



CHEERS TO
SUMMER

Period 4: Marketing & Product Guide
June 21 - July 18, 2020

Period 4 Marketing & Product Guide

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NEW!

CHEERS TO ONTARIO

LET'S TOAST TO
LOCALLY MADE
UN TOAST AUX
PRODUITS LOCAUX

As you will all know, COVID-19 has had a profound impact on business and industries across Ontario, and that includes our Ontario suppliers. In line with our mandate to promote local products, LCBO and the provincial government have been supporting businesses in our local beer, wine, cider and spirits industries. Now that the economy is reopening, we're taking the opportunity to remind our customers that there's no better time to shop local.

The initiatives below are designed to show LCBO customers the best of our Ontario products, and are being implemented on a temporary basis from now until the end of P7 in October.

These measures are in addition to the work LCBO is already doing to support Ontario suppliers through the COVID-19 pandemic. Keeping our stores and online channels open to serve Ontarians has been an essential lifeline for our local wineries, distilleries, breweries and cideries and their employees, and we are glad to be able to continue supporting them.

So whether it's the newest Ontario craft beers, ciders, VQA wines, or distilled spirits – let's support local industries. Cheers to the weekend, and cheers to Ontario – we'll get through this together.

*George Soleas
President & CEO*

Starting in P4, stores will receive a "Local" in-store signage Tool Kit and display options to help customers easily identify local products.

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

- 1** Local Product On-Shelf Merchandising Toolkit
- 2** Made In Ontario & Small Distillers On-shelf Toolkit
- 3** OCB Cold Room Cut Case Displays
- 4** Local Product Discretionary End Aisle (select stores)
- 5** Local Product Discretionary Tables (select stores)
- 6** 8-Pack Carriers with OCB products on "New" End Aisles in Beer Excitement Zones
- 7** OCB End Aisles in Beer Sections



**8-Pack Merchandiser
with OCB**

Shelf Level components will be sent to all stores and participation will be highly encouraged.

Additional future support will include:

- VQA Our Buyer's Picks Increase from 2 to 4 products per period.
- Expansion of the Ontario Vintages Essentials Core program
- P6 Ontario Craft Cider Mini-Thematic with added BAM promotion
- P8 Ontario Craft Cider feature on the Beer Excitement Zone Plinth, with added charitable promotion

Details will be shared in future Marketing & Product Guides

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.

Key Dates (P4-P6: June 21 - September 12)

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 P4 Worksheets for a list of applicable “New” products.

Re-order Code

- ENG/BIL (# DMS-21P4-OCB4)



“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 (# DMS-21P4-OCB5)



“MY LOCAL PICK” Perpendicular Shelf Talker

- Install the perpendicular shelf talkers in front applicable products in-section using the perpendicular shelf talker clip (PSTC201404).
- Staff are to neatly write the product name, a brief endorsement of the product (if they wish), and their own name.
- *All staff are encouraged to highlight a favourite Ontario pick!*

Re-order Code

- ENG (# DMS-21P4-OCB7)
- BIL (# DMS-21P4-OCB8)

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.

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 P4 Worksheets posted on the Portal for complete product details.

Signage Components

Made In Ontario Perpendicular Shelf Talker

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

Merchandising Instructions

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

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



Ontario Craft Beer Displays

BEER COLD ROOM

Overview

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

Key Dates (P4-P6: June 21 - September 12)

Participating Stores

[Please refer to the P4 Participating Stores lists posted on the Portal for information.](#)

Signage Components

- Ontario Craft Beer Cut Case Backer Card ENG (Re-order # ENG DMS-21P4-OCB1) / BIL (Re-order # DMS-21P4-OCB2)
- Blank Pricer Card (Re-order # DMS-21P4-OCB3)

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



Example Only

Local Product

DISCRETIONARY END AISLE

Overview

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

Key Dates (P4-P6: June 21 - September 12)

Participating Stores

[Please refer to the P4 Participating Stores lists posted 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)

Merchandising Instructions

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

Signage Components

- End Aisle Backer Card - ENG / BIL (Re-order # 21P4-LPBC-1)



Local Product DISCRETIONARY TABLES

Overview

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

Key Dates (P4-P6: June 21 - September 12)

Participating Stores

[Please refer to the P4 Participating Stores lists posted on the Portal for information.](#)

Product Selection

- Choose local Ontario products to highlight on the table according to your store's assortment.
- Group products across multiple displays into stories (i.e. Ontario Craft Beer, VQA Favourites, Ontario VQA Essentials and front-line releases)

Merchandising Instructions

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

Signage Components

Large Nesting Table Sign:

- ENG (Re-order # 21P4-LPTS-1)
- BIL (Re-order # 21P4-LPTS-2)

Small Nesting Table Sign:

- ENG (Re-order # 21P4-LPTS-3)
- BIL (Re-order # 21P4-LPTS-4)

Entrance Table Sign (18x24):

- ENG (Re-order # 21P4-LPTS-5)
- BIL (Re-order # 21P4-LPTS-6)

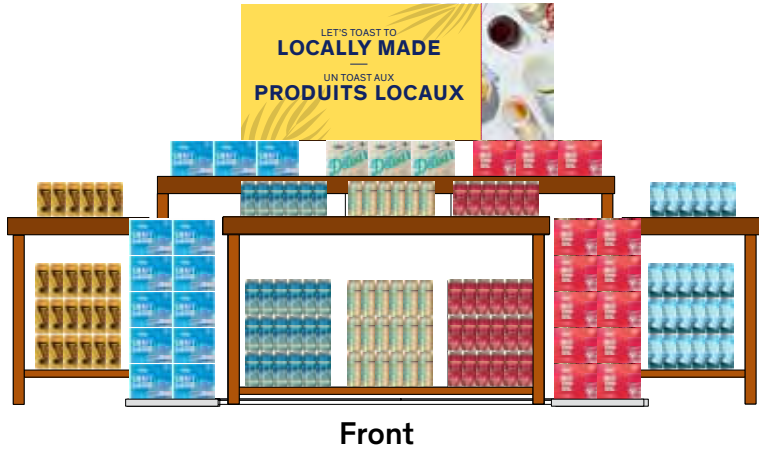


Local Craft Beer Entrance Table Example



VQA Sparkling Wines Entrance Table Example

Local Craft Beer Nesting Table Example



Local Wine Nesting Table Example



Ontario Craft Beer 8-PACK CARRIER

Overview

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

Key Dates (P4-P6: June 21 - September 12)

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 P4 Participating Stores lists posted on the Portal for information.](#)

Merchandising Instructions

- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer and Cider products in the middle of the top shelf.
- Continue to use the “Craft your summer 8-Pack” End Aisle backer card

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # DMS-21P4-EZ12)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)



Location	LCBO#	Description	Supplying Source / Distributor	Offers
21B New/ Seasonal (EA - EZB)	16508	Nickel Brook Metal Head IIPA 473 mL	6699- Nickel Brook Brewing Company	
	16707	Beau's Mix Pack 6 × 473 mL	275 - The Beer Store	
	15414	Shubie Sour Raspberry IPA 473 mL	4826 - Wellington County Brewery Inc	

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

Ontario Craft Beer

END AISLE

Overview

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

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

Key Dates (June 21 - July 18)

Participating Stores

[Please refer to the P4 Participating Stores lists posted on the Portal for information.](#)

Participating Products

LCBO#	Description	Format	Offers	Distributor
14953	Amsterdam Fria Cerveza	473 mL		3842 - Amsterdam Brewing Company
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473 mL	LTO	458 - Cowbell Brewing Co.
508572	Flying Monkeys Juicy Ass Ipa	473 mL		6309 - Flying Monkeys Craft Brewery
242545	Great Lakes Canuck Pale Ale	473 mL		1929 - Great Lakes Brewing Co. Inc.
574905	Nickel Brook Lost In Orbit Ipa	473 mL		6699 - Nickel Brook Brewing Company
120626	Northern Lights Hazy Ipa	473 mL	LTO	462 - Bobcaygeon Brewing Company Limited

Merchandising Instructions

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

8-Pack Carrier stores:

- Display the metal 8-Pack Carrier merchandiser next to the End Aisle.
- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer products on the top shelf.

Signage Components

- End Aisle Backer card ENG/BIL (Re-order # OCBEA01)
- Pre-Printed Shelf talkers
ENG (Re-order #P3-OCBEA-ST1)

FLS designated stores must display the bilingual side of the product shelf talkers.



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.

Below are details on each sign, and instructions on how and where they should be placed. Components may be added or removed as the situation evolves.

ENTRANCE COMPONENTS

Components

Front Door Store Hours Decal

- Display on the inside of your front window in place of the regular (and previously supplied green) Store Hours sign
- **Ensure the green version and the temporary black & white Store Hours signs are removed when the new Front Door Decal is installed.**

Image



Reorder Codes: ENG (Re-order # OP21-DD1) /BIL (Re-order # OP21-DD2)

Front Door COVID-19 Notice Decal

- Display on the inside of your front window next to the Store Hours sign

Reorder Codes: ENG (Re-order # OP21-DD3) /BIL (Re-order # OP21-DD4)



Exterior Springer Sign

- Remove the current Check 25 sign and store it in a safe place.
- Implement the COVID-19 springer sign until further notice.

Reorder Codes: ENG (Re-order # OP21-ES1) /BIL (Re-order # OP21-ES2)



Exterior Line-Up Boundary Tape

- 3" wide black grit tape is being supplied to mark out 2m intervals, allowing customers waiting in line to enter the store to adhere to physical social distancing standards.



Reorder Code: (Re-order # OP21-FD7)



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

Components

Image

“SANITIZE YOUR HANDS” Backlit Tasting Bar/Sanitizer Station Sign

- This sign encourages customers to sanitize their hands upon entering the store.
- It should be displayed in the tasting bar at Entrance.
- **Refer to the photo mock-ups at the end of this section for example**

Reorder Codes: ENG (Re-order # OP21-TB1) /BIL (Re-order # OP21-TB2)



Metal Floor Stand

- Replace the Check 25 Social Responsibility message with this new 22×28 Metal Floor Stand sign.
- Store the Check 25 sign in a safe place in your backroom/warehouse
- **Refer to the photo mock-ups at the end of this section for example**

Reorder Codes: ENG (Re-order # OP21-MFS1) /BIL (Re-order # OP21-MFS2)



Social Distancing Showcards

- Two showcard creatives have been provided
 1. Social Distancing
 2. LCBO Safe Shopping Commitment
- Priority of messaging for Showcards is as follows:
 1. Info Board messaging (displayed in vestibule, if possible)
 2. Social Distancing
 3. Check 25 (displayed in vestibule, if possible)
 4. LCBO Safe Shopping Commitment
 5. Thematic/Promotional creative
- **Refer to the photo mock-ups at the end of this section for example**

Reorder Codes:

- Social Distancing: ENG/BIL (Re-order # OP21-SC1)
- LCBO Safe Shopping Commitment: ENG/BIL (Re-order # OP21-SC2)



- **Metal Stand Sign**
- **Tasting Bar/Sanitization Sign**



- **LCBO Safe Shopping Commitment Showcard**
- **Social Distancing Showcard**
- **Thematic Showcard**

SALESFLOOR

Components

Image

Store Traffic Flow Directional Arrows

- All store traffic must now flow in one direction. This will allow customers and staff to safely see others and maintain correct social distancing buffers.
- Use your store's floorplan to determine the flow. Floorplans can be found on you store's Dashboard or on the portal by following this link: <http://home.lcbo.com/SDRE/StoreMaintenance/Pages/Store-Floor-Plans.aspx>
- Stores should use the **red** coloured interior tape provided to create arrows on the floor, indicating the direction customers should travel as they shop the store.
 - Each arrow should be 25" long
 - Each side of the arrow chevron (pointer) should be 5" in length
 - Use 2 arrows per valley, 3 may be required for the power aisle
 - Arrows should indicate traffic flowing up one aisle and down the next (each aisle/valley going in a different direction)



Reorder Code: (Re-order # OP21-FD6)

End Aisle Blade Signs

- Install the Blade Sign on every other End Aisle, alternating with the P1 Food & Drink sign

Reorder Codes: ENG (Re-order # OP21-BS1) /BIL (Re-order # OP21-BS2)



Physical/Social Distancing Floor Decal

- Physical Distancing floor decals should be installed at the back of the store, in areas not using directional arrow flow tape.
- Clean floors before application of decals.

Reorder Codes: ENG (Re-order # OP21-FD1) /BIL (Re-order # OP21-FD2)

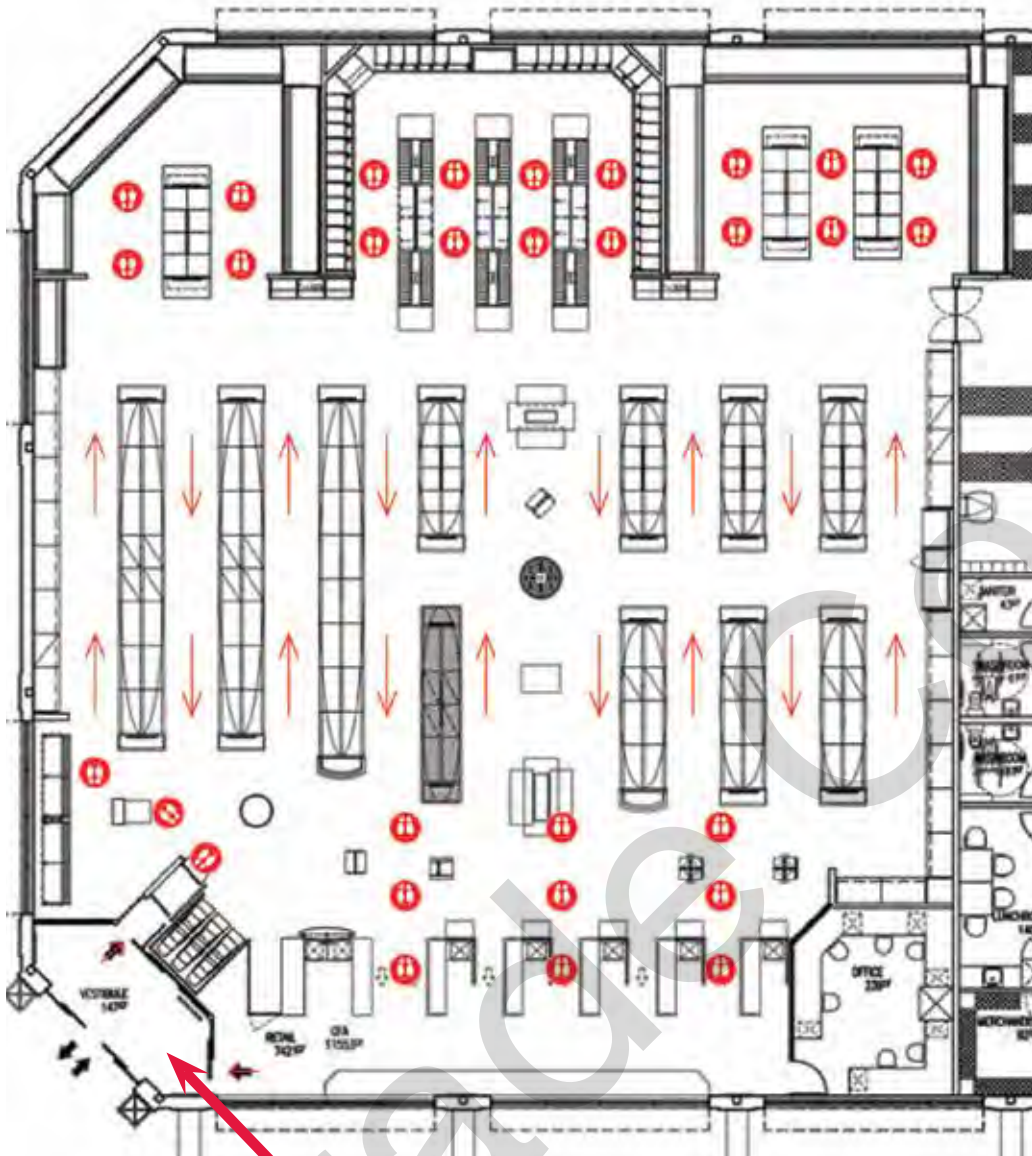


- **End Aisle Blade Signs** (alternate with P1 Food & Drink creative)



- **"Line Up Here" Floor Decals**

SAMPLE FLOORPLAN WITH DECAL EXAMPLES



Vestibule:

- A** Info Board
- B** Check 25 Showcard
- C** Metal Floor Stand
- D** Sanitization Stand Sign

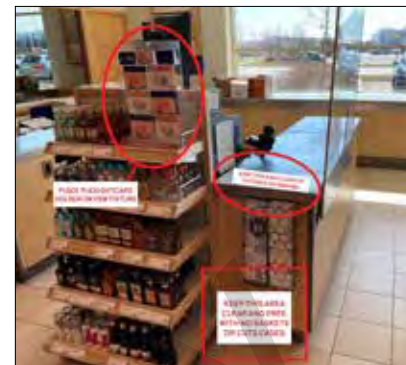
CASH DESK

Components

Image

Plexi Shields

- Remove the Acrylic Gift Card merchandiser and any other fixtures or signage from the cash desk (remove Gift Card merchandiser to FEM)
- Remove any basket or riser/cut case display from the entrance to the cash desk.
- Position the POS machine at the opening of the Plexi.
- Clean both sides of the plexi throughout the day
- **Do not place any signs on the plexi shield.** The surface must remain clear at all times.



Metal Frame “Debit/Credit” Sign

- Display the “Debit/Credit” metal frame creative at all OPEN desks, encouraging the use of contactless payment options
- Metal Frame should be placed on top of the cash register, facing the customer.
- This new sign replaces the green Metal Frame sign and the temporary printable sign provided previously

Reorder Codes: ENG (Re-order # OP21-CDS1) /BIL (Re-order # OP21-CDS2)



Cash Desk Decal

- Use a ruler for installing the decal to ensure it is placed straight and level (1” from the edge of the desk)
- Decal should be installed after the cashier, at the far side after the POS machine

Reorder Codes: ENG (Re-order # OP21-CDD1) /BIL (Re-order # OP21-CDD2)



Cash Line Floor Decal

- “Please wait here” floor decals should be installed at the far end of the cash desk (after the plexi-shield), indicating where the customer should stand while completing their transaction
- Decals should be spaced at least 2 metres apart, showing customers how far apart they should be from the person in front of them
- Clean floors before application of decals.



Reorder Codes: ENG (Re-order # OP21-FD4) /BIL (Re-order # OP21-FD5)

"Place Items within Easy Reach" Cash Desk Decal

- This decal replaces the temporary printable 8.5×11 previously provided.
- The decal should be placed on the Cash Counter so that the "X" is positioned where the product is placed (within easy reach of the cashier)

Reorder Codes: ENG (Re-order # OP21-CDD3) /BIL (Re-order # OP21-CDD4)



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

ADDITIONAL COMPONENTS

Additional components have been produced for all stores to help with Seasonal Hiring and Employee education.

Store Exit Component

Image

We're Hiring Decal

- This decal is to be installed in the window as customers exit the store (entering the vestibule).
- It should be visible from inside the store.



Employee Sign-In Declaration Decal

- This decal is to be installed where the employee signs in for their shift.
- This is not a customer facing sign.**
- The declaration confirms that by signing-in the employee is feeling well for their shift and haven't experienced any symptoms or generally feel unwell.



The following items should be received and stored safely until they are needed in case of temporary store closures.

Additional Components for Select Stores

Image

Generic Store Temporarily Closed 8.5x11 Sign

- To be displayed in the front window, in the plastic protector and attached to the glass with suction cups.

Reorder Code: BIL (Re-order # OP21-DD6)



Store Staffed Store Temporarily Closed 8.5x11 Sign

- To be displayed in the front window, in the plastic protector and attached to the glass with suction cups.

Reorder Code: BIL (Re-order # OP21-DD6)



Generic Store Hours Sign

- Display on the inside of your front window in place of the regular (and previously supplied green) Store Hours sign

Reorder codes: BIL (Re-order # OP21-DD5)



No Cash Transactions Metal Frame Sign

- Display the "No Cash" metal frame creative at all OPEN desks, limiting transactions to the use of contactless payment options
- Metal Frame should be placed on top of the cash register, facing the customer.

Reorder Codes: ENG (Re-order # OP21-CDS3) /BIL (Re-order # OP21-CDS4)



To re-order any signage please email hello_lcbo@lcbo.com

For any signage questions or concerns regarding execution please contact:

Peter Kalogiros

Visual Merchandising

C: (416) 910-5387

E: peter.kalogiros@lcbo.com

Period 3 & 4 CHEERS TO SUMMER SIGNAGE GALLERY



Signage MUST remain in place for P3 & P4.

Signage Ship Date

The Period 4 signage components will be shipped to stores beginning **June 12, 2020**.

All Period 4 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.

P3 & 4 Promotional Signage:

Exterior Banners: "Order Online at LCBO.com"

Dimensions: 43½" w x 90" h

Install: Exterior on building.

Re-order# ENG: 21P4-EB1 / FR: 21P4-EB2



NOTE: Same Day/Curbside Pickup stores should also display these banner messages.

Window Show Cards

Dimensions: 28" w x 45" h



Re-order# 21P3-WS1 (text)

Re-order# 21P3-WS2 (lifestyle)

Seasonal Banner Insert

Dimensions: 20" w x 70" h



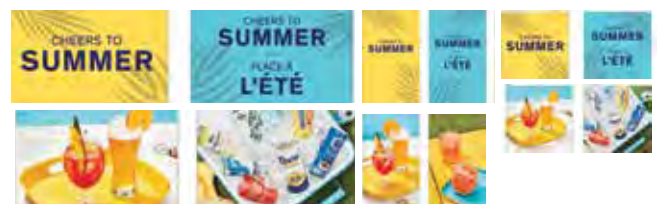
ENG Re-order# 21P3-SB1

BIL Re-order# 21P3-SB2

Perimeter and Exterior

Transparency (select stores)


(Installed the week of May 24th by External installer)



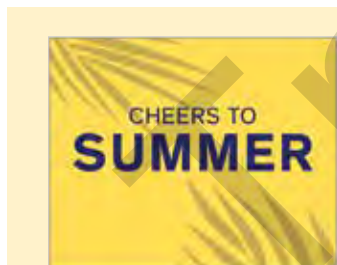



END AISLE PARTICIPATING PRODUCTS

Please refer to the End Aisles section for participating products.

Period 3 End Aisle 1-10 Backer Cards Re-order Codes

<p>21P4-BC1</p>  <p>ZERO SUGAR. ALL FLAVOUR.</p>	<p>21P4-BC2</p>  <p>WHISKY SOUR, SUMMER STYLE.</p>	<p>21P4-BC3</p>  <p>SUMMER IN YOUR GLASS.</p>	<p>21P4-BC4</p>  <p>THE MOJITO, REVAMPED.</p>
<p>21P4-BC5</p>  <p>BRIGHTEN YOUR DAY.</p>	<p>21P4-BC6</p>  <p>COLD BREW AND WHISKY. IT'S A THING.</p>	<p>21P4-BC7</p>  <p>CHILLED & BACKYARD READY.</p>	<p>21P4-BC8</p>  <p>FOR SUNSETS AND FULL MOONS.</p>
<p>21P4-BC9</p>  <p>GO SOUTH FOR THE WEEKEND.</p>	<p>21P4-BC10</p>  <p>BEST ENJOYED WITH SUNNY DAYS.</p>		

End Aisle 11-20 Generic Backer Cards (Period 3 & 4)

 <p>CHEERS TO SUMMER</p>	 <p>CHEERS TO SUMMER — PLACE À L'ÉTÉ</p>		
<p>BIL: Re-order# 21P3-BC-GEN1</p>		<p>Lifestyle: Re-order# 21P3-BC-GEN2</p>	

SUMMER PRODUCT GUIDE



LCBO Summer Product Guide

The LCBO “Cheers to Summer” Guide will highlight all new and innovative products, the perfect, refreshing solution to summer weather.

Summer is here and we’ve got a fresh crop of trendy new coolers, beers, wines and ciders hitting our shelves. Whether you’re relaxing on a balcony or firing up the backyard grill, our summer selection has got you covered.

Advertising Drop Date

Week 13: (June 22, 2020)

1M copies distributed via direct mail to select Ontario homes

LCBO Distribution Details

- All stores will be sent a limited amount of copies for staff reference
- Curbside/Same-Day Pickup Stores will be sent a bulk shipment of copies, based on order history, that we ask you to kindly include with all pickup orders.
- 300,000 copies will also be distributed via the e-commerce team and will be included with all online orders
- **For Curbside/SDPU and e-commerce fulfillment center: This is a SOLD program and participation is MANDATORY.**
- The guide will also be adapted for online viewing at LCBO.com, with digital ads driving to promote these products.

Participating Products

Refer to the P4 Worksheets posted on the Portal for complete product information.

STORE LAYOUT

Overview

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

ACTION

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

Deal of the Week: DW

Entrance Table: BS - BSE

Feature Fixture: FF - FFA

A-Frame Fixture: CM

Front Nesting Table: BS - BSF

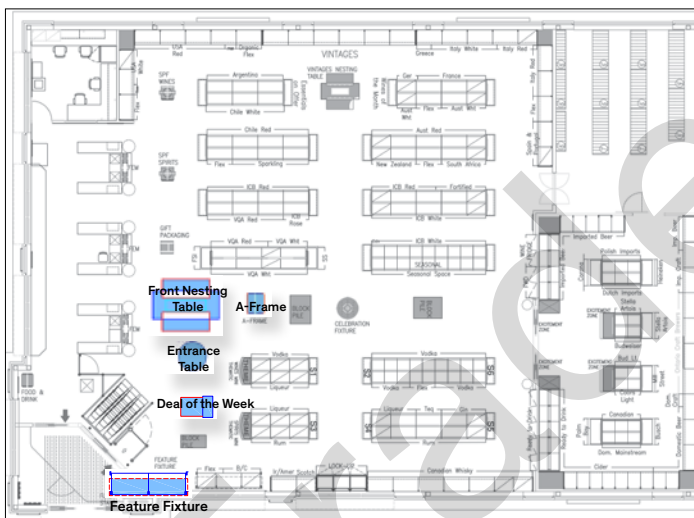
Middle Nesting Table : DD

Molson Canadian: BP-SBA

RTD Season Launch: BP-SBB

Canada Day Super Sale: BP-SBC

Great Value Beer



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

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

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

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

Brand Spotlight (FF - FFA-A)

FEATURE FIXTURE

Canadian Whisky



Celebrating Canada's Day with Canadian Whisky. Please display the box signs as portrayed in the planogram.

This is a sold program. Participation is mandatory.

Key Dates (June 21 - July 18)

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)	LTO Offers
382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	
428417	Gooderham & Worts Canadian Whisky	750	Buy any 2 get 40 BBAM
482612	Pike Creek Double Barreled Canadian Whisky	750	
893	J.P. Wiser's Deluxe Whisky	750	\$1 LTO
12865	J.P. Wiser's Manhattan Canadian Whisky	750	\$2 LTO
216689	J.P. Wiser's Deluxe Whisky	1140	\$1 LTO
536870	J.P. Wiser's Triple Barrel Rye Whisky	750	\$3 LTO
474585	J.P. Wiser's Apple Whisky	750	19 BAM

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- When merchandising the participating products and box signs, please display the signage as portrayed in the planogram (see images). Please ensure the correct products are on the correct shelf with the correct box sign as per the planogram.
- 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, box signs and category signs.

Signage Components

- Category Sign (ENG/BIL 21P4-FF1)
- Colour Fill (21P4-FF2)
- Box Sign (Re-order numbers below)
 - Award Winning (21P4-FF3)
 - Innovative (21P4-FF4)
 - Timeless (21P4-FF5)
 - Master of Rye (21P4-FF6)
 - Cheers (21P4-FF7)
- Shelf Talkers (Re-order# Eng 21P4-FF8/Bil 21P4-FF9)

4ft. Feature Fixture



8ft. Feature Fixture



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

12ft. Feature Fixture



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



New & Seasonal (FF - FFB-A)

FEATURE FIXTURE

(ROSÉ IS IN)

Stores that are not participating in the Brand Spotlight Feature Fixture Program, maintain the Category sign to promote Rosé SKUs.

Key Dates (P1 - P6)

Participating Stores

Please refer to the P3 Participating Stores lists posted on the Portal for information.

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

Signage and Merchandising Instructions

- Shelf Talkers: ENG/BIL (Re-order # 21P2-NS1)
Maintain the Category sign to promote Rosé SKUs.

Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
14882	Saintly Rose VQA	750	13297	Whitecliff Hawkes Bay Rose	750
13486	Le Grand Filou Rose	750	159269	VOGA Rosa IGT Veneto	750
13488	Perrin Studio by Miraval	750	164343	The Beachhouse Rose	750
13489	Famiglia Pasqua Spumante Rose Romeo&Juliet	750	234377	Villa Maria Private Bin Hawkes Bay Rose	750
13491	Sous La Mer Mediterranee Rose IGP	750	274399	Adobe Reserva Organic Rose	750
13497	Grand Sud Rose	1000	367375	La Farge Miraflores Rose Cotes Catalanes IGP	750
13522	Gran Passione Rosato IGT Veneto	750	369652	Cotton Candy Rose	750
13548	Chateau de Berne Romance IGP Mediteranee	750	404533	Gazela Rose Vinho Verde DO	750
13907	Jackson-Triggs Proprietors Selection Light Rose	750	404566	JP Azeitão Shiraz Rose Bacalhoa	750
14145	Toro Bravo Garnacha Shiraz Rosado	750	463281	Sogrape MATEUS ROSE Original	250
14673	Gris Blanc Rose (Gerard Bertrand)	750	483040	Francois Dulac Cotes de Provence Rose	750
14867	Sandbanks Summer Rose VQA	750	487132	Casillero del Diablo Reserva	750
14870	Wayne Gretzky Rose VQA	750	609545	13th Street Burger Blend Rose VQA	750
14981	Aria Sparkling Rose	750	632513	Lab Rose Lisboa VR	750
15568	Listel Rose	750	639856	Megalomaniac Homegrown Rose VQA	750
11597	Bella Sparkling Pinot Noir Rose VQA	750	640003	Three Thieves Rose	750
11222	Freixenet Italian Rose	750	640011	Lindeman's Sparkling Rose	750
13015	Yellow Tail Rose	750	642884	D'Ont Poke the Bear Rose VQA	750
13016	Jacob's Creek Moscato Rose	1500	642983	Barefoot Cellars Pink Moscato	750
13245	Bodega Argento Rose	750	647149	Calvet Rose Pouch	1500
13248	Woodbridge by Robert Mondavi Rose	750			

DEAL OF THE WEEK (DW)

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

This is a sold program. Participation is mandatory.

Key Dates (June 21 - July 18)

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Participating Products

Duration	LCBO#	Description	Size (mL)	SAVE	Offer
June 25 - July 1	110056	Absolut Vodka (also on EA3)	750	\$1.55	VA: Somersby Apple/Blackberry Cider with purchase
July 2 - July 8	215012	Black Tower Rivaner	1000	\$3.50	
July 9 - July 15	358184	Tanqueray Rangpur Gin	750	\$4.00	VA: Tanqueray Copa Glass with purchase
July 16 - July 22	388694	Casamigos Tequila Reposado (Also on EA16)	750	\$6.00	VA: Maraca Cocktail Shaker with purchase

NOTE: 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

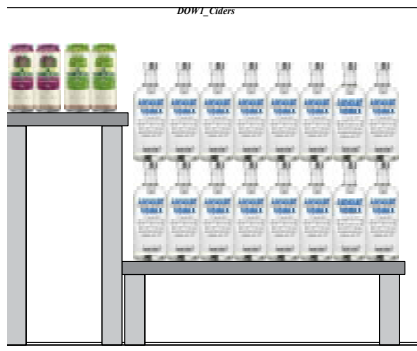
- Week 1 Banner ENG (Re-order # 21P4-DW1)
BIL (Re-order # 21P4-DW1-BIL)
VA Banner (ENG 21P4-DWVA1 / BIL 21P4-DWVA-BIL1)
- Week 2 Banner ENG (Re-order # 21P4-DW2)
BIL (Re-order # 21P4-DW2-BIL)
- Week 3 Banner ENG (Re-order # 21P4-DW3)
BIL (Re-order # 21P4-DW3-BIL)
VA Banner (ENG 21P4-DWVA2 / BIL 21P4-DWVA-BIL2)
- Week 4 Banner ENG (Re-order # 21P4-DW4)
BIL (Re-order # 21P4-DW4-BIL)
VA Banner (ENG 21P4-DWVA3 / BIL 21P4-DWVA-BIL3)
- Deal of the Week Pricer Cards
ENG (Re-order # DMS-21P4-ST18)
BIL (Re-order # DMS-21P4-ST19)
- Deal of the Week Shelf Talkers
ENG (Re-order # DMS-21P4-ST20)
BIL (Re-order # DMS-21P4-ST21)

Merchandising Instructions

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



#1: June 25 - July 1



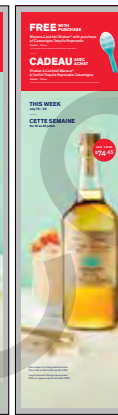
#2: July 2 - July 8



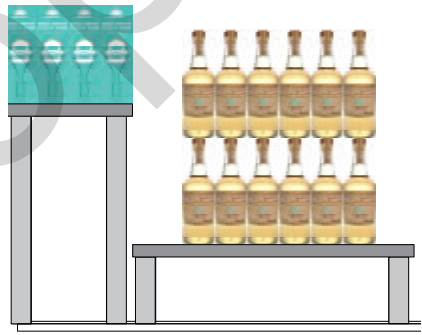
NOTE: The Value Add Somersby products are 473 mL cans only. Additional quantity with blacked out barcodes will be provided.



#3: July 9 - July 15



#4: July 16 - July 22



Save Big This Week - Cut Case Display (Period 3 & 4)

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

Participating Stores

All Stores

Participating Products

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

Merchandising Instructions

(For stores that have available floor space)

- Please set up a cut-case display using the provided generic signage.
- Merchandise pricer cards in front of products.
- Display the P3 Backer Card and Riser Wrap.

Signage Components

- Generic Cut Case Backer card
ENG (20P3-BPDW1) /
BIL (20P3-BPDW2)
- Case Savings Cut Case Backer card
ENG (20P3-BPDW3) /
BIL (20P3-BPDW4)
- Riser Wrap
ENG (20P3-BPDW5) /
BIL (20P3-BPDW6)



Cut-case display



Cut-case display (Case Savings)

Brand Spotlight (BS-BSE)

ENTRANCE TABLE

HENDRICK'S

Hendrick's Gin is now expanding with two additional format sizes - 375 mL and 1.75L (in-section display only) and two innovation variants - Orbium and Midsummer Solstice. Hendrick's Gin offers something magical for every consumer need, palate, occasion and preference!

Use the Table Signs and pre-printed shelf talkers to communicate the promotion. Planogram shows the minimum amount of cases being displayed. If warranted, waterfall additional stock on the bottom shelf. If additional stock is not merchandised, display Gifting Bags and Boxes on the bottom shelf. **This is a sold program. Participation is mandatory.**

Key Dates (June 21 - July 18)

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)
12564	Hendrick's Midsummer Solstice Value Add: Tea Cup	750 mL
417261	Hendrick's Gin	375 mL
573931	Hendrick's Orbium Gin	750 mL
637504	Hendrick's Gin	750 mL

NOTE: 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

- Square & Round Entrance Table Sign
ENG: (Re-order # DMS-21P4-ET1) /
BIL (Re-order # DMS-21P4-ET2)
- Shelf Talkers
ENG: (Re-order # DMS-21P4-ET3) /
BIL (Re-order # DMS-21P4-ET4)
- Perpendicular Shelf Talkers
ENG: (Re-order # DMS-21P4-ET5) /
BIL (Re-order # DMS-21P4-ET6)

Merchandising Instructions

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



Perpendicular Shelf Talker

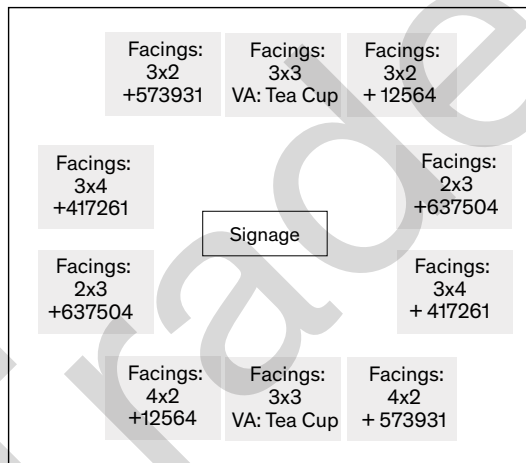
CHECKLIST

- Merchandise the participating products according to the planogram.
- Install table sign and shelf talkers on the table.

Planogram - Square Table



(Back View)

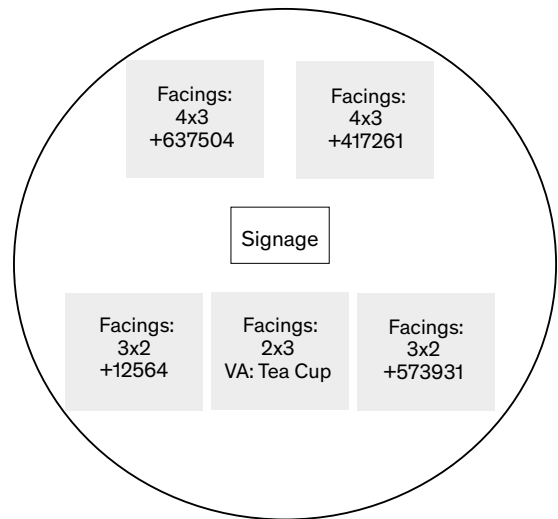


(Front View)

Planogram - Round Table



(Back View)



(Front View)

Spirits (MI-A) MINI THEMATIC A

We have a collection of Canadian (or Canadian owned) brands of both Vodka and Gin that we can use to make unique versions of the classic Caesar. **This is a sold program. Participation is mandatory.**

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Key Dates (June 21 - July 18)

Participating Products

LCBO#	Product Description	Size (mL)	LTO
129940	Aviation Gin	750	\$2.00
227413	Iceberg Vodka	1140	\$1.00
638189	Prairie Organic Vodka	750	\$3.00

Value Add: Free Walter Craft Caesar Mix with purchase of Prairie Organic Vodka (638189 750 mL), Aviation Gin (129940 750 mL) or Iceberg Vodka (227413 1140 mL). Offer valid in select stores June 21 – July 18, 2020.

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign, pre-printed shelf talkers in front of each participating product
- There will be one box sign that should be merchandised in the middle of the top shelf. Please refer to the planogram.
- Stores with regular end will need to install the backer card or transparency in the backer card frame. Do not install the box sign. Please refer to the planogram.
- Install the Value Add Perpendicular Shelf Talkers in-section.
- 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 (DMS-21P4-MTA1)
- Shelf talkers: ENG (DMS-21P4-MTA2) / BIL (DMS-21P4-MTA3)
- Backer card: ENG/BIL (DMS-21P4-MTB5)
- Box signs: ENG/BIL (DMS-21P4-MTA4)
- Transparency ENG (DMS-21P4-MTA6) / BIL (DMS-21P4-MTA7)
- Perpendicular Shelf Talkers ENG (DMS-21P4-MTA8) / BIL (DMS-21P4-MTA9)



Perpendicular Shelf Talker

Wines (MI-B)

MINI THEMATIC B

Rosé is the official wine of summer. The ultimate “chill and refreshment” wine style, we’re talking up how to enjoy them in fresh new ways, from pairing with appetizers to pink sangria to vibrant spritzers.

This is a sold program. Participation is mandatory.

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Key Dates (June 21 - July 18)

Participating Products - Period 4

LCBO#	Product Description	Size (mL)	LTO
165845	Gran Feudo Rosé	750	\$1.50
279661	L'Orangerai Rose Pays D'OC	750	\$1.50
284943	Francis Coppola Sofia Rosé	750	\$2.00
285767	Gallo Family Vineyards White Zinfandel	750	\$1.00
318014	Cono Sur Bicicleta Pinot Noir Rosé	750	\$1.00
341743	Trius Rosé VQA	750	\$2.00
529354	Pelee Island Pelee Pink VQA	750	\$1.00
622134	La Vieille Ferme Rose Ventoux AOC	750	\$1.50
639880	Bodacious Rosé	750	\$1.00

Merchandising Instructions

Please keep the signage up from P3 and only replace the shelf talkers.

- Merchandise participating products according to the planogram.
- Only replace the shelf talkers, the P3 signage stays up.
- 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-21P3-MTB8) / Long (Re-order# DMS-21P3-MTB9)
- Shelf talkers: ENG (Re-order# DMS-21P4-MTB10) / Shelf talkers: BIL (Re-order # DMS-21P4-MTB11)
- Backer card: ENG/BIL (Re-order# DMS-21P3-MTB13)
- Box signs: ENG/BIL (Re-order# DMS-21P3-MTB12)
- Transparency ENG (Re-order# DMS-21P3-MTB15) / BIL (Re-order# DMS-21P3-MTB16)



FOOD & DRINK

Summer Release Date

- The digital issue will launch on June 24 as planned.
- The objective is to have some printed copies to all stores by June 26 (delivery timing may vary by store). Stores can display copies anytime June 24th or later if available.
- If your store has remaining copies of past issues, please continue to make them available for customers where possible.
- We will communicate any updates in future Marketing & Product Guides, as well through the Store Operations & Support team and publicly through our social media channels.

Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at lcbo.com/fddigital

Social Media

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

- Instagram: @lcbofoodanddrink
- Pinterest: www.pinterest.ca/lcbofoodanddrink

Additional Copies

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

Merchandising Instructions

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

Signage

- Summer Food & Drink Metal Fixture Header Card (English/Bilingual)
(Re-order #DMS-21P4-FD1)
- Summer Food & Drink A-Frame Fixture Header Card (English only)
(Re-order #DMS-21P4-FD2)
- Summer Food & Drink A-Frame Fixture Header Card (English/French)
(Re-order #DMS-21P4-FD3)



COMING SOON

Due to COVID-19 the release dates of future issues may shift. We will communicate updates in future Marketing & Product Guides, as well through the Store Operations & Support team and publicly through our social media channels.

Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

Canadian Club

Let's celebrate summer with Canadian Club and the perfect warm weather mixed drink: the CC, ginger with lime. Just in time for the Canada Day long weekend, this promotion focuses on the CC 1858 family with multiple LTOs, and a 222 mL can of Canada Dry Gingerale with purchase for all size formats.

Follow the planogram to display all products, value-adds and signage components to full effect.

This is a sold program. Participation is mandatory.

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Key Dates (June 28 - July 18)

Participating Products

LCBO#	Description	Size (mL)	LTO Offer	
42	Canadian Club Whisky	750	\$1.20	Value Add: Canada Dry Gingerale (1 x 222 mL)
34637	Canadian Club Whisky (PET)	1750	\$1.05	Agent will deliver the VA to participating stores by the start of the promotion.
103341	Canadian Club Whisky (PET)	750	\$1.20	Store staff are to merchandise the VA neck tags on all size formats of Canadian Club whisky on the display.
217687	Canadian Club Whisky	1140		
273110	Canadian Club & Ginger Ale	473		

Signage Components

- Enhanced Table Sign Large ENG (DMS-21P4-FNT1) / BIL (DMS-21P4-FNT2)
- Enhanced Table Sign Small ENG (DMS-21P4-FNT3) / BIL (DMS-21P4-FNT4)
- Shelf Talkers ENG (DMS-21P4-FNT5) / BIL (DMS-21P4-FNT6)
- End Aisle Backer Card BIL (DMS-21P4-FNT7)
- Perpendicular Shelf Talkers ENG (DMS-21P4-FNT8) / BIL (DMS-21P4-FNT9)
- Free With Purchase Box Sign ENG (DMS-21P4-FNT10) / BIL (DMS-21P4-FNT11)
- Recipe Box Sign ENG (DMS-21P4-FNT12) / BIL (DMS-21P4-FNT13)

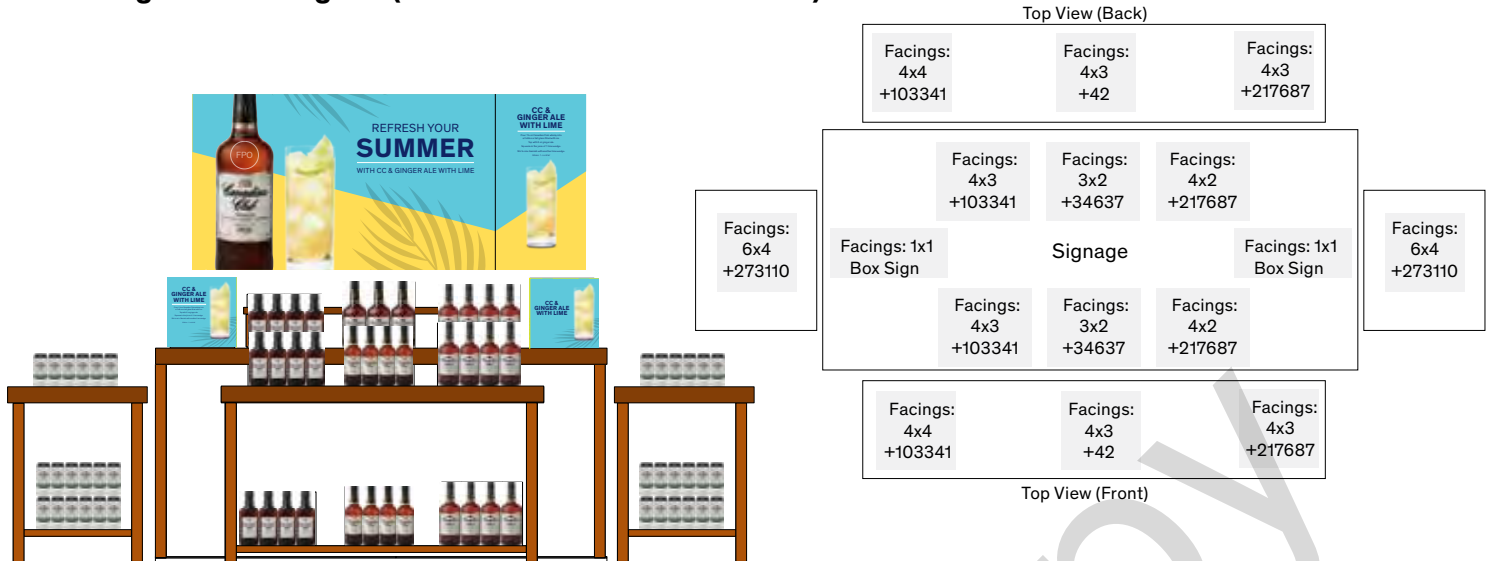
Merchandising Instructions

- 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 Box Sign/Backer Card.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- Install the perpendicular shelf talkers in-section.

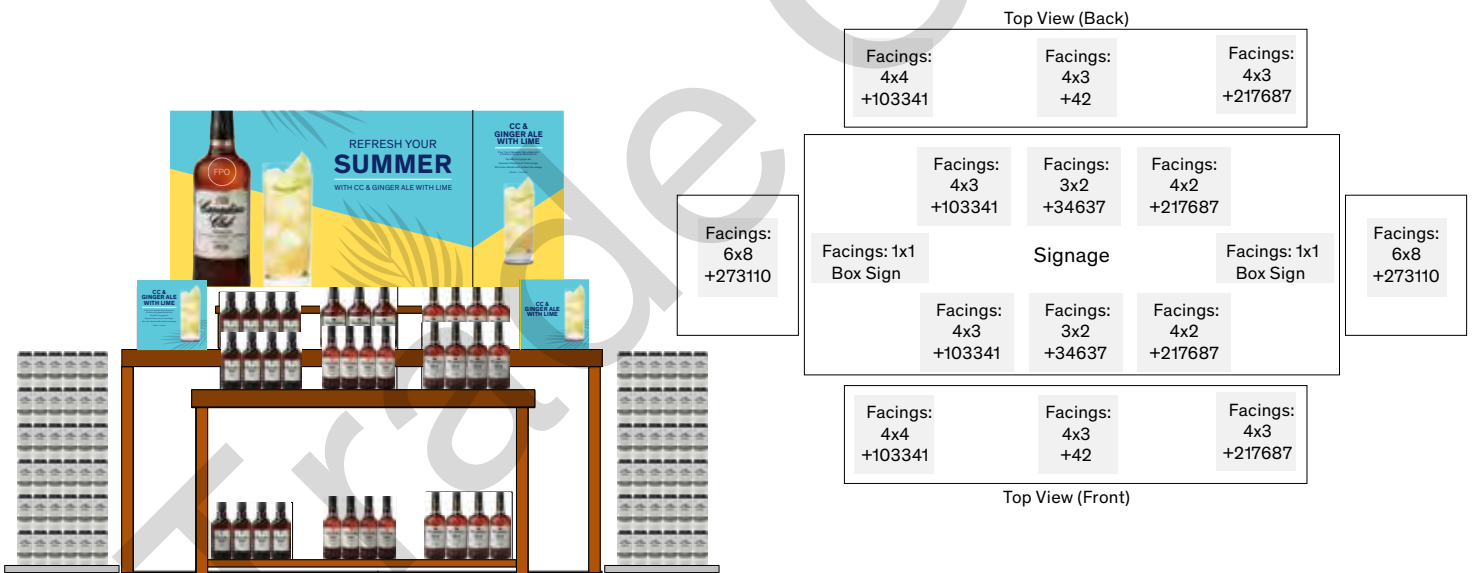


End Aisle (Select Stores)

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



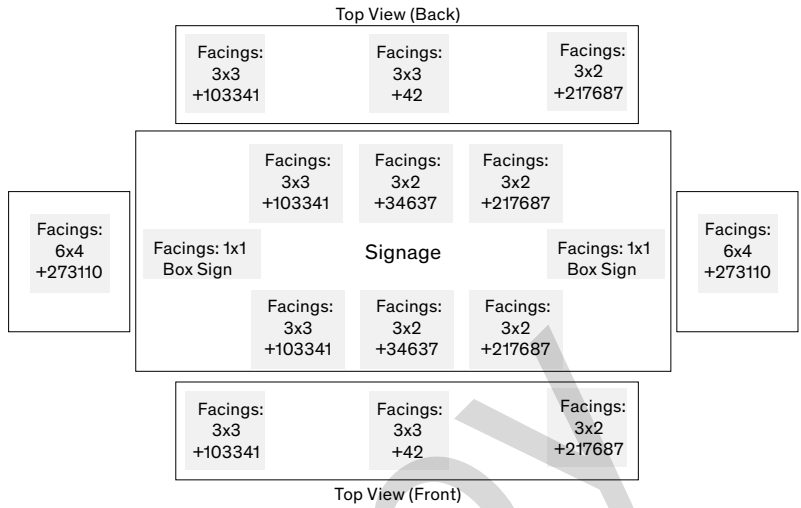
7Ft Nesting Table Planogram (For stores that do not have end tables)



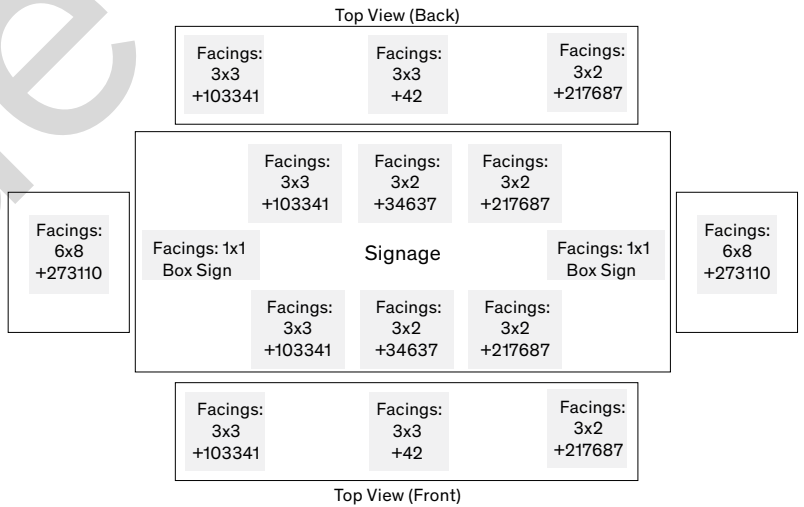
CHECKLIST

- Merchandise the participating products according to the planogram.
- Install category sign, box signs and shelf talkers on the fixture.
- Install the perpendicular shelf talkers in-section.

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



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



Cocktail of the Month (CM)

A-FRAME FIXTURE

ST REMY'S SANGRIA



An easy to make Sangria Cocktail solution with exciting promotional offers, an educational neck tag, AND a great value add! Upsell the consumer by increasing their basket of goods.

All participating stores must merchandise the perpendicular recipe card in-section (in front of participating products) and also on both sides of the A-Frame fixture. **This is a sold program. Participation is mandatory.**

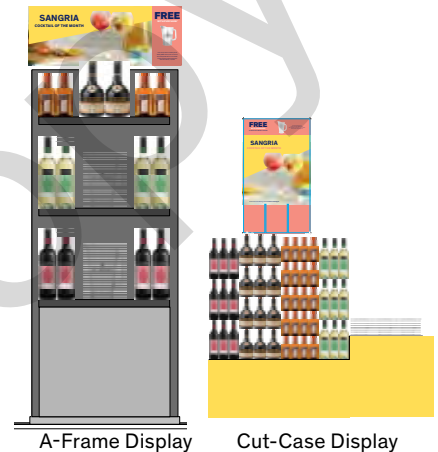
Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Key Dates (June 21 - July 18)

Participating Products

LCBO#	Description	Size (mL)	LTO
8888	St-Rémy VSOP Brandy	750	Value Add: St-Rémy 60 oz Pitcher
10322	Cointreau	375	\$1.00 LTO
338012	Hardys Stamp Series Shiraz/Cabernet	750	\$1.00 LTO
335638	Hardys Stamp Series Chardonnay Semillon	750	



Signage Components

- Pricer Cards ENG (DMS-21P4-AF5) / BIL (DMS-21P4-AF6)
- Shelf Talkers ENG (DMS-21P4-AF7) / BIL (DMS-21P4-AF8)
- A-Frame Sign ENG (DMS-21P4-AF3) / BIL (DMS-21P4-AF4)
- A-Frame Value Add Version Sign ENG (DMS-21P4-AF16) / BIL (DMS-21P4-AF17)
- Riser Wrap (solid colour) (DMS-21P4-AF13)
- Perpendicular Shelf Talker (recipe)ENG (DMS-21P4-AF9) / BIL (DMS-21P4-AF10)
- Perpendicular Shelf Talker (value add)ENG (DMS-21P4-AF11) / BIL (DMS-21P4-AF12)
- Cut-Case Backer Card ENG (DMS-21P4-AF1) / BIL (DMS-21P4-AF2)
- Value Add Version Cut-Case Backer Card ENG (DMS-21P4-AF14) / BIL (DMS-21P4-AF15)
- Backer Card (Value Add/No Value Add version) ENG (DMS-21P4-AF18) / BIL (DMS-21P4-AF19)

Merchandising Instructions

A-Frame Display

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

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

Cut-Case Display

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

A

Display Program (BP-SBA)

BLOCK PILE A

Molson Canadian

Show your Canadian pride with Molson Canadian. For P4, this display features a limited-edition bottle of Molson Golden Ale, an LTO on Molson Canadian 6-pack of tallboys, and an HBC x Molson Canadian Tote Bag value add with the purchase of a 6-pack of bottles. Cheers to you, Canada! **These products will remain for P5 Block Pile A, but with different promotion offers. Stores will receive a new signage kit that includes shelf talkers and pricer cards for P5, but will not receive a new backer card.** This is a sold program. Participation is mandatory.
IMPORTANT NOTE: Refer to the Store Layout section for inventory management of product.

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Key Dates (June 21 - August 15)

Participating Products

LCBO#	Description	Format (mL)	Offers
300699	Molson Canadian 6 Pk-Tc	6 x 473 mL	\$1.00 LTO
900621	Molson Canadian 6 Pk-B	6 x 341 mL	*Value Add
15699	Molson Golden Ale	625 mL	Limited-Edition Packaging

* Value Add & Supplier-Provided Merchandiser: Hudson Bay x Molson Canadian Tote Bag. The merchandiser will be shipped to stores to assemble, along with the value adds. Please ensure that there is sufficient value add inventory on the display.

Signage Components

- Pricer Card
ENG (Re-order # DMS-21P4-BPA1) / BIL (Re-order # DMS-21P4-BPA2)
- Shelf Talkers
ENG (Re-order # DMS-21P4-BPA3) / BIL (Re-order # DMS-21P4-BPA4)
- Perpendicular Shelf Talkers
ENG (Re-order # DMS-21P4-BPA5) / BIL (Re-order # DMS-21P4-BPA6)
- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P4-BPA7)
- Cut Case Backer Card ENG/BIL (Re-order # DMS-21P4-BPA8)



Discretionary End



Merchandising Instructions

- **Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.**
- Stores may choose to execute this display using one of the following options, as long as Physical/Social Distancing guidelines are followed. (If further direction is needed, please contact your District Manager).
 1. **Block Pile or Cut Case Display (set up the display against the Beer Cold Room wall, leaving extra room for customer traffic)**
 2. **Discretionary End Aisle**
- **NOTE: Only merchandise in section if there is no directional End Aisle Available.**
- Install the perpendicular shelf talkers in-section using a perpendicular shelf clip (PSTC201404).

B Display Program (BP-SBB) BLOCK PILE B

Ready-to-Drink (P2 - P7)

The RTD program will be happening from P2-P7 in support of the category during high-volume spring and summer months.

This is a sold program. Participation is mandatory.

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

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Key Dates (June 21 - July 18)

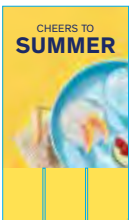
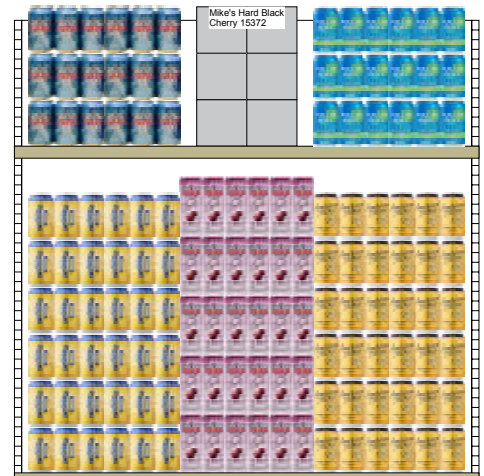
Participating Products

LCBO#	Description	Size (mL)	LTO Offers
450114	Smirnoff Ice 6 Pk-C	2130 mL	\$1.00
450452	Smirnoff Ice Light Black Cherry & Soda 4 Pk-C	1420 mL	\$1.00
225904	Palm Bay Key Lime Cherry 6 Pk-C	2130 mL	\$1.25
444497	American Vintage Lemon Hard Iced Tea	2130 mL	\$1.25
15372	Mike's Hard Black Cherry	2130 mL	\$1.00
570275	Twisted Tea Original 6 X 355 MI	2130 mL	\$1.00



Signage Components

- Pricer Card ENG (DMS-21P4-BPB8) / BIL (DMS-21P4-BPB9)
- Shelf Talkers ENG (DMS-21P4-BPB10) / BIL (DMS-21P4-BPB11)
- End Aisle Backer Card ENG/BIL (DMS-21P4-BPB12)
- Cut Case Backer Card ENG/BIL (DMS-21P4-BPB13)
- Block Pile Stores: Riser Wrap (DMS-21P4-BPB7)
- Block Pile Stores: Pole Toppers
 1. Ice Tea ENG (DMS-21P4-BPB1)/ BIL(DMS-21P4-BPB4)
 2. Seltzer with Lemon ENG (DMS-21P4-BPB2)/ BIL(DMS-21P4-BPB5)
 3. Seltzer with Mint ENG (DMS-21P4-BPB3) / BIL (DMS-21P4-BPB6)



Cut Case Backer Card

Merchandising Instructions

- **Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.**
- Stores may choose to execute this display using one of the following options, as long as Physical/Social Distancing guidelines are followed. (If further direction is needed, please contact your District Manager).
 1. **Block Pile or Cut Case Display (set up the display against the Beer Cold Room wall, leaving extra room for customer traffic)**
 2. **Discretionary End Aisle - Please merchandise product across two end aisles if space permits.**
- **NOTE: Only merchandise in section if there is no directional End Aisle Available.**

Discretionary End Aisle

IMPORTANT NOTE:

Products will change for P5 Block Pile B, but the backer cards and block pile signage components will remain the same. Stores will receive a new signage kit that includes shelf talkers and pricer cards for P5, but will not receive a new backer card, pole topper and cut case backer card.

Brand Spotlight (DD)

MIDDLE NESTING TABLE

Summer Wines

Multibrand spotlight featuring customer favourite brands with new formats including Bodacious, Jackson-Triggs, Naked Grape, Jackson-Triggs Reserve, OPEN. The activation is all about enjoying the outdoors all summer long!

This a sold program. Participation is mandatory.

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Key Dates (June 21 - July 18)

Participating products:

LCBO#	Description	Size (mL)	Offers
10426	Bodacious Pinot Grigio Can	250	LTO \$0.50
22327	Jackson-Triggs Pinot Grigio	1500	LTO \$2.00
270892	Jackson-Triggs Merlot Bag In Box	4000	LTO \$3.00
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	LTO \$3.00
339168	Bodacious Smooth White	750	LTO \$1.00
348979	Inniskillin Pinot Grigio VQA	750	LTO \$2.00
10425	Bodacious Smooth Red Can	250	
16109	Open Fresh'N Fruity Gamay VQA	750	LTO \$1.00
175349	Open Rose VQA	750	
666560	Naked Grape Pinot Grigio Chardonnay	1000	
666578	Naked Grape Unoaked Cabernet Sauvignon	1000	LTO \$1.00

Signage Components

- Table Sign Large ENG (DMS-21P4-MNT1) / BIL (DMS-21P4-MNT2)
- Table Sign Small BIL (DMS-21P4-MNT3)
- Shelf Talkers ENG (DMS-21P4-MNT4) / BIL (DMS-21P4-MNT5)
- Box Sign - Wine in Can ENG (DMS-21P4-MNT9) / BIL (DMS-21P4-MNT11)
- Box Signs - Stay Fresh ENG (DMS-21P4-MNT10) / BIL (DMS-21P4-MNT12)

Please note that there will be **NO** Food & Drink merchandisers for this Period.

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise the participating products according to the planogram.
- Install table sign, box signs and pre-printed shelf talkers.



Front View



Back View

Top View (Back)

Facings: 4x3 +175349	Facings: 4x3 +16109	Facings: 4x3 +175349
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Facings: 1x1 Box Sign	Facings: 4x3 +666578	Facings: 6x4 +10425	Facings: 4x3 +666578	Facings: 6x4 +10425	Facings: 1x1 Box Sign
	Signage				
	Facings: 4x3 +666560	Facings: 6x4 +10426	Facings: 4x3 +666560	Facings: 6x4 +10426	

Facings: 2x2 +270892

Facings: 2x2 +270942

Facings: 4x3 +339168	Facings: 3x2 +22327	Facings: 4x3 +348979
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Top View (Front)

Brand Spotlight (DD)

CELEBRATION FIXTURE

Summer Wines

Multibrand spotlight featuring customer favourite brands with new formats including Bodacious, Jackson-Triggs PS, Naked Grape, Jackson-Triggs Reserve, OPEN. The activation is all about enjoying the outdoors all summer long!

This a sold program. Participation is mandatory.

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Key Dates (June 21 - July 18)

Participating products:

LCBO#	Description	Size (mL)	Offers
10426	Bodacious Pinot Grigio Can	250	LTO \$0.50
22327	Jackson-Triggs Pinot Grigio	1500	LTO \$2.00
270892	Jackson-Triggs Merlot Bag In Box	4000	LTO \$3.00
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	LTO \$3.00
339168	Bodacious Smooth White	750	LTO \$1.00
348979	Inniskillin Pinot Grigio VQA	750	LTO \$2.00
10425	Bodacious Smooth Red Can	250	
16109	Open Fresh'N Fruity Gamay VQA	750	LTO \$1.00
175349	Open Rose VQA	750	
666560	Naked Grape Pinot Grigio Chardonnay	1000	
666578	Naked Grape Unoaked Cabernet Sauvignon	1000	LTO \$1.00

Signage Components

- Drum Sign ENG (DMS-21P4-MNT6) / BIL (DMS-21P4-MNT7)
- Bin Strip (DMS-21P3-MNT8)
- Shelf Talker ENG (DMS-21P3-MNT4) / BIL (DMS-21P3-MNT5)

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise the participating products according to the planogram.
- Install drum sign, and pre-printed shelf talkers.

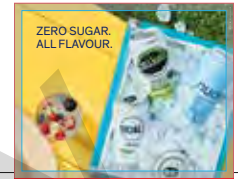


Front View

Back View

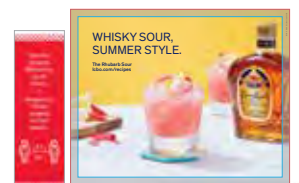
Period 4 END AISLES

	LCBO#	Description	Size (mL)	Offers
Beer/Cider Mini Thematic C End Aisle #1	14478	Social Lite Lime Gin Soda	355	
	14499	Cottage Springs Strawberry Spiked Water	355	
	14508	Palm Bay Zero Blackberry Lemon	473	
	14509	Aquarelle Berry Pomegranate Sparkling Vodka Water	355	
	14512	Mike's Hard Sparkling Water Lime	473	
	14523	Nutri4 Vodka And Soda	473	
	14528	Splash Orange Mango	355	BAM
	14666	Nude Gin Soda Mixed Berry	473	
	14529	Muskoka Spirits Hard Sparkling Water Mix Pack	4 x 355	



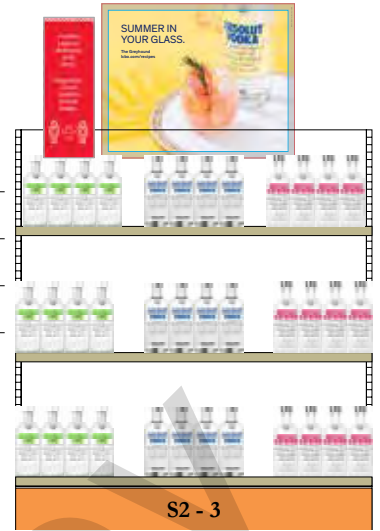
Mini Thematic C - Beer (EA1)

	LCBO#	Description	Size (mL)	Offers
End Aisle #2 (End Aisle S1)	1487	Crown Royal	750	Value Add
	114694	Crown Royal	1750	LTO
	217950	Crown Royal	1140	LTO



S1 - 2

	LCBO#	Description	Size (mL)	Offers
End Aisle #3 (End Aisle S2)	110056	Absolut Vodka	750	DOTW#1
	493999	Absolut Lime Vodka	750	Value Add
	925685	Absolut Grapefruit Vodka	750	LTO

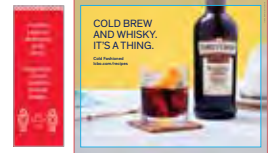


	LCBO#	Description	Size (mL)	Offers
End Aisle #4 (End Aisle S3)	893	J.P. Wiser's Deluxe	750	LTO, Feature Fixture
	33928	J.P. Wiser's Deluxe	1750	Value Add
	216689	J.P. Wiser's Deluxe	1140	LTO, Feature Fixture



	LCBO#	Description	Size (mL)	Offers
End Aisle #5 (End Aisle W1)	33340	Collavini Pinot Grigio	750	LTO, Wine Fridge
	181388	Lindemans Bin 95 Sauvignon Blanc	750	LTO
	430017	XOXO Pinot Grigio Chardonnay	4000	LTO





End Aisle #6
(End Aisle S4)

LCBO#	Description	Size (mL)	Offers
8805	Forty Creek Barrel Select Whisky	1750	
350629	Forty Creek Barrel Select Whisky	1140	
550715	Forty Creek Barrel Select	750	

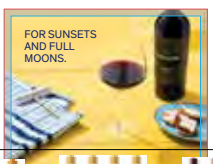


End Aisle #7
(End Aisle S5)

LCBO#	Description	Size (mL)	Offers
95935	Grey Goose Vodka	750	Value Add
116327	Grey Goose La Poire Vodka	750	Value Add
413294	Grey Goose Le Citron	750	Value Add



Install the value add shelf talker using a perpendicular shelf clip (PSTC201404).



End Aisle #8
(End Aisle W2)

LCBO#	Description	Size (mL)	Offers
328534	Jackson-Triggs Cabernet Sauvignon	750	LTO
386961	Borsao Tinto Garnacha	750	LTO
569905	Carnivor Zinfandel	750	LTO

	LCBO#	Description	Size (mL)	Offers
End Aisle #9 (End Aisle S6)	491803	Southern Comfort	375	
	491811	Southern Comfort	750	Value Add
	491829	Southern Comfort	1140	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #10 (End Aisle W3)	64287	Cono Sur Bicicleta Viognier	750	LTO, Wine Fridge
	399410	Jackson-Triggs Sauvignon Blanc	750	LTO
	467811	Ruffino Prosecco	750	LTO

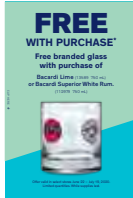


	LCBO#	Description	Size (mL)	Offers
End Aisle #11 (End Aisle S7)	401315	Jose Cuervo Especial Silver	1140	BAM
	450932	Jose Cuervo Tradicional Reposado	750	





	LCBO#	Description	Size (mL)	Offers
End Aisle #12 (End Aisle S8)	13589	Bacardi Lime	750	Value Add
	112979	Bacardi Superior White Rum (P.E.T)	750	Value Add



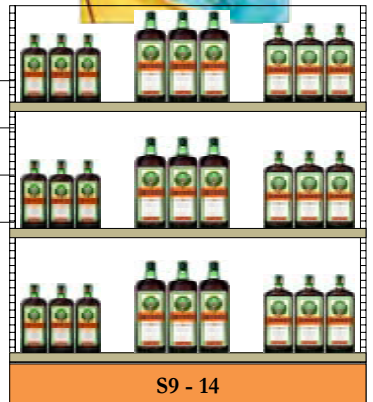
Install the value add shelf talker using a perpendicular shelf clip (PSTC201404).



	LCBO#	Description	Size (mL)	Offers
End Aisle #13 (End Aisle W4)	194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	LTO
	392225	Robert Mondavi Private Selection Cab/Sav	750	LTO
	429811	Black Cellar Shiraz Cabernet	1500	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #14 (End Aisle S9)	25999	Jagermeister	1140	
	117101	Jagermeister	750	LTO
	273326	Jagermeister	1750	Value Add





	LCBO#	Description	Size (mL)	Offers
End Aisle #15 (End Aisle S10)	334110	Ciroc Peach	750	Value Add
	417295	Ciroc Original Unflavoured	750	LTO
	481614	Ciroc Apple	750	



	LCBO#	Description	Size (mL)	Offers
End Aisle #16 (End Aisle W5)	433714	Pelee Island Cabernet Franc VQA	750	LTO
	457119	Big Bill Cabernet Sauvignon	750	LTO
	465146	Les Jamelles Sauvignon Blanc Pays Doc	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #17 (End Aisle S11)	467803	Rumchata Rum Cream Liquor	1140	BBAM
	540120	Rumchata Cream Liqueur	375	LTO



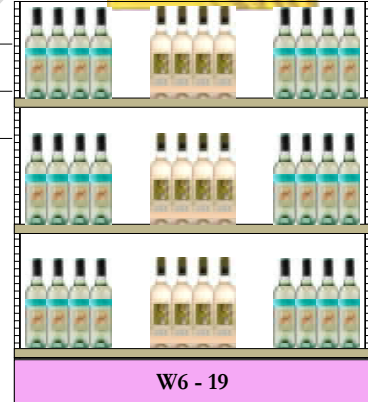
NOTE: A third Rumchata sku is to be merchandised on a discretionary basis to fill the end aisle.



	LCBO#	Description	Size (mL)	Offers
End Aisle #18 (End Aisle S12)	640920	Ketel One Botanical Cucumber And Mint	750	LTO
	640995	Ketel One Botanical Peach And Orange Blossom	750	LTO
	645499	Ketel One Botanical Grapefruit And Rose	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #19 (End Aisle W6)	326413	Pelee Island Pinot Grigio VQA	750	LTO
	443713	Yellow Tail Moscato	750	LTO

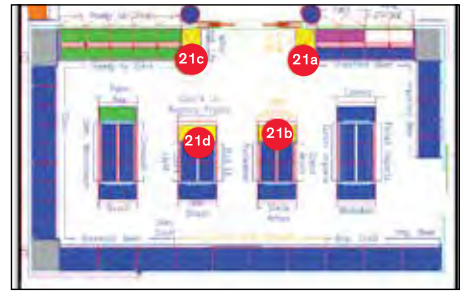


	LCBO#	Description	Size (mL)	Offers
End Aisle #20 (End Aisle S13)	513069	Glenfiddich IPA Experiment	750	LTO
	513077	Glenfiddich Project Xx Experimental Series	750	LTO
	629352	Glenfiddich Exper Series #4 Fire & Cane	750	LTO



BEER EXCITEMENT ZONE

(21A, B, C, D)



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

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

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Key Dates (June 21 - July 18)

Participating Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
21A Plinth (EA - EZA)	12819	Stella Artois Sleek 6 x 330 mL	LCBO Warehouse	\$1.50 LTO
	367938	Stella Artois 6 x 500 mL	LCBO Warehouse	Value Add
	Value Add: Labatt will provide merchandiser and Value Add			

Location	LCBO#	Description	Supplying Source / Distributor	Offers
21B New/ Seasonal (EA - EZB)	16508	Nickel Brook Metal Head IIPA 473 mL	6699- Nickel Brook Brewing Company	
	16707	Beau's Mix Pack 6 x 473 mL	275 - The Beer Store	
	15414	Shubie Sour Raspberry IPA 473 mL	4826 - Wellington County Brewery Inc	

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

Location	LCBO#	Description	Supplying Source / Distributor	Offers
21C Plinth (EA - EZH)	15311	Cottage Springs Weekender Mixed 8 Pack 8 x 355 mL	LCBO Warehouse	Value Add
	Value Add: Iconic will provide merchandiser & Value Add			

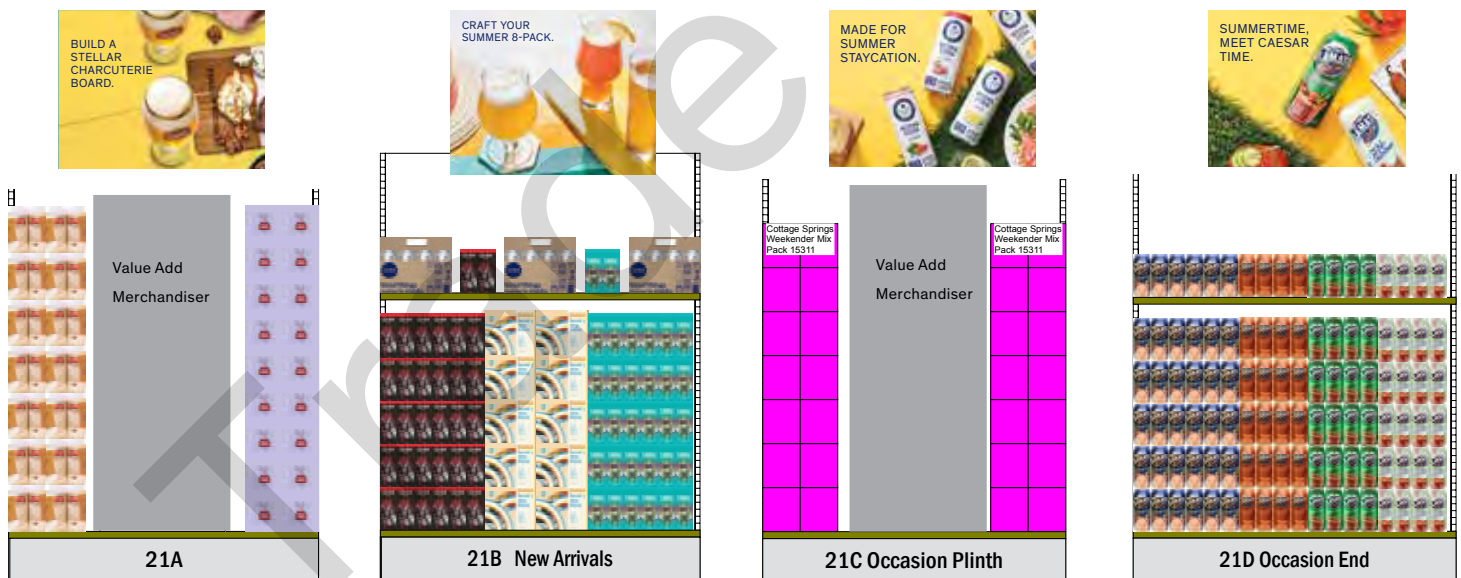
Location	LCBO#	Description	Supplying Source / Distributor	Offers
21D End Aisle (EA - EZD)	316323	Motts Original Caesar 458 mL	LCBO Warehouse	\$0.25 LTO
	334805	Mott's Extra Spicy Caesar 458 mL	LCBO Warehouse	\$0.25 LTO
	491324	Motts Clamato Pickled Caesar 458 mL	LCBO Warehouse	\$0.25 LTO
	649236	Motts Clamato Cesar Gin & Cucumber 458 mL	LCBO Warehouse	\$0.25 LTO

Signage Components

- P3 - P6: Generic Backer Card BIL (DMS-21P3-EZ4)
- P4 Only:
 - Stella Artois Backer Card BIL (DMS-21P4-EZ1)
 - Stella Artois Transparency ENG (DMS-21P4-EZ2) / BIL (DMS-21P4-EZ3)
 - Cottage Springs Backer Card BIL (DMS-21P4-EZ4)
 - Motts Caesar Backer Card BIL (DMS-21P4-EZ9)
 - Motts Caesar Transparency ENG (DMS-21P4-EZ10) / BIL (DMS-21P4-EZ11)
 - Pricer Cards ENG (DMS-21P4-EZ5) / BIL (DMS-21P4-EZ6)
 - Shelf Talkers ENG (DMS-21P4-EZ7) / BIL (DMS-21P4-EZ8)

Merchandising Instructions

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



21B:

- Display a fully-assembled 8-pack carrier, filled with participating Ontario Craft Beer and Cider products in the middle of the top shelf.
- Continue to use the “Craft your summer 8-Pack” End Aisle backer card

BEER BRANDED ENDS

P3 - P6

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 P3 - 6.

NEW blade signs will be shipped to all participating stores by the start of Period 4.

Key Dates (May 24 - July 18)

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

P3-6 Signage Components:

- Corona Backer Card ENG/BIL (21P3-BCB1)
- Heineken Backer Card ENG/BIL (21P3-BCB2)
- Stella Artois Backer Card ENG/BIL (21P3-BCB3)

P4 Signage Components:

- Corona Blade Sign ENG/BIL (21P4-BCB1) / BIL (21P3-BCB4)
- Heineken Blade Sign ENG/BIL (21P4-BCB2) / BIL (21P3-BCB5)
- Stella Artois Blade Sign ENG/BIL (21P3-BCB3) / BIL (21P3-BCB6)

NOTE: Images on the right are for references only.



NEW! 8-PACK CARRIER



Overview

Building on our 6-Pack program from last year, this period we will introduce 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.

Participating Stores (350 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

Cottage Country (99 Stores for Summer 2020 only)

24, 28, 29, 42, 54, 56, 63, 71, 77, 78, 81, 87, 89, 91, 108, 111, 112, 114, 119, 123, 127, 128, 136, 137, 146, 151, 157, 158, 170, 178, 184, 205, 224, 225, 230, 231, 232, 236, 238, 240, 241, 247, 251, 258, 259, 262, 267, 268, 283, 284, 285, 303, 304, 305, 306, 307, 308, 313, 315, 316, 318, 322, 323, 327, 331, 335, 347, 352, 363, 376, 395, 399, 405, 409, 439, 447, 448, 449, 450, 451, 460, 466, 468, 498, 504, 507, 516, 531, 552, 557, 560, 562, 576, 578, 581, 582, 606, 626

Signage Components

- Header Card ENG (Re-order # DMS-SMB1) / BIL Header Card (Re-order # DMS-SMB2)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)
 - **Note that re-orders will contain 125 units per box.**
 - **Replenishment will automatically be sent to stores the week before each period changeover.**
 - **If extra carriers are required before replenishment arrives, order through Marco as required.**

Merchandising Instructions

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

Good things come in eights.

FREE CARRIER

INSTRUCTIONS

1. Gently pull open the sides
2. Flatten the bottom
3. Flip the back on the bottom in place to stabilize
4. Fill with your favourite singular!

Metal Merchandiser Header Card

- Please merchandise any residual 6-Pack carriers on the back of the metal merchandiser or at cash desks to sell-through stock.

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

Additional Merchandising: 21B "New" End Aisle

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

ONTARIO CRAFT CIDER

(All Stores)

In an effort to support our growing local cider business, **all stores** received an on-shelf signage package, highlighting Ontario Craft Cider. Please merchandise Perpendicular Shelf Talkers and Bin Tag Extensions at your discretion or defer to the list of recommended products below. Category signs are available to order.

Stores should continue merchandising this signage throughout the year.

Key Dates (ongoing)

Recommended Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
333583	Thornbury Premium Apple Cider	473	466292	Ernest Dry Cider	473
573428	D'Ont Poke The Bear Cider.	473	515098	Shiny Apple Cider With Pinot	473
635227	Liberty Village Dry Cider	473	457358	Eden Grove Perfect Pear	473
453118	Pommies Cider Can	473	497651	Reinhart's Red Apple Light Cider	473
407668	Shiny Apple Cider	473	578740	Farmed & Dangerous	473
645978	Ernest Cider Impeachment	473	688572	Lost Craft Apple Cider	473
497214	Ardiel Dry Apple Cider	473	572594	Duntroon Cyder House Standing Rock	473
374496	Forbidden Artisanal Cider	473	13571	Collective Arts Nature of Things	473
418582	Pommies Farmhouse Cider	473	13681	Collective Arts Circling the Sun	473
571786	Thornbury Craft Cranberry Cider	473			
107342	Reinhart's Red Apple Strong Cider	473			

Enhanced Ontario Craft Cider Sign

This sign was sent to stores with a large Ontario Craft Cider assortment and should be merchandised in-section. Any store may order this sign as needed based on inventory.



Ontario Craft Cider Perpendicular Shelf Talkers

- ENG (DMS-OP21-OCC1)
- ENG/FR (DMS-OP21-OCC2)
- Install the perpendicular shelf talkers in front of the Ontario Craft Cider products in-section using the perpendicular shelf talker clip (PSTC201404).



Fridge Perpendicular Shelf Talkers

- ENG (DMS-OP21-OCC3)
- ENG/BIL (DMS-OP21-OCC4)
- Ensure all featured products for your store's local cidery are merchandised in the fridge.
- Merchandise up to three (3) handwritten, Crafted In The Neighbourhood Shelf Talkers in front of the endorsed product in-section. Using a black marker fill in the product name, cidery, and distance from the store.



Cider Bin Tag Extension



- ENG/BIL (DMS-OP21-OCC7)
- Install the beer bin tag extensions with regular on-shelf bin tags.

BEER PROGRAMS

1 Beer Rated Perpendicular Shelf Talkers

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

Key Dates (ongoing)

Participating Stores

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

Participating Products

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



Signage and Merchandising Instruction

- Beer Rated perpendicular shelf talkers.
- ENG (Re-order # BCRRB-Summer1) / BIL (Re-order # BCRRB-Summer2)
- Install the perpendicular shelf talker in front of the corresponding beer products in-section using the perpendicular shelf talker clip (PSTC201404).

2 Ontario Craft Beer End Aisle

Key Dates (June 21 - July 18)

Participating Stores

1, 5, 6, 9, 10, 14, 15, 18, 19, 21, 36, 40, 57, 60, 106, 115, 143, 148, 154, 187, 212, 217, 243, 288, 295, 298, 324, 325, 334, 360, 371, 412, 417, 432, 452, 457, 486, 495, 499, 549, 556, 579, 619, 623, 624, 630

Participating Products

LCBO#	Description	Format	Offers	Distributor
14953	Amsterdam Fria Cerveza	473 mL		3842 - Amsterdam Brewing Company
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473 mL	LTO	458 - Cowbell Brewing Co.
508572	Flying Monkeys Juicy Ass Ipa	473 mL		6309 - Flying Monkeys Craft Brewery
242545	Great Lakes Canuck Pale Ale	473 mL		1929 - Great Lakes Brewing Co. Inc.
574905	Nickel Brook Lost In Orbit Ipa	473 mL		6699 - Nickel Brook Brewing Company
120626	Northern Lights Hazy Ipa	473 mL	LTO	462 - Bobcaygeon Brewing Company Limited

Signage Components

- End Aisle Backer card ENG/BIL (Re-order # OCBEA01)
- Pre-Printed Shelf talkers
ENG (Re-order #P3-OCBEA-ST1)

Bilingual designated stores must display the bilingual side of the product shelf talkers.



3 Craft Beer Program (Imported)

Key Dates (May 24 - September 12)

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
15598	Kuchlbauer Turmweisse	500	15641	Trou du Diable L'Ours Barrel-Aged	750
15599	Billy Bishop Double IPA	473	15645	Trou du Diable MacTavish in Memoriam	600
15600	Omer Vander Ghinste Rose Max des Jacobins	250	15662	Oshlag Vox Populi Kettle Sour Brunch Berliner	355
15603	Deschutes Da Shootz! American Pilsner	568	211284	Gouden Carolus Hopsinjoor	330
15604	Cigar City Margarita Gose	1420			
15605	Harviestoun Bitter & Twisted	330			
15606	Kona Hanalei IPA	2130			
15607	Lickinghole Creek Sunflower Saison	750			
15609	Lost Lager	473			
15611	Stone Tropic of Thunder Lager	568			

Signage Components

- 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

4 Local Fridge

Stores participating in the Local Fridge program received generic signage to draw attention to each stores' neighbourhood brewery/cidery. Participating stores have been selected based on close proximity to Ontario Craft Brewery or Cidery. Stores are asked to continue highlighting the featured SKUs using a "Brewed In The Neighbourhood" or "Crafted In The Neighborhood" perpendicular shelf talker. **This is a sold program. Participation is mandatory.**

Participating Stores

Please refer to the P3 Participating Stores lists posted on the Portal for information.

Participating Products

The full list of participating products can be found in the Customer Experience Newsletter and the Online Worksheets.

Signage Components

- 3 x 3' Perpendicular Shelf Talker
 - Brewed In The Neighbourhood - BEER (ENG Re-order# DMS-F20-LFP1) (BIL Re-order# DMS-F20-LFP2)
 - Crafted In The Neighbourhood - CIDER (BIL Re-order# DMS-F20-LFP3)

Merchandising Instructions

- Ensure all featured products for your store's local brewery/cidery are merchandised in the fridge. If there are multiple participating skus, they must merchandised together as a brand family.
- Merchandise up to three (3) handwritten, Brewed/Crafted In The Neighbourhood Shelf Talkers in front of the endorsed product in-section. Using a black marker fill in the product name, brewery/cidery, and distance from the store.
- Note that stores who support contract breweries though this program will not receive signage, but should continue to merchandise the featured products in the beer fridge.



5 **NEW!** Ontario Craft Beer Cut Case Display (Outside Beer Cold Room)

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.

Key Dates (P4-P6: June 21 - September 12)

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Signage Components

- Ontario Craft Beer Cut Case Backer Card ENG (Re-order code: ENG DMS-21P4-OCB1) / BIL (Re-order code: DMS-21P4-OCB2)
- Blank Pricer Card (Re-order code: DMS-21P4-OCB3)

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



Example Only

ONTARIO WINES

① Ontario Wines Our Buyer's Pick (formerly Superstars)

This program typically places a spotlight on one (1) red and one (1) white Ontario VQA wine every period. The Our Wine Country Ontario Buyer's Pick Program is updated every promotional Period.

This is a sold program. Participation is mandatory.

Participating Products

LCBO#	Description	Size (mL)
326256	Wayne Gretzky Pinot Grigio VQA	750 mL
426528	Wayne Gretzky Baco Noir VQA	750 mL

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

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Key Dates: June 21 - July 18

Signage Components and Merchandising Instructions:

Cut-Case Display Stores:

- Cut Case Backer Card ENG/BIL (Re-order # NIVQA068)
Cut Case Backer Cards are now an operational sign. Please reuse the sign from period to period.
- Pricer Cards ENG/BIL (Re-order # DMS-21P4-OWP1)
- Using the backer card to build a Cut Case display next to the VQA Cube Fixture, and install the pre-printed pricer card into the front of the cut case



Cut-Case Backer Card

Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # DMS-21P4-OWP2)
- Install the shelf talkers in-section in front of the participating products.

End Aisle Display Stores:

- Ontario Superstars Backer Card ENG/BIL (Re-order # NIVQA066)
Cut Case Backer Cards are now an operational sign. Please reuse the sign from period to period.
- Stores that have ONE (1) VQA Gondola Fixture are to install the Backer Card on a single End Aisle display. Stores that have TWO (2) VQA Gondola Fixtures are to install the Backer Cards on two (2) separate End Aisle displays. Merchandise each participating product on the top shelf of the VQA gondola fixture display.



End Aisle Backer Card

2 Our Wine Country Program - Bring Local Home

This is a sold program. Participation is mandatory. The Our Wine Country 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 the Our Wine Country Program will receive 2 sets of pre-printed shelf talkers to promote the products on the VQA Cube and Gondola fixtures. This will arrive in the mailbag.

Shelf Talkers (English/Bilingual): (Re-order # DMS-21P4-OWP3)

Participating Products

LCBO#	Description	Size (mL)	LTO
89862	Girls Night Out Rose VQA	750 mL	\$1.00
219030	Red House Wine Co. Cabernet Shiraz VQA	750 mL	\$2.00
618231	Pelee Island Lola Gewurztraminer VQA	750 mL	\$1.00
648642	Sandbanks Smugglers White VQA	750 mL	\$2.00

Participating Stores

Key Dates: June 21 - July 18

Please refer to the P4 Participating Stores lists posted on the Portal for information.

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

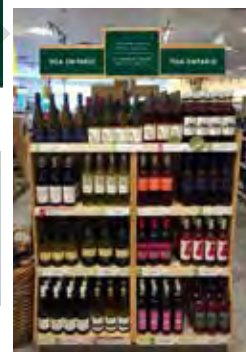
- VQA Ontario Cube Side Sign x 2 (Re-order# OWSIGN-001)
- 100% Ontario Grapes. 100% Ontario taste Cube Sign (Re-order# OWSIGN-002)



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



Cube Sign
(Re-order# OWSIGN-002)



Merchandising Instructions:

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

PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES:

Signage Components

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

Merchandising Instructions:

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



4 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, 654, 655, 657, 661, 667, 694, 695, 699, 706, 741



5 2019 Ontario Wine Awards (Permanent)

The following Ontario wines have recently been recognized by the 2019 Ontario Wine Awards. The Shelf Talkers are to support the 2019 Ontario Wine Award winners for both LCBO and Vintages products. Please highlight these wines in stores with shelf talkers.

Participating Stores

All Stores

Participating Products

LCBO#	Product	Size (mL)
522730	Strewn Chardonnay Barrel-Aged VQA	750
200535	Konzelmann Chardonnay Unoaked VQA	750
219279	Konzelmann Pinot Blanc VQA	750
439281	Konzelmann Merlot VQA	750
164087	Sandbanks Sleeping Giant VQA	750
284539	Trius Brut VQA	750
225920	Sandbanks Baco Noir Reserve VQA	750
Vintages Products		
522672	Lakeview Cellars Vidal Icewine	200
565861	Château des Charmes Vidal Icewine	200
177824	13th Street Gamay	750



Signage

- 3" x 3" Perpendicular LCBO Product Shelf Talkers (English or Bilingual based on store) (set of 9) Re-order# OWA-E-OWA-B
- 3" x 3" Perpendicular Vintages Products Shelf Talkers (English or Bilingual based on store) (2 versions)
- Perpendicular Shelf Talker Clips Re-order# PSTC201404 (10 clips/pkg)

Merchandising Instructions

- Please install the 2019 Ontario Wine Awards Shelf Talkers in front of corresponding products using the appropriate plastic clip.

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

This bi-monthly program leverages the tried-and-true customer favourites in the Essentials Collection to attract new customers to Vintages. Each turn of the program spans two promotional periods and features two products on a front-facing end aisle display. The first period highlights LTOs on participating SKUs. Price offers will be promoted via newspaper and social media advertising along with a branded in-store display. During the second period of the program, stores will maintain the end aisle display and sign with year-round signage. **This is a sold program. Participation is mandatory.**

Key Dates (Period 3 with LTO Offers and **Period 4 & 5 without LTO Offers**)

Participating Stores

Please refer to the online worksheets for store participation list.

Participating Products

LCBO#	Description	Size (mL)
316570	Oyster Bay Sauvignon Blanc	750
951319	Bollini Pinot Grigio	750

Program Schedule

Period 4 (Generic Backer Card)

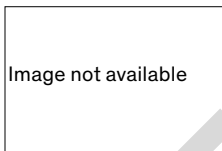
Stores will install the generic backer card and pre-printed shelf talkers to highlight the participating SKUs.

Signage Components



Generic Backer Card ENG/BIL (re-order# DMS-21P3-VINT1)

- Replace the year-round themed backer card with the branded backer card and follow the planogram to set up the Essentials end aisle.



Generic shelf talker (re-order#)

- Replace the P3 SAVE shelf talkers with the year-round Essentials Collection shelf talkers for both participating products.



Bin tag overlay

- Use these 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.

Re-order Codes

- 2" English: VBTC001
- 2" French: VBTC004
- 1.76" English: VBTC009
- 1.76" French: VBTC010



Merchandising Instructions

- Merchandise products together on a front-facing/primary end aisle for two periods (P3 and P4). **The LTO (and associated program signage) is valid for the first period (P3) only.**
- Remove the branded backer card and install generic backer card.
- Remove the LTO offer shelf talkers and install the no offer shelf talkers.

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 (June 27 and July 11 Releases)

Mandatory Participation Stores

Please refer to the online worksheets for store participation list.

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)
JUNE 27 RELEASE		
450155	Tapiz Alta Collection Malbec 2017	750 mL
668426	Villa Aix en Provence Rosé 2019	750 mL
JULY 11 RELEASE		
10360	Tenuta Perano Chianti Classico 2016	750 mL
482984	El Enemigo Chardonnay 2017	750 mL

Merchandising Instructions

- Merchandise products together according to the planogram for each release.

Signage Components

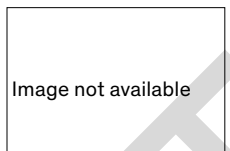


Year-round backer card kit ENG/BIL

Vintages fixtures: re-order# VBC042

LCBO fixtures: re-order# VBCL056

Install the Wines of the Month backer card from your year-round kit.



Pre-printed shelf talker ENG/BIL

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



Bin tag overlay

Use these 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.

Re-order Codes

2" English: VBTC001

1.76" English: VBTC009

2" French: VBTC004

1.76" French:1 VBTC010



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 (June 22 to July 19, 2020)



BAM (June 21 to July 18, 2020)



Participating Stores

Please refer to the online worksheets for store participation list.

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	BAM/LTO
571133	Dillon's Vermouth	750		\$19.95	Buy 4 get 30 Bonus Air Miles
14151	Kir Yianni Cuvée Villages Xinomavro	750		\$19.95	Buy 2 get 10 Bonus Air Miles
166538	LAN Crianza	750		\$16.95	8 BAM
352583	Beringer Knights Valley Cabernet Sauvignon	750	\$44.95	\$39.95	\$5.00 LTO
974717	Casas del Bosque Reserva Sauvignon Blanc	750	\$14.95	\$12.95	\$2.00 LTO
286377	Cave Spring Estate Riesling	750	\$19.95	\$17.95	\$2.00 LTO
50575	Chanson Réserve du Bastion Pinot Noir	750	\$23.95	\$19.95	\$4.00 LTO
224766	Château des Charmes Brut Sparkling	750	\$25.95	\$21.95	\$4.00 LTO
460154	Columbia Crest Grand Estates Cabernet Sauvignon	750	\$17.95	\$14.95	\$3.00 LTO
452789	Confidencial Reserva	750	\$14.95	\$13.95	\$1.00 LTO
284943	Francis Coppola Sofia Rosé	750	\$24.95	\$22.95	\$2.00 LTO
258681	G. Marquis The Silver Line Chardonnay	750	\$17.95	\$15.95	\$2.00 LTO
454876	Ghost Pines Merlot	750	\$21.95	\$19.95	\$2.00 LTO
308122	Ghost Pines Winemaker's Blend Chardonnay	750	\$21.95	\$19.95	\$2.00 LTO
388306	Inniskillin Vidal Icewine	375	\$49.95	\$44.95	\$5.00 LTO
389411	Jackson-Triggs Reserve Vidal Icewine	375	\$39.95	\$34.95	\$5.00 LTO
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	\$21.95	\$19.95	\$2.00 LTO
650325	Kim Crawford Rosé	750	\$19.00	\$17.00	\$2.00 LTO
35386	Kim Crawford Sauvignon Blanc	750	\$19.95	\$16.95	\$3.00 LTO
365924	Louis Jadot Beaujolais-Villages	750	\$17.95	\$15.95	\$2.00 LTO
573147	Malivoire Chardonnay	750	\$19.95	\$17.95	\$2.00 LTO
958975	Mer Soleil Reserve Chardonnay	750	\$34.95	\$29.95	\$5.00 LTO
322586	Montes Alpha Cabernet Sauvignon	750	\$19.95	\$16.95	\$3.00 LTO
326728	Oyster Bay Chardonnay	750	\$20.05	\$17.05	\$3.00 LTO
377770	Quails' Gate Chardonnay	750	\$24.95	\$21.95	\$3.00 LTO
350900	Robert Oatley Signature Series Chardonnay	750	\$19.95	\$17.95	\$2.00 LTO
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$29.95	\$24.95	\$5.00 LTO
411389	San Fabiano Calcinaia Cellole Gran Selezione Chianti Classico	750	\$42.95	\$39.95	\$3.00 LTO
89037	Tawse Sketches of Niagara Chardonnay	750	\$19.95	\$17.95	\$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 three Ontario Our Buyer's Picks: two LCBO wines and one VINTAGES Essential. Participation is mandatory.

Participating Stores

Key Dates: June 21 - July 18

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Participating Product

LCBO#	Description	Size (mL)	Offer
286377	Cave Spring Estate Riesling	750 mL	\$2.00

Signage Components & Merchandising Instructions

Signage reorder code: DMS-21P4-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 June 20, 2020.

Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by July 20, 2020.

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

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by July 20, 2020.

Available Chilled Hot Button

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



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




Period 3 & 4 Gifting Summer

(Summer, Father's Day & Canada Day)



How to Merchandise SUMMER REUSEABLE BAGS

LCBO#	Description	Retail	
16085	Reusable 2 Bottle Bag	\$1.50	
16107	Reusable 6 Bottle Bag	\$1.95	
16108	Reusable Large Bottle Bag	\$1.95	

Signage	Description	Reorder #
	Year-around Pole Topper Sign for Metal Bag Fixture	GFT 106 GFT 106 BIL
	Metal Stand Merchandiser Sign Insert Kit- Eng/Eng (2 pieces - Blank Insert and Sign)	DMS-21P3-GFT1
	Metal Stand Merchandiser Sign Insert Kit- Bil/Bil (2 pieces - Blank Insert and Sign)	DMS-21P3-GFT3
	Metal Stand Sign Insert (back insert)	DMS-21P3-GFT2

Merchandising Options:

1. Metal Stand Merchandiser
2. Cash End



Stores with the Metal Stand Merchandiser **MUST** follow the planogram above to merchandise the Canada Day Reusable bags.



Stores that don't have the Metal Gift Merchandisers can display the Canada Day Reusable bags at Cash End. **DO NOT** mix with other programs.

Metal Gift Bag fixture



Stores that have the Metal Stand Merchandiser, continue to merchandise the fixture with residual Spring bags and year-around bags.

How to Merchandise SUMMER GIFT CARDS

Summer is here! The new design of the Summer Gift Cards will serve multi tactical purpose - Summer, Father's Day and Canada's Day. Summer Gift Cards and Carriers were allocated to stores with high Gift Card sales transactions.
No additional inventory is available.

Cards and Carriers were allocated to top selling gift card stores, arriving in Period 3.

ACTION Carefully pack-up residual Spring Gift Cards & Carrier and store safely in the warehouse. They will be used in 2021.

Summer Gift Card

Summer Gift Card Carrier



2019 Maple Leaf Gift Card & Carrier



All stores with residual stock of the 2019 Maple Leaf/Canada Day Gift Card & Carrier should also merchandise these designs with the aim of selling through this stock.

Acrylic Gift Card Merchandiser (Cash End)



Large Acrylic Gift Card Merchandiser
(DO NOT use the Spring header card sign)

Small Acrylic Gift Card Merchandiser
(DO NOT use the Spring header card sign)

Receiving Instructions

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

Merchandising Instructions

- Recycle the Spring insert and replace with the Year Round insert signs.
- Display the fixture on the FEM fixture and not on the Cash Desk until further notice.

Signage Component for Gift Card Inserts

Re-order#

Year-around Large Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	DMS-GFT113
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Year-around Small Acrylic Gift Card Merchandiser Insert Sign (LCBO) (2 pieces)	DMS-GFT108
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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 FIXTURES

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

Participating Stores

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

Spirits Impulse:

This fixture will focus on merchandising a core assortment of ten (10) 375 mL spirit products and six (6) additional discretionary SKUs.

When choosing the 6 additional discretionary skus prioritize any new skus in the count. This fixture holds **16 SKUs** in total. The core SKUs below are to remain constant throughout each period. Any changes to the core assortment will be communicated.

Participating Products

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

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



Merchandising Instructions

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

Signage Components

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

Display Program (BP-SBC)

CANADA DAY SUPER SALE

June 25 - July 1

Just in time to celebrate Canada Day! Merchandise the following products on an discretionary end aisle and in-section with a shelf talker and shelf talker overlay.

Participating Stores

All Stores

Key Dates (June 25 - July 1)

Participating Products

LCBO#	Description	Format	WAS	NOW	SAVE
13733	Stave & Steel Canadian Whisky Barrel Cabernet Sauvignon	750 mL	\$20.00	\$15.00	\$5.00
392647	Carnivor Cabernet Sauvignon	750 mL	\$17.95	\$13.95	\$4.00
506519	Cesari Mara Valpolicella Ripasso Superiore DOC	750 mL	\$16.95	\$12.95	\$4.00
518746	D'Ont Poke The Bear Red VQA	750 mL	\$12.95	\$10.45	\$2.50
311936	Canadian Club Classic 12 Year Old	1400 mL	\$43.75	\$41.75	\$2.00
374231	Ungava Premium Gin	750 mL	\$33.95	\$28.95	\$5.00
477836	Malibu Coconut Rum Liqueur	750 mL	\$24.50	\$21.50	\$3.00
112318	Palm Bay Variety Pack	12 x 385 mL	\$23.95	\$19.95	\$4.00



Signage Components

- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P4-BPC9)
- Cut Case Backer Card ENG/BIL (Re-order # DMS-21P4-BPC10)
- Pricer Cards ENG (Re-order # DMS-21P4-BPC1) / BIL (Re-order # DMS-DMS-21P4-BPC2)
- Case Savings Pricer Cards ENG (Re-order # DMS-21P4-BPC3) / BIL (Re-order # DMS-DMS-21P4-BPC4)
- Shelf Talkers ENG (Re-order # DMS-21P4-BPC5) / BIL (Re-order # DMS-21P4-BPC6)
- Bin Ticket Extension ENG (Re-order # DMS-21P4-BPC7) / BIL (Re-order # DMS-21P4-BPC8)

Merchandising Instructions

- Stores may choose to execute this display using one of the following options, as long as Physical/Social Distancing guidelines are followed. (If further direction is needed, please contact your District Manager).
 1. Discretionary End Aisle
 2. Cut Case display
 3. In-section Display

FRONT END MERCHANDISER

In order to create consistency throughout our network of stores, allowing customers to have a similar shopping experience - regardless of the location - a new strategy has been developed for our Front End Merchandisers and the products merchandised on them. **This is a sold program. Participation is mandatory.**

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

1. Spirits
2. Wines

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

1. White Spirits
2. Brown Spirits
3. Wines (select stores will also merchandise Wine + Wine In Cans on this fixture)

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

1. **NEW** Wine In Cans
2. White Spirits
3. Brown Spirits
4. Wine + Wine In Cans

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

Signage Components

FEM Signage Kit:

- Box Sign , Perpendicular Shelf Talkers and in-section Shelf Talkers.
- Re-order # DMS-21P3-FEM1

Merchandising Instructions

- Stores that currently merchandise their FEM fixtures by PPG skus should **remerchandise their current assortment by Category (and set if applicable).**
- The top shelf is used to display the box sign provided.

Sample 4 FEM Planogram



WINE IN CANS

Wine in Cans product will now live on the Front End Merchandiser. Stores will merchandise all or part of the assortment based on the space allocated.

The stores noted as displaying a Full FEM of Wine in Cans products, will merchandise the full assortment over a dedicated Wine in Cans fixture and the top 2 rows of their Wines fixture.

Full FEM Stores

1, 10, 15, 23, 25, 31, 38, 82, 83, 130, 164, 187, 198, 201, 209, 228, 233, 250, 252, 253, 263, 269, 279, 300, 310, 311, 325, 326, 344, 346, 351, 359, 362, 367, 373, 378, 383, 386, 391, 404, 407, 417, 425, 443, 444, 445, 452, 470, 481, 485, 486, 489, 490, 495, 497, 501, 511, 522, 523, 536, 544, 554, 555, 566, 601, 602, 609, 619, 627, 649, 658, 703, 741

Full FEM Participating Products

Refer to the Wine in Cans Core List page of this guide to merchandise the full assortment.

NOTE: If all of your store's Front End Merchandisers are not full sized, ensure one full sized fixture is used for Wine In Cans.

Sample Full Wine In Cans FEM Planogram



One entire FEM should be dedicated to Wine in Cans, the remaining cans should be merchandised on the top part of your dedicated Wine FEM (as shown above).

Half FEM Participating Stores

5, 19, 21, 40, 59, 140, 149, 163, 171, 179, 183, 192, 217, 218, 226, 248, 265, 321, 324, 329, 360, 366, 371, 385, 389, 390, 426, 438, 494, 505, 542, 568, 586, 590, 623, 697

Half FEM Participating Products

LCBO#	Description	Size (mL)
642850	Barefoot Spritzer Rose Can*	250
642843	Barefoot Spritzer Moscato Can*	250
14680	Spritzd Wine Spritzer Pinot Grigio	355
14685	Gaze Blueberry-Pomegranate Wine Cocktail	375
14686	Gaze Coconut Water Wine Cocktail	375
14847	Good Fortune Raspberry Hibiscus	355
14682	Babe Grigio with Bubbles	250
14681	Babe Rose with Bubbles	250
14776	Stel + Mar Premium White Wine	250
14775	Stel + Mar Premium Red Wine	250
14868	Bodacious Moscato Rose Can	250
14801	Joiy - Savvy Society Sauvignon Blanc	250
647313	Joiy Rose Sparkling *	250



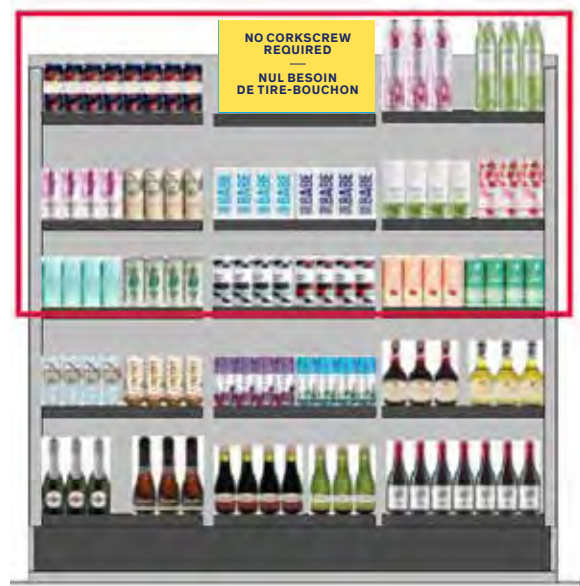
Sample Half Wine In Cans
FEM Planogram

Combined Wine FEM Participating Stores

17, 22, 41, 51, 55, 65, 74, 115, 145, 148, 150, 156, 168, 195, 211, 221, 227, 243, 287, 298, 394, 397, 411, 427, 436, 459, 500, 546, 551, 569, 579, 580, 585, 587, 605, 617, 618, 624, 632, 633, 634, 640, 641, 652, 653, 655, 661, 670, 694, 699, 702

Combined Wine FEM Participating Products

LCBO#	Description	Size (mL)
642850	Barefoot Spritzer Rose Can*	250
642843	Barefoot Spritzer Moscato Can*	250
14680	Spritzd Wine Spritzer Pinot Grigio	355
14685	Gaze Blueberry-Pomegranate Wine Cocktail	375
14686	Gaze Coconut Water Wine Cocktail	375
14847	Good Fortune Raspberry Hibiscus	355
14682	Babe Grigio with Bubbles	250
14681	Babe Rose with Bubbles	250
14776	Stel + Mar Premium White Wine	250
14775	Stel + Mar Premium Red Wine	250
14868	Bodacious Moscato Rose Can	250
14801	Joiy - Savvy Society Sauvignon Blanc	250
647313	Joiy Rose Sparkling *	250
15530	Lola Blush Can VQA	250
14826	Stella Rosa Pink	250
647792	Bollicini Sparkling Cuvee* (Can)	250



These stores should use the top shelves of their Wine FEM to merchandise the new Wine in Cans products.

Wine In Cans Front End Merchandiser Core List

LCBO#	Description	Size (mL)
WINES IN CANS		
642850	Barefoot Spritzer Rose Can*	250
642843	Barefoot Spritzer Moscato Can*	250
14680	Spritzd Wine Spritzer Pinot Grigio	355
14685	Gaze Blueberry-Pomegranate Wine Cocktail	375
14686	Gaze Coconut Water Wine Cocktail	375
14847	Good Fortune Raspberry Hibiscus	355
14682	Babe Grigio with Bubbles	250
14681	Babe Rose	250
14776	Stel + Mar Premium White Wine	250
14775	Stel + Mar Premium Red Wine	250
14868	Bodacious Moscato Rose Can	250
486456	Joiy White Sparkling	250
14801	Joiy - Savvy Society Sauvignon Blanc	250
647313	Joiy Rose Sparkling *	250
577023	Girls' Night Out Rose VQA Can	250
15530	Lola Blush Can VQA	250
14826	Stella Rosa Pink	250
15929	JP Chenet Rose Can	200
15499	Pink House Wine Co. Rose VQA	250
647792	Bollicini Sparkling Cuvee Can*	250
14873	Girls' Night Out Rose Sangria	473
10119	Girls' Night Out White Sangria Can	473
15089	Ciao Sangria Can	200
487660	Girls' Night Out Sangria Can	473
444778	Big House The Birdman Pinot Grigio Can	250
444760	Big House Cardinal Zin Can	250
647701	Lindeman's Pinot Grigio Can*	250
647719	Lindeman's Shiraz Can*	250
11988	Sterling Vineyards Chardonnay Aluminum Can	375
11989	Sterling Vineyards Cabernet Sauvignon Aluminum Can	375
10426	Bodacious Pinot Grigio Can	250
10425	Bodacious Smooth Red Can	250
14791	Outset Sparkling Wine VQA Can	250

SPARKLING & ROSÉ

Merchandising Strategy

Effective P1

Merchandising Strategy

The Space Planning and Merchandising teams have worked in partnership with suppliers using analytics and data-driven decision making to enable planogram methodologies that will reinforce consistency and flow within each section.

These Merchandising Methodologies are intended to make it easier for stores to maintain sections, and provide clarity when remerchandising, by providing the rules used when planning the space.

Participating Stores

All A & B Stores

Delist Reports, Floorplans & Planograms

Delist Reports by Store are available on the store [Dashboard](#)

- These lists can be used to plan exits for products that are no longer in the store's current assortment.

Floorplans & Planograms were made available on your store's Dashboard the week of March 2nd.

- **NOTE:** Products in the planograms were switched to core in order to ensure they would be on-hand for the planogram execution

Signage Components

Only stores with "new" or "expanded" Rosé & Sparkling sections will need to order additional signage.

If necessary, order Rosé and/or Sparkling Wine category signs using the reorder codes below.

- BIL Rosé Category Sign (CATSIGN-059)
- BIL Sparkling Wine Category Sign (CATSIGN-064)

Merchandising Methodologies

Sparkling Wine

- Sparkling should be merchandised in a highly visible place (noted on the floorplans provided by the Space Planning Team)
- Champagne should always be on the top shelves (never on the bottom) with other French sparkling underneath (i.e. Crémant)

Rosé

- Rosé should be merchandised in a highly visible place (noted on the floorplans provided by the Space Planning Team)
- IDB Rosé Blends are placed on the bottom two shelves

The Sparkling flow



The Rosé flow

Period 3 & Period 4 WINES 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. Stores that have executed this new merchandising strategy have seen increased sales of the featured products.

This program continues on to P4 with no changes from P3. Flex Space Europe - Sippers from Germany is a sold program. Participation is mandatory.

Key Dates: P3 - P4

3 Flex Spaces – Participating Stores

1, 10, 15, 17, 41, 51, 64, 83, 115, 149, 168, 187, 191, 209, 211, 217, 226, 228, 233, 250, 252, 253, 265, 287, 326, 329, 361, 367, 378, 391, 393, 394, 401, 411, 412, 416, 427, 436, 437, 443, 470, 481, 485, 490, 491, 497, 500, 522, 523, 528, 536, 542, 544, 551, 556, 566, 569, 573, 580, 585, 587, 602, 624, 631, 634, 643, 649, 652, 653, 655, 658, 661, 694, 703

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 Residual Holiday Gifting And Sparkling
2. USA/Australia section merchandised with New World products
3. **Italy/SE Europe section merchandised with Old World products (Sold program. Participation is mandatory.)**

6 Flex Spaces – Participating Stores

4, 19, 21, 22, 23, 31, 38, 44, 55, 65, 82, 102, 130, 150, 156, 164, 171, 227, 243, 263, 279, 288, 298, 310, 334, 344, 346, 351, 359, 360, 371, 381, 385, 390, 398, 407, 417, 438, 445, 459, 486, 489, 495, 499, 511, 554, 579, 590, 609, 619, 623, 627, 630, 632, 640, 641, 670, 698, 702, 741, 776

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

- Sparkling section merchandised with Residual Holiday Gifting And Sparkling
- USA section merchandised with New World products
- **SE Europe section merchandised with Old World products (Sold program. Participation is mandatory.)**
- Australia section
- New Zealand section
- Organic section - secondary location for all general list and Vintages organic products.


Merchandising Instructions

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


Signage Components

- Flex Space Signage Kit (Re-order # DMS-21P3-FS1)
Including Box Signs and Bin Strips

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

Box Sign	LCBO#	Description	Producing Country	Size (mL)	Retail
Australia Flex Space - "Better for You"					
	581124	XOXO Light Pinot Grigio	Canada	750	\$11.95
	249078	Southbrook Connect Organic White VQA	Ontario	750	\$15.95
	266049	Adobe Reserva Sauvignon Blanc Organic	Chile	750	\$13.95
	11935	Zaphy Organic Chardonnay	Argentina	750	\$10.95
	464743	Angove Organic Cabernet Sauvignon	Australia	750	\$16.00
	221804	Trius Sauvignon Blanc VQA (low sugar, 2g/L)	Ontario	750	\$15.95
	298505	La Vieille Ferme Luberon Blanc Aoc (low sugar, 2g/L)	France	750	\$12.55
	13610	Brave Italian Growers White Organic	Italy	750	\$11.95


EUROPE - Italy/SE Flex Space "Sippers from Germany"

	9118	Henkell Trocken Piccolo 3x200	Germany	600	\$12.95
	203125	Henkell Rose	Germany	750	\$12.95
	291971	Villa Wolf Pinot Noir Pfalz	Germany	750	\$13.95
	488593	Relax Bubbles	Germany	750	\$13.95
	501080	Bend In The River Riesling	Germany	750	\$11.95
	539536	Dachshund Pinot Grigio, Rheinhessen	Germany	750	\$13.00
	621888	Relax Riesling, Mosel	Germany	750	\$12.95

NOTE:
Merchandise
with Old World
SKUs.


*** This is a SOLD promotion with Wines of Germany. Products will be forced to participating stores.**

USA Flex Space - "New from Cali"

	15754	Josh Cellars Pinot Grigio	California	750	\$18.95
	15752	Farmhouse White	California	750	\$16.95
	13687	Three Thieves Red Blend	California	750	\$16.95
	14678	Barefoot Moscato	California	1500	\$19.95
	15751	Farmhouse Red	California	750	\$16.95
	14130	Apothic Cabernet Sauvignon	California	750	\$16.95
	13734	Robert Mondavi Private Selection Aged In Rum Barrels Merlot	California	750	\$19.95
	13686	Bread & Butter Pinot Noir	California	750	\$18.95
639971	Barefoot Cellars Pink Pinot Grigio	California	750	\$9.95	

NOTE:
Merchandise
with New
World SKUs.

New Zealand Flex Space - "New Summer Wines"

	15513	Marlborough Ridge Sauvignon Blanc	New Zealand	750	\$13.95
	15943	The Fishwives Club Sauvignon Blanc	South Africa	750	\$11.95
	16109	Open Fresh'n Fruity Gamay VQA	Canada	750	\$12.95
	453506	Megalomaniac-Selfie VQA	Canada	750	\$14.95
	129726	Fish Hoek Sauvignon Blanc	South Africa	750	\$9.95
	12589	Canyon Road Sauvignon Blanc	California	750	\$9.95

SPARKLING Flex Space - "Summertime Sparklers"

	645309	Kew Vineyards Organic Riesling Sparkling VQA	Ontario	750	\$19.95
	14884	Lola Secco Sparkling VQA	Ontario	750	\$14.95
	11597	Bella Sparkling Pinot Noir VQA	Ontario	750	\$18.95
	14981	Aria Sparkling Rosé	Ontario	750	\$14.95
	14684	Fresita Orange Sunset Sparkling	Chile	750	\$13.95
	640011	Lindeman's Bin 30 Sparkling Rosé	Australia	750	\$13.95
NOTE: Merchandise with Residual Holiday Gifting And Sparkling	14955	Martini Sparkling Rosé	Italy	750	\$15.95
	279455	Moët Imperial Ice Champagne	France	750	\$84.20

Organic Flex Space

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

**Australia Flex Space
Better for You**



**Sold program.
Participation is mandatory.**

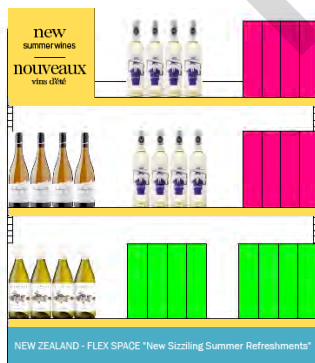
**EUROPE - Italy/SE Flex Space
Sippers from Germany**



**USA Flex Space
NEW from Cali**



**New Zealand Flex Space -
New Summer Wines**



**Sparkling Flex Space -
Summertime Sparklers**



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

Display Program

GREAT VALUE BEER

June 26 - 28

All stores will have the opportunity to participate in this promotion. Details on ordering and distribution will be communicated through the Retail Administrator Blast, following a post mortem on the Family Day Great Value Beer sale.

Key Dates (June 26 - 28)

Participating Stores

All Stores

Participating Products

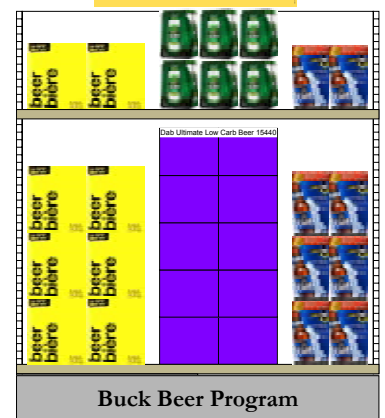
LCBO#	Description	Size (mL)	Was	NOW	SAVE
110320	No Name Beer	6 x 341	\$9.90	\$6.60	\$3.30
139089	Cool Lager	4 x 341	\$6.00	\$3.40	\$1.60
14996	Hollandia Lager	4 x 500	\$8.25	\$6.05	\$2.20
15440	Dab Ultimate Low Carb Beer	6 x 500	\$ 15.95	\$9.05	\$6.90

Signage Components

- Pricer Card ENG (Re-order # DMS-21P4-BAB1) / BIL (Re-order # DMS-21P4-BAB2)
- Shelf Talkers ENG (Re-order # DMS-21P4-BAB3) / BIL (Re-order # DMS-21P4-BAB4)
- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P4-BAB5)
- Cut Case Backer Card ENG/BIL (Re-order # DMS-21P4-BAB6)

Merchandising Instructions

- Products will be force-allocated to all participating stores.
- Stores may choose to execute this display using one of the following options, as long as Physical/Social Distancing guidelines are followed. (If further direction is needed, please contact your District Manager).
 1. Discretionary End Aisle
 2. Cut Case display
 3. In-section Display



The Cold Room SPIRITS DISPLAY

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

This is a sold program. Participation is mandatory.

Key Dates (June 21 - July 18)

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)	Offers
14404	Jagermeister Cold Brew	750 mL	\$2.00 LTO

Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-21P4-CRSD1) / BIL (Re-order # DMS-21P4-CRSD2)
- Riser Wrap (Re-order # DMS-21P4-CRSD3)
- Pricer Cards ENG (Re-order # DMS-21P4-CRSD4) / BIL (Re-order # DMS-21P4-CRSD5)

Merchandising Instructions

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



AIR MILES® BONUS BOOM

June 21 - July 1, 2020



Bonus Boom, a key AIR MILES® promotion, is back for 2020!

Collectors have the opportunity to earn Bonus Miles by using offers at multiple Partners across the coalition during the promotional period. Collectors who participate in 3 different AIR MILES® Bonus Boom offers will receive 95 Bonus Miles, when they pick up everyday essentials at participating Partners. All three offers can be used at LCBO.

NOTE: Bonus Boom promotions begins in other participating retailers on June 18th - but LCBO will start our participation in P4 (June 21).

Loyalty One will be shipping all stores packages of Wobblers. Stores are asked to display this promotion in-section using the materials provided.

Participation is mandatory.

IMPORTANT NOTE: Inventory will not be forced to stores. Stores are required to use on-hand product.

As an added benefit for LCBO and AIR MILES® Collectors, customers have the ability to use their AIR MILES® Cash Miles towards the purchase of LCBO eVouchers for instant use in-store. Collectors can reward themselves by visiting airmiles.ca to use Cash Miles towards \$10 LCBO eVouchers for use on their favourite in-store purchases. This redeemable benefit can be accessed via airmiles.ca or now through the AIR MILES® app and offers LCBO collectors more opportunities than ever for to turn their Cash Miles balance into purchases at the LCBO.

95 Cash Miles = \$10 LCBO eVoucher

Complete Terms & Conditions are posted on the LCBO website. Customers may be directed here for more information. <https://www.lcbo.com/content/lcbo/en/catalog/gifts/evoucher.html>

Key Dates (June 21 - July 1, 2020)

Participating Stores

All Stores

Participating Products

LCBO#	Description	Size (mL)	BAM Offers	Product Group
211334	The Famous Grouse Scotch Whisky	1140	15	Brown Spirits
603191	Leyenda Del Milagro Tequila Reposado	750	25	Brown Spirits
549527	Moet & Chandon Nectar Imperial Rose	750	25	European Wines
421966	Tincup American Whiskey	750	20	Brown Spirits
401315	Jose Cuervo Especial Silver Tequila	1140	18	Brown Spirits
454462	Banff Ice Vodka (PET)	1750	20	White Spirits
34991	La Vieille Ferme Luberon Blanc AOC	1500	12	European Wines
413104	Dillon's Dry Gin	750	15	White Spirits

Merchandising Instructions

- **Stores will not be forced allocated inventory. Stores are required to use on-hand product.**
- Display the promotional Wobblers in-section to highlight the offers.



Wobbler

SHOPPING CART SIGN

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

Key Dates

Check 25 & E-Commerce: Keep it installed until further notice

Participating Stores

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

Please refer to the online worksheets for store participation list.

Corporate Social Responsibility Shopping Cart Sign



Signage Component

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

Merchandising Instructions

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

E-Commerce Shopping Cart Sign



Signage Component

- ENG/BIL (Re-order # DMS-20P7-SC2)






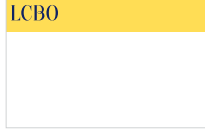



Merchandising Instructions

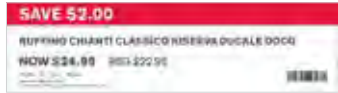



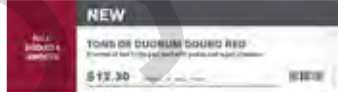
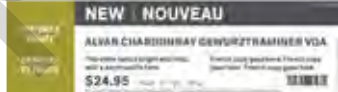


- Display the “E-Commerce” sign on the inside of the shopping cart.

OTHER PROGRAMS

Program	Duration	Next Release	
 <p>TURN 3 WINE FRIDGE SOLID SPACE IMPLEMENTATION GUIDE</p>	<p>NEW! Wine Fridge</p>	<p>February 2, 2020 - May 24, 2020 Period 3 - Period 6</p>	<p>Period 7</p>
 <p>LOVE WHISKY? TRY THIS! SOLID SPACE IMPLEMENTATION GUIDE</p>	<p>NEW! Whisky Shop</p>	<p>February 2, 2020 - TBD Period 12 - TBD</p>	<p>Posted online</p>
 <p>GIN SHOP SOLID SPACE IMPLEMENTATION GUIDE</p>	<p>Gin Shop</p>	<p>March 29, 2020 - September 25, 2020 Period 1 - Period 7</p>	<p>Posted online</p>
 <p>RUM SHOP SOLID SPACE IMPLEMENTATION GUIDE</p>	<p>Rum Shop</p>	<p>March 29, 2020 - September 25, 2020 Period 1 - Period 7</p>	<p>Posted online</p>
 <p>TEQUILA SHOP SOLID SPACE IMPLEMENTATION GUIDE</p> <p>Explore our exclusive collection of premium tequilas at lcb.com/tequilashop</p>	<p>Tequila Shop</p>	<p>October 13, 2019 - February 1, 2020 Period 8 - Period 11</p>	<p><i>Information coming soon!</i></p>

ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Branded Pre-printed Shelf Talkers EA 1-20	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P4-ST1 BIL: DMS-21P4-ST2	
On Shelf	Regular Program Pre-printed Extender Strips (65 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P4-ST3 BIL: DMS-21P4-ST4	
On Shelf	Community Program Pre-printed Extender Strips (10 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P4-ST5 BIL: DMS-21P4-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips (9 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P4-ST7 BIL: DMS-21P4-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips (1 version)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P4-ST9 BIL: DMS-21P4-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-21P4-ST11	
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-21P4-ST12	
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-21P4-ST13	
On Shelf	BBAM Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P4-ST18 BIL: DMS-21P4-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-P3-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-P3-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		

BBAM Promotion - Dillions

To improve the customer journey and promote BBAM program, we encourage stores to merchandise the following participating SKUs together on a discretionary end aisle for the duration of P4.

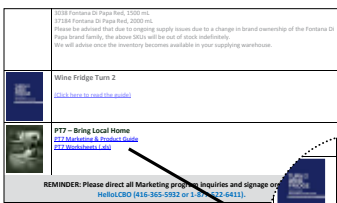
Participating Products

LCBO#	Description	Size (mL)	BAM	BBAM
14915	Dillon's Rye Whisky	750		30 BBAM Option 4: Buy two of the three listed products and receive the Bundled Bonus AIR MILES®
463398	Dillon's Bitters Orange	100		
571133	Dillon's Vermouth	750		

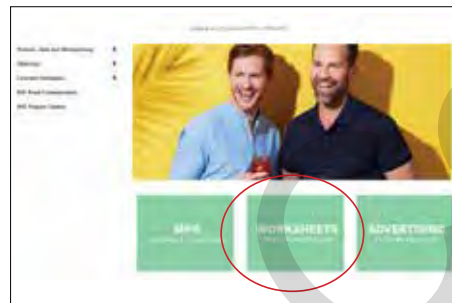
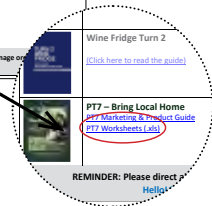
SOLD SPACE WORKSHEETS

The worksheets can be found at the back of the electronic version of the [Marketing & Product Guide posted on the Portal](#).

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.



Customer Experience Newsletter



Portal Site



Marketing & Product Guidelines Site

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

Display Programs

Location	LCBO#	Description	Size (mL)	Support Programs
DOTW #1	110056	Absolut Vodka	750	End Aisle
DOTW #2	215012	Black Tower Rivaner	1000	
DOTW #3	358184	Tanqueray Rangpur Gin	750	Value Add
DOTW #4	388694	Casamigos Tequila Reposado	750	
1	14478	Social Lite Lime Gin Soda	355	
	14499	Cottage Springs Strawberry Spiked Water	355	
	14508	Palm Bay Zero Blackberry Lemon	473	
	14509	Aquarelle Berry Pomegranate Sparkling Vodka Water	355	
	14512	Mike's Hard Sparkling Water Lime	473	
	14523	Nutri4 Vodka And Soda	473	
	14528	Splash Orange Mango	355	BAM
	14529	Muskoka Spirits Hard Sparkling Water Mix Pack	4 × 355	
	14666	Nude Gin Soda Mixed Berry	473	
	2	1487	Crown Royal	750
114694		Crown Royal	1750	LTO
217950		Crown Royal	1140	LTO
3	110056	Absolut Vodka	750	DOTW#1
	493999	Absolut Lime Vodka	750	Value Add
	925685	Absolut Grapefruit Vodka	750	LTO
4	893	J.P. Wiser's Deluxe	750	LTO, Feature Fixture
	33928	J.P. Wiser's Deluxe	1750	Value Add
	216689	J.P. Wiser's Deluxe	1140	LTO, Feature Fixture
5	33340	Collavini Pinot Grigio	750	LTO, Wine Fridge
	181388	Lindemans Bin 95 Sauvignon Blanc	750	LTO
	430017	XOXO Pinot Grigio Chardonnay	4000	LTO
6	8805	Forty Creek Barrel Select Whisky	1750	
	350629	Forty Creek Barrel Select Whisky	1140	
	550715	Forty Creek Barrel Select	750	
7	95935	Grey Goose Vodka	750	Value Add
	116327	Grey Goose La Poire Vodka	750	Value Add
	413294	Grey Goose Le Citron	750	Value Add
8	328534	Jackson-Triggs Cabernet Sauvignon	750	LTO
	386961	Borsao Tinto Garnacha	750	LTO
	569905	Carnivor Zinfandel	750	LTO
9	491803	Southern Comfort	375	
	491811	Southern Comfort	750	Value Add
	491829	Southern Comfort	1140	LTO

Location	LCBO#	Description	Size (mL)	Support Programs
10	64287	Cono Sur Bicicleta Viognier	750	LTO, Wine Fridge
	399410	Jackson-Triggs Sauvignon Blanc	750	LTO
	467811	Ruffino Prosecco	750	LTO
11	401315	Jose Cuervo Especial Silver	1140	BAM
	450932	Jose Cuervo Tradicional Reposado	750	
12	13589	Bacardi Lime	750	Value Add
	112979	Bacardi Superior White Rum (P.E.T)	750	Value Add
		Value Add Fresca 12 Pack (Near Pack)		
13	194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	LTO
	392225	Robert Mondavi Private Selection Cab/Sav	750	LTO
	429811	Black Cellar Shiraz Cabernet	1500	LTO
14	25999	Jagermeister	1140	
	117101	Jagermeister	750	LTO
	273326	Jagermeister	1750	Value Add
15	334110	Ciroc Peach	750	Value Add
	417295	Ciroc Original Unflavoured	750	LTO
	481614	Ciroc Apple	750	
16	433714	Pelee Island Cabernet Franc VQA	750	LTO
	457119	Big Bill Cabernet Sauvignon	750	LTO
	465146	Les Jamelles Sauvignon Blanc Pays Doc	750	LTO
17	467803	Rumchata Rum Cream Liqueur	1140	BBAM
	540120	Rumchata Cream Liqueur	375	LTO
	640920	Ketel One Botanical Cucumber And Mint	750	LTO
18	640995	Ketel One Botanical Peach And Orange Blossom	750	LTO
	645499	Ketel One Botanical Grapefruit And Rose	750	LTO
	326413	Pelee Island Pinot Grigio VQA	750	LTO
19	443713	Yellow Tail Moscato	750	LTO
		TBC is this spot sold?		
20	513069	Glenfiddich IPA Experiment	750	LTO
	513077	Glenfiddich Project Xx Experimental Series	750	LTO
	629352	Glenfiddich Exper Series #4 Fire & Cane	750	LTO

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VA = Value Added

BAM = Bonus AIR MILES® Reward Miles
BBAM = Bundled Bonus AIR MILES® Reward Miles
SCP = Shopping Cart Program

Shelf Extenders

Refer to the Participating Stores Section of this guide to determine how many extenders your store implements.

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65			
R1	Vodka A	557827 Stolichnaya Gold Vodka	750	LTO											Y	Y
R2	Vodka B	211110 Wyborowa Vodka	1140	LTO									Y	Y	Y	Y
R3	Vodka C	216820 Finlandia Vodka	1140	LTO						Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	20362 Finlandia Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	225250 Stolichnaya Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	570366 Bacardi Spiced Rum	1140	LTO												Y
R7	Rum B	318683 The Kraken Black Spiced Rum	1140	LTO									Y	Y	Y	Y
R8	Rum C	80127 Sailor Jerry Spiced Rum	750	LTO									Y	Y	Y	Y
R9	Rum D	500546 Captain Morgan Original Spiced Rum	1750	LTO									Y	Y	Y	Y
R10	Rum E	500512 Captain Morgan Original Spiced Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	387209 Centennial 10 Year Old Limited Edition Rye	750	LTO											Y	Y
R12	Canadian Whisky B	497891 Kavi Reserve Coffee Blended Canadian Whisky	750	LTO										Y	Y	Y
R13	Canadian Whisky C	312801 Crown Royal Maple Finished	750	LTO						Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	390583 Canadian Club 100% Rye	750	LTO						Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	311944 Canadian Club Classic 12 Year Old	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	211334 The Famous Grouse	1140	BAM									Y	Y	Y	Y
R17	Scotch B	298638 Glenmorangie Original Single Malt Scotch Whisky	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	2691 Tanqueray Dry Gin	750	LTO						Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	282277 Pimm's No. 1 Cup	750	LTO											Y	Y
R20	Liqueurs B	143040 Hornitos Reposado Tequila	750	LTO									Y	Y	Y	Y
R21	Liqueurs C	260323 Jack Daniel's Honey	750	LTO						Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	217133 Sauza Gold Tequila	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	360206 Tromba Reposado Tequila	750	LTO												Y
R24	Brandy B	286807 Buton Vecchia Romagna Brandy	750	BAM									Y	Y	Y	Y
R25	Tequila A	460360 El Jimador Tequila Reposado	750	LTO											Y	Y
R26	Ontario Blend A	221804 Trius Sauvignon Blanc VQA	750	LTO									Y	Y	Y	Y
R27	Ontario Blend B	297101 Peller Family Vineyards Chardonnay	1500	LTO									Y	Y	Y	Y
R28	Ontario Blend C	621219 Pelee Island Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	13907 Jackson-Triggs Proprietors Selection Light Rose	750	LTO, Wine Fridge, Feature Fixture											Y	Y
R30	Ontario Non-VQA B	303792 Trius Riesling VQA	750	LTO									Y	Y	Y	Y
R31	Ontario Non-VQA C	582825 Peller Estates Family Series Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	637199 Pelee Island Shiraz/Cabernet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	307769 Rosehall Run Defiant Pinot Noir VQA	750	LTO											Y	Y
R34	Ontario VQA B	81653 Chateau Des Charmes Barrel Fermentd Chard VQA	750	LTO											Y	Y
R35	Australia/New Zealand A	621623 Yellow Tail Cabernet Sauvignon	750	LTO											Y	Y
R36	Australia/New Zealand B	226860 Wolf Blass Yellow Label Chardonnay	750	LTO											Y	Y
R37	Australia/New Zealand C	68254 Yellow Tail Pinot Grigio	750	LTO									Y	Y	Y	Y

Shelf Extenders

Refer to the Participating Stores Section of this guide to determine how many extenders your store implements.

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R38 Australia/New Zealand D	627802	Yellow Tail Chardonnay	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39 USA A	541961	Three Thieves Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R40 USA B	272393	Smoking Loon Old Vine Zinfandel	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41 Chile A	135475	Fuzion Alta Reserve Malbec	750	LTO						Y	Y	Y	Y	
R42 Chile B	218644	Santa Rita 120 Reserva Especial Cab Sauv	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	LTO										Y
R44 France Blend B	394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	530261	Casal Garcia Vinho Verde, Do	750	LTO									Y	Y
R46 France South B	375071	Calmel & Joseph Villa Blanche Chardonnay Pays	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/Burgundy A	78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	LTO									Y	Y
R48 Italy Central A	277210	Cavit Collection Moscato Pavia Igt	750	LTO									Y	Y
R49 Italy Central B	589010	Mezzacorona Pinot Grigio Trentino	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	LTO, Wine Fridge						Y	Y	Y	Y	Y
R51 Italy North B	363622	Bolla Pinot Grigio Delle Venezie	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	360552	Chateau De Courteillac Bordeaux Aoc	750	LTO										Y
R53 Southern Europe B	527580	Melini Orvieto Classico Doc	750	LTO									Y	Y
R54 Germany A	122689	Henkell Trocken	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	228569	Cave Spring Gamay VQA	750	LTO									Y	Y
R56 Sparkling B	365205	Cono Sur Sparkling Rose	750	LTO				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	15680	Coors Light Minis	4 × 222	LTO									Y	Y
R58 Ontario Beer B	14400	Coors Original	6 × 473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	10445	Four Fathers Pilsner	473											Y
R60 Beer 2	15119	Creemore Springs Lager	6 × 355					Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	15884	Hucklejack Lager	473	LTO, IMAGE Shelf Talker				Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	469262	Gosser Beer	500	Value Add			Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	321752	Smirnoff Ice Light (P.E.T)	1000	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	5280	Vodka Mudshake Chocolate	4 × 270	LTO				Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	15372	Mike's Hard Black Cherry	6 × 355	LTO, Seasonal Block Pile	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Shelf Extenders

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Community Extender 1	13587	Bacardi Gold	1140		Bacardi Canada Inc.
C2: Community Extender 2	326025	Basil Hayden Straight Bourbon	750	LTO	Beam Suntory
C3: Community Extender 3	617662	Diabolica Red VQA	750	LTO	Mark Anthony Wine & Spirits
C4: Community Extender 4	16840	Bolla Valpolicella Classico	750	LTO	Philippe Dandurand Wines Ltd.
C5: Community Extender 5	48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	LTO	Arterra Wines Canada Inc.
C6: Community Extender 6	1040	Gordons Gin	750	LTO	Diageo Canada Inc.
C7: Community Extender 7	395582	Auchentoshan American Oak, Lowland	750	LTO	Beam Suntory
C8: Community Extender 8	108357	Carolans Irish Cream	750	LTO	Glazer's Of Canada
C9: Community Extender 9	485995	XOXO Red Sangria	750	LTO	Andrew Peller Limited
C10: Community Extender 10	308007	Menage A Trois Red	750	LTO	Philippe Dandurand Wines Ltd.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	LTO	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	8094	Deinhard Green Label Riesling Mosel	750	LTO	Mark Anthony Wine & Spirits
D3: Discovery Wines 3	295022	Two Oceans Pinot Grigio	750	LTO	PMA Canada Ltd.
D4: Discovery BSM 1	15415	Muskoka Tread Lightly	473	BAM	Lakes Of Muskoka Cottage Brewery
D5: Discovery BSM 2	449793	Jose Cuervo Sparkling Classic Margarita	4 × 355	LTO	Proximo Spirits Canada Inc.
D6: Discovery BSM 3	649442	Rev Grapefruit Watermelon	473	LTO	Bacardi Canada Inc.
D7: Discovery Spirits 1	401307	Maestro Dobel Tequila	750	LTO	Proximo Spirits Canada Inc.
D8: Discovery Spirits 2	12596	Empress Gin	375	LTO	Glazer's Of Canada
D9: Discovery Spirits 3	366534	The Kraken Black Spiced Rum	375	LTO	Proximo Spirits Canada Inc.

Green Shelf Extender

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	125260	Konzelmann Canada Red VQA	750	LTO	Konzelmann Estate Winery

LCBO#	Description	Size (mL)	Support Program	Agent
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750		PMA Canada Ltd.
12167	Metamorphosis Indigo Gin	750		Global Beverage Imports
12385	Glenfiddich Single Malt 12 Year Old	750		PMA Canada Ltd.
14918	Well Hibiscus Infused Lemonade	355		Sinnott Road Inc.
15406	Sleeman Clear 2.0	473		Sleeman Brewing & Malting Co.
15884	Hucklejack Lager	473	Shelf Extender, LTO	Mark Anthony Wine & Spirits
36483	> (V) Torres Gran Coronas Reserva (Miguel Torres)	750		Philippe Dandurand Wines Ltd.
113241	Cazadores Anejo Tequila	750		Bacardi Canada Inc.
263780	Licor 43	750		Christopher Stewart Wine & Spirits
324558	Pink House Wine Co. Rose VQA	750		Henry Of Pelham Family Est. Winery
334052	Stiegl Grapefruit Radler	500		McClland Premium Imports
575662	Revel Cab Noir Dark Red VQA	750		Henry Of Pelham Family Est. Winery
605972	Glenfiddich Single Malt 15 Year Old	750		PMA Canada Ltd.
676106	Stiegl Bier	500		McClelland Premium Imports

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.45	
42	Canadian Club Premium	750	\$1.20	Brand Spotlight Front Nesting Table, Value Add
893	J.P. Wiser's Deluxe	750	\$1.00	End Aisle, Feature Fixture
1040	Gordons Gin	750	\$1.00	Comm. Extender
1107	Bud Light	473	\$0.20	
2691	Tanqueray Dry Gin	750	\$1.00	Shelf Extender
5280	Vodka Mudshake Chocolate	4 × 270	\$1.00	Shelf Extender
8094	Deinhard Green Label Riesling Mosel	750	\$2.00	Discovery Extender
10075	Side Launch Wheat Beer	473	\$0.20	
10322	Cointreau	375	\$1.00	Cocktail of the Month
10426	Bodacious Pinot Grigio Can	250	\$0.50	Brand Spotlight Middle Nesting Table, Wine Fridge
11705	Humante Garnacha	750	\$2.00	
11929	Comuna Chardonnay Pinot Grigio	750	\$1.00	
11939	Victoria Park Cabernet Sauvignon	750	\$2.00	
12283	Beau's Wag The Wolf White IPA	473	\$0.20	
12452	Bodega Toro Centenario Malbec	750	\$1.00	
12596	Empress Gin	375	\$2.00	Discovery Extender
12819	Stella Artois Sleek	6 × 330	\$1.00	EZA
12865	J.P. Wiser's Manhattan Canadian Whisky	750	\$2.00	Feature Fixture
13538	Mezzacorona Pinot Noir Vigneti Delle Dol Igt	750	\$3.00	
13634	The Wanted Chard Chardonnay	750	\$2.00	Wine Fridge
13907	Jackson-Triggs Proprietors Selection Light Rose	750	\$1.00	Shelf Extender, Feature Fixture, Product Sponsorship
14400	Coors Original	6 × 473	\$1.00	Shelf Extender
14404	Jagermeister Cold Brew	750	\$2.00	Spirit Cold Room
15117	Muskoka Survival Pack	6 × 473	\$1.00	
15367	Seagram Wildberry	4 × 355	\$1.00	
15372	Mike's Hard Black Cherry	6 × 355	\$1.25	Shelf Extender, Seasonal Block Pile
15680	Coors Light Minis	4 × 222	\$0.50	Shelf Extender
15884	Hucklejack Lager	473	\$0.15	Shelf Extender, IMAGE Shelf Talker
16079	Martini Fiero	750	\$2.00	
16109	Open Fresh'N Fruity Gamay VQA	750	\$1.00	Brand Spotlight Middle Nesting Table
16840	Bolla Valpolicella Classico	750	\$2.00	Comm. Extender
20362	Finlandia Vodka	750	\$1.25	Shelf Extender
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	Brand Spotlight Middle Nesting Table
33340	Collavini Pinot Grigio	750	\$2.00	End Aisle, Wine Fridge
34595	Patron Silver Tequila	750	\$3.00	
34637	Canadian Club Premium	1750	\$1.05	Brand Spotlight Front Nesting Table, Value Add
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$3.00	Seasonal Block Pile
45898	Bacardi Superior White Rum (P.E.T)	1750	\$1.00	
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00	Comm. Extender
50575	>(V)Bourgogne Rg P. Noir (Chanson P & Fils)	750	\$4.00	
53140	Havana Club Dry 7 Years Old	750	\$2.00	
53983	Barefoot Pinot Grigio	750	\$1.00	
56366	Sterling Vintner's Cabernet Sauvignon	750	\$2.00	

LCBO#	Description	Size (mL)	LTO	Display Program
60707	20 Bees Pinot Grigio VQA	750	\$2.00	
64287	Cono Sur Bicicleta Viognier	750	\$2.00	End Aisle, Wine Fridge
68254	Yellow Tail Pinot Grigio	750	\$1.00	Shelf Extender
78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	\$2.00	Shelf Extender
80127	Sailor Jerry Spiced Rum	750	\$3.00	Shelf Extender
81653	Chateau Des Charmes Barrel Fermentd Chard VQA	750	\$2.00	Shelf Extender
85456	Colio Dry White	1500	\$1.00	
85464	Colio Dry Red	1500	\$1.00	
89037	>Chardonnay Sketches Of Niagara (Tawse)	750	\$2.00	
89862	Girls Night Out Rose VQA	750	\$1.00	goLOCAL
96263	Tanqueray Dry Gin	1750	\$1.80	
103341	Canadian Club Premium (P.E.T)	750	\$1.20	Brand Spotlight Front Nesting Table, Value Add
108357	Carolans Irish Cream	750	\$2.00	Comm. Extender
113456	Collective Arts Rhubarb & Hibiscus	750	\$2.00	
114694	Crown Royal	1750	\$2.00	End Aisle
115824	Snow Allure Vodka	750	\$5.00	
117101	Jagermeister	750	\$2.00	End Aisle
120626	Northern Lights Hazy IPA	473	\$0.20	
122689	Henkell Trocken	750	\$2.00	Shelf Extender, Wine Fridge
125187	Cazadores Reposado Tequila	750	\$2.00	
125260	Konzelmann Canada Red VQA	750	\$1.50	Green Extender
129940	Aviation Gin	750	\$2.00	Mini Thematic
135475	Fuzion Alta Reserve Malbec	750	\$2.00	Shelf Extender
139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing	473	\$0.25	
143040	Hornitos Reposado Tequila	750	\$2.45	Shelf Extender
152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	\$2.00	Shelf Extender
165845	Gran Feudo Rose	750	\$1.50	Mini Thematic
166637	Pelee Island Rouge	1500	\$1.00	
181388	Lindemans Bin 95 Sauvignon Blanc	750	\$1.00	End Aisle
181636	Sobieski Vodka	750	\$1.00	
186510	Corona Extra	6 x 330	\$1.00	
194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	\$3.00	End Aisle
211110	Wyborowa Vodka	1140	\$1.20	Shelf Extender
216655	Absolut Vodka	1750	\$1.55	
216689	J.P. Wiser's Deluxe	1140	\$1.00	End Aisle, Feature Fixture
216820	Finlandia Vodka	1140	\$1.00	Shelf Extender
217133	Sauza Gold Tequila	1140	\$2.50	Shelf Extender
217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	\$3.00	
217950	Crown Royal	1140	\$1.00	End Aisle
218644	Santa Rita 120 Reserva Especial Cab Sauv	750	\$2.00	Shelf Extender
219030	Red House Wine Co. Cabernet Shiraz VQA	750	\$2.00	goLOCAL
219543	Inniskillin Late Autumn Riesling VQA	750	\$1.00	Wine Fridge
221804	Trius Sauvignon Blanc VQA	750	\$1.00	Shelf Extender
224766	>V)Brut Methode Traditionelle (Chateau Des C	750	\$4.00	
225250	Stolichnaya Vodka	1140	\$1.00	Shelf Extender
225904	Palm Bay Key Lime Cherry	6 x 355	\$1.25	Seasonal Block Pile
225920	Sandbanks Baco Noir Reserve VQA	750	\$2.00	
226860	Wolf Blass Yellow Label Chardonnay	750	\$2.50	Shelf Extender
227413	Iceberg Vodka	1140	\$1.00	Mini Thematic
228569	Cave Spring Gamay VQA	750	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
240416	Montresor Amarone Della Valpolicella Doc	750	\$5.00	
243725	Karlovacko Beer	500	\$0.25	
255380	Pilsner Urquell	500	\$0.20	
258681	>V) G. Marquis Chardonnay VQA The Silver Line	750	\$2.00	
260323	Jack Daniel's Honey	750	\$3.00	Shelf Extender
267245	Jose Cuervo Especial Gold Tequila	1140	\$3.00	
269563	Maker's Mark Kentucky Straight Bourbon	375	\$3.00	
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	Brand Spotlight Middle Nesting Table
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	Brand Spotlight Middle Nesting Table
272393	Smoking Loon Old Vine Zinfandel	750	\$2.00	Shelf Extender
276501	G. Marquis The Red Line Pinot Grigio VQA	750	\$1.50	
277202	Bottega Rose Vino Dei Poeti Sparkling	750	\$2.00	
277210	Cavit Collection Moscato Pavia Igt	750	\$2.00	Shelf Extender
279661	L'Orangerie Rose Pays D'Oc	750	\$1.50	Mini Thematic
282277	Pimm's No. 1 Cup	750	\$1.00	Shelf Extender
284943	>(V) Rose Coppola Sofia(Francis Ford Coppola Pr	750	\$2.00	Mini Thematic
285767	Gallo Family Vineyards White Zinfandel	750	\$1.00	Mini Thematic
286377	> (V)Riesling Res VQA Niagara (Cave Spring)	750	\$2.00	Ontario Wine Superstar
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00	Wine Fridge
295022	Two Oceans Pinot Grigio	750	\$2.00	Discovery Extender
297101	Peller Family Vineyards Chardonnay	1500	\$2.00	Shelf Extender
298638	Glenmorangie Original Single Malt Scotch Whisky	750	\$5.00	Shelf Extender
300699	Molson Canadian	6 x 473	\$1.00	Seasonal Block Pile
303792	Trius Riesling VQA	750	\$1.00	Shelf Extender
307769	Rosehall Run Defiant Pinot Noir VQA	750	\$2.00	Shelf Extender
308007	Menage A Trois Red	750	\$2.00	Comm. Extender
308122	>(V)Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00	
311787	Budweiser	6 x 473	\$1.00	
311910	Canadian Club Classic 12 Year Old	375	\$1.00	
311944	Canadian Club Classic 12 Year Old	1750	\$2.00	Shelf Extender
312801	Crown Royal Maple Finished	750	\$2.00	Shelf Extender
316323	Motts Original Caesar	458	\$0.25	EZD
318014	Cono Sur Bicicleta Pinot Noir Rose	750	\$1.00	Mini Thematic
318683	The Kraken Black Spiced Rum	1140	\$2.00	Shelf Extender
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	
319202	Hofbrau Original Lager	500	\$0.50	
319673	Bombay Sapphire East London Dry Gin	750	\$2.00	
321752	Smirnoff Ice Light (P.E.T)	1000	\$1.00	Shelf Extender
322586	> Cabernet Sauvignon Alpha (Montes Sa)	750	\$3.00	
326025	Basil Hayden Straight Bourbon	750	\$5.00	Comm. Extender
326413	Pelee Island Pinot Grigio VQA	750	\$2.00	End Aisle
326728	>Chardonnay Marlborough (Oyster Bay)	750	\$3.00	
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	End Aisle
333583	Thornbury Premium Apple Cider	473	\$0.25	
334805	Mott's Extra Spicy Caesar	458	\$0.25	EZD
338012	Hardys Stamp Series Shiraz/Cabernet	750	\$1.00	Cocktail of the Month
339168	Bodacious Smooth White	750	\$1.00	Brand Spotlight Middle Nesting Table
341347	Fresh Sparkling Rose VQA	750	\$2.00	
341743	Trius Rose VQA	750	\$2.00	Mini Thematic

LCBO#	Description	Size (mL)	LTO	Display Program
348979	Inniskillin Pinot Grigio VQA	750	\$2.00	Brand Spotlight Middle Nesting Table
350900	>(V) Chardonnay Signature Series(Robert Oatley)	750	\$2.00	
352583	> (V)Cab Sauvignon Knight's Valley (Beringer	750	\$5.00	
360206	Tromba Reposado Tequila	750	\$4.00	Shelf Extender
360552	Chateau De Courteillac Bordeaux Aoc	750	\$1.50	Shelf Extender
363622	Bolla Pinot Grigio Delle Venezie	750	\$2.00	Shelf Extender
363812	Tito's Handmade Vodka	375	\$1.00	375 mL Program
363978	Miguel Torres Chile Pisco El Gobernador	700	\$3.00	
365205	Cono Sur Sparkling Rose	750	\$2.00	Shelf Extender
365924	> (V)Combe Aux Jacques Beauj-Vill (Jadot)	750	\$2.00	
366534	The Kraken Black Spiced Rum	375	\$1.00	Discovery Extender
369686	> Chardonnay Vintners Rsv (Jackson Wine Est)	750	\$2.00	
369801	Mount Gay Eclipse Rum	1140	\$3.00	
371872	Girls' Night Out Sangria	750	\$1.00	
374520	Angry Orchard Hard Crisp Apple	6 × 355	\$1.00	
374546	Growers Honeycrisp Apple Cider	473	\$0.30	
375071	Carmel & Joseph Villa Blanche Chardonnay Pays	750	\$2.00	Shelf Extender
377770	>(V) Chardonnay Okanagan Vly VQA (Quails' Gate)	750	\$3.00	
386961	Borsao Tinto Garnacha	750	\$2.00	End Aisle
387209	Centennial 10 Year Old Limited Edition Rye	750	\$1.50	Shelf Extender
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00	
389411	> (V)Prop Res Vidal Icewine VQA (Jackson T.)	375	\$5.00	
390583	Canadian Club 100% Rye	750	\$2.00	Shelf Extender
392225	Robert Mondavi Private Selection Cab/Sav	750	\$3.00	End Aisle
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$2.00	Shelf Extender
394536	Bitburger Premium Pilsner	500	\$0.35	
395582	Auchentoshan American Oak, Lowland	750	\$3.00	Comm. Extender
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	End Aisle
400234	Dillon's Rose Gin	375	\$2.50	
401307	Maestro Dobel Tequila	750	\$5.00	Discovery Extender
401828	Polar Ice Arctic Extreme	750	\$1.00	
407858	J. Bouchon Reserva Sauvignon Blanc Lic	750	\$1.00	
410043	The Glenlivet Founder's Reserve Scotch Whisky	750	\$3.00	
411389	15 Chianti Cls Cellole Gran Selezione (Calcinaia)	750	\$3.00	
417295	Ciroc Original Unflavoured	750	\$5.00	End Aisle
422345	Moosehead Lager	6 × 473	\$1.50	
424689	Dog House White VQA	750	\$1.50	
426601	Villa Maria Private Bin Sauvignon Blanc	750	\$2.00	Wine Fridge
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	End Aisle
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$3.00	End Aisle
433714	Pelee Island Cabernet Franc VQA	750	\$2.00	End Aisle
442491	Fantini Farnese Numero Uno Primitivo Igp	750	\$2.00	
442582	Alexander Keiths IPA	6 × 473	\$1.00	
443713	Yellow Tail Moscato	750	\$2.00	End Aisle
444497	American Vintage Lemon Hard Iced Tea	6 × 355	\$1.25	Seasonal Block Pile
448779	Crazy Uncle Hard Root Beer For Grown Ups	473	\$0.25	
449793	Jose Cuervo Sparkling Classic Margarita	4 × 355	\$1.00	Discovery Extender
450114	Smirnoff Ice	6 × 355	\$1.00	Seasonal Block Pile
450452	Smirnoff Ice Light Black Cherry & Soda	4 × 355	\$1.00	Seasonal Block Pile
452789	(V) Confidencial Reserva (Casa Santos Lima)	750	\$1.00	
454876	>(V)Ghost Pines Merlot	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
457119	Big Bill Cabernet Sauvignon	750	\$2.00	End Aisle
458679	Lindemans Bin 40 Merlot	750	\$1.00	
459818	Sapporo	6 × 500	\$1.00	
460154	>(V) Cab Sauv Columbia Crest Grand Estates	750	\$3.00	
460360	El Jimador Tequila Reposado	750	\$2.00	Shelf Extender
462085	Grand Sud Chardonnay Vdfrance	1000	\$1.50	
465146	Les Jamelles Sauvignon Blanc Pays Doc	750	\$2.00	End Aisle
465385	Landshark Lager	6 × 473	\$1.00	
467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	\$1.00	Discovery Extender
467811	Ruffino Prosecco	750	\$2.00	End Aisle
470096	Marius Rouge Pays D'Oc	750	\$2.00	
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	Shelf Extender, Wine Fridge
485995	XOXO Red Sangria	750	\$1.00	Comm. Extender
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$1.55	
486456	Joij White Sparkling	250	\$0.50	
488411	Carling	6 × 473	\$1.00	
489112	Sacred Hill Marlborough Sauvignon Blanc	750	\$3.00	
490144	Cecchi Chianti Docg	750	\$2.00	
491290	Pop Shoppe Hard Cream Soda	473	\$0.25	
491324	Motts Clamato Pickled Caesar	458	\$0.25	End Aisle
491431	Palm Bay Raspberry Passionfruit Vodka Soda	6 × 355	\$1.00	
491514	Jaw Drop Flashing Peaches	473	\$0.25	
491829	Southern Comfort	1140	\$3.00	End Aisle
493486	Breezer Tropical Orange Smoothie	6 × 355	\$1.00	
497396	Bavaria Premium	500	\$0.30	
497651	Reinhart's Red Apple Light Cider	473	\$0.30	
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	\$1.00	Shelf Extender
498436	Bud Light Radler	473	\$0.20	
499384	Kacaba Cabernet VQA	750	\$1.00	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	Shelf Extender
500546	Captain Morgan Original Spiced Rum	1750	\$2.00	Shelf Extender
506741	Kronenbourg 1664	500	\$0.25	
513036	Henderson Brewing Co. Food Truck Beer	473	\$0.25	
513069	Glenfiddich IPA Experiment	750	\$7.50	End Aisle
513077	Glenfiddich Project Xx Experimental Series	750	\$10.00	End Aisle
516880	Mill Street Org Lager	6 × 473	\$1.00	
527580	Melini Orvieto Classico Doc	750	\$2.00	Shelf Extender
529354	Pelee Island Pelee Pink VQA	750	\$1.00	Mini Thematic
530261	Casal Garcia Vinho Verde, Do	750	\$1.00	Shelf Extender
535229	Cameron's 12 Mile Lager	473	\$0.25	
536805	Spirit Of York Gin	750	\$5.00	
536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	\$3.00	Feature Fixture
538074	Domaine Hatzimichalis Cabernet Sauvignon	750	\$2.00	
540120	Rumchata Cream Liqueur	375	\$1.00	End Aisle
541755	Spirit Of York Vodka	750	\$5.00	
541961	Three Thieves Cabernet Sauvignon	750	\$2.00	Shelf Extender
542910	Top Shelf Gin	750	\$1.50	
548412	Bacardi 4 Year Old Anejo Rum	750	\$1.00	
549030	Sombra Joven Mezcal	750	\$4.00	Value Add
554469	Guinness Draught	8 × 440	\$2.00	
556720	Warsteiner Premium Pilsener	500	\$0.20	
557827	Stolichnaya Gold Vodka	750	\$3.00	Shelf Extender

LCBO#	Description	Size (mL)	LTO	Display Program
558932	Miller Genuine Draft	6 × 473	\$1.00	
569350	Tawse Cider	473	\$0.25	
569905	Carnivor Zinfandel	750	\$3.00	End Aisle
570275	Twisted Tea Original	6 × 355	\$1.00	Seasonal Block Pile
570366	Bacardi Spiced Rum	1140	\$1.20	Shelf Extender
572313	Asahi Super Dry	500	\$0.25	
573147	> (V)Chardonnay VQA Niagara (Malivoire)	750	\$2.00	
573857	Niagara Falls Craft Vodka	750	\$1.20	
573972	Kronenbourg Blanc Fruit Rouges	6 × 330	\$1.40	
574400	Flying Monkeys Wonderstar Botanical Lager	473	\$0.20	
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	\$0.20	
580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	\$1.50	Wine Fridge
582825	Peller Estates Family Series Chardonnay VQA	750	\$1.00	Shelf Extender
587956	Trius Cabernet Sauvignon VQA	750	\$2.00	
589010	Mezzacorona Pinot Grigio Trentino	1500	\$3.00	Shelf Extender
589028	Peller Family Vineyards Rose Bag In Box	4000	\$1.45	
589051	Peller Family Vineyards Dry White	4000	\$1.00	
604926	Prince Igor Extreme Vodka	750	\$1.00	
617183	Zubr	500	\$0.25	
617662	Diabolica Red VQA	750	\$2.00	Comm. Extender
618231	Pelee Island Lola Gewurztraminer VQA	750	\$1.00	goLOCAL
621219	Pelee Island Pinot Grigio	750	\$1.00	Shelf Extender
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00	Shelf Extender
622134	Perrin La Vieille Ferme Rose Ventoux Aoc	750	\$1.50	Mini Thematic
626309	The Wanted Cab Cabernet Sauvignon, Vd'Italia	750	\$2.00	
627802	Yellow Tail Chardonnay	750	\$1.00	Shelf Extender, Wine Fridge
628172	Farmers Market Rosso Organic Vd'Italia	750	\$1.50	
628289	Philippe De Rothschild Pinot Noir Pays D'Oc	750	\$2.00	
629352	Glenfiddich Exper Series #4 Fire & Cane	750	\$5.00	End Aisle
631853	Maverick Barnburner Whisky	750	\$3.00	
633438	19 Crimes The Uprising Red Wine	750	\$2.00	
633560	Three Thieves Chardonnay	750	\$2.00	
635466	Romeo's Gin	750	\$3.00	Necktag
637199	Pelee Island Shiraz/Cabernet	750	\$1.00	Shelf Extender
638189	Prairie Organic Vodka	750	\$3.00	Mini Thematic
639880	Bodacious Rose	750	\$1.00	Mini Thematic, Product Sponsorship
639906	Glenrothes 12 Year Old	750	\$6.00	
640920	Ketel One Botanical Cucumber And Mint	750	\$1.00	End Aisle
640995	Ketel One Botanical Peach And Orange Blossom	750	\$1.00	End Aisle
643114	Josh Cellars Sauvignon Blanc	750	\$2.00	
645499	Ketel One Botanical Grapefruit And Rose	750	\$1.00	End Aisle
645713	Spring Mill Distillery Vodka	750	\$3.00	
645721	Spring Mill Distillery Gin	750	\$3.00	
647701	Lindeman's Pinot Grigio Can	250	\$0.50	
647867	Bench Brewing Stone Road White Ale	473	\$0.20	
648642	Sandbanks Smugglers White VQA	750	\$2.00	goLOCAL
649236	Motts Clamato Cesar Gin & Cucumber	458	\$0.25	EZD, LTO
649244	Snapple Watermelon	458	\$0.25	
649442	Rev Grapefruit Watermelon	473	\$0.25	Discovery Extender
649509	Founder's Original Tequila Paloma	473	\$0.20	
650325	>Kim Crawford Hawke's Bay Rose	750	\$2.00	Seasonal Block Pile, Wine Fridge

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
666578	Naked Grape Unoaked Cabernet Sauvignon	1000	\$1.00	Brand Spotlight Middle Nesting Table
666917	Creemore Premium Lager	473	\$0.25	
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	
688499	Chateau Des Charmes Atelier White Estate Btld VQA	750	\$2.00	
697318	Brickworks Ciderhouse Batch 1904	6 × 473	\$1.00	
697409	Woody's Pink Grapefruit	4 × 330	\$1.00	
697698	Blanche De Chambly	473	\$0.20	
906560	Coors Light	6 × 341	\$1.25	
925685	Absolut Grapefruit Vodka	750	\$1.00	End Aisle
954834	>(V) Pinot Noir Russian River (Rodney Strong)	750	\$5.00	
958975	> Chardonnay Oaked Monterey County (Mer Soleil)	750	\$5.00	Wine Fridge
974717	> (V) Sauvignon Blanc Reserva (Casas Del Bosque)	750	\$2.00	Wine Fridge

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Value Added Program – Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL	8219
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 x50 mL	190363
216226	Alberta Premium Whisky	1140	Canadian Club 100% Rye 2 × 50 mL	216226
217687	Canadian Club Premium	1140	Ginger Ale 222 mL + Canadian Club 1858 50 mL	217687
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate Rum 50 mL	223529
242339	Alberta Pure Vodka	1140	Banff Ice 50 mL	242339
367938	Stella Artois	6 × 500	Complimentary charcuterie board with the purchase of two Stella 6 × 500 mL can packs	367938
451195	Jose Cuervo Especial Gold Tequila	1750	Jose Cuervo 50 mL	451195
477885	Polar Ice Vodka (P.E.T)	1750	Polar Ice Vodka 2 × 50 mL	477885
638205	Zirkova Together Ultra Premium Vodka	750	Zirkova Minis	638205

Value Added Program – Sales Applied

LCBO#	Description	Size (mL)	VA Approved
42	Canadian Club Premium	750	Ginger Ale 222 mL
117	Bacardi Superior White Rum	750	Bacardi / Blue Jays Branded Rocks Glass
935	Captain Morgan White Rum	750	Tanqueray Rangpur 50 mL
1206	Bacardi Gold Rum	750	Bacardi 4YO 50 mL
1487	Crown Royal	750	Canada Day Bags
3871	Alberta Premium Whisky (P.E.T)	375	Jerky
4788	Captain Morgan Gold Rum	750	Captain Morgan Original 50 mL
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL
8888	St Remy Brandy	750	Pitcher
9365	Small Cask Brandy	750	Forty Creek Barrel Select 50 mL
10899	Jose Cuervo Tradicional Plata	750	Tote Bag
11945	Proper No. Twelve	750	Shot Glass
12564	Hendrick's Midsummer Solstice	750	Cucumber Spiralizer
13588	Bacardi Gold	750	Bacardi 4YO 50 mL
13589	Bacardi Lime	750	Bacardi / Blue Jays Branded Rocks Glass
14339	Danzka Vodka	750	Danzka Vodka 50 mL
14910	Bushmills Irish Whiskey	750	Bushmills 50 mL
15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	Cottage Springs Hats
33928	J.P. Wiser's Deluxe	1750	JP Wiser's Old Fashioned 2 × 50 mL x 2 or JP Wiser's Manhattan 2 × 50 mL
34637	Canadian Club Premium	1750	Ginger Ale 222 mL
71647	Polar Ice Vodka (P.E.T)	750	BBQ Apron
95935	Grey Goose Vodka	750	Grey Goose Soda Can
103341	Canadian Club Premium (P.E.T)	750	Ginger Ale 222 mL

Value Added Program – Sales Applied

LCBO#	Description	Size (mL)	VA Approved
103747	Maker's Mark Kentucky Bourbon	750	Coaster
112979	Bacardi Superior White Rum (P.E.T)	750	Bacardi / Blue Jays Branded Rocks Glass
116327	Grey Goose La Poire Vodka	750	Grey Goose Soda Can
148007	Czechvar Premium Lager	500	Retro Cork Coaster
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 x50 mL
212282	Luksusowa Vodka	1140	Glassware
216903	Banff Ice Vodka	1140	Canada Day Themed Caesar Rimmer
217125	Sauza Silver	1140	Multi-Coloured Glass
217786	Jim Beam White Label Bourbon	1140	Jim Beam Honey 50 mL
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate Rum 50 mL
225698	The Kraken Black Spiced Rum	750	Bushmills 50 mL
254912	Codorniu Brut Clasico Sparkling	3 × 200	Sipper
273326	Jagermeister	1750	Pump
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	Wild Turkey 101 50 mL
300681	Coors Light	6 × 473	Shower Beer Holder
304469	>(V) Sauvignon Blanc Marlborough (Cloudy Bay)	750	Stemless Wine Glass
321562	Mcguinness Peach Schnapps	750	Metal Straw
326223	Wray & Nephew White Overproof Rum	750	Ting Soda
334110	Ciroc Peach	750	Ciroc 50 mL
335638	Hardys Stamp Series Chardonnay/Semillon	750	St Remy XO 50 mL
350397	Banff Ice Vodka	750	Canada Day Themed Caesar Rimmer
358184	Tanqueray Rangpur Gin	750	Copa Glass VA for DOW
367938	Stella Artois	6 × 500	Complimentary charcuterie board with the purchase of two Stella 6 × 500 mL can packs
394577	Fiol Prosecco Doc	750	Limoncello Spritz
408286	Lolea No 1 Red Sangria Spain	750	Branded Lolea Metal Bottle Opener
413294	Grey Goose Le Citron	750	Grey Goose Soda Can
415661	Sol 6	6 × 330	Sunglasses
425678	Jim Beam Honey	750	Jim Beam Honey
436279	Hornitos Plata	750	Jim Beam Honey 50 mL
438960	Canadian Club 100% Rye	1140	Golf Tees
446567	Iceberg Vodka (P.E.T)	750	VA Icecube Tray
454710	The Kraken Black Spiced Rum	1750	Bushmills 50 mL
460071	Dillon's Cherry Gin	375	TBC
469262	Gosser Beer	500	Beer Coozie
472332	Wayne Gretzky Red Cask Whisky	750	473 mL WG Lager
488429	Hobgoblin Ruby Ale	500	Branded Cork Coaster
491811	Southern Comfort	750	Lemon Tonic
517987	Ezra Brooks Black Label Bourbon Whiskey	750	Mule Mugs
519298	Wayne Gretzky Cream Whisky	750	Wayne Gretzky Whisky 50 mL
526772	Anciano Clasico Garnacha Valencia, Do	750	Anciano Coaster
537258	Tiger Beer	500	Phone Grip
545194	Top Shelf Vodka	750	Top Shelf Gin 50 mL
545459	Brugal Anejo	1140	Glass
549030	Sombra Joven Mezcal	750	Aviation 50 mL

LCBO#	Description	Size (mL)	VA Approved
551416	Cabo Wabo Reposado Tequila	750	Grand Marnier Cordong Rouge 50 mL
571950	Canadian Club Apple	750	Canada Day Sunglasses
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	Becerovka 50 mL
631200	McGuinness Blue Curacao	750	Metal Straw
639047	Wolfhead Grapefruit Vodka	750	Wolfhead 50 mL
676841	Red Stripe Lager	6 × 330	Red Stripe Phone Holder
900621	Molson Canadian	6 × 341	Hudson Bay Tote Bag
907758	Bulldog Gin	750	SKYY Vodka 50 mL
921478	Pabst Blue Ribbon	6 × 355	Pabst Blue Ribbon Air Fresheners

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Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	Display Program	BAM
984	Alberta Premium Whisky	750		10
10512	Dujardin VSOP Brandy	750		8
10912	Gran Centenario Anejo	750		20
13019	Pendleton Original Whiskey	750		10
14494	Cuervo Authentic Lime Margarita	1750		12
14528	Splash Orange Mango	355	Mini Thematic	1
14944	Marquis De Villard Brandy	750		10
15152	Rodenbach Classic	500		1
15153	Pommies Mimosa Cider	473		1
15415	Muskoka Tread Lightly	473	Discovery Extender	1
15765	Beefeater Blood Orange	750		10
34991	La Vieille Ferme Luberon Blanc Aoc	1500		12
35840	Zubrowka Bison Vodka	750		10
40626	Charm Soju Liquor	360		3
53082	Alberta Pure Vodka (P.E.T)	1750		20
61408	Jagermeister	375	End Aisle	5
68924	Gnarly Head Cabernet Sauvignon	750		5
88799	Alberta Pure Vodka (P.E.T)	750		10
114124	Ottakringer Helles	500		1
129734	Fish Hoek Shiraz	750		5
137117	Russian Standard Vodka	750		10
137125	Russian Standard Vodka	1750		20
166538	>Crianza Rioja (Bodegas Lan)	750		8
171314	Grand Sud Merlot	1000		6
179432	Tini Sangiovese Romagna Doc	750		5
191866	Pknt Cabernet Sauvignon Reserve	750		4
193821	Domaine D'Or Superior White	1500		5
205401	Teacher's Highland Cream	1140		15
211334	The Famous Grouse	1140	Shelf Extender	15
223610	Fielding Pinot Grigio VQA	750		6
227082	Gordon's Dry Gin	375		8
230797	Fontella Chianti Docg	750		5
237313	Goats Do Roam White	750		6
245282	Santa Carolina Cabernet Sauvignon/Merlot	750		5
254722	Silent Sam Vodka	1140		12
268375	Henry Of Pelham Riesling VQA	750		8
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750		8
269597	Santa Carolina Sauvignon Blanc	750		5
272161	Devil's Cut	750		10
276816	Fonseca White Port	750		8
281311	The Pavillion Chenin Blanc	750		5
285254	Forty Creek Copper Pot Reserve	750		10
286195	JP Azeitao Red	750		4
286807	Buton Vecchia Romagna Brandy	750	Shelf Extender	10
330803	Bowmore 12 Year Old Islay Single Malt	750		15
366344	Cono Sur Bicicleta Pinot Grigio	750		5
400069	Craigellachie 13 Year Old	750		25
401315	Jose Cuervo Especial Silver	1140	End Aisle	18
413104	Dillon's Dry Gin	750		15

LCBO#	Description	Size (mL)	Display Program	BAM
421966	Tincup American Whiskey	750		20
430413	Stranahan's Colorado Whiskey	750		30
435941	The Deveron 12 Year Old	750		25
439828	Wells I.P.A.	500		1
446468	Ketel One	375		8
454462	Banff Ice Vodka	1750		20
461434	Alberta Springs Whisky	1750		15
474585	J.P. Wiser's Apple Whisky	750	Feature Fixture	19
479980	Macallan 12 YO Double Cask	750		30
487710	Piccini Chianti Orange Docg	750		9
496141	Mezcal Creyente	750		20
497438	Spearhead Hawaiian Pale Ale	473		1
516088	Leblon Cachaca	750		10
517136	Alberta Premium Whisky (P.E.T)	750		10
524371	Cono Sur Bicicleta Cabernet Sauvignon	750		5
535641	Vicente Faria Animus Douro, Do	750		6
542902	Tempo Renovo Dry Gin	750		12
544114	Smoking Loon Sauvignon Blanc	750		5
545723	Santa Julia Pinot Grigio Del Mercado	750		7
549527	Moet Chandon Nectar Imperial Rose	750		25
556712	Girls' Night Out White Sangria	750		3
558957	Canadian Club 100% Rye	375	CE1	5
569087	Fantini Farnese Chardonnay	750		4
569830	Brock Street Pilsner	473		2
582817	Family Series Dry Riesling VQA Peller Estates	750		5
603191	Leyenda Del Milagro Tequila Reposado	750		25
620468	Spearhead Brewing Company Summer Ale	473		1
698415	Creemore India Pale Ale	473		2
894014	El Dorado Demerara 5 Year Old Rum	750		10
923847	No.99 Rye Lager - Wayne Gretzky Craft Brewing	6 × 473		10

Bundled Bonus AIR MILES® Reward Miles

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

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

There are four Bundled Bonus AIR MILES® option offers:

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

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

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

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

Option 1

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

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
266049	Adobe Reserva Sauvignon Blanc Organic	750		15	15
322024	Adobe Reserva Merlot Organic	750			

Option 2

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

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
14151	17 Naoussa Cuvee Villages (Kir Yianni)	750		10	10
467803	Rumchata Rum Cream Liquor	1140		35	35

Option 4

Buy two of the three listed products and receive the Bundled Bonus AIR MILES®

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
14915	Dillon's Rye Whisky	750		30	30
463398	Dillon's Bitters Orange	100		30	
571133	Dillon's Vermouth	750		30	

NOTE: To improve the customer journey and promote BBAM program, we encourage stores to merchandise the Dillon SKUs together on a discretionary end aisle for the duration of P4.

382861	Lot No. 40 Singl Copper Pot Still Canadian Whsky	750		40	40
428417	Gooderham & Worts Canadian Whisky	750		40	
482612	Pike Creek Double Barreled Canadian Whisky	750		40	

LCBO#	Description	Size (mL)	NT Approved
10946	Fireball 6 Pack Carrier	6 × 50	Fire & Beer
162610	Pascual Toso Malbec Limited Edition	750	TOSO Summer Recipe Necktag
247056	Grant's Family Reserve	1750	New Look
364174	Drambuie	375	Drambuie Collins
463398	Dillon's Bitters Orange	100	Recipe
591693	Argento Seleccion Malbec	750	Vegan Friendly
605881	Disaronno Originale Amaretto	1140	Godfather Cocktail
635466	Romeo's Gin	750	Romeo's Made in Canada
639971	Barefoot Pink Pinot Grigio	750	Barefoot Drink Pink Contest
642850	Barefoot Spritzer Rose Can	250	Barefoot Drink Pink Contest
642983	Barefoot Pink Moscato	750	Barefoot Drink Pink Contest
659904	Wheatley Vodka	750	Easy Cocktails

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PERIOD 4

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JUNE 21 Start of Period 4 INSTALL BRAND SPOTLIGHT NESTING TABLES BAM START DATE	22 LTO START DATE	23	24	25 DOTW WK 1 + 110056	26	27
28	29	30	JULY 1 Stores Closed  Canada Day	2 DOTW WK 2 + 215012	3	4
5	6	7	8	9 DOTW WK 3 + 358184	10	11
12	13	14	15	16 DOTW WK 4 + 388694	17	18 End of Period 4
19 Start of Period 5	20	21	22	23	24	25

LCBO