

SUMMER HOT LIST



Period 4 Marketing & Product Guide
JUNE 20 - JULY 17, 2021

Period 4 Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 4

New for Period 4

Brand Spotlight Programs

- Feature Fixture:** New Summer Wines (Signage must remain in place for P3-4)
- New & Seasonal Fixture:** Summer Rosé (Signage & Products stay the same as P3. A new set of shelf talkers will be sent to stores by the start of P4)
- Entrance Table/Cocktail of the Month:** Deconstructed Cosmo
- Mini Thematic A:** Top Tequila Gifts
- Mini Thematic B:** VQA Wines for Canada Day
- Mini Thematic C:** Keeping it Local: Summer Styles
- Front Nesting Table** Wisers & Molson
- Block Pile A:** Molson
- Block Pile B:** RTD
- Block Pile C:** Hot Deals for your Patio Bar (New products for P4. Signage must remain in place for P3-4)
- Block Pile D:** Smirnoff
- Middle Nesting Table/Celebration Fixture:** Summer Sippers - French Rosé

Beer Programs

- Beer Excitement Zone
- Ontario Craft Beer End Aisle
- Craft Beer Imported Shelf Talkers
- Beer Super Sale

Other Programs

- Premium & Standard EA1-4 Backer Cards
- P3-6 Local Product Program
- P4 Summer Shopping Guide
- Summer Food & Drink
- Flex Space
- Front End Merchandiser
- The Cold Room Spirits Display
- On Shelf

Ontario Wines

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

Vintages

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

Unchanged from Period 3

Refer to the Period 3 MPG for signage and product information.

- Exterior Banners, Window Show Cards, Transparencies
- EA 5-20 Backer Cards are not changing
- Special Promotions Fixture
- 8-pack Beer Carrier
- Beer Branded Ends
- Beer Rated Perpendicular Shelf Talkers
- Shopping Cart Sign
- Wine Fridge Turn 1 (P3-P6)
- P2-4 Fireball Whisky Merchandiser
- Responsible Service Program
- Operational Signage: COVID-19 & Social Distancing Signage (Search "COVID Jan2021" on the Portal for the latest instructions.)

Period 3-6

LOCAL PRODUCT PROGRAM

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

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

These displays are mandatory for execution for the stores noted.

- 1 Local Product On-Shelf Merchandising Toolkit (all stores)
- 2 Local Wines/VOA End Aisle (select stores)
- 3 Cold Room Cut Case Displays (select stores)
- 4 8-Pack Carriers with OCB products on “New” End Aisles in Beer Excitement Zones (select stores)
- 5 OCB End Aisles in Beer Sections (select stores)
- 6 “Ask Me!” Staff Name Stickers (all stores)



New & Local Product ON-SHELF MERCHANDISING TOOL KIT

Overview

This new merchandising tool kit will be force allocated to all stores. These components may be used to feature any new and/or local product in-section, however stores are encouraged to use these to specifically highlight local Spirits.

Participation is mandatory.

Participating Stores

All stores

Key Dates (P3 - P6)

Signage Components & Merchandising Instructions



“NEW” Bin Ticket Underlay

- Use these underlays to highlight products that are new to the LCBO.
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays using the shelf talker clip. Ensure the underlays message is still visible.
- Refer to the [P4 Worksheets](#) for a list of applicable “New” products.

Re-order Code: ENG/BIL (# 22P3-PIF12)



“CRAFTED IN ONTARIO” Bin Ticket Underlay

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

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



“Local Hot List Picks” Perpendicular Shelf Talker

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

- Staff Name
- Product

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

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

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

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

UPDATED Local VQA Wines

END AISLE

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

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

Participation is mandatory.



Key Dates (P3 - P6)

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

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

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.

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

Product Selection

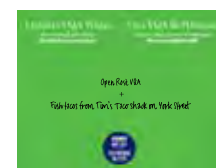
- Choose local Ontario wines to highlight on the end according to your store's assortment.
- Group products across multiple displays into stories (i.e. VQA Best sellers, Ontario VQA Essentials and front-line releases)

Merchandising Instructions

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

Signage Components

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



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 (P3 - P6)

Participating Stores

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

Product Selection

- Choose local Ontario products to highlight according to your store's assortment.
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**
- **Refer to this [link](#) for a list of Canadian Craft skus that should not be merchandised on any local display.**

Merchandising Instructions

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

Signage Components

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



Local OCB and/or Cider Products



Do not merchandise National brands such as Creemore & Mill Street

Ontario Craft Beer

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 (June 20 - July 17, 2021)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
11226	Whitewater Blood Moon Orange Sour	473		8454 - Whitewater Brewing Company
15117	Muskoka Survival Pack	6 x 473	LTO	LCBO Warehouse
15778	Steam Whistle Pilsner Shandy	473		5577 - Steam Whistle Brewing / 275 - The Beer Store
19263	Beau's Lug Tread	473		275 - The Beer Store
479030	Railway City Orange Creamsicle Ale	473	LTO	8447 - Railway City Brewing Company
556688	Collective Arts Life In The Clouds	473		4678 - Collective Arts Brewing Limited

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-22P4-OCBEA2) / BIL (Re-order #DMS-22P4-OCBEA3)
- FLS designated stores must display the bilingual side of the product shelf talkers.



“Have a Question? Ask Me!” NAME STICKERS

Overview

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

Key Dates (P3 - P6)

Participating Stores

All Stores

Signage Components

- ENG (Re-order #22P3-PIF14) / FR (Re-order #22P3-PIF15)

Merchandising Instructions

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



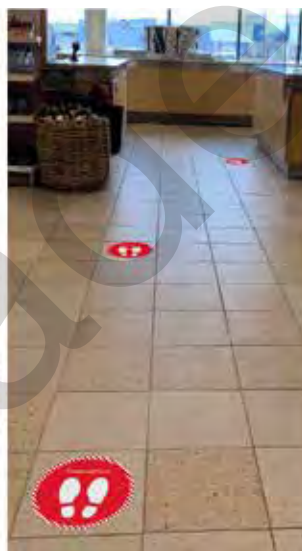
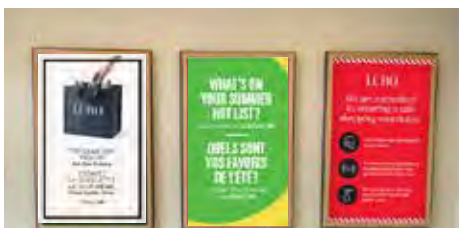
Operational Signage COVID-19 & SOCIAL DISTANCING

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

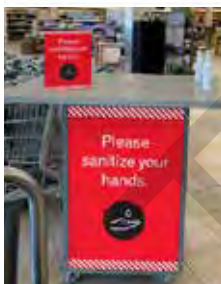
[Reference details on each sign, and instructions on how and where they should be placed on the Portal.](#)



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



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



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

Period 3-4 SIGNAGE GALLERY

LCBO SUMMER HOT LIST

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



Signage Ship Date

The Period 4 signage components will be shipped to stores beginning **June 11, 2021**. All Period 4 Signage components are available for re-order using their corresponding re-order numbers.

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

Music CD Reorder# DMS-Music CD

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

NEW End Aisles 1 - 4

Flighted Premium (A) & Standard (B) End Aisle Backer Cards

The following end aisle backer cards are new for Period 4: 1A, 1B, 2A, 2B, 3A, 3B, 4A, 4B
Ensure you display the backer card that your store is grouped in.

PREMIUM FLIGHT (A)

EA 1A Premium: 22P4-BC1A



EA 2A Premium: 22P4-BC2A



EA 3A Premium: 22P4-BC3A



EA 4A Premium: 22P4-BC4A



STANDARD FLIGHT (B)

EA 1B Standard: 22P4-BC1B



EA 2B Standard: 22P4-BC2B



EA 3B Standard: 22P4-BC3B



EA 4B Standard: 22P4-BC4B



End Aisles 5 - 20 (Keep backer cards up from P3)

Generic End Aisle Backer Cards

P4 SUMMER SHOPPING GUIDE

Overview

Our 36-page LCBO Summer Hot List shopping guide features some of our favourite Hot List ideas and inspirations for another staying-close-to-home summer in Ontario. The guide will also showcase the LCBO's vast assortment of refreshing summer products, with a focus on newness and innovation (RTD, beer/cider, wine in cans, rosé, new spirits).

Drop Date: June 22, 2021

1.4M+ copies distributed via direct mail to select Ontario homes.

Participating Products

Refer to the [P4 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 staff reference.
- Curbside/Same-Day Pickup Stores will be sent a bulk shipment of copies, based on order history, to be included with all pickup orders.
- 12,000 copies will also be distributed via the e-commerce team and will be included with all online orders.
- A French version of the guide will be available for online viewing at LCBO.com.



ACTION

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

STORE LAYOUT

Overview

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

ACTION

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

Entrance Table/Cocktail of the Month: BS - BSE

Feature Fixture: FF - FFA

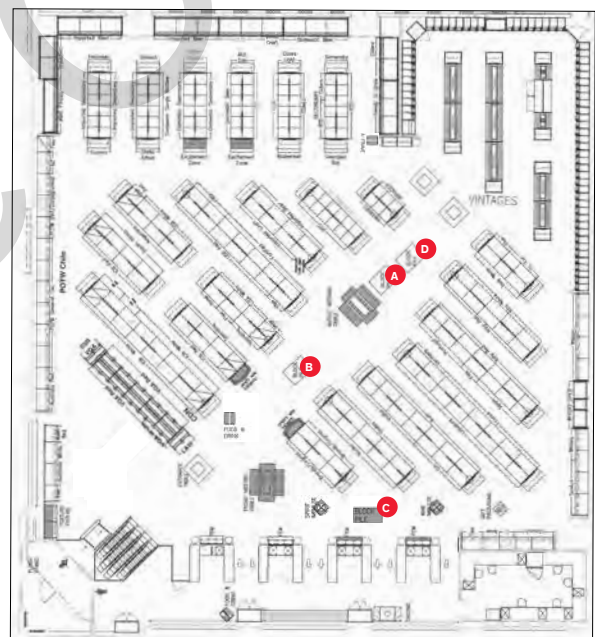
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

- A** Block Pile A (SBA): Molson
- B** Block Pile B (SBB): RTD
- C** Block Pile C (SBC): Hot Deals For Your Patio Bar
- D** Block Pile D (XBP): Smirnoff



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

P3-4: New Summer Wines



NOTE: The products will remain the same as P3. A new set of shelf talkers will be shipped to stores by the start of the period to capture any price changes. Please continue to display the P3 category sign, bin strips and box sign until the end of P4.

This is a sold program. Participation is mandatory.

Key Dates (P3-P4)

Participating Stores

Refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

“

New this year, we have an exciting collection of fresh flavours and seasonal innovation that will be merchandised on the feature fixture.

Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
11222	Freixenet Italian Rosé	750	18953	Pure Bright Chardonnay	750
12618	Stoneleigh Lighter Sauvignon Blanc	750	18954	Barefoot Bubbly Pink Moscato Sparkling	750
13776	Arche Fiano IGT	750	18995	Bicycle Thief Red Blend	1500
14388	Romeo Mimosa	750	19251	Henkell De-Alcoholized Sparkling	750
14955	Martini Sparkling Rosé	750	19253	JP. Chenet Fashion Pineapple Sparkling	750
18931	Chacabuco Malbec	1500	19297	Girls' Night Out Tropicolada	750
18946	Sunny with a Chance of Flowers Pinot Noir	750	19304	Cipriani Bellini	750
18947	Kim Crawford Illuminate Sauvignon Blanc	750	19534	Sun Goddess Sauvignon Blanc Friuli DOC	750
18948	Darling Cellars De-Alcoholised Rosé	750	279455	Moët et Chandon Ice Imperial Champagne	750
18949	Gato Negro Red Blend Light	750	644526	Girls' Night Out Raspberry Rosé Lemonade	750
18950	Fresita Orange Sunset Sparkling Wine	750			

Merchandising Instructions

Please keep the products, category sign, bin strips and box sign displayed until the end of P4.

- Please refer to the Store Layout section for inventory management of product.
- Install shelf talkers in front of the correct product on the feature fixture display and in section.
- Continue to display the P3 category sign, bin strip and box sign.
- Please maintain an impactful display throughout the duration of the P3-4 promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.
- **NOTE:** If you are a Bilingual designated store, install all signage with the Bilingual side of shelf talkers and category signs.

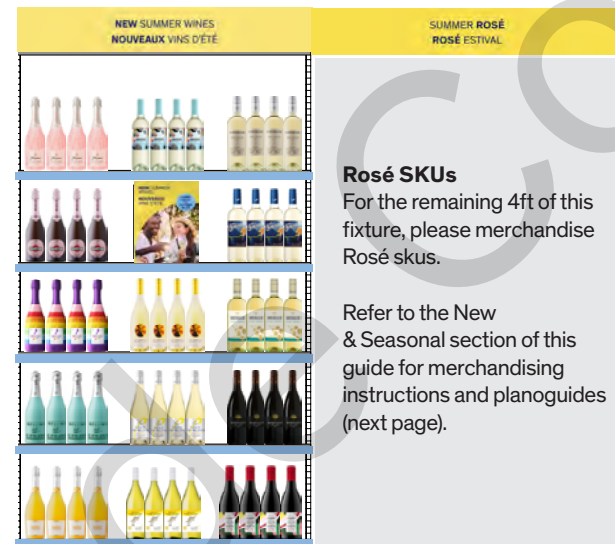
Signage Components (signage must remain in place for P3-4)

- **NEW** Shelf Talkers ENG (Re-order # 22P4-FF4) / BIL (Re-order # 22P4-FF5)
- Category Sign ENG/BIL (Re-order # 22P3-FF1)
- Category Sign - blank solid colour (Re-order # 22P3-FF2)
- Box Sign ENG/BIL (Re-order # 22P3-FF3)
- Bin Strip - solid colour (Re-order # 22P3-FF6)

4ft. Feature Fixture



8ft. Feature Fixture



Rosé SKUs

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

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

12ft. Feature Fixture



Rosé SKUs

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

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

NEW & SEASONAL FIXTURE

Summer Rosé

NOTE: Maintain the Category sign to promote Rosé SKUs that were shipped in P3. A new set of shelf talkers will be shipped to participating stores by the start of the period.

This is a sold program. Participation is mandatory.

Key Dates (P1-P6)

Participating Stores

Refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

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

“

Seasonal Rosé wines from around the world will be featured for the summer season. New P3-P6 signage kit with seasonal colours.

Signage and Merchandising instructions

- A new set of shelf talkers will be shipped to participating stores by the start of P4. Continue to display the P3 Category sign. **NEW Shelf Talkers ENG (Re-order # 22P4-NS1) / BIL (Re-order # 22P4-NS2)**
- Category Sign ENG/BIL (Re-order # 22P3-NS3)
- Category Sign - blank solid colour (Re-order # 22P3-NS4)
- Bin Strips - solid colour (Re-order # 22P3-NS5)

Participating Products

Refer to the [P4 Worksheets](#) posted on the Portal for complete product details.

4ft. Feature Fixture



8ft. Feature Fixture



Brand Spotlight (BS - BSE)

ENTRANCE TABLE

Cocktail of the Month: Deconstructed Cosmo



Tear-Away Recipe Cards Booklet

Beginning in Period 4, the tear-away booklet will replace the Perpendicular Recipe Shelf-Talker. This piece is to be installed in the bin strip channel on the table.

English stores will receive 3 booklets and Bilingual stores will receive 2 English and 1 Bilingual booklet. If needed, re-order using the codes provided below.

English (Re-order # DMS-22P4-ET11) / Bilingual (Re-order # DMS-22P4-ET12)



This is a sold program. Participation is mandatory.

Key Dates (June 20 - July 17, 2021)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

“

With the rise in popularity of the Cosmo again, this deconstructed version will have the same great flavour but with the cranberry juice floating on top.

Participating Products

LCBO#	Description	Size (mL)	LTO
16643	Polar Ice Arctic Extreme Vodka	750	\$1.00
149567	Tag No. 5 Vodka	750	\$1.00
267302	Crystal Head Vodka	750	
446625	Beatties Distillers Farm Crafted Potato Vodka	750	\$4.00
545194	Top Shelf Vodka	750	\$1.50
631176	McGuinness Triple Sec	750	

Signage Components

- Square Entrance Table Sign ENG (Re-order # DMS-22P4-ET1) / BIL (Re-order # DMS-22P4-ET2)
- Round Entrance Table Sign ENG (Re-order # DMS-22P4-ET3) / BIL (Re-order # DMS-22P4-ET4)
- Shelf Talkers ENG (Re-order # DMS-22P4-ET5) / BIL (Re-order # DMS-22P4-ET6)
- Tear-Away Recipe Card Booklet (50 Sheets) ENG (Re-order # DMS-22P4-ET7) / BIL (Re-order # DMS-22P4-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 and pre-printed shelf talkers.
- Merchandise the tear-away recipe cards in the bin strip channel on the table.

Square Table Planogram



(Back View)		
Facings: 3 x 3 +545194	Facings: 3 x 3 +631176	Facings: 4 x 3 +149567
Facings: 6 x 2 +16643	Signage	Facings: 6 x 2 +16643
Facings: 3 x 3 +267302	Facings: 3 x 3 +631176	Facings: 4 x 3 +446625
(Front View)		

Round Table Planogram



(Back View)	
Facings: 3 x 3 +631176	Facings: 3 x 3 +16643
Facings: 3 x 3 +267302	Signage
Facings: 3 x 3 +149567	Facings: 3 x 3 +446625
Facings: 3 x 3 +149567	Facings: 3 x 3 +545194
(Front View)	

Spirits (MI-A) MINI THEMATIC A

Top Tequila Gifts



This is a sold program. Participation is mandatory.

Key Dates (June 20 - July 17, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	LTO	Offers
10912	Gran Centenario Anejo	750		VA: Premium Glassware
19427	Villa One Blanco	750		Necktag
19441	Dejado Tequila Blanco 100% Agave	750	\$2.00	
19672	Jaja Reposado	750	\$2.00	
19749	Teremana Tequila Blanco	750		VA: Muddler
19750	Teremana Tequila Reposado	750		
19924	Siempre Tequila Plata	750	\$10.00	
42911	Patron Silver Tequila	375	\$1.00	
113241	Cazadores Anejo Tequila	750	\$2.00	
173559	Don Julio Reposado Tequila	750	\$7.00	
227678	1800 Silver Tequila	750	\$2.00	
401307	Maestro Dobel Tequila	750	\$5.00	

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

Signage Components

- Category sign: Short (Re-order # DMS-22P4-MTA1)
- Shelf talkers ENG (Re-order # DMS-22P4-MTA2)/BIL (Re-order # DMS-22P4-MTA3)
- Backer card ENG/BIL (Re-order #DMS-22P4-MTA4)
- Transparency ENG (Re-order # DMS-22P4-MTA5)/BIL (Re-order # DMS-22P4-MTA6)

Merchandising Instructions

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

“

Multi-branded Tequila skus led by new innovation Teremana & Jaja, as well as fan favourites like Don Julio, Patron, Cazadores and more. Products will have LTOs and Value-add offers on select products.

TOP TEQUILA GIFTS
LES MEILLEURES TEQUILAS A OFFRIR



Wines (MI-B) MINI THEMATIC B

VQA Wines for Canada Day



This is a sold program. Participation is mandatory.

Key Dates (June 20 - July 17, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)
14870	Wayne Gretzky Rosé VQA	750
16767	Saintly Sparkling Rosé	750
418657	Lily Sparkling Wine VQA	750
461699	(V) Baco Speck Family Reserve	750
522672	(V) Vidal Icewine VQA Nia(Lakeview Cellars)	200
552562	(V) Three Of Hearts Rosé	750
559088	(V) Rosé Ladybug (Malivoire Wine Co.)	750
587956	Trius Cabernet Sauvignon VQA	750
645309	Kew Vineyards Organic Riesling Sparkling	750

Signage Components

- Category sign:
Short (Re-order # DMS-22P4-MTB7) Long: (Re-order # DMS-22P4-MTB8)
- Shelf talkers ENG (Re-order # DMS-22P4-MTB9)/
BIL (Re-order # DMS-22P4-MTB10)
- Backer card ENG/BIL (Re-order #DMS-22P4-MTB11)
- Transparency
ENG (Re-order # DMS-22P4-MTB12)/BIL (Re-order # DMS-22P4-MTB13)

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 Summer 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.

“

What better way to celebrate Canada than with a local Ontario VQA wine gift. Supporting local continues to be increasingly important and this year we will shine a light on seasonally appropriate, locally made wines to celebrate or sip on this summer.

VQA WINES FOR CANADA DAY
VINS VQA POUR LA FÊTE DU CANADA



Beer (MI-C) MINI THEMATIC C

Keeping it Local: Summer Styles



This is a sold program. Participation is mandatory.

Key Dates (June 20 - July 17, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

“

Featuring a selection of new local craft beer and cider for summer.

Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
13641	Bench Brewing Short Hills East Coast IPA	473	LTO	798 - Bench Brewing Company
19657	Ace Hill Lime Radler	355		196 - Ace Hill Beer Company
20451	Cowbell Brewing Co. Summer Collection	6 x 4 73		458 - Cowbell Brewing Co.
20960	Collingwood Sunset Point Lager	473	LTO	4205 - The Collingwood Brewery
242545	Great Lakes Canuck Pale Ale	473	LTO	1929 - Great Lakes Brewing Co. Inc.
479030	Railway City Orange Creamsicle Ale	473	LTO	8447 - Railway City Brewing Company
513036	Henderson Brewing Co. Food Truck Beer	473	LTO	766 - Henderson Brewing Co
514935	Flying Monkeys 12 Minutes To Destiny	473	LTO	6309 - Flying Monkeys Craft Brewery
574350	Anderson Ale's Summer Pilsner	6 x 355	LTO	791 - Anderson Craft Ales

Signage Components

- Backer card ENG/BIL (Re-order# 22P3-BC10)

Merchandising Instructions

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



FOOD & DRINK

Release Date

- The Summer issue of *Food & Drink* should be distributed in stores starting Wednesday, June 30.
- PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO JUNE 30.

Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at 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

Additional Copies

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

Merchandising Instructions

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

Signage

- Summer *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #DMS-22P4-FD1)
- Summer *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #DMS-22P4-FD2)
- Summer *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #DMS-22P4-FD3)



COMING SOON

The Autumn 2021 issue will be available September 15, 2021.

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

Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

Wiser's & Molson

This is a sold program. Participation is mandatory.

Key Dates (June 20 - July 17, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

“

Combining two true Canadian Legends to celebrate Canada Day. JP Wiser's and Molson have teamed up to showcase their core assortment and recent innovation.

Participating Products

LCBO#	Description	Size (mL)	Offers
893	J.P. Wiser's Deluxe Whisky	750	\$1.00 LTO
14066	Molson Ultra	6 x 473	
17488	Molson Canadian Cold Shots	4 x 222	
20009	Molson Common Bond	473	
33928	J.P. Wiser's Deluxe Whisky	1750	Value-add/Merchandiser: Hardbite Chips
216689	J.P. Wiser's Deluxe Whisky	1140	\$1.00 LTO
300699	Molson Canadian 6 Pk-Tc	6 x 473	\$2.00 LTO
536870	J.P. Wiser's Triple Barrel Rye Whisky	750	\$3.00 LTO

Value-add/Merchandiser: The supplier will be providing the value-add/merchandiser 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

- Table Sign Large ENG (Re-order #DMS-22P4-FNT1) / BIL (Re-order #DMS-22P4-FNT2)
- Table Sign Small ENG (Re-order #DMS-22P4-FNT3) / BIL (Re-order #DMS-22P4-FNT4)
- Shelf Talkers ENG (Re-order #DMS-22P4-FNT5) / BIL (Re-order #DMS-22P4-FNT6)
- Value-add Shelf Talkers ENG (Re-order #DMS-22P4-FNT7) / BIL (Re-order #DMS-22P4-FNT8)

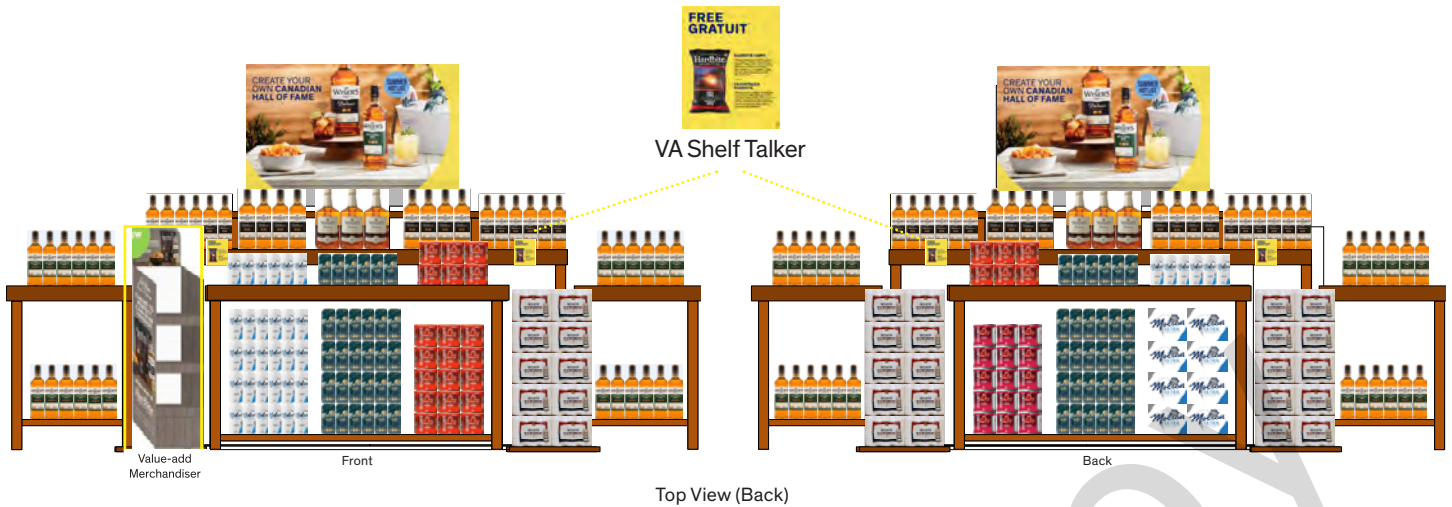
Merchandising Instructions

- 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 and value-add shelf talkers in-section and on the table.
- Install supplier-provided merchandiser and value-add.



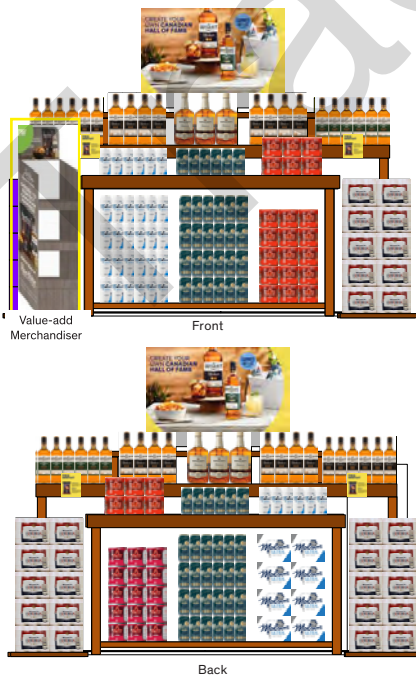
VA Shelf Talker

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



Facings: 2x1 +300699	Facings: 2x2 +14066	Facings: 6x4 +20009	Facings: 3x2 +17488	Facings: 2x1 +300699
Facings: 6x4 +536870	Facings: 6x3 +893	Facings: 4x3 +216689	Facings: 3x2 +33928	Facings: 4x3 +216689
	Facings: 3x4 +536870	Signage		Facings: 3x4 +536870
	Facings: 6x3 +893	Facings: 4x3 +216689	Facings: 3x2 +33928	Facings: 4x3 +216689
VA Display	Facings: 2x2 +14066	Facings: 6x4 +20009	Facings: 3x2 +17488	Facings: 2x1 +300699

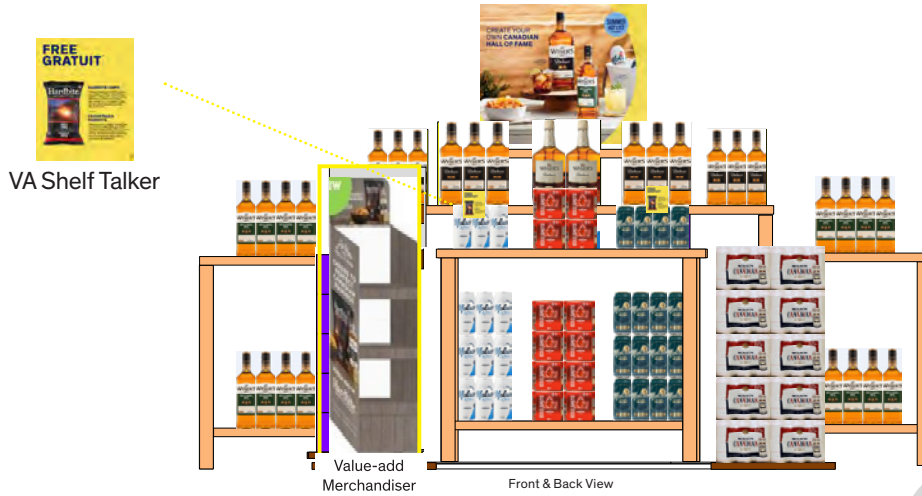
7Ft Nesting Table Planogram (For stores that do not have end tables)



Facings: 2x1 +300699	Facings: 2x2 +14066	Facings: 6x4 +20009	Facings: 3x2 +17488	Facings: 2x1 +300699
Facings: 6x3 +893	Facings: 4x3 +216689	Facings: 3x2 +33928	Facings: 4x3 +216689	Facings: 6x3 +536870
	Facings: 6x3 +893	Facings: 4x3 +216689	Facings: 3x2 +33928	Facings: 4x3 +216689
	Facings: 6x3 +893	Facings: 4x3 +216689	Facings: 3x2 +33928	Facings: 4x3 +216689
VA Display	Facings: 2x2 +14066	Facings: 6x4 +20009	Facings: 3x2 +17488	Facings: 2x1 +300699

Top View (Front)

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



Top View (Back)

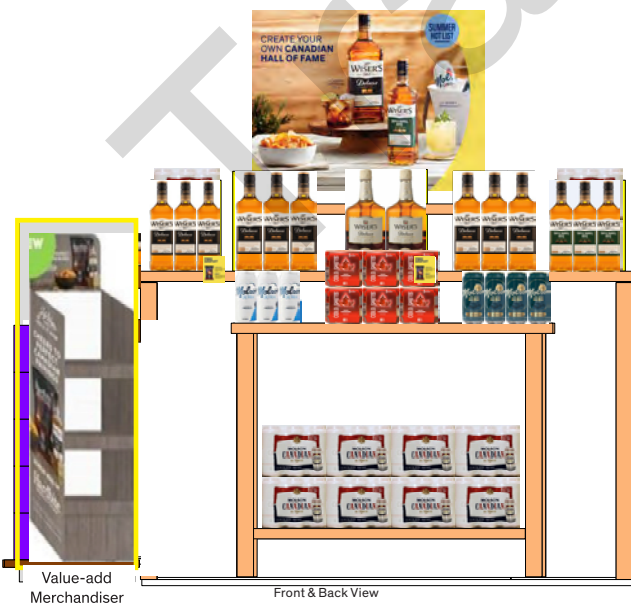
Facings: 1x 5 +14066	Facings: 2x 5 +17488	Facings: 4x1 0 +20009
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Facings: 3x 4 +893	Facings: 3x 3 +216689	Facings: 2x 2 +33928	Facings: 3x 3 +216689	Facings: 3x 4 +893	Facings: 4x7 +536870
Facings: 2x1 +300699	Signage			Facings: 2x1 +300699	Facings: 4x7 +536870
Facings: 3x 4 +893	Facings: 3x 3 +216689	Facings: 2x 2 +33928	Facings: 3x 3 +216689	Facings: 3x 4 +893	

VA Display	Facings: 1x 5 +14066	Facings: 2x 5 +17488	Facings: 4x1 0 +20009	Facings: 2x1 +300699
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Top View (Front)

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



Top View (Back)

Facings: 1x 5 +14066	Facings: 2x 5 +17488	Facings: 4x1 0 +20009
----------------------------	----------------------------	-----------------------------

Facings: 3x 4 +893	Facings: 3x 3 +216689	Facings: 2x 2 +33928	Facings: 3x 3 +216689	Facings: 3x 4 +893
Facings: 2x1 +300699	Signage			Facings: 2x1 +300699
Facings: 3x 4 +893	Facings: 3x 3 +536870	Facings: 2x 2 +33928	Facings: 3x 3 +216689	Facings: 3x 4 +536870

VA Display	Facings: 1x 5 +14066	Facings: 2x 5 +17488	Facings: 4x1 0 +20009
------------	----------------------------	----------------------------	-----------------------------

Top View (Front)

A

Display Program (SBA) BLOCK PILE A

Molson Canadian



This is a sold program. Participation is mandatory.

Key Dates (June 20 - July 17, 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 (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers
300699	Molson Canadian (275)	6 x 473	\$2.00 LTO
900621	Molson Canadian (275)	6 x 341	Value-add: Molson Canadian Glass
904144	Molson Canadian (275)	6 x 355	

Value-add/Merchandiser: The supplier will be providing the value-add/merchandiser 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

- Supplier-provided merchandiser
- Pricer Cards ENG (Re-order # DMS-22P4-BPA1)
BIL (Re-order # DMS-22P4-BPA2)
- Shelf Talkers ENG (Re-order # DMS-22P4-BPA3)
BIL (Re-order # DMS-22P4-BPA4)
- Perpendicular Shelf Talkers ENG (Re-order # DMS-22P4-BPA5)
BIL (Re-order # DMS-22P4-BPA6)
- End Aisle Backer Card BIL (Re-order # DMS-22P4-BPA7)

Merchandising Instructions

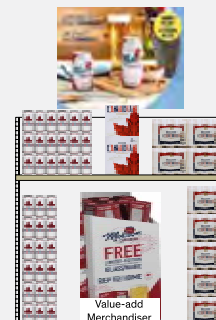
- Install supplier-provided merchandiser/value-adds and merchandise the products around the base.
- Merchandise the pricer cards in front of the corresponding products.
- Install the perpendicular shelf talkers in-section using a perpendicular shelf clip (PSTC201404).

“

Show your Canadian pride with Molson Canadian. This display features an LTO on a Molson Canadian 6-pack of tall cans and Molson Canadian Glass value-add with the purchase of a 6-pack of bottles.



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



B

Display Program (SBB) BLOCK PILE B

RTD



This is a sold program. Participation is mandatory.

Key Dates (June 20 - July 17, 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 (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)
225904	Palm Bay Key Lime Cherry	6 × 355
319442	Mike's Hard Lemonade	6 × 355
444497	American Vintage Lemon Hard Iced Tea	6 × 355
450114	Smirnoff Ice	6 × 355
570275	Twisted Tea Original	6 × 355
611400	Mott's Clamato Caesar Original	6 × 341

Signage Components

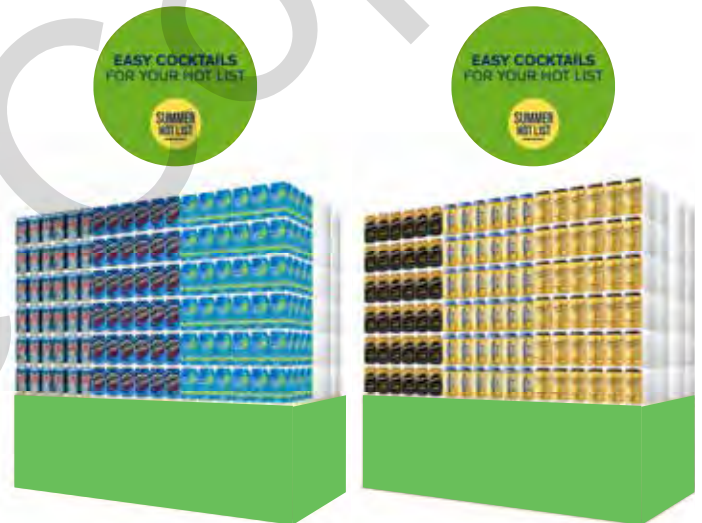
- Pole Toppers ENG (Re-order # DMS-22P4-BPB1)
BIL (Re-order # DMS-22P4-BPB2)
- Riser Wrap - solid colour (Re-order # DMS-22P4-BPB3)
- Pricer Cards ENG (Re-order # DMS-22P4-BPB4)
BIL (Re-order # DMS-22P4-BPB5)
- Shelf Talkers ENG (Re-order # DMS-22P4-BPB6)
BIL (Re-order # DMS-22P4-BPB7)
- Cut Case Backer Card ENG (Re-order # DMS-22P4-BPB8)
BIL (Re-order # DMS-22P4-BPB9)
- End Aisle Backer Card BIL (Re-order # DMS-22P4-BPB10)

Merchandising Instructions

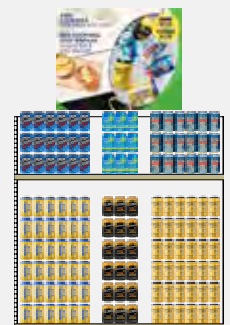
- Merchandise the participating products according to the planogram.
- Install the pole topper, riser wrap, pricer cards and end aisle backer card.
- Merchandise the shelf talkers in front of the participating products in section.

“

This display features summertime RTD favourites.



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



C

Display Program (SBC) BLOCK PILE C

Hot Deals for your Patio Bar



NOTE: There will be new products featured for Block Pile C in Period 4. A new set of shelf talkers and pricer cards will be shipped to participating stores by the start of the period. Please continue to display the P3 signage until the end of P4.

This is a sold program. Participation is mandatory.

Key Dates (June 20 - July 17, 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 (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	LTO
13587	Bacardi Gold	1140	\$1.00
16643	Polar Ice Arctic Extreme Vodka (PET)	750	\$1.00
103341	Canadian Club Whisky (PET)	750	\$1.20
227678	1800 Silver Tequila	750	\$2.00
318709	Captain Morgan Original Spiced Rum (PET)	750	\$1.00
334151	Bacardi Superior White Rum (PET)	1140	\$1.00
401307	Maestro Dobel Tequila	750	\$5.00
446567	Iceberg Vodka (PET)	750	\$1.00

Signage Components

- **NEW** Pricer Cards ENG (Re-order # DMS-22P4-BPC4)
BIL (Re-order # DMS-22P4-BPC5)
- **NEW** Shelf Talkers ENG (Re-order # DMS-22P4-BPC6)
BIL (Re-order # DMS-22P4-BPC7)
- Cut Case Backer Card ENG (Re-order # DMS-22P3-BPC1)
BIL (Re-order # DMS-22P3-BPC2)
- Riser Wrap - solid colour (Re-order # DMS-22P3-BPC3)
- End Aisle Backer Card BIL (Re-order # DMS-22P3-BPC8)
- Pole Topper BIL (Re-order # DMS-22P3-BPC9)

Merchandising Instructions

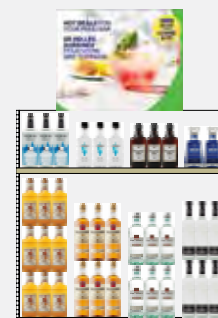
- Merchandise the participating products according to the planogram.
- Install the pricer cards and shelf talkers in front of the participating products.
- Continue to display the P3 pole topper, riser wrap and end aisle backer card.

“

Great offers on classic Spirits. Signage must remain in place for P3-4.



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

Smirnoff

This is a sold program. Participation is mandatory.

Key Dates (June 20 - July 17, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
14731	Smirnoff Infusions Cucumber & Lime	750	\$1.00 LTO
14733	Smirnoff Infusions Strawberry & Rose	750	\$1.00 LTO
14732	Smirnoff Infusions Watermelon & Mint	750	\$1.00 LTO

Signage Components

- Pricer Card
ENG (Re-order # DMS-22P4-BPD1) / BIL (Re-order # DMS-22P4-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.

“

Smirnoff Infusions is a perfect summer drink with zero sugar added and offers a low calorie drink option. Simple serve, just mix with Soda and garnish with your favourite fruits.



Supplied by Agent
(Image is not final)

BEER SUPER SALE

June 25 - 27

From June 25-27, No Name Beer will be part of a beer super sale promotion for the Canada Day long weekend. Product may be featured in section or on a Block Pile display in select stores.

Key Dates (June 25 - 27)

Participating Stores

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

Participating Product

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

Signage Components

- Pricer Card
ENG (Re-order # DMS-22P4-BAB1) / BIL (Re-order # DMS-22P4-BAB2)
- Shelf Talkers
ENG (Re-order # DMS-22P4-BAB3) / BIL (Re-order # DMS-22P4-BAB4)
- Cut Case Backer Card
ENG (Re-order # DMS-22P4-BAB5) / BIL (Re-order # DMS-22P4-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

Summer Sippers - French Rosé

This is a sold program. Participation is mandatory.

Key Dates (June 20 - July 17, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers
12641	Remy Pannier Rosé D'Anjou AOC	750	
20188	Maison No 9.	750	
33621	Chateau Gassier Sables d'Azur Rosé	750	
134916	Ogier Cotes Du Ventoux Rosé AOC	750	
234575	Terres De Saint Louis Rosé Varois En Provence AOC	750	
279661	L'Orangerie Rosé Pays D'Oc	750	
319384	Carte Noire Rosé	750	
325076	Caves d'Esclans Whispering Angel Rosé	750	
342584	Miraval Rosé	750	
373985	Gérard Bertrand Côte des Roses Rosé	750	
451906	Saint Aix Rosé	750	
622134	La Vieille Ferme Rosé Ventoux AOC	750	\$1.50 LTO

“

Summer is finally here! As the temperatures rise, so does our customers thirst for Rosé. This display will welcome the summer season with a selection of 12 of our most popular French Rosés.

Signage Components

- Table Sign Large ENG (Re-order #DMS-22P4-MNT1) / BIL (Re-order #DMS-22P4-MNT2)
- Table Sign Small BIL (Re-order #DMS-22P4-MNT3)
- Shelf Talkers ENG (Re-order #DMS-22P4-MNT4) / BIL (Re-order #DMS-22P4-MNT5)
- Celebration Fixture Drum Sign ENG (Re-order #DMS-22P4-MNT6) / BIL ENG (Re-order #DMS-22P4-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order #DMS-22P4-MNT8)
- Food & Drink Merchandiser ENG (Re-order #DMS-22P4-MNT9) / BIL ENG (Re-order #DMS-22P4-MNT10)

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the table sign and drum sign.
- Merchandise the pre-printed shelf talkers in-section and on the table/celebration fixture.
- The Summer issue of *Food & Drink* should be distributed in stores starting Wednesday, June 30. Install the Food & Drink Merchandisers on the table after June 30th.

Middle Nesting Table Planograms



Front View



Back View

Top View (Back)

Facings: 6x 4 +134916	Facings: 6x 4 +622134	Facings: 6x 4 +12641
-----------------------------	-----------------------------	----------------------------

Facings: 8x3 +234575	Facings: 6x 3 +622134	Facings: 8x3 +279661
----------------------------	-----------------------------	----------------------------

Facings:
6x 5
+333621

Facings:
1x 1
F&D



Signage



Facings:
1x 1
F&D

Facings:
6x 5
+319384

Facings:
8x3
+451906

Facings:
6x 3
+20188

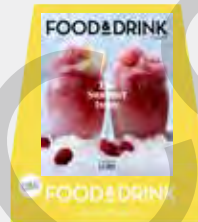
Facings:
6x 3
+342584

Facings:
5x 4
+325076

Facings:
6x 3
+20188

Facings:
5x 3
+373985

Top View (Front)



Food & Drink Merchandiser

The Summer issue of *Food & Drink* will be distributed in stores starting Wednesday, June 30th. Install the *Food & Drink* Merchandisers on the table after June 30th.

Celebration Fixture Planograms



Front View

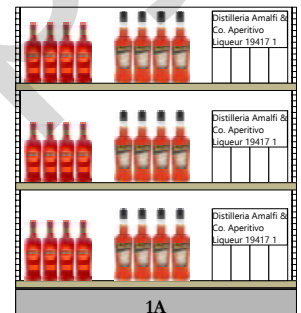
Back View

Period 4 END AISLES

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



	LCBO#	Description	Size (mL)	Offers
End Aisle #1A	19417	Distilleria Amalfi & Co. Aperitivo Liqueur	750	LTO
	16079	Martini Fiero	750	Value-add (rep applied)
	176834	Aperol	750	Value-add (rep applied)

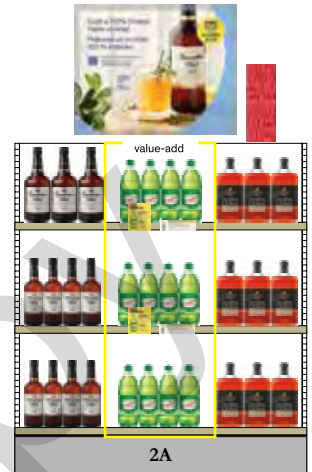


	LCBO#	Description	Size (mL)	Offers
End Aisle #1B	16079	Martini Fiero	750	Value-add (rep applied)
	176834	Aperol	750	Value-add (rep applied)
	180695	St-Germain Elderflower Liqueur	750	Value-add (rep applied)
	285163	Amaro Lucano	750	Value-add (rep applied)
	601484	Amaro Montenegro Liqueur	750	Value-add (rep applied)



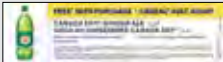
IMPORTANT NOTE: End Aisle #2 is Flighted A & B. Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #2A	42	Canadian Club Premium	750	LTO, Value-add
	34637	Canadian Club Premium	1750	LTO, Value-add
	311936	Canadian Club Classic 12 Year Old	1140	LTO, Value-add

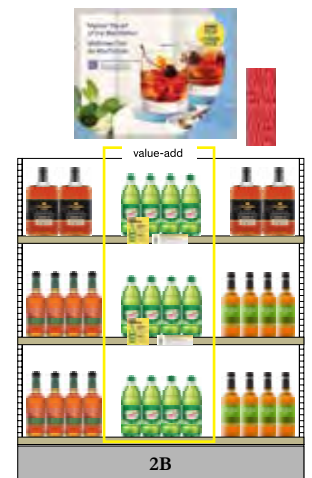


Value-add Details

- Free Canada Dry Ginger Ale 1L with purchase of participating Canadian Club products.
- Value-add is to be waterfallled down the fixture. Replenished from the bottom up.
- Install both VA shelf talkers in front of the corresponding products.



	LCBO#	Description	Size (mL)	Offers
End Aisle #2B	311944	Canadian Club Classic 12 Year Old	1750	Value-add
	390583	Canadian Club 100% Rye	750	LTO, Value-add
	571950	Canadian Club Apple	750	LTO, Value-add



Value-add Details

- Free Canada Dry Ginger Ale 1L with purchase of participating Canadian Club products.
- Value-add is to be waterfallled down the fixture. Replenished from the bottom up.
- Install both VA shelf talkers in front of the corresponding products.



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

	LCBO#	Description	Size (mL)	Offers
End Aisle #3A	400754	Iceberg Vodka	750	LTO
	446567	Iceberg Vodka (P.E.T)	750	LTO, Seasonal Block Pile C
	544155	Iceberg Vodka	1750	LTO, Value-add (rep applied)



ICE VOUCHER DETAILS

Participating Stores

31, 130, 149, 168, 214, 288, 344, 412, 452, 499, 641, 776, 171, 198, 201, 250, 252, 263, 287, 340, 378, 522, 549, 579, 706

Participating stores will offer customers coupons for one (1) free bag of ice with the purchase of #544155 Iceberg Vodka 1750 mL.

Agents will deliver coupon vouchers with barcodes to be kept at the Cash Desk to be scanned or given to customers at the time of purchasing the qualifying product. Agents will also affix necktags communicating the offer to the participating product ahead of P4.

NOTE: Refer to the information on the Portal regarding [Ice Replenishment](#).

	LCBO#	Description	Size (mL)	Offers
End Aisle #3B	400754	Iceberg Vodka	750	LTO
	446567	Iceberg Vodka (P.E.T)	750	LTO, Seasonal Block Pile C
	544155	Iceberg Vodka	1750	LTO, Value-add (rep applied)



ICE VOUCHER DETAILS

Participating Stores

31, 130, 149, 168, 214, 288, 344, 412, 452, 499, 641, 776, 171, 198, 201, 250, 252, 263, 287, 340, 378, 522, 549, 579, 706

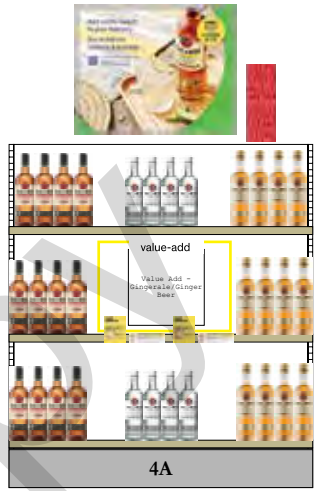
Participating stores will offer customers coupons for one (1) free bag of ice with the purchase of #544155 Iceberg Vodka 1750 mL.

Agents will deliver coupon vouchers with barcodes to be kept at the Cash Desk to be scanned or given to customers at the time of purchasing the qualifying product. Agents will also affix necktags communicating the offer to the participating product ahead of P4.

NOTE: Refer to the information on the Portal regarding [Ice Replenishment](#).

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

	LCBO#	Description	Size (mL)	Offers
End Aisle #4A	13588	Bacardi Gold	750	Value-add
	112979	Bacardi Superior White Rum (P.E.T)	750	Value-add
	520353	Bacardi Spiced Rum	750	Value-add



Value-add Details

- Value-add shelf talkers will be shipped to participating stores to highlight the Value-add offers:
 - Free 4 x 2 37 mL Canada Dry Ginger Ale with purchase of Bacardi Superior White Rum (112979 | 750 mL) or Bacardi Spiced Rum (520353 | 750 mL)
 - Free 4 x 2 37 mL Canada Dry Ginger Beer with purchase of Bacardi Gold (13588 | 750 mL)
- Merchandise the Value-adds according to the planogram. Install both VA shelf talkers in front of the corresponding products.

	LCBO#	Description	Size (mL)	Offers
End Aisle #4B	117	Bacardi Superior White Rum	750	Value-add (rep applied)
	398552	Bacardi Limon	750	Value-add (rep applied)
	498386	Bacardi Raspberry	750	Value-add (rep applied)



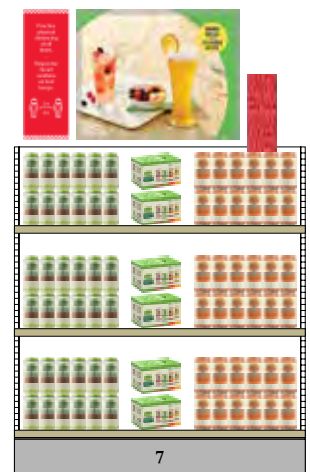
	LCBO#	Description	Size (mL)	Offers
End Aisle #5	19096	Matt & Steve's Caesar - Hot & Spicy	473	
	19097	Mott's Clamato Caesar Sriracha	458	
	19103	Walter Craft Caesar - Classic	473	
	19154	Life Raft	355	



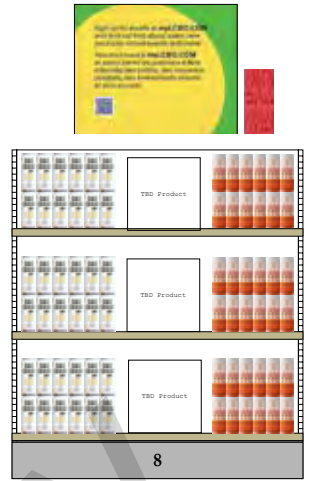
	LCBO#	Description	Size (mL)	Offers
End Aisle #6	15311	Cottage Springs Weekender Mixed	8 x 355	
	19122	White Claw Hard Seltzer Black Cherry	6 x 355	
	19147	Nutrl Vodka Soda Cherry	473	



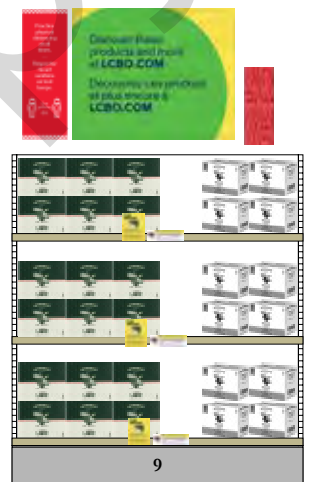
	LCBO#	Description	Size (mL)	Offers
End Aisle #7	15301	Somersby Spritz Cider	473	LTO
	17925	Somersby Cider Mixer Pack	6 x 4 73	Value-add
	19961	Somersby Hops N Apples Cider	473	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #8	19106	Good Sunday Lemon Gin Soda	473	
	19136	Georgian Bay Peach Half Smash	355	
	19137	Georgian Bay Citrus Half Smash	355	

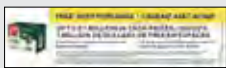


	LCBO#	Description	Size (mL)	Offers
End Aisle #9	19894	Cracked Canoe	6 x 4 73	LTO, Contest
	422345	Moosehead Lager	6 x 4 73	LTO, Contest



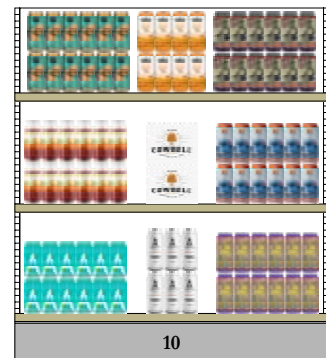
Contest Details

- Value-add shelf talkers will be shipped to participating stores to help promote Moosehead's Ultimate Backyard Makeover contest. Moosehead flash packaging will also feature contest details.
- Install both shelf talkers in front of the corresponding products.



	LCBO#	Description	Size (mL)	Offers
End Aisle #10	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
	19657	Ace Hill Lime Radler (196)	355	
	20451	Cowbell Brewing Co. Summer Collection (458)	6 x 4 73	
	20960	Collingwood Sunset Point Lager (4205)	473	LTO
	242545	Great Lakes Canuck Pale Ale (1929)	473	LTO
	479030	Railway City Orange Creamsicle Ale (8447)	473	LTO, OCB
	513036	Henderson Brewing Co. Food Truck Beer (766)	473	LTO
	514935	Flying Monkeys 12 Minutes To Destiny (6309)	473	LTO
	574350	Anderson Ale's Summer Pilsner (791)	6 x 355	LTO

Refer to the Mini Thematic C section for more details

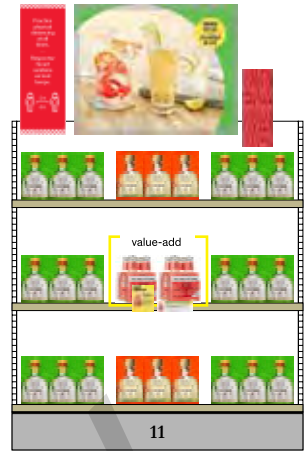


	LCBO#	Description	Size (mL)	Offers
End Aisle #11	34595	Patron Silver Tequila	750	Value-add
	50088	Patron Reposado Tequila	750	Value-add



Value-add Details

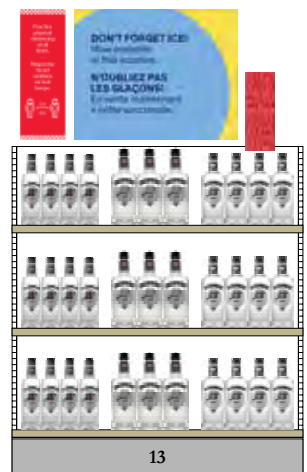
- Free 4 x 2 00 mL Fever Tree Sparkling Pink Grapefruit with purchase of participating Patron Tequila products.
- Merchandise the Value-add according to the planogram.
- Install both VA shelf talkers in front of the corresponding products.



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



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	34579	Prince Igor Extreme Vodka	1140	Value-add (rep applied)
	363507	Prince Igor Extreme Vodka	1750	Value-add (rep applied)
	604926	Prince Igor Extreme Vodka	750	Value-add (rep applied)



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	189217	Gibson's Finest Sterling Edition	750	Value-add (rep applied)
	215038	Gibson's Finest Sterling Edition	1750	Necktag
	215889	Gibson's Finest Sterling Edition Whisky	1140	Value-add (rep applied)



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	11267	Ciroc White Grape	750	
	334110	Ciroc Peach	750	Value-add (rep applied)
	417295	Ciroc Original Unflavoured	750	LTO
	662379	Ciroc Watermelon	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #16	285585	Masi Bonacosta Valpolicella Classico Doc	750	LTO
	328534	Jackson-Triggs Cabernet Sauvignon	750	LTO
	457119	Big Bill Cabernet Sauvignon	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	20075	Bud Light Mango	473	LTO
	311779	Bud Light	6 x 4 73	
	311787	Budweiser	6 x 4 73	LTO



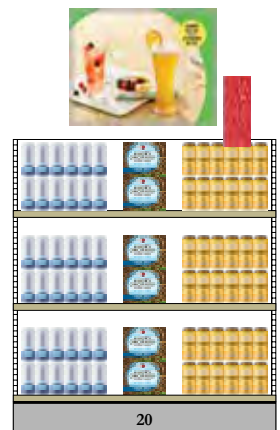
	LCBO#	Description	Size (mL)	Offers
End Aisle #18	19515	Absolut Watermelon	750	LTO
	493999	Absolut Lime Vodka	750	LTO
	925685	Absolut Grapefruit Vodka	750	Value-add



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	33340	Collavini Pinot Grigio	750	LTO, Wine Fridge
	181388	Lindemans Bin 95 Sauvignon Blanc	750	LTO
	430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO

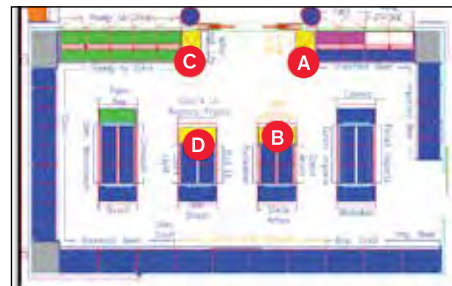


	LCBO#	Description	Size (mL)	Offers
End Aisle #20	15476	Belgian Moon Light Sky	473	LTO
	142745	Waterloo Craft Lager	473	
	374520	Angry Orchard Hard Crisp Apple	6 x 355	LTO



BEER EXCITEMENT ZONE

(A, B, C, D)



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

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

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

Key Dates (June 20 - July 17, 2021)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source Distributor	Offers
A Plinth (EA - EZA)	20068	Mill Street Hazy Organic IPA	473		
	84210	Mill Street Original Organic Lager	6 x 341	1950 - Trillium Beverage Inc.	VA/Contest
	516880	Mill Street Original Organic	6 x 473		LTO
	Value-add: Free Mill St. Reclaimed Wood Bottle Opener in Sack with the purchase of a Mill Street Original Organic Lager (84210 6 x 341 mL) The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
Contest: Pin-to-win 1 of 10 prizes of a Mill Street Ultimate Backyard Prize Pack. Each prize pack will include branded patio furniture, an umbrella and a retro cooler, valued at about \$1000 per prize pack.					
B New/Seasonal (EA - EZB)	20226	Beau's Milkshake IPA	473	275 - The Beer Store	
	20663	Tango Tart Wheat Ale	473	1929 - Great Lakes Brewing Co. Inc.	
	21254	Flying Monkeys Fireworks & Karate IPA	473	6309 - Flying Monkeys Craft Brewery	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
C Plinth (EA - EZH)	19357	Social Lite Mixed Pack	12 x 355	LCBO Warehouse	Value-add
	Value-add: Free inflatable lounge with the purchase of a Social Lite mixed pack (19357 12 x 355 mL) The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
D End Aisle (EA - EZD)	17819	Stella Artois	6 x 473		Value-add
	17820	Stella Artois	473	275 - The Beer Store	LTO
	Value-add/Merchandiser: Free branded charcuterie board with the purchase of two Stella Artois 6-packs (17819 6 x 473 mL). The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				

Craft Beer Imported

SHELF TALKERS

Craft Beer Program (Imported)

Key Dates (ongoing)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)
10153	Dubuissons Scaldis Peche Mel	330
15604	Cigar City Margarita Gose	1420
19045	La Vermontoise - Saison	375
19367	Deschutes Wowza! Lo-Cal Hazy Pale Ale	1420
19368	Sweetwater 420 Pale Ale	473
19369	Saison du Tracteur American Saison	600
21481	Heavy Seas TropiCannon Citrus IPA	473
322529	Hofbrau Hefe Weizen	500
356204	St Feuillien Saison	330

Signage and Merchandising Instructions

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



Example

ONTARIO WINES

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

(formerly known as Our Wine Country)

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

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

Key Dates (June 20 - July 17, 2021)

Participating Products

LCBO#	Description	Size (mL)	Offers
14882	Saintly Rosé VQA	750	\$2.00 LTO
183061	Megalomaniac Homegrown Riesling VQA	750	\$2.00 LTO
219030	Red House Wine Co. Cabernet Shiraz VQA	750	\$2.00 LTO
221804	Trius Sauvignon Blanc VQA	750	\$1.00 LTO

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- LTO Shelf Talkers ENG/BIL (Re-order # DMS-22P4-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-22P4-ON1)

Merchandising Instruction

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



Backer Card
(Re-order# NIVQA066)



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

(formerly known as Ontario Superstars)

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

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

Key Dates (June 20 - July 17, 2021)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)
217505	Henry Of Pelham Cuvée Catharine Rosé Brut VQA	750
217679	Jackson-Triggs Méthode Cuve Close Sparkling VQA	750
284539	Trius Brut VQA	750
536565	Lily Sparkling Rosé VQA	750



Summer Ontario Buyer's Pick Backer Card

Signage Components

- Shelf Talkers ENG/BIL (Re-order # DMS-22P4-OWP1)
- P3-6 Summer Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # DMS-22P3-OWP2)

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

Merchandising Instructions

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

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

Cut-Case Display Stores:

- **Option 1:** Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola with the supporting shelf talkers.
- **Option 2:** If no available VQA end, re-locate the products to a nearby discretionary end using the Summer Buyer's Pick Backer Card (re-order# DMS-22P3-OWP2)
- **Option 3:** If no available nearby discretionary end, install the shelf talkers in-section in front of the participating products.

End Aisle Display Stores:

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

Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # DMS-22P4-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.

UPDATED Participating Stores

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

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 [P4 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 (P1-P6)

Participating Products: Turn 1

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

PARTICIPATING STORES – VQA GONDOLA END

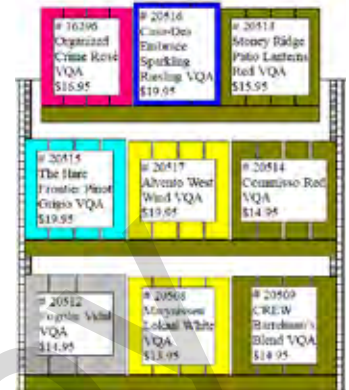
33, 40, 41, 51, 65, 84, 130, 164, 207, 211, 229, 233, 263, 351, 384, 391, 404, 417, 437, 443, 481, 485, 486, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

Signage Components

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

Merchandising Instructions

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



PARTICIPATING STORES – BOUTIQUE STYLE END

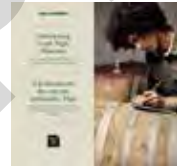
115, 187, 252, 300, 392, 401, 407, 412, 497

Signage Components

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

Merchandising Instructions

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



PARTICIPATING STORES – CUBED END

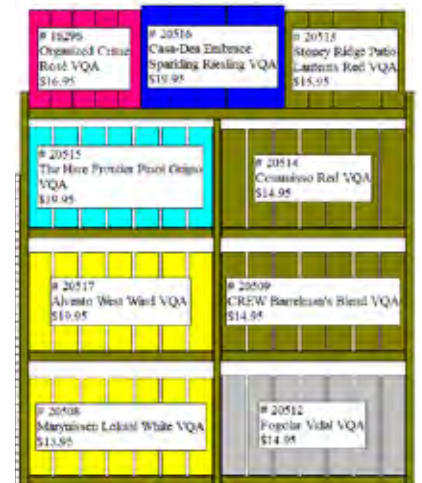
212, 359, 427, 459

Signage Components

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

Merchandising Instructions

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



2020/21 Ontario Wine Awards (P11 - P6)

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

Key Dates (P11-P6)

Participating Stores

All Stores

Participating Products

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



Signage

NOTE: Signage is to remain up until P6.

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

Merchandising Instructions

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

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

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

Key Dates (June 21 - July 18, 2021)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers
106450	Santa Margherita Pinot Grigio	750	\$2.00 LTO
454876	Ghost Pines Merlot	750	\$2.50 LTO

Signage Components

- Signage Kit (Re-order # DMS-22P4-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 4 (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 (May 29 & June 12 releases)

Mandatory Participation Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

All other participating stores

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

Participating Products

LCBO#	Description	Size (mL)
JUNE 26, 2021 RELEASE		
13836	Brilla Extra Dry Prosecco	750
357475	Dandelion Vineyards Lioness of McLaren Vale Shiraz 2018	750
JULY 10, 2021 RELEASE		
18999	Bodgas Lavia Plus 2015	750
668327	Los Clop Reserva Cabernet Sauvignon 2015	750

Signage Components

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

Merchandising Instructions

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



VINTAGES LTO Program

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

Key Dates (June 20 - July 17, 2021)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

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
147504	13th Street Cuvée Brut Rosé	750	\$29.95	\$26.95	\$3.00
352583	Beringer Knights Valley Cabernet Sauvignon	750	\$44.95	\$39.95	\$5.00
210047	Columbia Crest H3 Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00
571133	Dillon's Vermouth	750	\$19.95	\$17.95	\$2.00
43281	Flat Rock Riesling	750	\$17.95	\$15.95	\$2.00
284943	Francis Coppola Sofia Rosé	750	\$24.95	\$22.95	\$2.00
454876	Ghost Pines Merlot	750	\$21.95	\$19.95	\$2.00
308122	Ghost Pines Winemaker's Blend Chardonnay	750	\$21.95	\$19.95	\$2.00
461699	Henry Of Pelham Speck Family Reserve Baco Noir	750	\$24.95	\$21.95	\$3.00
388306	Inniskillin Vidal Icewine	375	\$49.95	\$44.95	\$5.00
389411	Jackson-Triggs Reserve Vidal Icewine	375	\$39.95	\$34.95	\$5.00
58339	Kaiken Malbec	750	\$15.95	\$14.95	\$1.00
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	\$21.95	\$19.95	\$2.00
650325	Kim Crawford Rosé	750	\$18.95	\$16.95	\$2.00
35386	Kim Crawford Sauvignon Blanc	750	\$19.95	\$16.95	\$3.00
522672	Lakeview Cellars Vidal Icewine	200	\$22.95	\$20.45	\$2.50
587154	Magnotta Vidal Icewine	375	\$33.95	\$30.95	\$3.00
559088	Malivoire Ladybug Rosé	750	\$16.95	\$14.95	\$2.00
82024	Monasterio de Las Viñas Gran Reserva	750	\$18.95	\$16.95	\$2.00
326728	Oyster Bay Chardonnay	750	\$19.95	\$16.95	\$3.00
377770	Quails' Gate Chardonnay	750	\$24.95	\$21.95	\$3.00
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$29.95	\$26.95	\$3.00
106450	Santa Margherita Pinot Grigio	750	\$19.95	\$17.95	\$2.00
89037	Tawse Sketches of Niagara Chardonnay	750	\$19.95	\$17.95	\$2.00
24133	Thirty Bench Winemaker's Blend Riesling	750	\$22.95	\$19.95	\$3.00
552562	Three of Hearts Rosé	750	\$19.95	\$17.95	\$2.00
451336	Tom Gore Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00
311258	Wits End Luna Shiraz	750	\$17.95	\$15.95	\$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 (June 20 - July 17, 2021)

Participating Stores

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

(<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Product

LCBO#	Description	Size (mL)	Offers
587154	Magnotta Vidal Icewine	375	\$3.00 LTO

Signage Components & Merchandising Instructions

Signage reorder code: DMS-22P4-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 July 18, 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 July 18, 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 July 18, 2021.

Available Chilled Hot Button

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

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



Basket Sign



Pricer Card



Shelf Talker

Period 3 & 4

SUMMER GIFTING

How to Merchandise THE ENHANCED GIFT BAGS

Front Facing End Aisle

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


Cash End

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

Mini Thematic B Stores

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

Signage Re-order Codes

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

Front Facing End Aisle



Cash End



Mini Thematic B



How to Merchandise THE REUSABLE TOTE BAGS

Metal Stand Merchandiser

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

Metal Gift Bag Stand

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


Cash End

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

Summer 2020 Gifting Packaging

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

Signage Re-order Codes

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

Metal Stand Merchandiser



Stores with the Metal Stand Merchandiser **MUST** follow the planoguide above to merchandise the Reusable Tote Bags.

Metal Gift Bag Stand



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

Cash End




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


How to Merchandise THE SUMMER GIFT CARDS

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

Gift Cards

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

Gift Card Carrier

LCBO#	Description	Image
20561	Summer Gift Card Carrier	

Receiving Instructions

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

Merchandising Instructions

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

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

Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)



Vintages Small Acrylic Gift Card Merchandiser with Year-Round Signage

FRONT END MERCHANDISER

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

Stores with 2 FEMs will separate product by Category:

1. Spirit
2. Wines/Wines in Cans

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

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

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

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

Signage Components

A new set of shelf talkers will be shipped to participating stores by the start of P4. Continue to display the P3 box sign until the end of P4.

- **NEW** Shelf Talkers
ENG (Re-order #DMS-22P4-FEM2)
BIL (Re-order #DMS-22P4-FEM3)
- Box Sign (Re-order #DMS-22P3-FEM1)

Merchandising Instructions

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

Sample 3 FEM Planogram



Sample 4 FEM Planogram



Spirited Picks Program (CE1)

NOTE: There will be new products for the Spirited Picks Program in Period 4. A new set of shelf talkers will be shipped to participating stores by the start of the period. Please continue to display the P3 box sign until the end of P4.

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
122952	Hypnotiq	375	\$2.00 LTO
596	Bacardi Superior	375	\$0.50 LTO

Signage Components

A new set of shelf talkers will be shipped to participating stores by the start of P4. Continue to display the P3 box sign until the end of P4.

- **NEW** Shelf Talkers
ENG (Re-order #DMS-22P4-FEM2)
BIL (Re-order #DMS-22P4-FEM3)
- Box Sign (Re-order #DMS-22P3-FEM1)

Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Continue to display the P3 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

Period 3-4

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)**. Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered to merchandise each section.

Key Dates (P3 - P4)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)




Merchandising Instructions

- Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered to merchandise each section.
- 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.

Signage Components

- Box Sign Re-order Codes
 - **NEW** Sustainably Grown Ontario Wines (Re-order # DMS-22P4-FS1)
 - **NEW** Australian BBQ Wines (Re-order # DMS-22P4-FS2)
 - **NEW** Must-try South American Wines (Re-order # DMS-22P4-FS3)
 - **NEW** Shelf Talkers ENG (Re-order # DMS-22P3-FS4) / BIL (Re-order # DMS-22P3-FS5)
 - **NEW** Bin Strips - solid colour (Re-order # DMS-22P4-FS6)
 - Elegant French Whites (Re-order # DMS-22P3-FS2)
 - Rosés of the World (Re-order # DMS-22P3-FS5)

Participating Products

Box Sign	LCBO#	Description	Size (mL)
USA - California Flex Space (FSB) "Sustainably Grown Ontario Wines"			
*Mandatory Participation: This is a SOLD promotion.			
	10485	Pelee Island Lola Pinot Grigio VQA	750
	10486	Pelee Island Lola Merlot VQA	750
	14883	Pelee Island Lola Chardonnay VQA	750
	14884	Pelee Island Lola Secco Sparkling VQA	750
	19295	Pelee Island Lola Pinot Grigio VQA	250
	19296	Pelee Island Lola Sparkling Blush VQA	250
	450981	Pelee Island Lola Blush VQA	750
	618223	Pelee Island Lola Cabernet Franc Cabernet Sauvignon VQA	750
	618231	Pelee Island Lola Gewürztraminer VQA	750
Europe - Italy/SE Flex Space (FSC) "Elegant French Wines"			
*Mandatory Participation: This is a SOLD promotion and continues on for P4 with no changes from P3.			
	11452	Willm Réserve Riesling	750
	481424	Famille Cattin Pinot Gris Alsace Aoc	750
	253229	Bougrier Vouvray Chenin Blanc	750
	269852	Willm Gewurztraminer Reserve Alsace	750
	323816	Heritage du Cleray Muscadet Sevre et Maine	750
	373373	Pierre Sparr Gewurztraminer	750
	471318	Remy Pannier Sauvignon Blanc Val De Loire IGP	750
	542548	Henri Bourgeois Les Baronnes Sancerre	750
Australia Flex Space (FSD) "Australian BBQ Wines"			
*Mandatory Participation: This is a SOLD promotion.			
	229039	Yellow Tail Bubbles	750
	634410	Yellow Tail Pinot Grigio	1500
	443713	Yellow Tail Moscato	750
	524314	Yellow Tail Sauvignon Blanc	750
	621623	Yellow Tail Cabernet Sauvignon	750
	624544	Yellow Tail Shiraz	750
	625350	Yellow Tail Merlot	750
	627802	Yellow Tail Chardonnay	750
Chile/Argentina Flex Space (FSE) "Must-try South American Wines"			
*Mandatory Participation: This is a SOLD promotion.			
	278416	Casillero del Diablo Reserva Cabernet Sauvignon	750
	302570	Casillero del Diablo Reserva Sauvignon Blanc	375
	427088	Casillero del Diablo Reserva Merlot	750
	436956	Casillero del Diablo Reserva Devil's Collection Red	750
	483255	Casillero Del Diablo Pinot Grigio Reserva	750
	570754	Casillero Del Diablo Reserva Privada Cabernet Sauvignon	750
	578641	Casillero del Diablo Reserva Sauvignon Blanc	750
	620666	Casillero del Diablo Reserva Carmenere	750



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

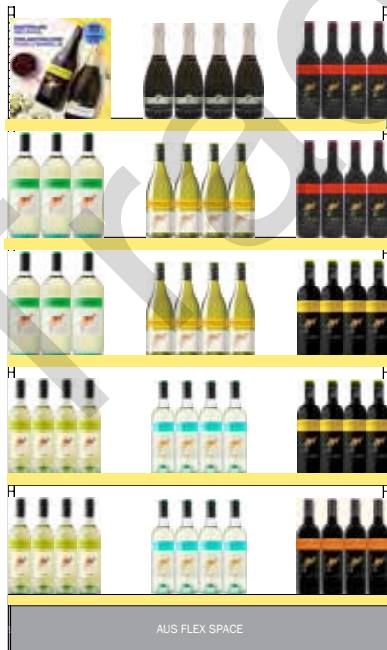
USA Flex Space “Sustainably Grown Ontario Wines”



EUROPE - Italy/SE Flex Space “Elegant French Wines”



Australia Flex Space “Australian BBQ Wines”



Chile/Argentina Flex Space “Must-try South American Wines”



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

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

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

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



Organic Flex Space	
	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 (June 20 - July 17, 2021)

Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)
13789	Captain Morgan White Rum (PET)	375
19000	Captain Morgan Dark Rum (PET)	375
500504	Captain Morgan Original Spiced Rum (PET)	375

Signage Components

- A-frame Sign
ENG (Re-order # DMS-22P4-AF1) / BIL (Re-order # DMS-22P4-AF2)
- Shelf Talkers
ENG (Re-order # DMS-22P4-AF3) / BIL (Re-order # DMS-22P4-AF4)

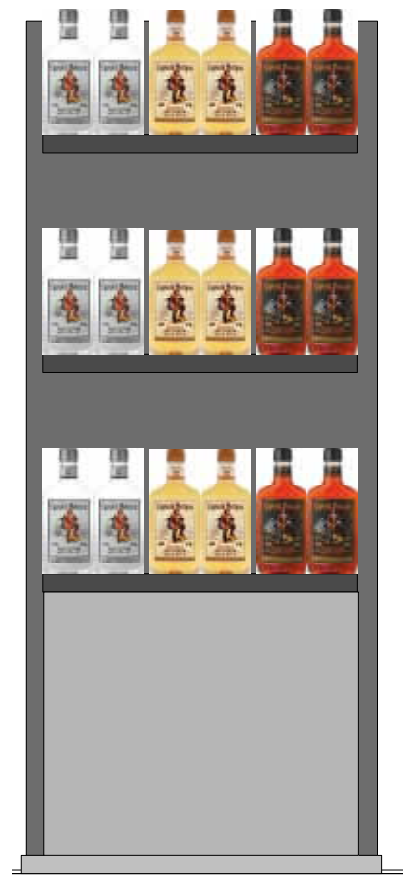
Merchandising Instructions

- 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.



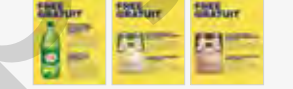


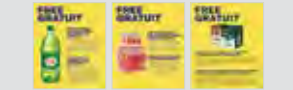





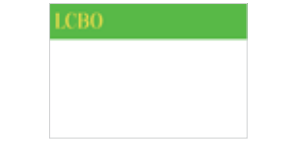


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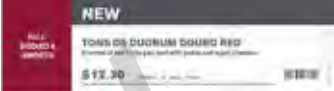

Rum is the category with the highest interplay with beer consumers. Captain Morgan is a familiar brand that will be helpful in recruiting new customers into the category and “trade them up” from beer.

RUMS FOR YOUR HOT LIST
RHUMS FAVORIS DE L'ÉTÉ





ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Premium Flighted End Aisles 1A-4A Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P4-ST14 BIL: DMS-22P4-ST15	
On Shelf	Premium Flighted End Aisles 2A, 4A, 9, 11 Value-add Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P4-STVA1 BIL: DMS-22P4-STVA2	
On Shelf	Premium Flighted End Aisles 2A, 4A, 9, 11 Value-add 4" x 5" Shelf Talkers	4" w x 5" h Shelf Talkers ENG/BIL	ENG: DMS-22P4-STVA3 BIL: DMS-22P4-STVA4	
On Shelf	Standard Flighted End Aisles 1B-4B Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P4-ST16 BIL: DMS-22P4-ST17	
On Shelf	Standard Flighted End Aisles 2B, 9, 11 Value-add Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P4-STVA5 BIL: DMS-22P4-STVA6	
On Shelf	Standard Flighted End Aisles 2B, 9, 11 Value-add 4" x 5" Shelf Talkers	4" w x 5" h Shelf Talkers ENG/BIL	ENG: DMS-22P4-STVA7 BIL: DMS-22P4-STVA8	
On Shelf	Common End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P4-ST1 BIL: DMS-22P4-ST2	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P4-ST3 BIL: DMS-22P4-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P4-ST5 BIL: DMS-22P4-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P4-ST7 BIL: DMS-22P4-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P4-ST9 BIL: DMS-22P4-ST10	
On Shelf	Generic Blank Pricer Cards (25pk)	Pricer Cards 8" w x 7" h	DMS-22P3-ST11	
On Shelf	Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	DMS-22P3-ST12	
On Shelf	Blank Bin Tags for General Use (25pk)	Bin Tags 6" w x 1¾" h	DMS-22P3-ST13	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h English/Price English/No Price	LTO Bundle DMS-P4-LTO	
On Shelf	"SAVE/ ÉPARGNEZ" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	"NEW" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h English/Price English/No Price	BNS Bundle DMS-P4-BNS	
On Shelf	"NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

'In-the-Spotlight' Shelf Talker

The 'In-the-Spotlight' shelf talker will be **DISCONTINUED** as of Period 4, 2021.

On Shelf	"In The Spotlight" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h English/Price English/No Price		
On Shelf	"In The Spotlight/EN VEDETTE" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

Sold Space WORKSHEETS

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

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



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			19417	Distilleria Amalfi & o. Aperitivo Liqueur	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1A	16079	Martini Fiero	750	Value Add
	176834		Aperol	750	Value Add	
	16079		Martini Fiero	750	Value Add	
			176834	Aperol	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1B	180695	St-Germain Elderflower Liqueur	750	Value Add
	285163		Amaro Lucano	750	Value Add	
	601484		Amaro Montenegro Liqueur	750	Value Add	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2A	42	Canadian Club Premium	750	LTO, Value Add
	34637		Canadian Club Premium	1750	LTO, Value Add	
	311936		Canadian Club Classic 12 Year Old	1140	LTO, Value Add	
			311944	Canadian Club Classic 12 Year Old	1750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2B	390583	Canadian Club 100% Rye	750	LTO, Value Add
	571950		Canadian Club Apple	750	LTO, Value Add	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3AB	400754	Iceberg Vodka	750	LTO
	446567		Iceberg Vodka (P.E.T)	750	LTO, Seasonal Block Pile C	
	544155		Iceberg Vodka	1750	LTO, Value Add	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4A	13588	Bacardi Gold	750	Value Add
	112979		Bacardi Superior White Rum (P.E.T)	750	Value Add	
	520353		Bacardi Spiced Rum	750	Value Add	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4B	117	Bacardi Superior White Rum	750	Value Add
	398552		Bacardi Limon	750	Value Add	
	498386		Bacardi Raspberry	750	Value Add	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5	19096	Matt & Steve's Caesar - Hot & Spicy	473	
	19097		Mott's Clamato Caesar Sriracha	458		
	19103		Walter Craft Caesar - Classic	473		
	19154		Life Raft	355		
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 6	15311	Cottage Springs Weekender Mixed	8 x 355	
	19122		White Claw Hard Seltzer Black Cherry	6 x 355		
	19147		Nutrl Vodka Soda Cherry	473		

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			15301	Somersby Spritz Cider	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 7	17925	Somersby Cider Mixer Pack	6 x 4 73	Value Add
			19961	Somersby Hops N Apples Cider	473	LTO
			19106	Good Sunday Lemon Gin Soda	473	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8	19136	Georgian Bay Peach Half Smash	355	
			19137	Georgian Bay Citrus Half Smash	355	
			19894	Cracked Canoe	6 x 4 73	LTO, Contest
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 9	422345	Moosehead Lager	6 x 4 73	LTO, Contest
			13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
			19657	Ace Hill Lime Radler (196)	355	
			20451	Cowbell Brewing Co. Summer Collection (458)	6 x 4 73	
			20960	Sunset Point Lager (4205)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 10 Mini Thematic C	242545	Great Lakes Canuck Pale Ale (1929)	473	LTO
			479030	Railway City Orange Creamsicle Ale (8447)	473	LTO, OCB
			513036	Henderson Brewing Co. Food Truck Beer (766)	473	LTO
			514935	Flying Monkeys 12 Minutes To Destiny (6309)	473	LTO
			574350	Anderson Ale's Summer Pilsner (791)	6 x 355	LTO
			34595	Patron Silver Tequila	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		End Aisle 11	50088	Patron Reposado Tequila	750
		10831		Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 12	12385	Glenfiddich Single Malt 12 Year Old	750	LTO
			605972	Glenfiddich Single Malt 15 Year Old	750	
			34579	Prince Igor Extreme Vodka	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 13	363507	Prince Igor Extreme Vodka	1750	Value Add
			604926	Prince Igor Extreme Vodka	750	Value Add
			189217	Gibson's Finest Sterling Edition	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 14	215038	Gibson's Finest Sterling Edition	1750	Necktag
			215889	Gibson's Finest Sterling Edition Whisky	1140	Value Add
			11267	Ciroc White Grape	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 15	334110	Ciroc Peach	750	Value Add
			417295	Ciroc Original Unflavoured	750	LTO
			662379	Ciroc Watermelon	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			285585	Masi Bonacosta Valpolicella Classico Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 16	328534	Jackson-Triggs Cabernet Sauvignon	750	LTO
			457119	Big Bill Cabernet Sauvignon	750	LTO
			20075	Bud Light Mango	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 17	311779	Bud Light	6 x 4 73	
			311787	Budweiser	6 x 4 73	LTO
			19515	Absolut Watermelon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 18	493999	Absolut Lime Vodka	750	LTO
			925685	Absolut Grapefruit Vodka	750	Value Add
			33340	Collavini Pinot Grigio	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 19	181388	Lindemans Bin 95 Sauvignon Blanc	750	LTO
			430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO
			15476	Belgian Moon Light Sky	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 20	142745	Waterloo Craft Lager	473	
			374520	Angry Orchard Hard Crisp Apple	6 x 355	LTO
			11222	Freixenet Italian Rosé	750	
			12618	Stoneleigh Lighter Sauvignon Blanc	750	
			13776	Arche Fiano IGT	750	
			14388	Romeo Mimosa	750	
			14955	Martini Sparkling Rosé	750	
			18931	Chacabuco Malbec	1500	
			18942	Spade & Sparrows Rosé	750	
			18946	Sunny with a Chance of Flowers Pinot Noir	750	
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture	18947	Kim Crawford Illuminate Sauvignon Blanc	750	
			18948	Darling Cellars De-Alcoholised Rosé	750	
			18949	Gato Negro Red Blend Light	750	
			18950	Fresita Orange Sunset Sparkling Wine	750	
			18953	Pure Bright Chardonnay	750	
			18954	Barefoot Bubbly Pink Moscato Sparkling	750	
			18995	Bicycle Thief Red Blend	1500	
			19251	Henkell De-Alcoholized Sparkling	750	
			19253	JP. Chenet Fashion Pineapple Sparkling	750	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			19297	Girls' Night Out Tropicolada	750	
			19304	Cipriani Bellini	750	
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture	19444	Spade & Sparrows Pinot Noir	750	
			19534	Sun Goddess Sauvignon Blanc Friuli DOC	750	
			279455	Moët et Chandon Ice Imperial Champagne	750	
			644526	Girls' Night Out Raspberry Rosé Lemonade	750	
<input type="checkbox"/>	<input type="checkbox"/>	New & Seasonal		Refer to pg.17 for a product list		
			16643	Polar Ice Arctic Extreme Vodka	750	\$1.00 LTO
			149567	Tag No. 5 Vodka	750	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	267302	Crystal Head Vodka	750	
			446625	Beatties Distillers Farm Crafted Potato Vodka	750	\$4.00 LTO
			545194	Top Shelf Vodka	750	\$1.50 LTO
			631176	McGuinness Triple Sec	750	
			10912	Gran Centenario Anejo	750	VA: Premium Glassware
			19427	Villa One Blanco	750	Necktag
			19441	Dejado Tequila Blanco 100% Agave	750	\$2.00 LTO
			19672	Jaja Reposado	750	\$2.00 LTO
			19749	Teremana Tequila Blanco	750	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	19750	Teremana Tequila Reposado	750	VA: Muddler
			19924	Siempre Tequila Plata	750	\$10.00 LTO
			42911	Patron Silver Tequila	375	\$1.00 LTO
			113241	Cazadores Anejo Tequila	750	\$2.00 LTO
			173559	Don Julio Reposado Tequila	750	\$7.00 LTO
			227678	1800 Silver Tequila	750	\$2.00 LTO
			401307	Maestro Dobel Tequila	750	\$5.00 LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			14870	Wayne Gretzky Rosé VQA	750	
			16767	Saintly Sparkling Rosé	750	
			418657	Lily Sparkling Wine VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	461699	(V) Baco Speck Family Reserve	750	
			522672	(V) Vidal Icewine VQA Nia(Lakeview Cellars)	200	
			552562	(V) Three Of Hearts Rosé	750	
			559088	(V) Rosé Ladybug (Malivoire Wine Co.)	750	
			587956	Trius Cabernet Sauvignon VQA	750	
			645309	Kew Vineyards Organic Riesling Sparkling	750	
			893	J.P. Wiser's Deluxe Whisky	750	\$1.00 LTO
			14066	Molson Ultra	6 x 473	
			17488	Molson Canadian Cold Shots	4 x 222	
			20009	Molson Common Bond	473	
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table	33928	J.P. Wiser's Deluxe Whisky	1750	Value-add/ Merchandiser: Hardbite Chips
			216689	J.P. Wiser's Deluxe Whisky	1140	\$1.00 LTO
			300699	Molson Canadian	6 x 473	\$2.00 LTO
			536870	J.P. Wiser's Triple Barrel Rye Whisky	750	\$3.00 LTO
			300699	Molson Canadian	6 x 473	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	900621	Molson Canadian	6 x 341	VA: Molson Canadian Glass
			904144	Molson Canadian	6 x 355	
			225904	Palm Bay Key Lime Cherry	6 x 355	
			319442	Mike's Hard Lemonade	6 x 355	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	444497	American Vintage Lemon Hard Iced Tea	6 x 355	
			450114	Smirnoff Ice	6 x 355	
			570275	Twisted Tea Original	6 X 355	
			611400	Mott's Clamato Caesar Original	6 x 341	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			13587	Bacardi Gold	1140	\$1.00 LTO
			16643	Polar Ice Arctic Extreme Vodka (PET)	750	\$1.00 LTO
			103341	Canadian Club Whisky (PET)	750	\$1.20 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	227678	1800 Silver Tequila	750	\$2.00 LTO
			318709	Captain Morgan Original Spiced Rum (PET)	750	\$1.00 LTO
			334151	Bacardi Superior White Rum (PET)	1140	\$1.00 LTO
			401307	Maestro Dobel Tequila	750	\$5.00 LTO
			446567	Iceberg Vodka (PET)	750	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	14731	Smirnoff Infusions Cucumber & Lime	750	\$1.00 LTO
			14733	Smirnoff Infusions Strawberry & Rose	750	\$1.00 LTO
			14732	Smirnoff Infusions Watermelon & Mint	750	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Super Sale	110320	No Name Beer	6 x 341	\$3.30 LTO
			574509	Berliner Pilsner	500	\$0.75 LTO
			12641	Remy Pannier Rosé D'Anjou AOC	750	
			20188	Maison No 9.	750	
			33621	Chateau Gassier Sables d'Azur Rosé	750	
			134916	Ogier Cotes Du Ventoux Rosé AOC	750	
			234575	Terres De Saint Louis Rosé Varois En Provence AOC	750	
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	279661	L'Orangerie Rosé Pays D'Oc	750	
			319384	Carte Noire Rosé	750	
			325076	Caves d'Esclans Whispering Angel Rosé	750	
			342584	Miraval Rosé	750	
			373985	Gérard Bertrand Côte des Roses Rosé	750	
			451906	Saint Aix Rosé	750	
			622134	La Vieille Ferme Rosé Ventoux AOC	750	\$1.50 LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	20068	Mill Street Hazy Organic IPA	473	
<input type="checkbox"/>	<input type="checkbox"/>		84210	Mill Street Original Organic Lager	6 x 3 41	VA/Contest
			516880	Mill Street Original Organic	6x473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	20226	Beau's Milkshake IPA	473	
			20663	Tango Tart Wheat Ale	473	
			21254	Flying Monkeys Fireworks & Karate IPA	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	19357	Social Lite Mixed Pack	12 x 355	Value-add
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	17819	Stella Artois	6 x 473	Value-add
			17820	Stella Artois	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Craft Beer Imported Shelf Talkers	10153	Dubuissons Scaldis Peche Mel	330	
			15604	Cigar City Margarita Gose	1420	
			19045	La Vermontoise - Saison	375	
			19367	Deschutes Wowza! Lo-Cal Hazy Pale Ale	1420	
			19368	Sweetwater 420 Pale Ale	473	
			19369	Saison du Tracteur American Saison	600	
			21481	Heavy Seas TropiCannon Citrus IPA	473	
			322529	Hofbrau Hefe Weizen	500	
			356204	St Feuillien Saison	330	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	14882	Saintly Rosé VQA	750	\$2.00 LTO
			183061	Megalomaniac Homegrown Riesling VQA	750	\$2.00 LTO
			219030	Red House Wine Co. Cabernet Shiraz VQA	750	\$2.00 LTO
			221804	Trius Sauvignon Blanc VQA	750	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	217505	Henry Of Pelham Cuvée Catharine Rosé Brut VQA	750	
			217679	Jackson-Triggs Méthode Cuve Close Sparkling VQA	750	
			284539	Trius Brut VQA	750	
			536565	Lily Sparkling Rosé VQA	750	

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		20516	Casa-Dea Embrace Sparkling Riesling VQA	750	
		20515	The Hare Frontier Pinot Grigio VQA	750	
		20512	Fogolar Vidal VQA	750	
		20508	Marynissen Lokaal White VQA	750	
<input type="checkbox"/>	<input type="checkbox"/> Craft VQA Wineries	20517	Alvento West Wind VQA	750	
		16296	Organized Crime Rosé VQA	750	
		20509	CREW Barrelman's Blend VQA	750	
		20514	Commisso Red VQA	750	
		20513	Stoney Ridge Patio Lanterns Red VQA	750	
<input type="checkbox"/>	<input type="checkbox"/> Vintages Essentials on Offer	106450	Santa Margherita Pinot Grigio	750	\$2.00 LTO
		454876	Ghost Pines Merlot	750	\$2.50 LTO
<input type="checkbox"/>	<input type="checkbox"/> Vintages Wine of the Month: June 26	13836	Brilla Extra Dry Prosecco	750	
		357475	Dandelion Vineyards Lioness of McLaren Vale Shiraz 2018	750	
<input type="checkbox"/>	<input type="checkbox"/> Vintages Wine of the Month: July 10	18999	Bodgas Lavia Plus 2015	750	
		668327	Los Clop Reserva Cabernet Sauvignon 2015	750	
<input type="checkbox"/>	<input type="checkbox"/> Vintages LTO Program		Refer to pg.53 for a product list		
<input type="checkbox"/>	<input type="checkbox"/> Vintages Our Buyer's Picks	587154	Magnotta Vidal Icewine	375	\$3.00 LTO
<input type="checkbox"/>	<input type="checkbox"/> Spirited Picks Display	122952	Hpnotiq	375	\$2.00 LTO
		596	Bacardi Superior	375	\$0.50 LTO
<input type="checkbox"/>	<input type="checkbox"/> Flex Space		Refer to pg.60 for a product list		
		13789	Captain Morgan White Rum (PET)	375	
<input type="checkbox"/>	<input type="checkbox"/> The Cold Room Spirits	19000	Captain Morgan Dark Rum (PET)	375	
		500504	Captain Morgan Original Spiced Rum (PET)	375	

FSI = Product is featured in the Free Standing Insert

LTO = Limited Time Offer

ST = Shelf Talker

VA = Value-added

SCP = Shopping Cart Program

FNT = Front Nesting Table

BP = Block Pile

COTM = Cocktail of the Month

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R40 USA B	13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41 Chile A	634402	Vina Tarapaca Reserva Sauvignon Blanc	750	LTO								Y	Y	Y
R42 Chile B	507442	La Linda Private Selection Old Vines Malbec	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	LTO										Y
R44 France Blend B	16840	Bolla Valpolicella Classico	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	372391	Leonardo Chianti Fiasco	750	LTO									Y	Y
R46 France South B	122689	Henkell Trocken	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/Burgundy A	78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	LTO									Y	Y
R48 Italy Central A	277210	Cavit Collection Moscato Pavia Igt	750	LTO									Y	Y
R49 Italy Central B	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	302380	Mezzacorona Pinot Grigio Trentino	750	LTO, Wine Fridge					Y	Y	Y	Y	Y	Y
R51 Italy North B	492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	621003	Montecillo Rioja Reserva	750	LTO										Y
R53 Southern Europe B	649749	Castillo De Almansa Reserva	1500	LTO									Y	Y
R54 Germany A	360552	Chateau De Courteillac Bordeaux Aoc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	18428	Lazzara Rosato Secco Sparkling VQA	750	Feature Fixture, New & Seasonal									Y	Y
R56 Sparkling B	539312	Josh Cellars Rosé	750	LTO				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	439950	Asahi Super Dry (LCBO Warehouse)	6 x 330	LTO										Y
R58 Ontario Beer B	334052	Stiegl Grapefruit Radler (LCBO Warehouse)	500		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	12457	Magnotta Brewery Backyard Light Lager (270)	473											Y
R60 Beer 2	20091	Sleeman Clear 2.0 Peach (275 TBS)	473					Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	377275	Innis & Gunn Lager (LCBO Warehouse)	500					Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	547646	Steam Whistle Premium Pilsner (5577/275 TBS)	6 x 341					Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	14508	Palm Bay Zero Blackberry Lemon	473	LTO				Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	447763	Jaw Drop Tickling Pink Lemonade	473	LTO				Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	697797	Salvador's Original Margarita (P.E.T)	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	2691	Tanqueray Dry Gin	750	LTO	DIAGEO CANADA INC.
C2: Canadian Whisky	326025	Basil Hayden Straight Bourbon	750	LTO	BEAM SUNTORY
C3: Ontario Non VQA Blend	297101	Peller Family Vineyards Chardonnay	1500	LTO	ANDREW PELLER LIMITED
C4: French Blend	253914	Martini Dry Vermouth White	1000	LTO	BACARDI CANADA INC.
C5: Fixed Store Location	340380	Two Oceans Sauvignon Blanc	750	LTO, Wine Fridge	PMA CANADA LTD.
C6: Vodka	216820	Finlandia Vodka	1140	LTO	PMA CANADA LTD.
C7: Scotch	492454	1800 Coconut Tequila	750	LTO	PROXIMO SPIRITS CANADA INC.
C8: Liqueurs	377994	Gentleman Jack Tennessee Whiskey	750	LTO	PMA CANADA LTD.
C9: Ontario Blends	17537	Colio Cellar Door Series Sauvignon Blanc	750	LTO	COLIO ESTATE WINES
C10: France Red	17761	The Magic Box Spectacular Shiraz	750	LTO	PHILIPPE DANDURAND WINES LTD.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	620104	Angels Gate Sussreserve Riesling VQA	750	LTO	ANGELS GATE WINERY
D2: Discovery Wines 2	8094	Deinhard Green Label Riesling Mosel	750	LTO	MARK ANTHONY WINE & SPIRITS
D3: Discovery Wines 3	12454	Callia Alta Cabernet Sauvignon	750	LTO	AZUREAU WINE AGENCY
D4: Discovery BSM 1	159772	Muskoka Hazed And Confused (LCBO Warehouse)	473	LTO	LAKES OF MUSKOKA COTTAGE BREWERY
D5: Discovery BSM 2	19591	Bacardi Mojito Cocktail	750	LTO	BACARDI CANADA INC.
D6: Discovery BSM 3	5280	Vodka Mudshake Chocolate	4 x 270	LTO	GLAZER'S OF CANADA
D7: Discovery Spirits 1	363978	Miguel Torres Chile Pisco El Gobernador	700	LTO	PHILIPPE DANDURAND WINES LTD.
D8: Discovery Spirits 2	638205	Zirkova Together Ultra Premium Vodka	750	LTO	DIONYSUS WINES & SPIRITS LTD.
D9: Discovery Spirits 3	1040	Gordons Gin	750	LTO	DIAGEO CANADA INC.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	LTO	DIONYSUS WINES & SPIRITS LTD.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 x 330	\$1.45	
42	Canadian Club Premium	750	\$1.25	End Aisle, Value Add
596	Bacardi Superior White Rum (P.E.T)	375	\$0.50	CE1
893	J.P. Wiser's Deluxe	750	\$1.00	Front Nesting Table
1040	Gordons Gin	750	\$1.00	Discovery Extender
2691	Tanqueray Dry Gin	750	\$1.00	Comm. Extender
5280	Vodka Mudshake Chocolate	4 x 270	\$1.00	Discovery Extender
6502	Cointreau	750	\$2.00	
8094	Deinhard Green Label Riesling Mosel	750	\$2.00	Discovery Extender
10485	Pelee Island Lola Pinot Grigio VQA	750	\$2.00	Flex Space
10486	Pelee Island Lola Merlot VQA	750	\$1.00	Flex Space
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	\$5.00	End Aisle
10899	Jose Cuervo Tradicional Plata	750	\$2.00	Shelf Extender
10937	Forty Creek Double Barrel Reserve Whisky	750	\$2.00	Shelf Extender
10946	Fireball 50 mL 6 Pack Carrier	6 x 50	\$1.00	Block Pile
11688	Bathtub Gin, UK	750	\$5.00	
11850	Buffalo Trace Bourbon	375	\$2.00	
12385	Glenfiddich Single alt 12 Year Old	750	\$5.00	End Aisle
12454	Callia Alta Cabernet Sauvignon	750	\$1.00	Discovery Extender
13587	Bacardi Gold	1140	\$1.00	Seasonal Block Pile C
13641	Bench Brewing Short Hills East Coast IPA	473	\$0.20	Mini Thematic
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	\$2.00	Shelf Extender
14023	Tawse Gin Ddp	750	\$3.00	
14352	Heretic Spirits Vodka #1 Ddp	750	\$3.00	
14400	Coors Original	6 x 473	\$1.00	
14402	Marie Brizard Elderflower	750	\$2.00	Shelf Extender
14404	Jagermeister Cold Brew	750	\$3.00	
14482	Jaw Drop Biting Cherries	473	\$0.25	
14508	Palm Bay Zero Blackberry Lemon	473	\$0.30	Shelf Extender
14526	Hey Y'All Green Tea & Honey Hard Iced Tea	458	\$0.25	
14731	Smirnoff Infusions Cucumber & Lime	750	\$1.00	Seasonal Block Pile
14732	Smirnoff Infusions Watermelon & Mint	750	\$1.00	Seasonal Block Pile
14733	Smirnoff Infusions Strawberry & Rosé	750	\$1.00	Seasonal Block Pile
14870	Wayne Gretzky Rosé VQA	750	\$1.00	Mini Thematic, Wine Fridge
14882	Saintly Rosé VQA	750	\$2.00	goLOCAL
14883	Pelee Island Lola Chardonnay VQA	750	\$2.00	Flex Space

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
14944	Marquis De Villard Brandy	750	\$3.00	
15012	Northern Keep Vodka	750	\$2.75	Value Add
15117	Muskoka Survival Pack	6 x 473	\$1.25	OCB
15301	Somersby Spritz Cider	473	\$0.25	End Aisle
15310	Matt & Steve's Caesar Original Lightly Spiced	473	\$0.20	
15476	Belgian Moon Light Sky	473	\$0.25	End Aisle
16546	On The Rocks Hornitos Margarita	375	\$3.00	
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	\$1.00	Seasonal Block Pile C, Front Entrance Table
16767	Saintly Sparkling Rosé VQA	750	\$2.00	Mini Thematic
16840	Bolla Valpolicella Classico	750	\$2.00	Shelf Extender
16859	Dixon's Wicked Blueberry Gin Ddp	750	\$5.00	
16861	Late Harvest Vesper Ddp	375	\$1.50	
17537	Colio Cellar Door Series Sauvignon Blanc	750	\$1.00	Comm. Extender
17761	The Magic Box Spectacular Shiraz	750	\$2.00	Comm. Extender
17818	Corona Extra	6 x 330	\$1.00	
17820	Stella Artois	473	\$0.20	EZD
17932	Swish Gin Ddp	750	\$3.00	
18412	D'Ont Poke The Bear Red VQA Bag In Box	3000	\$3.00	
19417	Distilleria Amalfi & Co. Aperitivo Liqueur	750	\$2.00	End Aisle
19441	Dejado Tequila Blanco 100% Agave	750	\$2.00	Mini Thematic
19515	Absolut Watermelon	750	\$1.00	End Aisle
19591	Bacardi Mojito Cocktail	750	\$1.00	Discovery Extender
19612	Jacob's Creek Shiraz/Cabernet	1500	\$2.00	Shelf Extender
19672	Jaja Reposado	750	\$2.00	Mini Thematic
19894	Cracked Canoe	6 x 473	\$1.50	End Aisle, Contest
19924	Siempre Tequila Plata	750	\$10.00	Mini Thematic
19961	Somersby Hops N Apples Cider	473	\$0.25	End Aisle
20075	Bud Light Mango	473	\$0.20	End Aisle
20137	Hop City Misfit Mango Passionfruit IPA	473	\$0.20	
20960	Sunset Point Lager	473	\$0.20	End Aisle
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00	
31062	Ruffino Rvieto Classico Doc	750	\$2.00	Wine Fridge
33340	Collavini Pinot Grigio	750	\$2.00	End Aisle, Wine Fridge
34637	Canadian Club Premium	1750	\$1.05	End Aisle, Value Add
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$3.00	
37861	Pabst Blue Ribbon	473	\$0.25	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
42911	Patron Silver Tequila	375	\$1.00	Mini Thematic
43281	>V) Flat Rock Cellars Estate Riesling	750	\$2.00	
47316	Los Arango Reposado Tequila	750	\$5.00	
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00	Shelf Extender
58339	>(V) Kaiken Malbec	750	\$1.00	
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	\$1.00	
58677	XOXO Pinot Grigio/Chardonnay	750	\$1.00	Shelf Extender
63313	Peller Family Vineyards Dry White Crtn	1000	\$1.00	Shelf Extender
78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	\$2.00	Shelf Extender
82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	\$2.00	
85456	Colio Dry White	1500	\$1.00	Wine Fridge
89037	>Chardonnay Sketches Of Niagara (Tawse)	750	\$2.00	
89862	Girls' Night Out Rosé VQA	750	\$1.00	Shelf Extender
89995	Quinta Da Aveleda Vinho Verde	750	\$1.50	
96263	Tanqueray Dry Gin	1750	\$2.00	
103341	Canadian Club Premium (P.E.T)	750	\$1.25	Seasonal Block Pile C
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	\$2.00	VL1
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	\$3.00	Shelf Extender
113241	Cazadores Anejo Tequila	750	\$2.00	Mini Thematic
114694	Crown Royal	1750	\$2.00	Shelf Extender
122689	Henkell Trocken	750	\$2.00	Shelf Extender, Wine Fridge
122952	HpnotiQ Liquor	375	\$1.00	CE1
125260	Konzelmann Canada Red VQA	750	\$1.50	Shelf Extender
129734	Fish Hoek Shiraz	750	\$1.00	
143040	Hornitos Reposado Tequila	750	\$2.50	Shelf Extender
147504	>13th St Cuvee Rosé Brut (13th Street Wine Co)	750	\$3.00	
149567	Tag No. 5 Vodka	750	\$1.00	Front Entrance Table
155051	Masi Campofiorin gt	750	\$2.00	
158014	Flor De Cana Centenario 12 Rum	750	\$3.00	Shelf Extender
159772	Muskoka Hazed And Confused	473	\$0.25	Discovery Extender
170134	Banrock Station Pink Moscato Rosé	750	\$1.50	Wine Fridge
173559	Tequila Don Julio Reposado	750	\$7.00	Mini Thematic
175349	Open Rosé VQA	750	\$1.00	
181388	Lindemans Bin 95 Sauvignon Blanc	750	\$1.00	End Aisle
181636	Sobieski Vodka	750	\$1.00	Shelf Extender
183061	Megalomaniac Homegrown Riesling VQA	750	\$2.00	goLOCAL
184069	Hob Nob Pinot Noir Pays D'Oc	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
210047	>Columbia Crest H3 Cabernet Sauvignon	750	\$2.00	
211219	Palm Bay Pineapple Mand Orange Spritz	6 x 355	\$1.00	
215483	Harveys Bristol Cream Sherry	750	\$2.00	
216689	J.P. Wiser's Deluxe	1140	\$1.00	Front Nesting Table
216820	Finlandia Vodka	1140	\$1.00	Comm. Extender
217133	Sauza Gold Tequila	1140	\$2.50	Shelf Extender
217281	Bombay Sapphire London Dry	1140	\$1.00	Shelf Extender
217950	Crown Royal	1140	\$1.00	
219030	Red House Wine Co. Cabernet Shiraz VQA	750	\$2.00	goLOCAL
219543	Inniskillin Late Autumn Riesling VQA	750	\$1.00	Wine Fridge
221804	Trius Sauvignon Blanc VQA	750	\$1.00	goLOCAL
225250	Stolichnaya Vodka	1140	\$1.35	Shelf Extender
225904	Palm Bay Key Lime Cherry	6 x 355	\$1.00	Seasonal Block Pile B
227678	1800 Silver Tequila	750	\$2.00	Mini Thematic, Seasonal Block Pile C
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00	Wine Fridge
242545	Great Lakes Canuck Pale Ale	473	\$0.10	Mini Thematic
253302	Luksusowa Vodka	750	\$1.00	Shelf Extender, Necktag
253914	Martini Dry Vermouth White	1000	\$1.00	Comm. Extender
263780	Licor 43	750	\$3.00	
267781	Voga Moscato Frizzante	750	\$1.00	
268011	Tennent's Export Lager	500	\$0.35	
269753	Raymond Classic Chardonnay	750	\$2.00	
269761	Raymond Classic Cabernet Sauvignon	750	\$2.00	
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	
270926	Henry Of Pelham Baco Noir VQA	750	\$2.00	
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	
272393	Smoking Loon Old Vine Zinfandel	750	\$2.00	
277210	Cavit Collection Moscato Pavia Igt	750	\$2.00	Shelf Extender
282277	Pimm's No. 1 Cup	750	\$2.00	Shelf Extender
284943	>(V) Francis Coppola Sofia osé	750	\$2.00	
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$2.00	End Aisle
285767	Gallo Family Vineyards White Zinfandel	750	\$1.00	
297101	Peller Family Vineyards Chardonnay	1500	\$2.00	Comm. Extender
300699	Molson Canadian	6 x 473	\$2.00	Seasonal Block Pile A, Front Nesting Table
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	Shelf Extender, Wine Fridge
303776	Rosehall Run Unoaked Chardonnay VQA Liberated	750	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
308122	>(V)Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00	
311258	>(V)Wits End Luna Shiraz	750	\$2.00	
311787	Budweiser	6 x 473	\$1.00	End Aisle
311936	Canadian Club Classic 12 Year Old	1140	\$2.00	End Aisle, Value Add
316323	Motts Original Caesar	458	\$0.25	
318683	The Kraken Black Spiced Rum	1140	\$1.75	Shelf Extender
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	Seasonal Block Pile C
319442	Mike's Hard Lemonade	6 x 355	\$1.00	Seasonal Block Pile B
319673	Bombay Sapphire East London Dry Gin	750	\$1.00	Shelf Extender
326025	Basil Hayden Straight Bourbon	750	\$5.00	Comm. Extender
326728	>(V) Oyster Bay Chardonnay Marlborough	750	\$3.00	
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	End Aisle
334151	Bacardi Superior White Rum (P.E.T)	1140	\$1.00	Seasonal Block Pile C
334805	Mott's Extra Spicy Caesar	458	\$0.25	
338079	Alize Gold Passion Liqueur	750	\$5.00	
340380	Two Oceans Sauvignon Blanc	750	\$2.00	Comm. Extender, Wine Fridge
346445	Sandbanks Dunes Red VQA	750	\$1.00	Shelf Extender
352583	>(V) Beringer Knight's Valley Cab Sauvignon	750	\$5.00	
360206	Tromba Reposado Tequila	750	\$5.00	
360552	Chateau De Courteillac Bordeaux Aoc	750	\$2.00	Shelf Extender
363622	Bolla Pinot Grigio Delle Venezie	750	\$2.00	
363812	Tito's Handmade Vodka	375	\$2.00	
363978	Miguel Torres Chile Pisco El Gobernador	700	\$3.00	Discovery Extender
366534	The Kraken Black Spiced Rum	375	\$0.75	
369686	>(V) Kendall-Jackson Vintners Rsv Chardonnay	750	\$2.00	
369801	Mount Gay Eclipse Rum	1140	\$2.00	Shelf Extender
370536	Eristoff Clear Cut Vodka Soda	473	\$0.25	
371872	Girls' Night Out Sangria	750	\$1.00	
372219	Sandbanks Pinot Grigio VQA	750	\$2.00	Shelf Extender
372391	Leonardo Chianti Fiasco	750	\$2.00	Shelf Extender
374520	Angry Orchard Hard Crisp Apple	6 x 355	\$1.00	End Aisle
374546	Growers Honeycrisp Apple Cider	473	\$0.25	
376145	Radio Boka Tempranillo Vdt Castilla	750	\$2.00	
377770	>(V) Quails' Gate Okanagan Vly Chardonnay VQA	750	\$3.00	
377994	Gentleman Jack Tennessee Whiskey	750	\$3.00	Comm. Extender
384651	Martini Prosecco Sparkling	750	\$2.00	Wine Fridge
387209	Centennial 10 Year Old Limited Edition Rye	750	\$1.50	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00	
389411	>(V) Prop Res Vidal Icewine VQA (Jackson Triggs)	375	\$5.00	
390583	Canadian Club 100% Rye	750	\$2.00	End Aisle, Value Add
398776	Fireball Whisky Shooter	375	\$1.50	
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	
400754	Iceberg Vodka	750	\$1.00	End Aisle
401307	Maestro Dobel Tequila	750	\$5.00	Mini Thematic, Seasonal Block Pile C
402792	Zaya Gran Reserva Rum	750	\$5.00	
409581	Tyskie Beer	500	\$0.15	
413500	Rekorderlig Wild Berries Cider	500	\$0.25	
417295	Ciroc Original Unflavored	750	\$3.00	End Aisle
418657	Lily Sparkling Wine VQA	750	\$2.00	Mini Thematic
422345	Moosehead Lager	6 x 473	\$1.50	End Aisle, Contest
426577	Sprucewood Shores Pinot Grigio VQA	750	\$1.00	Wine Fridge
426601	Villa Maria Private Bin Sauvignon Blanc	750	\$2.00	Shelf Extender, Wine Fridge
427088	Casillero Del Diablo Rsv Merlot	750	\$2.00	Flex Space
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$3.00	End Aisle
439950	Asahi Super Dry	6 x 330	\$1.00	Shelf Extender
442582	Alexander Keiths IPA	6 x 473	\$1.00	
443713	Yellow Tail Moscato	750	\$2.00	Flex Space
444497	American Vintage Lemon Hard Iced Tea	6 x 355	\$1.00	Seasonal Block Pile B
446567	Iceberg Vodka (P.E.T)	750	\$1.00	End Aisle, Seasonal Block Pile C
446625	Beatties Farm Crafted Vodka	750	\$4.00	Front Entrance Table
447763	Jaw Drop Tickling Pink Lemonade	473	\$0.25	Shelf Extender
450114	Smirnoff Ice	6 x 355	\$1.00	Seasonal Block Pile B
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00	Flex Space
451336	>(V) Tom Gore Cabernet Sauvignon	750	\$2.00	
451476	Dixon's Silvercreek Vodka Ddp	750	\$1.75	
453118	Pommies Cider Can	473	\$0.25	
454876	>(V) Ghost Pines Merlot	750	\$2.00	VL1
457119	Big Bill Cabernet Sauvignon	750	\$2.00	End Aisle
457572	Gibson's Finest Bold 8YO	750	\$3.00	Shelf Extender
459818	Sapporo	6 x 500	\$2.00	
459917	Peller Family Vineyards Rosé	1500	\$1.50	Wine Fridge
461699	>(V) Baco Speck Family Reserve	750	\$3.00	Mini Thematic
462432	Piper-Heidsieck Brut Champagne	750	\$5.00	
467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	\$1.00	Green Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
467811	Ruffino rosecco	750	\$2.00	
470096	Marius Rouge Pays D'Oc	750	\$2.00	
479030	Railway City Orange Creamsicle Ale	473	\$0.20	Mini Thematic, OCB
483289	Smoking Loon Pinot Grigio	750	\$2.00	
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	Wine Fridge
485417	Menage A Trois Gold Chardonnay	750	\$2.00	
485995	XOXO Red Sangria	750	\$1.00	
486142	Sleeman Clear 2.0 Shrink Pack	6 x 473	\$2.30	
487496	Leftfield elson Sauvignon Blanc	750	\$2.00	Shelf Extender
488411	Carling	6 x 473	\$1.00	
491811	Southern Comfort	750	\$3.00	
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	\$5.00	Shelf Extender
492397	Smirnoff Ice Peach Bellini	6 x 355	\$1.00	
492454	1800 Coconut Tequila	750	\$2.00	Comm. Extender
493999	Absolut Lime Vodka	750	\$1.00	End Aisle
500546	Captain Morgan Original Spiced Rum	1750	\$1.50	Shelf Extender
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$3.00	Shelf Extender
507442	La Linda Private Selection Old Vines Malbec	750	\$2.00	Shelf Extender
508150	Sortilege Blueberry	750	\$2.00	
513036	Henderson Brewing Co. Food Truck Beer	473	\$0.15	Mini Thematic
514935	Flying Monkeys 12 Minutes To Destiny	473	\$0.20	Mini Thematic
516880	Mill Street Original Organic	6 x 473	\$1.00	EZA, LTO
520304	Bacardi Gold	1140	\$1.00	
520320	Bacardi Superior	1140	\$1.00	
522672	>(V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	\$2.50	Mini Thematic
524314	Yellow Tail Sauvignon Blanc	750	\$2.00	Flex Space
535229	Cameron's 12 Mile Lager	473	\$0.25	
535294	Grolsch Premium Pilsner	500	\$0.25	
536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	\$3.00	Front Nesting Table
538538	Woodhouse IPA	473	\$0.20	
539312	Josh Cellars Rosé	750	\$2.00	Shelf Extender
540120	Rumchata Cream Liqueur	375	\$1.00	
540468	Lezajsk Beer	500	\$0.20	
542969	Ungava Gin	375	\$1.00	
544155	Iceberg Vodka	1750	\$1.00	End Aisle, Value Add
545194	Top Shelf Vodka	750	\$1.50	Front Entrance Table

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
545780	Apothic Rosé	750	\$2.00	Wine Fridge
552562	>(V) Three Of Hearts Rosé	750	\$2.00	Mini Thematic
554469	Guinness Draught	8 x 440	\$2.00	
559088	>(V) Rosé Ladybug (Malivoire Wine Co.)	750	\$2.00	Mini Thematic
570275	Twisted Tea Original	6 x 355	\$1.00	Seasonal Block Pile B
570366	Bacardi Spiced Rum	1140	\$2.00	
570754	Casillero Del Diablo Reserva Privada Cab Sauv	750	\$3.00	Flex Space
571133	>Dillon's Vermouth	750	\$2.00	
571901	Tequila Rose Strawberry Cream	1140	\$3.00	Shelf Extender
571950	Canadian Club Apple	750	\$1.00	End Aisle, Value Add
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.25	
573857	Niagara Falls Craft Vodka	750	\$1.70	
574350	Anderson Ale's Summer Pilsner	6 x 355	\$1.00	Mini Thematic
578641	Casillero Del Diablo Reserva Sauvignon Blanc	750	\$2.00	Flex Space
580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	\$1.50	Wine Fridge
582817	Family Series Dry Riesling VQA Peller Estates	750	\$1.00	Shelf Extender
587154	>(V)Vidal Icewine VQA Ltd Edition(Magnotta)	375	\$3.00	OWS
587956	Trius Cabernet Sauvignon VQA	750	\$2.00	Mini Thematic
589051	Peller Family Vineyards Dry White	4000	\$1.00	
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	\$1.00	
605048	Patron XO Cafe Tequila Liqueur	750	\$2.00	Shelf Extender
609362	Casamigos Mezcal	750	\$6.00	
611400	Mott's Clamato Caesar Original	6 x 341	\$1.25	Seasonal Block Pile B
611483	Wolf Blass Red Label Cabernet Merlot	750	\$2.00	Shelf Extender
613471	Henry Of Pelham Rosé VQA	750	\$2.00	Wine Fridge
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$2.00	Flex Space
619452	Matua Hawke's Bay Sauvignon Blanc	750	\$2.00	Wine Fridge
620104	Angels Gate Sussreserve Riesling VQA	750	\$2.00	Discovery Extender
621003	Montecillo Rioja Reserva	750	\$3.00	Shelf Extender
621219	Pelee Island Pinot Grigio	750	\$1.00	Shelf Extender
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00	Flex Space
622134	Perrin La Vieille Ferme Rosé Ventoux Aoc	750	\$1.50	
624544	Yellow Tail Shiraz	750	\$2.00	Flex Space
625350	Yellow Tail Merlot	750	\$1.50	Flex Space
627802	Yellow Tail Chardonnay	750	\$1.00	Flex Space, Wine Fridge
633438	19 Crimes The Uprising Red Wine	750	\$2.00	
633560	Three Thieves Chardonnay	750	\$2.00	Wine Fridge
634402	Vina Tarapaca Reserva Sauvignon Blanc	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
635417	The Glenlivet Captain's Reserve Single Malt Scotch	750	\$5.00	Shelf Extender
635938	Felix & Lucie Sauvignon Blanc	750	\$2.00	
637199	Pelee Island Shiraz/Cabernet	750	\$1.00	Shelf Extender
638205	Zirkova Together Ultra Premium Vodka	750	\$2.00	Discovery Extender
638221	Josh Cellars Merlot	750	\$2.00	
639906	Glenrothes 12 Year Old	750	\$6.00	Shelf Extender
645309	Kew Vineyards Organic Riesling Sparkling VQA	750	\$1.00	Mini Thematic
645713	Spring Mill Distillery Vodka Ddp	750	\$3.00	
645721	Spring Mill Distillery Gin Ddp	750	\$3.00	
648402	Bodacious Moscato	750	\$1.00	
648600	Frisky Beaver White VQA	750	\$1.00	
648642	Sandbanks Smugglers White VQA	750	\$1.00	
649541	Seagram Island Time Anytime	6 x 355	\$1.00	
649749	Castillo De Almansa Reserva	1500	\$2.00	Shelf Extender
650325	>Kim Crawford Hawke's Bay Rosé	750	\$2.00	Wine Fridge
662379	Ciroc Watermelon	750	\$3.00	End Aisle
666560	Naked Grape Pinot Grigio Chardonnay	1000	\$1.00	
666867	Bavaria Premium Value Beer	6 x 500	\$2.00	
668954	Banrock Station Chardonnay Carton	1000	\$2.00	
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	
697318	Brickworks Ciderhouse Batch 1904	6 x 473	\$1.00	
697409	Woody's Pink Grapefruit	4 x 330	\$1.00	
697797	Salvador's Original Margarita (P.E.T)	1750	\$2.00	Shelf Extender
908665	Bud Light	6 x 355	\$1.00	
954834	>(V) Rodney Strong Pinot Noir Russian River	750	\$3.00	

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
17819	Stella Artois	6 x 473	Buy 2 Stella 6 x 473 m L & receive a free Stella Charcuterie Board	17819
17925	Somersby Cider Mixer Pack	6 x 473	Somersby Spritz 355 mL	17925
19543	Twisted Tea Original	12 x 355	Boston Pizza Coupon (Flash Pack)	19543
34579	Prince Igor Extreme Vodka	1140	Forty Creek Barrel Select 50 mL	34579
53082	Alberta Pure Vodka (P.E.T)	1750	Canadian Club 1858 2 x 50 m L	53082
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 x 50 m L	54213
192922	Seagram's 83	1140	Fireball 50 mL	192922
217687	Canadian Club Premium	1140	Canadian Club 100% Rye 50 mL	217687
305607	Seagrams 83	750	Southern Comfort 50 mL	305607
314856	Fireball Whisky Shooter	1140	Angry Orchard 355 mL	314856
363507	Prince Igor Extreme Vodka	1750	Forty Creek Barrel Select 50 mL	363507
390260	Appleton Estate V/X Signature Blend	1750	Appleton Estate 8YO 50 mL	390260
398032	Dr. McGillicuddy Intense Butterscotch	750	Dr. McGillicuddy's Peach 50 mL	398032
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 x 50 m L	461434
469262	Gosser Beer	500	Coozies	469262
604926	Prince Igor Extreme Vodka	750	Forty Creek Barrel Select 50 mL	604926
676841	Red Stripe Lager	6 x 330	Bandana	676841

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
42	Canadian Club Premium	750	Canada Dry Ginger Ale
117	Bacardi Superior White Rum	750	Bacardi Mojito 355 mL
1487	Crown Royal	750	Canada Day VA
3871	Alberta Premium Whisky (P.E.T)	375	Jerky
10912	Gran Centenario Anejo	750	Premium Glassware
12781	Sogrape Mateus Rosé	1500	Acrylic Wine Glass
13295	Matua Hawke's Bay Sauvignon Blanc	1500	Wireless Speaker
13588	Bacardi Gold	750	Canada Dry Ginger Beer 4-Pack
13915	The Forager Botanical Whisky	750	Fever Tree
14996	Hollandia Lager	4 x 500	Bonus Nab Beer Can
15012	Northern Keep Vodka	750	Jim Beam Black 50 mL
15500	Molson Canadian	30 x 355	Wisers Deluxe 200 mL
15806	Sky Vodka	750	Fever Tree
15862	Zubrowka Biala Vodka	750	Zu Bison Grass 50 mL
16079	Martini Fiero	750	Martini Prosecco 200 mL
16833	Goldschlager	750	Fireball 50 mL
17554	XOXO Botanicals Peach Orange Blossom	750	Skinny Pop
17555	XOXO Botanical Raspberry Rhubarb	750	Skinny Pop
17819	Stella Artois	6 x 473	Buy 2 Stella 6 x 473 m L & receive a free Stella Charcuterie Board
17925	Somersby Cider Mixer Pack	6 x 473	Somersby Spritz 355 mL
17933	Top Shelf Vodka Ddp	1140	Top Shelf Gin 50 mK
19357	Social Lite Mixed Pack	4260	Inflatable L y Bag Various Colours
19749	Teremana Blanco Tequila	750	VA Muddler
19750	Teremana Reposado Tequila	750	VA Muddler
21378	Jim Beam White Label Bourbon	750	Bandana
27235	Sauza Gold Tequila	750	Jim Beam Honey 50 mL
33928	J.P. Wiser's Deluxe	1750	Hardbite Chips
34595	Patron Silver Tequila	750	4 x 200 m L Fever Tree Grapefruit
34637	Canadian Club Premium	1750	Canada Dry Ginger Ale
49726	Yukon Jack	750	Fireball 50 mL
50088	Patron Reposado Tequila	750	4 x 200 m L Fever Tree Grapefruit
53140	Havana Club 7 Years Old	750	Streetwear Socks
53983	Barefoot Pinot Grigio	750	Barefoot Branded Sunglasses
53991	Barefoot Merlot	750	Barefoot Branded Sunglasses
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 x 50 m L
58628	Peller Est. Family Series Cabernet Merlot VQA	750	Measuring Spoons
80127	Sailor Jerry Spiced Rum	750	Car Freshener

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
84210	Mill Street Original Organic Lager	6 x 341	Mill St. Reclaimed Wood Bottle Opener in Sack
95935	Grey Goose Vodka	750	Grey Goose Soda Cans
112979	Bacardi Superior White Rum (P.E.T)	750	Canada Dry Ginger Ale 4 x 237 m L
117101	Jagermeister	750	Deer & Beer Partnership Glassware
148007	Czechvar Premium Lager	500	Retro Cork Coaster
176834	Aperol	750	Riccadonna Prosecco 200 mL
180695	St-Germain Elderflower Liqueur	750	Martini Prosecco 200 mL
189217	Gibson's Finest Sterling Edition	750	Gibson's Rare 50 mL
192922	Seagram's 83	1140	Fireball 50 mL
211334	The Famous Grouse	1140	Jim Beam Black 50 mL
214049	Girls' Night Out Strawberry Samba	1500	Softlips
215889	Gibson's Finest Sterling Edition Whisky	1140	Gibson's Rare 50 mL
216903	Banff Ice Vodka	1140	Caesar Rimmer
217125	Sauza Silver	1140	Jim Beam Honey 50 mL
217687	Canadian Club Premium	1140	Canadian Club 100% Rye 50 mL
231571	Seagrams 83 (P.E.T)	1750	Fireball 2 x 50 mL
234351	Barefoot Moscato	750	Barefoot Branded Sunglasses
237792	Icebox Long Island Iced Tea	1140	Fireball 50 mL
251470	Trius Barrel Fermented Chardonnay VQA	750	Beeswax Cloth
258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	G Marq Chard 187 mL
285163	Amaro Lucano	750	Branded Glassware
285254	Forty Creek Copper Pot Reserve	750	Appleton Estate 8YO 50 mL
305607	Seagrams 83	750	Southern Comfort 50 mL
311936	Canadian Club Classic 12 Year Old	1140	Canada Dry Ginger Ale
311944	Canadian Club Classic 12 Year Old	1750	Canada Dry Ginger Ale
314856	Fireball Whisky Shooter	1140	Angry Orchard 355 mL
321562	McGuinness Peach Schnapps	750	High Ball Glass
324590	Santa Carolina Merlot Reserva	750	Acrylic Stemless Wine Glass
324855	Espolon Tequila Reposado	750	Grand Marnier Cordon Rouge 50 mL
334110	Ciroc Peach	750	Liquid VA
338053	Alize Red Passion Liquor	750	Glassware
350397	Banff Ice Vodka	750	Caesar Rimmer
350561	Forty Creek Cream Liquor	1140	Forty Creek Camping Mug
363507	Prince Igor Extreme Vodka	1750	Forty Creek Barrel Select 50 mL
390260	Appleton Estate V/X Signature Blend	1750	Appleton Estate 8YO 50 mL
390583	Canadian Club 100% Rye	750	Canada Dry Ginger Ale
394577	Fiol Prosecco Doc	750	Limoncello Spritz
398032	Dr. McGillicuddy Intense Butterscotch	750	Dr. McGillicuddy's Peach 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
398552	Bacardi Limon	750	Bacardi Mojito 355 mL
411751	Family Series Chardonnay VQA Peller Estates	1500	Measuring Spoons
436279	Hornitos Plata	750	Jim Beam Black 50 mL
446021	Bacardi Coconut Rum	750	Bacardi Mojito 355 mL
446559	Georgian Bay Vodka	750	RTD Smash Can gift with Purchase or Glassware
447953	Fireball Whisky Shooter	750	Phone Grip & Stand
448597	Georgian Bay Gin	750	RTD smash can w/ purchase or glassware
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 x 50 m L
463539	Aurora Crystal Head Vodka	750	CHV 50 mL
469262	Gosser Beer	500	Coozies
477836	Malibu Coconut Rum	750	Bucket Hat
488429	Hobgoblin Ruby Ale	500	Branded Cork Coaster
491803	Southern Comfort	375	Fireball 50 mL
491829	Southern Comfort	1140	Patio Glass
498386	Bacardi Raspberry	750	Bacardi Mojito 355 mL
510008	Luxardo Sambuca Dei Cesari	1140	Sambuca 50 mL
517987	Ezra Brooks Black Label Bourbon Whiskey	750	VA Mug
520353	Bacardi Spiced Rum	750	Canada Dry Ginger Ale 4-pack
534263	Beringer Founders Estate Cabernet Sauvignon	750	BBQ Kabob Basket
541755	Spirit Of York Vodka	750	Minis
544155	Iceberg Vodka	1750	Coupon for Bag of Ice
556621	Belvedere Pure	1140	Organic Honey Jar
568642	Sapporo Premium Lager	6 x 355	Sapporo Blue Tooth Speaker
571950	Canadian Club Apple	750	Canada Dry Ginger Ale
572552	Signal Hill Canadian Whisky	750	Canada Dry Premium Soda 4 x 237 m L
573402	Bearface 7YO Triple Oak Canadian Whisky	750	Montenegro 50 mL
575001	Wild Turkey Longbranch	750	WT Rocks Glass
601484	Amaro Montenegro Liqueur	750	Cocktail Glass with Recipe Onpack
604926	Prince Igor Extreme Vodka	750	Forty Creek Barrel Select 50 mL
605063	Buffalo Trace Bourbon	750	Wheatley
649376	Social Lite Field Strawberry	4 x 355	Inflatable L y Bag
676841	Red Stripe Lager	6 x 330	Bandana
900621	Molson Canadian	6 x 341	Olympic Glassware
925685	Absolut Grapefruit Vodka	750	Glassware

Necktags

LCBO#	Description	Size (mL)	NT Approved
13497	Grand Sud Rosé	1000	Summer Cocktail Recipe
15807	Skyy Vodka	1140	New Product Necktag
19427	Villa One Silver	750	ETW necktag for meet and great with Nick Jonas
19854	Kingston 62 Gold	1140	NEW Product NTG
19856	Kingston 62 White	1140	NEW Product NTG
73809	Carlsberg Beer	500	Generous Sip Program
215038	Gibson's Finest Sterling Edition	1750	Product Information
217257	Sailor Jerry Spiced Rum	1140	Tiki Theme
218032	Domaine Chandon Brut	750	Domaine Chandon Brut
253302	Luksusowa Vodka	750	Potato Hero
283846	Bombardier Ale	500	Snowdonia Cross Promo Cheese Coupone
296228	Calvados Boulard Pays D'Auge	750	Calvados # 1 in Canada
462085	Grand Sud Chardonnay Vdfrance	1000	Summer cocktail recipe
468512	Reyka Small Batch Vodka	750	Made of Iceland
470062	Yalumba Y Series Viognier	750	Chef's Vault Offer - Yalumba Campaign
527598	Amatore Rosso Verona lgt	750	New Look NT
600833	Pitu Cachaca	750	TBC
616334	Carlsberg Lite Tall Can	500	Generous Sip Program
678698	Gnarly Head Old Vine Zinfandel	750	Summer Just Got Lit

PERIOD 4

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JUNE 20 Start of Period 4  Install Brand Spotlight Nesting Tables HAPPY Father's Day!	21 LTO START DATE	22 Summer Shopping Guide 	23	24	25	26
27	28	29	30 Food & Drink Release Date 	JULY 1  CANADA DAY! STORES CLOSED	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17 End of Period 4 