

# Find Your New

Period 11: Marketing  
& Product Guide  
January 3 - 30, 2021



# Period 11

## Marketing & Product Guide

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# WHAT'S NEW FOR PERIOD 11

## New Signage and Product Information

### IMPORTANT NOTE:

1. Going forward, the Entrance Table fixture will display the Cocktail of the Month program. Additionally, in P11 the Entrance Table will be fl ghted: Flight A (Moroccan Spritz) / Flight B (Infussion Fizz). Stores should check the Store Flighting lists to ensure they merchandise the correct products on the table.
2. The A-Frame fixture has re-located to the BCRTD section. Moving forward, the fixture will be used to display the Spirits Cold Room products. Cut Case displays for The Spirits Cold Room program will no longer be required, as products should be merchandised on the A-Frame Fixture.
3. The Deal of the Week program will be terminated. The Metal Hero Banner Stand previously used for Deal of the Week will now be used to display a Seasonal Thematic message for customers at the Entrance (refer to the Store Layout page for placement of the Metal Hero Banner Stand).

### New for Period 11

#### Brand Spotlight Programs

- Feature Fixture: New Wines with Great Values (P11-13)
- Entrance Table/Cocktail of the Month:  
Flight A (Moroccan Spritz) / Flight B (Infussion Fizz)
- Front Nesting Table:  
Flight A (Lunar New Year) / Flight B (Whisky Highball)
- Middle Nesting Table/Celebration Fixture: Low Sugar Wines (P11-13)
- Beer Excitement Zone

#### Block Piles

- Block Pile A: Super Bowl
- Block Pile B: Top Seltzers
- Block Pile C: AIR MILES®
- Block Pile D: Aperol

#### Other Programs

- New & Seasonal Fixture: New Wines with Great Values (P11-13)
- Pair it Forward (P11-13)
- Exterior Banners, Window Show Cards, Transparencies, End Aisle Generic Backer Cards (P11-13)
- P11 Shopping Guide
- Beer Branded Ends
- 8-Pack Carrier
- End Aisle 1-20 products
- Ontario Wines
- Vintages
- Year-Round Gift Packaging & Signage
- Special Promotions Fixture
- Flex Space
- Seasonal Gondola
- Cold Room Spirits
- Front End Merchandiser
- Shopping Cart Sign
- On Shelf

#### Mini Thematics

- Mini Thematic A: Gift Scotch
- Mini Thematic B: Wine Gifts
- Mini Thematic C: Craft Beer

### Unchanged from Period 10

#### NOTE: Refer to the Period 10 MPG for signage and product information.

- Operational Signage: COVID-19 & Social Distancing Signage (Search "COVID Oct2020" on the Portal for the latest instructions.)
- Beer Rated Perpendicular Shelf Talkers
- Craft Beer Imported Shelf Talkers
- Food & Drink Signage

# Period 11 - 13: PAIR IT FORWARD



This winter 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 “Shop Local” in-store signage Tool Kit and display options to help customers easily identify local products. Signage is to remain in place until the end of P13.

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)



# New & Local Product ON-SHELF MERCHANDISING TOOL KIT

## Overview

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 (P11 - P13)

## 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 P11 Worksheets for a list of applicable “New” products.**

### Re-order Code

- **ENG/BIL (# 21P11-PIF12)**



### “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 (# 21P11-PIF13)**



### “MY LOCAL PAIRING” Perpendicular Shelf Talker

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

- Staff Name
- Product
- Local Business Pairing

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

### Re-order Code

- **ENG (# 21P11-PIF16)**
- **BIL (# 21P11-PIF17)**

# 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 P11 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).



# 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 (P11 - P13)

### Participating Stores

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

### Signage Components

- Celebrate Ontario Craft Beer Cut Case Backer Card ENG (Re-order # 21P11-PIF6) / BIL (Re-order # 21P11-PIF7)
- Blank Pricer Card ENG (Re-order # 21P11-PIF10) / BIL (Re-order # 21P11-PIF11)

### Merchandising Instructions

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

### Product Selection

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



Local Products



Do not merchandise National brands such as Creemore & Mill Street

# Local Product END AISLE

## Overview

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

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

- Product
- Local Business Pairing

**Participation is mandatory.**

## Key Dates (P11 - P13)

## Participating Stores

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

## Product Selection

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

## Merchandising Instructions

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

## Signage Components

- End Aisle Backer Card - ENG / BIL (Re-order # 21P11-PIF18)



Backer Card with product and local business pairing example



Our Local Pairing | Notre accord local  
Show your support #PairItForward | Montrez votre soutien #CavaBienEnsemble

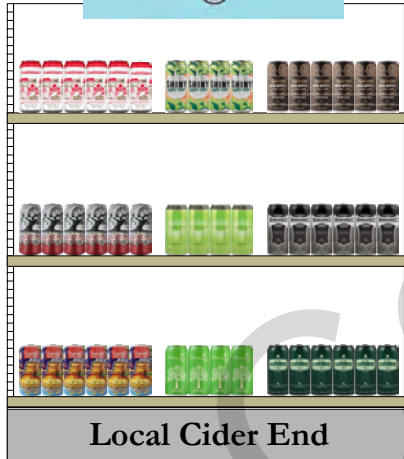
Nickel Break Head, Stuck IPA  
 +  
 Burgers and Fries from Dzy's on Nelson Street




Local Craft Beer End Aisle Example

Our Local Pairing | Notre accord local  
Show your support #PairItForward | Montrez votre soutien #CavaBienEnsemble

Thornbury Cider  
 +  
 Butternut squash salad from Frida's Cafe on King Street

Local Craft Cider End Aisle Example

Our Local Pairing | Notre accord local  
Show your support #PairItForward | Montrez votre soutien #CavaBienEnsemble

Lolo Rose  
 +  
 Fish tacos from Tim's Taco Shack on York Street



Backer Card with product and local business pairing example

Our Local Pairing | Notre accord local  
Show your support #PairItForward | Montrez votre soutien #CavaBienEnsemble

Crown Royal  
 +  
 BBQ from Adamson's Spiceworks in Leaside




Local Craft Distilleries End Aisle Example

Our Local Pairing | Notre accord local  
Show your support #PairItForward | Montrez votre soutien #CavaBienEnsemble

Lolo Rose  
 +  
 Fish tacos from Tim's Taco Shack on York Street




Local Wine End Aisle Example

## Local Product Icewine & VQA End Aisle

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

### Participating Stores

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

### Key Dates (P11 - P13)

### Participating Products

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



### Merchandising Instructions

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

### Signage Components

- End Aisle Backer Card - ENG / BIL (Re-order # 21P11-PIF18)

### Icewine Cocktail Neck Tag

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

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



# Ontario Craft Beer 8-PACK CARRIER

## Overview

Merchandise a selection of alcohol-free brews to support better-for-you options this January. Remember to merchandise 8-pack carriers on the top shelf to encourage purchasing multiple units and discovery of new products.

**Participation is mandatory.**

**Key Dates (January 3 - 30)**

## 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

## 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.**

## Merchandising Instructions

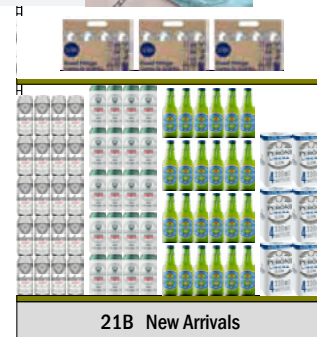
- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer and Cider products in the middle of the top shelf.
- Merchandise the 21B End Aisle backer card until the end of P13.

NOTE: please refer to page 56 for 8-pack carrier distribution and signage information.

## Signage Components

- P11-13 End Aisle Backer Card ENG / BIL (Re-order # DMS-21P11-EZ4)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

Merchandise the 21B End Aisle backer card until the end of P13.



## Period 11 Products (Products will change in P12)

Location	LCBO#	Description	Supplying Source / Distributor
21B Non-Alcoholic Beers (EA - EZB)	617878	Partake Brewing Non-Alcoholic Pale Ale 355 mL	LCBO Warehouse
	589416	Heineken 0.0 6 x 330 mL	LCBO Warehouse
	13654	Partake Brewing Non-Alcoholic IPA 355 mL	LCBO Warehouse
	589549	Clausthaler Premium Non Alcoholic 500 mL	LCBO Warehouse
	16976	Budweiser Zero 473 mL	275 - The Beer Store
	17222	Peroni Libera 4 x 330 mL	LCBO Warehouse
	17926	Sleeman 5 Point Citrus 6 x 355 mL	275 - The Beer Store
	18538	Omnipollo Konx Non-Alc Mini Pale Ale 355 mL	1812 - Craft Brand Co
	18403	Big Drop Brewing Co. Galactic Dark 355 mL	LCBO Warehouse
	18404	Big Drop Brewing Co. Paradiso Citra IPA 355 mL	LCBO Warehouse

NOTE: These are suggested products, participating stores should merchandise 6-9 non-alcoholic beers 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 (January 3 - 30)

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
14988	Muskoka Detour	6 x 473	LCBO Warehouse
16007	Beau's Country Vibes Amber Lagered Ale	473	275 - The Beer Store
442319	Collective Arts Stranger Than Fiction Porter	473	4678 - Collective Arts Brewing Limited
492017	Steam Whistle	6 x 473	5577 - Steam Whistle Brewing
643106	Whitewater Peanut Butter Shake Stout	473	8454 - Whitewater Brewing Company
453985	Walkerville Easy Stout	473	4643 - Walkerville Brewery

### Merchandising Instructions

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

### 8-Pack Carrier stores:

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

### Signage Components

- End Aisle Backer card ENG/BIL (Re-order # DMS-OCBEA01)
- Pre-Printed Shelf talkers ENG (Re-order #DMS-P11-OCBEA-ST1)
- FLS designated stores must display the bilingual side of the product shelf talkers.



## 7 “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.

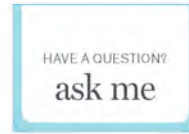
### Key Dates (P11 - P13)

### Participating Stores

All Stores

### Signage Components

- ENG (Re-order #21P11-PIF14) / FR (Re-order #21P11-PIF15)



### Merchandising Instructions

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

## 8 Local Product Cut Case Display

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

**Participation is mandatory.**

### Key Dates (P11 - P13)

### Participating Stores

All Stores

### Signage Components

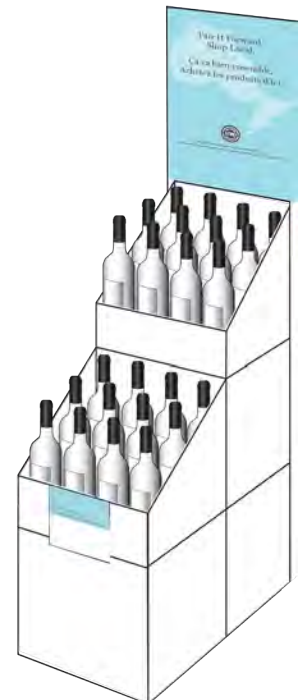
- Pair it Forward Shop Local Cut Case Backer Card ENG (Re-order # 21P11-PIF8) / BIL (Re-order # 21P11-PIF9)
- Blank Pricer Card ENG (Re-order # 21P11-PIF10) / BIL (Re-order # 21P11-PIF11)

### 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.**



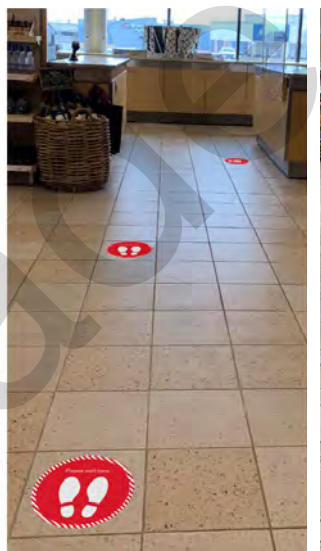
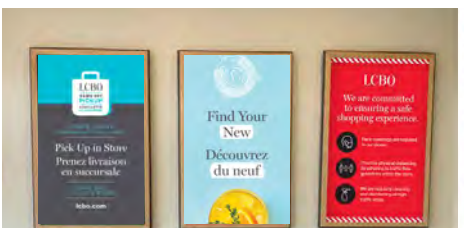
# Operational Signage COVID-19 & SOCIAL DISTANCING

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.



- 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 11-13: Find Your New SIGNAGE GALLERY



After a very challenging 2020, people are looking for more than the usual new year change. They want this year to be a year of better – better health, better choices and better times. Especially when it comes to wellness and being wise with our wallets. It's the time to make mindful choices. It's time for something new.

At the LCBO, there's more new than ever to discover. From better for you to great value – from local creations to special occasions – there is something new for everyone. So...we're shining a light on everything you didn't think you'd find at the LCBO: lower alc, low cal, low sugar AND great value on products for every taste.

## Signage **MUST** remain in place for P11 - P13

### Signage Ship Date

The Period 11 signage components will be shipped to stores beginning **December 21<sup>st</sup>**.

All Period 11 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 11 -13 Exterior Banners

**NOTE: The following exterior banners will remain in place for P11 - P13.**

**PRIORITY OF EXTERIOR BANNERS FOR STORES:**

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

- 1 Find Your New Version
- 2 Primary Thematic Image

**Same Day Pickup & Curbside Pickup stores:**

- 1 Find Your New Version
- 2 Same Day Pickup OR Curbside Pickup (depending on the service available at that store).
- 3 Primary Thematic Image



Same Day/Curbside Pickup Stores Exterior Banners Example

**Exterior Banners**

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

**Install:** Exterior on building

**1 Find Your New Version**



Re-order#  
21P11-EB1  
(English)

Re-order#  
21P11-EB2  
(Bilingual)

**2 Primary Thematic Image**



Re-order#  
21P11-EB3  
(Primary)

**3 Same Day Pickup OR Curbside Pickup**



Re-order#  
21P11-EB4  
(Same Day English)

Re-order#  
21P11-EB5  
(Same Day Bilingual)

Re-order#  
21P11-EB6  
(Curbside English)

Re-order#  
21P11-EB7  
(Curbside Bilingual)

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



**Period 11 -13 Window Show Cards**

**NOTE: The following window show cards will remain in place for P11 - P13.**

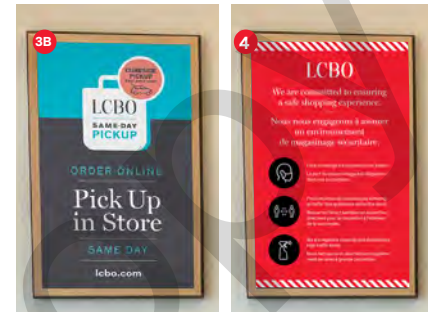
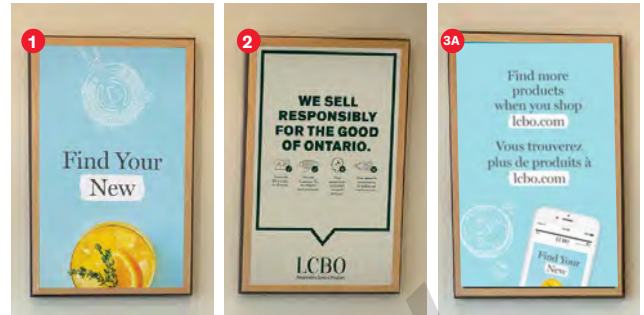
**PRIORITY OF WINDOW SHOW CARDS FOR STORES:**

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

- 1 Find Your New Version
- 2 Responsible Service Version
- 3A Generic eComm Version
- 4 COVID & Social Distancing Version

**Same Day Pickup & Curbside Pickup stores:**

- 1 Find Your New Version
- 2 Responsible Service Version
- 3B Same Day OR Curbside Pickup (depending on the service available at that store).
- 4 COVID & Social Distancing Version



**Window Show Cards**

**Dimensions:** 28”w x 45”h

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

**1 Find Your New Version**



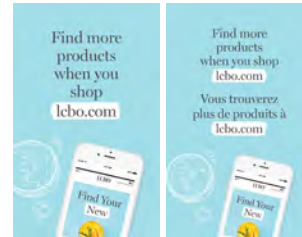
Re-order#  
21P11-WS1  
(English + Bilingual)

**2 Responsible Service Version**



Re-order#  
OP21-RSP1  
(English + Bilingual)

**3A Generic eComm Version**



Re-order#  
21P11-WS5  
(English + Bilingual)

**3B Same Day Pickup OR Curbside Pickup**



Re-order#  
21P11-WS3  
(Same Day Pickup Bilingual)

Re-order#  
21P11-WS4  
(Curbside Pickup Bilingual)

**4 COVID & Social Distancing Version**



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

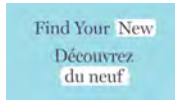
**Same Day Pickup/Curbside Pickup stores only**

## Period 11-13 Transparencies

**NOTE: The following transparencies will remain in place for the duration of P11 - P13.**

**Perimeter Transparency Horizontal**  
Vendor installed

### NON-SDPU STORES

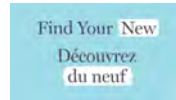


Promo Text  
ENG/BIL



Cocktail Image

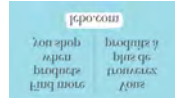
### SDPU/CSPU STORES



Promo Text  
ENG/BIL



Cocktail Image



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

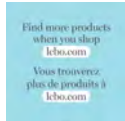
**Perimeter Transparency Square**  
Vendor installed



Promo Text  
ENG/BIL



Thematic Primary Image



Ecomm  
ENG/BIL



Same Day Pickup  
ENG/FRE

### Exterior Transparency

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



Promo Text  
ENG/BIL



Ecomm  
ENG/BIL



Same Day Pickup  
ENG/BIL

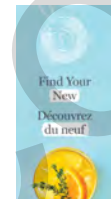


Primary Thematic Image

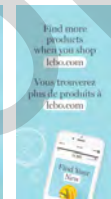
### Perimeter Transparency Vertical

Vendor installed

#### Large Vertical Transparencies



Promo Text  
BIL



Ecomm  
BIL

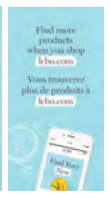


Thematic Primary Image

#### Medium Vertical Transparencies



Promo Text  
ENG/BIL



Ecomm  
ENG/BIL



Same Day Pickup  
BIL



Curbside Pickup  
ENG



Thematic Primary Image

## Period 11-13 Seasonal Banner Insert

**NOTE: The following seasonal banner insert will remain in place for the duration of P11 - P13.**

### Seasonal Banner Insert

20" w x 70" h

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

#### IMPORTANT NOTE:

The Deal of the Week program will be terminated. The Metal Hero Banner Stand previously used for Deal of the Week will now be used to display a Seasonal Thematic message for customers at the Entrance (refer to the Store Layout page for placement of the Metal Hero Banner Stand).



ENG Re-order # 21P11-SB1  
BIL Re-order # 21P11-SB2



## END AISLE PARTICIPATING PRODUCTS

Please refer to the End Aisles section for participating products.

### Period 11 End Aisle 1-10 Backer Cards Re-order Codes

21P11-BC1



Period 11 EA1

21P11-BC2



Period 11 EA2

21P11-BC3



Period 11 EA3

21P11-BC4



Period 11 EA4

21P11-BC5



Period 11 EA5

21P11-BC6



Period 11 EA6

21P11-BC7



Period 11 EA7

21P11-BC8



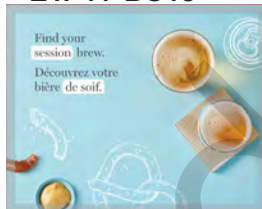
Period 11 EA8

21P11-BC9



Period 11 EA9

21P11-BC10



Period 11 EA10

### End Aisle 11-20 Generic Backer Cards (Signage must remain in place for P11-P13)

21P11-BC-GEN1



Find Your New

21P11-BC-GEN2



eComm

21P11-BC-GEN3



Cocktail Image

# P11 SHOPPING GUIDE

Find Your New

## Overview

The Find Your New shopping guide will help inspire customers with their pre-shop, whether in-store or online.

They'll discover a selection of products with less sugar, calories, carbs and even low-and-no alcohol options. From tried-and-true favourites to expert picks and local choices to great offers, there's something for everyone.

## Drop Date: January 18, 2021

900,000+ copies distributed via direct mail to select Ontario homes.

## Participating Products

Refer to the P11 Worksheets posted on the Portal for complete product details.

## Distribution Details

- All stores will be sent 15 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.
- 12,000 copies will also be distributed via the e-commerce team and will be included with all online orders.
- A french version of the guide will be available for online viewing at LCBO.com.



## ACTION

- Include one copy of the "Find your New" 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.

# STORE LAYOUT

## IMPORTANT NOTE:

1. Going forward, the Entrance Table fixture will display the Cocktail of the Month program. Additionally, in P11 the Entrance Table will be flighted: Flight A (Moroccan Spritz) / Flight B (Infusion Fizz). Stores should check the Store Flighting lists to ensure they merchandise the correct products on the table.
2. The A-Frame fixture has re-located to the BCRTD section. Moving forward, the fixture will be used to display the Spirits Cold Room products. Cut Case displays for The Spirits Cold Room program will no longer be required, as products should be merchandised on the A-Frame Fixture.
3. The Deal of the Week program will be terminated. The Metal Hero Banner Stand previously used for Deal of the Week will now be used to display a Seasonal Thematic message for customers at the Entrance (refer to the Store Layout page for placement of the Metal Hero Banner sign).

## 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 and the Feature Fixture display; 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:**

Entrance Table/Cocktail of the Month: BS - BSE

Feature Fixture: FF - FFA

Front Nesting Table: BS - BSF

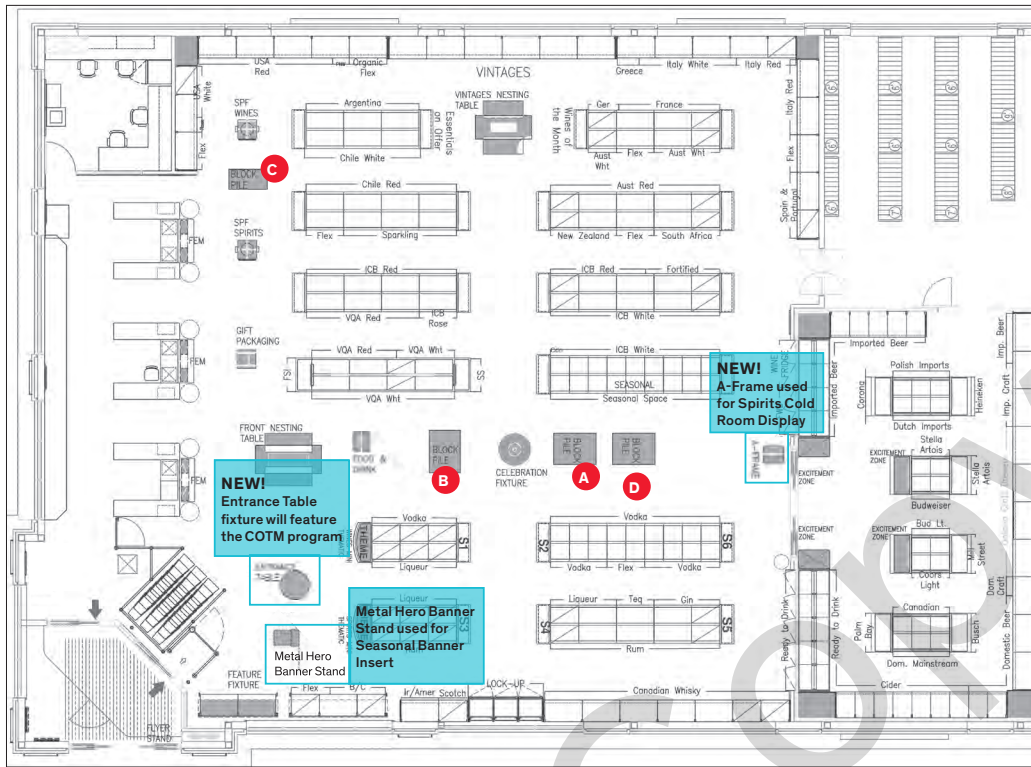
Middle Nesting Table/Celebration Fixture : DD

- A** Block Pile A (SBA): Budweiser Block Pile
- B** Block Pile B (SBB): RTD Top Seltzers
- C** Block Pile C (SBC): AIR MILES® Deals
- D** Special Block Pile D (XBP): Aperol & Campari

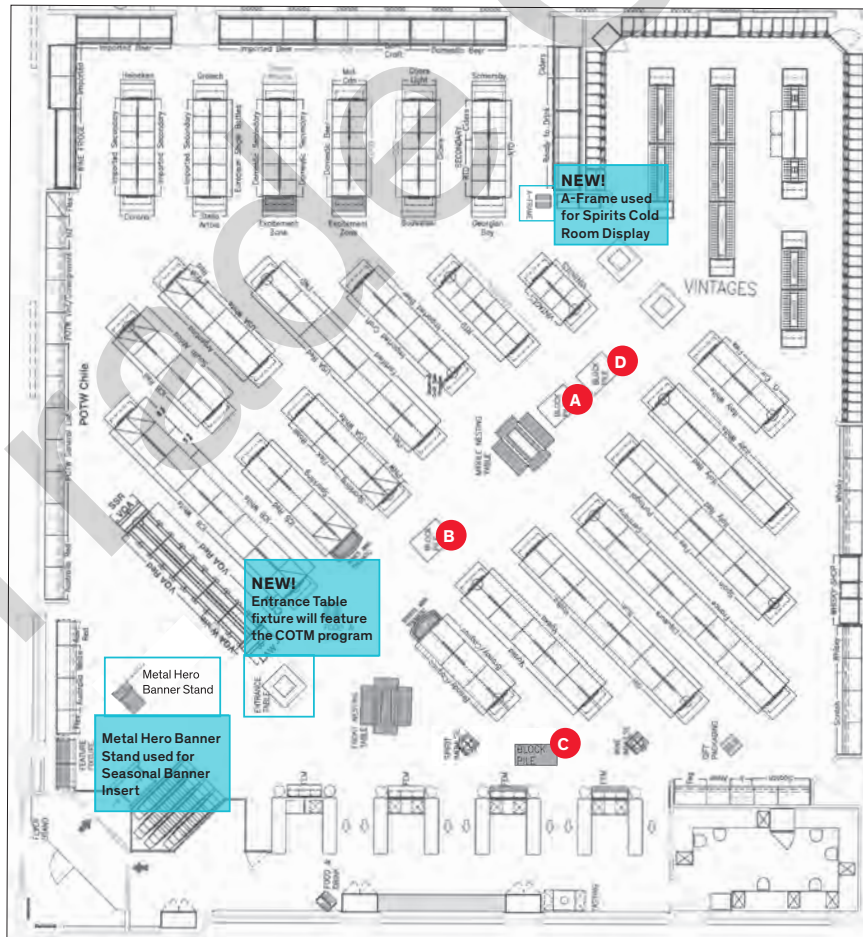
We launched a new Default Management screen on the ISE system allowing stores to set default Mins. on numerous new promotional programs. Effective May 2019, new programs were made active in your Promotional Tree.

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.



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

# SEASONAL GONDOLA RESET

During Period 11, stores are to merchandise Ready-to-Drink products, Top Selling Wines and any residual supplier gift packs on the Seasonal Gondola.

**Seasonal Gondola Reset Start Date: January 3, 2021**

## Participating Products

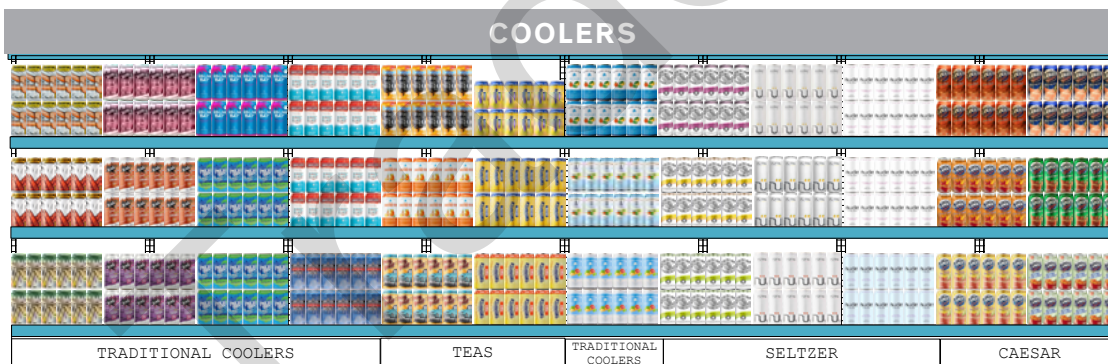
Ready-to-Drink products, Top Selling Wines and any residual supplier gift packs (based on store's assortment)

## Participating Stores

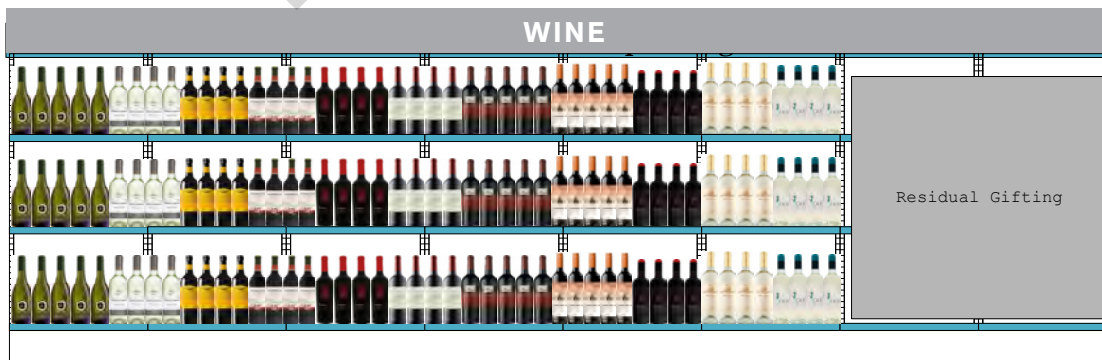
Please refer to the Participation Lookup page on the Portal for information

## Merchandising Instructions

- Remove and recycle the red holiday gifts category sign and replace with one of the Year-Round category signs for Wine (White or Red), Coolers, RTD, Gifts.
- The Seasonal Gondola Category sign should revert back to one of the following categories depending on your store's assortment: Wine (White or Red), Coolers, RTD, Gifts.
- Use the fixture to merchandise Ready-to-Drink products, Top Selling Wines and any residual supplier gift packs. Products are merchandised at manager's discretion, based on store's assortment.
- 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.



Ready-to-Drink Seasonal Gondola Planoguide (for example only)



Top Selling Wines Seasonal Gondola Planoguide (for example only)

# Brand Spotlight (FF - FFA-A)

## FEATURE FIXTURE

P11-12 New Wines with Great Value

### Products & Signage MUST remain in place for P11 - P12

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

#### Key Dates (P11 - P12)

#### Participating Stores

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

“Featuring exciting new products that have launched in the Fall of 2020.”

#### P11 & P12 Participating Products

LCBO#	Description	Size (mL)	Offers (NEW)
15751	Farmhouse California Red	750	\$2.00 LTO
15752	Farmhouse California White	750	\$2.00 LTO
16396	Champagne Victoire Brut Rose	750	\$6.00 LTO
16648	Jackson-Triggs Reserve Baco Noir VQA	750	\$1.00 LTO
16784	Graffiti Pin t Grigio	750	\$2.00 LTO
16809	Graffiti Cabern t Sauvignon	750	\$2.00 LTO
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	\$1.50 LTO
17528	Just Merlot	750	\$2.00 LTO
16189	Santa Rita Secret Reserve Sauvignon Blanc	750	\$2.00 LTO
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	

#### Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- When merchandising the participating products, please display the signage as portrayed in the planogram (see images). Please ensure the correct products are on the correct shelf as per the planogram.
- Install the category sign and colour fill.
- Install branded shelf talkers in front of the correct product on the feature fixture display and in section
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.
- **NOTE:** If you are a Bilingual designated store, install all signage with the Bilingual side of shelf talkers and category signs.

#### Signage Components

**Please keep the signage displayed until the end of P12.**

- Category Sign ENG/BIL (Re-order # 21P11-FF1)
- Colour Fill - solid colour (Re-order # 21P11-FF2)
- Shelf Talkers ENG (Re-order # 21P11-FF5) / BIL (Re-order # 21P11-FF6)



### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# NEW & SEASONAL FIXTURE

P11-12 New Wines with Great Value

Smart Buys  
Under \$20



## Products & Signage MUST remain in place for P11 - P12

Stores that are not participating in the Brand Spotlight Feature Fixture Program, will receive a Category sign, box signs and shelf talkers to promote new wines with great value.

**NOTE: Participating products and signage must remain in place for P11 and P12. This is a sold program. Participation is mandatory.**

### Key Dates (P11 - P12)

### Participating Stores

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

“ These new wines are Smart Buys and over deliver on quality for the price. Use the box sign to call out the value with Smart Wines under \$20

### P11 & P12 Participating Products

LCBO#	Description	Size (mL)	Offers (NEW)
13602	Tavernello Sangiovese Cabernet	750	
15943	The Fishwives Club Sauvignon Blanc	750	
16191	Toro Bravo Sparkling Secco White	750	
17472	Trius Baco Noir VQA	750	
17537	Colio Cellar Door Series Sauvignon Blanc	750	
13918	Brindisi Rosso DOP	750	5 B&M
17535	Terroir D'Altitude Cabernet Sauvignon	750	\$2.00 LTO
17536	Colio Cellar Door Series Cabernet Sauvignon	750	\$1.00 LTO

### Signage and Merchandising instructions

**Please keep the signage displayed until the end of P12.**

- Maintain the Category sign, box signs and shelf talkers to promote new wine with great value SKUs.
- New & Seasonal Signage Kit (Re-order # 21P11-NS1)
  - Category Sign ENG/BIL
  - Colour Fill - solid colour
  - Shelf Talkers ENG/BIL
  - Smart Buys Box Sign (Beige) ENG/BIL
  - Smart Buys Box Sign (Blue) ENG/BIL



# DEAL OF THE WEEK (TERMINATED)

**NEW!** Effective P11, The Deal of the Week program will be terminated.

The Metal Hero Banner Stand previously used for Deal of the Week will now be used to display the Seasonal Banner Insert for customers at the Entrance.

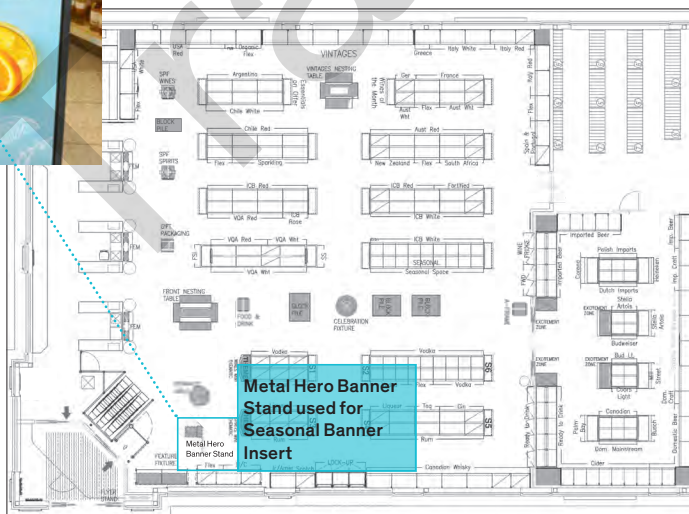
Refer to the Floorplan examples below for placement of the Metal Hero Banner Stand.

The following Deal of the Week stores will be receiving the Seasonal Banner Insert:

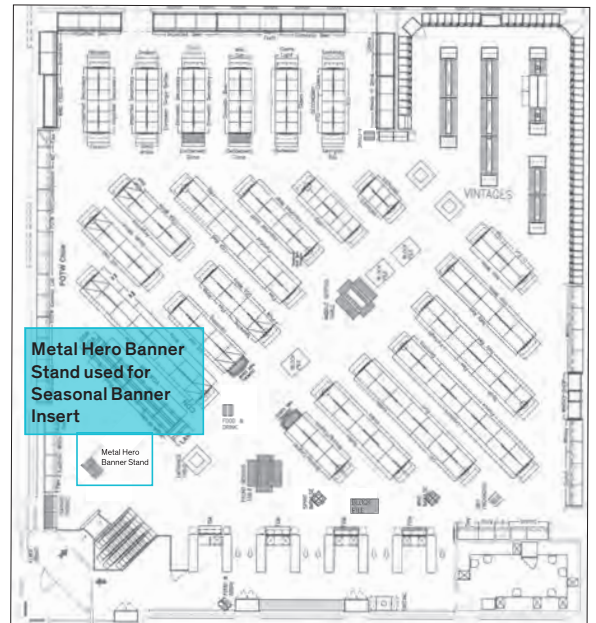
1, 4, 5, 10, 11, 15, 17, 18, 19, 20, 21, 22, 23, 26, 27, 31, 33, 34, 35, 36, 38, 40, 41, 44, 50, 51, 55, 57, 63, 64, 65, 68, 73, 74, 79, 80, 82, 83, 84, 86, 90, 95, 101, 102, 106, 115, 125, 130, 132, 139, 140, 143, 145, 148, 149, 150, 152, 154, 156, 163, 164, 165, 167, 168, 171, 175, 179, 182, 187, 188, 190, 191, 195, 198, 200, 201, 207, 209, 211, 212, 216, 217, 218, 221, 226, 227, 228, 233, 242, 243, 244, 248, 249, 250, 252, 253, 255, 263, 265, 269, 278, 279, 287, 288, 298, 300, 310, 311, 324, 325, 326, 329, 334, 340, 344, 346, 351, 355, 359, 360, 361, 362, 366, 367, 368, 370, 371, 373, 378, 381, 382, 383, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 397, 398, 401, 403, 404, 407, 411, 412, 416, 417, 425, 427, 428, 431, 432, 434, 436, 437, 438, 443, 444, 445, 452, 456, 457, 458, 459, 465, 467, 470, 481, 485, 489, 490, 491, 494, 495, 497, 499, 500, 501, 505, 511, 521, 523, 528, 534, 536, 540, 542, 544, 545, 546, 549, 551, 553, 554, 555, 556, 559, 563, 564, 566, 568, 569, 573, 575, 579, 580, 584, 585, 587, 590, 593, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 640, 641, 643, 648, 649, 652, 653, 654, 655, 656, 658, 661, 667, 670, 684, 694, 698, 699, 700, 702, 703, 706, 741, 748, 771, 776



ENG Re-order # 21P11-SB1  
BIL Re-order # 21P11-SB2



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

# Brand Spotlight (BS - BSE)

## ENTRANCE TABLE

Cocktail of the Month: Moroccan Spritz/Infusion Fizz



### **NEW! Effective P11, the Entrance Table will display the Cocktail of the Month program**

Moving forward, this table will be the home of the Cocktail of the Month program, highlighting cocktails of the season, with value-adds that complete the cocktail solution. **This is a sold program. Participation is mandatory.**

### Participating Stores

There are TWO Flights of stores during P11. Please ensure you display the participating products and signage that your store is grouped in.

Please see store list below:

#### Flight A Premium (Moroccan Spritz) Participating Stores

1, 4, 5, 15, 17, 19, 21, 31, 35, 38, 83, 102, 148, 149, 150, 164, 168, 179, 187, 191, 207, 211, 217, 226, 243, 288, 310, 326, 344, 346, 355, 360, 367, 370, 371, 386, 391, 393, 394, 398, 404, 407, 412, 415, 417, 431, 437, 443, 445, 452, 486, 491, 495, 497, 499, 511, 523, 532, 534, 536, 551, 554, 569, 573, 580, 590, 614, 619, 624, 632, 639, 641, 643, 658, 670, 675, 691, 694, 699, 702, 741, 751, 776

#### Flight B Standard (Infusion Fizz) Participating Stores

22, 34, 44, 55, 62, 64, 85, 90, 97, 106, 145, 171, 195, 208, 228, 233, 250, 252, 265, 279, 298, 300, 334, 358, 359, 361, 378, 385, 459, 470, 489, 501, 505, 542, 544, 545, 549, 555, 575, 587, 601, 602, 609, 617, 627, 640, 645, 652, 661, 672, 684, 698, 706, 743, 748, 771

### Key Dates (January 3 - 30)

“ Kick off the new year with delicious variations of the classic vodka soda. This mixed drink option spruces up the traditional vodka soda with vodkas infused with natural botanicals and flavours. Think cucumber, mint, peach, orange, grapefruit. It's never been easier to make 'Better for you' mixed drinks.

### Participating Products

	LCBO#	Description	Size (mL)	LTO	Value Add:
<b>Flight A:</b> Moroccan Spritz	640920	Ketel One Botanicals Cucumber & Mint	750	\$2.00	Value Add: Free Montellier® carbonated natural spring water (355 mL) with purchase of any participating product.
	645499	Ketel One Botanicals Grapefruit & Rose	750	\$2.00	
	640995	Ketel One Botanicals Peach & Orange Blossom	750	\$2.00	
<b>Flight B:</b> Infusion Fizz	14731	Smirnoff Infusions Cucumber & Lime	750	\$1.00	
	14733	Smirnoff Infusions Strawberry & Rose	750	\$1.00	
	14732	Smirnoff Infusions Watermelon & Mint	750	\$1.00	

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

## Signage Components

### Flight A Premium (Moroccan Spritz)

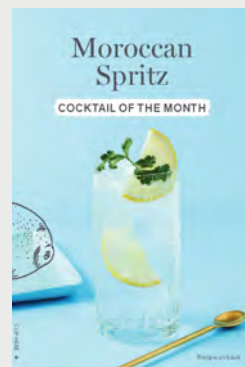
- Square Entrance Table Sign ENG (Re-order # DMS-21P11-ET1) / BIL (Re-order # DMS-21P11-ET2)
- Round Entrance Table Sign ENG (Re-order # DMS-21P11-ET3) / BIL (Re-order # DMS-21P11-ET4)
- Shelf Talkers ENG (Re-order # DMS-21P11-ET5) / BIL (Re-order # DMS-21P11-ET6)
- Recipe Perpendicular Shelf Talkers ENG (Re-order # DMS-21P11-ET7) / BIL (Re-order # DMS-21P11-ET9)
- Value Add Perpendicular Shelf Talkers ENG (Re-order # DMS-21P11-ET8) / BIL (Re-order # DMS-21P11-ET10)

### Flight B Standard (Infusion Fizz)

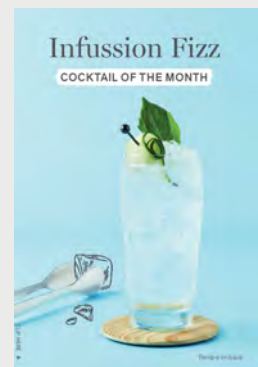
- Square Entrance Table Sign ENG (Re-order # DMS-21P11-ET11) / BIL (Re-order # DMS-21P11-ET12)
- Round Entrance Table Sign ENG (Re-order # DMS-21P11-ET13) / BIL (Re-order # DMS-21P11-ET14)
- Shelf Talkers ENG (Re-order # DMS-21P11-ET15) / BIL (Re-order # DMS-21P11-ET16)
- Recipe Perpendicular Shelf Talkers ENG (Re-order # DMS-21P11-ET17) / BIL (Re-order # DMS-21P11-ET19)
- Value Add Perpendicular Shelf Talkers ENG (Re-order # DMS-21P11-ET18) / BIL (Re-order # DMS-21P11-ET20)

## 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.
- Install the perpendicular shelf talkers on the Entrance table and in-section using a perpendicular shelf clip (PSTC201404).
- Merchandise the pre-printed shelf talkers on the entrance table display.



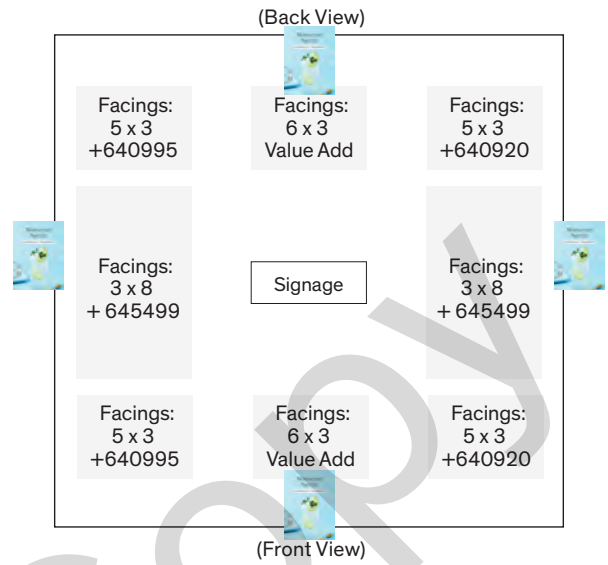
Flight A



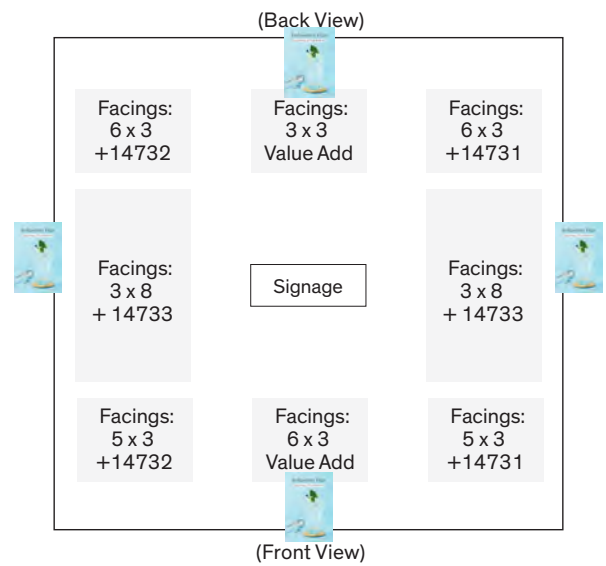
Flight B

**NOTE:** Please ensure the Perpendicular Shelf Talkers are installed on all four sides of the table.

## Flight A (Moroccan Spritz) Square Table Planogram



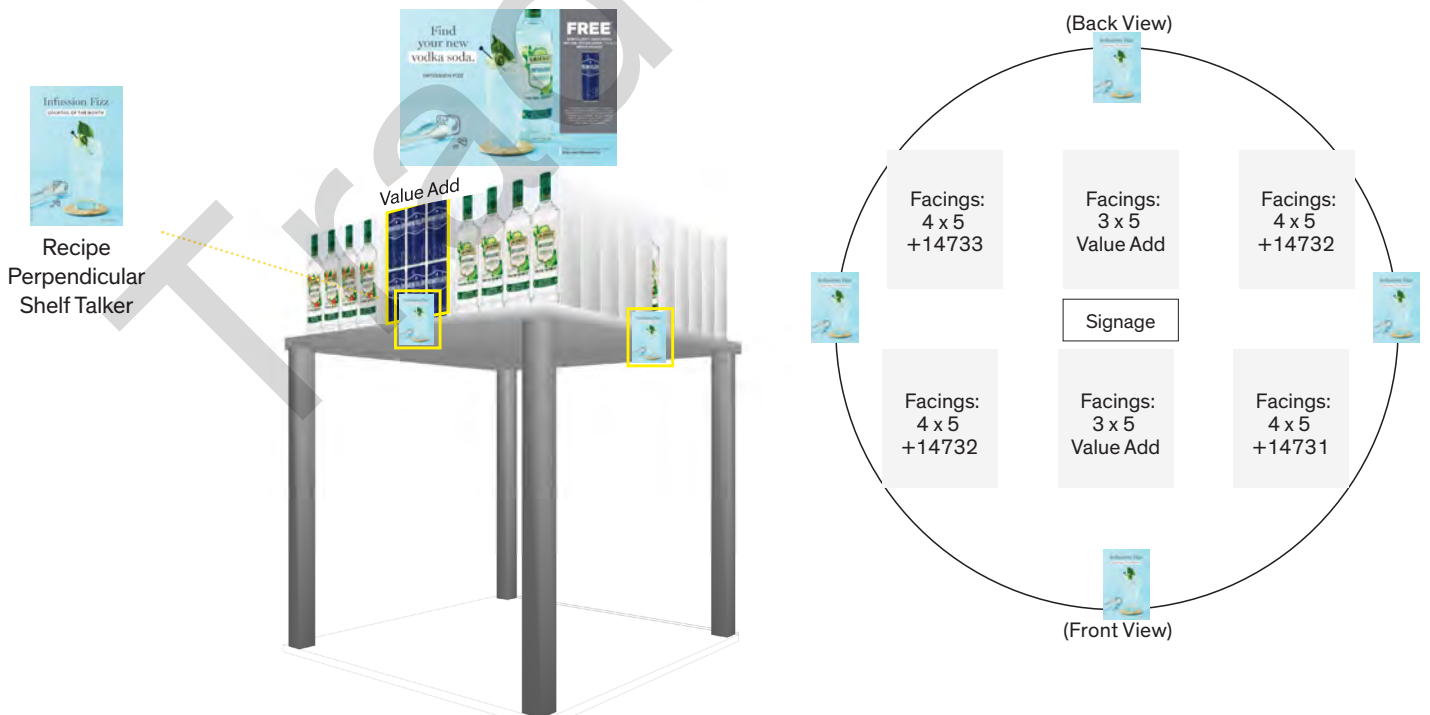
## Flight B (Infusion Fizz) Square Table Planogram



## Flight A (Moroccan Spritz) Round Table Planogram



## Flight B (Infussion Fizz) Round Table Planogram



# Spirits (MI-A)

## MINI THEMATIC A

Gift Scotch / Robbie Burns Day

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

**Key Dates (January 3 - 30)**

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
12385	Glenfiddich Single alt 12 Year Old	750	20 BAM
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	20 BAM
243824	Oban 14 Year Old Single Malt	750	
255281	Aberfeldy 12 Year Old	750	
289496	Cardhu Single Malt Scotch	750	\$5.00 LTO
298638	Glenmorangie Original Single Malt Scotch Whisky*	750	Value Add
330803	Bowmore 12 Year Old Islay Single Malt	750	20 BAM
387316	The Balvenie 12 Year Doublewood**	750	30 BAM
404160	McClelland Single Malt Islay Scotch	750	15 BAM
603050	The Glenlivet French Oak Reserve 15 Year Old	750	10 BAM
635417	The Glenlivet Captain's Reserve Single Malt Scotch	750	\$5.00 LTO

**\*Value Add: Rep applied socks.** 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.

**\*\*NOTE:** 387316 The Balvenie 12 Year Doublewood may experience inventory shortfall this period due to a supplier shipping delay. If needed, please substitute with +12385 Glenfiddich Single Malt 12 Year Old or increase facings of any other participating product on the display.

### Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign and pre-printed shelf talkers in front of each participating product.
- 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.

### Signage Components

- Category sign: Short (Re-order # DMS-21P11-MTA1)
- Shelf talkers ENG (Re-order # DMS-21P11-MTA2) / BIL (Re-order # DMS-21P11-MTA3)
- Backer card ENG/BIL (Re-order #DMS-21P11-MTA4)
- Transparency ENG (Re-order # DMS-21P11-MTA5) /BIL (Re-order # DMS-21P11-MTA6)

“ Celebrate Robbie Burns Day on January 25th or warm the winter with these featured Scotch selections.

Gift Scotch





# Wines (MI-B)

## MINI THEMATIC B

Great gifts, great prices

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

**Key Dates (January 3 - 30)**

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
11936	The Magic Box Amazing Cabernet	750	\$2.00 LTO
143164	Cusumano Nero D'Avola Terre Siciliane IGT	750	\$2.00 LTO
286377	(V)Riesling Res VQA Niagara (Cave Spring)	750	\$2.00 LTO
307769	Rosehall Run Defiant Pinot Noir VQA	750	\$2.00 LTO
426981	Beronia Elaboración Especial Tempranillo	750	\$3.00 LTO
504241	Henry Of Pelham Cabernet Merlot VQA	750	\$2.00 LTO
621003	Montecillo Rioja Reserva	750	\$3.00 LTO
633560	Three Thieves Chardonnay	750	\$2.00 LTO
638270	Santa Rita Cavanza Cabernet Sauvignon	750	\$1.00 LTO

### Signage Components

- Category sign ENG/BIL:  
Short (Re-order# DMS-21P11-MTB7) / Long (Re-order# DMS-21P11-MTB8)
- Shelf talkers:  
ENG (Re-order# DMS-21P11-MTB9) / BIL (Re-order # DMS-21P11-MTB10)
- Backer card: ENG/BIL (Re-order# DMS-21P11-MTB11)
- Transparency ENG (Re-order# DMS-21P11-MTB12) /  
BIL (Re-order# DMS-21P11-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.
- Stores with regular end will need to install the backer card or transparency in the backer card frame. Please refer to the planogram.
- Merchandise LCBO Year-Round Gift Bags on the top shelf of the fixture.
- 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.

“ Treat yourself!  
Save Big on popular brands  
with strong LTO offerings.  
Merchandise LCBO  
Year-Round gift bags on the  
top shelf of the fixture.



# Beer (MI-C)

## MINI THEMATIC C

Session Craft Beer

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

**Key Dates (January 3 - 30)**

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
15415	Muskoka Tread Lightly (LCBO Warehouse)	473	
15717	Flying Monkeys The Mutants Are Revolting (6309)	473	LTO
17671	Beau's Lug Tread 2.5% (275)	473	LTO
17784	Ace Hill Dry Hopped Lager (196)	4 x 355	
398693	Naughty Neighbour American Pale Ale (6699)	473	LTO
481515	Bench Brewing Balls Falls Session IPA (798)	473	
575357	3 Speed Lager (3842)	568	
576538	Lake Of Bays Paddle Session Ale (8958)	473	LTO
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag (458)	473	

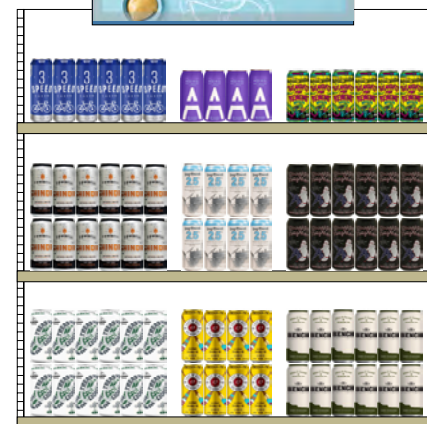
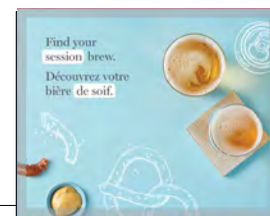
“ Craft beer is not all ‘big’ IPA and this promotion will focus the more sessionable and lower alcohol (by craft standards) styles.”

### Signage Components

- Backer card ENG/BIL (Re-order# 21P11-BC10)

### Merchandising Instructions

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



# Brand Spotlight (BS - BSF)

## FRONT NESTING TABLE

Flight A Premium (Lunar New Year) + Flight B Standard (Whisky Highball)

### Products & Signage MUST remain in place for P11 - P12

There are TWO Flights of stores during P11. Please ensure you display the participating products and signage that your store is grouped in. **This is a sold program. Participation is mandatory.**

#### Key Dates (P11 - P12)

#### Flight A Premium (Lunar New Year)

##### Participating Stores - Lunar New Year

14, 16, 38, 177, 310, 355, 360, 390, 411, 444, 523, 546, 564, 568, 580, 584, 585, 590, 619, 623, 629, 630, 637, 700, 703

##### P11 & P12 Participating Products - Lunar New Year

LCBO#	Description	Size (mL)	Offers
1784	Grand Marnier Cordon Rouge	750	
7880	Johnnie Walker Black	750	
18163	Hennessy VSOP Lunar New Year	750	
291278	Johnnie Walker Gold Reserve	750	
292805	Johnnie Walker 18 Year Old Scotch Whisky	750	
537258	Tiger Beer	500	
541615	Johnnie Walker Blue Label	750	
565861	Château des Charmes Vidal Icewine	200	
603050	The Glenlivet 15 Year Old	750	10 BAM
636845	Redbreast 12 Year Old	750	10 BAM

“  
**Flight A Premium**  
 (Lunar New Year)  
 Continuing to raise awareness of Lunar Year and offer an assortment of great gifting options. 2021 Lunar New Year is the year of the Ox beginning February 12, 2021.

#### Signage Components

- Table Sign Large ENG (Re-order #DMS-21P11-FNT1) / BIL (Re-order #DMS-21P11-FNT2)
- Table Sign Small ENG (Re-order #DMS-21P11-FNT3) / BIL (Re-order #DMS-21P11-FNT4)
- Shelf Talkers ENG (Re-order #DMS-21P11-FNT5) / BIL (Re-order #DMS-21P11-FNT6)
- End Aisle Backer Card ENG/BIL (Re-order #DMS-21P11-FNT7)

#### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the Flight A participating products according to the planogram.
- Install the Flight A table sign.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- **NOTE: Participating products and signage must remain in place for P11 and P12.**



Flight A Premium  
End Aisle (Select Stores)

## Flight B Standard (Whisky Highball)

### Participating Stores - Whisky Highball

1, 4, 10, 19, 21, 22, 23, 31, 32, 35, 41, 43, 44, 51, 55, 74, 82, 83, 85, 90, 98, 102, 106, 115, 130, 145, 148, 149, 150, 156, 164, 187, 195, 198, 208, 212, 217, 227, 243, 248, 250, 253, 263, 265, 269, 279, 287, 288, 298, 325, 326, 329, 334, 346, 351, 358, 359, 367, 370, 371, 373, 378, 385, 391, 392, 393, 394, 398, 401, 404, 412, 415, 416, 417, 428, 436, 437, 438, 445, 453, 459, 483, 485, 486, 489, 490, 495, 496, 497, 499, 500, 501, 511, 522, 528, 529, 542, 545, 554, 556, 573, 575, 579, 587, 602, 618, 624, 627, 631, 632, 633, 640, 643, 649, 652, 653, 655, 661, 667, 670, 672, 674, 675, 679, 684, 691, 693, 698, 699, 702, 741, 743, 744, 746, 748, 749, 776

### P11 & P12 Participating Products - Whisky Highball

LCBO#	Description	Size (mL)	LTO	Offers
10357	Crown Royal Peach	750		
11130	Dewar's White Label	750		
17048	Dewar's Caribbean Smooth Rum Cask Finish	750		
21378	Jim Beam White	750		
217794	Johnnie Walker Red Label	1140		
217950	Crown Royal Deluxe	1140		
312801	Crown Royal Maple Finished	750		
474585	J.P. Wiser's Apple Whisky	750		
207654	The Glenlivet 12 Year Old	1140	\$4.00	
324863	Jim Beam Black	750	\$3.00	
465484	Toki	750	\$5.00	
474551	J.P. Wiser's Vanilla Whisky	750	\$1.00	

Value Add



**Value Add: Free pack of Fever-Tree Club Soda (4 x 200 mL) with the purchase of any participating product.** The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

### Signage Components

- Table Sign Large ENG (Re-order #DMS-21P11-FNT8) / BIL (Re-order #DMS-21P11-FNT9)
- Table Sign Small ENG (Re-order #DMS-21P11-FNT10) / BIL (Re-order #DMS-21P11-FNT11)
- Shelf Talkers ENG (Re-order #DMS-21P11-FNT12) / BIL (Re-order #DMS-21P11-FNT13)
- End Aisle Backer Card ENG/BIL (Re-order #DMS-21P11-FNT14)
- Perpendicular Shelf Talkers ENG (Re-order #DMS-21P11-FNT15) / BIL (Re-order #DMS-21P11-FNT16)



### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the Flight B participating products and value add according to the planogram.
- Install the Flight B table sign.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- Install perpendicular shelf talkers in-section and on the table.
- **NOTE: Participating products and signage will remain in place for P11 and P12.**



Flight B Standard  
End Aisle (Select Stores)

“  
Flight B Standard  
(Whisky Highball)  
  
The highball is one of the most iconic and timeless drink, regaining popularity due to its ability to lower abv of the cocktail and its simplicity.”

# Planograms

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

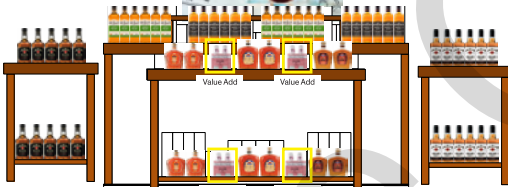


**Premium Flight**  
Front & Back View

Top View (Back)			
Facings: 3x 3 +18163	Facings: 3x 3 +603050	Facings: 3x 3 +636845	Facings: 3x2 +1784
Facings: 6x2 +7880	Facings: 4x2 +541615	Facings: 4x2 +292805	Facings: 6x2 +291278
Facings: 6x 4 +537258	Signage		Facings: 6x 4 +537258
Facings: 6x2 +7880	Facings: 4x2 +541615	Facings: 3x3 +292805	Facings: 6x2 +291278
Facings: 6x 4 +537258	Facings: 6x 3 +565861		



**Standard Flight**  
Front View



**Standard Flight**  
Back View

Top View (Front)			
Facings: 3x 3 +18163	Facings: 3x 3 +603050	Facings: 3x 3 +636845	Facings: 3x2 +1784
Top View (Back)			
Facings: 2x 4 +312801	1x 3 VA	Facings: 2x 4 +217950	1x 3 VA
Facings: 6x2 +474551	Facings: 6x2 +474585	Facings: 6x2 +474551	Facings: 6x2 +474585
Facings: 2x 3 VA	Signage		Facings: 2x 3 VA
Facings: 5x2 +217794	Facings: 5x2 +207654	Facings: 5x2 +217794	Facings: 5x2 +207654
Facings: 4x3 +11130	1x 3 VA	Facings: 4x3 +465484	1x 3 VA
Top View (Front)			
Facings: 2x 4 +312801	1x 3 VA	Facings: 2x 4 +217950	1x 3 VA
Facings: 6x2 +21378	Facings: 5x2 +324863	Facings: 6x2 +474551	Facings: 6x2 +474585
Facings: 2x 3 VA	Signage		Facings: 2x 3 VA
Facings: 5x2 +217794	Facings: 5x2 +207654	Facings: 5x2 +217794	Facings: 5x2 +207654
Facings: 4x3 +11130	1x 3 VA	Facings: 4x3 +465484	1x 3 VA
Top View (Front)			
Facings: 4x3 +11130	1x 3 VA	Facings: 4x3 +465484	1x 3 VA
Facings: 4x3 +11130	1x 3 VA	Facings: 4x3 +465484	1x 3 VA

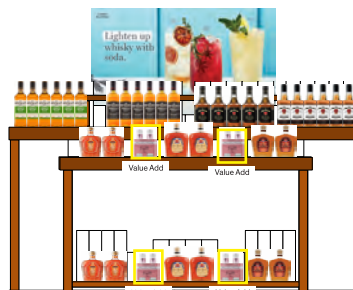
## 7Ft Nesting Table Planogram (For stores that do not have end tables)



**Premium Flight**  
Front & Back View



**Standard Flight**  
Front View



**Standard Flight**  
Back View

Top View (Back)			
Facings: 3x 3 +18163	Facings: 3x 3 +603050	Facings: 3x 3 +636845	Facings: 3x2 +1784
Facings: 6x2 +7880	Facings: 4x2 +541615	Facings: 4x2 +292805	Facings: 6x2 +291278
Facings: 6x 4 +537258	Signage		Facings: 3x 4 +565861
Facings: 6x2 +7880	Facings: 4x2 +541615	Facings: 4x2 +292805	Facings: 6x2 +291278
Top View (Front)			
Facings: 3x 3 +18163	Facings: 3x 3 +603050	Facings: 3x 3 +636845	Facings: 3x2 +1784

Top View (Back)			
Facings: 2x 4 +312801	1x 3 VA	Facings: 2x 4 +217950	1x 3 VA
Facings: 6x2 +21378	Facings: 5x2 +324863	Facings: 6x2 +474551	Facings: 6x2 +474585
Facings: 2x 3 VA	Signage		Facings: 2x 3 VA
Facings: 5x2 +217794	Facings: 5x2 +207654	Facings: 5x2 +217794	Facings: 5x2 +207654
Top View (Front)			
Facings: 4x3 +11130	1x 3 VA	Facings: 4x3 +465484	1x 3 VA
Facings: 4x3 +11130	1x 3 VA	Facings: 4x3 +465484	1x 3 VA

# Planograms

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



**Premium Flight**  
Front & Back View

Top View (Back)

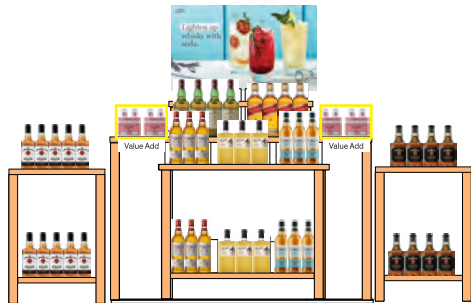
Facings: 2x 3 +18163	Facings: 2x 3 +603050	Facings: 2x 3 +636845	Facings: 2x 2 +1784
Facings: 3x2 +7880	Facings: 3x2 +541615	Facings: 3x2 +292805	Facings: 4x2 +291278
Facings: 4x6 +537258	Signage		Facings: 4x6 +537258
Facings: 3x2 +7880	Facings: 3x2 +541615	Facings: 3x2 +292805	Facings: 4x2 +291278

Facings:  
6x 4  
+537258

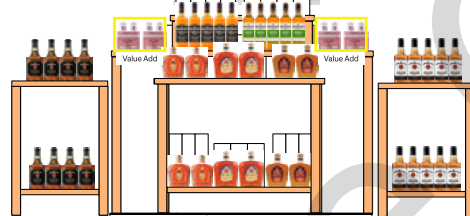
Facings:  
4x3  
+565861

Top View (Front)

Facings: 2x 3 +18163	Facings: 2x 3 +603050	Facings: 2x 3 +636845	Facings: 2x 2 +1784
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**Standard Flight**  
Front View



**Standard Flight**  
Back View

Top View (Back)

Facings: 2x 4 +312801	Facings: 2x 4 +217950	Facings: 2x 4 +10357
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Facings:  
5x2  
+21378

Facings:  
4x2  
+324863

Top View (Front)

Facings: 5x2 +474585	Facings: 5x2 +474551
Facings: 5x2 VA	Facings: 5x2 VA
Signage	
Facings: 4x2 +207654	Facings: 4x2 +217794

Top View (Front)

Facings: 3x 3 +11130	Facings: 3x 3 +465484	Facings: 3x 3 +17048
----------------------------	-----------------------------	----------------------------

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



**Premium Flight**  
Front & Back View

Top View (Back)

Facings: 2x 3 +18163	Facings: 2x 3 +603050	Facings: 2x 3 +636845	Facings: 2x 2 +1784
----------------------------	-----------------------------	-----------------------------	---------------------------

Facings: 3x2 +7880	Facings: 3x2 +541615	Facings: 3x2 +292805	Facings: 4x2 +291278
Facings: 4x6 +537258	Signage		Facings: 3x 4 +565861
Facings: 3x2 +7880	Facings: 3x2 +541615	Facings: 3x2 +292805	Facings: 4x2 +291278

Top View (Front)

Facings: 2x 3 +18163	Facings: 2x 3 +603050	Facings: 2x 3 +636845	Facings: 2x 2 +1784
----------------------------	-----------------------------	-----------------------------	---------------------------



**Standard Flight**  
Front View



**Standard Flight**  
Back View

Top View (Back)

Facings: 2x 4 +312801	Facings: 2x 4 +217950	Facings: 2x 4 +10357
-----------------------------	-----------------------------	----------------------------

Facings: 3x2 +21378	Facings: 3x2 +324863	Facings: 3x2 +474551	Facings: 3x2 +474585
Facings: 2x 4 VA	Signage		Facings: 2x 4 VA
Facings: 4x2 +207654	Facings: 4x2 +217794		

Top View (Front)

Facings: 3x 3 +11130	Facings: 3x 3 +465484	Facings: 3x 3 +17048
----------------------------	-----------------------------	----------------------------

# A-FRAME FIXTURE

**NEW!** Effective P11, the A-Frame fixture has re-located to the Beer Cold Room section. Moving forward, the fixture will be used to display the Spirits Cold Room products.

Only stores with the A-Frame fixture will participate in this program. Cut-case displays of the program is no longer a valid format, as products should be merchandised on the A-Frame Fixture.

## Key Dates (P11-P13)

### A-Frame Participating Stores

1, 4, 19, 21, 22, 23, 31, 35, 36, 38, 44, 55, 65, 74, 82, 83, 85, 90, 93, 95, 106, 115, 130, 145, 148, 149, 150, 156, 164, 171, 179, 187, 195, 198, 208, 209, 221, 228, 233, 243, 252, 263, 279, 288, 298, 300, 325, 326, 329, 334, 344, 346, 351, 355, 358, 359, 360, 367, 370, 371, 381, 383, 385, 386, 390, 392, 394, 397, 407, 412, 415, 416, 428, 431, 432, 437, 438, 443, 445, 452, 470, 481, 485, 486, 489, 490, 495, 497, 499, 501, 505, 523, 532, 536, 540, 544, 549, 556, 566, 569, 575, 584, 587, 590, 593, 602, 605, 609, 616, 617, 619, 623, 627, 630, 632, 634, 640, 641, 649, 670, 672, 675, 691, 694, 698, 699, 703, 706, 743, 748, 751, 776

### Stores that no longer participate in this program

6, 33, 41, 49, 51, 58, 84, 102, 107, 119, 155, 160, 196, 211, 227, 229, 230, 232, 234, 237, 244, 250, 254, 270, 276, 278, 281, 296, 299, 310, 316, 318, 323, 335, 364, 368, 369, 374, 380, 384, 387, 391, 399, 401, 404, 414, 423, 425, 427, 440, 448, 449, 454, 469, 474, 477, 482, 491, 492, 496, 500, 504, 509, 510, 516, 530, 537, 550, 551, 552, 554, 560, 561, 564, 580, 594, 618, 626, 633, 644, 654, 655, 658, 695, 741, 771

### Participating Products

LCBO#	Description	Size (mL)	Offers
61408	Jagermeister	375	
230987	Jameson Irish Whiskey	375	LTO
398776	Fireball Whisky Shooter	375	

### Signage Components

- A-frame sign ENG (Re-order # DMS-21P11-AF1) / BIL (Re-order # DMS-21P11-AF2)

### Merchandising Instructions

- Please order the required product, as it will not be force shipped (3 cases minimum).
- Ensure the fixture is by the beer cold room or beer section of the store.
- Merchandise the participating products and value add according to the planogram.
- Install the fixture sign on top of the A-frame fixture.

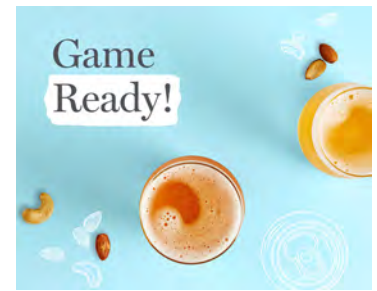


A

# Display Program (SBA)

## BLOCK PILE A

Budweiser Super Bowl



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

**Key Dates (January 10 - February 8, 2021)**

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

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
1107	Bud Light (275)	473	
311779	Bud Light (275)	6 x 473	
311787	Budweiser (275)*	6 x 473	Value Add: Chips
496968	Michelob Ultra (275)	6 x 473	
904334	Budweiser (275)	6 x 355	
908665	Bud Light (275)	6 x 355	

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

### Signage Components

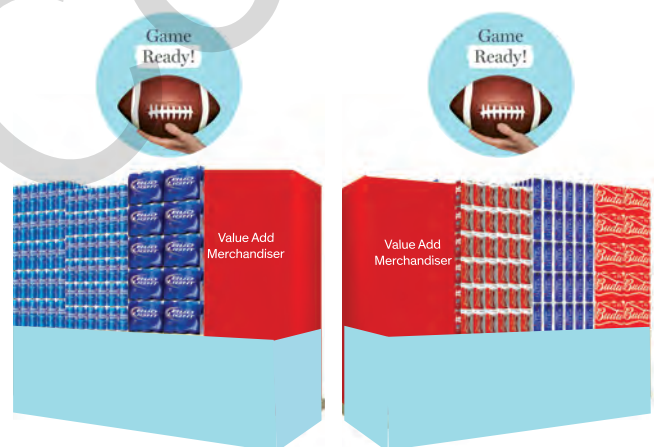
- Supplier-provided value add merchandiser
- Pole Topper ENG (Re-order # DMS-21P11-BPA1) / BIL (Re-order # DMS-21P11-BPA2)
- Riser Wrap - solid colour (Re-order # DMS-21P11-BPA3)
- Pricer Card ENG (Re-order # DMS-21P11-BPA4) / BIL (Re-order # DMS-21P11-BPA5)
- Shelf Talkers ENG (Re-order # DMS-21P11-BPA6) / BIL (Re-order # DMS-21P11-BPA7)
- Cut Case Backer Card ENG (Re-order # DMS-21P11-BPA8) / BIL (Re-order # DMS-21P11-BPA9)
- End Aisle Backer Card BIL (Re-order # DMS-21P11-BPA10)

### Merchandising Instructions

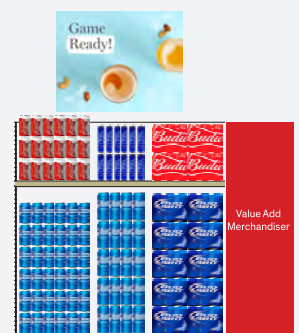
- Merchandise the participating products according to the planogram.
- Install pole topper sign, backer card and shelf talkers.
- Install supplier-provided merchandiser and value add.

“

The Super Bowl is the 2<sup>nd</sup> most watched sporting event in Canada only after Winter Olympics men's hockey. The display run weeks 42-45 (wk. 2 of P11 to wk. 1 of P12) as the Super Bowl is Feb 7<sup>th</sup>.



**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.

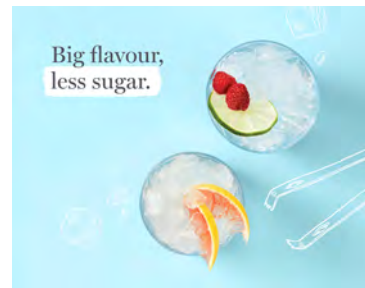




**B**

# Display Program (SBB) BLOCK PILE B

Top Seltzers



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

## Key Dates (January 3 - 30)

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

## Participating Stores

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

## Participating Products

LCBO#	Description	Size (mL)
14486	White Claw Hard Seltzer Black Cherry	473
14488	White Claw Hard Seltzer Natural Lime	473
14499	Cottage Springs Strawberry Spiked Water	355
553214	Social Lite Grapefruit Pomelo	4 x 355
553529	Cottage Springs Lemon Lime Vodka Soda	355

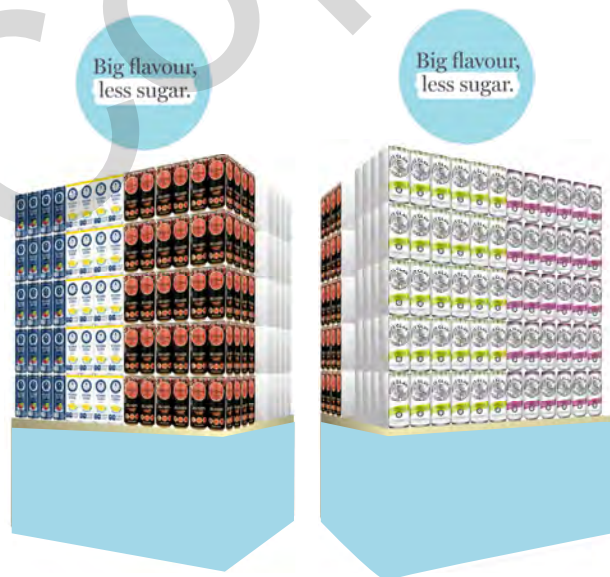
## Signage Components

- Pole Topper ENG (Re-order # DMS-21P11-BPB1) / BIL (Re-order # DMS-21P11-BPB2)
- Riser Wrap - solid colour (Re-order # DMS-21P11-BPB3)
- Pricer Card ENG (Re-order # DMS-21P11-BPB4) / BIL (Re-order # DMS-21P11-BPB5)
- Shelf Talkers ENG (Re-order # DMS-21P11-BPB6) / BIL (Re-order # DMS-21P11-BPB7)
- Cut Case Backer Card ENG (Re-order # DMS-21P11-BPB8) / BIL (Re-order # DMS-21P11-BPB9)
- End Aisle Backer Card BIL (Re-order # DMS-21P11-BPB10)

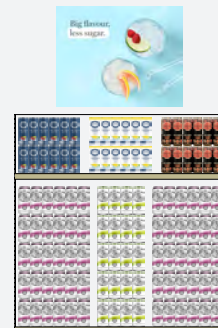
## Merchandising Instructions

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

“ Tap into the health and wellness trend post-holiday with the Ready-to-Drink category that has come to epitomize the ‘Better for You’ movement.



**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.



# Brand Spotlight (DD)

## MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Low Sugar Wines

**Signage MUST remain in place for P11 - P13**

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

**Key Dates (January 3 - 30)**

### Participating Stores

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

“

A curated selection of wines from all areas that focus on sugar content of 5 g/L or less.

### Participating Products

**(Products will change in P12 but signage will remain in place until the end of P12)**

LCBO#	Description	Size (mL)	Offers
10403	35° South Red Blend Organic	750	\$2.00 LTO
11927	La Linda Malbec	750	\$2.00 LTO
16777	Bask Sauvignon Blanc	750	\$1.00 LTO
16778	Bask Crisp Rose	750	\$1.00 LTO
16779	Bask Pinot Noir	750	\$1.00 LTO
105429	Frescobaldi Remole Toscana IGT	750	\$2.00 LTO
328567	Cathedral Cellar Cabernet Sauvignon	750	\$2.00 LTO
360222	Seven Falls Cellars Cabernet Sauvignon	750	\$3.00 LTO
470096	Marius Rouge Pays d'Oc	750	\$2.00 LTO
487728	Melini Chianti DOCG	750	\$2.00 LTO
499707	Brancott Estate Marlborough Sauvignon Blanc	750	\$2.00 LTO
572362	Las Mulas Chardonnay Reserva Organic	750	\$2.00 LTO

### Signage Components

**Please keep the signage displayed until the end of P12.**

- Table Sign Large ENG (Re-order #DMS-21P11-MNT1) / BIL (Re-order #DMS-21P11-MNT2)
- Table Sign Small BIL (Re-order #DMS-21P11-MNT3)
- Shelf Talkers ENG (Re-order #DMS-21P11-MNT4) / BIL (Re-order #DMS-21P11-MNT5)
- Celebration Fixture Drum Sign ENG (Re-order #DMS-21P11-MNT6) / BIL ENG (Re-order #DMS-21P11-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order #DMS-21P11-MNT8)

### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the table sign.
- Merchandise the pre-printed shelf talkers in-section and on the table/celebration fixture.

## Middle Nesting Table



Front View

Back View

Top View (Back)

Facings: 5x 3 +487728	Facings: 5x 3 +105429	Facings: 5x 3 +470096
-----------------------------	-----------------------------	-----------------------------

Facings: 6x2 +10403	Facings: 5x2 +572362	Facings: 6x2 +10403	Facings: 5x2 +572362
Facings: 6x 4 +360222	Facings: 2x 4 +328567	Signage	Facings: 2x 4 +328567
Facings: 6x2 +499707	Facings: 5x2 +11927	Facings: 6x2 +499707	Facings: 5x2 +11927

Facings: 6x 4 +328567
-----------------------------

Facings: 5x 3 +16777	Facings: 5x 3 +16778	Facings: 5x 3 +16779
----------------------------	----------------------------	----------------------------

Top View (Front)

## Celebration Fixture



Front View

Back View

# Period 11

## END AISLES

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1</b>	31112	Grant's Family Reserve	750	
	247056	Grant's Family Reserve	1750	BAM
	605931	Grant's Family Reserve	1140	BAM



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2</b> (End Aisle W1)	16785	Peller Family Vineyards Light Pinot Grigio	750	LTO
	122077	Georges Duboeuf Beaujolais Villages	750	LTO
	441543	Wakefield Promised Land Shiraz	750	LTO



**IMPORTANT NOTE:**

End Aisle #3 is Flighted A & B. Ensure you display the participating product that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
<b>Flight A End Aisle #3A</b>	3558	Gibson's Finest Rare 12 Years Old	750	
	200741	Gibson's Finest Rare 12 Years Old	1750	BAM
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	BAM



	LCBO#	Description	Size (mL)	Offers
<b>Flight B End Aisle #3B (End Aisle S1)</b>	189217	Gibson's Finest Sterling Edition	750	LTO
	215038	Gibson's Finest Sterling Edition	1750	LTO
	215889	Gibson's Finest Sterling Edition Whisky	1140	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #4 (End Aisle W2)</b>	9431	Bouchard Aine & Fils Beaujolais Superieur	750	LTO
	16810	Peller Family Vineyards Light Cabernet Sauvignon	750	LTO
	602615	Angus The Bull Cabernet Sauvignon	750	LTO



**IMPORTANT NOTE:**

End Aisle #5 is Flighted A & B. Ensure you display the participating product that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
<b>Flight A End Aisle #5A</b> (End Aisle S2)	312959	Ketel One	1750	Value Add
	363770	Ketel One Vodka	1140	LTO
	456095	Ketel One Vodka	750	Value Add



	LCBO#	Description	Size (mL)	Offers
<b>Flight B End Aisle #5B</b>	131391	Smirnoff Vodka (P.E.T)	1140	BBAM
	381954	Smirnoff Citrus Flavoured Vodka	750	LTO
	419515	Smirnoff Grapefruit	750	BAM



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6</b> (End Aisle W3)	66266	Inniskillin Unoaked Chardonnay VQA	750	LTO
	621821	Folonari Pinot Grigio Delle Venezie Doc	1500	LTO
	633578	Jacob's Creek Pinot Grigio	750	LTO, Wine Fridge





7 -S3

LCBO#	Description	Size (mL)	Offers
27235	Sauza Gold Tequila	750	BAM
143040	Hornitos Reposado Tequila	750	Value Add
217125	Sauza Silver	1140	BAM



8 -W4

LCBO#	Description	Size (mL)	Offers
16109	Open Fresh'N Fruity Gamay VQA	750	LTO
454868	Las Mulas Merlot Reserva Organic	750	LTO
535641	Vicente Faria Animus Douro, Do	750	LTO



9 - S4

LCBO#	Description	Size (mL)	Offers
2691	Tanqueray Dry Gin	750	LTO
96263	Tanqueray Dry Gin	1750	BAM
600163	Tanqueray No. Ten Gin	750	Value Add

**End Aisle #7**  
(End Aisle S3)

**End Aisle #8**  
(End Aisle W4)

**End Aisle #9**  
(End Aisle S4)

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>	15415	Muskoka Tread Lightly (LCBO Warehouse)	473	
	15717	Flying Monkeys The Mutants Are Revolting (6309)	473	LTO
	17671	Beau's Lug Tread 2.5% (275 TBS)	473	LTO
	17784	Ace Hill Dry Hopped Lager (196)	4 x 355	
	398693	Naughty Neighbour American Pale Ale (6699)	473	LTO
	481515	Bench Brewing Balls Falls Session IPA (798)	473	
	575357	3 Speed Lager 568 (3842)	568	
	576538	Lake Of Bays Paddle Session Ale (8958)	473	LTO
	576900	Cowbell Brewing Co. Shindig Huron County Craft Lag (458)	473	

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



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b> (End Aisle S5)	225698	The Kraken Black Spiced Rum	750	BAM
	318683	The Kraken Black Spiced Rum	1140	End Aisle
	366534	The Kraken Black Spiced Rum	375	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b> (End Aisle W5)	263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	LTO
	560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	LTO
	620880	Masi Tupungato Passo Doble Organic	750	LTO





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b> (End Aisle S6)	311928	Canadian Club Classic 12 Year Old	750	BAM
	311936	Canadian Club Classic 12 Year Old	1140	BAM
	311944	Canadian Club Classic 12 Year Old	1750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b> (End Aisle W6)	171314	Grand Sud Merlot	1000	LTO
	188177	Inniskillin Merlot VQA	750	LTO
	552505	Canyon Road Cabernet Sauvignon	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b> (End Aisle S7)	227413	Iceberg Vodka	1140	LTO
	446567	Iceberg Vodka (P.E.T)	750	BAM
	544155	Iceberg Vodka	1750	End Aisle



Discover these products and more at [lcb.com](http://lcb.com)  
 Découvrez ces produits et plus encore à [lcb.com](http://lcb.com)



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b> (End Aisle S8)	491803	Southern Comfort	375	LTO
	491811	Southern Comfort	750	BAM
	491829	Southern Comfort	1140	End Aisle

Find Your New  
 Découvrez du neuf



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b> (End Aisle W7)	492223	Pelee Island Rouge Bag In Box	3000	LTO
	527457	Nederburg Shiraz	750	LTO
	665430	De Luze Bordeaux Aoc	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b> (End Aisle W8)	79301	Mezzomondo Pinot Grigio Chardonnay Igt	750	LTO, Wine Fridge
	524330	Big Bill Sauvignon Blanc	750	LTO
	526251	Jackson-Triggs Reserve Chardonnay VQA	750	LTO

Discover these products and more at [lcb.com](http://lcb.com)  
 Découvrez ces produits et plus encore à [lcb.com](http://lcb.com)



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b> (End Aisle S9)	54866	Bulleit Bourbon Frontier Whiskey	750	BAM
	350611	Bulleit Rye	750	End Aisle
	439075	Bulleit Bourbon 10 YO	750	BAM

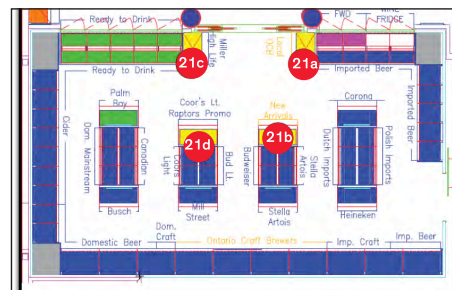
Find Your **New**  
 Découvrez **du neuf**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b> (End Aisle W9)	250381	Francois Lurton Sauvignon Blanc Bordeaux Aoc	750	LTO
	524314	Yellow Tail Sauvignon Blanc	750	LTO
	667097	Peller Family Vineyards Sauvignon Blanc	750	LTO

# BEER EXCITEMENT ZONE

(21A, B, C, D)



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

## Participating Stores

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

## Key Dates (January 3 - 30)

## Participating Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
<b>21A</b> Plinth (EA - EZA)	15440	Dab Ultimate Low Carb Beer 6 x 500 m L	LCBO Warehouse	LTO
	15928	Mill St Big Little Lager 473 mL	1950 - Trillium Beverage Inc.	LTO
	486142	Sleeman Clear 2.0 Shrink Pack 6 x 473 m L	275 - The Beer Store	
<b>21B</b> Non-Alcoholic Beers (EA - EZB)	617878	Partake Brewing Non-Alcoholic Pale Ale 355 mL	LCBO Warehouse	
	589416	Heineken 0.0 6 x 330 m L*	LCBO Warehouse	Value Add
	13654	Partake Brewing Non-Alcoholic IPA 355 mL	LCBO Warehouse	
	589549	Clausthaler Premium Non Alcoholic 500 mL	LCBO Warehouse	LTO
	16976	Budweiser Zero 473 mL	275 - The Beer Store	LTO
	17222	Peroni Libera 4 x 330 m L	LCBO Warehouse	
	17926	Sleeman 5 Point Citrus 6 x 355 m L	275 - The Beer Store	
	18538	Omnipollo Konx Non-Alc Mini Pale Ale 355 mL	1812 - Craft Brand Co	
	18403	Big Drop Brewing Co. Galactic Dark 355 mL	LCBO Warehouse	
	18404	Big Drop Brewing Co. Paradiso Citra IPA 355 mL	LCBO Warehouse	
<b>*Value Add: Buy two 6-packs of +589416 Heineken 0.0 and receive a free branded water bottle.</b>				
<b>NOTE:</b> These are suggested products, participating stores should merchandise 6-9 non-alcoholic beers at manager's discretion.				
<b>21C</b> Plinth (EA - EZH)	422345	Moosehead Lager 6 x 473 m L*	275 - The Beer Store	Value Add
	478255	Cracked Canoe Single Can 473 mL	275 - The Beer Store	LTO
		Value Add Merchandiser		
<b>*Value Add: Buy two 6-packs of +422345 Moosehead Lager and receive a free pair of mitts.</b>				
<b>21D</b> End Aisle (EA - EZD)	284562	Michelob Ultra 473 mL	275 - The Beer Store	
	496968	Michelob Ultra 6 x 473 m L	275 - The Beer Store	LTO
	697623	Michelob Ultra 6 x 355 m L**	275 - The Beer Store	Contest
<b>**Contest: For a limited time only, enter a contest for a chance to win a pair of Samsung wireless earbuds. Contest will be promoted on the 6 x 355 mL pack (+697623)</b>				

### 21A:

A selection of lighter brews to kick off the new year! The beers are low in carbs and calories, without skipping out on the flavour.

### 21B:

Merchandise a selection of alcohol-free brews to support better-for-you options this January. Remember to merchandise 8-pack carriers on the top shelf to encourage purchasing multiple units and discovery of new products.

### 21C:

A true East Coast classic; Moosehead presents its flagship brew, along with a lighter option – Cracked Canoe. Receive free Mitts or Buff with the purchase of every two 6-packs of Moosehead lager.

### 21D:

A lighter brew for a lighter lifestyle, Michelob Ultra comes in a variety of continent formats. For a limited time only, enter a contest for a chance to win a pair of Samsung wireless earbuds. Contest will be promoted on the 6 x 355 mL pack.

### Signage Components

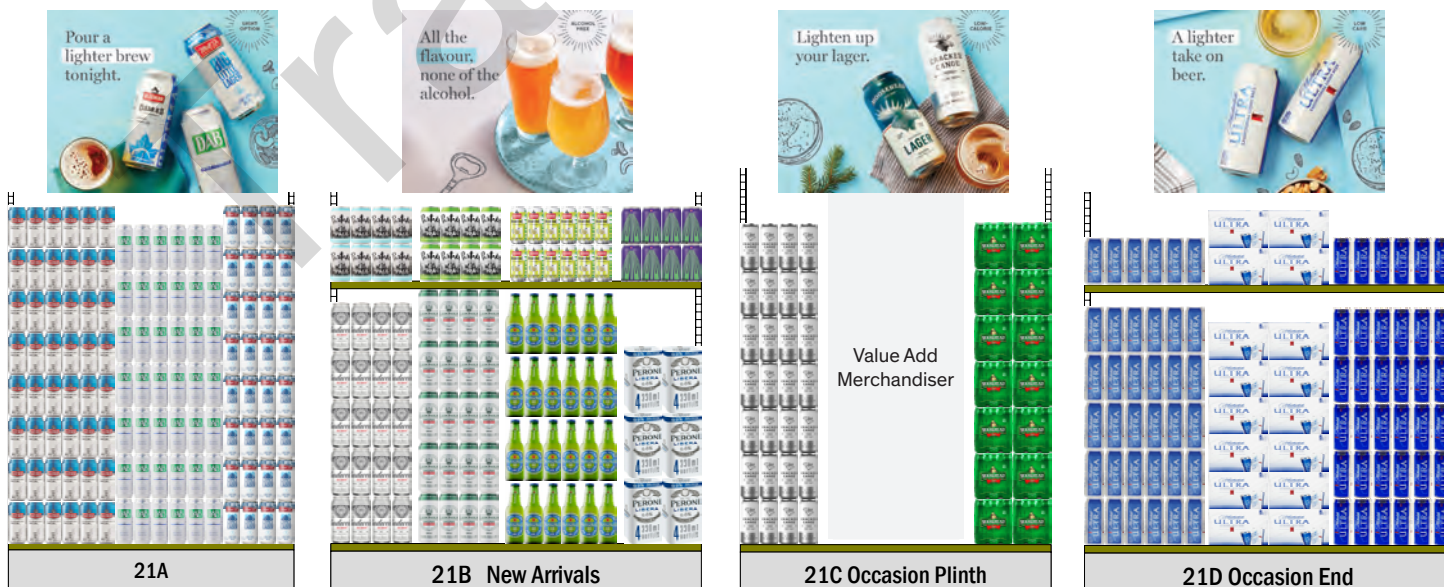
- 21A Backer Card BIL (DMS-21P11-EZ1)
- 21A Transparency ENG (DMS-21P11-EZ2) / BIL (DMS-21P11-EZ3)
- 21B Generic Backer Card BIL (DMS-21P11-EZ4)
- 21C Backer Card BIL (DMS-21P11-EZ5)
- 21A, C, D Pricer Cards ENG (DMS-21P11-EZ6) / BIL (DMS-21P11-EZ7)
- 21A, C, D Shelf Talkers ENG (DMS-21P11-EZ8) / BIL (DMS-21P11-EZ9)
- 21D Backer Card BIL (DMS-21P11-EZ10)
- 21D Transparency ENG (DMS-21P11-EZ11) / BIL (DMS-21P11-EZ12)

### Merchandising Instructions

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

### 21B:

- Display a fully-assembled 8-pack carrier, filled with selection of alcohol-free beers in the middle of the top shelf.
- Merchandise the generic 21B backer card until the end of P13.



# BEER BRANDED ENDS

P11 - 13

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 P11 - 13.**

## Key Dates (P11 - 13)

### 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

- Corona Backer Card ENG/BIL (21P11-BCB1)
- Stella Artois Backer Card ENG/BIL (21P11-BCB2)
- Heineken Backer Card ENG/BIL (21P11-BCB3)



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

# 8-PACK CARRIER

Good things  
come in eights.

FREE  
CARRIER

**INSTRUCTIONS**

- 1 Simply pull apart the sides.
- 2 Flatten the bottom.
- 3 Pop the hook on the bottom to place to stabilize.
- 4 Fill with your favorite original.



Huit fois plus  
de plaisir.

CARTON  
GRATUIT

**INSTRUCTIONS**

- 1 Tirez généreusement sur les côtés pour ouvrir le carton.
- 2 Aplatissez le fond.
- 3 Engagez le picot d'équilibre du fond pour stabiliser le carton.
- 4 Remplissez avec votre bière préférée.



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

## Key Dates (ongoing)

### Participating Stores

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

### Signage Components

- Header Card ENG (Re-order # DMS-21P11-SMB1) / BIL Header Card (Re-order # DMS-21P11-SMB2)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

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

### Merchandising Instructions

- Display the 8-pack carriers on the metal merchandiser.
- Install the P11-13 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
14280	Bellwoods Jelly King	99
16051	Bellwoods Brewery Jutsu Pale Ale	97
17428	Great Lakes Brewery Thrust IPA	99
194431	Duvel Beer	98
357236	Chimay Blue Cap	100
385674	Side Launch Wheat Beer	97
414946	Brewdog Punk IPA	96
442319	Collective Arts Stranger Than Fiction	96
483388	Aromatherapy IPA	99
485367	Great Lakes Brewery Karma Citra IPA	99
522839	Lindemans Gueuze Cuvee Rene	96
556688	Collective Arts Life In The Clouds	95
575365	Beau's Full Time IPA	96
645416	Left Field Greenwood IPA	97
645424	Left Field Vermont Style IPA	97
10296	High Road Brewing Bronan - Vermont style IPA	98
480368	Muskoka Twice As Mad Tom IPA	97



### Signage and Merchandising Instructions

- Beer Rated perpendicular shelf talkers.
- ENG (Re-order # BCRRB-Winter) / BIL (Re-order # BCRRB-Winter2)
- Install the perpendicular shelf talker in front of the corresponding beer products in-section using the perpendicular shelf talker clip (PSTC201404).



# Beer Awards

## PERPENDICULAR SHELF TALKERS

The World Beer Awards/Canadian Brewing Awards shelf talker program highlights the beers that were recognized for achieving a high level of excellence internationally and on the domestic stage. The winning beers are selected through a series of blind tastings by a panel of judges.

### 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	Size (mL)	Award	Award Type
10563	Old Flame Hazy Blonde Kellerbier	473	Silver	Canadian Beer Awards, 2020
12041	Steam Whistle Pale Ale	473	Gold	Canadian Beer Awards, 2020
13635	Kingsville Brewing Co Light Eh	473	Silver	Canadian Beer Awards, 2020
13815	Bench Jordan Harbour Belgian Pale Ale	473	Bronze	Canadian Beer Awards, 2020
16871	Collingwood Brewery Rockwell Pilsner	473	Gold	Canadian Beer Awards, 2020
418848	Thornbury Village Ladder Run Amber Lager	473	Bronze	Canadian Beer Awards, 2020
453985	Walkerville Easy Stout	473	Silver	Canadian Beer Awards, 2020
485425	Woodhouse Stout	473	Bronze	Canadian Beer Awards, 2020
499145	Walkerville Geronimo IPA	473	Silver	Canadian Beer Awards, 2020
513044	Henderson's Best	473	Gold	Canadian Beer Awards, 2020
534867	Anderson Cream Ale	6 x 355	Silver	Canadian Beer Awards, 2020
628883	Walkerville Brewery Rob Roy Scotch Ale	473	Bronze	Canadian Beer Awards, 2020
697698	Unibroue Blanche De Chambly	473	Best Wheat Beer	World Beer Awards, 2020

#### Signage and Merchandising Instructions

- Beer Awards perpendicular shelf talkers ENG (Re-order # DMS-BCR-WB1) / BIL (Re-order # DMS-BCR-WB2)
- 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 (January 3 - 30)

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)
17767	Aventinus Eisbock	330
17773	Oskar Blue Old Chub Scotch Ale	4 x 355
17774	PEI Brewing Sydney Street Oatmeal Stout	473
17775	Smiths Yorkshire Stingo Barrel Aged Strong AI	550
17843	De Dolle Brouwers Stille Nacht	330
17844	Windswept Bear Russian Imperial Stout	330
180315	Harviestoun Ola Dubh 18 yr old	330
311860	Erdinger Pikantus	500

### 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.

### Key Dates (January 3 - 30)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
107763	Pelee Island Monarch Red VQA	750	\$1.00 LTO
140129	Open Merlot VQA	750	\$1.00 LTO
485128	Pelee Island Baco Noir VQA	750	\$1.00 LTO

#### Participating Stores

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

#### PARTICIPATING STORES – VQA CUBE FIXTURE

##### Signage Components

- LTO Shelf Talkers ENG/BIL (Re-order # DMS-21P11-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.



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



Cube Sign  
(Re-order# OWSIGN-002)



#### PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES

##### Signage Components

- Our Wine Country Backer Card (Re-order# NIVQA066)
- LTO Shelf Talkers ENG/BIL (Re-order # DMS-21P11-OWP2)

##### Merchandising Instructions

- Recycle the Holiday backer card and install the year-around backer card.
- Merchandise the participating products on the top shelf of the VQA Gondola along with the pre-printed LTO Shelf Talkers.



Backer Card  
(Re-order# NIVQA0662)



## 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.**

### Key Dates (January 3 - 30)

#### Participating Products

LCBO#	Description	Size (mL)
431106	Creekside Cabernet Merlot VQA	750
518746	D'Ont Poke The Bear Red VQA	750
582825	Peller Estates Family Series Chardonnay VQA	750
628404	Open Pinot Grigio 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

#### 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)
- Shelf Talkers ENG/BIL (Re-order # DMS-21P11-OWP1)



End Aisle Backer Card

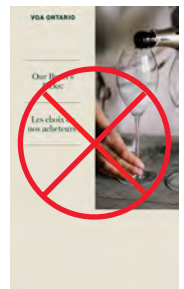
#### Merchandising Instructions

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:

#### 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.



Recycle Cut-Case Backer Card

#### 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-21P11-OWP1)
- Install the shelf talkers in-section in front of the participating products.

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

### Signage

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

### Merchandising Instructions

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



### Participating Stores

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

## NEW! Period 11- Period 6 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.

**ACTION:** Remove and recycle the Holiday Perpendicular Shelf Talkers. All stores will receive new set of perpendicular shelf talkers that will be shipped to stores for the start of P11.

### Participating Stores

All Stores

### Key Dates (P11-P6)

### Participating Products

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



### Signage

**NOTE:** Signage is to remain up until P6.

- P11-P6 Perpendicular Shelf Talker ENG (Re-order# DMS-OP21-OWA1) BIL (Re-order# DMS-OP21-OWA2)

### Merchandising Instructions

- Install the perpendicular in front of corresponding products using a perpendicular shelf talker clip. Signage is to remain up until P6.

# 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 (January 3 - 30)

#### Participating Stores

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

#### Participating Products - Period 11

LCBO#	Description	Size (mL)
419770	Wines of Substance Cabernet Sauvignon	750
479014	Gran Feudo Reserva	750

#### Signage Components

- Generic Backer Card ENG/BIL (Re-order# VBC028)
- Pre-printed shelf talkers ENG (Re-order# VIN-EST-052) / BIL (Re-order# VIN-EST-053)
- Bin tag overlay:  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

#### Merchandising Instructions

- Continue to merchandise products together on a frontfacing/primary end aisle.
- Remove the branded backer card and install the generic backer card.
- Remove the LTO offer shelf talkers and install the no offer 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 11 (Generic Backer Card)

- Stores will install the generic backer card and pre-printed shelf talkers to highlight the participating SKUs.



V2

## VINTAGES Wines of the Month

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

### Key Dates (January 9 and January 23, 2021 releases)

#### Mandatory Participation Stores

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

#### 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>JAN 9, 2021 RELEASE</b>		
176776	Cafaggio Chianti Classico 2015	750
537597	Ironstone Cabernet Sauvignon 2018	750
<b>JAN 23, 2021 RELEASE</b>		
649160	Montes Alpha Special Cuvée Cabernet Sauvignon 2017	750
725895	Ontañón Reserva 2011	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 (Jan 4 to Jan 31, 2021)**



**BAM (There are no BAMs)**



### Participating Stores

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

### 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
168856	Cabeça De Toiro Reserva	750	\$17.95	\$15.95	\$2.00 LTO
328567	Cathedral Cellar Cabernet Sauvignon	750	\$17.95	\$15.95	\$2.00 LTO
286377	Cave Spring Estate Riesling	750	\$19.95	\$17.95	\$2.00 LTO
310334	Featherstone Joy Premium Cuvée Sparkling	750	\$34.95	\$33.95	\$1.00 LTO
258673	G. Marquis The Silver Line Pinot Noir	750	\$19.95	\$17.95	\$2.00 LTO
595280	Porcupine Ridge Syrah	750	\$15.95	\$12.95	\$3.00 LTO
111641	Rocca Delle Macie Riserva Chianti	750	\$15.95	\$13.95	\$2.00 LTO
360222	Seven Falls Cellars Cabernet Sauvignon	750	\$21.95	\$18.95	\$3.00 LTO
16712	Tenuta Del Buonamico Particolare Brut Rosé Sparkling	750	\$20.95	\$18.95	\$2.00 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 four 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

### Key Dates (January 3 - 30)

### Participating Product

LCBO#	Description	Size (mL)	Offers
258673	G. Marquis The Silver Line Pinot Noir	750	\$2.00 LTO

### Signage Components & Merchandising Instructions

#### Signage reorder code: DMS-21P11-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 February 1, 2021.

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

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by February 1, 2021.

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

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by February 1, 2021.

#### Available Chilled Hot Button

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

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



Basket Sign



Pricer Card



Shelf Talker

# Year-Round GIFT PACKAGING

## **ACTION:**

Stores are to pack up and box any residual Holiday gifting (packaging and/or cards/carriers), marked clearly for use next year. Only Year-Round packaging and gift cards/presenters are to be displayed on the designated fixtures.

Please note that a new signage package containing the Year-Round LCBO and Vintages signage will be shipped to participating stores for the start of Period 11. Refer to the next pages for more details.

LCBO#	Component	Case Pack	Retail	LCBO#	Component	Case Pack	Retail
<b>Gift Packaging</b>				<b>Gift Cards &amp; Presenters</b>			
652842	LCBO "Our Favourite" Bag (4V)	100	\$1.00	648808	Cheers Gift Card Carrier (English)		
657650	Year-Round 1 Bottle Rigid Box (2V)	24	\$4.95	648766	Cheers Gift Card Carrier (French)		
657338	Year-Round 2 Bottle Rigid Box (2V)	12	\$7.95	648865	Thank You Gift Card Carrier (English)		
688325	Reusable 2 Bottle Bag (3V)	50	\$1.50	648873	Thank You Gift Card Carrier (French)		
17361	Reusable 6 Bottle Bag (3V)	50	\$1.95	647271	Vintages Gift Card Carrier (English)		
17362	Reusable Large Bottle Bag (3V)	50	\$1.95	657882	Vintages Gift Card Carrier (French)		
11206	Vintages "Our Favourite" Gift Bag	100	\$1.00	648790	Charcoal Gift Card		
16679	Vintages Single Bottle Rigid Gift Box	24	\$4.95	648824	Corporate Green Gift Card		
11202	Vintages Single Bottle Gift Box	24	\$2.95	648816	Cool Grey Gift Card		
11203	Vintages Double Bottle Gift Box	12	\$3.95	647222	Vintages Gift Card		
17373	Vintages Wooden 1 Bottle Box	12	\$8.95				
17377	Vintages Wooden 2 Bottle Box	6	\$12.95				
17374	Vintages Wooden 3 Bottle Box	4	\$15.95				
17378	Vintages Wooden 6 Bottle Box	2	\$24.95				

# HOW TO MERCHANDISE LCBO “Our Favourite” Gift Bags

**ACTION:** Please remove and recycle the Holiday “Our Favourite” Gift Bag Hot Buttons. All stores will receive a new signage package containing the LCBO “Our Favourite” Gift Bag Hot Buttons that will be shipped to stores for the start of PT11.

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

- Cash Ends (all stores)
- End Aisles (select stores)
- Wooden Gift Packaging Fixtures (select stores)



LCBO “Our Favourite” Gift Bag

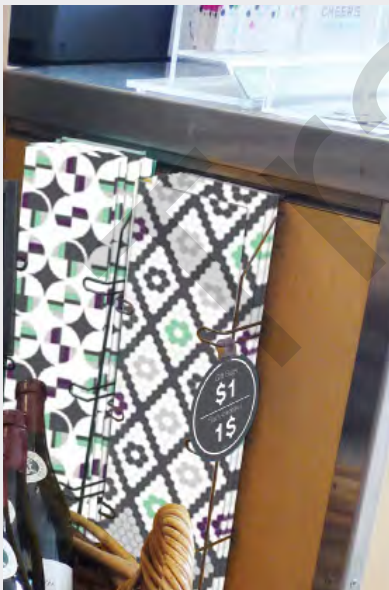
Case packed 100  
LCBO# 652842 • \$1.00

All stores will receive the gift bag Hot Buttons to be installed at each merchandising location in the store.

Replacement signs and clips can be ordered from helloLCBO 416-365-5932. Stores in FLS designated areas MUST display the bilingual side of the sign.

Signage	Description	Re-order #
	LCBO “Our Favourite” Gift Bag Hot Button Signs	DMS-GFT-116
	\$1.00 Bag Hot Button Sign Clip	NIHK102

**Cash End  
(all stores)**



**End Aisle  
(select stores)**



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



# HOW TO MERCHANDISE

## Vintages “Our Favourite” Gift Bags

**ACTION:** Please remove and recycle the Vintages “Our Favourite” Gift Bag Hot Buttons. All stores will receive a new signage package containing the Vintages “Our Favourite” Gift Bag Hot Buttons that will be shipped to stores for the start of PT11.

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

- Cash Ends (all stores)
- End Aisles (select stores)
- Wooden Gift Packaging Fixtures (select stores)


All stores will receive the gift bag Hot Buttons to be installed at each merchandising location in the store.

Replacement signs and clips can be ordered from helloLCBO 416-365-5932. Stores in FLS designated areas MUST display the bilingual side of the sign.



Vintages “Our Favourite” Gift Bag

Case packed 100  
LCBO# 11206 • \$1.00

Signage	Description	Re-order #
	Vintages “Our Favourite” Gift Bag Hot Button Signs	DMS-GFT-035V
	\$1.00 Bag Hot Button Sign Clip	NIHK102

**Cash End  
(all stores)**



**End Aisle  
(select stores)**



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



# HOW TO MERCHANDISE

## Metal Reusable Bag Fixture

**ACTION:** Please ensure all Holiday gift packaging items are removed from the Metal Reusable bag fixture. Stores are to pack up and box any residual Holiday packaging, marked clearly for use next year. Only Year-Round gift packaging are to be displayed on the fixture.


Remove and recycle the Holiday pole topper sign and replace with the Year-Round packaging and pole topper sign. All stores will receive a new signage package containing the Year-Round pole topper sign that will be shipped to stores for the start of PT11.

Place the merchandiser in a prominent, high-traffic location near the front of the store. Please note that this fixture has TWO (2) metal arms, allowing 4 merchandising opportunities. Please continue to replenish throughout the promotion.

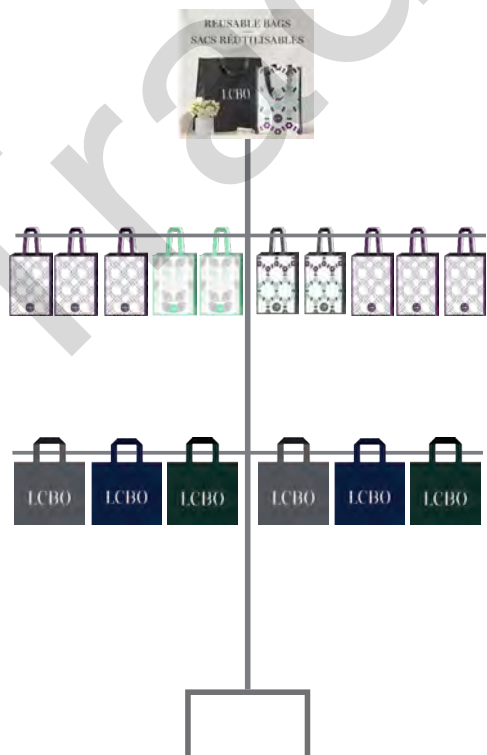
The following Year-Round gift packaging items will be merchandised on this fixture:

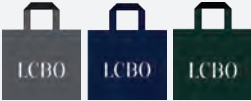
LCBO#	Component	Case Pack	Retail
17361	Reusable 6 Bottle Bag (3V)	50	\$1.95
17362	Reusable Large Bottle Bag (3V)	50	\$1.95
688325	Reusable 2 Bottle Bag (3V)	50	\$1.50

### Signage Re-order Codes


Description	Reorder #
 Year-Round Pole Topper Sign for Metal Reusable Bags Fixture	ENG: OP21-GFT 106 BIL: OP21-GFT 106B

Replacement signs and clips can be ordered from helloLCBO 416-365-5932. Stores in FLS designated areas MUST display the bilingual side of the sign.






**Reusable 6 Bottle Bag (3 Versions)**  
LCBO# 17361 • \$1.95



**Reusable Large Bottle Bag (3 Versions)**  
LCBO# 17362 • \$1.95



**Reusable 2 Bottle Bag (3 Versions)**  
LCBO# 688325 • \$1.50

# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Metal)

**ACTION:** Please ensure all Holiday gift packaging items are removed from the Gift Packaging Floor Merchandiser. Stores are to pack up and box any residual Holiday packaging, marked clearly for use next year. Only Year-Round gift packaging are to be displayed on the fixture.



Remove and recycle the Holiday Gift Packaging Floor Merchandiser (Metal) signage and replace with the Year-Round packaging and signage. Participating stores will receive a new signage kit containing the Year-Round LCBO and Vintages Gift Packaging Floor Metal Merchandiser signage that will be shipped to stores for the start of PT11.

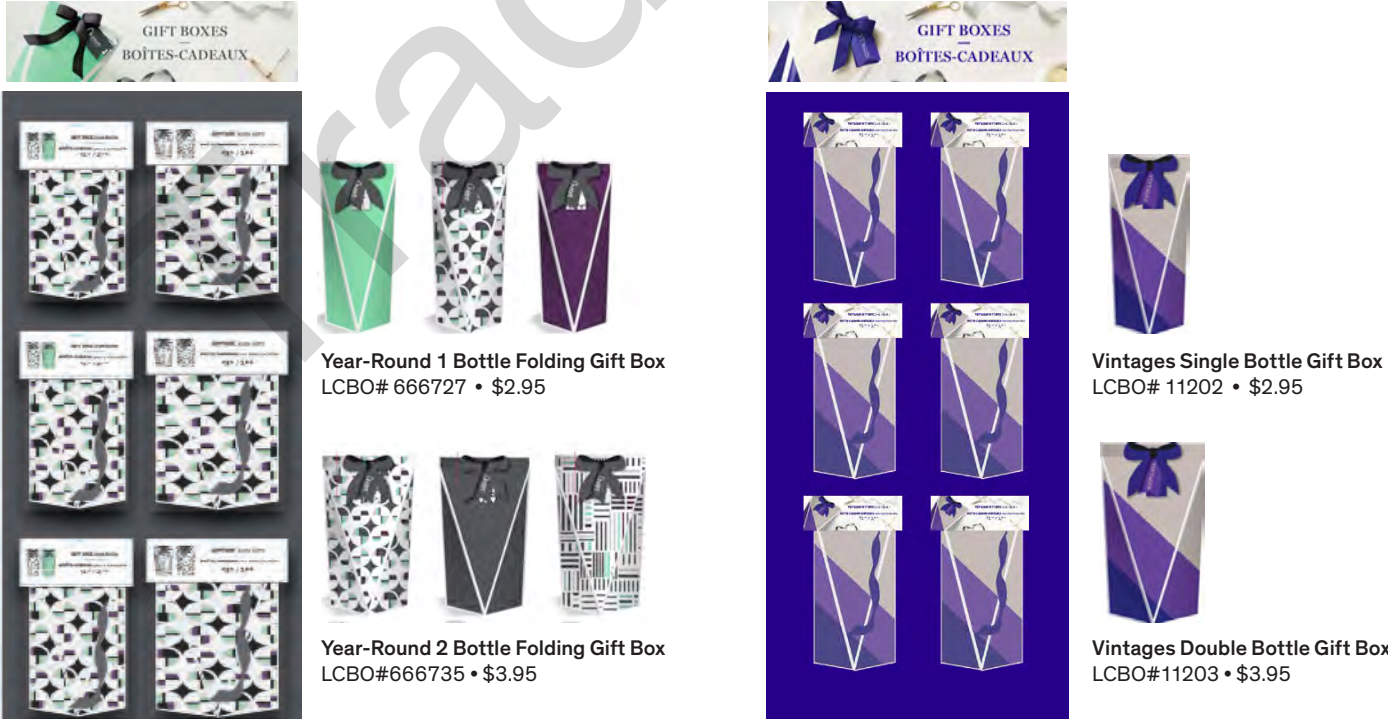
The following Year-Round gift packaging items will be merchandised on this fixture:

LCBO#	Component	Case Pack	Retail	Inventory (Check supplying warehouse for updated inventory)
666727	Year-Round 1 Bottle Folding Gift Box (residual)	24	\$2.95	No inventory at warehouse
666735	Year-Round 2 Bottle Folding Gift Box (residual)	12	\$3.95	Limited cases available for ordering
11202	Vintages Single Bottle Gift Box	24	\$2.95	
11203	Vintages Double Bottle Gift Box	12	\$3.95	

**ACTION:** Stores may continue to merchandise any residual packaging from previous years on this fixture.

### Signage Re-order Codes

Signage	Description	Reorder #
	LCBO Metal Stand Merchandiser Sign Insert LCBO Metal Stand Merchandiser Back Insert	Signage Kit: ENG/ENG: OP21-GFT 117 BIL/BIL: OP21-GFT 117B
	Vintages Metal Stand Merchandiser Sign Insert Vintages Metal Stand Merchandiser Back Insert	Signage Kit: ENG/ENG: OP21-GFT 118 BIL/BIL: OP21-GFT 118B



**Year-Round 1 Bottle Folding Gift Box**  
LCBO# 666727 • \$2.95

**Year-Round 2 Bottle Folding Gift Box**  
LCBO#666735 • \$3.95

**Vintages Single Bottle Gift Box**  
LCBO# 11202 • \$2.95

**Vintages Double Bottle Gift Box**  
LCBO#11203 • \$3.95

# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Wood)

**ACTION:** Please ensure all Holiday gift packaging items are removed from the Wooden Gift Packaging Floor Merchandiser. Stores are to pack up and box any residual Holiday packaging, marked clearly for use next year. Only Year-Round gift packaging are to be displayed on the fixture.


Remove and recycle the Holiday insert sign currently merchandised on the fixture and replace with the year-round packaging and sign insert. Please note that a new signage package containing the Year-Round signage will be shipped to participating stores for the start of Period 11. The Year-Round Gift Boxes WILL NOT be allocated to you. Please order from your supplying warehouse.

### Delist Gift Packaging (Previous Years)

LCBO#	Component	Case Pack	Retail	Inventory (Check supplying warehouse for updated inventory)
666727	Year-Round 1 Bottle Folding Gift Box	24	\$2.95	No inventory at warehouse
666735	Year-Round 2 Bottle Folding Gift Box	12	\$3.95	Limited cases available for ordering

**ACTION:** Stores may continue to merchandise any residual packaging from previous years on this fixture.

### Signage Re-order Codes

Description	Reorder #
 LCBO/Vintages Gift Packaging Floor Merchandiser Sign	ENG: OP21-GFT-120 BIL: OP21-GFT-120 B

Replacement signs and clips can be ordered from helloLCBO 416-365-5932. Stores in FLS designated areas MUST display the bilingual side of the sign.



Front view



Back view

## SIDE A:

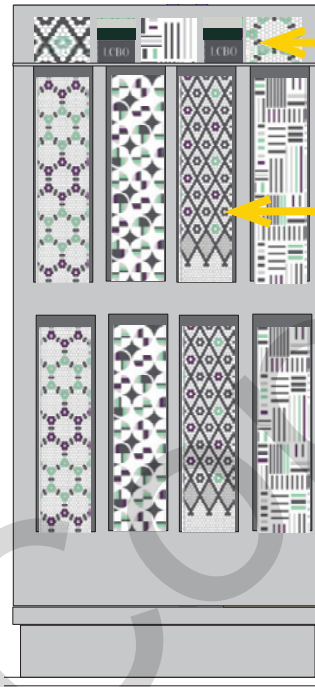


LCBO Gift Cards & Presenters

Year-Round 1 Bottle Rigid Box  
Case packed 24  
LCBO# 657650 • \$4.95

Year-Round 2 Bottle Rigid Box  
Case packed 12  
LCBO# 657338 • \$7.95

## SIDE B:



LCBO Gift Cards & Presenters

LCBO \$1.00 Bag  
Case packed 100  
LCBO# 652842 • \$1.00

## 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:



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



# HOW TO MERCHANDISE LCBO Gift Cards

**ACTION:** Please ensure all Holiday gift cards and presenters are removed from the Gift Card Merchandisers and Wooden Gift Packaging Floor Merchandiser. Stores are to pack up and box any residual Holiday gift cards and presenters, marked clearly for use next year. Only Year-Round gift cards and presenters are to be displayed on the designated fixtures.

Remove and recycle all LCBO and Vintages Holiday Gift Card insert signs. Participating stores will receive a new signage package containing the LCBO and Vintages Year-Round Gift Card insert signs that will be shipped to stores for the start of PT11.

## Gift Cards

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

## Gift Card Carriers

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

### Acrylic Gift Card Merchandiser (Cash End)



Large Acrylic  
Gift Card Merchandiser



Small Acrylic  
Gift Card Merchandiser



Vintages Small Acrylic  
Gift Card Merchandiser

## Merchandising Instructions

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

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

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

# Wine and Spirits

## SPECIAL PROMOTIONS FIXTURE

The Special Promotions Fixtures are located in front of cash registers. The Spirits Fixture will be merchandising 375 mL spirits products, and the Wine Fixture will hold 375 mL wine products.

### Participating Stores

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

### Merchandising Instructions

- Remove and recycle all holiday signage. Install Year-Round category sign and poster sign.
- 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.

### Signage Components

- Category Sign Wine (Bilingual)  
Re-order #210P-SPF1
- Category Sign Spirits (Bilingual)  
Re-order #210P-SPF2
- Wine Poster Sign (Bilingual)  
Re-order #210P-SPF3
- Spirits Poster Sign (Bilingual)  
Re-order #210P-SPF4

## Spirits Impulse

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

### Participating Products

LCBO#	Description	Size (mL)
240	Smirnoff Vodka	375
463	Canadian Club Premium	375
596	Bacardi Superior (P.E.T)	375
9043	Crown Royal	375
9522	J.P. Wiser's Deluxe	375
61408	Jagermeister	375
74393	Bailey's Irish Cream	375
110221	St Remy Brandy	375
265199	Absolut Vodka	375
500504	Captain Morgan Spiced Rum	375
11850	Buffalo Trace Bourbon	375
245688	Hennessy Vs Cognac	375
604934	Grey Goose Vodka	375
637058	Bombay Sapphire London Dry Gin	375
669002	Casamigos Reposado Tequila	375
TBD	Macallan 12 YO Triple Cask	375

Core SKUs

Stores are to select 6 products to be merchandised on the back side of the fixture (Store discretion)



### Important Note:

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

# Wine Impulse:

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

## Participating Products

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

# Display Program (SBC) BLOCK PILE C

AIR MILES®

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

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

## Key Dates (January 3 - 30)

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
935	Captain Morgan White Rum	750	
2196	Captain Morgan Dark Rum	750	
4788	Captain Morgan Gold Rum	750	Buy 2 Get 20 BAM
17047	Captain Morgan Sliced Apple Spiced Rum	750	
133439	Captain Morgan White Rum (PET)	1750	
234039	Captain Morgan Gold Rum (PET)	1750	

“ Buy any 2 and get 20 AIR MILES® Bonus Miles.



### Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-21P11-BPC1) / BIL (Re-order # DMS-21P11-BPC2)
- Riser Wrap ENG (Re-order # DMS-21P11-BPC3) / BIL (Re-order # DMS-21P11-BPC4)
- Pricer Card ENG (Re-order # DMS-21P11-BPC5) / BIL (Re-order # DMS-21P11-BPC6)
- Shelf Talkers ENG (Re-order # DMS-21P11-BPC7) / BIL (Re-order # DMS-21P11-BPC8)
- End Aisle Backer Card BIL (Re-order # DMS-21P11-BPC9)
- Pole Topper BIL (Re-order # DMS-21P11-BPC10)

### 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.



# Display Program (XBP)

## BLOCK PILE D

Aperol & Campari

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

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

### Key Dates (January 3 - 30)

#### Participating Stores

1, 10, 15, 19, 21, 22, 31, 38, 40, 83, 102, 115, 130, 148, 149, 154, 164, 187, 195, 198, 217, 226, 228, 243, 253, 263, 288, 310, 329, 334, 346, 355, 360, 367, 385, 390, 393, 394, 398, 412, 417, 438, 443, 445, 452, 486, 495, 499, 500, 511, 523, 542, 549, 555, 573, 590, 619, 623, 624, 630, 631, 632, 703, 741, 776

#### Participating Products

LCBO#	Description	Size (mL)	Offers
176834	Aperol	750	Value Add: Double Dutch Soda Water (4 x 200 m L)
277954	Campari	750	



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

#### Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Cards ENG (Re-order #DMS-21P11-BPD1) / BIL (Re-order #DMS-21P11-BPD2)

#### Merchandising Instructions

- The supplier will be providing and setting up the merchandisers to the selected stores in time for the start of the promotion.
- Merchandise the pricer cards in front of the participating products. Pricer cards will be supplied by LCBO.

“

This Enhanced Display will help consumers make better choices with a low-abv cocktail solution, including a soda water VA.



Supplied by Agent

# Period 11-13

## FLEX SPACE



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

### **Mandatory Participation:**

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

Flex Space Australia - Explore Australian Wines

### **Key Dates (P11 - P13)**

### **Participating Stores**

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

### **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 new 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 new sparkling wines
- USA section merchandised with California wines
- SE Europe section merchandised with new wines from Europe
- 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-21P11-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	Producing Country	LCBO#	Description	Size (mL)	Price	Offers
<b>Sparkling Flex Space (FSA) - "New Sparkling Wines"</b>						
	Spain	16191	Toro Bravo Sparkling Secco White	750	\$12.95	
	Spain	16306	Segura Viudas Brut Rose D.O. Cava	750	\$15.95	
	France	16396	GH Martel Champagne VICTOIRE Brut Rose	750	\$45.95	
	Germany	518407	Blue Nun 24K Gold Edition Sparkling	750	\$14.95	
<b>USA - California Flex Space (FSB) - "Great Value California Wines"</b>						
	USA	10422	Barefoot Merlot	1500	\$19.95	\$2.00 LTO
	USA	68924	Gnarly Head Cabernet Sauvignon	750	\$16.95	\$3.00 LTO
	USA	308163	Pepperwood Grove Old Vine Zinfandel	750	\$13.00	\$2.00 LTO
	USA	633594	Smoking Loon Chardonnay	750	\$14.95	\$2.00 LTO
	USA	633602	Gnarly Head Sauvignon Blanc	750	\$15.30	\$2.00 LTO
<b>Europe - Italy/SE Flex Space (SFC) "New Wines from Europe"</b>						
	Italy	13602	Tavarnello, Sangiovese Cabernet	750	\$8.95	
	Italy	13918	Cantine Due Palme Brindisi Rosso Dop	750	\$8.95	
	France	17447	Lacour Tourny Bordeaux Merlot Cabernet	750	\$11.95	
	France	17528	Paul Sapin JUST Merlot	750	\$11.95	
	France	17535	Terror D'Altitude Cabernet Sauvignon	750	\$14.95	
<b>Australia Flex Space (FSD) - "Explore Australian Wines"</b>						
<b>*Mandatory Participation: This is a SOLD promotion. Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.</b>						
	Australia	11936	The Magic Box Amazing Cabernet Sauvignon	750	\$16.95	\$2.00 LTO
	Australia	11937	The Magic Box Wondrous Chardonnay	750	\$16.95	6 BAM
	Australia	11939	Victoria Park Cabernet Sauvignon	750	\$14.95	6 BAM
	Australia	20289	Yellow Tail Shiraz	1500	\$23.90	
	Australia	20321	Yellow Tail Chardonnay	1500	\$19.95	
	Australia	338012	Hardys Stamp Series Shiraz/Cabernet	750	\$11.00	\$1.00 LTO
	Australia	464743	Angove Organic Cabernet Sauvignon 2019	750	\$15.95	10 BBAM
	Australia	553859	Angove Organic Chardonnay 2019	750	\$14.95	10 BBAM
	<b>Chile/Argentina Flex Space (FSE) - "Save on New World Wines"</b>					
	Argentina	11927	La Linda Malbec	750	\$12.95	\$2.00
	South Africa	129734	Fish Hoek Shiraz	750	\$10.00	\$1.00
	South Africa	222299	The Pavillion Shiraz Cabernet Sauvignon	750	\$11.95	5 BAM
	South Africa	292532	The Wolftrap Viognier Chenin Blanc Grenache Blanc	750	\$13.95	4 BAM
	Chile	454868	Las Mulas Merlot Reserva Organic	750	\$14.95	\$2.00
	South Africa	495507	Robertson Winery Chenin Blanc	750	\$9.45	3 BAM
	South Africa	524330	Big Bill Sauvignon Blanc	750	\$12.85	\$2.00
	South Africa	527457	Nederburg Shiraz	750	\$13.95	\$2.00
	Argentina	620880	Masi Tupungato Passo Doble Organic	750	\$15.00	\$2.00
	<b>Organic Flex Space</b>					
Maintain regular merchandising of organic assortment (secondary location for all general list and Vintages organic products.)						



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.

### EUROPE - Italy/SE Flex Space “New Wines from Europe”



### USA Flex Space “Great Value California Wines”



### Chile/Argentina Flex Space - “Save on New World Wines”



### Sparkling Flex Space - “New Sparkling Wines”



### Australia Flex Space “Explore Australian Wines”



### Mandatory Participation:

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

**Flex Space Australia -  
Explore Australian Wines**



# Period 11-13

## THE COLD ROOM SPIRITS DISPLAY (CR)

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 (P11 - P13)

**NEW!** Previously, this program was 1-2 SKUs, and merchandised as a cut case display with limited signage opportunities. Moving forward, this program will be executed on an A-Frame fixture which will be re-located to the Beer cold room section. Only stores with the A-Frame fixture will participate in this program. Cut-case displays of the program is no longer a valid format.

### A-Frame Participating Stores

1, 4, 19, 21, 22, 23, 31, 35, 36, 38, 44, 55, 65, 74, 82, 83, 85, 90, 93, 95, 106, 115, 130, 145, 148, 149, 150, 156, 164, 171, 179, 187, 195, 198, 208, 209, 221, 228, 233, 243, 252, 263, 279, 288, 298, 300, 325, 326, 329, 334, 344, 346, 351, 355, 358, 359, 360, 367, 370, 371, 381, 383, 385, 386, 390, 392, 394, 397, 407, 412, 415, 416, 428, 431, 432, 437, 438, 443, 445, 452, 470, 481, 485, 486, 489, 490, 495, 497, 499, 501, 505, 523, 532, 536, 540, 544, 549, 556, 566, 569, 575, 584, 587, 590, 593, 602, 605, 609, 616, 617, 619, 623, 627, 630, 632, 634, 640, 641, 649, 670, 672, 675, 691, 694, 698, 699, 703, 706, 743, 748, 751, 776

### Stores that no longer participate in this program

6, 33, 41, 49, 51, 58, 84, 102, 107, 119, 155, 160, 196, 211, 227, 229, 230, 232, 234, 237, 244, 250, 254, 270, 276, 278, 281, 296, 299, 310, 316, 318, 323, 335, 364, 368, 369, 374, 380, 384, 387, 391, 399, 401, 404, 414, 423, 425, 427, 440, 448, 449, 454, 469, 474, 477, 482, 491, 492, 496, 500, 504, 509, 510, 516, 530, 537, 550, 551, 552, 554, 560, 561, 564, 580, 594, 618, 626, 633, 644, 654, 655, 658, 695, 741, 771

### Participating Products

LCBO#	Description	Size (mL)	Offers
61408	Jagermeister	375	
230987	Jameson Irish Whiskey	375	LTO
398776	Fireball Whisky Shooter	375	

### Signage Components

- A-frame sign ENG (Re-order # DMS-21P11-AF1) / BIL (Re-order # DMS-21P11-AF2)

### Merchandising Instructions

- Please order the required product, as it will not be force shipped (3 cases minimum).
- Ensure the fixture is by the beer cold room or beer section of the store.
- Merchandise the participating products and value add according to the planogram.
- Install the fixture sign on top of the A-frame fixture.



# Period 11-12

## FRONT END MERCHANDISER

The Front End Merchandiser program (FEM) has proven to generate incremental sales, create consistency across the stores, and encourage customers to discover new products. **This is a sold program. Participation is mandatory.**

Stores that currently merchandise their FEM fixtures by PPG skus should remerchandise their current assortment by Category (and set if applicable).

**NOTE:** Contact Facilities to order additional shelving if your fixtures do not currently have 5 tiers

### Stores with 2 FEMs will separate product by Category:

1. Spirits
2. Wines/Wines in Cans

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

1. White Spirits
2. Brown Spirits
3. Wines/Wines in Cans

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

1. White Spirits
2. Brown Spirits
3. Brown Spirits/Liqueurs
4. Wines/Wines in Cans

### Sample 3 FEM Planogram



### Sample 4 FEM Planogram



# NEW

## RESPONSIBLE SERVICE PROGRAM

Replacing existing Check 25 and Second Party Purchase Signage Packages

### Overview

The LCBO is committed to the responsible sale of beverage alcohol and we appreciate the critical role our frontline employees play in helping keep our communities and customers safe.

This past year, the Sustainability team identified a need to evolve the current **Challenge & Refusal Program**, to the **Responsible Service Program**, to further prioritize inclusion, health and well-being of our customers and employees and to ensure clear and concise in-store messaging. While the policies are not changing, we are updating how we communicate, which will result in clearer messaging to our customers and better support for our frontline employees responsible for enforcing them.

**Ship Date:** January 13<sup>th</sup>, 2021 | **Participating Stores:** All Stores

The Responsible Service Program updates include:

- New *Be ID Ready* signage has evolved from our Check 25 campaign and now no longer includes individual faces.
- In response to the pandemic, we have included in-store signage around mask safety so that employees feel confident asking customers to lower their masks when asked for their ID.
- Signage now includes icons to ensure clear communication for customers.

**ACTION:** All Blue SR Signage should be removed & recycled and replaced with the new Responsible Service Program.



### Signage Components & Merchandising Instructions

Component

Image

**Window Show Card (English/Bilingual) (Re-order# OP21-SRP1)**

- Install the sign on every third show card as part of the rotation with the current promotional turn's show cards.
- Do not discard or replace this show card at the end of the promotional turn; it is to stay installed until further notice.

**Note:** The Window Showcard was included in the P11 POP Package that was shipped to all stores. All overs of this signage will be available to order by contacting HelloLCBO.



## Signage Components & Merchandising Instructions

### Component

### Image

#### Metal Floor Stand Sign (Bilingual) (Re-order# OP21-SRP2)

- Place metal stand with the Responsible Service sign in a prominent location near the entrance of the store (but not in the vestibule as that's where the parking lot sign is sometimes displayed) or at the front of the cash.
- The stand should not go behind the cash, but rather in front of the cash as customers approach to check out.



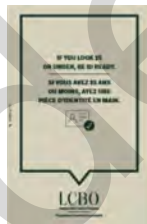
#### Front End Merchandiser Sign (Bilingual) (Re-order# OP21-SRP3)

- Peel off the release strip from the double sided tape and stick the adhesive side on the wall of the Front End Merchandiser Fixture.



#### Perpendicular Shelf Talkers (Bilingual)

- At Store Manager's discretion, display the Perpendicular Shelf Talkers (5 Versions) in sections where customers 25 years of age and younger most frequently shop.
- Perpendicular Shelf Talker Clips (PSTC201404) can be ordered through helloLCBO.
- The perpendicular shelf talkers will be bundled per version of 10 for store ordering.



V1 Re-order #  
OP21-SRP4



V2 Re-order #  
OP21-SRP5



V3 Re-order #  
OP21-SRP6



V4 Re-order #  
OP21-SRP7



V5 Re-order #  
OP21-SRP8

#### Shopping Cart Sign (Select Stores) (Bilingual) (Re-order# OP21-SRP9)

- Display the Responsible Service sign in the Shopping Cart frame.
- Refer to the Shopping Cart section for more details.



# SHOPPING CART SIGN

The inside of the shopping cart will feature the E-Commerce messaging and the outside will feature the Responsible Service messaging. The Responsible Service 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

Responsible Service: Keep installed until further notice

E-Commerce/Same-Day Pickup: Keep Installed until P13.

## Participating Stores

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

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

### **NEW!** Responsible Service Program Shopping Cart Sign



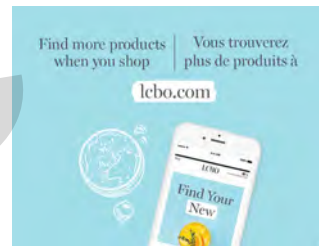
#### Signage Component

- Responsible Service Sign  
BIL (Re-order# OP21-SRP9)

#### Merchandising Instructions

- Remove and recycle the blue Check 25 and Second Party Purchase shopping cart signs.
- Install the new Responsible Service shopping cart sign.

### E-Commerce/Same-Day Pickup Shopping Cart Sign



#### Signage Component

- E-Commerce Generic Shopping Cart Sign  
ENG/BIL (Re-order #DMS-21P11-SC1)
- Same-Day Pickup Shopping Cart Sign  
ENG/BIL (Re-order #DMS-21P11-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.

# Turn 3

## WINE FRIDGE

PT12 to PT2 (January 31, 2021 - May 22, 2021)

This is a Sold Program and participation is mandatory. Participating products have paid for premium shelf positioning. Stores must bring in participating products for display in the wine fridge. Refer to the Wine Fridge Turn 3 guide for participating products. **This is a sold program. Participation is mandatory.**

### Participating Stores

#### Group A Stores

1, 5, 10, 15, 18, 19, 25, 31, 36, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 171, 182, 195, 207, 212, 214, 217, 226, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 362, 371, 384, 386, 388, 390, 391, 393, 394, 397, 398, 412, 428, 431, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 511, 528, 534, 536, 542, 545, 555, 556, 566, 568, 569, 573, 601, 619, 624, 627, 630, 631, 632, 641, 653, 672, 675, 698, 741, 748, 751, 771, 776

#### Group B Stores

14, 20, 23, 24, 26, 27, 33, 34, 45, 50, 51, 52, 55, 58, 59, 60, 61, 62, 63, 64, 68, 70, 72, 74, 77, 79, 80, 81, 82, 86, 87, 90, 95, 97, 101, 110, 115, 124, 125, 130, 132, 139, 144, 145, 152, 154, 155, 168, 177, 179, 183, 187, 190, 191, 192, 194, 196, 197, 200, 201, 202, 205, 208, 209, 210, 211, 216, 218, 219, 221, 222, 225, 229, 236, 244, 248, 249, 252, 255, 263, 266, 268, 270, 278, 287, 297, 300, 302, 310, 312, 320, 321, 325, 340, 341, 343, 344, 351, 353, 358, 359, 361, 367, 368, 373, 378, 381, 382, 387, 392, 395, 399, 400, 401, 406, 407, 415, 416, 417, 427, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 502, 521, 526, 532, 533, 537, 539, 540, 544, 549, 550, 553, 554, 559, 564, 579, 580, 582, 584, 586, 593, 602, 605, 614, 617, 629, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 744

#### Group C Stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 193, 199, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 327, 333, 335, 345, 349, 354, 366, 370, 372, 374, 380, 402, 403, 404, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 509, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 703, 706, 746, 749

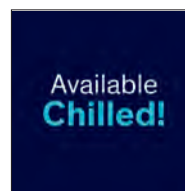
#### Group D Stores

6, 17, 21, 22, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 65, 69, 71, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 128, 136, 150, 158, 165, 166, 169, 174, 178, 188, 198, 220, 232, 237, 246, 247, 250, 258, 260, 265, 276, 293, 294, 296, 298, 301, 323, 330, 331, 363, 364, 369, 383, 385, 389, 411, 414, 420, 425, 426, 429, 446, 449, 450, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 519, 522, 523, 527, 529, 530, 547, 551, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 646, 650, 652, 654, 655, 657, 665, 676, 693, 702


### Signage Component

- Available Chilled Hot Button(Re-order # DMS-Available Chilled Hot Button)












For additional signage, please call helloLCBO @ 416-365-5932 to place an order.



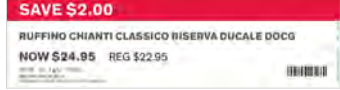







# OTHER PROGRAMS

Program	Duration	Next Release
 <p><b>Whisky Shop</b></p>	February 2, 2020 - TBD Period 12	Posted online
 <p><b>Gin Shop</b></p>	March 29, 2020 - September 25, 2020 Period 1 - Period 7	Posted online
 <p><b>Rum Shop</b></p>	March 29, 2020 - September 25, 2020 Period 1 - Period 7	Posted online
 <p><b>Tequila Shop</b></p>	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	<b>EA3 &amp; EA5 Flight A (Premium)</b> Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h	ENG: DMS-21P11-ST14 BIL: DMS-21P11-ST15	
	<b>EA3 &amp; EA5 Flight B (Standard)</b> Pre-printed Shelf Talkers	ENG/BIL	ENG: DMS-21P11-ST16 BIL: DMS-21P11-ST17	
On Shelf	Branded Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P11-ST1 BIL: DMS-21P11-ST2	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P11-ST3 BIL: DMS-21P11-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P11-ST5 BIL: DMS-21P11-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P11-ST7 BIL: DMS-21P11-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P11-ST9 BIL: DMS-21P11-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-21P11-ST11	
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-21P11-ST12	
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-21P11-ST13	
On Shelf	BBAM Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P11-ST18 BIL: DMS-21P11-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-P11-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-P11-BNS	
On Shelf	"NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	"In The Spotlight" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h English/Price English/No Price		
On Shelf	"In The Spotlight/EN VEDETTE" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

# Sold Space WORKSHEETS

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

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

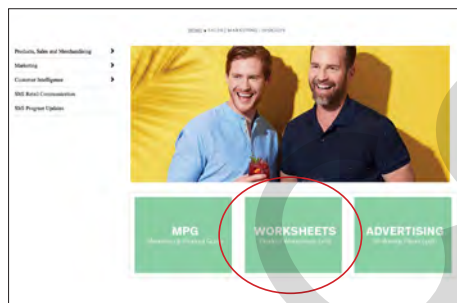
<p>1008 Fortana Di Pappa Red, 1000 mL          3734 Fortana Di Pappa Red, 2000 mL          Please be advised that due to ongoing supply issues due to a change in brand ownership of the Fortana Di Pappa brand family, the above SKUs will be out of stock indefinitely.          We will advise once the inventory becomes available in your supplying warehouse.</p>
<p>Wine Fridge Turn 2  <a href="#">Click here to read the guide</a></p>
<p>PT7 - Bring Local Home  <a href="#">PT7 Marketing &amp; Budget Guide</a>  <a href="#">PT7 Worksheets Link</a></p>

Customer Experience Newsletter

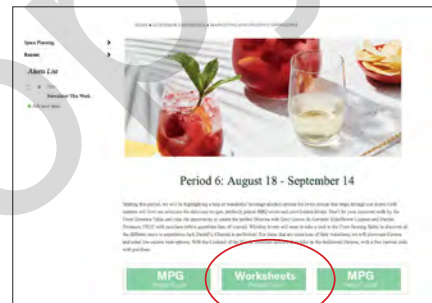
Wine Fridge Turn 2  
[Click here to read the guide](#)

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

REMINDER: Please direct  
[Help](#)



Portal Site



Marketing & Product Guidelines Site

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1	31112	Grant's Family Reserve	750	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>		247056	Grant's Family Reserve	1750	BAM
<input type="checkbox"/>	<input type="checkbox"/>		605931	Grant's Family Reserve	1140	BAM
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2	16785	Peller Family Vineyards Light Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		122077	Georges Duboeuf Beaujolais-Villages	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		441543	Wakefield romised Land Shiraz	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3A	3558	Gibson's Finest Rare 12 Years Old	750	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>		200741	Gibson's Finest Rare 12 Years Old	1750	BAM
<input type="checkbox"/>	<input type="checkbox"/>		215871	Gibson's Finest Rare 12 Years Old Whisky	1140	BAM
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3B	189217	Gibson's Finest Sterling Edition	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		215038	Gibson's Finest Sterling Edition	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		215889	Gibson's Finest Sterling Edition Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4	9431	Bouchard Aine & Fils Beaujolais Superieur	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		16810	Peller Family Vineyards Light Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		602615	Angus The Bull Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5A	312959	Ketel One	1750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		363770	Ketel One Vodka	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		456095	Ketel One Vodka	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5B	131391	Smirnoff Vodka (P.E.T)	1140	BBAM
<input type="checkbox"/>	<input type="checkbox"/>		381954	Smirnoff Citrus Flavoured Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		419515	Smirnoff Grapefruit	750	BAM
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 6	66266	Inniskillin Unoaked Chardonnay VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		621821	Folonari Pinot Grigio Delle Venezie Doc	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		633578	Jacob's Creek Pinot Grigio	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 7	27235	Sauza Gold Tequila	750	BAM
<input type="checkbox"/>	<input type="checkbox"/>		143040	Hornitos Reposado Tequila	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		217125	Sauza Silver	1140	BAM
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8	16109	Open Fresh'N Fruity Gamay VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		454868	Las Mulas Merlot Reserva Organic	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		535641	Vicente Faria Animus Douro, Do	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 9	2691	Tanqueray Dry Gin	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		96263	Tanqueray Dry Gin	1750	BAM
<input type="checkbox"/>	<input type="checkbox"/>		600163	Tanqueray No. Ten Gin	750	Value Add

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 10: Mini Thematic C	15415	Muskoka Tread Lightly (LCBO Warehouse)	473	
			15717	Flying Monkeys The Mutants Are Revolting (6309)	473	LTO
			17671	Beau's Lug Tread 2.5% (275 TBS)	473	LTO
			17784	Ace Hill Dry Hopped Lager (196)	4 x 355	
			398693	Naughty Neighbour American Pale Ale (6699)	473	LTO
			481515	Bench Brewing Balls Falls Session IPA (798)	473	
			575357	3 Speed Lager 568 (3842)	568	
			576538	Lake Of Bays Paddle Session Ale (8958)	473	LTO
			576900	Cowbell Brewing Co. Shindig Huron County Craft Lag (458)	473	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 11	225698	The Kraken Black Spiced Rum	750	BAM
			318683	The Kraken Black Spiced Rum	1140	End Aisle
			366534	The Kraken Black Spiced Rum	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 12	263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	LTO
			560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	LTO
			620880	Masi Tupungato Passo Doble Organic	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 13	311928	Canadian Club Classic 12 Year Old	750	BAM
			311936	Canadian Club Classic 12 Year Old	1140	BAM
			311944	Canadian Club Classic 12 Year Old	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 14	171314	Grand Sud Merlot	1000	LTO
			188177	Inniskillin Merlot VQA	750	LTO
			552505	Canyon Road Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 15	227413	Iceberg Vodka	1140	LTO
			446567	Iceberg Vodka (P.E.T)	750	BAM
			544155	Iceberg Vodka	1750	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 16	491803	Southern Comfort	375	LTO
			491811	Southern Comfort	750	BAM
			491829	Southern Comfort	1140	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 17	492223	Pelee Island Rouge Bag In Box	3000	LTO
			527457	Nederburg Shiraz	750	LTO
			665430	De Luze Bordeaux Aoc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 18	79301	Mezzomondo Pinot Grigio Chardonnay lgt	750	LTO, Wine Fridge
			524330	Big Bill Sauvignon Blanc	750	LTO
			526251	Jackson-Triggs Reserve Chardonnay VQA	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			54866	Bulleit Bourbon Frontier Whiskey	750	BAM
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 19	350611	Bulleit Rye	750	End Aisle
			439075	Bulleit Bourbon 10 YO	750	BAM
			250381	Francois Lurton Sauvignon Blanc Bordeaux Aoc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 20	524314	Yellow Tail Sauvignon Blanc	750	LTO
			667097	Peller Family Vineyards Sauvignon Blanc	750	LTO
			15751	Farmhouse California Red	750	
			15752	Farmhouse California White	750	
			16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	\$2.00 BAM
			16189	Santa Rita Secret Reserve Sauvignon Blanc	750	
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture	16396	Gh Martel Champagne Victoire Brut Rose	750	
			16648	Jackson-Triggs Reserve Baco Noir VQA	750	
			16784	Graffiti Pin t Grigio	750	
			16809	Graffiti Cabern t Sauvignon	750	
			17447	Lacour Tourny Bordeaux Merlot Cabernet	750	
			17528	Paul Sapin Just Merlot	750	
			13602	Tavarnello, Sangiovese Cabernet	750	4 BAM
			13918	Brindisi Rosso DOP	750	
			15943	The Fishwives Club Sauvignon Blanc	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	New & Seasonal Fixture	16191	Toro Bravo Sparkling Secco White	750	\$1.00 LTO
			17472	Trius Baco Noir VQA	750	\$2.00 LTO
			17535	Terroir D'Altitude Cabernet Sauvignon	750	
			17536	Colio Cellar Door Series Cabernet Sauvignon	750	
			17537	Colio Cellar Door Series Sauvignon Blanc	750	\$1.50 LTO
		Entrance Table/COTM Flight A	640920	Ketel One Botanicals Cucumber & Mint	750	\$2.00 LTO/VA
			645499	Ketel One Botanicals Grapefruit & Rose	750	\$2.00 LTO/VA
<input type="checkbox"/>	<input type="checkbox"/>		640995	Ketel One Botanicals Peach & Orange Blossom	750	\$2.00 LTO/VA
		Entrance Table/COTM Flight B	14731	Smirnoff Infusions Cucumber & Lime	750	\$1.00 LTO/VA
			14733	Smirnoff Infusions Strawberry & Rose	750	\$1.00 LTO/VA
			14732	Smirnoff Infusions Watermelon & Mint	750	\$1.00 LTO/VA

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			12385	Glenfiddich Single alt 12 Year Old	750	20 BAM
			107359	Auchentoshan 12 Year Old Single Malt Scotch	750	20 BAM
			243824	Oban 14 Year Old Single Malt	750	
			255281	Aberfeldy 12 Year Old	750	
			289496	Cardhu Single Malt Scotch	750	\$5.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic A</b>	298638	Glenmorangie Original Single Malt Scotch Whisky	750	Value Add
			330803	Bowmore 12 Year Old Islay Single Malt	750	20 BAM
			387316	The Balvenie 12 Year Doublewood	750	30 BAM
			404160	McClelland Single Malt Islay Scotch	750	15 BAM
			603050	The Glenlivet French Oak Reserve 15 Year Old	750	10 BAM
			635417	The Glenlivet Captain's Reserve Single Malt Scotch	750	\$5.00 LTO
			11936	The Magic Box Amazing Cabernet	750	\$2.00 LTO
			143164	Cusumano Nero D'Avola Terre Siciliane IGT	750	\$2.00 LTO
			286377	(V)Riesling Res VQA Niagara (Cave Spring)	750	\$2.00 LTO
			307769	Rosehall Run Defiant Pinot Noir VQA	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic B</b>	426981	Beronia Elaboración Especial Tempranillo	750	\$3.00 LTO
			504241	Henry Of Pelham Cabernet Merlot VQA	750	\$2.00 LTO
			621003	Montecillo Rioja Reserva	750	\$3.00 LTO
			633560	Three Thieves Chardonnay	750	\$2.00 LTO
			638270	Santa Rita Cavanza Cabernet Sauvignon	750	\$1.00 LTO
			1784	Grand Marnier Cordon Rouge	750	
			7880	Johnnie Walker Black	750	
			18163	Hennessy VSOP Lunar New Year	750	
			291278	Johnnie Walker Gold Reserve	750	
			292805	Johnnie Walker 18 Year Old Scotch Whisky	750	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table: Flight A</b>	537258	Tiger Beer	500	
			541615	Johnnie Walker Blue Label	750	
			565861	Château des Charmes Vidal Icewine	200	
			603050	The Glenlivet 15 Year Old	750	10 BAM
			636845	Redbreast 12 Year Old	750	10 BAM

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table: Flight B	10357	Crown Royal Peach	750	VA
			11130	Dewar's White Label	750	VA
			17048	Dewar's Caribbean Smooth Rum Cask Finish	750	VA
			21378	Jim Beam White	750	VA
			217794	Johnnie Walker Red Label	1140	VA
			217950	Crown Royal Deluxe	1140	VA
			312801	Crown Royal Maple Finished	750	VA
			474585	J.P. Wiser's Apple Whisky	750	VA
			207654	The Glenlivet 12 Year Old	1140	\$4.00 LTO + VA
			324863	Jim Beam Black	750	\$3.00 LTO + VA
			465484	Toki	750	\$5.00 LTO + VA
		474551	J.P. Wiser's Vanilla Whisky	750	\$1.00 LTO + VA	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A: Super Bowl	1107	Bud Light (275)	473	
			311779	Bud Light (275)	6 x 473	
			311787	Budweiser (275)	6 x 473	Value Add
			496968	Michelob Ultra (275)	6 x 473	
			904334	Budweiser (275)	6 x 355	
			908665	Bud Light (275)	6 x 355	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B: RTD	14486	White Claw Hard Seltzer Black Cherry	473	
			14488	White Claw Hard Seltzer Natural Lime	473	
			14499	Cottage Springs Strawberry Spiked Water	355	
			553214	Social Lite Grapefruit Pomelo	4 x 355	
			553529	Cottage Springs Lemon Lime Vodka Soda	355	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			10403	35° South Red Blend Organic	750	\$2.00 LTO	
			11927	La Linda Malbec	750	\$2.00 LTO	
			16777	Bask Sauvignon Blanc	750	\$1.00 LTO	
			16778	Bask Crisp Rose	750	\$1.00 LTO	
			16779	Bask Pinot Noir	750	\$1.00 LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	105429	Frescobaldi Remole Toscana IGT	750	\$2.00 LTO	
			328567	Cathedral Cellar Cabernet Sauvignon	750	\$2.00 LTO	
			360222	Seven Falls Cellars Cabernet Sauvignon	750	\$3.00 LTO	
			470096	Marius Rouge Pays d'Oc	750	\$2.00 LTO	
			487728	Melini Chianti DOCG	750	\$2.00 LTO	
			499707	Brancott Estate Marlborough Sauvignon Blanc	750	\$2.00 LTO	
			572362	Las Mulas Chardonnay Reserva Organic	750	\$2.00 LTO	
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone 21A	15440	Dab Ultimate Low Carb Beer (LCBO)	6 x 500	LTO
				15928	Mill St Big Little Lager (1950)	473	LTO
				486142	Sleeman Clear 2.0 Shrink Pack (275)	6 x 473	
			617878	Partake Brewing Non-Alcoholic Pale Ale (LCBO)	355		
			589416	Heineken 0.0 (LCBO)	6 x 330		
			13654	Partake Brewing Non-Alcoholic IPA (LCBO)	355		
			589549	Clausthaler Premium Non Alcoholic (LCBO)	500	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21B	16976	Budweiser Zero (275)	473	LTO	
			17222	Peroni Libera (LCBO)	4 x 330		
			17926	Sleeman 5 Point Citrus (275)	6 x 355		
			18538	Omnipollo Konx Non-Alc Mini Pale Ale (1812)	355		
			18403	Big Drop Brewing Co. Galactic Dark (LCBO)	355		
			18404	Big Drop Brewing Co. Paradiso Citra IPA (LCBO)	355		
				422345	Moosehead Lager (275)	6 x 473	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21C	478255	Cracked Canoe Single Can (275)	473	LTO	
					Value Add Merchandiser		
			284562	Michelob Ultra (275)	473		
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21D	496968	Michelob Ultra (275)	6 x 473	LTO	
			697623	Michelob Ultra (275)	6 x 355	Contest	



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			14988	Muskoka Detour (LCBO)	6 x 473	
			16007	Beau's Country Vibes Amber Lagered Ale (275)	473	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ontario Craft Beer End Aisle</b>	442319	Collective Arts Stranger Than Fiction Porter (4678)	473	
			492017	Steam Whistle (5577)	6 x 473	
			643106	Whitewater Peanut Butter Shake Stout (8454)	473	
			453985	Walkerville Easy Stout (4643)	473	
			14280	Bellwoods Jelly King		
			16051	Bellwoods Brewery Jutsu Pale Ale		
			17428	Great Lakes Brewery Thrust IPA		
			194431	Duvel Beer		
			357236	Chimay Blue Cap		
			385674	Side Launch Wheat Beer		
			414946	Brewdog Punk IPA		
<input type="checkbox"/>	<input type="checkbox"/>	<b>Beer Rated Perpendicular Shelf Talkers</b>	442319	Collective Arts Stranger Than Fiction		
			483388	Aromatherapy IPA		
			485367	Great Lakes Brewery Karma Citra IPA		
			522839	Lindemans Gueuze Cuvee Rene		
			556688	Collective Arts Life In The Clouds		
			575365	Beau's Full Time IPA		
			645416	Left Field Greenwood IPA		
			645424	Left Field Vermont Style IPA		
			10296	High Road Brewing Bronan - Vermont style IPA		
			480368	Muskoka Twice As Mad Tom IPA		

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			10563	Old Flame Hazy Blonde Kellerbier	473	
			12041	Steam Whistle Pale Ale	473	
			13635	Kingsville Brewing Co Light Eh	473	
			13815	Bench Jordan Harbour Belgian Pale Ale	473	
			16871	Collingwood Brewery Rockwell Pilsner	473	
			418848	Thornbury Village Ladder Run Amber Lager	473	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Beer Awards Perpendicular Shelf Talkers</b>	453985	Walkerville Easy Stout	473	
			485425	Woodhouse Stout	473	
			499145	Walkerville Geronimo IPA	473	
			513044	Henderson's Best	473	
			534867	Anderson Cream Ale	6 x 355	
			628883	Walkerville Brewery Rob Roy Scotch Ale	473	
			697698	Unibroue Blanche De Chambly	473	
			17767	Aventinus Eisbock	330	
			17773	Oskar Blue Old Chub Scotch Ale	4 x 355	
			17774	PEI Brewing Sydney Street Oatmeal Stout	473	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Craft Beer Imported Shelf Talkers</b>	17775	Smiths Yorkshire Stingo Barrel Aged Strong AI	550	
			17843	De Dolle Brouwers Stille Nacht	330	
			17844	Windswept Bear Russian Imperial Stout	330	
			180315	Harviestoun Ola Dubh 18 yr old	330	
			311860	Erdinger Pikantus	500	
			107763	Pelee Island Monarch Red VQA	750	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ontario Go-Local</b>	140129	Open Merlot VQA	750	\$1.00 LTO
			485128	Pelee Island Baco Noir VQA	750	\$1.00 LTO
			431106	Creekside Cabernet Merlot VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ontario VQA Our Buyer's Pick</b>	518746	D'Ont Poke The Bear Red VQA	750	
			582825	Peller Estates Family Series Chardonnay VQA	750	
			628404	Open Pinot Grigio VQA	750	

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			1818	Angels Gate Chardonnay VQA	750	
			58594	Angels Gate Gewürztraminer VQA	750	
			107714	Angels Gate Gamay Noir VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Wine Awards	308486	Angels Gate Pinot Noir VQA	750	
			331215	Angels Gate Pinot Gris VQA	750	
			620096	Angels Gate Cabernet Merlot VQA	750	
			620104	Angels Gate Sussreserve Riesling VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	419770	Wines of Substance Cabernet Sauvignon	750	
			479014	Gran Feudo Reserva	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: Jan 9	176776	Cafaggio Chianti Classico 2015	750	
			537597	Ironstone Cabernet Sauvignon 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: Jan 23	649160	Montes Alpha Special Cuvée Cabernet Sauvignon 2017	750	
			725895	Ontañón Reserva 2011	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages BAM/LTO Program		Refer to pg. 63 for participating products		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	258673	G. Marquis The Silver Line Pinot Noir	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Special Promotions Fixture		Refer to pg. 73 for participating products		
			935	Captain Morgan White Rum	750	
			2196	Captain Morgan Dark Rum	750	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C: AIR MILES®	4788	Captain Morgan Gold Rum	750	Buy 2 Get 20 BAM
			17047	Captain Morgan Sliced Apple Spiced Rum	750	
			133439	Captain Morgan White Rum (PET)	1750	
			234039	Captain Morgan Gold Rum (PET)	1750	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D: Aperol/Campari	176834	Aperol	750	Value Add
			277954	Campari	750	
<input type="checkbox"/>	<input type="checkbox"/>	Flex Space		Refer to pg. 77 for participating products		
			61408	Jagermeister	375	
<input type="checkbox"/>	<input type="checkbox"/>	Spirits Cold Room	230987	Jameson Irish Whiskey	375	LTO
			398776	Fireball Whisky Shooter	375	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Front End Merchandiser		Refer to pg. 81 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

# PERIOD 11

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JANUARY 3 <b>Start of Period 11</b>  Install Brand Spotlight Nesting Tables <b>BAM START DATE</b>	4 <b>LTO START DATE</b>	5	6	7	8	9
10	11	12	13	14	15	16
17	18 P11 Shopping Guide Release Date 	19	20	21	22	23
24	25 <b>Robbie Burns Day</b> 	26	27	28	29	30 <b>End of Period 11</b> 

# LCBO