



*a time for*  
**CHEER**

PT9: Marketing & Product Guide  
**November 8 - November 28, 2020**

# Period 9 Marketing & Product Guide

Participating DONE		Participating DONE		
<input type="checkbox"/> <input type="checkbox"/>	Holiday Gift 2020 Packaging	3	<input type="checkbox"/> <input type="checkbox"/> Brand Spotlight (BS - BSF) Front Nesting Table	55
<input type="checkbox"/> <input type="checkbox"/>	New & Local Product On-Shelf Merchandising Tool Kit	13	<input type="checkbox"/> <input type="checkbox"/> Cocktail Of The Month (CM) A-Frame Fixture	59
<input type="checkbox"/> <input type="checkbox"/>	Display Program Made In Ontario & Small Distillers	14	<input type="checkbox"/> <input type="checkbox"/> Display Program (BP-SBA) Block Pile A	61
<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer Displays Beer Cold Room	15	<input type="checkbox"/> <input type="checkbox"/> Display Program (BP-SBB) Block Pile B	62
<input type="checkbox"/> <input type="checkbox"/>	Local Product End Aisle	16	<input type="checkbox"/> <input type="checkbox"/> Display Program (BP-SBC) Block Pile	63
<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer 8-Pack Carrier	18	<input type="checkbox"/> <input type="checkbox"/> Brand Spotlight (DD) Middle Nesting Table/Celebration Fixture	64
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### **IMPORTANT NOTE:**

To respect the solemnness of Remembrance Day on November 11, please DO NOT display Holiday signs until November 12.

Merchandise Gift Packs on the Feature Fixture in week 30 as planned and build Block Piles around empty Pole Topper holders, and insert Pole Topper signs on November 12.

# Holiday 2020 GIFT PACKAGING

## IMPORTANT NOTE

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

All inventory has been allocated to stores, no additional inventory will be available to order.

For up-to-date Quantity & Delivery Schedules, please visit.

<http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Quantity-and-Delivery-Schedules.aspx>



### 2020 Holiday Gift Guide

Watch for the 2020 Holiday Gift Guide in your mailbag. The guide includes information on all the holiday gift products and packaging.

You can also view all the gifting details on the LCBO Holiday Portal Site:

<http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram>

## Holiday 2020 Gift Packaging:

LCBO#	Component	Case Pack	Retail
16621	Holiday "Our Favourite" Gift Bags (3 Versions)	100	\$1.00
16612	Holiday Reusable Double Bottle Bag (1 Version)	50	\$1.50
16680	LCBO Single Bottle Rigid Gift Box (3 Versions)	24	\$4.95
16681	Holiday Keepsake Box	12	\$8.95
11206	Vintages "Our Favourite" Gift Bags	100	\$1.00
16679	Vintages Single Bottle Rigid Gift Box (1 Version)	24	\$4.95
11202	Vintages Single Bottle Gift Box	24	\$2.95
11203	Vintages Double Bottle Gift Box	12	\$3.95
17373	Vintages Wooden Box - 1 Bottle Box (new logo)	12	\$8.95
17377	Vintages Wooden Box - 2 Bottle Box (new logo)	6	\$12.95
17374	Vintages Wooden Box - 3 Bottle Box (new logo)	4	\$15.95
17378	Vintages Wooden Box - 6 Bottle Box (new logo)	2	\$24.95



# HOLIDAY 2020 GIFT PACKAGING

Please refer to the Seasonal Inventory Site for distribution details on the amount of boxes and gift bags 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.xlsx>



**Holiday “Our Favourite” Gift Bags**

Case packed 100  
LCBO# 16621 • \$1.00



**Holiday Reusable Double Bottle Bag**

Case packed 50  
LCBO# 16612 • \$1.50



**Holiday Single Bottle Rigid Gift Box**

Case packed 24  
LCBO# 16680 • \$4.95



**Holiday Keepsake Box**

Case packed 12  
LCBO# 16681 • \$8.95



**Vintages “Our Favourite” Gift Bag**

Case Packed 100  
LCBO# 11206 • \$1.00



**Vintages Single Bottle Rigid Gift Box**

Case Packed 24  
LCBO# 16679 • \$4.95



**Vintages Single Bottle Gift Box**

Case Packed 24  
LCBO# 11202 • \$2.95



**Vintages Double Bottle Gift Box**

Case Packed 12  
LCBO# 11203 • \$3.95



**Vintages Year-Round Wooden Box (1 Bottle) New Logo**

Case Packed 12  
LCBO# 17373 • \$8.95



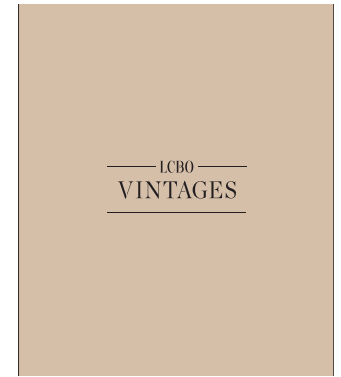
**Vintages Year-Round Wooden Box (2 Bottles) New Logo**

Case Packed 6  
LCBO# 17377 • \$12.95



**Vintages Year-Round Wooden Box (3 Bottles) New Logo**

Case Packed 4  
LCBO# 17374 • \$15.95



**Vintages Year-Round Wooden Box (6 Bottles) New Logo**

Case Packed 2  
LCBO# 17378 • \$24.95

# HOW TO MERCHANDISE

## Holiday “Our Favourite” Gift Bags

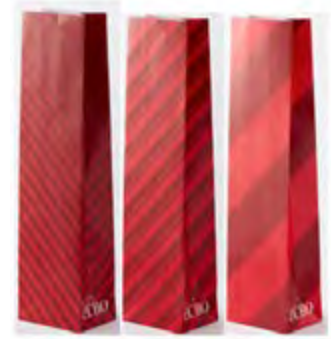
Holiday “Our Favourite” Gift Bags will be merchandised in three (3) areas:

- Cash Ends
- End Aisles
- Wooden Gift Packaging Fixtures


All stores will receive the Holiday “Our Favourite” Gift Bags Hot Buttons to be installed at each Holiday “Our Favourite” Gift Bags merchandising location in the store.

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

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



Holiday “Our Favourite” Gift Bags  
Case packed 100  
LCBO# 16621 • \$1.00

	Description	Reorder #
	\$1.00 Bag Hot Button Signs	DMS-21P9-GFT1
	\$1.00 Bag Hot Button Sign Clip	NIHK102
	Metal \$1.00 Bag End Aisle Holder	749390



\$1.00 Bag Hot Button Sign Clip

Metal \$1.00 Bag End Aisle Holder

### Merchandising Options:

#### Cash Ends: (all stores)



#### Front Facing End Aisles: (all stores)



#### Wooden Gift Packaging Fixture: (select stores)



# HOW TO MERCHANDISE

## Metal Reusable Bag Fixture

The Double Bottle Reusable Bags will be force-allocated to participating stores. A Pole Topper sign will be shipped to all participating stores for the fixture. Remove the existing Year-Round Pole Topper and replace with the holiday version. **Store the year-round sign in a safe place to be used in Period 11.**

Merchandise the Holiday Reusable Double Bottle Bag on the fixture. Please note that this fixture has TWO (2) metal arms, allowing 4 merchandising opportunities. Please follow instructions below to merchandise the fixture. Stores in FLS designated areas **MUST** display the bilingual side of the sign.

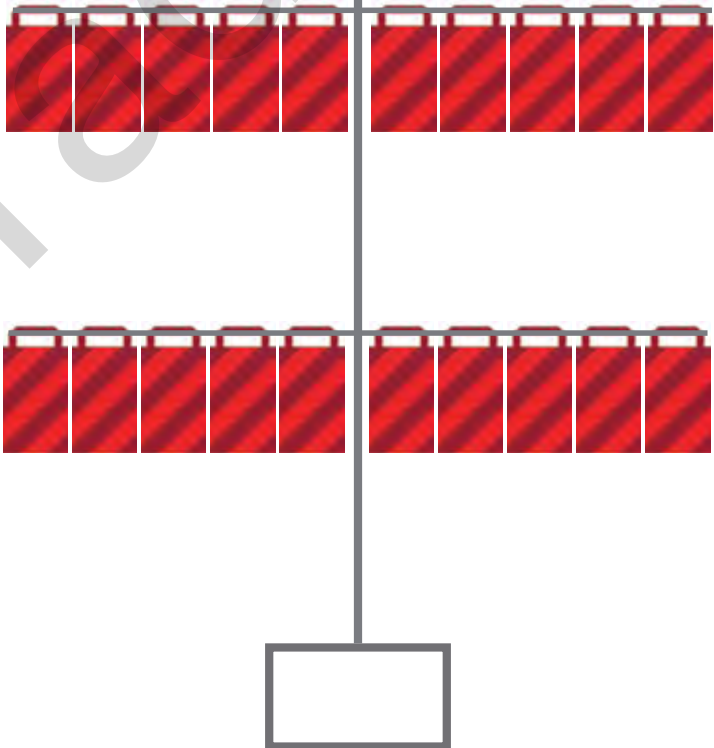
Replacement signs can be ordered from helloLCBO 416-365-5932.

### Signage Re-order Codes

Signage	Description	Reorder #
	Reusable Bags Pole Topper Sign for Metal Gift Fixture	ENG DMS-21P9-GFT15 BIL DMS-21P9-GFT16



Holiday Reusable Double Bottle Bag  
Case packed 50  
LCBO# 16612 • \$1.50



# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Metal)

The Double Bottle Reusable Bags will be force-allocated to participating stores. Stores will also receive a Holiday sign kit for the LCBO and Vintages Metal Gift Packaging Merchandiser. Remove the existing Year-Round signage and replace with the holiday version. **Store the year-round signs in a safe place to be used in Period 11.** Please replenish throughout Period 9 and Period 10. **REMINDER: Stores may also merchandise any residual Holiday packaging from previous years on this fixture. Ensure 2020 packaging is merchandised on top rows, with previous years on bottom rows (if applicable).**




The following Holiday gift packaging items will be merchandised on this fixture:

LCBO#	Component	Case Pack	Retail
16612	Holiday Reusable Double Bottle Bag	50	\$1.50

**Stores are required to order year-around Vintages Gift Bags and Boxes for the Holiday season.**

11202	Vintages Single Bottle Gift Box	24	\$2.95
11203	Vintages Double Bottle Gift Box	12	\$3.95

### Signage Re-order Codes

Signage	Description	Reorder #
	Reusable Bags Insert Sign (LCBO)	ENG DMS-21P9-GFT12 BIL DMS-21P9-GFT14
	<b>NEW!</b> Wrapped and Ready Insert Sign (Vintages)	ENG DMS-21P9-GFT9 BIL DMS-21P9-GFT11
	<b>NEW!</b> Metal Stand Bottom	DMS-21P9-GFT10



Holiday Reusable Double Bottle Bag  
Case packed 50  
LCBO# 16612 • \$1.50



**NOTE:** 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 Wrapped & Ready Insert sign/Bottom Insert and install the updated version.**



Vintages Single Bottle Gift Box  
Case packed 24  
LCBO# 11202 • \$2.95



Vintages Double Bottle Gift Box  
Case packed 12  
LCBO#11203 • \$3.95





# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Wood)

**ACTION:** Remove the year-round sign and packaging currently merchandised on the fixture and replace with Holiday packaging and the “Wrap it up” sign insert. Store the year-round gift packaging and signs in a safe place to be used in Period 11.

Stores may continue to merchandise residual Holiday packaging from previous years on this fixture.

### Signage Re-order Codes

Signage	Description	Re-order #
	Holiday LCBO Gift Packaging Floor Merchandiser Sign	ENG DMS-21P9-GFT7 BIL DMS-21P9-GFT8
	<b>NEW!</b> Holiday Vintages Gift Packaging Floor Merchandiser Sign	



Front view



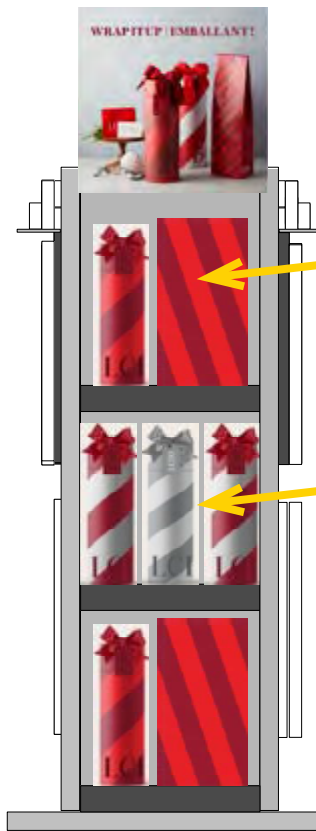
Back view

#### IMPORTANT NOTE:

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 Wrap it Up Merchandiser sign and install the updated version.

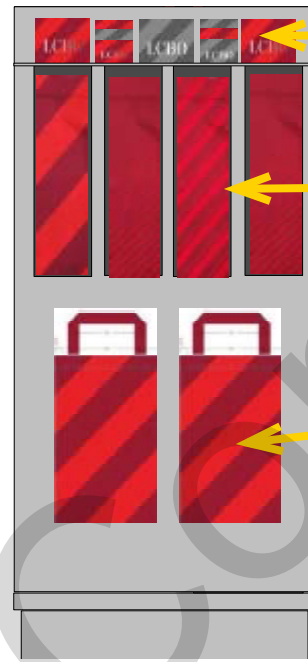
## SIDE A:



Holiday Keepsake Box  
Case packed 12  
LCBO# 16681 • \$8.95

Holiday Single Bottle  
Rigid Gift Box  
Case packed 24  
LCBO# 16680 • \$4.95

## SIDE B:



Holiday Gift Cards  
& Presenters

Holiday \$1.00 Bag  
Case packed 100  
LCBO# 16621 • \$1.00

Holiday Reusable  
Double Bottle Bag  
Case packed 50  
LCBO# 16612 • \$1.50

## SIDE C:



Vintages Single Bottle  
Rigid Gift Box  
Case Packed 24  
LCBO# 16679 • \$4.95

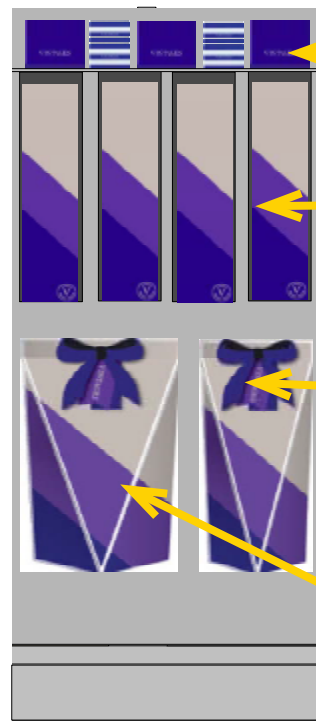
Vintages Year-Round  
Wooden Box (1 Bottle)  
Case Packed 12  
LCBO# 17373 • \$8.95

Vintages Year-Round  
Wooden Box (2 Bottles)  
Case Packed 6  
LCBO# 17377 • \$12.95

Vintages Year-Round  
Wooden Box (3 Bottles)  
Case Packed 4  
LCBO# 17374 • \$15.95

## SIDE D:

**NOTE:** Replenishment for the Vintages “Our Favourite Gift Bag” is expected in early 2021. Once current inventory is depleted, merchandise the current LCBO Holiday “Our Favourite Gift Bag” in its place.



Vintages Gift Cards  
& Presenters

Vintages \$1.00 Bag  
Case packed 100  
LCBO# 11206 • \$1.00

Vintages Single Bottle  
Gift Box  
Case packed 24  
LCBO# 11202 • \$2.95

Vintages Double Bottle  
Gift Box  
Case packed 12  
LCBO# 11203 • \$3.95

# INCREMENTAL SALES OPPORTUNITY!

## LCBO Gift Cards

For customers who aren't sure of what to buy – don't let them leave empty-handed. Recommend an LCBO or Vintages gift card. When customers redeem our gift cards, they spend an average of 50% more than the value of the card and often splurge by buying higher priced premium brands. It is also a great opportunity to increase the customer's basket size, while minimizing returns at the end of the Holiday season.

- This year's holiday themed gift cards and presenters will arrive in stores the week of **October 26**. The holiday gift card merchandising signage will arrive by the start of Period 9.
- **Select stores will receive the new Holiday red and silver generic LCBO gift cards.**
- Please ensure that gift cards and presenters are merchandised properly and are continuously replenished to keep the fully stocked at all times.

Please refer to the online worksheets for Holiday gift card distribution details.

LCBO#	Gift Card Theme and Presenters
16557	Holiday Gift Card Red 2020
16560	Holiday Gift Card Presenter
16558	Holiday Gift Card Silver 2020
16561	Holiday Gift Card Presenter Silver
647222	Vintages Gift Card
647271	Vintages Gift Card Presenter (ENG)
657882	Vintages Gift Card Presenter (FR)



### Gift Card Allocations & Receivals

Stores will receive an e-mail indicating the quantity of gift cards and presenters shipped along with their corresponding LCBO numbers. Receive gift cards and presenters into inventory as you would any other Vendor Direct Receivals using **Givex distributor 6230**. Vendor Direct Receivals procedures are available on the intranet portal (search "Vendor Direct Receivals")

### Gift Card Batch Activations

Gift Card Batch Activation is available for customers purchasing large orders. Complete batch activation instructions are available on the intranet portal. Search "Gift Card Program", select "Article after URL, and then select "Batch Activation Form" on the right hand side of the Gift Card Program Page. Alternatively, customers can conveniently order gift cards online in bulk quantities for a nominal fee at [www.lcbo.com/giftcards](http://www.lcbo.com/giftcards).

# HOW TO MERCHANDISE LCBO Gift Cards

Merchandise Gift Cards and presenters on the following fixtures:

- Small or Large Acrylic Gift Card Merchandisers (on Cash Ends)
- Wooden Gift Packaging Floor Merchandiser (if your store has one).

## Acrylic Gift Card Merchandiser (Cash End)



### NEW! Vintages Gift Card Insert Sign (2 pieces)



### IMPORTANT NOTE:

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 Gift Card Insert Signs and install the updated versions.**

Signage Component	Re-order#
Large Acrylic Gift Card Merchandiser (for cash desk)	GFT-099
Small Acrylic Gift Card Merchandiser (for cash desk)	GFT-105
Small Acrylic Gift Card Merchandiser Insert Sign (LCBO) (2 pieces)	DMS-21P9-GFT4
<b>NEW!</b> Small Acrylic Gift Card Merchandiser insert sign (Vintages) (2 pieces)	DMS-21P9-GFT5
Large Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	DMS-21P9-GFT6

**NOTE:** The year-round signage is not to be removed from the LARGE Acrylic Holder.



# PAIR IT FORWARD

This holiday we will continue to build on the success of “Pair It Forward”, a province-wide initiative designed to help rebuild our industry during these challenging times by celebrating small businesses all across Ontario.

Stores will receive a “Gift Local” in-store signage Tool Kit and display options to help customers easily identify local gift worthy products this holiday season.

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

**These displays are mandatory for execution for the stores noted.**

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



8-Pack Merchandiser with OCB

# New & Local Product ON-SHELF MERCHANDISING TOOL KIT

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

## Key Dates (November 8 - January 2)

### Participating Stores

All stores

## Signage Components & Merchandising Instructions



### “NEW” Bin Ticket Underlay

- Use these underlays to highlight products that are new to the LCBO.
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays using the shelf talker clip.
- Ensure the underlays message is still visible.
- Refer to the [P9 Worksheets](#) for a list of applicable “New” products.

### Re-order Code

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



### “CRAFTED IN ONTARIO” Bin Ticket Underlay

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

### Re-order Code

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



### “MY LOCAL GIFT” Perpendicular Shelf Talker

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

- Staff Name
- Product
- Local Business Pairing

Product recommendations MUST be Ontario made. This is the perfect tool to start a conversation and personally endorse Ontario-made wine, beer and spirits, local producers and community businesses for customers.

### Re-order Code

- **ENG (# 21P9-PIF3)**
- **BIL (# 21P9-PIF4)**

# Display Program

## MADE IN ONTARIO & SMALL DISTILLERS

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

There are two categories:

### 1. Small Distillers Program

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

### 2. Made in Ontario Spirits Program

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

### Key Dates (ongoing)

### Participating Stores

All Stores

### Participating Products

Refer to the [P9 Worksheets](#) posted on the Portal for complete product details.

### Signage Components

#### Made In Ontario Perpendicular Shelf Talker

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

### Merchandising Instructions

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

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



# Ontario Craft Beer Displays

## BEER COLD ROOM

### Overview

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

### Key Dates (November 8 - January 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

- Local Cut Case Backer Card ENG (Re-order # 21P9-LP6) / BIL (Re-order # 21P9-LP7)
- Blank Pricer Card ENG (Re-order # 21P7-LP10) / BIL (Re-order # 21P7-LP11)

### Merchandising Instructions

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

### Product Selection

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



Local Products



Do not merchandise National brands such as Creemore & Mill Street



# Local Product END AISLE

## Overview

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

Let customers know your favourite local gift idea. **Participation is mandatory.**

## Key Dates (November 8 - January 2)

## Participating Stores

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

## Product Selection

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

## Merchandising Instructions

- Merchandise the local products on the End Aisle.
- Planoguides are provided for inspiration only.
- Install the Backer Card.
- Merchandise shelf talkers on the display.

## Signage Components

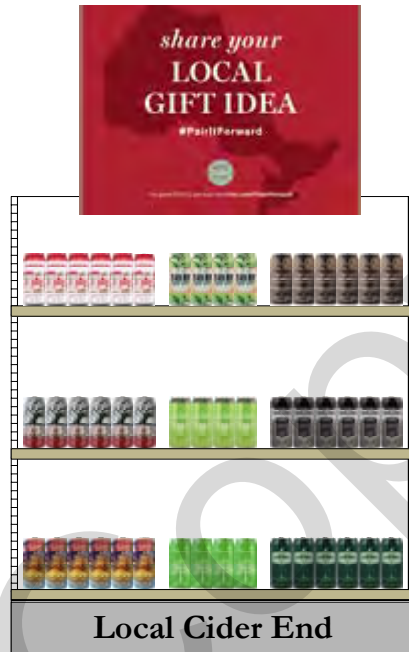
- End Aisle Backer Card - ENG / BIL (Re-order # 21P9-PIF5)



Image is subject to change



Local Craft Beer End Aisle Example



Local Craft Cider End Aisle Example



Local Craft Distilleries End Aisle Example



Local Wine End Aisle Example

# Ontario Craft Beer 8-PACK CARRIER

## Overview

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

**Participation is mandatory.**

## Key Dates (November 8 - November 28)

## 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.
- Merchandise the P9 Backer Card

NOTE: please refer to page 77 for 8-pack carrier distribution and signage information.



## 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
<b>21B New/ Seasonal</b> (EA - EZB)	543389	Nickel Brook Kentucky Bastard	6699 - Nickel Brook Brewing Company
	18012	Lake Of Bays Apex Triple IPA	8958 - Lake Of Bays Brewing
	12284	Beau's + Davids Tea London Fog	275 - The Beer Store

**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 8 - November 28)

### 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
12041	Steam Whistle Pale Ale	473		5577 - Steam Whistle Brewing
15964	Muskoka Brewery Hopsonic Pack	6 x 473		LCBO Warehouse
17406	Aside Launch Any Day Light IPA	473		3827 - Side Launch Brewing
464867	Grand River Red Tail	473		8469 - Grand River Brewing
668574	Collective Arts Surround Sound	473		4678 - Collective Arts Brewing Limited
647859	Beaus Lug Tread	6 x 473		275 - The Beer Store

### Merchandising Instructions

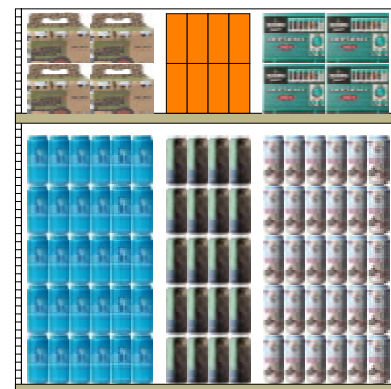
- Merchandise participating products on the End Aisle
- Install pre-printed shelf talkers in front of products.
- Merchandise the "Ontario Craft Beer" End Aisle backer card

### 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-P9-OCBEA-ST1)
- FLS designated stores must display the bilingual side of the product shelf talkers.





# “Have a Question? Ask Me!” NAME STICKERS

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

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

## Key Dates (November 8 - January 2)

## Participating Stores

All Stores

## Signage Components

- ENG (Re-order #21P9-PIF1) / FR (Re-order #21P9-PIF2)

## Merchandising Instructions

- The Name Sticker is designed to be affixed to existing name tag, and hangs down about 1.5”.



# Local Product CUT CASE DISPLAY

## Overview

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

**Participation is mandatory.**

## Key Dates (November 8 - January 2)

## Participating Stores

All Stores

## Signage Components

- Local Cut Case Backer Card ENG (Re-order # 21P9-LP6) / BIL (Re-order # 21P9-LP7)

## Merchandising Instructions

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

## Product Selection

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



# Operational Signage COVID-19 & SOCIAL DISTANCING

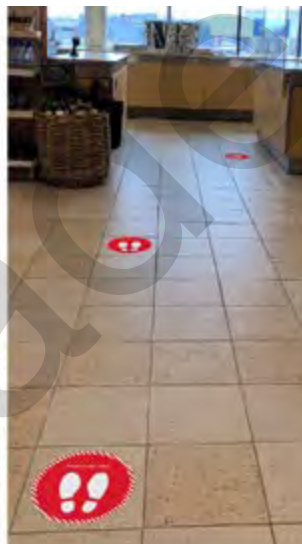
A number of signage components have been created to educate customers on new LCBO practices, procedures and operating information. These signs will enable both store staff and shoppers to engage in safe interactions, while still achieving a superior experience.

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

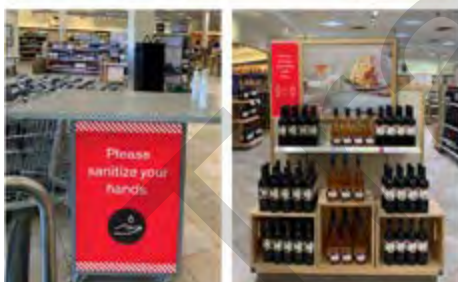
[http://home.lcbo.com/CustomerExperience/SiteAssets/MPG\\_Pages/covid.pdf](http://home.lcbo.com/CustomerExperience/SiteAssets/MPG_Pages/covid.pdf)



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



- Metal Stand Sign
- Tasting Bar/ Sanitization Sign
- LCBO Safe Shopping Commitment Showcard
- Social Distancing Showcard
- Thematic Showcard
- End Aisle Blade Signs
- Traffic Flow Floor Decals



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

# 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 9 signage components will be shipped to stores beginning **October 30<sup>th</sup>**.

All Period 9 Signage components are available for re-order using their corresponding re-order numbers.

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

### Music CD Reorder# DMS-Music CD

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



**Period 9 and 10 Exterior Banners**

**NOTE: The following exterior banners will remain in place for the duration of P9 - P10.**

**Priority of exterior banners for stores:**

**Non-Same Day Pickup/Curbside Pickup stores:**

- 1 A Time for Cheer Version
- 2 Primary Thematic Image

**Same Day Pickup/Curbside Pickup stores:**

- 1 A Time for Cheer Version
- 2 Primary Thematic Image
- 3 Same Day Pickup OR Curbside Pickup (depending on the service available at that store).



Same Day Pickup Exterior Banners example

**Exterior Banners**

**Dimensions:** 28" w x 45" h

**Install:** Exterior on building

**Same Day Pickup/Curbside Pickup stores only**

Re-order# 21P9-EB1 (English)	Re-order# 21P9-EB2 (Bilingual)	Re-order# 21P9-EB4 (Primary)	Re-order# 21P9-EB5 (Same Day English)	Re-order# 21P9-EB6 (Same Day Bilingual)	Re-order# 21P9-EB7 (Curbside English)	Re-order# 21P9-EB8 (Curbside Bilingual)

## Period 9 and 10 Window Show Cards

**NOTE:** The following window show cards will remain in place for the duration of P9 - P10.

### Priority of window show cards for stores:

- 1 A Time for Cheer Version
- 2 Holiday eComm (**non-SDPU/CSPU stores**)
- 3 Same Day Pickup OR Curbside Pickup (depending on the service available at that store).
- 4 COVID Message



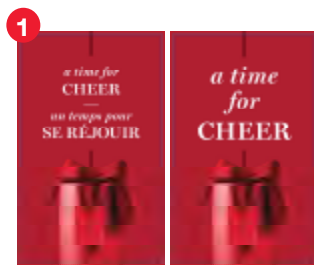
Same Day Pickup Window Show Cards example

### Window Show Cards

**Dimensions:** 28" w x 45" h

**Install:** In the windows on the hanger.

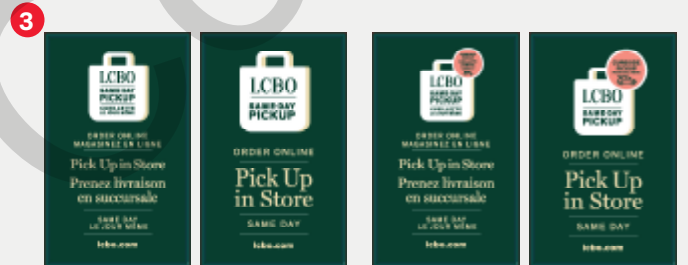
### Same Day Pickup/Curbside Pickup stores only



Re-order#  
21P9-WS1  
(English + Bilingual)



Re-order#  
21P9-WS3  
(English + Bilingual)



Re-order#  
21P9-WS4  
(Same Day Pickup Bilingual)

Re-order#  
21P9-WS5  
(Curbside Pickup Bilingual)



Re-order#  
OP21-SC1  
(English + Bilingual)

## Period 9 and 10 Transparencies

### Perimeter Transparency Horizontal

Vendor installed

#### NON-SDPU STORES



Promo Text  
ENG/BIL



Thematic  
Primary Image

#### SDPU/CSPU STORES



Promo Text  
ENG/BIL



Thematic  
Primary Image



Holiday Ecomm  
ENG/BIL



Same Day Pickup  
ENG/FRE



Curbside Pickup  
ENG

Only 1 version to be displayed in store depending on service available:  
Same Day OR Curbside Pickup version

### Perimeter Transparency Square

Vendor installed



Promo Text  
ENG/BIL



Thematic  
Primary Image



Holiday Ecomm  
ENG/BIL



Same Day Pickup  
ENG/FRE

### Exterior Transparency

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



Promo Text  
ENG/BIL



Holiday Ecomm  
ENG/BIL



Same Day Pickup  
ENG/BIL



Primary Thematic  
Image

### Perimeter Transparency Vertical

Vendor installed

#### Large Vertical Transparencies



Promo Text  
BIL



Holiday Ecomm  
BIL



Thematic  
Primary Image

#### Medium Vertical Transparencies



Promo Text  
ENG/BIL



Holiday Ecomm  
ENG/BIL



Same Day Pickup  
BIL



Curbside Pickup  
ENG



Thematic  
Primary Image

## Period 9 and 10 Seasonal Banner Insert

**NOTE:** The following seasonal banner insert will remain in place for the duration of P9 - P10.

### Seasonal Banner Insert

20" w x 70" h

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



ENG Re-order # 21P9-SB1  
BIL Re-order # 21P9-SB2

## 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 9 EA4  
\*will change in P10\*



Period 9 - 10 EA5



Period 9 - 10 EA6



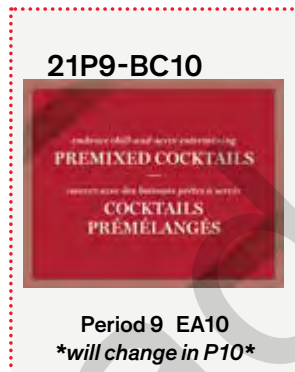
Period 9 EA7  
\*will change in P10\*



Period 9 - 10 EA8



Period 9 - 10 EA9



Period 9 EA10  
\*will change in 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



# *A Time to GIVE BACK*

## **Spirit of Sustainability Holiday Integration**

Through SoS, we are committed to the Health and Well-Being of our customers, employees, and communities across Ontario. During the Holiday Season we will be executing our annual fundraising campaign and annual moderate consumption campaign. We are ensuring fundraising and donations support COVID-19 recovery and any creative aligns with the Holiday thematic. Our moderation consumption campaign will incorporate our Flow Partnership and take into consideration changing customer behaviour with a digital focus to encourage safe consumption.

### **Fundraising Campaign**

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

### **Annual Moderation Consumption Campaign**

- Good Partner Integration: DIAGEO
- Expand to LCBO.com
- Supported with Digital Media Buy
- Supported with PR activation (TBD)

# HOLIDAY GIFT GUIDE

A Time for Cheer

## Overview

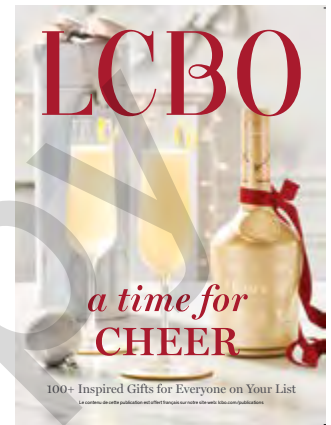
The LCBO “A Time For Cheer” Holiday Gift Guide will highlight 100+ thoughtful gifts for everyone on your list. Even if this year’s celebrations feel a little different, we’re here to help you create some special moments with causal entertaining ideas.

## Drop Date: November 12, 2020

1M copies distributed via direct mail to select Ontario homes.

## Participating Products

Refer to the [P9 Worksheets](#) posted on the Portal for complete product information.



## Distribution Details

- All stores will be sent a limited amount of copies for staff reference
- Curbside/Same-Day Pickup Stores will be sent a bulk shipment of copies, based on order history, to be included with all pickup orders.
- 30,000 copies will also be distributed via the e-commerce team and will be included with all online orders.
- The guide will also be adapted for online viewing at LCBO.com, with digital ads driving to promote these products.

## ACTION

- Include one copy of the A Time for Cheer guide in each Same Day/Curbside Pickup online order fulfilled
- **Guides are not to be merchandised on the floor or left at the front for customers to pick up. These are specifically for customers to receive with their online orders.**
- You may provide to customers and suppliers if requested.

## Ecomm Perpendicular Shelf Talker

The EComm Perpendicular Shelf Talkers are to raise awareness with consumers that they can visit LCBO.com to search for 1000's of products online to order from.



## Key Dates (Period 9-10)

## Signage Components

- Perpendicular Shelf Talker  
ENG (Re-order #21P9-HTK5) / BIL (Re-order #21P9-HTK6)

## Merchandising Instructions

- Install perpendicular shelf talkers in-section throughout the store using the perpendicular shelf talker clip.

# STORE LAYOUT

## Overview

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

## ACTION

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

Deal of the Week: DW

Entrance Table: BS - BSE

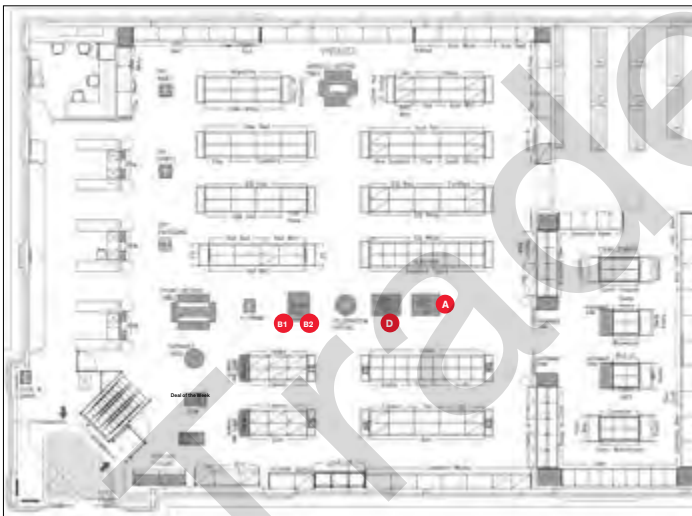
Feature Fixture: FF - FFA

A-Frame Fixture: CM

Front Nesting Table: BS - BSF

Middle Nesting Table : DD

- A** Block Pile A (BP-SBA): A Time for Cheer
- B1** Block Pile B (BP-SBB): Canadian Whisky Gifts
- B2** Block Pile (BP-SBC): Holiday Flavours
- D** P9 Special Block Pile (FSG-A): Ruffino
- D** P9 Special Block Pile (BP-XBP): Hennessy



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.

# HOLIDAY GIFT PACK CLUSTERS

There is an **INTENT** behind each gift pack visual merchandising strategy:  
*To tell a story...keeping it simple, focused and easy to navigate for our customers*

This strategy will help accomplish the following goals:

- Create an ***ease of shopability*** for our customers
- Create an ***ease of execution*** for retail
- Create ***displays that are maximized*** based on inventory
- Create ***compelling displays*** (moments) that drive average basket value and units per transaction

Just as in previous years stores have been grouped into Clusters based on their size, architecture and sales history. These clusters determine the assortment and allocation of Holiday Gift Packs each store will receive.

<http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx>

Refer to the Holiday Gifting Portal for more information on Gifting Allocation, Assortment and Delivery.

The following pages will provide details on the direction stores should use to merchandise Holiday Gift Packs on various display points.

**IMPORTANT NOTE:** Allocation may be different in each business unit. Stores should check Cluster groupings carefully.

## Spirit Variations:

Cluster AAAA/AAA/AA Stores: 12ft Feature Fixture of spirits

Cluster A/B Stores: 8ft Feature Fixture or 4ft Feature Fixture

Cluster C/D Stores: Spirits Gondola

*\*If stores do not have any of the above fixtures, they should implement on discretionary ends or cut cases around the perimeter of the store.*

## Beer Variations:

Cluster AAAA/AAA/AA Stores: 16ft Seasonal Gondola

Cluster A/B Stores: 12ft Seasonal Gondola

Cluster C/D Stores: In Section

## Wine Variations:

Cluster AAAA/AAA/AA Stores: 16ft Seasonal Gondola (In stores that have a second seasonal)

Cluster A/B/C/D Stores: all other stores should merchandise on discretionary ends or cut cases around the perimeter of the store.



Gift packs will start arriving in stores in **WEEK 29**.

Start setting them up in their **DESIGNATED AREAS** based on the store merchandising plan. Mapping your store ahead of Period Changeover will help with this.



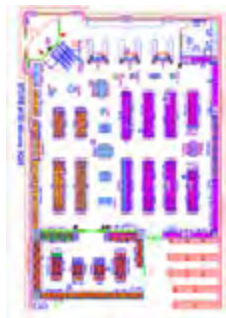
# MAPPING YOUR STORE

The key to a successful holiday will depend on the planning we do. Mapping your store for all holiday product display points will make changeover and merchandising easier.

## Tools to Map Your Store



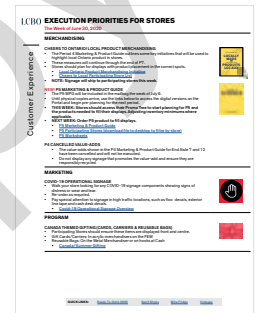
P9 Marketing & Product Guide



Store Floor Plan (download from the Dashboard)



P9 Highlights & Updates (sent with the Weekly Merchandising Priorities in the Retail Blast on Wednesdays)



Weekly Merchandising Priorities



## How to Map Your Store

1. Determine your store key display points based on allocation and architecture and Review your store fl or plan on the dashboard.
2. After reviewing the display point participating store lists, place your store key display points on your map (referring to your fl or plan from the dashboard)
3. Review your store's previous performance on the participating skus and order product accordingly
4. Plan to execute the promo change; does it cause chain reactions? Will it cause bare shelves? Do you have all your marketing signage components?
5. Create a checklist and cross things off as they are fully completed. Use the Highlights and Updates that is provided in the Weekly Priorities to verify your points

# SPIRIT GIFTS

Feature Fixture, Seasonal Gondola & Cut Case/Discretionary Ends

## Feature Fixture - A Time For Giving (FF - FFA - A)

During Period 9 the Feature Fixture will transition into the Holiday Spirit Gifts fixture. Unless Spirit Gifts are sold-down sooner, stores should begin to transition to Sparkling Wines in week 38.

The fixture will transition back to Brand Spotlight Feature Fixture and New & Seasonal fixture in Period 11.

**IMPORTANT NOTE:** It is imperative that stores follow the planoguides in order to feature the holiday gift packs effectively.

**Launch Date: November 8, 2020**

**Begin to stage holiday gift packs on the Fixture as they arrive in P8 to simplify changeover.**

### 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 Giving Category Red Category Sign Insert (re-order# 21P9-FF1)
- Red Category Sign Insert (re-order# 21P9-FF2)
- Solid Colour - Bin Strips (re-order# 21P9-FF3)

NOTE: Each kit contains three category signs, two blank red and one "A Time For Giving". Place the two blank colour inserts into the sign slot and center the "A Time For Giving" category sign over the top of the blank inserts. Stores will also receive bin strips that need to be inserted into the bin channels under the shelf talkers.

### Merchandising Instructions

- Remove the category sign inserts and on-shelf box signs from previous Period and replace with the Holiday category sign inserts and bin strips.
- Please remove all newly released products and place in appropriate locations within your store. ONLY use the fixture to merchandise supplier gift packs from the Spirits holiday gift program. It is imperative that stores follow the planoguides and merchandising tips (next page) in order to feature the holiday gift packs effectively.

“

All of your favourite spirits gifts in one display. This display has everything you need to give the perfect spirits gift.



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 planoguide 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.

## Merchandising Tips

### The Feature Fixture is for displaying our Premium Spirits Gift Packs

- Larger facings to **Top Gift Items** (SKUs with the highest quantities)
- Keep business units together and merchandise White Spirits, Brandy and Dark Spirits together
- Keep White Spirits gifts together, and further up, as certain SKUs will only fit on the top shelf of the Feature Fixture

### Examples:

WHITE SPIRITS -> ODKA -> IN

DARK SPIRITS -> UM -> OGANC/BRANDY (on high shelf as higher price-points) →

WHISKY (IRISH / AMERICAN TOGETHER) -> ANADIAN WHISKY -> COTCH on higher shelves as higher price-points)

Please note that any **Driving SKUs** that are currently merchandised on Sold Ends are to be given less facings on the Feature Fixture at initial set up as these SKUs are already stacked out on Sold End Aisles:

### Examples:

- Baileys SKU
- Absolut SKU
- Bacardi SKU
- Crown Royal SKU(s)

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

**NOTE:** Refer to the <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx> for store cluster groups.

**Cluster AAAA/AAA/AA Stores: 12ft Feature Fixture**



**Cluster A/B Stores: 8ft Feature Fixture**



**Cluster A/B Stores: 4ft Feature Fixture**





# Seasonal Gondola - Spirits

## Cluster C/D Stores

### Participating Stores

Refer to the <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx> for store cluster groups.

### 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 Components

- Category Sign ENG (21P9-HTK1) / BIL (21P9-HTK2)

### Merchandising Instructions

- Install the Holiday Gifts Category Sign Inserts.
- Please remove all newly released products and place in appropriate locations within your store.
- Use the fixture to merchandise Spirits holiday gift packs.
- Stores may use the shelf talkers provided to sign appropriate products merchandised on the fixture.



White Spirits

Brown Spirits

Liqueur

# Suggested Cut Case/Discretionary Ends - Spirits

## Cluster C/D Stores

These are suggested product groupings that stores should implement on discretionary ends or as cut cases around the perimeter of the store. Items are grouped with an intent to tell a story – keep brand families together for ease of shopability of our customers.

### Participating Stores

Refer to the <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx> for store cluster groups.

### Signage Components

- Generic End Aisle Backer Card (A Time for Cheer + Couple holding drinks) ENG/BIL (Re-order # 21P9-BC-GEN1)
- Generic End Aisle Backer Card (A Time for Cheer + Dining Plate Setting) ENG/BIL (Re-order # 21P9-BC-GEN2)
- Cut Case Backer Card ENG (Re-order # 21P9-HTK3) / BIL (Re-order # 21P9-HTK4)

### Merchandising Instructions

- Merchandise products on an available Discretionary End or Cut Case Display along the perimeter of the store close to the category section (i.e. High End Spirits near the Spirits section).

#### Baileys Gifts



#### Crown Royal Gifts



# BEER & WINE GIFTS

Seasonal Gondola & Cut Case/Discretionary Ends

## Key Dates (November 8 - January 2)

### Participating Stores

Stores with a Convertible Seasonal Gondola will receive signage to support this program in time for the beginning of the Holiday promotion. Refer to the <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx> for store cluster groups.

### 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 Components

- Category Sign ENG (21P9-HTK1) / BIL (21P9-HTK2)

### Merchandising Instructions

- Install the Holiday Gifts Category Sign Inserts.
- Please remove all newly released products and place in appropriate locations within your store.
- Use the fixture to merchandise Beer and Wine holiday gift packs.
- Please merchandise the holiday gifts according to the planogram.
- Stores may use the shelf talkers provided to sign appropriate products merchandised on the fixture.

## Seasonal Gondola - Beer

**NOTE:** Refer to the <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx> for store cluster groups.

### Cluster AAAA/AAA/AA Stores: 16ft Seasonal Gondola

#### Beer Gifts

Larger stores will utilise their first Seasonal Gondola to merchandise beer gifts. Special bottles and cases are merchandised on top shelves for customers to easily see. As the gifts sell through, merchandise your top beer products.



### Cluster A/B Stores: 12ft Seasonal Gondola

#### Beer Gifts



**NOTE:** If required merchandise additional Beer, Cider or RTD Gifts on a discretionary End Aisle



RTD End Aisle

## In Section - Beer Cluster C/D Stores

**NOTE:** Refer to the <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx> for store cluster groups.



## Seasonal Gondola - Wine

Cluster AAAA/AAA/AA Stores: 16ft Seasonal Gondola

**NOTE:** Refer to the <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx> for store cluster groups.

### Wine Gifts

Larger stores will use their second Seasonal Gondola to showcase sparkling wine gifts. Add Single bottle rigid gift boxes to promote our holiday packaging. As the gifts sell through, merchandise your top selling wine products.



**NOTE:** Include LCBO Holiday Gift Boxes in the merchandising to provide easy gift giving options for customers as well as to create an interesting display.

## Suggested Cut Case/Discretionary Ends - Wines

### Cluster AAAA/AAA/AA Stores

These are suggested product groupings that stores should implement on discretionary ends or as cut cases around the perimeter of the store. Items are grouped with an intent to tell a story – keep brand families together for ease of shopability of our customers.

#### Participating Stores

Refer to the <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx> for store cluster groups.

#### Merchandising Instructions

- Merchandise products on an available Discretionary End or Cut Case Display along the perimeter of the store close to the category section (i.e. Wine Gifts near the Wines section).

#### Signage Components

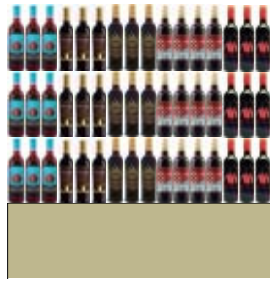
- Generic End Aisle Backer Card (A Time for Cheer + Couple holding drinks)  
ENG/BIL (Re-order # 21P9-BC-GEN1)
- Generic End Aisle Backer Card (A Time for Cheer + Dining Plate Setting)  
ENG/BIL (Re-order # 21P9-BC-GEN2)
- Cut Case Backer Card ENG (Re-order # 21P9-HTK3) BIL (Re-order # 21P9-HTK4)

### Holiday Wines



End Aisle

OR



Cut Case

### New World Wines



End Aisle

OR



Cut Case

### Specialty Wines



End Aisle

OR



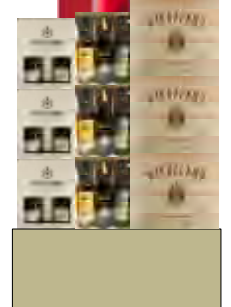
Cut Case

### Italian Wines



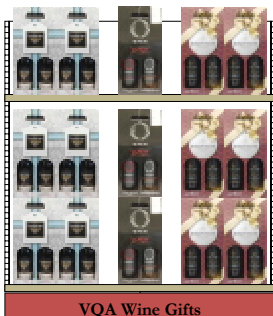
End Aisle

OR



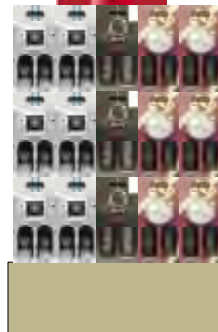
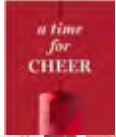
Cut Case

### VQA Wines



End Aisle

OR



Cut Case

## Suggested Cut Case/Discretionary Ends - Wines

### Cluster A/B Stores

These are suggested product groupings that stores should implement on discretionary ends or as cut cases around the perimeter of the store. Items are grouped with an intent to tell a story – keep brand families together for ease of shopability of our customers.

#### Participating Stores

Refer to the <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx> for store cluster groups.

#### Merchandising Instructions

- Merchandise products on an available Discretionary End or Cut Case Display along the perimeter of the store close to the category section (i.e. Wine Gifts near the Wines section).

#### Signage Components

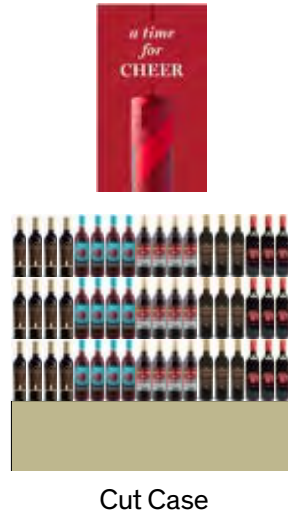
- Generic End Aisle Backer Card (A Time for Cheer + Couple holding drinks)  
ENG/BIL (Re-order # 21P9-BC-GEN1)
- Generic End Aisle Backer Card (A Time for Cheer + Dining Plate Setting)  
ENG/BIL (Re-order # 21P9-BC-GEN2)
- Cut Case Backer Card ENG (Re-order # 21P9-HTK3) BIL (Re-order # 21P9-HTK4)



## Holiday Wines



OR



## Wine Gifts



OR



## Sparkling Gifts



OR



OR



# Display Program

## HOLIDAY BLOCK PILES P9-10

### SPECIAL NOTICE:

To respect the solemnity of Remembrance Day on November 11, please DO NOT display Block Pile Pole Topper signs until November 12. Build Block Piles around empty Pole Topper holders, and insert Pole Topper signs on November 12.

All distribution lists for the Holiday gift packaging, bag and boxes are posted on the LCBO Portal. You can view gift photos and pricing information on the Holiday Gifting Program website: <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram>

These Gifts will be allocated to your store. The Holiday Gifting Team calculates the appropriate quantity and each District Manager reviews the total allocation to ensure the overall quantity is suitable for your store. These items cannot be re-ordered from the warehouses.

### Supplier Gift Packs and Holiday Block Piles

Careful planning and merchandising of Holiday Block Piles is crucial to increase sales. Holiday Block Piles will be organized by themes to provide customers with easy solutions for gift-giving.

- Whisky Gifts
- Wine Gifts
- Beer Gifts
- Spirits Gifts
- Gifts to Impress
- Gifts they'll Love
- Made in Canada



### Key Dates (Period 9 - 10)

### Participating Stores

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

### Signage Components

- Pole Toppers  
ENG (Re-order # 21P9-HBP1) / BIL (Re-order # 21P9-HBP2)
- Shelf Talkers  
ENG (Re-order # 21P9-HBP3) / BIL (Re-order # 21P9-HBP4)
- Pricer Cards  
ENG (Re-order # 21P9-HBP5) / BIL (Re-order # 21P9-HBP6)

### Merchandising Instructions

- Do not cover the sign's message with product.
- Build out and cascade product if you need to maximize the amount of product on the floor .



### Holiday Staff Gift Guide

This guide provides you with this year's line-up of gift products and gift packaging. Watch for it in your mailbox.



Planoguide - For Example Only

# Display Program

## NOUVEAU WINES BLOCK PILE

Beaujolais Nouveau wines are released around the world on the third Thursday of November every year. The Nouveau program offers customers a taste of the first wines from this year's harvest.

**Official Launch: Thursday, November 19th, 2020. DO NOT display products before launch date.**

### Participating Stores

1, 3, 5, 6, 10, 12, 16, 17, 19, 20, 22, 23, 24, 25, 26, 27, 29, 31, 33, 34, 35, 36, 38, 40, 41, 42, 44, 45, 47, 49, 50, 51, 53, 55, 56, 57, 58, 59, 60, 62, 63, 64, 65, 67, 68, 69, 70, 71, 72, 74, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 91, 93, 95, 97, 98, 99, 101, 102, 103, 106, 108, 112, 115, 119, 122, 123, 124, 125, 129, 130, 132, 137, 139, 140, 143, 144, 145, 148, 149, 150, 151, 153, 154, 155, 156, 163, 164, 167, 168, 170, 171, 175, 179, 182, 184, 187, 191, 192, 195, 196, 198, 200, 201, 202, 207, 208, 209, 210, 211, 212, 214, 217, 218, 221, 223, 224, 225, 226, 227, 228, 229, 230, 233, 234, 236, 237, 238, 242, 243, 244, 247, 248, 249, 250, 252, 253, 255, 258, 260, 263, 265, 268, 269, 270, 277, 278, 287, 288, 295, 298, 300, 304, 306, 308, 309, 310, 311, 312, 320, 324, 325, 326, 327, 329, 330, 331, 333, 334, 340, 343, 344, 345, 346, 351, 352, 353, 354, 355, 358, 359, 360, 361, 363, 367, 368, 370, 371, 373, 378, 379, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 397, 398, 400, 401, 402, 404, 407, 412, 415, 416, 417, 418, 419, 420, 426, 427, 428, 431, 432, 434, 435, 437, 438, 441, 443, 444, 445, 446, 451, 452, 453, 454, 456, 457, 459, 461, 465, 467, 470, 474, 481, 483, 485, 486, 490, 491, 494, 495, 496, 497, 499, 500, 501, 505, 507, 509, 511, 512, 515, 521, 522, 523, 526, 528, 529, 532, 534, 536, 537, 538, 539, 540, 542, 544, 545, 546, 547, 549, 550, 551, 552, 553, 554, 555, 556, 559, 563, 566, 568, 569, 571, 573, 575, 578, 579, 580, 582, 585, 586, 587, 589, 590, 593, 598, 599, 602, 605, 606, 609, 614, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 638, 639, 640, 641, 642, 643, 644, 645, 649, 650, 651, 652, 653, 656, 657, 658, 660, 665, 670, 677, 684, 694, 695, 697, 698, 699, 700, 702, 703, 706, 741, 747, 771, 776

### Participating Products

LCBO#	Description	Size (mL)
113266	Beaujolais Villages Nouveau (Joseph Drouhin)	750
932780	Beaujolais-Villages Nouveau (G. Duboeuf)	750
638080	Bouchard Aine Beaujolais Nouveau	750
897934	Mommessin Beaujolais Nouveau	750
891846	Duboeuf Gamay Nouveau	750



### Signage Components

- Cut Case Backer Card  
ENG (Re-order # 21P9-NBP1) / BIL (Re-order # 21P9-NBP2)
- Backer Card ENG/BIL (Re-order # 21P9-NBP3)
- Shelf Talkers ENG (Re-order # 21P9-NBP4) / BIL (Re-order # 21P9-NBP5)
- Pricer Cards ENG (Re-order # 21P9-NBP6) / BIL (Re-order # 21P9-NBP7)
- Riser Wrap ENG (Re-order # 21P9-NBP8) / BIL (Re-order # 21P9-NBP9)

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install cut case backer card and shelf talkers.
- **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.**



# 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 (November 8 - December 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

Duration	LCBO#	Description	Size (mL)	Offers
Nov 12 - 18	10717	Carnivor Shiraz	750	\$4.00 LTO
Nov 19 - 25	597559	Tito's Handmade Vodka	750	\$4.00 LTO
Nov 26 - Dec 2		<b>The following DOTW has been cancelled. There is no replacement for the promotion that week.</b> 426718 Cesari Amarone Classico Doc 750 mL		

### Signage Components

- Week 1 Banner ENG (Re-order # 21P9-DW1) / BIL (Re-order # 21P9-DW1-BIL)
- Week 2 Banner ENG (Re-order # 21P9-DW2) / BIL (Re-order # 21P9-DW2-BIL)
- Week 3 Banner ENG (Re-order # 21P9-DW3) / BIL (Re-order # 21P9-DW3-BIL)
- Deal of the Week Pricer Cards ENG (Re-order # DMS-21P9-ST16) / BIL (Re-order # DMS-21P9-ST17)
- Deal of the Week Shelf Talkers ENG (Re-order # DMS-21P9-ST20) / BIL (Re-order # DMS-21P9-ST21)

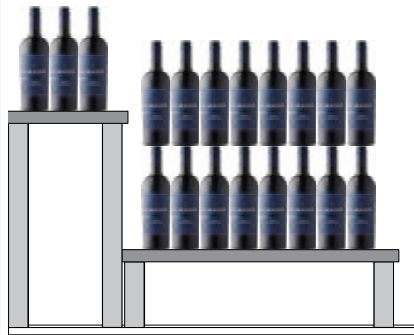
### Merchandising Instructions

- 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.

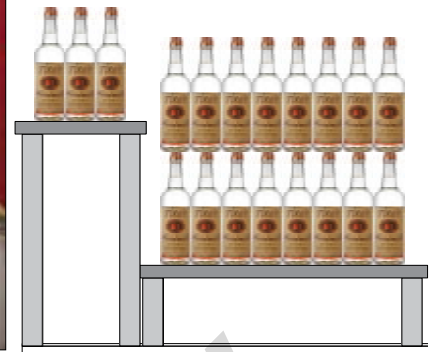




#1: Nov 12 - 18



#2: Nov 19 - 25



### #3: Nov 26 - Dec 2: DOTW CANCELLED

The following DOTW has been cancelled. There is no replacement for the promotion that week.

426718 Cesari Amarone Classico Doc 750 mL

## 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

Baileys - 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.

### Key Dates (November 8 - November 28)

#### 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
193490	Baileys Original Irish Cream	1750	\$2.00 LTO + Value Add: Lindt chocolate + Mug
5959	Baileys Original Irish Cream	750	
605956	Baileys Original Irish Cream	1140	Value Add:
400259	Baileys Salted Caramel	750	Lindt chocolate + Mug
17085	Baileys Red Velvet	750	
643619	Baileys 2 Bowl Pack	750	

“ Showcasing a range of Baileys Original Irish Cream formats to highlight the popularity of this item during the Holiday season. ”

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

#### Merchandising Instructions

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

#### Signage Components

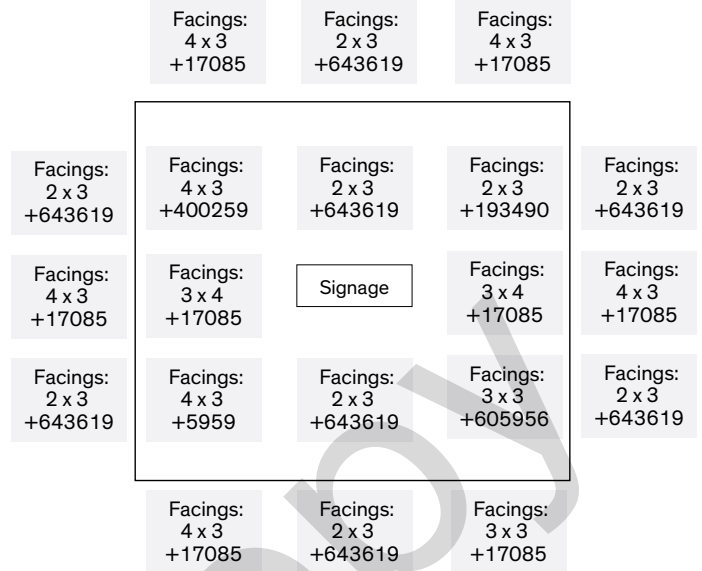
**Signage is to remain in place for the duration of P9-10. New shelf talkers will be sent out to stores for the start of P10.**

- 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)
- Shelf Talkers ENG (Re-order # DMS-21P9-ET5) / BIL (Re-order # DMS-21P9-ET6)

## Planogram - Square Table



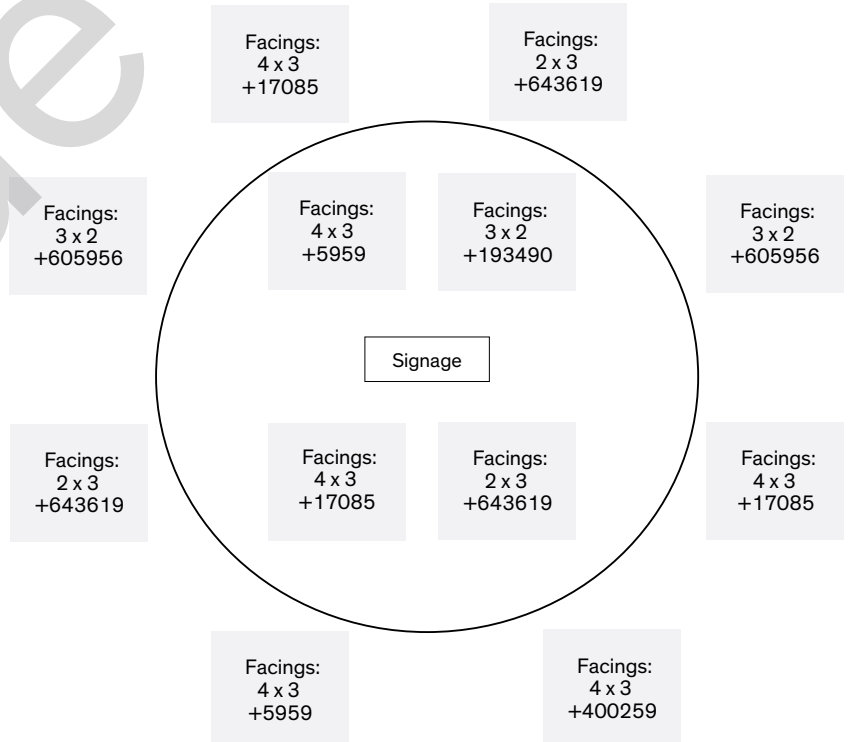
(Back View)



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

(Front View)

## Planogram - Round 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

Cognac & Brandy - A Time for Stylish Gifting

### Key Dates (November 8 - November 28)

#### 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
1925	Courvoisier VS Cognac	750	\$3.00 LTO
4101	Remy Martin VSOP Cognac	750	\$10.00 LTO
108100	Martell VS Single Distillery	750	\$4.00 LTO
245688	Hennessy VS Cognac	375	\$3.00 LTO
379321	E&J Gallo XO Brandy	750	\$1.00 LTO
384867	Gautier VS Cognac	750	\$3.00 LTO
410803	D'Usse VSOP	750	30 BAM
557108	St Remy XO Brandy	750	

#### Signage Components

**Signage is to remain in place for the duration of P9-10. New shelf talkers will be sent out to stores for the start of P10.**

- Category sign: Short (Re-order # DMS-21P9-MTA1)
- Shelf talkers: ENG (Re-order # DMS-21P9-MTA2) / BIL (Re-order # DMS-21P9-MTA3)
- Backer card: ENG/BIL (Re-order # DMS-21P9-MTA4)
- Transparency ENG (Re-order # DMS-21P9-MTA5) / BIL (Re-order # DMS-21P9-MTA6)

**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.



Featuring an assortment of Brandy and Cognac from various producers, styles and price points. All perfect to warm up with during the cold winter months.





# Wines (MI-B)

## MINI THEMATIC B

Wines for the Dinner Table

### Key Dates (November 8 - November 28)

#### 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
943	Mouton Cadet Bordeaux Red AOC	750	\$3.00 LTO
14884	Pelee Island Lola Secco Sparkling VQA	750	\$2.00 LTO
106377	Jacob's Creek Shiraz Cabernet Sauvignon	750	
110049	Sandbanks Estate Baco Noir VQA	750	\$2.00 LTO
219808	Cavaliere D'Oro Gabbiano Chianti Classico DOCG	750	\$3.00 LTO
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00 LTO
481838	Folonari Valpolicella Ripasso Classico Superiore DOC	750	\$2.00 LTO
534263	Beringer Founders' Estate Cabernet Sauvignon	750	
541961	Three Thieves Cabernet Sauvignon	750	

#### Signage Components

- Category sign:  
Short (Re-order# DMS-21P9-MTB7) / Long (Re-order# DMS-21P9-MTB8)
- Shelf talkers:  
ENG (Re-order# DMS-21P9-MTB9) / BIL (Re-order # DMS-21P9-MTB10)
- Backer card: ENG/BIL (Re-order# DMS-21P9-MTB11)
- Transparency ENG (Re-order# DMS-21P9-MTB12) / BIL (Re-order# DMS-21P9-MTB13)

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

#### Merchandising Instructions

- Merchandise participating products according to the planogram.
- There is **NO box sign** for this Period. 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.



Showcasing big brands/  
great value wines for fail-  
proof holiday entertaining.  
Selection of 750 mL and  
larger format 1.5L size.



# Beer (MI-C)

## MINI THEMATIC C

RTD Cocktails

### Key Dates (November 8 - November 28)

#### 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
273110	Canadian Club & Ginger Ale	473	\$0.15 LTO
491746	Cabana Coast Moscow Mule	473	
560888	Georgian Bay Gin Smash	2130	\$1.00 LTO
568337	Founder's Original Bourbon Sour	473	
570705	Georgian Bay Cranberry Gin Smash	473	\$0.25 LTO
649509	Founder's Original Tequila Paloma	473	

“

Easy cocktail solutions for the time-starved consumer. Highlights the best of the assortment. Capitalizes on LCBO exclusive.

#### Signage Components

- Backer card ENG/BIL (Re-order# 21P9-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.



# FOOD & DRINK

## Holiday Release Date

- The Holiday issue of *Food & Drink* should be distributed in stores starting Thursday, November 12.
- PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO NOVEMBER 12.
- If your store has remaining copies of past issues, please continue to make them available for customers where possible.
- We will communicate any updates in future Marketing & Product Guides, as well through the Store Operations & Support team and publicly through our social media channels.

## Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at [lcbo.com/fddigital](http://lcbo.com/fddigital).

NOTE: myLCBO.com subscribers get early access to the digital edition, typically a few days before the in-store release date.

## Social Media

Encourage customers to follow *Food & Drink* on the following platforms:

- Instagram: [@lcbofoodanddrink](https://www.instagram.com/lcbofoodanddrink)
- Pinterest: [www.pinterest.ca/lcbofoodanddrink](https://www.pinterest.ca/lcbofoodanddrink)

## Additional Copies

- To request additional copies once your original supply has run out, please email [foodanddrink@lcbo.com](mailto:foodanddrink@lcbo.com) with your store number, contact name, # of copies requested, and English or French version.
- We will distribute additional copies equitably among all stores who request additional copies after the initial distribution. As supply is limited, please understand that stores may not receive the quantity requested.

## Merchandising Instructions

- Issues should be merchandised prominently in your *Food & Drink* magazine fixture.
- The fixture should be positioned in the aisle of the store in order to fully integrate into the customer shopping experience.
- If your store does not have a stand, please display *Food & Drink* at all checkouts, customer service and the Info Centre.
- Once your supply has been depleted, please store the fixture and signage until the next issue arrives. Do not use the stand to display other materials.

## Signage

- Holiday *Food & Drink* Metal Fixture Header Card (English/Bilingual)  
(Re-order #DMS-21P9-FD1)
- Holiday *Food & Drink* A-Frame Fixture Header Card (English only)  
(Re-order #DMS-21P9-FD2)
- Holiday *Food & Drink* A-Frame Fixture Header Card (English/French)  
(Re-order #DMS-21P9-FD3)



## COMING SOON

The Spring 2021 issue will be available March 3, 2021.

# Brand Spotlight (BS - BSF)

## FRONT NESTING TABLE

Flight A Premium + Flight B Standard

**This is a sold program. Participation is mandatory.**

**Key Dates (November 8 - November 28)**

### Participating Stores

There are TWO Flight of stores during P9. Please see store list below:

#### Flight A Premium (Grey Goose):

1, 4, 19, 21, 31, 35, 38, 41, 51, 83, 102, 115, 130, 148, 149, 150, 156, 164, 187, 212, 217, 243, 248, 253, 288, 310, 326, 346, 355, 367, 370, 371, 390, 391, 393, 394, 398, 404, 411, 412, 415, 417, 437, 438, 445, 453, 483, 485, 486, 495, 497, 499, 500, 511, 523, 528, 554, 556, 573, 580, 585, 590, 619, 623, 624, 631, 632, 643, 649, 670, 675, 679, 691, 693, 699, 702, 741, 744, 776

#### Flight B Standard (Absolut):

22, 23, 43, 44, 55, 74, 82, 85, 90, 98, 106, 145, 195, 198, 208, 227, 250, 263, 265, 269, 279, 287, 298, 325, 329, 334, 351, 358, 359, 373, 378, 385, 392, 401, 416, 428, 436, 459, 489, 490, 496, 501, 522, 529, 542, 545, 575, 579, 584, 587, 602, 618, 627, 633, 640, 652, 653, 655, 661, 667, 672, 674, 684, 698, 743, 746, 748, 749

### Participating Products

Flight	LCBO#	Description	Size (mL)	Offers
Flight A Premium Grey Goose "Give Something They'll Love"	217281	Bombay Sapphire London Dry Gin	1140	12 BAM
	316844	Bombay Sapphire London Dry Gin	750	Value Add: Canadian Mule Mug
	637058	Bombay Sapphire London Dry Gin	375	
	578948	Grey Goose Gift Pack With 2 Glasses	750	
	16925	Grey Goose Holiday Gift Pack	750	
	95935	Grey Goose Vodka	750	15 BAM
	417196	Grey Goose Vodka	1140	
	604934	Grey Goose Vodka	375	
	34595	Patron Silver Tequila	750	
	42911	Patron Silver Tequila	375	
Flight B Standard Absolut "Absolut Must-Have"	16919	Absolut Winter Limited Edition Swirl	750	\$1.00 donation to united way Nov 8-28
	110056	Absolut Vodka*	750	Value Add: Fever Tree (Near pack)
	209221	Absolut Vodka	1140	Value Add: \$5.00 Gift Card provided at cash desk
	216655	Absolut Vodka	1750	\$1.50 LTO

**\*Value Add:** Near-pack value-adds for P9 and P10 will be delivered to participating stores the week prior to each period changeover. P9 near-pack value-adds will be delivered between **November 1-7**. P10 near-pack value-adds will be delivered between **November 22-28**. Value-adds should be stored safely in the backroom/warehouse until period changeover and then merchandised by store staff on the salesfloor according to planograms provided.

**Updates will be communicated via the weekly Merchandising Priorities.**

## Signage Components

### Flight A Premium (Grey Goose):

- Table Sign Large ENG (DMS-21P9-FNT1) / BIL (DMS-21P9-FNT2)
- Table Sign Small ENG (DMS-21P9-FNT3) / BIL (DMS-21P9-FNT4)
- Shelf Talkers ENG (DMS-21P9-FNT5) / BIL (DMS-21P9-FNT6)
- End Aisle Backer Card ENG/BIL (DMS-21P9-FNT7)

### Flight B Standard (Absolut):

- Table Sign Large ENG (DMS-21P9-FNT8) / BIL (DMS-21P9-FNT9)
- Table Sign Small ENG (DMS-21P9-FNT10) / BIL (DMS-21P9-FNT11)
- Shelf Talkers ENG (DMS-21P9-FNT12) / BIL (DMS-21P9-FNT13)
- End Aisle Backer Card ENG/BIL (DMS-21P9-FNT14)

## 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.
- Install perpendicular shelf talkers in-section and on the table.

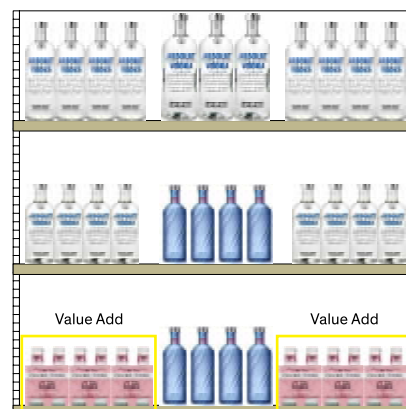


Flight A: Bombay, Grey Goose, and Patron - these are no-fail premium spirits gifts! Gift with confidence some extraordinary spirits.

Flight B: Absolut's Special Edition Holiday bottle is here and ready to be gifted! \$1 from every purchase of the Special Edition Swirl Bottle will be donated to United Way.



Flight A Premium (Grey Goose)  
End Aisle (Select Stores)



Flight B Standard (Absolut)  
End Aisle (Select Stores)

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.



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



**Premium Flight**

Top View (Back)

Facings: 5x 3 +316844	Facings: 6x2 +95935	Facings: 4x2 +34595
-----------------------------	---------------------------	---------------------------

Facings: 5x 3 +604934	Facings: 5x2 +217281	Facings: 5x2 +417196	Facings: 4x2 +34595	Facings: 5x 3 +604934
Signage				
Facings: 5x 3 +604934	Facings: 5x2 +217281	Facings: 5x2 +417196	Facings: 4x2 +34595	Facings: 5x 3 +604934

Facings: 6x2 +16925
---------------------------

Facings: 2x 4 +578948
-----------------------------

Facings: 5x 3 +316844	Facings: 6x2 +95935	Facings: 4x2 +34595
-----------------------------	---------------------------	---------------------------

Top View (Front)

Top View (Back)

Facings: 4x6 +110056	Facings: 1x 3 Fever Tree	Facings: 6x6 +16919	Facings: 1x 3 Fever Tree	Facings: 4x6 +110056
----------------------------	--------------------------------	---------------------------	--------------------------------	----------------------------

Facings: 7x2 +209221	Facings: 6x2 +216655	Facings: 7x2 +209221
Signage		
Facings: 7x2 +209221	Facings: 6x2 +216655	Facings: 7x2 +209221

Facings: 6x6 +16919
---------------------------

Facings: 6x6 +16919
---------------------------

Facings: 4x6 +110056	Facings: 1x 3 Fever Tree	Facings: 6x6 +16919	Facings: 1x 3 Fever Tree	Facings: 4x6 +110056
----------------------------	--------------------------------	---------------------------	--------------------------------	----------------------------

Top View (Front)

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



**Premium Flight**

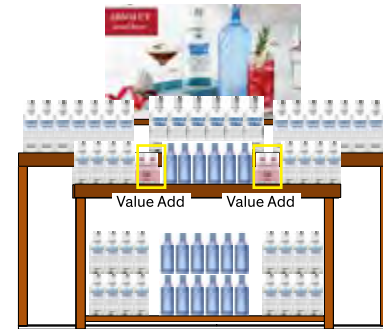
Top View (Back)

Facings: 5x 3 +316844	Facings: 6x2 +95935	Facings: 4x2 +34595
-----------------------------	---------------------------	---------------------------

Facings: 4x 4 +16925	Facings: 5x2 +217281	Facings: 8x2 +604934	Facings: 4x2 +34595	Facings: 1x 4 +578948
Signage				
Facings: 4x 4 +16925	Facings: 5x2 +217281	Facings: 8x2 +604934	Facings: 4x2 +34595	Facings: 1x 4 +578948

Facings: 5x 3 +316844	Facings: 6x2 +95935	Facings: 4x2 +34595
-----------------------------	---------------------------	---------------------------

Top View (Front)



**Standard Flight**

Top View (Back)

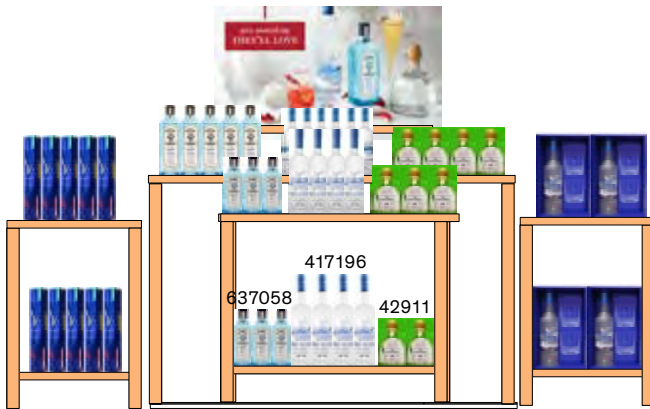
Facings: 4x6 +110056	Facings: 1x 3 Fever Tree	Facings: 6x6 +16919	Facings: 1x 3 Fever Tree	Facings: 4x6 +110056
----------------------------	--------------------------------	---------------------------	--------------------------------	----------------------------

Facings: 7x2 +209221	Facings: 6x2 +216655	Facings: 7x2 +209221
Signage		
Facings: 7x2 +209221	Facings: 6x2 +216655	Facings: 7x2 +209221

Facings: 4x6 +110056	Facings: 1x 3 Fever Tree	Facings: 6x6 +16919	Facings: 1x 3 Fever Tree	Facings: 4x6 +110056
----------------------------	--------------------------------	---------------------------	--------------------------------	----------------------------

Top View (Front)

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



**Premium Flight**

Top View (Back)

Facings: 3x 3 +316844	Facings: 4x2 +95935	Facings: 3x2 +34595
-----------------------------	---------------------------	---------------------------

Facings: 5x2 +217281	Facings: 6x2 +604934	Facings: 4x2 +34595
Signage		
Facings: 5x2 +217281	Facings: 6x2 +604934	Facings: 4x2 +34595

Facings: 3x 3 +316844	Facings: 4x2 +95935	Facings: 3x2 +34595
-----------------------------	---------------------------	---------------------------

Top View (Front)

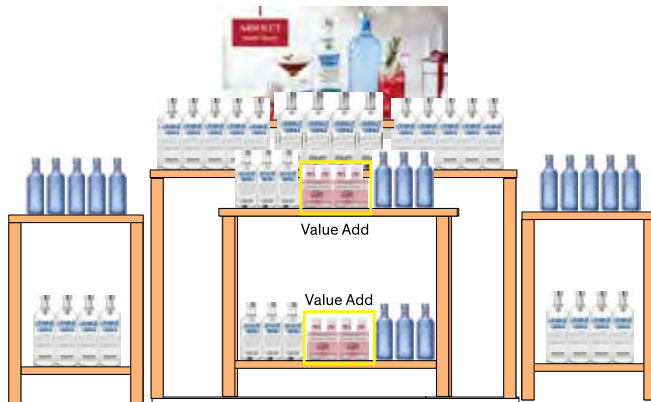
Top View (Back)

Facings: 3x 5 +110056	Facings: 4x2 Fever Tree	Facings: 5x2 +16919
-----------------------------	-------------------------------	---------------------------

Facings: 5x2 +209221	Facings: 4x2 +216655	Facings: 5x2 +209221
Signage		
Facings: 5x2 +209221	Facings: 4x2 +216655	Facings: 5x2 +209221

Facings: 3x 5 +110056	Facings: 4x2 Fever Tree	Facings: 5x2 +16919
-----------------------------	-------------------------------	---------------------------

Top View (Front)



**Standard Flight**

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



**Premium Flight**

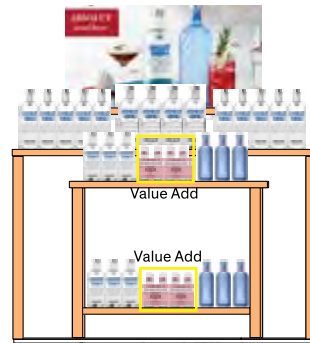
Top View (Back)

Facings: 3x 3 +316844	Facings: 4x2 +95935	Facings: 3x2 +34595
-----------------------------	---------------------------	---------------------------

Facings: 3x2 +217281	Facings: 6x2 +604934	Facings: 2x 2 +34595	Facings: 1x 9 +578948
Signage			
Facings: 3x2 +217281	Facings: 6x2 +604934	Facings: 2x 2 +34595	

Facings: 3x 3 +316844	Facings: 4x2 +95935	Facings: 3x2 +34595
-----------------------------	---------------------------	---------------------------

Top View (Front)



**Standard Flight**

Top View (Back)

Facings: 3x 5 +110056	Facings: 2x 3 Fever Tree	Facings: 3x 5 +16919
-----------------------------	--------------------------------	----------------------------

Facings: 5x2 +209221	Facings: 4x2 +216655	Facings: 5x2 +209221
Signage		
Facings: 5x2 +209221	Facings: 4x2 +216655	Facings: 5x2 +209221

Facings: 3x 5 +110056	Facings: 2x 3 Fever Tree	Facings: 3x 5 +16919
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Top View (Front)

# Cocktail of the Month (CM)

## A-FRAME FIXTURE

Espresso Martini



Keep the A-frame filled with Baileys and Ketel One Vodka. Use crates to hold the two value adds beside the fixture. Stores that execute this display as a case cut will also use crates/baskets to hold the value adds.

**This is a sold program. Participation is mandatory.**

### Key Dates (November 8 - November 28)

#### 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	\$1.00 LTO + Value Add: Cold Brew + Martini Glass (Near pack)
456095	Ketel One Vodka*	750	Value Add: Cold Brew + Martini Glass (Near pack)

**\*Value Add:** Near-pack value-adds for P9 and P10 will be delivered to participating stores the week prior to each period changeover. P9 near-pack value-adds will be delivered between **November 1-7**. P10 near-pack value-adds will be delivered between **November 22-28**.

Value-adds should be stored safely in the backroom/warehouse until period changeover and then merchandised by store staff on the salesfloor according to planograms provided.

*Updates will be communicated via the weekly Merchandising Priorities.*

#### Signage Components

- Cut Case Backer Card (value add) ENG (Re-order #DMS-21P9-AF1) / BIL (Re-order #DMS-21P9-AF2)
- Cut Case Backer Card (no value add) ENG (Re-order #DMS-21P9-AF3) / BIL (Re-order #DMS-21P9-AF4)
- A-Frame Sign (value add) ENG (Re-order #DMS-21P9-AF5) / BIL (Re-order #DMS-21P9-AF6)
- A-Frame Sign (no value add) ENG (Re-order #DMS-21P9-AF7) / BIL (Re-order #DMS-21P9-AF8)
- Pricer Cards ENG (Re-order # DMS-21P9-AF9)/ BIL (Re-order # DMS-21P9-AF10)
- NEW! Recipe Pricer Card ENG/BIL (Re-order # DMS-21P9-AF11)
- Shelf Talker ENG (Re-order # DMS-21P9-AF12) / BIL (Re-order # DMS-21P9-AF13)
- Recipe Perpendicular Shelf Talker ENG (Re-order # DMS-21P9-AF14) / BIL (Re-order # DMS-21P9-AF15)
- Value Add Perpendicular Shelf Talker ENG (Re-order # DMS-21P9-AF16) / BIL (Re-order # DMS-21P9-AF17)
- Backer Cards ENG (Re-order #DMS-21P9-AF18) / BIL (Re-order #DMS-21P9-AF19)
- Riser Wrap (DMS-21P9-AF20)

“Baileys Espresso + Ketel One Vodka. This cocktail blends the hottest liquer of the season with the trending Espresso flavour for a cocktail you can't beat for the Holiday Season! It also features great value adds to complete the cocktail!”

## Merchandising Instructions

### A-Frame Display

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

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

### Cut-Case Display

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



# Display Program (BP-SBA)

## BLOCK PILE A

A Time for Cheer

These easy and convenient entertaining solutions from some of your favourite brands will sell quickly. Execute all marketing materials for full impact of the display. **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 8 - November 28)

#### 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
649426	Social Lite Mixed Pack	12 x 355	
14994	Nutrl Mixer	12 x 355	\$2.00 LTO
15373	White Claw Variety Pack	12 x 355	
112318	Palm Bay Mixer	12 x 355	\$2.00 LTO
15311	Cottage Springs Weekender Mixed	8 x 355	
15004	Twisted Tea Party Pack	12 x 355	\$2.00 LTO

#### Signage Components

**Signage is to remain in place for the duration of P9-10. New shelf talkers will be sent out to stores for the start of P10.**

- Pole Topper ENG (Re-order # DMS-21P9-BPA1)  
BIL (Re-order # DMS-21P9-BPA2)
- Riser Wrap - solid colour (Re-order # DMS-21P9-BPA3)
- Pricer Card ENG (Re-order # DMS-21P9-BPA4) / BIL (Re-order # DMS-21P9-BPA5)
- Shelf Talkers ENG (Re-order # DMS-21P9-BPA6) / BIL (Re-order # DMS-21P9-BPA7)
- 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.
- Install pole topper sign and shelf talkers.
- **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.

“

Easy and convenient entertaining solutions; ready made cocktails! Top sellers with a range of styles - something refreshing for everyone.





# Display Program (BP-SBB)

## BLOCK PILE B

### Canadian Whisky Gifts (Crown Royal)

A best seller every year. This block pile focuses on the gift packs of Crown Royal. If sell through happens quickly, substitute with single bottles of Crown Royal to keep the block pile full.

**This is a sold program. Participation is mandatory.**

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

### Key Dates (Period 9 - Period 10)

#### 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)
608521	Crown Royal Glass Pack	750
461962	Crown Royal Glass Pack	375
11306	Crown Royal Deluxe Bag & Box	750
545806	Crown Royal Salted Caramel	750

#### Signage Components

- Pole Topper ENG (Re-order # DMS-21P9-BPB1) / BIL (Re-order # DMS-21P9-BPB2)
- Riser Wrap - solid colour (Re-order # DMS-21P9-BPB5)
- Pricer Card ENG (Re-order # DMS-21P9-BPB6) / BIL (Re-order # DMS-21P9-BPB7)
- Shelf Talkers  
ENG (Re-order # DMS-21P9-BPB10) / BIL (Re-order # DMS-21P9-BPB11)
- Cut Case Backer Card  
ENG (Re-order # DMS-21P9-BPB14) / BIL (Re-order # DMS-21P9-BPB15)
- End Aisle Backer Card BIL (Re-order # DMS-21P9-BPB18)

#### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install pole topper sign and shelf talkers.
- **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.**



Crown Royal is a best seller at the Holidays. This blockpile gives it a spotlight!



# Display Program (BP-SBC)

## BLOCK PILE

Holiday Flavours (Liquers)

This year we have created this block pile as a destination for the customer who has a sweet tooth. Substitute with more sweetness if sell through occurs.

**This is a sold program. Participation is mandatory.**

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

### Key Dates (Period 9 - Period 10)

#### Participating Stores

1, 10, 21, 22, 38, 83, 149, 156, 164, 187, 217, 226, 253, 334, 346, 390, 404, 412, 443, 486, 499, 511, 554, 573, 590, 619, 624, 630, 741

#### Participating Products

LCBO#	Description	Size (mL)
407379	Laura Secord Chocolate Cream Liqueur	750
3236	Tequila Rose Strawberry Cream Gift Pack (2 Glass)	750
11447	Tippy Cow Peppermint Bark	750
447730	Old Tom's Egg Nog	750
185884	Evan Williams Egg Nog	750
187666	Vodka Mudshake Egnog	4 x 270
353359	Winter Jack	750
427203	RumChata Shot-A-Chata	750
17120	PJs Craft Cream Liquor Holiday Gift Pack	750

#### Signage Components

- Pole Topper ENG (Re-order # DMS-21P9-BPB3) / BIL (Re-order # DMS-21P9-BPB4)
- Riser Wrap - solid colour (Re-order # DMS-21P9-BPB5)
- Pricer Card ENG (Re-order # DMS-21P9-BPB8) / BIL (Re-order # DMS-21P9-BPB9)
- Shelf Talkers ENG (Re-order # DMS-21P9-BPB12) / BIL (Re-order # DMS-21P9-BPB13)
- Cut Case Backer Card  
ENG (Re-order # DMS-21P9-BPB16) / BIL (Re-order # DMS-21P9-BPB17)
- End Aisle Backer Card BIL (Re-order # DMS-21P9-BPB19)

#### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install pole topper sign and shelf talkers.
- **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.

“All of your seasonal flavours in one place! From egg nog to peppermint and chocolate, this blockpile has it.”



# Brand Spotlight (DD)

## MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Flight A Premium + Flight B Standard

**This is a sold program. Participation is mandatory.**

**Key Dates (November 8 - November 28)**

### Participating Stores

During Period 9, the Middle Nesting Table will be flighted. Please see store list below:

#### Flight A Premium Vintages Essentials (Gifts under \$30):

1, 4, 10, 15, 17, 19, 21, 31, 38, 41, 51, 83, 102, 106, 115, 130, 148, 149, 150, 156, 164, 187, 191, 211, 217, 221, 226, 243, 248, 253, 288, 310, 326, 344, 346, 355, 371, 383, 390, 391, 394, 397, 398, 404, 407, 411, 412, 437, 438, 443, 445, 457, 481, 485, 486, 491, 497, 499, 500, 511, 523, 536, 551, 554, 566, 569, 580, 585, 590, 619, 623, 624, 630, 631, 632, 634, 641, 643, 649, 658, 670, 694, 699, 702, 741, 776

#### Flight B Standard (A Time for Cheer):

22, 25, 44, 55, 65, 74, 82, 90, 171, 195, 198, 209, 227, 228, 233, 250, 252, 263, 279, 298, 300, 329, 334, 351, 359, 361, 373, 378, 381, 385, 401, 427, 436, 459, 470, 489, 490, 501, 522, 542, 575, 579, 587, 602, 605, 609, 618, 627, 633, 640, 652, 653, 655, 661, 698, 700, 703, 706, 748

### Participating Products

Flight	LCBO#	Description	Size (mL)	Offers	
Flight A Premium Vintages Essentials Gifts under \$30	106450	Santa Margherita Pinot Grigio	750		
	149237	The Foreign Affair The Conspiracy	750	\$2.00 LTO	
	212126	McManis Cabernet Sauvignon	750		
	215525	La Chablisienne Les Vénérables Vieilles Vignes Chablis	750		
	328567	Cathedral Cellar Cabernet Sauvignon	750		
	363457	Famille Perrin Réserve	750	\$2.00 LTO	
	425488	Sella & Mosca Cannonau di Sardegna Riserva	750	5 BAM	
	479766	Zenato Ripassa Valpolicella Superiore	750	\$3.00 LTO	
	521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750		
	606541	Peppoli Chianti Classico	750	\$2.00 LTO	
	738823	Liberty School Cabernet Sauvignon	750		
	925453	Kilikanoon Killerman's Run Shiraz	750	\$3.00 LTO	
	Flight B Standard A Time for Cheer	828	Folonari Valpolicella Classico DOC	750	\$2.00 LTO
		48611	Woodbridge By Robert Mondavi Cabernet Sauvignon	750	
134965		Open Riesling Gewürztraminer VQA	750	\$1.00 LTO	
251876		Wolf Blass Yellow Label Cabernet Sauvignon	750		
253948		Martini & Rossi Asti	750	\$2.00 LTO	
265157		Jacob's Creek Moscato	750		
324590		Santa Carolina Reserva Merlot	750	\$2.00 LTO	
392654		Apothic Dark Red	750	\$3.00 LTO	
589101		Ruffino umina Pinot Grigio IGT	750		
618223		Pelee Island Lola Cabernet Franc Cabernet Sauvignon VQA	750	\$2.00 LTO	
619452	Matua Hawke's Bay Sauvignon Blanc	750	\$3.00 LTO		
897702	Bottega Vino Dei Poeti Prosecco DOC	750	\$1.50 LTO		

## Signage Components

### Flight A Premium Vintages Essentials (Gifts under \$30):

- Table Sign Large ENG (DMS-21P9-MNT1) / BIL (DMS-21P9-MNT2)
- Table Sign Small ENG/BIL (DMS-21P9-MNT3)
- Shelf Talkers ENG (DMS-21P9-MNT4) / BIL (DMS-21P9-MNT5)
- Food & Drink Merchandiser  
ENG (DMS-21P9-MNT17) / BIL (DMS-21P9-MNT18)
- Celebration Fixture Drum Sign  
ENG (DMS-21P9-MNT6) / BIL (DMS-21P9-MNT7)
- Celebration Fixture Bin Strip - solid colour (DMS-21P9-MNT8)

### Flight B Standard (A Time for Cheer):

- Table Sign Large ENG (DMS-21P9-MNT9) / BIL (DMS-21P9-MNT10)
- Table Sign Small ENG/BIL (DMS-21P9-MNT11)
- Shelf Talkers ENG (DMS-21P9-MNT12) / BIL (DMS-21P9-MNT13)
- Food & Drink Merchandiser  
ENG (DMS-21P9-MNT17) / BIL (DMS-21P9-MNT18)
- Celebration Fixture Drum Sign  
ENG (DMS-21P9-MNT14) / BIL (DMS-21P9-MNT15)
- Celebration Fixture Bin Strip - solid colour (DMS-21P9-MNT16)

## 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.
- Install Food & Drink Merchandisers on the table. Merchandise Holiday Food & Drink Magazine in the merchandisers.
- Add cut cases around the table to bring volume of product out onto the floor .



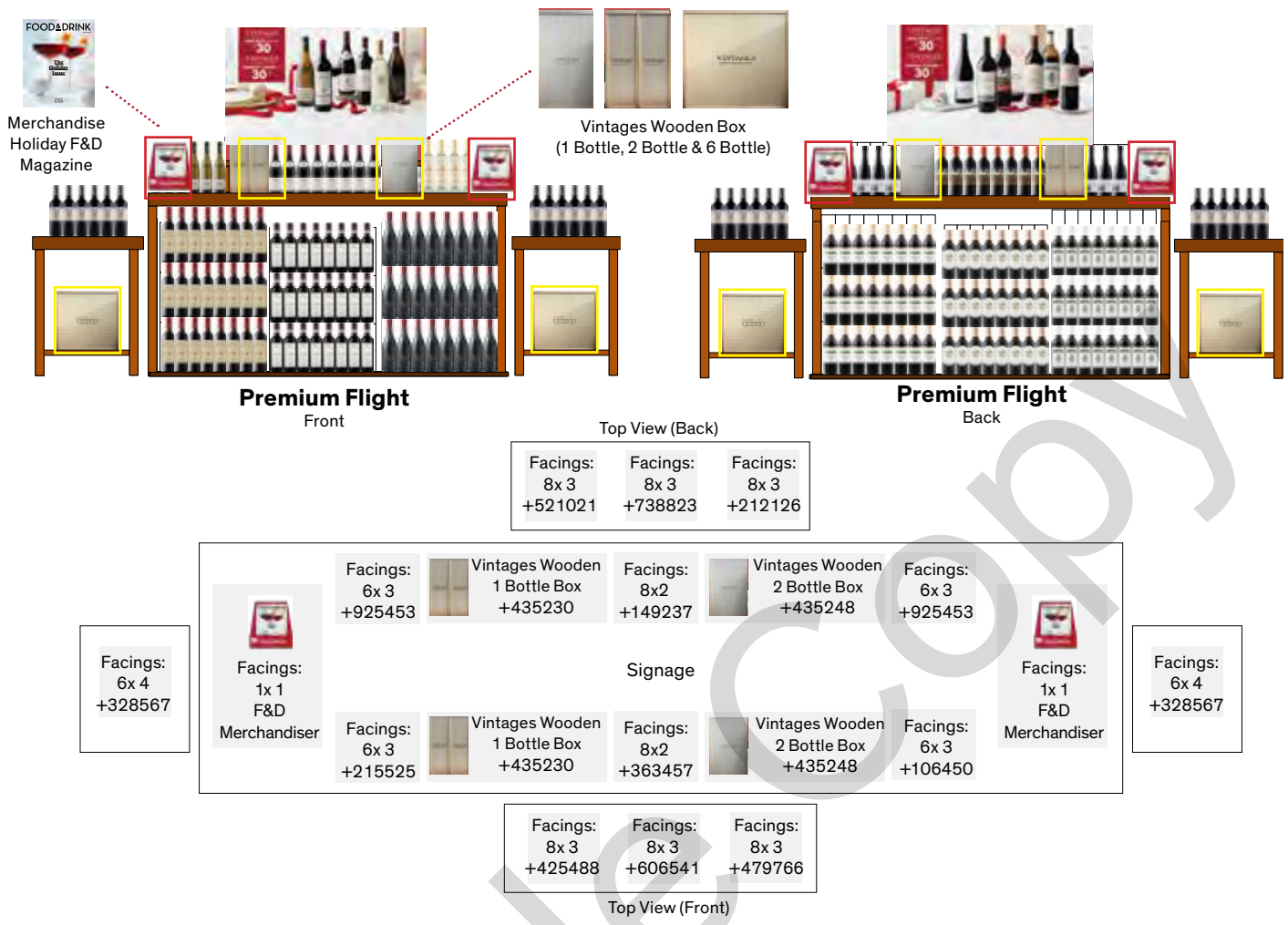
Flight A: Gift giving and entertaining made easy. Flight A will focus on a more approachable essentials portfolio with a focus on skus priced under \$30.

Flight B: our top selling LCBO wines – customer favourites that are fail safe for the holidays.

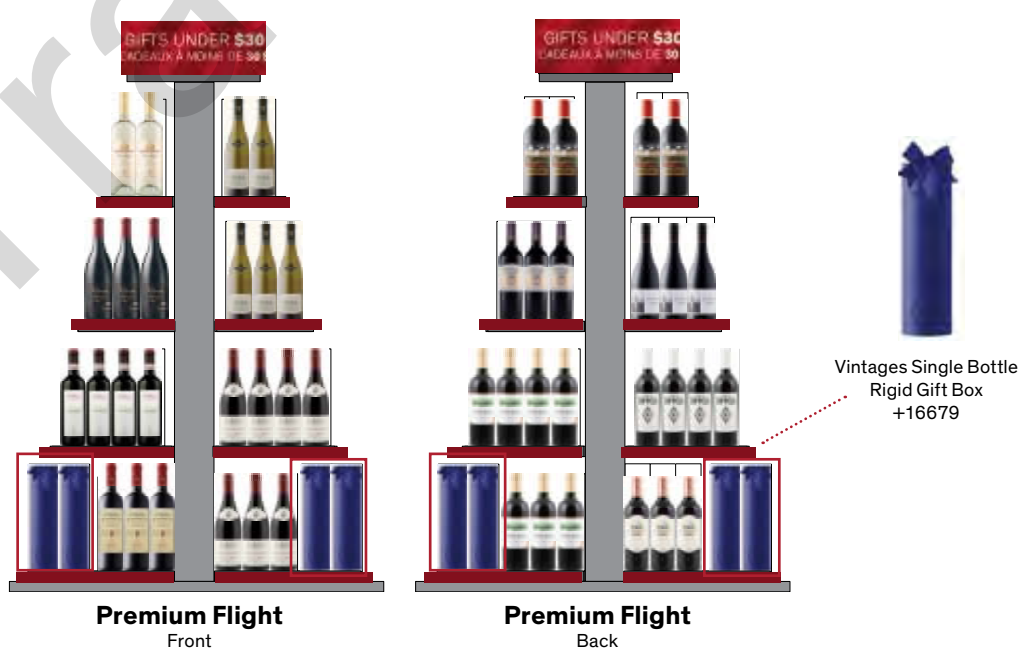


Our table planograms are designed with the minimum SKU quantity for each table. This gives you the flexibility to increase the depth of the product to drive volume specific to your sales.

## Middle Nesting Table - Premium Flight



## Celebration Fixture - Premium Flight





## Middle Nesting Table - Standard Flight



**Standard Flight**  
Front

**Standard Flight**  
Back

Top View (Back)

Facings: 8x 3 +392654	Facings: 8x 3 +251876	Facings: 8x 3 +48611
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Facings: 6x 4 +619452	Facings: 8x 3 +324590	Facings: 8x 3 +16680	Facings: 7x 3 +134965	Facings: 8x 3 +16680	Facings: 8x3 +618223	Facings: 6x 4 +265157
	Facings: 1x 1 F&D Merchandiser	Facings: 8x 3 +589101	Facings: 8x 3 +16680	Facings: 6x2 +897702	Facings: 8x 3 +16680	

Signage

Facings: 8x 3 +589101	Facings: 8x 3 +253948	Facings: 8x 3 +828
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Top View (Front)

## Celebration Fixture - Standard Flight



**Standard Flight**  
Front

**Standard Flight**  
Back

# Period 9 END AISLES

Merchandise same Brand Family gifting the SKU on End Aisle. Once the gifting sku(s) has sold out, please replace with approved participating sku(s) Please maintain a full and impactful display throughout the promotion.

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1</b>	110056	Absolut Vodka	750	FNT, VA
	209221	Absolut Vodka	1140	FNT, VA
	216655	Absolut Vodka	1750	FNT, LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2</b> (End Aisle S1)	5959	Baileys Irish Cream	750	ET, VA
	193490	Baileys Irish Cream	1750	ET, LTO
	605956	Baileys Irish Cream Liquor	1140	ET



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3</b> (End Aisle S2)	67	Smirnoff Vodka	750	VA
	38505	Smirnoff Vodka	1750	VA
	216929	Smirnoff Vodka	1140	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #4</b> (End Aisle W1)	308007	Menage A Trois Red	750	LTO
	506691	Wolf Blass Yellow Label Shiraz	750	LTO
	647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5</b> (End Aisle S3)	1487	Crown Royal	750	
	114694	Crown Royal	1750	LTO
	217950	Crown Royal	1140	VA



**End Aisle #6**

(End Aisle S4)

LCBO#	Description	Size (mL)	Offers
893	J.P. Wiser's Deluxe	750	VA
33928	J.P. Wiser's Deluxe	1750	LTO
216689	J.P. Wiser's Deluxe	1140	VA



**End Aisle #7**

(End Aisle W2)

LCBO#	Description	Size (mL)	Offers
270363	Castillo De Almansa Reserva, Almansa	750	LTO
285585	Masi Bonacosta Valpolicella Classico Doc	750	LTO
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	LTO



**IMPORTANT NOTE:**

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

	LCBO#	Description	Size (mL)	Offers
<b>Flight A</b>	13587	Bacardi Gold	1140	LTO
<b>End Aisle #8A</b>	45898	Bacardi Superior	1750	LTO
(End Aisle S5)	520320	Bacardi Superior	1140	BAM
	570366	Bacardi Spiced	1140	LTO

**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



	LCBO#	Description	Size (mL)	Offers
<b>Flight B</b>	117	Bacardi Superior	750	VA
<b>End Aisle #8B</b>	45898	Bacardi Superior	1750	LTO
	520304	Bacardi Gold	1140	LTO
	520320	Bacardi Superior	1140	BAM

**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





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b> (End Aisle S6)	217653	Captain Morgan Original Spiced Rum	1140	
	500512	Captain Morgan Original Spiced Rum	750	VA
	500546	Captain Morgan Original Spiced Rum	1750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>Beer/Cider Mini Thematic C End Aisle #10</b>	273110	Canadian Club & Ginger Ale	473	LTO
	491746	Cabana Coast Moscow Mule	473	
	560888	Georgian Bay Gin Smash	6 x 355	LTO
	568337	Founder's Original Bourbon Sour	473	
	570705	Georgian Bay Cranberry Gin Smash	473	LTO
	649509	Founder's Original Tequila Paloma	473	

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b> (End Aisle S7)	42	Canadian Club Premium	750	VA
	217687	Canadian Club Premium	1140	VA
	390583	Canadian Club 100% Rye	750	BAM



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b> (End Aisle S8)	10937	Forty Creek Double Barrel Reserve Whisky	750	
	350207	Forty Creek Copper Pot Reserve Whisky	1140	LTO
	550715	Forty Creek Barrel Select	750	VA



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b> (End Aisle S9)	7880	Johnnie Walker Black 12 Yr	750	
	217802	Johnnie Walker Black Label	1140	LTO
	422006	Johnnie Walker Black Label Scotch	1750	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b> (End Aisle S10)	95935	Grey Goose Vodka	750	FNT, BAM
	217281	Bombay Sapphire London Dry	1140	FNT, BAM
	417196	Grey Goose Vodka	1140	FNT
	604868	Grey Goose Vodka	1750	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b> (End Aisle W3)	331025	Jackson-Triggs Cabernet Sauvignon	1500	LTO
	522730	Strewn Chardonnay Barrel-Aged VQA	750	LTO
	589051	Peller Family Vineyards Dry White	4000	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b> (End Aisle S11)	10157	Jameson Irish Whiskey	750	VA
	17055	Jameson Cold Brew Irish Whiskey	750	
	207613	Jameson Irish Whiskey	1140	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b> (End Aisle W4)	64287	Cono Sur Bicicleta Viognier	750	LTO
	483289	Smoking Loon Pinot Grigio	750	LTO
	620054	Babich Sauvignon Blanc	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	41384	Jack Daniel's Tennessee Whiskey	750	
(End Aisle S12)	260323	Jack Daniel's Honey	750	LTO
	480616	Jack Daniel's Single Barrel Whiskey	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	16544	St Remy Signature	750	BAM
(End Aisle S13)	309773	St Remy VSOP (P.E.T)	1750	VA
	557108	St Remy XO Brandy	750	MT



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	LTO
(End Aisle W5)	170142	Zonin Valpolicella Ripasso Superiore Doc	750	LTO
	194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	LTO



## Discretionary Ends

### Participating Stores

Select stores only, please refer to your store's holiday gifting allocation to determine which of these products your store will carry. <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx>

### Signage Components

- Refer to the End Aisle Backer Card section for signage details and re-order codes.

### Merchandising Instructions

- Merchandise products on an available Discretionary End along the perimeter of the store close to the category section (i.e. High End Spirits near the Spirits section).

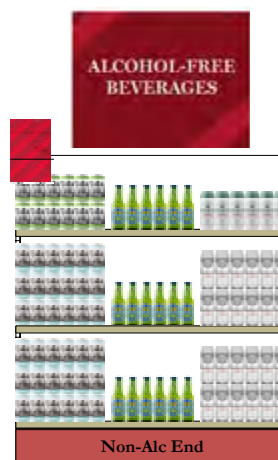
### High End Spirits Participating Products

LCBO#	Description
11426	Armagnac De Montal Bas Armagnac & Box
17161	Avf Limoncino Decanter With 2 Glasses In Gift Box
17056	Grappa Reserva 24yrs Black And Gold Wooden Box
16913	Hennessy XO On Ice Experience Kit
17074	Loira
465500	Mazzetti 12 Year Old Brandy In Globe With Shi
11560	Mazzetti Incontro Grappa Gift Set With 6 Glasses
16920	Poli Sassicaia Grappa + 2 Grappa Galsses



### Alcohol-Free Participating Products

16976	Budweiser Zero 473 mL
589549	Clausthaler Premium Non Alcoholic 500 mL
589416	Heineken 0.0 Bottle 6 x 330 m L
13654	Partake Brewing Non-Alcoholic IPA 355 mL
617878	Partake Brewing Non-Alcoholic Pale Ale 355 mL



### Holiday Calendar Participating Products

17164	Halewood 12 Days of Gin Holiday Pack
17075	Mermaid Pink Gin Gift Set
11588	That Boutique-y Gin Company Advent Calendar
11662	That Boutique-y Whisky Company Advent Calendar
17163	Whitley Neill Gin Christmas Crackers Gift Pack



**NOTE:** Merchandise these products on an End Aisle close to the front of the store. Customers will be looking for these items early in the Holiday season.



# 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 8 - November 28)

### 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
<b>21A</b> Plinth (EA - EZA)	270447	Guinness Draught Beer 500 mL	LCBO Warehouse	
	554469	Guinness Draught 8 x 440 m L	LCBO Warehouse	\$2.00 LTO
	296244	Guinness Draught 4 x 440 m L	LCBO Warehouse	Value Add: Recipe Booklet
<b>21B</b> New/Seasonal (EA - EZB)	12284	Beau's + Davids Tea London Fog 473 mL	6699 - Nickel Brook Brewing Company	
	18012	Lake Of Bays Apex Triple IPA 473 mL	8958 - Lake Of Bays Brewing	
	543389	Nickel Brook Kentucky Bastard 500 mL	275 - The Beer Store	
<b>21C</b> Plinth (EA - EZH)	905976	Budweiser 473 mL	275 - The Beer Store	\$0.20 LTO
	311787	Budweiser 6 x 473 m L*	275 - The Beer Store	Value Add
	<p><b>*Value Add: Purchase 2 Budweiser 6 × 473 mL and receive a free Budweiser hockey item (311787   6 × 473 mL).</b></p> <p>Near-pack value-adds for P9 and P10 will be delivered to participating stores the week prior to each period changeover. P9 near-pack value-adds will be delivered between <b>November 1-7</b>. P10 near-pack value-adds will be delivered between <b>November 22-28</b>. Value-adds should be stored safely in the backroom/warehouse until period changeover and then merchandised by store staff on the salesfl or according to planograms provided. <b>Updates will be communicated via the weekly Merchandising Priorities.</b></p>			
<b>21D</b> End Aisle (EA - EZD)	300681	Coors Light 6 x 473 m L	275 - The Beer Store	
	906628	Coors Light 6 x 355 m L	275 - The Beer Store	\$1.45 LTO
	906560	Coors Light 6 x 341 m L	275 - The Beer Store	

**21A:**

Guinness as a gift is great idea!! Be ready for business and keep this well stocked.

**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 – Budweiser.

**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**

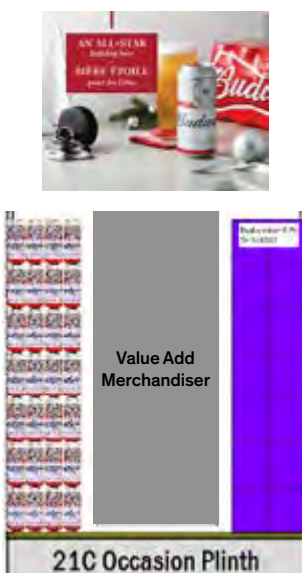
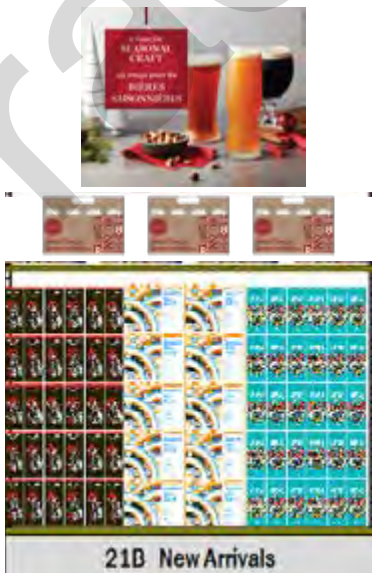
- 21A Guinness Backer Card BIL (DMS-21P9-EZ1)
- 21A Guinness Transparency ENG (DMS-21P9-EZ2) / BIL (DMS-21P9-EZ3)
- 21A End Aisle Blade Signs ENG (DMS-21P9-EZ4) / BIL (DMS-21P9-EZ5)
- 21B Generic Backer Card BIL (DMS-21P9-EZ6)
- 21C Budweiser Backer Card BIL (DMS-21P9-EZ7)
- 21A, C, D Pricer Cards ENG (DMS-21P9-EZ8) / BIL (DMS-21P9-EZ9)
- 21A, C, D Shelf Talkers ENG (DMS-21P9-EZ10) / BIL (DMS-21P9-EZ11)
- 21D Coors Light Backer Card BIL (DMS-21P9-EZ12)
- 21D Coors Light Transparency ENG (DMS-21P9-EZ13) / BIL (DMS-21P9-EZ14)

**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.



# BEER BRANDED ENDS

P9 - 10

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

**Backer Cards MUST remain in place for the duration of P9 - 10.**

## Key Dates (P9 - 10)

### Participating Stores

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

## Signage Components

### P9-10 Signage Components:

- Corona Backer Card ENG/BIL (21P9-BCB1)
- Stella Artois Backer Card ENG/BIL (21P9-BCB2)
- Heineken Backer Card ENG/BIL (21P9-BCB3)



**NOTE: Images on the right are for references only.**

# Winter Design 8-PACK CARRIER



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

The winter design of the 8-pack carrier will be distributed to select stores at the start of Period 9.

## Key Dates (ongoing)

### Participating Stores

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

### Signage Components

- Header Card ENG (Re-order # DMS-21P9-SMB1) / BIL Header Card (Re-order # DMS-21P9-SMB2)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

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

### Merchandising Instructions

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

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

### Additional Merchandising: 21B “New” End Aisle

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



# Beer Rated PERPENDICULAR SHELF TALKERS

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

## Key Dates (ongoing)

### Participating Stores

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

### Participating Products

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



### Signage and Merchandising Instructions

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



# Craft Beer Imported

## SHELF TALKERS

### Craft Beer Program (Imported)

### Key Dates (November 8 - November 28)

### Participating Stores

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

### Participating Products

LCBO#	Description	Retail	Size (mL)
16685	Cigar City White Oak Jai Alai IPA	\$14.25	4 x 355
407999	Samuel Smiths Taddy Porter	\$4.60	550
84889	Hofbrau Oktoberfest	\$3.65	500
16689	Renaissance Stonecutter Scotch Ale	\$2.95	440
16693	Flying Dog Gonzo Imperial Porter	\$4.95	355
107672	Ola Dubh 12 year old	\$6.45	330
16694	Harviestoun Old Engine Oil	\$3.25	330
16185	Troubadour Imperial Stout	\$10.95	750
16688	Best of Belgium	\$27.95	6 x 345
16133	Zundert 10	\$4.95	330
16686	Rogue Coast Haste Imperial Hazy IPA	\$4.40	473
518720	St. Ambroise Pumpkin Ale	\$2.45	473

### 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).

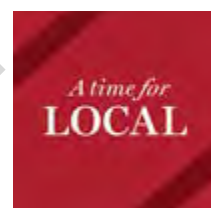
**NOTE: Stores on this Program will receive 2 sets of pre-printed shelf talkers to promote the products on the VQA Cube and Gondola fixtures. This will arrive in the mailbag.**

Shelf Talkers (English/Bilingual): (Re-order # DMS-21P9-OWP2)

**Key Dates (November 8 - November 28)**

### Participating Products

LCBO#	Description	Size (mL)	Offers
6395	20 Bees Cabernet Merlot VQA	750 mL	\$2.00 LTO
60707	20 Bees Pinot Grigio VQA	750 mL	\$2.00 LTO
217679	Jackson-Triggs Methode Cuve Close Sparklg VQA	750 mL	\$1.00 LTO
361881	Sandbanks French Kiss VQA	750 mL	\$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-21P9-OWP2)

#### 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.



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



Cube Sign  
(Re-order# OWSIGN-002)



### 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 9

LCBO#	Description	Size (mL)
183061	Megalomaniac Homegrown Riesling VQA	750
279521	Red House Wine Co. Baco Cabernet Sauv VQA	750
391300	Ch Des Charmes Sauvignon Blanc VQA	750
536565	Lily Sparkling Rosé VQA	750

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

### Participating Stores

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

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

### Key Dates (November 8 - November 28)

### 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 9 Shelf Talkers ENG/BIL (Re-order # DMS-21P9-OWP1)

### Merchandising Instructions

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

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

### NEW! Cut-Case Display Stores:

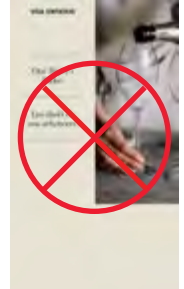
- **Option 1:**  
Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola with the supporting shelf talkers.
- **Option 2:**  
If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card (re-order# NIVQA066)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

### End Aisle Display Stores:

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

### Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # DMS-21P9-OWP1)
- Install the shelf talkers in-section in front of the participating products.



Recycle Cut-Case Backer Card



End Aisle Backer Card

## ON3: Ontario Staff Pick Backer Card Program (Permanent)

### Signage

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

### Merchandising Instructions

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



### Participating Stores

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

## 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.

### 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

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

### Merchandising Instructions

- Install the 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 8 - November 28)

#### 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
311258	Wits End Luna Shiraz	750	\$3.00 LTO
951319	Bollini Pinot Grigio	750	\$2.00 LTO

#### Signage Components

- Branded Backer Card ENG/BIL (Re-order# DMS-21P9-VINT1)
- Pre-printed shelf talkers ENG/BIL (Re-order# DMS-21P9-VINT1)
- Bin tag overlay:  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

#### Merchandising Instructions

- **To respect the solemnness of Remembrance Day on November 11, please DO NOT display Holiday signs until November 12.**
- **Install generic backer card from November 8-11<sup>th</sup> before installing the updated P9 specific backer card on Nov 12<sup>th</sup>.**
- Merchandise products together on a frontfacing/primary end aisle for one period.
- 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 9 (Branded Backer Card)

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



Period 9 Vintages Essentials on Offer End Aisle



V2

## VINTAGES Wines of the Month

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

### Key Dates (November 28 and December 12 releases)

#### 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)
<b>NOV 28 RELEASE</b>		
402180	Primarius Pinot Noir 2017	750
912956	Ruffino Modus 2017	750
<b>DEC 12 RELEASE</b>		
3962	Ricasoli Brollo 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.



## 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 9 to Nov 29, 2020)**



**BAM (Nov 8 to Nov 28, 2020)**



### Participating Stores

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

### Signage Components

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

### Participating Products

LCBO#	Description	Size (mL)	Price	Now	Offers
294298	Conundrum Red	750		\$24.95	7 BAM
948158	Anselmi San Vincenzo	750	\$17.95	\$15.95	\$2.00 LTO
16038	Aromo Barrel Selection Chardonnay	750	\$40.00	\$32.00	\$8.00 LTO
657585	Artesa Los Carneros Chardonnay	750	\$30.00	\$24.00	\$6.00 LTO
951319	Bollini Pinot Grigio	750	\$18.95	\$16.95	\$2.00 LTO
273748	Borsao Tres Picos Garnacha	750	\$19.95	\$17.95	\$2.00 LTO
985002	Catena Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00 LTO
511212	Chamisal Chamise Chardonnay	750	\$111.00	\$100.00	\$11.00 LTO
460154	Columbia Crest Grand Estates Cabernet Sauvignon	750	\$17.95	\$15.95	\$2.00 LTO
30957	Concha Y Toro Winemaker's Lot 148 Carmenère	750	\$18.95	\$15.95	\$3.00 LTO
571133	Dillon's Vermouth	750	\$19.95	\$17.95	\$2.00 LTO
363457	Famille Perrin Réserve Côtes du Rhône	750	\$16.95	\$14.95	\$2.00 LTO
64618	Featherstone Cabernet Franc	750	\$19.95	\$18.95	\$1.00 LTO
188110	First Press Napa Cabernet Sauvignon	750	\$29.95	\$26.95	\$3.00 LTO
146522	Gloria Reserva	750	\$16.95	\$14.95	\$2.00 LTO
377689	Gérard Bertrand Aigle Royal Chardonnay	750	\$76.00	\$61.00	\$15.00 LTO
68817	Hidden Bench Estate Chardonnay	750	\$29.95	\$27.95	\$2.00 LTO
274753	Hidden Bench Estate Organic Pinot Noir	750	\$34.95	\$31.95	\$3.00 LTO
389411	Jackson-Triggs Reserve Vidal Icewine	375	\$39.95	\$34.95	\$5.00 LTO
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	\$21.95	\$19.95	\$2.00 LTO
925453	Kilikanoon Killerman's Run Shiraz	750	\$19.95	\$16.95	\$3.00 LTO
719435	La Crema Sonoma Coast Pinot Noir	750	\$34.95	\$31.95	\$3.00 LTO
158550	Laurent-Perrier Cuvée Brut Rosé Champagne	750	\$99.95	\$89.95	\$10.00 LTO
48793	Louis Bouillot Perle d'Aurore Brut Rosé Crémant de Bourgogne	750	\$21.95	\$18.95	\$3.00 LTO
573147	Malivoire Estate Grown Chardonnay	750	\$19.95	\$17.95	\$2.00 LTO
15527	Marcel Cabelier Extra Brut 60 Crémant Du Jura	750	\$24.95	\$22.95	\$2.00 LTO
67587	Megalomaniac Narcissist Riesling	750	\$18.95	\$16.95	\$2.00 LTO
16073	Meyer Tribute Series Old Main Road Chardonnay	750	\$43.95	\$39.95	\$4.00 LTO

LCBO#	Description	Size (mL)	Price	Now	Offers
545004	Mission Hill Reserve Chardonnay	750	\$24.95	\$21.95	\$3.00 LTO
659607	Mitolo Jester Shiraz	750	\$22.95	\$19.95	\$3.00 LTO
16029	Palliser Estate Chardonnay	750	\$28.95	\$23.95	\$5.00 LTO
16028	Palliser Pencarrow Chardonnay	750	\$21.95	\$17.95	\$4.00 LTO
552497	Pelee Island Lola Cabernet Franc Rosé	750	\$15.95	\$13.95	\$2.00 LTO
18564	Peller Estates Private Reserve Vidal Icewine	200	\$27.95	\$24.95	\$3.00 LTO
606541	Pèppoli Chianti Classico	750	\$20.95	\$18.95	\$2.00 LTO
16168	Quarter Acre Chardonnay	750	\$35.00	\$28.00	\$7.00 LTO
638437	Santa Ema Amplus Chardonnay	750	\$23.00	\$19.00	\$4.00 LTO
608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$27.95	\$24.95	\$3.00 LTO
314575	Sterling Napa Valley Cabernet Sauvignon	750	\$42.95	\$37.95	\$5.00 LTO
149047	Taylor Fladgate 20-Year-Old Tawny Port	750	\$69.95	\$62.95	\$7.00 LTO
16167	Te Awanga Hawke's Bay Chardonnay	750	\$25.00	\$20.00	\$5.00 LTO
149237	The Foreign Affair The Conspiracy	750	\$19.95	\$17.95	\$2.00 LTO
104299	The Prisoner	750	\$54.95	\$49.95	\$5.00 LTO
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$23.95	\$21.95	\$2.00 LTO
311258	Wits End Luna Shiraz	750	\$17.95	\$14.95	\$3.00 LTO
479766	Zenato Ripassa Valpolicella Superiore	750	\$27.95	\$24.95	\$3.00 LTO

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

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

### Participating Stores

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

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

### Key Dates (November 8 - November 28)

### Participating Product

LCBO#	Description	Size (mL)	Offers
274753	Pinot Noir Estate (Hidden Bench Vineyards)	750 mL	\$3.00 LTO

### Signage Components & Merchandising Instructions

#### Signage reorder code: DMS-21P9-VBP

#### Pricer Card ENG/FR

- Merchandise the participating product in a cut-case display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by November 28, 2020.

#### Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by November 28, 2020.

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

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by November 28, 2020.

#### Available Chilled Hot Button

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

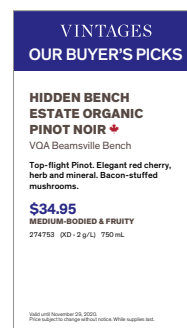
- Signs should be used on shelf to indicate that the Superstar product is also available in the fridge. Superstar Shelf Talkers should be placed in the fridge to highlight the Superstar products there.



Basket Sign



Pricer Card



Shelf Talker

# Wine and Spirits

## SPECIAL PROMOTIONS FIXTURE

Period 9 - 10

Use the Special Promotions Fixtures at the front of your store to showcase the designated small format products. These are also great stocking stuffers. **This is a sold program. Participation is mandatory.**

### Participating Stores

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

### Merchandising Instructions

- Remove and carefully store your year round signage posters for your Special Promotion Fixtures until the beginning of PT11.
- Please note that stores are not required to list product(s) that they do not already carry to support this program. Please select wines and spirits from the lists provided that are already listed in your store.
- Remove the recipe metal holder and store it in a safe place for future use.
- Important Note: During the promotional period, if your store sells through a participating product(s), **ONLY** select an alternate product from the list to replace on the fixture for the duration of the period.

### Signage Components

- Spirits Poster Sign BIL (21P9-SPF1)
- Wine Poster Sign BIL (21P9-SPF2)
- Spirits Drum Sign BIL (21P9-SPF3)
- Wine Drum Sign BIL (21P9-SPF4)

## Spirits Impulse - 375 mL Format:

**This is a sold program. Participation is mandatory.**

### Participating Products

	LCBO#	Description	Size (mL)
Whisky	9043	Crown Royal	375
	119743	Jack Daniel's Tennessee Whiskey	375
	230987	Jameson Irish Whiskey	375
	187047	JW Black	375
Brown Spirits	74393	Baileys	375
	61408	Jagermeister	375
	31864	Disaronno Amaretto	375
	535179	Carolans Irish Cream	375
White Spirits	16608	Aviation Gin	375
	265199	Absolut Vodka	375
	637058	Bombay Sapphire	375
	500504	Captain Morgan Original Spiced Rum	375



### Important Note:

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



## Wine Impulse - Half Bottles:

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

### Participating Products

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



# Display Program

## BLACK FRIDAY SUPER SALE

**SAVE  
BIG  
THIS WEEK**

All stores will be participating in the Black Friday Sale taking place in-section between November 26 – December 2nd. These are great buys that will be sure to entice consumers. Ensure the in-section shelf talkers are displayed in front of the participating products. **This is a sold program. Participation is mandatory.**

Any updates to the participating products and dates will be communicated in the Customer Experience Newsletter.

### Online Super Sale

**Key Dates (November 20 - November 30)**

### In-Store Super Sale

**Key Dates (November 26 – December 2)**

### Participating Stores

All Stores

### Participating Products

LCBO#	Description	Size (mL)	Offers
129940	Aviation Gin	750	\$5.00 LTO
12023	Freixenet Prosecco Doc	750	\$4.00 LTO
41384	Jack Daniel's Tennessee Whiskey	750	\$5.00 LTO
426718	Cesari Amarone Classico Doc	750	\$8.00 LTO

### Signage Components

- Shelf Talkers (Re-order # DMS-21P9-BPC1) / BIL (Re-order # DMS-21P9-BPC2)
- Bin Ticket Extension (Re-order # DMS-21P9-BPC3) / BIL (Re-order # DMS-21P9-BPC4)

### Merchandising Instructions

- Install the pre-printed shelf talkers in front of the participating products.

# Display Program

## BLOCK PILE D

Hennessy (BP-XBP) + Ruffin (FSG-A)

Block Pile D gives brands an opportunity to shine – and what better time to do it then over the Holidays.

**This is a sold program. Participation is mandatory.**

### Key Dates (November 8 - November 28)

#### Participating Stores - Hennessy (BP-XBP)

1, 22, 38, 102, 115, 130, 195, 198, 217, 226, 228, 253, 288, 310, 329, 346, 360, 385, 393, 417, 438, 495, 523, 542, 549, 555, 590, 623, 632, 703, 741, 776

#### Participating Stores - Ruffino (FSG-A)

15, 21, 31, 40, 148, 164, 243, 334, 355, 390, 394, 398, 412, 443, 500, 573

#### Participating Products

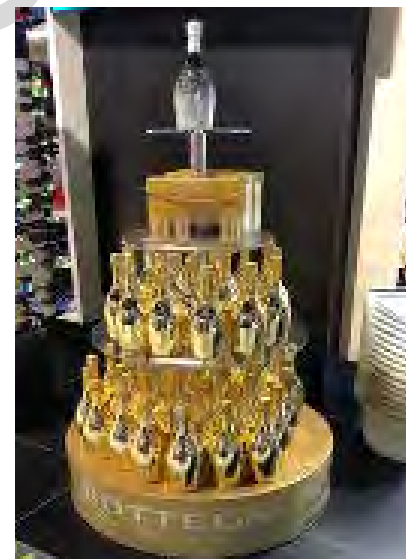
	LCBO#	Description	Size (mL)	Offers
Hennessy (BP-XBP)	16917	Hennessy VS Gold Bottle	750	
	467811	Ruffino rosecco	750	\$2.00 LTO
Ruffino (FSG-A)	1743	Ruffino Chia ti	750	
	545871	Ruffino Pin t Grigio Lumina IGT	1500	

#### Signage Components

- Printed Corrugate structure - supplied by Agent
- Ruffino Pricer Cards  
ENG (DMS-21P9-BPD1) / BIL (DMS-21P9-BPD2)
- Hennessy Pricer Cards  
ENG (DMS-21P9-BPD3) / BIL (DMS-21P9-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.
- Merchandise the pricer cards in front of the participating products. Pricer cards will be supplied by LCBO.



Hennessy Display  
Supplied by Agent



Ruffino Display  
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 Spaces are sold to the trade, store participation is mandatory:

Flex Space USA - California for the Holidays (Josh Cellars)

Flex Space Europe - Great Gifts from Italy (Masi)

Flex Space Australia - A Time for Celebration with Aussie Wines (Yellow Tail)

### **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
3. Italy/SE Europe section merchandised with Old World products

### **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
- SE Europe section merchandised with Masi products
- Australia section
- Chile/Argentina section
- Organic section - secondary location for all general list and Vintages organic products.

### **Signage Components**

Flex Space Signage Kit

- Box Signs
- Bin Strips
- (Re-order # DMS-21P9-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
<b>SPARKLING Flex Space - "New Sparkling Gifts"</b>					
	187914	BOTTEGA Rose Gold Spumante, Lombardia, Italy	Italy	750	\$29.95
	463364	Bottega Mini Sparkling Set	Italy	800	\$29.95
	583401	Gemma di Luna Sparkling Moscato	Italy	750	\$15.95
	11222	Freixenet Italian Rose DOC Veneto	Italy	750	\$19.95
	513465	Santero Moscato Spumante Holiday	Italy	750	\$14.95
	348318	BOTTEGA White Gold Spumante DOC, Veneto, Italy	Italy	750	\$29.95
	623751	Scavi & Ray Glitter Prosecco Spumante DOC	Italy	750	\$39.95
	463349	Henkell Blanc de Blanc	Germany	750	\$16.95
	578955	BOTTEGA Accademia Red Prosecco DOC, Veneto, Italy	Italy	750	\$19.95
	<b>USA Flex Space - "California for the Holidays (Josh Cellars)"</b>				
	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
	16947	Josh Cellars Prosecco	Italy	750	\$19.95
<b>*Mandatory Participation: This is a SOLD promotion. Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.</b>					
<b>EUROPE - Italy/SE Flex Space "Great Gifts from Italy - Masi"</b>					
	155051	Masi Campofiorin I T	Italy	750	\$22.00
	616276	Masi Campofiorin I T	Italy	1500	\$42.00
	620773	Masi Masiatico Pinot Grigio	Italy	750	\$17.00
	317057	Masi Costasera Amarone Classico DOC	Italy	750	\$46.00
	533026	Masi Modello Merlot Trevenezie IGT	Italy	750	\$14.05
	27854	Masi Modello Merlot Trevenezie IGT	Italy	1500	\$24.50
	<b>*Mandatory Participation: This is a SOLD promotion. Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.</b>				
<b>Australia Flex Space - "A Time for Celebration with Aussie Wines (Yellow Tail)"</b>					
	624544	Yellow Tail Shiraz	Australia	750	\$12.95
	20289	Yellow Tail Shiraz	Australia	1500	\$23.95
	20321	Yellow Tail Chardonnay	Australia	1500	\$20.95
	627802	Yellow Tail Chardonnay	Australia	750	\$11.95
	621623	Yellow Tail Cabernet Sauvignon	Australia	750	\$12.95
	350504	Yellow Tail Big Bold Red	Australia	750	\$14.50
	229039	Yellow Tail Bubbles	Australia	750	\$14.95
	572164	Yellow Tail Cabernet Sauvignon	Australia	750	\$23.95
	634410	Yellow Tail Pinot Grigio	Australia	1500	\$20.95
	<b>*Mandatory Participation: This is a SOLD promotion. Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.</b>				



Box Sign	LCBO#	Description	Producing Country	Size (mL)	Retail
<b>Chile/Argentina Flex Space - "New from South America"</b>					
	16363	Cono Sur Organic Pinot Noir	Chile	750	\$13.95
	16189	Santa Rita Secret Reserve Sauvignon Blanc	Chile	750	\$14.95
	16186	Santa Rita Secret Reserve Cabernet Sauvignon	Chile	750	\$14.95
	63891	Coyam Red Blend Organic	Chile	750	\$29.95
	17560	Santa Carolina Sauvignon Blanc	Chile	1500	\$14.95
	694208	(V) Cabernet Sauvignon Reserva (Vina Perez Cruz)	Chile	750	\$14.95
	974717	(V) Sauvignon Blanc Reserva (Casas Del Bosque)	Chile	750	\$14.95
	478727	(V)Catena Malbec (Bodegas Esmeralda)	Argentina	750	\$19.95
	322586	Cabernet Sauvignon Alpha (Montes Sa)	Chile	750	\$19.95

### Organic Flex Space

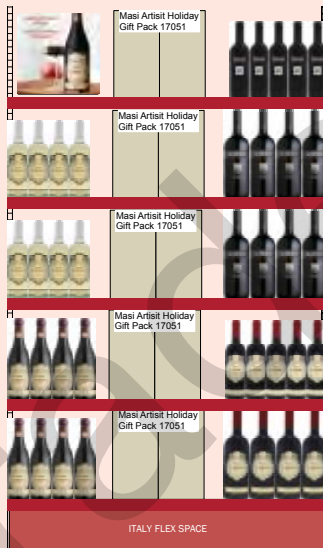
Maintain regular merchandising of organic assortment (secondary location for all general list and Vintages organic products.)

#### Australia Flex Space

"A Time for Celebration with Aussie Wines"



EUROPE - Italy/SE Flex Space  
"Great Gifts from Italy"



#### USA Flex Space

"California for the Holidays"



#### Mandatory Participation:

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

Flex Space Australia - A Time for Celebration with Aussie Wines (Yellow Tail)

Flex Space Europe - Great Gifts from Italy (Masi)

Flex Space USA - California for the Holidays (Josh Cellars)

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



#### Sparkling Flex Space - "New Sparkling Gifts"



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 8 - November 28)

### 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
500504	Captain Morgan Original Spiced Rum (PET)	375	\$1.00 LTO

### Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-21P9-CRSD1) / BIL (Re-order # DMS-21P9-CRSD2)
- Riser Wrap - solid colour (Re-order # DMS-21P9-CRSD3)
- Pricer Cards ENG (Re-order # DMS-21P9-CRSD4) / BIL (Re-order # DMS-21P9-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.



# FRONT END MERCHANDISER

*stocking*  
**STUFFERS**  
—  
*Pour le bas*  
**DE NOËL**

This holiday season the top two shelves of the FEM in select locations will be dedicated to amazing last minute stocking stuffers. These select stores will be receiving an assortment of 50mL products to merchandise on these shelves.

**This is a sold program. Participation is mandatory.**

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

1. Spirits
2. Wines

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

1. White Spirits
2. Brown Spirits
3. Wines

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

1. Wines
2. White Spirits
3. Brown Spirits
4. Brown Spirits

## **Signage Components**

### **FEM Signage Kit:**

- Box Sign
- Shelf Talkers
- Re-order # DMS-21P9-FEM1

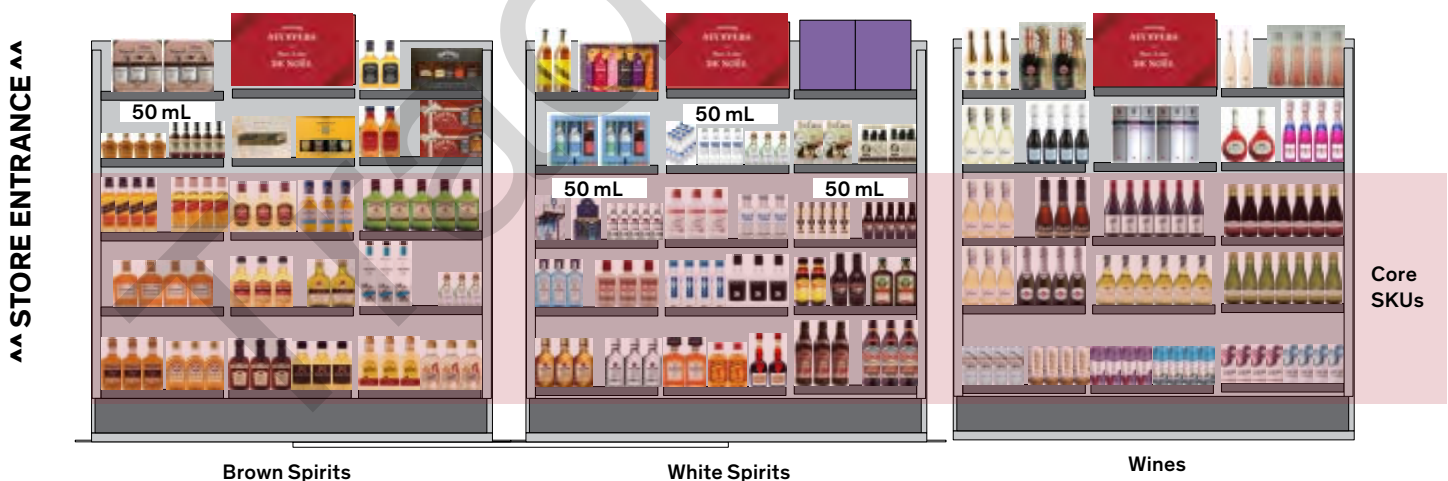
## **Merchandising Instructions**

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

## Stocking Stuffer Participating Products

LCBO#	Description	Retail
<b>Spirits</b>		
210104	Kahlua Mint Mocha	\$16.95
517920	Kahlua Salted Caramel	\$16.95
49627	Tequila Rose 6 Pack Carrier	\$18.95
609263	Johnnie Walker Discover Tasting Pack	\$49.95
519546	RumChata MiniChatas	\$19.95
428474	Glenmorangie Taster 4-Pack	\$61.55
17163	Whitley Neill Gin Christmas Crackers Gift Pack	\$44.95
11314	Jack Daniels Family Sampler Gift Pack	\$24.95
16889	Mermaid Gin Miniature	\$6.95
17072	Haymans Gift Pack	\$59.95
17088	Drink Willibald Gingerbread Gin, Ontario	\$24.95
389296	Grey Goose Vodka	\$5.95
<b>Wines</b>		
17221	G Marquis Icewine Variety 3 Pack	\$24.95
463281	Mateus Rose Original	\$4.25
16950	Blue Nun 24K Gold Edition Sparkling	\$4.95
11223	Freixenet Italian Rose DOC, Veneto	\$6.95
11224	Freixenet Prosecco DOC Veneto	\$6.95
16938	La Marca Prosecco	\$11.95
16944	Champagne Pommery Pink Pop Brut Rose	\$18.90

## Sample 3 FEM Planogram - Stocking Stuffers



## FEM - Additional 50 mL products

Select stores will be getting 50 mL products to merchandise in addition to their regular assortment.

### Participating Stores

1, 4, 5, 10, 15, 18, 19, 21, 22, 23, 25, 27, 31, 35, 36, 38, 40, 41, 44, 51, 55, 57, 62, 64, 65, 83, 95, 106, 115, 132, 143, 145, 148, 149, 150, 154, 156, 164, 171, 187, 195, 200, 207, 209, 211, 214, 217, 221, 226, 228, 233, 237, 243, 249, 250, 252, 263, 265, 278, 287, 288, 295, 298, 300, 310, 325, 326, 329, 334, 340, 344, 346, 351, 355, 359, 360, 361, 367, 371, 373, 378, 381, 384, 385, 386, 387, 390, 391, 392, 393, 394, 398, 401, 404, 407, 412, 416, 417, 420, 431, 432, 437, 438, 443, 445, 452, 453, 459, 465, 481, 486, 490, 491, 494, 495, 497, 499, 509, 511, 522, 523, 534, 540, 542, 544, 545, 549, 551, 554, 556, 566, 568, 573, 575, 579, 587, 590, 602, 609, 617, 619, 623, 624, 627, 630, 631, 634, 640, 641, 644, 648, 652, 653, 654, 670, 684, 694, 698, 702, 706, 741, 771, 776

### Participating Products

LCBO#	Description	Size (mL)
16889	Mermaid Gin Miniature	50
389296	Grey Goose Vodka	50
258707	St. Germain Elderflower Liqueur	50
519397	Bombay Sapphire	50
554204	Baileys Irish Cream Mini	50
245381	Patron Silver Tequila	50
294249	Crystal Head Vodka	50
112110	Crown Royal Mini	50
22558	Canadian Club Premium Mini	50
209239	Absolut Vodka	50
72009	Bacardi Superior White Rum	50

### Signage Components

#### FEM Signage Kit:

- Box Sign
- Shelf Talkers
- Re-order # DMS-21P9-FEM1

### Merchandising Instructions

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

### Sample 4 FEM Planogram - Additional 50 mL products





# SHOPPING CART SIGN

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

## Key Dates

**Check 25:** Keep Installed until further notice

**Holiday Signage:** Remain in place for the duration of P9-P10.

## Participating Stores

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

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

## Corporate Social Responsibility Shopping Cart Sign



## Signage Component

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

## Merchandising Instructions

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

## Holiday Shopping Cart Sign

**Signage is to remain in place for the duration of P9-P10.**



Artwork is not final


## Signage Component

- E-Commerce Generic Shopping Cart Sign ENG/BIL (Re-order #DMS-21P9-SC1)
- Same-Day Pickup Shopping Cart Sign ENG/BIL (Re-order #DMS-21P9-SC2)










## Merchandising Instructions

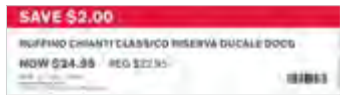



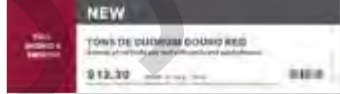
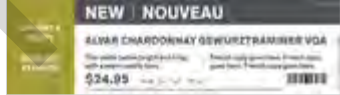


- The Same-Day Pickup sign is only for stores that are on the Same-Day Pickup program and have this service available to customers. All other stores will receive the E-Commerce Generic Shopping Cart Sign. Please display the sign in all shopping carts. If you have not received the correct sign for your store, please order using the code above.

# OTHER PROGRAMS

Program	Duration	Next Release
	<b>Wine Fridge</b> September 13, 2020 - January 30, 2021 Period 7 - Period 11	Posted online
	<b>Whisky Shop</b> February 2, 2020 - TBD Period 12 - TBD	Posted online
	<b>Gin Shop</b> March 29, 2020 - September 25, 2020 Period 1 - Period 7	Posted online
	<b>Rum Shop</b> March 29, 2020 - September 25, 2020 Period 1 - Period 7	Posted online
	<b>Tequila Shop</b> October 13, 2019 - February 1, 2020 Period 8 - Period 11	<i>Information coming soon!</i>

# 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-21P9-ST1 BIL: DMS-21P9-ST2	
On Shelf	Regular Program Pre-printed Extender Strips (64 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P9-ST3 BIL: DMS-21P9-ST4	
On Shelf	Community Program Pre-printed Extender Strips (10 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P9-ST5 BIL: DMS-21P9-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips (9 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P9-ST7 BIL: DMS-21P9-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips (1 version)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P9-ST9 BIL: DMS-21P9-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-21P9-ST11	
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-21P9-ST12	
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-21P9-ST13	
On Shelf	BBAM Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P9-ST18 BIL: DMS-21P9-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-P9-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-P9-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		





## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	DOTW #1	10717	Carnivor Shiraz	750	
<input type="checkbox"/>	<input type="checkbox"/>	DOTW #2	597559	Tito's Handmade Vodka	750	
<input type="checkbox"/>	<input type="checkbox"/>	DOTW #3: <b>Cancelled</b>		<b>The following DOTW has been cancelled. There is no replacement for the promotion that week.</b> 426718 Cesari Amarone Classico Doc 750 mL		
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1	110056	Absolut Vodka	750	FNT, VA
<input type="checkbox"/>	<input type="checkbox"/>		209221	Absolut Vodka	1140	FNT, VA
<input type="checkbox"/>	<input type="checkbox"/>		216655	Absolut Vodka	1750	FNT LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2	5959	Baileys Irish Cream	750	ET, VA
<input type="checkbox"/>	<input type="checkbox"/>		193490	Baileys Irish Cream	1750	ET, LTO
<input type="checkbox"/>	<input type="checkbox"/>		605956	Baileys Irish Cream Liquor	1140	ET
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3	67	Smirnoff Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		38505	Smirnoff Vodka	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		216929	Smirnoff Vodka	1140	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4	308007	Menage A Trois Red	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		506691	Wolf Blass Yellow Label Shiraz	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5	1487	Crown Royal	750	
<input type="checkbox"/>	<input type="checkbox"/>		114694	Crown Royal	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		217950	Crown Royal	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 6	893	J.P. Wiser's Deluxe	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		33928	J.P. Wiser's Deluxe	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		216689	J.P. Wiser's Deluxe	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 7	270363	Castillo De Almansa Reserva, Almansa	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		285585	Masi Bonacosta Valpolicella Classico Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		621821	Folonari Pinot Grigio Delle Venezie Doc	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8A	13587	Bacardi Gold	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		45898	Bacardi Superior	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		520320	Bacardi Superior	1140	BAM
<input type="checkbox"/>	<input type="checkbox"/>		570366	Bacardi Spiced	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8B	117	Bacardi Superior	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		45898	Bacardi Superior	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		520304	Bacardi Gold	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		520320	Bacardi Superior	1140	BAM

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		End Aisle 9	217653	Captain Morgan Original Spiced Rum	1140	
<input type="checkbox"/>	<input type="checkbox"/>		500512	Captain Morgan Original Spiced Rum	750	VA
			500546	Captain Morgan Original Spiced Rum	1750	LTO
		End Aisle 10: Mini Thematic C	273110	Canadian Club & Ginger Ale	473	MT, LTO
<input type="checkbox"/>	<input type="checkbox"/>		491746	Cabana Coast Moscow Mule	473	MT
			560888	Georgian Bay Gin Smash	6 x 355	MT, LTO
			568337	Founder's Original Bourbon Sour	473	MT
			570705	Georgian Bay Cranberry Gin Smash	473	MT, LTO
			649509	Founder's Original Tequila Paloma	473	MT
		End Aisle 11	42	Canadian Club Premium	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		217687	Canadian Club Premium	1140	VA
			390583	Canadian Club 100% Rye	750	BAM
		End Aisle 12	10937	Forty Creek Double Barrel Reserve Whisky	750	
<input type="checkbox"/>	<input type="checkbox"/>		350207	Forty Creek Copper Pot Reserve Whisky	1140	LTO
			550715	Forty Creek Barrel Select	750	VA
		End Aisle 13	7880	Johnnie Walker Black 12 Yr	750	
<input type="checkbox"/>	<input type="checkbox"/>		217802	Johnnie Walker Black Label	1140	LTO
			422006	Johnnie Walker Black Label Scotch	1750	
		End Aisle 14	95935	Grey Goose Vodka	750	FNT, BAM
<input type="checkbox"/>	<input type="checkbox"/>		217281	Bombay Sapphire London Dry	1140	FNT, BAM
			417196	Grey Goose Vodka	1140	FNT
			604868	Grey Goose Vodka	1750	
		End Aisle 15	331025	Jackson-Triggs Cabernet Sauvignon	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		522730	Strewn Chardonnay Barrel-Aged VQA	750	LTO
			589051	Peller Family Vineyards Dry White	4000	LTO
		End Aisle 16	10157	Jameson Irish Whiskey	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		17055	Jameson Cold Brew Irish Whiskey	750	
			207613	Jameson Irish Whiskey	1140	LTO
		End Aisle 17	64287	Cono Sur Bicicleta Viognier	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		483289	Smoking Loon Pinot Grigio	750	LTO
			620054	Babich Sauvignon Blanc	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 18	41384	Jack Daniel's Tennessee Whiskey	750	
<input type="checkbox"/>	<input type="checkbox"/>		260323	Jack Daniel's Honey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		480616	Jack Daniel's Single Barrel Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 19	16544	St Remy Signature	750	BAM
<input type="checkbox"/>	<input type="checkbox"/>		309773	St Remy VSOP (P.E.T)	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		557108	St Remy XO Brandy	750	MT
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 20	166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		170142	Zonin Valpolicella Ripasso Superiore Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture				
<input type="checkbox"/>	<input type="checkbox"/>	Seasonal Gondola		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"/>	P9-10 Holiday Block Piles				
<input type="checkbox"/>	<input type="checkbox"/>	Nouveau Wines Block Pile	113266	Beaujolais Villages Nouveau (Joseph Drouhin)	750	
<input type="checkbox"/>	<input type="checkbox"/>		932780	Beaujolais-Villages Nouveau (G. Duboeuf)	750	
<input type="checkbox"/>	<input type="checkbox"/>		638080	Bouchard Aine Beaujolais Nouveau	750	
<input type="checkbox"/>	<input type="checkbox"/>		897934	Mommessin Beaujolais Nouveau	750	
<input type="checkbox"/>	<input type="checkbox"/>		891846	Duboeuf Gamay Nouveau	750	
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table	193490	Baileys Original Irish Cream	1750	LTO + VA
<input type="checkbox"/>	<input type="checkbox"/>		5959	Baileys Original Irish Cream	750	
<input type="checkbox"/>	<input type="checkbox"/>		605956	Baileys Original Irish Cream	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		400259	Baileys Salted Caramel	750	
<input type="checkbox"/>	<input type="checkbox"/>		17085	Baileys Red Velvet	750	
<input type="checkbox"/>	<input type="checkbox"/>		643619	Baileys 2 Bowl Pack	750	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	1925	Courvoisier VS Cognac	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		4101	Remy Martin VSOP Cognac	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		108100	Martell VS Single Distillery	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		245688	Hennessy VS Cognac	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>		379321	E&J Gallo XO Brandy	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		384867	Gautier VS Cognac	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		410803	D'Usse VSOP	750	BAM
<input type="checkbox"/>	<input type="checkbox"/>		557108	St Remy XO Brandy	750	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			943	Mouton Cadet Bordeaux Red AOC	750	LTO
			14884	Pelee Island Lola Secco Sparkling VQA	750	LTO
			106377	Jacob's Creek Shiraz Cabernet Sauvignon	750	
			110049	Sandbanks Estate Baco Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic B</b>	219808	Cavaliere D'Oro Gabbiano Chianti Classico DOCG	750	LTO
			399428	Jackson-Triggs Sauvignon Blanc	1500	LTO
			481838	Folonari Valpolicella Ripasso Classico Superiore DOC	750	LTO
			534263	Beringer Founders' Estate Cabernet Sauvignon	750	
			541961	Three Thieves Cabernet Sauvignon	750	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table: Flight A</b>	217281	Bombay Sapphire London Dry Gin	1140	BAM
			316844	Bombay Sapphire London Dry Gin	750	VA
			637058	Bombay Sapphire London Dry Gin	375	
			578948	Grey Goose Gift Pack With 2 Glasses	750	
			16925	Grey Goose Holiday Gift Pack	750	
			95935	Grey Goose Vodka	750	BAM
			417196	Grey Goose Vodka	1140	
			604934	Grey Goose Vodka	375	
			34595	Patron Silver Tequila	750	
			42911	Patron Silver Tequila	375	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table: Flight B</b>	16919	Absolut Winter Limited Edition Swirl	750	
			110056	Absolut Vodka	750	VA
			209221	Absolut Vodka	1140	VA
			216655	Absolut Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Cocktail of the Month</b>	11248	Baileys Espresso	750	LTO + VA
			456095	Ketel One Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile A</b>	649426	Social Lite Mixed Pack	12 x 355	
			14994	Nutrl Mixer	12 x 355	LTO
			15373	White Claw Variety Pack	12 x 355	
			112318	Palm Bay Mixer	12 x 355	LTO
			15311	Cottage Springs Weekender Mixed	8 x 355	
			15004	Twisted Tea Party Pack	12 x 355	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B: Whisky	608521	Crown Royal Glass Pack	750	
			461962	Crown Royal Glass Pack	375	
			11306	Crown Royal Deluxe Bag & Box	750	
			545806	Crown Royal Salted Caramel	750	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile: Liqueurs	407379	Laura Secord Chocolate Cream Liqueur	750	
			3236	Tequila Rose Strawberry Cream Gift Pack (2 Glass)	750	
			11447	Tippy Cow Peppermint Bark	750	
			447730	Old Tom's Egg Nog	750	
			185884	Evan Williams Egg Nog	750	
			187666	Vodka Mudshake Eggnog	4 x 270	
			353359	Winter Jack	750	
			427203	RumChata Shot-A-Chata	750	
			17120	PJs Craft Cream Liquor Holiday Gift Pack	750	
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture: Flight A	106450	Santa Margherita Pinot Grigio	750	
			149237	The Foreign Affair The Conspiracy	750	LTO
			212126	McManis Cabernet Sauvignon	750	
			215525	La Chablisienne Les Vénérables Vieilles Vignes Chablis	750	
			328567	Cathedral Cellar Cabernet Sauvignon	750	
			363457	Famille Perrin Réserve	750	LTO
			425488	Sella & Mosca Cannonau di Sardegna Riserva	750	BAM
			479766	Zenato Ripassa Valpolicella Superiore	750	LTO
			521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750	
			606541	Pèppoli Chianti Classico	750	LTO
		738823	Liberty School Cabernet Sauvignon	750		
		925453	Kilikanoon Killerman's Run Shiraz	750	LTO	



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			828	Folonari Valpolicella Classico DOC	750	LTO	
			48611	Woodbridge By Robert Mondavi Cabernet Sauvignon	750		
			134965	Open Riesling Gewürztraminer VQA	750	LTO	
			251876	Wolf Blass Yellow Label Cabernet Sauvignon	750		
			253948	Martini & Rossi Asti	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Middle Nesting Table/ Celebration Fixture: Flight B</b>	265157	Jacob's Creek Moscato	750		
			324590	Santa Carolina Reserva Merlot	750	LTO	
			392654	Apothic Dark Red	750	LTO	
			589101	Ruffino umina Pinot Grigio IGT	750		
			618223	Pelee Island Lola Cabernet Franc Cabernet Sauvignon VQA	750	LTO	
			619452	Matua Hawke's Bay Sauvignon Blanc	750	LTO	
			897702	Bottega Vino Dei Poeti Prosecco DOC	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>		<b>Beer Excitement Zone 21A</b>	270447	Guinness Draught Beer	500	
				554469	Guinness Draught	8 x 440	LTO
				296244	Guinness Draught	4 x 440	VA
<input type="checkbox"/>	<input type="checkbox"/>	<b>Beer Excitement Zone 21B</b>	12284	Beau's + Davids Tea London Fog	473		
			18012	Lake Of Bays Apex Triple IPA	473		
			543389	Nickel Brook Kentucky Bastard	500		
<input type="checkbox"/>	<input type="checkbox"/>	<b>Beer Excitement Zone 21C</b>	905976	Budweiser	473	LTO	
			311787	Budweiser	6 x 473	VA	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Beer Excitement Zone 21D</b>	300681	Coors Light	6 x 473		
			906628	Coors Light	6 x 355	LTO	
			906560	Coors Light	6 x 341		
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ontario Craft Beer End Aisle</b>	12041	Steam Whistle Pale Ale	473		
			15964	Muskoka Brewery Hopsonic Pack	6 x 473		
			17406	Aside Launch Any Day Light IPA	473		
			464867	Grand River Red Tail	473		
			668574	Collective Arts Surround Sound	473		
			647859	Beaus Lug Tread	6 x 473		

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			16685	Cigar City White Oak Jai Alai IPA	4 x 355	
			407999	Samuel Smiths Taddy Porter	550	
			84889	Hofbrau Oktoberfest	500	
			16689	Renaissance Stonecutter Scotch Ale	440	
			16693	Flying Dog Gonzo Imperial Porter	355	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Craft Beer Imported Shelf Talkers</b>	107672	Ola Dubh 12 year old	330	
			16694	Harviestoun Old Engine Oil	330	
			16185	Troubadour Imperial Stout	750	
			16688	Best of Belgium	6 x 345	
			16133	Zundert 10	330	
			16686	Rogue Coast Haste Imperial Hazy IPA	473	
			518720	St. Ambroise Pumpkin Ale	473	
			522839	Lindemans Gueuze Cuvee Rene		
			194431	Duvel Beer		
			357236	Chimay Blue Cap		
			414946	Brewdog Punk IPA		
			10296	High Road Brewing Bronan - Vermont style IPA		
			14280	Bellwoods Jelly King		
			480368	Muskoka Twice As Mad Tom IPA		
			645416	Left Field Greenwood IPA		
<input type="checkbox"/>	<input type="checkbox"/>	<b>Beer Rated Perpendicular Shelf Talkers</b>	385674	Side Launch Wheat Beer		
			16051	Bellwoods Jutsu		
			556688	Collective Arts Life In The Clouds		
			483388	Aromatherapy IPA		
			575365	Beau's Full Time IPA		
			645424	Left Field Vermont Style IIPA		
			17428	Great Lakes Brewery Thrust IPA		
			485367	Great Lakes Brewery Karma Citra IPA		
			442319	Collective Arts Stranger Than Fiction		
			6395	20 Bees Cabernet Merlot VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ontario Go-Local</b>	60707	20 Bees Pinot Grigio VQA	750	LTO
			217679	Jackson-Triggs Methode Cuve Close Sparklg VQA	750	LTO
			361881	Sandbanks French Kiss VQA	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	183061	Megalomaniac Homegrown Riesling VQA	750	
			279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	
			391300	Ch Des Charmes Sauvignon Blanc VQA	750	
			536565	Lily Sparkling Rosé VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	311258	Wits End Luna Shiraz	750	LTO
			951319	Bollini Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: Nov 28	402180	Primarius Pinot Noir 2017	750	
			912956	Ruffino Modus 2017	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: Dec 12	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. 88 for participating products			
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	274753	Pinot Noir Estate (Hidden Bench Vineyards)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Special Promotions Fixture	Refer to pg. 91 for participating products			
<input type="checkbox"/>	<input type="checkbox"/>	Black Friday Super Sale	129940	Aviation Gin	750	LTO
			12023	Freixenet Prosecco Doc	750	LTO
			41384	Jack Daniel's Tennessee Whiskey	750	LTO
			238097	Dalwhinnie 15 Year Old Malt	750	LTO
			426718	Cesari Amarone Classico Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D: Hennessy	16917	Hennessy VS Gold Bottle	750	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D: Ruffino	467811	Ruffino rosecco	750	LTO
			1743	Ruffino Chia ti	750	
			545871	Ruffino Pin t Grigio Lumina IGT	1500	
<input type="checkbox"/>	<input type="checkbox"/>	Flex Space	Refer to pg. 95 for participating products			
<input type="checkbox"/>	<input type="checkbox"/>	Spirits Cold Room Display	500504	Captain Morgan Original Spiced Rum (PET)	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Front End Merchandiser	Refer to pg. 99 for participating products			

**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	254631 Stolichnaya Elit Vodka	750	LTO											Y	Y
R2	Vodka B	190363 Prince Igor Vodka (P.E.T)	1750	BAM					Y	Y	Y	Y	Y	Y	Y	Y
R3	Vodka C	334110 Ciroc Peach	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	382028 Smirnoff Vanilla Flavoured Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	545160 Tito's Handmade Vodka	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	548420 Bacardi 10 Year Old Gran Reserva Gold Rum	750	LTO												Y
R7	Rum B	369801 Mount Gay Eclipse Rum	1140	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R8	Rum C	402818 Flor De Cana Grand Reserva 7 Rum	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R9	Rum D	446021 Bacardi Coconut Rum	750					Y	Y	Y	Y	Y	Y	Y	Y	Y
R10	Rum E	14354 Appleton Estate 8YO Reserve	750		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	479931 Stalk & Barrel Red Blend	750	LTO											Y	Y
R12	Canadian Whisky B	541011 Wayne Gretzky Red Cask Whisky	375	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	457572 Gibson's Finest Bold 8YO	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	397109 Forty Creek Spike Honey Spiced	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	403519 Crown Royal Apple	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	603050 The Glenlivet French Oak Reserve 15 Year Old	750	Value Add					Y	Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	1099 Johnnie Walker Red Label	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	2691 Tanqueray Dry Gin	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	17469 Rumchata	1750	LTO								Y	Y	Y	Y	Y
R20	Liqueurs B	561720 Magnum Scotch Malt Whisky Cream Liqueur	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	292177 Phillips Butter Ripple Schnapps	750	BBAM		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	605881 Disaronno Originale Amaretto	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	601484 Amaro Montenegro Liqueur	750	LTO												Y
R24	Brandy B	605600 Grand Marnier Cordon Rouge	1140	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	267187 Jose Cuervo Especial Gold	750	LTO								Y	Y	Y	Y	Y
R26	Ontario Blend A	582825 Peller Estates Family Series Chardonnay VQA	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	637199 Pelee Island Shiraz/Cabernet	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	669473 Peller Family Vineyards Pinot Grigio	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	558841 Black Cellar Shiraz Cabernet Bag In Box	3000	LTO							Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	579995 XOXO Simply Smooth White	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	355933 Black Cellar Shiraz Cabernet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	607903 Peller Family Vineyards Cabernet Merlot	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	SM to fill the extender with an Arterra product													Y	Y
R34	Ontario VQA B	14887 Pelee Island Bourbon Barrel Reserve Baco Noir VQA	750	LTO										Y	Y	Y
R35	Australia/New Zealand A	91751 Jacob's Creek Reserve Cabsauv Limestone Coast	750	LTO											Y	Y
R36	Australia/New Zealand B	277731 Yealands Sauvignon Blanc Marlborough	750	LTO, Wine Fridge										Y	Y	Y
R37	Australia/New Zealand C	464743 Angove Organic Cabernet Sauvignon	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	20289 Yellow Tail Shiraz	1500	Flex Space, LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	260851 Cupcake Red Velvet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R40 USA B	68924	Gnarly Head Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41 Chile A	429761	Santa Julia Reserva Malbec	750	LTO								Y	Y	Y
R42 Chile B	272609	Las Mulas Sauvignon Blanc Reserva Organic	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	191239	Grahams Late Bottled Vintage Port	750	LTO										Y
R44 France Blend B		SM Discretion			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	341115	Rendola Rosso Toscano	750	LTO									Y	Y
R46 France South B	17483	Citra Pinot Grigio Terre Di Chieti	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/Burgundy A	195966	Farina Valpolicella Rip Superiore Doc	750	LTO								Y	Y	Y
R48 Italy Central A	447896	La Vieille Ferme Cotes Du Ventoux	1500	LTO									Y	Y
R49 Italy Central B	277186	Zonin Prosecco Brut 1821 Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	545319	Frescobaldi Castiglioni Chianti Docg	750	LTO					Y	Y	Y	Y	Y	Y
R51 Italy North B	8094	Deinhard Green Label Riesling Mosel	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	372391	Leonardo Chianti Fiasco	750	LTO										Y
R53 Southern Europe B	213934	Georges Duboeuf Beaujolais Brouilly	750	LTO								Y	Y	Y
R54 Germany A	580183	Blu Giovello Pinot Grigio	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	365205	Cono Sur Sparkling Rose	750	LTO, Wine Fridge								Y	Y	Y
R56 Sparkling B	10233	Oggi Botter Pinot Grigio Igt	1500	LTO				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	16902	Hop City Boxcar Bock (LCBO Warehouse)	473	LTO									Y	Y
R58 Ontario Beer B	541243	Creemore Springs Premium Lager (1757)	6 x 473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	468181	Brock Street Blonde (397)	473											Y
R60 Beer 2	379958	Kronenbourg 1664 Blanc (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	15860	Somersby Pear Cider (LCBO Warehouse)	473	LTO				Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	558940	Miller Lite (275 TBS)	6 x 473	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	649343	Smirnoff Ice Light Original	1420	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	649269	Smirnoff Vodka & Soda Cranberry Lime	1420	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	666032	Nutrl Vodka Soda Grapefruit	473	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	20362	Finlandia Vodka	750	LTO	PMA Canada Ltd.
C2: Community Extender 2	11945	Proper No. Twelve	750	BAM	Proximo Spirits Canada Inc.
C3: Community Extender 3	63826	Wayne Gretzky Chardonnay VQA	750	LTO	Andrew Peller Limited
C4: Community Extender 4	394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO	Barrique Wine Imports Ltd.
C5: Community Extender 5	10882	Bar Dog Cabernet Sauvignon	750	LTO	Azureau Wine Agency
C6: Community Extender 6	211110	Wyborowa Vodka	1140	LTO	PMA Canada Ltd.
C7: Community Extender 7	479881	Lagavulin 8 YO	750	LTO	Diageo Canada Inc.
C8: Community Extender 8	12852	Buffalo Trace Bourbon Cream	750	Necktag	Charton Hobbs Inc
C9: Community Extender 9	16109	Open Fresh'N Fruity Gamay VQA	750	LTO	Arterra Wines Canada Inc.
C10: Community Extender 10	358838	Wakefield romised Land Cabernet Sauvignon	750	LTO	Vin Vino Wine Merchants Inc.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	LTO, Wine Fridge	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	165845	Gran Feudo Rose	750	LTO	Churchill Cellars Ltd.
D3: Discovery Wines 3	16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	LTO	E&J Gallo Winery Canada Ltd.
D4: Discovery BSM 1	16473	Voodoo Ranger IPA (5577)	473		Steam Whistle Brewing
D5: Discovery BSM 2	142364	Side Launch Northbound Lager (3827)	473	LTO	Side Launch Brewing Company
D6: Discovery BSM 3	77933	Rev (P.E.T)	473	LTO	Bacardi Canada Inc.
D7: Discovery Spirits 1	425686	Casamigos Tequila Anejo	750	LTO	Glazer's Of Canada
D8: Discovery Spirits 2	397539	Boodles Gin	750	LTO	Proximo Spirits Canada Inc.
D9: Discovery Spirits 3	253302	Luksusowa Vodka	750	LTO	PMA Canada Ltd.

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	270017	Jacob's Creek Reserve Chardonnay	750	LTO	Corby Spirit And Wine Limited

## IMAGE Shelf Talkers

LCBO#	Description	Size (mL)	Support Program	Agent
13858	Jumping Goat Coffee Infused Vodka	700		Loyal Imports
201715	Erdinger Weissbier	500		Mcclelland Premium Imports
391177	Sipsmith London Dry Gin	750		Beam Suntory
442491	Fantini Farnese Numero Uno Primitivo Igp	750		Barrique Wine Imports Ltd.
546564	Sapporo Premium Beer	650		Sleeman Brewing & Malting Co.
573576	Amsterdam Space Invader	473		Amsterdam Brewing Co. Limited

Trade Copy

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 x 330	\$1.00	
828	Folonari Valpolicella Doc	750	\$2.00	Middle Nesting Table
943	Mouton Cadet Bordeaux Red Aoc	750	\$3.00	Mini Thematic
1099	Johnnie Walker Red Label	750	\$1.50	Shelf Extender
1925	Courvoisier VS	750	\$3.00	Mini Thematic, Value Add
2691	Tanqueray Dry Gin	750	\$1.00	Shelf Extender
4101	Remy Martin VSOP	750	\$10.00	Mini Thematic
4606	Vodka Mudshake Creamy Vanilla	4 x 270	\$1.50	
6395	20 Bees Cabernet Merlot VQA	750	\$2.00	goLOCAL
8094	Deinhard Green Label Riesling Mosel	750	\$2.00	Shelf Extender
10216	Kahlua Coffee Liquor	1140	\$4.00	
10233	Oggi Botter Pinot Grigio Igt	1500	\$2.00	Shelf Extender
10423	Menage A Trois Lavish Merlot	750	\$2.00	
10485	Pelee Island Lola Pinot Grigio VQA	750	\$2.00	
10882	Bar Dog Cabernet Sauvignon	750	\$2.00	Comm. Extender
11248	Baileys Espresso	750	\$1.00	Cocktail of the Month
11939	Victoria Park Cabernet Sauvignon	750	\$2.00	
12195	Grand Marnier Cordon Rouge	375	\$3.00	
12853	Lake Of Bays Twilight Hour Coffee Stout	473	\$0.30	
13305	Solid Ground Cabernet Sauvignon	750	\$2.00	
13445	Henderson's Brewing Co. Export Stout	473	\$0.30	
13587	Bacardi Gold	1140	\$1.00	End Aisle
13686	Bread & Butter Pinot Noir	750	\$3.00	
14355	Appleton Estate 12YO Rare	750	\$5.00	
14400	Coors Original	6 x 473	\$1.00	
14884	Pelee Island Lola Secco Sparkling VQA	750	\$2.00	Mini Thematic
14887	Pelee Island Bourbon Barrel Reserve Baco Noir VQA	750	\$2.00	Shelf Extender
14915	Dillon's Rye Whisky	750	\$5.00	
14994	Nutrl Vodka Soda Mixed Pack	12 x 355	\$2.00	Seasonal Block Pile A
15118	The Glenlivet 18YO Single Malt Scotch Whisky	750	\$20.00	
15178	No Boats On Sunday Cider	4 x 473	\$1.50	
15299	Okanagan Harvest Pear	473	\$0.30	
15469	Creemore Springs Urbock	473	\$0.25	
15537	Woodford Reserve Distiller's Select Bourbon	375	\$2.00	
15860	Somersby Pear Cider	473	\$0.25	Shelf Extender
15884	Hucklejack Lager	473	\$0.15	
16079	Martini Fiero	750	\$2.00	
16109	Open Fresh'N Fruity Gamay VQA	750	\$1.00	Comm. Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	\$2.00	Discovery Extender
16329	Abbot Ale	500	\$0.25	
16902	Hop City Boxcar Bock	473	\$0.20	Shelf Extender
16907	Rickard's Red	473	\$0.20	
17370	Sandbanks Route 33 Red VQA	750	\$2.00	
17469	Rumchata	1750	\$5.00	Shelf Extender
17483	Citra Pinot Grigio Terre Di Chieti	750	\$1.00	Shelf Extender, Wine Fridge
17820	Stella Artois ( Was +487264 ) Now Made Cdn	473	\$0.20	
18564	>(V)Private Reserve Icewine Ontario (Peller E	200	\$3.00	
20289	Yellow Tail Shiraz	1500	\$2.00	Shelf Extender, Flex Space
20362	Finlandia Vodka	750	\$1.70	Comm. Extender
30957	> Carmenere Winemaker's Lot 148 (Concha Y Toro)	750	\$3.00	
31864	Disaronno Amaretto	375	\$1.00	CE1
33928	J.P. Wiser's Deluxe	1750	\$1.45	End Aisle
36855	Baron Otard VSOP Cognac	750	\$10.00	
37861	Pabst Blue Ribbon	473	\$0.20	
45898	Bacardi Superior White Rum (P.E.T)	1750	\$1.00	End Aisle
48793	>Perle D'Aurore Rose Cremant Bourg (L.Bouillot)	750	\$3.00	
56622	Beefeater Dry	1750	\$1.80	
60707	20 Bees Pinot Grigio VQA	750	\$2.00	goLOCAL
63826	Wayne Gretzky Chardonnay VQA	750	\$1.50	Comm. Extender
64287	Cono Sur Bicicleta Viognier	750	\$2.00	End Aisle
64618	>Cabernet Franc (Featherstone)	750	\$1.00	
67587	>(V) Riesling Narcissist (J Howard Cellars)	750	\$2.00	
68817	17 Chardonnay Estate (Hidden Bench)	750	\$2.00	
68924	Gnarly Head Cabernet Sauvignon	750	\$2.00	Shelf Extender
74393	Baileys Irish Cream	375	\$1.00	CE1
77933	Rev (P.E.T)	473	\$0.25	Discovery Extender
84210	Mill Street Original Organic Lager	6 x 341	\$1.25	
91751	Jacob's Creek Reserve Cabsauv Limestone Coast	750	\$3.00	Shelf Extender
104299	>(V)The Prisoner Red Blend	750	\$5.00	
108100	Martell VS Fine Cognac (In Box)	750	\$4.00	Mini Thematic
110031	Sandbanks Estate Dunes White VQA	750	\$2.00	
110049	Sandbanks Estate Baco Noir VQA	750	\$2.00	Mini Thematic
112318	Palm Bay Variety Pack	4260	\$2.00	Seasonal Block Pile A
114694	Crown Royal	1750	\$2.00	End Aisle
114967	Finlandia Vodka	1750	\$1.85	
123166	Cavallina Grillo Pinot Grigio	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
126151	Sibling Rivalry Red VQA	750	\$2.00	
128090	Collective Arts Artisanal Gin	750	\$2.00	
134965	Open Riesling-Gewurztraminer VQA	750	\$1.00	Middle Nesting Table
137125	Russian Standard Vodka	1750	\$1.00	
141432	Sogrape Gazela Vinho Verde	750	\$1.00	
142000	Nickel Brook Zap Sour IPA	473	\$0.25	
142364	Side Launch Northbound Lager	473	\$0.20	Discovery Extender
148007	Czechvar Premium Lager	500	\$0.30	
149047	> 20 Year Old Tawny Port (Taylor Fladgate)	750	\$7.00	
149237	>The Conspiracy Ripasso Style (Foreign Affai	750	\$2.00	Middle Nesting Table
152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	\$2.00	
158550	> Cuvee Rose Brut(Champagne Laurent Perrier)	750	\$10.00	
165845	Gran Feudo Rose	750	\$1.50	Discovery Extender
166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	\$2.00	End Aisle
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$3.50	End Aisle
175430	Wente Morning Fog Chardonnay	750	\$2.00	Wine Fridge
188110	>(V) Cabernet Sauvignon First Press Napa(Delicato)	750	\$3.00	
191239	Grahams Late Bottled Vintage Port	750	\$2.50	Shelf Extender
193490	Baileys Irish Cream	1750	\$2.00	End Aisle, Front Entrance Table
194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	\$2.00	End Aisle
195966	Farina Valpolicella Rip Superiore Doc	750	\$2.00	Shelf Extender
207613	Jameson Irish Whiskey	1140	\$2.00	End Aisle
210286	Russian Standard Vodka	1140	\$1.20	
211110	Wyborowa Vodka	1140	\$1.00	Comm. Extender
213934	Georges Duboeuf Beaujolais Brouilly	750	\$2.00	Shelf Extender
216655	Absolut Vodka	1750	\$1.50	End Aisle, Front Nesting Table
217679	Jackson-Triggs Methode Cuve Close Sparklg VQA	750	\$1.00	goLOCAL
217802	Johnnie Walker Black Label	1140	\$4.00	End Aisle
219022	White House Wine Co. Riesling P. Grigio VQA	750	\$2.00	
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	\$3.00	Mini Thematic
225615	Brugal Anejo	750	\$1.20	
237644	Frisky Zebras Seductive Shiraz	750	\$1.00	
245688	Hennessy VS Cognac	375	\$3.00	Mini Thematic
248997	Laphroaig 10 Year Old	750	\$5.00	
253302	Luksusowa Vodka	750	\$1.00	Discovery Extender
253948	Martini & Rossi Asti	750	\$2.00	Middle Nesting Table
254631	Stolichnaya Elit Vodka	750	\$10.00	Shelf Extender
260323	Jack Daniel's Honey	750	\$3.00	End Aisle



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
260851	Cupcake Red Velvet	750	\$4.00	Shelf Extender
261099	Inniskillin Pinot Noir VQA	750	\$2.00	
267187	Jose Cuervo Especial Gold	750	\$3.00	Shelf Extender
270017	Jacob's Creek Reserve Chardonnay	750	\$3.00	Green Extender
270363	Castillo De Almansa Reserva, Almansa	750	\$1.50	End Aisle
270439	Smithwick's Ale	500	\$0.25	
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$2.00	Shelf Extender
273110	Canadian Club & Ginger Ale	473	\$0.15	Mini Thematic
273748	>(V) Tres Picos Campo De Borja (Bodegas Borsao)	750	\$2.00	
274753	>Pinot Noir Estate (Hidden Bench Vineyards)	750	\$3.00	Vintages Ontario Superstar
277186	Zonin Prosecco Brut 1821 Doc	750	\$2.00	Shelf Extender
277731	Yealands Sauvignon Blanc Marlborough	750	\$2.00	Shelf Extender, Wine Fridge
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$2.00	End Aisle
288837	Muskoka Mad Tom IPA	473	\$0.25	
291674	Fetzer Chardonnay	750	\$2.00	
308007	Menage A Trois Red	750	\$2.00	End Aisle
311258	>Wits End Luna Shiraz	750	\$3.00	VL 1
311910	Canadian Club Classic 12 Year Old	375	\$1.00	
311944	Canadian Club Classic 12 Year Old	1750	\$2.00	
312959	Ketel One	1750	\$5.00	
314575	>(V)Cab Sauvignon Napa (Sterling Vineyards)	750	\$5.00	
317057	Masi Costasera Amarone Classico Doc	750	\$3.00	Flex Space
321208	Crown Royal Special Reserve In Gift Box	750	\$5.00	
324590	Santa Carolina Merlot Reserva	750	\$2.00	Middle Nesting Table
328518	Jackson-Triggs Chardonnay	750	\$1.00	
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	End Aisle
331280	Zywiec Beer	500	\$0.20	
334037	Innis & Gunn The Original	500	\$0.20	
334110	Ciroc Peach	750	\$3.00	Shelf Extender
339168	Bodacious Smooth White	750	\$1.00	
341115	Rendola Rosso Toscano	750	\$2.00	Shelf Extender
342246	Amarula Cream	750	\$3.00	
350207	Forty Creek Copper Pot Reserve Whisky	1140	\$2.00	End Aisle
350504	Yellow Tail Big Bold Red	750	\$2.00	Flex Space
355933	Black Cellar Shiraz Cabernet	750	\$1.00	Shelf Extender
356857	Hine Rare VSOP	750	\$10.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
358838	Wakefield romised Land Cabernet Sauvignon	750	\$2.00	Comm. Extender
361881	Sandbanks French Kiss VQA	750	\$2.00	goLOCAL
363457	> (V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	\$2.00	Middle Nesting Table
365205	Cono Sur Sparkling Rose	750	\$2.00	Shelf Extender, Wine Fridge
369686	> Chardonnay Vintners Rsv (Jackson Wine Est)	750	\$2.00	Wine Fridge
369801	Mount Gay Eclipse Rum	1140	\$3.00	Shelf Extender
372219	Sandbanks Pinot Grigio VQA	750	\$2.00	Wine Fridge
372391	Leonardo Chianti Fiasco	750	\$2.00	Shelf Extender
376145	Radio Boka Tempranillo Vdt Castilla	750	\$2.00	
379321	E&J Gallo XO Brandy	750	\$1.00	Mini Thematic
379958	Kronenbourg 1664 Blanc	500	\$0.25	Shelf Extender
382028	Smirnoff Vanilla Flavoured Vodka	750	\$1.00	Shelf Extender
383711	Jackson-Triggs Merlot	750	\$1.00	
384867	Cognac Gautier VS	750	\$3.00	Mini Thematic
389411	> (V)Prop Res Vidal Icewine VQA (Jackson T.	375	\$5.00	
392225	Robert Mondavi Private Selection Cab/Sav	750	\$3.00	
392654	Apothic Dark Red	750	\$3.00	Middle Nesting Table
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$2.00	Comm. Extender, Wine Fridge
396671	360 Double Chocolate Vodka	375	\$2.00	
397109	Forty Creek Spike Honey Spiced	750	\$1.50	Shelf Extender
397539	Boodles Gin	750	\$2.00	Discovery Extender
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	Mini Thematic
402818	Flor De Cana Grand Reserva 7 Rum	750	\$2.00	Shelf Extender
403519	Crown Royal Apple	750	\$2.00	Shelf Extender
406868	McGuigan Black Label Shiraz	1500	\$2.00	
417600	Riverlore Sauvignon Blanc Marlborough	750	\$3.00	
425686	Casamigos Tequila Anejo	750	\$6.00	Discovery Extender
426577	Sprucewood Shores Pinot Grigio VQA	750	\$1.00	
429761	Santa Julia Reserva Malbec	750	\$2.00	Shelf Extender
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$3.00	
432732	Bodacious Smooth Red Bag In Box	4000	\$3.00	
439828	Wells I.P.A.	500	\$0.20	
442319	Collective Arts Stranger Than Fiction Porter	473	\$0.25	
447896	La Vieille Ferme Cotes Du Ventoux	1500	\$3.00	Shelf Extender
450114	Smirnoff Ice	6 x 355	\$1.00	
451476	Dixon's Silvercreek Vodka	750	\$2.20	
454967	Chateau Des Charmes Pinot Noir Estate Bottled VQA	750	\$1.00	
457572	Gibson's Finest Bold 8YO	750	\$3.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
459917	Peller Family Vineyards Rose	1500	\$1.00	Wine Fridge
460154	>(V) Cab Sauv Columbia Crest Grand Estates	750	\$2.00	
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00	Flex Space
464743	Angove Organic Cabernet Sauvignon	750	\$2.00	Shelf Extender
467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	\$1.00	Discovery Extender, Wine Fridge
467811	Ruffino rosecco	750	\$2.00	Seasonal Block Pile, Wine Fridge
479766	> (V) Ripassa Valpolicella Sup (Zenato)	750	\$3.00	Middle Nesting Table
479881	Lagavulin 8 YO	750	\$5.00	Comm. Extender
479931	Stalk & Barrel Red Blend	750	\$3.00	Shelf Extender
480616	Jack Daniel's Single Barrel Whiskey	750	\$10.00	End Aisle
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	Mini Thematic
483289	Smoking Loon Pinot Grigio	750	\$2.00	End Aisle
486381	Tag No.5 Vodka	1750	\$1.00	
487264	Stella Artois	500	\$0.20	
491811	Southern Comfort	750	\$2.50	
493999	Absolut Lime Vodka	750	\$1.00	
495507	Robertson Winery Chenin Blanc	750	\$1.00	
496950	Rolling Rock	6 x 473	\$1.00	
500504	Captain Morgan Original Spiced Rum	375	\$1.00	Spirit Cold Room
500546	Captain Morgan Original Spiced Rum	1750	\$2.00	End Aisle
506691	Wolf Blass Yellow Label Shiraz	750	\$3.00	End Aisle
514463	Whitley Neill Handcrafted Dry Gin	750	\$5.00	
515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$1.00	Wine Fridge
518753	D'Ont Poke The Bear White VQA	750	\$2.00	
520304	Bacardi Gold	1140	\$1.00	End Aisle
520312	Bacardi Gold	1750	\$1.00	
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00	End Aisle
523027	Open Dark Red VQA	750	\$1.00	
524322	Trapiche Reserve Malbec	1500	\$2.00	
525188	Peroni Nastro Azzurro	6 x 330	\$1.00	
528844	Cantine Due Palme Brindisi Rosso Dop	2000	\$2.50	
531400	Estrella Damm	500	\$0.20	
535179	Carolans Irish Cream	375	\$1.50	CE1
535641	Vicente Faria Animus Douro, Do	750	\$2.00	
537258	Tiger Beer	500	\$0.30	
541011	Wayne Gretzky Red Cask Whisky	375	\$3.00	Shelf Extender
541094	Wayne Gretzky Ice Cask Whisky	750	\$8.00	
541243	Creemore Springs Premium Lager	6 x 473	\$1.25	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
541649	Highland Park Magnus	750	\$4.00	
542910	Top Shelf Gin	750	\$2.00	
544155	Iceberg Vodka	1750	\$1.00	
545004	> (V) Chardonnay Mission Hill Reserve	750	\$3.00	
545160	Tito's Handmade Vodka	1750	\$4.00	Shelf Extender
545194	Top Shelf Vodka	750	\$1.50	
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00	Shelf Extender
547646	Steam Whistle Premium Pilsner	6 x 341	\$1.00	
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	\$5.00	
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	\$3.00	Shelf Extender
552497	V) Lola Cabernet Franc Rose (Pelee Island)	750	\$2.00	
554469	Guinness Draught	8 x 440	\$2.00	EZA
556621	Belvedere Pure	1140	\$3.00	
556746	Lurton Piedra Negra Pinot Grigio Organic	750	\$2.00	
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	\$2.00	Shelf Extender
558940	Miller Lite	6 x 473	\$1.00	Shelf Extender
558999	Kittling Ridge Icewine & Brandy	375	\$2.00	
560888	Georgian Bay Gin Smash	6 x 355	\$1.00	Mini Thematic
561381	Pelee Island Pinot Grigio Bag In Box	3000	\$5.00	
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	\$3.00	Shelf Extender
570366	Bacardi Spiced Rum	1140	\$3.00	End Aisle
570705	Georgian Bay Cranberry Gin Smash	473	\$0.25	Mini Thematic
571133	>Dillon's Vermouth	750	\$2.00	
573147	> (V)Chardonnay VQA Niagara (Malivoire)	750	\$2.00	
573352	Aberlour A'Bunadh Scotch Whisky	750	\$10.00	
573857	Niagara Falls Craft Vodka	750	\$2.00	
577148	Villa Conchi Brut Seleccion	750	\$2.00	
579995	XOXO Simply Smooth White	750	\$1.50	Shelf Extender
580183	Blu Giovello Pinot Grigio	750	\$1.75	Shelf Extender
582825	Peller Estates Family Series Chardonnay VQA	750	\$1.00	Shelf Extender
589051	Peller Family Vineyards Dry White	4000	\$1.00	End Aisle
589523	Argento Cabernet Sauvignon	750	\$1.50	
593905	Kittling Ridge White Zinfandel Vidal	1500	\$1.75	
594168	Pelee Island Merlot	1500	\$2.00	
601484	Amaro Montenegro Liqueur	750	\$2.00	Shelf Extender
605600	Grand Marnier Cordon Rouge	1140	\$5.00	Shelf Extender
605881	Disaronno Originale Amaretto	1140	\$4.00	Shelf Extender
606541	>(V)Peppoli Chianti Classico Docg (Antinori)	750	\$2.00	Middle Nesting Table

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
607903	Peller Family Vineyards Cabernet Merlot	1500	\$2.00	Shelf Extender
608653	>Sonoma Cutrer Chardonnay Rus River Ranches	750	\$3.00	
613497	Moosehead Lager	473	\$0.25	
617647	Amsterdam Blonde	568	\$0.25	
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$2.00	Middle Nesting Table
619452	Matua Hawke's Bay Sauvignon Blanc	750	\$3.00	Middle Nesting Table
620054	Babich Sauvignon Blanc	750	\$2.00	End Aisle
620773	Masi Masianco Pinot Grigio	750	\$2.00	Flex Space, Wine Fridge
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	Wine Fridge
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$3.00	End Aisle
635466	Romeo's Gin	750	\$5.00	
636845	Redbreast 12 Year Old Irish Whiskey	750	\$10.00	
637199	Pelee Island Shiraz/Cabernet	750	\$1.00	Shelf Extender
645713	Spring Mill Distillery Vodka	750	\$3.00	
645721	Spring Mill Distillery Gin	750	\$3.00	
647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	\$2.00	End Aisle
649269	Smirnoff Vodka & Soda Cranberry Lime	1420	\$1.00	Shelf Extender
649343	Smirnoff Ice Light Original	1420	\$1.00	Shelf Extender
659607	>(V)Jester Shiraz (Mitolo Wines)	750	\$3.00	
666032	Nutri Vodka Soda Grapefruit	473	\$0.15	Shelf Extender
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	Shelf Extender
676056	Radeberger Pilsner	500	\$0.25	
676569	Rochefort 8	330	\$0.25	
688515	Beau's Good Time Session IPA	473	\$0.20	
697318	Brickworks Cider Batch 1904	6 x 473	\$1.00	
698209	Sleeman Clear	6 x 341	\$1.00	
719435	>(V)Pinot Noir La Crema Sonoma Coast (Jackson)	750	\$3.00	
897702	Bottega Vino Dei Poeti Prosecco Doc	750	\$1.50	Middle Nesting Table, Wine Fridge
900621	Molson Canadian	6 x 341	\$1.30	
904334	Budweiser	6 x 355	\$1.00	
905976	Budweiser	473	\$0.20	EZH
906628	Coors Light	6 x 355	\$1.45	EZD
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.00	
925453	>(V)Shiraz Killermans Run (Kilikanoon)	750	\$3.00	Middle Nesting Table
948158	>(V)San Vincenzo Vento Igt (Roberto Anselmi)	750	\$2.00	
951319	>(V) Pinot Grigio Bollini (Empson)	750	\$2.00	VL1
985002	> Cab Sauv Catena Mendoza (Bodegas Esmeralda)	750	\$2.00	
998351	JP Chenet Ice White	750	\$2.00	



## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
42	Canadian Club Premium	750	Gift Box	42
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL	984
1925	Courvoisier VS	750	Gift Box	1925
4622	Newfoundland Screech Rum	750	Holiday Ornament	4622
8888	St Remy Brandy	750	VA Sleeve	8888
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 x 50 m L	34637
35659	Bosco Anice	750	Cocktail Recipe Booklet	35659
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 x 50 m L	54213
88799	Alberta Pure Vodka (P.E.T)	750	Banff 50 mL	88799
95968	Royal Reserve (P.E.T)	750	JP Wiser's Deluxe 50 mL	95968
112672	Wiser's Special Blend (P.E.T)	1750	JP Wiser's Deluxe 2 x 50 m L	112672
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate 8YO 50 mL	177808
216671	Wisers Special Blend	1140	JP Wiser's Deluxe 50 mL	216671
216903	Banff Ice Vodka	1140	Banff Ice 50 mL	216903
217687	Canadian Club Premium	1140	Canadian Club 100% Rye 50 mL	217687
287409	Cortel Napoleon VSOP Brandy	750	Holiday Gift Box	287409
311787	Budweiser	6 x 473	Purchase 2 Budweiser 6 x 473 m L & receive a Free Budweiser Hockey Item	311787
315812	Beluga Russian Luxury Vodka	750	Gold Bottle	315812
438960	Canadian Club 100% Rye	1140	Canadian Club 100% Rye 50 mL	438960
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL	517136
550715	Forty Creek Barrel Select	750	Forty Creek Coppet Pot 50 mL	550715
604926	Prince Igor Extreme Vodka	750	Forty Creek Barrel Select 50 mL	604926
649426	Social Lite Mixed Pack	12 x 355	Winter Edition Pack w/ Holiday Sweater Koozie	649426

### \*Holiday Near-Pack Value-Add Update

Near-pack value-adds for P9 and P10 will be delivered to participating stores the week prior to each period changeover.

- P9 near-pack value-adds will be delivered between November 1-7
- P10 near-pack value-adds will be delivered between November 22-28
- Value-adds should be stored safely in the backroom/warehouse until period changeover and then merchandised by store staff on the salesfloor according to planograms provided.
- All other value-adds (Plant and Sales applied) are business as usual and are not affected by this change.

Updates will be communicated via the weekly Merchandising Priorities.

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
42	Canadian Club Premium	750	Gift Box
67	Smirnoff Vodka	750	Liquid Value Add
117	Bacardi Superior White Rum	750	Bacardi Spiced 50 mL
893	J.P. Wiser's Deluxe	750	Cabot Trail 50 mL
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL
1206	Bacardi Gold Rum	750	Bacardi 4 Year Old 50 mL
1743	Ruffino Chia ti	750	Mini Bottle Xmas Tree Ornamnet
1867	Drambuie	750	Gift Box
1925	Courvoisier VS	750	Gift Box
2485	Sauza Silver	750	Jim Beam Honey 50 mL
5959	Baileys Irish Cream	750	Lindt Chocolate
8888	St Remy Brandy	750	VA Sleeve
10157	Jameson Irish Whiskey	750	Jameson Cold Brew 50 mL
10213	Kahlua Coffee Liqueur	750	Mug
13588	Bacardi Gold	750	Bacardi 4 Year Old 50 mL
13734	Robert Mondavi Priv. Sel. Rum Barrels Merlot	750	Gift Box
15760	Slow Press Cabernet Sauvignon	750	JP Wiser's 15YO 50 mL
15807	Skyy Vodka	1140	SKYY Speaker
16952	Robert Mondavi Priv. Sel. Rye Barrel Red	750	Gift Box
17191	Smirnoff Vodka (P.E.T)	750	Liquid Value Add
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 x 50 m L
35659	Bosco Anice	750	Cocktail Recipe Booklet
38505	Smirnoff Vodka	1750	Liquid Value Add
47068	Strega Alberti Benevento	750	Gift Box
53140	Havana Club Dry 7 Years Old	750	Holiday tag
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 x 50 m L
85456	Colio Dry White	1500	Pot Holder
95968	Royal Reserve (P.E.T)	750	JP Wiser's Deluxe 50 mL
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	Pocket Square
110056	Absolut Vodka	750	Fever Tree* see note below
112672	Wiser's Special Blend (P.E.T)	1750	JP Wiser's Deluxe 2 x 50 m L
112979	Bacardi Superior White Rum (P.E.T)	750	Bacardi Spiced 50 mL
137810	Campo Viejo Rioja Reserva	750	Holiday Gift Tag
143040	Hornitos Reposado Tequila	750	Northern Keep 50 mL
155051	Masi Campofiorin gt	750	Masi Campo Gift Box
158014	Flor De Cana Centenario 12 Rum	750	TBC
165308	Colio Extra Dry White	1500	Pot Holder
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate 8YO 50 mL

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
192922	Seagram's 83	1140	Fireball 50 mL
207126	Lagavulin 16 Yr Malt	750	Value Add for MT
209221	Absolut Vodka	1140	Uber Gift Card
211326	Dujardin VSOP Brandy	1140	Disaronno 50 mL
212282	Luksusowa Vodka	1140	Flor De Cana 5YO 50 mL
216671	Wisers Special Blend	1140	JP Wiser's Deluxe 50 mL
216689	J.P. Wiser's Deluxe	1140	Ungava 50 mL
216721	Tanqueray London Dry Gin	1140	Liquid Value Add
216945	Freixenet Cordon Negro Brut Cava	750	Lindt Chocolates
216960	Segura Viudas Brut Reserva Cava Sparkling	750	Glassware
217133	Sauza Gold Tequila	1140	Jim Beam Honey 50 mL
217190	Grand Macnish	1140	Branded Scotch Glass
217687	Canadian Club Premium	1140	Canadian Club 100% Rye 50 mL
217950	Crown Royal	1140	Liquid Value Add 50 mL
217992	Dewar's White Label	1140	Dewars 12 Year Old 50 mL
225698	The Kraken Black Spiced Rum	750	Black Bush 50 mL
226555	Hahn Pinot Noir Monterey	750	Discount Offer on Ethical Coffee Bean Bag
230987	Jameson Irish Whiskey	375	Jameson Cold Brew 50 mL
231571	Seagrams 83 (P.E.T)	1750	Fireball 2 x 50 mL
231779	Bartenura Moscato- Kpm Igt	750	Gift Bag
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	Hockey Tumbler Glass
255513	> (V)Cabernet Sauvignon Napa (R Mondavi)	750	Gift Bag
277954	Campari Aperitivo	750	Campari Toque
287409	Cortel Napoleon VSOP Brandy	750	Holiday Gift Box
296244	Guinness Draught	4 x 440	Recipe Booklet
305607	Seagrams 83	750	Southern Comfort 50 mL
309773	St Remy VSOP (P.E.T)	1750	LVA
311787	Budweiser	6 x 473	Purchase 2 Budweiser 6 x 473 mL & receive a Free Budweiser Hockey Item* see note below
316844	Bombay Sapphire London Dry	750	Canadian Mule Mug
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	Liquid Value Add
324855	Espolon Tequila Reposado	750	Margarita Salt
325506	Fonseca Bin No.27 Reserve Porto	750	Fonseca Bin No.27 Reserve Porto 50 mL
326025	Basil Hayden Straight Bourbon	750	Copper Jigger
330803	Bowmore 12 Year Old Islay Single Malt	750	Shoe Horn
333070	Islay Mist Scotch 8 Year Old	750	Grand Macnish 50 mL
334128	Ciroc Red Berry	750	Liquid Value Add
343145	Goldschlager	750	Southern Comfort 50 mL

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
384651	Martini Prosecco Sparkling	750	Gift Box
392308	Baileys Vanilla Cinnamon	750	Brand Spotlight Value Add
398016	Dr. McGillicuddy Intense Peach	750	Moustache Wax
398776	Fireball Whisky Shooter	375	Dr. McGillicuddy's Peach 50 mL
400242	Baileys Chocolate Cherry	750	Brand Spotlight Value Add
400259	Baileys Salted Caramel	750	Lindt Chocolate
401315	Jose Cuervo Especial Silver	1140	JC Sparkling Margarita Can
404012	Graham's 10 Year Old Tawny Port	750	Gift Box
405845	Evan Williams Black Label Bourbon Whiskey	750	Glass
417576	Stock 84 Spirit	1140	Stock Flask
425678	Jim Beam Honey	750	Jim Beam Honey 50 mL
426718	Cesari Amarone Classico Doc	750	Gift Box
437772	Belvedere Vodka	750	Hennessy VS 50 mL
438960	Canadian Club 100% Rye	1140	Canadian Club 100% Rye 50 mL
439661	Fireball (P.E.T)	200	Southern Comfort 50 mL
446559	Georgian Bay Vodka	750	Deck of Playing Cards
446625	Beatties Farm Crafted Vodka	750	Beattie's Peppermint Vanilla Vodka 50 mL
446823	Ciroc Pineapple	750	Liquid Value Add
448597	Georgian Bay Gin	750	Deck of Playing Cards
454108	Jim Beam Apple	750	Jim Beam Honey 50 mL
456095	Ketel One Vodka	750	Brand Spotlight COTM Value add * see note below
456350	Fireball Cinnamon Whisky	1750	Southern Comfort 2 x 50 mL
462424	Cabot Trail Maple Cream	750	Mug
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	Gift Box
465484	Toki	750	Northern Keep 50 mL
469643	Rossi D'Asiago Limoncello Snaps	750	Brokers Gin 50 mL
481366	High River Canadian Whisky	750	Wheatley Vodka 50 mL
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	Flute Glass
492520	Bacardi 8 Year Old Reserva Gold Rum	750	30mL Bittercube Blackstrap Bitters
500512	Captain Morgan Original Spiced Rum	750	Liquid Value Add
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL
519298	Wayne Gretzky Cream Whisky	750	Red Cask Whisky 50 mL
526772	Anciano Clasico Garnacha Valencia, Do	750	Anciano Wooden Coasters
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	JP Wiser's 15YO 50 mL
542969	Ungava Gin	375	Ungava 50 mL
544833	Miller Genuine Draught	6 x 355	MGD Party Pack (2 Reusable Cups and a Deck of Cards)
545459	Brugal Anejo	1140	Glass

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
550715	Forty Creek Barrel Select	750	Forty Creek Coppet Pot 50 mL
561100	Josh Cellars Chardonnay	750	Gift Box
563338	Veuve Clicquot Brut Champagne	750	VCP Comet Brut Box
568642	Sapporo Premium Lager	6 x 355	Katana Bottle Opener
573402	Bearface 7YO Triple Oak Canadian Whisky	750	Whiskey Rocks
589101	Ruffino umina Pinot Grigio Igt	750	Mini Bottle Xmas Tree Ornament
600163	Tanqueray No. Ten Gin	750	Liquid Value Add
602920	Flor De Cana Clasico 5 Rum	750	Flor De Cana 7YO 50 mL
603050	The Glenlivet French Oak Reserve 15 Year Old	750	The Glenlivet 12YO 50 mL
604926	Prince Igor Extreme Vodka	750	Forty Creek Barrel Select 50 mL
605857	Amarula Cream	1140	Disaronno 50 mL
611780	Pasqua Merlot Delle Venzie Igt	1500	Reusable Wine Tote Bag
621557	Howitzer Canadian Whisky	750	Howitzer Infused Maple Syrup
628214	Black Cellar Whisky Aged Wine	750	Wayne Gretzky Red Cask Whisky 50 mL
635920	Felix & Lucie Cabernet-Syrah	750	Gift Box
636035	Summit Vodka	750	Summit 50 mL
638353	Niagara Falls Rye Canadian Whisky	750	Bourbon Barrel Canadian Maple Syrup 50 mL
659904	Wheatley Vodka	750	Buffalo Trace 50 mL
666883	Henninger Lager	6 x 500	Value Add na Beer
906560	Coors Light	6 x 341	Raptors Stress Ball- 1 of 2 versions
907758	Bulldog Gin	750	SKYY Vodka 50 mL
912956 (V)	Modus Toscana Igt (Ruffin )	750	Gift Box
954834 >(V)	Rodney Strong Pinot Noir Russian River	750	Swell Cup

### \*Holiday Near-Pack Value-Add Update

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- Value-adds should be stored safely in the backroom/warehouse until period changeover and then merchandised by store staff on the salesfloor according to planograms provided.
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Updates will be communicated via the weekly Merchandising Priorities.



## Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
307	Seagrams V.O.	750	10	
604	Chiarli Castelvetro Lambrusco	750	4	
620	Silk Tassel Canadian Whisky	750	10	
4465	Teacher's Highland Cream	750	10	
8979	Rodet Cotes Du Rhone Aoc	750	5	
10417	Vinologist Sauvignon Blanc	750	5	
11494	Small Cask Brandy	1140	12	
11945	Proper No. Twelve	750	20	Comm. Extender
12050	Stock 84 XO	750	20	
13602	Tavarnello, Sangiovese Cabernet	750	3	
14060	Tavarnello Pinot Bianco Famoso	750	3	
14334	Nikka Coffey Vodka	700	20	
14714	Le Reservoir Pinot Noir	750	6	
15012	Northern Keep Vodka	750	18	
15628	Bols Apricot Brandy	750	10	
16022	Duff Gordon Solera Reserva Brandy	750	8	
16544	St Remy Signature	750	10	End Aisle
16868	18.8 Gin	750	15	
23366	Sandeman Ruby Port	750	10	
24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	4	
31930	Seagrams V.O.	1750	40	
52050	The Famous Grouse	750	12	
53868	Jaffelin Bourgogne Aligote Aoc	750	10	
57133	Santa Carolina Carmenere Reserva	750	9	
73163	Casal Thaulero Pinot Grigio lgt	750	5	
95935	Grey Goose Vodka	750	15	End Aisle, Front Nesting Table
106179	Domaine D'Or White Bag In Box	4000	12	
123133	Ouzo 12	750	10	
137117	Russian Standard Vodka	750	10	
139980	Bullsblood Merlot-Keikfrankos	1000	5	
144857	Konzelmann Shiraz Barrel Aged VQA	750	6	
157883	Montes Reserva Cabernet Sauvignon	750	6	
158741	Alianca Bairrada Reserva	750	4	
187047	Johnnie Walker Black 12 YO	375	8	CE1
190363	Prince Igor Vodka (P.E.T)	1750	20	Shelf Extender
208579	Zenato Rosso Veneto lgt	750	10	
216978	Seagrams V.O.	1140	20	

## Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
217281	Bombay Sapphire London Dry	1140	12	End Aisle, Front Nesting Table
218875	Domaine Jean Bousquet Cabernet Sauv Organic	750	4	
219816	Catedral Reserva Dao	750	4	
237792	Icebox Long Island Iced Tea	1140	8	
240416	Montresor Amarone Della Valpolicella Doc	750	20	
247056	Grant's Family Reserve	1750	25	
249078	Southbrook Connect Organic White VQA	750	6	
262337	G.A. Schmitt Niersteiner L.H.	750	4	
264333	Terre Del Barolo Barolo Docg	750	10	
269597	Santa Carolina Sauvignon Blanc	750	6	
269852	Alsace Willm Gewurztraminer Reserve	750	5	
286898	Jacob's Creek Chardonnay	750	7	
294298	>(V) Conundrum Red (Wagner Family)	750	7	
302679	Hayman's Sloe Gin	700	10	
303040	Fielding Fireside White VQA	750	5	
314856	Fireball Whisky Shooter	1140	10	
321877	Granville Island Lions Winter Ale	473	2	
326223	Wray & Nephew White Overproof Rum	750	12	
334151	Bacardi Superior White Rum (P.E.T)	1140	12	
348680	Bersano Costalunga Barbera D'Asti Docg	750	8	
369009	Pinnacle Vodka	750	20	
377101	JP Azeitao White	750	4	
390583	Canadian Club 100% Rye	750	15	End Aisle
400069	Craigellachie 13 Year Old	750	25	
401745	Russian Standard Gold Vodka	750	15	
410803	D'Usse VSOP	750	30	Mini Thematic
413328	De Valcourt Napoleon Brandy VSOP	750	10	
425488	>(V)Cannonau Riserva Sardinia (Sella& Mosca	750	5	Middle Nesting Table
427377	Porta 6, Vr Lisboa	750	4	
435941	The Deveron 12 Year Old	750	25	
438598	Dewar's 12 Year Old	750	20	
441055	Royal Brackla 12 Year Old	750	50	
441543	Wakefield romised Land Shiraz	750	7	
445825	Jacob's Creek Moscato Rose Sparkling	750	10	
447953	Fireball Whisky Shooter	750	8	
454462	Banff Ice Vodka	1750	20	
461434	Alberta Springs Whisky	1750	20	

## Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
470062	Yalumba Y Series Viognier	750	8	
475145	Zonin Valpolicella Classico Doc	750	8	
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	5	
489112	Sacred Hill Marlborough Sauvignon Blanc	750	10	
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	10	
516088	Leblon Cachaca	750	15	
520270	Bacardi Black	1140	15	
520320	Bacardi Superior	1140	12	End Aisle
524314	Yellow Tail Sauvignon Blanc	750	6	
525261	Grand Marnier Louis-Alexandre	750	25	
526749	Glen Grant 12 YO	750	25	
532358	Julia Florista Red	750	4	
538975	Black Forest Cuvee Noir, Baden	750	6	
543850	G. Meffre Hommage Cotes Du Rhone Aop	750	8	
553933	Chateau Labarrade Malbec Cahors Aop	750	8	
572461	Cesari Adesso Chardonnay D'Italia	750	5	
575001	Wild Turkey Longbranch	750	20	
581645	Louis Bernard Cotes Du Rhone Aoc	750	7	
586032	Clarity Crystal White VQA	750	5	
591693	Argento Seleccion Malbec	750	5	
591701	Argento Chardonnay	750	5	
605931	Grant's Family Reserve	1140	15	
620617	Collavini Pinot Grigio	1500	8	
621953	Casal Thaulero Mer-Cab Terre Di Chieti Igt	750	5	
628172	Farmers Market Rosso Organic Vd'Italia	750	4	
631432	McGuinness Creme De Menthe White	750	10	
635912	The Pedaler Cabernet Sauvignon	750	3	
638205	Zirkova Together Ultra Premium Vodka	750	12	

## 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
12642	Tobermory 12YO Single Malt Scotch	750		50	50
15797	#Tobermory Gin(Distell Int Ltd)	700		50	50

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
131391	Smirnoff Vodka (P.E.T)	1140		30	30
216929	Smirnoff Vodka	1140		30	30

### 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
292177	Phillips Butter Ripple Schnapps	750		25	25

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
638189	Prairie Organic Vodka	750		35	35

### Option 3

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

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
11300	Louis Cifer Coconut Lemongrass Thai-Pa	473		4	4

## Necktags

LCBO#	Description	Size (mL)	NT Approved
12852	Buffalo Trace Bourbon Cream	750	BT Bourbon Cream Info Necktag
14354	Appleton Estate 8YO Reserve	750	Holiday Gift Tag
217588	Kamora Coffee Liquor	1140	Winter Cocktails
223529	Appleton Estate V/X Signature Blend	1140	Holiday Gift Tag
283846	Bombardier Ale	500	Food Pairing Necktag
360552	Chateau De Courteillac Bordeaux Aoc	750	Flower Coupon
581249	Absolut Sequin Limited Edition Bottle	750	Winter Coat Donation
612788	Fantini Casale Vecchio Lot 23 Mont D'Abruzzo	750	New Lower Price
618991	Mitchers US1 Small Batch Kentucky Bourbon	750	Michter's Cocktail Sessions

Trade Copy



# PERIOD 9

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NOVEMBER 8 <b>Start of Period 9</b>  <b>INSTALL BRAND SPOTLIGHT NESTING TABLES</b> <b>BAM START DATE</b>	9 <b>LTO START DATE</b>	10	11 <i>Remembrance Day</i> <i>Stores open at 12</i> 	12 <b>DOTW WK 1 + 10717</b> Holiday Gift Guide  Holiday F&D 	13	14
15	16	17	18	19 <b>DOTW WK 2 + 597559</b> <i>Beaujolais Nouveau</i> 	20 <b>Black Friday Super Sale Start Date</b> 	21
22	23	24	25	26 <b>DOTW WK 3 + 426718</b>	27 <i>Black Friday</i> 	28 <b>End of Period 9</b> 
29 <b>Start of Period 10</b> 	30 <b>Black Friday Super Sale End Date</b> 	1	2	3	4	5

# LCBO