côte Des Roses Rosé	750	\$18.95	\$16.95	\$2.00 LTO
430561	Henry of Pelham Riesling Icewine	375	\$49.95	\$39.95	\$10.00 LTO
461699	Henry of Pelham Speck Family Reserve Baco Noir	750	\$24.95	\$21.95	\$3.00 LTO
388306	Inniskillin Vidal Icewine	375	\$49.95	\$44.95	\$5.00 LTO
35386	Kim Crawford Sauvignon Blanc	750	\$19.95	\$17.95	\$2.00 LTO
522672	Lakeview Cellars Vidal Icewine	200	\$22.95	\$20.95	\$2.00 LTO
232371	Louis M. Martini Napa Valley Cabernet Sauvignon	750	\$39.95	\$34.95	\$5.00 LTO

LCBO#	Description	Size (mL)	Price	Now	Offers
268771	Louis Roederer Brut Premier Champagne	750	\$76.95	\$71.95	\$5.00 LTO
395384	Luc Belaire Rare Sparkling Rosé	750	\$39.95	\$34.95	\$5.00 LTO
452672	Luigi Bosca Malbec	750	\$18.95	\$16.95	\$2.00 LTO
168716	M. Chapoutier Les Vignes De Bila-Haut Côtes Du Roussillon-Villages	750	\$15.95	\$12.95	\$3.00 LTO
587154	Magnotta Vidal Icewine	375	\$33.95	\$29.95	\$4.00 LTO
142018	Majella The Musician Cabernet/Shiraz	750	\$19.95	\$17.95	\$2.00 LTO
130138	Meiomi Pinot Noir	750	\$22.95	\$19.95	\$3.00 LTO
69377	Monte Antico	750	\$15.95	\$13.95	\$2.00 LTO
650713	Monte Zovo Sa' Solin Ripasso Valpolicella	750	\$19.95	\$17.95	\$2.00 LTO
177345	Muga Reserva	750	\$26.95	\$22.95	\$4.00 LTO
326728	Oyster Bay Chardonnay	750	\$19.95	\$16.95	\$3.00 LTO
316570	Oyster Bay Sauvignon Blanc	750	\$19.95	\$16.95	\$3.00 LTO
377770	Quails' Gate Chardonnay	750	\$24.95	\$21.95	\$3.00 LTO
255513	Robert Mondavi Napa Valley Cabernet Sauvignon	750	\$54.95	\$49.95	\$5.00 LTO
350900	Robert Oatley Signature Series Chardonnay	750	\$19.95	\$17.95	\$2.00 LTO
741769	Rocca delle Macie Chianti Classico	750	\$18.95	\$15.95	\$3.00 LTO
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	\$19.95	\$17.95	\$2.00 LTO
425488	Sella & Mosca Riserva Cannonau Di Sardegna	750	\$18.45	\$16.45	\$2.00 LTO
142935	Small Gully The Formula Robert's Shiraz	750	\$19.95	\$17.95	\$2.00 LTO
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$59.95	\$54.95	\$5.00 LTO
370361	Tawse Spark Limestone Ridge Organic Sparkling Riesling	750	\$20.95	\$18.95	\$2.00 LTO
433417	Tedeschi Amarone della Valpolicella	750	\$44.95	\$39.95	\$5.00 LTO
343509	Tessellae Vieilles Vignes Carignan	750	\$18.95	\$17.95	\$1.00 LTO
451336	Tom Gore Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00 LTO
36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00 LTO
303800	Trius Red	750	\$24.95	\$22.95	\$2.00 LTO
419770	Wines of Substance Cabernet Sauvignon	750	\$23.95	\$20.95	\$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

Key Dates (November 29 - January 2)

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

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

Participating Product

LCBO#	Description	Size (mL)	Offers
224766	>V)Brut Methode Traditionelle (Chateau Des C	750	\$4.00 LTO

Signage Components & Merchandising Instructions

Signage reorder code: DMS-21P10-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 January 2, 2021.

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 January 2, 2021.

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 January 2, 2021.

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

AIR MILES® SHOP THE BLOCK®

Holiday Promotion (November 19 - December 28, 2020)

This holiday season, we will be working with AIR MILES® and other retail partners to reward customers with even more bonus AIR MILES®, as part of the SHOP THE BLOCK® campaign.

During the promotional period, collectors will be encouraged to shop multiple partner locations to earn additional top up BAMS.

Key Dates

Signage Ship Date: November 13
Program Start Date: November 19
End Date: December 28

- Use offers at 3 different Partners, get 300 Miles
- Use offers at 5 different Partners, get 800 Miles
- Use offers at 7 different Partners, get 1,200 Miles

For this promo, customers must use different offers at different participating Partners.

SHOP THE BLOCK® signage kits have been produced for all participating locations, which will be provided by AIR MILES® by November 13th. In addition, we will be sending stores pre-printed shelf talkers, which will ship in the November 9th mailbag.

More information on the program can be found at airmiles.ca/ShopTheBlock

Participating Stores

All stores

Signage Components

SHOP THE BLOCK® signage kit will include:

- 2 Posters
- 20 Wobblers
- 2 Rolls of Wearable Stickers
- 2 Installation Instructions
- 10 Cheat Sheets for Store Staff
- Pre-printed Shelf Talkers

(will be shipping in the November 9th mailbag)

Merchandising Instructions

- Install posters as close to the front entrance of the store.
- Display wobblers near participating products for P9 and P10.
- Install pre-printed shelf talkers in front of participating products for P9 and P10.
- Wearable stickers can be affixed to store staff's shirtfronts.



Posters
(EN, FR and Bilingual available)



Wobblers
(EN, FR available)



Wearable Stickers
(EN, FR available)



Installation
Instructions
(EN, FR available)



Cheat Sheet for
Store Staff
(EN, FR available)



Pre-Printed Shelf Talkers

Participating Products

Period 9 Offers

Offers available beginning November 19 – November 28, 2020

LCBO#	Description	Size (mL)	BAM
11945	Proper NO. Twelve	750	20
31930	Seagrams V.O. Whisky	1750	40
240416	Montesor Amarone Della Valpolicella DOC	750	20
369009	Pinnacle Vodka	750	20
410803	D'Ussé VSOP Cognac	750	30

Period 10 Offers

Offers available beginning November 29 – December 28, 2020

LCBO#	Description	Size (mL)	BAM
10177	Old Pulteney 12 Year Old Single Malt	750	30
53082	Alberta Pure Vodka	1750	20
108100	Martell VS Single Distillery	750	20
155341	Perrier-Jouët Grand Brut Champagne	750	30
231571	Seagrams 83 Whisky	1750	40
308056	Mumm Cordon Rouge Brut Champagne	750	30
401307	Maestro Dobel Tequila	750	25
417196	Grey Goose Vodka	1140	25
433961	Villa Annaberta Amarone Della Valpolicella DOCG	750	20
462432	Piper Heidsieck Brut Champagne	750	25
530352	Glenfiddich 18 Year Old Single Malt Scotch Whisky	750	50

Period 9 + Period 10 Beer Offers

Offers available beginning November 19 – December 28, 2020

LCBO#	Description	Size (mL)	BAM
439950	Asahi Super Dry	6 x 330	Buy any 2 and get 10 BAM
525188	Peroni Nastro Azzurro	6 x 330	

Display Program

BLOCK PILE D

Baileys (FSG-A)

Select stores will display the below products 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, they will make arrangements to pick them up.

This is a sold program. Participation is mandatory.

Key Dates (November 29 - January 2)

Participating Stores

19, 22, 83, 102, 130, 154, 187, 198, 217, 226, 253, 263, 288, 310, 346, 367, 390, 393, 398, 417, 438, 495, 499, 549, 619, 624, 630, 631, 741

Participating Products

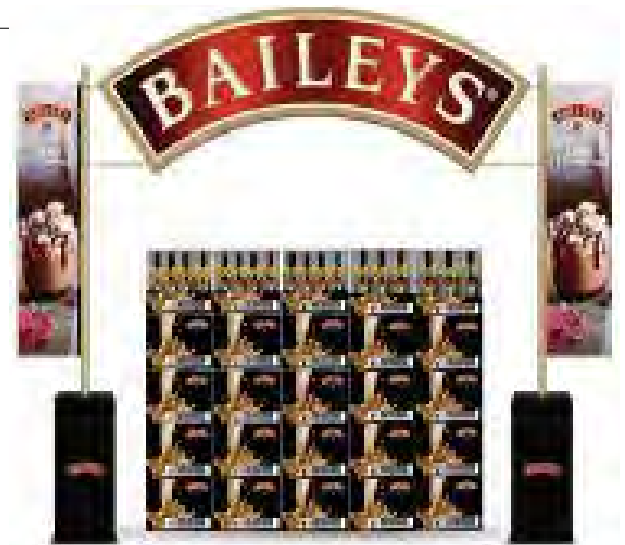
LCBO#	Description	Size (mL)	Offers
5959	Baileys Irish Cream Liquor	750	
193490	Baileys Irish Cream	1750	
605956	Baileys Irish Cream Liquor	1140	\$2.00 LTO

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Cards
ENG (DMS-21P10-BPD5) / BIL (DMS-21P10-BPD6)

Merchandising Instructions

- The supplier will be providing and setting up the merchandisers 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.



Supplied by Agent

Kim Crawford (BP-XBP)

Invite the top-selling white wine from New Zealand, Kim Crawford, to your holiday feast. The supplier will be providing and setting up the Kim Crawford tree merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up. **This is a sold program. Participation is mandatory.**

Key Dates (November 29 - January 2)

Participating Stores

1, 10, 15, 21, 31, 40, 115, 148, 164, 195, 228, 243, 334, 355, 360, 385, 394, 412, 443, 445, 500, 523, 542, 573, 590, 623, 632, 703, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
35386	Kim Crawford Marlborough Sauvignon Blanc	750	\$2.00 LTO
160085	Kim Crawford Marlborough Sauvignon Blanc	375	
626390	Kim Crawford Marlborough Pinot Noir	750	
650325	Kim Crawford Hawke's Bay Rosé	750	
991950	Kim Crawford Marlborough Chardonnay Unoaked	750	

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Cards
ENG (DMS-21P10-BPD3) / BIL (DMS-21P10-BPD4)

Merchandising Instructions

- The supplier will be providing and setting up the merchandisers to the selected stores in time for the start of the promotion.
- Place the merchandiser at the front of the store and build cut case displays around the tree merchandiser (which the tree will sit on).
- Merchandise the pricer cards in front of the participating products. Pricer cards will be supplied by LCBO.



Supplied by Agent

Veuve (FSH-A)

Select stores will display the below product using 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, they will make arrangements to pick them up. **This is a sold program. Participation is mandatory.**

Key Dates (November 29 - January 2)

Participating Stores

10, 38, 149, 452, 486

Participating Products

LCBO#	Description	Size (mL)
16052	Veuve Clicquot Retro Chic Tapes	750

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Cards ENG (DMS-21P10-BPD1) / BIL (DMS-21P10-BPD2)

Merchandising Instructions

- The supplier will be providing and setting up the merchandisers 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.



Supplied by Agent

Period 9 - 10

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:

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

Flex Space Europe - A Time for French Favourites

Key Dates (P9 - P10)

Participating Stores

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

3 Flex Spaces

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 sparkling wines
2. USA/Australia section merchandised with new products from New World. Replenish with wine gifts as the Josh Cellars/ Yellow Tail products sell.
3. Italy/SE Europe section merchandised with French wines

6 Flex Spaces

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

- Sparkling section merchandised with sparkling wines
- USA section merchandised with Josh Cellars products. Replenish with wine gifts as the Josh Cellars products sell.
- SE Europe section merchandised with French wines
- Australia section with Yellow Tail products. Replenish with wine gifts as the Yellow Tail products sell.
- Chile/Argentina section
- Organic section - secondary location for all general list and Vintages organic products.

Signage Components

Flex Space Box Signs:

- A Time for Great Wine Gifts
- A Time for French Favourites
- (Re-order # DMS-21P10-FS1)

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 Chile/Argentina.
- 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.

Suggested Products to Merchandise (based on your current store's assortment)

Box Sign	LCBO#	Description	Producing Country	Size (mL)	Retail
SPARKLING Flex Space (FSA) - "New Sparkling Gifts" - No changes from P9					
	11222	Freixenet Italian Rose DOC Veneto	Italy	750	\$19.95
	187914	BOTTEGA Rose Gold Spumante, Lombardia, Italy	Italy	750	\$29.95
	348318	BOTTEGA White Gold Spumante DOC, Veneto, Italy	Italy	750	\$29.95
	463349	Henkell Blanc de Blanc	Germany	750	\$16.95
	463364	Bottega Mini Sparkling Set	Italy	800	\$29.95
	513465	Santero Moscato Spumante Holiday	Italy	750	\$14.95
	578955	BOTTEGA Accademia Red Prosecco DOC, Veneto, Italy	Italy	750	\$19.95
	583401	Gemma di Luna Sparkling Moscato	Italy	750	\$15.95
	623751	Scavi & Ray Glitter Prosecco Spumante DOC	Italy	750	\$39.95
USA Flex Space (FSB) - "A Time for Great Wine Gifts" - New box sign for P10					
	16947	Josh Cellars Prosecco	Italy	750	\$19.95
	461053	Josh Cellars Cabernet Sauvignon	USA	750	\$19.95
	561100	Josh Cellars Chardonnay	USA	750	\$18.95
	638221	Josh Cellars Merlot	USA	750	\$19.95
New for P10	*Once the USA Flex Space has sold through the products, replenish with wine gifts. A new box sign will be sent to stores.				
EUROPE (FSC) - Italy/SE Flex Space "A Time for French Favourites" - New products and box sign for P10					
	51573	Bouchard Pere & Fils Macon-Lugny St-Pierre	France	750	\$22.60
	122077	Georges Duboeuf Beaujolais-Villages	France	750	\$13.05
	217760	Chateau De Montgueret Cremant De Loire Brut	France	750	\$19.95
	279661	L'Orangerie Rose Pays D'Oc	France	750	\$12.20
	30072	Chateau Timberlay Bordeaux Superieur Aoc	France	750	\$17.95
	470096	Marius Rouge Pays D'Oc	France	750	\$12.95
	472555	François Lurton Fumees Blanches Sauv Blanc Vdfrance	France	750	\$14.00
	635920	Felix & Lucie Cabernet-Syrah	France	750	\$14.95
		*Mandatory Participation: This is a SOLD promotion. Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.			
Australia Flex Space (FSD) - "A Time for Great Wine Gifts" - New box sign for P10					
	20289	Yellow Tail Shiraz	Australia	1500	\$23.95
	20321	Yellow Tail Chardonnay	Australia	1500	\$20.95
	624544	Yellow Tail Shiraz	Australia	750	\$12.95
	229039	Yellow Tail Bubbles	Australia	750	\$14.95
	350504	Yellow Tail Big Bold Red	Australia	750	\$14.50
	572164	Yellow Tail Cabernet Sauvignon	Australia	750	\$23.95
	621623	Yellow Tail Cabernet Sauvignon	Australia	750	\$12.95
	627802	Yellow Tail Chardonnay	Australia	750	\$11.95
	634410	Yellow Tail Pinot Grigio	Australia	1500	\$20.95
New for P10	*Once the Australia Flex Space has sold through the products, replenish with wine gifts. A new box sign will be sent to stores.				

Box Sign	LCBO#	Description	Producing Country	Size (mL)	Retail
Chile/Argentina Flex Space (FSE) - "New from South America" - No changes from P9					
	16363	Cono Sur Organic Pinot Noir	Chile	750	\$13.95
	16186	Santa Rita Secret Reserve Cabernet Sauvignon	Chile	750	\$14.95
	16189	Santa Rita Secret Reserve Sauvignon Blanc	Chile	750	\$14.95
	17560	Santa Carolina Sauvignon Blanc	Chile	1500	\$14.95
	63891	Coyam Red Blend Organic	Chile	750	\$29.95
	322586	Cabernet Sauvignon Alpha (Montes Sa)	Chile	750	\$19.95
	478727	(V)Catena Malbec (Bodegas Esmeralda)	Argentina	750	\$19.95
	694208	(V) Cabernet Sauvignon Reserva (Vina Perez Cruz	Chile	750	\$14.95
	974717	(V) Sauvignon Blanc Reserva (Casas Del Bosque)	Chile	750	\$14.95

Organic Flex Space (FSF) - No changes from P9

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

Sparkling Flex Space - "New Sparkling Gifts"



USA Flex Space "A Time for Great Wine Gifts"



EUROPE - Italy/SE Flex Space "A Time for French Favourites"



Mandatory Participation:

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

Flex Space Europe - A Time for French Favourites

Australia Flex Space "A Time for Great Wine Gifts"



Chile/Argentina Flex Space - "New from South America"



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 (November 29 - January 2)

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
18864	J.P Wiser's Old Fashioned CA Whisky	375	Value Add: JP Wiser's Manhattan 50 mL (rep applied)

Value Add: A liquid value add of JP Wiser's Manhattan (50 mL) will be rep applied to the participating product. If stores run out, they should contact their Agent representative for additional stock.

Signage Components










- Cut Case Backer Card ENG (Re-order # DMS-21P10-CRSD1) / BIL (Re-order # DMS-21P10-CRSD2)
- Riser Wrap - solid colour (Re-order # DMS-21P10-CRSD3)
- Pricer Cards ENG (Re-order # DMS-21P10-CRSD4) / BIL (Re-order # DMS-21P10-CRSD5)







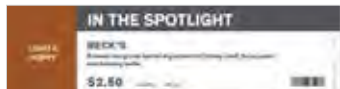

Merchandising Instructions

- 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.



ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Branded Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P10-ST1 BIL: DMS-21P10-ST2	
On Shelf	Regular Program Pre-printed Extender Strips (64 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P10-ST3 BIL: DMS-21P10-ST4	
On Shelf	Community Program Pre-printed Extender Strips (10 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P10-ST5 BIL: DMS-21P10-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips (9 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P10-ST7 BIL: DMS-21P10-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips (1 version)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P10-ST9 BIL: DMS-21P10-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-21P10-ST11	
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-21P10-ST12	
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-21P10-ST13	
On Shelf	BBAM Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P10-ST18 BIL: DMS-21P10-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-P10-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-P10-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 Red, 1000 ml 87.8M Fortana Di Pappa Red, 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 & Product Guide PT7 Worksheets Link</p>

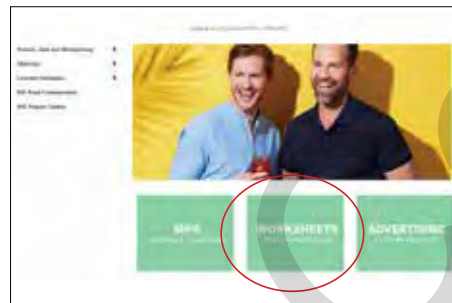
Customer Experience Newsletter

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

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

REMINDER: Please direct all Marketing program inquiries and signage on [Retail/LBO \(416-865-9892 or 1-877-944-1111\)](#)

REMINDER: Please direct [Help](#)



Portal Site



Marketing & Product
Guidelines Site

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	DOTW #1	193490	Baileys Irish Cream	1750	
<input type="checkbox"/>	<input type="checkbox"/>	DOTW #2	633347	Longshot Cabernet Sauvignon	750	
<input type="checkbox"/>	<input type="checkbox"/>	DOTW #3	326025	Basil Hayden Straight Bourbon	750	
<input type="checkbox"/>	<input type="checkbox"/>	DOTW #4	384651	Martini Prosecco Sparkling	750	
<input type="checkbox"/>	<input type="checkbox"/>	DOTW #5	358184	Tanqueray Rangpur Gin	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1	110056	Absolut Vodka	750	LTO, COTM
			209221	Absolut Vodka	1140	LTO
			216655	Absolut Vodka	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2	5959	Baileys Irish Cream	750	Flex Space
			193490	Baileys Irish Cream	1750	Flex Space
			605956	Baileys Irish Cream Liquor	1140	LTO, Flex Space
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3	67	Smirnoff Vodka	750	BBAM
			38505	Smirnoff Vodka	1750	BBAM
			216929	Smirnoff Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4	155051	Masi Campofiorin gt	750	LTO
			589010	Mezzacorona Pinot Grigio Trentino	1500	LTO
			649749	Castillo De Almansa Reserva	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5	1487	Crown Royal	750	LTO
			114694	Crown Royal	1750	VA
			217950	Crown Royal	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 6	893	J.P. Wiser's Deluxe	750	LTO
			33928	J.P. Wiser's Deluxe	1750	VA
			216689	J.P. Wiser's Deluxe	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 7	278127	Santa Carolina Sauvignon Blanc Reserva	1500	LTO
			541961	Three Thieves Cabernet Sauvignon	750	LTO
			627802	Yellow Tail Chardonnay	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8A	13588	Bacardi Gold	750	LTO
			112979	Bacardi Superior White Rum (P.E.T)	750	LTO
			520320	Bacardi Superior	1140	
			520353	Bacardi Spiced Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8B	117	Bacardi Superior White Rum	750	LTO
			1206	Bacardi Gold Rum	750	LTO
			45898	Bacardi Superior White Rum (P.E.T)	1750	
			520320	Bacardi Superior	1140	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 9	500512	Captain Morgan Original Spiced Rum	750	LTO
			500546	Captain Morgan Original Spiced Rum	1750	VA
			617688	Captain Morgan Original Spiced Rum	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 10: Mini Thematic C	17212	Wellington Brewery Mix Pack Vol 9 (4826)	4 x 473	
			17360	Beau's Fall Winter Mix Pack (275 TBS)	6 x 473	
			17504	Amsterdam Winter Flight Pack (3842)	4 x 473	
			17816	Railway City - Merry & Bright Cranberry Lager (8447)	473	
			17859	Cameron's Winter Sampler (413)	3 x 473	
			17943	Nickel Brook IPA Mystery Pack (6699)	4 x 473	
			466292	Ernest Dry Cider (LCBO Warehouse)	473	BAM
			19003	Flying Monkeys Choc Manifesto (6309)	473	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 11	217687	Canadian Club Premium	1140	
			42	Canadian Club Premium	750	LTO
			390583	Canadian Club 100% Rye	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 12	350207	Forty Creek Copper Pot Reserve Whisky	1140	VA
			10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
			550715	Forty Creek Barrel Select	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 13	7880	Johnnie Walker Black 12 Yr	750	End Aisle, LTO, FNT
			217802	Johnnie Walker Black Label	1140	VA
			422006	Johnnie Walker Black Label Scotch	1750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 14	95935	Grey Goose Vodka	750	
			316844	Bombay Sapphire London Dry	750	LTO
			417196	Grey Goose Vodka	1140	BAM
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 15	604868	Grey Goose Vodka	1750	BAM
			357145	Open Smooth Red VQA	750	LTO
			589036	Peller Family Vineyards Cab Merlot	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 16	669465	Peller Family Vineyards Pinot Grigio	4000	LTO
			10157	Jameson Irish Whiskey	750	LTO
			17055	Jameson Cold Brew Irish Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 17	207613	Jameson Irish Whiskey	1140	VA
			85316	Blu Giovello Prosecco	750	LTO
			216945	Freixenet Cordon Negro Brut Cava	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 18	464776	Louis Bouillot Perle Noire	750	LTO
			41384	Jack Daniel's Tennessee Whiskey	750	VA, BPC
			260323	Jack Daniel's Honey	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 19	480616	Jack Daniel's Single Barrel Whiskey	750	
			16544	St Remy Signature	750	VA
			309773	St Remy VSOP (P.E.T)	1750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 20	557108	St Remy XO Brandy	750	LTO
			14354	Appleton Estate 8YO Reserve	750	LTO
			177808	Appleton Estate V/X Signature Blend	750	Necktag
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture	223529	Appleton Estate V/X Signature Blend	1140	VA
			Refer to the Seasonal Inventory Site for distribution details on the amount of gift packs your store will receive.			
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table	11248	Baileys Espresso	750	
			380865	Rumchata	750	\$2.50 LTO
			400259	Baileys Salted Caramel	750	\$1.00 LTO
			462424	Cabot Trail Maple Cream	750	\$2.00 LTO
P9 Residual Baileys Inventory						

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	16917	Hennessy VS Gold Bottle	750	
			43703	Hennessy VSOP Cognac	750	
			217463	Hennessy XO Cognac	750	
			245688	Hennessy VS Cognac	375	
			16913	Hennessy XO On Ice Experience Kit* managers discretion	750	
			16916	Hennessy VSOP Mixology Gift Set* managers discretion	750	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	11564	The Audacity Of Thomas G. Bright Merlot Cab VQA	750	\$2.00 LTO
			107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	\$3.00 LTO
			217505	Henry Of Pelham Cuvee Catharine Brut Rosé VQA	750	\$5.00 LTO
			267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	\$2.00 LTO
			293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$3.00 LTO
			392225	Robert Mondavi Private Selection Cab/Sav	750	
			419986	Jacob's Creek Double Barrel Shiraz	750	\$3.00 LTO
			483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table	587956	Trius Cabernet Sauvignon VQA	750	\$2.00 LTO
			7880	Johnnie Walker Black Label Scotch Whisky	750	\$3.00 LTO + VA
			17116	Johnnie Walker 200th Year Gold Bullion Special Edition	750	VA
			17882	John Walker & Sons Celebratory Blend	750	VA
			18306	Johnnie Walker Double Black Scotch Whisky	750	VA
			217794	Johnnie Walker Red Label Scotch Whisky	1140	\$2.00 LTO + VA
			291278	Johnnie Walker Gold Label Reserve Scotch Whisky	750	VA
			468116	Johnnie Walker Green label Scotch Whisky	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Cocktail of the Month	608455	Johnnie Walker Black Gift Pack with Glasses	750	VA
			10213	Kahlúa Coffee Liqueur	750	\$2.00 LTO
			110056	Absolut Vodka	750	\$1.00 LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	17818	Corona Extra	6 x 330	\$1.25 LTO
			300681	Coors Light	6 x 473	\$1.00 LTO
			300699	Molson Canadian	6 x 473	\$1.00 LTO
			311787	Budweiser	6 x 473	\$1.00 LTO
			422345	Moosehead Lager	6 x 473	\$1.50 LTO
			459818	Sapporo	6 x 500	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	50203	Beronia Reserva	750	\$2.00 LTO
			59311	7 Deadly Zins Old Vine Zinfandel	750	\$3.00 LTO
			130138	Meiomi Pinot Noir	750	\$3.00 LTO
			210047	Columbia Crest H3 Cabernet Sauvignon	750	\$3.00 LTO
			303800	Trius Red	750	\$2.00 LTO
			316570	Oyster Bay Sauvignon Blanc	750	\$3.00 LTO
			373985	Gérard Bertrand Côte des Roses Rosé	750	\$2.00 LTO
			433417	Tedeschi Amarone della Valpolicella	750	\$5.00 LTO
			444059	Joel Gott 815 Cabernet Sauvignon	750	
			451336	Tom Gore Cabernet Sauvignon	750	\$2.00 LTO
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	\$2.00 LTO			
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$5.00 LTO			
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21A	15165	Brickworks Ciderhouse Mix Pack 2020	6 x 473	\$1.00 LTO
			15117	Muskoka Survival Pack	6 x 473	\$1.00 LTO
			16879	Mill Street Essentials Mix Pack	6 x 473	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21B	445577	Great Lakes Brewery Lake Effect	473	
			18016	Woodhouse Raspberry Hibiscus Sour	473	
			17908	Bellwoods Fruit Jelly King - Raspberry	500	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21C	17819	Stella Artois	6 x 473	
			17823	Stella Artois	6 x 330	
			Value Add Merchandiser			
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21D	18	Heineken Lager 6	6 x 330	VA
			302810	Heineken	6 x 500	LTO
			589416	Heineken 0.0	6 x 330	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	10833	Railway City Brewing - Juice Caboose IPA	473	LTO
			13445	Henderson's Brewing Co. Export Stout	473	
			15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	
			15880	Refined ool Ontario Craft Lager	473	
			17396	Cameron's Cruising Through The Galaxy Hazy	473	
			422121	Black Oak Nut Brown Ale	473	
<input type="checkbox"/>	<input type="checkbox"/>	Craft Beer Imported Shelf Talkers	16686	Rogue Coast Haste Imperial Hazy IPA		
			407999	Samuel Smiths Taddy Porter		
			16688	Belgian Beer Discovery Box		
			16185	Troubadour Imperial Stout		
			17773	Oskar Blue Old Chub Scotch Ale		
			17774	Sydney Street Oatmeal Stout		
			180315	Ola Dubh 18 yr old		
		311860	Erdinger Pikantus			
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	16789	Lazzara Bianco Secco Sparkling VQA	750	\$2.00 LTO
			233635	Cave Spring Riesling Dry VQA	750	\$2.00 LTO
			270926	Henry Of Pelham Baco Noir VQA	750	\$2.00 LTO
			450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	110049	Sandbanks Estate Baco Noir VQA	750	
			217679	Jackson-Triggs Methode Cuve Close Sparklg VQA	750	
			234583	Cave Spring Riesling VQA	750	
		504241	Henry Of Pelham Cabernet/Merlot VQA	750		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	419770	Wines of Substance Cabernet Sauvignon	750	\$3.00 LTO
			479014	Gran Feudo Reserva	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month	3962	Ricasoli Brolio Chianti Classico 2017	750	
			16193	Knotty Vines Cabernet Sauvignon 2017	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages BAM/LTO Program		Refer to pg. 38 for participating products		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	224766	Brut Methode Traditionelle	750	\$4.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	AIR MILES® Shop the Block		Refer to pg. 41 for participating products		

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D: Baileys	5959	Baileys Irish Cream Liquor	750	
			193490	Baileys Irish Cream	1750	
			605956	Baileys Irish Cream Liquor	1140	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D: Kim Crawford	35386	Kim Crawford Marlborough Sauvignon Blanc	750	\$2.00 LTO
			160085	Kim Crawford Marlborough Sauvignon Blanc	375	
			626390	Kim Crawford Marlborough Pinot Noir	750	
			650325	Kim Crawford Hawke's Bay Rosé	750	
			991950	Kim Crawford Marlborough Chardonnay Unoaked	750	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D: Veuve	16052	Veuve Clicquot Retro Chic Tapes	750	
<input type="checkbox"/>	<input type="checkbox"/>	Flex Space		Refer to pg. 46 for participating products		
<input type="checkbox"/>	<input type="checkbox"/>	Spirits Cold Room Display	18864	J.P Wiser's Old Fashioned CA Whisky	375	

FSI = Product is featured in the Free Standing Insert

LTO = Limited Time Offer

ST = Shelf Talker

VA = Value Added

BAM = Bonus AIR MILES® Reward Miles

BBAM = Bundled Bonus AIR MILES® Reward Miles

SCP = Shopping Cart Program

FNT = Front Nesting Table

BP = Block Pile

COTM = Cocktail of the Month

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65	95			
R1	Vodka A	597559	Tito's Handmade Vodka	750	LTO											Y	Y
R2	Vodka B	456095	Ketel One Vodka	750	LTO							Y	Y	Y	Y	Y	Y
R3	Vodka C	212282	Luksusowa Vodka	1140	LTO							Y	Y	Y	Y	Y	Y
R4	Vodka D	225243	Stolichnaya Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	225250	Stolichnaya Vodka	1140	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	158014	Flor De Cana Centenario 12 Rum	750	LTO												Y
R7	Rum B	894014	El Dorado Demerara 5 Year Old Rum	750	LTO									Y	Y	Y	Y
R8	Rum C	225698	The Kraken Black Spiced Rum	750	LTO									Y	Y	Y	Y
R9	Rum D	53140	Havana Club Dry 7 Years Old	750	LTO									Y	Y	Y	Y
R10	Rum E	492520	Bacardi 8 Year Old Reserva Gold Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	480442	Liquormen's Dirty Ol Cad Whisky, Trailer Park Boys	750	LTO												Y
R12	Canadian Whisky B	631853	Maverick Barnburner Whisky	750	LTO									Y	Y	Y	Y
R13	Canadian Whisky C	311928	Canadian Club Classic 12 Year Old	750	Value Add								Y	Y	Y	Y	Y
R14	Canadian Whisky D	434092	Crown Royal Northern Harvest Rye	750	LTO								Y	Y	Y	Y	Y
R15	Canadian Whisky E	536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	255281	Aberfeldy 12 Year Old	750	BAM									Y	Y	Y	Y
R17	Scotch B	438598	Dewar's 12 Year Old	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	216721	Tanqueray London Dry Gin	1140	LTO									Y	Y	Y	Y
R19	Liqueurs A	605857	Amarula Cream	1140	LTO											Y	Y
R20	Liqueurs B	398032	Dr. McGillicuddy Intense Butterscotch	750	BAM									Y	Y	Y	Y
R21	Liqueurs C	108357	Carolans Irish Cream	750	LTO									Y	Y	Y	Y
R22	Liqueurs D	281378	Forty Creek Cream Liquor	750		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	207514	Remy Martin 375	375	LTO												Y
R24	Brandy B	2253	Disaronno Amaretto	750	LTO									Y	Y	Y	Y
R25	Tequila A	227678	1800 Silver Tequila	750	LTO											Y	Y
R26	Ontario Blend A	289835	Peller Family Vineyards Dry White	1500	LTO									Y	Y	Y	Y
R27	Ontario Blend B	614826	Pelee Island Pinot Grigio	1500	LTO									Y	Y	Y	Y
R28	Ontario Blend C	132506	XOXO Pinot Grigio/Chardonnay	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	617662	Diabolica Red VQA	750	LTO											Y	Y
R30	Ontario Non-VQA B	426528	Wayne Gretzky Baco Noir VQA	750	LTO									Y	Y	Y	Y
R31	Ontario Non-VQA C	429811	Black Cellar Shiraz Cabernet	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	326413	Pelee Island Pinot Grigio VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	LTO											Y	Y
R34	Ontario VQA B	219030	Red House Wine Co. Cabernet Shiraz VQA	750	LTO											Y	Y
R35	Australia/New Zealand A	668947	Lindemans Bin 85 Pinot Grigio	750	LTO											Y	Y
R36	Australia/New Zealand B	106377	Jacob's Creek Shiraz/Cabernet	750	LTO											Y	Y
R37	Australia/New Zealand C	251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	LTO									Y	Y	Y	Y
R38	Australia/New Zealand D	624544	Yellow Tail Shiraz	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	392647	Carnivor Cabernet Sauvignon	750	LTO									Y	Y	Y	Y
R40	USA B	234369	Apothic Red	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	614651	Trapiche Reserve Malbec	750	LTO											Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R42 Chile B	191866	Pknt Cabernet Sauvignon Reserve	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	378091	Villa Annaberta Valpolicella Ripasso Superiore	750	LTO										Y	
R44 France Blend B	243055	Beronia Tempranillo Rioja	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	253856	Luccarelli Primitivo Puglia Igt	750	LTO									Y	Y	
R46 France South B	229542	Folonari Pinot Grigio Delle Venezie Doc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/ Burgundy A	20214	Fontanafredda Barolo Docg	750	LTO									Y	Y	
R48 Italy Central A	635771	Castano Monastrell Tinto	750	LTO									Y	Y	
R49 Italy Central B	336529	Black Tower Rivaner	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	635938	Felix & Lucie Sauvignon Blanc	750	LTO						Y	Y	Y	Y	Y	
R51 Italy North B	46946	Taylor Fladgate Late Bottled Vintage Port	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	526327	Georges Duboeuf Beaujolais	1500	LTO										Y	
R53 Southern Europe B	617225	Domaine De Serame Cab Sauv Pay D'Oc Igp Organic	750	LTO									Y	Y	
R54 Germany A	33340	Collavini Pinot Grigio	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	445825	Jacob's Creek Moscato Rose Sparkling	750	LTO									Y	Y	
R56 Sparkling B	145417	Pelee Island Lighthouse Riesling VQA	750	LTO				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	442731	Kilkenny Irish Ale (LCBO Warehouse)	4 x 500	LTO									Y	Y	
R58 Ontario Beer B	407668	Shiny Apple Cider (LCBO Warehouse)	473	BAM	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	13814	Shawn & Ed Brewinlagershed Original (902)	4 x 473											Y	
R60 Beer 2	492017	Steam Whistle (5577& 275 TBS)	6 x 473	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	508572	Flying Monkeys Juicy Ass IPA (6309)	473	LTO				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	15041	Innis & Gunn Original (LCBO Warehouse)	6 x 500	LTO				Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	570283	Twisted Tea Original	473	LTO				Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	14664	Nude Vodka Soda Raspberry Lemon	473	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	321760	Smirnoff Ice (P.E.T)	1000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Community Extender 1	363507	Prince Igor Extreme Vodka	1750	Value Add	Forty Creek Distillery Ltd
C2: Community Extender 2	54866	Bulleit Bourbon Frontier Whiskey	750	LTO	Diageo Canada Inc.
C3: Community Extender 3	470823	Pelee Island Merlot	750	LTO	Pelee Island Winery
C4: Community Extender 4	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO	Vin Vino Wine Merchants Inc.
C5: Community Extender 5	56366	Sterling Vintner's Cabernet Sauvignon	750	LTO	Mark Anthony Wine & Spirits
C6: Community Extender 6	216820	Finlandia Vodka	1140	LTO	Pma Canada Ltd.
C7: Community Extender 7	269563	Maker's Mark Kentucky Straight Bourbon	375	LTO	Beam Suntory
C8: Community Extender 8	380865	Rumchata	750	LTO, Front Entrance Table	Glazer's of Canada
C9: Community Extender 9	426908	Peller Family Vineyards Cab Sauv	1500	LTO	Andrew Peller Limited
C10: Community Extender 10	407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	LTO	Philippe Dandurand Wines Ltd.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	296574	Cottage Block Sauvignon BI Riesling VQA	750	LTO, Wine Fridge	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	13538	Mezzacorona Pinot Noir Vigneti Delle Dol Igt	750	LTO	Woodman Wines & Spirits
D3: Discovery Wines 3	229039	Yellow Tail Bubbles	750	LTO, Wine Fridge	Philippe Dandurand Wines Ltd.
D4: Discovery BSM 1	17887	Musoka Hop Blaster Sour Cherry IPA (LCBO Warehouse)	473		Lakes Of Muskoka Cottage Brewery
D5: Discovery BSM 2	649442	Rev Grapefruit Watermelon	473	LTO	Bacardi Canada Inc.
D6: Discovery BSM 3	370536	Eristoff Clear Cut Vodka Soda	473	LTO	Bacardi Canada Inc.
D7: Discovery Spirits 1	519298	Wayne Gretzky Cream Whisky	750	LTO	Andrew Peller Limited
D8: Discovery Spirits 2	113241	Cazadores Anejo Tequila	750	LTO	Bacardi Canada Inc.
D9: Discovery Spirits 3	570	Beefeater Dry	750	LTO	Corby Spirit And Wine Limited

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	365312	Taittinger Brut Reserve Champagne	750	LTO	FWM Canada

IMAGE Shelf Talkers

LCBO#	Description	Size (mL)	Support Program	Agent
492769	Duchesse De Bourgone	330		Mcclelland Premium Imports
667790	Amsterdam Boneshaker IPA	6 x 473		Amsterdam Brewing Co. Limited
676106	Stiegl Bier	500		Mcclelland Premium Imports

Trade Copy

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
42	Canadian Club Premium	750	\$1.20	End Aisle
117	Bacardi Superior White Rum	750	\$1.00	End Aisle
570	Beefeater Dry	750	\$1.75	Discovery Extender
893	J.P. Wiser's Deluxe	750	\$1.50	End Aisle
1107	Bud Light	473	\$0.20	
1206	Bacardi Gold Rum	750	\$1.00	End Aisle
1487	Crown Royal	750	\$2.00	End Aisle
1545	> (V) Pinot Noir Ontario (Flat Rock Cellars)	750	\$2.00	
1743	Ruffino Chia ti	750	\$2.00	
1784	Grand Marnier Cordon Rouge	750	\$4.00	
2253	Disaronno Amaretto	750	\$3.00	Shelf Extender
2808	Bacardi Gold Rum (P.E.T)	375	\$0.50	
7617	Chivas Regal 12 Year Old	750	\$5.00	
7880	Johnnie Walker Black 12 Yr	750	\$3.00	End Aisle, Front Nesting Table
10157	Jameson Irish Whiskey	750	\$2.00	End Aisle
10213	Kahlua Coffee Liqueur	750	\$2.00	Cocktail of the Month
10393	Legent	750	\$5.00	
10833	Railway City Brewing - Juice Caboose IPA	473	\$0.20	OCB
10937	Forty Creek Double Barrel Reserve Whisky	750	\$3.00	End Aisle
11564	The Audacity Of Thomas G. Bright Merlot Cab VQA	750	\$2.00	Mini Thematic
11565	The Audacity Of Thomas G. Bright Chardonnay VQA	750	\$2.00	
12649	Unwined Smooth Red	750	\$1.00	
12676	Bodacious Cabernet Sauvignon	4000	\$3.00	
13057	Writers Tears Copper Pot Irish Whiskey	700	\$3.00	
13493	Trementi Bar Veneto Igp Appassimento	750	\$2.00	
13538	Mezzacorona Pinot Noir Vigneti Delle Dol Igt	750	\$3.00	Discovery Extender
13588	Bacardi Gold	750	\$1.00	End Aisle
14130	Apothic Cabernet Sauvignon	750	\$2.00	
14354	Appleton Estate 8YO Reserve	750	\$4.00	End Aisle
14503	Mott's Clamato Caesar Sweet & Spicy	458	\$0.25	
14664	Nude Vodka Soda Raspberry Lemon	473	\$0.20	Shelf Extender
14714	Le Reservoir Pinot Noir	750	\$2.00	
14812	Great Lakes Brewery - Haze Mama	473	\$0.20	
14910	Bushmills Irish Whiskey	750	\$2.00	
14996	Hollandia Lager	4 x 500	\$0.75	
15012	Northern Keep Vodka	750	\$5.00	
15041	Innis & Gunn Original	6 x 500	\$1.00	Shelf Extender
15117	Muskoka Survival Pack	6 x 473	\$1.00	EZA

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
15119	Creemore Springs Lager	6 x 355	\$1.00	
15165	Brickworks Ciderhouse Mix Pack 2020	6 x 473	\$1.00	EZA
15281	Kraken Black Roast Rum	750	\$2.00	
15441	Collective Arts Raspberry Dry Hopped Sour	355	\$0.25	
15514	Frank Hellwig Shiraz Grenache	750	\$2.00	
15563	Somersby Apple Cider	473	\$0.25	
15564	Somersby Blackberry Cider	473	\$0.25	
16789	Lazzara Bianco Secco Sparkling VQA	750	\$2.00	goLOCAL, Wine Fridge
16840	Bolla Valpolicella Classico	750	\$2.00	
16879	Mill Street Essentials Mix Pack (Fall Winter 2020)	6 x 473	\$1.00	EZA
17055	Jameson Cold Brew Irish Whiskey	750	\$2.00	End Aisle
17369	Sandbanks Route 33 White VQA	750	\$2.00	
17818	Corona Extra Was Item 186510 Now Made In Canada	6 x 330	\$1.25	
17819	Stella Artois	6 x 473	\$1.00	
20214	Fontanafredda Barolo Docg	750	\$4.00	Shelf Extender
21097	The Glenlivet 12 Yr Malt	750	\$3.00	
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	
26278	Folonari Valpolicella Classico	1500	\$3.00	
33340	Collavini Pinot Grigio	750	\$2.00	Shelf Extender, Wine Fridge
34637	Canadian Club Premium	1750	\$1.05	
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$2.00	
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$2.00	
38901	Dalmore 12 Yr Old	750	\$10.00	
38927	Jura 12 Year Old Single Malt	750	\$12.00	
46946	Taylor Fladgate Late Bottled Vintage Port	750	\$2.50	Shelf Extender
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00	
50203	>Beronia Reserva (Gonzales Byass)	750	\$2.00	Middle Nesting Table
53140	Havana Club Dry 7 Years Old	750	\$3.00	Shelf Extender
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.50	Comm. Extender
56366	Sterling Vintner's Cabernet Sauvignon	750	\$2.00	Comm. Extender
59311	>Seven Deadly Zins (The Wine Group)	750	\$3.00	Middle Nesting Table
60608	El Dorado 12 Year Old Rum	750	\$3.00	
61101	Peninsula Ridge Merlot VQA	750	\$2.00	
61408	Jagermeister	375	\$1.00	CE1
69377	>(V) Monte Antico Igt (Empson)	750	\$2.00	
75200	Breezer Tropical Orange Smoothie	1000	\$1.00	
75689	Wayne Gretzky Cabernet Merlot VQA	750	\$1.00	
85316	Blu Giovello Prosecco	750	\$1.50	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
103341	Canadian Club Premium (P.E.T)	750	\$1.20	
106377	Jacob's Creek Shiraz/Cabernet	750	\$2.50	Shelf Extender
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	\$3.00	Mini Thematic
107342	Reinhart's Red Apple Strong Cider	473	\$0.25	
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$4.00	
108357	Carolans Irish Cream	750	\$2.00	Shelf Extender
110056	Absolut Vodka	750	\$1.00	End Aisle, Cocktail of the Month
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	End Aisle
113241	Cazadores Anejo Tequila	750	\$3.00	Discovery Extender
113456	Collective Arts Rhubarb & Hibiscus	750	\$2.00	
119743	Jack Daniel's Tennessee Whiskey	375	\$1.00	CE1
127456	Fuzion Organic Malbec Cabernet	750	\$2.00	
130138	>Pinot Noir Meiomi Sonoma, S.Barbara, Monterey Cnty	750	\$3.00	Middle Nesting Table
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	Shelf Extender
135939	Pelee Island Pinot Noir VQA	750	\$2.00	
137117	Russian Standard Vodka	750	\$1.50	
137810	Campo Viejo Rioja Reserva	750	\$3.00	
141952	Pasqua Passimento Rosso Igt	750	\$2.00	
142018	> Shiraz-Cab Majella Musician Coonawarra (Inland)	750	\$2.00	
142935	>The Formula Robert's Shiraz (Small Gully)	750	\$2.00	
145417	Pelee Island Lighthouse Riesling VQA	750	\$2.00	Shelf Extender
147504	>13th St Cuvee Rose Brut(13th Street Wine Co	750	\$5.00	
149567	Tag No. 5 Vodka	750	\$1.00	
155051	Masi Campofiorin gt	750	\$2.00	End Aisle
158014	Flor De Cana Centenario 12 Rum	750	\$3.00	Shelf Extender
164087	Sandbanks Sleeping Giant VQA	750	\$2.00	
166637	Pelee Island Rouge	1500	\$1.00	
167189	>(V) Shiraz Lionheart Of The Barossa (Dandelion	750	\$2.00	
168419	Fuzion Alta Torrontes Pinot Grigio	750	\$2.00	
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$3.00	
176834	Aperol	750	\$1.00	
177345	>(V) Muga Reserva Rioja (Bodegas Muga)	750	\$4.00	
183061	Megalomaniac Homegrown Riesling VQA	750	\$1.00	
186510	Corona Extra	6 x 330	\$1.25	OCB
187047	Johnnie Walker Black 12 YO	375	\$1.00	CE1
191866	Pknt Cabernet Sauvignon Reserve	750	\$2.00	Shelf Extender
204560	Highland Park 12 Yr Old Single Malt	750	\$6.00	
207514	Remy Martin 375	375	\$5.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
209221	Absolut Vodka	1140	\$1.05	End Aisle
210047	>Cab Sauv Col Crest Horse Heaven Hills H3 (Stemic	750	\$3.00	Middle Nesting Table
211235	Palm Bay Strawberry Pineapple	6 x 355	\$1.00	
212282	Luksusowa Vodka	1140	\$1.00	Shelf Extender
213983	>Cave Spring Blanc De Blancs Brut VQA	750	\$2.00	
216689	J.P. Wiser's Deluxe	1140	\$1.00	End Aisle
216721	Tanqueray London Dry Gin	1140	\$1.00	Shelf Extender
216820	Finlandia Vodka	1140	\$1.00	Comm. Extender
216945	Freixenet Cordon Negro Brut Cava	750	\$1.50	End Aisle
217273	Mumm Cuvee Napa Brut Prestige	750	\$5.00	
217505	Henry Of Pelham Cuvee Catharine Brut Rose VQA	750	\$5.00	Mini Thematic
217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	\$5.00	Shelf Extender
217794	Johnnie Walker Red Label	1140	\$2.00	Front Nesting Table
217943	Courvoisier XO	750	\$15.00	
217950	Crown Royal	1140	\$2.00	End Aisle
218032	Domaine Chandon Brut	750	\$3.00	
219030	Red House Wine Co. Cabernet Shiraz VQA	750	\$2.00	Shelf Extender
219543	Inniskillin Late Autumn Riesling VQA	750	\$1.00	Wine Fridge
221804	Trius Sauvignon Blanc VQA	750	\$1.00	
224766	>V)Brut Methode Traditionelle (Chateau Des C	750	\$4.00	Ontario Wine Superstar
225243	Stolichnaya Vodka	750	\$1.30	Shelf Extender
225698	The Kraken Black Spiced Rum	750	\$2.00	Shelf Extender
227678	1800 Silver Tequila	750	\$2.00	Shelf Extender
229039	Yellow Tail Bubbles	750	\$2.00	Discovery Extender, Wine Fridge
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00	Shelf Extender
229583	Kronenbourg 1664 Blanc	6 x 330	\$1.00	
230821	Cupcake Chardonnay	750	\$2.00	
230987	Jameson Irish Whiskey	375	\$1.00	CE1
232371	> Cab Louis M. Martini Napa Vly (E. & J. Gallo)	750	\$5.00	
233635	Cave Spring Riesling Dry VQA	750	\$2.00	goLOCAL
234369	Apothic Red	750	\$2.00	Shelf Extender
243055	Beronia Tempranillo Rioja	750	\$2.00	Shelf Extender
250134	Sortilege	750	\$2.00	
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	Shelf Extender
253856	Luccarelli Primitivo Puglia Igt	750	\$1.00	Shelf Extender
255513	> (V)Cabernet Sauvignon Napa (R Mondavi)	750	\$5.00	
265157	Jacob's Creek Moscato	750	\$2.00	
265199	Absolut Vodka	375	\$0.70	CE1

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	\$2.00	Mini Thematic
268771	> Brut Premier (Louis Roederer)	750	\$5.00	Wine Fridge
269563	Maker's Mark Kentucky Straight Bourbon	375	\$2.00	Comm. Extender
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	
270926	Henry Of Pelham Baco Noir VQA	750	\$2.00	goLOCAL
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	
272716	Stolichnaya Vodka	1750	\$1.45	
277194	Batasiolo Bosc D'La Rei Moscato D'Asti Docg	750	\$2.00	Wine Fridge
278119	Santa Carolina Cabernet Sauvignon Reserva	1500	\$3.00	
278127	Santa Carolina Sauvignon Blanc Reserva	1500	\$2.00	End Aisle
278416	Casillero Del Diablo Reserva Cab Sauvignon	750	\$2.00	
283929	Captain Morgan Black Spiced Rum	750	\$2.00	
284539	Trius Brut VQA	750	\$3.00	Wine Fridge
285254	Forty Creek Copper Pot Reserve	750	\$1.50	
289835	Peller Family Vineyards Dry White	1500	\$1.50	Shelf Extender
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$3.00	Mini Thematic, Wine Fridge
293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	\$2.00	
296244	Guinness Draught	4 x 440	\$1.00	
296574	Cottage Block Sauvignon BI Riesling VQA	750	\$1.00	Discovery Extender, Wine Fridge
300681	Coors Light	6 x 473	\$1.00	Seasonal Block Pile A
300699	Molson Canadian	6 x 473	\$1.00	OCB
302810	Heineken	6 x 500	\$1.20	EZD
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$2.00	Middle Nesting Table
308122	>(V)Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00	
311787	Budweiser	6 x 473	\$1.00	Seasonal Block Pile A
316570	>(V)Sauvignon Blanc Oyster Bay (Delegat's)	750	\$3.00	Middle Nesting Table
316844	Bombay Sapphire London Dry	750	\$1.00	End Aisle
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	
319673	Bombay Sapphire East London Dry Gin	750	\$2.00	
321760	Smirnoff Ice (P.E.T)	1000	\$1.00	Shelf Extender
321794	Smirnoff Ice	24 x 330	\$4.00	
321877	Granville Island Lions Winter Ale	473	\$0.25	
326009	Knob Creek Bourbon	750	\$5.00	
326413	Pelee Island Pinot Grigio VQA	750	\$2.00	Shelf Extender
326728	>Chardonnay Marlborough (Oyster Bay)	750	\$3.00	
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00	
333583	Thornbury Premium Apple Cider	473	\$0.25	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
336529	Black Tower Rivaner	1500	\$2.00	Shelf Extender
337238	>(V)Cab Sauvignon Marques (Concha Y Toro)	750	\$3.00	
338855	Bodacious Smooth Red	750	\$1.00	
340380	Two Oceans Sauvignon Blanc	750	\$2.00	Wine Fridge
341347	Fresh Sparkling Rose VQA	750	\$2.00	
342428	>(V)Cab Sauvignon Organic (Bonterra)	750	\$2.50	
348979	Inniskillin Pinot Grigio VQA	750	\$2.00	
350900	>(V) Chardonnay Signature Series(Robert Oatley)	750	\$2.00	
357145	Open Smooth Red VQA	750	\$1.00	End Aisle
358556	Dillon's Gin 22 Unfiltered	750	\$5.00	
363861	Belvedere Pure Vodka	375	\$3.00	
365312	Taittinger Brut Reserve Champagne	750	\$5.00	Green Extender
367938	Stella Artois	6 x 500	\$1.00	
369967	Inception Deep Layered Red	750	\$2.00	
370361	>Riesling Sparkling Limestone Ridge (Tawse)	750	\$2.00	
370536	Eristoff Clear Cut Vodka Soda	473	\$0.25	Discovery Extender
373985	>(V)Cote Des Roses Rose Languedoc (Gerard Bertrand)	750	\$2.00	Middle Nesting Table
375071	Calmeil & Joseph Villa Blanche Chardonnay Pays	750	\$2.00	
375568	Deanston Virgin Oak	750	\$3.00	
377770	>(V) Chardonnay Okanagan Vly VQA (Quails' Gate)	750	\$3.00	
377820	Jackson-Triggs Merlot	1500	\$2.00	
378091	Villa Annaberta Valpolicella Ripasso Superiore	750	\$3.00	Shelf Extender
380865	Rumchata	750	\$2.50	Comm. Extender, Front Entrance Table
382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	\$5.00	
387050	Open Smooth White VQA	750	\$1.00	
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00	
390583	Canadian Club 100% Rye	750	\$2.00	End Aisle, Value Add
391300	Ch Des Charmes Sauvignon Blanc Vqa	750	\$1.00	
392647	Carnivor Cabernet Sauvignon	750	\$2.00	Shelf Extender
395228	Henry Of Pelham Select Late Harvest Vidal VQA	375	\$4.00	
395384	>Belaire Sparkling Rose (Sovereign Brands)	750	\$5.00	
400259	Baileys Salted Caramel	750	\$1.00	Front Entrance Table
400754	Iceberg Vodka	750	\$1.00	
404160	McClelland Single Malt Islay Scotch	750	\$5.00	
407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	\$2.00	Comm. Extender
411751	Family Series Chardonnay VQA Peller Estates	1500	\$2.00	
413500	Rekorderlig Wild Berries Cider	500	\$0.30	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
416487	The Wanted Zin Old Vines Zinfandel Igt	750	\$2.00	
417295	Ciroc Original Unfl voured	750	\$5.00	
419770	>(V) Cab Sauv Wines Of Substance (Charles Smith)	750	\$5.00	VL1, LTO
419986	Jacob's Creek Double Barrel Shiraz	750	\$3.00	Mini Thematic
422006	Johnnie Walker Black Label Scotch	1750	\$5.00	End Aisle
422345	Moosehead Lager	6 x 473	\$1.50	OCB
425488	>(V)Cannonau Riserva Sardinia (Sella& Mosca	750	\$2.00	
426528	Wayne Gretzky Baco Noir VQA	750	\$1.00	Shelf Extender
426601	Villa Maria Private Bin Sauvignon Blanc	750	\$2.00	Wine Fridge
426908	Peller Family Vineyards Cab Sauv	1500	\$2.00	Comm. Extender
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	Shelf Extender
430561	>(V)Riesling Icewine Vqa (Henry Of Pelham)	375	\$10.00	
433417	>(V)Marne 180 Amarone (Fratelli Tedeschi)	750	\$5.00	Middle Nesting Table
434092	Crown Royal Northern Harvest Rye	750	\$2.00	Shelf Extender
438598	Dewar's 12 Year Old	750	\$5.00	Shelf Extender
439075	Bulleit Bourbon 10 YO	750	\$5.00	
442582	Alexander Keiths IPA	6 x 473	\$1.00	
442731	Kilkenny Irish Ale	4 x 500	\$2.00	Shelf Extender
445825	Jacob's Creek Moscato Rose Sparkling	750	\$3.00	Shelf Extender
446567	Iceberg Vodka (P.E.T)	750	\$1.00	
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00	goLOCAL
451336	>(V)Cabernet Sauvignon Tom Gore(Constellation Us)	750	\$2.00	Middle Nesting Table
452672	>(V)Malbec Luigi Bosca (Leoncio Arizu)	750	\$2.00	
453118	Pommies Cider Can	473	\$0.25	
456095	Ketel One Vodka	750	\$3.00	Shelf Extender
459818	Sapporo	6 x 500	\$2.00	OCB
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	
461699	>(V)Baco Speck Family Reserve	750	\$3.00	
462424	Cabot Trail Maple Cream	750	\$2.00	Front Entrance Table
464776	Louis Bouillot Perle Noire	750	\$2.00	End Aisle
465385	Landshark Lager	6 x 473	\$1.00	
470823	Pelee Island Merlot	750	\$1.00	Comm. Extender
472332	Wayne Gretzky Red Cask Whisky	750	\$8.00	
478909	Belgian Moon 473	473	\$0.25	
479014	>(V) Gran Feudo Reserva	750	\$2.00	VL1
479980	Macallan 12 Yo Double Cask	750	\$6.00	
480442	Liquormen's Dirty Ol Cad Whisky, Trailer Park Boys	750	\$3.00	Shelf Extender
480624	Woodford Reserve Distiller's Select Bourbon	750	\$5.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	Mini Thematic, Wine Fridge
486142	Sleeman Clear 2.0 Shrink Pack	6 x 473	\$2.30	
486316	Bacardi Spiced Rum	375	\$1.00	
492017	Steam Whistle	6 x 473	\$1.50	Shelf Extender
492256	Tag No.5 Vodka (P.E.T)	1140	\$1.00	
492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$3.00	Shelf Extender
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	\$3.10	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	End Aisle
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$3.00	Comm. Extender
507442	La Linda Private Selection Old Vines Malbec	750	\$2.00	
508572	Flying Monkeys Juicy Ass IPA	473	\$0.20	Shelf Extender
514851	Okanagan Apple Cider	473	\$0.30	
516880	Mill Street Org Lager	6 x 473	\$1.00	
519298	Wayne Gretzky Cream Whisky	750	\$3.00	Discovery Extender
520353	Bacardi Spiced Rum	750	\$1.50	End Aisle
521021	> Cab Sauv Coppola Diamond (Francis Ford Coppola)	750	\$2.00	
522672	> (V)Vidal Icewine Vqa Nia(Lakeview Cellars)	200	\$2.00	
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	\$2.00	
523688	Bodacious Smooth White Bag In Box	4000	\$2.00	
526228	Jackson-Triggs Reserve Meritage VQA	750	\$2.00	
526327	Georges Duboeuf Beaujolais	1500	\$3.00	Shelf Extender
534230	Beringer Founders Estate Chardonnay	750	\$2.00	
534925	Grolsch Pilsner	6 x 500	\$1.00	
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	\$2.00	
536565	Lily Sparkling Rose VQA	750	\$1.00	
536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	\$3.00	Shelf Extender
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	
541961	Three Thieves Cabernet Sauvignon	750	\$2.00	End Aisle
553164	Nutrl Soda Lemon	473	\$0.15	
557108	St Remy XO Brandy	750	\$1.00	End Aisle
557827	Stolichnaya Gold Vodka	750	\$5.00	
558932	Miller Genuine Draft	6 x 473	\$1.00	
560532	Strongbow Cider	500	\$0.20	
561100	Josh Cellars Chardonnay	750	\$2.00	
570283	Twisted Tea Original	473	\$0.20	Shelf Extender
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.25	
575357	3 Speed Lager 568	568	\$0.30	
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	\$0.20	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
587154	>(V)Vidal Icewine VQA Ltd Edition(Magnotta	375	\$4.00	
587956	Trius Cabernet Sauvignon VQA	750	\$2.00	Mini Thematic
589010	Mezzacorona Pinot Grigio Trentino	1500	\$3.00	End Aisle
589028	Peller Family Vineyards Rose Bag In Box	4000	\$1.45	
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	End Aisle
589069	Peller Family Vineyards Red Bag In Box	4000	\$1.00	
589101	Ruffino umina Pinot Grigio Igt	750	\$2.00	
590463	Diplomatico Mantuano	750	\$4.00	
597559	Tito's Handmade Vodka	750	\$2.00	Shelf Extender
602763	Absolut Raspberri Vodka	750	\$1.00	
603050	The Glenlivet French Oak Reserve 15 Year Old	750	\$5.00	
605857	Amarula Cream	1140	\$3.00	Shelf Extender
605931	Grant's Family Reserve	1140	\$5.00	
605956	Baileys Irish Cream Liquor	1140	\$2.00	End Aisle, Flex Space
614651	Trapiche Reserve Malbec	750	\$2.00	Shelf Extender
614826	Pelee Island Pinot Grigio	1500	\$2.00	Shelf Extender
615211	Zywiec Beer	500	\$0.20	
617225	Domaine De Serame Cab Sauv Pay D'Oc Igp Organic	750	\$2.00	Shelf Extender
617662	Diabolica Red VQA	750	\$2.00	Shelf Extender
617720	Corona Light	6 x 330	\$1.25	
624544	Yellow Tail Shiraz	750	\$2.00	Shelf Extender
627802	Yellow Tail Chardonnay	750	\$1.00	End Aisle
628206	Bodacious Bourbon Barrel Aged Red Blend	750	\$1.00	
631226	McGuinness Creme De Cacao White	750	\$1.00	
631853	Maverick Barnburner Whisky	750	\$3.00	Shelf Extender
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	
634899	Dixon's Wicked Citrus Gin	750	\$2.00	
635771	Castano Monastrell Tinto	750	\$0.50	Shelf Extender
635938	Felix & Lucie Sauvignon Blanc	750	\$2.00	Shelf Extender
637058	Bombay Sapphire London Dry Gin	375	\$0.50	CE1, LTO
639906	Glenrothes 12 Year Old	750	\$6.00	
647859	Beaus Lug Tread	6 x 473	\$1.00	
649442	Rev Grapefruit Watermelon	473	\$0.25	Discovery Extender
649749	Castillo De Almansa Reserva	1500	\$2.00	End Aisle
650432	>(V) Castelgiocondo Brunello (Marchesi Frecoba	750	\$5.00	
650713	>(V) Sa'solin Ripasso Valp.(Terre Di Verona)	750	\$2.00	
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00	Shelf Extender
669465	Peller Family Vineyards Pinot Grigio	4000	\$3.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
678698	Gnarly Head Old Vine Zinfandel	750	\$2.00	
687582	>Prosecco Di Valdobbiadene Brut (S. Margherit	750	\$2.00	Middle Nesting Table, Wine Fridge
697623	Michelob Ultra	6 x 355	\$1.00	
741769	>(V)Chianti Classico (Rocca Delle Macie)	750	\$3.00	
894014	El Dorado Demerara 5 Year Old Rum	750	\$2.00	Shelf Extender
996405	> Cab Sauv Stag's Leap Napa Vly (Treasury)	750	\$5.00	Middle Nesting Table

Trade Copy

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	620
11573	Vodkow	750	Cream 50 mL	11573
12476	Prince Igor Vodka (P.E.T)	1140	Prince Igor Extreme 50 mL	12476
23366	Sandeman Ruby Port	750	Holiday gift box	23366
33928	J.P. Wiser's Deluxe	1750	Cabot Trail 2 x 50 m L	33928
61564	Royal Reserve (P.E.T)	1750	JP Wiser's Deluxe 2 x 50 m L	61564
216226	Alberta Premium Whisky	1140	Canadian Club 100% Rye 50 mL	216226
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO 50 mL	223529
240150	Polar Ice Vodka	1140	Polar Ice Extreme 50 mL	240150
242339	Alberta Pure Vodka	1140	Banff Ice 50 mL	242339
314856	Fireball Whisky Shooter	1140	Southern 50 mL	314856
315812	Beluga Russian Luxury Vodka	750	Gold Bottle	315812
350397	Banff Ice Vodka	750	Banff 50 mL	350397
350629	Forty Creek Barrel Select Whisky	1140	Forty Creek Copper Pot 50 mL	350629
363507	Prince Igor Extreme Vodka	1750	Forty Creek Barrel Select 2 x 50 m L	363507
390583	Canadian Club 100% Rye	750	Canadian Club 100% Rye 50 mL	390583
397091	Forty Creek Copper Pot Reserve	1750	Appleton Estate 8YO 2 x 50 m L	397091
447953	Fireball Whisky Shooter	750	Fireball 50 mL	447953
451195	Jose Cuervo Especial Gold Tequila	1750	JCE Silver 2 x 50 m L	451195
454462	Banff Ice Vodka	1750	Banff Ice 2 x 50 m L	454462
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 x 50 m L	461434
462432	Piper-Heidsieck Brut Champagne	750	Gift Boxes	462432
487256	Stella Artois	6 x 330	Purchase 2 6 x 330 m L bottles of Stella Artois and receive a free Chalice with purchase	487256
491811	Southern Comfort	750	Fireball 50 mL	491811
492454	1800 Coconut Tequila	750	Holiday Bow	492454
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	Kavi Glass	497891
536805	Spirit Of York Gin	750	Spirit of York Vodka 50 mL	536805
541755	Spirit Of York Vodka	750	Spirit of York Gin 50 mL	541755
626390	>Kim Crawford Marlborough Pinot Noir	750	Gift Bag	626390
638197	Zirkova One Ultra Premium Vodka.	750	Zirkova 50 mL	638197
645929	Wolfhead Banana Caramel Vodka	375	Wolfhead 50 mL	645929
650325	>Kim Crawford Hawke's Bay Rose	750	Gift Bag	650325
669408	Wolfhead Coffee Whisky Liqueur	750	Wolfhead Minis	669408
991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	Gift Bag	991950

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
18	Heineken Lager	6 x 330	LED Holiday Bow Tie
307	Seagrams V.O.	750	Southern Comfort 50 mL
2691	Tanqueray Dry Gin	750	Liquid Value Add
9365	Small Cask Brandy	750	Forty Creek Barrel Select 50 mL
11945	Proper No. Twelve	750	Gift Box
12197	Five Farms Single Batch Irish Cream Liqueur	750	High Quality VA (TBD)
12476	Prince Igor Vodka (P.E.T)	1140	Prince Igor Extreme 50 mL
12650	Unwined Smooth White	750	Bow
12865	J.P. Wiser's Manhattan Canadian Whisky	750	Cherries
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	JP Wiser's 15YO 50 mL
13776	Arche Fiano Igt	750	Red Bow
13915	The Forager Botanical Whisky	750	Double Dutch Tonic 200 mL
14355	Appleton Estate 12YO Rare	750	Grand Marnier Cordon Rouge 50 mL
14915	Dillon's Rye Whisky	750	TBC
15440	Dab Ultimate Low Carb Beer	6 x 500	500 mL can of Clausthaler
15807	Skyy Vodka	1140	SKYY Speakers
16544	St Remy Signature	750	VA Cocktail
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	Socks
16767	Saintly Sparkling Rose VQA	750	Gift Box
17823	Stella Artois	6 x 330	Purchase 2 6 x 330 m L Stella Artois packs and receive a free Stella Artois chalice
20362	Finlandia Vodka	750	Chambord 50 mL
21378	Jim Beam White Label Bourbon	750	Socks
23366	Sandeman Ruby Port	750	Holiday gift box
27128	Flat Roof Manor Pinot Grigio	750	Holiday Bow
31930	Seagrams V.O.	1750	Southern Comfort 2 x 50 m L
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	Holiday Bow
41384	Jack Daniel's Tennessee Whiskey	750	Jack Daniels Apple 50 mL
44628	Sperone Marsala Fine Ip Doc Dry	750	Recipe Necktag
63966	Wayne Gretzky Merlot VQA	750	Wayne Gretzky Red Cask Whisky 50 mL
83196	Creeside Pinot Grigio VQA	750	Zirkova Vodka 50 mL
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	Santa Hat
99408	Woodbridge By Robert Mondavi Chardonnay	750	Holiday Bow
104299	>(V)The Prisoner Red Blend	750	Gift Box
109959	Jackson-Triggs Reserve Merlot VQA	750	Hasbro Coupon
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750	Holiday Bow
114694	Crown Royal	1750	Crown Royal Purple Bag

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
114967	Finlandia Vodka	1750	Chambord 50 mL
122689	Henkell Trocken	750	Toblerone Chocolate
131391	Smirnoff Vodka (P.E.T)	1140	Liquid Value Add
144857	Konzelmann Shiraz Barrel Aged VQA	750	Holiday Bow
149237	>The Conspiracy Ripasso Style (Foreign Affai	750	Hoiday Gift Tag
158550	> Cuvee Rose Brut(Champagne Laurent Perrier)	750	Gift Box
183582	Captain Morgan Dark Rum	1750	Liquid Value Add
187088	PJ's Original Cream (Panama)	750	Coffee On Pack
190025	Champagne Victoire Brut Prestige	750	Red Bow
200584	Konzelmann Pinot Noir VQA	750	Holiday Bow
207613	Jameson Irish Whiskey	1140	Jameson Cold Brew 50 mL
211110	Wyborowa Vodka	1140	Glassware
215251	Cinzano Rosso Sweet Vermouth	1000	Wild Turkey 101 50 mL
216655	Absolut Vodka	1750	Absolut Lime 2 x 50 m L
216929	Smirnoff Vodka	1140	Liquid Value Add
216978	Seagrams V.O.	1140	Fireball 50 mL
217596	Captain Morgan Gold Rum	1140	Liquid Value Add
217653	Captain Morgan Original Spiced Rum	1140	Liquid Value Add
217786	Jim Beam White Label Bourbon	1140	Record Coaster
217802	Johnnie Walker Black Label	1140	Liquid Value Add
219279	Konzelmann Pinot Blanc VQA	750	Holiday Bow
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO 50 mL
225250	Stolichnaya Vodka	1140	Franks Hot Sauce
225615	Brugal Anejo	750	Glass
225920	Sandbanks Baco Noir Reserve VQA	750	Gift Box
226555	Hahn Pinot Noir Monterey	750	String Fairy Lights
237792	Icebox Long Island Iced Tea	1140	Dr. McGillicuddy's Peach 50 mL
238097	Dalwhinnie 15 Yr Malt	750	Non Liquid Value Add
239517	Oggi Botter Moscato Frizzante, Veneto Igt	750	Red Bow
240416	Montesor Amarone Della Valpolicella Doc	750	Gift Box
245688	Hennessy VS Cognac	375	Hennessy VS 50 mL
258681	>V) G. Marquis Chardonnay VQA The Silver Line	750	G Marq SL Pinot Noir 150 mL
260323	Jack Daniel's Honey	750	Jack Apple 50 mL
261099	Inniskillin Pinot Noir VQA	750	Gift Box
269753	Raymond Classic Chardonnay	750	Lindt Chocolates
269761	Raymond Classic Cabernet Sauvignon	750	Lindt Chocolates
273326	Jagermeister	1750	Pump

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
276816	Fonseca White Port	750	Fonseca White Port
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	Wild Turkey 101 50 mL
294249	Crystal Head Vodka	50	Holiday Bows
311910	Canadian Club Classic 12 Year Old	375	Canadian Club 100% Rye 50 mL
311928	Canadian Club Classic 12 Year Old	750	Gift Bag
311936	Canadian Club Classic 12 Year Old	1140	Northern Keep 50 mL
315812	Beluga Russian Luxury Vodka	750	Gold Bottle
317057	Masi Costasera Amarone Classico Doc	750	Costasera Gift Box
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	Holiday Gift Tag
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	Jim Beam Honey
325506	Fonseca Bin No.27 Reserve Porto	750	Fonseca Bin No.27 Reserve Porto
335059	Super Bock	6 x 330	Branded Blade Bottle Opener
342246	Amarula Cream	750	Gift Box
350207	Forty Creek Copper Pot Reserve Whisky	1140	Forty Creek City Series Glassware
350629	Forty Creek Barrel Select Whisky	1140	Forty Creek Copper Pot 50 mL
357137	Jackson-Triggs Reserve Cabernet Shiraz VQA	750	Hasbro Coupon
361022	Caparzo Sangiovese Toscana Igp	750	Red Bow
363507	Prince Igor Extreme Vodka	1750	Forty Creek Barrel Select 2 x 50 m L
371872	Girls' Night Out Sangria	750	Bow
374231	Ungava Premium Gin	750	JP Wiser's Triple Barrel 50 mL
374520	Angry Orchard Hard Crisp Apple	6 x 355	Fireball 50 mL
380972	Luccarelli Negroamaro Puglia Igt	750	Santa Hat
381954	Smirnoff Citrus Flavoured Vodka	750	Liquid Value Add
381970	Smirnoff Lime Flavoured Vodka	750	Liquid Value Add
382028	Smirnoff Vanilla Flavoured Vodka	750	Liquid value add
382747	Tequila Rose Strawberry Cream Liqueur	750	360 DC 50 mL
383711	Jackson-Triggs Merlot	750	Bow
388710	Tenuta S. Anna Prosecco Extra-Dry	750	Gift Box
392597	Chloe Chardonnay	750	Stemless Wine Glass
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	Gift Box
397091	Forty Creek Copper Pot Reserve	1750	Appleton Estate 8YO 2 x 50 m L
398370	Hornitos Black Barrel	750	Rocks Glass
398479	1800 Reposado	750	Holiday Bow
399410	Jackson-Triggs Sauvignon Blanc	750	Bow
402818	Flor De Cana Grand Reserva 7 Rum	750	Sparkmouth Tonic Can
403519	Crown Royal Apple	750	Liquid value Add
420083	Jim Beam Red Stag Black Cherry	750	Jim Beam Honey 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
431106	Creekside Cabernet Merlot VQA	750	Zirkova Vodka 50 mL
439281	Konzelmann Merlot VQA	750	Holiday Bow
454710	The Kraken Black Spiced Rum	1750	Black Bush 50 mL
461053	Josh Cellars Cabernet Sauvignon	750	Gift Box
462432	Piper-Heidsieck Brut Champagne	750	Gift Boxes
464214	Anciano 7 Year Gran Reserva Tempranillo Valdepenas	750	Holiday Gift Box
467811	Ruffino rosecco	750	Gift Box
478222	Laphroaig Select	750	Socks
485169	Colio Blush Rose	1500	Bow
487694	La Marca Prosecco Doc	750	La Marca Wine Gift Bags and Bows
493072	Bowmore No. 1	750	Bowmore 12 YO 50 mL
494047	Broker's Premium London Dry Gin	1140	Broker's Gin 50 mL
500546	Captain Morgan Original Spiced Rum	1750	Liquid Value Add
517987	Ezra Brooks Black Label Bourbon Whiskey	750	Mule Mugs
525188	Peroni Nastro Azzurro	6 x 330	Glassware
526251	Jackson-Triggs Reserve Chardonnay VQA	750	Hasbro Coupon
526749	Glen Grant 12 YO	750	Glen Cairn Glass
541011	Wayne Gretzky Red Cask Whisky	375	Wayne Gretzky Cream 50 mL
545186	Dixon's Flaming Caesar Vodka Ddp	750	Dixon's 50 mL
545194	Top Shelf Vodka	750	Top Shelf Gin 50 mL
547679	>Wodka Zoladkowa Gorzka	750	TBC
549113	1800 Anejo Tequila	750	Holiday Bow
551416	Cabo Wabo Reposado Tequila	750	Grand Marnier Cordon Rouge 50 mL
553859	Angove Organic Chardonnay	750	Red Bow
558940	Miller Lite	6 x 473	Holiday Socks
571901	Tequila Rose Strawberry Cream	1140	360 DC 50 mL
593855	Astoria Prosecco La Robinia	750	Fishnet Bottle Holder
605600	Grand Marnier Cordon Rouge	1140	Riccadonna Prosecco 200 mL
605758	Bolivar Coffee Liqueur	1140	Prince Igor Extreme 50 mL
617688	Captain Morgan Original Spiced Rum	1140	Liquid Value Add
621110	Jackson-Triggs Pinot Grigio	750	Bow
626390	>Kim Crawford Marlborough Pinot Noir	750	Gift Bag
632307	Era Sauvignon Blanc Organic Terre Siciliane Igt	750	Red Bow
636209	Roku Gin	750	Northern Keep 50 mL
647982	Beefeater Pink	750	Sparkmouth Tonic Can
650325	>Kim Crawford Hawke's Bay Rose	750	Gift Bag

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
659607	>(V)Jester Shiraz (Mitolo Wines)	750	Gift Box
666867	Bavaria Premium Value Beer	6 x 500	500 mL can Bavaria 0.0%
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	Gift Box
943787	>(V) Shiraz Estate Clare Valley (Wakefield)	750	Wine Glass
991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	Gift Bag

Trade Copy

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
729	Blue Nun Deutscher Tafelwein	750	5	
984	Alberta Premium Whisky	750	10	
1610	Ballantine's	750	8	
8532	Bols Advocaat	750	10	
9043	Crown Royal	375	8	CE1
10177	Old Pulteney 12 Year Old Single Malt	750	30	
11130	Dewar's White Label Whisky	750	10	
11193	Sand Point Cabernet Sauvignon	750	8	
11936	The Magic Box Amazing Cabernet	750	6	
14726	Nikka Coffey Gin	700	20	
14944	Marquis De Villard Brandy	750	8	
15282	18.8 Vodka	750	18	
15656	Granville Island West Coast IPA	473	2	
16361	Robertson Winery Chapel Red	750	3	
17536	Colio Cellar Door Series Cabernet Sauvignon	750	5	
17537	Colio Cellar Door Series Sauvignon Blanc	750	5	
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	8	
30072	Chateau Timberlay Bordeaux Superieur Aoc	750	5	
31864	Disaronno Amaretto	375	10	CE1
40626	Charm Soju Liquor	360	3	
47316	Los Arango Reposado Tequila	750	15	
49726	Yukon Jack	750	12	
51573	Bouchard Pere & Fils Macon-Lugny St-Pierre	750	6	Flex Space
53082	Alberta Pure Vodka (P.E.T)	1750	20	
75291	Weihenstephaner Hefeweissbier	500	2	
76521	Santa Cristina Rosso Toscana Igt	750	4	
88799	Alberta Pure Vodka (P.E.T)	750	10	
93401	Wyndham Estate Bin 222 Chardonnay	750	10	
108100	Martell VS Fine Cognac (In Box)	750	20	
108688	Domaine D'Or Red Bib	4000	12	
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	10	
112771	Alvear Fino Montilla-Morilles	750	8	
112789	Alvear Medium Dry Montilla-Moriles	750	8	
116426	Frontera Cabernet Sauvignon	750	5	
136978	Sinha Stout	330	1	
137125	Russian Standard Vodka	1750	20	
143164	Cusumano Nero D'Avola Terre Sicilane Igt	750	6	

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
155341	Perrier Jouet Grand Brut Champagne	750	30	
157586	Ferreira Dona Antonia Tawny Reserve Port	750	13	
163949	Misterio Cabernet Sauvignon	750	5	
164145	Louis Jadot Chardonnay Macon-Villages	750	10	
169441	Frangelico	750	10	
175026	Funf 5 German Riesling Rhein	750	6	
192922	Seagram's 83	1140	20	
193821	Domaine D'Or Superior White	1500	5	
194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	10	
194878	White Owl Whisky	750	12	
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	10	
211334	The Famous Grouse	1140	15	
215020	El Dorado 5 Year Old Rum	1140	15	
215483	Harveys Bristol Cream Sherry	750	8	
215558	Cattos Rare Blended Scotch	1140	12	
217067	Galliano Vanilla	375	10	
219790	Ascheri Barbera D'Alba Doc	750	5	
223610	Fielding Pinot Grigio VQA	750	6	
231571	Seagrams 83 (P.E.T)	1750	40	
234815	Gerard Bertrand Cabernet Sauvignon Pays D'Oc	750	6	
240135	Lamb's Navy Rum	1140	12	
240143	Lamb's White Rum	1140	12	
242107	No. 3 London Dry Gin	750	28	
250381	Francois Lurton Sauvignon Blanc Bordeaux Aoc	750	5	
250498	Castello Del Poggio Moscato Frizzante	750	9	
255281	Aberfeldy 12 Year Old	750	20	Shelf Extender
260851	Cupcake Red Velvet	750	10	
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	8	
269985	Illuminati Riparosso Mont D'Abruzzo Doc	750	8	
270017	Jacob's Creek Reserve Chardonnay	750	10	
277186	Zonin Prosecco Brut 1821 Doc	750	10	
285163	Amaro Lucano	750	15	
286195	JP Azeitao Red	750	4	
295931	Obsession Symphony White California	750	8	
296228	Calvados Boulard Pays D'Auge	750	18	
302380	Mezzacorona Pinot Grigio Trentino	750	6	Wine Fridge
305607	Seagrams 83	750	10	

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
306001	Colio Dry White Bag In Box	4000	12	
308056	Mumm Cordon Rouge Brut Champagne	750	30	
318683	The Kraken Black Spiced Rum	1140	15	
322586	> Cabernet Sauvignon Alpha (Montes Sa)	750	10	Flex Space
336735	Baden Gewurztraminer	750	7	
358838	Wakefield Promised Land Cabernet Sauvignon	750	7	
358960	Fleur Du Cap Chardonnay	750	10	
361501	Carpineto Dogajolo Rosso Toscano Igt	750	6	
361691	Chateau De Vaugelas Corbieres Aoc Le Prieure	750	5	
366666	El Dorado 8 YO Cask Aged Demerara Rum	750	10	
385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	4	
387209	Centennial 10 Year Old Limited Edition Rye	750	8	
397976	Dr. McGillicuddy Intense Peach	375	4	
398024	Dr. McGillicuddy Intense Peach	1140	15	
398032	Dr. McGillicuddy Intense Butterscotch	750	8	Shelf Extender
398776	Fireball Whisky Shooter	375	4	
401307	Maestro Dobel Tequila	750	25	
404012	Graham's 10 Year Old Tawny Port	750	10	
407668	Shiny Apple Cider	473	2	Shelf Extender
413237	>15 Terroir Languedoc (Gerard Bertrand)	750	8	
415190	Lionello Stock Vermouth Red	1000	8	
417196	Grey Goose Vodka	1140	25	End Aisle
417576	Stock 84 Spirit	1140	25	
421420	Fielding Estate Fireside Red VQA	750	5	
421966	Tincup American Whiskey	750	20	
430413	Stranahan's Colorado Whiskey	750	30	
433961	Villa Annaberta Amarone Della Valpolicella Docg	750	20	
439661	Fireball (P.E.T)	200	3	
440867	Honoro Vera Garnacha Do Calatayud	750	9	
441048	Aberfeldy 16 Year Old	750	30	
442491	Fantini Farnese Numero Uno Primitivo Igp	750	5	
445882	Root 1 Sauvignon Blanc	750	8	
447060	Deakin Estate Sauvignon Blanc	750	5	
462432	Piper-Heidsieck Brut Champagne	750	25	Value Add
466292	Ernest Dry Cider	473	1	Mini Thematic
469643	Rossi D'Asiago Limoncello Snaps	750	8	
475046	Pfaff Riesling Cuvee Jupiter Alsace Aoc	750	10	

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
488593	Relax Bubbles	750	6	
490144	Cecchi Chianti Docg	750	8	
494369	Southern Comfort	200	3	
508606	Waltzing Matilda Shiraz Grenache	750	10	
514463	Whitley Neill Handcrafted Dry Gin	750	15	
516682	Wells Banana Bread	500	1	
517136	Alberta Premium Whisky (P.E.T)	750	10	
523100	Passi Reali Vdt Appassimento, Montepulciano.	750	5	
527598	Amatore Rosso Verona Igt	750	4	
530352	Glenfiddich Single alt 18 Year Old	750	50	
538926	Relax Red Blend, Rheinhessen	750	7	
541607	The Sexton Single Malt Irish Whiskey	750	16	
542027	Post Game Brewing Locker Room Lager	473	1	
542969	Ungava Gin	375	6	
544098	Rymill The Yearling Sauvignon Blanc Coonawarra	750	8	
544791	>Vidal Icewine 200ml (Reif Estate Winery)	200	8	
545368	Santa Teresa 1796 Solera Rum	750	20	
545459	Brugal Anejo	1140	20	
553925	La Petite Hitaire Blanc Cotes Du Gascogne Igp	750	4	
556621	Belvedere Pure	1140	30	
560821	Deakin Estate Shiraz	750	5	
572453	Cesari Adesso Merlot D'Italia	750	5	
583047	Laurent Miquel Pere Et Fils Merlot Doc Igp	750	8	
586750	Clarity Ruby Red VQA	750	5	
589549	Clausthaler Premium Non Alcoholic	500	1	
590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	4	
604868	Grey Goose Vodka	1750	30	End Aisle
604934	Grey Goose Vodka	375	10	
605667	Bouchard Pere & Fils Pinot Noir Bourgogne	750	12	
610972	Whitecliff Sauvignon Blanc Sacred Hill	750	6	
628180	Umberto Cesari love Rosso Igt	750	8	
632471	Matervitae Falanghina Igt Puglia	750	4	
634428	McGuigan Black Label Sauvignon Blanc	750	6	
634808	Pascual Toso Chardonnay	750	4	
636035	Summit Vodka	750	20	
645713	Spring Mill Distillery Vodka	750	12	
645721	Spring Mill Distillery Gin	750	12	

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
660043	> Shiraz Gnarly Dudes Barossa Vly (Two Hands)	750	8	
665471	Jacob's Creek Reserve Shiraz	750	10	
958975	> Chardonnay Oaked Monterey County (Mer Soleil)	750	10	
981381	Glenfiddich 21 O Gran Res (William Grant)	750	50	

Trade Copy

Bundled Bonus AIR MILES® Reward Miles

The purpose of the Bundled Bonus AIR MILES® program is to highlight cross-promoted products or to entice customers to trade up to more premium products.

Please note, that when more than one in-section shelf talker has been provided for a product and there is not sufficient shelf space to merchandise all, the Bundled Bonus AIR MILES® shelf talker takes priority.

There are four Bundled Bonus AIR MILES® option offers:

Option 1 - "Buy the two listed products at the same time and receive the Bundled Bonus AIR MILES®"

Option 2 - "Buy two of the same listed product and receive the Bundled Bonus AIR MILES®"

Option 3 - "Buy three of the same listed product and receive the Bundled Bonus AIR MILES®"

Option 4 - "Buy two of the three listed products and receive the Bundled Bonus AIR MILES®"

Option 1

Buy the two listed products at the same time and receive the Bundled Bonus AIR MILES®

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
67	Smirnoff Vodka	750		20	40
17191	Smirnoff Vodka (P.E.T)	750		20	40

Option 2

Buy two of the same listed product and receive the Bundled Bonus AIR MILES®

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
38505	Smirnoff Vodka	1750		40	40

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
542027	Post Game Brewing Locker Room Lager	473		3	3

Necktags

LCBO#	Description	Size (mL)	NT Approved
177808	Appleton Estate V/X Signature Blend	750	Holiday Gift Tag
343145	Goldschlager	750	Holiday Recipe Necktag
633602	Gnarly Head Sauvignon Blanc	750	Katherine Wants Recipe

PERIOD 10

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NOVEMBER 29 Start of Period 10  Install Brand Spotlight Nesting Tables BAM START DATE	30 LTO START DATE	DECEMBER 1 Giving Back Donation Campaign begins (Dec 1 - 31)	2	3 DOTW WK 1 + 193490	4	5
6	7	8	9	10 DOTW WK 2 + 633347	11	12
13	14	15	16	17 DOTW WK 3 + 326025	18	19
20	21	22	23	24 DOTW WK 3 + 384651	25 <i>Happy Holidays!</i> (Offices & Stores closed) 	26 <i>Boxing Day</i> (Select Stores open) One-Day Sale (Online & select stores)
27	28 Statutory Holiday (Offices closed. Select Stores open)	29	30	31 New Year's Eve  DOTW WK 3 + 358184	1 New Year's Day (Offices & Stores closed)	2 End of Period 10 