

CHEERS TO
SUMMER



Period 3: Marketing & Product Guide
May 24 - June 20, 2020

My Store #



Kudos to Store #568 for creating an engaging and inviting shopping experience!

Period 3 Marketing & Product Guide

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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

UPDATED 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)

NEW Front Door COVID-19 Notice Decal

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

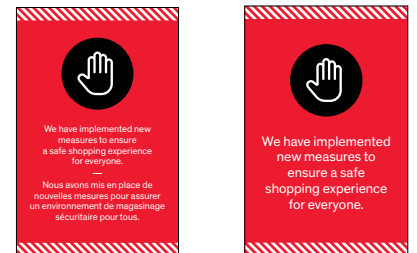
Reorder Codes: ENG (Re-order # OP21-DD3) /BIL (Re-order # OP21-DD4)



NEW 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)



NEW 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

NEW “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)



UPDATED 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)



UPDATED 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 flow, 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)

NEW 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)



NEW 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)

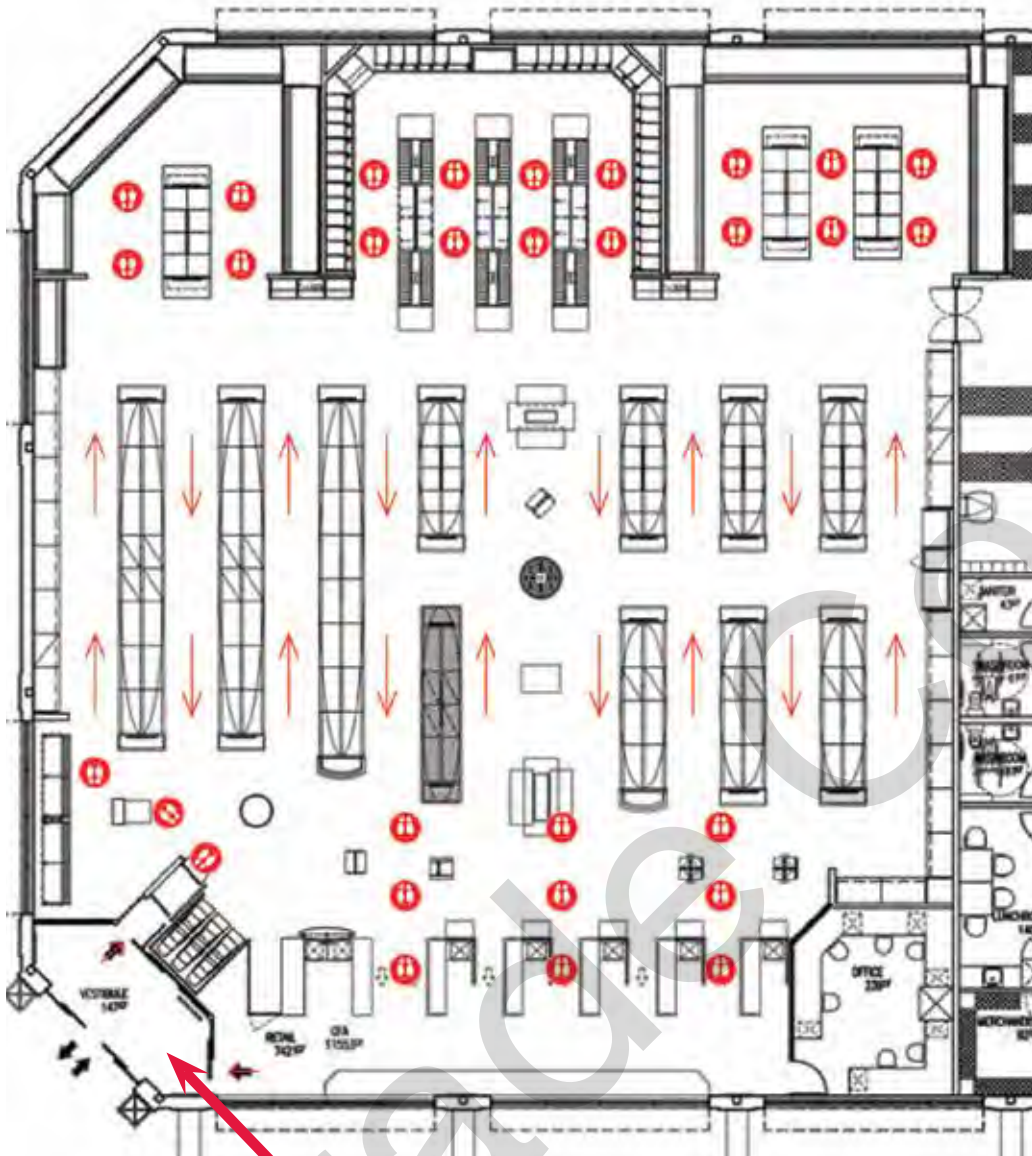


- **End Aisle Blade Signs** (alternate with P1 Food & Drink creative)



- **"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.



UPDATED 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)



UPDATED 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)



UPDATED "Stand Here" 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)

UPDATED "Place Items within Easy Reach" Cash Desk Decal

- This decal replaces the temporary printable 8.5×11 previously provided.
- Decals will arrive by May 5th and should be installed upon receipt
- 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

NEW 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.



NEW 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.



Additional components will be sent to select locations. These 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 8.5×11 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 8.5×11 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 3 signage components will be shipped to stores beginning **May 15, 2020**.

All Period 3 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:

Thematic Exterior Banners will be replaced with Ecommerce-themed banners and/or Same-Day Pick Up banners where applicable. Artwork and reorder codes will be communicated via Portal eBlast.

Exterior Banners

43½"w x 90"h

No Thematic Exterior Banners for P3 & 4.

Back Lit Tasting Bar Sign

21¹⁵/₁₆"w x 32⁹/₁₆"h

No Tasting Bar Sign for Period 3 & 4

Window Show Cards

Dimensions: 28"w x 45"h

Install: In the windows on the hanger.



Re-order#
21P3-WS1

Re-order#
21P3-WS2

Seasonal Banner Insert

20"w x 70"h

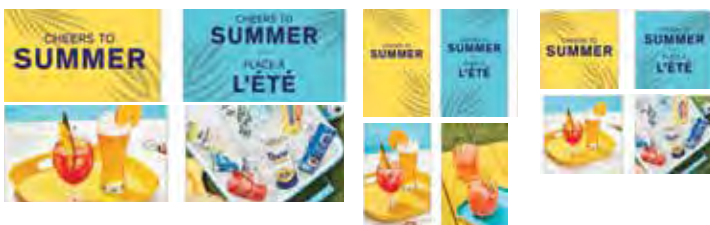
Install: In the Thematic Banner Stand (Store entrance).



ENG Re-order# 21P3-SB1
BIL Re-order# 21P3-SB2

Perimeter and Exterior Transparency (select stores)

Vendor installed - Instructions will be communicated via email to stores.



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

21P3-BC1



21P3-BC2



21P3-BC3



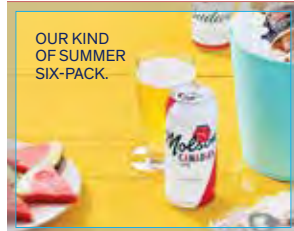
21P3-BC4



21P3-BC5



21P3-BC6



21P3-BC7



21P3-BC8



21P3-BC9



21P3-BC10



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



BIL: Re-order# 21P3-BC-GEN1



Lifestyle: Re-order# 21P3-BC-GEN2



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

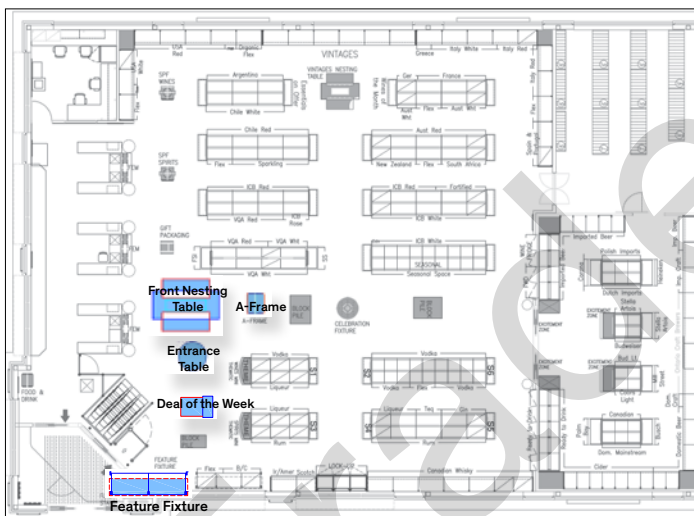
Front Nesting Table: BS - BSF

Middle Nesting Table : DD

Ready-to-Drink: BP-SBA (End Aisle Display Only)

RTD Season Launch: BP-SBB (End Aisle Display Only)

BAM Offers: BP-SBC (End Aisle Display Only)



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

Gifts for Dad



Celebrating Father's Day with premium whisky. Please display the box signs as portrayed in the planogram.

This is a sold program. Participation is mandatory.

Key Dates (May 24 - June 20)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	LTO Offers
1487	Crown Royal Whisky	750	\$1.50
7880	Johnnie Walker Black Label Scotch Whisky	750	\$3.00
54866	Bulleit Bourbon Frontier Whiskey	750	\$3.00
246603	Crown Royal Limited Edition Whisky	750	
289496	Cardhu 12 Year Old Single Malt Scotch Whisky	750	\$5.00
291278	Johnnie Walker Gold Label Reserve Scotch Whisky	750	
321208	Crown Royal Special Reserve	750	
409490	Singleton Of Dufftown 12 Year Old Single Malt Scotch Whisky	750	\$4.00
439075	Bulleit Bourbon 10 Year Old	750	
479881	Lagavulin 8 Year Old Islay Single Malt Scotch Whisky	750	

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- When merchandising the participating products and box signs, please display the signage as portrayed in the planogram (see images). Please ensure the correct products are on the correct shelf with the correct box sign as per the planogram.
- Install the category sign.
- 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 (Re-order# Eng 21P3-FF1 Bil 21P3-FF2)
- Box Sign (Re-order numbers below)
 - Scotch Version 21P3-FF3
 - Bourbon Version 21P3-FF4
 - Canadian Whisky Version 21P3-FF5
- Shelf Talkers (Re-order# Eng 21P3-FF6 Bil 21P3-FF7)

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



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 (May 24 - June 20)

Participating Stores

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

Participating Products

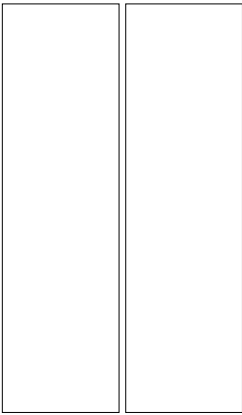
Duration	LCBO#	Description	Size (mL)	Offers
May 28 - June 3	(no offer)			
June 4 - 10	295139	Alamos Malbec	750	\$3.00 LTO
June 11 - 17	492520	Bacardi 8YO Reserva Gold	750	\$5.00 LTO
June 18 - 24	21097	The Glenlivet 12 Yr Malt	750	\$10.00 LTO

Signage Components

- Week 1 ENG (Re-order # 21P3-DW1)
BIL (Re-order # 21P3-DW1-BIL)
- Week 2 ENG (Re-order # 21P3-DW2)
BIL (Re-order # 21P3-DW2-BIL)
- Week 3 ENG (Re-order # 21P3-DW3)
BIL (Re-order # 21P3-DW3-BIL)
- Week 4 ENG (Re-order # 21P3-DW4)
BIL (Re-order # 21P3-DW4-BIL)
- Deal of the Week Pricer Cards
ENG (Re-order # DMS-21P3-ST18)
BIL (Re-order # DMS-21P3-ST19)
- Deal of the Week Shelf Talkers
ENG (Re-order # DMS-21P3-ST20)
BIL (Re-order # DMS-21P3-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: May 28 - June 3

No Offer
This Week



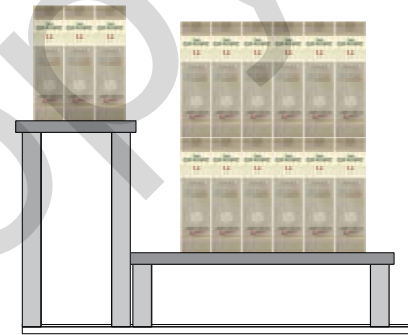
#2: June 4 - 10



#3: June 11 - 17



#4: June 18 - 24



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.



Cut-case display

Cut-case display
(Case Savings)

Signage Components

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

Brand Spotlight (BS-BSE)

ENTRANCE TABLE



Santa Margarita is one of our top selling Vintages brands with an assortment of wines great for summer refreshment including a Pinot Grigio, Sparkling Rosé and Prosecco.

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 (May 24 - June 20)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
106450	Santa Margherita Pinot Grigio	750
302752	Santa Margherita Brut Rosé Sparkling	750
687558	Santa Margherita Pinot Grigio	375
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750

Merchandising Instructions

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

Signage Components

- Square & Round Entrance Table Sign
ENG: (Re-order # DMS-21P3-ET1) /
BIL (Re-order # DMS-21P3-ET2)
- Shelf Talkers
ENG: (Re-order # DMS-21P3-ET3) /
BIL (Re-order # DMS-21P3-ET4)

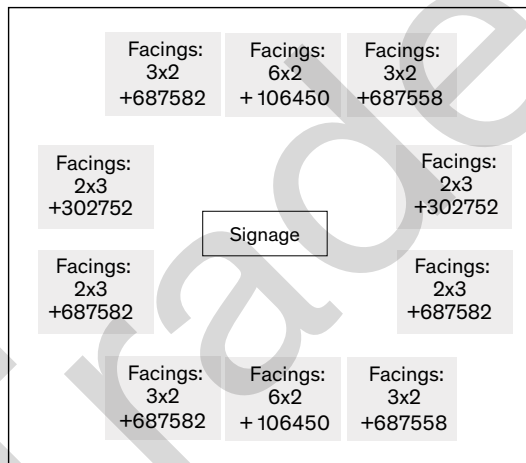
CHECKLIST

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

Planogram - Square Table



(Back View)

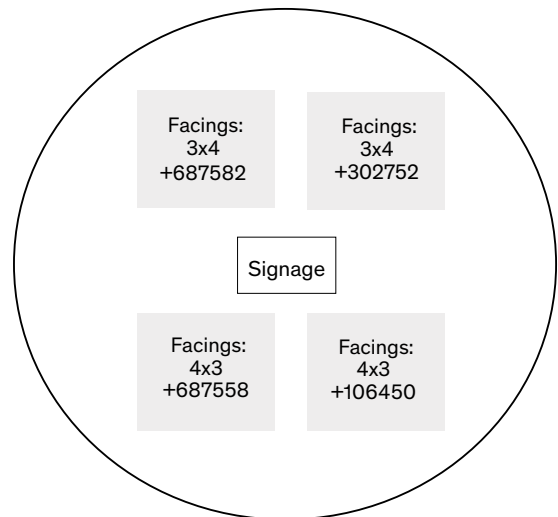


(Front View)

Planogram - Round Table



(Back View)



(Front View)

Spirits (MI-A) MINI THEMATIC A



Made with 100 per cent agave, these are the best tequilas for sipping and mixing up summer's favourite cocktail – the margarita. Check out the ultimate margarita guide in this month's Food & Drink.

This is a sold program. Participation is mandatory.

Participating Stores

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

Key Dates (May 24 - June 20)

Participating Products

LCBO#	Product Description	Size (mL)	Offers
50088	Patron Reposado Tequila	750	LTO \$5.00
113241	Cazadores Anejo Tequila	750	LTO \$3.00
173542	Don Julio Blanco Tequila	750	
173617	El Jimador Tequila Blanco	750	LTO \$2.00
271643	Tequila Tromba Blanco	750	LTO \$3.00
386789	Casamigos Tequila Blanco	750	LTO \$4.00
398479	1800 Reposado Tequila	750	LTO \$2.00
454074	Olmecca Altos Plata	750	LTO \$2.00

Merchandising Instructions

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

Signage Components

- Category sign: Short (Re-order# DMS-21P3-MTA1)
- Shelf talkers: ENG (Re-order# DMS-21P3-MTA2) / Shelf talkers: BIL (Re-order # DMS-21P3-MTA3)
- Backer card: ENG/BIL (Re-order# DMS-21P3-MTB5)
- Box signs: ENG/BIL (Re-order# DMS-21P3-MTA4)
- Transparency ENG (Re-order# DMS-21P3-MTA6) /BIL (Re-order# DMS-21P3-MTA7)



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 up pink sangria to vibrant spritzers.

This is a sold program. Participation is mandatory.

Participating Stores

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

Key Dates (May 24 - June 20)

Participating Products

LCBO#	Product Description	Size (mL)	Offers
14681	Babe Rosé With Bubbles	250	\$0.25
170134	Banrock Station Pink Moscato Rosé	750	\$1.00
203125	Henkell Rose	750	\$2.00
445825	Jacob's Creek Moscato Rosé Sparkling	750	\$2.00
43588	Folonari Pink Pinot Grigio Venezia Igt*	750	\$1.00
134916	Ogier Cotes Du Ventoux Rose Aoc	750	\$2.00
450981	Pelee Island Lola Blush Sparkling Vqa	750	\$2.00
175349	OPEN Rose VQA	750	\$1.00
559088	>(V) Rose Ladybug (Malivoire Wine Co.)	750	\$2.00

Merchandising Instructions

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

Signage Components

- Category sign: Short (Re-order# DMS-21P3-MTB8) / Long (Re-order# DMS-21P3-MTB9)
- Shelf talkers: ENG (Re-order# DMS-21P3-MTB10) / Shelf talkers: BIL (Re-order # DMS-21P3-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

Spring and Early Summer issues

Distribution for both the Spring and Early Summer issues of Food & Drink has been impacted by the COVID-19 situation. The speed of pickup varied across the store network and the province. We've tried to make it easy for customers to access the issue content digitally when promised, and adjusting timing for print copies when possible. Stores with remaining copies are encouraged to make them available for customers when possible.

As the situation develops, 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](https://www.instagram.com/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

- Early Summer Food & Drink Metal Fixture Header Card (English/Bilingual)
(Re-order #DMS-21P2-FD1)
- Early Summer Food & Drink A-Frame Fixture Header Card (English only)
(Re-order #DMS-21P2-FD2)
- Early Summer Food & Drink A-Frame Fixture Header Card (English/French)
(Re-order #DMS-21P2-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

Pride

Celebrate Pride with our top-selling products.

Follow the planograms 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 P3 Participating Stores lists posted on the Portal for information.

Key Dates (May 24 - June 27)

Participating Products

LCBO#	Description	Size (mL)	LTO Offer
10141	Bud Light Orange	473	
180810	Bud Light Lime	473	
498436	Bud Light Grapefruit Radler	473	
518670	Sour Puss Raspberry Liquor	750	
518688	Sour Puss Apple Liquor	750	
601518	Sour Puss Blue Liquor	750	
439620	Sour Puss Pineapple Coconut Liquor	750	
581256	Absolut Rainbow Ltd Bottle	750	

LCBO#	Description	Size (mL)	LTO Offer
15499	Pink House Wine Co. Rose VQA	250	
15994	Muskoka Brewery Born this Way IPA	473	
466292	Ernest Dry Cider	473	
15695	Bud Light Strawberry Lemonade	473	\$0.20
311779	Bud Light	6 x 473	\$1.00

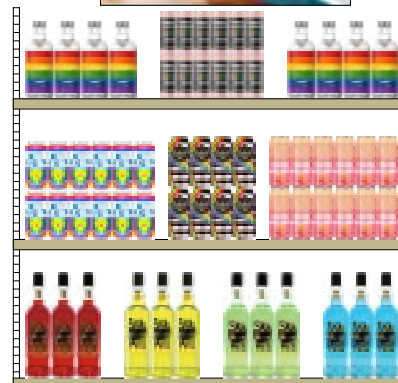
Value Add: Receive a Pride Fanny Pack with the purchase of two 311779 Bud Light Pride flash packs.

Signage Components

- Enhanced Table Sign Large ENG (DMS-21P3-FNT1) / BIL (DMS-21P3-FNT2)
- Enhanced Table Sign Small ENG (DMS-21P3-FNT3) / BIL (DMS-21P3-FNT4)
- Shelf Talkers ENG (DMS-21P3-FNT5) / BIL (DMS-21P3-FNT6)
- End Aisle Backer Card BIL (DMS-21P3-FNT7)
- Box Signs ENG (DMS-21P3-FNT9) / BIL (DMS-21P3-FNT11)

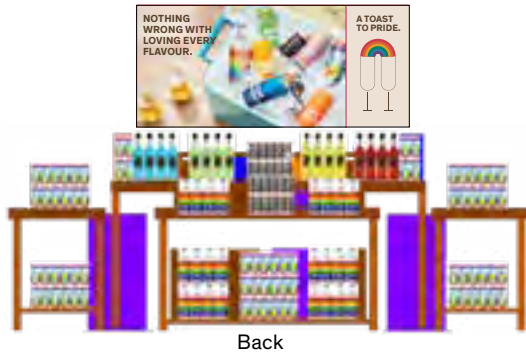
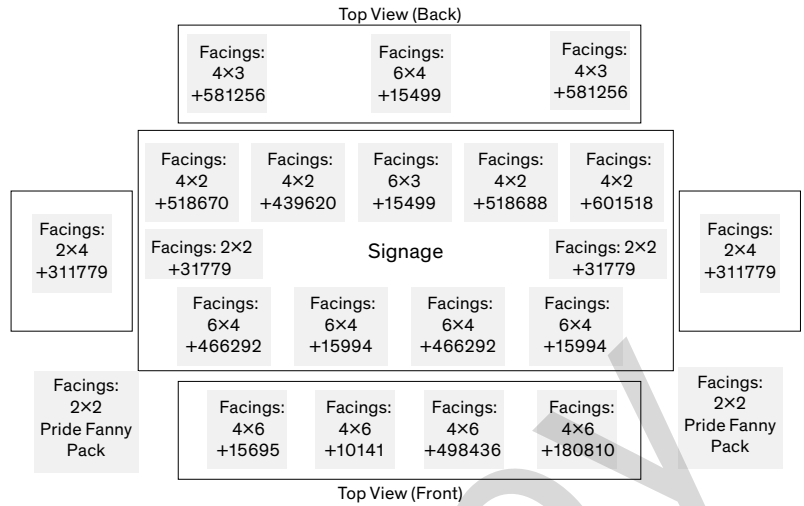
Merchandising Instructions

- 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.
- Place a supplier provided Value add merchandiser in front of the table. 2 Will be provided per store.



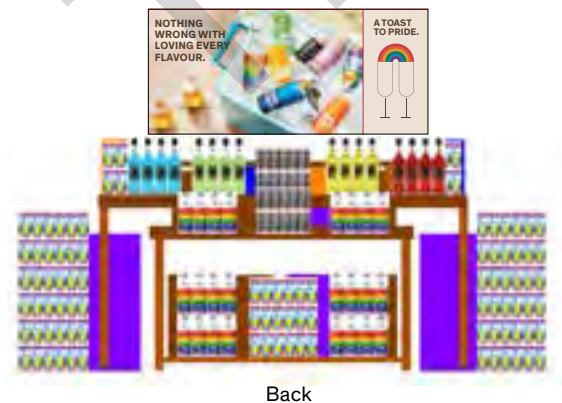
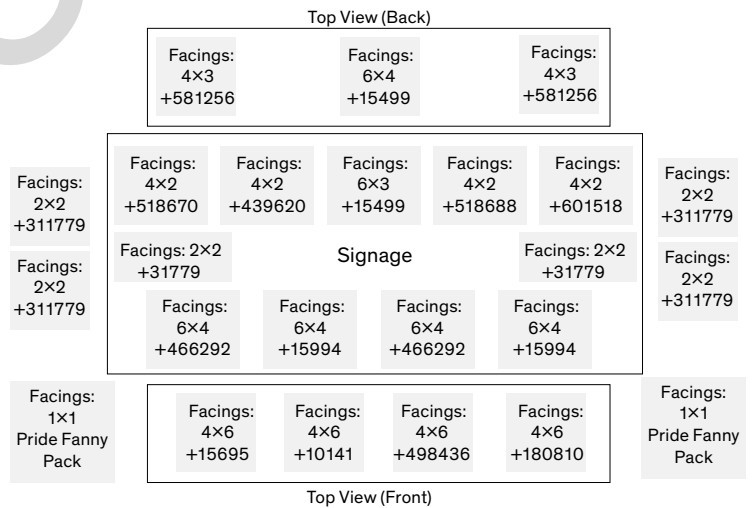
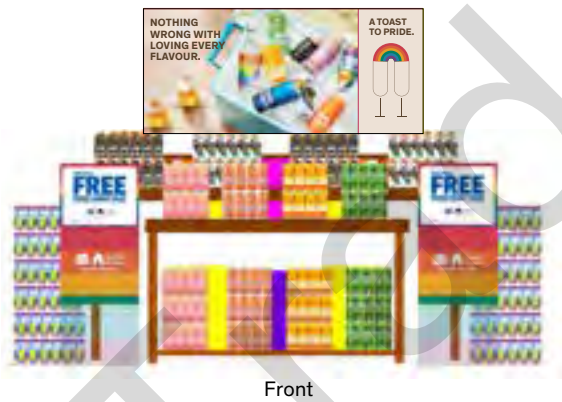
End Aisle (Select Stores)

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

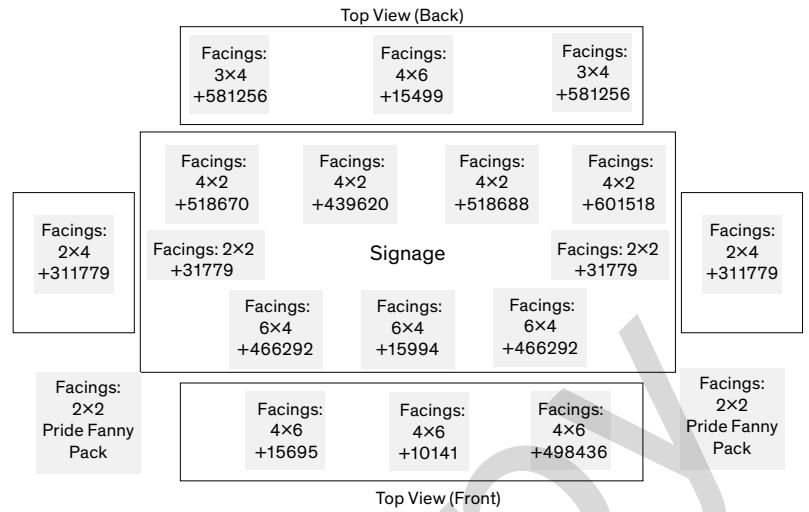
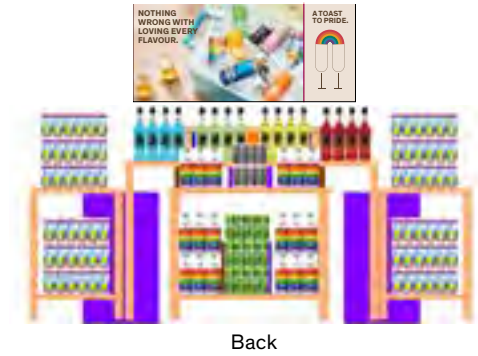
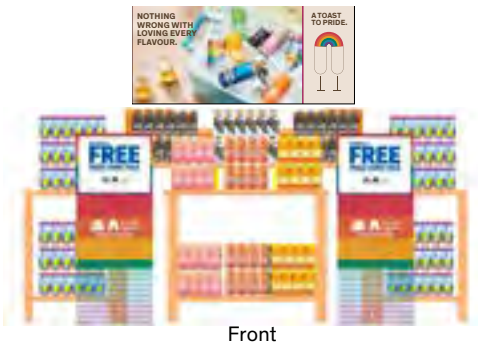


As product sells-down, condense remaining product on the table and merchandise the Box Signs provided on the end tables.

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



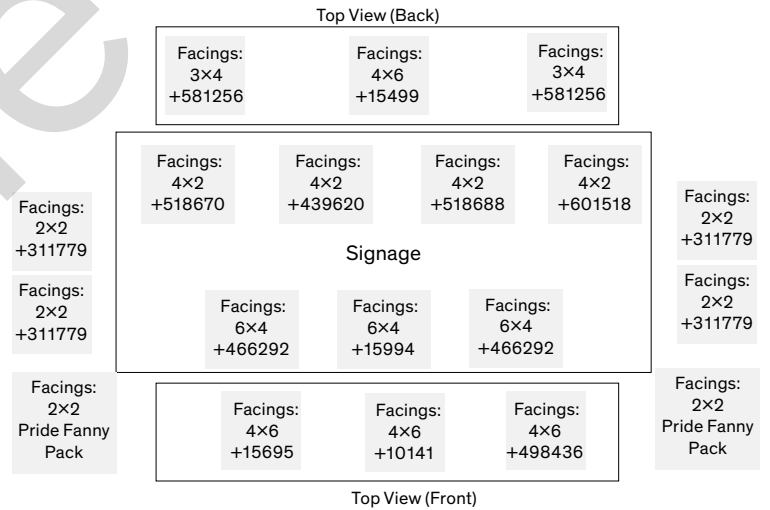
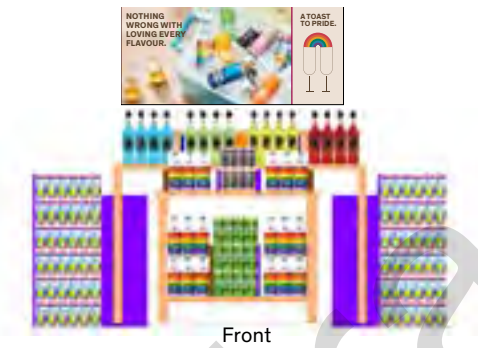
5Ft Nesting Table Planogram (For stores that have end tables)



CHEERS TO LOVING WHO YOU LOVE.
—
UN VERRE A LA LIBERTÉ D'AMER.
—
A TOAST TO PRIDE.

As product sells-down, condense remaining product on the table and merchandise the Box Signs provided on end tables.

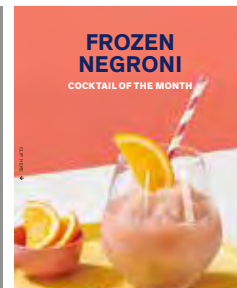
5Ft Nesting Table Planogram (For stores that do not have end tables)



Cocktail of the Month (CM)

A-FRAME FIXTURE

Frozen Negroni



Each year Campari, along with local and international bartenders, and OP accounts band together to serve Negronis with a portion of the proceeds going to a local charity. In Canada, account sign-ups for this event have doubled in the past 5 years and have really gained momentum in the past couple of years. Negroni week is supported on premise with various tools and POS including, posters, glassware, coasters, T-shirts, table tents, etc. In order to make this event even more successful we would like the opportunity to educate consumers on the Negroni and encourage consumers to make their own Negronis at home.

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 P3 Participating Stores lists posted on the Portal for information.

Key Dates (May 24 - June 20)

Participating Products

LCBO#	Description	Size (mL)	Offers
277954	Campari Aperitivo	750 mL	VA –Glass (Sales apply)
215251	Cinzano Rosso Sweet Vermouth	1000 mL	\$1.00
907758	Bulldog Gin	750 mL	\$3.00

Signage Components

- Cocktail of the Month Cut-Case Backer Card ENG (Re-order # DMS-21P3-AF1) / BIL (Re-order # DMS-21P3-AF2)
- Pricer Cards ENG (Re-order # DMS-21P3-AF3) / BIL (Re-order # DMS-21P3-AF4)
- Shelf Talkers ENG (Re-order # DMS-21P3-AF5) / BIL (Re-order # DMS-21P3-AF6)
- A-Frame Sign ENG (Re-order # DMS-21P3-AF7) / BIL (Re-order # DMS-21P3-AF8)
- Perpendicular Shelf Talker ENG (Re-order # DMS-21P3-AF9) / BIL (Re-order # DMS-21P3-AF10)

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).

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).



A-Frame Display



Cut Case Display

A

Display Program (BP-SBA) READY-TO-DRINK

Mixed Packs

Mixed packs offer variety and encourage trail. The display will feature some of the hottest RTD brands, plus one local cider of note. Great way to tap into the growing popularity of this category and highlight exclusive to the LCBO refreshment products.

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 P3 Participating Stores lists posted on the Portal for information.

Key Dates (May 24 - June 20)

Participating Products

LCBO#	Description	Format (mL)
14994	Nutrl Vodka Soda Mixed Pack	4260
15004	Twisted Tea Mix 12x355ml	4260
15165	Brickworks Ciderhouse Mix Pack 2020	2838
15368	Black Fly Vodka Soda Gin Soda Mixer Pack	4260

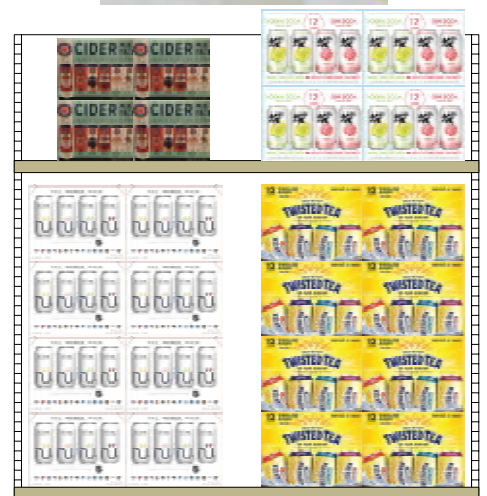


Signage Components

- Pricer Card
ENG (Re-order # DMS-21P3-BPA1) / BIL (Re-order # DMS-21P3-BPA2)
- Shelf Talkers
ENG (Re-order # DMS-21P3-BPA3) / BIL (Re-order # DMS-21P3-BPA4)
- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P3-BPA5)

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.**



Discretionary End Aisle

B Display Program (BP-SBB) READY-TO-DRINK

Seasonal (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 P3 Participating Stores lists posted on the Portal for information.

Key Dates (May 24 - June 20)

Participating Products

LCBO#	Description	Size (mL)	LTO Offers
211235	Palm Bay Strawberry Pineapple 6 Pk-C	2130	\$1.00
321760	Smirnoff Ice 1l Pet	1000	\$1.00
560888	Georgian Bay Gin Smash	2130	
611400	Mott's Clamato Caesar Original 6 Pk-C	2046	\$1.25
649376	Social Lite Field Strawberry	1420	\$1.00
649491	Cottage Springs Watermelon	355	



Signage Components

- Pricer Card
ENG (Re-order # DMS-21P3-BPB5) /
BIL (Re-order # DMS-21P3-BPB6)
- Shelf Talkers
ENG (Re-order # DMS-21P3-BPB7) /
BIL (Re-order # DMS-21P3-BPB8)
- End Aisle Backer Card - ENG/BIL (Re-order # DMS-21P3-BPB9)

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

Brand Spotlight (DD)

MIDDLE NESTING TABLE

Baileys



Baileys and Coffee... the perfect cocktail, in the winter AND the summer! This spotlight will focus on the key serve of Baileys Iced Coffee. Utilizing the recently formed partnership with Cold Brew, we will offer consumers the chance to create the key serve of Baileys Iced Coffee at home with ease. The cocktail is smooth, easy to make and works perfectly across the Baileys range. Baileys is an excellent partner for indulgent summer desserts, to showcase the versatility of this iconic Irish brand.

This a sold program. Participation is mandatory.

Participating Stores

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

Key Dates (May 24 - June 20)

Participating products:

LCBO#	Description	Size (mL)	Offers
5959	Baileys Irish Cream	750	Value Add: Free Station Cold Brew Coffee (1 x 330 mL)
11248	Baileys Espresso	750	
392308	Baileys Vanilla Cinnamon	750	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.
400242	Baileys Chocolate Cherry	750	
400259	Baileys Salted Caramel	750	
455428	Baileys Almande	750	

Signage Components

- Table Sign Large ENG (DMS-21P3-MNT1) / BIL (DMS-21P3-MNT2)
- Table Sign Small BIL (DMS-21P3-MNT3)
- Shelf Talkers ENG (DMS-21P3-MNT4) / BIL (DMS-21P3-MNT5)
- Box Signs with Value Add ENG (DMS-21P3-MNT9) / BIL (DMS-21P3-MNT11)
- Box Signs with Recipe ENG (DMS-21P3-MNT10) / BIL (DMS-21P3-MNT12)
- Perpendicular Shelf Talkers ENG (DMS-21P3-MNT13) / BIL (DMS-21P3-MNT14)

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.
- Install perpendicular shelf talkers in-section. (Alternate the sign in-section, so the customer will see both messages, if they are standing in front of the product)



In-Section Perpendicular Shelf Talker (ENG / FR)



Front View



Back View

Top View (Back)

Facings: 4x3 +5959	Facings: 4x3 +455428	Facings: 4x3 +5959
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Facings: 2x3 +11248	Facings: 3x4 VA
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Facings: 6x2 +400242	Facings: 6x2 +392308	
Facings: 1x1 Box Sign	Signage	Facings: 1x1 Box Sign
Facings: 6x2 +400242	Facings: 6x2 +392308	

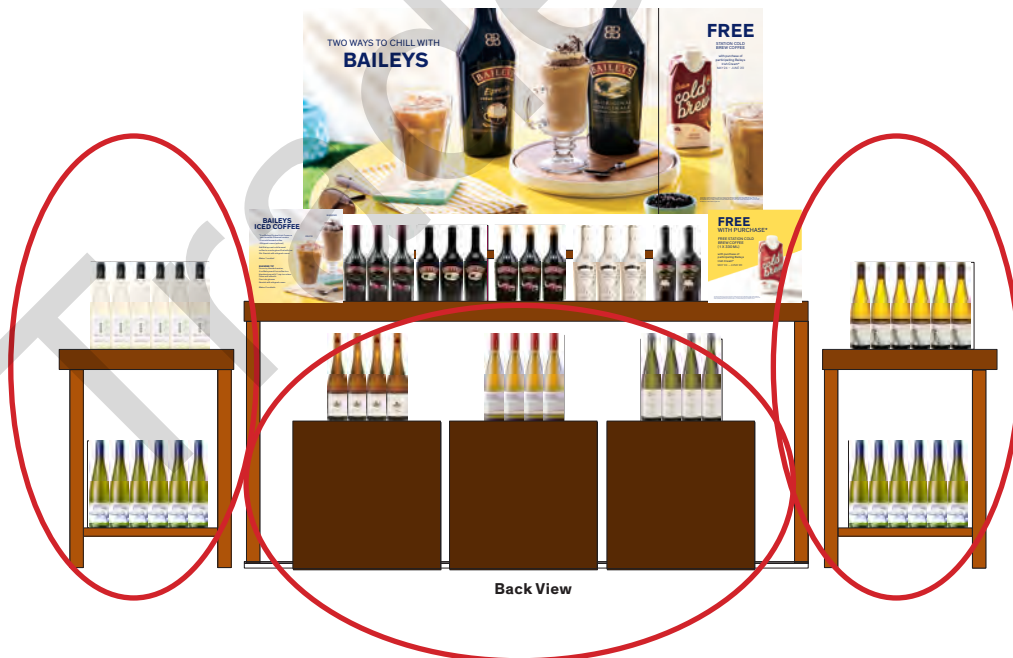
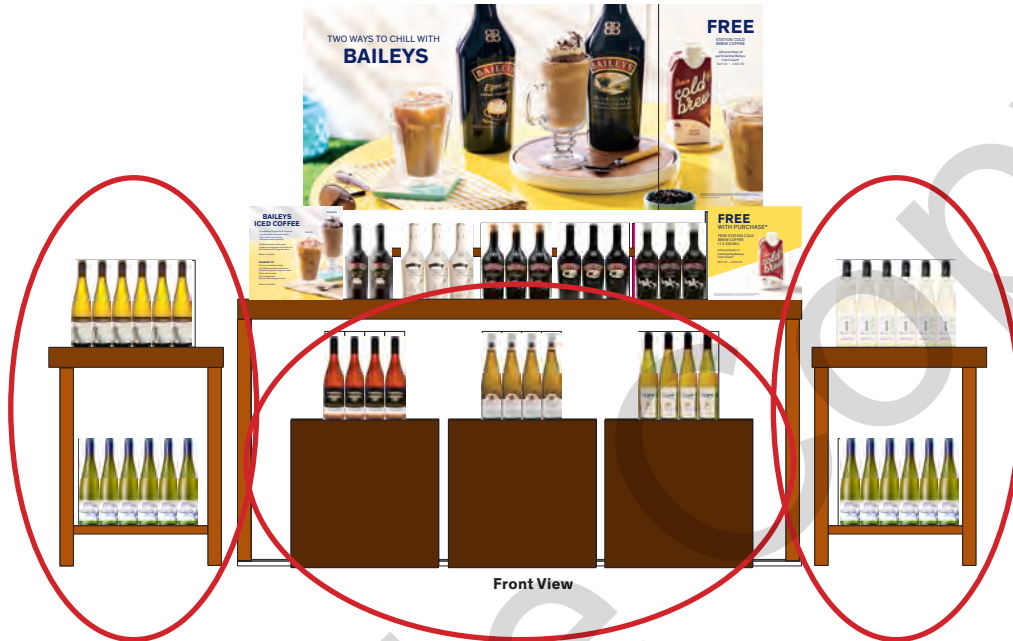
Facings: 3x4 VA	Facings: 2x3 +11248
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Facings: 4x3 +5959	Facings: 4x3 +400259	Facings: 4x3 +5959
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Top View (Front)

Product Sell-Down Strategy:

- Keep the table full and well replenished and ready for customers.
- As product sells down, condense Baileys product and any associated value-adds from the lower portion of the table and bring to the top (on both the front and back of the table).
- Select a story of product that you own - i.e. Ontario White Wines – and merchandise these in the baskets, and two side lower nesting tables (circled below).



Brand Spotlight (DD) CELEBRATION FIXTURE

Baileys

TWO WAYS TO CHILL WITH
BAILEYS

Baileys and Coffee... the perfect cocktail, in the winter AND the summer! This spotlight will focus on the key serve of Baileys Iced Coffee. Utilizing the recently formed partnership with Cold Brew, we will offer consumers the chance to create the key serve of Baileys Iced Coffee at home with ease. The cocktail is smooth, easy to make and works perfectly across the Baileys range. Baileys is an excellent partner for indulgent summer desserts, to showcase the versatility of this iconic Irish brand. **This a sold program. Participation is mandatory.**

Participating Stores

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

Key Dates (May 24 - June 20)

Participating products:

LCBO#	Description	Size (mL)	Offers
5959	Baileys Irish Cream	750	Value Add: Free Station Cold Brew Coffee (1 × 330 mL)
11248	Baileys Espresso	750	
392308	Baileys Vanilla Cinnamon	750	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.
400242	Baileys Chocolate Cherry	750	
400259	Baileys Salted Caramel	750	
455428	Baileys Almande	750	



In-Section Perpendicular Shelf Talker (ENG / FR)

Signage Components

- Drum Sign ENG (DMS-21P3-MNT6) / BIL (DMS-21P3-MNT7)
- Bin Strip (DMS-21P3-MNT8)
- Shelf Talker ENG (DMS-21P3-MNT4) / BIL (DMS-21P3-MNT5)
- Perpendicular Shelf talker ENG (DMS-21P3-MNT13) / BIL (DMS-21P3-MNT14)

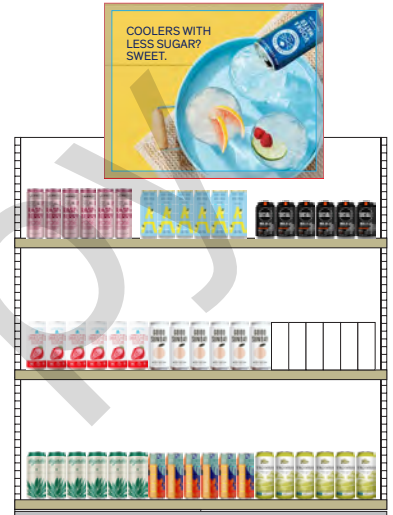
Merchandising Instructions

- 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.
- Install perpendicular shelf talker in-section. (Alternate the signs in-section, so the customer will see both messages, if they are standing in front of the product)



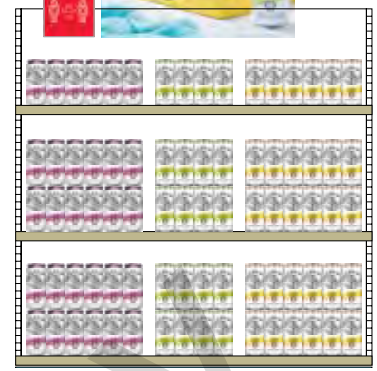
Period 3 END AISLES

	LCBO#	Description	Size (mL)	Offers
Beer/Cider Mini Thematic C End Aisle #1	14481	Collective Arts Artisanal Gin Lemon & Thyme Soda	355	
	14485	Ace Hill Lemon Vodka Soda	355	
	14493	Cottage Springs Raspberry Spiked Water	355	
	14510	Dejado Tequila Soda Lime	473	
	14518	Tequila Tromba Soda And Lime	473	
	14524	Georgian Bay Strawberry Smashed Soda	473	
	14617	Smirnoff Vodka & Soda Raspberry Rose	1420	
	14715	Good Sunday Dry Gin Soda Grapefruit	473	
	14479	Social Lite Bold Orange Vodka Soda	6×355	



	LCBO#	Description	Size (mL)	Offers
End Aisle #2	302810	Heineken 6 Pk Tc+	3000	LTO
	367938	Stella Artois 6 Pk Tc+	3000	LTO
	535294	Grolsch Premium Lager +	500	LTO

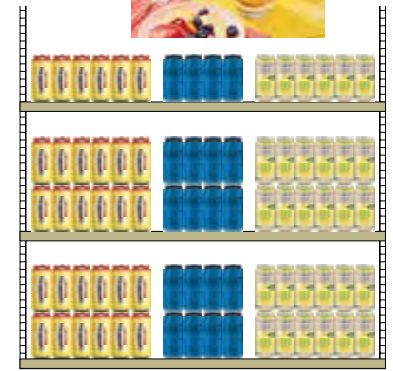
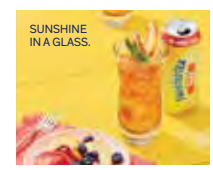




	LCBO#	Description	Size (mL)
End Aisle #3	14486	White Claw Hard Seltzer Black Cherry	473
	14487	White Claw Hard Seltzer Mango	473
	14488	White Claw Hard Seltzer Natural Lime	473



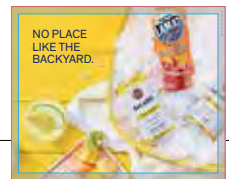
	LCBO#	Description	Size (mL)	
End Aisle #4	311779	Bud Light 6 Pk Tc	2838	LTO
	486142	Sleeman Clear 2.0 Shrink Pack	2838	VA
	496968	Michelob Ultra 6pk Can	2838	LTO



	LCBO#	Description	Size (mL)
End Aisle #5	14502	Snapple Spiked Sparkling Lemon Tea	473
	14534	Twisted Tea Peach 473ml	473
	14938	American Vintage Blueberry	473



7



	LCBO#	Description	Size (mL)	
End Aisle #6	544833	Miller Genuine Draught 6pk-B	2130	LTO
	904409	Molson Canadian.	473	LTO
	905976	Budweiser	473	LTO

	LCBO#	Description	Size (mL)	
End Aisle #7	10574	Brickworks Lemonade Cider Radler	473	LTO
	560532	Strongbow Cider	500	LTO

	LCBO#	Description	Size (mL)	
End Aisle #8	14470	Bacardi Limon & Lemonade	355	
	14503	Mott's Clamato Caesar Sweet & Spicy	458	
	14525	Georgian Bay Raspberry Rhubarb Vodka Smash	473	

	LCBO#	Description	Size (mL)	
End Aisle #9	15041	Innis & Gunn Original	3000	
	84210	Mill Street Original Organic Lager 6 Pk-B	2046	LTO
	541243	Creemore Springs Premium Lager 6pk C	2838	



	LCBO#	Description	Size (mL)	
End Aisle #10	267773	Hop City Barking Squirrel Lager	473	LTO
	450312	Collective Arts Ransack The Universe Ipa	473	
	573550	Nickel Brook Wicked Awesome New England Ipa	473	LTO



	LCBO#	Description	Size (mL)	
End Aisle #11 (End Aisle S1)	401315	Jose Cuervo Especial Silver	1140	LTO
	450932	Jose Cuervo Tradicional Reposado	750	LTO





	LCBO#	Description	Size (mL)	
End Aisle #12 (End Aisle S2)	13587	Bacardi Gold	1140	VA
	13588	Bacardi Gold	750	
	520312	Bacardi Gold	1750	VA



	LCBO#	Description	Size (mL)	
End Aisle #13 (End Aisle W1)	146548	Villa Maria Private Bin Pinot Noir	750	LTO
	261099	Inniskillin Pinot Noir Vqa	750	LTO
	1743	Ruffino Chianti	750	LTO



	LCBO#	Description	Size (mL)	
End Aisle #14 (End Aisle S3)	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	LTO
	12385	Glenfiddich Single Malt 12 Year Old	750	BAM
	605972	Glenfiddich Single Malt 15 Year Old	750	LTO





	LCBO#	Description	Size (mL)	
End Aisle #15 (End Aisle S4)	225243	Stolichnaya Vodka	750	LTO
	254631	Stolichnaya Elit Vodka	750	LTO
	272716	Stolichnaya Vodka	1750	LTO



	LCBO#	Description	Size (mL)	
End Aisle #16 (End Aisle W2)	216887	Freixenet Carta Nevada Brut Cava	750	LTO
	229039	Yellow Tail Bubbles	750	LTO
	492959	Rosehall Run Pixie Sparkling Rose VQA	750	LTO



	LCBO#	Description	Size (mL)	
End Aisle #17 (End Aisle S5)	15349	Jack Daniels Apple	750	BAM
	260323	Jack Daniel's Honey	750	
	416693	Jack Daniel's Tennessee Fire	750	



	LCBO#	Description	Size (mL)	
End Aisle #18 (End Aisle S6)	10393	Legent	750	LTO
	465484	Toki	750	VA
	636209	Roku Gin	750	LTO
	638486	Haku Vodka	750	BAM



	LCBO#	Description	Size (mL)	
End Aisle #19 (End Aisle W3)	40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	LTO
	270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	LTO
	492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	LTO



	LCBO#	Description	Size (mL)	
End Aisle #20 (End Aisle S7)	107359	Auchentoshan 12 Year Old Single Malt Scotch	750	LTO
	330803	Bowmore 12 Year Old Islay Single Malt	750	LTO
	479980	Macallan 12 Yo Double Cask	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.**

Participating Stores

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

Key Dates (May 24 - June 20)

Participating Products

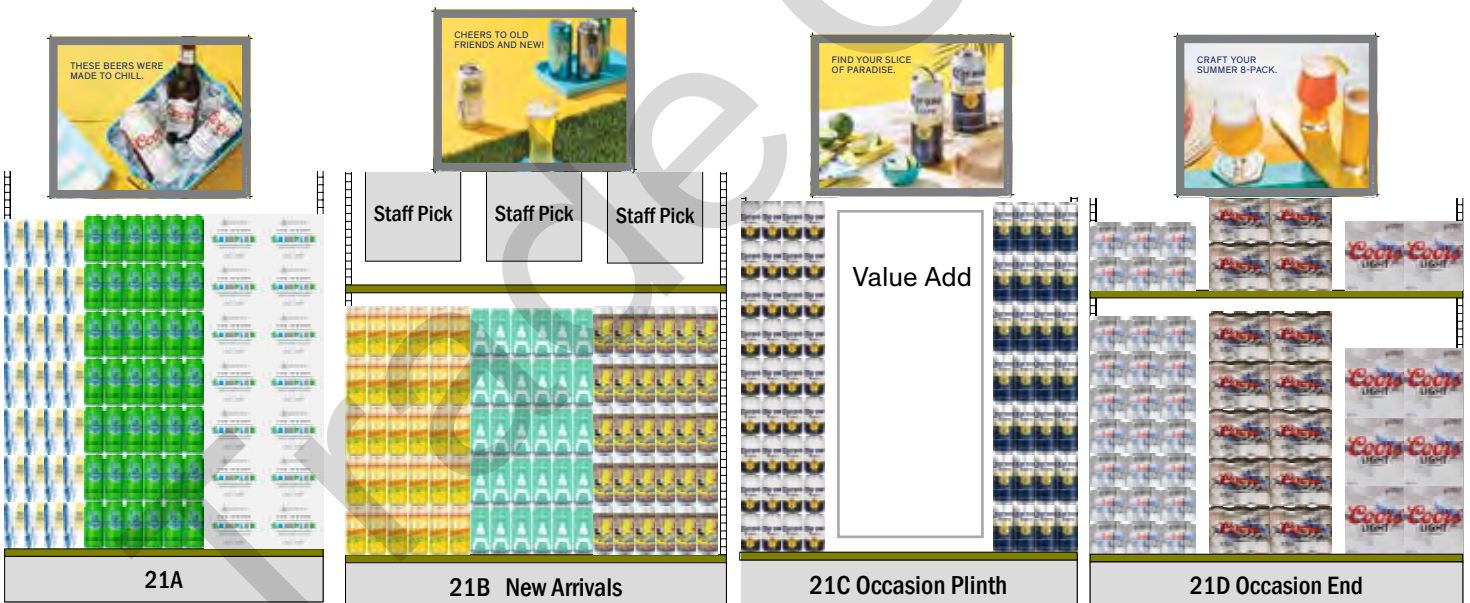
Location	LCBO#	Description	Size (mL)	Supplying Source / Distributor	Offers
21A Plinth (EA - EZA)	492017	Steam Whistle	6 x 473		\$1.50 LTO
	15398	Steam Whistle Steamy Sampler	6 x 473	5577 Steam Whistle Brewing	NEW!
	15778	Steam Whistle Pilsner Shandy	473		NEW!
21B New/ Seasonal (EA - EZB)	16465	Ace Hill Low-Cal Mexican Lager	4 x 355	196 Ace Hill Beer Company	
	14812	Great Lakes Brewery - Haze Mama	473	1929 Great Lakes Brewing Co. Inc.	
	14953	Amsterdam Fria Cerveza	473	3842 Amsterdam Brewing Company	
21C Plinth (EA - EZH)	460634	Corona Extra	6 x 473	3842 Amsterdam Brewing Company	
	56804	Corona Extra	6 x 355	LCBO Warehouse	\$1.00 LTO
*Value Add: Free beach bag with the purchase of two 6-pack Corona Extra.					
21D End Aisle (EA - EZD)	300681	Coors Light	6 x 473		\$1.00 LTO
	906560	Coors Light	6 x 341	275 - The Beer Store	
	15680	Coors Light Minis	4 x 222		NEW!

Signage Components

- Steam Whistle Backer Card BIL (DMS-21P3-EZ1)
- Steam Whistle Transparency ENG (DMS-21P3-EZ2) / BIL (DMS-21P3-EZ3)
- Generic Backer Card BIL (DMS-21P3-EZ4)
- Corona Backer Card BIL (DMS-21P3-EZ5)
- Coors Light Backer Card BIL (DMS-21P3-EZ10)
- Coors Light Transparency ENG (DMS-21P3-EZ11) / BIL (DMS-21P3-EZ12)
- Pricer Cards ENG (DMS-21P3-EZ6) / BIL (DMS-21P3-EZ7)
- Shelf Talkers ENG (DMS-21P3-EZ8) / BIL (DMS-21P3-EZ9)

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.



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 & P6.

NEW blade signs will be shipped to all participating stores by the start of Period 3.

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)

P3 Signage Components:

- Corona Blade Sign ENG/BIL (21P3-BCB4) / BIL (21P3-BCB7)
- Heineken Blade Sign ENG/BIL (21P3-BCB5) / BIL (21P3-BCB8)
- Stella Artois Blade Sign ENG/BIL (21P3-BCB6) / BIL (21P3-BCB9)

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 (May 24 - June 20)

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	Size (mL)	Offers	Distributor
15117	Muskoka Survival Pack	6 x 473		LCBO Warehouse
647859	Beaus Lug Tread	6 x 473	LTO	275 - The Beer Store
556688	Collective Arts Life In The Clouds	473		4678 - Collective Arts Brewing Limited
492009	Steam Whistle Can	473		5577 - Steam Whistle Brewing
921296	Wellington Helles Lager	473		4826 - Wellington County Brewery Inc
450239	Whitewater Brewing Farmer's Daughter	473		8454 - Whitewater Brewing Company

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)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
15598	Kuchlbauer Turmweisse	500
15599	Le Bilboquet Billy Bishop IIPA	473
15641	Trou du Diable L'Ours Barrel-Aged	750
15662	Oshlag Vox Populi Kettle Sour Brunch Berliner	355
15600	Omer Vander Ghinste Rose Max des Jacobins	250
15603	Deschutes Da Shootz! American Pilsner	568
15604	Cigar City Margarita Gose	4 x 355
15605	Harviestoun Bitter & Twisted	330



Example

LCBO#	Description	Size (mL)
15606	Kona Hanalei IPA	2130
15607	Lickinghole Creek Sunflower Saison	750
211284	Gouden Carolus Hopsinjoor	330
15609	Brewdog Lost Lager	473
15611	Stone Tropic of Thunder Lager	568
15645	Trou du Diable MacTavish in Memoriam	600

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

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.



ONTARIO WINES

① Ontario Wines Popular Pick

The Popular Pick program has ended, effective P1.

② 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)
134957	Open Cab 2 Merlot VQA	750 mL
145417	Pelee Island Lighthouse Riesling VQA	750 mL

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

Participating Stores

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

Key Dates: May 24 - June 20

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-21P3-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:

- Pricer Cards ENG/BIL (Re-order # DMS-21P3-OWP1)
- Install the shelf talkers in-section in front of the participating products.



End Aisle Backer Card

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.

3 Our Wine Country Program

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-21P3-OWP2)

Participating Products

LCBO#	Description	Size (mL)	Offer
145441	Pelee Island Lighthouse Cabernet Franc VQA	750 mL	\$1.00
244616	Sandbanks Rosé VQA	750 mL	\$2.00
469304	13th Street Burger Blend Riesling Pinot Grigio VQA	750 mL	\$2.00
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750 mL	\$1.00

Participating Stores

Key Dates: May 24 - June 20

Please refer to the P3 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)

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

Merchandising Instructions:

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



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.

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 P3 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.



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 without LTO Offers)

Participating Stores

Please refer to the online worksheets for store participation list.

Participating Products

LCBO#	Description	Size (mL)	LTO
316570	Oyster Bay Sauvignon Blanc	750	\$3.00
951319	Bollini Pinot Grigio	750	\$2.00

Program Schedule

Period 3 (Branded Backer Card with Offer)

Stores will receive a new branded backer card and pre-printed SAVE shelf talkers to highlight the LTOs on the participating SKUs.

Signage Components



Branded 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.



Pre-printed shelf talker (re-order# DMS-21P3-VINT1)

- Install the P3 SAVE 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. **The LTO (and associated program signage) is valid for the first period only.**
- Stores will receive a program signage kit one week prior to the start of the period containing the program backer card and pre-printed 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 (May 30th and June 13th 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)
MAY 30 RELEASE		
13030	Shanahans The Old Dog Shiraz 2016	750 mL
166512	Valdemar Inspiración Selección 2015	750 mL
JUNE 13 RELEASE		
14392	Daou Vineyards Cabernet Sauvignon 2017	750 mL
633081	Château du Breuil 2014	750 mL

Merchandising Instructions

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

Signage Components

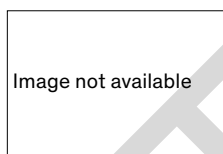


Year-round backer card kit ENG/BIL

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.

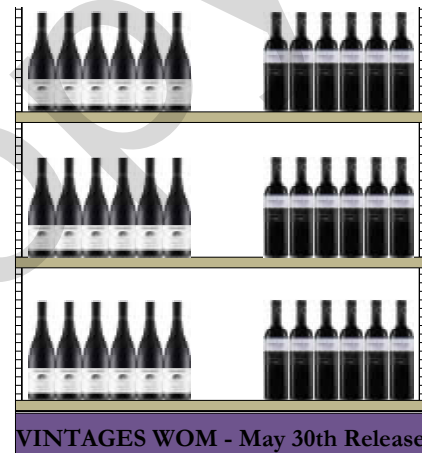
Re-order Codes

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 (May 25 to June 21, 2020)



BAM (May 24 to June 20, 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
659607	Mitolo Jester Shiraz	750		\$22.95	10
694208	Pérez Cruz Reserva Cabernet Sauvignon	750		\$14.95	8
177824	13th Street Gamay	750	\$19.95	\$17.95	\$2.00
951319	Bollini Pinot Grigio	750	\$18.95	\$16.95	\$2.00
985002	Catena Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00
462846	Columbia Crest Grand Estates Chardonnay	750	\$17.95	\$14.95	\$3.00
164491	Fielding Unoaked Chardonnay	750	\$15.95	\$14.95	\$1.00
258673	G. Marquis The Silver Line Pinot Noir	750	\$19.95	\$17.95	\$2.00
479014	Gran Feudo Reserva	750	\$18.95	\$16.95	\$2.00
461699	Henry of Pelham Speck Family Reserve Baco Noir	750	\$24.95	\$22.95	\$2.00
991950	Kim Crawford Chardonnay	750	\$19.95	\$17.95	\$2.00
626390	Kim Crawford Pinot Noir	750	\$22.95	\$19.95	\$3.00
292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$23.95	\$20.95	\$3.00
452672	Luigi Bosca Malbec	750	\$18.95	\$16.95	\$2.00
559088	Malivoire Ladybug Rosé	750	\$16.95	\$14.95	\$2.00
316570	Oyster Bay Sauvignon Blanc	750	\$19.95	\$16.95	\$3.00
106450	Santa Margherita Pinot Grigio	750	\$19.95	\$17.95	\$2.00
425488	Sella & Mosca Cannonau di Sardegna Riserva	750	\$17.95	\$15.95	\$2.00
608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$27.95	\$24.95	\$3.00
172643	Tawse Sketches of Niagara Rosé	750	\$17.95	\$15.95	\$2.00
121749	Taylor Fladgate 10-Year-Old Tawny Port	750	\$35.95	\$31.95	\$4.00
149237	The Foreign Affair The Conspiracy	750	\$21.95	\$18.95	\$3.00
419770	Wines of Substance Cabernet Sauvignon	750	\$23.95	\$21.95	\$2.00

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: May 24 - June 20

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

Participating Product

LCBO#	Description	Size (mL)	Offer
177824	13th Street Gamay	750 mL	\$2.00

Signage Components & Merchandising Instructions

Signage reorder code: DMS-21P3-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 May 24, 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 June 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 Gifting Summer

(Summer, Father's Day & Canada Day)






How to Merchandise

SUMMER REUSEABLE BAGS

The Summer Reuseable Bottle Bags will ship to stores to arrive in P3. Details will be communicated in the Retail Blast. Distribution by store will be available on the P3 Worksheets.

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	Joiy 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

BAM PROMOTION (BP-SBC)

May 24 - June 20

Key Dates (May 24 - June 20)

Participating Stores

All Stores

Participating Products

LCBO#	Description	Size (mL)	BAM Offers
552505	Canyon Road Cabernet Sauvignon	750	6
668228	Sangre De Toro Tempranillo	750	10
103747	Maker's Mark Kentucky Bourbon	750	20
326025	Basil Hayden Kentucky Bourbon	750	30
10937	Forty Creek Double Barrel Reserve Whisky	750	20
53082	Alberta Pure Vodka	1750	20
636035	Summit Vodka	750	10
14355	Appleton Estate 12 Year Old Rare	750	25



NOTE: All products will be promoted in a virtual block pile on LCBO.com and will have an ONLINE ONLY offer of "Buy any two and get 2X miles."

Signage Components

- Backer Card ENG (Re-order # DMS-21P3-BPC9)
- Pricer Cards ENG (Re-order # DMS-21P3-BPC5) / BIL (Re-order # DMS-DMS-21P3-BPC6)
- Shelf Talkers ENG (Re-order # DMS-21P3-BPC7) / BIL (Re-order # DMS-21P3-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. 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



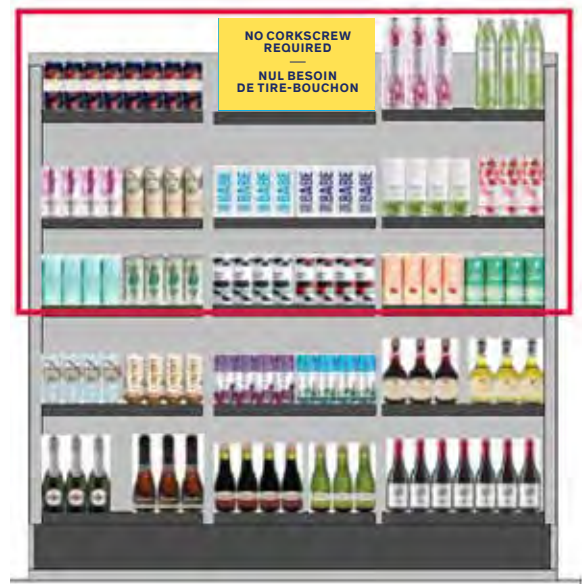
Sample Half Wine In Cans
FEM Planogram

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.
- Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.


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.


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)
Flex Space Europe - "Sippers from Germany" is a sold program. Participation is mandatory.

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.**

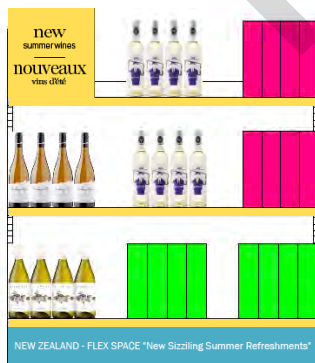
**EUROPE - Italy/SE Flex Space
Sippers from Germany**



**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.

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 (May 24 - June 20)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
446468	Ketel One	375	\$2.00 LTO

Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-21P3-CRSD1) / BIL (Re-order # DMS-21P3-CRSD2)
- Riser Wrap (Re-order # DMS-21P3-CRSD3)
- Pricer Cards ENG (Re-order # DMS-21P3-CRSD4) / BIL (Re-order # DMS-21P3-CRSD5)

Merchandising Instructions

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



SHOPPING CART SIGN

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

Key Dates

Check 25 & 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)






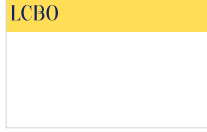



Merchandising Instructions

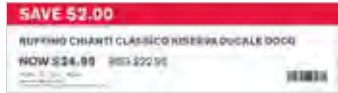



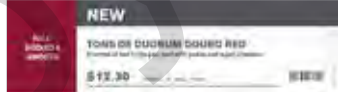
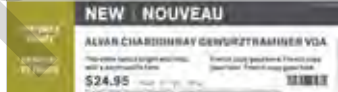


- Display the “E-Commerce” sign on the inside of the shopping cart.

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><i>Information coming soon!</i></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

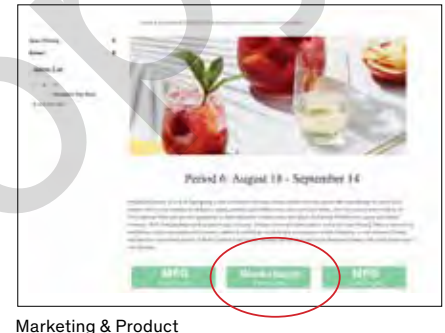
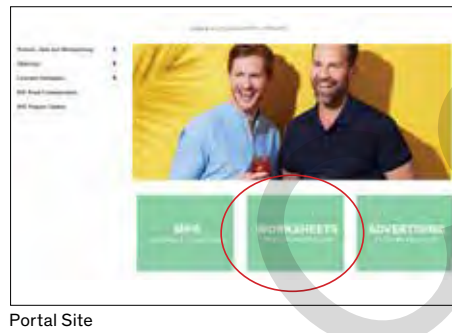
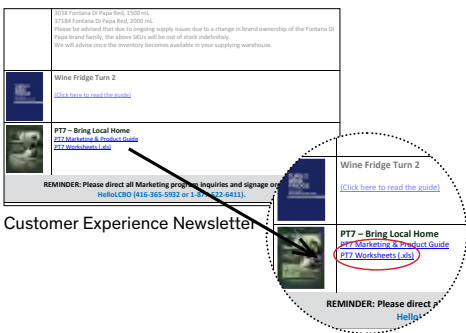
Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Branded Pre-printed Shelf Talkers EA 1-20	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P3-ST1 BIL: DMS-21P3-ST2	
On Shelf	Regular Program Pre-printed Extender Strips (65 versions)	Extender Strips 12" w x 2½" h Price/No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

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.



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		No Offer This Week		
DOTW #2	295139	Alamos Malbec	750	
DOTW #3	492520	Bacardi 8YO Reserva Gold	750	
DOTW #4	21097	The Glenlivet 12 Yr Malt	750	
1	14481	Collective Arts Artisanal Gin Lemon & Thyme Soda	355	
	14485	Ace Hill Lemon Vodka Soda	355	
	14493	Cottage Springs Raspberry Spiked Water	355	
	14510	Dejado Tequila Soda Lime	473	
	14518	Tequila Tromba Soda And Lime	473	
	14524	Georgian Bay Strawberry Smashed Soda	473	
	14617	Smirnoff Vodka & Soda Raspberry Rose	1420	
	14715	Good Sunday Dry Gin Soda Grapefruit	473	
	2	302810	Heineken 6 Pk Tc+	3000
367938		Stella Artois 6 Pk Tc+	3000	LTO
535294		Grolsch Premium Lager +	500	LTO
3	14486	White Claw Hard Seltzer Black Cherry	473	
	14487	White Claw Hard Seltzer Mango	473	
	14488	White Claw Hard Seltzer Natural Lime	473	
4	311779	Bud Light 6 Pk Tc	2838	LTO
	486142	Sleeman Clear 2.0 Shrink Pack	2838	VA
	496968	Michelob Ultra 6pkcan	2838	LTO
5	14502	Snapple Spiked Sparkling Lemon Tea	473	
	14534	Twisted Tea Peach 473ml	473	
	14938	American Vintage Blueberry	473	
6	544833	Miller Genuine Draught 6pk-B	2130	LTO
	904409	Molson Canadian.	473	LTO
	905976	Budweiser	473	LTO
7	10574	Brickworks Lemonade Cider Radler	473	LTO
	560532	Strongbow Cider	500	LTO
8	14470	Bacardi Limon & Lemonade	355	
	14503	Mott's Clamato Caesar Sweet & Spicy	458	
	14525	Georgian Bay Raspberry Rhubarb Vodka Smash	473	
9	15041	Innis & Gunn Original	3000	
	84210	Mill Street Original Organic Lager 6 Pk-B	2046	LTO
	541243	Creemore Springs Premium Lager 6pk C	2838	
10	267773	Hop City Barking Squirrel Lager	473	LTO
	450312	Collective Arts Ransack The Universe Ipa	473	
	573550	Nickel Brook Wicked Awesome New England Ipa	473	LTO

Display Programs

Location	LCBO#	Description	Size (mL)	Support Programs
11	401315	Jose Cuervo Especial Silver	1140	LTO
	450932	Jose Cuervo Tradicional Reposado	750	LTO
12	13587	Bacardi Gold	1140	VA
	13588	Bacardi Gold	750	
	520312	Bacardi Gold	1750	VA
13	146548	Villa Maria Private Bin Pinot Noir	750	LTO
	261099	Inniskillin Pinot Noir Vqa	750	LTO
	1743	Ruffino Chianti	750	LTO
14	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	LTO
	12385	Glenfiddich Single Malt 12 Year Old	750	BAM
	605972	Glenfiddich Single Malt 15 Year Old	750	LTO
15	225243	Stolichnaya Vodka	750	LTO
	254631	Stolichnaya Elit Vodka	750	LTO
	272716	Stolichnaya Vodka	1750	LTO
16	216887	Freixenet Carta Nevada Brut Cava	750	LTO
	229039	Yellow Tail Bubbles	750	LTO
	492959	Rosehall Run Pixie Sparkling Rose Vqa	750	LTO
17	15349	Jack Daniels Apple	750	BAM
	260323	Jack Daniel's Honey	750	
	416693	Jack Daniel's Tennessee Fire	750	
18	10393	Legent	750	LTO
	465484	Toki	750	VA
	636209	Roku Gin	750	LTO
	638486	Haku Vodka	750	BAM
19	40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	LTO
	270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	LTO
	492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	LTO
20	107359	Auchentoshan 12 Year Old Single Malt Scotch	750	LTO
	330803	Bowmore 12 Year Old Islay Single Malt	750	LTO
	479980	Macallan 12 Yo Double Cask	750	LTO

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

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65	66		
R1	Vodka A	210286	Russian Standard Vodka	1140	LTO										Y	Y
R2	Vodka B	358192	Bruichladdich The Botanist Islay Dry Gin	750	LTO					Y	Y	Y	Y	Y	Y	Y
R3	Vodka C	12476	Prince Igor Vodka (P.E.T)	1140	BAM				Y	Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	212282	Luksusowa Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	137117	Russian Standard Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	369793	Mount Gay Eclipse Rum	750	LTO											Y
R7	Rum B	617688	Captain Morgan Original Spiced Rum	1140	LTO					Y	Y	Y	Y	Y	Y	Y
R8	Rum C	283929	Captain Morgan Black Spiced Rum	750	LTO					Y	Y	Y	Y	Y	Y	Y
R9	Rum D	548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	LTO					Y	Y	Y	Y	Y	Y	Y
R10	Rum E	1206	Bacardi Gold Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	438598	Dewar's 12 Year Old	750	LTO										Y	Y
R12	Canadian Whisky B	573402	Bearface 7yo Triple Oak Canadian Whisky	750	LTO					Y	Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	311928	Canadian Club Classic 12 Year Old	750	LTO					Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	403519	Crown Royal Apple	750	LTO					Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	457572	Gibson's Finest Bold 8y.O	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	387316	The Balvenie 12 Yr. Doublewood	750	BAM					Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	255281	Aberfeldy 12 Year Old	750	BAM	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	316844	Bombay Sapphire London Dry	750						Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	380899	Jack Daniel's Tennessee Honey	1140	LTO									Y	Y	Y
R20	Liqueurs B	519298	Wayne Gretzky Cream Whisky	750	LTO					Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	267187	Jose Cuervo Especial Gold	750	LTO					Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	605956	Baileys Irish Cream Liqueur	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	384867	Cognac Gautier Vs	750	LTO											Y
R24	Brandy B	2253	Disaronno Amaretto	750	VA					Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	173559	Tequila Don Julio Reposado	750	LTO									Y	Y	Y
R26	Ontario Blend A	63313	Peller Family Vineyards Dry White Crtn	1000	LTO					Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	135970	Pelee Island Gewurztraminer	750	LTO					Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	459917	Peller Family Vineyards Rose	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	414748	Sandbanks Summer White Vqa	750	LTO									Y	Y	Y
R30	Ontario Non-VQA B	486001	Xoxo Pinot Grigio Sangria	750	LTO									Y	Y	Y
R31	Ontario Non-VQA C	355933	Black Cellar Shiraz Cabernet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	637207	Pelee Island Shiraz/Cabernet	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	65367	Eastdell Pinot Grigio Vqa	750	LTO										Y	Y
R34	Ontario VQA B	426577	Sprucewood Shores Pinot Grigio Vqa	750	LTO										Y	Y
R35	Australia/New Zealand A	461525	19 Crimes Cabernet Sauvignon	750	LTO										Y	Y
R36	Australia/New Zealand B	417600	Riverlore Sauvignon Blanc Marlborough	750	LTO										Y	Y
R37	Australia/New Zealand C	619452	Matua Hawke's Bay Sauvignon Blanc	750	LTO					Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	265157	Jacob's Creek Moscato	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	541979	Three Thieves Pinot Grigio	750	LTO					Y	Y	Y	Y	Y	Y	Y
R40	USA B	55517	Smoking Loon Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	429761	Santa Julia Reserva Malbec	750	LTO										Y	Y
R42	Chile B	647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders																	
					15	20	30	40	45	50	55	60	65									
R43 France Blend A	51573	Bouchard Pere & Fils Macon-Lugny St-Pierre	750	LTO																	Y	
R44 France Blend B	216960	Segura Viudas Brut Reserva Cava Sparkling	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	620989	Hoya De Cadenas Reserva, Utiel-Requena	750	LTO																Y	Y	
R46 France South B	270363	Castillo De Almansa Reserva, Almansa	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/ Burgundy A	481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO																Y	Y	Y
R48 Italy Central A	2881	Pisse-Dru Beaujolais	750	LTO																Y	Y	
R49 Italy Central B	99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	620617	Collavini Pinot Grigio	1500	LTO										Y	Y	Y	Y	Y	Y	Y	Y	
R51 Italy North B	622134	Perrin La Vieille Ferme Rose Ventoux Aoc	750					Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	LTO																	Y	
R53 Southern Europe B	564674	Masi Modello Pinot Grigio Delle Venezia Doc	750	LTO																Y	Y	Y
R54 Germany A	384651	Martini Prosecco Sparkling	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	628198	Finimondo Rosso Igt Sicily	750	LTO																Y	Y	Y
R56 Sparkling B	667089	Peller Family Vineyards Pinot Grigio	750	LTO									Y	Y	Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	15119	Creemore Springs Lager 6x355ml	2130																	Y	Y	
R58 Ontario Beer B	478255	Cracked Canoe Single Can+	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	10521	Big Rock -Agd Lager	473																		Y	
R60 Beer 2	614909	Kozel Beer +	500	LTO									Y	Y	Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	10437	Ace Hill Lime Radler	473	LTO									Y	Y	Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	558940	Miller Lite 6x473	2838	LTO									Y	Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	649186	Hey Yall Southern Style Hard Iced Tea	458	LTO									Y	Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	4606	Vodka Mudshake Creamy Vanilla	1080	LTO									Y	Y	Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	14529	Muskoka Spirits Hard Sparkling Water Mix Pack	1420	BAM		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Community Extender 1	628990	Tito's Handmade Vodka	1140	LTO	Glazer's Of Canada
C2: Community Extender 2	377994	Gentleman Jack Tennessee Whiskey	750	LTO	Pma Canada Ltd.
C3: Community Extender 3	326256	Wayne Gretzky Pinot Grigio Vqa	750	LTO	Andrew Peller Limited
C4: Community Extender 4	141432	Sogrape Gazela Vinho Verde	750	LTO	Charton Hobbs Inc
C5: Community Extender 5	392647	Carnivor Cabernet Sauvignon	750	LTO	E&J Gallo Winery Canada Ltd.
C6: Community Extender 6	633271	Gosling's Bermuda Black Seal Rum	750	VA	Pma Canada Ltd.
C7: Community Extender 7	535179	Carolans Irish Cream	375	LTO	Glazer's Of Canada
C8: Community Extender 8	364349	Tomatin 12yo Highland Single Malt	750	LTO	Glazer's Of Canada
C9: Community Extender 9	11571	Xoxo Rose	750	LTO	Andrew Peller Limited
C10: Community Extender 10	302349	Rosemount Diamond Shiraz	750	LTO	Mark Anthony Wine & Spirits

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	577023	Girls' Night Out Rose Vqa Can	250	LTO	Colio Estate Wines
D2: Discovery Wines 2	372391	Leonardo Chianti Fiasco	750	LTO	Dionysus Wines & Spirits Ltd.
D3: Discovery Wines 3	14775	Stel + Mar Premium Red Wine*	250	LTO	Sheep Black Wine Inc.
D4: Discovery BSM 1	15884	Huckle Jack Lager	473	LTO	Mark Anthony Wine & Spirits
D5: Discovery BSM 2	14997	Splash Mixed Berry	355	LTO	Sleeman Brewing & Malting Co.
D6: Discovery BSM 3	649343	Smirnoff Ice Light Original	1420	LTO	Diageo Canada Inc.
D7: Discovery Spirits 1	267161	Jose Cuervo Especial Gold	375	BAM	Proximo Spirits Canada Inc.
D8: Discovery Spirits 2	375568	Deanston Virgin Oak	750	BAM	Pma Canada Ltd.
D9: Discovery Spirits 3	397539	Boodles Gin	750	BAM	Proximo Spirits Canada Inc.

Green Shelf Extender

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	277731	Yealands Sauvignon Blanc Marlborough	750	LTO	Trialto Wine Group Ltd.

IMAGE Shelf Talkers

LCBO#	Description	Size (mL)	Support Program	Agent
255844	Era Montepulciano D'Abruzzo Doc Organic	750		The Case For Wine
12821	Aged Negroni Project	750		Global Beverage Imports
237644	Frisky Zebras Seductive Shiraz	750		Colio Estate Wines
15117	Muskoka Survival Pack	2838		Lakes Of Muskoka Cottage Brewery
201715	Erdinger Weissbier	500		Mcclelland Premium Imports
334052	Stiegl Grapefruit Radler	500		Mcclelland Premium Imports
34595	Patron Silver Tequila	750		Bacardi Canada Inc.
125187	Cazadores Reposado Tequila	750		Bacardi Canada Inc.
363986	Cazadores Blanco Tequila	750		Bacardi Canada Inc.
513069	Glenfiddich Ipa Experiment	750		Pma Canada Ltd.
513077	Glenfiddich Project Xx Experimental Series	750		Pma Canada Ltd.
629352	Glenfiddich Exper Series #4 Fire & Cane	750		Pma Canada Ltd.
669374	Vineland Estates Unoaked Chardonnay Vqa	750		Vineland Estate Wines Ltd.,
10296	High Road Brewing Bronan - Vermont Style Ipa	473		Bitter Waitress Beverage Services
436980	Sawdust City Golden Beach Pale Ale	473		Sawdust City Brewing
569830	Brock Street Pilsner	473		Brock Street Brewing Company

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
1206	Bacardi Gold Rum	750	\$1.00	Shelf Extender
1487	Crown Royal.	750	\$1.50	Feature Fixture
1743	Ruffino Chianti	750	\$3.00	
2881	Pisse-Dru Beaujolais	750	\$2.00	Shelf Extender
4606	Vodka Mudshake Creamy Vanilla	1080	\$1.50	Shelf Extender
7880	Johnnie Walker Black 12 Yr	750	\$3.00	Feature Fixture
9118	Henkell Trocken Piccolo 3x200	600	\$1.50	
10393	Legent	750	\$4.00	End Aisle
10437	Ace Hill Lime Radler	473	\$0.20	Shelf Extender
10574	Brickworks Lemonade Cider Radler	473	\$0.30	End Aisle
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	\$5.00	End Aisle
11164	L. Of Bays Red Sky At Night Peach Cranberry Radler	473	\$0.30	
11571	Xoxo Rose	750	\$1.00	Shelf Extender
11930	Comuna Shiraz Malbec	750	\$1.00	
11933	The Black Shiraz	750	\$2.00	
11935	Zaphy Organic Chardonnay	750	\$1.00	
12589	Canyon Road Sauvignon Blanc	750	\$1.00	
12858	Waterloo Grapefruit Radler..	473	\$0.20	
13305	Solid Ground Cabernet Sauvignon	750	\$2.00	
13493	Trementi Bar Veneto Igp Appassimento	750	\$2.00	
14673	Gerard Bertrand Gris Blanc Rose*	750	\$2.00	
14681	Babe Rose With Bubbles*	250	\$0.25	
14682	Babe Grigio With Bubbles*	250	\$0.25	
14775	Stel + Mar Premium Red Wine*	250	\$1.00	Shelf Extender
14910	Bushmills Irish Whiskey	750	\$2.00	
14997	Splash Mixed Berry	355	\$0.20	Shelf Extender
15186	Coors Organic 473ml	473	\$0.25	
15400	Old Milwaukee Ice	2838	\$1.00	
15496	Mill S Essentials Mix Pack (Spring Summer 2020)	2838	\$1.00	
15537	Woodford Reserve Distiller's Select Bourbon	375	\$2.00	
15632	Molson Ultra Minis 4x222ml	888	\$0.50	
15695	Bud Light Strawberry Lemonade	473	\$0.20	
15806	Skyy Vodka	750	\$1.10	
15884	Huckle Jack Lager	473	\$0.15	Shelf Extender
15927	Gib Watermelon Lager	473	\$0.25	FEM
16345	Peller Family Vineyards Cab Merlot Crtn	1000	\$1.50	
24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	\$3.00	
32425	Tanqueray Dry Gin	375	\$1.00	
37861	Pabst Blue Ribbon	473	\$0.20	
38901	Dalmore 12 Yr Old	750	\$10.00	
38927	Jura 12 Year Old Single Malt	750	\$10.00	
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	\$2.00	End Aisle
43588	Folonari Pink Pinot Grigio Venezia Igt	750	\$1.00	
50088	Patron Reposado Tequila	750	\$5.00	
51573	Bouchard Pere & Fils Macon-Lugny St-Pierre	750	\$3.00	Shelf Extender
54866	Bulleit Bourbon Frontier Whiskey	750	\$3.00	
55517	Smoking Loon Cabernet Sauvignon	750	\$2.00	Shelf Extender
56804	Corona Extra 6pk C+	2130	\$1.00	EZH
61408	Jagermeister	375	\$1.00	
63313	Peller Family Vineyards Dry White Crtn	1000	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
65367	Eastdell Pinot Grigio Vqa	750	\$2.00	Shelf Extender
71746	Tullamore Dew Irish Whiskey	750	\$4.00	
84210	Mill Street Original Organic Lager 6 Pk-B	2046	\$1.25	End Aisle
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	\$2.00	Shelf Extender
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	\$2.00	
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$4.00	End Aisle
110031	Sandbanks Estate Dunes White Vqa	750	\$2.00	
110049	Sandbanks Estate Baco Noir Vqa	750	\$1.00	
113241	Cazadores Anejo Tequila	750	\$3.00	
116327	Grey Goose La Poire Vodka	750	\$3.00	
121749	> 10 Years Old Tawny Port (Taylor Fladgate)	750	\$4.00	
129726	Fish Hoek Sauvignon Blanc	750	\$1.00	
132506	Xoxo Pinot Grigio/Chardonnay	1500	\$1.50	
134916	Ogier Cotes Du Ventoux Rose Aoc	750	\$2.00	
134965	Open Riesling-Gewurztraminer Vqa	750	\$1.00	
135970	Pelee Island Gewurztraminer	750	\$2.00	Shelf Extender
137117	Russian Standard Vodka	750	\$1.50	Shelf Extender
141432	Sogrape Gazela Vinho Verde	750	\$1.00	Shelf Extender
145441	Pelee Island Lighthouse Cabernet Franc Vqa	750	\$1.00	
145490	Cusumano Syrah	750	\$2.00	
146548	Villa Maria Private Bin Pinot Noir	750	\$3.00	End Aisle
149237	>The Conspiracy Ripasso Style (Foreign Affai	750	\$3.00	
159772	Muskoka Hazed And Confused	473	\$0.25	
164491	>V) Chardonnay Unoaked (Fielding Estate)	750	\$1.00	
166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	\$2.00	Shelf Extender
168419	Fuzion Alta Torrontes Pinot Grigio	750	\$2.00	
170134	Banrock Station Pink Moscato Rose	750	\$1.00	
172643	>(V) Sketches Of Niagara Rose (Tawse)	750	\$2.00	
173559	Tequila Don Julio Reposado	750	\$5.00	Shelf Extender
173617	El Jimador Tequila Blanco	750	\$2.00	
175349	Open Rose Vqa	750	\$1.00	
176834	Aperol	750	\$1.00	
177824	>(V)Gamay Noir (Thirteenth Street)	750	\$2.00	OWS
203125	Henkell Rose	750	\$2.00	
210286	Russian Standard Vodka	1140	\$1.75	Shelf Extender
211185	Rockstar Original	473	\$0.55	
211227	Palm Bay Ruby Grapefruit Sunrise Spritz	2130	\$1.00	
211235	Palm Bay Strawberry Pineapple 6 Pk-C	2130	\$1.00	
212282	Luksusowa Vodka	1140	\$1.00	Shelf Extender
214049	Girls' Night Out Strawberry Samba	1500	\$1.00	
215012	Black Tower Rivaner	1000	\$2.00	
215251	Cinzano Rosso Sweet Vermouth	1000	\$1.00	CM
215814	Codorniu Brut Clasico Sparkling	750	\$2.50	
216721	Tanqueray London Dry Gin	1140	\$1.00	
216887	Freixenet Carta Nevada Brut Cava	750	\$1.00	End Aisle
216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$2.00	Shelf Extender
217653	Captain Morgan Original Spiced Rum	1140	\$2.00	
225243	Stolichnaya Vodka	750	\$1.00	End Aisle
229039	Yellow Tail Bubbles	750	\$2.00	End Aisle
233635	Cave Spring Riesling Dry Vqa	750	\$2.00	
244616	Sandbanks Rose Vqa	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
250217	Henry Of Pelham Pinot Grigio Vqa	750	\$2.00	
250266	Girls' Night Out Very Berry Bomba	1500	\$1.00	
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	
254631	Stolichnaya Elit Vodka	750	\$10.00	End Aisle
258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	\$2.00	
261099	Inniskillin Pinot Noir Vqa	750	\$1.00	End Aisle
265157	Jacob's Creek Moscato	750	\$2.00	Shelf Extender
267187	Jose Cuervo Especial Gold	750	\$2.00	Shelf Extender
267773	Hop City Barking Squirrel Lager	473	\$0.20	End Aisle
269985	Illuminati Riparosso Mont D'Abruzzo Doc	750	\$1.50	
270363	Castillo De Almansa Reserva, Almansa	750	\$1.50	Shelf Extender
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	End Aisle
271643	Tequila Tromba Blanco	750	\$3.00	
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$2.00	
272716	Stolichnaya Vodka	1750	\$1.45	End Aisle
273110	Canadian Club & Ginger Ale	473	\$0.25	
275099	Jackson-Triggs Vidal Bag In Box	4000	\$2.00	
277731	Yealands Sauvignon Blanc Marlborough	750	\$2.00	Shelf Extender
283929	Captain Morgan Black Spiced Rum	750	\$2.00	Shelf Extender
289496	Cardhu Single Malt Scotch	750	\$5.00	
291971	Villa Wolf Pinot Noir Pfalz	750	\$2.00	
292151	>(V) Cab Sauvignon Sonoma Louis M. Martini	750	\$3.00	
296244	Guinness Draught 4 Pk-C +	1760	\$1.00	
300681	Coors Light 6 Pk-Tc	2838	\$1.00	EZD
302349	Rosemount Diamond Shiraz	750	\$2.00	Shelf Extender
302810	Heineken 6 Pk Tc+	3000	\$1.20	End Aisle
308486	Angels Gate Pinot Noir Vqa	750	\$2.00	
311779	Bud Light 6 Pk Tc	2838	\$1.00	End Aisle
311928	Canadian Club Classic 12 Year Old	750	\$3.00	Shelf Extender
316570	> (V) Sauvignon Blanc Oyster Bay (Delegat's)	750	\$3.00	VL1
321760	Smirnoff Ice 1l Pet	1000	\$1.00	
326256	Wayne Gretzky Pinot Grigio Vqa	750	\$1.50	Shelf Extender
330803	Bowmore 12 Year Old Islay Single Malt	750	\$4.00	End Aisle
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	
331371	Peller Family Vineyards Cabernet Sauv 4l	4000	\$3.00	
337881	Paulaner Hefe-Weissbier.	500	\$0.25	
338855	Bodacious Smooth Red	750	\$1.00	
348680	Bersano Costalunga Barbera D'Asti Docg	750	\$2.50	
355933	Black Cellar Shiraz Cabernet	750	\$1.00	Shelf Extender
358184	Tanqueray Rangpur Gin	750	\$3.00	
358192	Bruichladdich The Botanist Islay Dry Gin	750	\$3.00	Shelf Extender
358838	Wakefield Promised Land Cabernet Sauvignon	750	\$2.00	
364349	Tomatin 12yo Highland Single Malt	750	\$3.00	Shelf Extender
365270	Crystal Head Vodka	1750	\$12.00	
366666	El Dorado 8 Yo Cask Aged Demerara Rum.	750	\$3.00	
367938	Stella Artois 6 Pk Tc+	3000	\$1.00	End Aisle
369009	Pinnacle Vodka	750	\$1.00	
369793	Mount Gay Eclipse Rum	750	\$3.00	Shelf Extender
370536	Eristoff Clear Cut Vodka Soda	473	\$0.25	
372391	Leonardo Chianti Fiasco	750	\$2.00	Shelf Extender
377275	Innis & Gunn Lager+	500	\$0.30	
377994	Gentleman Jack Tennessee Whiskey	750	\$5.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
380899	Jack Daniel's Tennessee Honey	1140	\$4.00	Shelf Extender
384651	Martini Prosecco Sparkling	750	\$2.00	Shelf Extender
384867	Cognac Gautier Vs	750	\$3.00	Shelf Extender
386789	Casamigos Tequila Blanco	750	\$4.00	
392647	Carnivor Cabernet Sauvignon	750	\$2.00	Shelf Extender
398479	1800 Reposado	750	\$2.00	
399428	Jackson-Triggs Sauvignon Blanc	1500	\$1.50	
400754	Iceberg Vodka	750	\$1.00	
401315	Jose Cuervo Especial Silver	1140	\$3.00	End Aisle
403519	Crown Royal Apple	750	\$2.00	Shelf Extender
407668	Shiny Apple Cider	473	\$0.20	
408286	Lolea No 1 Red Sangria Spain*	750	\$2.00	
409490	Singleton Of Dufftown 12 Year Old	750	\$4.00	Feature Fixture
409631	Luccarelli Primitivo Puglia Igt	1500	\$3.00	
414748	Sandbanks Summer White Vqa	750	\$2.00	Shelf Extender
417600	Riverlore Sauvignon Blanc Marlborough	750	\$2.25	Shelf Extender
418582	Pommies Farmhouse Cider	473	\$0.25	
419770	>(V) Cab Sauv Wines Of Substance (Charles Smith)	750	\$2.00	
425488	> (V)Cannonau Riserva Sardinia (Sella& Mosca	750	\$2.00	
426577	Sprucewood Shores Pinot Grigio Vqa	750	\$1.00	Shelf Extender
429761	Santa Julia Reserva Malbec	750	\$2.00	Shelf Extender
438598	Dewar's 12 Year Old	750	\$5.00	Shelf Extender
445825	Jacob's Creek Moscato Rose Sparkling	750	\$2.00	
446468	Ketel One	375	\$2.00	
446567	Iceberg Vodka Pet	750	\$1.00	
448548	Hardys Stamp Series Riesling/Gewurztraminer	750	\$1.00	
450932	Jose Cuervo Tradicional Reposado	750	\$3.00	End Aisle
450981	Pelee Island Lola Blush Sparkling Vqa	750	\$2.00	
451476	Dixon's Silvercreek Vodka	750	\$2.70	
452615	Herradura Reposado Tequila	750	\$10.00	
452672	>V)Malbec Luigi Bosca (Leoncio Arizu)	750	\$2.00	
454074	Olmecca Altos Plata	750	\$2.00	
457572	Gibson's Finest Bold 8y.O	750	\$3.00	Shelf Extender
459917	Peller Family Vineyards Rose	1500	\$1.00	Shelf Extender
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00	
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	Shelf Extender
461699	>(V)Baco Speck Family Reserve	750	\$2.00	
462846	>(V) Chardonnay Columbia Crest Grand Estates	750	\$3.00	
462861	Trapiche Pure Black Malbec	750	\$2.00	
469304	13th Street Burger Blend Ries. P. Grigio Vqa	750	\$2.00	
472332	Wayne Gretzky Red Cask Whisky	750	\$4.00	
472555	F Lurton Fumees Blanches Sauv Bl Vdfrance	750	\$2.00	
478255	Cracked Canoe Single Can+	473	\$0.25	Shelf Extender
479014	> (V) Gran Feudo Reserva	750	\$2.00	
479980	Macallan 12 Yo Double Cask	750	\$5.00	End Aisle
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	Shelf Extender
485169	Colio Blush Rose	1500	\$1.00	
486001	Xoxo Pinot Grigio Sangria	750	\$1.00	Shelf Extender
488593	Relax Bubbles	750	\$2.00	
491746	Cabana Coast Moscow Mule	473	\$0.20	
492017	Steam Whistle 473x6-Can+	2838	\$1.50	EZA
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	\$5.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
492959	Rosehall Run Pixie Sparkling Rose Vqa	750	\$2.00	End Aisle
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	\$2.00	
496950	Rolling Rock 6x473 +	2838	\$1.00	
496968	Michelob Ultra 6pkcan	2838	\$1.00	End Aisle
497214	Ardiel Dry Apple Cider	473	\$0.25	
501080	Bend In The River Riesling	750	\$2.00	
519298	Wayne Gretzky Cream Whisky	750	\$3.00	Shelf Extender
522730	Strewn Chardonnay Barrel-Aged Vqa	750	\$1.00	
533026	Masi Modello Merlot Trevenezie lgt	750	\$2.00	
533307	Silk & Spice Red	750	\$2.00	
534230	Beringer Founders Estate Chardonnay	750	\$2.00	
535179	Carolans Irish Cream	375	\$1.50	Shelf Extender
535294	Grolsch Premium Lager +	500	\$0.25	End Aisle
535682	Jackson-Triggs Reserve Series Pinot Grigio Vqa	750	\$1.00	
536789	Golden Pheasant Beer	500	\$0.25	
539536	Dachshund Pinot Grigio, Rheinhessen	750	\$2.00	
541979	Three Thieves Pinot Grigio	750	\$2.00	Shelf Extender
544833	Miller Genuine Draught 6pk-B	2130	\$1.30	End Aisle
546564	Sapporo Premium Beer+	650	\$0.40	
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	\$2.00	Shelf Extender
554436	Crafty Elk Hard Juice Cranberry, Blueberry & Acai	355	\$0.20	
556712	Girls' Night Out White Sangria	750	\$1.00	
556951	Chateau Des Charmes Cabernet Merlot Vqa	750	\$2.00	
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	\$3.00	
558940	Miller Lite 6x473	2838	\$1.00	Shelf Extender
559088	>(V) Rose Ladybug (Malivoire Wine Co.)	750	\$2.00	
560532	Strongbow Cider	500	\$0.25	End Aisle
561100	Josh Cellars Chardonnay	750	\$2.00	
561381	Pelee Island Pinot Grigio Bag In Box	3000	\$5.00	
564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	\$1.50	Shelf Extender
565713	Reif Estate Cabernet/Merlot Vqa	750	\$2.00	
568436	Growers Cider Stone Fruit	473	\$0.30	
573402	Bearface 7yo Triple Oak Canadian Whisky	750	\$5.00	Shelf Extender
573550	Nickel Brook Wicked Awesome New England Ipa	473	\$0.25	End Aisle
577023	Girls' Night Out Rose Vqa Can	250	\$0.25	Shelf Extender
588053	Il Prosecco	750	\$3.00	
593905	Kittling Ridge White Zinfandel Vidal	1500	\$1.75	
605162	Broker's Premium London Dry Gin	750	\$2.00	
605600	Grand Marnier	1140	\$5.00	
605931	Grant's Family Reserve	1140	\$7.00	
605956	Baileys Irish Cream Liquor	1140	\$2.00	Shelf Extender
605972	Glenfiddich Single Malt 15 Year Old	750	\$5.00	End Aisle
608653	>V)Chardonnay Rus River Ranches(Sonoma Cutrer	750	\$3.00	
611392	Mott's Clamato Caesar Extra Spicy 6 Pk-C	2046	\$1.25	
611400	Mott's Clamato Caesar Original 6 Pk-C	2046	\$1.25	Block Pile
614909	Kozel Beer +	500	\$0.20	Shelf Extender
617688	Captain Morgan Original Spiced Rum	1140	\$2.00	Shelf Extender
619452	Matua Hawke's Bay Sauvignon Blanc	750	\$3.00	Shelf Extender
620617	Collavini Pinot Grigio	1500	\$3.50	Shelf Extender
620989	Hoya De Cadenas Reserva, Utiel-Requena	750	\$1.50	Shelf Extender
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	
621888	Relax Riesling, Mosel	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
626390	>Kim Crawford Marlborough Pinot Noir	750	\$3.00	
628198	Finimondo Rosso Igt Sicily	750	\$2.00	Shelf Extender
628990	Tito's Handmade Vodka	1140	\$3.00	Shelf Extender
634345	Rapitala Grillo Organic Doc Sicily	750	\$2.00	
634899	Dixon's Wicked Citrus Gin.	750	\$2.00	
635227	Liberty Village Dry Cider	473	\$0.25	
636209	Roku Gin	750	\$4.00	End Aisle
637207	Pelee Island Shiraz/Cabernet	1500	\$1.00	Shelf Extender
638254	Gato Negro Pinot Noir	750	\$1.00	
643775	Ravage Cabernet Sauvignon	750	\$2.00	
647313	Joiy Rose Sparkling*	250	\$0.50	
647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	\$2.00	Shelf Extender
647859	Beaus Lug Tread 6x473	2838	\$1.00	
648584	Frisky Beaver Chardonnay Vqa	750	\$1.00	
649186	Hey Yall Southern Style Hard Iced Tea	458	\$0.25	Shelf Extender
649343	Smirnoff Ice Light Original	1420	\$1.00	Shelf Extender
649376	Social Lite Field Strawberry	1420	\$1.00	Block Pile
665299	Stormy Bay Cabernet Sauvignon	750	\$1.50	
666883	Henninger Lager	3000	\$1.00	
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	Shelf Extender
676775	Lech Beer +	500	\$0.15	
697268	Belgian Moon Mango Wheat	473	\$0.25	
903021	Volcan Blanco	750	\$3.00	
904409	Molson Canadian.	473	\$0.20	End Aisle
905976	Budweiser	473	\$0.20	End Aisle
907758	Bulldog Gin	750	\$3.00	CM
951319	>(V) Pinot Grigio Bollini (Empson)	750	\$2.00	VL1
985002	> Cab Sauv Catena Mendoza (Bodegas Esmeralda)	750	\$2.00	
991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	\$2.00	

Value Added Program – Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 x 50ml	34637
350207	Forty Creek Copper Pot Reserve Whisky	1140	Appleton Estate Rum 50ml	350207
350629	Forty Creek Barrel Select Whisky	1140	Forty Creek Spike 50ml	350629
363507	Prince Igor Extreme Vodka	1750	Forty Creek Spike 100ml	363507
390260	Appleton Estate V/X Signature Blend	1750	Appleton Estate Rum 2x50ml	390260
397091	Forty Creek Copper Pot Reserve	1750	Appleton Estate Rum 2x50ml	397091
454462	Banff Ice Vodka	1750	Banff Ice 2 x 50ml	454462
460634	Corona 6 Pk-Tc+	2838	Complimentary cooler bag with the purchase of two Corona 6x473ml packs	460634
437772	Belvedere Vodka	750	Summer Sleeve	437772

Value Added Program – Sales Applied

LCBO#	Description	Size (mL)	Va Approved
67	Smirnoff Vodka	750	Diageo Canada Inc.
117	Bacardi Superior White Rum	750	Bacardi Canada Inc.
984	Alberta Premium Whisky	750	Beam Suntory
2196	Captain Morgan Dark Rum	750	Diageo Canada Inc.
2253	Disaronno Amaretto	750	Pma Canada Ltd.
5959	Baileys Irish Cream	750	Diageo Canada Inc.
8284	Hennessy Vs Cognac	750	Charton Hobbs Inc
10512	Dujardin Vsop Brandy	750	Pma Canada Ltd.
11248	Baileys Espresso	750	Diageo Canada Inc.
13019	Pendleton Original Whiskey	750	Proximo Spirits Canada Inc.
13480	Baron Samedi Rum	750	Forty Creek Distillery Ltd
13489	Famiglia Pasqua Spumante Rose Romeo & Juliet*	750	Charton Hobbs Inc
13587	Bacardi Gold	1140	Bacardi Canada Inc.
15440	Dab Ultimate Low Carb Beer	3000	Premier Brand, Ltd.
20362	Finlandia Vodka	750	Pma Canada Ltd.
27235	Sauza Gold Tequila	750	Beam Suntory
28506	Fat Bastard Cabernet Sauvignon Pays D'Oc	750	Trajectory Beverage Partners
31757	Smirnoff Vodka (P.E.T.)	750	Diageo Canada Inc.
38505	Smirnoff Vodka	1750	Diageo Canada Inc.
53082	Alberta Pure Vodka (P.E.T)	1750	Beam Suntory
61374	Bushmills Black Bush	750	Proximo Spirits Canada Inc.
88799	Alberta Pure Vodka Pet.	750	Beam Suntory
95935	Grey Goose Vodka	750	Bacardi Canada Inc.
112979	Bacardi Superior White Rum (Pet)	750	Bacardi Canada Inc.
129940	Aviation Gin	750	Glazer's Of Canada
215616	Jack Daniel's Tennessee Whiskey	1140	Pma Canada Ltd.

Value Added Program – Sales Applied

LCBO#	Description	Size (mL)	Va Approved
217190	Grand Macnish.	1140	Trajectory Beverage Partners
217745	Captain Morgan White Rum	1140	Diageo Canada Inc.
217794	Johnnie Walker Red Label.	1140	Diageo Canada Inc.
234039	Captain Morgan Gold Rum (P.E.T.)	1750	Diageo Canada Inc.
250134	Sortilege.	750	Univins And Spirits Canada Inc.
250498	Castello Del Poggio Moscato Frizzante	750	Imprese Inc.
258954	Spicebox	750	Univins And Spirits Canada Inc.
261776	Alpenbitter No 7(P.E.T)	375	Forty Creek Distillery Ltd
267245	Jose Cuervo Especial Gold Tequila	1140	Proximo Spirits Canada Inc.
272161	Devil's Cut	750	Beam Suntory
277954	Campari Aperitivo	750	Forty Creek Distillery Ltd
292177	Phillips Butter Ripple Schnapps	750	Glazer's Of Canada
311936	Canadian Club Classic 12 Year Old	1140	Beam Suntory
318709	Captain Morgan Original Spiced Rum Pet	750	Diageo Canada Inc.
319673	Bombay Sapphire East London Dry Gin	750	Bacardi Canada Inc.
324848	Espolon Tequila Blanco	750	Forty Creek Distillery Ltd
324855	Espolon Tequila Reposado	750	Forty Creek Distillery Ltd
326009	Knob Creek Bourbon	750	Beam Suntory
333070	Islay Mist Scotch 8 Year Old	750	Trajectory Beverage Partners
334110	Ciroc Peach	750	Diageo Canada Inc.
334128	Ciroc Red Berry	750	Diageo Canada Inc.
334151	Bacardi Superior White Rum Pet	1140	Bacardi Canada Inc.
338079	Alize Gold Passion Liquor	750	Charton Hobbs Inc
350207	Forty Creek Copper Pot Reserve Whisky	1140	Forty Creek Distillery Ltd
350629	Forty Creek Barrel Select Whisky	1140	Forty Creek Distillery Ltd
363507	Prince Igor Extreme Vodka	1750	Forty Creek Distillery Ltd
366633	Ron Diplomatico Reserva Exclusiva Rum	750	Charton Hobbs Inc
381954	Smirnoff Citrus Flavoured Vodka	750	Diageo Canada Inc.
382002	Smirnoff Raspberry Flavoured Vodka	750	Diageo Canada Inc.
390260	Appleton Estate V/X Signature Blend	1750	Forty Creek Distillery Ltd
392308	Baileys Vanilla Cinnamon	750	Diageo Canada Inc.
397091	Forty Creek Copper Pot Reserve	1750	Forty Creek Distillery Ltd
398016	Dr. McGillicuddy Intense Peach	750	Charton Hobbs Inc
398032	Dr. McGillicuddy Intense Butterscotch	750	Charton Hobbs Inc
400242	Baileys Chocolate Cherry	750	Diageo Canada Inc.
400259	Baileys Salted Caramel	750	Diageo Canada Inc.
417576	Stock 84 Spirit	1140	Charton Hobbs Inc
419515	Smirnoff Grapefruit	750	Diageo Canada Inc.
420083	Jim Beam Red Stag Black Cherry	750	Beam Suntory
439620	Sour Puss Pineapple Coconut Liquor	750	Glazer's Of Canada
455428	Baileys Almande	750	Diageo Canada Inc.
464214	Anciano 7 Year Gran Reserva Tempranillo Valdepenas	750	Escalade Wine & Spirits
465484	Toki	750	Beam Suntory
480616	Jack Daniel's Single Barrel Whiskey	750	Pma Canada Ltd.
481614	Ciroc Apple	750	Diageo Canada Inc.

Value Added Program – Sales Applied

LCBO#	Description	Size (mL)	Va Approved
486142	Sleeman Clear 2.0 Shrink Pack	2838	Sleeman Brewing & Malting Co.
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	S. Schiralli Agencies Ltd.,
500512	Captain Morgan Original Spiced Rum	750	Diageo Canada Inc.
500546	Captain Morgan Original Spiced Rum	1750	Diageo Canada Inc.
517136	Alberta Premium Whisky Pet	750	Beam Suntory
520288	Bacardi Black	750	Bacardi Canada Inc.
520304	Bacardi Gold	1140	Bacardi Canada Inc.
520312	Bacardi Gold	1750	Bacardi Canada Inc.
520320	Bacardi Superior	1140	Bacardi Canada Inc.
523100	Passi Reali Vdt Appassimento, Montepulciano.	750	S. Schiralli Agencies Ltd.,
545194	Top Shelf Vodka	750	Top Shelf Distillers
547679	>Wodka Zoladkowa Gorzka*	750	Pma Canada Ltd.
549527	Moet Chandon Nectar Imperial Rose	750	Charton Hobbs Inc
556621	Belvedere Pure	1140	Charton Hobbs Inc
563122	Fat Bastard Syrah Pays D'Oc	750	Trajectory Beverage Partners
563338	Veuve Clicquot Brut Champagne	750	Charton Hobbs Inc
568287	No Boats On Sunday Cider	500	Andrew Peller Limited
633271	Gosling's Bermuda Black Seal Rum	750	Pma Canada Ltd.
638734	Deep Eddy Lemon	750	Glazer's Of Canada
666875	Dab Original 6pk	3000	Premier Brand, Ltd.

Trade

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	Display Program	BAM
42	Canadian Club Premium.	750		10
729	Blue Nun Deutscher Tafelwein	750		5
1503	Alberta Pure Vodka (P.E.T)	375		5
4465	Teacher's Highland Cream	750		10
8979	Rodet Cotes Du Rhone Aoc	750		4
10177	Old Pulteney 12 Year Old Single Malt	750		30
10899	Jose Cuervo Tradicional Plata	750		10
10937	Forty Creek Double Barrel Reserve Whisky	750		20
11494	Small Cask Brandy	1140		10
11573	Vodkow	750		15
11928	Gato Negro Chardonnay	1500		5
12385	Glenfiddich Single Malt 12 Year Old	750	End Aisle	10
12476	Prince Igor Vodka (P.E.T)	1140	Shelf Extender	15
13057	Writers Tears Copper Pot Irish Whiskey(12 X 700ml)	700		20
14339	Danzka Vodka	750		15
14355	Appleton Estate 12yo Rare	750		25
14529	Muskoka Spirits Hard Sparkling Water Mix Pack	1420	Shelf Extender	1
14918	Hibiscus Infused Lemonade	355		1
15152	Rodenbach Classic	500		1
15282	18.8 Vodka	750		8
15349	Jack Daniels Apple	750	End Aisle	10
20263	G.A. Schmitt Winzertanz	1500		4
21378	Jim Beam White Label Bourbon	750		12
27128	Flat Roof Manor Pinot Grigio	750		8
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000		5
40196	Luxardo Sambuca Dei Cesari	750		12
47290	Forty Creek Barrel Select.	375		5
53082	Alberta Pure Vodka (P.E.T)	1750	Value Add	20
53876	Villa Antinori Toscana Igt	750		10
54213	Alberta Premium Whisky (P.E.T)	1750		20
63305	Peller Family Vineyards Red Crtn	1000		5
75663	Alianca Vinho Verde	750		4
83444	Leyenda Del Milagro Tequila Silver	750		20
103341	Canadian Club Premium (Pet)	750		10
103747	Maker's Mark Kentucky Bourbon	750		20
107342	Reinhart's Red Apple Strong Cider	473		1
116426	Frontera Cabernet Sauvignon	750		5
131870	Bushmills Malt 10 Year Old	750		29
143735	Fantini Farnese Negroamaro Puglia Igp	750		5
146761	Fielding Riesling Vqa	750		6
157586	Ferreira Dona Antonia Tawny Reserve Port	750		10
159202	Youngs Double Chocolate Stout	440		1
165308	Colio Extra Dry White	1500		5
175034	Girls' Night Out Strawberry Samba	750		3
175042	Girls' Night Out Pineapple Mango Tango	750		3
180695	St-Germain Elderflower Liqueur	750		15
194118	Enzo Vincenzo Valpolicella Ripasso Doc	750		10
211110	Wyborowa Vodka	1140		12
214726	Marquis De Villard Brandy	1140		15
215020	El Dorado 5 Year Old Rum	1140		15
215483	Harveys Bristol Cream Sherry	750		5
215558	Cattos Rare Blended Scotch	1140		12

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	Display Program	BAM
217067	Galliano Vanilla	375		10
217687	Canadian Club Premium.	1140		15
226555	Hahn Pinot Noir Monterey	750		6
231787	Beso De Vino Seleccion Carinena	750		6
234815	Gerard Bertrand Cabernet Sauvignon Pays D'Oc	750		6
255281	Aberfeldy 12 Year Old	750	Shelf Extender	20
259192	Santa Carolina Chardonnay	750		6
264333	Terre Del Barolo Barolo Docg	750		10
267161	Jose Cuervo Especial Gold	375	Shelf Extender	8
269852	Alsace Willm Gewurztraminer Reserve	750		5
302570	Casillero Del Diablo Reserva Sauvignon Blanc	375		3
303040	Fielding Fireside White Vqa	750	BBAM	5
308163	Pepperwood Grove Old Vine Zinfandel	750		4
325506	Fonseca Bin No.27 Reserve Porto	750		8
326025	Basil Hayden Straight Bourbon	750		30
334029	Highland Park 10 Year Old	750		15
350397	Banff Ice Vodka	750		10
358754	Flagstone Poetry Cabernet Sauvignon	750		7
361477	Tini Sauvignon Blanc	750		5
366534	The Kraken Black Spiced Rum	375		10
371583	Jaszbery Szekszardi Kekfrankos	750		4
375568	Deanston Virgin Oak	750	Shelf Extender	15
377101	Jp Azeitao White	750		4
378091	Villa Annaberta Valpolicella Ripasso Superiore	750		8
387316	The Balvenie 12 Yr. Doublewood	750	Shelf Extender	25
394577	Fiol Prosecco Doc	750		6
397539	Boodles Gin	750	Shelf Extender	8
411553	Girls' Night Out Peach Raspberry Rumba	1500		4
415182	Lionello Stock Vermouth Extra Dry	1000		8
417840	Aultmore 12yo	750		25
421420	Fielding Estate Fireside Red Vqa	750	BBAM	5
441048	Aberfeldy 16 Year Old	750		30
460873	Peljesac Red, Croatia.	750		8
465849	Frontera Chardonnay	1500		6
468181	Brock Street Blonde	473		1
483289	Smoking Loon Pinot Grigio	750		4
486241	Nutrl Vodka	750		20
490144	Cecchi Chianti Docg	750		8
492454	1800 Coconut Tequila	750		16
493072	Bowmore No. 1	750		18
494047	Broker's Premium London Dry Gin	1140		15
508606	Waltzing Matilda Shiraz Grenache	750		10
521963	Chopin Potato Vodka	750		25
526749	Glen Grant 12 Yo	750		25
527457	Nederburg The Winemaster's Shiraz	750		8
530352	Glenfiddich Single Malt 18 Year Old	750		30
536805	Spirit Of York Gin	750		25
538975	Black Forest Cuvee Noir, Baden	750		6
541011	Wayne Gretzky Red Cask Whisky	375		10
541755	Spirit Of York Vodka	750		25

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	Display Program	BAM
542969	Ungava Gin	375		6
544080	Rymill The Yearling Cabernet Sauvignon Coonawarra	750		8
544098	Rymill The Yearling Sauvignon Blanc Coonawarra	750		8
545368	Santa Teresa 1796 Solera Rum	750		20
552505	Canyon Road Cabernet Sauvignon	750	Block Pile	6
553891	Smoky Bay Cabernet Sauvignon	750		2
553925	La Petite Hitaire Blanc Cotes Du Gascogne Igp	750		6
556746	Lurton Piedra Negra Pinot Grigio Organic	750		6
573410	Forbidden Pink Cider	473		1
581645	Louis Bernard Cotes Du Rhone Aoc	750		7
582841	Family Series Baco Noir Vqa Peller Estates	750		5
583047	Laurent Miquel Pere Et Fils Merlot Doc Igp	750		8
602219	Rebel Yell Straight Bourbon Whiskey	750		20
602615	Angus The Bull Cabernet Sauvignon	750		10
620096	Angels Gate Cabernet Merlot Vqa	750		5
621227	Straccali Chianti Docg	750		5
628974	Il Passo Verde Nero D'Avola Organic, Sici Doc	750		5
636035	Summit Vodka	750		10
638155	Khor - Platinum Vodka	750		10
638197	Zirkova One Ultra Premium Vodka.	750		12
638486	Haku Vodka	750	End Aisle	15
638742	Khor - Pepper Honey Hot	750		10
644062	Santa Carolina Shiraz	750		5
659607	>(V)Jester Shiraz (Mitolo Wines)	750		10
667303	Blue Lobster Vodka Soda	473		1
668228	Sangre De Toro Tempranillo	750	Block Pile	10
669200	Ciao Pinot Grigio Organic Carton	1000		5
694208	>(V) Cab Sauvignon Reserva (Vina Perez Cruz	750		8
925685	Absolut Grapefruit Vodka	750		10

Bundled Bonus AIR MILES® Reward 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
303040	Fielding Fireside White Vqa	750	5	5	15
421420	Fielding Estate Fireside Red Vqa	750	5		

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
405845	Evan Williams Black Label Bourbon Whiskey	750		25	25

Necktags

LCBO#	Description	Size (mL)	NT Approved
13248	Woodbridge By Robert Mondavi Rose*	750	NEW! Woodbridge Rose
13734	Robert Mondavi Priv. Sel. Rum Barrels Merlot	750	NEW! Rum Barrel Aged Merlot
41384	Jack Daniel's Tennessee Whiskey	750	Coming Soon - Apple Jack
46946	Taylor Fladgate Late Bottled Vintage Port	750	Taylor Fladgate
130138	>Pinot Noir Meiomi Sonoma,S.Barbara,Monterey Cnty	750	Fathers Day Necktag
177808	Appleton Estate V/X Signature Blend	750	New SKU
215616	Jack Daniel's Tennessee Whiskey	1140	Coming Soon - Apple Jack
217257	Sailor Jerry Spiced Rum.	1140	TBD
217786	Jim Beam White Label Bourbon	1140	Lone Star \$10 Off
219816	Catedral Reserva Dao	750	Accolade
221887	>(V) Fume Blanc Robert Mondavi (Constellation)	750	Product Info
240416	Montresor Amarone Della Valpolicella Doc	750	Ultimate BBQ Wine
283846	Bombardier Ale	500	Brewery & Recipe NT
416693	Jack Daniel's Tennessee Fire	750	Cocktail Recipe
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	Fathers Day Necktag
483073	Greenall's Original London Dry Gin	750	Cocktail Recipe
620492	Argento Seleccion Pinot Grigio	750	Vegan Friendly
630913	Tia Maria	750	TBC
634808	Pascual Toso Chardonnay	750	TOSO Summer BBQ Recipe Necktags
943787	>(V) Shiraz Estate Clare Valley (Wakefield)	750	Discover our Story

PERIOD 3

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MAY 24 Start of Period 3 INSTALL BRAND SPOTLIGHT NESTING TABLES BAM START DATE	25 LTO START DATE	26	27	28 DOTW WK 1 NO OFFER	29	30
31	JUNE 1	2	3	4 DOTW WK 2 +295139	5	6
7	8	9	10	11 DOTW WK 3 +492520	12	13
14	15	16	17	18 DOTW WK 4 +21097	19	20 End of Period 3
21 Start of Period 4 Happy Father's Day	22	23	24	25	26	27

LCBO