

SUMMER HOT LIST



Period 6 Marketing & Product Guide
AUGUST 15 - SEPTEMBER 11, 2021

Period 6

Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 6

New for Period 6

Brand Spotlight Programs

- Feature Fixture:** New Summer Wines (Signage must remain in place for P5-6)
- New & Seasonal Fixture:** Summer Rosé (Signage must remain in place for P5-6)
- Entrance Table/Cocktail of the Month:** Rosé Sangria
- Mini Thematic A:** Hot Gift: Smooth Bourbon
- Mini Thematic B:** Hot Gift: Cool White Wine
- Mini Thematic C:** Keeping it Local: Summer Styles
- Front Nesting Table:** Summer by the Batch (New LTOs on products for P6. Signage must remain in place for P5-6)
- Block Pile A:** The Beers of Summer
- Block Pile B:** Easy Summertime Cocktails
- Block Pile C:** Hot Deals for your Patio Bar (New products for P6. Signage must remain in place for P5-6)
- Block Pile D:** Absolut Summer Display
- Middle Nesting Table/Celebration Fixture:** Dine Outdoors, Mediterranean Style

Ontario Wines

- ON1:** Go Local
- ON2:** Our Buyer's Pick (VQA)
- ON3:** Ontario Staff Pick
- ON3B:** Craft VQA Wineries

Vintages

- Vintages Essentials On Offer End
- Vintages Wines of the Month End
- Vintages LTO Program
- Vintages Our Buyer's Pick

Other Programs

- EA2A & 3B Backer Cards
- Flex Space
- Spirited Picks Display (FEM)
- The Cold Room Spirits Display
- On Shelf

Beer Programs

- Beer Excitement Zone
- Ontario Craft Beer End Aisle
- Beer Super Sale

Unchanged from Period 5

Refer to the Period 5 MPG for signage and product information.

- P3-6 Local Product Program
- Exterior Banners, Window Show Cards, Transparencies are not changing
- EA 1A, 1B, 2B, 3A, 4A, 4B Backer Cards are not changing
- EA 5-20 Backer Cards are not changing
- 8-pack Beer Carrier
- Beer Branded Ends
- Beer Rated Perpendicular Shelf Talkers
- Craft Beer Imported Shelf Talkers
- Gifting (Summer)
- Special Promotions Fixture
- Wine Fridge Turn 1 (P3-P6)
- Responsible Service Program
- Shopping Cart Sign
- Operational Signage: COVID-19 & Social Distancing Signage (Search "COVID Jan2021" on the Portal for the latest instructions.)

Period 3-6

LOCAL PRODUCT PROGRAM

Continue to display the Local in-store signage that was sent out to stores in PT3.

These signage components will help to support local Ontario products in stores. **Please refer to the following pages carefully for instructions on what products should be merchandised on each display.**

These displays are mandatory for execution for the stores noted.

- 1 Local Product On-Shelf Merchandising Toolkit (all stores)
- 2 Local Wines/VQA End Aisle (select stores)
- 3 Cold Room Cut Case Displays (select stores)
- 4 8-Pack Carriers with OCB products on “New” End Aisles in Beer Excitement Zones (select stores)
- 5 OCB End Aisles in Beer Sections (select stores)
- 6 “Ask Me!” Staff Name Stickers (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 may be used to feature any new and/or local product in-section, however stores are encouraged to use these to specifically highlight local Spirits.

Participation is mandatory.

Participating Stores

All stores

Key Dates (P3 - P6)

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 [P6 Worksheets](#) for a list of applicable “New” products.

Re-order Code: ENG/BIL (# 22P3-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 (# 22P3-PIF13)



“Local Hot List Picks” Perpendicular Shelf Talker

A great way to share your love for your community! Let customers know your favourite local products for summer. Use a black Sharpie Marker and clearly print all required information on the shelf talker. There are spaces for:

- Staff Name
- Product

Product recommendations **MUST** be Ontario made and should be inspired by the Hot List ideas featured below:

- Turn a humid day into a tropical vacay
- Book an afternoon hammock session
- Add some beach to your balcony
- Gift a locally made care package
- Enjoy sweet moments with sugarless cocktails
- Toast summer with local brews
- Break in your new deck furniture with these sunny sippers

This is the perfect tool to start a conversation and personally endorse local products that are perfect for summer.

Re-order Code: ENG (# 22P3-PIF16) / BIL (# 22P3-PIF17)

Local VQA Wines END AISLE

Overview

Discretionary End Aisles have been identified at select stores, where local Ontario wines are now to be showcased. **Participation is mandatory.**

Key Dates (P3 - P6)

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** and **Local Business Pairing**.

Products should be chosen at the store's discretion, inspired by the Hot List ideas featured below:

- Turn a humid day into a tropical vacay
- Book an afternoon hammock session
- Add some beach to your balcony
- Gift a locally made care package
- Enjoy sweet moments with low-sugar wine based cocktails
- Toast summer with local wines
- Break in your new deck furniture with these sunny sippers



Participating Stores

1, 3, 4, 5, 6, 10, 11, 13, 14, 15, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 35, 38, 40, 41, 44, 49, 55, 57, 58, 59, 60, 62, 63, 64, 65, 68, 70, 74, 80, 82, 83, 84, 85, 90, 93, 95, 97, 101, 102, 106, 115, 125, 130, 132, 139, 140, 143, 144, 145, 148, 149, 150, 153, 154, 155, 156, 163, 164, 165, 167, 168, 171, 175, 179, 182, 187, 188, 191, 192, 195, 196, 198, 200, 201, 207, 208, 209, 210, 211, 212, 214, 217, 218, 221, 226, 227, 228, 229, 233, 234, 237, 242, 243, 244, 249, 250, 252, 253, 255, 260, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 310, 311, 312, 321, 324, 325, 326, 329, 334, 340, 343, 344, 345, 346, 351, 353, 355, 358, 359, 360, 361, 362, 366, 367, 368, 370, 371, 373, 378, 381, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 394, 397, 398, 400, 401, 402, 404, 407, 411, 412, 415, 416, 417, 425, 426, 427, 428, 431, 432, 434, 436, 437, 438, 443, 444, 445, 452, 453, 454, 456, 457, 459, 465, 469, 470, 485, 486, 489, 490, 491, 494, 495, 497, 499, 500, 501, 505, 509, 511, 515, 521, 522, 523, 526, 528, 532, 533, 534, 536, 537, 539, 540, 542, 544, 545, 546, 547, 549, 551, 553, 554, 555, 559, 563, 564, 566, 568, 569, 573, 575, 579, 580, 584, 585, 586, 587, 589, 590, 593, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 638, 639, 640, 641, 642, 643, 644, 645, 646, 648, 649, 651, 652, 653, 654, 655, 657, 658, 660, 661, 665, 667, 670, 671, 672, 675, 676, 677, 680, 684, 686, 691, 693, 694, 695, 697, 698, 699, 700, 702, 703, 706, 741, 747, 748, 749, 751, 755, 771, 776

NOTE: Any store may still participate in this program by using a Discretionary End Aisle and ordering the appropriate Backer Card using the information below.

Product Selection

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



Merchandising Instructions

- Merchandise 9-12 local wines on the End Aisle. Planoguide is provided for inspiration only.
- **Use the black marker to communicate a local product and a great dish served at a local business, pub or restaurant.**
- Install the Backer Card and shelf talkers on the display.
- **Refresh recommendations (using a new backer card provided) every 2-3 weeks.**



Local VQA Wines Example

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # 22P3-PIF18)

Ontario Beer & Cider Displays

BEER COLD ROOM

Overview

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

Key Dates (P3 - P6)

Participating Stores

4, 6, 19, 23, 31, 33, 41, 43, 49, 51, 55, 57, 58, 65, 67, 74, 76, 78, 81, 82, 83, 84, 85, 90, 92, 93, 96, 98, 102, 104, 105, 107, 118, 119, 123, 124, 130, 139, 144, 150, 156, 157, 160, 161, 162, 164, 173, 175, 187, 188, 189, 195, 196, 198, 208, 209, 211, 213, 220, 221, 224, 227, 228, 229, 230, 232, 233, 234, 236, 237, 241, 244, 245, 250, 251, 254, 256, 258, 262, 263, 264, 267, 270, 272, 273, 274, 276, 279, 281, 283, 284, 287, 288, 291, 292, 293, 294, 296, 299, 300, 303, 304, 307, 308, 310, 313, 314, 315, 316, 318, 323, 328, 329, 330, 331, 334, 335, 336, 347, 349, 351, 352, 358, 359, 360, 363, 364, 368, 369, 370, 372, 374, 375, 380, 384, 387, 391, 394, 399, 401, 402, 403, 407, 413, 414, 421, 423, 424, 427, 429, 433, 435, 440, 441, 442, 443, 447, 448, 449, 450, 454, 455, 459, 461, 464, 466, 469, 470, 471, 472, 473, 474, 478, 479, 481, 482, 485, 487, 488, 489, 490, 491, 492, 495, 496, 497, 500, 501, 504, 509, 510, 514, 516, 519, 520, 522, 524, 530, 536, 537, 539, 541, 548, 550, 551, 552, 554, 556, 557, 560, 561, 562, 565, 567, 578, 580, 581, 585, 587, 588, 591, 594, 595, 596, 604, 605, 606, 609, 610, 613, 618, 621, 626, 627, 633, 638, 640, 641, 643, 644, 652, 653, 654, 655, 658, 660, 665, 667, 670, 671, 672, 674, 679, 680, 684, 691, 694, 695, 697, 699, 706, 741, 743, 747, 771

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.**
- **Refer to this link for a list of Canadian Craft skus that should not be merchandised on any local display.**

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 and/or Cider products (to be determined at the store's discretion).
- Install the pricer cards in front of corresponding products on the display.

Signage Components

- Cut Case Backer Card
ENG (Re-order # 22P3-PIF6)
BIL (Re-order # 22P3-PIF7)
- Blank Pricer Card
ENG (Re-order # 22P3-PIF10)
BIL (Re-order # 22P3-PIF11)



Local OCB and/or Cider Products



Do not merchandise National brands such as Creemore & Mill Street

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 (August 15 - September 11, 2021)

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

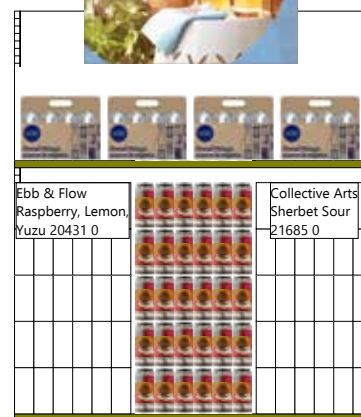
- Choose local Ontario products to highlight according to your store's assortment.
- Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**

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 "Beers For Your Hot List" backer card.

Signage Components

- "Beers for your Hot List" Transparency ENG (Re-order # DMS-22P6-EZ2)
BIL (Re-order # DMS-22P6-EZ3)
- "Beers for your Hot List" Backer Card BIL (Re-order #DMS-22P6-EZ4)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)



Suggested Products

Location	LCBO#	Description	Supplying Source / Distributor
B New/Seasonal (EA - EZB)	20431	Ebb & Flow Raspberry, Lemon, Yuzu 473 mL	LCBO Warehouse
	21685	Collective Arts Sherbet Sour 473 mL	4678 - Collective Arts Brewing Limited
	485367	Great Lakes Brewery Karma Citra IPA 473 mL	1929 - Great Lakes Brewing Co. Inc.

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

Ontario Craft Beer

END AISLE

Overview

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

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

Participation is mandatory.

Key Dates (August 15 - September 11, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
12854	Collective Arts Audio Visual Lager	473	4678 - Collective Arts Brewing Limited
17671	Beau's Lug Tread 2.5%	473	275 - The Beer Store
20029	Black Oak 20 Hazy Years	473	5262 - Black Oak Brewing Company Ltd
20140	Lake Of Bays Stand Down IPA	473	8958 - Lake Of Bays Brewing
280081	Steam Whistle Premium Pilsner	6 x 355	5577 - Steam Whistle Brewing / 275 - The Beer Store
14988	Muskoka Detour	6 x 473	LCBO Warehouse

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-22P6-OCBEA2) / BIL (Re-order #DMS-22P6-OCBEA3)
- FLS designated stores must display the bilingual side of the product shelf talkers.



“Have a Question? Ask Me!” NAME STICKERS

Overview

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 (P3 - P6)

Participating Stores

All Stores

Signage Components

- ENG (Re-order #22P3-PIF14) / FR (Re-order #22P3-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”.



Operational Signage COVID-19 & SOCIAL DISTANCING

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

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



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



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



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

Period 5-6 SIGNAGE GALLERY

LCBO SUMMER HOT LIST

The LCBO Summer Hot List is a thoughtful compilation of simple, fun, accessible, and COVID-friendly inspiration for every summer moment and occasion, through which customers will discover the vast product solutions at the LCBO.



Signage Ship Date

The Period 6 signage components will be shipped to stores beginning **August 6, 2021**.

All Period 6 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 6 End Aisle 1-4 Backer Card Re-order Codes

Flighted Premium (A) & Standard (B)

NEW Backer Cards for End Aisles 2A & 3B

22P6-BC2A



Premium Flight EA 2A

22P6-BC3B



Standard Flight EA 3B

Backer Cards for End Aisles 1A, 1B, 2B, 3A, 4A, 4B (Keep backer cards up from P5)

The following P5 end aisle backer cards are to remain in place for the duration of Period 6:

22P5-BC1A



Premium Flight EA 1A

22P5-BC1B



Standard Flight EA 1B

22P5-BC2B



Standard Flight EA 2B

22P5-BC3A



Premium Flight EA 3A

22P5-BC4A



Premium Flight EA 4A

22P5-BC4B



Standard Flight EA 4B

End Aisles 5 - 20 (Keep backer cards up from P5)

Generic End Aisle Backer Cards

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

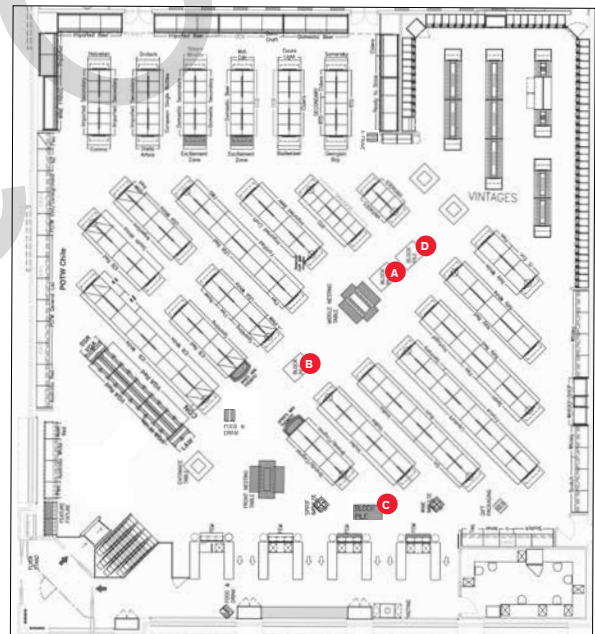
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

- A** Block Pile A (SBA): The Beers of Summer
- B** Block Pile B (SBB): Easy Summertime Cocktails
- C** Block Pile C (SBC): Hot Deals for your Patio Bar
- D** Block Pile D (XBP): Absolut Summer Display



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

P5-6: Hot Summer Wines



NOTE: A new set of shelf talkers will be shipped to stores by the start of the period. Please continue to display the P5 category sign, bin strips and box sign until the end of P6.

This is a sold program. Participation is mandatory.

Key Dates (P5-P6)

Participating Stores

Refer to the Participation Lookup page on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)
19651	Folonari Chardonnay	750
19780	Tavernello Pinot Grigio	750
19773	Luna Nuda Pinot Grigio IGT Vigneti Delle Dolomiti	750
19853	OGGI organic Pinot Grigio	750
19921	Farnese Luccarelli Puglia Bianco IGP	750
19922	Barone Montalto Pinot Grigio	1500
19953	Tommasi Le Rosse Pinot Grigio	750
20054	Mare de Sirena Pinot Grigio	750
20082	Fantini Trebbiano D'abruzzo Doc	1500
20806	Buena Vista Legendary Badge Zinfandel	750
20808	Stel + Mar Cabernet Sauvignon	750
493254	Cavit Roscato Rosso Dolce Frizzante	750
	Residual Seasonal	



We will continue to showcase our exciting collection of fresh flavours and seasonal innovation on the Feature Fixture in P5-6. Use the fixture to merchandise the new wines for P6 and residual seasonal wines.

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise shelf talkers in front of the correct product on the feature fixture display and in section.
- Continue to display the P5 category sign, bin strip and box sign.
- 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.

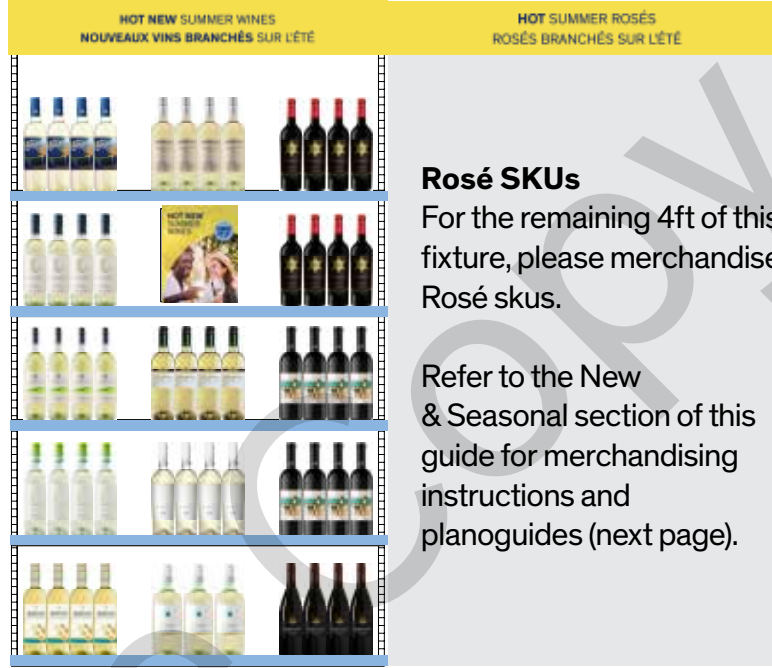
Signage Components

- **NEW** Shelf Talkers ENG (Re-order # 22P6-FF4)
BIL (Re-order # 22P6-FF5)
- Category Sign ENG/BIL (Re-order # 22P5-FF1)
- Category Sign - blank solid colour (Re-order # 22P5-FF2)
- Box Sign ENG/BIL (Re-order # 22P5-FF3)
- Bin Strip - solid colour (Re-order # 22P5-FF6)

4ft. Feature Fixture



8ft. Feature Fixture

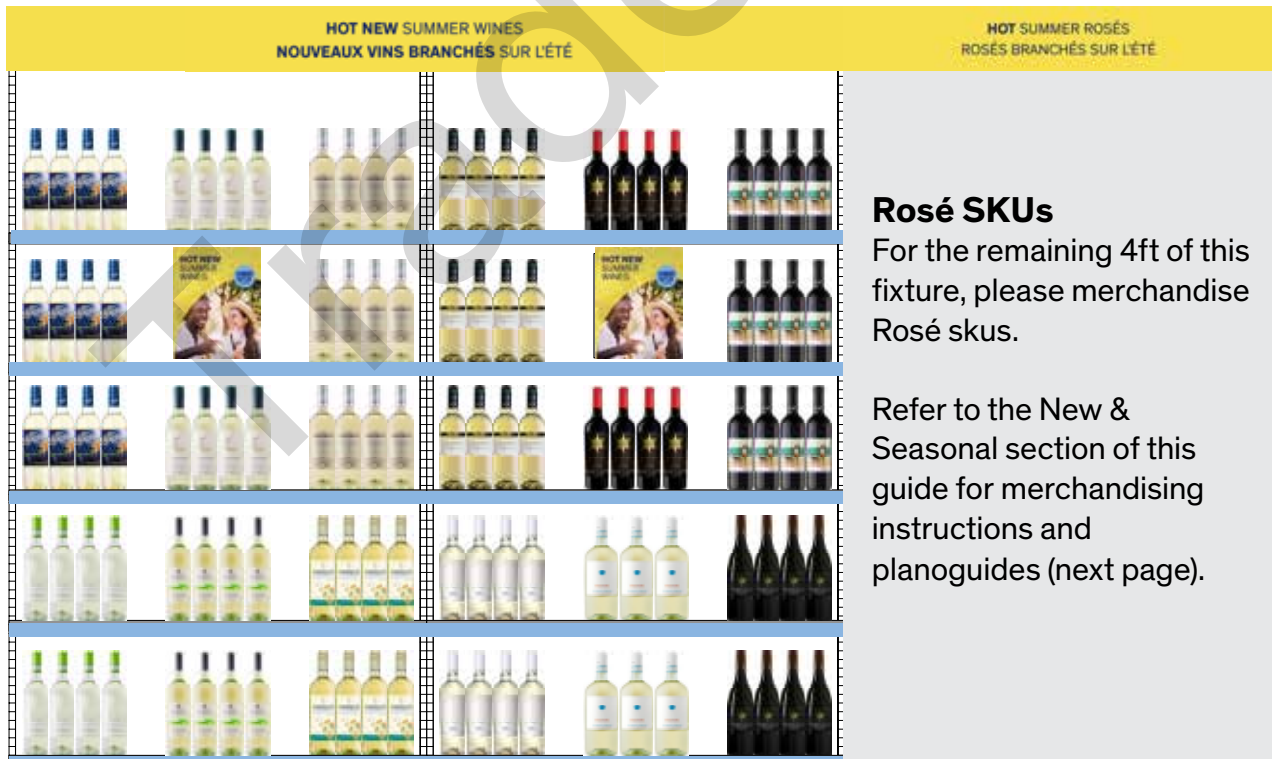


Rosé SKUs

For the remaining 4ft of this fixture, please merchandise Rosé skus.

Refer to the New & Seasonal section of this guide for merchandising instructions and planoguides (next page).

12ft. Feature Fixture



Rosé SKUs

For the remaining 4ft of this fixture, please merchandise Rosé skus.

Refer to the New & Seasonal section of this guide for merchandising instructions and planoguides (next page).

NEW & SEASONAL FIXTURE

Summer Rosé

NOTE: A new set of shelf talkers will be shipped to stores by the start of the period. Please display the category sign and box sign until the end of P6.

Key Dates (P1-P6)

Participating Stores

Refer to the Participation Lookup page on the Portal for information

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

Signage and Merchandising instructions

- A new set of shelf talkers will be shipped to stores by the start of the period. Please display the category sign, colour fill and box sign until the end of P6.
 - **NEW** Shelf Talkers ENG (Re-order # 22P6-NS4) / BIL (Re-order # 22P6-NS5)
 - Category Sign ENG/BIL (Re-order # 22P5-NS1)
 - Category Sign - blank solid colour (Re-order # 22P5-NS2)
 - Bin Strips - solid colour (Re-order # 22P5-NS3)

Participating Products

Refer to the [P6 Worksheets](#) posted on the Portal for complete product details.

“
Seasonal Rosé wines from around the world will be featured for the summer season.”

4ft. Feature Fixture



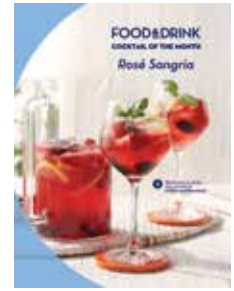
8ft. Feature Fixture



Brand Spotlight (BS - BSE)

ENTRANCE TABLE

Cocktail of the Month: Rosé Sangria



This is a sold program. Participation is mandatory.

Key Dates (August 15 - September 11, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	LTO	Offers
8888	St-Rémy Brandy VSOP	750		VA: Glass Pitcher – Rep delivered near pack
605816	St-Rémy Brandy VSOP	1140		
603795	Muga Rosé	750	\$2.00	

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

“
Use a lively Rosé to create a flavourful and flexible sangria that helps reduce food waste by using any seasonal berries you have on hand. This can be made in advance then bottled and stored in the fridge so it's ready to pour for your next patio moment. When customers buy a bottle of St Remy VSOP, they will get a free glass pitcher VA.”

Signage Components

- Square Entrance Table Sign ENG (Re-order # DMS-22P6-ET1) / BIL (Re-order # DMS-22P6-ET2)
- Round Entrance Table Sign ENG (Re-order # DMS-22P6-ET3) / BIL (Re-order # DMS-22P6-ET4)
- Shelf Talkers ENG (Re-order # DMS-22P6-ET5) / BIL (Re-order # DMS-22P6-ET6)
- Flat Value-add Shelf Talkers ENG (Re-order # DMS-22P6-ET7) / BIL (Re-order # DMS-22P6-ET8)
- Tear-Away Recipe Card Booklet (50 Sheets) ENG (Re-order # DMS-22P6-ET9) / BIL (Re-order # DMS-22P6-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.
- Merchandise the pre-printed shelf talkers on the entrance table display.
- Install the tear-away recipe cards and value-add shelf talkers in the bin strip channel on the table.



Tear-Away Recipe Cards



VA Shelf Talkers

NOTE: Merchandise the tear-away recipe cards and value-add shelf talkers in the bin strip channel on the table.



VA Shelf Talkers

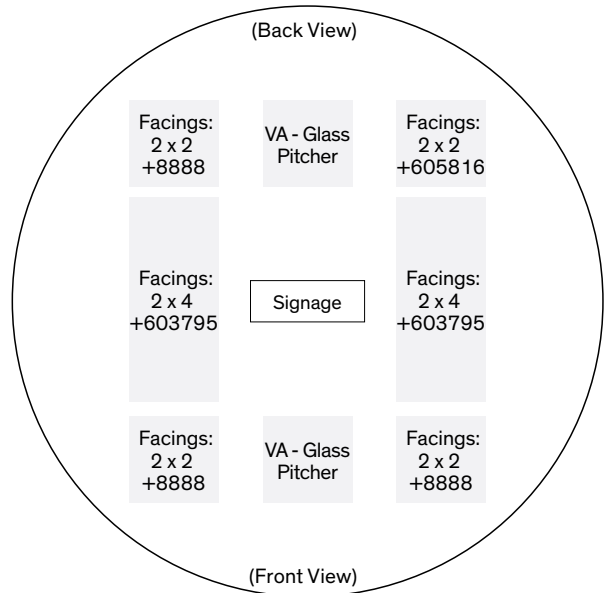
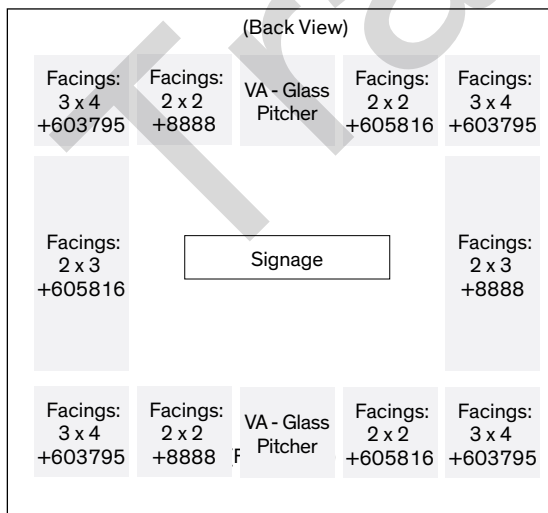


Tear-Away Recipe Cards

Square Table Planogram



Round Table Planogram



Spirits (MI-A) MINI THEMATIC A

Hot Gift: Smooth Bourbon



This is a sold program. Participation is mandatory.

Key Dates (August 15 - September 11, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)	LTO
10393	Legent	750	\$6.00
21378	Jim Beam White Label Bourbon	750	\$1.75
324863	Jim Beam Black 6 Year Old Kentucky Bourbon	750	\$3.00
326025	Basil Hayden Kentucky Bourbon	750	\$5.00
405845	Evan Williams Kentucky Straight Bourbon	750	
512194	Larceny Kentucky Straight Bourbon	750	
517987	Ezra Brooks Black Label Bourbon Whiskey	750	
547729	Elijah Craig Small Batch Bourbon Whiskey	750	\$5.00

Signage Components

- Category sign: Short (Re-order # DMS-22P6-MTA1)
- Shelf talkers ENG (Re-order # DMS-22P6-MTA2)/BIL (Re-order # DMS-22P6-MTA3)
- Backer card ENG/BIL (Re-order #DMS-22P6-MTA4)
- Transparency ENG (Re-order # DMS-22P6-MTA5)/BIL (Re-order # DMS-22P6-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.
- 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.



Wines (MI-B) MINI THEMATIC B

Hot Gift: Cool White Wine



NOTE: The “Hot Gift: Cool White Wine” category sign, backer card and transparency will be re-printed for P6. Ensure you recycle and replace with the updated version.

This is a sold program. Participation is mandatory.

Key Dates (August 15 - September 11, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Participating Products

LCBO#	Description	Size (mL)	LTO
1834	Susana Balbo Crios Torrontés	750	\$2.00
99218	Cavit Collection Pinot Grigio delle Venezie IGT	750	\$2.00
177477	Sandbanks Shoreline Chardonnay Pinot Grigio VQA	750	\$1.00
263574	Errazuriz Estate Series Sauvignon Blanc	750	\$2.00
291211	Henry Of Pelham Chardonnay VQA	750	\$2.00
298505	La Vieille Ferme Luberon Blanc AOC	750	\$1.50
324228	Stoneleigh Latitude Sauvignon Blanc	750	\$3.00
620724	Creekside Sauvignon Blanc VQA	750	\$1.00
621821	Folonari Pinot Grigio Delle Venezie DOC	1500	\$3.00



HOT GIFT: COOL WHITE WINE
PASSION CADEAU: UN VIN BLANC FRAIS



Signage Components

- Category sign: Short (Re-order # DMS-22P6-MTB7) Long: (Re-order # DMS-22P6-MTB8)
- Shelf talkers ENG (Re-order # DMS-22P6-MTB9)/ BIL (Re-order # DMS-22P6-MTB10)
- Backer card ENG/BIL (Re-order #DMS-22P6-MTB11)
- Transparency ENG (Re-order # DMS-22P6-MTB12)/BIL (Re-order # DMS-22P6-MTB13)



Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each participating product.
- The “Hot Gift: Cool White Wine” category sign, backer card and transparency will be re-printed for P6. Ensure you recycle and replace with the updated version.
- Stores with regular end will need to install the backer card or transparency in the backer card frame.
- 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.



Beer (MI-C) MINI THEMATIC C

Keeping it Local: Summer Styles



This is a sold program. Participation is mandatory.

Key Dates (August 15 - September 11, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information

“
Support the local industry and engage customers by highlighting a selection of new and seasonally relevant craft beers.”

Participating Products

LCBO#	Description	Size (mL)	LTO	Supplying Source / Distributor
11562	Niagara Cider Company No. 1 Dry Apple Cider	473		LCBO Warehouse
15162	Reinhart's Strawberry Hibiscus Cider	473	\$0.25	LCBO Warehouse
19309	Shiny Apple Peach Light Cider	473	\$0.20	LCBO Warehouse
19977	Ernest Rose Light Cider Spritzer Cranberry Cherry	473		LCBO Warehouse
333583	Thornbury Premium Apple Cider	473	\$0.30	LCBO Warehouse
497719	Family Tree Apple Cider Puddicome	473	\$0.50	LCBO Warehouse
541219	Kw Craft Cider Can	473	\$0.25	LCBO Warehouse
572594	Duntroon Cyder House Standing Rock	473	\$0.20	LCBO Warehouse
635227	Liberty Village Dry Cider	473		LCBO Warehouse

Signage Components

- Backer card ENG/BIL (Re-order# 22P5-BC10)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Continue to display the P5 backer card.
- 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

P5 & 6: Summer by the Batch

SIGNAGE & PRODUCTS MUST REMAIN IN PLACE FOR P5-6

New LTOs on select products for P6. A new set of pre-printed shelf talkers and value-add shelf talkers will be shipped to stores by the start of the period. Please continue to display the P5 participating products and table sign until the end of P6.

This is a sold program. Participation is mandatory.

Key Dates (August 15 - September 11, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Participating Products

LCBO#	Description	Size (mL)	NEW LTO	Offers
67	Smirnoff Vodka	750		
1099	Johnnie Walker Red Label Scotch Whisky	750	\$1.00	
2691	Tanqueray Dry Gin	750		Value-add: Free Jug/Carafe with the purchase of any participating product.
10357	Crown Royal Peach	750		
17047	Captain Morgan Sliced Apple Spiced Rum	750		The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.
21544	Smirnoff Pink Lemonade	750		
173542	Don Julio Blanco Tequila	750		
382002	Smirnoff Raspberry Flavoured Vodka	750	\$1.00	
403519	Crown Royal Apple	750		
500512	Captain Morgan Original Spiced Rum	750		

“
This Summer, we're showing shoppers how easy it is to make batch cocktails—all with very simple ingredients. With the purchase of participating spirit products, customers will receive a free Jug/Carafe and recipes on how to create their favourite batch cocktail.”

Signage Components

- **NEW** Shelf Talkers ENG (Re-order #DMS-22P6-FNT5) / BIL (Re-order #DMS-22P6-FNT6)
- **NEW** Value-add Shelf Talkers ENG (Re-order #DMS-22P6-FNT7) / BIL (Re-order #DMS-22P6-FNT8)
- P5-6 Table Sign Large ENG (Re-order #DMS-22P5-FNT1) / BIL (Re-order #DMS-22P5-FNT2)
- P5-6 Table Sign Small ENG (Re-order #DMS-22P5-FNT3) / BIL (Re-order #DMS-22P5-FNT4)

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the pre-printed shelf talkers and value-add shelf talkers in-section and on the table.
- The products will remain the same as P5. Maintain an impactful display throughout the duration of P6.
- Continue to display the P5 table sign.

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



Front & Back View

Top View (Back)

Facings: 3x6 +10357	Facings: 4x2 +173542	Facings: 3x3 +403519
---------------------------	----------------------------	----------------------------

Facings: 4x3 +382002	Value-add	Facings: 4x2 +2691	Facings: 4x3 +17047	Facings: 4x2 +1099	Value-add	Facings: 4x3 +21544
Value-add	Signage					Value-add
Facings: 4x3 +382002	Value-add	Facings: 4x2 +2691	Facings: 4x3 +17047	Facings: 4x2 +1099	Value-add	Facings: 4x3 +21544

Facings: 6x4 +67

Facings: 6x4 +500512

Facings: 3x9 +10357	Facings: 4x6 +173542	Facings: 3x9 +403519
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Top View (Front)

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



VA Shelf Talker

Front & Back View

Top View (Back)

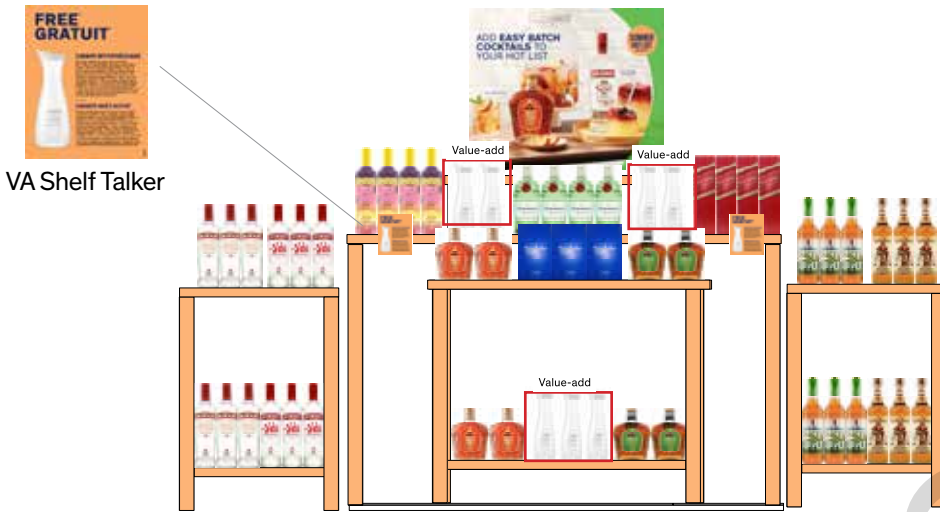
Facings: 2x6 +10357	Value-add	Facings: 3x4 +173542	Value-add	Facings: 2x6 +403519
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Facings: 3x4 +67	Facings: 3x3 +382002	Facings: 3x3 +21544	Facings: 3x2 +2691	Facings: 3x3 +1099	Facings: 3x3 +17047	Facings: 3x4 +500512
Signage						
Facings: 3x4 +67	Facings: 3x3 +382002	Facings: 3x3 +21544	Facings: 3x2 +2691	Facings: 3x3 +1099	Facings: 3x3 +17047	Facings: 3x4 +500512

Facings: 2x6 +10357	Value-add	Facings: 3x4 +173542	Value-add	Facings: 2x6 +403519
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Top View (Front)

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



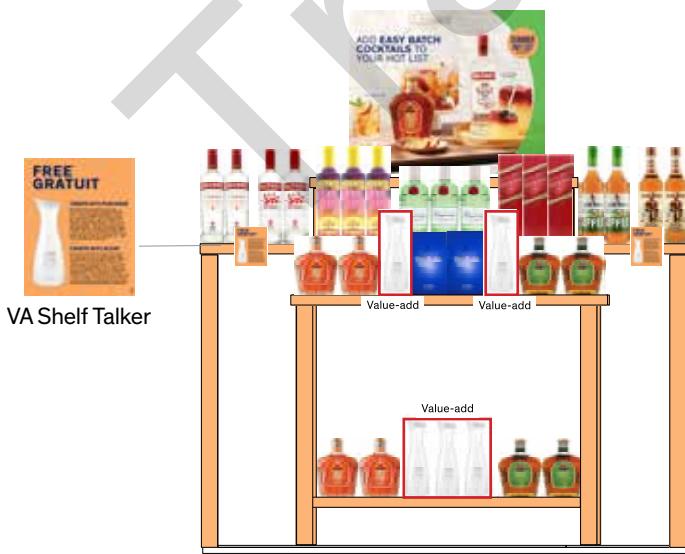
Front & Back View

Top View (Back)

Facings: 3x 4 +67		Facings: 3x 4 +382002		Facings: 4x 4 +21544		Value-add		Facings: 3x 4 +2691		Value-add		Facings: 3x 4 +1099		Facings: 3x 4 +17047		Facings: 3x 4 +500512	
Facings: 2x 6 +10357		Facings: 3x 4 +173542		Facings: 2x 6 +403519		Value-add		Signage		Value-add		Facings: 3x 4 +21544		Facings: 3x 4 +2691		Facings: 3x 4 +1099	
Facings: 2x 6 +10357		Facings: 3x 4 +173542		Facings: 2x 6 +403519		Value-add		Value-add		Value-add		Facings: 3x 4 +21544		Facings: 3x 4 +2691		Facings: 3x 4 +1099	

Top View (Front)

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



Front & Back View

Top View (Back)

Facings: 2x 6 +10357		Facings: 2x 4 +173542		Facings: 2x 6 +403519		Facings: 2x 4 +67		Facings: 2x 4 +382002		Facings: 3x 3 +21544		Facings: 3x 2 +2691		Facings: 3x 3 +1099		Facings: 2x 3 +17047		Facings: 2x 4 +500512	
Facings: 2x 6 +10357		Facings: 2x 4 +173542		Facings: 2x 6 +403519		Value-add		Value-add		Signage		Value-add		Facings: 2x 4 +67		Facings: 2x 4 +382002		Facings: 3x 3 +21544	
Facings: 2x 6 +10357		Facings: 2x 4 +173542		Facings: 2x 6 +403519		Facings: 2x 4 +67		Facings: 2x 4 +382002		Facings: 3x 3 +21544		Facings: 3x 2 +2691		Facings: 3x 3 +1099		Facings: 2x 3 +17047		Facings: 2x 4 +500512	

Top View (Front)

A

Display Program (SBA)

BLOCK PILE A

The Beers of Summer



This is a sold program. Participation is mandatory.

Key Dates (August 15 - September 11, 2021)

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

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
17817	Corona Extra (275 - TBS)	6 x 473	
17818	Corona Extra (275 - TBS)	6 x 330	\$1.00 LTO
17819	Stella Artois Shrink (275 - TBS)	6 x 473	VA
17820	Stella Artois (275 - TBS)	473	\$0.20 LTO
17823	Stella Artois (275 - TBS)	6 x 330	

Value-add: Buy 2 Stella Artois Shrink packs (17819 | 6x473 mL) and receive a complimentary apron. 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

- Pole Toppers ENG (Re-order # DMS-22P6-BPA1)
BIL (Re-order # DMS-22P6-BPA2)
- Riser Wrap - solid colour (Re-order # DMS-22P6-BPA3)
- Pricer Cards ENG (Re-order # DMS-22P6-BPA4)
BIL (Re-order # DMS-22P6-BPA5)
- Shelf Talkers ENG (Re-order # DMS-22P6-BPA6)
BIL (Re-order # DMS-22P6-BPA7)
- Cut Case Backer Card ENG (Re-order # DMS-22P6-BPA8)
BIL (Re-order # DMS-22P6-BPA9)
- End Aisle Backer Card BIL (Re-order # DMS-22P6-BPA10)

Merchandising Instructions

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

“
Excite and inspire shoppers with an assortment of both Stella Artois and Corona beers. With the purchase of the participating Stella products, customers will receive a FREE apron while supplies last.”



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

Easy Summertime Cocktails



This is a sold program. Participation is mandatory.

Key Dates (August 15 - September 11, 2021)

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

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
19347	Founder's Original Bourbon Sour	355	\$0.15 LTO
166090	Jack Daniel's & Cola	473	
273110	Canadian Club & Ginger Ale	473	VA
316323	Mott's Clamato Original Caesar	458	\$0.25 LTO
491746	Cabana Coast Moscow Mule	473	
560888	Georgian Bay Gin Smash	6 x 355	

Value-add: Free pair of sunglasses with the purchase of Canadian Club & Ginger Ale (273110 | 473 mL) 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

- Pole Toppers ENG (Re-order # DMS-22P6-BPB1)
BIL (Re-order # DMS-22P6-BPB2)
- Riser Wrap - solid colour (Re-order # DMS-22P6-BPB3)
- Pricer Cards ENG (Re-order # DMS-22P6-BPB4)
BIL (Re-order # DMS-22P6-BPB5)
- Shelf Talkers ENG (Re-order # DMS-22P6-BPB6)
BIL (Re-order # DMS-22P6-BPB7)
- Cut Case Backer Card ENG (Re-order # DMS-22P6-BPB8)
BIL (Re-order # DMS-22P6-BPB9)
- End Aisle Backer Card BIL (Re-order # DMS-22P6-BPB10)

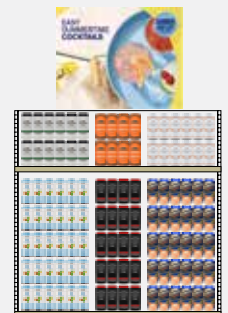
Merchandising Instructions

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

“
Delight shoppers with a selection of proven summer favourites and a perfect assortment of ready to drink cocktails best served over ice.”



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.



C

Display Program (SBC) BLOCK PILE C

Hot Deals for your Patio Bar



This is a sold program. Participation is mandatory.

Key Dates (August 15 - September 11, 2021)

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

Participating Stores

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

NEW Period 6 Participating Products

LCBO#	Description	Size (mL)	Offers
216689	J.P. Wiser's Deluxe	1140	\$1.00 LTO
217653	Captain Morgan Original Spiced Rum	1140	\$1.50 LTO
217786	Jim Beam White Label Bourbon	1140	Jim Beam Black 50 mL
312959	Ketel One	1750	\$4.00 LTO
544155	Iceberg Vodka	1750	\$1.00 LTO
571901	Tequila Rose Strawberry Cream	1140	VA: Popsicle Molds
582973	Bombay Sapphire London Dry	1750	\$2.00 LTO
605956	Baileys Irish Cream Liquor	1140	\$3.00 LTO
628990	Tito's Handmade Vodka	1140	\$2.00 LTO

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

- **NEW** Pricer Cards ENG (Re-order # DMS-22P6-BPC1)
BIL (Re-order # DMS-22P6-BPC2)
- **NEW** Shelf Talkers ENG (Re-order # DMS-22P6-BPC3)
BIL (Re-order # DMS-22P6-BPC4)
- Cut Case Backer Card ENG (Re-order # DMS-22P5-BPC1) BIL (Re-order # DMS-22P5-BPC2)
- Riser Wrap - solid colour (Re-order # DMS-22P5-BPC3)
- End Aisle Backer Card
BIL (Re-order # DMS-22P5-BPC8)
- Pole Topper BIL (Re-order # DMS-22P5-BPC9)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pricer cards and shelf talkers in front of the participating products.
- Continue to display the "Hot Deals for your Patio Bar" pole topper, riser wrap and backer cards.

“
Great offers on classic Spirits. New products on Block Pile C for P6. Continue to display the "Hot Deals for your Patio Bar" signage until the end of P6.



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.



D

Display Program (XBP)

BLOCK PILE D

Absolut Summer Display

This is a sold program. Participation is mandatory.

Key Dates (August 15 - September 11, 2021)

Participating Stores

1, 10, 15, 21, 22, 31, 38, 115, 130, 148, 149, 154, 156, 164, 171, 187, 195, 198, 217, 226, 243, 253, 263, 288, 329, 334, 346, 355, 360, 371, 385, 390, 393, 394, 404, 412, 417, 437, 443, 445, 452, 481, 486, 499, 500, 523, 545, 549, 555, 573, 590, 619, 623, 630, 631, 632, 641, 698, 703, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
13188	Absolut Juice Strawberry Edition	750	\$1.00 LTO
19134	Absolute Mango Mule	355	\$0.25 LTO
19515	Absolut Watermelon	750	VA: Beach Towel
110056	Absolut Vodka	750	\$1.00 LTO
209221	Absolut Vodka	1140	VA: Absolut Watermelon 50 mL
602763	Absolut Raspberri Vodka	750	\$1.00 LTO

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

- Pricer Card
ENG (Re-order # DMS-22P6-BPD1) / BIL (Re-order # DMS-22P6-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 the period.
- Merchandise pre-printed pricer cards for products provided.

“

This summer display will feature Absolut Vodka (750ml & 1140ml), Raspberri, Juice Strawberry and Watermelon. Perfect summer flavours that are easy to mix with Soda.



Supplied by Agent

BEER SUPER SALE

Labour Day Weekend September 3 - 5

From September 3 - 5, No Name Beer & Cool Beer Blonde Lager will be part of a beer super sale promotion for the Labour Day Weekend. Products may be featured in section or on a Block Pile display in select stores.

Key Dates (September 3 - 5)

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 Product

LCBO#	Description	Size (mL)	Was	Now	Save
110320	No Name Beer	6 × 341	\$9.90	\$6.60	\$3.30
10583	Cool Beer Blonde Lager	4 × 355	\$6.50	\$4.40	\$2.10



Signage Components

- Pricer Card
ENG (Re-order # DMS-22P6-BAB1) / BIL (Re-order # DMS-22P6-BAB2)
- Shelf Talkers
ENG (Re-order # DMS-22P6-BAB3) / BIL (Re-order # DMS-22P6-BAB4)
- Cut Case Backer Card
ENG (Re-order # DMS-22P6-BAB5) / BIL (Re-order # DMS-22P6-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.



Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Dine Outdoors, Mediterranean Style

This is a sold program. Participation is mandatory.

Key Dates (August 15 - September 11, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Participating Products

LCBO#	Description	Size (mL)	LTO
28506	Fat Bastard Cabernet Sauvignon Pays D'OC	750	\$2.00
36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$2.00
69377	Monte Antico	750	\$2.00
111641	Rocca delle Macie Riserva Chianti	750	\$2.00
168716	M. Chapoutier Les Vignes de Bila-Haut Côtes du Roussillon-Villages	750	\$2.00
245324	Les Jamelles Merlot Pays d'Oc	750	\$2.00
273748	Borsao Tres Picos Garnacha	750	\$2.00
375071	Calmel & Joseph Villa Blanche Chardonnay	750	\$2.50
408286	Lolea No 1 Red Sangria Spain	750	\$2.00
416487	The Wanted Zin Old Vines Zinfandel IGT	750	\$2.00
479014	Gran Feudo Reserva	750	\$2.00
481838	Folonari Valpolicella Ripasso Classico Superiore DOC	750	\$2.00

“
In this promotion we'll transport customers to the Mediterranean by inspiring an al fresco dining experience – in your own backyard! Customers will have the opportunity to explore the diverse regions, varietals and styles of wine from across the Mediterranean.”

Signage Components

- Table Sign Large ENG (Re-order #DMS-22P6-MNT1) / BIL (Re-order #DMS-22P6-MNT2)
- Table Sign Small BIL (Re-order #DMS-22P6-MNT3)
- Shelf Talkers ENG (Re-order #DMS-22P6-MNT4) / BIL (Re-order #DMS-22P6-MNT5)
- Celebration Fixture Drum Sign ENG (Re-order #DMS-22P6-MNT6) / BIL ENG (Re-order #DMS-22P6-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order #DMS-22P6-MNT8)

Merchandising Instructions

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

Period 6 END AISLES

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

	LCBO#	Description	Size (mL)	Offers
End Aisle #1A	10157	Jameson Irish Whiskey	750	LTO
	17055	Jameson Cold Brew Irish Whiskey	750	VA
	275933	Jameson Irish Whiskey	1750	VA



	LCBO#	Description	Size (mL)	Offers
End Aisle #1B	10157	Jameson Irish Whiskey	750	LTO
	17055	Jameson Cold Brew Irish Whiskey	750	VA
	275933	Jameson Irish Whiskey	1750	VA



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

	LCBO#	Description	Size (mL)	Offers
End Aisle #2A	20926	Aperol 375 mL	375	
	20927	Aperol Spritz Kit	750	
	176834	Aperol	750	VA



	LCBO#	Description	Size (mL)	Offers
End Aisle #2B	20047	Forty Creek Foxheart	750	
	397091	Forty Creek Copper Pot Reserve	1750	LTO
	550715	Forty Creek Barrel Select	750	VA



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

	LCBO#	Description	Size (mL)	Offers
End Aisle #3A	95935	Grey Goose Vodka	750	VA
	116327	Grey Goose La Poire Vodka	750	VA
	417196	Grey Goose Vodka	1140	VA



	LCBO#	Description	Size (mL)	Offers
End Aisle #3B	117	Bacardi Superior White Rum	750	VA
	398552	Bacardi Limon	750	VA
	498386	Bacardi Raspberry	750	VA
	570366	Bacardi Spiced Rum	1140	VA



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

	LCBO#	Description	Size (mL)	Offers
End Aisle #4A	19820	Havana Club Cuban Smoky	750	VA
	53140	Havana Club 7 Years Old	750	LTO, VA
	217422	Havana Club Anejo Reserva	1140	VA



	LCBO#	Description	Size (mL)	Offers
End Aisle #4B	53140	Havana Club 7 Years Old	750	LTO, VA
	158014	Flor De Cana Centenario 12 Rum	750	
	894014	El Dorado Demerara 5 Year Old Rum	750	



	LCBO#	Description	Size (mL)	Offers
End Aisle #5	12676	Bodacious Cabernet Sauvignon	4000	LTO
	317057	Masi Costasera Amarone Classico Doc	750	LTO
	341602	Cono Sur Bicicleta Pinot Noir	750	LTO



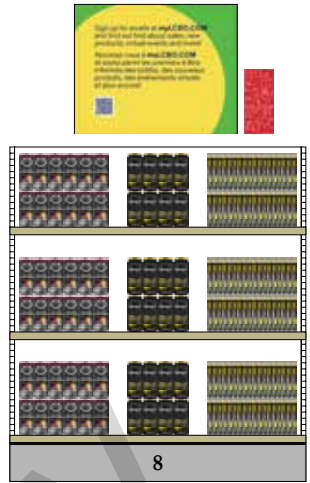
	LCBO#	Description	Size (mL)	Offers
End Aisle #6	363812	Tito's Handmade Vodka	375	VA
	545160	Tito's Handmade Vodka	1750	
	628990	Tito's Handmade Vodka	1140	LTO, BPC



	LCBO#	Description	Size (mL)	Offers
End Aisle #7	302810	Heineken (LCBO Warehouse)	6 x 5 00	LTO
	486142	Sleeman Clear 2.0 Shrink Pack (275 TBS)	6 x 4 73	LTO
	558940	Miller Lite (275 TBS)	6 x 4 73	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #8	19115	Social Lite Mango Lemonade	473	
	19130	Lemon Life Hard Lemonade Seltzer	6 x 355	
	19150	Cottage Springs Raspberry Vodka Lemonade	355	



	LCBO#	Description	Size (mL)	Offers
End Aisle #9	312959	Ketel One	1750	LTO, BPC
	363770	Ketel One Vodka	1140	LTO
	456095	Ketel One Vodka	750	



	LCBO#	Description	Size (mL)	Offers
End Aisle #10	11562	Niagara Cider Company No. 1 Dry Apple Cider (LCBO Warehouse)	473	
	15162	Reinhart's Strawberry Hibiscus Cider (LCBO Warehouse)	473	LTO
	19309	Shiny Apple Peach Light Cider (LCBO Warehouse)	473	LTO
	19977	Ernest Rosé Light Cider Spritzer Cranberry Cherry (LCBO Warehouse)	473	
	333583	Thornbury Premium Apple Cider (LCBO Warehouse)	473	LTO
	497719	Family Tree Apple Cider Puddicome (LCBO Warehouse)	473	LTO
	541219	Kw Craft Cider Can (LCBO Warehouse)	473	LTO
	572594	Duntroon Cyder House Standing Rock (LCBO Warehouse)	473	LTO
	635227	Liberty Village Dry Cider (LCBO Warehouse)	473	

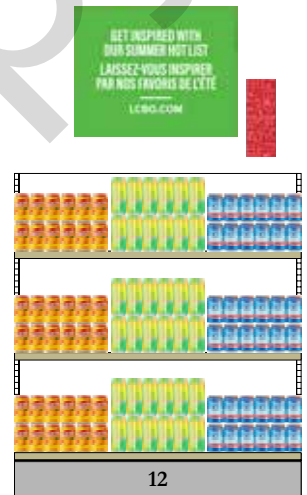
Refer to the Mini Thematic C section for more details



	LCBO#	Description	Size (mL)	Offers
End Aisle #11	64659	Captain Morgan Private Stock Rum	750	LTO
	500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	
	617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #12	211235	Palm Bay Strawberry Pineapple	6 x 355	LTO
	491662	Smirnoff White Sangria	473	LTO
	493486	Breezer Tropical Orange Smoothie	6 x 355	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	31112	Grant's Family Reserve	750	VA
	247056	Grant's Family Reserve	1750	
	605931	Grant's Family Reserve	1140	



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	297119	Peller Family Vineyards Chard Bag In Box	4000	LTO
	527457	Nederburg Shiraz	750	LTO
	589101	Ruffin Lumina Pinot Grigio lgt	750	LTO, Wine Fridge



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	358184	Tanqueray Rangpur Gin	750	LTO
	573956	Tanqueray Flor De Sevilla	750	LTO
	600163	Tanqueray No. Ten Gin	750	



	LCBO#	Description	Size (mL)	Offers
End Aisle #16	19114	Pink Gin & Soda With Raspberry & Bitter Orange	355	
	19153	Cottage Springs Raspberry Lime Vodka Box	4000	
	19252	Muskoka Spirits Peach & Blackcurrant	473	LTO



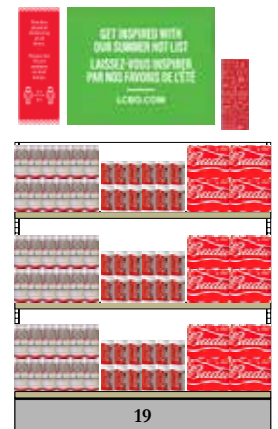
	LCBO#	Description	Size (mL)	Offers
End Aisle #17	10833	Railway City Brewing - Juice Caboose IPA (8447)	473	LTO
	13661	Refined Fool Zane Lost His Avocado Bag, Brut IPA (5732)	473	
	144337	Side Launch Hibiscus Sour (3827)	473	LTO



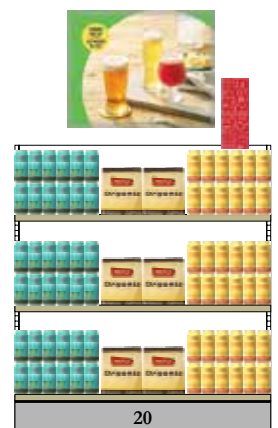
	LCBO#	Description	Size (mL)	Offers
End Aisle #18	227678	1800 Silver Tequila	750	VA
	398479	1800 Reposado	750	
	492454	1800 Coconut Tequila	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	311787	Budweiser (275 TBS)	6 x 473	LTO
	904334	Budweiser (275 TBS)	6 x 355	
	905976	Budweiser (275 TBS)	473	

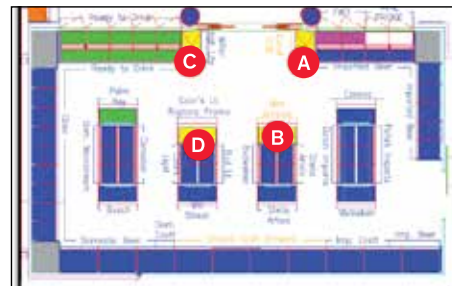


	LCBO#	Description	Size (mL)	Offers
End Aisle #20	19602	Mill Street Mango Milkshake Nitro IPA (1950)	440	
	20068	Mill Street Hazy Organic IPA (1950)	473	
	84210	Mill Street Original Organic Lager (1950)	6 x 341	LTO



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 (August 15 - September 11, 2021)

Participating Stores

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

Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source Distributor	Offers
A Plinth (EA - EZA)	14812	Great Lakes Brewery HazeMama	473	1929 - Great Lakes Brewing Co. Inc.	
	508580	Wellington Upside IPA	473	4826 - Wellington County Brewery Inc.	\$0.25 LTO
	573576	Amsterdam Space Invader IPA	473	3842 - Amsterdam Brewing Company	\$0.30 LTO
B New/Seasonal (EA - EZB)	20431	Ebb & Flow Raspberry, Lemon, Yuzu	473	LCBO Warehouse	
	21685	Collective Arts Sherbet Sour	473	4678 - Collective Arts Brewing Limited	
	485367	Great Lakes Brewery Karma Citra IPA	473	1929 - Great Lakes Brewing Co. Inc.	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
C Plinth (EA - EZH)	19980	Brickworks Ciderhouse Mix Pack	6 x 473	1950 - Trillium Beverage Inc.	\$1.00 LTO
	625236	Brickworks Ciderhouse Rosé Cider	473	1950 - Trillium Beverage Inc.	
	697318	Brickworks Ciderhouse Batch 1904	6 x 473	1950 - Trillium Beverage Inc.	
D End Aisle (EA - EZD)	6106	Kronenbourg 1664	6 x 330	LCBO Warehouse	\$1.40 LTO
	229583	Kronenbourg 1664 Blanc	6 x 330	LCBO Warehouse	\$1.40 LTO
	573972	Kronenbourg Blanc Fruit Rouges	6 x 330	LCBO Warehouse	

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 (August 15 - September 11, 2021)

Participating Products

LCBO#	Description	Size (mL)	LTO
63966	Wayne Gretzky Merlot VQA	750	\$1.00
110049	Sandbanks Baco Noir VQA	750	\$1.00
419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	\$2.00
450981	Pelee Island Lola Blush VQA	750	\$2.00

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-22P6-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# NIVQA066)
- LTO Shelf Talkers ENG/BIL (Re-order # DMS-22P6-ON1)

Merchandising Instruction

- 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# NIVQA066)



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.**

NOTE: The Ontario Buyer's Pick Backer Card is to remain in place until the end of P6.

Key Dates (August 15 - September 11, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
14884	Pelee Island Lola Secco Sparkling VQA	750
110031	Sandbanks Dunes White VQA	750
326256	Wayne Gretzky Pinot Grigio VQA	750
357145	Open Smooth Red VQA	750



Summer Ontario Buyer's Pick Backer Card

Signage Components

- Shelf Talkers ENG/BIL (Re-order # DMS-22P6-OWP1)
- P3-6 Summer Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # DMS-22P3-OWP2)

NOTE: The Ontario Buyer's Pick Backer Card is to remain in place until the end of P6.

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 Summer Buyer's Pick Backer Card (re-order# DMS-22P3-OWP2)
- **Option 3:** If no available nearby discretionary end, install the shelf talkers in-section in front of the participating products.

End Aisle Display Stores:

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

Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # DMS-22P6-OWP1)
- Install the shelf talkers in-section in front of the participating products.

ON3: Ontario Staff Pick Backer Card Program (Permanent)

Signage

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



Merchandising Instructions

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

Participating Stores

10, 33, 40, 41, 51, 55, 65, 68, 82, 84, 115, 130, 139, 140, 144, 164, 187, 207, 211, 212, 221, 227, 229, 233, 234, 263, 276, 300, 351, 359, 364, 366, 384, 391, 392, 401, 404, 407, 412, 417, 427, 428, 437, 443, 453, 459, 477, 481, 485, 486, 497, 509, 537, 550, 551, 554, 556, 575, 580, 587, 602, 609, 627, 633, 640, 644, 649, 652, 653, 661, 694, 695, 699, 703, 706, 741

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. As product sells down, fill the display with other product from Small VQA Wineries. Refer to the **P6 Worksheets** for a list of applicable wineries.

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, 7411

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

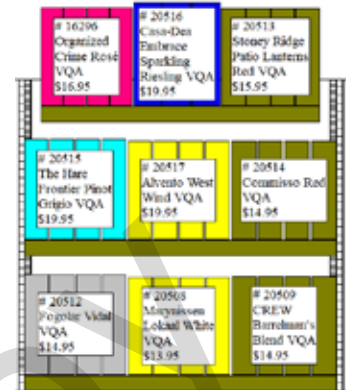
33, 40, 41, 51, 65, 84, 130, 164, 207, 211, 229, 233, 263, 351, 384, 391, 404, 417, 437, 443, 481, 485, 486, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

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

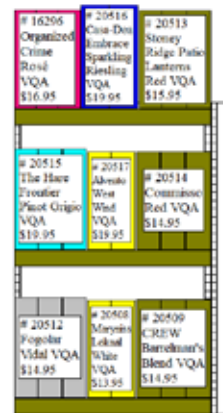
115, 187, 252, 300, 392, 401, 407, 412, 497

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

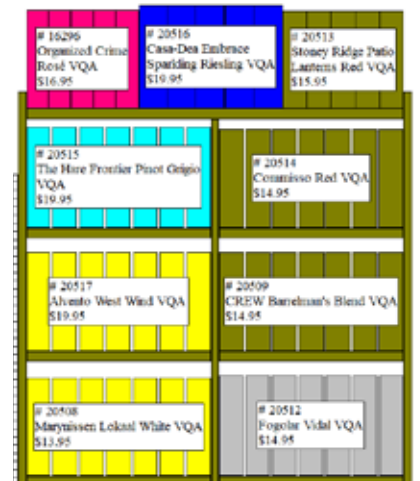
212, 359, 427, 459

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 (August 16 - September 12, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	LTO
294298	Conundrum Red	750	\$2.00
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$2.00

Signage Components

- Signage Kit (Re-order # DMS-22P6-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.

Program Schedule: Period 6 (Branded Backer Card)

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



V2

VINTAGES Wines of the Month

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

Key Dates (August 21 Release & September 4 Release)

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

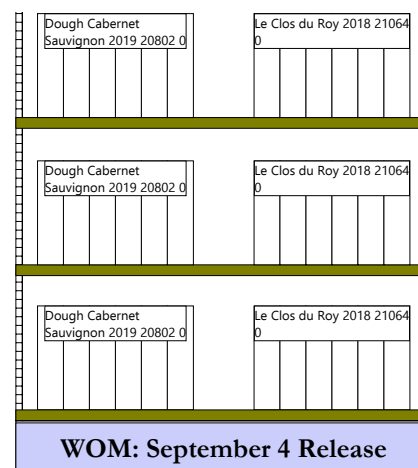
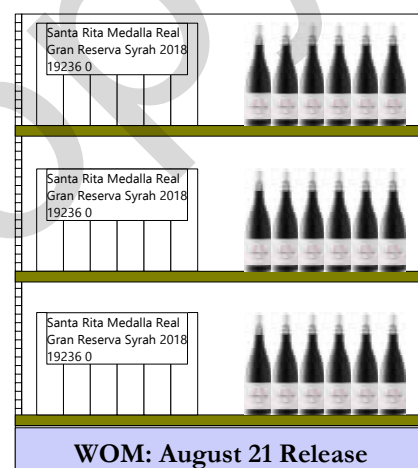
LCBO#	Description	Size (mL)
AUGUST 21, 2021 RELEASE		
19236	Santa Rita Medalla Real Gran Reserva Syrah 2018	750
343509	Tessellae Vieilles Vignes Carignan 2018	750
SEPTEMBER 4, 2021 RELEASE		
20802	Dough Cabernet Sauvignon 2019	750
21064	Le Clos du Roy 2018	750

Signage Components

- Year-round backer card kit ENG/BIL:
Vintages fixtu es (Re-order# VBC042)
LCBO fixtu es (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.

Key Dates (August 16 - September 12, 2021)

Participating Stores

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

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	LTO
948158	Anselmi San Vincenzo	750	\$16.95	\$14.95	\$2.00
342428	Bonterra Cabernet Sauvignon Organic	750	\$21.95	\$19.95	\$2.00
273748	Borsao Tres Picos Garnacha	750	\$19.95	\$17.95	\$2.00
286377	Cave Spring Estate Riesling	750	\$19.95	\$17.95	\$2.00
30957	Concha y Toro Winemaker's Lot 148 Carmenère	750	\$18.95	\$15.95	\$3.00
294298	Conundrum Red	750	\$24.95	\$22.95	\$2.00
479014	Gran Feudo Reserva	750	\$18.95	\$16.95	\$2.00
650325	Kim Crawford Rosé	750	\$18.95	\$16.95	\$2.00
48793	Louis Bouillot Perle d'Aurore Brut Rosé Crémant de Bourgogne	750	\$22.95	\$20.95	\$2.00
292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$24.95	\$21.95	\$3.00
168716	M. Chapoutier Les Vignes de Bila-Haut Côtes du Roussillon-Villages	750	\$15.95	\$13.95	\$2.00
67587	Megalomaniac Narcissist Riesling	750	\$18.95	\$16.95	\$2.00
69377	Monte Antico	750	\$15.95	\$13.95	\$2.00
603795	Muga Rosé	750	\$15.95	\$13.95	\$2.00
111641	Rocca delle Macie Riserva Chianti	750	\$15.95	\$13.95	\$2.00
408658	Santa Carolina Reserva de Familia Cabernet Sauvignon	750	\$19.95	\$16.95	\$3.00
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	\$19.95	\$17.95	\$2.00
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$62.95	\$57.95	\$5.00
314575	Sterling Napa Valley Cabernet Sauvignon	750	\$44.95	\$39.95	\$5.00
324228	Stoneleigh Latitude Sauvignon Blanc	750	\$21.95	\$18.95	\$3.00
1834	Susana Balbo Crios Torrontés	750	\$14.95	\$12.95	\$2.00
172643	Tawse Sketches of Niagara Rosé	750	\$17.95	\$15.95	\$2.00
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$24.95	\$22.95	\$2.00
36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00
660043	Two Hands Gnarly Dudes Shiraz	750	\$24.95	\$21.95	\$3.00
419770	Wines of Substance Cabernet Sauvignon	750	\$23.95	\$21.95	\$2.00

VINTAGES Ontario Our Buyer's Picks Program (formerly known as Ontario 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.

Key Dates (August 15 - September 11, 2021)

Participating Stores

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

Participating Product

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

Signage Components & Merchandising Instructions

Signage reorder code: DMS-22P6-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 September 12, 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 September 12, 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 September 12, 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

SUMMER GIFTING

How to Merchandise THE ENHANCED GIFT BAGS


Front Facing End Aisle

- Continue to use the Summer \$1.95 Gift Bag Hot Button Sign previously provided.
- Merchandise the Summer gift bags on the front facing end aisles.

Cash End

- Summer Enhanced Gift Bag
- Year-Round & Summer Reusable Tote Bags

Signage Re-order Codes

Signage	Description	Re-order #
	Summer Enhanced Gift Bag Hot Button Signs	ENG/BIL: DMS-22P3-GFT1
	Hot Button Sign Clip	NIHK102

Front Facing End Aisle



Cash End



How to Merchandise THE REUSABLE TOTE BAGS

Metal Stand Merchandiser

- Continue to use the “Reusable Bags” Sign previously provided.
- Stores can merchandise a selection of Summer and Year-Round Reusable Tote Bags on the front & back of the fixture.

Metal Gift Bag Stand

- Continue to use the “Reusable Bags” Pole Topper previously provided.
- Stores can merchandise a selection of Summer and Year-Round Reusable Tote Bags on the fixture (top and bottom arms)

Cash End

- Summer Enhanced Gift Bag
- Year-Round & Summer Reusable Tote Bags

Summer 2020 Gifting Packaging

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

Signage Re-order Codes

Signage	Description	Re-order #
	Metal Stand Merchandiser Sign Insert	ENG/ENG: 22P3-GFT10
	Metal Stand Merchandiser Sign Insert	BIL/BIL: 22P3-GFT11
	Blank Solid Insert	22P3-GFT14
	Pole Topper Sign for Metal Gift Bag Stand	ENG: 22P3-GFT6 BIL: 22P3-GFT7

Metal Stand Merchandiser



Stores with the Metal Stand Merchandiser **MUST** follow the planoguide above to merchandise the 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 planoguide above to create an impactful display.

Cash End



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

How to Merchandise THE SUMMER GIFT CARDS

Summer Gift Cards and Carriers were allocated to stores with high Gift Card sales transactions.
No additional inventory is available.

Gift Cards			Gift Card Carrier		
LCBO#	Description	Image	LCBO#	Description	Image
20558	Summer Gift Card (Canadian Icons)		20561	Summer Gift Card Carrier	
20559	Summer Gift Card (Maple Leaf)				

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

- Continue to display the Summer gift card merchandiser inserts.
- Stores can merchandise a selection of Summer and Year-Round Gift Cards and Carriers.
- Summer 2020 Gift Card/Carriers:** Stores with residual inventory of the Summer 2020 Gift Card and carrier designs may bring them to the floor for merchandising to encourage sell-through.
- There is limited availability of this year's Summer Gift Card designs. Stores may order additional Gift Cards and carriers by emailing ordergiftcards@lcbo.com

Signage Component for Gift Card Insert	Re-order#
LCBO Summer Small Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	DMS-22P3-GFT3
Gift Card Merchandiser	Re-order#
Small Acrylic Gift Card Merchandiser (for cash desk)	GFT 105

Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)



Vintages Small Acrylic Gift Card Merchandiser with Year-Round Signage

FRONT END MERCHANDISER

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

Stores with 2 FEMs will separate product by Category:

1. Spirit
2. Wines/Wines in Cans

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

1. White Spirits + Spirited Picks Program (top shelf of the fixture)
2. Brown Spirits
3. Wines/Wines in Cans

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

1. White Spirits + Spirited Picks Program (top shelf of the fixture)
2. Brown Spirits
3. Brown Spirits/Liqueurs
4. Wines/Wines in Cans

Signage Components

A new set of shelf talkers will be shipped to participating stores by the start of P6. Continue to display the "LCBO Summer Hot List" box sign until the end of P6.

- **NEW** Shelf Talkers
ENG (Re-order #DMS-22P6-FEM1)
BIL (Re-order #DMS-22P6-FEM2)
- Box Sign (Re-order #DMS-22P3-FEM1)

Merchandising Instructions

- Stores that currently merchandise their FEM fixtures by PPG skus should remerchandise their current assortment by Category (and set if applicable). Contact Facilities to order additional shelving if your fixtures do not currently have 5 tiers.

Sample 3 FEM Planogram



Sample 4 FEM Planogram



Spirited Picks Program (CE1)

NOTE: There will be new products featured on the Spirited Picks display for P6. A new set of shelf talkers will be shipped to participating stores by the start of the period. Please continue to display the “LCBO Summer Hot List” box sign until the end of P6.

The Spirited Picks program will now live on the top shelf of the Front End Merchandiser, merchandised with a box sign and shelf talkers. Stores with 2 or more full-sized FEM fixtures will merchandise the Spirited Picks products on the fixture closest to the entrance of the store.

Participating Stores

1, 3, 4, 6, 10, 13, 17, 18, 22, 23, 25, 27, 35, 36, 41, 43, 44, 49, 51, 55, 58, 64, 65, 68, 73, 74, 82, 83, 84, 85, 93, 97, 102, 106, 115, 125, 130, 139, 144, 145, 148, 150, 153, 154, 155, 156, 163, 164, 168, 175, 179, 191, 195, 196, 198, 200, 207, 210, 211, 212, 214, 218, 221, 227, 228, 229, 233, 234, 237, 242, 243, 244, 248, 250, 252, 253, 255, 260, 263, 270, 278, 279, 287, 288, 295, 298, 300, 310, 321, 325, 326, 340, 343, 344, 351, 359, 361, 367, 368, 370, 373, 378, 381, 383, 384, 386, 387, 391, 393, 394, 397, 398, 401, 402, 403, 404, 407, 408, 411, 412, 415, 420, 425, 427, 431, 432, 434, 436, 437, 443, 444, 452, 453, 456, 458, 459, 465, 469, 470, 481, 483, 485, 486, 489, 490, 491, 495, 497, 499, 500, 501, 509, 511, 522, 523, 528, 534, 537, 544, 545, 546, 551, 554, 555, 556, 563, 566, 569, 571, 573, 575, 579, 580, 585, 587, 593, 601, 602, 605, 609, 614, 616, 617, 618, 619, 624, 627, 629, 630, 631, 632, 633, 634, 635, 637, 638, 640, 641, 642, 643, 644, 646, 649, 652, 653, 654, 655, 657, 658, 660, 661, 665, 667, 670, 671, 672, 674, 676, 677, 679, 684, 691, 694, 695, 698, 699, 702, 703, 706, 741, 743, 747, 776

Participating Products

LCBO#	Description	Size (mL)	LTO
446575	Stolichnaya Vodka	375	\$0.45
269563	Maker's Mark	375	\$2.00

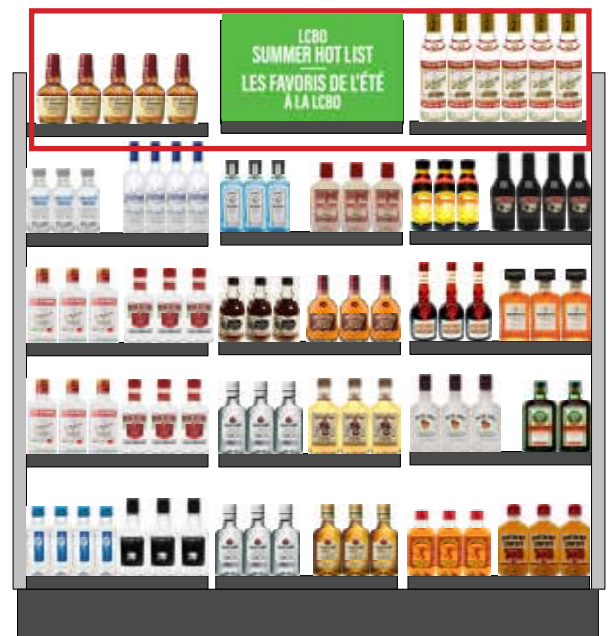
Signage Components

A new set of shelf talkers will be shipped to participating stores by the start of P6. Continue to display the “LCBO Summer Hot List” box sign until the end of P6.

- **NEW** Shelf Talkers
ENG (Re-order #DMS-22P6-FEM1)
BIL (Re-order #DMS-22P6-FEM2)
- Box Sign (Re-order #DMS-22P3-FEM1)

Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.
- Continue to display the “LCBO Summer Hot List” box sign in the middle of the shelf.



Sample planogram with Spirited Picks Program

Period 5-6

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.

There are now 4 Flex Spaces (USA, Europe, Australia/New Zealand and Chile/Argentina/South Africa) and **they are all sold to the Trade (participation is mandatory).**

As of Period 5, the four Flex Spaces sold to the Trade will be Promo Forced. SOQs of all participating stores will reflect minimum case orders for paid SKUs. Please continue to order healthy stock to support FSA and FSF as required.

Key Dates (P5 - P6)

Participating Stores

5, 10, 15, 21, 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, 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

Merchandising Instructions

- As of Period 5, the four Flex Spaces sold to the Trade will be Promo Forced. SOQs of all participating stores will reflect minimum case orders for paid SKUs. Please continue to order healthy stock to support FSA and FSF as required.
- Use the list of skus provided to select the products your store will merchandise in each flex space.
- 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.
- The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.

Signage Components

NEW for P6:

- Prosecco Rosé is Finally Here Box Sign (Re-order # DMS-22P6-FS1)
- New & Notable From New Zealand Box Sign (Re-order # DMS-22P6-FS2)
- Versatile Wines from Argentina Box Sign (Re-order # DMS-22P6-FS3)
- Shelf Talkers ENG (Re-order # DMS-22P6-FS4) / BIL (Re-order # DMS-22P6-FS5)
- Bin Strips - solid colour (Re-order # DMS-22P6-FS6)

Continuing from P5:

- Hot Cali Wines Box Sign (Re-order # DMS-22P5-FS2)
- Smart Buys from Rioja Box Sign (Re-order # DMS-22P5-FS3)

Participating Products

Box Sign	LCBO#	Description	Size (mL)	LTO
(FSB) USA - California Flex Space "Hot Cali Wines"				
*Mandatory Participation: This is a SOLD promotion and continues on for P6 with no changes from P5.				
	13686	Bread & Butter Pinot Noir	750	
	18486	Bread & Butter Rosé	750	
	19261	Bread & Butter Chardonnay	750	\$2.00
	647644	Bread & Butter Cabernet Sauvignon	750	\$2.00
(FSC) Europe - Italy/SE Flex Space "Smart Buys From Rioja"				
*Mandatory Participation: This is a SOLD promotion and continues on for P6 with no changes from P5.				
	32656	Marques De Riscal Rioja Reserva	750	
	50203	Beronia Reserva	750	
	137810	Campo Viejo Rioja Reserva	750	
	166538	LAN Crianza	750	
	177345	Muga Reserva	750	
	603795	Muga Rosé	750	\$2.00
	621003	Montecillo Rioja Reserva	750	
	976662	Faustino Gran Reserva	750	
(NEW) (FSD) Australia/New Zealand Flex Space "New & Notable from New Zealand" (NEW for P6)				
*Mandatory Participation: This is a SOLD promotion.				
	13295	Matua Hawke's Bay Sauvignon Blanc	1500	
	19255	Matua Pinot Grigio	750	\$2.00
	619452	Matua Hawke's Bay Sauvignon Blanc	750	\$2.00
(NEW) (FSE) Chile/Argentina Flex Space "Versatile Wines from Argentina" (NEW for P6)				
*Mandatory Participation: This is a SOLD promotion.				
	1834	Crios Torrontés	750	\$2.00
	11943	Los Cardos Sauvignon Blanc	750	\$2.00
	19274	Portillo Pinot Noir	750	\$1.00
	164756	Graffigna Pin t Grigio	750	
	230474	Graffigna albec	750	\$2.00
	292110	La Mascota Cabernet Sauvignon	750	\$2.00
	295139	Alamos Malbec 2019	750	\$2.00
	483263	Don David Reserve Malbec	750	\$2.00



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

Australia/New Zealand Flex Space

NEW for P6 "New & Notable from New Zealand"



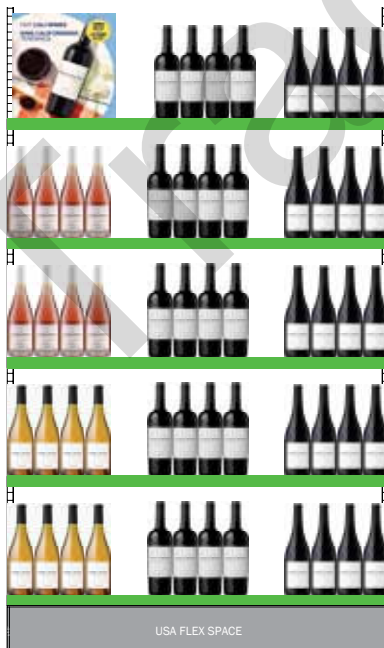
Chile/Argentina Flex Space

NEW for P6 "Versatile Wines from Argentina"



USA Flex Space

"Hot Cali Wines" (continuing from P5)



EUROPE Italy/SE Flex Space

"Smart Buys from Rioja" (continuing from P5)



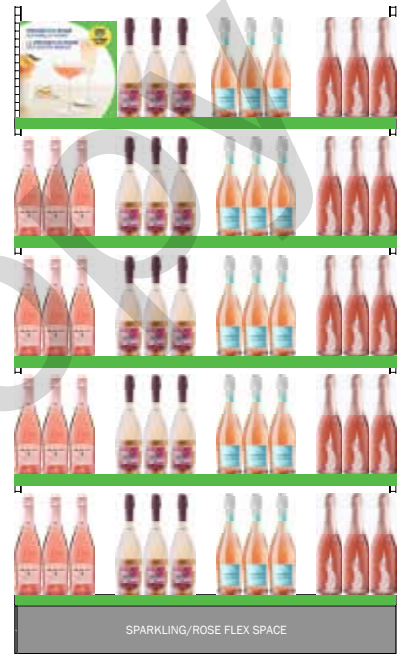
The following stores will participate in both the Seasonal Rosé and Organic flex space:

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).

NEW

LCBO#	Description	Size (mL)
(FSA) Sparkling Flex Space “Prosecco Rose is Finally Here” (NEW for P6)		
20799	La Marca Prosecco Rosé	750
20896	Ruffino rosecco Rosé	750
20979	Juliet Prosecco Rosé DOC	750
20995	Bottega Prosecco Rosé Doc Spumante Brut, Veneto	750
Organic Flex Space		
Maintain regular merchandising of organic assortment (secondary location for all general list and Vintages organic products.)		



Trade

THE COLD ROOM SPIRITS DISPLAY (CM)

SIGNAGE MUST REMAIN IN PLACE FOR P5-6

A new set of shelf talkers will be shipped to participating stores by the start of the period. Please display the P5 Cold Room Spirits A-frame sign until the end of P6.

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 (August 15 - September 11, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
10946	Fireball 6-pack Carrier	6 x 50	\$1.00 LTO
314856	Fireball Whisky Shooter	1140	VA: Fireball 50 mL (rep applied)
398776	Fireball Whisky Shooter	375	\$2.00 LTO

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

- **NEW** Shelf Talkers
ENG (Re-order # DMS-22P6-AF3) / BIL (Re-order # DMS-22P6-AF4)
- P5/6 A-frame Sign
ENG (Re-order # DMS-22P5-AF1) / BIL (Re-order # DMS-22P5-AF2)

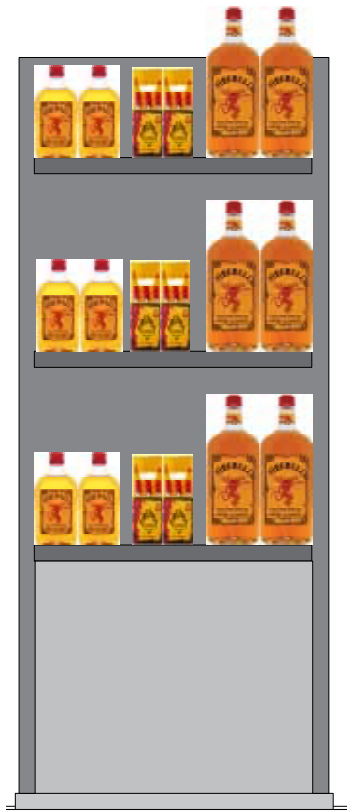
Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Merchandise the participating products according to the planogram.
- Install the shelf talkers in section in front of the participating products.
- Continue to display the P5/6 the A-frame sign.

“

Fireball Cold Room takeover. P6 will feature the Fireball Whisky 375 mL and 6 x 50 mL (with LTOs) and the 1140 mL (with rep-applied value add). Continue to display the P5/6 A-frame sign until the end of P6.

SPICE THINGS UP WITH CINNAMON WHISKY
AJOUTEZ DU PIQUANT AVEC DU WHISKY À LA CANNELLE



SHOPPING CART SIGN

The inside of the shopping cart will feature the “myLCBO.com Sign Up” messaging and the outside will feature the LCBO Lab messaging. Both shopping cart 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

LCBO Lab Shopping Cart Sign: Keep installed until further notice.

“myLCBO.com Sign Up” Shopping Cart Sign: Keep Installed until Period 6.

Participating Stores

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

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

LCBO Lab Shopping Cart Sign



Signage Component

- LCBO Lab Shopping Cart Sign
ENG/BIL (Re-order# DMS-22P5-SC1)

Merchandising Instructions

- Continue to display the LCBO Lab sign on the outside of the shopping cart.

“myLCBO.com Sign Up” Shopping Cart Sign










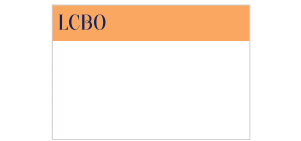


Signage Component





- “myLCBO.com Sign Up” Shopping Cart Sign
ENG/BIL (Re-order #DMS-22P5-SC2)

Merchandising Instructions

- Continue to display the “myLCBO.com Sign Up” sign on the inside of the shopping cart.

ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Premium Flighted End Aisles 1A-4A Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P6-ST14 BIL: DMS-22P6-ST15	
On Shelf	Standard Flighted End Aisles 1B-4B Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P6-ST16 BIL: DMS-22P6-ST17	
On Shelf	Common End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P6-ST1 BIL: DMS-22P6-ST2	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P6-ST3 BIL: DMS-22P6-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P6-ST5 BIL: DMS-22P6-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P6-ST7 BIL: DMS-22P6-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P6-ST9 BIL: DMS-22P6-ST10	
On Shelf	Generic Blank Pricer Cards (25pk)	Pricer Cards 8" w x 7" h	DMS-22P5-ST11	
On Shelf	Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	DMS-22P5-ST12	
On Shelf	Blank Bin Tags for General Use (25pk)	Bin Tags 6" w x 1¾" h	DMS-22P5-ST13	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h English/Price English/No Price	LTO Bundle DMS-P6-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	BNS Bundle DMS-P6-BNS	
On Shelf	"NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

Trade Copy

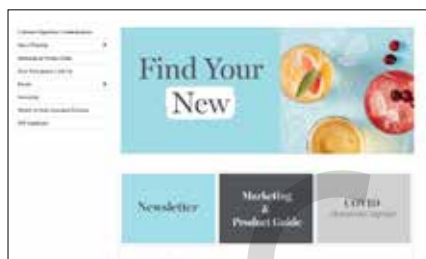
Sold Space WORKSHEETS

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
			10157	Jameson Irish Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1A	17055	Jameson Cold Brew Irish Whiskey	750	Value Add
			275933	Jameson Irish Whiskey	1750	Value Add
			10157	Jameson Irish Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1B	17055	Jameson Cold Brew Irish Whiskey	750	Value Add
			275933	Jameson Irish Whiskey	1750	Value Add
			20926	Aperol 375 mL	375	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2A	20927	Aperol Spritz Kit	750	
			176834	Aperol	750	Value Add
			20047	Forty Creek Foxheart	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2B	397091	Forty Creek Copper Pot Reserve	1750	LTO
			550715	Forty Creek Barrel Select	750	Value Add
			95935	Grey Goose Vodka	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3A	116327	Grey Goose La Poire Vodka	750	Value Add
			417196	Grey Goose Vodka	1140	Value Add
			117	Bacardi Superior White Rum	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3B	398552	Bacardi Limon	750	Value Add
			498386	Bacardi Raspberry	750	Value Add
			570366	Bacardi Spiced Rum	1140	Value Add
			19820	Havana Club Cuban Smoky	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4A	53140	Havana Club 7 Years Old	750	LTO, Value Add
			217422	Havana Club Anejo Reserva	1140	Value Add
			53140	Havana Club 7 Years Old	750	LTO, Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4B	158014	Flor De Cana Centenario 12 Rum	750	
			894014	El Dorado Demerara 5 Year Old Rum	750	
			12676	Bodacious Cabernet Sauvignon	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5	317057	Masi Costasera Amarone Classico Doc	750	LTO
			341602	Cono Sur Bicicleta Pinot Noir	750	LTO
			363812	Tito's Handmade Vodka	375	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 6	545160	Tito's Handmade Vodka	1750	
			628990	Tito's Handmade Vodka	1140	LTO, Seasonal Block Pile C

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 7	302810	Heineken (LCBO Warehouse)	6 x 5 00	LTO
			486142	Sleeman Clear 2.0 Shrink Pack (275 TBS)	6 x 4 73	LTO
			558940	Miller Lite (275 TBS)	6 x 4 73	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8	19115	Social Lite Mango Lemonade	473	
			19130	Lemon Life Hard Lemonade Seltzer	6 x 355	
			19150	Cottage Springs Raspberry Vodka Lemonade	355	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 9	312959	Ketel One	1750	LTO, BPC
			363770	Ketel One Vodka	1140	LTO
			456095	Ketel One Vodka	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 10: Mini Thematic C	11562	Niagara Cider Company No. 1 Dry Apple Cider (LCBO Warehouse)	473	
			15162	Reinhart's Strawberry Hibiscus Cider (LCBO Warehouse)	473	LTO
			19309	Shiny Apple Peach Light Cider (LCBO Warehouse)	473	LTO
			19977	Ernest Rosé Light Cider Spritzer Cranberry Cherry (LCBO Warehouse)	473	
			333583	Thornbury Premium Apple Cider (LCBO Warehouse)	473	LTO
			497719	Family Tree Apple Cider Puddicome (LCBO Warehouse)	473	LTO
			541219	Kw Craft Cider Can (LCBO Warehouse)	473	LTO
			572594	Duntroon Cyder House Standing Rock (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 11	635227	Liberty Village Dry Cider (LCBO Warehouse)	473	
			64659	Captain Morgan Private Stock Rum	750	LTO
			500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 12	617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	LTO
			211235	Palm Bay Strawberry Pineapple	6 x 355	LTO
			491662	Smirnoff White Sangria	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 13	493486	Breezer Tropical Orange Smoothie	6 x 355	LTO
			31112	Grant's Family Reserve	750	Value Add
			247056	Grant's Family Reserve	1750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 14	605931	Grant's Family Reserve	1140	
			297119	Peller Family Vineyards Chard Bag In Box	4000	LTO
			527457	Nederburg Shiraz	750	LTO
			589101	Ruffin Lumina Pinot Grigio lgt	750	LTO, WF

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 15	358184	Tanqueray Rangpur Gin	750	LTO
			573956	Tanqueray Flor De Sevilla	750	LTO
			600163	Tanqueray No. Ten Gin	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 16	19114	Pink Gin & Soda With Raspberry & Bitter Orange	355	
			19153	Cottage Springs Raspberry Lime Vodka Box	4000	
			19252	Muskoka Spirits Peach & Blackcurrant	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 17	10833	Railway City Brewing - Juice Caboose IPA (8447)	473	LTO
			13661	Refined Fool Zane Lost His Avocado Bag, Brut IPA (5732)	473	
			144337	Side Launch Hibiscus Sour (3827)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 18	227678	1800 Silver Tequila	750	Value Add
			398479	1800 Reposado	750	
			492454	1800 Coconut Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 19	311787	Budweiser (275 TBS)	6 x 4 73	LTO
			904334	Budweiser (275 TBS)	6 x 355	
			905976	Budweiser (275 TBS)	473	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 20	19602	Mill Street Mango Milkshake Nitro IPA (1950)	440	
			20068	Mill Street Hazy Organic IPA (1950)	473	
			84210	Mill Street Original Organic Lager (1950)	6 x 3 41	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture	Refer to pg. 14 for participating products			
<input type="checkbox"/>	<input type="checkbox"/>	New & Seasonal	Refer to the P6 Portal Worksheets			
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	8888	St-Rémy Brandy VSOP	750	VA - Glass Pitcher
			605816	St-Rémy Brandy VSOP	1140	
			603795	Muga Rosé	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	10393	Legent	750	\$6.00 LTO
			21378	Jim Beam White Label Bourbon	750	\$1.75 LTO
			324863	Jim Beam Black 6 Year Old Kentucky Bourbon	750	\$3.00 LTO
			326025	Basil Hayden Kentucky Bourbon	750	\$5.00 LTO
			405845	Evan Williams Kentucky Straight Bourbon	750	
			512194	Larceny Kentucky Straight Bourbon	750	
			517987	Ezra Brooks Black Label Bourbon Whiskey	750	
547729	Elijah Craig Small Batch Bourbon Whiskey	750	\$5.00 LTO			

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		1834	Susana Balbo Crios Torrontés	750	\$2.00 LTO
		99218	Cavit Collection Pinot Grigio delle Venezie IGT	750	\$2.00 LTO
		177477	Sandbanks Shoreline Chardonnay Pinot Grigio VQA	750	\$1.00 LTO
		263574	Errazuriz Estate Series Sauvignon Blanc	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/> Mini Thematic B	291211	Henry Of Pelham Chardonnay VQA	750	\$2.00 LTO
		298505	La Vieille Ferme Luberon Blanc AOC	750	\$1.50 LTO
		324228	Stoneleigh Latitude Sauvignon Blanc	750	\$3.00 LTO
		620724	Creekside Sauvignon Blanc VQA	750	\$1.00 LTO
		621821	Folonari Pinot Grigio Delle Venezie DOC	1500	\$3.00 LTO + VA: Carafe
		67	Smirnoff Vodka	750	VA: Carafe
		1099	Johnnie Walker Red Label Scotch Whisky	750	\$1.00 LTO + VA: Carafe
		2691	Tanqueray Dry Gin	750	VA: Carafe
		10357	Crown Royal Peach	750	VA: Carafe
<input type="checkbox"/>	<input type="checkbox"/> Front Nesting Table	17047	Captain Morgan Sliced Apple Spiced Rum	750	VA: Carafe
		21544	Smirnoff Pink Lemonade	750	VA: Carafe
		173542	Don Julio Blanco Tequila	750	VA: Carafe
		382002	Smirnoff Raspberry Flavoured Vodka	750	\$1.00 LTO + VA: Carafe
		403519	Crown Royal Apple	750	VA: Carafe
		500512	Captain Morgan Original Spiced Rum	750	VA: Carafe
		17817	Corona Extra (275 - TBS)	6 x 473	
		17818	Corona Extra (275 - TBS)	6 x 330	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/> Block Pile A	17819	Stella Artois Shrink (275 - TBS)	6 x 473	VA
		17820	Stella Artois (275 - TBS)	473	\$0.20 LTO
		17823	Stella Artois (275 - TBS)	6 x 330	
		19347	Founder's Original Bourbon Sour	355	\$0.15 LTO
		166090	Jack Daniel's & Cola	473	
<input type="checkbox"/>	<input type="checkbox"/> Block Pile B	273110	Canadian Club & Ginger Ale	473	VA
		316323	Mott's Clamato Original Caesar	458	\$0.25 LTO
		491746	Cabana Coast Moscow Mule	473	
		560888	Georgian Bay Gin Smash	6 x 355	

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		216689	J.P. Wiser's Deluxe	1140	\$1.00 LTO
		217653	Captain Morgan Original Spiced Rum	1140	\$1.50 LTO
		217786	Jim Beam White Label Bourbon	1140	Jim Beam Black 50 mL
		312959	Ketel One	1750	\$4.00 LTO
<input type="checkbox"/>	<input type="checkbox"/> Block Pile C	544155	Iceberg Vodka	1750	\$1.00 LTO
		571901	Tequila Rose Strawberry Cream	1140	VA: Popsicle Molds
		582973	Bombay Sapphire London Dry	1750	\$2.00 LTO
		605956	Baileys Irish Cream Liquor	1140	\$3.00 LTO
		628990	Tito's Handmade Vodka	1140	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/> Block Pile D	13188	Absolut Juice Strawberry Edition	750	\$1.00 LTO
		19134	Absolute Mango Mule	355	\$0.25 LTO
		19515	Absolut Watermelon	750	VA: Beach Towel
		110056	Absolut Vodka	750	\$1.00 LTO
		209221	Absolut Vodka	1140	VA: Absolut Watermelon 50 mL
		602763	Absolut Raspberri Vodka	750	\$1.00 LTO
		28506	Fat Bastard Cabernet Sauvignon Pays D'OC	750	\$2.00 LTO
		36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$2.00 LTO
		69377	Monte Antico	750	\$2.00 LTO
		111641	Rocca delle Macie Riserva Chianti	750	\$2.00 LTO
		168716	M. Chapoutier Les Vignes de Bila-Haut Côtes du Roussillon-Villages	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/> Middle Nesting Table/ Celebration Fixture	245324	Les Janelles Merlot Pays d'Oc	750	\$2.00 LTO
		273748	Borsao Tres Picos Garnacha	750	\$2.00 LTO
		375071	Calmel & Joseph Villa Blanche Chardonnay	750	\$2.50 LTO
		408286	Lolea No 1 Red Sangria Spain	750	\$2.00 LTO
		416487	The Wanted Zin Old Vines Zinfandel IGT	750	\$2.00 LTO
		479014	Gran Feudo Reserva	750	\$2.00 LTO
		481838	Folonari Valpolicella Ripasso Classico Superiore DOC	750	\$2.00 LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	14812	Great Lakes Brewery - Haze Mama (1929)	473	
			508580	Wellington Upside IPA (4826)	473	\$0.25 LTO
			573576	Amsterdam Space Invader (3842)	473	\$0.30 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	20431	Ebb & Flow Raspberry, Lemon, Yuzu (LCBO Warehouse)	473	
			21685	Collective Arts Sherbet Sour (4678)	473	
			485367	Great Lakes Brewery Karma Citra IPA (1929)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	19980	Brickworks Ciderhouse Mix Pack (1950)	6 x 473	\$1.00 LTO
			625236	Brickworks Ciderhouse - Rosé Cider (1950)	473	
			697318	Brickworks Ciderhouse Batch 1904 (1950)	6 x 473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	6106	Kronenbourg 1664 (LCBO Warehouse)	6 x 330	\$1.40 LTO
			229583	Kronenbourg 1664 Blanc (LCBO Warehouse)	6 x 330	\$1.40 LTO
			573972	Kronenbourg Blanc Fruit Rouges (LCBO Warehouse)	6 x 330	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	12854	Collective Arts Audio Visual Lager	473	
			17671	Beau's Lug Tread 2.5%	473	
			20029	Black Oak 20 Hazy Years	473	
			20140	Lake Of Bays Stand Down IPA	473	
			280081	Steam Whistle Premium Pilsner	6 x 355	
			14988	Muskoka Detour	6 x 473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	63966	Wayne Gretzky Merlot VQA	750	\$1.00 LTO
			110049	Sandbanks Baco Noir VQA	750	\$1.00 LTO
			419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	\$2.00 LTO
			450981	Pelee Island Lola Blush VQA	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	14884	Pelee Island Lola Secco Sparkling VQA	750	
			110031	Sandbanks Dunes White VQA	750	
			326256	Wayne Gretzky Pinot Grigio VQA	750	
			357145	Open Smooth Red VQA	750	

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		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	
<input type="checkbox"/>	<input type="checkbox"/> Vintages Essentials on Offer	294298	Conundrum Red	750	\$2.00 LTO
		910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/> Vintages Wine of the Month: August 21	19236	Santa Rita Medalla Real Gran Reserva Syrah 2018	750	
		343509	Tessellae Vieilles Vignes Carignan 2018	750	
<input type="checkbox"/>	<input type="checkbox"/> Vintages Wine of the Month: Sept 4	20802	Dough Cabernet Sauvignon 2019	750	
		21064	Le Clos du Roy 2018	750	
<input type="checkbox"/>	<input type="checkbox"/> Vintages LTO Program		Refer to pg. 49 for participating products		
<input type="checkbox"/>	<input type="checkbox"/> Vintages Our Buyer's Picks	286377	Cave Spring Estate Riesling	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/> Spirited Picks Display	446575	Stolichnaya Vodka	375	\$0.45 LTO
		269563	Maker's Mark	375	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/> Flex Space		Refer to pg. 56 for participating products		
		10946	Fireball 6-pack Carrier	6 x 50	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/> The Cold Room Spirits	314856	Fireball Whisky Shooter	1140	VA: Fireball 50 mL (rep applied)
		398776	Fireball Whisky Shooter	375	\$2.00 LTO

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

WF = Wine Fridge

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65				
R1	Vodka A	557827 Stolichnaya Gold Vodka	750	LTO											Y	Y	
R2	Vodka B	363507 Prince Igor Extreme Vodka (P.E.T)	1750	Value Add						Y	Y	Y	Y	Y	Y	Y	
R3	Vodka C	212282 Luksusowa Vodka	1140	LTO					Y	Y	Y	Y	Y	Y	Y	Y	
R4	Vodka D	417295 Ciroc Original Unfl voured	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R5	Vodka E	225250 Stolichnaya Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R6	Rum A	366534 The Kraken Black Spiced Rum	375	LTO												Y	
R7	Rum B	80127 Sailor Jerry Spiced Rum	750	LTO						Y	Y	Y	Y	Y	Y	Y	
R8	Rum C	602920 Flor De Cana 5 Year Rum Anejo Clasico	750	Value Add						Y	Y	Y	Y	Y	Y	Y	
R9	Rum D	13588 Bacardi Gold (P.E.T)	750	LTO						Y	Y	Y	Y	Y	Y	Y	
R10	Rum E	520353 Bacardi Spiced Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R11	Canadian Whisky A	479931 Stalk & Barrel Red Blend	750	LTO											Y	Y	
R12	Canadian Whisky B	536870 J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	LTO							Y	Y	Y	Y	Y	Y	
R13	Canadian Whisky C	476911 Crown Royal Vanilla	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y	
R14	Canadian Whisky D	893 J.P. Wiser's Deluxe	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R15	Canadian Whisky E	438960 Canadian Club 100% Rye	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R16	Scotch A	639906 Glenrothes 12 Year Old	750	LTO						Y	Y	Y	Y	Y	Y	Y	
R17	Scotch B	217802 Johnnie Walker Black Label	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R18	Gin A	374231 Ungava Gin	750	LTO						Y	Y	Y	Y	Y	Y	Y	
R19	Liqueurs A	605857 Amarula Cream	1140	LTO										Y	Y	Y	
R20	Liqueurs B	10217 Kahlua Coffee Liquor	1750	LTO						Y	Y	Y	Y	Y	Y	Y	
R21	Liqueurs C	143040 Hornitos Reposado Tequila	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R22	Liqueurs D	125187 Cazadores Reposado Tequila	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R23	Brandy A	605048 Patron XO Cafe Tequila Liqueur	750	LTO												Y	
R24	Brandy B	491829 Southern Comfort	1140	LTO						Y	Y	Y	Y	Y	Y	Y	
R25	Tequila A	388694 Casamigos Tequila Reposado	750	LTO										Y	Y	Y	
R26	Ontario Blend A	16810 Peller Family Vineyards Light Cabernet Sauvignon	750	LTO							Y	Y	Y	Y	Y	Y	
R27	Ontario Blend B	58677 XO XO Pinot Grigio/Chardonnay	750	LTO						Y	Y	Y	Y	Y	Y	Y	
R28	Ontario Blend C	429811 Black Cellar Shiraz Cabernet	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R29	Ontario Non-VQA A	17554 XO XO Botanicals Peach Orange Blossom	750	LTO							Y	Y	Y	Y	Y	Y	
R30	Ontario Non-VQA B	371872 Girls' Night Out Sangria	750	LTO							Y	Y	Y	Y	Y	Y	
R31	Ontario Non-VQA C	607903 Peller Family Vineyards Cabernet Merlot	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R32	Ontario Non-VQA D	470823 Pelee Island Merlot	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R33	Ontario VQAA	609719 Muskoka Lakes Cranberry/Blueberry Wine	750	LTO										Y	Y	Y	
R34	Ontario VQA B	81653 Chateau Des Charmes Barrel Fermentd Chard VQA	750	LTO										Y	Y	Y	
R35	Australia/New Zealand A	619452 Matua Hawke's Bay Sauvignon Blanc	750	LTO, Wine Fridge, Flex Space											Y	Y	Y
R36	Australia/New Zealand B	10717 Carnivor Shiraz	750	LTO										Y	Y	Y	
R37	Australia/New Zealand C	572164 Yellow Tail Cabernet Sauvignon	1500	LTO						Y	Y	Y	Y	Y	Y	Y	
R38	Australia/New Zealand D	325787 McGuigan Black Label Shiraz	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R39 USA A	486449	Gnarly Head Chardonnay	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R40 USA B	392647	Carnivor Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41 Chile A	358309	Carmen Gran Reserva Cabernet	750	LTO							Y	Y	Y	Y	
R42 Chile B	369967	Inception Deep Layered Red	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A		Store Manager's Discretion												Y	
R44 France Blend B	394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	170142	Zonin Valpolicella Ripasso Superiore Doc	750	LTO									Y	Y	
R46 France South B	111930	Mezzomondo Negroamaro Puglia Igt	1500	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/ Burgundy A	48793	>Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	LTO, Wine Fridge									Y	Y	
R48 Italy Central A	998351	JP Chenet Ice White	750	LTO									Y	Y	
R49 Italy Central B	589010	Mezzacorona Pinot Grigio Trentino	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	361501	Carpineto Dogajolo Rosso Toscano Igt	750	LTO						Y	Y	Y	Y	Y	
R51 Italy North B	144493	Montecillo Crianza Rioja	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	17528	Just Merlot	750	LTO										Y	
R53 Southern Europe B	486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	LTO									Y	Y	
R54 Germany A	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	243055	Beronia Tempranillo Rioja	750	LTO									Y	Y	
R56 Sparkling B	265157	Jacob's Creek Moscato	750	LTO				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	296889	Birra Moretti (LCBO Warehouse)	500	LTO									Y	Y	
R58 Ontario Beer B	609248	Moosehead Radler (275 TBS)	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	20061	Four Fathers The Local Light Lager (794)	473											Y	
R60 Beer 2	19894	Cracked Canoe (275 TBS)	6 x 473	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	465385	Landshark Lager (275 TBS)	6 x 473	LTO				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	548313	Cowbell Doc Perdue's Boxing Bruin (458)	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	14486	White Claw Hard Seltzer Black Cherry	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	19103	Walter Craft Caesar - Classic	473	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	19131	No Boats On Sunday Wild Strawberry Rhubarb	355	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	381970	Smirnoff Lime Flavoured Vodka	750	LTO	DIAGEO CANADA INC.
C2: Canadian Whisky	216226	Alberta Premium Whisky	1 140	Value Add	BEAM SUNTORY
C3: Ontario Non VQA Blend	16394	Peller Family Vineyards Pinot Grigio Crtn	1000	LTO	ANDREW PELLER LIMITED
C4: French Blend	17535	Terroir D'Altitude Cabernet Sauvignon	750	LTO	UNIVINS AND SPIRITS CANADA INC.
C5: Fixed Store Location	251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	LTO	MARK ANTHONY WINE & SPIRITS
C6: Vodka	20362	Finlandia Vodka	750	LTO	PMA CANADA LTD.
C7: Scotch	267187	Jose Cuervo Especial Gold	750	LTO	PROXIMO SPIRITS CANADA INC.
C8: Liqueurs	10558	Roe & Co Blended Irish Whiskey	750	LTO	DIAGEO CANADA INC.
C9: Ontario Blends	16360	Peller Family Vineyards Shiraz Crtn	1000	LTO	ANDREW PELLER LIMITED
C10: France Red	407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	LTO	PHILIPPE DANDURAND WINES LTD.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	251470	Trius Barrel Fermented Chardonnay VQA	750	LTO	ANDREW PELLER LIMITED
D2: Discovery Wines 2	157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	LTO	LIFFORD WINE & SPIRITS INC.
D3: Discovery Wines 3	145367	Lindemans Bin 50 Shiraz	750	LTO	MARK ANTHONY WINE & SPIRITS
D4: Discovery BSM 1	17892	Lee River Blackberry Vanilla Sour (3450)	473		SINNOTT ROAD INC.
D5: Discovery BSM 2	449157	Smirnoff Ice Tall Can	473	LTO	DIAGEO CANADA INC.
D6: Discovery BSM 3	4606	Vodka Mudshake Creamy Vanilla	4 x 270	LTO	GLAZER'S OF CANADA
D7: Discovery Spirits 1	50088	Patron Reposado Tequila	750	LTO	BACARDI CANADA INC.
D8: Discovery Spirits 2	103747	Maker's Mark Kentucky Bourbon	750	LTO	BEAM SUNTORY
D9: Discovery Spirits 3	446021	Bacardi Coconut Rum	750	LTO	BACARDI CANADA INC.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	18689	The Vincrafter Chenin Blanc	750	LTO	PHILIPPE DANDURAND WINES LTD.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
893	J.P. Wiser's Deluxe	750	\$1.00	Shelf Extender
1099	Johnnie Walker Red Label	750	\$1.00	Front Nesting Table, Value Add
1107	Bud Light	473	\$0.20	
1206	Bacardi Gold Rum	750	\$1.00	
1834	>(V) Susana Balbo Crios Torrontes	750	\$2.00	Mini Thematic, Flex Space
4606	Vodka Mudshake Creamy Vanilla	4 x 270	\$1.00	Discovery Extender
5322	Aveleda Vinho Verde	750	\$1.00	Wine Fridge
6106	Kronenbourg 1664	6 x 330	\$1.40	EZD
10157	Jameson Irish Whiskey	750	\$1.00	End Aisle
10217	Kahlua Coffee Liquor	1750	\$2.00	Shelf Extender
10393	Legent	750	\$6.00	Mini Thematic
10558	Roe & Co Blended Irish Whiskey	750	\$5.00	Comm. Extender
10717	Carnivor Shiraz	750	\$2.00	Shelf Extender
10833	Railway City Brewing - Juice Caboose IPA	473	\$0.20	End Aisle
10946	Fireball 50 mL 6 Pack Carrier	300	\$1.00	
11193	Sand Point Cabernet Sauvignon	750	\$2.00	
11340	Steinhart Dry Gin	500	\$5.00	
11573	Vodkow	750	\$3.00	
11943	Los Cardos Dona Paula Sauvignon Blanc	750	\$2.00	Flex Space
12171	Nude Vodka Soda 12 Can Mixer Pack	12 x 355	\$2.00	
12172	Flying Monkeys Freakshow Crush Hazy IPA	473	\$0.20	
12588	Canyon Road Pinot Noir	750	\$1.00	
12650	Unwined Smooth White	750	\$1.00	
12676	Bodacious Cabernet Sauvignon	4000	\$2.00	End Aisle
13188	Absolut Juice Strawberry Edition	750	\$1.00	Seasonal Block Pile
13493	Trementi Bar Veneto Igp Appassimento	750	\$2.00	
13588	Bacardi Gold (P.E.T)	750	\$1.00	Shelf Extender
13610	Brave Italian Growers Organic And Vegan Bianco	750	\$2.00	
13687	Three Thieves Red Blend	750	\$2.00	
14486	White Claw Hard Seltzer Black Cherry	473	\$0.15	Shelf Extender
14988	Muskoka Detour	6 x 473	\$1.25	OCB
15004	Twisted Tea Mix	12 x 355	\$2.00	
15009	New Amsterdam Pink Whitney Vodka	750	\$1.00	
15162	Reinhart's Strawberry Hibiscus Cider	473	\$0.25	Mini Thematic
15369	Mike's Hard Cranberry	6 x 355	\$1.00	
15564	Somersby Blackberry Cider	473	\$0.25	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16225	Bees Knees	355	\$0.10	
16360	Peller Family Vineyards Shiraz Crtn	1000	\$1.00	Comm. Extender
16394	Peller Family Vineyards Pinot Grigio Crtn	1000	\$1.00	Comm. Extender
16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	\$2.00	
16810	Peller Family Vineyards Light Cabernet Sauvignon	750	\$1.00	Shelf Extender
17222	Peroni Libera	4 x 330	\$1.00	
17432	Xicote Blanco	750	\$3.00	
17528	Just Merlot	750	\$2.00	Shelf Extender
17535	Terroir D'Altitude Cabernet Sauvignon	750	\$2.00	Comm. Extender
17554	XOXO Botanicals Peach Orange Blossom	750	\$1.00	Shelf Extender
17818	Corona Extra	6 x 330	\$1.00	Seasonal Block Pile A
17820	Stella Artois	473	\$0.20	Seasonal Block Pile A
18389	Girls' Night Out Rosé VQA Bag In Box	3000	\$3.00	
18689	The Vinecrafter Chenin Blanc	750	\$1.00	Green Extender
19099	Jack Daniel's No Sugar Cola	473	\$0.25	
19103	Walter Craft Caesar - Classic	473	\$0.30	Shelf Extender
19131	No Boats On Sunday Wild Strawberry Rhubarb	355	\$0.15	Shelf Extender
19134	Absolut Mango Mule	355	\$0.25	Seasonal Block Pile
19252	Muskoka Spirits Peach & Blackcurrant	473	\$0.20	End Aisle
19255	Matua Pinot Grigio Marlborough	750	\$2.00	Flex Space
19261	Bread & Butter Chardonnay	750	\$2.00	Flex Space
19263	Beau's Lug Tread	473	\$0.20	
19274	Portillo Pinot Noir	750	\$1.00	Flex Space
19309	Shiny Apple Peach Light Cider	473	\$0.20	Mini Thematic
19347	Founder's Original Bourbon Sour	355	\$0.15	Seasonal Block Pile B
19651	Folonari Chardonnay	750	\$2.00	Feature Fixture
19773	Luna Nuda Pinot Grigio Igt Vigneti Delle Dolomiti	750	\$2.00	Feature Fixture
19853	Botter Oggi Pinot Grigio Organic	750	\$2.00	
19894	Cracked Canoe	6 x 473	\$1.50	Shelf Extender
19980	Brickworks Ciderhouse Mix Pack	6 x 473	\$1.00	EZH, LTO
20091	Sleeman Clear 2.0 Peach	473	\$0.25	
20260	Wayne Gretzky Sauvignon Blanc VQA	750	\$1.00	Feature Fixture
20362	Finlandia Vodka	750	\$1.75	Comm. Extender
20806	Buena Vista Legendary Badge Zinfandel	750	\$2.00	Feature Fixture
20808	Stel + Mar Cabernet Sauvignon Lodi	750	\$2.00	Feature Fixture
20845	Muskoka Spirits Hard Sparkling Water Mx Lco	12 x 355	\$2.00	
21378	Jim Beam White Label Bourbon	750	\$1.75	Mini Thematic

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
21391	Jackson-Triggs Proprietors' Rosé Bag In Box	4000	\$2.00	
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	
28506	Fat Bastard Cabernet Sauvignon Pays D'Oc	750	\$2.00	Middle Nesting Table
30957	>Concha Y Toro Winemaker's Lot 148 Carmenere	750	\$3.00	
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$2.00	Middle Nesting Table
48793	>Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	\$2.00	Shelf Extender, Wine Fridge
50088	Patron Reposado Tequila	750	\$4.00	Discovery Extender
53140	Havana Club 7 Years Old	750	\$3.00	End Aisle, Value Add
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.00	Mini Thematic
56366	Sterling Vintner's Cabernet Sauvignon	750	\$2.00	
58677	XOXO Pinot Grigio/Chardonnay	750	\$1.00	Shelf Extender
60707	20 Bees Pinot Grigio VQA	750	\$2.00	
63966	Wayne Gretzky Merlot VQA	750	\$2.00	goLOCAL
64659	Captain Morgan Private Stock Rum	750	\$1.00	End Aisle
67587	>(V) Riesling Narcissist (J Howard Cellars)	750	\$2.00	
68551	Peller Family Vineyards Rosé Tetra	1000	\$1.00	
69377	>(V) Monte Antico Igt (Empson)	750	\$2.00	Middle Nesting Table
73163	Casal Thaulero Pinot Grigio Igt	750	\$1.00	
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	Shelf Extender
80127	Sailor Jerry Spiced Rum	750	\$1.50	Shelf Extender
81653	Chateau Des Charmes Barrel Fermentd Chard VQA	750	\$1.50	Shelf Extender
84210	Mill Street Original Organic Lager	6 x 341	\$1.50	End Aisle
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	\$2.00	Mini Thematic, Wine Fridge
99408	Woodbridge By Robert Mondavi Chardonnay	750	\$2.00	
103747	Maker's Mark Kentucky Bourbon	750	\$4.00	Discovery Extender
110049	Sandbanks Estate Baco Noir VQA	750	\$1.00	goLOCAL
110056	Absolut Vodka	750	\$1.00	Seasonal Block Pile
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	\$2.00	Middle Nesting Table
111799	Reif Riesling VQA	750	\$2.00	
111930	Mezzomondo Negroamaro Puglia Igt	1500	\$2.00	Shelf Extender
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	
125187	Cazadores Reposado Tequila	750	\$2.00	Shelf Extender
134916	Ogier Cotes Du Ventoux Rosé Aoc	750	\$1.50	
140509	James Ready 5.5	6 x 473	\$1.00	
143040	Hornitos Reposado Tequila	750	\$4.00	Shelf Extender
144337	Side Launch Hibiscus Sour	473	\$0.20	End Aisle
144493	Montecillo Crianza Rioja	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
145367	Lindemans Bin 50 Shiraz	750	\$1.00	Discovery Extender
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	\$2.00	Discovery Extender
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$2.00	Middle Nesting Table
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$3.00	Shelf Extender
172643	>(V) Sketches Of Niagara Rosé (Tawse)	750	\$2.00	
177477	Sandbanks Estate Shoreline White VQA	750	\$1.00	Mini Thematic
211235	Palm Bay Strawberry Pineapple	6 x 355	\$1.00	End Aisle
212282	Luksusowa Vodka	1140	\$1.00	Shelf Extender
215616	Jack Daniel's Tennessee Whiskey	1140	\$3.00	
216689	J.P. Wiser's Deluxe	1140	\$1.00	Seasonal Block Pile C
217653	Captain Morgan Original Spiced Rum	1140	\$1.50	Seasonal Block Pile C
217802	Johnnie Walker Black Label	1140	\$4.00	Shelf Extender
219279	Konzelmann Pinot Blanc VQA	750	\$1.50	
225250	Stolichnaya Vodka	1140	\$1.00	Shelf Extender
225698	The Kraken Black Spiced Rum	750	\$2.00	
229583	Kronenbourg 1664 Blanc	6 x 330	\$1.40	EZD
230474	Graffigna albec	750	\$2.00	Flex Space
239517	Oggi Botter Moscato Frizzante, Veneto lgt	750	\$1.00	
243055	Beronia Tempranillo Rioja	750	\$2.00	Shelf Extender
245324	Les Jamelles Merlot Vin De Pays D'Oc	750	\$2.00	Middle Nesting Table
245340	Chapoutier Belleruche Cdr White Aoc	750	\$3.00	Wine Fridge
250266	Girls' Night Out Very Berry Bomba	1500	\$1.00	
251470	Trius Barrel Fermented Chardonnay VQA	750	\$2.00	Discovery Extender
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	Comm. Extender
263574	Errazuriz Estate Series Sauvignon Blanc	750	\$2.00	Mini Thematic
265157	Jacob's Creek Moscato	750	\$2.00	Shelf Extender
267187	Jose Cuervo Especial Gold	750	\$2.00	Comm. Extender
267773	Hop City Barking Squirrel Lager	473	\$0.20	
269563	Maker's Mark Kentucky Straight Bourbon	375	\$3.00	CE1
269753	Raymond Classic Chardonnay	750	\$2.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	
273748	>(V) Tres Picos Campo De Borja (Bodegas Borsao)	750	\$2.00	Middle Nesting Table
275099	Jackson-Triggs Vidal Bag In Box	4000	\$2.00	
276501	G. Marquis The Red Line Pinot Grigio VQA	750	\$1.50	
277186	Zonin Prosecco Brut 1821 Doc	750	\$3.00	
280081	Steam Whistle Premium Pilsner	6 x 355	\$1.50	OCB
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
281907	Jaw Drop Sucking Lemons	473	\$0.25	
286377	>(V) Riesling Res VQA Niagara (Cave Spring)	750	\$2.00	OWS
291211	Henry Of Pelham Chardonnay VQA	750	\$2.00	Mini Thematic
292110	La Mascota Cabernet Sauvignon	750	\$2.00	Flex Space
292151	>(V) Cab Sauvignon Sonoma Louis M. Martini	750	\$3.00	
294298	>(V) Conundrum California Red	750	\$2.00	VL1
295139	Alamos Malbec	750	\$2.00	Flex Space
296244	Guinness Draught	4 x 440	\$1.00	
296889	Birra Moretti	500	\$0.25	Shelf Extender
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	End Aisle
298505	La Vieille Ferme Luberon Blanc Aoc	750	\$1.50	Mini Thematic
300699	Molson Canadian	6 x 473	\$1.00	
302810	Heineken	6 x 500	\$1.55	End Aisle
307025	Ruffino Aziano Chianti Classico Docg	750	\$2.00	
311787	Budweiser	6 x 473	\$1.00	End Aisle
311910	Canadian Club Classic 12 Year Old	375	\$1.00	
312959	Ketel One	1750	\$4.00	End Aisle, Seasonal Block Pile C
314575	>(V) Sterling Napa Valley Cabernet Sauvignon	750	\$5.00	
316323	Motts Original Caesar	458	\$0.25	Seasonal Block Pile B
317057	Masi Costasera Amarone Classico Doc	750	\$4.00	End Aisle
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	\$3.00	Mini Thematic, Wine Fridge
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	\$3.00	Mini Thematic
325787	McGuigan Black Label Shiraz	750	\$1.00	Shelf Extender
326025	Basil Hayden Straight Bourbon	750	\$5.00	Mini Thematic
333070	Islay Mist Scotch 8 Year Old	750	\$3.00	
333583	Thornbury Premium Apple Cider	473	\$0.30	Mini Thematic
341347	Fresh Possibilities Sparkling Rosé VQA	750	\$2.00	Wine Fridge
341602	Cono Sur Bicicleta Pinot Noir	750	\$2.00	End Aisle
342428	>(V) Bonterra Cabernet Sauvignon Organic	750	\$2.00	
357418	Megalomaniac Local Squeeze Riesling VQA	750	\$2.00	
358184	Tanqueray Rangpur Gin	750	\$2.50	End Aisle
358309	Carmen Gran Reserva Cabernet	750	\$3.00	Shelf Extender
361501	Carpineto Dogajolo Rosso Toscano Igt	750	\$2.00	Shelf Extender
363770	Ketel One Vodka	1140	\$3.00	End Aisle
366534	The Kraken Black Spiced Rum	375	\$1.00	Shelf Extender
369967	Inception Deep Layered Red	750	\$2.00	Shelf Extender
371872	Girls' Night Out Sangria	750	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
374231	Ungava Gin	750	\$2.00	Shelf Extender
375071	Calmel & Joseph Villa Blanche Chardonnay Pays	750	\$2.50	Middle Nesting Table
377820	Jackson-Triggs Merlot	1500	\$2.00	
381970	Smirnoff Lime Flavoured Vodka	750	\$1.00	Comm. Extender
382002	Smirnoff Raspberry Flavoured Vodka	750	\$1.00	Front Nesting Table, Value Add
388694	Casamigos Tequila Reposado	750	\$5.00	Shelf Extender
391177	Sipsmith London Dry Gin	750	\$5.00	
392647	Carnivor Cabernet Sauvignon	750	\$2.00	Shelf Extender
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$2.00	Shelf Extender
397091	Forty Creek Copper Pot Reserve	1750	\$1.60	End Aisle
398776	Fireball Whisky Shooter	375	\$2.00	
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	
401315	Jose Cuervo Especial Silver	1140	\$3.00	
406884	Barefoot Pinot Grigio	1500	\$2.00	
407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	\$2.00	Comm. Extender
408286	Lolea No 1 Red Sangria Spain	750	\$2.00	Middle Nesting Table
408658	> Santa Carolina Cab Sauv Reserva De Familia	750	\$3.00	
410852	Woodford Reserve Double Oaked	750	\$5.00	
416487	The Wanted Zin Old Vines Zinfandel Igt	750	\$2.00	Middle Nesting Table
417295	Ciroc Original Unflavored	750	\$3.00	Shelf Extender
419770	>(V) Wines Of Substance Cabernet Sauvignon	750	\$2.00	
419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	\$2.00	goLOCAL
421420	Fielding Estate Fireside Red VQA	750	\$1.00	
428599	Apothic Crush Red	750	\$2.00	
429795	Bodacious Cabernet Sauvignon	750	\$1.00	
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	Shelf Extender
438960	Canadian Club 100% Rye	1140	\$1.00	Shelf Extender
441543	Wakefield Promised Land Shiraz	750	\$2.00	
446021	Bacardi Coconut Rum	750	\$1.00	Discovery Extender
446575	Stolichnaya Premium Vodka	375	\$0.50	CE1
449157	Smirnoff Ice Tall Can	473	\$0.25	Discovery Extender
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00	goLOCAL
456996	Lost Craft Revivale	473	\$0.20	
459818	Sapporo	6 x 500	\$2.00	
465385	Landshark Lager	6 x 473	\$1.00	Shelf Extender
468512	Reyka Small Batch Vodka	750	\$4.00	
470070	The Ned Sauvignon Blanc	750	\$3.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
470823	Pelee Island Merlot	750	\$1.00	Shelf Extender
476911	Crown Royal Vanilla	750	\$2.00	Shelf Extender
479014	> (V) Gran Feudo Reserva	750	\$2.00	Middle Nesting Table
479931	Stalk & Barrel Red Blend	750	\$4.50	Shelf Extender
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	Middle Nesting Table
483263	Don David Reserve Malbec	750	\$2.00	Flex Space
485995	XOXO Red Sangria	750	\$1.00	
486142	Sleeman Clear 2.0 Shrink Pack	6 x 473	\$1.80	End Aisle
486381	Tag No.5 Vodka (P.E.T)	1750	\$1.00	
486449	Gnarly Head Chardonnay	750	\$2.00	Shelf Extender
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	\$1.50	Shelf Extender
487181	Spier Signature Chardonnay	750	\$1.00	
491662	Smirnoff White Sangria	473	\$0.25	End Aisle
491829	Southern Comfort	1140	\$3.00	Shelf Extender
492223	Pelee Island Rouge Bag In Box	3000	\$1.50	
492454	1800 Coconut Tequila	750	\$2.00	End Aisle
493486	Breezer Tropical Orange Smoothie	6 x 355	\$1.00	End Aisle
496968	Michelob Ultra	6 x 473	\$1.00	
497719	Family Tree Apple Cider Puddicome	473	\$0.50	Mini Thematic
508580	Wellington Upside IPA	473	\$0.25	EZA
520353	Bacardi Spiced Rum	750	\$1.00	Shelf Extender
523027	Open Dark Red VQA	750	\$1.00	
523548	Jackson-Triggs Proprietors' Smooth Red	1500	\$2.00	
526079	Jack Daniel's Rye	750	\$4.00	
527457	Nederburg Shiraz	750	\$2.00	End Aisle
536789	Golden Pheasant Beer	500	\$0.25	
536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	\$3.00	Shelf Extender
541219	Kw Craft Cider Can	473	\$0.25	Mini Thematic
541243	Creemore Springs Premium Lager	6 x 473	\$1.25	
541607	The Sexton Single Malt Irish Whiskey	750	\$3.00	
544031	Chateau D'Aigueville Cdr Villages Red Aoc	750	\$2.00	
544155	Iceberg Vodka (P.E.T)	1750	\$1.00	Seasonal Block Pile C
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	\$5.00	Mini Thematic
548313	Cowbell Doc Perdue's Boxing Bruin	473	\$0.20	Shelf Extender
556712	Girls' Night Out White Sangria	750	\$1.00	
557108	St Remy XO Brandy	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
557827	Stolichnaya Gold Vodka	750	\$3.00	Shelf Extender
558940	Miller Lite	6 x 473	\$1.00	End Aisle
560243	Eastdell Rosé VQA	750	\$2.00	Wine Fridge
572164	Yellow Tail Cabernet Sauvignon	1500	\$2.00	Shelf Extender
572594	Duntroon Cyder House Standing Rock	473	\$0.20	Mini Thematic
572800	Beringer Brothers Bourbon Barrel Red Blend	750	\$3.00	
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.35	
573576	Amsterdam Space Invader	473	\$0.30	EZA
573956	Tanqueray Flor De Sevilla	750	\$2.50	End Aisle
576926	Beau's Lug Tread	473	\$0.20	
582775	BAF Heritage Du Conseiller Pinot Noir	750	\$2.00	
582973	Bombay Sapphire London Dry	1750	\$2.00	Seasonal Block Pile C
587964	Trius Cabernet Franc VQA	750	\$2.00	
589010	Mezzacorona Pinot Grigio Trentino	1500	\$3.00	Shelf Extender
589101	Ruffino umina Pinot Grigio Igt	750	\$2.00	End Aisle, Wine Fridge
602763	Absolut Raspberri Vodka	750	\$1.00	Seasonal Block Pile
603795	>(V) Rioja Rosé (Muga)	750	\$2.00	Flex Space
605048	Patron XO Cafe Tequila Liqueur	750	\$2.00	Shelf Extender
605857	Amarula Cream	1140	\$3.00	Shelf Extender
605956	Baileys Irish Cream Liqueur	1140	\$3.00	Seasonal Block Pile C
607903	Peller Family Vineyards Cabernet Merlot	1500	\$2.00	Shelf Extender
609248	Moosehead Radler	473	\$0.25	Shelf Extender
609719	Muskoka Lakes Cranberry/Blueberry Wine	750	\$1.00	Shelf Extender
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$1.50	End Aisle
619452	Matua Hawke's Bay Sauvignon Blanc	750	\$2.00	Shelf Extender, Wine Fridge, Flex Space
620724	Creekside Sauvignon Blanc VQA	750	\$1.00	Mini Thematic
621599	JJ McWilliam Cabernet/Merlot	750	\$1.00	
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$3.00	Mini Thematic
628404	Open Pinot Grigio VQA	750	\$1.00	
628990	Tito's Handmade Vodka	1140	\$2.00	End Aisle, Seasonal Block Pile C
630913	Tia Maria	750	\$2.00	
635466	Romeo's Gin	750	\$5.00	
637710	Jackson-Triggs Shiraz	750	\$1.00	
639906	Glenrothes 12 Year Old	750	\$6.00	Shelf Extender
647313	Joiy Rose Sparkling	250	\$0.50	FEM3
647644	Bread & Butter Cabernet Sauvignon	750	\$2.00	Flex Space
649186	Hey Y'All Southern Style Hard Iced Tea	458	\$0.25	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
650325	>Kim Crawford Hawke's Bay Rosé	750	\$2.00	Wine Fridge
660043	>Two Hands Gnarly Dudes Shiraz Barossa Vly	750	\$3.00	
666578	Naked Grape Unoaked Cabernet Sauvignon	1000	\$1.00	
666875	Dab Original	6 x 500	\$0.75	
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00	
687582	>Prosecco Di Valdobbiadene Brut (S. Margherit	750	\$2.00	Wine Fridge
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.00	VL1
948158	>(V)San Vincenzo Vento Igt (Roberto Anselmi)	750	\$2.00	
996405	>(V)Stags' Leap Napa Vly Cabernet Sauvignon	750	\$5.00	
998351	JP Chenet Ice White	750	\$2.00	Shelf Extender

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Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
42	Canadian Club Premium	750	Canadian Club 100% Rye 50 mL	42
15514	Frank Hellwig Shiraz Grenache	750	Branded socks	15514
17819	Stella Artois	6 x 473	Buy 2 6 x 473 m L and receive a Complimentary Apron	17819
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 x 50 m L	34637
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 x 50 m L	54213
192922	Seagram's 83	1140	Fireball 50 mL	192922
216226	Alberta Premium Whisky	1140	Canadian Club 100% Rye 50 mL	216226
242339	Alberta Pure Vodka (P.E.T)	1140	Banff Ice 50 mL	242339
305607	Seagrams 83	750	Southern Comfort 50 mL	305607
314856	Fireball Whisky Shooter	1140	Fireball 50 mL	314856
390583	Canadian Club 100% Rye	750	Canadian Club 100% Rye 50 mL	390583
398032	Dr.McGillicuddy Intense Butterscotch	750	Fireball 50 mL	398032
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 x 50 m L	461434

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
42	Canadian Club Premium	750	Canadian Club 100% Rye 50 mL
67	Smirnoff Vodka	750	Carafe
117	Bacardi Superior White Rum	750	Fanny Pack
1099	Johnnie Walker Red Label	750	Carage
1925	Courvoisier VS	750	Glass
2691	Tanqueray Dry Gin	750	Carafe
8888	St Remy Brandy	750	Glass Pitcher
10213	Kahlua Coffee Liqueur	750	Ice Mold
10357	Crown Royal Peach	750	Carafe
11222	Freixenet Italian Rosé	750	Dillon's 50 mL Rosé Gin
13459	Bio Bio Organic Merlot	750	Recipe Booklet
14996	Hollandia Lager	4 x 500	Cooler Bag
15514	Frank Hellwig Shiraz Grenache	750	Branded socks
15806	Skyy Vodka	750	Fever Tree Soda
15807	Skyy Vodka	1140	Fever Tree Soda
16546	On The Rocks Hornitos Margarita	375	Ice Mold
16767	Saintly Sparkling Rosé VQA	750	Gift Box
16833	Goldschlager	750	Fireball 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
17047	Captain Morgan Sliced Apple Spiced Rum	750	Carafe
17055	Jameson Cold Brew Irish Whiskey	750	Beach Towel
17819	Stella Artois	6 x 473	Buy 2 6 x 473 m L and receive a Complimentary Apron
18170	Czechvar Dark Lager	500	Retro Cork Coaster
18575	Jim Beam Red Stag	750	Jim Beam Black 50 mL
19515	Absolut Watermelon	750	Beach Towel
19820	Havana Club Cuban Smoky	750	Glassware
21544	Smirnoff Pink Lemonade	750	Summer by the Batch Carafe
27235	Sauza Gold Tequila	750	Jim Beam Honey 50 mL
31112	Grant's Family Reserve	750	Gift Box
33928	J.P. Wiser's Deluxe	1750	JP Wiser's Old Fashioned 2 x 50 m L
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 x 50 m L
53082	Alberta Pure Vodka (P.E.T)	1750	Alberta Pure 200 mL
53140	Havana Club 7 Years Old	750	HC Smoky 50 mL
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 x 50 m L
95935	Grey Goose Vodka	750	10-pack Perrier
107235	PJ's Salted Caramel (Panama Jack's)	750	Whisky 50 mL
111021	Gordons Gin (P.E.T)	1750	Gordon's 50 mL
112896	Johnnie Walker Red Label	1750	Iced Tea VA
114694	Crown Royal	1750	Crown Royal 50 mL
116327	Grey Goose La Poire Vodka	750	10-pack Perrier
122689	Henkell Trocken	750	Confetti VA
133439	Captain Morgan White Rum (P.E.T)	1750	Captain Morgan 50 mL
173542	Tequila Don Julio Blanco	750	Carafe
176834	Aperol	750	Riccadonna 200 mL
189217	Gibson's Finest Sterling Edition	750	Gibson's Rare 50 mL
192922	Seagram's 83	1140	Fireball 50 mL
209221	Absolut Vodka	1140	Absolut Watermelon 50 mL
211110	Wyborowa Vodka	1140	Glassware
214056	Girls' Night Out Pineapple Mango Tango	1500	Softlips
215814	Codorniu Brut Clasico Sparkling	750	Quartz Wine Stone
215889	Gibson's Finest Sterling Edition Whisky	1140	Gibson's Rare 50 mL
215988	Luxardo Amaretto Di Saschira	750	Plastic Glassware
216226	Alberta Premium Whisky	1140	Canadian Club 100% Rye 50 mL
216655	Absolut Vodka	1750	Absolut Mango Mule 355 mL
217422	Havana Club Anejo Reserva	1140	Havana Club Smoky 50 mL
217687	Canadian Club Premium	1140	Canadian Club Apple 50 mL
217786	Jim Beam White Label Bourbon	1140	Jim Beam Black 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
217794	Johnnie Walker Red Label	1140	Iced Tea VA
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO 50 mL
227678	1800 Silver Tequila	750	Jarritos Grapefruit Soda
231571	Seagrams 83 (P.E.T)	1750	Fireball 2 x 50 m L
244616	Sandbanks Rosé VQA	750	Gift Box
258681	>V) G. Marquis Chardonnay VQA The Silver Line	750	G Marq Silver Pinot Noir 187 mL
273110	Canadian Club & Ginger Ale	473	Sunglasses
275933	Jameson Irish Whiskey	1750	Beach Towel
305607	Seagrams 83	750	Southern Comfort 50 mL
311936	Canadian Club Classic 12 Year Old	1140	Northern Keep 50 mL
314856	Fireball Whisky Shooter	1140	Fireball 50 mL
338053	Alize Red Passion Liquor	750	Diplomatico 50 mL
363507	Prince Igor Extreme Vodka (P.E.T)	1750	Forty Creek Barrel Select 50 mL
363812	Tito's Handmade Vodka	375	Tito's 50 mL
369819	Mount Gay Eclipse Rum	1750	Hand Pump
374520	Angry Orchard Hard Crisp Apple	6 x 355	Fireball 50 mL
377101	JP Azeitao White	750	Coasters
382002	Smirnoff Raspberry Flavoured Vodka	750	Carafe
390583	Canadian Club 100% Rye	750	Canadian Club 100% Rye 50 mL
392308	Baileys Vanilla Cinnamon	750	Baileys Original 50 mL
398024	Dr.McGillicuddy Intense Peach	1140	Dr. McGillicuddy's Butterscotch 50 mL
398032	Dr.McGillicuddy Intense Butterscotch	750	Fireball 50 mL
398552	Bacardi Limon	750	Fanny Pack
403519	Crown Royal Apple	750	Carafe
405845	Evan Williams Black Label Bourbon Whiskey	750	BBQ Sauce
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	Cocktail Kits
415182	Lionello Stock Vermouth Extra Dry	1000	Stock 50 mL
417196	Grey Goose Vodka	1140	10-pack Perrier
417576	Stock 84 Spirit	1140	Flask
420083	Jim Beam Red Stag Black Cherry	750	Jim Beam Black 50 mL
436279	Hornitos Plata	750	Glass
451195	Jose Cuervo Especial Gold Tequila	1750	Jose Cuervo 2 x 50 m L
454462	Banff Ice Vodka (P.E.T)	1750	Canadian Club Apple 2 x 50 m L
456350	Fireball Cinnamon Whisky	1750	Hand Pump
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 x 50 m L
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	Select Aperitivo Mini – with Wine Fridge
491803	Southern Comfort (P.E.T)	375	Fireball 50 mL
498386	Bacardi Raspberry	750	Fanny Pack

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
500512	Captain Morgan Original Spiced Rum	750	Carafe
510008	Luxardo Sambuca Dei Cesari	1140	Glassware
512194	Larceny Kentucky Straight Bourbon	750	Elijah Craig 50 mL
517987	Ezra Brooks Black Label Bourbon Whiskey	750	Mule Mug
541755	Spirit Of York Vodka	750	Mini Bottle
542548	> (V)Baronnes Sancerre (Henri Bourgeois Fils	750	Acrylic Wine Glass
545368	Santa Teresa 1796 Solera Rum	750	Santa Teresa Branded Glassware
550715	Forty Creek Barrel Select	750	The Forager 50 mL
554469	Guinness Draught	8 x 440	Golf Value Add
570366	Bacardi Spiced Rum	1140	Fanny Pack
571901	Tequila Rose Strawberry Cream	1140	Popsicle Molds
602615	Angus The Bull Cabernet Sauvignon	750	Wayne Gretzky Whisky 50 mL
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	FDC 7YO 50 mL
605063	Buffalo Trace Bourbon	750	The Keg Steak Spice
633271	Gosling's Bermuda Black Seal Rum	750	Ginger Beer
636035	Summit Vodka	750	Canadian Club Apple 50 mL
638189	Prairie Organic Vodka	750	Organic Week
669408	Wolfhead Coffee Whisky Liqueur	750	Mini Bottle

Necktags

LCBO#	Description	Size (mL)	NT Approved
15806	Skyy Vodka	750	New Product Necktag
71746	Tullamore Dew Irish Whiskey	750	O'Everyone
75689	Wayne Gretzky Cabernet Merlot VQA	750	Paralympics Sponsorship
159202	Young's Double Chocolate Stout	440	Recipe
160994	Trivento Malbec Reserve	750	92pts Carolyn Evans Hammond, Toronto Star
217257	Sailor Jerry Spiced Rum	1140	BBQ Theme
516682	Wells Banana Bread	500	Recipe
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	Enviro/Sustainable
600833	Pitu Cachaca	750	Product Knowledge

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My Store #



Kudos to Store #583 for creating an engaging and inviting shopping experience!

PERIOD 6

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
AUGUST 15 Start of Period 6 Install Brand Spotlight Nesting Tables 	16	17	18	19	20	21
	LTO START DATE					
22	23	24	25	26	27	28
29	30	31	SEPTEMBER 1	2	3	4
5	6 Labour Day (stores closed)	7	8	9	10	11 End of Period 6 

LCBO