



SPRING IS IN

**New Arrivals.
Latest Trends.**

**Period 1: Marketing
& Product Guide
March 28 – April 24, 2021**

Period 1 Marketing & Product Guide

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IMPORTANT NOTE: With the start of the new fiscal year, a number of changes have been made to promotional displays throughout the store. See below for a list of these changes and their sections for complete details.

FRONT NESTING END: Moving forward, this program will only be executed on the Nesting Table. Nesting End is no longer a valid format. Below is a list of stores that will no longer participate in this program:

32, 35, 43, 85, 98, 208, 358, 370, 415, 483, 496, 529, 672, 674, 675, 679, 684, 691, 693, 743, 744, 746, 749

WINNING ENDS: Stores that previously merchandised “Winning End Aisles” will have their End Aisles renumbered to follow the typical numerical format of other stores. Refer to the Participating Store list on the Portal for End Aisle numbers.

ON2 VQA OUR BUYER’S PICK (FORMERLY SUPERSTARS) (OWC): Going forward, the Ontario Buyer’s Pick Backer Card will be updated seasonally and is no longer a permanent signage component. Remove and recycle the old Ontario Buyer’s Pick Backer Card and replace with the new Spring version. Backer Card signage is to remain in place until the end of P2.

ON3B CRAFT VQA WINERIES (PERMANENT): Select stores will now merchandise Ontario VQA Wines from small craft wineries on this fixture.

Participating Stores

33, 40, 41, 51, 65, 84, 115, 130, 164, 187, 207, 211, 212, 229, 233, 252, 263, 300, 351, 359, 384, 391, 392, 401, 404, 407, 412, 417, 427, 437, 443, 459, 481, 485, 486, 497, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

FLEX SPACE: The Flex Space program has been updated. There are now 4 Flex Spaces and they are all sold to the Trade (participation is mandatory). Refer to the Flex Space section for information and the participating store list.

Stores removed from the Flex Space program should refer to their updated Floorplans and planograms for information on merchandising Seasonal Rosé and Organic Products.

GIFT CARD MERCHANDISERS: The large acrylic gift card merchandiser is currently being phased out. Stores currently utilizing the large acrylic gift card merchandiser may continue to do.

WHAT'S NEW FOR PERIOD 1

New Signage and Product Information

New for Period 1

Brand Spotlight Programs

- P1-2 Feature Fixture: New Wines Are In
- P1-7 New & Seasonal Fixture: Rosé Is In
- Entrance Table/Cocktail of the Month: The Spring Gimlet
- Front Nesting Table Flight A: Spring into Gin
- Front Nesting Table Flight B: Rum Cocktail Versatility
- P1-2 Middle Nesting Table/Celebration Fixture: Wines of California
- Beer Excitement Zone

Block Piles

- Block Pile A: Game-Day Brews Are In
- Block Pile B: Springtime Flavours Are In
- P1-2 Block Pile C: Great Deals on Classic Spirits
- Block Pile D: Patron

Mini Thematics

- Mini Thematic A: Gift-worthy Rums
- P1-2 Mini Thematic B: Spring Gifts
- Mini Thematic C: Keeping it local: Summer Styles

Other Programs

- One Day Only Easter Super Sale
- Beer Super Sale
- Shop Local Program (P1-2)
- Exterior Banners, Window Show Cards, Transparencies, End Aisle Generic Backer Cards (P1-2)
- The Trend Report (Shopping Guide)
- End Aisles
- 8-pack Beer Carrier
- Beer Branded Ends
- Beer Rated Perpendicular Shelf Talkers
- Craft Beer Imported Shelf Talkers
- Ontario Wines
- Vintages
- Spring Gift Packaging & Signage
- P1-2 Flex Space
- The Cold Room Spirits Display
- Shopping Cart Sign
- On Shelf

Unchanged from Period 13

Refer to the Period 11/12/13 MPG for signage and product information.

- Operational Signage: COVID-19 & Social
- Distancing Signage (Search "COVID Jan2021" on the Portal for the latest instructions.)
- Special Promotions Fixture
- Beer Awards Perpendicular Shelf Talkers
- Front End Merchandiser
- Responsible Service Program

Period 1-2: SHOP LOCAL PROGRAM

Stores will receive a “Shop Local” in-store signage toolkit and display options to help customers easily identify local products. **Signage is to remain in place until the end of P2.**

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

These displays are mandatory for execution for the stores noted.

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



New & Local Product ON-SHELF MERCHANDISING TOOL KIT

Overview

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

Key Dates (P1 - P2)

Participating Stores

All stores

Signage Components & Merchandising Instructions



“NEW” Bin Ticket Underlay

- Use these underlays to highlight products that are new to the LCBO.
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays using the shelf talker clip.
- Ensure the underlays message is still visible.
- **Refer to the P1 Worksheets for a list of applicable “New” products.**

Re-order Code

- **ENG/BIL (# 22P1-PIF12)**



“CRAFTED IN ONTARIO” Bin Ticket Underlay

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

Re-order Code

- **ENG/BIL (# 22P1-PIF13)**



“MY LOCAL PAIRING” Perpendicular Shelf Talker

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

- Staff Name
- Product
- Local Business Pairing

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

Re-order Code

- **ENG (# 22P1-PIF16)**
- **BIL (# 22P1-PIF17)**

Display Program

MADE IN ONTARIO & SMALL DISTILLERS

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

There are two categories:

1. Small Distillers Program

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

2. Made in Ontario Spirits Program

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

Key Dates (ongoing)

Participating Stores

All Stores

Participating Products

Refer to the online worksheets posted on the Portal for complete product details.

Signage Components

Made In Ontario Perpendicular Shelf Talker

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

Merchandising Instructions

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



Ontario Craft Beer Displays

BEER COLD ROOM

Overview

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

Key Dates (P1 - P2)

Participating Stores

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

Signage Components

- Celebrate Ontario Craft Beer Cut Case Backer Card ENG (Re-order # 22P1-PIF6) / BIL (Re-order # 22P1-PIF7)
- Blank Pricer Card ENG (Re-order # 22P1-PIF10) / BIL (Re-order # 22P1-PIF11)

Merchandising Instructions

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

Product Selection

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



Local Products



Do not merchandise National brands such as Creemore & Mill Street

Local Product END AISLE

Overview

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

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

- Product
- Local Business Pairing

Participation is mandatory.

Key Dates (P1 - P2)

Participating Stores

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

Product Selection

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

Merchandising Instructions

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

Signage Components

- End Aisle Backer Card - ENG / BIL (Re-order # 22P1-PIF18)



Backer Card with product and local business pairing example

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

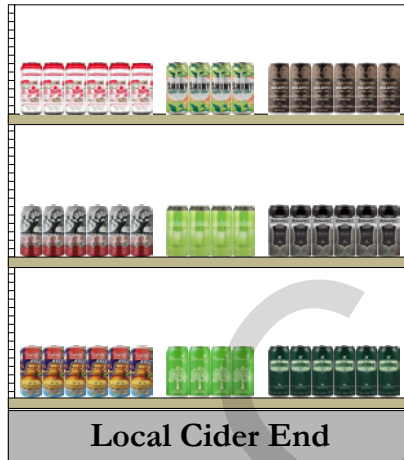
Nickel Brook Headstock IPA
 +
 Burgers and Fries from Ozzi's on North Street




Local Craft Beer End Aisle Example

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

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

Local Craft Cider End Aisle Example

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

Lola Rose
 +
 Fish tacos from Tim's Taco shack on York Street



Backer Card with product and local business pairing example

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

Callaghan Whisky
 +
 BBQ from Anderson's Spices on Leaside




Local Craft Distilleries End Aisle Example

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

Open Road VQA
 +
 Fish tacos from Tim's Taco shack on York Street




Local Wine End Aisle Example

Local Product Icewine & VQA End Aisle

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

Participating Stores

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

Key Dates (P1 - P2)

Participating Products

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



Merchandising Instructions

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

Signage Components

- End Aisle Backer Card - ENG / BIL (Re-order # 22P1-PIF18)

Ontario Craft Beer 8-PACK CARRIER

Overview

Merchandise a selection of new and seasonal local Ontario craft. Remember to merchandise 8-pack carriers on the top shelf to encourage purchasing multiple units and discovery of new products.

Participation is mandatory.

Key Dates (March 28 – April 24)

Participating Stores

Stores that participate in both the 8-Pack beer program and End Aisle B in the Beer Excitement Zone. Please refer to the Participation Lookup page on the Portal for information

Product Selection

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

Merchandising Instructions

- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer and Cider products in the middle of the top shelf.
- Merchandise the Beer Excitement Zone B End Aisle backer card until the end of Period 2.

NOTE: please refer to page 52 for 8-pack carrier distribution and signage information.

Signage Components

- P1-2 End Aisle Backer Card
ENG / BIL (Re-order # DMS-22P1-EZ4)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

Merchandise the Beer Excitement Zone B End Aisle backer card until the end of P2.



Period 1 Products (Products will change in P2)

Location	LCBO#	Description	Supplying Source / Distributor
B New/Seasonal (EA - EZB)	19644	Whitewater Low Hanging Fruit 473 mL	8454 - Whitewater Brewing Company
	19683	Faces Double IPA With Mosaic & Simcoe 473 mL	4826 - Wellington County Brewery Inc
	20118	Collective Arts Good Monster 473 mL	4678 - Collective Arts Brewing Limited

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

Ontario Craft Beer

END AISLE

Overview

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

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

Participation is mandatory.

Key Dates (March 28 – April 24)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	8958 - Lake Of Bays Brewing
18277	Spearhead NEIPA	473	86 - Spearhead Brewing Company
19664	Side Launch Passionate Sour	473	3827 - Side Launch Brewing
120626	Northern Lights Hazy IPA	473	462 - Bobcaygeon Brewing Company Limited
469981	Cowbell Absent Landlord	473	458 - Cowbell Brewing Co.
535229	Cameron's 12 Mile Lager	473	413 - Cameron's Brewing Co.

Merchandising Instructions

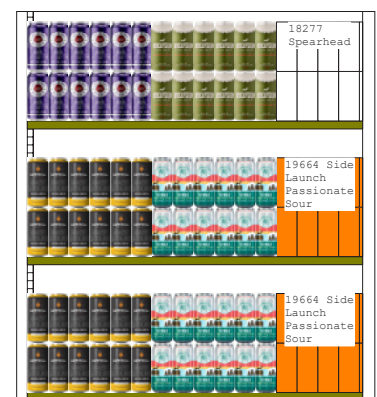
- Merchandise participating products on the End Aisle
- Install pre-printed shelf talkers in front of products.
- Merchandise the "Ontario Craft Beer" End Aisle backer card

8-Pack Carrier stores:

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

Signage Components

- End Aisle Backer card ENG/BIL (Re-order # DMS-OCBEA01)
- Pre-Printed Shelf talkers ENG (Re-order #DMS-22P1-OCBEA2) / BIL (Re-order #DMS-22P1-OCBEA3)
- FLS designated stores must display the bilingual side of the product shelf talkers.



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

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

Key Dates (P1 - P2)

Participating Stores

All Stores

Signage Components

- ENG (Re-order #22P1-PIF14) / FR (Re-order #22P1-PIF15)



Merchandising Instructions

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

8 Local Product Cut Case Display

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

Participation is mandatory.

Key Dates (P1 - P2)

Participating Stores

All Stores

Signage Components

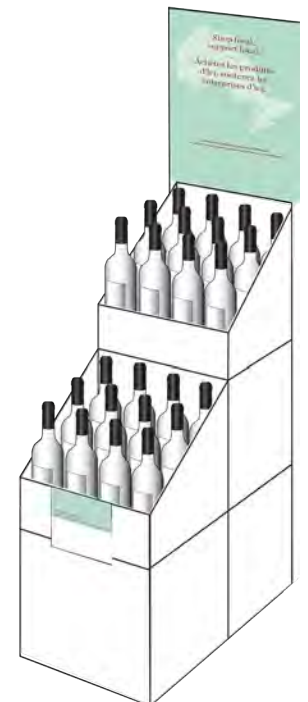
- Pair it Forward Shop Local Cut Case Backer Card ENG (Re-order # 22P1-PIF8) / BIL (Re-order # 22P1-PIF9)
- Blank Pricer Card ENG (Re-order # 22P1-PIF10) / BIL (Re-order # 22P1-PIF11)

Merchandising Instructions

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

Product Selection

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



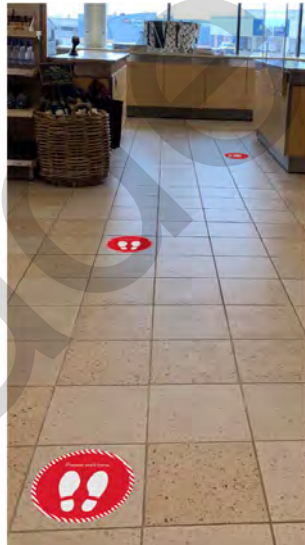
Operational Signage COVID-19 & SOCIAL DISTANCING

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

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



- **UPDATED Store Hours Decal to include Monday Store openings**
- COVID-19 Notice Decal
- Exterior Springer Sign
- Black Line-Up Tape



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



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

Period 1-2: Spring Is In SIGNAGE GALLERY



Spring is a breath of fresh air, a reset, an awakening of the senses and a season filled with energy and optimism.

The seasonal story will highlight what's new & trending including: new products, new flavours, product innovation, new ways to cocktail, botanicals, convenient formats.

Signage Ship Date

The Period 1 signage components will be shipped to stores beginning **March 19, 2021.**

All Period 1 Signage components are available for re-order using their corresponding re-order numbers.

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

Music CD Reorder# DMS-Music CD

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

Period 1-2 Exterior Banners

NOTE: The following exterior banners will remain in place for P1 - P2.

PRIORITY OF EXTERIOR BANNERS FOR STORES:

Non-Same Day Pickup & Curbside Pickup stores:

- 1 Spring Is In Version
- 2 Primary Thematic Image

Same Day Pickup & Curbside Pickup stores:

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



Same Day/Curbside Pickup Stores Example

Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

1 Spring Is In Version



Re-order#
22P1-EB1
(English)

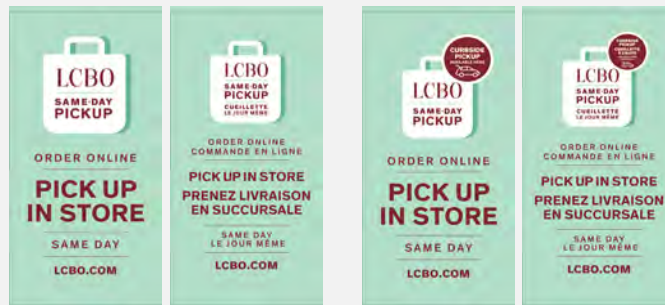
Re-order#
22P1-EB2
(Bilingual)

2 Primary Thematic Image



Re-order#
22P1-EB3
(Primary)

3 Same Day Pickup OR Curbside Pickup



Re-order#
22P1-EB4
(Same Day English)

Re-order#
22P1-EB5
(Same Day Bilingual)

Re-order#
22P1-EB6
(Curbside English)

Re-order#
22P1-EB7
(Curbside Bilingual)

Same Day Pickup/Curbside Pickup stores only

Period 1-2 Transparencies

NOTE: The following transparencies will remain in place for the duration of P1 - P2.

Perimeter
Transparency
Horizontal
Vendor installed

NON-SDPU STORES



Promo Text ENG/BIL



Ecomm ENG/ BIL

SDPU/CSPU STORES



Promo Text ENG/BIL



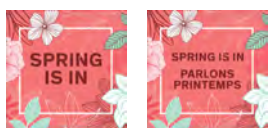
Same Day Pickup ENG/ FRE



Curbside Pickup ENG

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

Perimeter
Transparency Square
Vendor installed



Promo Text ENG/BIL



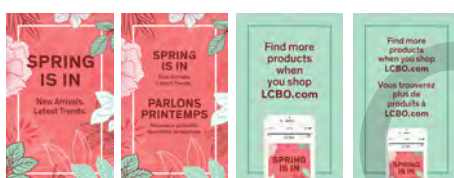
Ecomm ENG/BIL



Same Day Pickup ENG/FRE

Exterior Transparency

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



Promo Text ENG/BIL

Ecomm ENG/BIL

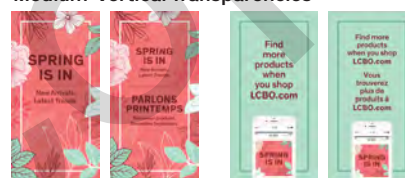


Same Day Pickup
ENG/BIL

Perimeter Transparency Vertical

Vendor installed

Medium Vertical Transparencies



Promo Text ENG/BIL

Ecomm ENG/BIL

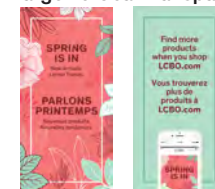


Same Day Pickup
ENG/BIL



Curbside
ENG

Large Vertical Transparencies



Promo Text
BIL

Ecomm
BIL

Period 1-2 Seasonal Banner Insert

NOTE: The following seasonal banner insert will remain in place for the duration of P1 - P2.

Seasonal Banner Insert

20" w x 70" h

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



ENG Re-order # 22P1-SB1

BIL Re-order # 22P1-SB2



Period 1-2 Window Show Cards

NOTE: The following window show cards will remain in place for P1 - P2.

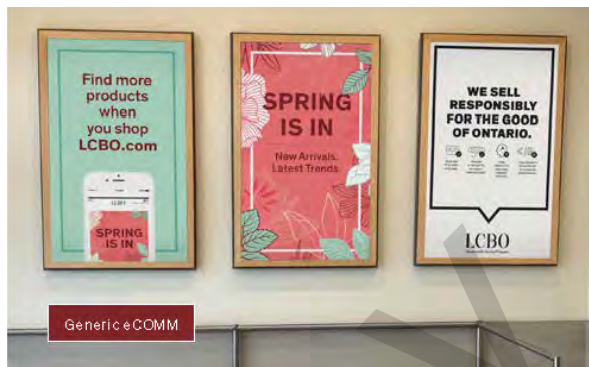
PRIORITY OF WINDOW SHOW CARDS FOR STORES:

Non-Same Day Pickup & Curbside Pickup stores:

- 1 Spring Is In Version
- 2 Responsible Service Version
- 3A Generic eComm Version
- 4 COVID & Social Distancing Version

Same Day Pickup & Curbside Pickup stores:

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



Window Show Cards

Dimensions: 28" w x 45" h

Install: In the windows on the hanger.

1 Spring Is In Version



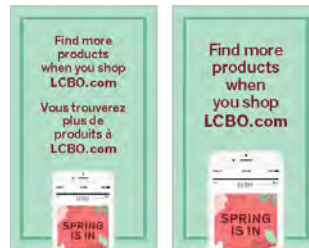
Re-order#
22P1-WS1
(English + Bilingual)

2 Responsible Service Version



Re-order#
22P1-WS2
(English + Bilingual)

3A Generic eComm Version



Re-order#
22P1-WS5
(English + Bilingual)

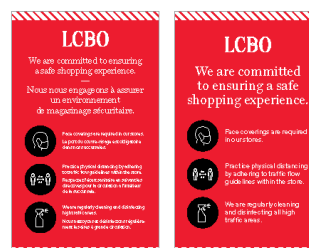
3B Same Day Pickup OR Curbside Pickup



Re-order#
22P1-WS3
(Same Day Pickup Bilingual)

Re-order#
22P1-WS4
(Curbside Pickup Bilingual)

4 COVID & Social Distancing Version



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

Same Day Pickup/Curbside Pickup stores only

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

FLIGHT A EA 1-4A

22P1-BC1A



Flight A EA 1A

22P1-BC2A



Flight A EA 2A

22P1-BC3A



Flight A EA 3A

22P1-BC4A



Flight A EA 4A

FLIGHT B EA 1-4B

22P1-BC1B



Flight B EA 1B

22P1-BC2B



Flight B EA 2B

22P1-BC3B



Flight B EA 3B

22P1-BC4B



Flight B EA 4B

COMMON EA 5-10

22P1-BC5



Common EA 5A

22P1-BC6



Common EA 6

22P1-BC7



Common EA 7

22P1-BC8



Common EA 8

22P1-BC9



Common EA 9

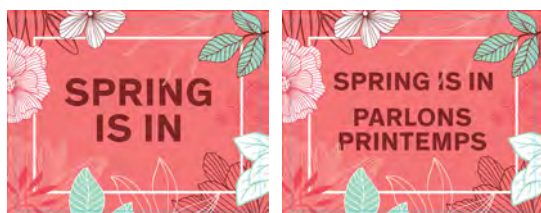
22P1-BC10



Common EA 10

End Aisle 11-20 Generic Backer Cards (Signage must remain in place for P1-P2)

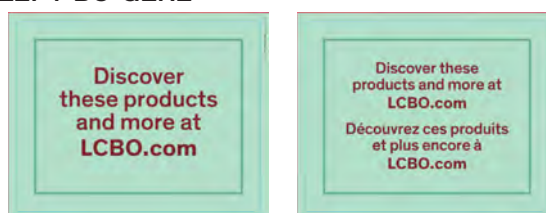
22P1-BC-GEN1



Spring Is In (ENG)

Spring Is In (BIL)

22P1-BC-GEN2



Discover these products and more at LCBO.com

eComm (ENG)

Discover these products and more at LCBO.com
Découvrez ces produits et plus encore à LCBO.com

eComm (BIL)

P1 TREND REPORT

Shopping Guide

Overview

The Trend Report will serve to educate our consumers on the latest beverage alcohol trends and inspire them to shop, whether in-store or online.

They will discover the newly released products, our selection of celebrity products, new cocktail recipes, local choices and more. There is something for everyone.

Drop Date: April 8, 2021

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

Participating Products

Refer to the P1 Worksheets posted on the Portal for complete product details (product list is subject to change)



NOTE: The Trend Report will include a number of new/coming soon products that will be released by the end of P1, P2 & P3.

Distribution Details

- All stores will be sent 15 copies for staff reference.
- Curbside/Same-Day Pickup Stores will be sent a bulk shipment of copies, based on order history, to be included with all pickup orders.
- 12,000 copies will also be distributed via the e-commerce team and will be included with all online orders.
- A french version of the guide will be available for online viewing at LCBO.com.

ACTION

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

STORE LAYOUT

Overview

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

ACTION

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

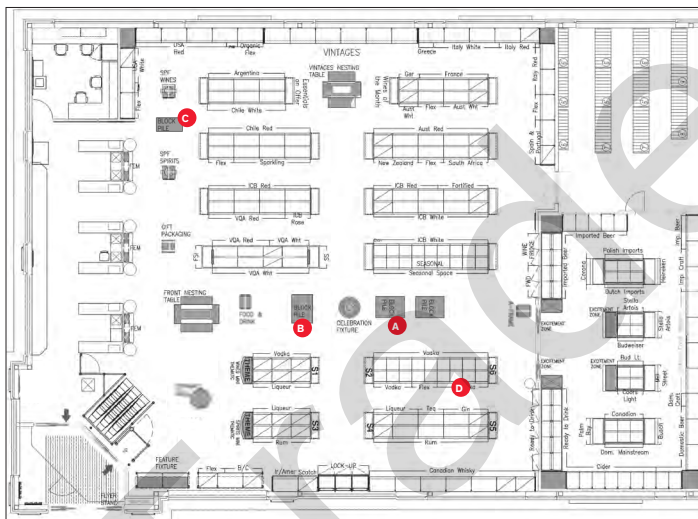
Entrance Table/Cocktail of the Month: BS - BSE

Feature Fixture: FF - FFA

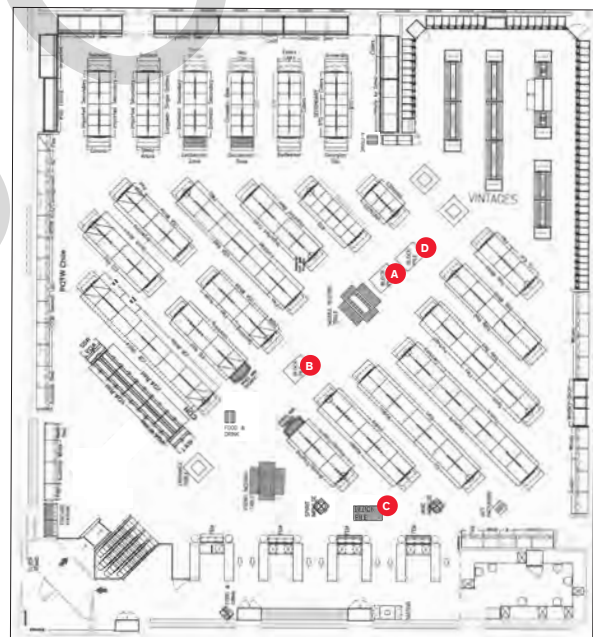
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

- A** Block Pile A (SBA): Game-day Brews Are In
- B** Block Pile B (SBB): Springtime Flavours Are In
- C** Block Pile C (SBC): Great Deals on Classic Spirits
- D** Block Pile D (XBP): Patron



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

P1-2: New Wines Are In

NEW WINES
ARE IN
NOUVEAUX
ARRIVAGES

This is a sold program. Participation is mandatory.

Key Dates (P1-P2) Signage must remain in place for P1-2.

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Period 1 Participating Products (product assortment will change in Period 2)

LCBO#	Description	Size (mL)	Offers
16191	Toro Bravo Sparkling Secco White	750	
16306	Segura Viudas Brut Rose D.O. Cava	750	
17369	Sandbanks Route 33 White VQA	750	\$2.00 LTO
17370	Sandbanks Route 33 Red VQA	750	\$2.00 LTO
17747	Ménage à Trois Cabernet Sauvignon	750	\$2.00 LTO
17759	Yalumba Y Series Cabernet Sauvignon	750	
17761	The Magic Box Spectacular Shiraz	750	
17779	Belleruche Rouge Cote Du Rhone	750	
17900	J. Lebegue Lussac St-Emilion	750	
18329	Lion And The Lily Red Blend	750	
453506	Megalomaniac Selfie	750	\$2.00 LTO
518407	Blue Nun 24k Gold Edition Sparkling	750	

“

Big brands and fun formats including cans and tetras will be on display. Signage must remain in place for P1-2. Product assortment will change between periods.

A select number of stores will also activate an enhanced display (19 Crimes Cali Red with Snoop Dogg) The supplier will deliver and assemble the merchandiser.

Select Store Merchandiser (Promo Location Code: FSG)

LCBO#	Description	Size (mL)	Offers
18116	19 Crimes Snoop Dogg Cali Red	750	

Select Store Merchandiser - 19 Crimes Cali Red with Snoop Dogg (Promo Location Code: FSG)

4, 10, 19, 21, 22, 23, 31, 41, 44, 57, 82, 95, 106, 130, 145, 148, 149, 150, 156, 164, 195, 198, 209, 211, 217, 221, 227, 228, 243, 250, 252, 263, 278, 279, 298, 300, 310, 325, 326, 334, 344, 351, 355, 359, 360, 367, 371, 385, 390, 391, 392, 394, 398, 401, 404, 412, 437, 438, 443, 445, 465, 481, 485, 486, 490, 495, 497, 499, 501, 536, 542, 544, 549, 551, 554, 555, 575, 580, 590, 602, 609, 617, 619, 623, 627, 632, 634, 640, 649, 652, 653, 661, 667, 670, 698, 699, 702, 703, 741, 776

Details for Merchandiser Display

- The supplier will deliver and assemble the merchandiser beside the Feature Fixture by the start of P1.



Merchandising Instructions

Please keep the category sign, bin strips and box sign displayed until the end of P2.

- Please refer to the Store Layout section for inventory management of product.
- When merchandising the participating products, please display the signage as portrayed in the planogram (see images). Please ensure the correct products are on the correct shelf as per the planogram.
- Install the category sign and colour fill.
- Install branded shelf talkers in front of the correct product on the feature fixture display and in section.
- The supplier will deliver and assemble the enhanced display beside the Feature Fixture by the start of P1.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.
- **NOTE:** If you are a Bilingual designated store, install all signage with the Bilingual side of shelf talkers and category signs.

Signage Components (signage must remain in place for P1-2)

- Category Sign ENG/BIL (Re-order # 22P1-FF1)
- Category Sign - blank solid colour (Re-order # 22P1-FF2)
- Box Sign - pink ENG/BIL (Re-order # 22P1-FF3)
- Shelf Talkers ENG (Re-order # 22P1-FF5) / BIL (Re-order # 22P1-FF6)
- Bin Strip - solid colour (Re-order # 22P1-FF7)

4ft. Feature Fixture



Supplied by Agent to Participating
Stores only (298, 627)

8ft. Feature Fixture



Supplied by Agent to Participating Stores only

12ft. Feature Fixture



Supplied by Agent to Participating Stores only

NEW & SEASONAL FIXTURE

P1-7: Rosé Is In

Stores that are not participating in the Brand Spotlight Feature Fixture Program, will receive a Category sign and shelf talkers to promote Rosé SKUs.

This is a sold program. Participation is mandatory.

Key Dates (P1-P7)

Participating Stores

Refer to the Participation Lookup page 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 (signage must remain in place for P1-7)

- Maintain the Category sign, box signs and shelf talkers to promote Rosé SKUs.
- **New & Seasonal Signage Kit (Re-order # 22P1-NS1)**
 - Category Sign ENG/BIL
 - Colour Fill - solid colour
 - Shelf Talkers ENG/BIL

Participating Products

Refer to the **P1 Worksheets** posted on the Portal for complete product details.

4ft. Feature Fixture



8ft. Feature Fixture



“

Seasonal Rosé wines from around the world will be featured for the spring and summer season P1-7.

Brand Spotlight (BS - BSE)

ENTRANCE TABLE

Cocktail of the Month: The Spring Gimlet



This is a sold program. Participation is mandatory.

Key Dates (March 28 – April 24)

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Participating Products

LCBO#	Description	Size (mL)	Offers
12564	Hendrick's Midsummer Solstice	750	
16094	Hendrick's Lunar Gin	750	Value-add: Coupe Glass
417261	Hendrick's Gin	375	
573931	Hendrick's Orbium Gin	750	
637504	Hendrick's Gin	750	
909424	Hendrick's Gin	1750	

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

“ In partnership with *Food & Drink* LCBO presents a variation of the Cotton-tail Gimlet as the Cocktail of the Month. Hendrick's is the perfect match with its lead cucumber and rose botanicals.

Signage Components

- Square Entrance Table Sign ENG (Re-order # DMS-22P1-ET1) / BIL (Re-order # DMS-22P1-ET2)
- Round Entrance Table Sign ENG (Re-order # DMS-22P1-ET3) / BIL (Re-order # DMS-22P1-ET4)
- Shelf Talkers ENG (Re-order # DMS-22P1-ET5) / BIL (Re-order # DMS-22P1-ET6)
- Recipe Perpendicular Shelf Talkers ENG (Re-order # DMS-22P1-ET7) / BIL (Re-order # DMS-22P1-ET8)
- Value-add Shelf Talkers ENG (Re-order # DMS-22P1-ET9) / BIL (Re-order # DMS-22P1-ET10)

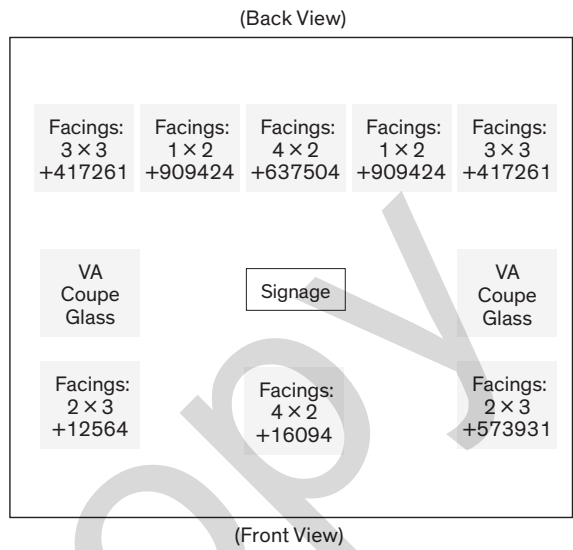
Merchandising Instructions

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

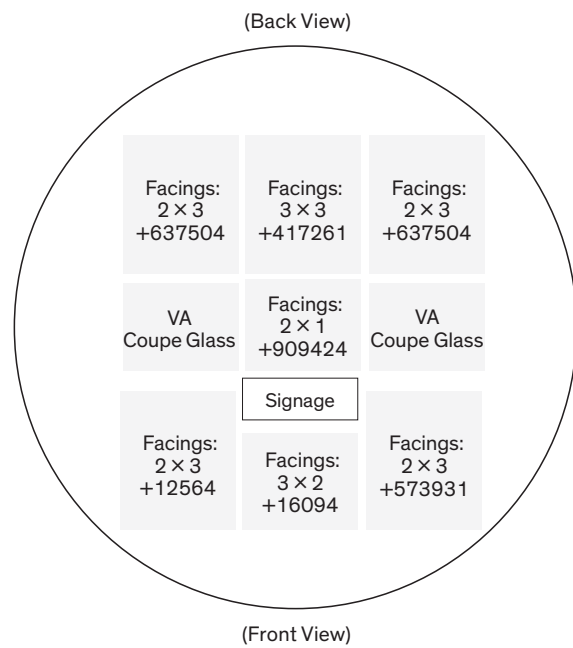
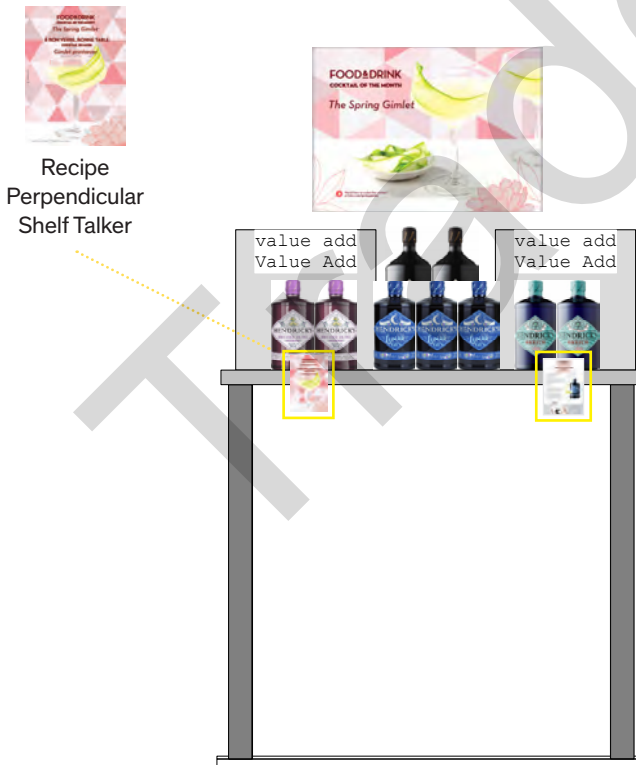


NOTE: Please ensure the recipe shelf talkers are installed on all four sides of the table.

Square Table Planogram



Round Table Planogram



Spirits (MI-A) MINI THEMATIC A

Gift-worthy Rums



This is a sold program. Participation is mandatory.

Key Dates (March 28 – April 24)

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Participating Products

LCBO#	Description	Size (mL)	Offers
14354	Appleton Estate 8 Year Old Reserve	750	\$2.00 LTO
53140	Havana Club 7 Year Old Rum	750	\$3.00 LTO
60608	El Dorado 12 Year Old Rum	750	\$3.00 LTO
273516	Ron Zacapa 23 Centenario Rum	750	\$5.00 LTO
366633	Diplomatico Reserva Exclusiva Rum	750	\$5.00 LTO
369793	Mount Gay Eclipse Rum	750	\$2.00 LTO
402818	Flor de Caña 7 Year Rum Gran Reserva	750	\$2.00 LTO
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	\$3.00 LTO
646729	Bumbu Craft Rum	750	

Signage Components

- Category sign: Short (Re-order # DMS-22P1-MTA1)
- Shelf talkers ENG (Re-order # DMS-22P1-MTA2) / BIL (Re-order # DMS-22P1-MTA3)
- Backer card ENG/BIL (Re-order #DMS-22P1-MTA4)
- Transparency ENG (Re-order # DMS-22P1-MTA5) / BIL (Re-order # DMS-22P1-MTA6)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign and pre-printed shelf talkers in front of each participating product. Stores with regular end will need to install the backer card or transparency in the backer card frame. Please refer to the planogram.
- Merchandise the new Spring enhanced paper bags on the middle and bottom shelves of the fixture.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.

“ This Mini Thematic will feature a selection of our aged rums. Products will be featured on display along with attractive LTO offers.



Wines (MI-B)

MINI THEMATIC B

P1-2: Spring Gifts



This is a sold program. Participation is mandatory.

Key Dates (P1-P2)

Signage must remain in place for P1-2.

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Period 1 Participating Products (product assortment will change in Period 2)

LCBO#	Description	Size (mL)	Offers
9118	Henkell Trocken Piccolo	3 × 200	\$1.50 LTO
16858	Malivoire Che Bello Sparkling VQA	750	\$2.00 LTO
122689	Henkell Trocken	750	\$2.00 LTO
229047	Yellow Tail Bubbles Rosé	750	\$2.00 LTO
384651	Martini Prosecco Sparkling	750	\$2.00 LTO
428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	\$2.00 LTO
492959	Rosehall Run Pixie Sparkling Rosé VQA	750	\$2.00 LTO
577148	Villa Conchi Brut Seleccion	750	\$2.00 LTO
588053	Il Prosecco	750	\$3.00 LTO

“ The LCBO has the best selection of bubbles for every budget from local Rosé sparklers to Champagne. Signage must remain in place for P1-2. Product assortment will change between periods. ”

Signage Components

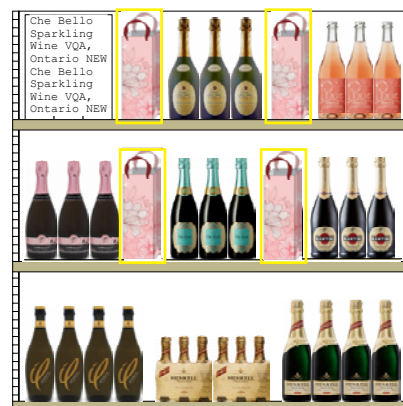
- Category sign ENG/BIL: Short (Re-order# DMS-22P1-MTB7) / Long (Re-order# DMS-22P1-MTB8)
- Shelf talkers: ENG (Re-order# DMS-22P1-MTB9) / BIL (Re-order # DMS-22P1-MTB10)
- Backer card: ENG/BIL (Re-order# DMS-22P1-MTB11)
- Transparency ENG (Re-order# DMS-22P1-MTB12) / BIL (Re-order# DMS-22P1-MTB13)

Merchandising Instructions

Please keep the category sign, backer card and transparency displayed until the end of P2.

- Merchandise participating products according to the planogram.
- Install category sign and pre-printed shelf talkers in front of each participating product. Stores with regular end will need to install the backer card or transparency in the backer card frame. Please refer to the planogram.
- Merchandise the new Spring enhanced paper bags on the top/middle shelves of the fixture.
- If a store chooses to bring in additional inventory to support the program, the “1-in/1-out” rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the “1-in/1-out” rule DOES apply.

SPRING GIFTS



Beer (MI-C)

MINI THEMATIC C

Keeping it local: Summer Styles



This is a sold program. Participation is mandatory.

Key Dates (March 28 – April 24)

Participating Stores

Refer to the Participation Lookup page on the Portal for information



Participating Products

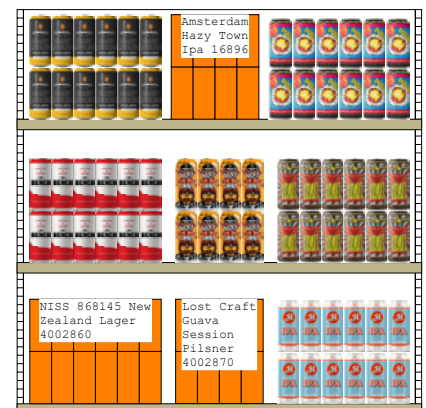
LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
12172	Flying Monkeys Freakshow Crush Hazy IPA	473	LTO	6309 - Flying Monkeys Craft Brewery
14953	Amsterdam Fria Cerveza	473		3842 - Amsterdam Brewing Company
16897	Great Lakes Brewery - Burst!	473		1929 - Great Lakes Brewing Co. Inc.
16954	Bench Brewing Lincoln Lager	473		798 - Bench Brewing Company
19720	Anderson New Zealand Lager	6 x 355		791 - Anderson Craft Ales
20231	Lost Craft Summer Session Pils	473		179 - Lost Craft
159772	Muskoka Hazed And Confused	473		LCBO Warehouse
469981	Cowbell Absent Landlord	473		458 - Cowbell Brewing Co.
513002	Henderson's Brewing Pearson Express IPA	473	LTO	766 - Henderson Brewing Co

Signage Components

- Backer card ENG/BIL (Re-order# 22P1-BC10)

Merchandising Instructions

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



Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

P1-2: Flight A Premium (Spring into Gin) + Flight B Standard (Rum Cocktail Versatility)

This is a sold program. Participation is mandatory.

Key Dates (P1-P2) Signage must remain in place for P1-2.

NEW! Moving forward, this program will only be executed on the Nesting Table. Nesting End is no longer a valid format. Below is a list of stores that will no longer participate in this program:

32, 35, 43, 85, 98, 208, 358, 370, 415, 483, 496, 529, 672, 674, 675, 679, 684, 691, 693, 743, 744, 746, 749

Front Nesting Table Participating Stores

There are TWO flights of stores during P1. Please ensure you display the participating products and signage that your store is grouped in.

Flight A Premium (Spring into Gin):

1, 4, 10, 19, 21, 31, 38, 41, 51, 83, 102, 115, 130, 148, 149, 150, 156, 164, 187, 212, 217, 243, 248, 253, 288, 310, 326, 346, 355, 367, 371, 390, 391, 393, 394, 398, 404, 411, 412, 417, 437, 438, 445, 453, 485, 486, 495, 497, 499, 511*, 523, 528, 554, 556, 573, 580, 585, 590, 619, 623, 624, 631, 632, 643, 649, 670, 699, 702, 741, 776

*Store 511 is participating on the Celebration Fixture

Flight B Standard (Rum Cocktail Versatility):

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

“

Flight A Premium:

The fresh citrusy and floral flavours of Gin have customers thinking of easy spring cocktails. As consumers taste evolve, looking for less sugary cocktails, we will meet the consumers need by providing them with a 6-pack of Schweppes club soda to satisfy the emerging trend of Gin being mixed with club soda instead of tonic.

“

Flight B Standard:

The tropical flavours of Rum add fresh new ways to make classic recipes. Switching from the expected rum to new flavours or premium dark rums, classics like the Old Fashioned and Tom Collins get fresh takes. Value-add recipe neck tags and a 591 mL bottle of Schweppes Gingerale to complete the solution for the customer.

Participating Products

Flights	LCBO#	Description	Size (mL)	LTO	Offers
Flight A Premium Spring into Gin	1040	Gordon's Dry Gin	750		Value-add: Schweppes Club Soda 6 × 220 mL
	2691	Tanqueray Dry Gin	750		
	19410	Gordon's Sicilian Lemon (New product)	750		
	96263	Tanqueray Dry Gin	1750		
	216721	Tanqueray Dry Gin	1140	\$1.00	
	358184	Tanqueray Rangpur Gin	750	\$2.00	
	570093	Tanqueray Malacca Gin	700		
	573956	Tanqueray Flor De Sevilla	750		
	600163	Tanqueray No. Ten Gin	750	\$5.00	
636092	Gordon's Pink Gin	750			
Flight B Standard Rum Cocktail Versatility	935	Captain Morgan White Rum	750		Value-add: Schweppes Gingerale 591 mL
	2196	Captain Morgan Dark Rum	750		
	4788	Captain Morgan Gold Rum	750		
	17047	Captain Morgan Sliced Apple Spiced Rum	750		
	64659	Captain Morgan Private Stock Rum	750		
	217653	Captain Morgan Original Spiced Rum	1140		
	283929	Captain Morgan Black Spiced Rum	750		
	454686	Captain Morgan Bold Spiced Rum	750		
500512	Captain Morgan Original Spiced Rum	750			

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

Signage Components (signage must remain in place for P1-2)

Flight A Premium: Spring into Gin

- Table Sign Large ENG (Re-order #DMS-22P1-FNT1) / BIL (Re-order #DMS-22P1-FNT2)
- Table Sign Small ENG (Re-order #DMS-22P1-FNT3) / BIL (Re-order #DMS-22P1-FNT4)
- Shelf Talkers ENG (Re-order #DMS-22P1-FNT5) / BIL (Re-order #DMS-22P1-FNT6)
- Value-add Shelf Talkers ENG/BIL (Re-order #DMS-22P1-FNT7)

Flight B Standard: Rum Cocktail Versatility

- Table Sign Large ENG (Re-order #DMS-22P1-FNT8) / BIL (Re-order #DMS-22P1-FNT9)
- Table Sign Small ENG (Re-order #DMS-22P1-FNT10) / BIL (Re-order #DMS-22P1-FNT11)
- Shelf Talkers ENG (Re-order #DMS-22P1-FNT12) / BIL (Re-order #DMS-22P1-FNT13)
- Value-add Shelf Talkers ENG/BIL (Re-order #DMS-22P1-FNT14)

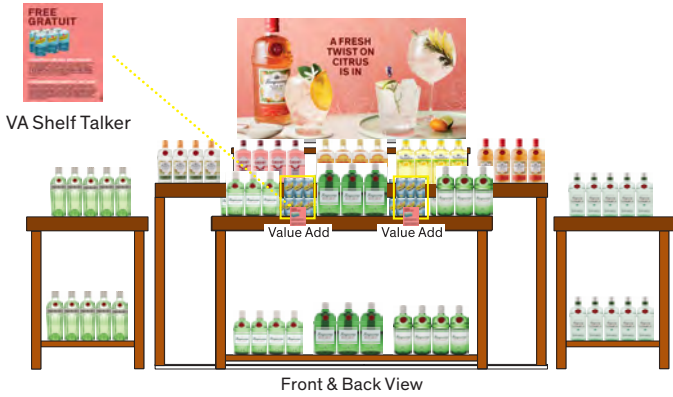
Merchandising Instructions

Please keep the table signs, backer cards and shelf talkers displayed until the end of P2.

- Refer to the Store Layout section of the guide for inventory management of the product
- Merchandise the participating products according to the planogram.
- Install the table sign.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- Install the value-add perpendicular shelf talkers in-section and on the table using the perpendicular shelf talker clip (PSTC201404)

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

Premium Flight



Top View (Back)

Facings: 3x2 +2691	Facings: 1x2 Schweppes	Facings: 3x2 +96263	Facings: 1x2 Schweppes	Facings: 3x2 +216721
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Facings: 4x2 +570093	Facings: 4x3 +636092	Facings: 4x3 +1040	Facings: 4x3 +19410	Facings: 4x2 +573956
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Signage

Facings: 4x2 +570093	Facings: 4x3 +636092	Facings: 4x3 +1040	Facings: 4x3 +19410	Facings: 4x2 +573956
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Facings: 3x2 +2691	Facings: 1x2 Schweppes	Facings: 3x2 +96263	Facings: 1x2 Schweppes	Facings: 3x2 +216721
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Facings:
5x2
+600163

Facings:
5x2
+358184

Top View (Front)

Standard Flight



Top View (Back)

Facings: 5x3 +283929	Facings: 3x3 +64659	Facings: 6x3 +2196
----------------------------	---------------------------	--------------------------

Facings: 6x3 +935	Facings: 5x3 +454686	Facings: 5x3 +500512	Facings: 4x2 +217653	Facings: 5x3 +4788	Facings: 5x3 +17047	Facings: 6x3 +935
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Signage

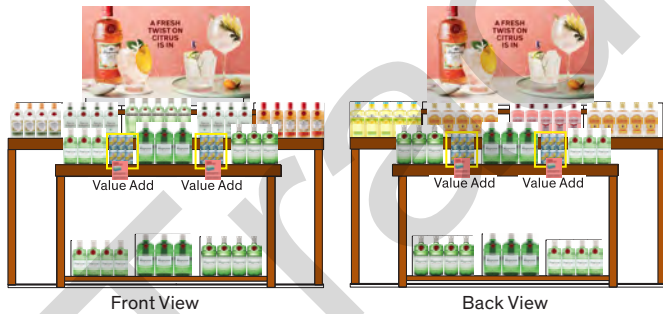
Facings: 6x3 Gingerale	Facings: 5x3 +454686	Facings: 5x3 +500512	Facings: 4x2 +217653	Facings: 5x3 +4788	Facings: 5x3 +17047
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Facings: 5x3 +283929	Facings: 3x3 +64659	Facings: 6x3 +2196
----------------------------	---------------------------	--------------------------

Top View (Front)

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

Premium Flight



Top View (Back)

Facings: 3x2 +2691	Facings: 1x2 Schweppes	Facings: 3x2 +96263	Facings: 1x2 Schweppes	Facings: 3x2 +216721
--------------------------	------------------------------	---------------------------	------------------------------	----------------------------

Facings: 5x3 +1040	Facings: 5x3 +636092	Facings: 5x3 +1040	Facings: 5x3 +19410
--------------------------	----------------------------	--------------------------	---------------------------

Signage

Facings: 4x2 +570093	Facings: 4x2 +358184	Facings: 5x2 +600163	Facings: 4x2 +358184	Facings: 5x2 +573956
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

Facings: 3x2 +2691	Facings: 1x2 Schweppes	Facings: 3x2 +96263	Facings: 1x2 Schweppes	Facings: 3x2 +216721
--------------------------	------------------------------	---------------------------	------------------------------	----------------------------

Top View (Front)

Standard Flight



Top View (Back)

Facings: 5x3 +283929	Facings: 3x3 +64659	Facings: 6x3 +2196
----------------------------	---------------------------	--------------------------

Facings: 5x3 +454686	Facings: 5x3 +500512	Facings: 4x2 +217653	Facings: 5x2 +4788	Facings: 5x3 +17047
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Signage

Facings: 6x4 Gingerale	Facings: 6x4 Gingerale
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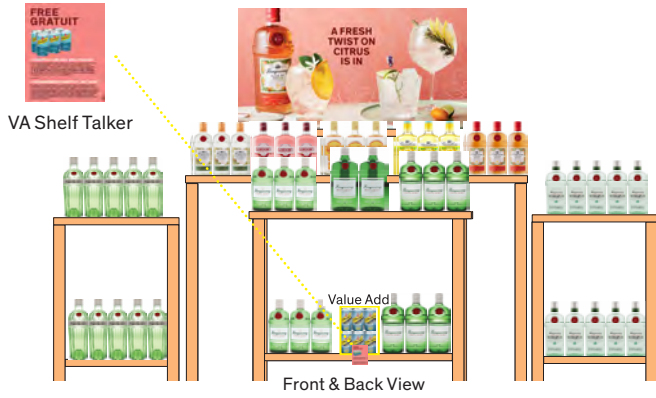
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Facings: 5x3 +283929	Facings: 3x3 +64659	Facings: 6x3 +2196
----------------------------	---------------------------	--------------------------

Top View (Front)

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

Premium Flight



Top View (Back)

Facings: 3x2 +2691	Facings: 2x2 +96263	Facings: 3x2 +216721
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Facings: 3x2 +570093	Facings: 3x3 +636092	Facings: 3x3 +1040	Facings: 3x3 +19410	Facings: 3x2 +573956
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Facings: 5x2 +600163

Signage

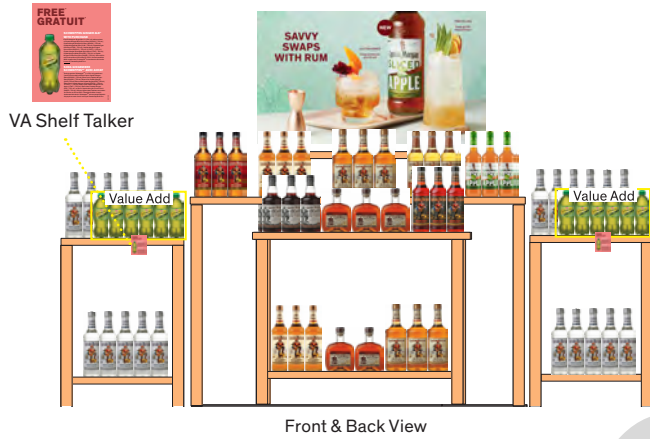
Facings: 3x2 +570093	Facings: 3x3 +636092	Facings: 3x3 +1040	Facings: 3x3 +19410	Facings: 3x2 +573956
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Facings: 5x2 +358184

Facings: 3x2 +2691	Facings: 2x2 +96263	Facings: 3x2 +216721
--------------------------	---------------------------	----------------------------

Top View (Front)

Standard Flight



Top View (Back)

Facings: 3x3 +283929	Facings: 3x3 +64659	Facings: 3x3 +2196
----------------------------	---------------------------	--------------------------

Facings: 6x3 +935

Facings: 3x3 +454686	Facings: 3x3 +500512	Facings: 3x2 +217653	Facings: 3x3 +4788	Facings: 3x3 +17047
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Facings: 6x3 +935

Signage

Facings: 6x3 Gingerale

Facings: 3x3 +454686	Facings: 3x3 +500512	Facings: 3x2 +217653	Facings: 3x3 +4788	Facings: 3x3 +17047
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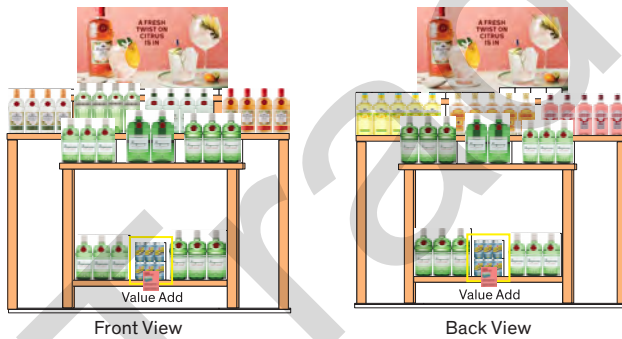
Facings: 6x3 Gingerale

Facings: 3x3 +283929	Facings: 3x3 +64659	Facings: 3x3 +2196
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Top View (Front)

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

Premium Flight



Top View (Back)

Facings: 3x2 +2691	Facings: 2x2 +96263	Facings: 3x2 +216721
--------------------------	---------------------------	----------------------------

Facings: 5x3 +636092	Facings: 5x3 +1040	Facings: 5x3 +19410
----------------------------	--------------------------	---------------------------

Signage

Facings: 4x2 +570093	Facings: 4x2 +600163	Facings: 4x2 +358184	Facings: 4x2 +573956
----------------------------	----------------------------	----------------------------	----------------------------

Facings: 3x2 +2691	Facings: 2x2 +96263	Facings: 3x2 +216721
--------------------------	---------------------------	----------------------------

Top View (Front)

Standard Flight



Top View (Back)

Facings: 3x3 +283929	Facings: 3x3 +64659	Facings: 3x3 +2196
----------------------------	---------------------------	--------------------------

Facings: 3x3 +454686	Facings: 3x3 +500512	Facings: 3x2 +217653	Facings: 3x3 +4788	Facings: 3x3 +17047
----------------------------	----------------------------	----------------------------	--------------------------	---------------------------

Facings: 3x3 Gingerale

Signage

Facings: 3x3 Gingerale

Facings: 3x3 +454686	Facings: 3x3 +500512	Facings: 3x2 +217653	Facings: 3x3 +4788	Facings: 3x3 +17047
----------------------------	----------------------------	----------------------------	--------------------------	---------------------------

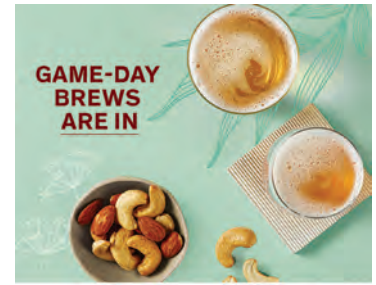
Facings: 3x3 +283929	Facings: 3x3 +64659	Facings: 3x3 +2196
----------------------------	---------------------------	--------------------------

Top View (Front)

A

Display Program (SBA) BLOCK PILE A

Game-Day Brews Are In



This is a sold program. Participation is mandatory.

Key Dates (March 28 – April 24)

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

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Participating Products

LCBO#	Description	Size (mL)	Offers
311779	Bud Light	6 × 473	\$1.00 LTO
311787	Budweiser	6 × 473	Value-add: Purchase 2 Budweiser 6×473 mL packs and receive a free Blue Jays T-shirt
496968	Michelob Ultra	6 × 473	

“ Get ready for game time with Budweiser! This display will be enhanced by a near pack value-add to highlight this partnership.

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



Signage Components

- Riser Wrap - solid colour (Re-order # DMS-22P1-BPA1)
- Pricer Cards ENG (Re-order # DMS-22P1-BPA2) / BIL (Re-order # DMS-22P1-BPA3)
- Shelf Talkers ENG (Re-order # DMS-22P1-BPA4) / BIL (Re-order # DMS-22P1-BPA5)
- Cut Case Backer Card ENG (Re-order # DMS-22P1-BPA6) / BIL (Re-order # DMS-22P1-BPA7)
- End Aisle Backer Card BIL (Re-order # DMS-22P1-BPA8)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the cut case backer card, riser wrap and end aisle backer card.
- Merchandise the shelf talkers in front of the participating products in section.

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

B

Display Program (SBB) BLOCK PILE B

Springtime Flavours Are In



This is a sold program. Participation is mandatory.

Key Dates (March 28 – April 24)

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

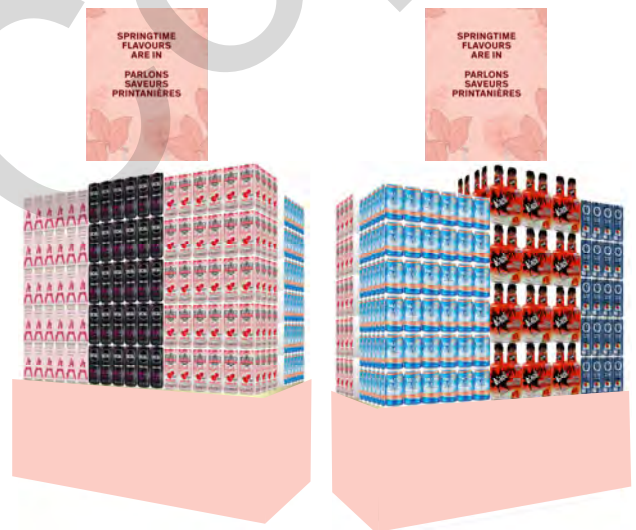
Participating Stores

Refer to the Participation Lookup page on the Portal for information

Participating Products

LCBO#	Description	Size (mL)	Offers
14477	Social Lite Triple Berry Vodka Soda	4 × 355	
14483	Ace Hill Raspberry Vodka Soda	355	
14493	Cottage Springs Raspberry Lime Vodka Water	355	\$0.20 LTO
211227	Palm Bay Ruby Grapefruit	6 × 355	\$1.00 LTO
407437	Black Fly Vodka Grapefruit	4 × 400	
450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	\$1.00 LTO

“Featuring a selection of light and fruity Ready-to-Drink cocktails”



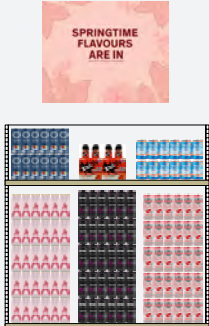
Signage Components

- Riser Wrap - solid colour (Re-order # DMS-22P1-BPB1)
- Pricer Cards ENG (Re-order # DMS-22P1-BPB2) / BIL (Re-order # DMS-22P1-BPB3)
- Shelf Talkers ENG (Re-order # DMS-22P1-BPB4) / BIL (Re-order # DMS-22P1-BPB5)
- Cut Case Backer Card ENG (Re-order # DMS-22P1-BPA8) / BIL (Re-order # DMS-22P1-BPA9)
- End Aisle Backer Card BIL (Re-order # DMS-22P1-BPA10)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the cut case backer card, riser wrap, pricer cards and end aisle backer card.
- Merchandise the shelf talkers in front of the participating products in section.

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



Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

P1-2: Wines of California

This is a sold program. Participation is mandatory.

Key Dates (P1-P2) Signage must remain in place for P1-2.

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Period 1 Participating Products (product assortment will change in Period 2)

LCBO#	Description	Size (mL)	Offers
14130	Apothic Cabernet Sauvignon	750	\$2.00 LTO
15760	Slow Press Cabernet Sauvignon	750	\$2.00 LTO
130138	Meiomi Pinot Noir	750	\$2.00 LTO
226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$3.00 LTO
230821	Cupcake Chardonnay	750	\$2.00 LTO
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00 LTO
539312	Josh Cellars Rosé	750	\$2.00 LTO
633347	Longshot Cabernet Sauvignon	750	\$2.00 LTO
633354	Longshot Pinot Grigio	750	\$2.00 LTO
678698	Gnarly Head Old Vine Zinfandel	750	\$2.00 LTO
962886	La Crema Sonoma Coast Chardonnay	750	\$2.00 LTO

“

Let's inspire customers to do some California dreamin' this Spring and bring home that Golden State of Mind: Fresh, Vibrant, Innovative, Sustainable. Our partner California Wines is launching a fresh new look and brand campaign. "California Wines. As alive as the place they're grown." Signage must remain in place for P1-2. Product assortment will change between periods.

Signage Components (signage must remain in place for P1-2)

- Table Sign Large ENG (Re-order #1 DMS-22P1-MNT1) / BIL (Re-order #1 DMS-22P1-MNT2)
- Table Sign Small BIL (Re-order #3 DMS-22P1-MNT3)
- Shelf Talkers ENG (Re-order #DMS-22P1-MNT4) / BIL (Re-order #DMS-22P1-MNT5)
- Celebration Fixture Drum Sign ENG (Re-order #DMS-22P1-MNT6) / BIL ENG (Re-order #DMS-22P1-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order #DMS-22P1-MNT8)

Merchandising Instructions

Please keep the table signs, backer cards, drum sign and bin strips displayed until the end of P2.

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

Middle Nesting Table Planograms



Front View

Back View

Top View (Back)

Facings: 5×3 +633347	Facings: 5×3 +678698	Facings: 5×3 +15760	
Facings: 6×2 +130138	Facings: 6×3 +226944	Facings: 6×2 +130138	Facings: 6×3 +226944
Facings: 6×3 +461053	Signage		Facings: 6×3 +461053
Facings: 6×2 +962886	Facings: 6×2 +369686	Facings: 6×2 +962886	Facings: 6×2 +369686
Facings: 5×3 +633354	Facings: 5×3 +539312	Facings: 5×3 +230821	

Top View (Front)

Celebration Fixture Planograms



Front View

Back View

Period 1 END AISLES

NEW!

WINNING ENDS: Stores that previously merchandised “Winning End Aisles” will have their End Aisles renumbered to follow the typical numerical format of other stores. Refer to the Participating Store list on the Portal for End Aisle numbers.

END AISLES 1-5: End Aisles 1-5 are Flighted A & B in Period 1. Ensure you display the participating product and backer card that your store is grouped in.

IMPORTANT NOTE: End Aisle #1 is Flighted A & B. Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #1A	13187	Absolut Juice Apple Edition	750	LTO
	13188	Absolut Juice Strawberry Edition	750	Value-Add
	19514	Absolut Juice Pear And Elderflower	750	Value-Add



	LCBO#	Description	Size (mL)	Offers
End Aisle #1B	110056	Absolut Vodka	750	Value-Add
	209221	Absolut Vodka	1140	LTO
	216655	Absolut Vodka	1750	LTO



IMPORTANT NOTE: End Aisle #2 is Flighted A & B. Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #2A	95935	Grey Goose Vodka	750	Value-add
	116327	Grey Goose La Poire Vodka	750	Value-add

Value-add Details

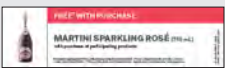
- Free Martini Sparkling Rosé (750 mL) with purchase of participating Grey Goose products.
- Value-add is to be waterfallled down the fixture. Replenished from the bottom up.
- On-shelf signage support with VA shelf talker and VA 4 × 5 shelf talker displayed on each shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.
- Participating stores will receive three of each shelf talker.



	LCBO#	Description	Size (mL)	Offers
End Aisle #2B	95935	Grey Goose Vodka	750	Value-add
	417196	Grey Goose Vodka	1140	Value-add
	604868	Grey Goose Vodka	1750	Value-add

Value-add Details

- Free Martini Sparkling Rosé (750 mL) with purchase of participating Grey Goose products.
- Value-add is to be waterfallled down the fixture. Replenished from the bottom up.
- On-shelf signage support with VA shelf talker and VA 4 × 5 shelf talker displayed on each shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.
- Participating stores will receive three of each shelf talker.



IMPORTANT NOTE: End Aisle #3 is Flighted A & B. Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #3A	5959	Baileys Irish Cream	750	Value-add
	11248	Baileys Espresso	750	Value-add
	19418	Baileys Colada	750	Value-add

Value-add/Merchandiser Details



- Free Baileys Cookbook with purchase of participating Baileys products.
- Value-add will be merchandised in a supplier merchandiser. The agent will deliver and assemble the merchandiser.
- On-shelf signage support with VA shelf talker and VA 4 x 5 shelf talker displayed on each shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.
- Participating stores will receive three of each shelf talker.



	LCBO#	Description	Size (mL)	Offers
End Aisle #3B	5959	Baileys Irish Cream	750	Value-add
	400259	Baileys Salted Caramel	750	Value-add
	605956	Baileys Irish Cream Liquor	1140	Value-add

Value-add/Merchandiser Details



- Free Baileys Cookbook with purchase of participating Baileys products.
- Value-add will be merchandised in a supplier merchandiser. The agent will deliver and assemble the merchandiser.
- On-shelf signage support with VA shelf talker and VA 4 x 5 shelf talker displayed on each shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.
- Participating stores will receive three of each shelf talker.

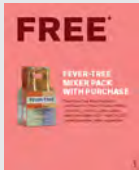


IMPORTANT NOTE: End Aisle #4 is Flighted A & B. Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #4A	893	J.P. Wiser's Deluxe	750	LTO
	33928	J.P. Wiser's Deluxe	1750	LTO
	216689	J.P. Wiser's Deluxe	1140	Value-add

Value-add Details

- Free Fever-Tree Mixer pack with purchase of 216689 J.P. Wiser's Deluxe 1140 mL.
- Value-add is to be merchandised on the top shelf of the fixture.
- On-shelf signage support with VA shelf talker and VA 4 x 5 shelf talker displayed on the top shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.
- Participating stores will receive three of each shelf talker.



	LCBO#	Description	Size (mL)	Offers
End Aisle #4B	12865	J.P. Wiser's Manhattan Canadian Whisky	750	Value-add
	474551	J.P. Wiser's Vanilla Whisky	750	LTO
	625996	JP Wiser's Old Fashioned Canadian Whisky	750	Value-add

Value-add Details

- Free Cocktail Cherries with purchase of participating J.P. Wiser's Whisky products.
- Value-add is to be merchandised on the top shelf of the fixture.
- On-shelf signage support with VA shelf talker and VA 4 x 5 shelf talker displayed on the top shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.
- Participating stores will receive three of each shelf talker.



IMPORTANT NOTE: End Aisle #5 is Flighted A & B. Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #5A	18869	Hornitos Black Barrel	750	Value-add
	143040	Hornitos Reposado Tequila	750	Value-add
	436279	Hornitos Plata	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #5B	2485	Sauza Silver	750	LTO
	27235	Sauza Gold Tequila	750	Value-add
	217133	Sauza Gold Tequila	1140	LTO, Seasonal Block Pile C



	LCBO#	Description	Size (mL)	Offers
End Aisle #6	155051	Masi Campofiorin Igt	750	LTO
	621110	Jackson-Triggs Pinot Grigio	750	LTO
	627802	Yellow Tail Chardonnay	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #7	42	Canadian Club Premium	750	LTO
	217687	Canadian Club Premium	1140	End Aisle
	34637	Canadian Club Premium	1750	Value-add



	LCBO#	Description	Size (mL)	Offers
End Aisle #8	14524	Georgian Bay Strawberry Smashed Soda	473	LTO
	491183	Georgian Bay Vodka Smash	473	LTO
	560888	Georgian Bay Gin Smash	6 × 355	LTO

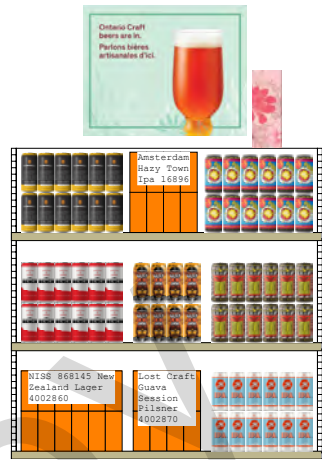


	LCBO#	Description	Size (mL)	Offers
End Aisle #9	17925	Somersby Cider Mixer Pack (Distributor code: LCBO Warehouse)	6 × 473	LTO
	19980	Brickworks Ciderhouse Mix Pack (Distributor code: 1950)	6 × 473	
	20233	Mill Street Essentials Mix Pack (Distributor code: 1950)	6 × 473	

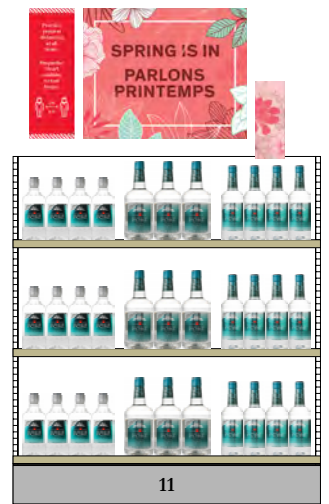


	LCBO#	Description	Size (mL)	Offers
End Aisle #10	12172	Flying Monkeys Freakshow Crush Hazy IPA (Distributor code: 6309)	473	LTO
	14953	Amsterdam Fria Cerveza (Distributor code: 3842)	473	
	16897	Great Lakes Brewery - Burst! (Distributor code: 1929)	473	
	16954	Bench Brewing Lincoln Lager (Distributor code: 798)	473	
	19720	Anderson Craft Ales New Zealand Lager (Distributor code: 791)	6 × 355	
	20231	Lost Craft Guava Session Pilsner (Distributor code: 179)	473	
	159772	Muskoka Hazed And Confused (Distributor code: LCBO Warehouse)	473	
	469981	Cowbell Absent Landlord (Distributor code: 458)	473	
	513002	Henderson's Brewing Pearson Express IPA (Distributor code: 766)	473	LTO

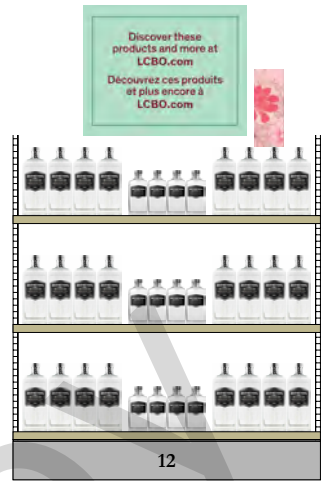
Refer to the Mini Thematic C section for more details



	LCBO#	Description	Size (mL)	Offers
End Aisle #11	53082	Alberta Pure Vodka (P.E.T)	1750	Value-add
	88799	Alberta Pure Vodka (P.E.T)	750	Value-add
	242339	Alberta Pure Vodka	1140	Value-add



	LCBO#	Description	Size (mL)	Offers
End Aisle #12	16608	Aviation Gin	375	LTO
	129940	Aviation Gin	750	End Aisle



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	174466	Jose Cuervo Especial Silver	750	LTO
	267245	Jose Cuervo Especial Gold Tequila	1140	Value-add
	450932	Jose Cuervo Tradicional Reposado	750	Value-add



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	181636	Sobieski Vodka	750	Value-add
	260869	Sobieski Vodka	1140	Value-add



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	5322	Aveleda Vinho Verde	750	LTO
	135939	Pelee Island Pinot Noir VQA	750	LTO
	394718	>Erath Pinot Noir	750	LTO



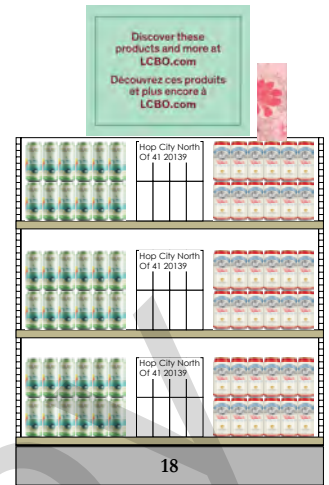
	LCBO#	Description	Size (mL)	Offers
End Aisle #16	15349	Jack Daniels Apple	750	End Aisle
	182931	Jack Daniel's Tennessee Whiskey	1750	LTO
	380899	Jack Daniel's Tennessee Honey	1140	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	11868	Whitley Neill Rhubarb & Ginger	750	LTO
	16095	Whitley Neill Raspberry Gin	750	LTO
	514463	Whitley Neill Handcrafted Dry Gin	750	LTO



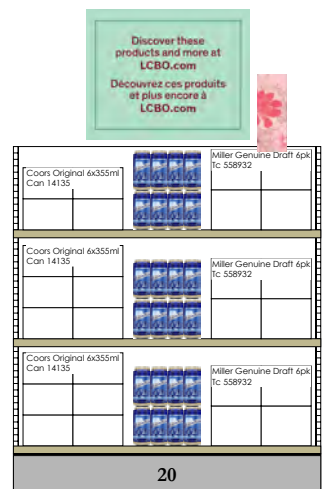
LCBO#	Description	Size (mL)	Offers
End Aisle #18			
17406	Side Launch Any Day Light IPA (Distributor code: 3827)	473	
20139	Hop City North of 41 (Distributor code: LCBO Warehouse)	473	
461087	Creemore Kolsch Ale (Distributor code: 1757)	473	



LCBO#	Description	Size (mL)	Offers
End Aisle #19			
1784	Grand Marnier Cordon Rouge	750	
324848	Espolon Tequila Blanco	750	Value-add
324855	Espolon Tequila Reposado	750	Value-add

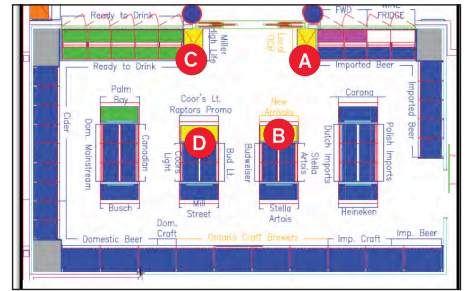


LCBO#	Description	Size (mL)	Offers
End Aisle #20			
14135	Coors Original (Distributor code: 275 TBS)	6 × 355	
478909	Belgian Moon (Distributor code: 275 TBS)	473	LTO
558932	Miller Genuine Draft (Distributor code: 275 TBS)	6 × 473	LTO



BEER EXCITEMENT ZONE

(A, B, C, D)



The Beer Excitement Zone has four displays to highlight engaging offers on popular products. The three displays are **sold programs (A, C and D)**, and the remaining (B) is a generic display end for merchandising new, seasonal products at store manager's discretion. Refer to your planogram for the location of each display.

This is a sold program. Participation is mandatory. Products will not be forced, please order as necessary to support the display.

Key Dates (March 28 – April 24)

Participating Stores

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

Participating Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
A Plinth (EA - EZA)	15733	Mill Street Organic Pilsner 473 mL	1950 - Trillium Beverage Inc.	LTO
	20068	Mill Street Hazy Organic IPA 473 mL	1950 - Trillium Beverage Inc.	
	516880	Mill Street Original Organic Lager 6 × 473 mL	1950 - Trillium Beverage Inc.	Contest
	Contest: Chance to win an Ecobee smart Thermostat! Use a unique pin code found on each 6-pack of Mill Street Original Organic Lager and enter the contest at millstreetbrewery.com.			
B New/Seasonal (EA - EZB)	19644	Whitewater Low Hanging Fruit 473 mL	8454 - Whitewater Brewing Company	
	19683	Faces Double IPA With Mosaic & Simcoe 473 mL	4826 - Wellington County Brewery Inc	
	20118	Collective Arts Good Monster 473 mL	4678 - Collective Arts Brewing Limited	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.				
C Plinth (EA - EZH)	17818	Corona Extra 6 × 330 mL	275 - The Beer Store	Value-add
	17846	Corona Extra 6 × 355 mL	275 - The Beer Store	LTO
		Near-pack displayer - VA Citrus Kit		
Value-add/Merchandiser: The supplier will be providing the value-add and merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
D End Aisle (EA - EZD)	14485	Ace Hill Lemon Vodka Soda 355 mL	LCBO Warehouse	
	16465	Ace Hill Low-Cal Mexican Lager 4 × 355 mL	196 - Ace Hill Beer Company	
	19656	Ace Hill Grapefruit Radler 355 mL	196 - Ace Hill Beer Company	

Beer Excitement Zone A:

Local Ontario craft brewery with an earth friendly philosophy. Focus is on sustainability – chance to win an Ecobee Programmable Thermostat.

Beer Excitement Zone B:

An assortment of new and seasonal local Ontario craft beers. Selection is at store's discretion.

Beer Excitement Zone C:

Light and easygoing, Corona is a timeless beer that can be enjoyed on any occasion. Free citrus kit with the purchase of two 6-packs of +17818 Corona Extra.

Beer Excitement Zone D:

Light and easy drinking products, showcasing the variety of beverages Ace Hill offers. A donation of 15 cents for every can purchased to help feed our community with Evergreen Canada.

Signage Components

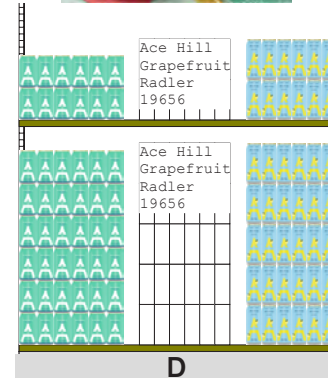
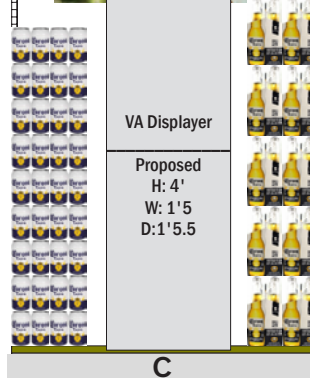
- A. Backer Card BIL (Re-order #DMS-22P1-EZ1)
- A. ENG (Re-order # DMS-22P1-EZ2) / (Re-order # DMS-22P1-EZ3)
- B. Backer Card BIL (Re-order #DMS-22P1-EZ4)
- C. Backer Card BIL (Re-order #DMS-22P1-EZ5)
- A, C, D Pricer Cards
ENG (Re-order #DMS-22P1-EZ6) /
BIL (Re-order #DMS-22P1-EZ7)
- A, C, D Shelf Talkers
ENG (Re-order #DMS-22P1-EZ8) /
BIL (Re-order #DMS-22P1-EZ9)
- D. Backer Card BIL (Re-order #DMS-22P1-EZ10)
- D. Transparency
ENG (Re-order #DMS-22P1-EZ11) /
BIL (Re-order #DMS-22P1-EZ12)
- A. Perpendicular Shelf Talkers ENG (Re-order # DMS-22P1-EZ13) / (Re-order # DMS-22P1-EZ14)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value-adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.
- Install the beer excitement zone A perpendicular shelf talker on the fixture to highlight the contest.

Beer Excitement Zone B:

- Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf.
- Merchandise the generic beer excitement zone B backer card until the end of P2.



BEER BRANDED ENDS

P1 - 2

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 P1-2.

Key Dates (P1-2)

Participating Stores

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

Signage Components

- Corona Backer Card ENG/BIL (22P1-BCB1)
- Stella Artois Backer Card ENG/BIL (22P1-BCB2)
- Heineken Backer Card ENG/BIL (22P1-BCB3)



NOTE: Images on the right are for references only.

8-PACK CARRIER

GOOD THINGS
COME IN EIGHTS.

FREE
CARRIER

INSTRUCTIONS

1. Simply pull open the flap.
2. Flatten the bottom.
3. Flip the handle on the bottom to place in aisle.
4. Fill with your favourite brew!



HUIT FOIS PLUS
DE PLAISIR.

CARTON
GRATUIT

INSTRUCTIONS

1. Ouvrez simplement au-
dessus du couvercle.
Ouvrez le panier.
2. Applatissez le fond.
3. Retournez le panier
à l'envers pour le placer
dans l'allée.
4. Remplissez-le avec
votre bière préférée.



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

Key Dates (ongoing)

Participating Stores

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

Signage Components

- Spring Header Card ENG (Re-order # DMS-22P1-SMB1) / BIL Header Card (Re-order # DMS-22P1-SMB2)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

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

Merchandising Instructions

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

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

Additional Merchandising: Excitement Zone B “New” End Aisle

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

Beer Rated PERPENDICULAR SHELF TALKERS

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

Key Dates (ongoing)

Participating Stores

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

Participating Products

LCBO#	Description	Rating
10296	High Road Brewing Bronan - Vermont style IPA	98
14280	Bellwoods Jelly King	99
16051	Bellwoods Brewery Jutsu Pale Ale	97
194431	Duvel Beer	98
357236	Chimay Blue Cap	100
385674	Side Launch Wheat Beer	97
414946	Brewdog Punk IPA	96
442319	Collective Arts Stranger Than Fiction	96
480368	Muskoka Twice As Mad Tom IPA	97
483388	Beyond The Pale Aromatherapy IPA	99
556688	Collective Arts Life In The Clouds	95
575365	Beau's Full Time IPA	96
645416	Left Field Greenwood IPA	97



Signage and Merchandising Instructions

- Beer Rated perpendicular shelf talkers.
- ENG (Re-order # BCRRB-Spring) / BIL (Re-order # BCRRB-Spring2)
- Install the perpendicular shelf talker in front of the corresponding beer products in-section using the perpendicular shelf talker clip (PSTC201404).

Craft Beer Imported

SHELF TALKERS

Craft Beer Program (Imported)

Key Dates (ongoing)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
10154	Rubaeus Raspberry Ale	6 × 355
13343	Vox Populi Double Fruit Punch IPA	355
17829	SnowBird Juicy IPA	473
17831	Russell - A Wee Angry Scotch Ale	473
17832	Cigar City Florida Man Double IPA	4 × 355
17833	Oskar Blues Can-O-Bliss DIPA	4 × 355
18474	La Moneuse - Saison	375
356204	St.Feuillien Saison	330
492041	Doppel Hirsch Doppel Bock	500

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
(ENG: DMS-FW-OCB1 / BIL: DMS-FW-OCB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

ONTARIO WINES

ON1: Go Local (VQA) - (EA-GL)

(formerly known as Our Wine Country)

This is a sold program. Participation is mandatory. This Program is updated every promotional Period, supported by a LTO offer. Stores must order products required (minimum of one (1) cases per SKU).

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

Key Dates (March 28 – April 24)

Participating Products

LCBO#	Description	Size (mL)	Offers
126151	Sibling Rivalry Red VQA	750	\$2.00 LTO
341776	Fresh Beginnings Moscato VQA	750	\$2.00 LTO
387050	Open Smooth White VQA	750	\$1.00 LTO
485128	Pelee Island Baco Noir VQA	750	\$1.00 LTO

Participating Stores

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

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

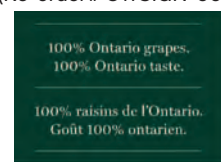
- LTO Shelf Talkers ENG/BIL (Re-order # DMS-22P1-ON1)

Merchandising Instructions

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



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



Cube Sign
(Re-order# OWSIGN-002)



PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES

Signage Components

- Our Wine Country Backer Card (Re-order# NIVQA0662)
- LTO Shelf Talkers ENG/BIL (Re-order # DMS-22P1-ON1)

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.



Backer Card
(Re-order# NIVQA0662)



ON2: Our Buyer's Pick (VQA) - (OWC)

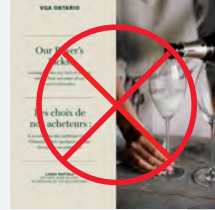
(formerly known as Ontario Superstars)

This program will place spotlights on **FOUR (4) Ontario VQA** wines every period promotional Period. Stores must order products required (minimum of three (3) cases per SKU) **This is a sold program. Participation is mandatory.**

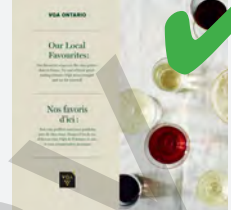
NEW! ON2: OUR BUYER'S PICK (VQA) - (OWC)

(formerly known as Ontario Superstars)

Going forward, the Ontario Buyer's Pick Backer Card will be updated seasonally and is no longer a permanent signage component. Remove and recycle the old Ontario Buyer's Pick Backer Card and replace with the new Spring version. Backer Card signage is to remain in place until the end of P2.



Recycle Backer Card



Install new P1-2 Spring Backer Card

P1-2 Spring Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # DMS-22P1-OWP2)

Key Dates (March 28 – April 24)

Participating Products

LCBO#	Description	Size (mL)
57349	Chateau Des Charmes Gamay Noir VQA	750
145458	Inniskillin Riesling Pinot Grigio VQA	750
175349	Open Rosé VQA	750
433714	Pelee Island Cabernet Franc VQA	750

Signage Components

NOTE: The Ontario Buyer's Pick Backer Card is to remain in place until the end of P2.

- Shelf Talkers ENG/BIL (Re-order # DMS-22P1-OWP1)
- P1-2 Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # DMS-22P1-OWP2)

Merchandising Instructions

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

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

Cut-Case Display Stores:

- **Option 1:**
Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola with the supporting shelf talkers.
- **Option 2:**
If no available VQA end, re-locate the products to a nearby discretionary end using the P1-2 Spring Buyer's Pick Backer Card (re-order# DMS-22P1-OWP2)
- **Option 3:**
If no available nearby discretionary end, install the shelf talkers in-section in front of the participating products.

Participating Stores

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

End Aisle Display Stores:

- Stores that have ONE (1) VQA Gondola Fixture are to install the new P1-2 Spring Backer Card on a single End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display.
- Remove and recycle the old Ontario Buyer's Pick Backer Card and replace with the new Spring version.



Recycle Backer Card

Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # DMS-22P1-OWP1)
- Install the shelf talkers in-section in front of the participating products.

ON3A: Ontario Staff Pick Backer Card Program (Permanent)

Signage

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



Merchandising Instructions

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

UPDATED Participating Stores

7, 33, 49, 55, 68, 82, 144, 177, 221, 227, 234, 250, 276, 278, 341, 364, 420, 425, 453, 457, 477, 500, 526, 537, 550, 554, 571, 580, 627, 640, 644, 645, 646, 649, 655, 657, 661, 695, 699

NEW!

ON3B: Craft VQA Wineries (Permanent)

The LCBO is committed to continuing to support small Ontario businesses during the COVID-19 pandemic. As we look for new ways to showcase Ontario VQA Wines to our customers, we are pleased to introduce a new program specifically focused on small VQA producers. Through this program we are looking to showcase a selection of new wines (not currently available at LCBO) from small VQA producers for a seasonal duration. We will rotate the assortment twice this year giving more opportunities to small suppliers. Turn 1 will run from Period 1 to P6 2021/22 while Turn 2 will run from Period 7 to 13.

Stores will be forced allocated the inventory prior to the start of the program. If a product sells through, please merchandise another VQA small winery sku you have listed in your store on the fixture.

Participating Stores

33, 40, 41, 51, 65, 84, 115, 130, 164, 187, 207, 211, 212, 229, 233, 252, 263, 300, 351, 359, 384, 391, 392, 401, 404, 407, 412, 417, 427, 437, 443, 459, 481, 485, 486, 497, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

Key Dates (P1-P6)

Participating Products: Turn 1

LCBO#	Description	Size (mL)
20516	Casa-Dea Embrace Sparkling Riesling VQA	750
20515	The Hare Frontier Pinot Grigio VQA	750
20512	Fogolar Vidal VQA	750
20508	Marynissen Lokaal White VQA	750
20517	Alvento West Wind VQA	750
16296	Organized Crime Rosé VQA	750
20509	CREW Barrelman's Blend VQA	750
20514	Commisso Red VQA	750
20513	Stoney Ridge Patio Lanterns Red VQA	750

PARTICIPATING STORES – VQA GONDOLA END

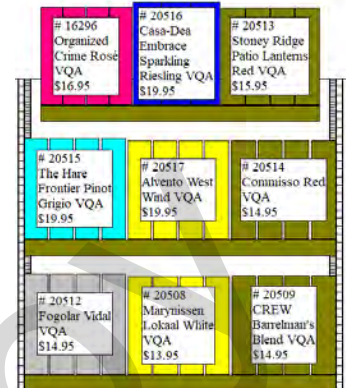
33, 40, 41, 51, 65, 84, 130, 164, 207, 211, 229, 233, 263, 351, 384, 391, 404, 417, 437, 443, 481, 485, 486, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

Signage Components

- VQA Gondola End ENG/BIL (Re-order # 22OP-VQACRAFT1)

Merchandising Instructions

- Install Craft Wineries Backer Card.
- Merchandise the participating products on the VQA Gondola End.



PARTICIPATING STORES – BOUTIQUE STYLE END

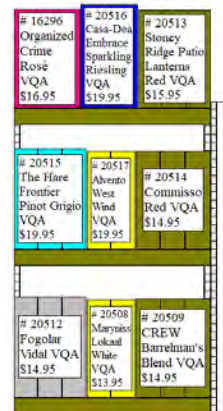
115, 187, 252, 300, 392, 401, 407, 412, 497

Signage Components

- VQA Boutique End English: (Re-order # 22OP-VQACRAFT2)
- VQA Boutique End Bilingual: (Re-order # 22OP-VQACRAFT3)

Merchandising Instructions

- Install Craft Wineries Backer Card.
- Merchandise the participating products on the fixture.
- **NOTE: Stores with Boutique Style Ends should continue to merchandise ON3B products and signage on one side of the display, with ON3A (Ontario Staff Pick) products and signage on the other.**



PARTICIPATING STORES – CUBED END

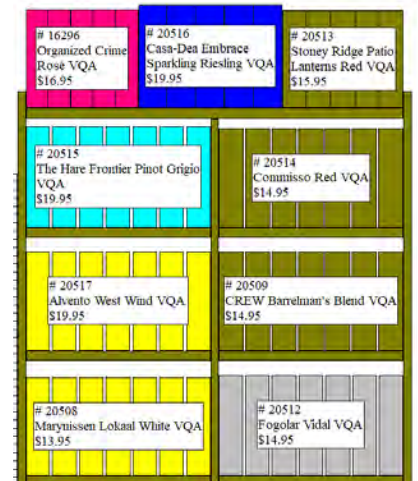
212, 359, 427, 459

Signage Components

- VQA Boutique End English: (Re-order # 22OP-VQACRAFT4)
- VQA Boutique End Bilingual: (Re-order # 22OP-VQACRAFT5)

Merchandising Instructions

- Install Craft Wineries Backer Card and the two cube signs.
- Merchandise the participating products on the Cubed End.



2020/21 Ontario Wine Awards (P11 - P6)

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

Key Dates (P11-P6)

Participating Stores

All Stores

Participating Products

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



Signage

NOTE: Signage is to remain up until P6.

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

Merchandising Instructions

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

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

This program leverages the tried-and-true customer favourites in the Essentials Collection to attract new customers to Vintages. Each turn of the program now spans one promotional period and features two products on LTO on a front-facing end aisle display. **This is a sold program. Participation is mandatory.**

Key Dates (April 1 – 25, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
974717	Casas del Bosque Reserva Sauvignon Blanc	750	\$2.00 LTO
650432	Castelgiocondo Brunello di Montalcino	750	\$5.00 LTO

Program Schedule: Period 1 (Branded Backer Card)

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

Signage Components

- Signage Kit (Re-order # DMS-22P1-VINT1)
Branded Backer Card ENG/BIL
LTO Shelf Talkers ENG/BIL
- Bin tag overlay
2" English: VBTC001 / 2" French: VBTC004
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

Merchandising Instructions

- Merchandise products together on a frontfacing/primary end aisle.
- Install the branded backer card and LTO offer shelf talkers.
- Use the bin tag overlays to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



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 (April 3 and April 17, 2021 releases)

Mandatory Participation Stores

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

All other participating stores

If your store receives the corresponding signage components for this program, you are expected to merchandise it. If you do not have an available end, or sufficient inventory, install the pre-printed signage in front of the participating product(s) on-shelf.

Participating Products

LCBO#	Description	Size (mL)
APRIL 3, 2021 RELEASE		
18691	Château Bourdieu No.1 2016	750
546424	Errázuriz Aconcagua Alto Carmenère 2018	750
APRIL 17, 2021 RELEASE		
17684	Parker Station Cabernet Sauvignon 2017	750
114454	Bordón Gran Reserva 2011	750

Signage Components

- Year-round backer card kit ENG/BIL:
Vintages fixtures (Re-order# VBC042)
LCBO fixtures (Re-order# VBCL056)
- Pre-printed shelf talker ENG/BIL
- Bin tag overlay:
2" English: VBTC001 / 2" French: VBTC004
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

Merchandising Instructions

- Merchandise products together according to the planogram for each release.
- Install the Wines of the Month backer card from your year-round kit.
- Install the pre-printed shelf talkers in front of the participating products.
- Use the Bin tag overlay to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



VINTAGES LTO Program

The Vintages 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.

Participating Stores

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

Key Dates LTO (March 29 - April 25, 2021)

Signage Components

- The 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 LTO shelf talker generic template to reprint any damaged signage.



Participating Products

LCBO#	Description	Size (mL)	Price	Now	Offers
177824	13th Street Gamay	750	\$19.95	\$17.95	\$2.00 LTO
352583	Beringer Knights Valley Cabernet Sauvignon	750	\$44.95	\$39.95	\$5.00 LTO
84988	Beringer Napa Valley Chardonnay	750	\$25.95	\$22.95	\$3.00 LTO
31898	Calvet Reserve des Remparts Saint-Émilion	750	\$23.95	\$21.95	\$2.00 LTO
974717	Casas del Bosque Reserva Sauvignon Blanc	750	\$14.95	\$12.95	\$2.00 LTO
650432	Castelgiocondo Brunello di Montalcino	750	\$53.95	\$48.95	\$5.00 LTO
328567	Cathedral Cellar Cabernet Sauvignon	750	\$17.95	\$15.95	\$2.00 LTO
460154	Columbia Crest Grand Estates Cabernet Sauvignon	750	\$17.95	\$15.95	\$2.00 LTO
30957	Concha y Toro Winemaker's Lot 148 Carmenère	750	\$18.95	\$15.95	\$3.00 LTO
167189	Dandelion Vineyards Lionheart of The Barossa Shiraz	750	\$21.95	\$19.95	\$2.00 LTO
571133	Dillon's Vermouth	750	\$19.95	\$17.95	\$2.00 LTO
443945	El Gorú Monastrell/Syrah/Petit Verdot	750	\$13.95	\$12.95	\$1.00 LTO
394718	Erath Pinot Noir	750	\$24.95	\$21.95	\$3.00 LTO
1578	Flat Rock Twisted White	750	\$17.95	\$15.95	\$2.00 LTO
268342	Henry of Pelham Estate Chardonnay	750	\$21.95	\$18.95	\$3.00 LTO
274753	Hidden Bench Estate Organic Pinot Noir	750	\$34.95	\$31.95	\$3.00 LTO
388306	Inniskillin Vidal Icewine	375	\$49.95	\$44.95	\$5.00 LTO
258699	J. Lohr Riverstone Chardonnay	750	\$19.95	\$17.95	\$2.00 LTO
389411	Jackson-Triggs Reserve Vidal Icewine	375	\$39.95	\$34.95	\$5.00 LTO
58339	Kaiken Malbec	750	\$15.95	\$13.95	\$2.00 LTO
925453	Kilikanoon Killerman's Run Shiraz	750	\$19.95	\$16.95	\$3.00 LTO
35386	Kim Crawford Sauvignon Blanc	750	\$19.95	\$17.95	\$2.00 LTO
166538	Lan Crianza	750	\$16.95	\$14.95	\$2.00 LTO
962886	La Crema Sonoma Coast Chardonnay	750	\$29.95	\$27.95	\$2.00 LTO
130138	Meiomi Pinot Noir	750	\$22.95	\$20.95	\$2.00 LTO
650713	Monte Zovo Sa' Solin Ripasso Valpolicella	750	\$19.95	\$17.95	\$2.00 LTO
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$19.95	\$17.95	\$2.00 LTO
350900	Robert Oatley Signature Series Chardonnay	750	\$19.95	\$17.95	\$2.00 LTO
741769	Rocca delle Macie Chianti Classico	750	\$18.95	\$16.95	\$2.00 LTO
226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$27.95	\$24.95	\$3.00 LTO
1834	Susana Balbo Crios Torrontés	750	\$14.95	\$12.95	\$2.00 LTO
130989	Tawse Growers Blend Pinot Noir	750	\$25.95	\$23.95	\$2.00 LTO
198853	Tawse Quarry Road Organic Riesling	750	\$24.95	\$22.95	\$2.00 LTO
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$19.95	\$17.95	\$2.00 LTO

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

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

Participating Stores

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

Key Dates (March 28 – April 24)

Participating Product

LCBO#	Description	Size (mL)	Offers
268342	Henry of Pelham Estate Chardonnay	750	\$3.00 LTO

Signage Components & Merchandising Instructions

Signage reorder code: DMS-22P1-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 April 25, 2021.

Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by April 25, 2021.

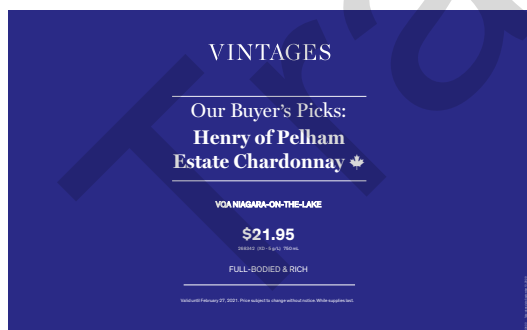
Basket Sign Insert ENG/BIL (Our Wine Country stores only)

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by April 25, 2021.

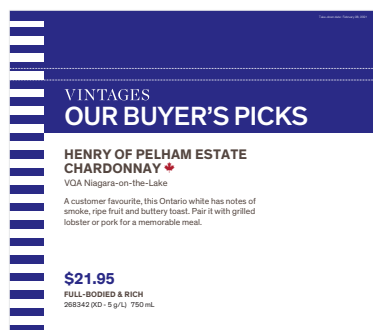
Available Chilled Hot Button

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

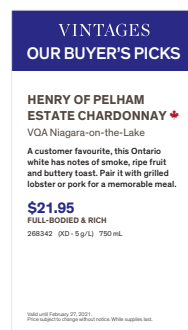
- Signs should be used on shelf to indicate that the Superstar product is also available in the fridge. Superstar Shelf Talkers should be placed in the fridge to highlight the Superstar products there.



Basket Sign



Pricer Card



Shelf Talker

Period 1 Gifting SPRING

NEW! Spring \$1.95 Enhanced Gift Bag

The Spring Enhanced Gift Bag will ship to participating stores for set up with the start of P1. Please refer to the P1 online worksheets posted on the portal for information on Spring Enhanced Gift Bag stores & allocation.

LCBO#	Description	Retail
19450	Spring Enhanced Gift Bag	\$1.95



How to Merchandise THE SPRING ENHANCED GIFT BAG

Front Facing End Aisle

- Merchandise the Spring Enhanced Gift Bags on the front facing end aisles.
- Install gift bag Hot Button using the Hot Button sign clip.

Cash End

- Spring Enhanced Gift Bag
- Spring Reusable Tote Bag

Mini Thematic A/B Stores

- Merchandise the Spring Enhanced Gift Bags on the fixture (refer to the Mini Thematic A/B sections of this guide for more details).

Spring 2020 Gifting Packaging

- Stores with residual inventory of the Spring 2020 Gift Bag designs may bring them to the floor for merchandising to encourage sell-through.

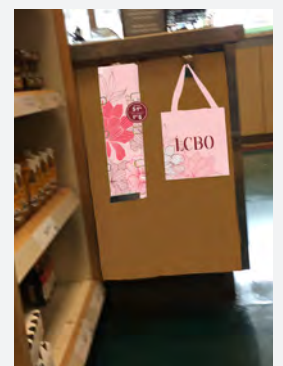
Signage Re-order Codes

Signage	Description	Re-order #
	Spring Enhanced Gift Bag Hot Button Signs	ENG/BIL: DMS-22P1-GFT1
	Hot Button Sign Clip	NIHK102

Front Facing End Aisle



Cash End



Mini Thematic A/B



NEW! Spring \$1.95 Reusable Tote Bag

The Spring Reusable Tote Bag will ship to participating stores for set up with the start of P1.

Please refer to the P1 online worksheets posted on the portal for information on Spring Reusable Tote Bag stores & allocation.



LCBO#19449
Spring Reusable Tote Bag
\$1.95

How to Merchandise THE REUSABLE TOTE BAG

Metal Stand Merchandiser

- Install the Spring “Reusable Bags” metal stand merchandiser sign insert.
- Merchandise Spring Reusable Tote Bags (front & back of fixture)

Metal Gift Bag Stand

- Install the Year-Round “Reusable Bags” Pole Topper Sign on the Stand that was previously provided.
- Merchandise the Spring Reusable Tote Bags on the fixture (top and bottom arms)

Cash End

- Spring Reusable Tote Bag
- Spring Enhanced Gift Bag

Spring 2020 Gifting Packaging

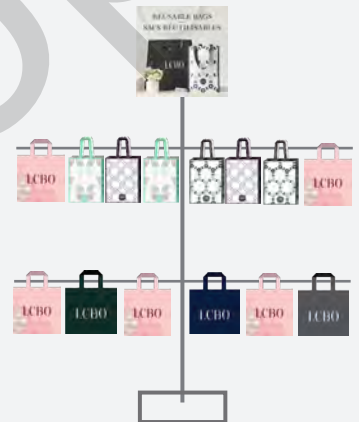
- Stores with residual inventory of the Spring 2020 Reusable Gift Bag designs may bring them to the floor for merchandising to encourage sell-through.

Metal Stand Merchandiser



Stores with the Metal Stand Merchandiser MUST follow the planogram above to merchandise the new Spring Reusable Tote Bags.

Metal Gift Bag Stand



Stores that do not have the Metal Stand Merchandiser can utilize the Metal Gift Bag Stand by following the instructions above to create an impactful display.

Signage Re-order Codes

Signage	Description	Re-order #
	Metal Stand Merchandiser Sign Insert Kit (2 pieces - Blank Insert and Sign)	ENG/ENG: DMS-22P1-GFT10
	Metal Stand Merchandiser Sign Insert Kit (2 pieces - Blank Insert and Sign)	BIL/BIL: DMS-22P1-GFT11
	Year-Round Pole Topper Sign for Metal Gift Bag Stand	ENG: OP21-GFT 106 BIL: OP21-GFT 106B

Cash End



Stores that do not have the Metal Stand Merchandiser may display the Reusable Tote Bags at Cash End.

NEW!

Spring Gift Cards



Spring is In! The new design of the Spring Gift Cards will support multiple seasonal gift-giving occasions - Spring, Easter and Mother's Day. Spring Gift Cards and Carriers have only been allocated to stores with high Gift Card sales transactions.

No additional inventory is available. Cards and Carriers will arrive in stores by the start of Period 1. Please refer to the P1 online worksheets posted on the portal for information on the Spring gift cards & allocation.


IMPORTANT NOTE: The large acrylic gift card merchandiser is currently being phased out. Stores currently utilizing the large acrylic gift card merchandiser may continue to do so. Signage will be provided for the small acrylic gift card merchandiser only, should stores require a sign for the large, please use the re-order code **DMS-22P1-GFT5** to order them. Final instructions on the large acrylic gift card merchandise will be communicated in the Weekly Newsletter.

Key Dates (March 28 – May 22)

Gift Cards

LCBO#	Description	Image
19376	Spring Gift Card (rust)	
19377	Spring Gift Card (floral)	

Gift Card Carrier

LCBO#	Description	Image
19378	Spring Carrier (floral/rust)	

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

- Remove the Year-Round gift card merchandiser inserts and store it in a safe place. Install the Spring gift card merchandiser inserts.
- On May 22, recycle the Spring insert and replace with the Year-Round insert signs.
- Spring 2020 Gift Card/Carriers:** Stores with residual inventory of the Spring 2020 Gift Card and carrier designs may bring them to the floor for merchandising to encourage sell-through.

Signage Component for Gift Card Inserts	Re-order#
LCBO Spring Small Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	DMS-22P1-GFT3
LCBO Spring Large Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	DMS-22P1-GFT5
Vintages Spring Small Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	DMS-22P1-GFT4

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

Acrylic Gift Card Merchandiser (Cash End)



Large Acrylic Gift Card Merchandiser Insert Sign (2 pieces)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)



Vintages Small Acrylic Gift Card Merchandiser (2 pieces)

ORGANIC COTTON BAGS (SELECT STORES)

The Organic Cotton bags are fair trade and locally produced! This limited edition design will be available in select locations and is sure to be a favourite.

Participating Stores

3, 4, 6, 8, 10, 12, 14, 15, 16, 17, 18, 23, 27, 31, 32, 38, 40, 45, 50, 51, 59, 63, 80, 115, 149, 163, 164, 182, 186, 195, 198, 214, 217, 228, 253, 279, 298, 355, 362, 393, 394, 398, 408, 411, 443, 457, 483, 486, 499, 500, 511, 512, 526, 532, 534, 538, 546, 549, 568, 571, 573, 586, 614, 624, 646, 650, 656, 657, 677

LCBO#	Description	Retail
16877	Organic Cotton Canvas 4 Pocket Bag	\$9.95




How to Merchandise THE ORGANIC COTTON BAGS

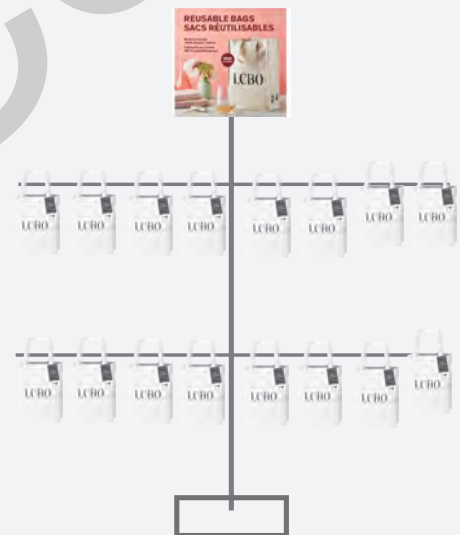
Metal Gift Bag Stand:

- Install the “Cotton Bags” Pole Topper Sign on the Stand
- Merchandise the Cotton Bags on the fixture by following the diagram to the right to create an impactful display.
- Stores that do not receive the Cotton Bags can continue to merchandise the Year-Round and Spring Reusable bag on the fixture.

Signage Re-order Codes

Signage	Description	Re-order #
	Cotton Bags Pole Topper Sign for Metal Bag Fixture	ENG: DMS-22P1-GFT6 BIL: DMS-22P1-GFT7

Metal Gift Bag Stand



Please note that this fixture has TWO (2) metal arms, allowing 4 merchandising opportunities.

One Day Sale

EASTER MONDAY SUPER SALE

Key Date: Monday, April 5th, 2021

Select stores open on Easter Monday will be participating in the Easter Monday Super Sale taking place in-section on **Monday, April 5th**. These are great buys that will be sure to entice consumers. Ensure the in-section shelf talkers are displayed in front of the participating products. **This is a sold program. Participation is mandatory.**

Participating Stores

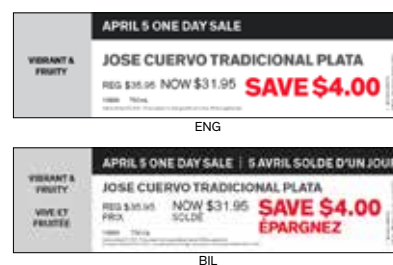
1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 27, 28, 31, 32, 33, 34, 35, 36, 38, 40, 41, 44, 51, 55, 56, 57, 58, 60, 62, 63, 64, 65, 68, 69, 70, 71, 72, 73, 74, 80, 81, 82, 83, 84, 85, 86, 87, 88, 90, 93, 95, 97, 101, 102, 106, 115, 124, 125, 130, 132, 143, 144, 145, 148, 149, 150, 153, 154, 155, 156, 160, 163, 164, 165, 167, 168, 171, 179, 182, 183, 187, 192, 195, 196, 198, 199, 200, 202, 207, 208, 209, 210, 211, 212, 214, 216, 217, 218, 221, 222, 223, 225, 226, 227, 228, 229, 233, 234, 237, 242, 243, 244, 248, 249, 250, 252, 253, 260, 261, 263, 265, 266, 268, 269, 270, 276, 278, 279, 287, 288, 295, 297, 298, 300, 310, 311, 312, 325, 326, 329, 334, 340, 344, 346, 351, 355, 358, 359, 360, 361, 362, 367, 368, 370, 371, 373, 378, 381, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 397, 398, 401, 402, 404, 407, 411, 412, 415, 416, 417, 420, 425, 426, 427, 428, 430, 431, 432, 434, 436, 437, 438, 441, 443, 444, 445, 446, 452, 453, 454, 457, 458, 459, 465, 467, 469, 470, 481, 485, 486, 489, 490, 491, 494, 495, 496, 497, 499, 500, 501, 505, 509, 511, 515, 522, 523, 528, 529, 532, 534, 536, 537, 538, 539, 540, 542, 544, 545, 546, 549, 550, 551, 553, 554, 555, 556, 559, 561, 564, 566, 568, 569, 571, 573, 575, 579, 580, 585, 586, 587, 589, 590, 593, 599, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 638, 639, 640, 641, 642, 643, 644, 649, 651, 652, 653, 654, 655, 656, 657, 658, 660, 661, 665, 667, 670, 671, 674, 675, 676, 677, 679, 680, 684, 691, 693, 694, 698, 702, 703, 706, 741, 743, 748, 751, 755, 771, 776

Participating Products

LCBO#	Description	Size (mL)	LTO
10899	Jose Cuervo Tradicional Plata	750	\$4.00
11248	Baileys Espresso	750	\$4.00
13510	Herradura Silver Tequila	750	\$5.00
15754	Josh Cellars Pinot Grigio	750	\$3.00
160952	Domaine Jean Bousquet Malbec Organic	750	\$2.00
231787	Beso De Vino Seleccion Carinena DO	750	\$1.50
255513	Robert Mondavi Napa Valley Cabernet Sauvignon	750	\$5.00
260323	Jack Daniel's Tennessee Honey	750	\$6.00
314856	Fireball Cinnamon Whisky	1140	\$4.75
392308	Baileys Vanilla Cinnamon	750	\$4.00
400259	Baileys Salted Caramel	750	\$4.00
416693	Jack Daniel's Tennessee Fire	750	\$6.00
429811	Black Cellar Shiraz Cabernet	1500	\$3.00
444059	Joel Gott 815 Cabernet Sauvignon	750	\$3.00
458521	Pelee Island Pinot Noir Reserve VQA	750	\$3.00
583088	Roux Père & Fils Les Cottes, Pinot Noir, VdFrance	750	\$2.00
601872	Glendronach 12 Year Old Highland Single Malt Scotch Whisky	750	\$5.00
608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$3.00
635920	Felix & Lucie Cabernet-Syrah	750	\$3.00

Merchandising Instructions

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



Shelf Talker Example

C

Display Program (SBC) BLOCK PILE C

P1-2: Great Deals on Classic Spirits



This is a sold program. Participation is mandatory.

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

Key Dates (P1-P2) Signage must remain in place for P1-2.

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Participating Products (product assortment will change in Period 2)

LCBO#	Description	Size (mL)	Offers
217133	Sauza Gold Tequila	1140	\$2.50 LTO
217281	Bombay Sapphire London Dry Gin	1140	\$1.00 LTO
217786	Jim Beam White Label Bourbon*	1140	Value-add
217794	Johnnie Walker Red Label Scotch Whisky	1140	\$2.00 LTO
227413	Iceberg Vodka	1140	\$1.00 LTO
311936	Canadian Club Classic 12 Year Old	1140	\$1.95 LTO
520304	Bacardi Gold Rum	1140	\$1.00 LTO
520320	Bacardi Superior White Rum	1140	\$1.00 LTO

*Value-add: Jim Beam Honey 50 mL (rep applied)

“Featuring great LTOs on classic Spirits. Signage must remain in place for P1-2. Product assortment will change between periods.”



Signage Components (signage must remain in place for P1-2)

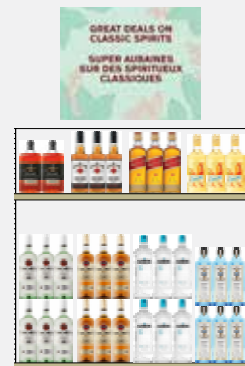
- Cut Case Backer Card
ENG (Re-order # DMS-22P1-BPC1) / BIL (Re-order # DMS-22P1-BPC2)
- Riser Wrap
ENG (Re-order #DMS-22P1-BPC3) / BIL (Re-order # DMS-22P1-BPC4)
- Pricer Card
ENG (Re-order # DMS-22P1-BPC5) / BIL (Re-order # DMS-22P1-BPC6)
- Shelf Talkers
ENG (Re-order # DMS-22P1-BPC7) / BIL (Re-order # DMS-22P1-BPC8)
- End Aisle Backer Card BIL (Re-order # DMS-22P1-BPC9)

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

Merchandising Instructions

Please keep the cut case backer card, riser wrap and end aisle backer card displayed until the end of P2.

- Merchandise the participating products according to the planogram.
- Install the cut case backer card, riser wrap and end aisle backer card.
- Merchandise the shelf talkers in front of the participating products in section.



Display Program (XBP)

BLOCK PILE D

Patron

This is a sold program. Participation is mandatory.

Key Dates (March 28 – April 24)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
34603	Patron Anejo Tequila	750
34595	Patron Silver Tequila	750
50088	Patron Reposado Tequila	750

Signage Components

- Pricer Card
ENG (Re-order # DMS-22P1-BPD1) / BIL (Re-order # DMS-22P1-BPD2)

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- The supplier will deliver and assemble the merchandiser by the start of P1.
- Merchandise pre-printed pricer cards for products provided.

“ The 4ft wide by 5ft tall display is made with 100% recyclable material, which will be called out on the base. This program is in partnership with Tree Canada. For every bottle sold they will plant a tree in Ontario. At the end of the program, Tree Canada will share the exact location of where the trees will be planted and the impact we will have on the environment based on the number of trees donated.



Supplied by Agent

UPDATED Period 1-2 WINES FLEX SPACE



Overview

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

Key Dates (P1 - P2)

IMPORTANT NOTE:

The Flex Space program has been updated. There are now 4 Flex Spaces and they are all **sold to the Trade** (participation is mandatory).

Flex Space Participating Stores

5, 10, 15, 25, 31, 35, 36, 38, 40, 83, 115, 148, 149, 154, 156, 164, 187, 217, 226, 243, 252, 265, 278, 288, 310, 326, 344, 346, 355, 360, 367, 371, 390, 393, 394, 401, 404, 407, 412, 417, 432, 437, 438, 443, 445, 452, 481, 486, 491, 495, 499, 511, 522, 523, 528, 556, 569, 590, 619, 623, 624, 630, 631, 632, 641, 702, 741, 776

Flex Spaces locations

- Flex Space California - California Brands only
- Flex Space Italy and Portugal - Any European Brands (including Sparkling)
- Flex Space Australia - Australia or New Zealand Brands
- Flex Space Between Chile and Argentina - Chile, Argentina, or South Africa Brands

Stores removed from the Flex Space program should refer to their updated Floorplans and planograms for information on merchandising Seasonal Rosé and Organic Products.

Merchandising Instructions

- 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.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- Please refer to the planoguides for product placement. Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.

Signage Components

Flex Space Signage Kit

- Box Signs
- Bin Strips
- (Re-order # DMS-22P1-FS1)

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

Box Sign	Producing Country	LCBO#	Description	Size (mL)	Price	Offers
USA - California Flex Space (FSB) - "Best Sellers from Cali"						
*Mandatory Participation: This is a SOLD promotion.						
	USA	14130	Apothic Cabernet Sauvignon	750	\$16.95	\$2.00 LTO
	USA	27516	(V) J.Lohr Los Osos Merlot	750	\$22.95	
	USA	234369	Apothic Red	750	\$16.95	
	USA	258699	(V) J. Lohr Riverstone Chardonnay	750	\$19.95	\$2.00 LTO
	USA	313817	(V) J.Lohr Seven Oaks Cabernet Sauvignon	375	\$14.95	
	USA	392654	Apothic Dark Red	750	\$13.95	\$2.00 LTO
	USA	545780	Apothic Rosé	750	\$16.95	
	USA	656561	(V) J.Lohr Seven Oaks Cabernet Sauvignon	750	\$23.95	
Europe - Italy/SE Flex Space (SFC) "Discover Wines of Portugal"						
*Mandatory Participation: This is a SOLD promotion.						
	Portugal	89995	Quinta Da Aveleda Vinho Verde	750	\$12.95	
	Portugal	141432	Sogrape Gazela Vinho Verde	750	\$9.95	
	Portugal	219816	Catedral Reserva Dao	750	\$12.45	
	Portugal	427377	Porta 6, Vr Lisboa	750	\$11.95	
	Portugal	462051	Bons-Ventos Lisboa	750	\$10.75	
	Portugal	533307	Silk & Spice Red	750	\$12.95	
	Portugal	535641	Vicente Faria Animus Douro, Do	750	\$11.95	
	Portugal	606590	(V) Esporao Red Reserve Alentejo (Finagra	750	\$26.95	
	Australia Flex Space (FSD) - "Best Sellers from Jacob's Creek"					
*Mandatory Participation: This is a SOLD promotion.						
	Australia	17762	Jacob's Creek Double Barrel Cabernet Sauvignon	750		\$3.00 LTO
	Australia	406843	Jacob's Creek Moscato	1500	\$23.95	\$2.00 LTO
	Australia	445825	Jacob's Creek Moscato Rose Sparkling	750	\$13.95	\$2.00 LTO
	Australia	633453	Jacob's Creek Double Barrel Chardonnay	750	\$19.95	\$3.00 LTO
Chile/Argentina Flex Space (FSE) - "Sustainable South America"						
*Mandatory Participation: This is a SOLD promotion.						
	Argentina	11934	Zaphy Organic Cabernet Sauvignon	750	\$11.95	
	Argentina	11935	Zaphy Organic Chardonnay	750	\$11.95	\$1.00 LTO
	Chile	407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	\$14.95	\$2.00 LTO
	Argentina	462861	Trapiche Pure Black Malbec	750	\$15.95	\$2.00 LTO
	Argentina	501551	Trapiche Malbec	750	\$11.95	\$1.50 LTO
	Argentina	507475	Trapiche Reserve Pinot Grigio	750	\$12.95	
	Argentina	524322	Trapiche Reserve Malbec	1500	\$20.90	\$2.00 LTO
	Chile	647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	\$11.90	

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USA Flex Space
“Best Sellers from Cali”



EUROPE - Italy/SE Flex Space
“Discover Wines of Portugal”



Australia Flex Space
“Best Sellers from Jacob’s Creek”



Chile/Argentina Flex Space -
“Sustainable South America”



The following stores will participate in both the Seasonal Rosé and Organic flex space:

1, 4, 17, 19, 22, 23, 41, 51, 55, 64, 65, 82, 102, 130, 150, 171, 191, 211, 227, 228, 233, 250, 253, 263, 279, 287, 298, 329, 334, 351, 359, 361, 378, 381, 385, 391, 398, 411, 416, 427, 436, 459, 470, 485, 489, 490, 497, 500, 536, 542, 544, 551, 554, 566, 579, 580, 587, 602, 609, 627, 634, 640, 643, 649, 652, 653, 655, 658, 661, 670, 694, 698

Refer to your stores floorplan for the location of the Seasonal Rosé section. Merchandise the section with products from the list below (based on your store's assortment).

Producing Country	LCBO#	Description	Size (mL)
Sparkling Flex Space (FSA) - "Rosé Is In"			
Canada	11597	Bella Rosé	750
Australia	13015	Yellow Tail Rosé	750
Argentina	13245	Bodega Argento Rosé	750
USA	13248	Woodbridge by Robert Mondavi Rosé	750
New Zealand	13297	Whitecliff Hawkes Bay Rosé	750
France	13497	Grand Sud Rosé	1000
Italy	13522	Gran Passione Rosato IGT Veneto	750
France	13548	Chateau de Berne	750
Canada	13907	Jackson-Triggs Proprietors Selection Light Rosé	750
Spain	14145	Toro Bravo Garnacha Shiraz Rosado	750
Canada	14867	Sandbanks Summer Rosé	750
Canada	14981	Aria Rosé	750
France	15568	Listel Rosé	750
Italy	19481	Sun Goddess (Mary J Blige)	750
France	20188	Maison No. 9 (Post Malone)	750
South Africa	164343	The Beachhouse Rosé	750
France	367375	Cotes Catalanes Rosé 'Miraflores'	750
Canada	369652	Cotton Candy Rosé	750
Portugal	404533	Gazela Vinho Verde Rosé	750
Italy	445627	Giovello Rosé Venezia Igt	750
France	483040	Francois Dulac Cotes de Provence	750
New Zealand	484618	Matua Regional Rosé	750
Canada	609545	Burger Blend Rosé	750
Portugal	632513	Lab Rose Lisboa	750
Australia	640011	Lindeman's Bin 30 Sparkling Rosé	750
Canada	642884	D'Ont Poke the Bear Rosé	750
France	647149	Calvet Pouch 1.5l Terres Du Midi Rosé	1500



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

Display Program

BEER SUPER SALE

April 1-3

From April 1-3, No Name Beer will retail for \$6.60 (6 × 341 mL) while quantities last. Product may be featured in section or on a Block Pile display in select stores.

Key Dates (April 1 - 3)

Participating Stores

2, 8, 10, 11, 14, 15, 17, 20, 22, 25, 27, 31, 32, 34, 35, 36, 38, 40, 45, 55, 57, 58, 60, 63, 64, 65, 68, 72, 73, 77, 81, 82, 84, 90, 97, 101, 102, 115, 130, 145, 153, 155, 156, 161, 163, 164, 167, 175, 187, 190, 191, 192, 195, 196, 198, 199, 200, 201, 209, 212, 217, 226, 227, 228, 242, 243, 244, 248, 252, 255, 263, 269, 270, 288, 295, 300, 325, 326, 329, 334, 340, 344, 346, 355, 359, 360, 367, 371, 378, 387, 388, 390, 392, 393, 397, 398, 400, 402, 404, 406, 407, 419, 427, 431, 438, 443, 444, 453, 454, 457, 459, 465, 469, 481, 484, 489, 491, 495, 501, 505, 511, 521, 523, 526, 528, 532, 539, 542, 544, 547, 554, 555, 571, 579, 580, 584, 585, 586, 609, 614, 616, 617, 618, 619, 623, 627, 629, 630, 634, 639, 641, 642, 643, 652, 654, 655, 658, 674, 684, 691, 703, 706, 748, 776

Participating Products

LCBO#	Description	Size (mL)	Was	Now	Save
110320	No Name Beer	6 × 341	\$9.90	\$6.60	\$3.30

Signage Components

- Pricer Card
ENG (Re-order # DMS-22P1-BAB1) / BIL (Re-order # DMS-22P1-BAB2)
- Shelf Talkers
ENG (Re-order # DMS-22P1-BAB3) / BIL (Re-order # DMS-22P1-BAB4)
- Cut Case Backer Card
ENG (Re-order # DMS-22P1-BAB5) / BIL (Re-order # DMS-22P1-BAB6)

Merchandising Instructions

- Product will be force-allocated to participating stores.
NOTE: SKU is available for all stores to order.
- Product may be featured in section or on a Block Pile display in select stores.
- Use the cut case backer card to build a display with the participating product.
- Merchandise the pricer card in front of the participating product.
- Install the shelf talkers in front of the participating product in section.



THE COLD ROOM SPIRITS DISPLAY (CR)

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

This is a sold program. Participation is mandatory.

Key Dates (March 28 – April 24)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
486316	Bacardi Spiced Rum	375	Value-add: Moosehead Cracked Canoe

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

Signage Components

- P1-2 A-frame Sign
ENG (Re-order # DMS-22P1-AF1) / BIL (Re-order # DMS-22P1-AF2)
- Value-add Shelf Talker
ENG (Re-order # DMS-22P1-AF3) / BIL (Re-order # DMS-22P1-AF4)

Merchandising Instructions

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



SHOPPING CART SIGN

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

Key Dates

Responsible Service: Keep installed until further notice

E-Commerce: Keep Installed until P2.

Participating Stores

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

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

Responsible Service Program Shopping Cart Sign



Signage Component

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

Merchandising Instructions

- Continue to display the Responsible Service shopping cart sign.

E-Commerce Shopping Cart Sign






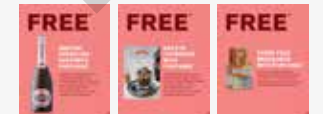


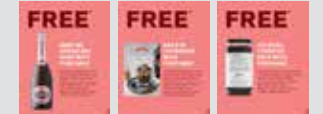




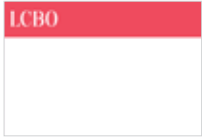
Signage Component









- Spring Is In Shopping Cart Sign
ENG/BIL (Re-order #DMS-22P1-SC1)
- E-Commerce Generic Shopping Cart Sign
ENG/BIL (Re-order #DMS-22P1-SC2)

Merchandising Instructions

- Display the E-Commerce shopping cart signs, alternating between the two pieces.

ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Branded Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P1-ST1 BIL: DMS-22P1-ST2	
On Shelf	Premium Flight End Aisles 1 - 5A Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P1-ST14 BIL: DMS-22P1-ST15	
On Shelf	Premium Flight Value-add 2A, 3A, 4A Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P1-STVA1 BIL: DMS-22P1-STVA2	
On Shelf	Premium Flight Value-add 2A, 3A, 4A Perpendicular Shelf Talkers	Perpendicular Shelf Talkers 4" w x 5" h ENG/BIL	ENG: DMS-22P1-STVA3 BIL: DMS-22P1-STVA4	
On Shelf	Standard Flight End Aisles 1 - 5B Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P1-ST16 BIL: DMS-22P1-ST17	
On Shelf	Standard Flight Value-add 2B, 3B, 4B Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P1-STVA5 BIL: DMS-22P1-STVA6	
On Shelf	Standard Flight Value-add 2B, 3B, 4B Perpendicular Shelf Talkers	Perpendicular Shelf Talkers 4" w x 5" h ENG/BIL	ENG: DMS-22P1-STVA7 BIL: DMS-22P1-STVA8	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P1-ST3 BIL: DMS-22P1-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P1-ST5 BIL: DMS-22P1-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P1-ST7 BIL: DMS-22P1-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P1-ST9 BIL: DMS-22P1-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-22P1-ST11	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-22P1-ST12	
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-22P1-ST13	
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h English/Price English/No Price	LTO Bundle DMS-P1-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	"NEW" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h English/Price English/No Price		
On Shelf	"NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price	BNS Bundle DMS-P1-BNS	
On Shelf	"In The Spotlight" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h English/Price English/No Price		
On Shelf	"In The Spotlight/EN VEDETTE" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

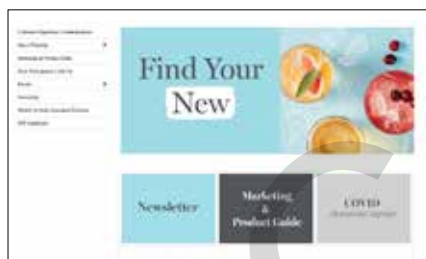
Sold Space WORKSHEETS

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

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



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			13187	Absolut Juice Apple Edition	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1A	13188	Absolut Juice Strawberry Edition	750	Value-Add
			19514	Absolut Juice Pear And Elderflower	750	Value-Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1B	110056	Absolut Vodka	750	Value-Add
			209221	Absolut Vodka	1140	LTO
			216655	Absolut Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2A	95935	Grey Goose Vodka	750	Value-add
			116327	Grey Goose La Poire Vodka	750	Value-add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2B	95935	Grey Goose Vodka	750	Value-add
			417196	Grey Goose Vodka	1140	Value-add
			604868	Grey Goose Vodka	1750	Value-add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3A	5959	Baileys Irish Cream	750	Value-add
			11248	Baileys Espresso	750	Value-add
			19418	Baileys Colada	750	Value-add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3A	5959	Baileys Irish Cream	750	Value-add
			400259	Baileys Salted Caramel	750	Value-add
			605956	Baileys Irish Cream Liquor	1140	Value-add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4A	893	J.P. Wiser's Deluxe	750	LTO
			33928	J.P. Wiser's Deluxe	1750	LTO
			216689	J.P. Wiser's Deluxe	1140	Value-add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4B	12865	J.P. Wiser's Manhattan Canadian Whisky	750	Value-add
			474551	J.P. Wiser's Vanilla Whisky	750	LTO
			625996	JP Wisers Old Fashioned Canadian Whisky	750	Value-add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5A	18869	Hornitos Black Barrel	750	Value-add
			143040	Hornitos Reposado Tequila	750	Value-add
			436279	Hornitos Plata	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5B	2485	Sauza Silver	750	LTO
			27235	Sauza Gold Tequila	750	Value-add
			217133	Sauza Gold Tequila	1140	LTO, Seasonal Block Pile C

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			155051	Masi Campofiorin Igt	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 6	621110	Jackson-Triggs Pinot Grigio	750	LTO
			627802	Yellow Tail Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 7	42	Canadian Club Premium	750	LTO
			217687	Canadian Club Premium	1140	End Aisle
			34637	Canadian Club Premium	1750	Value-add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8	14524	Georgian Bay Strawberry Smashed Soda	473	LTO
			491183	Georgian Bay Vodka Smash	473	LTO
			560888	Georgian Bay Gin Smash	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 9	17925	Somersby Cider Mixer Pack (Distributor code: LCBO Warehouse)	6 × 473	LTO
			19980	Brickworks Ciderhouse Mix Pack (Distributor code: 1950)	6 × 473	
			20233	Mill Street Essentials Mix Pack (Distributor code: 1950)	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 10: Mini Thematic C	12172	Flying Monkeys Freakshow Crush Hazy IPA (Distributor code: 6309)	473	LTO
			14953	Amsterdam Fria Cerveza (Distributor code: 3842)	473	
			16897	Great Lakes Brewery - Burst! (Distributor code: 1929)	473	
			16954	Bench Brewing Lincoln Lager (Distributor code: 798)	473	
			19720	Anderson Craft Ales New Zealand Lager (Distributor code: 791)	6 × 355	
			20231	Lost Craft Guava Session Pilsner (Distributor code: 179)	473	
			159772	Muskoka Hazed And Confused (Distributor code: LCBO Warehouse)	473	
			469981	Cowbell Absent Landlord (Distributor code: 458)	473	
			513002	Henderson's Brewing Pearson Express IPA (Distributor code: 766)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 11	53082	Alberta Pure Vodka (P.E.T)	1750	Value-add
			88799	Alberta Pure Vodka (P.E.T)	750	Value-add
			242339	Alberta Pure Vodka	1140	Value-add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 12	16608	Aviation Gin	375	LTO
			129940	Aviation Gin	750	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 13	174466	Jose Cuervo Especial Silver	750	LTO
			267245	Jose Cuervo Especial Gold Tequila	1140	Value-add
			450932	Jose Cuervo Tradicional Reposado	750	Value-add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 14	181636	Sobieski Vodka	750	Value-add
			260869	Sobieski Vodka	1140	Value-add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 15	5322	Aveleda Vinho Verde	750	LTO
			135939	Pelee Island Pinot Noir VQA	750	LTO
			394718	>Erath Pinot Noir	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 16	15349	Jack Daniels Apple	750	End Aisle
			182931	Jack Daniel's Tennessee Whiskey	1750	LTO
			380899	Jack Daniel's Tennessee Honey	1140	LTO
			11868	Whitley Neill Rhubarb & Ginger	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 17	16095	Whitley Neill Raspberry Gin	750	LTO
			514463	Whitley Neill Handcrafted Dry Gin	750	LTO
			17406	Side Launch Any Day Light IPA (Distributor code: 3827)	473	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 18	20139	Hop City North of 41 (Distributor code: LCBO Warehouse)	473	
			461087	Creemore Kolsch Ale (Distributor code: 1757)	473	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 19	1784	Grand Marnier Cordon Rouge	750	
			324848	Espolon Tequila Blanco	750	Value-add
			324855	Espolon Tequila Reposado	750	Value-add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 20	14135	Coors Original (Distributor code: 275 TBS)	6 × 355	
			478909	Belgian Moon (Distributor code: 275 TBS)	473	LTO
			558932	Miller Genuine Draft (Distributor code: 275 TBS)	6 × 473	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			16191	Toro Bravo Sparkling Secco White	750	
			16306	Segura Viudas Brut Rose D.O. Cava	750	
			17369	Sandbanks Route 33 White VQA	750	\$2.00 LTO
			17370	Sandbanks Route 33 Red VQA	750	\$2.00 LTO
			17747	Ménage à Trois Cabernet Sauvignon	750	\$2.00 LTO
			17759	Yalumba Y Series Cabernet Sauvignon	750	
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture	17761	The Magic Box Spectacular Shiraz	750	
			17779	Belleruche Rouge Cote Du Rhone	750	
			17900	J. Lebegue Lussac St-Emilion	750	
			18116	19 Crimes Snoop Dogg Cali Red	750	
			18329	Lion And The Lily Red Blend	750	
			453506	Megalomaniac Selfie	750	\$2.00 LTO
			518407	Blue Nun 24k Gold Edition Sparkling	750	
<input type="checkbox"/>	<input type="checkbox"/>	New & Seasonal		Refer to the P1 portal worksheets		
			12564	Hendrick's Midsummer Solstice	750	
			16094	Hendrick's Lunar Gin	750	Value-add: Coupe Glass
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	417261	Hendrick's Gin	375	
			573931	Hendrick's Orbium Gin	750	
			637504	Hendrick's Gin	750	
			909424	Hendrick's Gin	1750	
			14354	Appleton Estate 8 Year Old Reserve	750	\$2.00 LTO
			53140	Havana Club 7 Year Old Rum	750	\$3.00 LTO
			60608	El Dorado 12 Year Old Rum	750	\$3.00 LTO
			273516	Ron Zacapa 23 Centenario Rum	750	\$5.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	366633	Diplomatico Reserva Exclusiva Rum	750	\$5.00 LTO
			369793	Mount Gay Eclipse Rum	750	\$2.00 LTO
			402818	Flor de Caña 7 Year Rum Gran Reserva	750	\$2.00 LTO
			548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	\$3.00 LTO
			646729	Bumbu Craft Rum	750	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			9118	Henkell Trocken Piccolo	3 × 200	\$1.50 LTO
			16858	Malivoire Che Bello Sparkling VQA	750	\$2.00 LTO
			122689	Henkell Trocken	750	\$2.00 LTO
			229047	Yellow Tail Bubbles Rosé	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	384651	Martini Prosecco Sparkling	750	\$2.00 LTO
			428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	\$2.00 LTO
			492959	Rosehall Run Pixie Sparkling Rosé VQA	750	\$2.00 LTO
			577148	Villa Conchi Brut Seleccion	750	\$2.00 LTO
			588053	Il Prosecco	750	\$3.00 LTO
			1040	Gordon's Dry Gin	750	VA
			2691	Tanqueray Dry Gin	750	VA
			19410	Gordon's Sicilian Lemon (New product)	750	VA
			96263	Tanqueray Dry Gin	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Flight A: Front Nesting Table	216721	Tanqueray Dry Gin	1140	\$1.00 LTO + VA
			358184	Tanqueray Rangpur Gin	750	\$2.00 LTO + VA
			570093	Tanqueray Malacca Gin	700	VA
			573956	Tanqueray Flor De Sevilla	750	VA
			600163	Tanqueray No. Ten Gin	750	\$5.00 LTO + VA
			636092	Gordon's Pink Gin	750	VA
			935	Captain Morgan White Rum	750	VA
			2196	Captain Morgan Dark Rum	750	VA
			4788	Captain Morgan Gold Rum	750	VA
			17047	Captain Morgan Sliced Apple Spiced Rum	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Flight B: Front Nesting Table	64659	Captain Morgan Private Stock Rum	750	VA
			217653	Captain Morgan Original Spiced Rum	1140	VA
			283929	Captain Morgan Black Spiced Rum	750	VA
			454686	Captain Morgan Bold Spiced Rum	750	VA
			500512	Captain Morgan Original Spiced Rum	750	VA
			311779	Bud Light	6 × 473	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	311787	Budweiser	6 × 473	Value-add
			496968	Michelob Ultra	6 × 473	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Block Pile B	14477	Social Lite Triple Berry Vodka Soda	4 × 355	
			14483	Ace Hill Raspberry Vodka Soda	355	
<input type="checkbox"/>	<input type="checkbox"/>		14493	Cottage Springs Raspberry Lime Vodka Water	355	\$0.20 LTO
			211227	Palm Bay Ruby Grapefruit	6 × 355	\$1.00 LTO
			407437	Black Fly Vodka Grapefruit	4 × 400	
			450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	\$1.00 LTO
		Middle Nesting Table/ Celebration Fixture	14130	Apothic Cabernet Sauvignon	750	\$2.00 LTO
			15760	Slow Press Cabernet Sauvignon	750	\$2.00 LTO
			130138	Meiomi Pinot Noir	750	\$2.00 LTO
			226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$3.00 LTO
			230821	Cupcake Chardonnay	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>		369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	
			461053	Josh Cellars Cabernet Sauvignon	750	\$2.00 LTO
			539312	Josh Cellars Rosé	750	\$2.00 LTO
			633347	Longshot Cabernet Sauvignon	750	\$2.00 LTO
			633354	Longshot Pinot Grigio	750	\$2.00 LTO
		678698	Gnarly Head Old Vine Zinfandel	750	\$2.00 LTO	
		962886	La Crema Sonoma Coast Chardonnay	750	\$2.00 LTO	
		Beer Excitement Zone 21A	15733	Mill Street Organic Pilsner	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		20068	Mill Street Hazy Organic IPA	473	
			516880	Mill Street Original Organic Lager	6 × 473	Contest
		Beer Excitement Zone 21B	19644	Whitewater Low Hanging Fruit	473	
<input type="checkbox"/>	<input type="checkbox"/>		19683	Faces Double IPA With Mosaic & Simcoe	473	
			20118	Collective Arts Good Monster	473	
		Beer Excitement Zone 21C	17818	Corona Extra	6 × 330	Value-add
<input type="checkbox"/>	<input type="checkbox"/>		17846	Corona Extra	6 × 355	LTO
				Near-pack displayer - VA Citrus Kit		
		Beer Excitement Zone 21D	14485	Ace Hill Lemon Vodka Soda	355	
<input type="checkbox"/>	<input type="checkbox"/>		16465	Ace Hill Low-Cal Mexican Lager	4 × 355	
			19656	Ace Hill Grapefruit Radler	355	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			10296	High Road Brewing Bronan - Vermont style IPA	98	
			14280	Bellwoods Jelly King	99	
			16051	Bellwoods Brewery Jutsu Pale Ale	97	
			194431	Duvel Beer	98	
			357236	Chimay Blue Cap	100	
			385674	Side Launch Wheat Beer	97	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Rated Perpendicular Shelf Talkers	414946	Brewdog Punk IPA	96	
			442319	Collective Arts Stranger Than Fiction	96	
			480368	Muskoka Twice As Mad Tom IPA	97	
			483388	Beyond The Pale Aromatherapy IPA	99	
			556688	Collective Arts Life In The Clouds	95	
			575365	Beau's Full Time IPA	96	
			645416	Left Field Greenwood IPA	97	
			15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	
			18277	Spearhead NEIPA	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	19664	Side Launch Passionate Sour	473	
			120626	Northern Lights Hazy IPA	473	
			469981	Cowbell Absent Landlord	473	
			535229	Cameron's 12 Mile Lager	473	
			10154	Rubaeus Raspberry Ale	6 × 355	
			13343	Vox Populi Double Fruit Punch IPA	355	
			17829	SnowBird Juicy IPA	473	
			17831	Russell - A Wee Angry Scotch Ale	473	
<input type="checkbox"/>	<input type="checkbox"/>	Craft Beer Imported Shelf Talkers	17832	Cigar City Florida Man Double IPA	4 × 355	
			17833	Oskar Blues Can-O-Bliss DIPA	4 × 355	
			18474	La Moneuse - Saison	375	
			356204	St.Feuillien Saison	330	
			492041	Doppel Hirsch Doppel Bock	500	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			126151	Sibling Rivalry Red VQA	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	341776	Fresh Beginnings Moscato VQA	750	\$2.00 LTO
			387050	Open Smooth White VQA	750	\$1.00 LTO
			485128	Pelee Island Baco Noir VQA	750	\$1.00 LTO
			57349	Chateau Des Charmes Gamay Noir VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	145458	Inniskillin Riesling Pinot Grigio VQA	750	
			175349	Open Rosé VQA	750	
			433714	Pelee Island Cabernet Franc VQA	750	
			20516	Casa-Dea Embrace Sparkling Riesling VQA	750	
			20515	The Hare Frontier Pinot Grigio VQA	750	
			20512	Fogolar Vidal VQA	750	
			20508	Marynissen Lokaal White VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	Craft VQA Wineries	20517	Alvento West Wind VQA	750	
			16296	Organized Crime Rosé VQA	750	
			20509	CREW Barrelman's Blend VQA	750	
			20514	Commisso Red VQA	750	
			20513	Stoney Ridge Patio Lanterns Red VQA	750	
			974717	Casas del Bosque Reserva Sauvignon Blanc	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	650432	Castelgiocondo Brunello di Montalcino	750	\$5.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: April 3	18691	Château Bourdieu No.1 2016	750	
			546424	Errázuriz Aconcagua Alto Carmenère 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: April 17	17684	Parker Station Cabernet Sauvignon 2017	750	
			114454	Bordón Gran Reserva 2011	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages LTO Program		Refer to pg. 62 for participating products		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	268342	Henry of Pelham Estate Chardonnay	750	\$3.00 LTO

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		217133	Sauza Gold Tequila	1140	\$2.50 LTO
		217281	Bombay Sapphire London Dry Gin	1140	\$1.00 LTO
		217786	Jim Beam White Label Bourbon	1140	VA: Jim Beam Honey 50 mL (rep applied)
<input type="checkbox"/> <input type="checkbox"/>	Block Pile C	217794	Johnnie Walker Red Label Scotch Whisky	1140	\$2.00 LTO
		227413	Iceberg Vodka	1140	\$1.00 LTO
		311936	Canadian Club Classic 12 Year Old	1140	\$1.95 LTO
		520304	Bacardi Gold Rum	1140	\$1.00 LTO
		520320	Bacardi Superior White Rum	1140	\$1.00 LTO
<input type="checkbox"/> <input type="checkbox"/>	Block Pile D	34603	Patron Anejo Tequila	750	
		34595	Patron Silver Tequila	750	
		50088	Patron Reposado Tequila	750	
<input type="checkbox"/> <input type="checkbox"/>	Flex Space	Refer to pg. 70 for participating products			
<input type="checkbox"/> <input type="checkbox"/>	The Cold Room Spirits	486316	Bacardi Spiced Rum	375	Value-add: Moosehead Cracked Canoe

FSI = Product is featured in the Free Standing Insert

LTO = Limited Time Offer

ST = Shelf Talker

VA = Value-added

SCP = Shopping Cart Program

FNT = Front Nesting Table

BP = Block Pile

COTM = Cocktail of the Month

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65			
R1	Vodka A	604926 Prince Igor Extreme Vodka	750	Value Add											Y	Y
R2	Vodka B	212282 Luksusowa Vodka	1140	LTO					Y	Y	Y	Y	Y	Y		
R3	Vodka C	210286 Russian Standard Vodka	1140	LTO					Y	Y	Y	Y	Y	Y		
R4	Vodka D	216903 Banff Ice Vodka	1140	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R5	Vodka E	363812 Tito's Handmade Vodka	375	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R6	Rum A	13589 Bacardi Lime	750	Value Add												Y
R7	Rum B	548412 Bacardi 4 Year Old Anejo Rum	750	LTO						Y	Y	Y	Y	Y		
R8	Rum C	638205 Zirkova Together Ultra Premium Vodka	750	LTO						Y	Y	Y	Y	Y		
R9	Rum D	318683 The Kraken Black Spiced Rum	1140	LTO						Y	Y	Y	Y	Y		
R10	Rum E	462309 Lamb's Spiced Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R11	Canadian Whisky A	13915 The Forager Botanical Whisky	750	Value Add											Y	Y
R12	Canadian Whisky B	438960 Canadian Club 100% Rye	1140	LTO							Y	Y	Y	Y		
R13	Canadian Whisky C	311936 Canadian Club Classic 12 Year Old	1140	LTO, Seasonal Block Pile C						Y	Y	Y	Y	Y		
R14	Canadian Whisky D	984 Alberta Premium Whisky	750	Value Add		Y	Y	Y	Y	Y	Y	Y	Y	Y		
R15	Canadian Whisky E	10357 Crown Royal Peach	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R16	Scotch A	107359 Auchentoshan 12 Year Old Single Malt Scotch	750	Value Add							Y	Y	Y	Y		
R17	Scotch B	404160 McClelland Single Malt Islay Scotch	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R18	Gin A	557470 Empress 1908 Gin	750	LTO						Y	Y	Y	Y	Y		
R19	Liqueurs A	14404 Jagermeister Cold Brew	750	LTO									Y	Y	Y	Y
R20	Liqueurs B	16833 Goldschlager	750	LTO							Y	Y	Y	Y		
R21	Liqueurs C	16079 Martini Fiero	750	Value Add		Y	Y	Y	Y	Y	Y	Y	Y	Y		
R22	Liqueurs D	2253 Disaronno Amaretto	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R23	Brandy A	18441 Carolans Irish Cream	1750	Value Add												Y
R24	Brandy B	1925 Courvoisier VS	750	LTO						Y	Y	Y	Y	Y		
R25	Tequila A	398479 1800 Reposado	750	LTO									Y	Y	Y	Y
R26	Ontario Blend A	667097 Peller Family Vineyards Sauvignon Blanc	750	LTO							Y	Y	Y	Y		
R27	Ontario Blend B	63826 Wayne Gretzky Chardonnay VQA	750	LTO							Y	Y	Y	Y		
R28	Ontario Blend C	669473 Peller Family Vineyards Pinot Grigio	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R29	Ontario Non-VQA A	16810 Peller Family Vineyards Light Cabernet Sauvignon	750	LTO									Y	Y	Y	Y
R30	Ontario Non-VQA B	529354 Pelee Island Pelee Pink VQA	750	LTO							Y	Y	Y	Y		
R31	Ontario Non-VQA C	470823 Pelee Island Merlot	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R32	Ontario Non-VQA D	221804 Trius Sauvignon Blanc VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R33	Ontario VQA A	522730 Strewn Chardonnay Barrel-Aged VQA	750	LTO, Wine Fridge											Y	Y
R34	Ontario VQA B	17472 Trius Baco Noir VQA	750	LTO										Y	Y	Y
R35	Australia/New Zealand A	311795 Wolf Blass Red Label Shiraz/Cabernet Sauv	750	LTO											Y	Y
R36	Australia/New Zealand B	302349 Rosemount Diamond Shiraz	750	LTO										Y	Y	Y
R37	Australia/New Zealand C	16741 JJ McWilliam Shiraz/Cabernet	750	LTO						Y	Y	Y	Y	Y		
R38	Australia/New Zealand D	668947 Lindemans Bin 85 Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		
R39	USA A	541961 Three Thieves Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y		

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R40 USA B	292128	Firestone Cabernet Sauvignon Santa Ynez Valley	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41 Chile A	157883	Montes Reserva Cabernet Sauvignon	750	LTO								Y	Y	Y	
R42 Chile B	278127	Santa Carolina Sauvignon Blanc Reserva	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	610188	Osborne Solaz Temp Cab Sav, Vdt Castilla	750	LTO										Y	
R44 France Blend B	828	Folonari Valpolicella Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	440867	Honoro Vera Garnacha Organic Do Calatayud.	750	LTO									Y	Y	
R46 France South B	33340	Collavini Pinot Grigio	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/ Burgundy A	170142	Zonin Valpolicella Ripasso Superiore Doc	750	LTO									Y	Y	
R48 Italy Central A	166934	C'Est La Vie Pinot Noir Syrah	750	LTO									Y	Y	
R49 Italy Central B	69914	Latour Pinot Noir	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	393090	Monasterio De Las Vinas Crianza Carinena	1500	LTO					Y	Y	Y	Y	Y	Y	
R51 Italy North B	2881	Pisse-Dru Beaujolais	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	581645	Louis Bernard Cotes Du Rhone Aoc	750	LTO										Y	
R53 Southern Europe B	212480	Georges Duboeuf Beaujolais Aoc	750	LTO									Y	Y	
R54 Germany A	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	219816	Catedral Reserva Dao	750	LTO, Flex Space									Y	Y	
R56 Sparkling B	445825	Jacob's Creek Moscato Rose Sparkling	750	LTO, Wine Fridge, Flex Space					Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	15406	Sleeman Clear 2.0 (275 TBS)	473	LTO									Y	Y	
R58 Ontario Beer B	534925	Grolsch Pilsner (LCBO Warehouse)	6 x 500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	571208	Riverside Pilsner (2211)	473											Y	
R60 Beer 2	139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing (275 TBS)	473	LTO					Y	Y	Y	Y	Y	Y	
R61 Beer 3	676841	Red Stripe Lager (LCBO Warehouse)	6 x 330	LTO					Y	Y	Y	Y	Y	Y	
R62 Beer 4	541243	Creemore Springs Premium Lager (1757)	6 x 473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	449793	Jose Cuervo Sparkling Classic Margarita	4 x 355	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	649186	Hey Y'All Southern Style Hard Iced Tea	458	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	75200	Breezer Tropical Orange Smoothie	1000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Community Extender 1	382002	Smirnoff Raspberry Flavoured Vodka	750	LTO	Diageo Canada Inc.
C2: Community Extender 2	114694	Crown Royal	1750	LTO	Diageo Canada Inc.
C3: Community Extender 3	14776	Stel + Mar Premium White Wine	250		Glazer's of Canada
C4: Community Extender 4	487819	Melini Chianti Classico Riserva Docg	750	LTO	Philippe Dandurand Wines Ltd.
C5: Community Extender 5	68254	Yellow Tail Pinot Grigio	750	LTO	Philippe Dandurand Wines Ltd.
C6: Community Extender 6	319673	Bombay Sapphire East London Dry Gin	750	Value-add	Bacardi Canada Inc.
C7: Community Extender 7	380865	Rumchata	750	LTO	Glazer's of Canada
C8: Community Extender 8	463	Canadian Club Premium	375	Value-add	Beam Suntory
C9: Community Extender 9	617662	Diabolica Red VQA	750	LTO	Mark Anthony Wine & Spirits
C10: Community Extender 10	222299	The Pavillion Shiraz Cabernet Sauvignon	750	LTO	Prevedello And Mathews

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA	750	LTO	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	317057	Masi Costasera Amarone Classico Doc	750	LTO	Authentic Wine & Spirits Merchants
D3: Discovery Wines 3	470070	The Ned Sauvignon Blanc	750	LTO	Authentic Wine & Spirits Merchants
D4: Discovery BSM 1	10075	Side Launch Wheat Beer (3827)	473	LTO	Side Launch Brewing Company
D5: Discovery BSM 2	16936	Hacker Pschorr Keller Bier (LCBO Warehouse)	500	LTO	Premier Brand, Ltd.
D6: Discovery BSM 3	554386	Jaw Drop Gushing Grapes	473	LTO	Breakthru Beverage Canada Inc.
D7: Discovery Spirits 1	630913	Tia Maria	750	LTO	PMA Canada Ltd.
D8: Discovery Spirits 2	258954	Spicebox	750	LTO	Univins And Spirits Canada Inc.
D9: Discovery Spirits 3	334110	Ciroc Peach	750	LTO	Diageo Canada Inc.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	230565	Cono Sur Chardonnay Organic	750	LTO, Wine Fridge	Authentic Wine & Spirits Merchants

IMAGE Shelf Talkers

LCBO#	Description	Size (mL)	Support Program	Agent
15963	Luxardo Limoncello	750		Charton Hobbs Inc
17654	Stel + Mar Premium Rosé Tetra	500		Glazer's of Canada
19826	Appleton Estate 15 Year Old	750		Forty Creek Distillery Ltd
19855	Kingston 62 Gold	750	Necktag	Forty Creek Distillery Ltd
125260	Konzelmann Canada Red VQA	750		Konzelmann Estate Winery
200535	Konzelmann Chardonnay Unoaked VQA	750		Konzelmann Estate Winery
200584	Konzelmann Pinot Noir VQA	750		Konzelmann Estate Winery
522615	Iron Maiden Trooper Ale	500		Universal Marketing Group
541375	Erdinger Weissebier Can Format	500		Mcclelland Premium Imports
597559	Tito's Handmade Vodka	750		Glazer's of Canada

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.00	
42	Canadian Club Premium	750	\$1.20	End Aisle
828	Folonari Valpolicella Doc	750	\$2.00	Shelf Extender
893	J.P. Wiser's Deluxe	750	\$1.00	End Aisle
1578	>(V)Twisted (Flat Rock Cellars)	750	\$2.00	
1834	>(V) Susana Balbo Crios Torrontes	750	\$2.00	
1925	Courvoisier VS	750	\$5.00	Shelf Extender
2253	Disaronno Amaretto	750	\$3.00	Shelf Extender
2485	Sauza Silver	750	\$3.00	End Aisle
2881	Pisse-Dru Beaujolais	750	\$2.00	Shelf Extender
5322	Aveleda Vinho Verde	750	\$1.00	End Aisle
8094	Deinhard Green Label Riesling Mosel	750	\$2.00	
9118	Henkell Trocken Piccolo	3 × 200	\$1.50	Mini Thematic
10075	Side Launch Wheat Beer	473	\$0.20	Discovery Extender
10357	Crown Royal Peach	750	\$2.00	Shelf Extender
11868	Whitley Neill Rhubarb & Ginger	750	\$3.00	End Aisle
11935	Zaphy Organic Chardonnay	750	\$1.00	Flex Space
12172	Flying Monkeys Freakshow Crush Hazy IPA	473	\$0.25	Mini Thematic
12457	Magnotta Brewery Backyard Light Lager	473	\$0.25	
13187	Absolut Juice Apple Edition	750	\$1.00	End Aisle
13634	The Wanted Chard Chardonnay	750	\$2.00	
13700	The Beachhouse Sauvignon Blanc	1500	\$2.00	
14023	Tawse Gin	750	\$3.00	
14130	Apothic Cabernet Sauvignon	750	\$2.00	Middle Nesting Table, Flex Space
14354	Appleton Estate 8YO Reserve	750	\$2.00	Mini Thematic
14404	Jagermeister Cold Brew	750	\$3.00	Shelf Extender
14493	Cottage Springs Raspberry Spiked Water	355	\$0.20	Seasonal Block Pile B
14524	Georgian Bay Strawberry Smashed Soda	473	\$0.20	End Aisle
14666	Nude Gin Soda Mixed Berry	473	\$0.15	
14884	Pelee Island Lola Secco Sparkling VQA	750	\$2.00	
15406	Sleeman Clear 2.0	473	\$0.20	Shelf Extender
15513	Marlborough Ridge Sauvignon Blanc	750	\$1.00	
15589	Refined Fool Brewing Troll Toll Cream Ale	4 × 440	\$2.00	
15697	Bench Brewing Green Fields Sour Ale	473	\$0.20	
15733	Mill Street Organic Pilsner	473	\$0.25	EZA
15760	Slow Press Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
16095	Whitley Neill Raspberry Gin	750	\$3.00	End Aisle
16361	Robertson Winery Chapel Red	750	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16608	Aviation Gin	375	\$1.00	End Aisle
16741	JJ McWilliam Shiraz/Cabernet	750	\$1.00	Shelf Extender
16779	Bask Pinot Noir	750	\$1.00	
16784	Graffiti Pinot Grigio	750	\$2.00	
16792	Speck Bros. The Goat Lady Chardonnay VQA	750	\$2.00	Wine Fridge
16809	Graffiti Cabernet Sauvignon	750	\$2.00	
16810	Peller Family Vineyards Light Cabernet Sauvignon	750	\$1.00	Shelf Extender
16833	Goldschlager	750	\$2.00	Shelf Extender
16858	Malivoire Che Bello Sparkling VQA	750	\$2.00	Mini Thematic
16859	Dixon's Wicked Blueberry Gin Ddp	750	\$2.00	
16936	Hacker Pschorr Keller Bier	500	\$0.30	Discovery Extender
16976	Budweiser Zero	473	\$0.20	
17146	Junction Hazy IPA	473	\$0.30	
17369	Sandbanks Route 33 White VQA	750	\$2.00	Feature Fixture A
17370	Sandbanks Route 33 Red VQA	750	\$2.00	Feature Fixture A
17472	Trius Baco Noir VQA	750	\$2.00	Shelf Extender
17483	Citra Pinot Grigio Terre Di Chieti	750	\$1.00	Wine Fridge
17747	Menage A Trois Cabernet Sauvignon	750	\$2.00	Feature Fixture A
17762	Jacob's Creek Double Barrel Cabernet Sauvignon	750	\$3.00	Flex Space
17823	Stella Artois	6 × 330	\$1.00	
17846	Corona Extra	6 × 355	\$1.00	EZH
17925	Somersby Cider Mixer Pack	6 × 473	\$1.80	End Aisle
18404	Big Drop Brewing Co. Paradiso Citra IPA	355	\$0.25	
19894	Cracked Canoe	6 × 473	\$1.50	
20362	Finlandia Vodka	750	\$1.00	
30957	>Concha Y Toro Winemaker's Lot 148 Carmenere	750	\$3.00	
31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	\$2.00	
33340	Collavini Pinot Grigio	750	\$2.00	Shelf Extender
33928	J.P. Wiser's Deluxe	1750	\$1.00	End Aisle
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$2.00	
38117	>(V) Riesling Elevation St Urban (Vineland)	750	\$2.00	
38927	Jura 12 Year Old Single Malt	750	\$10.00	
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00	
53140	Havana Club 7 Years Old	750	\$3.00	Mini Thematic
53678	Peninsula Ridge Sauvignon Blanc VQA	750	\$2.00	Wine Fridge
56697	Fresita Sparkling Wine	750	\$1.00	
58339	>(V) Kaiken Malbec	750	\$2.00	
60608	El Dorado 12 Year Old Rum	750	\$3.00	Mini Thematic

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
63826	Wayne Gretzky Chardonnay VQA	750	\$1.00	Shelf Extender
65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA	750	\$1.00	Discovery Extender
68254	Yellow Tail Pinot Grigio	750	\$1.00	Comm. Extender
69914	Latour Pinot Noir	750	\$2.00	Shelf Extender
75200	Breezer Tropical Orange Smoothie	1000	\$1.00	Shelf Extender
84988	>(V) Beringer Napa Valley Chardonnay	750	\$3.00	Wine Fridge
114694	Crown Royal	1750	\$2.00	Comm. Extender
116038	Metaxa Seven Star	750	\$2.00	
122689	Henkell Trocken	750	\$2.00	Mini Thematic, Wine Fridge
126144	Sibling Rivalry White VQA	750	\$2.00	Wine Fridge
126151	Sibling Rivalry Red VQA	750	\$2.00	goLOCAL
130138	>(V) Meiomi Pinot Noir	750	\$2.00	Middle Nesting Table
130989	>(V) Pinot Noir Growers Blend Pinot Noir (Tawse)	750	\$2.00	
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	Wine Fridge
135939	Pelee Island Pinot Noir VQA	750	\$2.00	End Aisle
139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing	473	\$0.20	Shelf Extender
155051	Masi Campofiorin Igt	750	\$2.00	End Aisle
157883	Montes Reserva Cabernet Sauvignon	750	\$2.00	Shelf Extender
166538	>Crianza Rioja (Bodegas Lan)	750	\$2.00	
166934	C'Est La Vie Pinot Noir Syrah	750	\$1.50	Shelf Extender
167189	>(V) Shiraz Lionheart Of The Barossa (Dandelion)	750	\$2.00	
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$3.00	Shelf Extender
174466	Jose Cuervo Especial Silver	750	\$2.00	End Aisle
175430	Wente Morning Fog Chardonnay	750	\$2.00	
176834	Aperol	750	\$1.00	
177824	>(V)Gamay Noir (Thirteenth Street)	750	\$2.00	
178541	Batasiolo Barolo Docg	750	\$2.00	
180810	Bud Light Lime	473	\$0.20	
182931	Jack Daniel's Tennessee Whiskey	1750	\$5.00	End Aisle
184796	Strongbow Cider	8 × 440	\$2.00	
198853	>(V)Riesling Quarry Road Organic (Tawse)	750	\$2.00	
209221	Absolut Vodka	1140	\$1.00	End Aisle
210286	Russian Standard Vodka	1140	\$1.70	Shelf Extender
211227	Palm Bay Ruby Grapefruit Sunrise Spritz	6 × 355	\$1.00	Seasonal Block Pile B
212282	Luksusowa Vodka	1140	\$1.00	Shelf Extender
212480	Georges Duboeuf Beaujolais Aoc	750	\$2.00	Shelf Extender
213496	Pasqua Pinot Grigio Delle Venezie Doc	750	\$2.00	
216655	Absolut Vodka	1750	\$1.50	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
216721	Tanqueray London Dry Gin	1140	\$1.00	Front Entrance Table
217133	Sauza Gold Tequila	1140	\$2.50	End Aisle, Seasonal Block Pile C
217281	Bombay Sapphire London Dry	1140	\$1.00	Seasonal Block Pile C
217794	Johnnie Walker Red Label	1140	\$2.00	Seasonal Block Pile C
219543	Inniskillin Late Autumn Riesling VQO	750	\$1.00	
219816	Catedral Reserva Dao	750	\$2.00	Shelf Extender, Flex Space
221804	Trius Sauvignon Blanc VQA	750	\$1.00	Shelf Extender
222299	The Pavillion Shiraz Cabernet Sauvignon	750	\$1.00	Comm. Extender
223610	Fielding Pinot Grigio VQA	750	\$2.00	
226944	>(V) Rodney Strong Cab Sauv Sonoma County	750	\$3.00	Middle Nesting Table
227413	Iceberg Vodka	1140	\$1.00	Seasonal Block Pile C
229047	Yellow Tail Bubbles Rose	750	\$2.00	Mini Thematic
230565	Cono Sur Chardonnay Organic	750	\$2.00	Green Extender, Wine Fridge
230821	Cupcake Chardonnay	750	\$2.00	Middle Nesting Table
240416	Montresor Amarone Della Valpolicella Doc	750	\$4.00	
245340	Chapoutier Belleruche Cdr White Aoc	750	\$3.00	
250134	Sortilege	750	\$3.00	
255380	Pilsner Urquell	500	\$0.20	
258699	>(V) J. Lohr Riverstone Chardonnay	750	\$2.00	Flex Space
258954	Spicebox	750	\$1.00	Discovery Extender
267773	Hop City Barking Squirrel Lager	473	\$0.20	
268342	>(V)Chardonnay Estate (Henry Of Pelham)	750	\$3.00	Vintages Ontario Superstar
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	\$2.00	
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	
272104	Dead Elephant Ale	473	\$0.20	
273326	Jagermeister	1750	\$4.00	
273516	Ron Zacapa 23 Centenario Rum	750	\$5.00	Mini Thematic
274753	>Pinot Noir Estate (Hidden Bench Vineyards)	750	\$3.00	
277194	Batasiolo Bosc D'La Rei Moscato D'Asti Docg	750	\$2.00	
278127	Santa Carolina Sauvignon Blanc Reserva	1500	\$3.00	Shelf Extender
284562	Michelob Ultra	473	\$0.20	
285544	>(V)Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.00	
292128	Firestone Cabernet Sauvignon Santa Ynez Valley	750	\$2.00	Shelf Extender
296228	Calvados Boulard Pays D'Auge	750	\$7.00	
296848	Chateau Des Charmes Aligote Estate Grown VQA	750	\$1.00	
302349	Rosemount Diamond Shiraz	750	\$2.00	Shelf Extender
311779	Bud Light	6 x 473	\$1.00	Seasonal Block Pile A

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	\$2.00	Shelf Extender
311936	Canadian Club Classic 12 Year Old	1140	\$1.95	Shelf Extender, Seasonal Block Pile C
317057	Masi Costasera Amarone Classico Doc	750	\$3.00	Discovery Extender
318683	The Kraken Black Spiced Rum	1140	\$2.00	Shelf Extender
326413	Pelee Island Pinot Grigio VQA	750	\$2.00	
328567	>(V) Cathedral Cellar Cabernet Sauvignon	750	\$2.00	
333583	Thornbury Premium Apple Cider	473	\$0.25	
334110	Ciroc Peach	750	\$3.00	Discovery Extender
341776	Fresh Beginnings Moscato VQA	750	\$2.00	goLOCAL
350900	>(V) Chardonnay Signature Series(Robert Oatley)	750	\$2.00	
352583	>(V) Beringer Knight's Valley Cab Sauvignon	750	\$5.00	
357145	Open Smooth Red VQA	750	\$1.00	
358184	Tanqueray Rangpur Gin	750	\$2.00	Front Entrance Table
363812	Tito's Handmade Vodka	375	\$1.00	Shelf Extender
366633	Ron Diplomatico Reserva Exclusiva Rum	750	\$5.00	Mini Thematic
369793	Mount Gay Eclipse Rum	750	\$2.00	Mini Thematic
377820	Jackson-Triggs Merlot	1500	\$2.00	
378091	Villa Annaberta Valpolicella Ripasso Superiore	750	\$2.00	
379958	Kronenbourg 1664 Blanc	500	\$0.25	
380865	Rumchata	750	\$2.50	Comm. Extender
380899	Jack Daniel's Tennessee Honey	1140	\$3.00	End Aisle
382002	Smirnoff Raspberry Flavoured Vodka	750	\$1.00	Comm. Extender
384651	Martini Prosecco Sparkling	750	\$2.00	Mini Thematic
387050	Open Smooth White VQA	750	\$1.00	goLOCAL
387159	Bodacious Smooth Red	1500	\$2.00	
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00	
389411	>(V)Prop Res Vidal Icewine VQA (Jackson-Triggs)	375	\$5.00	
392654	Apothic Dark Red	750	\$2.00	Flex Space
393090	Monasterio De Las Vinas Crianza Carinena	1500	\$2.00	Shelf Extender
393405	Pelee Island Monarch Vidal VQA	750	\$1.00	
394015	Brickworks Batch:1904 Cider	473	\$0.20	
394536	Bitburger Premium Pilsner	500	\$0.35	
394718	>Erath Pinot Noir	750	\$3.00	End Aisle
398479	1800 Reposado	750	\$2.50	Shelf Extender
402818	Flor De Cana Grand Reserva 7 Rum	750	\$2.00	Mini Thematic, Value Ad
404160	McClelland Single Malt Islay Scotch	750	\$5.00	Shelf Extender
406843	Jacob's Creek Moscato	1500	\$2.00	Flex Space
407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	\$2.00	Flex Space

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
407668	Shiny Apple Cider	473	\$0.20	
411553	Girls' Night Out Peach Raspberry Rumba	1500	\$1.00	
422345	Moosehead Lager	6 × 473	\$1.50	
428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	\$2.00	Mini Thematic
429787	Bodacious Smooth White	1500	\$2.00	
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$3.00	
430769	Gaffel Kolsch	500	\$0.25	
431239	Faxe Premium Lager	500	\$0.15	
436279	Hornitos Plata	750	\$4.00	End Aisle
438960	Canadian Club 100% Rye	1140	\$1.00	Shelf Extender
440867	Honoro Vera Garnacha Organic Do Calatayud.	750	\$2.00	Shelf Extender
443945	>(V) Goru (Gsd Wines!)	750	\$1.00	
445825	Jacob's Creek Moscato Rosé Sparkling	750	\$2.00	Shelf Extender, Wine Fridge, Flex Space
449793	Jose Cuervo Sparkling Classic Margarita	4 × 355	\$1.20	Shelf Extender
450114	Smirnoff Ice	6 × 355	\$1.00	
450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	\$1.00	Seasonal Block Pile B
451476	Dixon's Silvercreek Vodka	750	\$2.00	
453506	Megalomaniac Selfie	750	\$2.00	Feature Fixture A
459966	Henry Of Pelham Baco Noir Old Vines VQA	750	\$2.00	
460154	>Columbia Crest Grand Estates Cab Sauvignon	750	\$2.00	
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
462309	Lamb's Spiced Rum	750	\$1.00	Shelf Extender
462432	Piper-Heidsieck Brut Champagne	750	\$5.00	
462861	Trapiche Pure Black Malbec	750	\$2.00	Flex Space
463406	Dillon's Bitters Lime	100	\$2.00	
470070	The Ned Sauvignon Blanc	750	\$3.00	Discovery Extender
470823	Pelee Island Merlot	750	\$1.00	Shelf Extender
474551	J.P. Wiser's Vanilla Whisky	750	\$1.00	End Aisle
478909	Belgian Moon 473	473	\$0.25	End Aisle
485128	Pelee Island Baco Noir VQA	750	\$1.00	goLOCAL
487819	Melini Chianti Classico Riserva Docg	750	\$3.00	Comm. Extender
491183	Georgian Bay Vodka Smash	473	\$0.20	End Aisle
492959	Rosehall Run Pixie Sparkling Rose VQA	750	\$2.00	Mini Thematic
496950	Rolling Rock	6 × 473	\$1.00	
500546	Captain Morgan Original Spiced Rum	1750	\$1.50	
501551	Trapiche Malbec	750	\$1.50	Flex Space
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$3.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
513002	Henderson's Brewing Pearson Express IPA	473	\$0.25	Mini Thematic
514463	Whitley Neill Handcrafted Dry Gin	750	\$3.00	End Aisle
514851	Okanagan Apple Cider	473	\$0.30	
520304	Bacardi Gold	1140	\$1.00	Seasonal Block Pile C
520320	Bacardi Superior	1140	\$1.00	Seasonal Block Pile C
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00	Shelf Extender, Wine Fridge
524322	Trapiche Reserve Malbec	1500	\$2.00	Flex Space
529354	Pelee Island Pelee Pink VQA	750	\$2.00	Shelf Extender
534230	Beringer Founders Estate Chardonnay	750	\$2.00	
534925	Grolsch Pilsner	6 × 500	\$1.00	Shelf Extender
539312	Josh Cellars Rosé	750	\$2.00	Middle Nesting Table
541243	Creemore Springs Premium Lager	6 × 473	\$1.25	Shelf Extender
541961	Three Thieves Cabernet Sauvignon	750	\$2.00	Shelf Extender
547646	Steam Whistle Premium Pilsner	6 × 341	\$1.50	
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	\$5.00	
548412	Bacardi 4 Year Old Anejo Rum	750	\$1.00	Shelf Extender
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	\$3.00	Mini Thematic
554386	Jaw Drop Gushing Grapes	473	\$0.25	Discovery Extender
554469	Guinness Draught	8 × 440	\$2.00	
557470	Empress 1908 Gin	750	\$3.00	Shelf Extender
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	\$3.00	
558932	Miller Genuine Draft	6 × 473	\$1.00	End Aisle
560888	Georgian Bay Gin Smash	6 × 355	\$1.00	End Aisle
568642	Sapporo Premium Lager	6 × 355	\$1.45	
571133	>Dillon's Vermouth	750	\$2.00	
577148	Villa Conchi Brut Seleccion	750	\$2.00	Mini Thematic
581645	Louis Bernard Cotes Du Rhone Aoc	750	\$2.00	Shelf Extender
588053	Il Prosecco	750	\$3.00	Mini Thematic
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	
600163	Tanqueray No. Ten Gin	750	\$5.00	Front Entrance Table
609875	Eastdell Black Cab VQA	750	\$2.00	
610188	Osborne Solaz Temp Cab Sav, Vdt Castilla	750	\$2.00	Shelf Extender
617662	Diabolica Red VQA	750	\$2.00	Comm. Extender
620492	Argento Seleccion Pinot Grigio	750	\$2.00	
620773	Masi Masiatico Pinot Grigio	750	\$2.00	Wine Fridge
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	End Aisle
627802	Yellow Tail Chardonnay	750	\$1.00	End Aisle
630913	Tia Maria	750	\$2.00	Discovery Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
633347	Longshot Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
633354	Longshot Pinot Grigio	750	\$2.00	Middle Nesting Table, Wine Fridge
633453	Jacob's Creek Double Barrel Chardonnay	750	\$3.00	Flex Space
635078	Caribru IPA	473	\$0.25	
638205	Zirkova Together Ultra Premium Vodka	750	\$2.00	Shelf Extender
649186	Hey Y'All Southern Style Hard Iced Tea	458	\$0.25	Shelf Extender
650432	>(V) Castelgiocondo Brunello (Marchesi Frecoba)	750	\$5.00	VL1
650713	>(V) Sa'solin Ripasso Valp.(Terre Di Verona)	750	\$2.00	
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	Shelf Extender
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.50	Shelf Extender
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	Shelf Extender
676841	Red Stripe Lager	6 × 330	\$1.00	Shelf Extender
678698	Gnarly Head Old Vine Zinfandel	750	\$2.00	Middle Nesting Table
741769	>(V)Chianti Classico (Rocca Delle Macie)	750	\$2.00	
904409	Molson Canadian	473	\$0.20	
921478	Pabst Blue Ribbon	6 × 355	\$0.55	
925453	>Kilikanoon Shiraz Killermans Run	750	\$3.00	
962886	>(V) La Crema Sonoma Coast Chardonnay	750	\$2.00	Middle Nesting Table
974717	>(V) Casas Del Bosque Reserva Sauvignon Blanc	750	\$2.00	VL1

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
307	Seagrams V.O.	750	Southern Comfort 50 mL	307
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	620
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL	984
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL	8219
17818	Corona Extra	6 × 330	Purchase 2 Corona 6 × 330 mL bottles and receive a free bag	17818
53082	Alberta Pure Vodka (P.E.T)	1750	Canadian Club 1858 2 × 50 mL	53082
88799	Alberta Pure Vodka (P.E.T)	750	Summit 50 mL	88799
111021	Gordons Gin (P.E.T)	1750	Spotlight VA	111021
133439	Captain Morgan White Rum (P.E.T)	1750	Spotlight VA	133439
216903	Banff Ice Vodka	1140	Canadian Club 100% Rye 50 mL	216903
216978	Seagrams V.O.	1140	Fireball 50 mL	216978
311787	Budweiser	6 × 473	Purchase 2 Budweiser 6 × 473 mL packs and receive a free jays item	311787
342428	>(V) Bonterra Cabernet Sauvignon Organic	750	Earth Day: Paper Seed - Save the Bees	342428
350629	Forty Creek Barrel Select Whisky	1140	Forty Creek Copper Pot 50 mL	350629
358556	Dillon's Gin 22 Unfiltered	750	Bitters	358556
398024	Dr. McGillicuddy Intense Peach	1140	Fireball 50 mL	398024
413104	Dillon's Dry Gin	750	Bitters	413104
422345	Moosehead Lager	6 × 473	Boston Pizza Coupon (Flash Pack)	422345
437772	Belvedere Vodka	750	Summer Bottle Wrap	437772
447953	Fireball Whisky Shooter	750	Fireball 50 mL	447953
604926	Prince Igor Extreme Vodka	750	Forty Creek Barrel Select 50 mL	604926

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
117	Bacardi Superior White Rum	750	355 mL Bacardi Mojito Slim Can
307	Seagrams V.O.	750	Southern Comfort 50 mL
463	Canadian Club Premium	375	Jim Beam Honey 50 mL
570	Beefeater Dry	750	Beefeater Blood Orange 50 mL
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL
935	Captain Morgan White Rum	750	Schweppes 591 mL Ginger Ale
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL
1040	Gordons Gin	750	Spotlight VA
4788	Captain Morgan Gold Rum	750	Schweppes 591 mL Ginger Ale
5959	Baileys Irish Cream	750	Blockpile VA Cook Book
6106	Kronenbourg 1664	6 × 330	Chocolate Value Add
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL
11248	Baileys Espresso	750	Blockpile Cookbook VA
12650	Unwined Smooth White	750	Sleep Mask
12865	J.P. Wiser's Manhattan Canadian Whisky	750	Cocktail Cherries
13188	Absolut Juice Strawberry Edition	750	Absolut Juice Apple 50 mL
13589	Bacardi Lime	750	355 mL Bacardi Mojito Slim Cans
13915	The Forager Botanical Whisky	750	Double Dutch Tonic
16079	Martini Fiero	750	Martini Prosecco 200 mL
16178	Crystal Head Onyx	750	Crystal Head 50 mL
16544	St Remy Signature	750	St Remy XO 50 mL
17047	Captain Morgan Sliced Apple Spiced Rum	750	Schweppes 591 mL Ginger Ale
17536	Colio Cellar Door Series Cabernet Sauvignon	750	Coupon
17537	Colio Cellar Door Series Sauvignon Blanc	750	Coupon
17818	Corona Extra	6 × 330	Purchase 2 Corona 6 × 330 mL bottles and receive a free bag
18441	Carolans Irish Cream	1750	Coffee Mug
18574	Jim Beam Honey	750	Jim Beam Black 50 mL
18575	Jim Beam Red Stag	750	Jim Beam Black 50 mL
18869	Hornitos Black Barrel	750	Glass
19514	Absolut Juice Pear And Elderflower	750	Absolut Juice Apple 50 mL
27235	Sauza Gold Tequila	750	Lime Margarita Mix
31930	Seagrams V.O.	1750	Fireball 2 × 50 mL
34637	Canadian Club Premium	1750	Canadian Club 1858 200 mL
53082	Alberta Pure Vodka (P.E.T)	1750	Canadian Club 1858 2 × 50 mL
88799	Alberta Pure Vodka (P.E.T)	750	Summit 50 mL
95935	Grey Goose Vodka	750	Martini Rose 750 mL
103747	Maker's Mark Kentucky Bourbon	750	Socks
106377	Jacob's Creek Shiraz/Cabernet	750	Reusable Produce Bag

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	Auchentoshan American Oak 50 mL
110056	Absolut Vodka	750	Absolut Juice Pear 50 mL
111021	Gordons Gin (P.E.T)	1750	Spotlight VA
114934	Golden Wedding (P.E.T)	1750	Evan Williams 50 mL
116327	Grey Goose La Poire Vodka	750	Martini Rose 750 mL
117101	Jagermeister	750	Cold Brew 50 mL
131391	Smirnoff Vodka (P.E.T)	1140	Smirnoff 50 mL
133439	Captain Morgan White Rum (P.E.T)	1750	Schweppes 591 mL Ginger Ale
137125	Russian Standard Vodka	1750	RSO 50 mL
143040	Hornitos Reposado Tequila	750	Spicy Margarita Mix
148007	Czechvar Premium Lager	500	Limited Edition Coaster
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate Coaster
181636	Sobieski Vodka	750	Sobieski 50 mL
183582	Captain Morgan Dark Rum	1750	Schweppes 591 mL Ginger Ale
215343	Martini & Rossi Sweet Vermouth Red	1000	San Pellegrino Tonica Oakwood 200 mL
215616	Jack Daniel's Tennessee Whiskey	1140	Woodford Reserve 50 mL
216689	J.P. Wiser's Deluxe	1140	Fever Tree Mixer Pack
216820	Finlandia Vodka	1140	Jack Apple 50 mL
216903	Banff Ice Vodka	1140	Canadian Club 100% Rye 50 mL
216929	Smirnoff Vodka	1140	Smirnoff 50 mL
216978	Seagrams V.O.	1140	Fireball 50 mL
217786	Jim Beam White Label Bourbon	1140	Jim Beam Honey 50 mL
218040	Martini Bianco Vermouth	1000	San Pellegrino Tonica Citrus 200 mL
225938	Lucid Absinthe Superieure	750	Absinthe Spoon
226555	Hahn Pinot Noir Monterey	750	Flower Seeds
229583	Kronenbourg 1664 Blanc	6 × 330	Chocolate Value Add
242339	Alberta Pure Vodka	1140	Canadian Club 100% Rye 50 mL
253914	Martini Dry Vermouth White	1000	San Pellegrino Tonica Citrus 200 mL
260869	Sobieski Vodka	1140	Sobieski 50 mL
263780	Licor 43	750	Licor 43 Mini-Beer Glasses
267245	Jose Cuervo Especial Gold Tequila	1140	Collectable Marg Glass
270017	Jacob's Creek Reserve Chardonnay	750	Reusable Produce Bag
272807	Crabbies Original Alcoholic Ginger Beer	500	Moscow Mule Necktag
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	Wild Turkey 101 50 mL
283929	Captain Morgan Black Spiced Rum	750	Schweppes 591 mL Ginger Ale
293043	Stoneleigh Marlborough Sauvignon Blanc	750	Beefeater Botanicals 50 mL
311787	Budweiser	6 × 473	Purchase 2 Budweiser 6 × 473 mL packs and receive a free jays item

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
311928	Canadian Club Classic 12 Year Old	750	Tonic Syrup
319673	Bombay Sapphire East London Dry Gin	750	Martini Fiero 60 mL
324848	Espolon Tequila Blanco	750	Grand Marnier Cordon Rouge 50 mL
324855	Espolon Tequila Reposado	750	Grand Marnier Cordon Rouge 50 mL
342428	>(V) Bonterra Cabernet Sauvignon Organic	750	Earth Day: Paper Seed - Save the Bees
350629	Forty Creek Barrel Select Whisky	1140	Forty Creek Copper Pot 50 mL
365270	Crystal Head Vodka	1750	2 × Skull Shot Glasses
390583	Canadian Club 100% Rye	750	Canadian Club 1858 50 mL
392308	Baileys Vanilla Cinnamon	750	Blockpile Cook Book VA
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	Gift Box
395582	Auchentoshan American Oak, Lowland	750	Auchentoshan 12 YO 50 mL
398024	Dr. McGillicuddy Intense Peach	1140	Fireball 50 mL
400259	Baileys Salted Caramel	750	Blockpile VA Cook Book
402818	Flor De Cana Grand Reserva 7 Rum	750	Limited Edition Black Bottle Wrap
417196	Grey Goose Vodka	1140	Martini Sparkling Rose 750 mL
417295	Ciroc Original Unflavoured	750	Ciroc 50 mL
420083	Jim Beam Red Stag Black Cherry	750	Jim Beam Black 50 mL
422345	Moosehead Lager	6 × 473	Boston Pizza Coupon (Flash Pack)
425678	Jim Beam Honey	750	Jim Beam Black 50 mL
439620	Sour Puss Pineapple Coconut Liquor	750	Sourpuss Apple 50 mL
447953	Fireball Whisky Shooter	750	Fireball 50 mL
450932	Jose Cuervo Tradicional Reposado	750	Reusable Tote Bag
451195	Jose Cuervo Especial Gold Tequila	1750	Jose Cuervo 50 mL
451336	>(V) Tom Gore Cabernet Sauvignon	750	Wooden Wine Box Herb Planter
454462	Banff Ice Vodka	1750	Beef Jerky
486316	Bacardi Spiced Rum	375	473 mL Moosehead Cracked Canoe Lager
486712	Noxx & Dunn Straight Barrel Florida Rum	750	TAG 50 mL
494047	Broker's Premium London Dry Gin	1140	Double Chocolate Vodka 50 mL
500512	Captain Morgan Original Spiced Rum	750	Schweppes 591 mL Ginger Ale
547679	>Wodka Zoladkowa Gorzka	750	TBD
556621	Belvedere Pure	1140	Organic Honey Jar
558940	Miller Lite	6 × 473	Baseball Cap
572552	Signal Hill Canadian Whisky	750	Crystal Head 50 mL
573972	Kronenbourg Blanc Fruit Rouges	6 × 330	Chocolate Value Add
600833	Pitu Cachaca	750	Black Muddler
603183	Sauza Gold Tequila	1750	Jim Beam Black 2 × 50 mL
604868	Grey Goose Vodka	1750	Martini Sparkling Rose 750 mL
604926	Prince Igor Extreme Vodka	750	Forty Creek Barrel Select 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
605162	Broker's Premium London Dry Gin	750	Double Chocolate Vodka 50 mL
625996	JP Wisers Old Fashioned Canadian Whisky	750	Cocktail Cherries
628982	O'Casey's Irish Cream (First Ireland Spirits Co)	1140	Fridge Magnet Recipe Card
636035	Summit Vodka	750	Canadian Club 100% Rye 50 mL
636092	Gordon's Pink Gin	750	Spotlight VA
639047	Wolfhead Grapefruit Vodka	750	Wolfhead VA
659904	Wheatley Vodka	750	Fireball 50 mL
665471	Jacob's Creek Reserve Shiraz	750	Reusable Produce Bag
666883	Henninger Lager	6 × 500	Bonus Non Alc Beer Can

Necktags

LCBO#	Description	Size (mL)	NT Approved
10415	Spier Signature Cabernet Sauvignon	750	Spier Growing for Good
16111	Volcan Cristalino Tequila	750	Product Info Volcan, terroir, highland lowland agave etc
18116	19 Crimes Snoop Dogg Cali Red	750	Product Info
18828	Ardbeg Beastie 5 Year Old	750	NEW!! w/ Caesar Recipe Card
19855	Kingston 62 Gold	750	New Product Necktag
211110	Wyborowa Vodka	1140	Meet the Polish Rye
342246	Amarula Cream	750	Amarula Coco Recipe
460493	Tkz Tokaji Szamorodni Sweet, Hungary	500	Tasting Notes
469643	Rossi D'Asiago Limoncello Snaps	750	Award Winning
556621	Belvedere Pure	1140	Cocktail Recipe with Organic Honey
573857	Niagara Falls Craft Vodka	750	Educational
605931	Grant's Family Reserve	1140	TBD
638353	Niagara Falls Rye Canadian Whisky	750	Educational
903021	Volcan Blanco	750	NEW!! w/ Paloma Recipe Card
943787	>(V) Wakefield Estate Shiraz Clare Valley	750	Sustainability

My Store #



Kudos to Store #670 for creating an engaging and inviting shopping experience!

PERIOD 1

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MARCH 28 Start of Period 1  Install Brand Spotlight Nesting Tables BAM START DATE	29	30	31	APRIL 1	2 <i>Good Friday</i> (stores closed)	3
4 <i>Easter Sunday</i> (stores closed)	5 <i>Easter Monday</i> (select stores open)	6	7	8	9 <i>The Trend Report</i> Release Date 	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24 <i>End of Period</i> 

LCBO