



**ONTARIO  
WINE COUNTRY**

**Niagara-on-the-Lake**

**Lake Erie North Shore**

**Niagara Escarpment**

**Prince Edward County**

FOR THE LOVE OF  
**LOCAL**

FALL FOR  
**VALUE**

**Period 7 Marketing & Product Guide**  
**SEPTEMBER 12 - OCTOBER 9, 2021**

My Store #



Kudos to Store #532 for creating an engaging and inviting shopping experience!

# Period 7

## Marketing & Product Guide

| Participating<br>DONE                             |   |    | Participating<br>DONE                             |  |    |
|---|---|----|---|--|----|
| <input type="checkbox"/> <input type="checkbox"/> | Period 7 Participating Stores                               | 2  | <input type="checkbox"/> <input type="checkbox"/> | Beer (MI-C) Mini Thematic C                                    | 34 |
| <input type="checkbox"/> <input type="checkbox"/> | What's New For Period 7 New Signage And Product Information | 3  | <input type="checkbox"/> <input type="checkbox"/> | Brand Spotlight (BS - BSF) Front Nesting Table                 | 35 |
| <input type="checkbox"/> <input type="checkbox"/> | P7: Local Product Program                                   | 4  | <input type="checkbox"/> <input type="checkbox"/> | Display Program (SBA) Block Pile A                             | 39 |
| <input type="checkbox"/> <input type="checkbox"/> | New & Local Product On-Shelf Merchandising Tool Kit         | 5  | <input type="checkbox"/> <input type="checkbox"/> | Display Program (SBB) Block Pile B                             | 42 |
| <input type="checkbox"/> <input type="checkbox"/> | Local VQA Wines End Aisle                                   | 6  | <input type="checkbox"/> <input type="checkbox"/> | Display Program (SBC) Block Pile C                             | 43 |
| <input type="checkbox"/> <input type="checkbox"/> | Ontario Beer & Cider Beer Cold Room Displays                | 7  | <input type="checkbox"/> <input type="checkbox"/> | Display Program (XBP) Block Pile D                             | 44 |
| <input type="checkbox"/> <input type="checkbox"/> | Ontario Craft Beer 8-Pack Carrier                           | 8  | <input type="checkbox"/> <input type="checkbox"/> | Beer Super Sale  | 45 |
| <input type="checkbox"/> <input type="checkbox"/> | Ontario Craft Beer End Aisle                                | 9  | <input type="checkbox"/> <input type="checkbox"/> | Brand Spotlight (DD) Middle Nesting Table/ Celebration Fixture | 46 |
| <input type="checkbox"/> <input type="checkbox"/> | "Ask Me!" Name Stickers                                     | 10 | <input type="checkbox"/> <input type="checkbox"/> | VQA & IDB End Aisles   | 50 |
| <input type="checkbox"/> <input type="checkbox"/> | Ontario Wines Sales Tracker Poster                          | 10 | <input type="checkbox"/> <input type="checkbox"/> | Beer Excitement Zone   | 63 |
| <input type="checkbox"/> <input type="checkbox"/> | For the Love of Franco-Ontario End Aisle                    | 11 | <input type="checkbox"/> <input type="checkbox"/> | Beer Branded Ends  | 65 |
| <input type="checkbox"/> <input type="checkbox"/> | Operational Signage Covid-19 & Social Distancing            | 13 | <input type="checkbox"/> <input type="checkbox"/> | 8-Pack Beer Carrier  | 66 |
| <input type="checkbox"/> <input type="checkbox"/> | Signage Gallery   | 14 | <input type="checkbox"/> <input type="checkbox"/> | Ontario Wines  | 67 |
| <input type="checkbox"/> <input type="checkbox"/> | Fall Shopping Guide   | 24 | <input type="checkbox"/> <input type="checkbox"/> | Vintages   | 72 |
| <input type="checkbox"/> <input type="checkbox"/> | Autumn Food & Drink   | 25 | <input type="checkbox"/> <input type="checkbox"/> | Autumn Gifting   | 76 |
| <input type="checkbox"/> <input type="checkbox"/> | Store Layout  | 26 | <input type="checkbox"/> <input type="checkbox"/> | Front End Merchandiser - Spirited Picks                        | 83 |
| <input type="checkbox"/> <input type="checkbox"/> | Brand Spotlight (FF - FFA-A) Feature Fixture                | 27 | <input type="checkbox"/> <input type="checkbox"/> | Wines Flex Space   | 85 |
| <input type="checkbox"/> <input type="checkbox"/> | New & Seasonal Fixture                                      | 29 | <input type="checkbox"/> <input type="checkbox"/> | The Cold Room Spirits Display (CR)                             | 89 |
| <input type="checkbox"/> <input type="checkbox"/> | Brand Spotlight (BS - BSE) Entrance Table                   | 30 | <input type="checkbox"/> <input type="checkbox"/> | Shopping Cart Sign   | 90 |
| <input type="checkbox"/> <input type="checkbox"/> | Spirits (MI-A) Mini Thematic A                              | 32 | <input type="checkbox"/> <input type="checkbox"/> | Turn 2 Wine Fridge   | 91 |
| <input type="checkbox"/> <input type="checkbox"/> | Wines (MI-B) Mini Thematic B                                | 33 | <input type="checkbox"/> <input type="checkbox"/> | On Shelf   | 92 |
|   |   |    | <input type="checkbox"/> <input type="checkbox"/> | Sold Space Worksheets  | 94 |



# PERIOD 7 PARTICIPATING STORES

This year, stores will again fall into two groups based on their sales data. This will better serve customers in your local community. On-shelf signage and name stickers will provide you with the opportunity to personalize the promotion and engage customers.

## For the Love of Local (VOA) Participating Stores

3, 4, 5, 7, 10, 11, 12, 15, 17, 18, 19, 21, 25, 26, 30, 31, 35, 36, 38, 40, 41, 51, 57, 60, 67, 72, 80, 83, 84, 85, 87, 90, 96, 98, 101, 102, 105, 106, 107, 111, 114, 115, 117, 119, 120, 124, 125, 129, 130, 131, 137, 138, 140, 141, 143, 146, 148, 149, 150, 154, 156, 160, 161, 162, 164, 168, 173, 174, 177, 179, 180, 182, 187, 188, 189, 191, 197, 202, 203, 207, 208, 210, 211, 212, 213, 214, 217, 218, 219, 220, 221, 226, 232, 234, 237, 238, 241, 243, 245, 248, 251, 252, 253, 254, 255, 256, 257, 258, 260, 264, 265, 267, 271, 272, 273, 274, 275, 276, 277, 278, 280, 282, 283, 284, 286, 288, 289, 290, 292, 293, 294, 295, 296, 299, 300, 307, 308, 310, 311, 314, 316, 318, 319, 321, 323, 326, 332, 333, 335, 339, 341, 344, 346, 347, 352, 353, 354, 355, 358, 360, 364, 367, 369, 370, 371, 372, 374, 379, 383, 384, 386, 388, 389, 390, 391, 392, 393, 394, 397, 398, 399, 401, 402, 404, 407, 409, 410, 412, 413, 414, 415, 417, 420, 421, 423, 429, 431, 432, 437, 438, 439, 440, 443, 445, 446, 448, 449, 450, 452, 453, 455, 456, 457, 460, 462, 463, 471, 472, 473, 474, 475, 476, 477, 479, 480, 481, 482, 483, 485, 486, 489, 490, 491, 494, 495, 496, 497, 499, 500, 501, 503, 504, 509, 510, 511, 516, 519, 520, 521, 522, 523, 527, 528, 529, 530, 532, 533, 534, 536, 540, 541, 547, 548, 550, 551, 553, 554, 556, 557, 558, 562, 566, 569, 570, 573, 580, 585, 589, 590, 593, 594, 597, 598, 607, 610, 611, 612, 615, 619, 621, 623, 624, 626, 629, 630, 631, 632, 634, 635, 636, 637, 638, 639, 641, 643, 646, 648, 649, 650, 651, 656, 657, 658, 665, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 679, 680, 684, 686, 690, 691, 693, 694, 695, 697, 699, 702, 741, 743, 744, 747, 748, 749, 751, 753, 755, 756, 776



## Fall for Value (IDB) Participating Stores

1, 2, 6, 8, 9, 13, 14, 16, 20, 22, 23, 24, 27, 28, 29, 32, 33, 34, 39, 42, 43, 44, 45, 46, 47, 48, 49, 50, 52, 53, 54, 55, 56, 58, 59, 61, 62, 63, 64, 65, 66, 68, 69, 70, 71, 73, 74, 75, 76, 77, 78, 79, 81, 82, 86, 88, 89, 91, 92, 93, 94, 95, 97, 99, 103, 104, 108, 109, 110, 112, 113, 116, 118, 121, 122, 123, 126, 127, 128, 132, 133, 135, 136, 139, 142, 144, 145, 147, 151, 152, 153, 155, 157, 158, 159, 163, 165, 166, 167, 169, 170, 171, 172, 175, 176, 178, 181, 183, 184, 186, 190, 192, 193, 194, 195, 196, 198, 199, 200, 201, 205, 209, 216, 222, 223, 224, 225, 227, 228, 229, 230, 231, 233, 235, 236, 239, 240, 242, 244, 246, 247, 249, 250, 259, 261, 262, 263, 266, 268, 269, 270, 279, 281, 285, 287, 291, 297, 298, 301, 302, 303, 304, 305, 306, 309, 312, 313, 315, 317, 320, 322, 324, 325, 327, 328, 329, 330, 331, 334, 336, 337, 338, 340, 343, 345, 348, 349, 350, 351, 359, 361, 362, 363, 366, 368, 373, 375, 376, 377, 378, 380, 381, 382, 385, 387, 395, 400, 403, 405, 406, 408, 411, 416, 418, 419, 422, 424, 425, 426, 427, 428, 430, 433, 434, 435, 436, 441, 442, 444, 447, 451, 454, 458, 459, 461, 464, 465, 466, 467, 468, 469, 470, 478, 484, 487, 488, 492, 502, 505, 506, 507, 512, 513, 514, 515, 517, 524, 526, 531, 535, 537, 538, 539, 542, 544, 545, 546, 549, 552, 555, 559, 560, 561, 563, 564, 565, 567, 568, 571, 574, 575, 576, 577, 578, 579, 581, 582, 583, 584, 586, 587, 588, 591, 595, 596, 599, 601, 602, 603, 604, 605, 606, 609, 613, 614, 616, 617, 618, 622, 627, 633, 640, 642, 644, 645, 652, 653, 654, 655, 660, 661, 667, 685, 698, 700, 703, 706, 746, 760, 771





# WHAT'S NEW FOR PERIOD 7

## New for Period 7

### Brand Spotlight Programs

- Feature Fixture:** New Wines for Fall
- New & Seasonal Fixture:** Rosés for Fall
- Entrance Table/Cocktail of the Month:** Ontario 75
- Mini Thematic A:** Local Spirits for Gifting
- Mini Thematic B:** Ontario VQA Wines for Fall Gifting
- Mini Thematic C:** Local Craft Beer
- Front Nesting Table:**  
VQA "Locals Supporting Locals" & IDB "Homegrown Wine & Music"
- Block Pile A:** Regional Craft Beer
- Block Pile B:** Made-in-Ontario Cocktails
- Block Pile C:** Bacardi
- Block Pile D:** Baileys Apple Pie Official Launch
- Middle Nesting Table/Celebration Fixture:**  
VQA "Go Green. Go Local" & IDB "Peller Family Vineyards"

### Ontario Wines

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

### Other Programs

- P7 Local Product Program
- VQA & IDB Exterior Banners, Window Show Cards, Transparencies
- VQA & IDB End Aisle Backer Cards
- Food & Drink
- For the Love of Franco-Ontario
- Fall Shopping Guide
- Autumn Gifting
- Spirited Picks Display (FEM)
- Flex Space
- The Cold Room Spirits Display
- Shopping Cart Sign
- Wine Fridge Turn 2 (P7-P11)

### Vintages

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

### Beer Programs

- Beer Excitement Zone
- Ontario Craft Beer End Aisle
- Beer Branded Ends
- 8-Pack Beer Carrier Signage
- Beer Super Sale

## Unchanged from Period 6

Refer to the Period 6 MPG for signage and product information.

- Special Promotions Fixture
- Responsible Service Program
- Beer Rated Perpendicular Shelf Talkers
- Craft Beer Imported Shelf Talkers
- Operational Signage: COVID-19 & Social Distancing Signage (Search "COVID March2021" on the Portal for the latest instructions.)

# Period 7

## LOCAL PRODUCT PROGRAM

Stores will receive a new Autumn signage kit to highlight local products to our customers. 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.**

### All Stores

Ontario Wines Sales Tracker Poster (all stores)

Local Product On-Shelf Merchandising Toolkit (all stores)

### Select Stores

Local Wines/VQA End Aisle (select stores)

Cold Room Cut Case Displays (select stores)

8-Pack Carriers with OCB products on “New” End Aisles in Beer Excitement Zones (select stores)

OCB End Aisles in Beer Sections (select stores)

“Ask Me!” Name Stickers (select stores)



## Ontario Wines Sales Tracker Poster

### Overview

A Wine Glass Sales Tracker will be sent to all stores to drive excitement about the promotion and to see how your store ranks with our Ontario Wines Sales goal. Track your store's Ontario wine sales using this tracker on a weekly basis.

### Key Dates (September 12 - October 9, 2021)

### Participating Stores

All stores

### Merchandising Instructions

- Place the poster in your lunch room. Use the poster to track Ontario wine sales for the month by setting targets, and colouring in the wine bottle (using a red Sharpie) as you work towards achieving that goal.

### Signage Components

- Ontario Wines Sales Tracker Poster ENG (Re-order # DMS-22P7-VWG1)



# New & Local Product ON-SHELF MERCHANDISING TOOL KIT

## Overview

This updated 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 (September 12 - October 9, 2021)**

## Signage Components & Merchandising Instructions



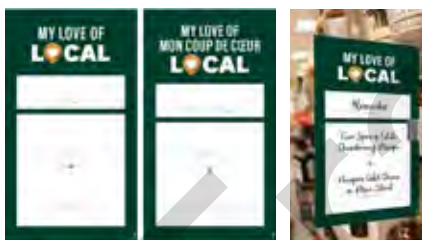
### “NEW” Bin Ticket Underlay

- 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 P7 Worksheets for a list of applicable “New” products
- **Re-order Code: ENG/BIL (# 22P7-LP5)**



### “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 (# 22P7-LP6)**



### “My Local Pairing” Perpendicular Shelf Talker

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

- Employee Name
- Product
- Local Business Pairing

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

- **Re-order Code: ENG (# 22P7-LP9) / BIL (# 22P7-LP10)**



# 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.**

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



### Key Dates (September 12 - October 9, 2021)

### 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

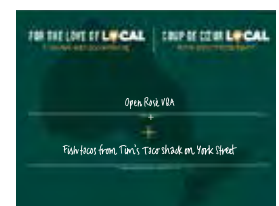
- Choose local Ontario wines to highlight on the end according to your store's assortment.
- Group products across multiple displays into stories (i.e. VQA Best sellers, Ontario VQA Essentials and front-line releases)

### Merchandising Instructions

- Merchandise 9-12 local wines on the End Aisle. Planoguide is provided for inspiration only.
- **Use the white 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.**

### Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # 22P7-LP11)



Local VQA Wines Example

# 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 (September 12 - October 9, 2021)

### 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 the P7 Worksheets 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 # 22P7-LP1)  
BIL (Re-order # 22P7-LP2)
- Blank Pricer Card  
ENG (Re-order # 22P7-LP3)  
BIL (Re-order # 22P7-LP4)



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 (September 12 - October 9, 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.**



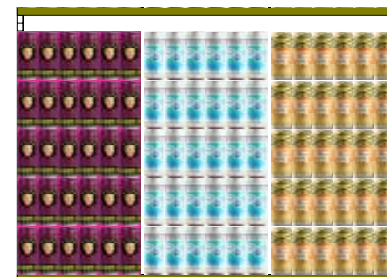
## Merchandising Instructions

- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer and Cider products in the middle of the top shelf.
- Merchandise the backer card.



## Signage Components

- Transparency ENG (Re-order # DMS-22P7-EZ2)  
BIL (Re-order # DMS-22P7-EZ3)
- Backer Card Card BIL (Re-order #DMS-22P7-EZ4)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)



## Suggested Products

| Location                   | LCBO# | Description                                      | Supplying Source / Distributor      |
|----------------------------|-------|--|-------------------------------------|
| <b>B</b>                   | 22238 | Side Launch 5th Coast IPA                        | 3827 - Side Launch Brewing          |
| New/Seasonal<br>(EA - EZB) | 22496 | And Then Bernice Flipped The Canasta Table, Dipa | 5732 - Refined Pool Brewing Company |
|                            | 22213 | Sawdust City - Tropical Storm Mimosa             | 1143 - Sawdust City Brewing Co.     |

**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 (September 12 - October 9, 2021)

### Participating Stores

1, 5, 6, 9, 10, 14, 15, 18, 19, 21, 36, 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       |
|--------|--|-----------|--------------------------------------|
| 10833  | Railway City Brewing - Juice Caboose IPA | 473       | 8447 - Railway City Brewing Company  |
| 17910  | Left Field Brewery Ice Cold Beer         | 355       | 4846 - Left Field Brewery Inc.       |
| 190439 | Wellington Special Pale Ale              | 473       | 4826 - Wellington County Brewery Inc |
| 445072 | Camerons Ambear Red Ale                  | 473       | 413 - Cameron's Brewing Co.          |
| 481515 | Bench Brewing Balls Falls Session IPA    | 473       | 798 - Bench Brewing Company          |
| 523399 | Highlander Blacksmith Smoked Porter      | 473       | 4275 - United Craft Inc.             |

### 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-22P7-OCBEA2) / BIL (Re-order #DMS-22P7-OCBEA3)
- FLS designated stores must display the bilingual side of the product shelf talkers.



## “Ask Me Why I Love Local” Stickers (VQA Stores)

### Overview

The “Ask Me Why I Love Local” 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.

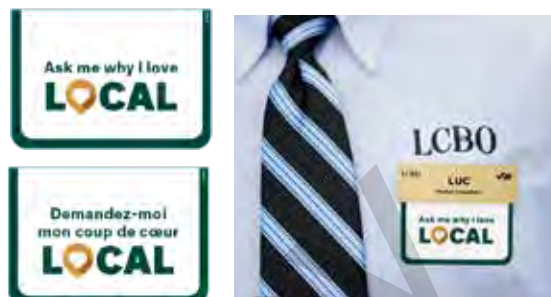
### Key Dates (September 12 - October 9, 2021)

### Participating Stores

VQA Stores

### Merchandising Instructions

- Encourage Our Wine Country Ambassadors, Spirit Ambassadors, product consultants or any employee who share a strong understanding and passion for Ontario products to wear the sticker. The sticker is designed to be affixed to existing name tag, and hangs down about 1.5”.
- **VQA stores:** Please keep your United Way Stickers in a safe space. They will be used beginning October 10. Please see below for complete details.



ENG (Re-order # 22P7-LP7)  
FR (Re-order # 22P7-LP8)

## United Way “I Support Community” Stickers

### Overview

To support Ontario communities as they rebuild after COVID-19, the LCBO is launching our annual Support Local fundraising campaign for United Way. This campaign will run from **Thursday, September 23 to Sunday, October 17** in LCBO stores across the province.

During this time, all LCBO retail employees will be provided with a badge to wear beside their name tag that says “I support community” with both the United Way and LCBO logos.

**Beginning September 23, customers who are able to can donate \$2, \$5 or \$10 alongside their purchase at LCBO stores across Ontario.** Customers will not be able to donate to this campaign when making online purchases on LCBO.com.

### Key Dates (September 23 - October 17, 2021)

### Participating Stores

**IDB stores:** Wear your United Way stickers for the duration of the United Way campaign.

**VQA stores:** Store staff will begin to wear them in place of the VQA sticker beginning October 10.

### Merchandising Instructions

- The United Way “I Support Community” sticker is designed to be affixed to existing name tag, and hangs down about 1.5” to encourage/support local communities as we rebuild after COVID-19.

Funds raised will ensure 27 United Way agencies across the province can continue to deliver vital social services to those in need, sustaining our communities as they recover and rebuild from the effects of COVID-19.

LCBO employees across the organization will also have the opportunity to get involved and contribute to the United Way during this year’s Employee Giving Campaign, which will run from September 23rd to October 3rd.

This campaign is rooted in LCBO’s Spirit of Sustainability platform to improve the well-being of our customers, employees, and communities.



ENG (Re-order # 22P7-UW1)  
FR (Re-order # 22P7-UW2)

# For the Love of Franco-Ontario

## END AISLE

### Overview

The perfect choices to celebrate Franco-Ontarian Day on **September 25, 2021**. Franco-Ontarian Day is a celebration of Ontario French culture and French-speaking Ontarians of different origins. Discretionary End Aisles have been identified at select stores, where local products from Ontario producers with a French heritage may be showcased. Choose 9-12 products from the list provided to highlight on the end according to your store's assortment. **Participation is mandatory.**

### Key Dates (September 12 - October 9, 2021)

### Participating Stores

1, 4, 5, 6, 7, 10, 13, 14, 15, 17, 18, 19, 23, 24, 26, 27, 32, 34, 36, 38, 40, 41, 49, 50, 55, 58, 63, 77, 81, 83, 99, 125, 140, 143, 149, 154, 163, 164, 165, 167, 171, 177, 182, 183, 186, 190, 192, 195, 198, 200, 207, 212, 214, 217, 218, 228, 233, 234, 242, 243, 249, 253, 255, 269, 278, 279, 287, 295, 310, 312, 321, 324, 329, 334, 341, 353, 355, 359, 360, 362, 366, 367, 368, 370, 371, 384, 385, 387, 388, 389, 390, 393, 394, 398, 400, 406, 407, 408, 411, 412, 415, 416, 425, 426, 428, 431, 436, 438, 443, 444, 452, 457, 458, 470, 483, 484, 485, 490, 494, 499, 500, 505, 511, 521, 526, 528, 532, 533, 534, 539, 540, 542, 546, 547, 553, 555, 556, 564, 568, 569, 571, 575, 580, 584, 585, 589, 590, 593, 601, 614, 619, 624, 627, 631, 633, 637, 638, 639, 640, 642, 643, 645, 646, 648, 650, 651, 652, 654, 656, 657, 660, 670, 672, 673, 675, 676, 680, 685, 686, 694, 697, 698, 699, 700, 703, 743, 747, 748, 751, 755, 756

### Product Selection

- Choose 9-12 products to highlight on the end according to your store's assortment. **Refer to the next page for a list of suggested products to merchandise on the end aisle.**

### Merchandising Instructions

- Select a discretionary end aisle to merchandise the 9-12 products. Planoguide is provided for inspiration only.
- Install the Backer Card and shelf talkers on the display.

### Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # DMS-22P7-FRO1)





## Suggested Products to Merchandise

| LCBO#  | Description  |
|--------|--|
| 14867  | Sandbanks Summer Rose VQA                          |
| 17369  | Sandbanks Route 33 White VQA                       |
| 17370  | Sandbanks Route 33 Red VQA                         |
| 18392  | Sandbanks Baco Noir VQA Bag In Box                 |
| 18638  | Beaus Good Time Session Ipa                        |
| 18880  | 13th Street Expression Cabernet Merlot             |
| 19062  | Sandbanks Sparkling Rose VQA                       |
| 19263  | Beau's Lug Tread 473ml Can                         |
| 19266  | Beau's Lug Tread 6pk Cans                          |
| 19268  | Beau's Full Time Ipa                               |
| 19269  | Beau's Country Vibes Amber Lagered Ale             |
| 19270  | Beau's Wag The Wolf White Ipa                      |
| 19271  | Beau's Lug Tread 4pk Bottles                       |
| 19358  | Beau's Local Organic                               |
| 20224  | Beau's Radler                                      |
| 20225  | Beau's Patio Saison                                |
| 38810  | Chateau Des Charmes Cabernet Merlot VQA            |
| 57349  | Chateau Des Charmes Gamay Noir VQA                 |
| 81653  | Chateau Des Charmes Barrel Fermentd Chardonnay VQA |
| 110031 | Sandbanks Estate Dunes White VQA                   |
| 110049 | Sandbanks Estate Baco Noir VQA                     |
| 139022 | Sandbanks Riesling VQA                             |
| 147504 | 13th St Cuvee Rose Brut(13th Street Wine Co        |
| 159962 | Sandbanks Shoreline Cabernet Merlot VQA            |
| 164087 | Sandbanks Sleeping Giant VQA                       |
| 177477 | Sandbanks Estate Shoreline White VQA               |
| 177485 | Sandbanks Cabernet Franc VQA                       |
| 177824 | (V)Gamay Noir (Thirteenth Street)                  |

| LCBO#  | Description  |
|--------|--|
| 224766 | Brut Methode Traditionelle                         |
| 225920 | Sandbanks Baco Noir Reserve VQA                    |
| 244616 | Sandbanks Rose VQA                                 |
| 296848 | Chateau Des Charmes Aligote Estate Grown VQA       |
| 346445 | Sandbanks Dunes Red VQA                            |
| 361881 | Sandbanks French Kiss VQA                          |
| 370320 | Chateau Des Charmes Cabernet Sauvignon VQA         |
| 372219 | Sandbanks Pinot Grigio VQA                         |
| 374728 | Loon Vodka   |
| 391300 | Chateau Des Charmes Sauvignon Blanc VQA            |
| 414748 | Sandbanks Summer White VQA                         |
| 419945 | 13th Street Burger Blend Gamay Pinot Noir VQA      |
| 454967 | Chateau Des Charmes Pinot Noir Estate Bottled VQA  |
| 459982 | Sandbanks Riesling -Gewürztraminer VQA             |
| 461665 | Tuque Doree  |
| 469304 | 13th Street Burger Blend Riesling P. Grigio VQA    |
| 508028 | Brasserie Tuque De Broue Gougounes Rousses         |
| 519264 | Cassel Franco Artisinale Lager                     |
| 556951 | Chateau Des Charmes Cabernet Merlot VQA            |
| 565861 | Vidal Icewine Est (Chateau Des Charmes)            |
| 569822 | Cassel Brewery Caboose Ipa                         |
| 609545 | Burger Blend Rose VQA                              |
| 638536 | Vagabond Blonde Ale                                |
| 648642 | Sandbanks Smugglers White VQA                      |
| 688499 | Chateau Des Charmes Atelier White Estate Btl'd VQA |
| 688523 | Chateau Des Charmes Atelier Red Estate Grown VQA   |

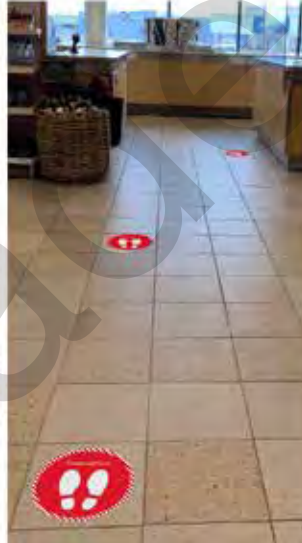
# Operational Signage COVID-19 & SOCIAL DISTANCING

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 employees 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

# VQA & IDB SIGNAGE GALLERY

## For the Love of Local (VQA)

Nobody can bring Ontarians the best of Ontario quite like we can. At the LCBO, we know there's just something about choosing local that feels—and tastes—so good. Knowing you're supporting a local business run by your neighbours makes every sip that much better.

That's why we're proud to connect Ontarians to the amazing local products our province has to offer this fall. Our wide selection of 450 VQA wines are made right here in Ontario with 100% Ontario-grown grapes and support our province by taking care of the land they produce on and the local communities they serve. There's always a reason to choose local and feel good about it. So this fall, come to the LCBO and support Ontario.

All for the love of local.



# Fall for Value (IDB)

Through our Fall for Value promotion (IDB flight), we help Ontarians make the most of every moment with wines that deliver value and formats perfect for everyday occasions.



## Signage Ship Date

The Period 7 signage components will be shipped to stores beginning **September 3, 2021.**

All Period 7 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.



# For the Love of Local (VQA) Exterior Banners

Dimensions: 28”w x 45”h  
 Install: Exterior on building

## PRIORITY OF EXTERIOR BANNERS:

- 1 For the Love of Local
- 2 Shop LCBO.com
- 3 Primary Image
- 4 Secondary Image



### 1 For the Love of Local



Re-order#  
 22VQA-EB1  
 (English)



Re-order#  
 22VQA-EB2  
 (Bilingual)

### 2 Shop LCBO.com



Re-order#  
 22P7-EB10  
 (eComm Eng)



Re-order#  
 22P7-EB11  
 (eComm Bil)

### 3 Primary Image



Re-order#  
 22VQA-EB3  
 (English)



Re-order#  
 22VQA-EB4  
 (Bilingual)

### 4 Secondary Image



Re-order#  
 22VQA-EB5  
 (English)



Re-order#  
 22VQA-EB6  
 (Bilingual)

# Fall for Value (IDB) Exterior Banners

Dimensions: 28" w x 45" h  
 Install: Exterior on building

## PRIORITY OF EXTERIOR BANNERS:

- 1 Fall for Value
- 2 Shop LCBO.com
- 3 Primary Image



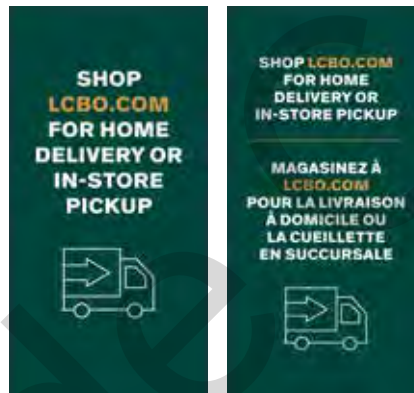
### 1 Fall for Value



Re-order#  
22IDB-EB7  
(English)

Re-order#  
22IDB-EB8  
(Bilingual)

### 2 Shop LCBO.com



Re-order#  
22P7-EB10  
(eComm Eng)

Re-order#  
22P7-EB11  
(eComm Bil)

### 3 Primary Image



Re-order#  
22IDB-EB9  
(Image)

# For the Love of Local (VQA): Window Show Cards

Dimensions: 28" w x 45" h

Install: In the windows on the hanger.

## NEW For the Love of Local



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



**ACTION:** Recycle the "What's On Your Summer Hot List" show card and **REPLACE** with the "For the Love of Local" version.

## OPERATIONAL WINDOW SHOW CARDS:

**REMINDER:** The Info Board, Responsible Service, Generic eComm and/or Same Day Pickup and COVID versions are to remain displayed.

**ACTION:** Continue to display these as they are operational.

### Information Board (Operational Signage)



Re-order# 22OP-INFOB  
(English + Bilingual)

### Responsible Service (Operational Signage)



Re-order# 22OP-RSP1  
(English + Bilingual)

### Generic eComm (Operational Signage)



Re-order# 22OP-SC2  
(English + Bilingual)

### Same Day Pickup (Operational Signage)



Re-order# 22OP-SD16  
(English + Bilingual)

### COVID (Operational Signage)



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



# Fall for Value (IDB): Window Show Cards

Dimensions: 28”w x 45”h

Install: In the windows on the hanger.

## NEW Fall for Value



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



**ACTION:** Recycle the “What’s On Your Summer Hot List” show card and **REPLACE** with the “Fall for Value” version.

## OPERATIONAL WINDOW SHOW CARDS:

**REMINDER:** The Info Board, Responsible Service, Generic eComm and/or Same Day Pickup and COVID versions are to remain displayed.

**ACTION:** Continue to display these as they are operational.

**Information Board**  
(Operational Signage)



Re-order# 22OP-INFOB  
(English + Bilingual)

**Responsible Service**  
(Operational Signage)



Re-order# 22OP-RSP1  
(English + Bilingual)

**Generic eComm**  
(Operational Signage)



Re-order# 22OP-SC2  
(English + Bilingual)

**Same Day Pickup**  
(Operational Signage)



Re-order# 22OP-SD16  
(English + Bilingual)

**COVID**  
(Operational Signage)



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



# For the Love of Local (VQA): Transparencies

## Perimeter Transparency Horizontal

Vendor installed



Promo Text ENG/BIL



eComm ENG/BIL

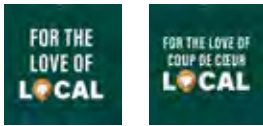


Same Day Pickup ENG/BIL

Only 1 version to be displayed in store depending on service available:  
eCOMM generic message OR Same Day Pickup version

## Perimeter Transparency Square

Vendor installed



Promo Text ENG/BIL



eComm ENG/BIL



Same Day Pickup ENG/FRE

## Exterior Transparency

Install: Only for stores #452



Promo Text ENG/BIL



Image ENG/BIL



eComm ENG/BIL

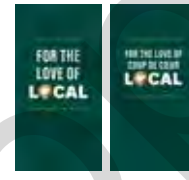


Same Day Pickup  
ENG/BIL

## Perimeter Transparency Vertical

Vendor installed

### Medium Vertical Transparencies



Promo Text ENG/BIL

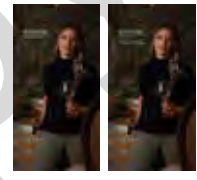
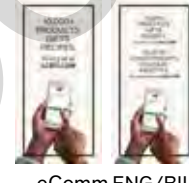
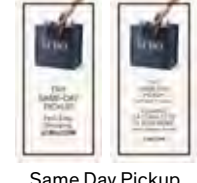


Image ENG/BIL



eComm ENG/BIL



Same Day Pickup  
ENG/BIL

### Large Vertical Transparencies



Promo Text  
BIL



Image  
BIL



eComm  
BIL

# For the Love of Local (VQA) Seasonal Banner Insert

Dimensions: 20" w x 70" h

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



ENG Re-order #22VQA-SB1  
BIL Re-order #22VQA-SB2



# Fall for Value (IDB): Transparencies

## Perimeter Transparency Horizontal

Vendor installed



Promo Text ENG/BIL



Image



eComm ENG/BIL

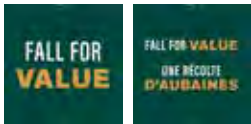


Same Day Pickup ENG/BIL

Only 1 version to be displayed in store depending on service available:  
eCOMM generic message OR Same Day Pickup version

## Perimeter Transparency Square

Vendor installed



Promo Text ENG/BIL



Image



eComm ENG/BIL



Same Day Pickup ENG/FRE

## Exterior Transparency

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



Promo Text ENG/BIL



Image



eComm ENG/BIL



Same Day Pickup ENG/BIL

## Perimeter Transparency Vertical

Vendor installed

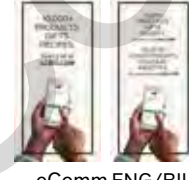
### Medium Vertical Transparencies



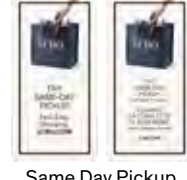
Promo Text ENG/BIL



Image



eComm ENG/BIL



Same Day Pickup ENG/BIL

### Large Vertical Transparencies



Promo Text BIL



Image BIL



eComm BIL

# Fall for Value (IDB) Seasonal Banner Insert

**Dimensions:** 20" w x 70" h

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



ENG Re-order #22IDB-SB3  
BIL Re-order #22IDB-SB4



# For the Love of Local (VQA): End Aisle Backer Cards

## VQA End Aisle Participating Products

Please refer to the End Aisles section for participating products.

### End Aisles 1-10 Backer Cards

22VQA-BC1



End Aisle 1

22VQA-BC2



End Aisle 2

22VQA-BC3



End Aisle 3

22VQA-BC4



End Aisle 4

22VQA-BC5



End Aisle 5

22VQA-BC6



End Aisle 6

22VQA-BC7



End Aisle 7

22VQA-BC8



End Aisle 8

22VQA-BC9



End Aisle 9

22VQA-BC10



End Aisle 10

### End Aisles 11-20 Generic Backer Cards

22VQA-BC-GEN1



Image

22VQA-BC-GEN2



Ecomm Message



# Fall for Value (IDB): End Aisle Backer Cards

## IDB End Aisle Participating Products

Please refer to the End Aisles section for participating products.

### End Aisles 1-10 Backer Cards

22IDB-BC11



End Aisle 1

22IDB-BC12



End Aisle 2

22IDB-BC13



End Aisle 3

22IDB-BC14



End Aisle 4

22IDB-BC15



End Aisle 5

22IDB-BC16



End Aisle 6

22IDB-BC17



End Aisle 7

22IDB-BC18



End Aisle 8

22IDB-BC19



End Aisle 9

22IDB-BC20



End Aisle 10

### End Aisles 11-20 Generic Backer Cards

22IDB-BC-GEN3



Image



22IDB-BC-GEN4



Ecomm Message





# FALL SHOPPING GUIDE

## Overview

Our 32-page LCBO Fall Shopping Guide features our favourite Ontario VQA wines, plus some exciting local Craft Beer, Cider, RTD's and Distillers. The Guide will highlight our local wine regions in an effort to connect consumers to the breadth of Ontario VQA wines available at the LCBO, and our local experts will share what they love about local.

## Drop Date: September 17, 2021

1M+ copies distributed via direct mail to select Ontario homes.

## Participating Products

Refer to the P7 Worksheets posted on the Portal for complete product details (product list is subject to change)

## Distribution Details

- All stores will be sent 15 copies for employee reference.
- Same Day Pickup Stores will be sent a bulk shipment of copies, based on order history, to be included with all pickup orders.
- A French version of the guide will be available for online viewing at LCBO.com.



## ACTION

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

# FOOD & DRINK

## Release Date

- The Autumn issue of *Food & Drink* should be distributed in stores starting Wednesday, September 15.
- PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO SEPTEMBER 15.

## Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at [lcbo.com/foodanddrink](http://lcbo.com/foodanddrink)

NOTE: myLCBO.com subscribers get early access to the digital edition, typically a few days before the in-store release date.

## Social Media

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

- Instagram: @lcbofoodanddrink
- Pinterest: [www.pinterest.ca/lcbofoodanddrink](http://www.pinterest.ca/lcbofoodanddrink)

## Additional Copies

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

## Merchandising Instructions

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

## Signage

- Autumn *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #22P7-FD1)
- Autumn *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #22P7-FD2)
- Autumn *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #22P7-FD3)



## COMING SOON

The Holiday 2021 issue will be available November 10, 2021.

The Spring 2022 issue will be available March 2, 2022.

# 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

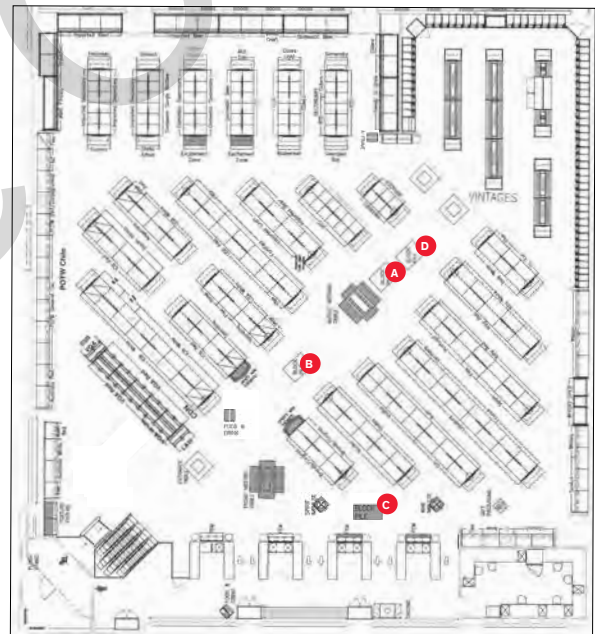
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

- A** Block Pile A (SBA): Regional Craft Beer
- B** Block Pile B (SBB): Made-in-Ontario Cocktails
- C** Block Pile C (SBC): Bacardi
- D** Block Pile D (XBP): Baileys Apple Pie Official Launch



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

New Wines for Fall



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

**Key Dates (September 12 - October 9, 2021)**

### Participating Stores

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

Period 7 will feature a collection of new wines for customers to discover, perfect for fall entertaining.

### Participating Products

| LCBO#                         | Description  | Size (mL) | LCBO#                              | Description                               | Size (mL) |
|-------------------------------|--|-----------|------------------------------------|---|-----------|
| <b>New Wines for Period 7</b> |  |           | <b>Residual Seasonal Inventory</b> |   |           |
| 12618                         | Stoneleigh Lighter Sauvignon Blanc                 | 750       | 11222                              | Freixenet Italian Rosé                    | 750       |
| 13297                         | Whitecliff Rose                                    | 750       | 14388                              | Romeo Mimosa                              | 750       |
| 19650                         | Tenuta Ca'Nove Valpolicella Superiore Doc          | 750       | 14955                              | Martini Sparkling Rosé                    | 750       |
| 19696                         | The Wanted Zin Old Vines Zinfandel Igt             | 1500      | 18931                              | Chacabuco Malbec                          | 1500      |
| 19697                         | San Marzano Negoramaro Puglia Igp                  | 750       | 18946                              | Sunny With A Chance Of Flowers Pinot Noir | 750       |
| 19698                         | Leonardo Chianti Riserva Docg                      | 750       | 18947                              | Kim Crawford Illuminate Sauvignon Blanc   | 750       |
| 19774                         | Cesari Valpolicella Doc Essere                     | 750       | 18948                              | Darling Cellars De-Alcoholised Rosé       | 750       |
| 19779                         | Cusumano Merlot                                    | 750       | 18949                              | Gato Negro Red Blend Light                | 750       |
| 19954                         | Tommasi Valpolicella Doc                           | 750       | 18950                              | Fresita Orange Sunset Sparkling Wine      | 750       |
| 20060                         | Chianti Docg Dal Campo                             | 750       | 18953                              | Yellow Tail Pure Bright Chardonnay        | 750       |
| 20710                         | Duca Di Saragnano Chianti Governo                  | 750       | 18954                              | Barefoot Bubbly Pink Moscato              | 750       |
| 20807                         | Tribute Cabernet Sauvignon                         | 750       | 18995                              | Bicycle Thief Red Blend                   | 1500      |
| 20904                         | Passion Of Chile Reserva Cabernet Sauvignon Merlot | 750       | 19251                              | Henkell De-Alcoholised Sparkling Wine     | 750       |
| 20905                         | Farpoint Cabernet Sauvignon Bourbon Barrel Aged    | 750       | 19253                              | JP Chenet Fashion Pineapple Sparkling     | 750       |
|                               |  |           | 19297                              | Girls' Night Out Tropicolada              | 750       |
|                               |  |           | 19304                              | Cipriani Bellini                          | 750       |
|                               |  |           | 19534                              | Sun Goddess Sauvignon Blanc Doc Friuli    | 750       |
|                               |  |           | 279455                             | Moet & Chandon Ice Imperial Champagne     | 750       |
|                               |  |           | 644526                             | Girls' Night Out Raspberry Rosé Lemonade  | 750       |

### Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Use the fixture to merchandise the selection of new wines for PT7 and any residual seasonal/Rosé inventory from the previous period.
- Install the category sign, box sign and bin strips.
- Merchandise shelf talkers in front of the correct product on the feature fixture display and in section.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.
- **NOTE:** If you are a Bilingual designated store, install all signage with the Bilingual side of shelf talkers and category signs.



## Signage Components

- Category Sign ENG/BIL (Re-order # 22P7-FF1)
- Category Sign - blank solid colour (Re-order # 22P7-FF2)
- Box Sign ENG/BIL (Re-order # 22P7-FF3)
- Shelf Talkers ENG (Re-order # 22P7-FF4)  
BIL (Re-order # 22P7-FF5)
- Bin Strip - solid colour (Re-order # 22P7-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

## Rosés for Fall

### Key Dates (September 12 - October 9, 2021)

#### 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

- Please display the category sign, colour fill and box sign until the end of P8.
  - Category Sign ENG/BIL (Re-order # 22P7-NS1)
  - Category Sign - blank solid colour (Re-order # 22P7-NS2)
  - Bin Strips - solid colour (Re-order # 22P7-NS3)
  - Shelf Talkers ENG (Re-order # 22P7-NS4) / BIL (Re-order # 22P7-NS5)

#### Participating Products

Refer to the P7 Worksheets posted on the Portal for complete product details.

Rosé continues to be a hot category throughout the fall months and is particularly popular for Thanksgiving. We will maintain the New & Seasonal Fixture through P7 as we sell down remaining seasonal rosé products.

#### 4ft. Feature Fixture



#### 8ft. Feature Fixture



# Brand Spotlight (BS - BSE)

## ENTRANCE TABLE

Cocktail of the Month: Ontario 75



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

**Key Dates (September 12 - October 9, 2021)**

### Participating Stores

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

### Participating Products

| LCBO#  | Description        | Size (mL) | Offers     |
|--------|--------------------|-----------|------------|
| 284539 | Trius Brut VQA     | 750       | \$3.00 LTO |
| 413104 | Dillon's Dry Gin   | 750       | \$2.00 LTO |
| 448597 | Georgian Bay Gin   | 750       |            |
| 536805 | Spirit Of York Gin | 750       | \$3.00 LTO |

A local twist on a French 75 (gin, Champagne, lemon juice, sugar) featuring local craft gin and a local sparkler.

### Signage Components

- Square Entrance Table Sign ENG (Re-order # DMS-22P7-ET1) / BIL (Re-order # DMS-22P7-ET2)
- Round Entrance Table Sign ENG (Re-order # DMS-22P7-ET3) / BIL (Re-order # DMS-22P7-ET4)
- Shelf Talkers ENG (Re-order # DMS-22P7-ET5) / BIL (Re-order # DMS-22P7-ET6)
- Tear-Away Recipe Card Booklet (50 Sheets) ENG (Re-order # DMS-22P7-ET7) / BIL (Re-order # DMS-22P7-ET8)

### 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 in the bin strip channel on the table.

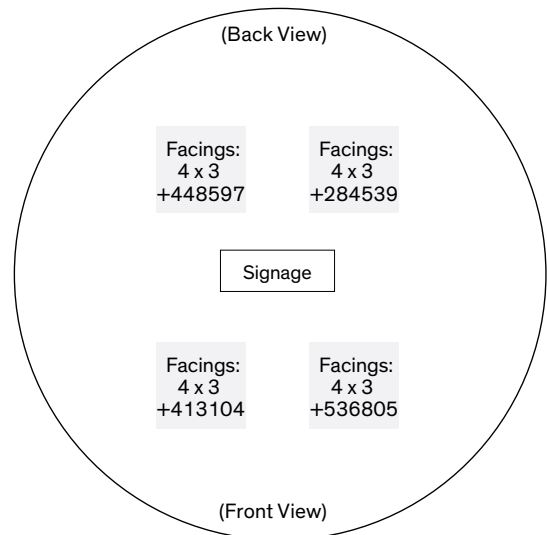
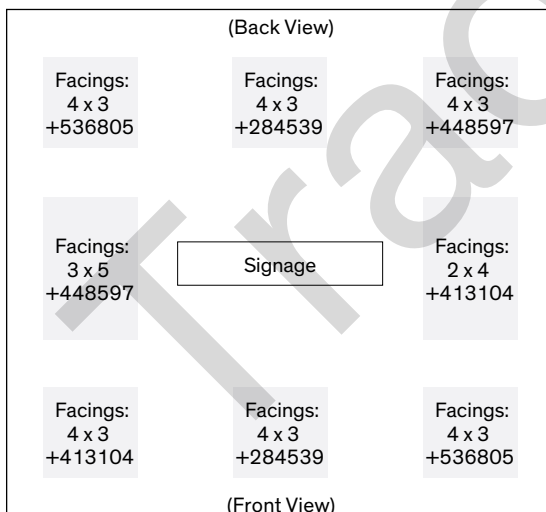


Tear-Away Recipe Cards

### Square Table Planogram



### Round Table Planogram





# Spirits (MI-A) MINI THEMATIC A

Local Spirits For Gifting



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

**Key Dates (September 12 - October 9, 2021)**

## Participating Stores

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

## Participating Products

| LCBO#  | Description                                    | Size (mL) | Offers                                   |
|--------|--|-----------|--|
| 12565  | Junction 56 Distillery Mint Smoothie           | 375       | \$1.00 LTO                               |
| 16859  | Dixon's Wicked Blueberry Gin                   | 750       | \$2.00 LTO                               |
| 18426  | Forty Creek Nanaimo Bar Cream                  | 750       | \$1.00 LTO                               |
| 18524  | Wayne Gretzky Salted Caramel Cream Whisky      | 750       | \$3.00 LTO                               |
| 149567 | Tag No. 5 Vodka                                | 750       | \$1.00 LTO                               |
| 446559 | Georgian Bay Vodka                             | 750       | VA: Georgian Bay Whisky 50 mL (attached) |
| 573402 | Bearface 7 Year Old Triple Oak Canadian Whisky | 750       | \$5.00 LTO                               |

## Signage Components

- Category sign: Short (Re-order # DMS-22P7-MTA1)
- Shelf talkers ENG (Re-order # DMS-22P7-MTA2)/BIL (Re-order # DMS-22P7-MTA3)
- Backer card ENG/BIL (Re-order #DMS-22P7-MTA4)
- Transparency ENG (Re-order # DMS-22P7-MTA5)/BIL (Re-order # DMS-22P7-MTA6)

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign and pre-printed shelf talkers in front of each participating product. Stores with regular end will need to install the backer card or transparency in the backer card frame. Please refer to the planogram.
- Merchandise the Autumn \$1.95 Gift Bags on each shelf of the fixture. 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.

Ontario is home to an array of locally made and crafted Spirits sure to excite! This display will feature the new Autumn Enhanced Gift Bag.



# Wines (MI-B) MINI THEMATIC B

Ontario VQA Wines for Fall Gifts



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

**Key Dates (September 12 - October 9, 2021)**

## Participating Stores

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

## Participating Products

| LCBO#  | Description                                     | Size (mL) | Offers     |
|--------|---|-----------|------------|
| 11564  | The Audacity Of Thomas G. Bright Merlot Cab VQA | 750       | \$2.00 LTO |
| 14870  | Wayne Gretzky Rose VQA                          | 750       | \$1.00 LTO |
| 14882  | Saintly Rose VQA                                | 750       |            |
| 14884  | Pelee Island Lola Secco Sparkling VQA           | 750       | \$2.00 LTO |
| 16767  | Saintly Sparkling Rose VQA                      | 750       | \$2.00 LTO |
| 16792  | Speck Bros. The Goat Lady Chardonnay VQA        | 750       | \$2.00 LTO |
| 24133  | Riesling Thirty Bench (Andrew Peller)           | 750       | \$3.00 LTO |
| 130989 | Pinot Noir Growers Blend Pinot Noir (Tawse)     | 750       | \$2.00 LTO |
| 688556 | Serenity By Lakeview Cellars Baco Noir VQA      | 750       | \$2.00 LTO |

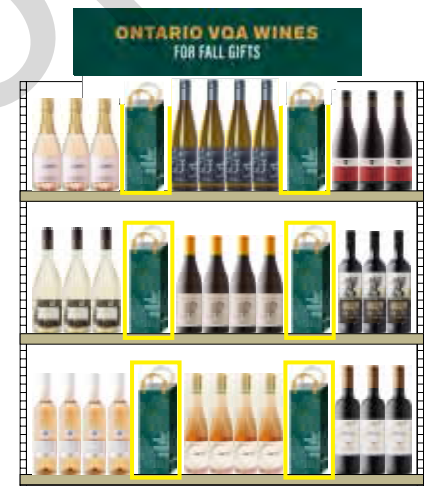
## Signage Components

- Category sign: (Re-order # DMS-22P7-MTB8)
- Shelf talkers ENG (Re-order # DMS-22P7-MTB9)/ BIL (Re-order # DMS-22P7-MTB10)
- Backer card ENG/BIL (Re-order #DMS-22P7-MTB11)
- Transparency ENG (Re-order # DMS-22P7-MTB12)/BIL (Re-order # DMS-22P7-MTB13)
- **NOTE:** Going forward, the Mini Thematic Long Category sign will be removed from the signage package. These store's fixtures will be retrofitted to receive the Short Category sign.

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign and pre-printed shelf talkers in front of each participating product. Stores with regular end will need to install the backer card or transparency in the backer card frame. Please refer to the planogram.
- Merchandise the Autumn \$1.95 Gift Bags on each shelf of the fixture. 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.

We will utilize the MT to promote VQA wines that are an ideal gift for fall with the Thanksgiving host/ hostess in mind.



# Beer (MI-C) MINI THEMATIC C

Local Craft Beer



**NOTE:** The products are common for both VQA & IDB stores however, the backer card is different for each flight. Ensure you display the backer card that your store is grouped in.

This display features a selection of seasonal Fall beers from local craft brewers.

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

**Key Dates (September 12 - October 9, 2021)**

## Participating Stores

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

## Participating Products

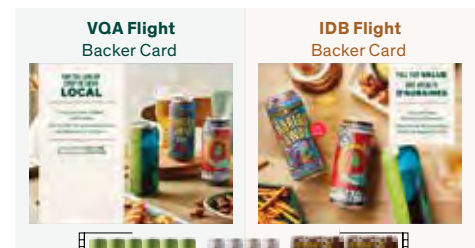
| LCBO#  | Description                              | Size (mL) | Supplying Source / Distributor                      |
|--------|--|-----------|---|
| 10815  | Collective Arts Hazy State               | 473       | 4678 - Collective Arts Brewing Limited              |
| 16508  | Nickel Brook Metal Head Double Headstock | 473       | 6699 - Nickel Brook Brewing Company                 |
| 19266  | Beau's Lug Tread                         | 6 x 4 73  | 275 - The Beer Store                                |
| 20265  | Flying Monkeys Worlds Away Modern Lager  | 473       | 6309 - Flying Monkeys Craft Brewery                 |
| 159772 | Muskoka Hazed And Confused               | 473       | LCBO Warehouse                                      |
| 280081 | Steam Whistle Premium Pilsner            | 6 x 355   | 5577 - Steam Whistle Brewing / 275 - The Beer Store |
| 485367 | Great Lakes Brewery Karma Citra Ipa      | 473       | 1929 - Great Lakes Brewing Co. Inc.                 |
| 493247 | Cowbell Doc Perdue's Bobcat Red Ale      | 473       | 458 - Cowbell Brewing Co.                           |
| 667790 | Amsterdam Boneshaker Ipa                 | 6 x 4 73  | 3842 - Amsterdam Brewing Company                    |
| 921296 | Wellington Helles Lager                  | 473       | 4826 - Wellington County Brewery Inc                |

## Signage Components

- VQA Backer card ENG/BIL (Re-order# 22VQA-BC10)
- IDB Backer card ENG/BIL (Re-order# 22IDB-BC20)

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- The products are common for both VQA & IDB stores however, the backer card is different for each flight. Ensure you display the backer card that your store is grouped in.
- 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

VQA Flight + IDB Flight

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

**Key Dates (September 12 - October 9, 2021)**

### Front Nesting Table Participating Stores

#### VQA Flight


4, 10, 19, 21, 31, 38, 41, 51, 83, 90, 102, 106, 115, 130, 148, 149, 150, 156, 164, 187, 212, 217, 243, 253, 265, 288, 310, 326, 346, 355, 367, 371, 390, 391, 392, 393, 394, 398, 401, 404, 412, 417, 437, 445, 453, 485, 486, 489, 490, 495, 497, 499, 500, 501, 511, 522, 523, 528, 554, 556, 573, 580, 585, 590, 619, 623, 624, 631, 632, 643, 649, 670, 699, 702, 741, 748, 776

#### IDB Flight


1, 22, 23, 44, 55, 74, 82, 145, 195, 198, 227, 250, 263, 269, 279, 287, 298, 325, 329, 334, 351, 359, 373, 378, 385, 411, 416, 428, 436, 459, 545, 575, 579, 587, 602, 618, 627, 633, 640, 652, 653, 655, 661, 667, 698

### Participating Products

| Flight            | LCBO#  | Description   | Size (mL)  | Offers     |
|-------------------|--|---|------------|------------|
| <b>VQA Flight</b> | 18412  | D'Ont Poke the Bear Red VQA                               | 3000       | \$3.00 LTO |
|                   | 63826  | Wayne Gretzky Chardonnay VQA                              | 750        | \$1.00 LTO |
|                   | 126144   | Sibling Rivalry White VQA                                 | 750        | \$2.00 LTO |
|                   | 149237   | The Foreign Affair The Conspiracy                         | 750        | \$3.00 LTO |
|                   | 219543   | Inniskillin Late Autumn Riesling VQA                      | 750        | \$1.00 LTO |
|                   | 454967   | Château des Charmes Pinot Noir Estate Grown & Bottled VQA | 750        | \$2.00 LTO |
|                   | 529354   | Pelee Island Pelee Pink VQA                               | 750        | \$2.00 LTO |
|                   | 571133   | Dillon's Vermouth   | 750        | \$1.00 LTO |
|                   | 574533   | Magnotta Pinot Grigio Venture Series VQA                  | 750        | \$1.50 LTO |
| 594127            | Vineland Cabernet Franc VQA                                  | 750   | \$1.00 LTO |            |
| <b>IDB Flight</b> | 16648  | Jackson-Triggs Reserve Baco Noir VQA                      | 750        |            |
|                   | 58438  | Jackson-Triggs Reserve Sauvignon Blanc VQA                | 750        |            |
|                   | 109959   | Jackson-Triggs Reserve Merlot VQA                         | 750        |            |
|                   | 217679   | Jackson-Triggs Sparkling Reserve VQA                      | 750        | \$1.00 LTO |
|                   | 389411   | Jackson-Triggs Reserve Vidal Icewine                      | 375        | \$5.00 LTO |
|                   | 526228   | Jackson-Triggs Reserve Meritage VQA                       | 750        | \$1.00 LTO |
|                   | 526251   | Jackson-Triggs Reserve Chardonnay VQA                     | 750        |            |
|                   | 535682   | Jackson-Triggs Reserve Series Pinot Grigio VQA            | 750        | \$1.00 LTO |
| 560680            | Jackson-Triggs Reserve Cabernet Franc Cabernet Sauvignon VQA | 750   | \$1.00 LTO |            |



This is a Multibrand story that is meant to profile VQA wines from our great local partners. Whether it is supporting a great cause, giving back their local community or doing good for the planet in the vineyard, these suppliers embody the ideal "Good partner".



Jackson-Triggs will embark on an artist search to highlight in store that wine promotes diversity. Three local artists will create new limited edition labels for our top selling VQA wines featured on the table.



## Signage Components

### VQA Flight

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

### IDB Flight

- Table Sign Large ENG (Re-order #DMS-22IDB-FNT7) / BIL (Re-order #DMS-22IDB-FNT8)
- Table Sign Small ENG (Re-order #DMS-22IDB-FNT9) / BIL (Re-order #DMS-22IDB-FNT10)
- Shelf Talkers ENG (Re-order #DMS-22IDB-FNT11) / BIL (Re-order #DMS-22IDB-FNT12)

### Merchandising Instructions

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



VQA Flight



IDB Flight

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



**VQA Flight**

|                            |                            |                            |                            |                            |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Top View (Back)            |                            |                            |                            |                            |
| Facings:<br>5x6<br>+454967 | Facings:<br>4x4<br>+18412  | Facings:<br>5x6<br>+594127 |                            |                            |
| Facings:<br>5x4<br>+529354 | Facings:<br>5x3<br>+219543 | Facings:<br>5x3<br>+63826  | Facings:<br>5x3<br>+574533 | Facings:<br>5x4<br>+126144 |
| Signage                    |                            |                            |                            |                            |
| Facings:<br>5x4<br>+529354 | Facings:<br>5x3<br>+219543 | Facings:<br>5x3<br>+63826  | Facings:<br>5x3<br>+574533 | Facings:<br>5x4<br>+126144 |
| Facings:<br>5x5<br>+571133 |                            |                            |                            | Facings:<br>5x6<br>+149237 |
| Top View (Front)           |                            |                            |                            |                            |
| Facings:<br>5x6<br>+454967 |                            |                            | Facings:<br>4x4<br>+18412  | Facings:<br>5x6<br>+594127 |



**IDB Flight**

|                            |                            |                            |                            |                             |
|----------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|
| Top View (Back)            |                            |                            |                            |                             |
| Facings:<br>5x8<br>+535682 | Facings:<br>5x6<br>+217679 | Facings:<br>5x9<br>+58438  |                            |                             |
| Facings:<br>5x5<br>+109959 | Facings:<br>5x3<br>+560680 | Facings:<br>5x3<br>+526251 | Facings:<br>5x12<br>+16648 | Facings:<br>5x12<br>+526228 |
| Signage                    |                            |                            |                            |                             |
| Facings:<br>5x3<br>+560680 | Facings:<br>5x3<br>+526251 |                            |                            |                             |
| Facings:<br>5x5<br>+109959 |                            |                            |                            | Facings:<br>5x5<br>+389411  |
| Top View (Front)           |                            |                            |                            |                             |
| Facings:<br>5x8<br>+535682 | Facings:<br>5x6<br>+217679 | Facings:<br>5x9<br>+58438  |                            |                             |

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



**VQA Flight**

|                            |                            |                            |                            |                            |
|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Top View (Back)            |                            |                            |                            |                            |
| Facings:<br>5x8<br>+454967 | Facings:<br>4x6<br>+18412  | Facings:<br>5x9<br>+594127 |                            |                            |
| Facings:<br>5x3<br>+529354 | Facings:<br>5x3<br>+219543 | Facings:<br>5x3<br>+63826  | Facings:<br>5x3<br>+574533 | Facings:<br>5x3<br>+126144 |
| Signage                    |                            |                            |                            |                            |
| Facings:<br>5x3<br>+529354 | Facings:<br>5x3<br>+219543 | Facings:<br>5x3<br>+63826  | Facings:<br>5x3<br>+574533 | Facings:<br>5x3<br>+126144 |
| Facings:<br>5x8<br>+571133 | Facings:<br>4x6<br>+18412  | Facings:<br>5x9<br>+149237 |                            |                            |
| Top View (Front)           |                            |                            |                            |                            |



**IDB Flight**

|                            |                            |                            |                            |                             |
|----------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|
| Top View (Back)            |                            |                            |                            |                             |
| Facings:<br>4x8<br>+535682 | Facings:<br>3x5<br>+389411 | Facings:<br>4x6<br>+217679 | Facings:<br>3x5<br>+389411 | Facings:<br>4x9<br>+58438   |
| Facings:<br>5x12<br>+16648 | Facings:<br>5x3<br>+560680 | Facings:<br>5x3<br>+526251 | Facings:<br>5x3<br>+109959 | Facings:<br>5x12<br>+526228 |
| Signage                    |                            |                            |                            |                             |
| Facings:<br>5x3<br>+560680 | Facings:<br>5x3<br>+526251 | Facings:<br>5x3<br>+109959 |                            |                             |
| Facings:<br>4x8<br>+535682 | Facings:<br>3x5<br>+389411 | Facings:<br>4x6<br>+217679 | Facings:<br>3x5<br>+389411 | Facings:<br>4x9<br>+58438   |
| Top View (Front)           |                            |                            |                            |                             |

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



**VQA Flight**

Top View (Back)

|                             |                            |                            |
|-----------------------------|----------------------------|----------------------------|
| Facings:<br>4x 4<br>+454967 | Facings:<br>2x 3<br>+18412 | Facings:<br>4x5<br>+594127 |
|-----------------------------|----------------------------|----------------------------|

|                             |                             |                           |                             |                             |
|-----------------------------|-----------------------------|---------------------------|-----------------------------|-----------------------------|
| Facings:<br>4x 4<br>+529354 | Facings:<br>3x 3<br>+219543 | Facings:<br>4x3<br>+63826 | Facings:<br>3x 3<br>+574533 | Facings:<br>4x 4<br>+126144 |
| Signage                     |                             |                           |                             |                             |
| Facings:<br>4x 4<br>+529354 | Facings:<br>3x 3<br>+219543 | Facings:<br>4x3<br>+63826 | Facings:<br>3x 3<br>+574533 | Facings:<br>4x 4<br>+126144 |

|                             |
|-----------------------------|
| Facings:<br>4x 4<br>+571133 |
|-----------------------------|

|                             |
|-----------------------------|
| Facings:<br>4x 4<br>+149237 |
|-----------------------------|

|                             |                            |                            |
|-----------------------------|----------------------------|----------------------------|
| Facings:<br>4x 4<br>+454967 | Facings:<br>2x 3<br>+18412 | Facings:<br>4x5<br>+594127 |
|-----------------------------|----------------------------|----------------------------|

Top View (Front)

Top View (Back)

|                            |                            |                           |
|----------------------------|----------------------------|---------------------------|
| Facings:<br>4x6<br>+535682 | Facings:<br>3x6<br>+217679 | Facings:<br>4x6<br>+58438 |
|----------------------------|----------------------------|---------------------------|

|                             |                             |                             |                             |                              |                             |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|------------------------------|-----------------------------|
| Facings:<br>5x 5<br>+109959 | Facings:<br>4x 12<br>+16648 | Facings:<br>4x 4<br>+526228 | Facings:<br>5x 3<br>+526251 | Facings:<br>4x 12<br>+526228 | Facings:<br>5x 5<br>+389411 |
| Signage                     |                             |                             |                             |                              |                             |
| Facings:<br>4x 4<br>+526228 | Facings:<br>4x 4<br>+526228 | Facings:<br>4x3<br>+526251  | Facings:<br>4x3<br>+526251  | Facings:<br>4x 4<br>+526228  | Facings:<br>4x 4<br>+526228 |

|                            |                            |                           |
|----------------------------|----------------------------|---------------------------|
| Facings:<br>4x6<br>+535682 | Facings:<br>3x6<br>+217679 | Facings:<br>4x6<br>+58438 |
|----------------------------|----------------------------|---------------------------|

Top View (Front)



**IDB Flight**

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



**VQA Flight**

Top View (Back)

|                            |                           |                            |
|----------------------------|---------------------------|----------------------------|
| Facings:<br>4x3<br>+529354 | Facings:<br>4x3<br>+63826 | Facings:<br>4x3<br>+529354 |
|----------------------------|---------------------------|----------------------------|

|                             |                             |                             |
|-----------------------------|-----------------------------|-----------------------------|
| Facings:<br>6x 3<br>+219543 | Facings:<br>6x 4<br>+574533 | Facings:<br>6x 4<br>+126144 |
| Signage                     |                             |                             |
| Facings:<br>6x 3<br>+454967 | Facings:<br>6x 3<br>+149237 | Facings:<br>6x 4<br>+594127 |

|                             |                            |                             |
|-----------------------------|----------------------------|-----------------------------|
| Facings:<br>3x 4<br>+571133 | Facings:<br>2x 3<br>+18412 | Facings:<br>3x 4<br>+571133 |
|-----------------------------|----------------------------|-----------------------------|

Top View (Front)



**IDB Flight**

Top View (Back)

|                           |                            |                            |
|---------------------------|----------------------------|----------------------------|
| Facings:<br>4x6<br>+16648 | Facings:<br>4x6<br>+526228 | Facings:<br>4x6<br>+560680 |
|---------------------------|----------------------------|----------------------------|

|                             |                             |                             |
|-----------------------------|-----------------------------|-----------------------------|
| Facings:<br>6x 3<br>+16648  | Facings:<br>6x 3<br>+109959 | Facings:<br>6x 3<br>+560680 |
| Signage                     |                             |                             |
| Facings:<br>5x 3<br>+526251 | Facings:<br>4x3<br>+217679  | Facings:<br>6x 4<br>+389411 |

|                            |                            |                           |
|----------------------------|----------------------------|---------------------------|
| Facings:<br>4x6<br>+535682 | Facings:<br>3x6<br>+217679 | Facings:<br>4x6<br>+58438 |
|----------------------------|----------------------------|---------------------------|

Top View (Front)

A

# Display Program (SBA)

## BLOCK PILE A

Regional Craft Beer



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

**Key Dates (September 12 - October 9, 2021)**

### Group 1 - Northern Region

22, 31, 102, 106, 130, 145, 187, 209, 227, 287, 288, 300, 359, 407, 501, 579, 602, 605, 616, 652

### Group 2 - Eastern Region

36, 38, 40, 41, 49, 55, 65, 82, 83, 90, 132, 191, 211, 212, 221, 243, 263, 351, 378, 386, 394, 412, 431, 432, 443, 499, 517, 556, 569, 587, 609, 624, 653, 670, 694, 699, 771, 776

### Group 3 - Central Region

1, 10, 15, 17, 19, 148, 149, 156, 164, 168, 171, 183, 195, 198, 217, 226, 228, 242, 248, 253, 265, 279, 298, 329, 334, 346, 355, 360, 362, 371, 383, 385, 390, 391, 397, 404, 408, 411, 416, 418, 428, 436, 444, 445, 470, 485, 505, 511, 523, 536, 553, 554, 555, 564, 580, 585, 590, 599, 619, 623, 627, 630, 631, 632, 633, 635, 640, 642, 643, 649, 655, 658, 661, 685, 698, 700, 703, 748

### Group 4 - Western Region

21, 23, 25, 26, 27, 33, 34, 44, 47, 51, 74, 93, 95, 101, 110, 115, 150, 160, 166, 200, 233, 249, 250, 252, 268, 270, 278, 310, 326, 344, 361, 373, 381, 392, 393, 401, 417, 427, 459, 481, 490, 491, 495, 497, 509, 522, 539, 544, 545, 549, 566, 573, 575, 586, 593, 617, 634, 641, 702, 706, 741

Celebrate your corner of Ontario, as we highlight the diversities of Craft Beers being produced in each Region. Northern, Western, Eastern and Central Region stores will each have their own local assortment of products to merchandise for this Block Pile.

### Merchandising Instructions

- Use the pole topper or cut case backer card to build a display with the products (based on your store's assortment).
- Merchandise the pricer cards and shelf talkers in front of the corresponding products.
- If your store is limited in floor space, you may select a discretionary end aisle to feature the skus participating in the Sold Block Pile programs for the Period. Stores will need to select a discretionary end that is closest to the featured products (i.e. the beer products on display should be on discretionary end close to the Beer section within the store).
- **NOTE:** The shelf talkers and pricer cards will be **shipped separately** in the Mailbag.

### Signage Components

- Pole Topper ENG (Re-order # DMS-22P7-BPA1) / BIL (Re-order # DMS-22P7-BPA2)
- Riser Wrap - solid colour (Re-order # DMS-22P7-BPA3)
- Cut Case Backer Card ENG (Re-order # DMS-22P7-BPA4) / BIL (Re-order # DMS-22P7-BPA5)
- Backer Card ENG/BIL (Re-order # DMS-22P7-BPA6)
- Refer to the next page for the Pricer Cards and Shelf Talkers re-order codes.



## Group 1 - Northern Region

22, 31, 102, 106, 130, 145, 187, 209, 227, 287, 288, 300, 359, 407, 501, 579, 602, 605, 616, 652

### Participating Products

| LCBO#  | Description                                  | Size (mL) | Offers | Supplying Source/Distributor           |
|--------|--|-----------|--------|--|
| 11299  | Lake Of The Woods Channel Marker Light Lager | 473       |        | 6309 - Flying Monkeys Craft Brewery    |
| 142364 | Side Launch Northbound Lager                 | 473       |        | 4277 - Lake Of The Woods Brewing Comp  |
| 404368 | Muskoka Detour                               | 473       | LTO    | 3827 - Side Launch Brewing             |
| 508572 | Flying Monkeys Juicy Ass Ipa                 | 473       |        | LCBO Warehouse                         |
| 540245 | Trestle Brewing Company Golden Ale           | 473       |        | 1701 - Trestle Brewing Company Limited |
| 576538 | Lake Of Bays Paddle Session Ale              | 473       | LTO    | 8958 - Lake Of Bays Brewing            |



Northern Block Pile Example (Front)



Northern Block Pile Example (Back)



Northern Discretionary End Aisle

### Pricer Cards & Shelf Talkers Re-order Codes

- Northern Pricer Cards  
ENG (Re-order # DMS-22P7-BPA7)  
BIL (Re-order # DMS-22P7-BPA8)
- Northern Shelf Talkers  
ENG (Re-order # DMS-22P7-BPA15)  
BIL (Re-order # DMS-22P7-BPA16)

## Group 2 - Eastern Region

36, 38, 40, 41, 49, 55, 65, 82, 83, 90, 132, 191, 211, 212, 221, 243, 263, 351, 378, 386, 394, 412, 431, 432, 443, 499, 517, 556, 569, 587, 609, 624, 653, 670, 694, 699, 771, 776

### Participating Products

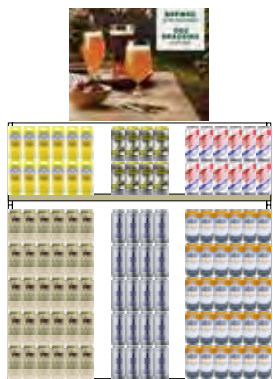
| LCBO#  | Description                          | Size (mL) | Offers | Supplying Source/Distributor           |
|--------|--------------------------------------|-----------|--------|--|
| 16447  | Spearhead Light                      | 473       |        | 86 - Spearhead Brewing Company         |
| 19358  | Beau's Local Organic                 | 473       |        | 275 - The Beer Store                   |
| 446955 | Big Rig Alpha Bomb Ipa               | 473       | LTO    | 1188 - Big Rig Brewing Co.             |
| 450239 | Whitewater Brewing Farmer's Daughter | 473       |        | 8454 - Whitewater Brewing Company      |
| 468181 | Brock Street Blonde                  | 473       |        | 397 - Brock Street Brewing             |
| 646620 | Beyond The Pale Clean Cut            | 473       |        | 7672 - Beyond The Pale Brewing Company |



Eastern Block Pile Example (Front)



Eastern Block Pile Example (Back)



Eastern Discretionary End Aisle

### Pricer Cards & Shelf Talkers Re-order Codes

- Eastern Pricer Cards  
ENG (Re-order # DMS-22P7-BPA9)  
BIL (Re-order # DMS-22P7-BPA10)
- Eastern Shelf Talkers  
ENG (Re-order # DMS-22P7-BPA17)  
BIL (Re-order # DMS-22P7-BPA18)

### Group 3 - Central Region

1, 10, 15, 17, 19, 148, 149, 156, 164, 168, 171, 183, 195, 198, 217, 226, 228, 242, 248, 253, 265, 279, 298, 329, 334, 346, 355, 360, 362, 371, 383, 385, 390, 391, 397, 404, 408, 411, 416, 418, 428, 436, 444, 445, 470, 485, 505, 511, 523, 536, 553, 554, 555, 564, 580, 585, 590, 599, 619, 623, 627, 630, 631, 632, 633, 635, 640, 642, 643, 649, 655, 658, 661, 685, 698, 700, 703, 748

### Participating Products

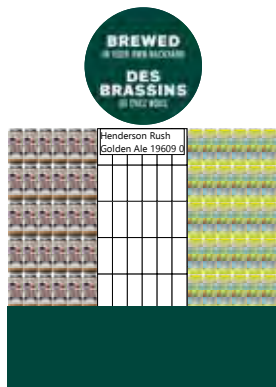
| LCBO#  | Description                                | Size (mL) | Offers | Supplying Source/Distributor             |
|--------|--|-----------|--------|--|
| 15881  | Steam Whistle Session Lager                | 473       |        | 5577 - Steam Whistle Brewing / 275 - TBS |
| 17396  | Cameron's Cruising Through The Galaxy Hazy | 473       |        | 413 - Cameron's Brewing Co.              |
| 19609  | Rush Canadian Golden Ale                   | 473       |        | 766 - Henderson Brewing Co               |
| 20121  | Great Lakes Brewery - Great Lakes Lager    | 473       |        | 1929 - Great Lakes Brewing Co. Inc.      |
| 575357 | 3 Speed Lager                              | 568       | LTO    | 3842 - Amsterdam Brewing Company         |
| 508572 | Flying Monkeys Juicy Ass Ipa               | 473       |        | 6309 - Flying Monkeys Craft Brewery      |

### Pricer Cards & Shelf Talkers Re-order Codes

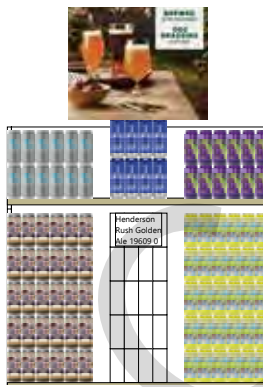
- Central Pricer Cards  
ENG (Re-order # DMS-22P7-BPA11)  
BIL (Re-order # DMS-22P7-BPA12)
- Central Shelf Talkers  
ENG (Re-order # DMS-22P7-BPA19)  
BIL (Re-order # DMS-22P7-BPA20)



Central Block Pile Example (Front)



Central Block Pile Example (Back)



Central Discretionary End Aisle

### Group 4 - Western Region

21, 23, 25, 26, 27, 33, 34, 44, 47, 51, 74, 93, 95, 101, 110, 115, 150, 160, 166, 200, 233, 249, 250, 252, 268, 270, 278, 310, 326, 344, 361, 373, 381, 392, 393, 401, 417, 427, 459, 481, 490, 491, 495, 497, 509, 522, 539, 544, 545, 549, 566, 573, 575, 586, 593, 617, 634, 641, 702, 706, 741

### Participating Products

| LCBO#  | Description                                 | Size (mL) | Offers | Supplying Source/Distributor           |
|--------|---|-----------|--------|--|
| 12854  | Collective Arts Audio Visual Lager          | 473       |        | 4678 - Collective Arts Brewing Limited |
| 15116  | Cowbell Brewing Co. Hazy Days Ipa           | 473       |        | 458 - Cowbell Brewing Co.              |
| 16954  | Bench Brewing Lincoln Lager                 | 473       |        | 798 - Bench Brewing Company            |
| 20870  | Van Full Of Weirdos Ipa                     | 473       |        | 5732 - Refined Cool Brewing Company    |
| 508580 | Wellington Upside Ipa                       | 473       |        | 4826 - Wellington County Brewery Inc   |
| 573550 | Nickel Brook Wicked Awesome New England Ipa | 473       |        | 6699 - Nickel Brook Brewing Company    |

### Pricer Cards & Shelf Talkers Re-order Codes

- Western Pricer Cards  
ENG (Re-order # DMS-22P7-BPA13)  
BIL (Re-order # DMS-22P7-BPA14)
- Western Shelf Talkers  
ENG (Re-order # DMS-22P7-BPA21)  
BIL (Re-order # DMS-22P7-BPA22)



Western Block Pile Example (Front)



Western Block Pile Example (Back)



Western Discretionary End Aisle

**B**

# Display Program (SBB) BLOCK PILE B

Made-in-Ontario Cocktails



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

## Key Dates (September 12 - October 9, 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) |
|--------|---|-----------|
| 14483  | Ace Hill Raspberry Vodka Soda                   | 355       |
| 15311  | Cottage Springs Weekender Mixed                 | 8 x 355   |
| 17068  | Georgian Bay Smashed Soda Smash Pack            | 12 x 355  |
| 19168  | Muskoka Spirits Hard Sparkling Water Mixer Pack | 4 x 355   |
| 19357  | Social Lite Mixed Pack                          | 12 x 355  |
| 612713 | Black Fly Vodka Cranberry                       | 4 x 400   |

## Signage Components

- Pole Toppers ENG (Re-order # DMS-22P7-BPB1)  
BIL (Re-order # DMS-22P7-BPB2)
- Riser Wrap - solid colour (Re-order # DMS-22P7-BPB3)
- Pricer Cards ENG (Re-order # DMS-22P7-BPB4)  
BIL (Re-order # DMS-22P7-BPB5)
- Shelf Talkers ENG (Re-order # DMS-22P7-BPB6)  
BIL (Re-order # DMS-22P7-BPB7)
- Cut Case Backer Card ENG (Re-order # DMS-22P7-BPB8)  
BIL (Re-order # DMS-22P7-BPB9)
- End Aisle Backer Card BIL (Re-order # DMS-22P7-BPB10)

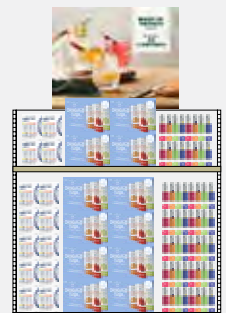
## Merchandising Instructions

- 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.

From cocktails in cans to sugar-free seltzers and more, coolers have come a long way, with Ontario makers putting a fresh spin on these popular drinks.



**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

Bacardi



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

## Key Dates (September 12 - October 9, 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   |
|--------|----------------------------|-----------|--|
| 125187 | Cazadores Reposado Tequila | 750       | VA: Thornbury Village Cranberry Apple Cider (2 x 4 73 mL)              |
| 316844 | Bombay Sapphire London Dry | 750       | \$1.00 LTO + VA: Thornbury Village Cranberry Apple Cider (2 x 4 73 mL) |
| 520353 | Bacardi Spiced Rum         | 750       | VA: Thornbury Village Apple Cider (2 x 4 73 mL)                        |

**Value-adds:** 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 Cards ENG (Re-order # DMS-22P7-BPC1)  
BIL (Re-order # DMS-22P7-BPC2)
- Shelf Talkers ENG (Re-order # DMS-22P7-BPC3) / BIL (Re-order # DMS-22P7-BPC4)
- End Aisle Backer Card BIL (Re-order # DMS-22P7-BPC5)

## Merchandising Instructions

- The supplier will deliver and assemble the merchandiser by the start of the period.
- Merchandise pricer cards for products provided.
- Install the end aisle backer card.
- Merchandise the shelf talkers in front of the participating products.



Supplied by Agent

**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

Baileys Apple Pie Official Launch

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

### Key Dates (September 12 - October 9, 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

This display will be used to officially launch Baileys Apple Pie! Value-adds include a rep-applied mason jar glass and 50% off Longo's Signature Apple Pie coupon.

#### Participating Products

| LCBO# | Description               | Size (mL) | Offers  |
|-------|---------------------------|-----------|---|
| 5959  | Baileys Irish Cream       | 750       | VA: Rep-Applied Necktag: Coupon 50% off Longo's Signature Apple Pie |
| 19419 | Baileys Deliciously Light | 750       | \$1.50 LTO + VA: Rep-Applied Mason Jar glass                        |
| 22034 | Baileys Apple Pie         | 750       | VA: Rep-applied Necktag: Coupon 50% off Longo's Signature Apple Pie |

**Value-adds:** 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-22P7-BPD1) / BIL (Re-order # DMS-22P7-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.



Supplied by Agent

# BEER SUPER SALE

October 8 - 10

From October 8 - 10, No Name Beer & Buzz Hemp Beer will be part of a beer super sale promotion. Products may be featured in section or on a Block Pile display in select stores.

## Key Dates (October 8 - 10)

### 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   | Supplying Source/Distributor |
|--------|----------------|-----------|--------|--------|--------|------------------------------|
| 110320 | No Name Beer   | 6 x 341   | \$9.90 | \$6.60 | \$3.30 | 2425 - Loblaws               |
| 11620  | Buzz Hemp Beer | 4 x 355   | \$7.00 | \$4.40 | \$2.60 | 80 - Cool Beer Brewing Co.   |

### Signage Components

- Pricer Card  
ENG (Re-order # DMS-22P7-BAB1) / BIL (Re-order # DMS-22P7-BAB2)
- Shelf Talkers  
ENG (Re-order # DMS-22P7-BAB3) / BIL (Re-order # DMS-22P7-BAB4)
- Cut Case Backer Card  
ENG (Re-order # DMS-22P7-BAB5) / BIL (Re-order # DMS-22P7-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

VQA Flight + IDB Flight

This is a sold program. Participation is mandatory.

Key Dates (September 12 - October 9, 2021)

### Front Nesting Table Participating Stores

#### VQA Flight

4, 10, 15, 17, 19, 21, 25, 31, 38, 41, 51, 83, 90, 102, 106, 115, 130, 148, 149, 150, 156, 164, 187, 191, 211, 217, 221, 226, 243, 252, 253, 288, 300, 310, 326, 344, 346, 355, 367, 371, 383, 390, 391, 394, 397, 398, 401, 404, 407, 412, 437, 443, 445, 457, 481, 485, 486, 489, 490, 491, 497, 499, 500, 501, 511, 522, 523, 536, 551, 554, 556, 566, 569, 573, 580, 585, 590, 619, 623, 624, 630, 631, 632, 634, 641, 643, 649, 658, 670, 686, 694, 699, 702, 741, 748, 776

#### IDB Flight

1, 22, 44, 55, 65, 74, 82, 171, 195, 198, 209, 227, 228, 233, 250, 263, 279, 298, 329, 334, 351, 359, 361, 373, 378, 381, 385, 411, 427, 436, 459, 470, 575, 579, 587, 602, 605, 609, 618, 627, 633, 640, 652, 653, 655, 661, 698, 700, 703, 706

### Participating Products

| Flight            | LCBO#                     | Description                                      | Size (mL)  | Offers     |
|-------------------|---------------------------|--|------------|------------|
| <b>VQA Flight</b> | 1578                      | Flat Rock Twisted White                          | 750        | \$2.00 LTO |
|                   | 135939                    | Pelee Island Pinot Noir VQA                      | 750        | \$2.00 LTO |
|                   | 145417                    | Pelee Island Lighthouse Riesling VQA             | 750        | \$1.50 LTO |
|                   | 145441                    | Pelee Island Lighthouse Cabernet Franc VQA       | 750        | \$2.00 LTO |
|                   | 295006                    | Cave Spring Dry Rosé VQA                         | 750        | \$2.00 LTO |
|                   | 296574                    | Cottage Block Sauvignon Blanc Riesling VQA       | 750        | \$1.00 LTO |
|                   | 391300                    | Château des Charmes Sauvignon Blanc VQA          | 750        | \$1.50 LTO |
|                   | 459966                    | Henry of Pelham Baco Noir Old Vines VQA          | 750        | \$2.00 LTO |
|                   | 522730                    | Strewn Chardonnay Barrel Aged VQA                | 750        | \$1.00 LTO |
| 544791            | Reif Estate Vidal Icewine | 200  | \$2.00 LTO |            |
| <b>IDB Flight</b> | 21387                     | Peller Family Vineyards Pinot Noir               | 750        | \$1.00     |
|                   | 58628                     | Peller Estates Family Series Cabernet Merlot VQA | 750        | \$1.00     |
|                   | 426908                    | Peller Family Vineyards Cabernet Sauvignon       | 1500       | \$2.00     |
|                   | 459917                    | Peller Family Vineyards Rosé                     | 1500       |            |
|                   | 582825                    | Peller Estates Family Series Chardonnay VQA      | 750        | \$1.00     |
|                   | 589036                    | Peller Family Vineyards Cabernet Merlot          | 4000       | \$3.00     |
|                   | 623322                    | Peller Family Vineyards Sauvignon Blanc          | 4000       | \$3.00     |
|                   | 669473                    | Peller Family Vineyards Pinot Grigio             | 1500       | \$2.00     |

It is always a more sustainable choice for Ontarians to buy local VQA wines. Let's showcase the wineries that have taken sustainability to the next level - All wines featured are certified sustainable.

This table will tell the story of Andrew Peller and how the brand is embedded in the Canadian/Ontario wine culture. Features IDB wines focusing on larger formats, while also showcasing the breadth of their selection with two VQA wines at approachable price points. Peller is also celebrating their 60th Anniversary this year and has long been Good Partner for communities.

## Signage Components

### VQA Flight

- Table Sign Large ENG (Re-order #DMS-22VQA-MNT1) / BIL (Re-order #DMS-22VQA-MNT2)
- Table Sign Small ENG/BIL (Re-order #DMS-22VQA-MNT3)
- Shelf Talkers ENG (Re-order #DMS-22VQA-MNT4) / BIL (Re-order #DMS-22VQA-MNT5)
- Celebration Fixture Drum Sign ENG (Re-order #DMS-22VQA-MNT6) / BIL (Re-order #DMS-22VQA-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order #DMS-22VQA-MNT8)
- Food & Drink Merchandiser ENG (Re-order #DMS-22IDB-MNT17) / BIL (Re-order #DMS-22IDB-MNT18)

### IDB Flight

- Table Sign Large ENG (Re-order #DMS-22IDB-MNT9) / BIL (Re-order #DMS-22IDB-MNT10)
- Table Sign Small ENG/BIL (Re-order #DMS-22IDB-MNT11)
- Shelf Talkers ENG (Re-order #DMS-22IDB-MNT12) / BIL (Re-order #DMS-22IDB-MNT13)
- Celebration Fixture Drum Sign ENG (Re-order #DMS-22IDB-MNT14) / BIL (Re-order #DMS-22IDB-MNT15)
- Celebration Fixture Bin Strip - solid colour (Re-order #DMS-22IDB-MNT16)
- Food & Drink Merchandiser ENG (Re-order #DMS-22IDB-MNT17) / BIL (Re-order #DMS-22IDB-MNT18)

### 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 box signs.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- The Autumn issue of *Food & Drink* will be distributed in stores starting September 15, 2021. Install the Food & Drink Merchandisers on the table after September 15<sup>th</sup>.



VQA Flight



IDB Flight



## Middle Nesting Table Planograms

### VQA Flight



Front & Back View

Top View (Back)

|                             |                             |                             |
|-----------------------------|-----------------------------|-----------------------------|
| Facings:<br>5x 8<br>+145441 | Facings:<br>5x 8<br>+135939 | Facings:<br>5x 8<br>+459966 |
|-----------------------------|-----------------------------|-----------------------------|

|                             |                             |                             |                             |                           |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|---------------------------|
| Facings:<br>5x 6<br>+145417 | Facings:<br>5x 3<br>+296574 | Facings:<br>5x 3<br>+522730 | Facings:<br>5x 3<br>+391300 | Facings:<br>5x 6<br>+1578 |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|---------------------------|

|                         |         |                         |
|-------------------------|---------|-------------------------|
| Facings:<br>1x 1<br>F&D | Signage | Facings:<br>1x 1<br>F&D |
|-------------------------|---------|-------------------------|

|                             |                             |                             |                             |                           |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|---------------------------|
| Facings:<br>5x 6<br>+145417 | Facings:<br>5x 3<br>+296574 | Facings:<br>5x 2<br>+522730 | Facings:<br>5x 3<br>+391300 | Facings:<br>5x 6<br>+1578 |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|---------------------------|

|                             |                             |                             |
|-----------------------------|-----------------------------|-----------------------------|
| Facings:<br>5x 8<br>+145441 | Facings:<br>5x 8<br>+135939 | Facings:<br>5x 8<br>+459966 |
|-----------------------------|-----------------------------|-----------------------------|

Top View (Front)

Facings:  
5x 3  
+295006

Facings:  
5x 3  
+544791

### IDB Flight



Front & Back View

Top View (Back)

|                            |                            |                             |
|----------------------------|----------------------------|-----------------------------|
| Facings:<br>6x 8<br>+21387 | Facings:<br>6x 8<br>+58628 | Facings:<br>6x 8<br>+582825 |
|----------------------------|----------------------------|-----------------------------|

|                             |                             |                             |                             |                             |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| Facings:<br>5x 2<br>+426908 | Facings:<br>1x 2<br>+589036 | Facings:<br>5x 2<br>+459917 | Facings:<br>1x 2<br>+623322 | Facings:<br>5x 2<br>+669473 |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|

|                         |         |                         |
|-------------------------|---------|-------------------------|
| Facings:<br>1x 1<br>F&D | Signage | Facings:<br>1x 1<br>F&D |
|-------------------------|---------|-------------------------|

|                             |                             |                             |                             |                             |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| Facings:<br>5x 2<br>+426908 | Facings:<br>1x 2<br>+589036 | Facings:<br>5x 2<br>+459917 | Facings:<br>1x 2<br>+623322 | Facings:<br>5x 2<br>+669473 |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|

|                            |                            |                             |
|----------------------------|----------------------------|-----------------------------|
| Facings:<br>6x 8<br>+21387 | Facings:<br>6x 8<br>+58628 | Facings:<br>6x 8<br>+582825 |
|----------------------------|----------------------------|-----------------------------|

Top View (Front)

Facings:  
2x 6  
+589036

Facings:  
2x 6  
+623322



### Food & Drink Merchandiser

The Autumn issue of *Food & Drink* will be distributed in stores starting September 15<sup>th</sup>. Install the *Food & Drink* Merchandisers on the table after September 15<sup>th</sup>.

## Celebration Fixture Planograms

### VQA Flight



Front View

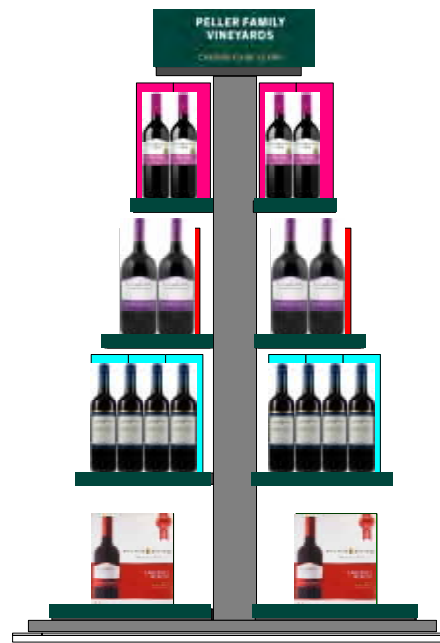


Back View

### IDB Flight



Front View



Back View

# VQA & IDB END AISLES

## END AISLE 1

End Aisle #1 is Flighted VQA & IDB. Ensure you display the participating product and backer card that your store is grouped in.

| LCBO# | Description                                 | Size (mL) | Offers  |
|-------|---|-----------|---------|
| 16878 | The Audacity Of Thomas G. Bright Orange VQA | 750       | LTO     |
| 19339 | Good Natured Merlot Gamay Noir VQA          | 750       | LTO     |
| 19928 | Persona Cabernet Merlot VQA                 | 750       | LTO     |
| 20258 | Hopetown Wine Co. Hill House Craft Red VQA  | 750       | LTO     |
| 20259 | Grow Wild Enchanting White VQA              | 750       | LTO, WF |
| 20264 | Popcorn Chardonnay VQA                      | 750       | LTO, WF |



| LCBO# | Description                | Size (mL) | Offers |
|-------|----------------------------|-----------|--------|
| 21381 | Pink Poodle Sparkling Rosé | 750       | LTO    |
| 21383 | Small Mercy Upbeat White   | 750       | LTO    |
| 21384 | Small Mercy Easy Going Red | 750       | LTO    |
| 21523 | On Point. Smooth Red       | 750       | LTO    |
| 21524 | On Point. Crisp White      | 750       | LTO    |



## END AISLE 2

End Aisle #2 is Flighted VQA & IDB. Ensure you display the participating product and backer card that your store is grouped in.

|                                   | LCBO#  | Description   | Size (mL) | Offers |
|-----------------------------------|--------|---|-----------|--------|
| <b>VQA</b><br><b>End Aisle #2</b> | 18393  | Wayne Gretzky Estate Cabernet Merlot VQA Bag In Box | 3000      | LTO    |
|                                   | 326256 | Wayne Gretzky Pinot Grigio VQA                      | 750       | LTO    |
|                                   | 426528 | Wayne Gretzky Baco Noir VQA                         | 750       | LTO    |



|                                   | LCBO#  | Description                             | Size (mL) | Offers |
|-----------------------------------|--------|---|-----------|--------|
| <b>IDB</b><br><b>End Aisle #2</b> | 589028 | Peller Family Vineyards Rose Bag In Box | 4000      | LTO    |
|                                   | 589051 | Peller Family Vineyards Dry White       | 4000      | LTO    |
|                                   | 669440 | Peller Family Vineyards Shiraz          | 1500      | LTO    |





## END AISLE 3

End Aisle #3 is Flighted VQA & IDB. Ensure you display the participating product and backer card that your store is grouped in.

|                                   | LCBO#  | Description  | Size (mL) | Offers                      |
|-----------------------------------|--------|--|-----------|-----------------------------|
| <b>VQA</b><br><b>End Aisle #3</b> | 219543 | Inniskillin Late Autumn Riesling VQA               | 750       | LTO,<br>Necktag,<br>WF, FNT |
|                                   | 261099 | Inniskillin Pinot Noir VQA                         | 750       | LTO,<br>Necktag             |
|                                   | 485144 | Inniskillin Sauvignon Blanc Niagara Est Series VQA | 750       | LTO,<br>Necktag             |



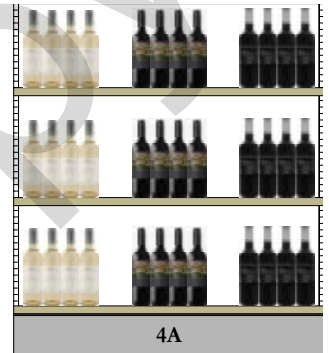
|                                   | LCBO#  | Description            | Size (mL) | Offers |
|-----------------------------------|--------|------------------------|-----------|--------|
| <b>IDB</b><br><b>End Aisle #3</b> | 338855 | Bodacious Smooth Red   | 750       | LTO    |
|                                   | 339168 | Bodacious Smooth White | 750       | LTO    |
|                                   | 639880 | Bodacious Rosé         | 750       | LTO    |



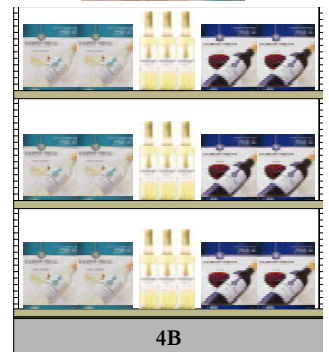
## END AISLE 4

End Aisle #4 is Flighted VQA & IDB. Ensure you display the participating product and backer card that your store is grouped in.

|                            | LCBO#  | Description                  | Size (mL) | Offers |
|----------------------------|--------|------------------------------|-----------|--------|
| <b>VQA</b><br>End Aisle #4 | 17472  | Trius Baco Noir VQA          | 750       | LTO    |
|                            | 221804 | Trius Sauvignon Blanc VQA    | 750       | LTO    |
|                            | 587956 | Trius Cabernet Sauvignon VQA | 750       | LTO    |



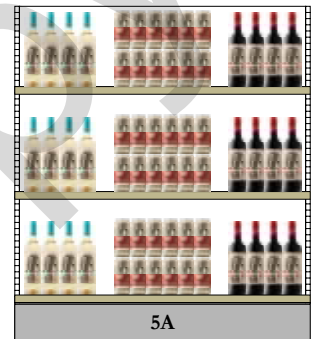
|                            | LCBO#  | Description                            | Size (mL) | Offers |
|----------------------------|--------|--|-----------|--------|
| <b>IDB</b><br>End Aisle #4 | 270892 | Jackson-Triggs Merlot Bag In Box       | 4000      | LTO    |
|                            | 270959 | Jackson-Triggs Pinot Grigio Bag In Box | 4000      | LTO    |
|                            | 328518 | Jackson-Triggs Chardonnay              | 750       | LTO    |



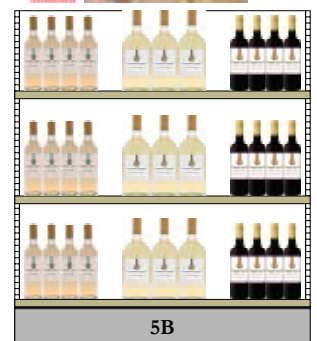
## END AISLE 5

End Aisle #5 is Flighted VQA & IDB. Ensure you display the participating product and backer card that your store is grouped in.

|                            | LCBO#  | Description                   | Size (mL) | Offers |
|----------------------------|--------|-------------------------------|-----------|--------|
| <b>VQA</b><br>End Aisle #5 | 518746 | D'Ont Poke The Bear Red VQA   | 750       | LTO    |
|                            | 518753 | D'Ont Poke The Bear White VQA | 750       | LTO    |
|                            | 573428 | D'Ont Poke The Bear Cider     | 473       | LTO    |



|                            | LCBO#  | Description                       | Size (mL) | Offers  |
|----------------------------|--------|-----------------------------------|-----------|---------|
| <b>IDB</b><br>End Aisle #5 | 328534 | Jackson-Triggs Cabernet Sauvignon | 750       | LTO     |
|                            | 399428 | Jackson-Triggs Sauvignon Blanc    | 1500      | LTO     |
|                            | 621110 | Jackson-Triggs Pinot Grigio       | 750       | LTO, WF |



## END AISLE 6

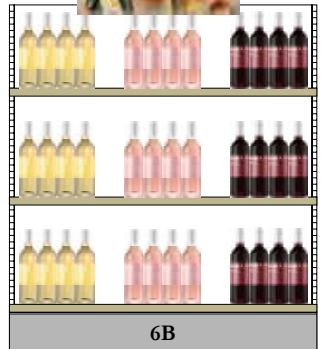
End Aisle #6 is Flighted VQA & IDB. Ensure you display the participating product and backer card that your store is grouped in.

|                                   | LCBO#  | Description                     | Size (mL) | Offers |
|-----------------------------------|--------|---------------------------------|-----------|--------|
| <b>VQA</b><br><b>End Aisle #6</b> | 136044 | Pelee Island Chardonnay VQA     | 750       | LTO    |
|                                   | 433714 | Pelee Island Cabernet Franc VQA | 750       | LTO    |
|                                   | 485128 | Pelee Island Baco Noir VQA      | 750       | LTO    |



6A

|                                   | LCBO# | Description          | Size (mL) | Offers  |
|-----------------------------------|-------|----------------------|-----------|---------|
| <b>IDB</b><br><b>End Aisle #6</b> | 16777 | Bask Sauvignon Blanc | 750       | LTO, VA |
|                                   | 16778 | Bask Crisp Rosé      | 750       | LTO, VA |
|                                   | 16779 | Bask Pinot Noir      | 750       | LTO     |



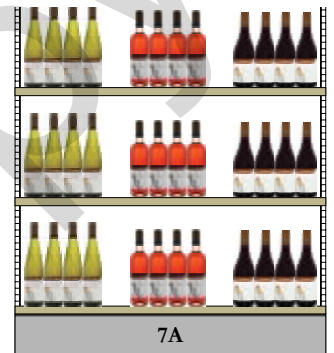
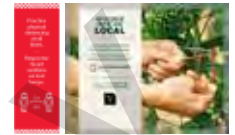
6B



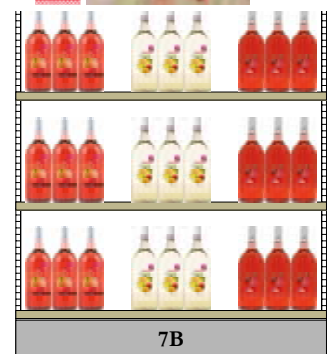
## END AISLE 7

End Aisle #7 is Flighted VQA & IDB. Ensure you display the participating product and backer card that your store is grouped in.

|                            | LCBO#  | Description                  | Size (mL) | Offers   |
|----------------------------|--------|------------------------------|-----------|----------|
| <b>VQA</b><br>End Aisle #7 | 228569 | Cave Spring Gamay VQA        | 750       | LTO      |
|                            | 233635 | Cave Spring Riesling Dry VQA | 750       | LTO      |
|                            | 295006 | Cave Spring Dry Rosé VQA     | 750       | LTO, MNT |



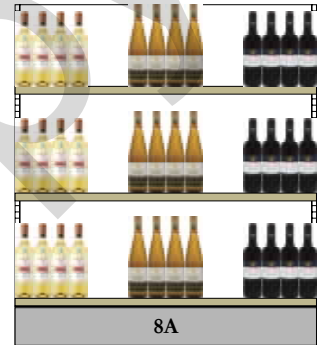
|                            | LCBO#  | Description                            | Size (mL) | Offers |
|----------------------------|--------|--|-----------|--------|
| <b>IDB</b><br>End Aisle #7 | 214049 | Girls' Night Out Strawberry Samba      | 1500      | LTO    |
|                            | 214056 | Girls' Night Out Pineapple Mango Tango | 1500      | LTO    |
|                            | 411553 | Girls' Night Out Peach Raspberry Rumba | 1500      | LTO    |



## END AISLE 8

End Aisle #8 is Flighted VQA & IDB. Ensure you display the participating product and backer card that your store is grouped in.

|                                   | LCBO#  | Description                                   | Size (mL) | Offers  |
|-----------------------------------|--------|---|-----------|---------|
| <b>VQA</b><br><b>End Aisle #8</b> | 20261  | Strewn Nurture White Blend VQA                | 750       | LTO, WF |
|                                   | 65342  | Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA | 750       | LTO     |
|                                   | 467662 | Strewn Two Vines Riesling Gewurztraminer VQA  | 750       | LTO, WF |



|                                   | LCBO#  | Description                             | Size (mL) | Offers  |
|-----------------------------------|--------|---|-----------|---------|
| <b>IDB</b><br><b>End Aisle #8</b> | 11572  | XOXO Moscato                            | 750       | LTO, WF |
|                                   | 21382  | XOXO Rose Bag In Box                    | 4000      | LTO     |
|                                   | 430017 | XOXO Pinot Grigio Chardonnay Bag In Box | 4000      | LTO     |



## END AISLE 9

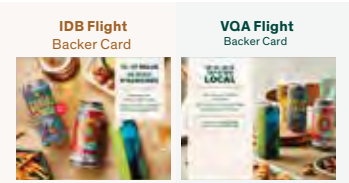
End Aisle #9 is Flighted VQA & IDB. Ensure you display the participating product and backer card that your store is grouped in.

|                            | LCBO#  | Description                         | Size (mL) | Offers  |
|----------------------------|--------|-------------------------------------|-----------|---------|
| <b>VQA</b><br>End Aisle #9 | 53678  | Peninsula Ridge Sauvignon Blanc VQA | 750       | LTO, WF |
|                            | 261305 | Peninsula Ridge Cabernet Merlot VQA | 750       | LTO     |
|                            | 594200 | Peninsula Ridge Inox Chardonnay VQA | 750       | LTO     |



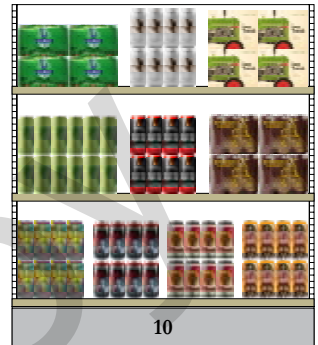
|                            | LCBO#  | Description                          | Size (mL) | Offers |
|----------------------------|--------|--------------------------------------|-----------|--------|
| <b>IDB</b><br>End Aisle #9 | 18391  | Pelee Island Merlot Bag In Box       | 3000      | LTO    |
|                            | 393769 | Pelee Island Cabernet Sauvignon      | 1500      | LTO    |
|                            | 561381 | Pelee Island Pinot Grigio Bag In Box | 3000      | LTO    |





|                      | LCBO#  | Description                                     | Size (mL) | Offers |
|----------------------|--------|---|-----------|--------|
| <b>End Aisle #10</b> | 10815  | Collective Arts Hazy State (4678)               | 473       |        |
|                      | 16508  | Nickel Brook Metal Head Double Headstock (6699) | 473       | LTO    |
|                      | 19266  | Beau's Lug Tread (275/TBS)                      | 6 x 4 73  |        |
|                      | 20265  | Flying Monkeys Worlds Away Modern Lager (6309)  | 473       | LTO    |
|                      | 159772 | Muskoka Hazed And Confused (LCBO Warehouse)     | 473       |        |
|                      | 280081 | Steam Whistle Premium Pilsner (5577)            | 6 x 355   |        |
|                      | 485367 | Great Lakes Brewery Karma Citra IPA (1929)      | 473       |        |
|                      | 493247 | Cowbell Doc Perdue's Bobcat Red Ale (458)       | 473       | LTO    |
|                      | 667790 | Amsterdam Boneshaker IPA (3842)                 | 6 x 4 73  |        |
|                      | 921296 | Wellington Helles Lager (4826)                  | 473       | LTO    |

Refer to the Mini Thematic C section for more details



|                      | LCBO#  | Description      | Size (mL) | Offers  |
|----------------------|--------|------------------|-----------|---------|
| <b>End Aisle #11</b> | 21996  | Aviation Gin     | 1750      | VA      |
|                      | 129940 | Aviation Gin     | 750       |         |
|                      | 557470 | Empress 1908 Gin | 750       | LTO, VA |





|                      | LCBO#  | Description                | Size (mL) | Offers |
|----------------------|--------|----------------------------|-----------|--------|
| <b>End Aisle #12</b> | 11130  | Dewar's White Label Whisky | 750       | VA     |
|                      | 217992 | Dewar's White Label        | 1140      | VA     |
|                      | 255281 | Aberfeldy 12 Year Old      | 750       | VA     |



|                      | LCBO#  | Description                                | Size (mL) | Offers |
|----------------------|--------|--|-----------|--------|
| <b>End Aisle #13</b> | 64659  | Captain Morgan Private Stock Rum           | 750       |        |
|                      | 318709 | Captain Morgan Original Spiced Rum (P.E.T) | 750       | LTO    |
|                      | 454686 | Captain Morgan Bold Spiced Rum             | 750       | LTO    |



|                      | LCBO#  | Description                | Size (mL) | Offers |
|----------------------|--------|----------------------------|-----------|--------|
| <b>End Aisle #14</b> | 386789 | Casamigos Tequila Blanco   | 750       | LTO    |
|                      | 609362 | Casamigos Mezcal           | 750       |        |
|                      | 669002 | Casamigos Reposado Tequila | 375       | LTO    |



|                      | LCBO#  | Description              | Size (mL) | Offers |
|----------------------|--------|--------------------------|-----------|--------|
| <b>End Aisle #15</b> | 491803 | Southern Comfort (P.E.T) | 375       | LTO    |
|                      | 491811 | Southern Comfort         | 750       | VA     |
|                      | 491829 | Southern Comfort         | 1140      |        |



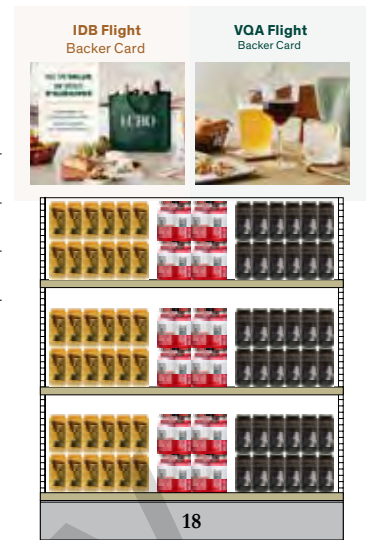
|                      | LCBO#  | Description                 | Size (mL) | Offers |
|----------------------|--------|-----------------------------|-----------|--------|
| <b>End Aisle #16</b> | 229732 | Flyte Vodka                 | 750       |        |
|                      | 446625 | Beatties Farm Crafted Vodka | 750       | LTO    |
|                      | 545194 | Top Shelf Vodka             | 750       | LTO    |



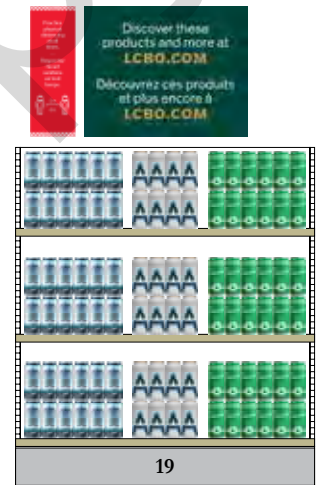
|                      | LCBO#  | Description                             | Size (mL) | Offers |
|----------------------|--------|---|-----------|--------|
| <b>End Aisle #17</b> | 189217 | Gibson's Finest Sterling Edition        | 750       | LTO    |
|                      | 215038 | Gibson's Finest Sterling Edition        | 1750      | LTO    |
|                      | 215889 | Gibson's Finest Sterling Edition Whisky | 1140      | LTO    |



|                      | LCBO#  | Description                         | Size (mL) | Offers |
|----------------------|--------|-------------------------------------|-----------|--------|
| <b>End Aisle #18</b> | 10075  | Side Launch Wheat Beer              | 473       |        |
|                      | 13814  | Shawn & Ed Lagershed Original       | 4 x 4 73  | LTO    |
|                      | 398693 | Naughty Neighbour American Pale Ale | 473       |        |



|                      | LCBO#  | Description                                      | Size (mL) | Offers |
|----------------------|--------|--|-----------|--------|
| <b>End Aisle #19</b> | 10047  | Sons Of Kent - Flywheel Blonde                   | 473       | LTO    |
|                      | 13661  | Refined Fool Zane Lost His Avocado Bag, Brut IPA | 473       |        |
|                      | 461822 | Ace Hill Pilsner                                 | 473       |        |

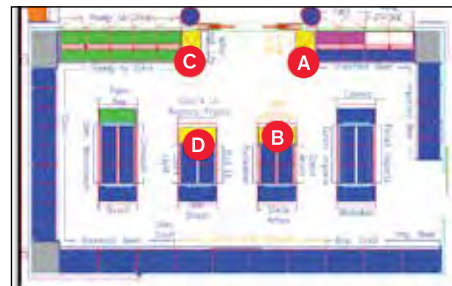


|                      | LCBO#  | Description             | Size (mL) | Offers |
|----------------------|--------|-------------------------|-----------|--------|
| <b>End Aisle #20</b> | 15469  | Creemore Springs Urbock | 473       |        |
|                      | 86439  | Waterloo Dark           | 473       |        |
|                      | 518795 | Omnipollo IPA           | 473       |        |



# 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 (September 12 - October 9, 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        |
|--|--------|--|-----------|--|---------------|
| <b>A</b><br>Plinth<br>(EA - EZA)   | 15176  | Thornbury Village Honeycrisp Apple Cider         | 473       | LCBO Warehouse   | \$0.25<br>LTO |
|  | 107342 | Reinhart's Red Apple Strong Cider                | 473       |  |               |
|  | 688671 | Thornbury Craft Wild Blueberry Elderflower Cider | 473       |  |               |
| <b>B</b><br>New/Seasonal<br>(EA - EZB)   | 22238  | Side Launch 5th Coast IPA                        | 473       | 3827 - Side Launch Brewing                             |               |
|  | 22496  | And Then Bernice Flipped The Canasta Table       | 473       | 5732 - Refined Pool Brewing Company                    |               |
|  | 22213  | Sawdust City - Tropical Storm Mimosa             | 473       | 1143 - Sawdust City Brewing Co.                        |               |
| <b>NOTE:</b> These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion. |        |  |           |  |               |
| <b>C</b><br>Plinth<br>(EA - EZH)   | 15733  | Mill Street Organic Pilsner                      | 473       | 1950 - Trillium Beverage Inc.                          | \$0.25<br>LTO |
|  | 84210  | Mill Street Original Organic Lager               | 6 x 341   |  |               |
|  | 516880 | Mill Street Original Organic                     | 6 x 473   |  |               |
| <b>D</b><br>End Aisle<br>(EA - EZD)  | 12041  | Steam Whistle Pale Ale                           | 473       | 5577 - Steam Whistle Brewing /<br>275 - The Beer Store | \$1.50<br>LTO |
|  | 492017 | Steam Whistle                                    | 6 x 473   |  |               |
|  | 22241  | Steam Whistle Harvest Lager                      | 473       |  |               |



**Beer Excitement Zone A:** Ontario's cool climate makes it an ideal place to grow apples so it's no wonder our province's local producers create extraordinary ciders in a range of styles. Every can sold donates one meal to Feed Ontario charity.

**Beer Excitement Zone B:** An assortment of new and seasonal local Ontario craft beers. Selection is at store's discretion.

**Beer Excitement Zone C:** What would be better than a fresh cold one, from Canada's first Organic brewery?

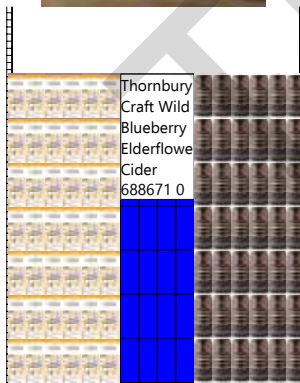
**Beer Excitement Zone D:** Steam Whistle has done one thing really well for many years, but the assortment has seen some welcome additions over the past years. New Steam Whistle Harvest Lager seasonal launch.

### Signage Components

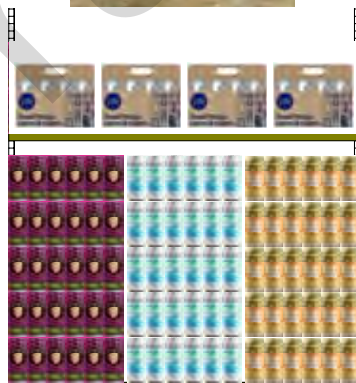
- A. "Do Some Local Apple-Picking" Backer Card BIL (Re-order #DMS-22P7-EZ1)
- B. "Generic Beer" Transparency ENG (Re-order # DMS-22P7-EZ2) / BIL (Re-order # DMS-22P7-EZ3)
- B. "Generic Beer" Backer Card BIL (Re-order #DMS-22P7-EZ4)
- C. "Try Ontario's Original Organic Brew" Backer Card BIL (Re-order #DMS-22P7-EZ5)
- A, C, D Pricer Cards ENG (Re-order #DMS-22P7-EZ6) / BIL (Re-order #DMS-22P7-EZ7)
- A, C, D Shelf Talkers ENG (Re-order #DMS-22P7-EZ8) / BIL (Re-order # DMS-22P7-EZ9)
- D. "Harvest Some Local Brews" Backer Card BIL (Re-order #DMS-22P7-EZ10)
- D. "Harvest Some Local Brews" Transparency ENG (Re-order #DMS-22P7-EZ11) / BIL (Re-order #DMS-22P7-EZ12)

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value-adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.
- **Beer Excitement Zone B:** Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf.



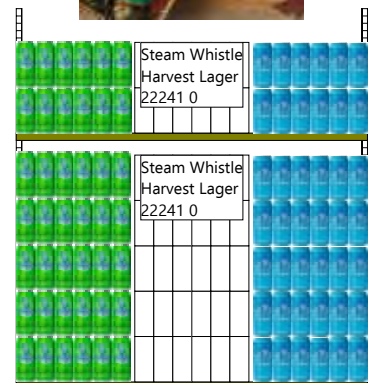
Beer Excitement Zone A



Beer Excitement Zone B



Beer Excitement Zone C



Beer Excitement Zone D

# BEER BRANDED ENDS

P7-8

The Beer Branded End Aisles are permanently dedicated to the brands Heineken, Stella Artois and Corona Extra. End Aisle Backer Cards will be printed seasonally to match the look and feel of the thematic, while End Aisle Blade Signs will only be printed to highlight any savings or special campaigns that the brand is participating in that period. Blade signs will not be produced if there are no offer messages to share.

**These are sold spaces and participation is mandatory.**

**Backer Cards MUST remain in place for the duration of P7-8.**

## Key Dates (P7-8)

### Participating Stores

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

### Signage Components

- Corona Backer Card ENG/BIL (Re-order #22P7-BCB1)
- Heineken Backer Card ENG/BIL (Re-order #22P7-BCB2)
- Stella Artois Backer Card ENG/BIL (Re-order #22P7-BCB3)



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

# 8-PACK CARRIER



The goal of this initiative is to enhance the customer experience through a convenient carrier solution, all while increasing basket size and encouraging exploration/trial.

**NOTE: A limited quantity of carriers will be shipped to participating stores each period. Participating stores should re-order carriers as required – no additional inventory will be force shipped until the following period. Only store's participating in the program can order additional carriers.**

## Key Dates (ongoing)

### Participating Stores

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 31, 33, 34, 35, 36, 38, 40, 41, 42, 43, 44, 45, 47, 49, 51, 54, 55, 56, 57, 58, 60, 61, 62, 63, 64, 65, 67, 68, 69, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 91, 93, 95, 97, 98, 99, 101, 102, 106, 108, 111, 112, 114, 115, 116, 119, 123, 125, 127, 128, 130, 132, 136, 137, 139, 140, 143, 144, 145, 146, 148, 149, 150, 151, 154, 155, 156, 157, 158, 163, 164, 167, 168, 169, 170, 171, 175, 177, 178, 179, 182, 184, 186, 187, 188, 191, 192, 195, 196, 198, 200, 202, 205, 207, 208, 209, 210, 211, 212, 214, 216, 217, 218, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 236, 237, 238, 240, 241, 242, 243, 244, 247, 249, 250, 251, 252, 253, 255, 258, 259, 260, 261, 262, 263, 266, 267, 268, 270, 278, 279, 283, 284, 285, 286, 287, 288, 289, 295, 298, 300, 303, 304, 305, 306, 307, 308, 310, 312, 313, 315, 316, 318, 322, 323, 324, 325, 326, 327, 329, 331, 333, 334, 335, 340, 343, 344, 345, 346, 347, 351, 352, 354, 355, 358, 359, 360, 361, 362, 363, 367, 368, 370, 371, 373, 376, 377, 378, 381, 382, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 409, 411, 412, 415, 417, 419, 420, 425, 426, 427, 431, 432, 434, 436, 437, 438, 439, 441, 443, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 465, 466, 467, 468, 469, 470, 474, 481, 482, 483, 485, 486, 489, 490, 491, 494, 495, 496, 497, 498, 499, 500, 501, 504, 505, 507, 507, 509, 511, 512, 515, 516, 517, 521, 522, 523, 526, 528, 529, 531, 532, 534, 536, 537, 538, 539, 540, 542, 544, 545, 546, 547, 549, 550, 551, 552, 553, 554, 555, 556, 557, 559, 560, 561, 564, 566, 568, 569, 571, 572, 573, 575, 576, 578, 579, 580, 581, 582, 585, 586, 587, 589, 590, 593, 599, 601, 602, 605, 606, 609, 614, 616, 617, 618, 619, 623, 624, 626, 627, 630, 631, 633, 634, 638, 639, 640, 641, 642, 643, 644, 645, 646, 648, 649, 650, 652, 653, 654, 655, 656, 657, 658, 660, 661, 665, 667, 669, 670, 671, 672, 673, 674, 677, 679, 684, 685, 691, 694, 695, 697, 698, 699, 702, 703, 706, 741, 743, 771, 776

### Signage Components

- Autumn Header Card ENG (Re-order # DMS-22P7-SMB1) / BIL (Re-order # DMS-22P7-SMB2)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

### Merchandising Instructions

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

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

### Additional Merchandising: Excitement Zone B "New" End Aisle

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

# 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 (September 12 - October 9, 2021)

#### Participating Products

| LCBO#  | Description                           | Size (mL) | Offers     |
|--------|---------------------------------------|-----------|------------|
| 326413 | Pelee Island Pinot Grigio VQA         | 750       | \$2.00 LTO |
| 431106 | Creekside Cabernet Merlot VQA         | 750       | \$2.00 LTO |
| 492959 | Rosehall Run Pixie Sparkling Rosé VQA | 750       | \$2.00 LTO |
| 609701 | Muskoka Lakes Cranberry Wine          | 750       | \$1.00 LTO |

#### Participating Stores

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

#### PARTICIPATING STORES – VQA CUBE FIXTURE

##### Signage Components

- LTO Shelf Talkers ENG/BIL (Re-order # DMS-22P7-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-22P7-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 P8.**

## Key Dates (September 12 - October 9, 2021)

### Participating Stores

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

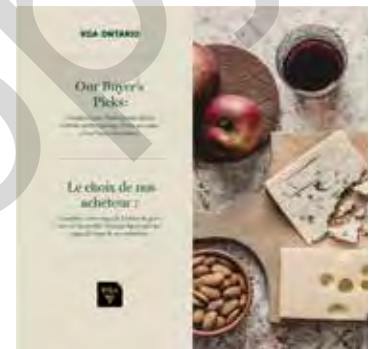
### Participating Products

| LCBO#  | Description   | Size (mL) |
|--------|---|-----------|
| 134957 | Open Cab 2 Merlot VQA                                   | 750       |
| 139022 | Sandbanks Riesling VQA                                  | 750       |
| 618223 | Pelee Island Lola Cabernet Franc Cabernet Sauvignon VQA | 750       |

### Signage Components

- Shelf Talkers ENG/BIL (Re-order # DMS-22P7-OWP1)
- Autumn Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # DMS-22P6-OWP2)

**NOTE: The Ontario Buyer's Pick Backer Card is to remain in place until the end of P8.**



Autumn Ontario Buyer's Pick Backer Card

### Merchandising Instructions

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

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

#### Cut-Case Display Stores:

- **Option 1:** Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola, with the supporting shelf talkers.
- **Option 2:** If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card (re-order# DMS-22P6-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 Backer Card on a single End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display. If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card (re-order# DMS-22P6-OWP2)

#### Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # DMS-22P7-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 P7 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, 741

### Key Dates (P7-P13)

#### NEW Participating Products: Turn 2

| LCBO#  | Description                                    | Size (mL) |
|--------|--|-----------|
| 22287  | Frisky Beaver Bubbly Beaver VQA                | 750       |
| 22460  | Westcott Vineyards Butlers' Grant Riesling VQA | 750       |
| 22461  | Marynissen Estates Lokaal Red VQA              | 750       |
| 22463  | Ridgepoint Wines Frizzy VQA                    | 750       |
| 22470  | Alvento East Wind VQA                          | 750       |
| 22471  | Sue-Ann Staff Bank Barn Baco Noir              | 750       |
| 22614  | Cooper's Hawk Vineyards Hawkeye VQA            | 750       |
| 369694 | Stoney Ridge Pinot Grigio VQA                  | 750       |
| 522714 | North 43 Cab Merlot                            | 750       |

## PARTICIPATING STORES – VQA GONDOLA END

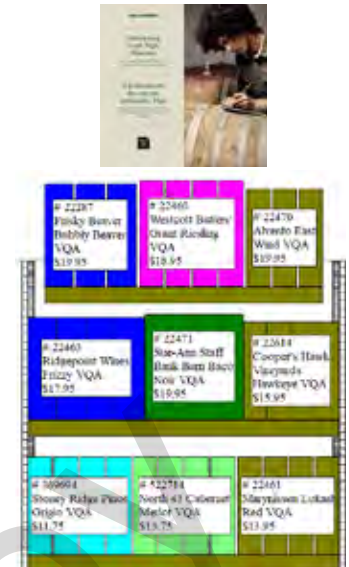
33, 40, 41, 51, 65, 84, 130, 164, 207, 211, 229, 233, 263, 351, 384, 391, 404, 417, 437, 443, 481, 485, 486, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

### 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

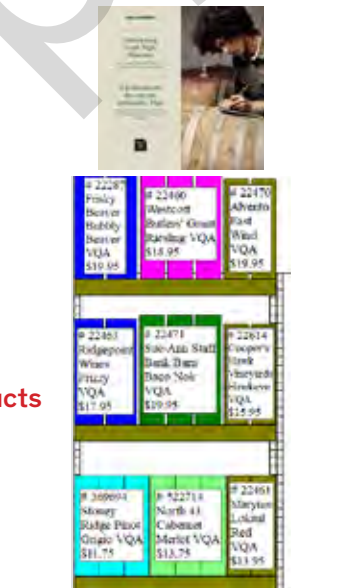
115, 187, 252, 300, 392, 401, 407, 412, 497

### 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 Cubed End English: (Re-order # 22OP-VQACRAFT4)
- VQA Cubed 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.



## **UPDATE** **Ontario Wine Awards (Postponed)**

The 2021 Ontario Wine Awards program has been postponed and there will not be a replacement for this calendar year. Stores are to recycle and remove all signage pertaining to the program. When/if the program returns new signage will be sent to the stores.

**ACTION: Recycle and remove all signage pertaining to the 2021 Ontario Wine Awards. When/if the program returns new signage will be sent to the stores.**



Recycle Perpendicular  
Shelf Talkers

Trade Copy



# 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 (September 13 - October 10, 2021)

#### Participating Stores

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

#### Participating Products

| LCBO#  | Description                           | Size (mL) | Offers     |
|--------|---------------------------------------|-----------|------------|
| 258673 | G. Marquis The Silver Line Pinot Noir | 750       | \$2.00 LTO |
| 925453 | Kilikanoon Killerman's Run Shiraz     | 750       | \$2.00 LTO |

#### Signage Components

- Signage Kit (Re-order # DMS-22P7-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 7 (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 (September 8 Release & October 2 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) |
|-----------------------------------|--|-----------|
| <b>SEPTEMBER 18, 2021 RELEASE</b> |  |           |
| 18667                             | Speck Bros. Family Tree The Padré Cabernet/Merlot 2019   | 750       |
| 211599                            | Lornano Chianti Classico 2016                            | 750       |
| <b>OCTOBER 2, 2021 RELEASE</b>    |  |           |
| 22033                             | High Valley Vineyard Zinfandel 2018                      | 750       |
| 171371                            | La Ferme du Mont Le Ponnant Côtes du Rhône-Villages 2019 | 750       |

#### Signage Components

- Year-round backer card kit ENG/BIL:  
Wines of the Month (Re-order# VBC042)  
Vins du mois (Re-order# VBCL056)
- Pre-printed shelf talker ENG/BIL
- Bin tag overlay:  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

#### Merchandising Instructions

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



## VINTAGES LTO Program

The Vintages LTO signage will arrive in the mailbag the week before the promotional period starts; safely store signage until the promotion starts. This is a mandatory supplier program. All in-channel shelf talkers for the participating products should be installed at the start of the period. If you do not receive your kit, please call helloLCBO to request one.

### Participating Stores

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

### Key Dates (September 12 - October 9, 2021)

### Signage Components

- The LTO in-channel shelf talker (4" w. x 2" h.) should be installed over top of the product's bin tag. You may continue to use the current LTO shelf talker generic template to reprint any damaged signage.



### Participating Products

| LCBO#  | Description  | Size (mL) | Price   | Now     | LTO    |
|--------|--|-----------|---------|---------|--------|
| 59311  | 7 Deadly Zins Old Vine Zinfandel                   | 750       | \$24.95 | \$21.95 | \$3.00 |
| 672931 | Allegrini Palazzo della Torre                      | 750       | \$24.95 | \$22.95 | \$2.00 |
| 84988  | Beringer Napa Valley Chardonnay                    | 750       | \$26.95 | \$23.95 | \$3.00 |
| 460154 | Columbia Crest Grand Estates Cabernet Sauvignon    | 750       | \$17.95 | \$15.95 | \$2.00 |
| 571133 | Dillon's Vermouth                                  | 750       | \$19.95 | \$18.95 | \$1.00 |
| 394718 | Erath Pinot Noir                                   | 750       | \$24.95 | \$21.95 | \$3.00 |
| 1578   | Flat Rock Twisted White                            | 750       | \$17.95 | \$15.95 | \$2.00 |
| 258673 | G. Marquis The Silver Line Pinot Noir              | 750       | \$19.95 | \$17.95 | \$2.00 |
| 454876 | Ghost Pines Merlot                                 | 750       | \$21.95 | \$19.95 | \$2.00 |
| 413237 | Gérard Bertrand Languedoc                          | 750       | \$16.95 | \$14.95 | \$2.00 |
| 389411 | Jackson-Triggs Reserve Vidal Icewine               | 375       | \$39.95 | \$34.95 | \$5.00 |
| 58339  | Kaiken Malbec                                      | 750       | \$15.95 | \$13.95 | \$2.00 |
| 925453 | Kilikanoon Killerman's Run Shiraz                  | 750       | \$19.95 | \$17.95 | \$2.00 |
| 991950 | Kim Crawford Chardonnay                            | 750       | \$19.95 | \$17.95 | \$2.00 |
| 626390 | Kim Crawford Pinot Noir                            | 750       | \$22.95 | \$20.95 | \$2.00 |
| 162073 | Louis Jadot Bourgogne Pinot Noir                   | 750       | \$26.95 | \$24.95 | \$2.00 |
| 933077 | Louis Jadot Chardonnay Bourgogne                   | 750       | \$24.95 | \$22.95 | \$2.00 |
| 145920 | Marchesi de' Frescobaldi Tenuta di Castiglioni     | 750       | \$21.95 | \$18.95 | \$3.00 |
| 322586 | Montes Alpha Cabernet Sauvignon                    | 750       | \$19.95 | \$16.95 | \$3.00 |
| 326090 | Oyster Bay Pinot Grigio                            | 750       | \$19.95 | \$17.95 | \$2.00 |
| 590414 | Oyster Bay Pinot Noir                              | 750       | \$20.95 | \$18.95 | \$2.00 |
| 544791 | Reif Estate Vidal Icewine                          | 200       | \$24.95 | \$22.95 | \$2.00 |
| 449207 | Rodney Strong Charlotte's Home Sauvignon Blanc     | 750       | \$19.95 | \$17.95 | \$2.00 |
| 106450 | Santa Margherita Pinot Grigio                      | 750       | \$19.95 | \$17.95 | \$2.00 |
| 425488 | Sella & Mosca Riserva Cannonau di Sardegna         | 750       | \$18.45 | \$15.95 | \$2.50 |
| 608653 | Sonoma-Cutrer Russian River Ranches Chardonnay     | 750       | \$27.95 | \$24.95 | \$3.00 |
| 130989 | Tawse Growers Blend Pinot Noir                     | 750       | \$25.95 | \$23.95 | \$2.00 |
| 121749 | Taylor Fladgate 10-Year-Old Tawny Port             | 750       | \$35.95 | \$31.95 | \$4.00 |
| 149237 | The Foreign Affair The Conspiracy                  | 750       | \$19.95 | \$16.95 | \$3.00 |
| 24133  | Thirty Bench Winemaker's Blend Riesling            | 750       | \$22.95 | \$19.95 | \$3.00 |
| 225086 | Umberto Cesari Liano Sangiovese/Cabernet Sauvignon | 750       | \$27.95 | \$22.95 | \$5.00 |
| 11452  | Willm Réserve Riesling                             | 750       | \$19.95 | \$17.95 | \$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 (September 12 - October 9, 2021)

#### Participating Stores

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

#### Participating Product

| LCBO#  | Description | Size (mL) |
|--------|-------------|-----------|
| 303800 | Trius Red   | 750       |

#### Signage Components & Merchandising Instructions

##### Signage reorder code: DMS-22P7-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 October 10, 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 October 10, 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 October 10, 2021.

##### Available Chilled Hot Button

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

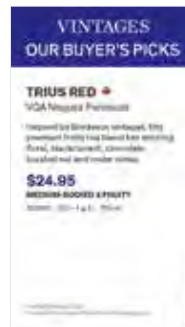
- Signs should be used on shelf to indicate that the Superstar product is also available in the fridge. Superstar Shelf Talkers should be placed in the fridge to highlight the Superstar products there.



Basket Sign



Pricer Card



Shelf Talker



# AUTUMN GIFTING

## NEW! AUTUMN \$1.95 GIFT BAG +21654

The Autumn \$1.95 Gift bag will be force allocated to Mini Thematic A & B stores and **are not available for re-order.**

Merchandise the Autumn gift bag on the Spirits and Wines Mini Thematic fixtures for both P7 & P8. Extra inventory of the Autumn gift bags, may be displayed at the cash ends and end aisles as well.



### Participating Stores

1, 3, 4, 5, 10, 14, 15, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 36, 38, 40, 41, 44, 51, 55, 59, 60, 62, 63, 64, 65, 68, 72, 74, 82, 83, 85, 90, 93, 95, 97, 102, 106, 115, 125, 130, 132, 139, 140, 143, 145, 148, 149, 150, 153, 154, 155, 156, 164, 168, 171, 177, 179, 187, 188, 191, 192, 195, 198, 200, 201, 207, 209, 210, 211, 212, 217, 221, 226, 227, 228, 233, 237, 242, 243, 244, 248, 249, 250, 252, 253, 255, 260, 263, 265, 269, 278, 279, 287, 288, 298, 300, 310, 311, 312, 324, 325, 326, 329, 334, 340, 343, 344, 346, 351, 355, 359, 360, 361, 362, 366, 367, 371, 373, 378, 381, 382, 383, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 397, 398, 400, 401, 404, 407, 411, 412, 415, 416, 417, 425, 426, 427, 428, 431, 432, 434, 436, 437, 443, 444, 445, 452, 453, 456, 459, 465, 470, 481, 485, 486, 489, 490, 491, 495, 497, 499, 500, 501, 505, 509, 511, 521, 522, 523, 528, 532, 534, 536, 544, 545, 547, 549, 551, 553, 554, 555, 556, 559, 566, 568, 569, 573, 575, 579, 580, 584, 585, 587, 590, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 637, 638, 639, 640, 641, 643, 644, 649, 652, 653, 654, 655, 658, 660, 661, 667, 668, 670, 672, 675, 676, 680, 686, 693, 694, 698, 699, 700, 702, 703, 706, 741, 743, 746, 747, 748, 749, 753, 755, 756, 751, 771, 776

## HOW TO MERCHANDISE The Autumn \$1.95 Gift Bag

- Merchandise the Autumn \$1.95 gift bag on the Spirits and Wines Mini Thematic fixtures for both P7 & P8.
- Refer to the Mini Thematic A/B sections of this guide for more details.
- The Autumn \$1.95 Hot Button signage will be shipped to participating stores by the start of the period.

NOTE: Extra inventory of the Autumn gift bags, may be displayed at the cash ends and end aisles as well.

### Signage Re-order Codes

| Signage | Description                     | Re-order #    |
|---------|---------------------------------|---------------|
|         | Autumn Gift Bag Hot Button Sign | DMS-22P7-GFT1 |
|         | Hot Button Sign Clip            | NIHK102       |

### Mini Thematic A & B Stores



# HOW TO MERCHANDISE

## Metal Reusable Bag Fixture

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

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

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

### Signage Re-order Codes

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

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







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



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



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

# HOW TO MERCHANDISE LCBO “Our Favourite” Gift Bags

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

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

Install the gift bag Hot Buttons at each merchandising location in the store.


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



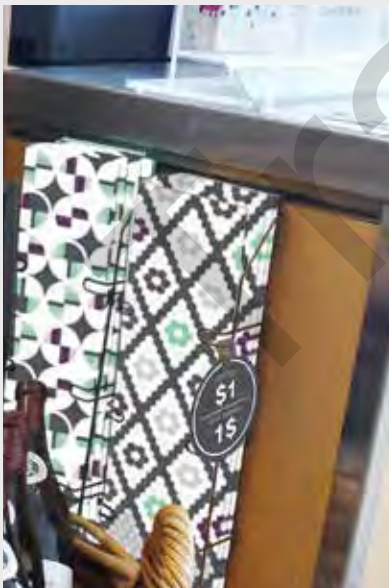
**LCBO “Our Favourite” Gift Bag**

Case packed 100  
LCBO# 652842 • \$1.00

## Signage Re-order Codes

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

**Cash End  
(all stores)**



**End Aisle  
(select stores)**



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



# HOW TO MERCHANDISE

## Vintages “Our Favourite” Gift Bags

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

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

Install the gift bag Hot Buttons at each merchandising location in the store.

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



**Vintages “Our Favourite” Gift Bag**

Case packed 100  
LCBO# 11206 • \$1.00

### Signage Re-order Codes

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

**Cash End  
(all stores)**



**End Aisle  
(select stores)**



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





# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Wood)

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

| LCBO#  | Component                             | Case Pack | Retail  |
|--------|---------------------------------------|-----------|---------|
| 652842 | LCBO "Our Favourite" Bag (4V)         | 100       | \$1.00  |
| 657650 | Year-Round 1 Bottle Rigid Box (2V)    | 24        | \$4.95  |
| 657338 | Year-Round 2 Bottle Rigid Box (2V)    | 12        | \$7.95  |
| 11206  | Vintages "Our Favourite" Gift Bag     | 100       | \$1.00  |
| 16679  | Vintages Single Bottle Rigid Gift Box | 24        | \$4.95  |
| 17373  | Vintages Wooden 1 Bottle Box          | 12        | \$8.95  |
| 17377  | Vintages Wooden 2 Bottle Box          | 6         | \$12.95 |
| 17374  | Vintages Wooden 3 Bottle Box          | 4         | \$15.95 |
| 17378  | Vintages Wooden 6 Bottle Box          | 2         | \$24.95 |

### Delist Gift Packaging (Previous Years)

|        |                                      |    |        |
|--------|--------------------------------------|----|--------|
| 666727 | Year-Round 1 Bottle Folding Gift Box | 24 | \$2.95 |
| 666735 | Year-Round 2 Bottle Folding Gift Box | 12 | \$3.95 |
| 11202  | Vintages 1 Bottle Folding Gift Box   | 24 | \$2.95 |
| 11203  | Vintages 2 Bottle Folding Gift Box   | 12 | \$3.95 |

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

### Signage Re-order Codes

| Signage   | Description  | Reorder #                                |
|---|--|--|
|  | LCBO/Vintages Gift Packaging Floor Merchandiser Sign | ENG: OP21-GFT-120<br>BIL: OP21-GFT-120 B |

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



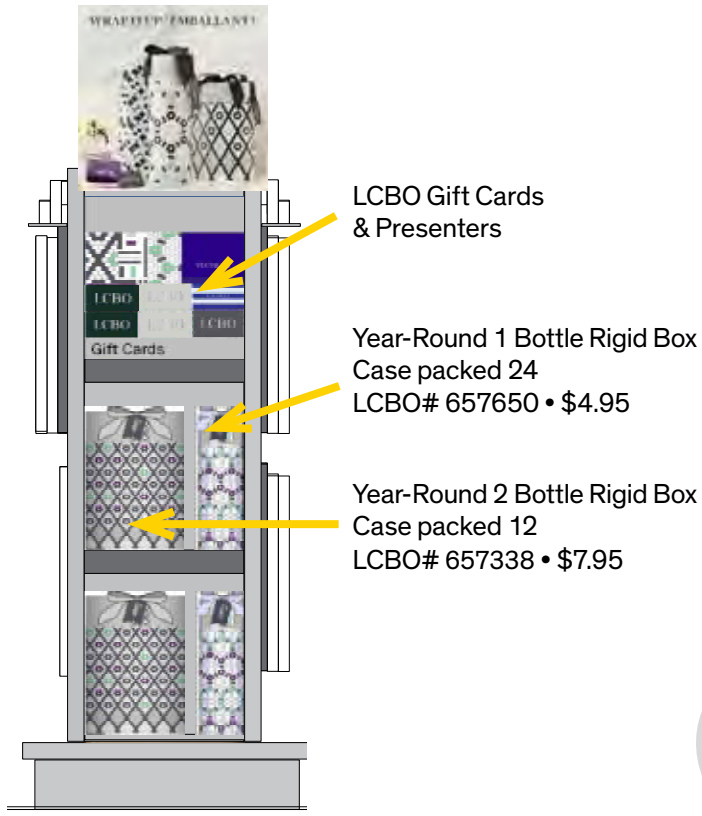
Front view



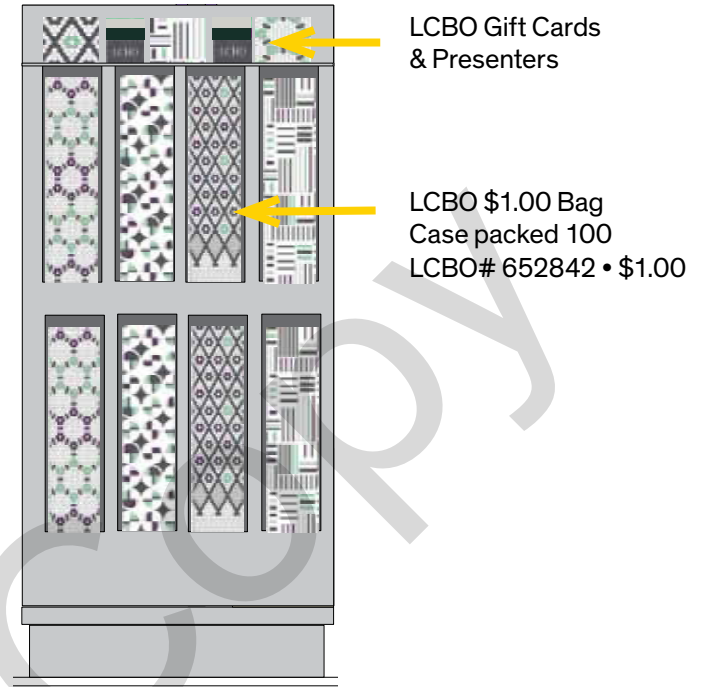
Back view



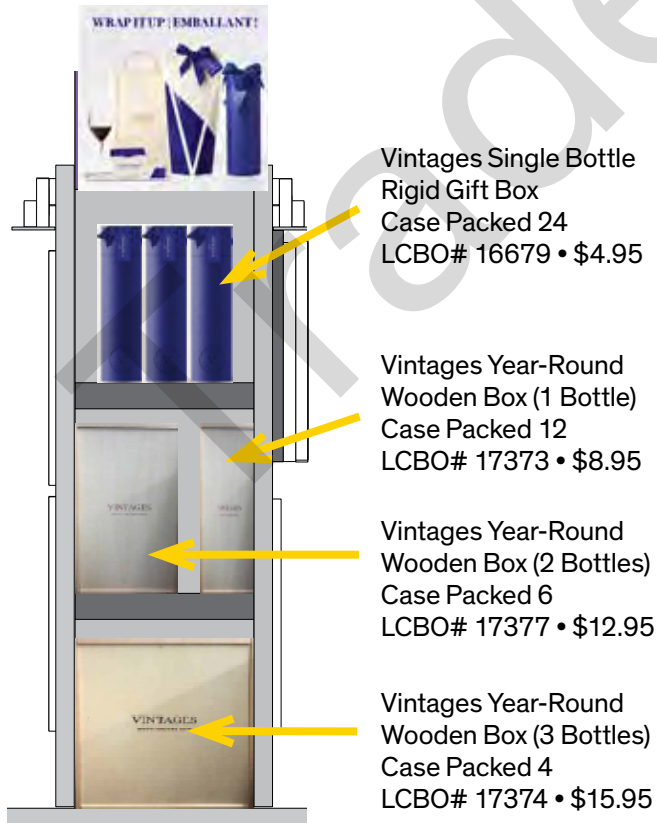
## SIDE A:



## SIDE B:



## SIDE C:



## SIDE D:



# HOW TO MERCHANDISE LCBO Gift Cards

## Gift Cards

| LCBO#  | Description                     | Image   |
|--------|---------------------------------|---|
| 648790 | Charcoal<br>(all stores)        |  |
| 648824 | Corporate Green<br>(all stores) |  |
| 648816 | Cool Grey<br>(all stores)       |  |
| 647222 | Vintages<br>(all stores)        |  |

## Gift Card Carriers

| LCBO#  | Description                         | Image   |
|--------|-------------------------------------|---|
| 648808 | Cheers (english)<br>(all stores)    |    |
| 648766 | Cheers (french)<br>(all stores)     |    |
| 648865 | Thank You (english)<br>(all stores) |    |
| 648873 | Thank You (french)<br>(all stores)  |    |
| 647271 | Vintages (english)<br>(all stores)  |   |
| 657882 | Vintages (french)<br>(all stores)   |  |

## 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

- Residual Summer Gift Cards and carriers should be carefully packaged and stored safely in your backroom/warehouse. They will be reused next year.
- Recycle the Summer insert and replace with the Year-Round insert signs.
- Stores can merchandise a selection of Year-Round Gift Cards and Carriers.
- Stores may order additional Gift Cards and carriers by emailing [ordergiftcards@lcbo.com](mailto:ordergiftcards@lcbo.com)

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

# 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

- Box Sign (Re-order #22P7-FEM1)
- Shelf Talkers  
ENG (Re-order #22P7-FEM2)  
BIL (Re-order #22P7-FEM3)

## 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)

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

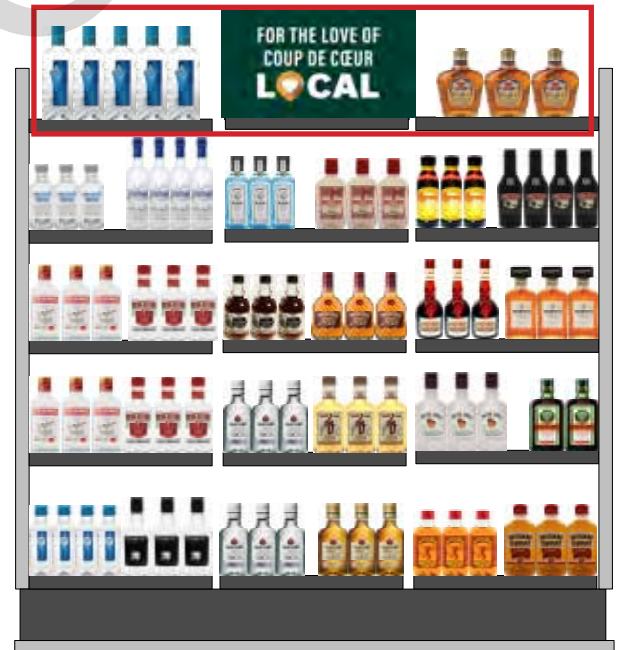
| LCBO#  | Description         | Size (mL) | Offers                                       |
|--------|---------------------|-----------|--|
| 9043   | Crown Royal         | 375       | \$1.00 LTO                                   |
| 385286 | Iceberg Vodka P.E.T | 375       | VA: 50 mL Iceberg Vodka (attached to bottle) |

## Signage Components

- Box Sign (Re-order #22P7-FEM1)
- Shelf Talkers  
ENG (Re-order #22P7-FEM2)  
BIL (Re-order #22P7-FEM3)

## Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser. Display the box sign in the middle of the shelf.
- Install the shelf talkers in section in front of the participating products.



Sample planogram with Spirited Picks Program



# 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 (September 12 - October 9, 2021)

### 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

- Prosecco Rosé Is Finally Here! Box Sign (Re-order # 22P7-FS1)
- Sustainable Cali Wines Box Sign (Re-order # 22P7-FS2)
- Food Friendly Folonari Box Sign (Re-order # 22P7-FS3)
- New From Oyster Bay Box Sign (Re-order # 22P7-FS4)
- Versatile Wines From Argentina Box Sign (Re-order # 22P7-FS5)
- Shelf Talkers ENG (Re-order # 22P7-FS6) / BIL (Re-order # 22P7-FS7)
- Bin Strips - solid colour (Re-order # 22P7-FS8)



## Participating Products

| Box Sign  | LCBO#  | Description                                      | Size (mL) | LTO    |
|---|--------|--|-----------|--------|
| <b>(FSB) USA - California Flex Space "Sustainable Cali Wines"</b>                   |        |  |           |        |
| <b>*Mandatory Participation: This is a SOLD promotion.</b>                          |        |  |           |        |
|    | 10423  | Menage A Trois Lavish Merlot                     | 750       | \$2.00 |
|   | 17747  | Menage A Trois Cabernet Sauvignon                | 750       | \$2.00 |
|   | 308007 | Menage A Trois Red                               | 750       |        |
|   | 462853 | Menage A Trois Silk Red Wine                     | 750       |        |
|   | 485417 | Menage A Trois Gold Chardonnay                   | 750       | \$2.00 |
| <b>(FSC) Europe - Italy/SE Flex Space "Food Friendly Folonari"</b>                  |        |  |           |        |
| <b>*Mandatory Participation: This is a SOLD promotion.</b>                          |        |  |           |        |
|    | 828    | Folonari Valpolicella Classico                   | 750       | \$2.00 |
|   | 19651  | Folonari Chardonnay                              | 750       |        |
|   | 26278  | Folonari Valpolicella Classico                   | 1500      |        |
|   | 43588  | Folonari Pink Pinot Grigio                       | 750       | \$1.00 |
|   | 229542 | Folonari Pinot Grigio                            | 750       | \$2.00 |
|   | 481838 | Folonari Valpolicello Ripasso Classico Superiore | 750       |        |
|   | 492116 | Folonari Pinot Grigio Bag in Box                 | 3000      | \$5.00 |
|   | 621821 | Folonari Pinot Grigio                            | 1500      |        |
| <b>(FSD) Australia/New Zealand Flex Space "New From Oyster Bay"</b>                 |        |  |           |        |
| <b>*Mandatory Participation: This is a SOLD promotion.</b>                          |        |  |           |        |
|  | 316570 | Oyster Bay Sauvignon Blanc                       | 750       |        |
|   | 326090 | Oyster Bay Pinot Grigio                          | 750       | \$2.00 |
|   | 326728 | Oyster Bay Chardonnay                            | 750       |        |
|   | 590414 | Oyster Bay Pinot Noir                            | 750       | \$2.00 |
| <b>(FSE) Chile/Argentina Flex Space "Versatile Wines From Argentina"</b>            |        |  |           |        |
| <b>*Mandatory Participation: This is a SOLD promotion.</b>                          |        |  |           |        |
|  | 11934  | Zaphy Cabernet Sauvignon                         | 750       | \$2.00 |
|   | 58339  | Kaiken Selección Especial                        | 750       | \$2.00 |
|   | 160952 | Domaine Bousquet Malbec                          | 750       | \$1.50 |
|   | 295105 | Alamos Cabernet Sauvignon                        | 750       | \$2.00 |
|   | 363192 | Argento Estate Reserve Organic Malbec            | 750       | \$2.50 |
|   | 478727 | Catena Malbec                                    | 750       |        |
|   | 556746 | Piedra Negra Pinot Grigio Organic                | 750       | \$2.00 |
|   | 620880 | Passo Doble                                      | 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.

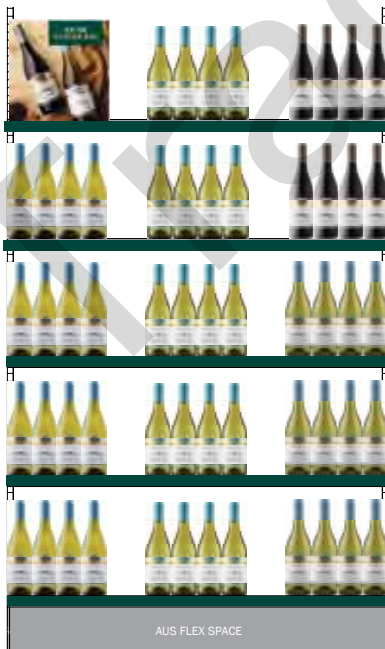
**USA Flex Space**  
“Sustainable Cali Wines”



**EUROPE Italy/SE Flex Space**  
“Food Friendly Folonari”



**Australia/New Zealand Flex Space**  
“New From Oyster Bay”



**Chile/Argentina Flex Space**  
“Versatile Wines From Argentina”



**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, 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).

| LCBO#   | Description                                     | Size (mL) |
|---|---|-----------|
| <b>(FSA) Sparkling Flex Space "Prosecco Rosé Is Finally Here!"</b>  |   |           |
| 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       |
| <b>Organic Flex Space</b>   |   |           |
| Maintain regular merchandising of organic assortment (secondary location for all general list and Vintages organic products.) |   |           |



# THE COLD ROOM SPIRITS DISPLAY (CM)

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 (September 12 - October 9, 2021)**

## Participating Stores

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

## Participating Products

| LCBO#  | Description                                | Size (mL) | Offers  |
|--------|--|-----------|---|
| 12865  | J.P. Wiser's Manhattan Canadian Whisky     | 750       | \$1.00 LTO                                      |
| 18863  | J.P. Wiser's Manhattan Canadian Whisky     | 375       | VA: J.P. Wiser's Old Fashioned 50 mL (attached) |
| 18864  | J.P. Wiser's Old Fashioned Canadian Whisky | 375       | \$1.00 LTO                                      |
| 625996 | J.P. Wiser's Old Fashioned Canadian Whisky | 750       | VA: J.P. Wiser's Old Fashioned 50 mL (attached) |

## Signage Components

- A-frame Sign  
ENG (Re-order # DMS-22P7-AF1) / BIL (Re-order # DMS-22P7-AF2)
- Shelf Talkers  
ENG (Re-order # DMS-22P7-AF3) / BIL (Re-order # DMS-22P7-AF4)

## 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 A-frame sign and shelf talkers on the fixture.



# SHOPPING CART SIGN

The inside of the shopping cart will feature the “myLCBO.com Email Sign Up” messaging and the outside will feature the Responsible Service messaging. The Responsible Service sign is bilingual. The “myLCBO.com Email Sign Up” sign is English and Bilingual, and you are to merchandise the appropriate side depending on the language designation of your store. Signs are to be installed by the start of the promotion. **Participation is mandatory.**

## Key Dates

Responsible Service Shopping Cart Sign: Keep installed until further notice.

“myLCBO.com Email Sign Up” Shopping Cart Sign: Keep installed until the end of Period 7.

## Participating Stores

**All stores that have shopping cart frames MUST install both Shopping Cart Signs.**

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

## Responsible Service Shopping Cart Sign



### Signage Component

- Responsible Service Shopping Cart Sign  
BIL (Re-order# 22OP-RSP9)

### Merchandising Instructions

- Install the Responsible Service shopping cart sign on the outside of the shopping cart.
- NOTE:** The Responsible Service shopping cart signs are in bundles of 20 (1 order = 20 signs)

## “myLCBO.com Email Sign Up” Shopping Cart Sign



### Signage Component

- “myLCBO.com Email Sign Up” Shopping Cart Sign  
ENG/BIL (Re-order #DMS-22P7-SC1)

### Merchandising Instructions

- Install the “myLCBO.com Email Sign Up” shopping cart sign on the inside of the shopping cart.



# Turn 2

## WINE FRIDGE

P7 to P11 (September 12, 2021 - January 29, 2022)

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

### Participating Stores

#### Group A Stores

5, 10, 15, 18, 19, 25, 31, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 171, 182, 195, 207, 212, 214, 217, 226, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 362, 371, 384, 386, 388, 390, 391, 393, 394, 397, 398, 412, 428, 431, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 511, 528, 534, 536, 542, 545, 547, 555, 556, 566, 568, 569, 573, 601, 619, 624, 627, 630, 631, 632, 641, 653, 668, 672, 675, 680, 698, 741, 748, 751, 771, 776

#### Group B Stores

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

#### Group C Stores

3, 4, 7, 9, 11, 12, 13, 32, 39, 43, 49, 57, 73, 82, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 193, 199, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 333, 335, 345, 349, 354, 366, 370, 372, 374, 380, 402, 403, 404, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 509, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 703, 706, 746, 749, 755, 756

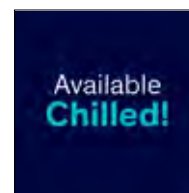
#### Group D Stores

1, 6, 17, 21, 22, 28, 29, 35, 42, 44, 46, 47, 48, 53, 54, 56, 65, 69, 71, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 128, 136, 145, 150, 158, 165, 166, 169, 174, 178, 188, 198, 220, 232, 237, 246, 247, 250, 258, 260, 265, 276, 293, 294, 296, 298, 301, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 411, 414, 420, 425, 426, 429, 446, 449, 450, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 519, 522, 523, 527, 529, 530, 540, 551, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 646, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753













### Signage Component



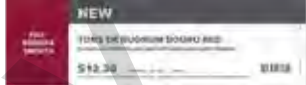

- Available Chilled Hot Button (Re-order # DMS-Available Chilled Hot Button)

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



# VQA & IDB ON SHELF

| Location | Message  | Component Specifications                           | Re-Order#                                  | Images (examples only)  |
|----------|--|--|--|---|
| On Shelf | <b>Common End Aisles 11 - 20</b><br>Pre-printed Shelf Talkers (30V)        | Shelf Talkers<br>6½" w x 1¾" h<br>ENG/BIL          | ENG: DMS-22P7-ST1<br>BIL: DMS-22P7-ST2     |    |
| On Shelf | <b>Common End Aisles 11</b><br>Value-Add Shelf Talker (1V)                 | Shelf Talkers<br>6½" w x 1¾" h<br>ENG/BIL          | ENG: DMS-22P7-STVA1<br>BIL: DMS-22P7-STVA2 |    |
| On Shelf | <b>Common End Aisles 11</b><br>Value-Add Pricer Card (1V)                  | Pricer Cards<br>8" w x 7" h<br>ENG/BIL             | ENG: DMS-22P7-STVA3<br>BIL: DMS-22P7-STVA4 |    |
| On Shelf | <b>VQA Flighted End Aisles 1A - 10A</b><br>Pre-printed Shelf Talkers (40V) | Shelf Talkers<br>6½" w x 1¾" h<br>ENG/BIL          | ENG: DMS-22VQA-ST14<br>BIL: DMS-22VQA-ST15 |    |
| On Shelf | <b>IDB Flighted End Aisles 1B - 10B</b><br>Pre-printed Shelf Talkers (39V) | Shelf Talkers<br>6½" w x 1¾" h<br>ENG/BIL          | ENG: DMS-22IDB-ST16<br>BIL: DMS-22IDB-ST17 |   |
| On Shelf | <b>Regular Program</b> Pre-printed Extender Strips (64V)                   | Extender Strips<br>12" w x 2½" h<br>Price/No Price | ENG: DMS-22P7-ST3<br>BIL: DMS-22P7-ST4     |  |
| On Shelf | <b>Community Program</b> Pre-printed Extender Strips (10V)                 | Extender Strips<br>12" w x 2½" h<br>Price/No Price | ENG: DMS-22P7-ST5<br>BIL: DMS-22P7-ST6     |  |
| On Shelf | <b>Discovery Program</b> Pre-printed Extender Strips (9V)                  | Extender Strips<br>12" w x 2½" h<br>Price/No Price | ENG: DMS-22P7-ST7<br>BIL: DMS-22P7-ST8     |  |
| On Shelf | <b>Go Green Extender</b> Pre-printed Extender Strips (1V)                  | Extender Strips<br>12" w x 2½" h<br>Price/No Price | ENG: DMS-22P7-ST9<br>BIL: DMS-22P7-ST10    |  |
| On Shelf | Generic Blank Pricer Cards (25pk)  | Pricer Cards<br>8" w x 7" h                        | DMS-22P7-ST11                              |  |
| On Shelf | Generic Blank Extender Strips (25pk)                                       | Extender Strips<br>12" w x 2½" h                   | DMS-22P7-ST12                              |  |
| On Shelf | Blank Bin Tags for General Use (25pk)                                      | Bin Tags<br>6" w x 1¾" h                           | 749358                                     |  |

| 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<br>English/Price<br>English/No<br>Price     | LTO Bundle<br>DMS-P7-LTO |  |
| On Shelf | "SAVE/ ÉPARGNEZ" Shelf Talkers Pre-Printed (Limited Time Offer Program) | 6½" w x 1¾" h<br>Bilingual/Price<br>Bilingual/No<br>Price |                          |  |
| On Shelf | "NEW" Shelf Talkers Pre-Printed (New Product Program)                   | 6½" w x 1¾" h<br>English/Price<br>English/No<br>Price     | BNS Bundle<br>DMS-P7-BNS |  |
| On Shelf | "NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)           | 6½" w x 1¾" h<br>Bilingual/Price<br>Bilingual/No<br>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            |
|--------------------------|--------------------------|----------------------------|--------|--|-----------|-----------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <b>VQA</b><br>End Aisle 1A | 16878  | The Audacity Of Thomas G. Bright Orange VQA        | 750       | LTO                         |
|                          |                          |                            | 19339  | Good Natured Merlot Gamay Noir VQA                 | 750       | LTO                         |
|                          |                          |                            | 19928  | Persona Cabernet Merlot VQA                        | 750       | LTO                         |
|                          |                          |                            | 20258  | Hopetown Wine Co. Hill House Craft Red VQA         | 750       | LTO                         |
|                          |                          |                            | 20259  | Grow Wild Enchanting White VQA                     | 750       | LTO, WF                     |
|                          |                          |                            | 20264  | Popcorn Chardonnay VQA                             | 750       | LTO, WF                     |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>IDB</b><br>End Aisle 1B | 21381  | Pink Poodle Sparkling Rosé                         | 750       | LTO                         |
|                          |                          |                            | 21383  | Small Mercy Upbeat White                           | 750       | LTO                         |
|                          |                          |                            | 21384  | Small Mercy Easy Going Red                         | 750       | LTO                         |
|                          |                          |                            | 21523  | On Point. Smooth Red                               | 750       | LTO                         |
|                          |                          |                            | 21524  | On Point. Crisp White                              | 750       | LTO                         |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>VQA</b><br>End Aisle 2A | 18393  | Wayne Gretzky Estate Cabernet Merlot VQA Bib       | 3000      | LTO                         |
|                          |                          |                            | 326256 | Wayne Gretzky Pinot Grigio VQA                     | 750       | LTO                         |
|                          |                          |                            | 426528 | Wayne Gretzky Baco Noir VQA                        | 750       | LTO                         |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>IDB</b><br>End Aisle 2B | 589028 | Peller Family Vineyards Rose Bag In Box            | 4000      | LTO                         |
|                          |                          |                            | 589051 | Peller Family Vineyards Dry White                  | 4000      | LTO                         |
|                          |                          |                            | 669440 | Peller Family Vineyards Shiraz                     | 1500      | LTO                         |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>VQA</b><br>End Aisle 3A | 219543 | Inniskillin Late Autumn Riesling VQA               | 750       | LTO,<br>Necktag,<br>WF, FNT |
|                          |                          |                            | 261099 | Inniskillin Pinot Noir VQA                         | 750       | LTO, Necktag                |
|                          |                          |                            | 485144 | Inniskillin Sauvignon Blanc Niagara Est Series VQA | 750       | LTO, Necktag                |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>IDB</b><br>End Aisle 3B | 338855 | Bodacious Smooth Red                               | 750       | LTO                         |
|                          |                          |                            | 339168 | Bodacious Smooth White                             | 750       | LTO                         |
|                          |                          |                            | 639880 | Bodacious Rosé                                     | 750       | LTO                         |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>VQA</b><br>End Aisle 4A | 17472  | Trius Baco Noir VQA                                | 750       | LTO                         |
|                          |                          |                            | 221804 | Trius Sauvignon Blanc VQA                          | 750       | LTO                         |
|                          |                          |                            | 587956 | Trius Cabernet Sauvignon VQA                       | 750       | LTO                         |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>IDB</b><br>End Aisle 4B | 270892 | Jackson-Triggs Merlot Bag In Box                   | 4000      | LTO                         |
|                          |                          |                            | 270959 | Jackson-Triggs Pinot Grigio Bag In Box             | 4000      | LTO                         |
|                          |                          |                            | 328518 | Jackson-Triggs Chardonnay                          | 750       | LTO                         |



## Display Programs

| Participating            | Executed                 | Location                   | LCBO#  | Description                                   | Size (mL) | Support Programs |
|--------------------------|--------------------------|----------------------------|--------|---|-----------|------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <b>VQA</b><br>End Aisle 5A | 518746 | D'Ont Poke The Bear Red VQA                   | 750       | LTO              |
|                          |                          |                            | 518753 | D'Ont Poke The Bear White VQA                 | 750       | LTO              |
|                          |                          |                            | 573428 | D'Ont Poke The Bear Cider                     | 473       | LTO              |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>IDB</b><br>End Aisle 5B | 328534 | Jackson-Triggs Cabernet Sauvignon             | 750       | LTO              |
|                          |                          |                            | 399428 | Jackson-Triggs Sauvignon Blanc                | 1500      | LTO              |
|                          |                          |                            | 621110 | Jackson-Triggs Pinot Grigio                   | 750       | LTO, WF          |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>VQA</b><br>End Aisle 6A | 136044 | Pelee Island Chardonnay VQA                   | 750       | LTO              |
|                          |                          |                            | 433714 | Pelee Island Cabernet Franc VQA               | 750       | LTO              |
|                          |                          |                            | 485128 | Pelee Island Baco Noir VQA                    | 750       | LTO              |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>IDB</b><br>End Aisle 6B | 16777  | Bask Sauvignon Blanc                          | 750       | LTO, VA          |
|                          |                          |                            | 16778  | Bask Crisp Rosé                               | 750       | LTO, VA          |
|                          |                          |                            | 16779  | Bask Pinot Noir                               | 750       | LTO              |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>VQA</b><br>End Aisle 7A | 228569 | Cave Spring Gamay VQA                         | 750       | LTO              |
|                          |                          |                            | 233635 | Cave Spring Riesling Dry VQA                  | 750       | LTO              |
|                          |                          |                            | 295006 | Cave Spring Dry Rosé VQA                      | 750       | LTO, MNT         |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>IDB</b><br>End Aisle 7B | 214049 | Girls' Night Out Strawberry Samba             | 1500      | LTO              |
|                          |                          |                            | 214056 | Girls' Night Out Pineapple Mango Tango        | 1500      | LTO              |
|                          |                          |                            | 411553 | Girls' Night Out Peach Raspberry Rumba        | 1500      | LTO              |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>VQA</b><br>End Aisle 8A | 20261  | Strewn Nurture White Blend VQA                | 750       | LTO, WF          |
|                          |                          |                            | 65342  | Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA | 750       | LTO              |
|                          |                          |                            | 467662 | Strewn Two Vines Riesling Gewurztraminer VQA  | 750       | LTO, WF          |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>IDB</b><br>End Aisle 8B | 11572  | XOXO Moscato                                  | 750       | LTO, WF          |
|                          |                          |                            | 21382  | XOXO Rose Bag In Box                          | 4000      | LTO              |
|                          |                          |                            | 430017 | XOXO Pinot Grigio Chardonnay Bag In Box       | 4000      | LTO              |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>VQA</b><br>End Aisle 9A | 53678  | Peninsula Ridge Sauvignon Blanc VQA           | 750       | LTO, WF          |
|                          |                          |                            | 261305 | Peninsula Ridge Cabernet Merlot VQA           | 750       | LTO              |
|                          |                          |                            | 594200 | Peninsula Ridge Inox Chardonnay VQA           | 750       | LTO              |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>IDB</b><br>End Aisle 9B | 18391  | Pelee Island Merlot Bag In Box                | 3000      | LTO              |
|                          |                          |                            | 393769 | Pelee Island Cabernet Sauvignon               | 1500      | LTO              |
|                          |                          |                            | 561381 | Pelee Island Pinot Grigio Bag In Box          | 3000      | LTO              |

## Display Programs

| Participating            | Executed                 | Location                                 | LCBO#               | Description                                     | Size (mL)                  | Support Programs |         |
|--------------------------|--------------------------|--|---------------------|---|----------------------------|------------------|---------|
|                          |                          |  | 10815               | Collective Arts Hazy State (4678)               | 473                        |                  |         |
|                          |                          |  | 16508               | Nickel Brook Metal Head Double Headstock (6699) | 473                        | LTO              |         |
|                          |                          |  | 19266               | Beau's Lug Tread (275/TBS)                      | 6 x 4 73                   |                  |         |
|                          |                          |  | 20265               | Flying Monkeys Worlds Away Modern Lager (6309)  | 473                        | LTO              |         |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>End Aisle 10:<br/>Mini Thematic C</b> | 159772              | Muskoka Hazed And Confused (LCBO Warehouse)     | 473                        |                  |         |
|                          |                          |  | 280081              | Steam Whistle Premium Pilsner (5577)            | 6 x 355                    |                  |         |
|                          |                          |  | 485367              | Great Lakes Brewery Karma Citra IPA (1929)      | 473                        |                  |         |
|                          |                          |  | 493247              | Cowbell Doc Perdue's Bobcat Red Ale (458)       | 473                        | LTO              |         |
|                          |                          |  | 667790              | Amsterdam Boneshaker IPA (3842)                 | 6 x 4 73                   |                  |         |
|                          |                          |  | 921296              | Wellington Helles Lager (4826)                  | 473                        | LTO              |         |
| <input type="checkbox"/> | <input type="checkbox"/> |  | <b>End Aisle 11</b> | 21996   | Aviation Gin               | 1750             | VA      |
|                          |                          |  |                     | 129940  | Aviation Gin               | 750              |         |
|                          |                          |  |                     | 557470  | Empress 1908 Gin           | 750              | LTO, VA |
| <input type="checkbox"/> | <input type="checkbox"/> |  | <b>End Aisle 12</b> | 11130   | Dewar's White Label Whisky | 750              | VA      |
|                          |                          | 217992                                   |                     | Dewar's White Label                             | 1140                       | VA               |         |
|                          |                          | 255281                                   |                     | Aberfeldy 12 Year Old                           | 750                        | VA               |         |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>End Aisle 13</b>                      | 64659               | Captain Morgan Private Stock Rum                | 750                        |                  |         |
|                          |                          |  | 318709              | Captain Morgan Original Spiced Rum (P.E.T)      | 750                        | LTO              |         |
|                          |                          |  | 454686              | Captain Morgan Bold Spiced Rum                  | 750                        | LTO              |         |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>End Aisle 14</b>                      | 386789              | Casamigos Tequila Blanco                        | 750                        | LTO              |         |
|                          |                          |  | 609362              | Casamigos Mezcal                                | 750                        |                  |         |
|                          |                          |  | 669002              | Casamigos Reposado Tequila                      | 375                        | LTO              |         |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>End Aisle 15</b>                      | 491803              | Southern Comfort (P.E.T)                        | 375                        | LTO              |         |
|                          |                          |  | 491811              | Southern Comfort                                | 750                        | VA               |         |
|                          |                          |  | 491829              | Southern Comfort                                | 1140                       |                  |         |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>End Aisle 16</b>                      | 229732              | Flyte Vodka                                     | 750                        |                  |         |
|                          |                          |  | 446625              | Beatties Farm Crafted Vodka                     | 750                        | LTO              |         |
|                          |                          |  | 545194              | Top Shelf Vodka                                 | 750                        | LTO              |         |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>End Aisle 17</b>                      | 189217              | Gibson's Finest Sterling Edition                | 750                        | LTO              |         |
|                          |                          |  | 215038              | Gibson's Finest Sterling Edition                | 1750                       | LTO              |         |
|                          |                          |  | 215889              | Gibson's Finest Sterling Edition Whisky         | 1140                       | LTO              |         |

## Display Programs

| Participating            | Executed                 | Location            | LCBO#           | Description                                      | Size (mL)                          | Support Programs |
|--------------------------|--------------------------|---------------------|-----------------|--|------------------------------------|------------------|
|                          |                          |                     | 10075           | Side Launch Wheat Beer                           | 473                                |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | End Aisle 18        | 13814           | Shawn & Ed Lagershed Original                    | 4 x 4 73                           | LTO              |
|                          |                          |                     | 398693          | Naughty Neighbour American Pale Ale              | 473                                |                  |
|                          |                          |                     | 10047           | Sons Of Kent - Flywheel Blonde                   | 473                                | LTO              |
| <input type="checkbox"/> | <input type="checkbox"/> | End Aisle 19        | 13661           | Refined Fool Zane Lost His Avocado Bag, Brut IPA | 473                                |                  |
|                          |                          |                     | 461822          | Ace Hill Pilsner                                 | 473                                |                  |
|                          |                          |                     | 15469           | Creemore Springs Urbock                          | 473                                |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | End Aisle 20        | 86439           | Waterloo Dark                                    | 473                                |                  |
|                          |                          |                     | 518795          | Omnipollo IPA                                    | 473                                |                  |
| <input type="checkbox"/> | <input type="checkbox"/> |                     | Feature Fixture |  | Refer to pg. 27 for a product list |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | New & Seasonal      |                 | Refer to the P7 Portal Worksheets                |                                    |                  |
|                          |                          |                     | 284539          | Trius Brut VQA                                   | 750                                | \$3.00 LTO       |
| <input type="checkbox"/> | <input type="checkbox"/> | Entrance Table/COTM | 413104          | Dillon's Dry Gin                                 | 750                                | \$2.00 LTO       |
|                          |                          |                     | 448597          | Georgian Bay Gin                                 | 750                                |                  |
|                          |                          |                     | 536805          | Spirit Of York Gin                               | 750                                | \$3.00 LTO       |
|                          |                          |                     | 12565           | Junction 56 Distillery Mint Smoothie             | 375                                | \$1.00 LTO       |
|                          |                          |                     | 16859           | Dixon's Wicked Blueberry Gin                     | 750                                | \$2.00 LTO       |
|                          |                          |                     | 18426           | Forty Creek Nanaimo Bar Cream                    | 750                                | \$1.00 LTO       |
| <input type="checkbox"/> | <input type="checkbox"/> | Mini Thematic A     | 18524           | Wayne Gretzky Salted Caramel Cream Whisky        | 750                                | \$3.00 LTO       |
|                          |                          |                     | 149567          | Tag No. 5 Vodka                                  | 750                                | \$1.00 LTO       |
|                          |                          |                     | 244186          | Collingwood Whisky                               | 750                                | VA               |
|                          |                          |                     | 446559          | Georgian Bay Vodka                               | 750                                | VA               |
|                          |                          |                     | 573402          | Bearface 7 Year Old Triple Oak Canadian Whisky   | 750                                | \$5.00 LTO       |
|                          |                          |                     | 11564           | The Audacity Of Thomas G. Bright Merlot Cab VQA  | 750                                | \$2.00 LTO       |
|                          |                          |                     | 14870           | Wayne Gretzky Rose VQA                           | 750                                | \$1.00 LTO       |
|                          |                          |                     | 14882           | Saintly Rose VQA                                 | 750                                |                  |
|                          |                          |                     | 14884           | Pelee Island Lola Secco Sparkling VQA            | 750                                | \$2.00 LTO       |
| <input type="checkbox"/> | <input type="checkbox"/> | Mini Thematic B     | 16767           | Saintly Sparkling Rose VQA                       | 750                                | \$2.00 LTO       |
|                          |                          |                     | 16792           | Speck Bros. The Goat Lady Chardonnay VQA         | 750                                | \$2.00 LTO       |
|                          |                          |                     | 24133           | Riesling Thirty Bench (Andrew Peller)            | 750                                | \$3.00 LTO       |
|                          |                          |                     | 130989          | Pinot Noir Growers Blend Pinot Noir (Tawse       | 750                                | \$2.00 LTO       |
|                          |                          |                     | 688556          | Serenity By Lakeview Cellars Baco Noir VQA       | 750                                | \$2.00 LTO       |

## Display Programs

| Participating            | Executed                 | Location                          | LCBO#  | Description   | Size (mL)  | Support Programs |
|--------------------------|--------------------------|-----------------------------------|--|---|------------|------------------|
|                          |                          | <b>VQA</b><br>Front Nesting Table | 18412  | D'Ont Poke the Bear Red VQA                               | 3000       | \$3.00 LTO       |
|                          |                          |                                   | 63826  | Wayne Gretzky Chardonnay VQA                              | 750        | \$1.00 LTO       |
|                          |                          |                                   | 126144   | Sibling Rivalry White VQA                                 | 750        | \$2.00 LTO       |
|                          |                          |                                   | 149237   | The Foreign Affair The Conspiracy                         | 750        | \$3.00 LTO       |
|                          |                          |                                   | 219543   | Inniskillin Late Autumn Riesling VQA                      | 750        | \$1.00 LTO       |
| <input type="checkbox"/> | <input type="checkbox"/> |                                   | 454967   | Château des Charmes Pinot Noir Estate Grown & Bottled VQA | 750        | \$2.00 LTO       |
|                          |                          |                                   | 529354   | Pelee Island Pelee Pink VQA                               | 750        | \$2.00 LTO       |
|                          |                          |                                   | 571133   | Dillon's Vermouth   | 750        | \$1.00 LTO       |
|                          |                          |                                   | 574533   | Magnotta Pinot Grigio Venture Series VQA                  | 750        | \$1.50 LTO       |
|                          |                          |                                   | 594127   | Vineland Cabernet Franc VQA                               | 750        | \$1.00 LTO       |
|                          |                          | <b>IDB</b><br>Front Nesting Table | 16648  | Jackson-Triggs Reserve Baco Noir VQA                      | 750        |                  |
|                          |                          |                                   | 58438  | Jackson-Triggs Reserve Sauvignon Blanc VQA                | 750        |                  |
|                          |                          |                                   | 109959   | Jackson-Triggs Reserve Merlot VQA                         | 750        |                  |
|                          |                          |                                   | 217679   | Jackson-Triggs Sparkling Reserve VQA                      | 750        | \$1.00 LTO       |
| <input type="checkbox"/> | <input type="checkbox"/> |                                   | 389411   | Jackson-Triggs Reserve Vidal Icewine                      | 375        | \$5.00 LTO       |
|                          |                          |                                   | 526228   | Jackson-Triggs Reserve Meritage VQA                       | 750        | \$1.00 LTO       |
|                          |                          |                                   | 526251   | Jackson-Triggs Reserve Chardonnay VQA                     | 750        |                  |
|                          |                          |                                   | 535682   | Jackson-Triggs Reserve Series Pinot Grigio VQA            | 750        | \$1.00 LTO       |
|                          |                          | 560680                            | Jackson-Triggs Reserve Cabernet Franc Cabernet Sauvignon VQA | 750   | \$1.00 LTO |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>Block Pile A</b>               | Refer to pg. 39 for a product list                           |   |            |                  |
|                          |                          | <b>Block Pile B</b>               | 14483  | Ace Hill Raspberry Vodka Soda                             | 355        |                  |
|                          |                          |                                   | 15311  | Cottage Springs Weekender Mixed                           | 8 x 355    |                  |
| <input type="checkbox"/> | <input type="checkbox"/> |                                   | 17068  | Georgian Bay Smashed Soda Smash Pack                      | 12 x 355   |                  |
|                          |                          |                                   | 19168  | Muskoka Spirits Hard Sparkling Water Mixer Pack           | 4 x 355    |                  |
|                          |                          |                                   | 19357  | Social Lite Mixed Pack                                    | 12 x 355   |                  |
|                          |                          |                                   | 612713   | Black Fly Vodka Cranberry                                 | 4 x 400    |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | <b>Block Pile C</b>               | 125187   | Cazadores Reposado Tequila                                | 750        | VA               |
|                          |                          | 316844                            | Bombay Sapphire London Dry                                   | 750   | VA         |                  |
|                          |                          | 520353                            | Bacardi Spiced Rum   | 750   | VA         |                  |

## Display Programs

| Participating            | Executed                 | Location  | LCBO#           | Description   | Size (mL)    | Support Programs |
|--------------------------|--------------------------|---|-----------------|---|--------------|------------------|
|                          |                          |   | 5959            | Baileys Irish Cream   | 750          | VA               |
| <input type="checkbox"/> | <input type="checkbox"/> | Block Pile D  | 19419           | Baileys Deliciously Light   | 750          | \$1.50 LTO + VA  |
|                          |                          |   | 22034           | Baileys Apple Pie   | 750          | VA               |
| <input type="checkbox"/> | <input type="checkbox"/> |   | Beer Super Sale | 110320  | No Name Beer | 6 x 341          |
|                          |                          | 11620   |                 | Buzz Hemp Beer  | 4 x 355      |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | VQA<br>Middle Nesting Table/<br>Celebration Fixture | 1578            | Flat Rock Twisted White   | 750          | \$2.00 LTO       |
|                          |                          |   | 135939          | Pelee Island Pinot Noir VQA                                       | 750          | \$2.00 LTO       |
|                          |                          |   | 145417          | Pelee Island Lighthouse Riesling VQA                              | 750          | \$1.50 LTO       |
|                          |                          |   | 145441          | Pelee Island Lighthouse Cabernet Franc VQA                        | 750          | \$2.00 LTO       |
|                          |                          |   | 295006          | Cave Spring Dry Rosé VQA  | 750          | \$2.00 LTO       |
|                          |                          |   | 296574          | Cottage Block Sauvignon Blanc Riesling VQA                        | 750          | \$1.00 LTO       |
|                          |                          |   | 391300          | Château des Charmes Sauvignon Blanc VQA                           | 750          | \$1.50 LTO       |
|                          |                          |   | 459966          | Henry of Pelham Baco Noir Old Vines VQA                           | 750          | \$2.00 LTO       |
|                          |                          |   | 522730          | Strewn Chardonnay Barrel Aged VQA                                 | 750          | \$1.00 LTO       |
|                          |                          |   | 544791          | Reif Estate Vidal Icewine   | 200          | \$2.00 LTO       |
| <input type="checkbox"/> | <input type="checkbox"/> | IDB<br>Middle Nesting Table/<br>Celebration Fixture | 21387           | Peller Family Vineyards Pinot Noir                                | 750          | \$1.00 LTO       |
|                          |                          |   | 58628           | Peller Estates Family Series Cabernet Merlot VQA                  | 750          | \$1.00 LTO       |
|                          |                          |   | 426908          | Peller Family Vineyards Cabernet Sauvignon                        | 1500         | \$2.00 LTO       |
|                          |                          |   | 459917          | Peller Family Vineyards Rosé                                      | 1500         |                  |
|                          |                          |   | 582825          | Peller Estates Family Series Chardonnay VQA                       | 750          | \$1.00 LTO       |
|                          |                          |   | 589036          | Peller Family Vineyards Cabernet Merlot                           | 4000         | \$3.00 LTO       |
|                          |                          |   | 623322          | Peller Family Vineyards Sauvignon Blanc                           | 4000         | \$3.00 LTO       |
|                          |                          |   | 669473          | Peller Family Vineyards Pinot Grigio                              | 1500         | \$2.00 LTO       |
| <input type="checkbox"/> | <input type="checkbox"/> | Beer Excitement<br>Zone A                           | 15176           | Thornbury Village Honeycrisp Apple Cider (LCBO Warehouse)         | 473          |                  |
|                          |                          |   | 107342          | Reinhart's Red Apple Strong Cider (LCBO Warehouse)                | 473          |                  |
|                          |                          |   | 688671          | Thornbury Craft Wild Blueberry Elderflower Cider (LCBO Warehouse) | 473          |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Beer Excitement<br>Zone B                           | 22213           | Sawdust City - Tropical Storm Mimosa (1143)                       | 473          |                  |
|                          |                          |   | 22238           | Side Launch 5th Coast IPA (3827)                                  | 473          |                  |
|                          |                          |   | 22496           | And Then Bernice Flipped The Canasta Table (5732)                 | 473          |                  |



## Display Programs

| Participating            | Executed                 | Location                     | LCBO#  | Description   | Size (mL) | Support Programs |
|--------------------------|--------------------------|------------------------------|--------|---|-----------|------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Beer Excitement Zone C       | 15733  | Mill Street Organic Pilsner (1950)                      | 473       |                  |
|                          |                          |                              | 84210  | Mill Street Original Organic Lager (1950)               | 6 x 341   |                  |
|                          |                          |                              | 516880 | Mill Street Original Organic (1950)                     | 6 x 473   |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Beer Excitement Zone D       | 12041  | Steam Whistle Pale Ale (5577/275 TBS)                   | 473       |                  |
|                          |                          |                              | 22241  | Steam Whistle Harvest Lager (5577/275 TBS)              | 473       |                  |
|                          |                          |                              | 492017 | Steam Whistle (5577/275 TBS)                            | 6 x 473   |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Ontario Craft Beer End Aisle | 10833  | Railway City Brewing - Juice Caboose IPA                | 473       |                  |
|                          |                          |                              | 17910  | Left Field Brewery Ice Cold Beer                        | 355       |                  |
|                          |                          |                              | 190439 | Wellington Special Pale Ale                             | 473       |                  |
|                          |                          |                              | 445072 | Camerons Ambear Red Ale                                 | 473       |                  |
|                          |                          |                              | 481515 | Bench Brewing Balls Falls Session IPA                   | 473       |                  |
|                          |                          |                              | 523399 | Highlander Blacksmith Smoked Porter                     | 473       |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Ontario Go-Local             | 326413 | Pelee Island Pinot Grigio VQA                           | 750       | \$2.00 LTO       |
|                          |                          |                              | 431106 | Creekside Cabernet Merlot VQA                           | 750       | \$2.00 LTO       |
|                          |                          |                              | 492959 | Rosehall Run Pixie Sparkling Rosé VQA                   | 750       | \$2.00 LTO       |
|                          |                          |                              | 609701 | Muskoka Lakes Cranberry Wine                            | 750       | \$1.00 LTO       |
| <input type="checkbox"/> | <input type="checkbox"/> | Ontario VQA Our Buyer's Pick | 134957 | Open Cab 2 Merlot VQA                                   | 750       |                  |
|                          |                          |                              | 139022 | Sandbanks Riesling VQA                                  | 750       |                  |
|                          |                          |                              | 618223 | Pelee Island Lola Cabernet Franc Cabernet Sauvignon VQA | 750       |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Craft VQA Wineries           | 22287  | Frisky Beaver Bubbly Beaver VQA                         | 750       |                  |
|                          |                          |                              | 22460  | Westcott Vineyards Butlers' Grant Riesling VQA          | 750       |                  |
|                          |                          |                              | 22461  | Marynissen Estates Lokaal Red VQA                       | 750       |                  |
|                          |                          |                              | 22463  | Ridgepoint Wines Frizzy VQA                             | 750       |                  |
|                          |                          |                              | 22470  | Alvento East Wind VQA                                   | 750       |                  |
|                          |                          |                              | 22471  | Sue-Ann Staff Bank Barn Baco Noir                       | 750       |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Vintages Essentials on Offer | 22614  | Cooper's Hawk Vineyards Hawkeye VQA                     | 750       |                  |
|                          |                          |                              | 369694 | Stoney Ridge Pinot Grigio VQA                           | 750       |                  |
|                          |                          |                              | 522714 | North 43 Cab Merlot                                     | 750       |                  |
|                          |                          |                              | 258673 | G. Marquis The Silver Line Pinot Noir                   | 750       | \$2.00 LTO       |
|                          |                          |                              | 925453 | Kilikanoon Killerman's Run Shiraz                       | 750       | \$2.00 LTO       |

## Display Programs

| Participating            | Executed                 | Location                                  | LCBO#  | Description   | Size (mL) | Support Programs |
|--------------------------|--------------------------|---|--------|---|-----------|------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Vintages<br>Wine of the Month:<br>Sept 18 | 18667  | Speck Bros. Family Tree The Padré Cabernet/<br>Merlot 2019  | 750       |                  |
|                          |                          |   | 211599 | Lornano Chianti Classico 2016                               | 750       |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Vintages<br>Wine of the Month:<br>Oct 2   | 22033  | High Valley Vineyard Zinfandel 2018                         | 750       |                  |
|                          |                          |   | 171371 | La Ferme du Mont Le Ponnant Côtes du<br>Rhône-Villages 2019 | 750       |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Vintages LTO<br>Program                   |        | Refer to pg.74 for a product list                           |           |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Vintages Our Buyer's<br>Picks             | 303800 | Trius Red   | 750       |                  |
| <input type="checkbox"/> | <input type="checkbox"/> | Spirited Picks Display                    | 9043   | Crown Royal   | 375       | \$1.00 LTO       |
|                          |                          |   | 385286 | Iceberg Vodka P.E.T   | 375       | VA               |
| <input type="checkbox"/> | <input type="checkbox"/> | Flex Space                                |        | Refer to pg.86 for a product list                           |           |                  |
|                          |                          |   | 12865  | J.P. Wiser's Manhattan Canadian Whisky                      | 750       | \$1.00 LTO       |
| <input type="checkbox"/> | <input type="checkbox"/> | The Cold Room Spirits                     | 18863  | J.P. Wiser's Manhattan Canadian Whisky                      | 375       | VA               |
|                          |                          |   | 18864  | J.P. Wiser's Old Fashioned Canadian Whisky                  | 375       | \$1.00 LTO       |
|                          |                          |   | 625996 | J.P. Wiser's Old Fashioned Canadian Whisky                  | 750       | VA               |

**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 | 95 |   |   |   |
| R1                | Vodka A                 | 363812      | Tito's Handmade Vodka                       | 375              | LTO           |    |    |    |    |    |    |    |    |    |   | Y | Y |
| R2                | Vodka B                 | 446567      | Iceberg Vodka (P.E.T)                       | 750              | LTO           |    |    |    |    |    |    | Y  | Y  | Y  | Y | Y | Y |
| R3                | Vodka C                 | 492256      | Tag No.5 Vodka (P.E.T)                      | 1140             | LTO           |    |    |    |    |    |    | Y  | Y  | Y  | Y | Y | Y |
| R4                | Vodka D                 | 210286      | Russian Standard Vodka                      | 1140             | LTO           | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R5                | Vodka E                 | 209221      | Absolut Vodka                               | 1140             | LTO           | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R6                | Rum A                   | 545343      | Flor De Cana Anejo Clasico 5                | 1140             | LTO           |    |    |    |    |    |    |    |    |    |   |   | Y |
| R7                | Rum B                   | 894014      | El Dorado Demerara 5 Year Old Rum           | 750              | LTO           |    |    |    |    |    |    |    |    | Y  | Y | Y | Y |
| R8                | Rum C                   | 646729      | Bumbu Craft Rum                             | 750              | LTO           |    |    |    |    |    |    | Y  | Y  | Y  | Y | Y | Y |
| R9                | Rum D                   | 13587       | Bacardi Gold (P.E.T)                        | 1140             | LTO           |    |    |    |    |    |    | Y  | Y  | Y  | Y | Y | Y |
| R10               | Rum E                   | 520288      | Bacardi Black                               | 750              | LTO           | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R11               | Canadian Whisky A       | 572552      | Signal Hill Canadian Whisky                 | 750              | LTO           |    |    |    |    |    |    |    |    |    |   | Y | Y |
| R12               | Canadian Whisky B       | 474551      | J.P. Wiser's Vanilla Whisky                 | 750              | LTO           |    |    |    |    |    |    |    |    | Y  | Y | Y | Y |
| R13               | Canadian Whisky C       | 42          | Canadian Club Premium                       | 750              | VA            |    |    |    |    |    |    | Y  | Y  | Y  | Y | Y | Y |
| R14               | Canadian Whisky D       | 390583      | Canadian Club 100% Rye                      | 750              | LTO           |    | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R15               | Canadian Whisky E       | 114694      | Crown Royal                                 | 1750             | LTO           | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R16               | Scotch A                | 52050       | The Famous Grouse                           | 750              |               |    |    |    |    |    |    | Y  | Y  | Y  | Y | Y | Y |
| R17               | Scotch B                | 112896      | Johnnie Walker Red Label                    | 1750             | LTO           | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R18               | Gin A                   | 316844      | Bombay Sapphire London Dry                  | 750              | LTO, VA, BPC  |    |    |    |    |    |    | Y  | Y  | Y  | Y | Y | Y |
| R19               | Liqueurs A              | 561720      | Magnum Scotch Malt Whisky Cream Liqueur     | 750              | LTO           |    |    |    |    |    |    |    |    | Y  | Y | Y | Y |
| R20               | Liqueurs B              | 117101      | Jagermeister                                | 750              | LTO           |    |    |    |    |    |    | Y  | Y  | Y  | Y | Y | Y |
| R21               | Liqueurs C              | 10213       | Kahlua Coffee Liqueur                       | 750              | LTO           |    | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R22               | Liqueurs D              | 342246      | Amarula Cream                               | 750              | LTO           | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R23               | Brandy A                | 382580      | Meukow Cognac VS                            | 750              | LTO           |    |    |    |    |    |    |    |    |    |   |   | Y |
| R24               | Brandy B                | 1925        | Courvoisier VS                              | 750              | LTO           |    |    |    |    |    |    | Y  | Y  | Y  | Y | Y | Y |
| R25               | Tequila A               | 18919       | D'Usse VSOP                                 | 375              | LTO           |    |    |    |    |    |    |    |    | Y  | Y | Y | Y |
| R26               | Ontario Blend A         | 580449      | XOXO Simply Smooth Red                      | 750              | LTO           |    |    |    |    |    |    | Y  | Y  | Y  | Y | Y | Y |
| R27               | Ontario Blend B         | 355933      | Black Cellar Shiraz Cabernet                | 750              | LTO           |    |    |    |    |    |    | Y  | Y  | Y  | Y | Y | Y |
| R28               | Ontario Blend C         | 16809       | Graffiti Cabern t Sauvignon                 | 750              | LTO           | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R29               | Ontario Non-VQA A       | 357145      | Open Smooth Red VQA                         | 750              | LTO           |    |    |    |    |    |    |    |    | Y  | Y | Y | Y |
| R30               | Ontario Non-VQA B       | 244616      | Sandbanks Rosé VQA                          | 750              | LTO           |    |    |    |    |    |    | Y  | Y  | Y  | Y | Y | Y |
| R31               | Ontario Non-VQA C       | 16785       | Peller Family Vineyards Light Pinot Grigio  | 750              | LTO           | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R32               | Ontario Non-VQA D       | 17536       | Colio Cellar Door Series Cabernet Sauvignon | 750              | LTO           | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R33               | Ontario VQA A           | 223610      | Fielding Pinot Grigio VQA                   | 750              | LTO           |    |    |    |    |    |    |    |    |    | Y | Y | Y |
| R34               | Ontario VQA B           | 177485      | Sandbanks Cabernet Franc VQA                | 750              | LTO           |    |    |    |    |    |    |    |    | Y  | Y | Y | Y |
| R35               | Australia/New Zealand A | 308288      | Whitehaven Sauvignon Blanc                  | 750              | LTO, WF       |    |    |    |    |    |    |    |    |    | Y | Y | Y |
| R36               | Australia/New Zealand B | 68254       | Yellow Tail Pinot Grigio                    | 750              | LTO           |    |    |    |    |    |    |    |    | Y  | Y | Y | Y |
| R37               | Australia/New Zealand C | 621623      | Yellow Tail Cabernet Sauvignon              | 750              | LTO           |    |    |    |    |    |    | Y  | Y  | Y  | Y | Y | Y |
| R38               | Australia/New Zealand D | 19276       | Jacob's Creek Moscato Lower Sugar           | 750              | LTO           | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R39               | USA A                   | 269761      | Raymond Classic Cabernet Sauvignon          | 750              | LTO           |    | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R40               | USA B                   | 15760       | Slow Press Cabernet Sauvignon               | 750              | LTO           | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y |
| R41               | Chile A                 | 7187        | Kwv Roodeberg                               | 750              | LTO           |    |    |    |    |    |    |    |    | Y  | Y | Y | Y |
| R42               | Chile B                 | 278416      | Casillero Del Diablo Reserva Cab Sauvignon  | 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 |   |   |   |   |   |   |       |
| R43 France Blend A                 | 588780 | Bottega Petalo Il Vino Dell' Amore Moscato          | 750       | LTO              |               |    |    |    |    |    |    |    |    |   |   |   |   |   |   | Y     |
| R44 France Blend B                 | 1743   | Ruffino Chia ti                                     | 750       | LTO              | Y             | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |
| R45 France South A                 | 528844 | Cantine Due Palme Brindisi Rosso Dop                | 2000      | LTO              |               |    |    |    |    |    |    |    |    |   |   |   |   |   |   | Y Y   |
| R46 France South B                 | 506519 | Cesari Mara Valpolicella Ripass Superiore Doc       | 750       | LTO              |               |    | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |
| R47 France Bordeaux/<br>Burgundy A | 492116 | Folonari Pinot Grigio Delle Venezie Doc Bib         | 3000      | LTO, Flex Space  |               |    |    |    |    |    |    |    |    |   |   |   |   |   |   | Y Y Y |
| R48 Italy Central A                | 141952 | Pasqua Passimento Rosso Igt                         | 750       | LTO              |               |    |    |    |    |    |    |    |    |   |   |   |   |   |   | Y Y   |
| R49 Italy Central B                | 212480 | Georges Duboeuf Beaujolais Aoc                      | 750       | LTO              | Y             | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |
| R50 Italy North A                  | 828    | Folonari Valpolicella Doc                           | 750       | LTO, Flex Space  |               |    |    |    |    |    |    | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |
| R51 Italy North B                  | 46946  | Taylor Fladgate Late Bottled Vintage Port           | 750       | LTO              |               | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |
| R52 Southern Europe A              | 107276 | Frescobaldi Chianti Nipozzano Riserva Docg          | 750       | LTO              |               |    |    |    |    |    |    |    |    |   |   |   |   |   |   | Y     |
| R53 Southern Europe B              | 26906  | Danzante Pinot Grigio Delle Venezie Igt             | 750       | LTO              |               |    |    |    |    |    |    |    |    |   |   |   |   |   |   | Y Y Y |
| R54 Germany A                      | 580183 | Blu Giovello Pinot Grigio                           | 750       | LTO              |               |    | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |
| R55 Sparkling A                    | 439281 | Konzelmann Merlot VQA                               | 750       | LTO              |               |    |    |    |    |    |    |    |    |   |   |   |   |   |   | Y Y Y |
| R56 Sparkling B                    | 365205 | Cono Sur Sparkling Rose                             | 750       | LTO, WF          |               |    |    |    |    |    |    | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |
| R57 Ontario Beer A                 | 18403  | Big Drop Brewing Co. Galactic Dark (LCBO Warehouse) | 355       | LTO              |               |    |    |    |    |    |    |    |    |   |   |   |   |   |   | Y Y   |
| R58 Ontario Beer B                 | 17823  | Stella Artois (275/TBS)                             | 6 x 330   | LTO              | Y             | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |
| R59 Beer 1                         | 461756 | Redline Clutch (295)                                | 473       | LTO              |               |    |    |    |    |    |    |    |    |   |   |   |   |   |   | Y     |
| R60 Beer 2                         | 546408 | Dragon Stout (LCBO Warehouse)                       | 4 x 426   | LTO              |               |    |    |    |    |    |    | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |
| R61 Beer 3                         | 450312 | Collective Arts Ransack The Universe IPA (4678)     | 473       | LTO              |               |    |    |    |    |    |    | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |
| R62 Beer 4                         | 20139  | Hop City North Of 41 (LCBO Warehouse)               | 473       | LTO              |               |    |    |    |    |    |    | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |
| R63 Party Zone 1                   | 14618  | Smirnoff Vodka & Soda White Peach Rosé              | 4 x 355   | LTO              |               |    |    |    |    |    |    | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |
| R64 Party Zone 2                   | 20108  | Sapsucker Hard The Lime Vodka One                   | 355       | LTO              |               |    |    |    |    |    |    | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |
| R65 Party Zone 3                   | 19591  | Bacardi Mojito Cocktail                             | 750       | LTO              | Y             | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y  | Y | Y | Y | Y | Y | Y | Y     |

## Community Shelf Extenders

| Location                  | LCBO#  | Description                        | Size (mL) | Support Program | Agent                        |
|---------------------------|--------|------------------------------------|-----------|-----------------|------------------------------|
| C1: Rum                   | 500512 | Captain Morgan Original Spiced Rum | 750       | LTO             | DIAGEO CANADA INC.           |
| C2: Canadian Whisky       | 403519 | Crown Royal Apple                  | 750       | LTO             | DIAGEO CANADA INC.           |
| C3: Ontario Non VQA Blend | 135970 | Pelee Island Gewurztraminer        | 750       | LTO             | PELEE ISLAND WINERY          |
| C4: French Blend          | 216887 | Freixenet Carta Nevada Brut Cava   | 750       | LTO             | THE BACCHUS GROUP INC.       |
| C5: Fixed Store Location  | 14130  | Apothic Cabernet Sauvignon         | 750       | LTO             | E&J GALLO WINERY CANADA LTD. |
| C6: Vodka                 | 216820 | Finlandia Vodka                    | 1140      | LTO             | PMA CANADA LTD.              |
| C7: Scotch                | 174466 | Jose Cuervo Especial Silver        | 750       | LTO             | PROXIMO SPIRITS CANADA INC.  |
| C8: Liqueurs              | 14910  | Bushmills Irish Whiskey            | 750       | LTO             | PROXIMO SPIRITS CANADA INC.  |
| C9: Ontario Blends        | 523563 | Bodacious Cabernet Sauvignon       | 1500      | LTO             | ARTERRA WINES CANADA INC.    |
| C10: France Red           | 27128  | Flat Roof Manor Pinot Grigio       | 750       | LTO             | PMA CANADA LTD.              |

## Discovery Shelf Extenders

| Location                | LCBO#  | Description                             | Size (mL) | Support Program  | Agent                         |
|-------------------------|--------|---|-----------|------------------|-------------------------------|
| D1: Discovery Wines 1   | 159962 | Sandbanks Shoreline Cabernet Merlot VQA | 750       | LTO              | ARTERRA WINES CANADA INC.     |
| D2: Discovery Wines 2   | 16840  | Bolla Valpolicella Classico             | 750       | LTO              | PHILIPPE DANDURAND WINES LTD. |
| D3: Discovery Wines 3   | 415745 | Nobilo Sauvignon Blanc Marlborough      | 750       | LTO, Wine Fridge | E&J GALLO WINERY CANADA LTD.  |
| D4: Discovery BSM 1     | 20960  | Collingwood Sunset Point Lager (4205)   | 473       | LTO              | THE COLLINGWOOD BREWERY       |
| D5: Discovery BSM 2     | 201293 | Sapporo (275/TBS)                       | 500       | LTO              | SLEEMAN BREWING & MALTING CO. |
| D6: Discovery BSM 3     | 19106  | Good Sunday Lemon Gin Soda              | 473       | LTO              | GLAZER'S OF CANADA            |
| D7: Discovery Spirits 1 | 493098 | Dillon's Absinthe                       | 750       | LTO              | MARK ANTHONY WINE & SPIRITS   |
| D8: Discovery Spirits 2 | 369009 | Pinnacle Vodka                          | 750       | LTO              | BEAM SUNTORY                  |
| D9: Discovery Spirits 3 | 211110 | Wyborowa Vodka                          | 1140      | LTO              | PMA CANADA LTD.               |

## Green Shelf Extenders

| Location           | LCBO#  | Description                                | Size (mL) | Support Program | Agent               |
|--------------------|--------|--|-----------|-----------------|---------------------|
| G1: Green Extender | 370320 | Chateau Des Charmes Cabernet Sauvignon VQA | 750       | LTO             | CHATEAU DES CHARMES |



## Limited Time Offers

| LCBO# | Description                                     | Size (mL) | LTO    | Display Program            |
|-------|---|-----------|--------|----------------------------|
| 18    | Heineken Lager                                  | 6 x 330   | \$1.45 |                            |
| 596   | Bacardi Superior White Rum (P.E.T)              | 375       | \$0.75 |                            |
| 828   | Folonari Valpolicella Doc                       | 750       | \$2.00 | Shelf Extender, Flex Space |
| 1578  | >(V)Twisted (Flat Rock Cellars)                 | 750       | \$2.00 | Middle Nesting Table       |
| 1743  | Ruffino Chia ti                                 | 750       | \$2.00 | Shelf Extender             |
| 1925  | Courvoisier VS                                  | 750       | \$6.00 | Shelf Extender             |
| 2808  | Bacardi Gold Rum (P.E.T)                        | 375       | \$0.75 |                            |
| 7187  | Kwv Roodeberg                                   | 750       | \$2.00 | Shelf Extender             |
| 9043  | Crown Royal                                     | 375       | \$1.00 | CE1                        |
| 10047 | Sons Of Kent - Flywheel Blonde                  | 473       | \$0.15 | End Aisle                  |
| 10213 | Kahlua Coffee Liquor                            | 750       | \$1.00 | Shelf Extender             |
| 10423 | Menage A Trois Lavish Merlot                    | 750       | \$2.00 | Flex Space                 |
| 11452 | >(V) Riesling Reserve (Alsace Willm)            | 750       | \$2.00 |                            |
| 11564 | The Audacity Of Thomas G. Bright Merlot Cab VQA | 750       | \$2.00 | Mini Thematic              |
| 11572 | XOXO Moscato                                    | 750       | \$1.00 | End Aisle, Wine Fridge     |
| 11688 | Bathtub Gin, Uk                                 | 750       | \$5.00 |                            |
| 11934 | Zaphy Organic Cabernet Sauvignon                | 750       | \$2.00 | Flex Space                 |
| 11945 | Proper No. Twelve                               | 750       | \$1.00 |                            |
| 12063 | El Gringo Dark Red Tempranillo                  | 750       | \$2.00 |                            |
| 12565 | Junction 56 Distillery Mint Smoothie            | 375       | \$1.00 | Mini Thematic              |
| 12865 | J.P. Wiser's Manhattan Canadian Whisky          | 750       | \$1.00 |                            |
| 13295 | Matua Hawke's Bay Sauvignon Blanc               | 1500      | \$2.00 |                            |
| 13305 | Solid Ground Cabernet Sauvignon                 | 750       | \$2.00 |                            |
| 13587 | Bacardi Gold (P.E.T)                            | 1140      | \$1.00 | Shelf Extender             |
| 13634 | The Wanted Chard Chardonnay                     | 750       | \$2.00 |                            |
| 13734 | Robert Mondavi Priv. Sel. Rum Barrels Merlot    | 750       | \$2.00 |                            |
| 13814 | Shawn & Ed Lagershed Original                   | 4 x 473   | \$1.50 | End Aisle                  |
| 13915 | The Forager Botanical Whisky                    | 750       | \$2.00 |                            |
| 14023 | Tawse Gin Ddp                                   | 750       | \$3.00 |                            |
| 14066 | Molson Ultra                                    | 6 x 473   | \$1.00 |                            |
| 14130 | Apothic Cabernet Sauvignon                      | 750       | \$2.00 | Comm. Extender             |
| 14400 | Coors Original                                  | 6 x 473   | \$1.00 |                            |
| 14618 | Smirnoff Vodka & Soda White Peach Rosé          | 4 x 355   | \$1.00 | Shelf Extender             |
| 14870 | Wayne Gretzky Rosé VQA                          | 750       | \$1.00 | Mini Thematic              |
| 14884 | Pelee Island Lola Secco Sparkling VQA           | 750       | \$2.00 | Mini Thematic              |
| 14910 | Bushmills Irish Whiskey                         | 750       | \$2.00 | Comm. Extender             |
| 14915 | Dillon's Rye Whisky                             | 750       | \$2.00 |                            |

## Limited Time Offers

| LCBO# | Description                                      | Size (mL) | LTO    | Display Program      |
|-------|--|-----------|--------|----------------------|
| 15176 | Thornbury Village Honeycrisp Apple Cider         | 473       | \$0.25 | EZA                  |
| 15435 | Schneider Helle Weisse                           | 500       | \$0.25 |                      |
| 15733 | Mill Street Organic Pilsner                      | 473       | \$0.25 | EZH                  |
| 15760 | Slow Press Cabernet Sauvignon                    | 750       | \$2.00 | Shelf Extender       |
| 15860 | Somersby Pear Cider                              | 473       | \$0.25 |                      |
| 16508 | Nickel Brook Metal Head Double Headstock         | 473       | \$0.45 | Mini Thematic        |
| 16643 | Polar Ice Arctic Extreme Vodka (P.E.T)           | 750       | \$1.00 |                      |
| 16767 | Saintly Sparkling Rosé VQA                       | 750       | \$2.00 | Mini Thematic        |
| 16777 | Bask Sauvignon Blanc                             | 750       | \$1.00 | End Aisle, Value Add |
| 16778 | Bask Crisp Rosé                                  | 750       | \$1.00 | End Aisle, Value Add |
| 16779 | Bask Pinot Noir                                  | 750       | \$1.00 | End Aisle            |
| 16785 | Peller Family Vineyards Light Pinot Grigio       | 750       | \$1.00 | Shelf Extender       |
| 16792 | Speck Bros. The Goat Lady Chardonnay VQA         | 750       | \$2.00 | Mini Thematic        |
| 16809 | Graffiti Cabernet Sauvignon                      | 750       | \$2.00 | Shelf Extender       |
| 16840 | Bolla Valpolicella Classico                      | 750       | \$2.00 | Discovery Extender   |
| 16859 | Dixon's Wicked Blueberry Gin                     | 750       | \$2.00 | Mini Thematic        |
| 16868 | 18.8 Gin Ddp                                     | 750       | \$2.00 |                      |
| 16878 | The Audacity Of Thomas G. Bright Orange VQA      | 750       | \$2.00 | End Aisle            |
| 17436 | Woodbridge By Robert Mondavi Pinot Grigio Tetra  | 500       | \$1.00 |                      |
| 17437 | Woodbridge By Robert Mondavi Cab Sauvignon Tetra | 500       | \$1.00 |                      |
| 17472 | Trius Baco Noir VQA                              | 750       | \$2.00 | End Aisle            |
| 17536 | Colio Cellar Door Series Cabernet Sauvignon      | 750       | \$1.00 | Shelf Extender       |
| 17747 | Menage A Trois Cabernet Sauvignon                | 750       | \$2.00 | Flex Space           |
| 17759 | Yalumba Y Series Cabernet Sauvignon              | 750       | \$2.00 |                      |
| 17817 | Corona Extra                                     | 6 x 473   | \$1.00 |                      |
| 17823 | Stella Artois                                    | 6 x 330   | \$1.00 | Shelf Extender       |
| 18224 | Vodkwo Cream                                     | 750       | \$3.00 |                      |
| 18391 | Pelee Island Merlot Bag In Box                   | 3000      | \$3.00 | End Aisle            |
| 18393 | Wayne Gretzky Estate Cabernet Merlot VQA Bib     | 3000      | \$3.00 | End Aisle            |
| 18403 | Big Drop Brewing Co. Galactic Dark               | 355       | \$0.45 | Shelf Extender       |
| 18412 | D'Ont Poke The Bear Red VQA Bag In Box           | 3000      | \$3.00 | Front Nesting Table  |
| 18426 | Forty Creek Nanaimo Bar Cream                    | 750       | \$1.00 | Mini Thematic        |
| 18524 | Wayne Gretzky Salted Caramel Cream Whisky        | 750       | \$3.00 | Mini Thematic        |
| 18864 | J.P. Wiser's Old Fashioned Canadian Whisky       | 375       | \$1.00 |                      |
| 18919 | D'Usse VSOP                                      | 375       | \$2.00 | Shelf Extender       |
| 19095 | Little Buddha Peach Tea                          | 355       | \$0.25 |                      |
| 19098 | Founder's Original Gin Bramble                   | 355       | \$0.15 |                      |

## Limited Time Offers

| LCBO# | Description                                     | Size (mL) | LTO    | Display Program                |
|-------|---|-----------|--------|--------------------------------|
| 19104 | Social Lite Orchard Apple Vodka Soda            | 4 x 355   | \$1.00 |                                |
| 19106 | Good Sunday Lemon Gin Soda                      | 473       | \$0.25 | Discovery Extender             |
| 19113 | Pussycat Twisted Shot                           | 4 x 30    | \$1.00 |                                |
| 19126 | Freed Earth Green Tea With Honey                | 6 x 355   | \$1.00 |                                |
| 19136 | Georgian Bay Peach Half Smash                   | 355       | \$0.50 |                                |
| 19137 | Georgian Bay Citrus Half Smash                  | 355       | \$0.50 |                                |
| 19254 | Smoky Bay Cabernet Sauvignon                    | 1500      | \$1.00 |                                |
| 19276 | Jacob's Creek Moscato Lower Sugar               | 750       | \$2.00 | Shelf Extender                 |
| 19338 | Good Natured Crisp Chardonnay VQA               | 750       | \$1.00 | Wine Fridge                    |
| 19339 | Good Natured Merlot Gamay Noir VQA              | 750       | \$1.00 | End Aisle                      |
| 19419 | Baileys Deliciously Light                       | 750       | \$1.50 | Value Add, Seasonal Block Pile |
| 19474 | Tag No.5 Vodka Soda Blackberry Sour             | 473       | \$0.25 |                                |
| 19540 | Howitzer Canadian Whisky                        | 750       | \$4.00 |                                |
| 19543 | Twisted Tea Original                            | 12 x 355  | \$2.00 | Contest                        |
| 19591 | Bacardi Mojito Cocktail                         | 750       | \$1.00 | Shelf Extender                 |
| 19668 | What Stuck Vodka Ddp                            | 750       | \$2.00 |                                |
| 19669 | What Stuck Gin Ddp                              | 750       | \$2.00 |                                |
| 19928 | Persona Cabernet Merlot VQA                     | 750       | \$2.00 | End Aisle                      |
| 19995 | Whitewater Brewing High Tide                    | 473       | \$0.25 |                                |
| 20108 | Sapsucker Hard The Lime Vodka One               | 355       | \$0.25 | Shelf Extender                 |
| 20139 | Hop City North Of 41                            | 473       | \$0.20 | Shelf Extender                 |
| 20258 | Hopetown Wine Co. Hill House Craft Red VQA      | 750       | \$2.00 | End Aisle                      |
| 20259 | Grow Wild Enchanting White VQA                  | 750       | \$2.00 | End Aisle, Wine Fridge         |
| 20261 | Strewn Nurture White Blend VQA                  | 750       | \$1.00 | End Aisle, Wine Fridge         |
| 20264 | Popcorn Chardonnay VQA                          | 750       | \$2.00 | End Aisle, Wine Fridge         |
| 20265 | Flying Monkeys Worlds Away Modern Lager         | 473       | \$0.20 | Mini Thematic                  |
| 20289 | Yellow Tail Shiraz                              | 1500      | \$3.50 |                                |
| 20652 | Coteaux Bourguignons Rouge                      | 750       | \$2.00 |                                |
| 20807 | Tribute Cabernet Sauvignon                      | 750       | \$3.00 | Feature Fixture                |
| 20905 | Farpoint Cabernet Sauvignon Bourbon Barrel Aged | 750       | \$2.00 | Feature Fixture                |
| 20928 | Mighty Moose Canadian Vodka Ddp                 | 750       | \$2.00 |                                |
| 20960 | Collingwood Sunset Point Lager                  | 473       | \$0.20 | Discovery Extender             |
| 21381 | Pink Poodle Sparkling Rosé                      | 750       | \$1.00 | End Aisle                      |
| 21382 | XOXO Rose Bag In Box                            | 4000      | \$3.00 | End Aisle                      |
| 21383 | Small Mercy Upbeat White                        | 750       | \$1.00 | End Aisle                      |
| 21384 | Small Mercy Easy Going Red                      | 750       | \$1.00 | End Aisle                      |
| 21387 | Peller Family Vineyards Pinot Noir              | 750       | \$1.00 | Middle Nesting Table           |

## Limited Time Offers

| LCBO#  | Description                                      | Size (mL) | LTO     | Display Program        |
|--------|--|-----------|---------|------------------------|
| 21523  | On Point. Smooth Red                             | 750       | \$1.00  | End Aisle              |
| 21524  | On Point.Crisp White                             | 750       | \$1.00  | End Aisle              |
| 22035  | Skrewball Peanut Butter Whiskey                  | 750       | \$5.00  |                        |
| 24133  | > Riesling Thirty Bench (Andrew Peller)          | 750       | \$3.00  | Mini Thematic          |
| 24422  | Fazi Battaglia Verdic Dei Castelli Di Jesi       | 750       | \$2.00  |                        |
| 26906  | Danzante Pinot Grigio Delle Venezie Igt          | 750       | \$2.00  | Shelf Extender         |
| 27128  | Flat Roof Manor Pinot Grigio                     | 750       | \$1.00  | Comm. Extender         |
| 36855  | Baron Otard VSOP Cognac                          | 750       | \$5.00  |                        |
| 38927  | Jura 12 Year Old Single Malt                     | 750       | \$10.00 |                        |
| 43588  | Folonari Pink Pinot Grigio Venezia Igt           | 750       | \$1.00  | Flex Space             |
| 46946  | Taylor Fladgate Late Bottled Vintage Port        | 750       | \$2.00  | Shelf Extender         |
| 53678  | Peninsula Ridge Sauvignon Blanc VQA              | 750       | \$1.00  | End Aisle, Wine Fridge |
| 56622  | Beefeater Dry                                    | 1750      | \$1.50  |                        |
| 58339  | >(V) Kaiken Malbec                               | 750       | \$2.00  | Flex Space             |
| 58628  | Peller Est. Family Series Cabernet Merlot VQA    | 750       | \$1.00  | Middle Nesting Table   |
| 59311  | >(V) Seven Deadly Zins Old Vine Zinfandel        | 750       | \$3.00  |                        |
| 63826  | Wayne Gretzky Chardonnay VQA                     | 750       | \$1.00  | Front Nesting Table    |
| 65342  | Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA    | 750       | \$1.00  | End Aisle              |
| 68254  | Yellow Tail Pinot Grigio                         | 750       | \$1.00  | Shelf Extender         |
| 84988  | >(V) Beringer Napa Valley Chardonnay             | 750       | \$3.00  | Wine Fridge            |
| 89912  | Loios Red  | 750       | \$1.00  |                        |
| 106377 | Jacob's Creek Shiraz/Cabernet                    | 750       | \$2.00  |                        |
| 106450 | >(V)Pinot Grigio Valdadige (S Margherita)        | 750       | \$2.00  |                        |
| 107276 | Frescobaldi Chianti Nipozzano Riserva Docg       | 750       | \$3.00  | Shelf Extender         |
| 108100 | Martell VS Fine Cognac (In Box)                  | 750       | \$4.00  |                        |
| 112896 | Johnnie Walker Red Label                         | 1750      | \$2.50  | Shelf Extender         |
| 114694 | Crown Royal                                      | 1750      | \$2.00  | Shelf Extender         |
| 117101 | Jagermeister                                     | 750       | \$2.00  | Shelf Extender         |
| 121749 | > 10 Years Old Tawny Port (Taylor Fladgate)      | 750       | \$4.00  |                        |
| 123166 | Cavallina Grillo Pinot Grigio                    | 750       | \$1.50  |                        |
| 126144 | Sibling Rivalry White VQA                        | 750       | \$2.00  | Front Nesting Table    |
| 130989 | >(V) Pinot Noir Growers Blend Pinot Noir (Tawse) | 750       | \$2.00  | Mini Thematic          |
| 135939 | Pelee Island Pinot Noir VQA                      | 750       | \$2.00  | Middle Nesting Table   |
| 135970 | Pelee Island Gewurztraminer                      | 750       | \$2.00  | Comm. Extender         |
| 136044 | Pelee Island Chardonnay VQA                      | 750       | \$1.00  | End Aisle              |
| 141952 | Pasqua Passimento Rosso Igt                      | 750       | \$3.00  | Shelf Extender         |
| 145417 | Pelee Island Lighthouse Riesling VQA             | 750       | \$1.50  | Middle Nesting Table   |

## Limited Time Offers

| LCBO#  | Description                                     | Size (mL) | LTO    | Display Program                                      |
|--------|---|-----------|--------|--|
| 145441 | Pelee Island Lighthouse Cabernet Franc VQA      | 750       | \$2.00 | Middle Nesting Table                                 |
| 145920 | >Tenuta Frescobaldi Di Castiglioni Toscana (Fre | 750       | \$3.00 |  |
| 149237 | >The Conspiracy Ripasso Style (Foreign Affai    | 750       | \$3.00 | Front Nesting Table                                  |
| 149567 | Tag No. 5 Vodka                                 | 750       | \$1.00 | Mini Thematic  |
| 159962 | Sandbanks Shoreline Cabernet Merlot VQA         | 750       | \$2.00 | Discovery Extender                                   |
| 160952 | Domaine Jean Bousquet Malbec Organic            | 750       | \$1.50 | Flex Space   |
| 162073 | >(V) Bourgogne Pinot Noir (Jadot)               | 750       | \$2.00 |  |
| 170134 | Banrock Station Pink Moscato Rosé               | 750       | \$1.50 |  |
| 174466 | Jose Cuervo Especial Silver                     | 750       | \$2.00 | Comm. Extender                                       |
| 177485 | Sandbanks Cabernet Franc VQA                    | 750       | \$2.00 | Shelf Extender                                       |
| 185249 | Mirassou Pinot Noir                             | 750       | \$2.00 |  |
| 189217 | Gibson's Finest Sterling Edition                | 750       | \$2.75 | End Aisle  |
| 201293 | Sapporo   | 500       | \$0.25 | Discovery Extender                                   |
| 207613 | Jameson Irish Whiskey                           | 1140      | \$2.00 |  |
| 209221 | Absolut Vodka                                   | 1140      | \$1.00 | Shelf Extender                                       |
| 210286 | Russian Standard Vodka                          | 1140      | \$1.75 | Shelf Extender                                       |
| 211110 | Wyborowa Vodka                                  | 1140      | \$1.20 | Discovery Extender                                   |
| 212480 | Georges Duboeuf Beaujolais Aoc                  | 750       | \$2.00 | Shelf Extender                                       |
| 213496 | Pasqua Pinot Grigio Delle Venezie Doc           | 750       | \$2.00 | Value Add  |
| 214049 | Girls' Night Out Strawberry Samba               | 1500      | \$1.00 | End Aisle  |
| 214056 | Girls' Night Out Pineapple Mango Tango          | 1500      | \$1.00 | End Aisle  |
| 215038 | Gibson's Finest Sterling Edition                | 1750      | \$2.50 | End Aisle  |
| 215889 | Gibson's Finest Sterling Edition Whisky         | 1140      | \$2.50 | End Aisle  |
| 216820 | Finlandia Vodka                                 | 1140      | \$1.50 | Comm. Extender                                       |
| 216887 | Freixenet Carta Nevada Brut Cava                | 750       | \$1.50 | Comm. Extender                                       |
| 217679 | Jackson-Triggs Sparkling Reserve VQA            | 750       | \$1.00 | Front Nesting Table                                  |
| 219543 | Inniskillin Late Autumn Riesling VQA            | 750       | \$1.00 | End Aisle, Front Nesting Table, Necktag, Wine Fridge |
| 221804 | Trius Sauvignon Blanc VQA                       | 750       | \$1.00 | End Aisle  |
| 223610 | Fielding Pinot Grigio VQA                       | 750       | \$2.00 | Shelf Extender                                       |
| 225086 | >(V) Sangiovese Cab Sauv Liano (Umberto Ce      | 750       | \$5.00 |  |
| 225904 | Palm Bay Key Lime Cherry                        | 6 x 355   | \$1.00 |  |
| 228569 | Cave Spring Gamay VQA                           | 750       | \$2.00 | End Aisle  |
| 229542 | Folonari Pinot Grigio Delle Venezie Doc         | 750       | \$2.00 | Wine Fridge, Flex Space                              |
| 230797 | Fontella Chianti Docg                           | 750       | \$2.00 |  |
| 233635 | Cave Spring Riesling Dry VQA                    | 750       | \$2.00 | End Aisle  |
| 244616 | Sandbanks Rosé VQA                              | 750       | \$1.00 | Shelf Extender                                       |



## Limited Time Offers

| LCBO#  | Description                                  | Size (mL) | LTO    | Display Program                                  |
|--------|--|-----------|--------|--|
| 255380 | Pilsner Urquell                              | 500       | \$0.20 |  |
| 258673 | >Pinot Noir G Marquis Slvr Ln Stone Rd       | 750       | \$2.00 | VL 1   |
| 260372 | Pondview Dragonfl Pinot Grigio VQA           | 750       | \$2.00 | Wine Fridge                                      |
| 261099 | Inniskillin Pinot Noir VQA                   | 750       | \$2.00 | End Aisle, Necktag                               |
| 261305 | Peninsula Ridge Cabernet Merlot VQA          | 750       | \$2.00 | End Aisle  |
| 267070 | Tommasi II Sestante Valpolicella Rip Sup Doc | 750       | \$2.00 |  |
| 269761 | Raymond Classic Cabernet Sauvignon           | 750       | \$2.00 | Shelf Extender                                   |
| 270892 | Jackson-Triggs Merlot Bag In Box             | 4000      | \$3.00 | End Aisle  |
| 270959 | Jackson-Triggs Pinot Grigio Bag In Box       | 4000      | \$3.00 | End Aisle  |
| 271809 | Lancaster Bomber Ale                         | 500       | \$0.20 |  |
| 278416 | Casillero Del Diablo Reserva Cab Sauvignon   | 750       | \$2.00 | Shelf Extender                                   |
| 278606 | Mapu Sauvignon Blanc Lic                     | 750       | \$1.00 |  |
| 278622 | Mapu Merlot Lic                              | 750       | \$1.00 |  |
| 284539 | Trius Brut VQA                               | 750       | \$3.00 | Front Entrance Table, Wine Fridge                |
| 293043 | Stoneleigh Marlborough Sauvignon Blanc       | 750       | \$2.00 | Wine Fridge                                      |
| 295006 | Cave Spring Dry Rosé VQA                     | 750       | \$2.00 | End Aisle, Middle Nesting Table                  |
| 295105 | Alamos Cabernet Sauvignon                    | 750       | \$2.00 | Flex Space                                       |
| 296574 | Cottage Block Sauvignon BI Riesling VQA      | 750       | \$1.00 | Middle Nesting Table                             |
| 300681 | Coors Light                                  | 6 x 473   | \$1.00 |  |
| 308288 | Whitehaven Sauvignon Blanc                   | 750       | \$2.00 | Shelf Extender, Wine Fridge                      |
| 311779 | Bud Light                                    | 6 x 473   | \$1.00 |  |
| 316844 | Bombay Sapphire London Dry                   | 750       | \$1.00 | Shelf Extender, Seasonal Block Pile C, Value Add |
| 318709 | Captain Morgan Original Spiced Rum (P.E.T)   | 750       | \$1.00 | End Aisle  |
| 319202 | Hofbrau Original Lager                       | 500       | \$0.50 |  |
| 319442 | Mike's Hard Lemonade                         | 6 x 355   | \$1.00 |  |
| 321786 | Smirnoff Ice                                 | 4 x 330   | \$1.00 |  |
| 322586 | >Montes Alpha Cabernet Sauvignon             | 750       | \$3.00 |  |
| 326090 | >(V) Oyster Bay Pinot Grigio Hawke's Bay     | 750       | \$2.00 | Flex Space                                       |
| 326256 | Wayne Gretzky Pinot Grigio VQA               | 750       | \$1.00 | End Aisle  |
| 326413 | Pelee Island Pinot Grigio VQA                | 750       | \$2.00 | goLOCAL  |
| 328518 | Jackson-Triggs Chardonnay                    | 750       | \$1.00 | End Aisle  |
| 328534 | Jackson-Triggs Cabernet Sauvignon            | 750       | \$1.00 | End Aisle  |
| 338053 | Alize Red Passion Liquor                     | 750       | \$5.00 |  |
| 338855 | Bodacious Smooth Red                         | 750       | \$1.00 | End Aisle  |
| 339168 | Bodacious Smooth White                       | 750       | \$1.00 | End Aisle  |
| 342246 | Amarula Cream                                | 750       | \$2.00 | Shelf Extender                                   |

## Limited Time Offers

| LCBO#  | Description                                  | Size (mL) | LTO    | Display Program                 |
|--------|--|-----------|--------|---------------------------------|
| 355933 | Black Cellar Shiraz Cabernet                 | 750       | \$1.00 | Shelf Extender                  |
| 357145 | Open Smooth Red VQA                          | 750       | \$1.00 | Shelf Extender                  |
| 358556 | Dillon's Gin 22 Unfil ered                   | 750       | \$2.00 |                                 |
| 361022 | Caparzo Sangiovese Toscana Igp               | 750       | \$2.00 |                                 |
| 363192 | Argento Estate Reserva Organic Malbec        | 750       | \$2.50 | Flex Space                      |
| 363622 | Bolla Pinot Grigio Delle Venezie             | 750       | \$2.00 |                                 |
| 363812 | Tito's Handmade Vodka                        | 375       | \$1.00 | Shelf Extender                  |
| 363986 | Cazadores Blanco Tequila                     | 750       | \$1.00 |                                 |
| 365205 | Cono Sur Sparkling Rose                      | 750       | \$2.00 | Shelf Extender, Wine Fridge     |
| 366633 | Ron Diplomatico Reserva Exclusiva Rum        | 750       | \$5.00 | Necktag                         |
| 369009 | Pinnacle Vodka                               | 750       | \$1.25 | Discovery Extender              |
| 370320 | Chateau Des Charmes Cabernet Sauvignon VQA   | 750       | \$2.00 | Green Extender                  |
| 382580 | Meukow Cognac VS                             | 750       | \$5.00 | Shelf Extender                  |
| 386789 | Casamigos Tequila Blanco                     | 750       | \$5.00 | End Aisle                       |
| 386961 | Borsao Tinto Garnacha                        | 750       | \$2.00 |                                 |
| 389411 | >(V)Prop Res Vidal Icewine VQA (Jackson T.)  | 375       | \$5.00 | Front Nesting Table             |
| 390583 | Canadian Club 100% Rye                       | 750       | \$2.00 | Shelf Extender                  |
| 391300 | Ch Des Charmes Sauvignon Blanc VQA           | 750       | \$1.50 | Middle Nesting Table            |
| 393769 | Pelee Island Cabernet Sauvignon              | 1500      | \$1.00 | End Aisle                       |
| 394536 | Bitburger Premium Pilsner                    | 500       | \$0.35 |                                 |
| 394718 | >Erath Pinot Noir                            | 750       | \$3.00 |                                 |
| 399428 | Jackson-Triggs Sauvignon Blanc               | 1500      | \$2.00 | End Aisle                       |
| 400259 | Baileys Salted Caramel                       | 750       | \$1.00 | Seasonal Block Pile             |
| 400754 | Iceberg Vodka                                | 750       | \$1.00 |                                 |
| 403519 | Crown Royal Apple                            | 750       | \$2.00 | Comm. Extender                  |
| 404368 | Muskoka Detour                               | 473       | \$0.25 | Seasonal Block Pile A           |
| 411553 | Girls' Night Out Peach Raspberry Rumba       | 1500      | \$1.00 | End Aisle                       |
| 413104 | Dillon's Dry Gin                             | 750       | \$2.00 | Front Entrance Table            |
| 413237 | >15 Terroir Languedoc (Gerard Bertrand)      | 750       | \$2.00 |                                 |
| 413500 | Rekorderlig Wild Berries Cider               | 500       | \$0.25 |                                 |
| 415745 | Nobilo Sauvignon Blanc Marlborough           | 750       | \$2.00 | Discovery Extender, Wine Fridge |
| 425488 | >(V)Cannonau Riserva Sardinia (Sella& Mosca) | 750       | \$2.50 |                                 |
| 426528 | Wayne Gretzky Baco Noir VQA                  | 750       | \$1.00 | End Aisle                       |
| 426908 | Peller Family Vineyards Cab Sauv             | 1500      | \$2.00 | Middle Nesting Table            |
| 430017 | XOXO Pinot Grigio Chardonnay Bag In Box      | 4000      | \$3.00 | End Aisle                       |
| 431106 | Creekside Cabernet Merlot VQA                | 750       | \$2.00 | goLOCAL                         |

## Limited Time Offers

| LCBO#  | Description  | Size (mL) | LTO    | Display Program            |
|--------|--|-----------|--------|----------------------------|
| 431239 | Faxe Premium Lager                                 | 500       | \$0.15 |                            |
| 433714 | Pelee Island Cabernet Franc VQA                    | 750       | \$1.00 | End Aisle                  |
| 439281 | Konzelmann Merlot VQA                              | 750       | \$1.50 | Shelf Extender             |
| 446567 | Iceberg Vodka (P.E.T)                              | 750       | \$1.00 | Shelf Extender             |
| 446625 | Beatties Farm Crafted Vodka                        | 750       | \$2.00 | End Aisle                  |
| 446823 | Ciroc Pineapple                                    | 750       | \$3.00 |                            |
| 446955 | Big Rig Alpha Bomb IPA                             | 473       | \$0.20 | Seasonal Block Pile A      |
| 449207 | >(V)Rodney Strong Charlotte's Home Sauvignon Blanc | 750       | \$2.00 |                            |
| 450312 | Collective Arts Ransack The Universe IPA           | 473       | \$3.65 | Shelf Extender             |
| 454686 | Captain Morgan Bold Spiced Rum                     | 750       | \$2.00 | End Aisle                  |
| 454876 | >(V) Ghost Pines Merlot                            | 750       | \$2.00 |                            |
| 454967 | Chateau Des Charmes Pinot Noir Estate Bottled VQA  | 750       | \$2.00 | Front Nesting Table        |
| 456350 | Fireball Cinnamon Whisky                           | 1750      | \$4.00 |                            |
| 459966 | Henry Of Pelham Baco Noir Old Vines VQA            | 750       | \$2.00 | Middle Nesting Table       |
| 460154 | >Columbia Crest Grand Estates Cab Sauvignon        | 750       | \$2.00 |                            |
| 461756 | Redline Clutch                                     | 473       | \$0.25 | Shelf Extender             |
| 467662 | Strewn Two Vines Riesling Gewurztraminer VQA       | 750       | \$1.00 | End Aisle, Wine Fridge     |
| 468736 | Hounds Black Vodka Ddp                             | 750       | \$2.00 |                            |
| 470062 | Yalumba Y Series Viognier                          | 750       | \$2.00 | Necktag                    |
| 474551 | J.P. Wiser's Vanilla Whisky                        | 750       | \$2.00 | Shelf Extender             |
| 481515 | Bench Brewing Balls Falls Session IPA              | 473       | \$0.20 | OCB                        |
| 485128 | Pelee Island Baco Noir VQA                         | 750       | \$1.00 | End Aisle                  |
| 485144 | Inniskillin Sauvignon Blanc Niagara Est Series VQA | 750       | \$2.00 | End Aisle, Necktag         |
| 485417 | Menage A Trois Gold Chardonnay                     | 750       | \$2.00 | Flex Space                 |
| 491290 | Pop Shoppe Hard Cream Soda                         | 473       | \$0.25 |                            |
| 491746 | Cabana Coast Moscow Mule                           | 473       | \$0.25 |                            |
| 491803 | Southern Comfort (P.E.T)                           | 375       | \$1.00 | End Aisle                  |
| 492017 | Steam Whistle                                      | 6 x 473   | \$1.50 | EZD                        |
| 492116 | Folonari Pinot Grigio Delle Venezie Doc Bib        | 3000      | \$5.00 | Shelf Extender, Flex Space |
| 492256 | Tag No.5 Vodka (P.E.T)                             | 1140      | \$1.00 | Shelf Extender             |
| 492959 | Rosehall Run Pixie Sparkling Rose VQA              | 750       | \$2.00 | goLOCAL                    |
| 493098 | Dillon's Absinthe                                  | 750       | \$5.00 | Discovery Extender         |
| 493247 | Cowbell Doc Perdue's Bobcat Red Ale                | 473       | \$0.20 | Mini Thematic              |
| 497339 | Kona Big Wave Golden Ale                           | 6 x 355   | \$1.00 |                            |
| 500512 | Captain Morgan Original Spiced Rum                 | 750       | \$1.00 | Comm. Extender             |
| 506519 | Cesari Mara Valpolicella Ripass Superiore Doc      | 750       | \$3.00 | Shelf Extender             |
| 506741 | Kronenbourg 1664                                   | 500       | \$0.25 |                            |
| 508150 | Sortilege Blueberry                                | 750       | \$2.00 |                            |

## Limited Time Offers

| LCBO#  | Description                                    | Size (mL) | LTO    | Display Program           |
|--------|--|-----------|--------|---------------------------|
| 514851 | Okanagan Apple Cider                           | 473       | \$0.30 |                           |
| 517185 | Burnt Ship Bay Sauvignon Blanc VQA             | 750       | \$2.00 | Wine Fridge               |
| 518746 | D'Ont Poke The Bear Red VQA                    | 750       | \$1.00 | End Aisle                 |
| 518753 | D'Ont Poke The Bear White VQA                  | 750       | \$1.00 | End Aisle                 |
| 520288 | Bacardi Black                                  | 750       | \$1.00 | Shelf Extender            |
| 520304 | Bacardi Gold                                   | 1140      | \$1.00 |                           |
| 522359 | Torres Brandy 10                               | 750       | \$2.00 |                           |
| 522730 | Strewn Chardonnay Barrel-Aged VQA              | 750       | \$1.00 | Middle Nesting Table      |
| 523563 | Bodacious Cabernet Sauvignon                   | 1500      | \$2.00 | Comm. Extender            |
| 524355 | McGuigan Black Label Cabernet Sauvignon        | 750       | \$1.00 |                           |
| 526228 | Jackson-Triggs Reserve Meritage VQA            | 750       | \$1.00 | Front Nesting Table       |
| 528844 | Cantine Due Palme Brindisi Rosso Dop           | 2000      | \$3.00 | Shelf Extender            |
| 529354 | Pelee Island Pelee Pink VQA                    | 750       | \$2.00 | Front Nesting Table       |
| 535179 | Carolans Irish Cream                           | 375       | \$1.00 |                           |
| 535682 | Jackson-Triggs Reserve Series Pinot Grigio VQA | 750       | \$1.00 | Front Nesting Table       |
| 536805 | Spirit Of York Gin                             | 750       | \$3.00 | Front Entrance Table      |
| 542910 | Top Shelf Gin                                  | 750       | \$2.00 |                           |
| 544791 | >Vidal Icewine 200 mL (Reif Estate Winery)     | 200       | \$2.00 | Middle Nesting Table      |
| 545194 | Top Shelf Vodka                                | 750       | \$1.50 | End Aisle                 |
| 545343 | Flor De Cana Anejo Clasico 5                   | 1140      | \$1.00 | Shelf Extender            |
| 545392 | Smirnoff Berry Blast                           | 750       | \$1.00 |                           |
| 546408 | Dragon Stout                                   | 4 x 426   | \$1.00 | Shelf Extender            |
| 549162 | Aguamiel Tequila 100% Agave                    | 750       | \$5.00 |                           |
| 553339 | Smirnoff Berry Blast                           | 473       | \$0.25 |                           |
| 556746 | Lurton Piedra Negra Pinot Grigio Organic       | 750       | \$2.00 | Flex Space                |
| 557470 | Empress 1908 Gin                               | 750       | \$3.00 | End Aisle, Value Add      |
| 560680 | Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA     | 750       | \$1.00 | Front Nesting Table       |
| 561100 | Josh Cellars Chardonnay                        | 750       | \$2.00 |                           |
| 561381 | Pelee Island Pinot Grigio Bag In Box           | 3000      | \$5.00 | End Aisle                 |
| 561720 | Magnum Scotch Malt Whisky Cream Liqueur        | 750       | \$3.00 | Shelf Extender            |
| 571133 | >Dillon's Vermouth                             | 750       | \$1.00 | Front Nesting Table       |
| 572552 | Signal Hill Canadian Whisky                    | 750       | \$3.00 | Shelf Extender            |
| 573402 | Bearface 7YO Triple Oak Canadian Whisky        | 750       | \$5.00 | Mini Thematic, Flex Space |
| 573428 | D'Ont Poke The Bear Cider                      | 473       | \$0.20 | End Aisle                 |
| 574533 | Magnotta Pinot Grigio Venture Series VQA       | 750       | \$1.50 | Front Nesting Table       |
| 575357 | 3 Speed Lager 568                              | 568       | \$0.30 | Seasonal Block Pile A     |
| 576538 | Lake Of Bays Paddle Session Ale                | 473       | \$0.25 | Seasonal Block Pile A     |

## Limited Time Offers

| LCBO#  | Description                                     | Size (mL) | LTO    | Display Program        |
|--------|---|-----------|--------|------------------------|
| 577148 | Villa Conchi Brut Seleccion                     | 750       | \$2.00 |                        |
| 580183 | Blu Giovello Pinot Grigio                       | 750       | \$1.75 | Shelf Extender         |
| 580449 | XOXO Simply Smooth Red                          | 750       | \$1.00 | Shelf Extender         |
| 582825 | Peller Estates Family Series Chardonnay VQA     | 750       | \$1.00 | Middle Nesting Table   |
| 587956 | Trius Cabernet Sauvignon VQA                    | 750       | \$2.00 | End Aisle              |
| 588780 | Bottega Petalo Il Vino Dell' Amore Moscato      | 750       | \$1.50 | Shelf Extender         |
| 589028 | Peller Family Vineyards Rose Bag In Box         | 4000      | \$1.00 | End Aisle              |
| 589036 | Peller Family Vineyards Cab Merlot              | 4000      | \$3.00 | Middle Nesting Table   |
| 589051 | Peller Family Vineyards Dry White               | 4000      | \$0.85 | End Aisle              |
| 590414 | >(V) Oyster Bay Pinot Noir Marlborough          | 750       | \$2.00 | Flex Space             |
| 594127 | Vineland Cabernet Franc VQA                     | 750       | \$1.00 | Front Nesting Table    |
| 594200 | Peninsula Ridge Inox Chardonnay VQA             | 750       | \$1.00 | End Aisle              |
| 594341 | Rh Phillip Toasted Head Chardonnay              | 750       | \$2.00 | Wine Fridge            |
| 608653 | >Sonoma Cutrer Chardonnay Rus River Ranches     | 750       | \$3.00 |                        |
| 609701 | Muskoka Lakes Cranberry Wine                    | 750       | \$1.00 | goLOCAL                |
| 611400 | Mott's Clamato Caesar Original                  | 6 x 341   | \$1.25 |                        |
| 614909 | Kozel Beer                                      | 500       | \$0.20 |                        |
| 617878 | Partake Brewing Non-Alcoholic Pale Ale          | 355       | \$0.10 |                        |
| 619395 | Red Knot Shiraz                                 | 750       | \$2.00 |                        |
| 620880 | Masi Tupungato Passo Doble Organic              | 750       | \$2.00 | Flex Space             |
| 621110 | Jackson-Triggs Pinot Grigio                     | 750       | \$1.00 | End Aisle, Wine Fridge |
| 621623 | Yellow Tail Cabernet Sauvignon                  | 750       | \$2.00 | Shelf Extender         |
| 623322 | Peller Family Vineyards Sauvignon Bl            | 4000      | \$3.00 | Middle Nesting Table   |
| 626390 | >Kim Crawford Marlborough Pinot Noir            | 750       | \$2.00 |                        |
| 632307 | Era Sauvignon Blanc Organic Terre Siciliane Igt | 750       | \$2.00 | Wine Fridge            |
| 634402 | Vina Tarapaca Reserva Sauvignon Blanc           | 750       | \$2.00 | Wine Fridge            |
| 638189 | Prairie Organic Vodka                           | 750       | \$5.00 |                        |
| 639880 | Bodacious Rosé                                  | 750       | \$1.00 | End Aisle              |
| 646729 | Bumbu Craft Rum                                 | 750       | \$3.00 | Shelf Extender         |
| 648410 | Ardiel Cider House Victoria Pear Cider          | 473       | \$0.25 |                        |
| 669002 | Casamigos Reposado Tequila                      | 375       | \$3.00 | End Aisle              |
| 669440 | Peller Family Vineyards Shiraz                  | 1500      | \$2.00 | End Aisle              |
| 669473 | Peller Family Vineyards Pinot Grigio            | 1500      | \$2.00 | Middle Nesting Table   |
| 672931 | 17 Palazzo Della Torre Veronese Igt (Allegri    | 750       | \$2.00 |                        |
| 688556 | Serenity By Lakeview Cellars Baco Noir VQA      | 750       | \$2.00 | Mini Thematic          |
| 697623 | Michelob Ultra                                  | 6 x 355   | \$1.00 |                        |
| 894014 | El Dorado Demerara 5 Year Old Rum               | 750       | \$2.00 | Shelf Extender         |
| 904334 | Budweiser                                       | 6 x 355   | \$1.00 |                        |



## Limited Time Offers

| LCBO#  | Description                                  | Size (mL) | LTO    | Display Program |
|--------|--|-----------|--------|-----------------|
| 904409 | Molson Canadian                              | 473       | \$0.20 |                 |
| 921296 | Wellington Helles Lager                      | 473       | \$0.25 | Mini Thematic   |
| 921478 | Pabst Blue Ribbon                            | 6 x 355   | \$0.55 |                 |
| 925453 | >Kilikanoon Shiraz Killermans Run            | 750       | \$2.00 | VL1             |
| 933077 | >(V)Bourgogne Chardonnay (Jadot)             | 750       | \$2.00 |                 |
| 991950 | >Kim Crawford Marlborough Chardonnay Unoaked | 750       | \$2.00 |                 |

Trade Copy

## Value Added Program - Plant Applied

| LCBO#  | Description                           | Size (mL) | VA Approved                        | VA Mother Carton# |
|--------|---------------------------------------|-----------|------------------------------------|-------------------|
| 42     | Canadian Club Premium                 | 750       | Canadian Club 1858 50 mL           | 42                |
| 984    | Alberta Premium Whisky                | 750       | Canadian Club 100% Rye 50 mL + Mug | 984               |
| 8805   | Forty Creek Barrel Select Whisky      | 1750      | Forty Creek Copper Pot 2 x 50 m L  | 8805              |
| 14609  | Moneybag Vodka                        | 750       | Money Bag Merchandise              | 14609             |
| 53140  | Havana Club 7 Years Old               | 750       | Hat                                | 53140             |
| 88799  | Alberta Pure Vodka (P.E.T)            | 750       | Canadian Club 1858 50 mL           | 88799             |
| 103341 | Canadian Club Premium (P.E.T)         | 750       | Canadian Club 1858 50 mL           | 103341            |
| 190363 | Prince Igor Vodka (P.E.T)             | 1750      | Prince Igor Extreme 2 x 50 m L     | 190363            |
| 216903 | Banff Ice Vodka                       | 1140      | Banff Ice 50 mL                    | 216903            |
| 281378 | Forty Creek Cream Liquor              | 750       | FC Barrel Select 50 mL             | 281378            |
| 350207 | Forty Creek Copper Pot Reserve Whisky | 1140      | FC Double Barrel 50 mL             | 350207            |
| 350397 | Banff Ice Vodka                       | 750       | Banff Ice 50 mL                    | 350397            |
| 390260 | Appleton Estate V/X Signature Blend   | 1750      | Appleton Estate 8YO 2 x 50 m L     | 390260            |
| 438960 | Canadian Club 100% Rye                | 1140      | Canadian Club 1858 50 mL           | 438960            |
| 491811 | Southern Comfort                      | 750       | Fireball 50 mL                     | 491811            |
| 517136 | Alberta Premium Whisky (P.E.T)        | 750       | Canadian Club 100% Rye 50 mL + Mug | 517136            |

## Value Added Program - Sales Applied

| LCBO# | Description                          | Size (mL) | VA Approved                        |
|-------|--------------------------------------|-----------|------------------------------------|
| 42    | Canadian Club Premium                | 750       | Canadian Club 1858 50 mL           |
| 893   | J.P. Wiser's Deluxe                  | 750       | JP Wiser's Old Fashioned 50 mL     |
| 984   | Alberta Premium Whisky               | 750       | Canadian Club 100% Rye 50 mL + Mug |
| 1503  | Alberta Pure Vodka (P.E.T)           | 375       | Canadian Club 1858 50 mL           |
| 3871  | Alberta Premium Whisky (P.E.T)       | 375       | Canadian Club 100% Rye 50 mL + Mug |
| 5959  | Baileys Irish Cream                  | 750       | Satation Coldbrew for BP           |
| 8805  | Forty Creek Barrel Select Whisky     | 1750      | Forty Creek Copper Pot 2 x 50 m L  |
| 11130 | Dewar's White Label Whisky           | 750       | Hot Toddy Syrup                    |
| 12329 | Belgian Moon                         | 4 x 473   | Cheese Knife Set                   |
| 13909 | Georgian Bay Canadian Whisky Ddp     | 750       | GB Gin 50 mL                       |
| 14609 | Moneybag Vodka                       | 750       | Money Bag Merchandise              |
| 15349 | Jack Daniels Apple                   | 750       | Jack Daniels 50 mL                 |
| 15862 | Zubrowka Biala Vodka                 | 750       | Premium Juice Mixer                |
| 16580 | Maker's Mark                         | 1140      | Maker's Mark 50 mL                 |
| 16648 | Jackson-Triggs Reserve Baco Noir VQA | 750       | BIPOC Artist Coaster               |

## Value Added Program - Sales Applied

| LCBO#  | Description                                | Size (mL) | VA Approved                                |
|--------|--|-----------|--|
| 16777  | Bask Sauvignon Blanc                       | 750       | Work out Band                              |
| 16778  | Bask Crisp Rosé                            | 750       | Work out Band                              |
| 17933  | Top Shelf Vodka Ddp                        | 1140      | Top Shelf Bitter                           |
| 18389  | Girls' Night Out Rose VQA Bag In Box       | 3000      | Mask                                       |
| 18441  | Carolans Irish Cream                       | 1750      | Coffee Mug                                 |
| 18863  | J.P. Wiser's Manhattan Canadian Whisky     | 375       | Old Fashioned 50 mL                        |
| 19419  | Baileys Deliciously Light                  | 750       | Station Coldbrew for BP                    |
| 21692  | Montenegro Select Aperitivo                | 750       | Olive Picks                                |
| 21996  | Aviation Gin                               | 1750      | Cocktail Tool                              |
| 22384  | Chateau De Gourgazaud Minervois Aoc        | 750       | Drip Stop                                  |
| 35840  | Zubrowka Bison Vodka                       | 750       | Premium Juice Mixer                        |
| 49726  | Yukon Jack                                 | 750       | Southern Comfort                           |
| 53140  | Havana Club 7 Years Old                    | 750       | Hat  |
| 58438  | Jackson-Triggs Reserve Sauvignon Blanc VQA | 750       | BIPOC Artist Coaster                       |
| 71647  | Polar Ice Vodka (P.E.T)                    | 750       | Polar Ice Vodka 50 mL                      |
| 80127  | Sailor Jerry Spiced Rum                    | 750       | Car Freshener                              |
| 84210  | Mill Street Original Organic Lager         | 6 x 341   | Made Good Snacks                           |
| 103341 | Canadian Club Premium (P.E.T)              | 750       | Canadian Club 1858 50 mL                   |
| 109959 | Jackson-Triggs Reserve Merlot VQA          | 750       | BIPOC Artist Coaster                       |
| 110049 | Sandbanks Estate Baco Noir VQA             | 750       | Candle                                     |
| 114934 | Golden Wedding (P.E.T)                     | 1750      | Carolans 50 mL                             |
| 125187 | Cazadores Reposado Tequila                 | 750       | Thornbury Cranberry Apple Cider 2 x 473 mL |
| 135566 | Polar Ice Vodka                            | 750       | Polar Ice Vodka 50 mL                      |
| 143040 | Hornitos Reposado Tequila                  | 750       | Hornitos Reposado 50 mL                    |
| 183582 | Captain Morgan Dark Rum (P.E.T)            | 1750      | Liquid VA 50 mL                            |
| 190363 | Prince Igor Vodka (P.E.T)                  | 1750      | Prince Igor Extreme 2 x 50 mL              |
| 191858 | Pknt Carmenera Reserve                     | 750       | Dixon's Wicked Blueberry Gin 50 mL         |
| 205401 | Teacher's Highland Cream                   | 1140      | 355 mL can of Newcastle Ale                |
| 213496 | Pasqua Pinot Grigio Delle Venezie Doc      | 750       | Acrylic Wine Glass                         |
| 216978 | Seagrams V.O.                              | 1140      | Ginger Ale 355 mL                          |
| 217133 | Sauza Gold Tequila                         | 1140      | Jim Beam Black 50 mL                       |
| 217216 | Myers Planters Punch                       | 1140      | Fireball 50 mL                             |
| 217257 | Sailor Jerry Spiced Rum                    | 1140      | Car Freshener                              |
| 217992 | Dewar's White Label                        | 1140      | Hot Toddy Syrup                            |
| 225920 | Sandbanks Baco Noir Reserve VQA            | 750       | Candle                                     |
| 225938 | Lucid Absinthe Superieure                  | 750       | Absinthe Spoons                            |
| 240150 | Polar Ice Vodka                            | 1140      | Polar Ice Vodka 50 mL                      |
| 242107 | No. 3 London Dry Gin                       | 750       | Chopin Vodka 50 mL                         |

## Value Added Program - Sales Applied

| LCBO#  | Description                                | Size (mL) | VA Approved                                 |
|--------|--|-----------|---|
| 244186 | Collingwood Whisky                         | 750       | Maple Syrup 50 mL                           |
| 245944 | Alberta Premium (P.E.T)                    | 200       | Jerky                                       |
| 254631 | Stolichnaya Elit Vodka                     | 750       | Jigger                                      |
| 255281 | Aberfeldy 12 Year Old                      | 750       | Bee Local 4 16 Honey 250 mL                 |
| 260869 | Sobieski Vodka                             | 1140      | Sobieski 50 mL                              |
| 277954 | Campari Aperitivo                          | 750       | Campari Collectable Coasters                |
| 281378 | Forty Creek Cream Liquor                   | 750       | FC Barrel Select 50 mL                      |
| 285163 | Amaro Lucano                               | 750       | Lucano Amaro 50 mL                          |
| 311928 | Canadian Club Classic 12 Year Old          | 750       | Northern Keep 50 mL                         |
| 316844 | Bombay Sapphire London Dry                 | 750       | Thornbury Cranberry Apple Cider 2 x 473 m L |
| 346445 | Sandbanks Dunes Red VQA                    | 750       | Candle                                      |
| 350207 | Forty Creek Copper Pot Reserve Whisky      | 1140      | FC Double Barrel 50 mL                      |
| 361881 | Sandbanks French Kiss VQA                  | 750       | Candle                                      |
| 363861 | Belvedere Pure Vodka                       | 375       | Mixology on Pack                            |
| 382028 | Smirnoff Vanilla Flavoured Vodka           | 750       | LVA   |
| 385286 | Iceberg Vodka (P.E.T)                      | 375       | Iceberg 50 mL                               |
| 390260 | Appleton Estate V/X Signature Blend        | 1750      | Appleton Estate 8YO 2 x 50 m L              |
| 408286 | Lolea No 1 Red Sangria Spain               | 750       | Bottle Opener                               |
| 439661 | Fireball (P.E.T)                           | 200       | Southern Comfort 50 mL                      |
| 446559 | Georgian Bay Vodka                         | 750       | Georgian Bay Whisky 50 mL                   |
| 448597 | Georgian Bay Gin                           | 750       | LVA 50 mL                                   |
| 459917 | Peller Family Vineyards Rosé               | 1500      | Branded Napkin Ring                         |
| 481366 | High River Canadian Whisky                 | 750       | Southern Comfort 50 mL                      |
| 488429 | Hobgoblin Ruby Ale                         | 500       | Branded Cork Coaster                        |
| 500546 | Captain Morgan Original Spiced Rum (P.E.T) | 1750      | Liquid VA                                   |
| 516096 | Glendalough Double Barrel Irish Whiskey    | 750       | Flask                                       |
| 516880 | Mill Street Original Organic               | 6 x 473   | Made Good Snacks                            |
| 517136 | Alberta Premium Whisky (P.E.T)             | 750       | Canadian Club 100% Rye 50 mL + Mug          |
| 519298 | Wayne Gretzky Cream Whisky                 | 750       | Red Cask 50 mL                              |
| 520353 | Bacardi Spiced Rum                         | 750       | Thornbury Apple Cider 2 x 473 m L           |
| 520684 | Reunion Maple Moonshine Ddp                | 750       | Top Shelf Vodka 50 mL                       |
| 523027 | Open Dark Red VQA                          | 750       | Card Game                                   |
| 526061 | Collingwood Double Barrel Whisky           | 750       | Maple Syrup 50 mL                           |
| 526251 | Jackson-Triggs Reserve Chardonnay VQA      | 750       | BIPOC Artist Coaster                        |
| 541011 | Wayne Gretzky Red Cask Whisky              | 375       | Wayne Gretzky Whisky 50 mL                  |
| 541607 | The Sexton Single Malt Irish Whiskey       | 750       | Pour Spout                                  |
| 557470 | Empress 1908 Gin                           | 750       | Prosecco xx mL                              |
| 594168 | Pelee Island Merlot                        | 1500      | Ivanhoe Nothing But                         |

## Value Added Program - Sales Applied

| LCBO#  | Description                                | Size (mL) | VA Approved          |
|--------|--|-----------|----------------------|
| 614651 | Trapiche Reserve Malbec                    | 750       | Trapiche Cups        |
| 614826 | Pelee Island Pinot Grigio                  | 1500      | Ivanhoe Nothing But  |
| 617233 | Haymans London Dry Gin                     | 750       | Cocktail Spoon       |
| 625996 | JP Wisers Old Fashioned Canadian Whisky    | 750       | Old Fashioned 50 mL  |
| 628404 | Open Pinot Grigio VQA                      | 750       | Game Card            |
| 629048 | Hennessy VS Artist Series                  | 750       | Limited Edition Pack |
| 635466 | Romeo's Gin                                | 750       | Romeo's Gin Tumblers |
| 638197 | Zirkova One Ultra Premium Vodka.           | 750       | LVA 50 mL            |
| 694208 | >(V) Perez Cruz Reserva Cabernet Sauvignon | 750       | Acrylic Glass        |

## Necktags

| LCBO#  | Description  | Size (mL) | NT Approved                       |
|--------|--|-----------|-----------------------------------|
| 10717  | Carnivor Shiraz                                    | 750       | Hello Fresh Partnership           |
| 12287  | Jackson-Triggs Cabernet Sauvignon Light            | 750       | Nia Centre For The Arts           |
| 15628  | Bols Apricot Brandy                                | 750       | Bols Cocktail Academy             |
| 16775  | Jackson-Triggs Proprietors Sel. Light Pinot Grigio | 750       | Nia Centre For The Arts           |
| 18329  | Lion And The Lily Red Blend                        | 750       | Zero Added Sugar & Vegan Friendly |
| 19459  | El Tequileno Gran Reserva Reposado                 | 750       | El Tequileno Scores               |
| 20047  | Forty Creek Foxheart                               | 750       | Ontario Made NTG                  |
| 40196  | Luxardo Sambuca Dei Cesari                         | 750       | Brand Highlight                   |
| 164756 | Graffigna Pin t Grigio                             | 750       | Spice Information                 |
| 215988 | Luxardo Amaretto Di Saschira                       | 750       | Brand Highlight                   |
| 217067 | Galliano Vanilla                                   | 375       | Galliano Cocktail Tag             |
| 217588 | Kamora Coffee Liquor                               | 1140      | Winter Cocktails                  |
| 219543 | Inniskillin Late Autumn Riesling VQA               | 750       | START UP CANADA                   |
| 250217 | Henry Of Pelham Pinot Grigio VQA                   | 750       | Dairy Farmers of Ontario          |
| 261099 | Inniskillin Pinot Noir VQA                         | 750       | START UP CANADA                   |
| 270926 | Henry Of Pelham Baco Noir VQA                      | 750       | Dairy Farmers of Ontario          |
| 366633 | Ron Diplomatico Reserva Exclusiva Rum              | 750       | Brand Highlight                   |
| 392647 | Carnivor Cabernet Sauvignon                        | 750       | Hello Fresh Partnership           |
| 468512 | Reyka Small Batch Vodka                            | 750       | Made In Iceland                   |
| 470062 | Yalumba Y Series Viognier                          | 750       | Vegan Friendly                    |
| 485144 | Inniskillin Sauvignon Blanc Niagara Est Series VQA | 750       | START UP CANADA                   |
| 613471 | Henry Of Pelham Rose VQA                           | 750       | Dairy Farmers of Ontario          |
| 619791 | Jackson-Triggs Rosé                                | 750       | Nia Centre For The Arts           |



# PERIOD 7

| SUNDAY   | MONDAY                          | TUESDAY | WEDNESDAY   | THURSDAY   | FRIDAY   | SATURDAY   |
|--|---------------------------------|---------|---|--|--|--|
| SEPTEMBER 12<br><br>Start of Period 7<br>Install Brand Spotlight Nesting Tables | 13<br><br><b>LTO START DATE</b> | 14      | 15<br><br>Food & Drink<br>The Autumn Issue | 16   | 17<br><br>Shopping Guide<br>For the Love of Local | 18   |
| 19   | 20                              | 21      | 22  | 23<br><br>United Way Campaign Begins<br>Sept 23 - Oct 17 | 24   | 25<br><br>Franco-Ontarian Day |
| 26   | 27                              | 28      | 29  | 30   | OCTOBER 1  | 2  |
| 3  | 4                               | 5       | 6   | 7  | 8  | 9<br><br>End of Period 7    |

# LCBO