

**BRIGHT  
IDEA**



**Period 12 Marketing & Product Guide**  
**JANUARY 30 - FEBRUARY 26, 2022**

# Period 12

## Marketing & Product Guide

Participating DONE			Participating DONE	
<input type="checkbox"/> <input type="checkbox"/>	What's New For Period 12 New Signage And Product Information	2	<input type="checkbox"/> <input type="checkbox"/> Display Program (SBB) Block Pile B	38
<input type="checkbox"/> <input type="checkbox"/>	Bright Ideas: Buy Local, Support Local Merchandising Instructions	3	<input type="checkbox"/> <input type="checkbox"/> Display Program (SBC) Block Pile C	39
<input type="checkbox"/> <input type="checkbox"/>	Local VQA Wines End Aisle	4	<input type="checkbox"/> <input type="checkbox"/> Display Program Block Pile D	40
<input type="checkbox"/> <input type="checkbox"/>	Ontario Beer & Cider Beer Cold Room Displays	5	<input type="checkbox"/> <input type="checkbox"/> Brand Spotlight (DD) Middle Nesting Table/ Celebration Fixture	41
<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer 8-Pack Carrier	6	<input type="checkbox"/> <input type="checkbox"/> End Aisles	43
<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer End Aisle	7	<input type="checkbox"/> <input type="checkbox"/> Beer Excitement Zone	51
<input type="checkbox"/> <input type="checkbox"/>	Operational Signage Covid-19 & Social Distancing	8	<input type="checkbox"/> <input type="checkbox"/> Beer Branded Ends	53
<input type="checkbox"/> <input type="checkbox"/>	Aeroplan Loyalty Program (LP)	9	<input type="checkbox"/> <input type="checkbox"/> 8-Pack Beer Carrier Merchandiser Sign	54
<input type="checkbox"/> <input type="checkbox"/>	Signage Gallery	16	<input type="checkbox"/> <input type="checkbox"/> Craft Beer Imported Shelf Talkers	55
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	21	<input type="checkbox"/> <input type="checkbox"/> Ontario Wines	56
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (FF-FFA-A) Feature Fixture	22	<input type="checkbox"/> <input type="checkbox"/> Vintages	60
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal Fixture	24	<input type="checkbox"/> <input type="checkbox"/> Gifting	64
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS - BSE) Entrance Table	26	<input type="checkbox"/> <input type="checkbox"/> Wine & Spirits Special Promotions Fixture (CE2)	71
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	28	<input type="checkbox"/> <input type="checkbox"/> Flex Space	73
<input type="checkbox"/> <input type="checkbox"/>	Wines (MI-B) Mini Thematic B	29	<input type="checkbox"/> <input type="checkbox"/> Front End Merchandiser	77
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Mini Thematic C	30	<input type="checkbox"/> <input type="checkbox"/> The Cold Room Spirits Display (CM)	79
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS - BSF) Front Nesting Table: Whisky Highball + Lunar New Year	31	<input type="checkbox"/> <input type="checkbox"/> Shopping Cart Sign	80
<input type="checkbox"/> <input type="checkbox"/>	Celebrate Lunar New Year: Front Nesting Table + Discretionary End Aisle	34	<input type="checkbox"/> <input type="checkbox"/> Turn 3 Wine Fridge	81
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBA) Block Pile A	37	<input type="checkbox"/> <input type="checkbox"/> On Shelf	82
			<input type="checkbox"/> <input type="checkbox"/> Sold Space Worksheets	84

# WHAT'S NEW FOR PERIOD 12



## New for Period 12

### Promotional Programs

**Feature Fixture A:** Choose Eco-Friendly Wines

**New & Seasonal Fixture:** Smart Wine Buys Under \$16

**Entrance Table:** Brandy Carajillo

**Mini Thematic A:** Pick Up A Gift To Share

**Mini Thematic B:** Choose A Gift They'll Love

**Mini Thematic C:** Host A Winter Tasting At Home

**Front Nesting Table:** Whisky Highball/Lunar New Year

**Middle Nesting Table:** Wines of Chile

**Block Pile A:** Pick-Up A Fan Favourite For Game Day

**Block Pile B:** Bring Home One-Pour Cocktails

**Block Pile C:** Aeroplan Earn Points Now

**Block Pile D:** MLSE

New End Aisle Backer Cards for EA2 + EA4

P12 Aeroplan Offers

Gifting

Flex Space

Spirited Picks

The Cold Room Spirits Display

Shopping Cart Sign

Wine Fridge Turn 3 (P12 to P2)

### Ontario Wines

**ON1:** Go Local

**ON2:** Our Buyer's Pick (VOA)

**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

### Beer

Beer Excitement Zone

Ontario Craft Beer End Aisle

8-Pack Beer Carrier Signage

Craft Beer Imported Shelf Talkers



## Unchanged from Period 11

Refer to the Period 11 MPG for more details.

P11-13 Aeroplan Signage

Shop Local Program

Responsible Service Program

Exterior Banners/Show Cards/Transparencies

Seasonal Banner Insert

Generic End Aisle Backer Cards

Keep up EA 1AB, 3 + 10 Backer Cards

Beer Branded Ends

Special Promotions Fixture

Operational Signage: COVID-19 & Social Distancing Signage (Search "COVID Aug2021" on the Portal for the latest instructions.)



# Bright Ideas: Buy Local, Support Local

## MERCHANDISING INSTRUCTIONS

### Overview

Stores received a signage kit in P11 to highlight local products to our customers. Continue to display the “Buy Local, Support Local” signage until the end of P13. **Please refer to the following pages carefully for instructions on what products should be merchandised on each display.**

### All Stores

Bright Ideas: Buy Local, Support Local Perpendicular Shelf Talker (all stores)

### Select Stores

Local Wines/VQA End Aisle (select stores)

Cold Room Cut Case Displays (select stores)

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

OCB End Aisles in Beer Sections (select stores)



## “Bright Ideas: Buy Local, Support Local” Perpendicular Shelf Talker



A great way to share your love for your community! Let customers know your favourite VQA wine (whether by varietal or style), or a specific Ontario product, and a great dish served at a local business, pub or restaurant.

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

### Key Dates (Period 11 - 13)

### Participating Stores - All Stores

Use a black Sharpie Marker and clearly print all required information on the shelf talker. There are spaces for: Employee Name, Product and Local Business Pairing.

- **Re-order Code ENG (# 22P11-LP5) / BIL (# 22P11-LP6)**

# Local VQA Wines

## END AISLE

### Overview

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

**Participation is mandatory.**

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



### Key Dates (Period 11 -13)

### Participating Stores

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

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

### Product Selection

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

### Merchandising Instructions

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



### Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # 22P11-LP7)



Local VQA Wines Example

# Ontario Beer & Cider Displays

## BEER COLD ROOM

### Overview

Stores with a Beer Cold Room will receive signage in Period 11 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 (Period 11 -13)

### Participating Stores

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

### Product Selection

- Choose local Ontario products to highlight according to your store's assortment.
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**
- **Refer to the [P11 Worksheets](#) for a list of Canadian Craft skus that should not be merchandised on any local display.**

### Merchandising Instructions

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

### Signage Components

- Cut Case Backer Card  
ENG (Re-order # 22P11-LP1)  
BIL (Re-order # 22P11-LP2)
- Blank Pricer Card  
ENG (Re-order # 22P11-LP3)  
BIL (Re-order # 22P11-LP4)



Local OCB and/or Cider Products



Do not merchandise National brands such as Creemore & Mill Street

# Ontario Craft Beer 8-PACK CARRIER

## Overview

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

## Key Dates (January 30 - February 26, 2022)

## Participating Stores

Stores that participate in both the 8-Pack beer program and End Aisle B in the Beer Excitement Zone. Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Product Selection

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

## Merchandising Instructions

- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer and Cider products in the middle of the top shelf.
- Continue to display the "Try A Local Favourite" backer card until the end of P13.

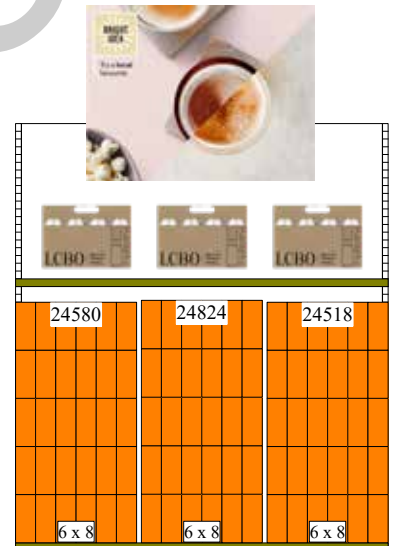
## Signage Components

- P11-13 Backer Card Card BIL (Re-order #22P11-EZ4)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

## Suggested Products

Location	LCBO#	Description	Supplying Source / Distributor
<b>B</b> New/Seasonal (EA - EZB)	24580	Lake Of Bays Day Dreamin' Tropical Fruit Pale Ale 473 mL	8958 - Lake Of Bays Brewing
	24518	Flying Monkeys Space Age Sunshine Quadruple Ipa 473 mL	6309 - Flying Monkeys Craft Brewery
	24824	Muskoka Big World Small Batch - Belgium 473 mL	LCBO Warehouse

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



# Ontario Craft Beer

## END AISLE

### Overview

This program is currently running in select stores, highlighting local Ontario Craft Beer on End Aisles. Participating stores should ensure this program is executed as per the directions below to support these local breweries. Where space exists to meet social distancing guidelines, stores participating in the 8-Pack carrier program may merchandise their metal merchandiser adjacent to this End Aisle to encourage customers to fill their carrier with these products. **Participation is mandatory.**

### Key Dates (January 30 - February 26, 2022)

### 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
14987	Muskoka Craft Lager	6 x 473	\$1.25 LTO	LCBO Warehouse
15881	Steam Whistle Session Lager	473		5577 - Steam Whistle Brewing / 275 - The Beer Store
18319	Thornbury Craft Clark Is In Session Session Ipa	473	40 APP	LCBO Warehouse
20119	Collective Arts Matter Of Fact	473		4678 - Collective Arts Brewing Limited
22221	Beau's Brewery Porter	473		275 - The Beer Store
22694	Bootleg Cream Ale	473		6040 - Royal City Brewing Co. Inc.

### Merchandising Instructions

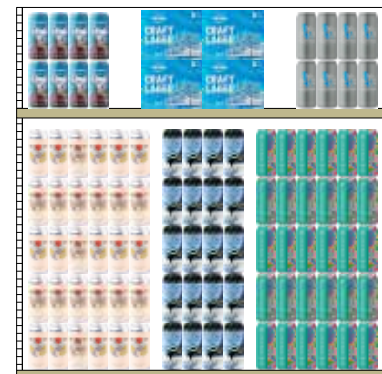
- Merchandise participating products on the End Aisle
- Install pre-printed shelf talkers in front of products.
- Merchandise the "Ontario Craft Beer" End Aisle backer card

### 8-Pack Carrier stores:

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

### Signage Components

- End Aisle Backer card ENG/BIL (Re-order # DMS-OCBEA01)
- Pre-Printed Shelf talkers  
ENG (Re-order #AIIIM-22P12-OCBEA2) / BIL (Re-order #AIIIM-22P12-OCBEA3)
- FLS designated stores must display the bilingual side of the product shelf talkers.





# Operational Signage

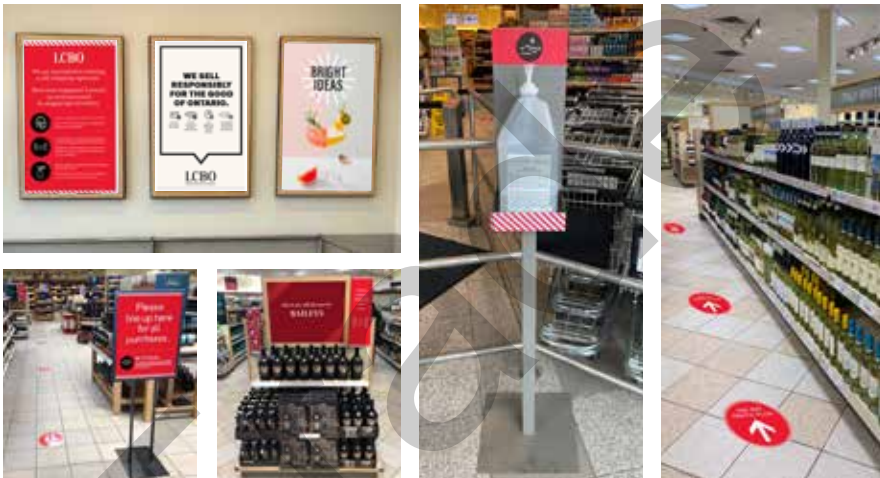
## COVID-19 & SOCIAL DISTANCING

As more signage is required to communicate various messages to customers, we are setting new standards on how these signs should be displayed. These standards will create consistency across the network and ensure customers are greeted with similar experiences, no matter the location they visit.

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



- Pre-Printed Store Hours Sign
- Pre-Printed Customer Capacity Sign
- QR Code Screening Sign
- Window Sign Suction Cups & Holders
- COVID-19 Notice Decal
- Exterior Springer Sign
- Black Line-Up Tape



- Hand Sanitizer Pumps
- Hand Sanitizer Pump Decals
- Metal Stand Sign
- LCBO Safe Shopping Commitment Showcard
- Social Distancing Showcard
- Thematic Showcard
- End Aisle Blade Signs
- Traffic Flow Floor Decals



- "Place Items Here" Cash Desk Decal (with updated placement direction)
- Plexi Shield
- "Stand Here" Floor Decal

# Aeroplan LOYALTY PROGRAM (LP)

## Overview

The Aeroplan loyalty program is a key initiative for LCBO and as such will be supported in all LCBO channels, including stores. Below details the printed components that will be used for the upcoming period changeover.

Aeroplan will continue to support the launch through dedicated emails, paid external marketing and using their internal channels.

Signage to remain consistent for all three periods (P11-P13). The P11-13 Aeroplan signage kit will replace all Aeroplan signage received for P9 & 10.

## Signage Key Dates (P11-P13)

### Participating Stores

All Stores

## Signage Components & Merchandising Instructions

### Exterior Banners (English/Bilingual)

- Continue to display the Aeroplan Exterior Banner until the end of P13.

English Re-order# 22P11-EB3

Bilingual Re-order# 22P11-EB4



### Front Door Decal (English/Bilingual)

- Continue to display the 8x8 decal on the left side of the second door.

English Re-order# 22P11-AP4

Bilingual Re-order# 22P11-AP5



## Signage Components & Merchandising Instructions

### End Aisle Blade Sign (English/Bilingual)

- Continue to display the Blade Signs on every other End Aisle, beginning at End Aisle #2 (alternating with the existing COVID-19 Operational blade sign).

English Re-order# 22P11-AP2

Bilingual Re-order# 22P11-AP3



### End Aisle Backer Card (English/Bilingual)

- Continue to use in conjunction with other generic thematic backer cards provided for End Aisles 11-20

English/Bilingual Re-order# 22P11-AP1



### Perpendicular Shelf Talker (English/Bilingual)

- Continue to use the perpendicular shelf talkers in-section - throughout the store, using a perpendicular shelf clip (PSTC201404).
- Shelf Talkers should be installed every 12' on each gondola run.

English Re-order# 22P11-AP8

Bilingual Re-order# 22P11-AP9

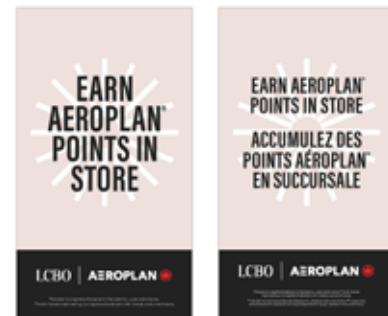


### POS Screens (English/Bilingual)

- POS screens displaying the the Aeroplan message as part of the existing rotation.



### Digital Screen (Store 217 + 511) (English/Bilingual)



## Signage Components & Merchandising Instructions

### Floor Decal (English/Bilingual) Bundles of 12

- Continue to display the two Aeroplan floor decals that should be installed per line-up at each cash desk (after the plexi-shield)
- *Aeroplan decals should be displayed with existing COVID-19 "Please wait here" decals, as per the example shown at right.*

English Re-order# 22P11-AP10  
Bilingual Re-order# 22P11-AP11

### Installation Tools & Instructions

- Decal Hand Applicator Tool (included in each COVID-19 Decal signage package sent November 2020)
- [Decal Installation Instructions:](#)
  - Remove existing decals (if applicable)
  - Wash floors
  - Carefully scrape off any residual adhesive from floors
  - Let floor dry
  - Install new decals in locations noted on floorplan example

### Toolkit includes the following items:

1. Mr. Clean Magic Eraser
2. Slice Floor Scraper
3. Iso-propyl Alcohol
4. Squeegee

Reorder Code: (Re-order # OP21-FD8)



# P12 Aeroplan Offers

Key Dates (January 30 - February 26, 2022)

## Signage Components & Merchandising Instructions

### Pre-Printed Aeroplan Point Offer Shelf Talkers (English/Bilingual)

- ENG/BIL (Re-order # AIM-22P12-ANS)



### Aeroplan Perpendicular Shelf Talkers (English/Bilingual)

- Continue to display the new Aeroplan Bonus Point Offer shelf talkers with the Aeroplan Perpendicular Shelf Talkers in-section and on applicable displays, using a perpendicular shelf clip (PSTC201404).
- English: Re-order # (22OP-AP4)  
Bilingual: Re-order # (22OP-AP5)



LCBO#	Description	Size (mL)	Aeroplan Points
240	Smirnoff Vodka (P.E.T)	375	30
307	Seagrams V.O.	750	100
620	Silk Tassel Canadian Whisky	750	50
984	Alberta Premium Whisky	750	50
5009	Lamb's White Rum	750	50
7369	Beefeater Dry	375	30
11194	Sand Point Chardonnay	750	60
11934	Zaphy Organic Cabernet Sauvignon	750	60
13188	Absolut Juice Strawberry Edition	750	60
13510	Herradura Silver Tequila	750	120
14135	Coors Original	6 x 355	120
14617	Smirnoff Vodka & Soda Raspberry Rose	4 x 355	40
14714	Le Reservoir Pinot Noir	750	75
14944	Marquis De Villard Brandy	750	50
14977	Sogrape Grao Vasco Dao	750	80
15012	Northern Keep Vodka	750	75
15026	Brugal 1888	750	80
15174	D'Ont Poke The Bear Berry Cider	473	10
15281	Kraken Black Roast Rum	750	150
15282	18.8 Vodka	750	60
15754	Josh Cellars Pinot Grigio	750	60
15765	Beefeater Blood Orange	750	60
16551	Olmecca Altos Tequila Reposado	750	75
16833	Goldschlager	750	240
16868	18.8 Gin Ddp	750	60

## P12 Aeroplan Offers Continued

Key Dates (January 30 - February 26, 2022)

LCBO#	Description	Size (mL)	Aeroplan Points
17747	Menage A Trois Cabernet Sauvignon	750	80
17761	The Magic Box Spectacular Shiraz	750	80
17779	Belleruche Rouge Cote Du Rhone	750	80
18319	Thornbury Craft Clark Is In Session Session IPA	473	40
18574	Jim Beam Honey	750	200
19820	Havana Club Cuban Smoky	750	75
20865	Ventoux Grande Reserve Des Challieres	750	75
21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	80
23606	Santa Rita 120 Reserva Especial Sauv Blanc	750	100
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	60
31930	Seagrams V.O.	1750	120
49726	Yukon Jack	750	40
71647	Polar Ice Vodka (P.E.T)	750	50
78840	Citra Montepulciano D'Abruzzo	1500	75
79129	Gato Negro Sauvignon Blanc	1500	40
87015	Lamb's Classic White Rum (P.E.T)	1750	120
88799	Alberta Pure Vodka (P.E.T)	750	75
93401	Wyndham Estate Bin 222 Chardonnay	750	25
131391	Smirnoff Vodka (P.E.T)	1140	75
131870	Bushmills Malt 10 Year Old	750	200
135566	Polar Ice Vodka	750	50
141952	Pasqua Passimento Rosso Igt	750	120
189217	Gibson's Finest Sterling Edition	750	75
207670	Ballantine's Finest Blended Malt Scotch Whisk	1750	120
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	25
212480	Georges Duboeuf Beaujolais Aoc	750	60
214809	Underberg Bitters Mini	3 × 20	20
214957	Pelee Island Cabernet Savignon VQA	750	100
215038	Gibson's Finest Sterling Edition	1750	125
215889	Gibson's Finest Sterling Edition Whisky	1140	100
216671	Wisers Special Blend	1140	75
216903	Banff Ice Vodka	1140	150
216929	Smirnoff Vodka	1140	75
216978	Seagrams V.O.	1140	85
217216	Myers Planters Punch	1140	75
217273	Mumm Cuvee Napa Brut Prestige	750	50
217554	Captain Morgan Dark Rum	1140	75
217596	Captain Morgan Gold Rum	1140	75
217745	Captain Morgan White Rum	1140	75
217786	Jim Beam White Label Bourbon	1140	120

## P12 Aeroplan Offers Continued

Key Dates (January 30 - February 26, 2022)

LCBO#	Description	Size (mL)	Aeroplan Points
218644	Santa Rita 120 Reserva Especial Cab Sauv	750	100
229039	Yellow Tail Bubbles	750	80
237792	Icebox Long Island Iced Tea	1140	239
240101	Lamb's Palm Breeze Rum (P.E.T)	1140	75
242339	Alberta Pure Vodka (P.E.T)	1140	150
244186	Collingwood Whisky	750	150
255869	Era Merlot Igt Organic	750	80
257170	Cono Sur Tocornal Cabernet Sauvignon/Merlot	1500	100
258954	Spicebox	750	100
262337	G.A. Schmitt Niersteiner L.H.	750	50
263574	Errazuriz Estate Series Sauvignon Blanc	750	60
286237	Clean Slate Riesling Mosel	750	80
292615	Jameson Black Barrel	750	90
302612	Wyhdham Estate Bin 555 Shiraz	375	10
304022	Santa Carolina Chardonnay Reserva	750	80
321786	Smirnoff Ice	4 x 330	50
333583	Thornbury Premium Apple Cider	473	30
336503	Black Tower Rivaner	750	50
338079	Alize Gold Passion Liquor	750	100
350397	Banff Ice Vodka	750	120
361022	Caparzo Sangiovese Toscana Igp	750	80
361741	Santa Carolina Merlot	750	50
377101	JP Azeitao White	750	85
390583	Canadian Club 100% Rye	750	100
397976	Dr. McGillicuddy Intense Peach	375	20
401307	Maestro Dobel Tequila	750	300
402578	Rodenbach Vintage	750	99
413575	La Trappe Tripel	750	65
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	100
419770	>(V) Wines Of Substance Cabernet Sauvignon	750	190
421966	Tincup American Whiskey	750	150
438960	Canadian Club 100% Rye	1140	150
441576	McGuigan Black Label Pinot Grigio	750	120
451476	Dixon's Silvercreek Vodka Ddp	750	150
452615	Herradura Reposado Tequila	750	120
456350	Fireball Cinnamon Whisky	1750	90
477885	Polar Ice Vodka (P.E.T)	1750	120
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	80
494047	Broker's Premium London Dry Gin	1140	120
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	100

## P12 Aeroplan Offers Continued

Key Dates (January 30 - February 26, 2022)

LCBO#	Description	Size (mL)	Aeroplan Points
498998	McGuinnes Blue Curacao	375	10
504340	Santa Carolina Merlot	1500	80
507475	Trapiche Reserve Pinot Grigio	750	60
517136	Alberta Premium Whisky (P.E.T)	750	50
538926	Relax Red Blend, Rheinhessen	750	60
542969	Ungava Gin	375	40
553164	Nutrl Soda Lemon	473	10
553933	Chateau Labarrade Malbec Cahors Aop	750	60
564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	100
571901	Tequila Rose Strawberry Cream	1140	160
574970	McGuinness Triple Sec	375	10
580118	Black Tower Dornfelder Pinot Noir Pfalz	750	50
582775	Baf Heritage Du Conseiller Pinot Noir	750	75
590463	Diplomatico Mantuano	750	200
600833	Pitu Cachaca	750	100
605162	Broker's Premium London Dry Gin	750	80
613950	Sogrape Vila Regia Reserve Douro	750	80
620617	Collavini Pinot Grigio	1500	100
631226	McGuinness Creme De Cacao White	750	40
633347	Longshot Cabernet Sauvignon	750	75
635466	Romeo's Gin	750	200
639732	Gato Negro Cabernet Merlot	1500	60
642983	Barefoot Cellars Pink Moscato	750	30
666917	Creemore Premium Lager	473	40
906560	Coors Light	6 × 341	120



# P11-13 Bright Ideas SIGNAGE GALLERY

## Overview

Winter can feel dark, heavy, and foreboding. What we need this time of year is a way to feel lighter, brighter, and excited about making better choices that will help us get back in the groove and refocus our goals - whatever they may be. There has been an increased movement toward changing habits and personal growth.

There's a demand for ways people can feel better about their choices without compromising what they love. Thankfully, the LCBO is always at the ready with expert guidance, inspiration, and a wide selection of products that will help brighten the start to your year.



## Signage Ship Date

The Period 12 signage components will be shipped to stores beginning **January 21, 2022**.

All Period 12 Signage components are available for re-order using their corresponding re-order numbers.

If a sign component is missing or damaged, please call Customer Care Retail Field Store Support: 416-864-6787 or email [acsss@lcbo.com](mailto:acsss@lcbo.com) 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 Customer Care Retail Field Store Support.

**NOTE: Signage is to remain in place for the duration of P11 - P13.**

## PT11-PT13 Exterior Banners

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

### PRIORITY OF EXTERIOR BANNERS:

- 1 Bright Ideas
- 2 Aeroplan Rewards
- 3 ShopLCBO.com
- 4 Repeat Thematic (if applicable)



### 1 Bright Ideas



Re-order#  
22P11-EB1  
(English)

Re-order#  
22P11-EB2  
(Bilingual)

### 2 Aeroplan Rewards



Re-order#  
22P11-EB3  
(English)

Re-order#  
22P11-EB4  
(Bilingual)

### 3 ShopLCBO.com



Re-order#  
22P11-EB5  
(English)

Re-order#  
22P11-EB6  
(Bilingual)

**NOTE: Signage is to remain in place for the duration of P11 - P13.**

## PT11-PT13 Window Show Cards

**Dimensions:** 28" w x 45" h

**Install:** In the windows on the hanger.

### Bright Ideas



Re-order# 22P11-WS1  
(English + Bilingual)



### Operational Window Show Cards:

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

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

#### Information Board (Operational Signage)



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

#### Responsible Service (Operational Signage)



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

#### Generic eComm (Operational Signage)



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

#### Same Day Pickup (Operational Signage)



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

#### COVID (Operational Signage)



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

**NOTE: Signage is to remain in place for the duration of P11 - P13.**

## PT11-PT13 Transparencies

### Perimeter Transparency Horizontal

Vendor installed



Bright Ideas ENG/BIL



Image



eComm ENG/BIL



Same Day Pickup ENG/BIL

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

### Perimeter Transparency Square

Vendor installed



Bright Ideas ENG/BIL



Image



eComm ENG/BIL



Same Day Pickup ENG/FRE

### Exterior Transparency

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



Bright Ideas ENG/BIL



eComm ENG/BIL

Same Day Pickup ENG/BIL

### Perimeter Transparency Vertical

Vendor installed

#### Medium Vertical Transparencies



Bright Ideas ENG/BIL



eComm ENG/BIL



Same Day Pickup ENG/BIL

#### Large Vertical Transparencies



Bright Ideas BIL

eComm BIL

## PT11-PT13 Seasonal Banner Insert

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

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



ENG Re-order #22P11-SB1  
BIL Re-order #22P11-SB2



# PT11 End Aisle 1-20 Backer Cards

## End Aisle Participating Products

Please refer to the End Aisles section for participating products.

## End Aisles 1A, 1B, 2A, 2B, 3, 4A, 4B, 10 Backer Cards

**Important Note:** End Aisles 2 + 4 will receive new backer cards in P12. Please keep up EA 1, 3 + 10 backer cards for both P11 and P12.

22P11-BC1A



**Premium EA 1A**  
(Keep up backer card for both P11 and P12)

22P11-BC1B



**Standard EA 1B**  
(Keep up backer card for both P11 and P12)

**New backer card for P12**  
22P12-BC2



**EA 2AB**

22P11-BC3



**EA 3**  
(Keep up backer card for both P11 and P12)

**New backer card for P12**  
22P12-BC4



**EA 4AB**

22P11-BC10



**EA 10 - Mini Thematic C**  
(Keep up backer card for both P11 and P12)

## End Aisles 5-20 Backer Cards (Signage must remain in place for P11-13)

22P11-BC-GEN1



**Bright Ideas ENG/BIL**

22P11-BC-GEN2



**Generic Wine Image ENG/BIL**

22P11-BC-GEN3



**Generic Spirits Image ENG/BIL**

22P11-BC-GEN4



**Generic eComm ENG/BIL**

22P11-AP1



**Aeroplan Loyalty ENG/BIL**

# STORE LAYOUT

## Overview

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:**

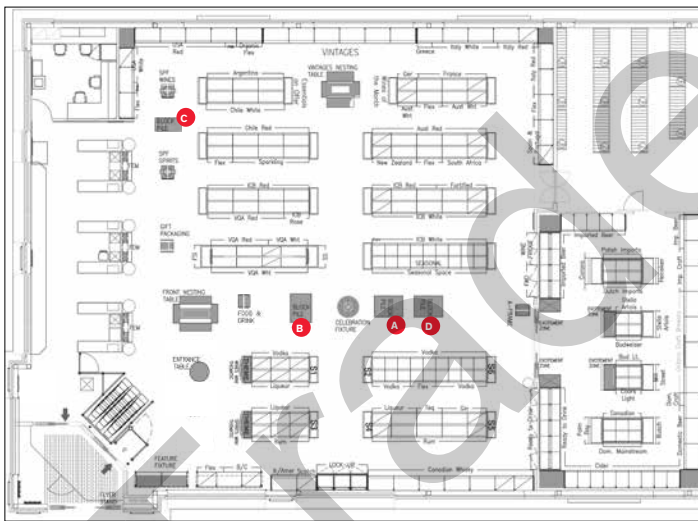
Entrance Table/Cocktail of the Month: BS - BSE

Feature Fixture: FF - FFA

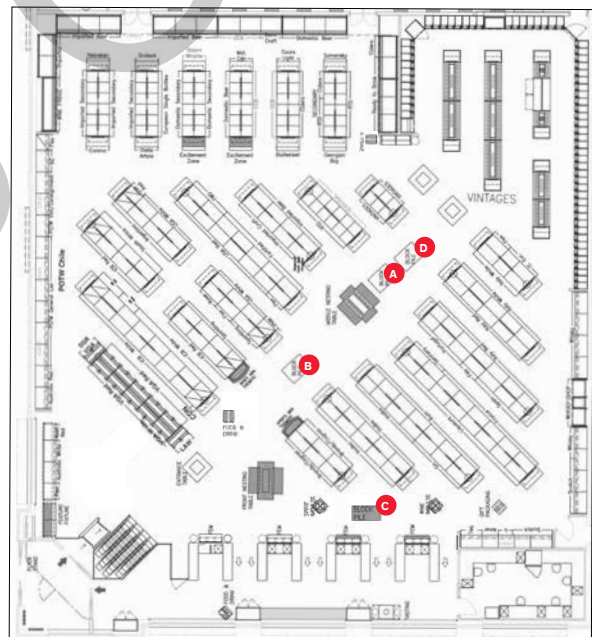
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

- A** Block Pile A (SBA): Pick-Up A Fan Favourite For Game Day
- B** Block Pile B (SBB): Bring Home One-Pour Cocktails.
- C** Block Pile C (SBC): Aeroplan Earn Points Now
- D** Block Pile D (XBP): MLSE



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

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

Choose Eco-Friendly Wines



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

**Key Dates (January 30 - February 26, 2022)**

## 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
22267	Santa Carolina Cabernet Sauvignon Low Alcohol	750	
22270	Gato Negro Sauvignon Blanc De-alcoholised	750	
22499	Gerard Bertrand Change Merlot	750	
22500	Bottega 0 Rose, Piedmont Veneto	750	
22501	Gerard Bertrand Naturae Cabernet Sauvignon	750	
22543	Fitvine Cabernet Sauvignon	750	
22544	Fitvine Pinot Grigio	750	
22545	Twisted Cedar Cabernet Sauvignon	750	
22546	Twisted Cedar Chardonnay	750	
22647	Asio Otus Pinot Grigio	1000	
22878	3Q Umbria Rosso IGT	750	
618231	Pelee Island Lola Gewürztraminer VQA	750	\$1.00 LTO
669374	Vineland Estates Unoaked Chardonnay VQA	750	\$2.00 LTO

The Feature Fixture display will showcase Wines from all categories with a focus on sustainability. Selected products will have a designated Organic and/or Sustainability certification from within their specific country of Origin.

## Signage Components

- Category Sign "Choose Eco-Friendly Wines" ENG/BIL (Re-order # 22P12-FF1)
- Category Sign Solid Colour (Re-order # 22P12-FF2)
- Box Sign ENG (Re-order # 22P12-FF3) / BIL (Re-order # 22P12-FF4)
- Shelf Talkers ENG (Re-order # 22P12-FF5) / BIL (Re-order # 22P12-FF6)
- Bin Strips - solid colour (Re-order # 22P12-FF7)

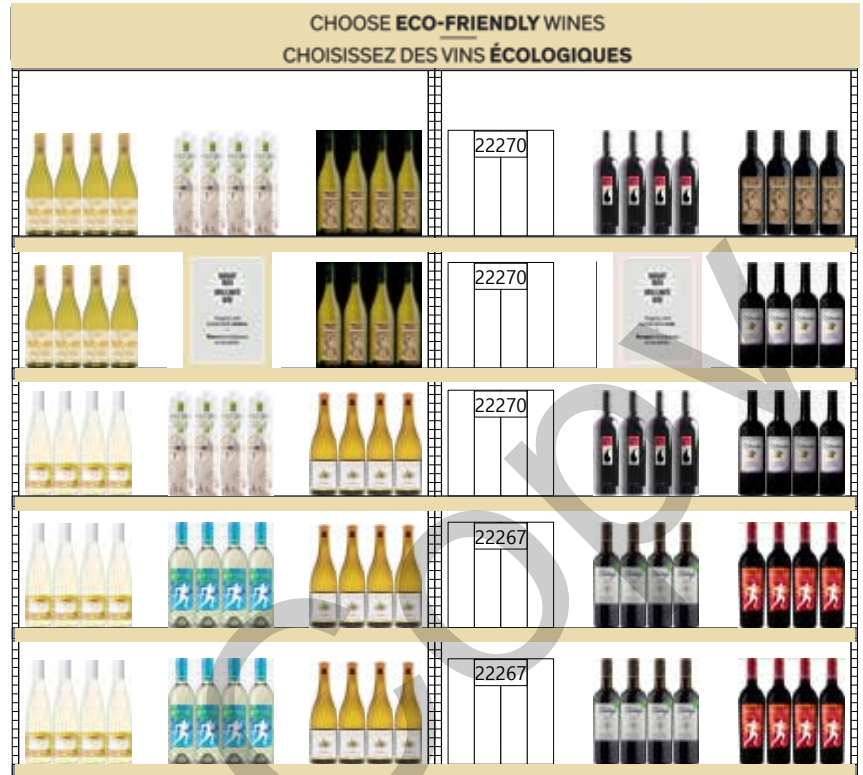
## Merchandising Instructions

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

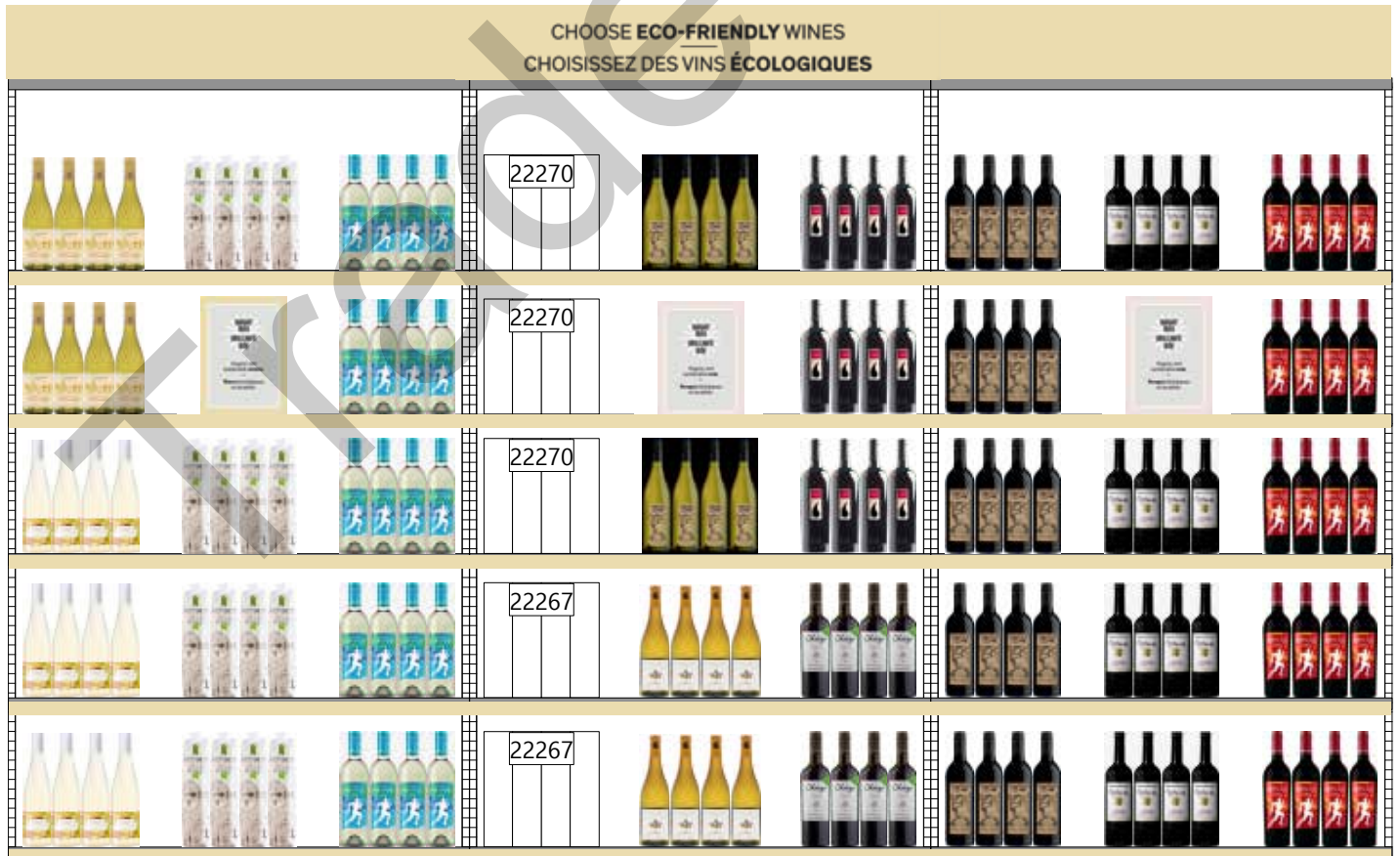
### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture





# NEW & SEASONAL FIXTURE

## Smart Wine Buys Under \$16

Stores that are not participating in the Brand Spotlight Feature Fixture Program, will receive a Category sign, box signs and shelf talkers to promote Smart Wine Buys Under \$16.

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

### Key Dates (January 30 - February 26, 2022)

#### Participating Stores

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

The New & Seasonal Fixture will feature Smart Wine Buys for a great price/quality value under \$16.

#### Participating Products

LCBO#	Description	Size (mL)	Offers
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	\$2.00 LTO
16189	Santa Rita Secret Reserve Sauvignon Blanc	750	\$2.00 LTO
18329	Lion And The Lily Red Blend	750	\$2.00 LTO
20979	Juliet Prosecco Rose DOC	750	\$1.50 LTO
21383	Small Mercy Upbeat White	750	\$1.00 LTO
21384	Small Mercy Easy Going Red	750	\$1.00 LTO
21969	Longshot Pinot Noir	750	\$2.00 LTO
152587	Chateau Saint-Germain Bordeaux Superieur AOC	750	\$2.00 LTO
177477	Sandbanks Shoreline Chardonnay Pinot Grigio VQA	750	\$2.00 LTO
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$2.00 LTO
230797	Fontella Chianti DOCG	750	\$2.00 LTO
244616	Sandbanks Rosé VQA	750	\$2.00 LTO
265157	Jacob's Creek Moscato	750	\$2.00 LTO
295022	Two Oceans Pinot Grigio	750	\$2.00 LTO
336735	Baden Gewurztraminer	750	\$1.00 LTO
408286	Lolea No 1 Red Sangria Spain	750	\$2.00 LTO
508721	Inniskillin Baco Noir VQA	750	\$2.00 LTO
588962	Mezzomondo Negroamaro Puglia IGT	750	\$1.00 LTO
633578	Jacob's Creek Pinot Grigio	750	\$2.00 LTO
718940	Goats do Roam Red	750	\$2.00 LTO

## Signage Components

- **New** Category Sign “Smart Wine Buys Under \$16” ENG/BIL (Re-order # 22P12-NS1)
- **New** Category Sign Solid Colour (Re-order # 22P12-NS2)
- **New** Shelf Talkers ENG (Re-order # 22P12-NS3) / BIL (Re-order # 22P12-NS4)
- Bin Strips - solid colour (Re-order # 22P11-NS5)

## Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise the participating products according to the planogram.
- Install the “Smart Wine Buys Under \$16” category sign and colour fill.
- Merchandise branded shelf talkers in front of the correct product on the feature fixture display and in section.



# Brand Spotlight (BS-BSE) ENTRANCE TABLE

Brandy Carajillo



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

**Key Dates (January 30 - February 26, 2022)**

## 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
384867	Cognac Gautier VS	750	\$2.50 LTO
522359	Torres Brandy 10	750	
557108	St Remy Xo Brandy	750	\$1.00 LTO

## Merchandising Instructions

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

## Signage Components

- Square Entrance Table Sign  
ENG (Re-order # 22P12-ET1) / BIL (Re-order # 22P12-ET2)
- Round Entrance Table Sign  
ENG (Re-order # 22P12-ET3) / BIL (Re-order # 22P12-ET4)
- Shelf Talkers  
ENG (Re-order # 22P12-ET5) / BIL (Re-order # 22P12-ET6)
- Recipe Shelf Talkers  
ENG (Re-order # 22P12-ET7) / FRE (Re-order # 22P12-ET8)

Brandy Carajillo is a simple, spiked espresso drink that's served all over Spain. It's common for the waiter to prepare it tableside, a show that involves lighting the brandy on fire and swirling it around the glass to caramelize the sugar rim.



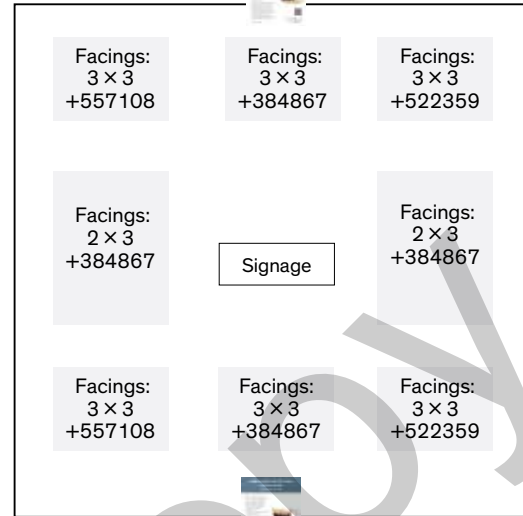
Recipe Shelf Talker

## Planogram - Square Table



Front & Back View

(Back View)



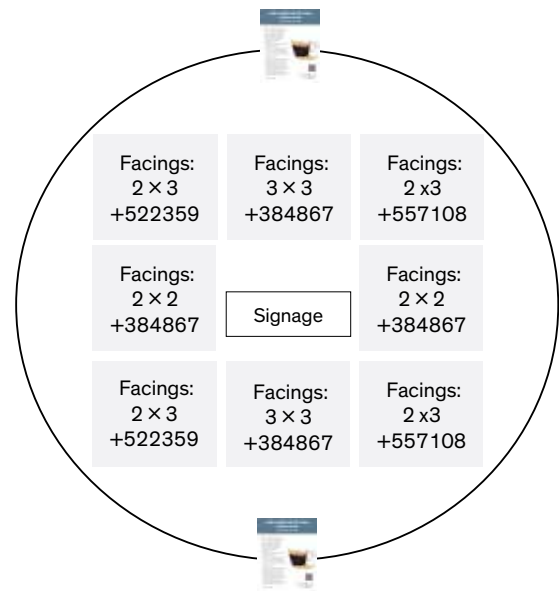
(Front View)

## Planogram - Round Table



Front & Back View

(Back View)



(Front View)

Our table planograms are designed with the minimum SKU quantity for each table. This gives you the flexibility to increase the depth of the product to drive volume specific to your sales.

# Spirits (MI-A)

## MINI THEMATIC A

Pick Up A Gift To Share

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

**Key Dates (January 30 - February 26, 2022)**

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
5959	Baileys Irish Cream	750	VA: Attached Lindt Chocolates (Rep Applied)
11248	Baileys Espresso	750	\$1.00 LTO + VA: Attached Lindt Chocolates (Rep Applied)
18426	Forty Creek Nanaimo Bar Cream	750	\$1.00 LTO
21555	Tia Maria Matcha Cream Liqueur	750	\$2.00 LTO
22452	Dillons Rosé Gin	750	\$2.00 LTO
169441	Frangelico	750	\$2.00 LTO
342246	Amarula Cream	750	\$2.00 LTO
400259	Baileys Salted Caramel	750	VA: Attached Lindt Chocolates (Rep Applied)
462424	Cabot Trail Maple Cream	750	\$2.00 LTO
604181	Giandua Liqueure Bottega	500	\$2.00 LTO

### Signage Components

- Category sign: Short (Re-order # 22P12-MTA1)
- Shelf talkers: ENG (Re-order # 22P12-MTA2) / BIL (Re-order # 22P12-MTA3)
- Backer card: ENG/BIL (Re-order # 22P12-MTA4)
- Transparency ENG (Re-order # 22P12-MTA5) / BIL (Re-order # 22P12-MTA6)

### Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign, 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 Valentine's Day gift bag 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.

Featuring a selection of creamy liqueurs for winter cocktail. The display will include Valentine's gift bags.

PICK UP A GIFT TO SHARE  
CHOISISSEZ UN CADEAU À PARTAGER.



**ACTION:** Stores with regular end aisle will need to install the backer card or transparency in the backer card frame.

# Wines (MI-B)

## MINI THEMATIC B

Choose A Gift They'll Love

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

**Key Dates (January 30 - February 26, 2022)**

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
10717	Carnivor Shiraz	750	\$2.00 LTO
16767	Saintly Sparkling Rosé VQA	750	\$2.00 LTO
20995	Bottega Prosecco Rosé Doc Spumante Brut, Veneto	750	\$2.00 LTO
253948	Martini & Rossi Asti	750	\$1.50 LTO
267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	\$2.00 LTO
341743	Trius Rosé VQA	750	\$2.00 LTO
361881	Sandbanks French Kiss VQA	750	\$2.00 LTO
429761	Santa Julia Reserva Malbec	750	\$2.00 LTO
507467	Josh Cellars Legacy Red	750	\$2.00 LTO

### Signage Components

- Category sign: Short (Re-order# 22P12-MTB7)
- Shelf talkers:  
ENG (Re-order# 22P12-MTB8) / BIL (Re-order #22P12-MTB9)
- Backer card: ENG/BIL (Re-order# 22P12-MTB10)
- Transparency  
ENG (Re-order# 22P12-MTB11) / BIL (Re-order# 22P12-MTB12)

### Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign, 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.

Featuring a selection of Sparkling wines, Rose and Red wines perfectly suited for celebrating Valentine's Day. The display will include Valentine's gift bags.

CHOOSE A GIFT THEY'LL LOVE  
DES CADEAUX QU'ILS VONT ADORER



**ACTION:** Stores with regular end aisle will need to install the backer card or transparency in the backer card frame.

# Beer (MI-C)

## MINI THEMATIC C

Host A Winter Tasting At Home

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

**Key Dates (January 30 - February 26, 2022)**

### Participating Stores

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

Warm up your winter  
with these tasty local  
brews.

### Participating Products

LCBO#	Description	Size (mL)	LTO	Supplying Source / Distributor
13661	Refined Fool Zane Lost His Avocado Bag, Brut Ipa	473	\$0.25	5732 - Refined Fool Brewing Company
18013	Brock Street Brewing Strong Scotch Ale	473		397 - Brock Street Brewing
20431	Ebb & Flow Raspberry, Lemon, Yuzu	473		LCBO Warehouse
86439	Waterloo Dark	473		275 - The Beer Store
272104	Dead Elephant Ale	473		8447 - Railway City Brewing Company
351429	Amsterdam Boneshaker	473	\$0.30	3842 - Amsterdam Brewing Company
493247	Cowbell Doc Perdue's Bobcat Red Ale	473	\$0.20	458 - Cowbell Brewing Co.
688507	Flying Monkeys Sparklepuff Triple Ipa	473	\$0.25	6309 - Flying Monkeys Craft Brewery
398693	Naughty Neighbour American Pale Ale	473	\$0.25	6699 - Nickel Brook Brewing Company

### Signage Components

- Backer card ENG/BIL (Re-order# 22P11-BC10)

### Merchandising Instructions

- Merchandise participating products according to the planogram.
- Continue to display the P11 backer card.
- Merchandise pre-printed shelf talkers in front of each participating product.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.



# Brand Spotlight (BS - BSF)

## FRONT NESTING TABLE

Whisky Highball + Lunar New Year

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

**Key Dates (P11 - P12)**

### Participating Stores

1, 4, 10, 19, 21, 22, 23, 31, 38, 41, 44, 51, 55, 74, 82, 83, 90, 102, 106, 115, 130, 145, 148, 149, 150, 156, 164, 187, 195, 198, 227, 243, 250, 253, 263, 265, 269, 279, 287, 288, 298, 325, 326, 329, 334, 346, 351, 355, 359, 367, 371, 373, 378, 385, 391, 392, 393, 394, 398, 401, 404, 412, 416, 417, 428, 436, 437, 438, 445, 453, 459, 485, 486, 489, 490, 495, 497, 499, 500, 501, 511, 522, 545, 554, 556, 573, 575, 579, 587, 602, 618, 624, 627, 630, 631, 632, 633, 640, 643, 649, 652, 653, 655, 661, 667, 670, 698, 699, 702, 703, 741, 748, 776

**Whisky Highball  
(continuation from P11)**  
Products will remain the same as P11 with new LTOs in P12. Keep up the P11 table sign for the duration of P12.

### Lunar New Year Program

Please continue to display the Lunar New Year products on the Front Nesting Table/Discretionary End Aisle.

Refer to the Lunar New Year Program section of this guide for more details.

### Front Nesting Table Participating Stores

310, 390, 411, 523, 580, 585, 590, 619, 623

### Discretionary End Aisle Participating Stores

14, 16, 177, 360, 444, 546, 564, 568, 584, 629, 630, 637, 700, 703, 760

### Participating Products

LCBO#	Description	Size (mL)	Offers (New for P12)	Value-Add
1487	Crown Royal Whisky	750	\$2.00 LTO	
21378	Jim Beam White Label Bourbon	750	\$1.75 LTO	
53140	Havana Club 7 Year Old	750	\$3.00 LTO	
110056	Absolut Vodka	750		
216689	J.P. Wiser's Deluxe Whisky	1140		
217687	Canadian Club Whisky	1140		
217794	Johnnie Walker Red Label Scotch Whisky	1140	\$1.50 LTO	
358184	Tanqueray Rangpur Gin	750		
382861	Lot No. 40 Singl Copper Pot Still Canadian Whisky	750		
640995	Ketel One Botanical Peach And Orange Blossom	750		



### Signage Components

- **New** Shelf Talkers ENG (Re-order# 22P12-FNT5)  
BIL (Re-order# 22P12-FNT6)
- Table Sign Large ENG (Re-order# 22P11-FNT1)  
BIL (Re-order# 22P11-FNT2)
- Table Sign Small ENG (Re-order# 22P11-FNT3)  
BIL (Re-order# 22P11-FNT4)
- Flat VA Shelf Talkers ENG (Re-order# 22P11-FNT7)  
BIL (Re-order# 22P11-FNT8)

### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- **The products will remain the same as P11 with new LTOs for P12.**
- Install the pre-printed shelf talkers on the table display.
- Continue to display the P11 table sign and VA shelf talkers.



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



(Front)



(Back)

Top View (Back)

Facings: 5×7 +216689	Facings: 6×9 +217794	Facings: 5×8 +21378
Facings: 5×7 +216689	Facings: 4×9 +1487	Facings: 5×8 +21378

Facings: 5×7 +217794
Facings: 5×7 +217794

Facings: 6×3 +216689	Facings: 5×2 +217687	Facings: 4×3 +382861	Facings: 6×3 +21378
Signage			
Facings: 6×3 +110056	Facings: 6×3 +110056	Facings: 6×2 +358184	

Facings: 5×8 +53140
Facings: 5×8 +53140

Facings: 4×7 +110056	Facings: 5×9 +640995	Facings: 4×7 +358184
Facings: 5×7 +110056	Facings: 5×9 +640995	Facings: 5×8 +358184

Top View (Front)

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



(Front)



(Back)

Top View (Back)

Facings: 4×7 +216689	Facings: 5×9 +217794	Facings: 4×8 +21378
Facings: 4×7 +216689	Facings: 4×9 +1487	Facings: 4×8 +21378

Facings: 5×3 +216689	Facings: 5×2 +217687	Facings: 5×3 +382861	Facings: 5×3 +21378	
Signage				
Facings: 4×4 +217794	Facings: 4×3 +110056	Facings: 5×3 +640995	Facings: 4×2 +358184	Facings: 4×4 +53140

Facings: 5×7 +110056	Facings: 5×9 +640995	Facings: 5×7 +358184
Facings: 4×7 +110056	Facings: 5×9 +640995	Facings: 4×8 +358184

Top View (Front)

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

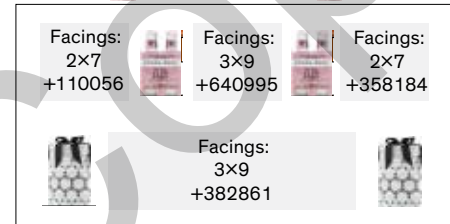
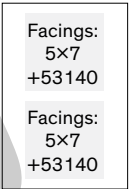
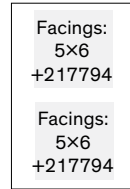
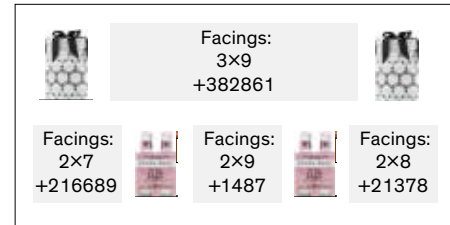


(Front)



(Back)

Top View (Back)

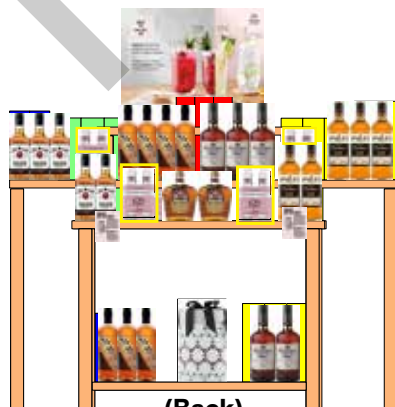


Top View (Front)

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

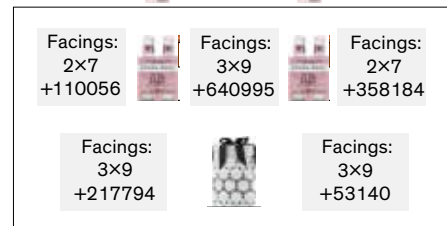
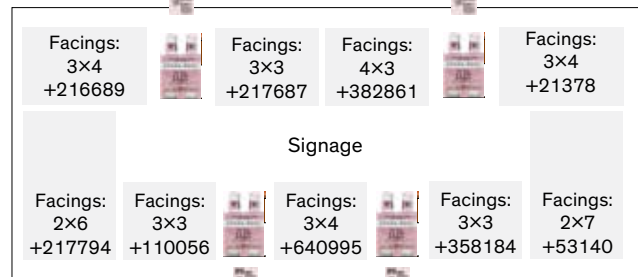
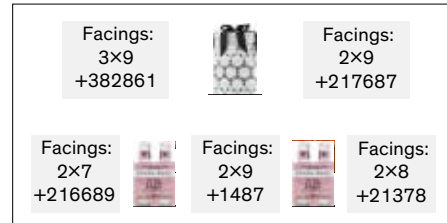


(Front)



(Back)

Top View (Back)



Top View (Front)

# Brand Spotlight (BS - BSF)

## LUNAR NEW YEAR

Front Nesting Table + Discretionary End Aisle

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

### Promotion Key Dates (P11 - P12)

**Lunar New Year Date (February 1, 2022)**

### Front Nesting Table Participating Stores

310, 390, 411, 523, 580, 585, 590, 619, 623

### Discretionary End Aisle Participating Stores

14, 16, 177, 360, 444, 546, 564, 568, 584, 629, 630, 637, 700, 703, 760

### Participating Products

LCBO#	Description	Size (mL)	Offers (New for P12)
1784	Grand Marnier Cordon Rouge	750	
4101	Remy Martin VSOP Cognac	750	VA: Gift Box
15516	The Macallan Sherry Oak 12-Year-Old	750	
23055	Hennessy VSOP Lunar New Year Gift Box Edition	750	
95935	Grey Goose Vodka (new product for P12)	750	
292615	Jameson Black Barrel	750	90 APP
292805	Johnnie Walker 18 Year Old Scotch Whisky	750	
388306	Inniskillin Vidal Icewine	375	\$5.00 LTO
410803	D'Ussé VSOP Cognac	750	
492520	Bacardi 8 Year Old Reserva Gold Rum	750	
537258	Tiger Beer (new product for P12)	500	\$0.35 LTO
541615	Johnnie Walker Blue Label Chinese New Year Edition	750	
636845	Redbreast 12 Year Old Irish Whiskey	750	\$5.00 LTO
648881	Grand Marnier Louis Alexandre	750	

**Lunar New Year**  
(continuation from P11)  
Continuing to raise awareness of Lunar Year and offer an assortment of great gifting options. Keep up the P11 table sign for the duration of P12.



Discretionary End Aisle

### Signage Components

- **New** Shelf Talkers ENG (Re-order# 22P12-LNY6)  
BIL (Re-order# 22P12-LNY7)
- Table Sign Large ENG (Re-order# 22P11-LNY1)  
BIL (Re-order# 22P11-LNY2)
- Table Sign Small ENG (Re-order# 22P11-LNY3)  
BIL (Re-order# 22P11-LNY4)
- End Aisle Backer Card  
ENG/BIL (Re-order# 22P11-LNY5)

### 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.
- Continue to display the P11 table sign. Merchandise the pre-printed shelf talkers in-section and on the table.
- **Discretionary End Aisle:** Merchandise the participating products according to the planogram. Continue to display the P11 backer card.

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



(Front)



(Back)

Top View (Back)

Facings: 6x8 +537258	Facings: 6x8 +537258	Facings: 6x8 +537258
Facings: 4x5 +648881	Facings: 4x5 +410803	Facings: 4x5 +1784

Facings: 6x2 +492520	Facings: 6x1 +23055	Facings: 6x2 +4101
Signage		
Facings: 6x2 +292805	Facings: 7x2 +541615	Facings: 7x2 +292615

Facings: 8x6 +388306
Facings: 8x6 +388306

Facings: 6x6 +95935
Facings: 6x6 +95935

Facings: 4x8 +15516	Facings: 6x6 +636845	Facings: 4x8 +15516
Facings: 6x8 +537258	Facings: 6x6 +537258	Facings: 6x8 +537258

Top View (Front)

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



(Front)



(Back)

Top View (Back)

Facings: 6x8 +537258	Facings: 6x8 +537258	Facings: 6x8 +537258
Facings: 4x5 +648881	Facings: 4x5 +410803	Facings: 4x5 +1784

Facings: 6x2 +492520	Facings: 6x1 +23055	Facings: 6x2 +4101
Facings: 3x4 +95935	Signage	
Facings: 6x2 +292805	Facings: 7x2 +541615	Facings: 7x2 +292615

Facings: 4x8 +15516	Facings: 6x6 +636845	Facings: 4x8 +15516
Facings: 6x8 +537258	Facings: 6x6 +537258	Facings: 6x8 +537258

Top View (Front)

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



(Front)



(Back)

Top View (Back)

	Facings: 6x8 +537258	
Facings: 2x5 +1784	Facings: 3x5 +410803	Facings: 2x5 +648881

Facings: 4x2 +492520		Facings: 4x2 +23055		Facings: 4x2 +4101
Facings: 3x4 +95935	Signage			Facings: 3x4 +388306
Facings: 3x2 +292805		Facings: 5x3 +541615		Facings: 4x3 +292615

Facings: 6x4 +388306
Facings: 6x4 +388306

Facings: 5x4 +95935
Facings: 5x4 +95935

Facings: 3x6 +636845		Facings: 4x8 +15516		Facings: 3x6 +636845
	Facings: 6x8 +537258			

Top View (Front)

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



(Front)



(Back)

Top View (Back)

Facings: 3x6 +95935	Facings: 4x6 +537258	Facings: 3x6 +95935
Facings: 2x5 +1784	Facings: 3x5 +410803	Facings: 2x5 +648881

Facings: 4x2 +492520		Facings: 4x2 +23055		Facings: 4x2 +4101
Facings: 3x4 +95935	Signage			Facings: 3x4 +388306
Facings: 3x2 +292805		Facings: 5x3 +541615		Facings: 4x4 +15516

Facings: 4x11 +388306	Facings: 4x6 +636845	Facings: 3x7 +292615
Facings: 3x6 +95935	Facings: 4x6 +537258	Facings: 3x6 +95935

Top View (Front)

A

# Display Program (BP-SBA)

## BLOCK PILE A

Pick-Up A Fan Favourite For Game Day

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

**Key Dates (January 30 - February 26, 2022)**

**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>)

### New Period 12 Participating Products

LCBO#	Description	Size (mL)	Offers
247627	Mill Street Original Organic Lager (1950)	473	\$0.25 LTO
311779	Bud Light (275)	6 × 473	\$1.00 LTO
311787	Budweiser (275)	6 × 473	VA
496968	Michelob Ultra (275)	6 × 473	
697623	Michelob Ultra (275)	6 × 355	\$1.00 LTO
905976	Budweiser (275)	473	\$0.20 LTO

**VA/Merchandise:** Buy 2 Budweiser 6 × 473 mL and receive a free bag of Ruffles chips. The supplier will be providing the value add and merchandise 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

- Printed Corrugate structure - supplied by Agent
- **New** Pricer Cards  
ENG (Re-order # 22P12-BPA4) / BIL (Re-order # 22P12-BPA5)
- **New** Shelf Talkers  
ENG (Re-order # 22P12-BPA6) / BIL (Re-order # 22P12-BPA7)
- End Aisle Backer Card BIL (Re-order # 22P11-BPA10)

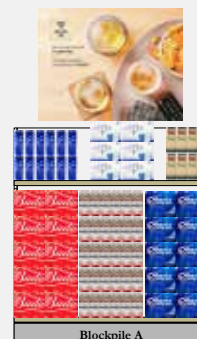
### Merchandising Instructions

- Continue to display the merchandiser from P11.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.

Celebrate the big game with Budweiser, Bud Light & Michelob Ultra. Receive a bag of Ruffles Chips with the purchase of two 6-packs of Budweiser.



(Merchandiser Display - example only)  
Supplied by Agent



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

# Display Program (BP-SBB)

## BLOCK PILE B

Bring Home One-Pour Cocktails, No Mixing Required.

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

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

**Key Dates (January 30 - February 26, 2022)**

### 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
14994	Nutrl Vodka Soda Mixed Pack	12 x 355	\$2.00 LTO
15004	Twisted Tea Mix	12x355	\$1.50 LTO
15373	White Claw Hard Seltzer Mixer	12 x 355	
19153	Cottage Springs Raspberry Lime Bag In Box	4000	
19357	Social Lite Mixed Pack	12 x 355	
321778	Smirnoff Ice	12 x 330	\$2.50 LTO

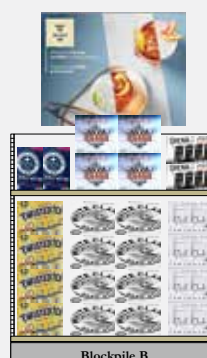
### Signage Components

- Pole Toppers  
ENG (Re-order # 22P12-BPB1) / BIL (Re-order # 22P12-BPB2)
- Riser Wrap - solid colour (Re-order # 22P12-BPB3)
- Pricer Cards  
ENG (Re-order # 22P12-BPB4) / BIL (Re-order # 22P12-BPB5)
- Shelf Talkers  
ENG (Re-order # 22P12-BPB6) / BIL (Re-order # 22P12-BPB7)
- Cut Case Backer Card  
ENG (Re-order # 22P12-BPB8) / BIL (Re-order # 22P12-BPB9)
- End Aisle Backer Card BIL (Re-order # 22P12-BPB10)

### Merchandising Instructions

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

Shop smart with these value packs offered from the Ready-to-Drink category. Block Pile B offers an assortment of products for everyone.



Blockpile B

**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 (BP-SBC)

## BLOCK PILE C

Aeroplan Earn Points Now

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

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

**Key Dates (January 30 - February 26, 2022)**

### 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
984	Alberta Premium Whisky	750	50 APP
15012	Northern Keep Vodka	750	75 APP
88799	Alberta Pure Vodka (P.E.T.)	750	75 APP
350397	Banff Ice Vodka	750	120 APP
390583	Canadian Club 100% Rye	750	100 APP
517136	Alberta Premium Whisky (P.E.T.)	750	50 APP

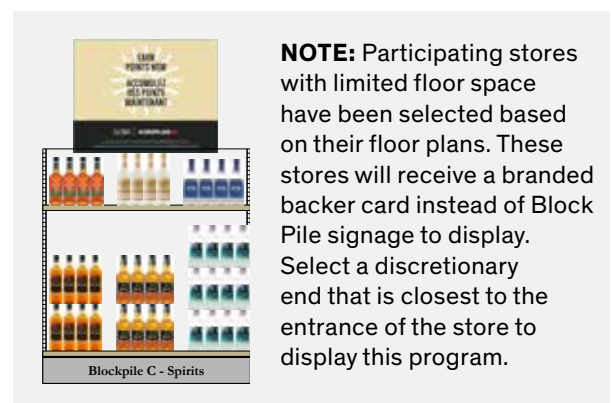
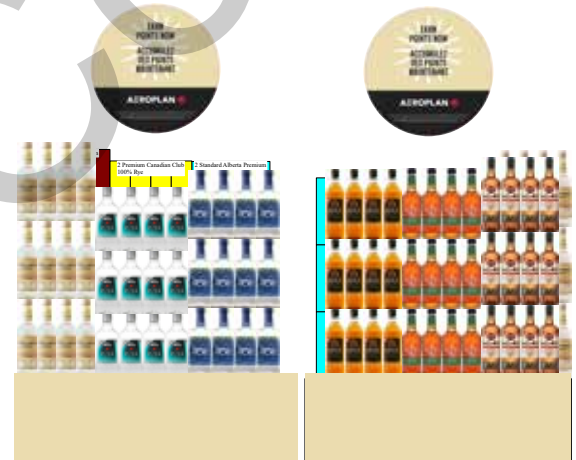
### Signage Components

- Cut Case Backer Card  
ENG (Re-order # 22P12-BPC1) / BIL (Re-order # 22P12-BPC2)
- Pole Toppers  
ENG (Re-order # 22P12-BPC3) / BIL (Re-order # 22P12-BPC4)
- Riser Wrap - solid colour (Re-order # 22P12-BPC5)
- Pricer Cards  
ENG (Re-order # 22P12-BPC6) / BIL (Re-order # 22P12-BPC7)
- Shelf Talkers  
ENG (Re-order # 22P12-BPC8) / BIL (Re-order # 22P12-BPC9)
- End Aisle Backer Card BIL (Re-order # 22P12-BPC10)

### Merchandising Instructions

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

Block Pile C offers an assortment of popular spirits with great Aeroplan offers.



**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.



# Display Program (XBP)

## BLOCK PILE D

Maple Leaf Sports Entertainment (MLSE)

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

**Key Dates (January 30 - February 26, 2022)**

### 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
67	Smirnoff Vodka	750	VA: Raptors Rocks Glass (near pack)
1487	Crown Royal	750	\$2.00 LTO + VA: Maple Leaf Socks (in stores within 120 km from Scotiabank Arena)
17047	Captain Morgan Sliced Apple Spiced Rum	750	VA: TFC Rocks Glass (near pack)
216929	Smirnoff Vodka	1140	75 APP + VA: Raptors Rocks Glass (near pack)
217653	Captain Morgan Original Spiced Rum	1140	VA: TFC Rocks Glass (near pack)
217950	Crown Royal	1140	Value Add: Maple Leafs Rocks Glass (in stores within 120 km from Scotiabank Arena)
500512	Captain Morgan Original Spiced Rum	750	VA: TFC Rocks Glass (near pack)

**VA/Merchandise:** The supplier will be providing the value add and merchandise 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

- Printed Corrugate structure - supplied by Agent
- Pricer Card ENG (Re-order # 22P12-BPD1) / BIL (Re-order # 22P12-BPD2)

### Merchandising Instructions

- The supplier will be providing and setting up the merchandisers to the selected stores in time for the start of the promotion.
- Merchandise the pricer cards in front of the participating products.

This enhanced display will allow consumers to celebrate their sports fandom with brands that have phenomenal partnerships with their favorite teams. It also supports the occasion of game day/night entertaining.



(VA Rocks Glass example)  
Supplied by Agent



(Merchandise Display - example only)  
Supplied by Agent

# Brand Spotlight (DD)

## MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Wines of Chile

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

### Key Dates (January 30 - February 26, 2022)

### Participating Stores

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

The Middle Nesting Table display will showcase Chile's top varietals and styles of wine, with a greater focus on signature reds with price points ranging from \$10.95 up to \$29.95.

### Participating Product

LCBO#	Description	Size (mL)	Offers
16363	Cono Sur Pinot Noir Organic	750	\$2.00 LTO
20905	Farpoint Cabernet Sauvignon Bourbon Barrel Aged	750	\$2.00 LTO
266049	Adobe Reserva Sauvignon Blanc Organic	750	\$2.00 LTO
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$2.00 LTO
275925	Santa Carolina Reserva Cabernet Sauvignon	750	\$2.00 LTO
322586	Montes Alpha Cabernet Sauvignon	750	\$3.00 LTO
350546	Root 1 Carmenere Colchagua	750	
434662	Novas Gran Reserva Carménère Cab Sauvignon Organic	750	\$2.00 LTO
436956	Casillero del Diablo Reserva Devil's Collection Red	750	\$2.00 LTO
454868	Las Mulas Merlot Reserva Organic	750	\$2.00 LTO
218644	Santa Rita 120 Reserva Especial Cabernet Sauvignon	750	100 APP
23606	Santa Rita 120 Reserva Especial Sauvignon Blanc	750	100 APP
304022	Santa Carolina Reserva Chardonnay	750	80 APP
63891	Emiliana Coyam	750	
694208	Pérez Cruz Reserva Cabernet Sauvignon	750	

### Signage Components

- Table Sign Large ENG (Re-order # 22P12-MNT1) / BIL (Re-order # 22P12-MNT2)
- Table Sign Small BIL (Re-order # 22P12-MNT3)
- Shelf Talkers ENG (Re-order # 22P12-MNT4) / BIL (Re-order # 22P12-MNT5)
- Celebration Fixture Drum Sign ENG (Re-order # 22P12-MNT6) / BIL (Re-order # 22P12-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order # 22P12-MNT8)

### Merchandising Instructions

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

## Middle Nesting Table



Front View



Back View

Top View (Back)

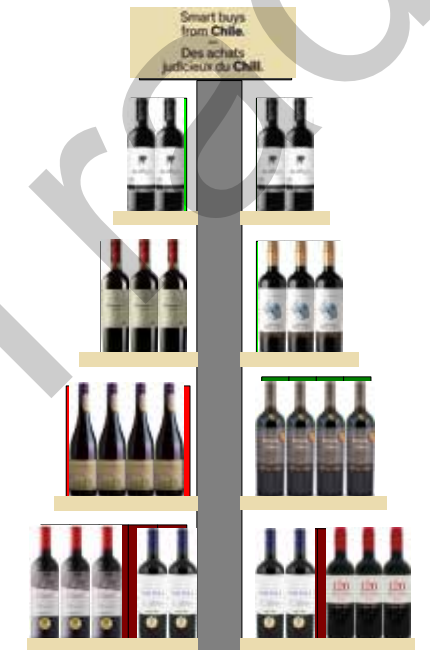
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Facings: 6×8 +454868	Facings: 6×8 +272609	Facings: 6×8 +23606

Facings: 5×5 +694208	Facings: 6×3 +454868	Facings: 6×3 +266049	Facings: 6×3 +304022	Facings: 6×3 +218644	Facings: 5×5 +322586
Signage					
Facings: 5×5 +694208	Facings: 6×3 +20905	Facings: 6×3 +275925	Facings: 6×3 +350546	Facings: 6×3 +434662	Facings: 5×5 +322586

Facings: 6×8 +16363	Facings: 6×8 +63891	Facings: 6×8 +436956
Facings: 5×6 +16363	Facings: 5×6 +63891	Facings: 5×6 +436956

Top View (Front)

## Celebration Fixture



Front View



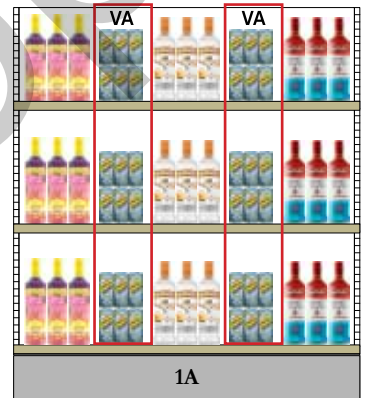
Back View

# Period 12 END AISLES

## End Aisle #1A Premium

LCBO#	Description	Size (mL)	Offers
19516	Smirnoff Peach	750	LTO, VA
21544	Smirnoff Pink Lemonade	750	VA
545392	Smirnoff Berry Blast	750	VA

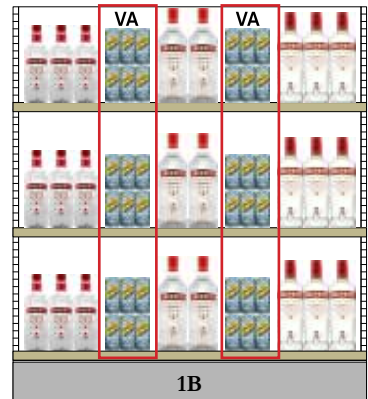
Maintain the display for the duration of **P11 & P12**.  
Keep up backer card for both **P11 & P12**.



## End Aisle #1B Standard

LCBO#	Description	Size (mL)	Offers
22017	Smirnoff Vodka (P.E.T)	750	VA
38505	Smirnoff Vodka (P.E.T)	1750	VA
216929	Smirnoff Vodka	1140	VA, APP, Seasonal Block Pile D

Maintain the display for the duration of **P11 & P12**.  
Keep up backer card for both **P11 & P12**.





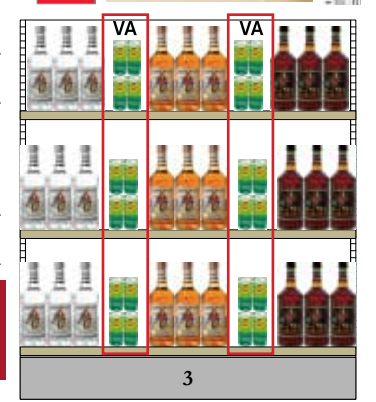
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2</b>	10213	Kahlua Coffee Liquor	750	LTO
	10216	Kahlua Coffee Liquor	1140	Value Add
	10217	Kahlua Coffee Liquor	1750	LTO



New products and backer card on this end in **P12**.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3</b>	217554	Captain Morgan Dark Rum	1140	VA, APP
	217653	Captain Morgan Original Spiced Rum	1140	VA, Seasonal Block Pile D
	217745	Captain Morgan White Rum	1140	VA, APP



Maintain the display for the duration of **P11 & P12**.  
Keep up backer card for both **P11 & P12**.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #4</b>	398552	Bacardi Limon	750	VA
	520353	Bacardi Spiced Rum	750	VA
	570366	Bacardi Spiced Rum	1140	VA



New products and backer card on this end in **P12**.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5</b>	30072	Chateau Timberlay Bordeaux Superieur Aoc	750	LTO
	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO, Wine Fridge
	622134	Perrin La Vieille Ferme Rose Ventoux Aoc	750	LTO

New products on this end in **P12**.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6</b>	21382	XOXO Rose Bag In Box	4000	LTO, Wine Fridge
	339168	Bodacious Smooth White	750	LTO
	589069	Peller Family Vineyards Red Bag In Box	4000	LTO

New products on this end in **P12**.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7A</b> <b>Premium</b>	3558	Gibson's Finest Rare 12 Years Old	750	LTO
	200741	Gibson's Finest Rare 12 Years Old	1750	LTO
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO

The products will remain the same as **P11** with new offers for **P12**.





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7B Standard</b>	189217	Gibson's Finest Sterling Edition	750	APP
	215038	Gibson's Finest Sterling Edition	1750	APP
	215889	Gibson's Finest Sterling Edition Whisky	1140	APP

The products will remain the same as **P11** with new offers for **P12**.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b>	160994	Trivento Malbec Reserve	750	LTO
	226860	Wolf Blass Yellow Label Chardonnay	750	LTO
	258509	Woodbridge By Robert Mondavi Cabernet Sauv	1500	LTO

New products on this end in **P12**.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	20926	Aperol	375	LTO
	176834	Aperol	750	VA
	277954	Campari Aperitivo	750	VA

New products on this end in **P12**.



**Beer/Cider  
Mini Thematic C  
End Aisle #10**

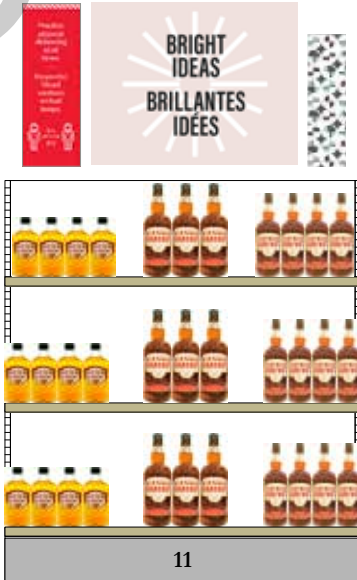
LCBO#	Description	Size (mL)	Offers
13661	Refined Fool Zane Lost His Avocado Bag, Brut IPA (5732)	473	LTO
18013	Brock Street Brewing Strong Scotch Ale (397)	473	
20431	Ebb & Flow Raspberry, Lemon, Yuzu (LCBO Warehouse)	473	
86439	Waterloo Dark (275 TBS)	473	
272104	Dead Elephant Ale (8447)	473	
351429	Amsterdam Boneshaker (3842)	473	LTO
398693	Naughty Neighbour American Pale Ale (6699)	473	LTO
493247	Cowbell Doc Perdue's Bobcat Red Ale (458)	473	LTO
688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473	LTO



New products on this end in **P12**.  
Keep up backer card for both **P11 & P12**.

**End Aisle #11**

LCBO#	Description	Size (mL)	Offers
491803	Southern Comfort (P.E.T)	375	Necktag
491811	Southern Comfort	750	LTO
491829	Southern Comfort	1140	VA



The products will remain the same as **P11** with new offers for **P12**.

**End Aisle #12**

LCBO#	Description	Size (mL)	Offers
311928	Canadian Club Classic 12 Year Old	750	LTO
311936	Canadian Club Classic 12 Year Old	1140	LTO
311944	Canadian Club Classic 12 Year Old	1750	LTO



The products will remain the same as **P11** with new offers for **P12**.





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	474551	J.P. Wiser's Vanilla Whisky	750	
	474585	J.P. Wiser's Apple Whisky	750	LTO
	625996	JP Wisers Old Fashioned Canadian Whisky	750	

The products will remain the same as P11 with new offers for P12.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	13686	Bread & Butter Pinot Noir	750	LTO
	491118	Radio Boka Tempranillo Vdespana Bib	3000	LTO
	589036	Peller Family Vineyards Cab Merlot	4000	LTO

New products on this end in P12.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	2691	Tanqueray Dry Gin	750	
	96263	Tanqueray Dry Gin	1750	LTO
	216721	Tanqueray London Dry Gin	1140	

The products will remain the same as P11 with new offers for P12.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	54866	Bulleit Bourbon Frontier Whiskey	750	Value Add
	350611	Bulleit Rye	750	LTO
	439075	Bulleit Bourbon 10 YO	750	

The products will remain the same as P11 with new offers for P12.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	LTO
	526251	Jackson-Triggs Reserve Chardonnay VQA	750	LTO
	580183	Blu Giovello Pinot Grigio	750	LTO

New products on this end in P12.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	225698	The Kraken Black Spiced Rum	750	LTO
	318683	The Kraken Black Spiced Rum	1140	Value Add
	366534	The Kraken Black Spiced Rum	375	Value Add

The products will remain the same as P11 with new offers for P12.



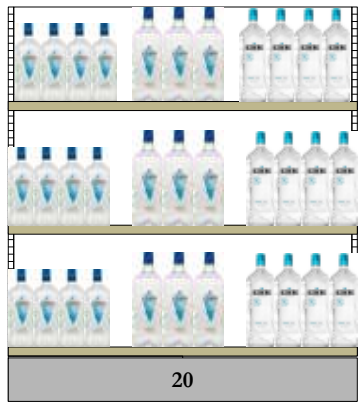
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	250134	Sortilege	750	LTO
	352021	Sortilege Maple Cream	750	LTO
	508150	Sortilege Blueberry	750	LTO

New products on this end in **P12**.



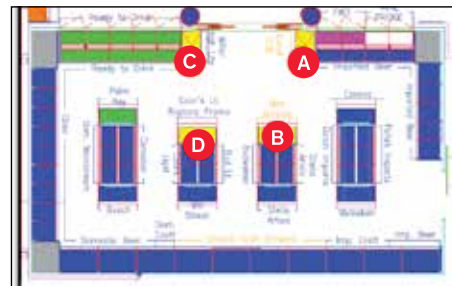
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	227413	Iceberg Vodka	1140	
	400754	Iceberg Vodka	750	VA
	544155	Iceberg Vodka (P.E.T)	1750	LTO

SKU 227413 Iceberg Vodka 1140 mL and SKU 544155 Iceberg Vodka (P.E.T) 1750 mL will be on promotion for the duration of **P11 & P12**.



# 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 (January 30 - February 26, 2022)

### 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	Supplying Source / Distributor	Offers
<b>A</b> Plinth (EA - EZA)	19923	Peroni Nastro Azzurro Slim Can 6 × 330 mL		\$1.00 LTO
	143891	Peroni Nastro Azzurro 500 mL	LCBO Warehouse	\$0.20 LTO
	525188	Peroni Nastro Azzurro 6 × 330 mL		VA
	<b>VA: Receive a branded glass with the purchase of 525188 Peroni Nastro Azzurro (rep applied - attached to product).</b> 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.			
<b>B</b> New/Seasonal (EA - EZB)	24580	Lake Of Bays Day Dreamin' Tropical Fruit Pale Ale 473 mL	8958 - Lake Of Bays Brewing	
	24518	Flying Monkeys Space Age Sunshine Quadruple Ipa 473 mL	6309 - Flying Monkeys Craft Brewery	
	24824	Muskoka Big World Small Batch - Belgium 473 mL	LCBO Warehouse	
<b>NOTE:</b> These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.				
<b>C</b> Plinth (EA - EZH)	300681	Coors Light 6 × 473 mL		\$1.00 LTO
	300699	Molson Canadian 6 × 355 mL	275 - The Beer Store	VA
	904144	Molson Canadian 6 × 473 mL		\$1.00 LTO
	<b>VA: Receive a Branded Team Canada Toque 1/3 design (text PIN to redeem).</b>			
<b>D</b> End Aisle (EA - EZD)	17817	Corona Extra 6 × 473 mL		
	17818	Corona Extra 6 × 330 mL	275 - The Beer Store	Contest (on necktag)
	17846	Corona Extra 6 × 355 mL		\$1.00 LTO

**Beer Excitement Zone A:** Bring Euro home. Pair Peroni Nastro Azzurro with your favorite Italian food. Receive a branded glass with the purchase of 525188 Peroni Nastro Azzurro (rep applied - attached to product).

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

**Beer Excitement Zone C:** Cheers for Team Canada with Molson & Coors. Receive a Branded Team Canada Toque 1/3 designs (text PIN to redeem).

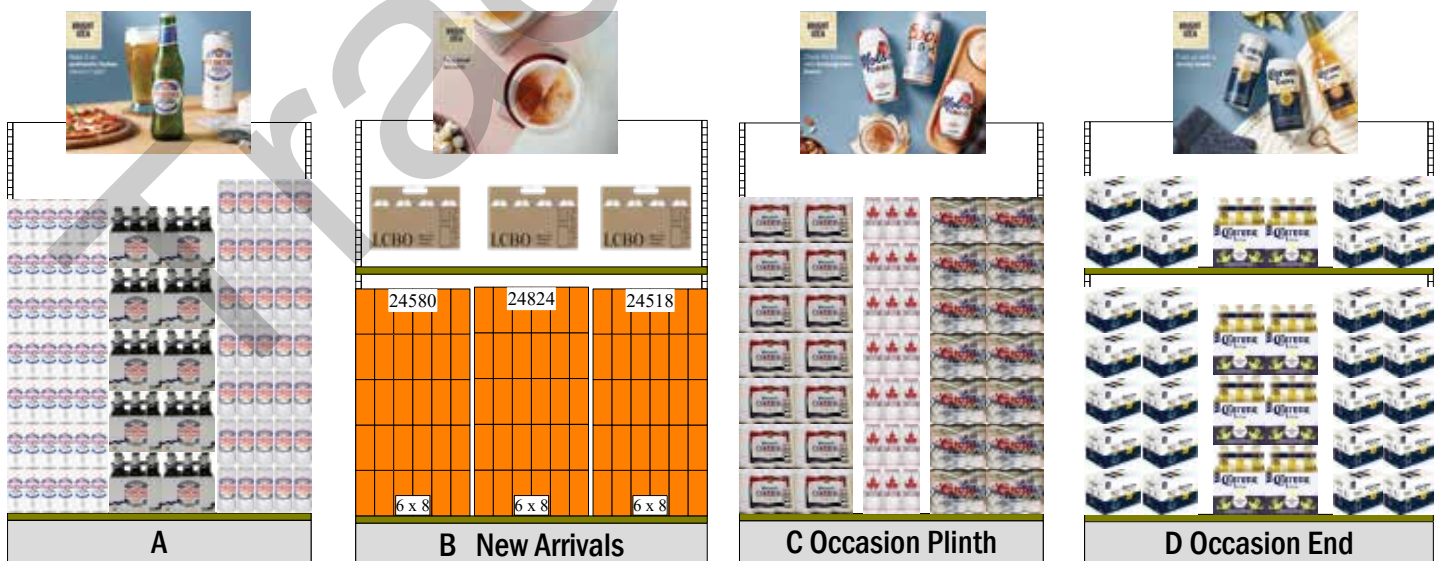
**Beer Excitement Zone D:** Embrace winter and enjoy your favourite beer in the backyard by a cozy fire. For a limited time only, enter a contest for a chance to win 1 of 50 Backyard winter kits. Contest details will be promoted on necktag.

### Signage Components

- A. Peroni Backer Card BIL (Re-order # 22P12-EZ1)
- B. P11-13 "Try A Local Favourite" Transparency ENG (Re-order # 22P11-EZ2) / BIL (Re-order # 22P11-EZ3)
- B. P11-13 "Try A Local Favourite" Backer Card Card BIL (Re-order # 22P11-EZ4)
- C. Molson Coors Backer Card BIL (Re-order # 22P12-EZ5)
- A, C, D Pricer Cards ENG (Re-order # 22P12-EZ6) / BIL (Re-order # 22P12-EZ7)
- A, C, D Shelf Talkers ENG (Re-order # 22P12-EZ8) / BIL (Re-order # 22P12-EZ9)
- D. Corona Backer Card BIL (Re-order # 22P12-EZ10)
- D. Corona Transparency ENG (Re-order # 22P12-EZ11) / BIL (Re-order # 22P12-EZ12)

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value-adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.
- **Beer Excitement Zone B:** Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf. Merchandise the generic Beer Excitement Zone B backer card until the end of P13.



# BEER BRANDED ENDS

P11 - P13

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

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

**Backer Cards MUST remain in place for the duration of P11 - P13.**

## Key Dates (P11 - P13)

### Participating Stores

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

### Signage Components

- Corona Backer Card ENG/BIL (Re-order # 22P11-BCB1)
- Heineken Backer Card ENG/BIL (Re-order # 22P11-BCB2)
- Stella Artois Backer Card ENG/BIL (Re-order # 22P11-BCB3)



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

# 8-Pack Beer Carrier MERCHANDISER SIGN



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

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

## Key Dates (ongoing)

### Participating Stores

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

### Signage Components

- Year-Round Header Card ENG (Re-order # 22OP-BCS-1) / BIL (Re-order # 22OP-BCS-2)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

### Merchandising Instructions

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

### Additional Merchandising: Excitement Zone B “New” End Aisle

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

# 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
22626	Elemental Porter Ale
254656	Ayinger Celebrator Doppelbock
22628	Great Divide Mexican Chocolate Yeti Imperial Stout
23732	Gahan 1772 India Pale Ale
492041	Doppel Hirsch Doppel Bock
17833	Oskar Blues Can-O-Bliss Double IPA
23743	Kriek Boon
25314	Bourgogne Des Flanders Blond

### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
ENG (Re-order # AIIM-22P12-ICB1) / BIL (Re-order # AIIM-22P12-ICB2)
- 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 (January 30 - February 26, 2022)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
4705	20 Bees Chardonnay VQA	750	\$1.00 LTO
260364	Megalomaniac Homegrown Red VQA	750	\$2.00 LTO
518753	D'Ont Poke The Bear White VQA	750	\$1.00 LTO
618223	Pelee Island Lola Cabernet Franc Cabernet Sauvignon 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 # AIIM-22P12-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 # AIIM-22P12-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 P12.**

### **Key Dates (January 30 - February 26, 2022)**

#### **Participating Stores**

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

#### **Participating Products**

<b>LCBO#</b>	<b>Description</b>	<b>Size (mL)</b>
20264	Popcorn Chardonnay VQA	750
308486	Angels Gate Pinot Noir VQA	750
146761	Fielding Riesling VQA	750
587964	Trius Cabernet Franc VQA	750

#### **Signage Components**

- Shelf Talkers ENG/BIL (Re-order # AIIM-22P12-OWP1)
- Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # AIIM-22P11-OWP2)

**NOTE: The Ontario Buyer's Pick Backer Card is to remain in place until the end of P12.**

#### **Merchandising Instructions**

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

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

##### **Cut-Case Display Stores:**

- **Option 1:** Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola, with the supporting shelf talkers.
- **Option 2:** If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card (re-order# AIIM-22P11-OWP2)
- **Option 3:** If no available nearby discretionary end, install the shelf talkers in-section in front of the participating products.

##### **End Aisle Display Stores:**

- Stores that have ONE (1) VQA Gondola Fixture are to install the Backer Card on a single End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display. If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card (re-order# AIIM-22P12-OWP2)

##### **Shelf Talker Only Stores:**

- Shelf Talkers ENG/BIL (Re-order # AIIM-22P12-OWP1)
- Install the shelf talkers in-section in front of the participating products.

## ON3: Ontario Staff Pick Backer Card Program (Permanent)

### Signage

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



### Merchandising Instructions

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

### Participating Stores

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

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## 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 [Worksheets](#) for a list of applicable wineries.

### Participating Stores

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

### Key Dates (P7-P13)

#### Participating Products: Turn 2

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

## PARTICIPATING STORES – VQA GONDOLA END

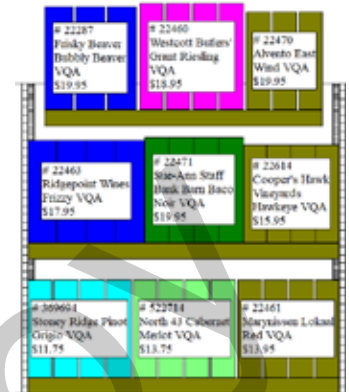
33, 40, 41, 65, 84, 130, 164, 207, 211, 229, 233, 263, 351, 391, 404, 417, 437, 443, 481, 485, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 694, 706, 741

### 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

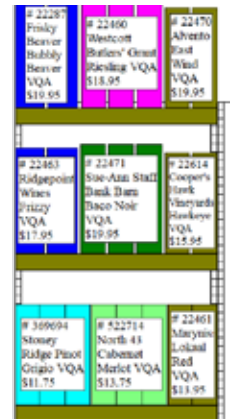
115, 187, 252, 300, 392, 401, 407, 412, 497

### 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

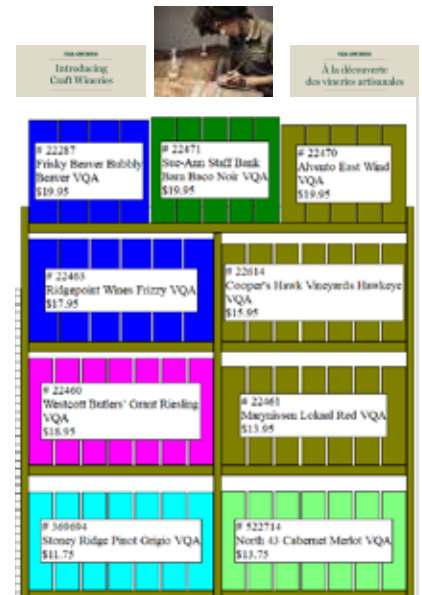
359, 427, 459

### Signage Components

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

### Merchandising Instructions

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



# 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 (January 30 - February 26, 2022)

#### 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
145920	Tenuta Frescobaldi Di Castiglioni Toscana	750	\$3.00 LTO
292151	Louis M.Martini Cabernet Sauvignon	750	\$2.00 LTO

#### Signage Components

- Signage Kit (Re-order # A1IM-22P12-VINT1)  
Branded Backer Card ENG/BIL  
LTO Shelf Talkers ENG/BIL
- Bin tag overlay:  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

#### Merchandising Instructions

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



V2

## VINTAGES Wines of the Month

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

### Key Dates (February 5 & February 19, 2022)

#### 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)
<b>FEBRUARY 5 RELEASE</b>		
29280	Terrazas de los Andes Reserva Malbec 2018	750
994608	Castello di Bossi C. Berardenga Chianti Classico 2018	750
<b>FEBRUARY 19 RELEASE</b>		
251637	Cave de Roquebrun Roches Noires 2019	750
429662	Killibinbin Scream Shiraz 2016	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/Aeroplan Program

The 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 Customer Care Retail Field Store Support to request one.

## Key Dates (January 31 - February 27, 2022)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information ([http://home.lcbo.com/Customer Experience/Pages/StoreParticipationLookup.aspx](http://home.lcbo.com/Customer-Experience/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	Offers
419770	Wines of Substance Cabernet Sauvignon	750		\$23.95	190 APP
273748	Borsao Tres Picos Garnacha	750	\$19.95	\$17.95	\$2.00 LTO
974717	Casas del Bosque Reserva Sauvignon Blanc	750	\$15.95	\$13.95	\$2.00 LTO
210047	Columbia Crest H3 Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00 LTO
926626	Famille Perrin Les Sinards Châteauneuf-du-Pape	750	\$39.95	\$36.95	\$3.00 LTO
286278	Flat Rock Chardonnay	750	\$19.95	\$17.95	\$2.00 LTO
729392	Foss Marai Extra Dry	750	\$19.95	\$17.95	\$2.00 LTO
258673	G. Marquis The Silver Line Pinot Noir	750	\$19.95	\$17.95	\$2.00 LTO
479014	Gran Feudo Reserva	750	\$18.95	\$16.95	\$2.00 LTO
388306	Inniskillin Vidal Icewine	375	\$49.95	\$44.95	\$5.00 LTO
991950	Kim Crawford Chardonnay	750	\$19.95	\$17.95	\$2.00 LTO
650325	Kim Crawford Rosé	750	\$18.95	\$16.95	\$2.00 LTO
563247	Kittling Ridge Vidal Icewine	375	\$29.95	\$26.95	\$3.00 LTO
292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$24.95	\$22.95	\$2.00 LTO
145920	Marchesi De' Frescobaldi Tenuta di Castiglioni	750	\$22.95	\$19.95	\$3.00 LTO
322586	Montes Alpha Cabernet Sauvignon	750	\$19.95	\$16.95	\$3.00 LTO
326728	Oyster Bay Chardonnay	750	\$19.95	\$16.95	\$3.00 LTO
595280	Porcupine Ridge Syrah	750	\$16.95	\$14.95	\$2.00 LTO
142935	Small Gully The Formula Robert's Shiraz	750	\$19.95	\$17.95	\$2.00 LTO
314575	Sterling Napa Valley Cabernet Sauvignon	750	\$46.95	\$41.95	\$5.00 LTO
713354	Travaglini Gattinara	750	\$32.95	\$29.95	\$3.00 LTO
943787	Wakefield Clare Valley Shiraz	750	\$19.95	\$17.95	\$2.00 LTO
11452	Willm Réserve Riesling	750	\$19.95	\$17.95	\$2.00 LTO

## VINTAGES Ontario Our Buyer's Picks Program

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

### Key Dates (January 30 - February 26, 2022)

#### 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
258673	G. Marquis The Silver Line Pinot Noir	750	\$2.00 LTO

#### Signage Components & Merchandising Instructions

##### Signage reorder code: AIIM-22P12-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 February 26, 2022.

##### 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 February 26, 2022.

##### 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 February 26, 2022.

##### 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



# GIFTING

## VALENTINE'S ENHANCED GIFT BAG

The Valentine's Enhanced Gift bag will be force allocated to Mini Thematic A & B stores and **are not available for re-order.**

Merchandise the Valentine's gift bag on the Spirits and Wines Mini Thematic fixtures. Refer to the Mini Thematic A/B sections of this guide for more details.

### Participating Stores

1, 3, 4, 5, 10, 14, 15, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 36, 38, 41, 44, 51, 55, 59, 60, 62, 63, 64, 65, 68, 72, 74, 82, 83, 85, 90, 93, 95, 97, 102, 106, 115, 125, 130, 132, 139, 140, 143, 145, 148, 149, 150, 153, 154, 155, 156, 164, 168, 171, 177, 179, 187, 188, 191, 192, 195, 198, 200, 201, 207, 209, 210, 211, 212, 221, 226, 227, 228, 233, 237, 242, 243, 244, 248, 249, 250, 252, 253, 255, 260, 263, 265, 269, 278, 279, 287, 288, 298, 300, 310, 311, 312, 324, 325, 326, 329, 334, 340, 343, 344, 346, 351, 355, 359, 360, 361, 362, 366, 367, 371, 373, 378, 381, 382, 383, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 397, 398, 400, 401, 404, 407, 411, 412, 415, 416, 417, 425, 426, 427, 428, 431, 432, 434, 436, 437, 438, 443, 444, 445, 452, 453, 456, 459, 465, 470, 481, 485, 486, 489, 490, 491, 495, 497, 499, 500, 501, 505, 509, 511, 521, 522, 523, 528, 532, 534, 536, 542, 544, 545, 547, 549, 551, 553, 554, 555, 556, 559, 566, 568, 569, 573, 575, 579, 580, 584, 585, 587, 590, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 637, 638, 639, 640, 641, 643, 644, 649, 652, 653, 654, 655, 658, 660, 661, 667, 668, 670, 672, 675, 676, 680, 686, 693, 694, 698, 699, 700, 702, 703, 706, 741, 743, 746, 747, 748, 749, 751, 753, 755, 756, 771, 776

### Merchandising Options:



Valentine's Day Gift Bag

Case packed 50  
LCBO# 14193 • \$1.95

# HOW TO MERCHANDISE LCBO “Our Favourite” Gift Bags

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

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



All stores received the Year-Round Hot Buttons in P11 that are to be installed at each merchandising location in the store.

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



**LCBO “Our Favourite” Gift Bag**  
Case packed 100  
LCBO# 652842 • \$1.00

## Signage Re-order Codes

Signage	Description	Re-order #
 	LCBO “Our Favourite” Gift Bag Hot Button Signs	OP22-GFT1
	Hot Button Sign Clip (bundles of 10)	NIHK102
	Metal Bag End Aisle Holder	749390

**Cash End  
(all stores)**



**End Aisle  
(select stores)**



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




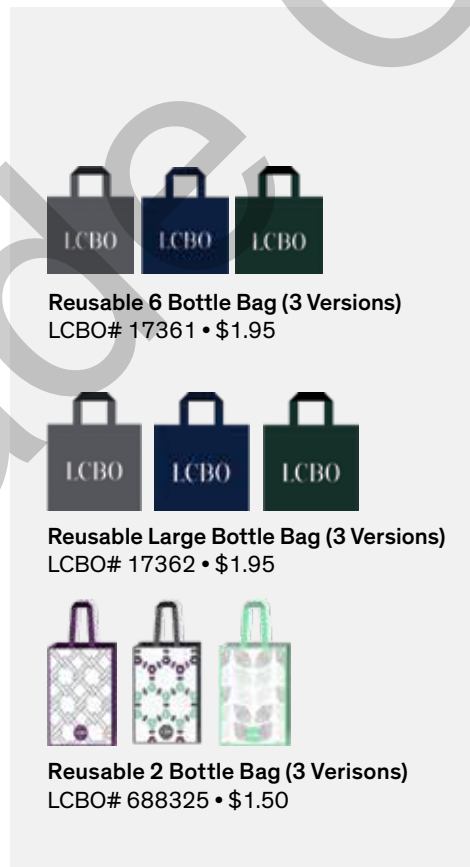
# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Metal)

Place the merchandiser in a prominent, high-traffic location near the front of the store. Please continue to replenish throughout the promotion.

### Signage Re-order Codes

Signage		Description	Reorder #
REUSABLE BAGS	REUSABLE BAGS SACS RÉUTILISABLES	Insert Sign	ENG/ENG: OP22-GFT9 BIL/BIL: OP22-GFT11
		 Metal Stand Bottom (solid black)	OP22-GFT10



# HOW TO MERCHANDISE

## Metal Reusable Bag Fixture

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

### Signage Re-order Codes

Signage	Description	Reorder #
	Year-Round Pole Topper Sign for Metal Reuseable Bags Fixture	ENG: OP22-GFT5 BIL: OP22-GFT6

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



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



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



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

# HOW TO MERCHANDISE

## Gift Packaging Floor Merchandiser (Wood)

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

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

### Delist Gift Packaging (Previous Years)

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

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

### Signage Re-order Codes

Signage	Description	Reorder #
	LCBO/Vintages Gift Packaging Floor Merchandiser Sign	ENG: OP22-GFT7 BIL: OP22-GFT8

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

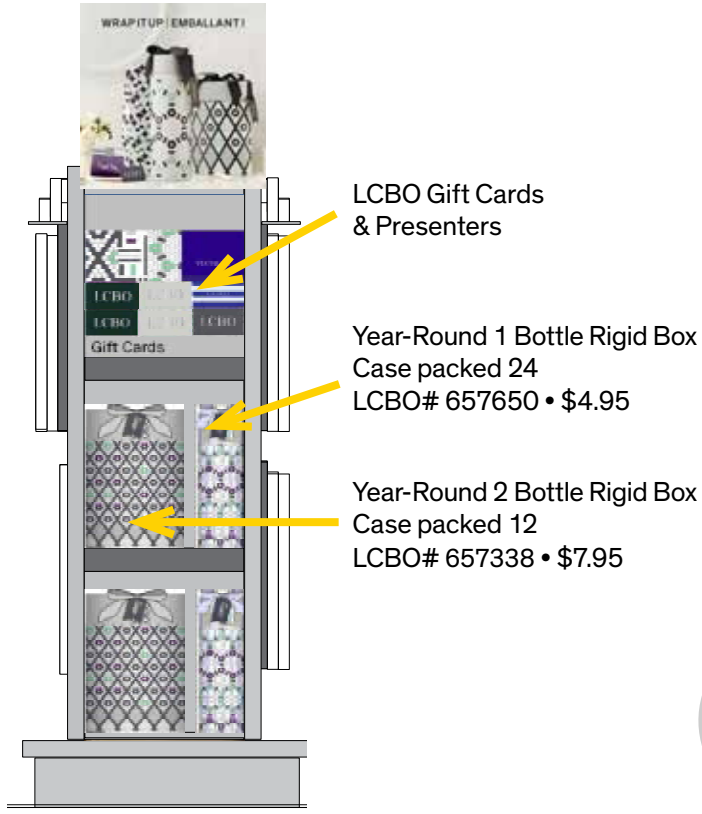


Front view

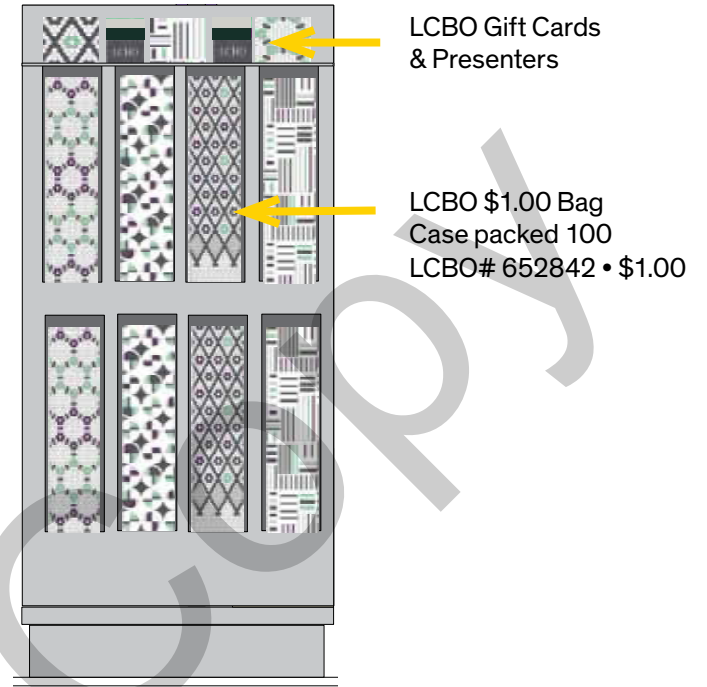


Back view

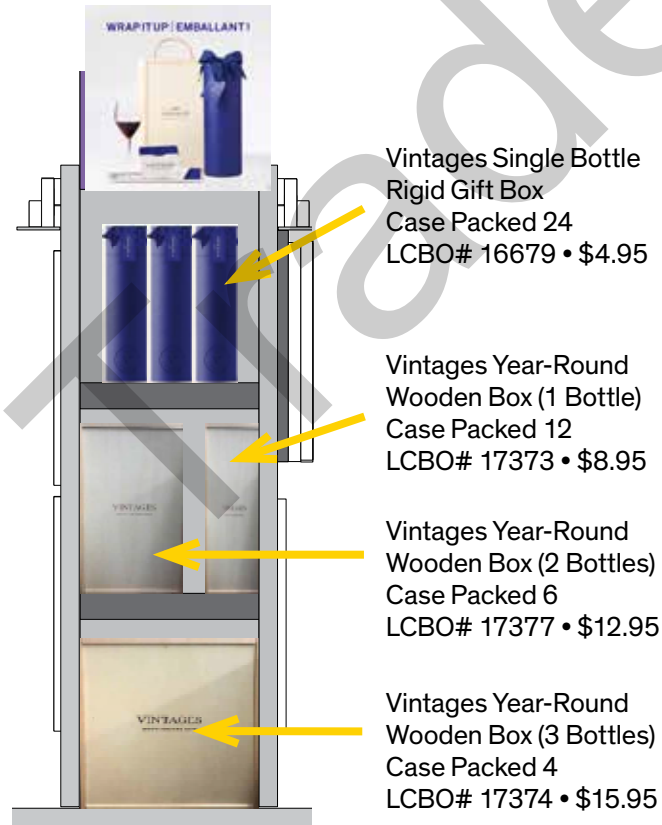
## SIDE A:



## SIDE B:



## SIDE C:

















## SIDE D:



# HOW TO MERCHANDISE LCBO Gift Cards

## Gift Cards & Carriers

LCBO#	Description	Image
648790	Charcoal	
648824	Corporate Green	
648816	Cool Grey	
647222	Vintages	
22104	<b>NEW</b> LCBO Grey	
22105	<b>NEW</b> LCBO Mint	

LCBO#	Description	Image
22106	<b>NEW</b> LCBO Charcoal Version 1	
22107	<b>NEW</b> LCBO Charcoal Version 2	
648808	Cheers (English)	
648766	Cheers (French)	
648865	Thank You (English)	
648873	Thank You (French)	
647271	Vintages (English)	
657882	Vintages (French)	

## 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 merchandise the Year-Round insert sign.
- Merchandise a selection of Year-Round Gift Cards and Carriers.
- Stores may order additional Gift Cards and carriers by emailing [ordergiftcards@lcbo.com](mailto:ordergiftcards@lcbo.com)

Description	Reorder #
Year-around Small Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	OP22-GFT3
Vintages Small Acrylic Gift Card Merchandiser insert sign (2 pieces)	OP22-GFT4
Gift Card Merchandiser	Re-order#
Small Acrylic Gift Card Merchandiser (for cash desk)	GFT 105

### Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)



Vintages Small Acrylic Gift Card Merchandiser (2 pieces)

# Wine and Spirits

## SPECIAL PROMOTIONS FIXTURE (CE2)

The Special Promotions Fixtures are located in front of cash registers. The Spirits Fixture will be merchandising 375 mL spirits products, and the Wine Fixture will hold 375 mL wine products.

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

### 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>)

### Merchandising Instructions

- Continue to merchandise the year-round category sign and poster sign.
- Please note that stores are not required to list product(s) that they do not already carry to support this program. Please select wines and spirits from the lists provided that are already listed in your store.
- Important Note: During the promotional period, if your store sells through a participating product(s), ONLY select an alternate product from the list to replace on the fixture for the duration of the period.

### Signage Components

- Category Sign Wine (Bilingual)  
Re-order #22OP-SPF1
- Category Sign Spirits (Bilingual)  
Re-order #22OP-SPF2
- Wine Poster Sign (Bilingual)  
Re-order #22OP-SPF3
- Spirits Poster Sign (Bilingual)  
Re-order #22OP-SPF4





## Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

### Participating Products

	LCBO#	Description	Size (mL)
Whisky	230987	Jameson Irish Whiskey	375
	74393	Baileys Irish Cream	375
Brown Spirits	12195	Grand Marnier Cordon Rouge	375
	31864	Disaronno Amaretto	375
	61408	Jagermeister	375
	398776	Fireball Whisky Shooter	375
	2808	Bacardi Gold Rum (P.E.T)	375
White Spirits	265199	Absolut Vodka	375
	417261	Hendrick's Gin	375
	446468	Ketel One	375
	604934	Grey Goose Vodka	375



## Wine Impulse - Half Bottles:

It is recommended that stores do not double merchandise any 375 mL wines on the special promotions fixture and the Front End Merchandiser, in order to reduce excess inventory at store level.

### Participating Products

LCBO#	Description	Size (mL)
6254	Folonari Valpolicella Classico	375
11989	Sterling Vineyards Cabernet Sauvignon	375
38810	Chateau Des Charmes Cabernet Merlot VQA	375
40469	Henkell Trocken	375
160085	>Kim Crawford Marlborough Sauvignon Blanc	375
194191	Villa Sandi Prosecco Il Fresco, Doc Treviso	375
253930	Martini & Rossi Asti	375
297630	Latour Pinot Noir	375
297648	Voga Pinot Grigio Igt	375
297655	Masi Campofiorin Igt	375
297663	Masi Costasera Amarone Classico	375
302612	Wyhdham Estate Bin 555 Shiraz	375
313817	>(V) J.Lohr Seven Oaks Cabernet Sauvignon	375
486456	Joij White Sparkling	250
687558	>(V) P.Grigio Valdadige Doc 375ml (Sta Margherita)	375



### Important Note:

If your store sells through a participating product(s), **ONLY** select an alternate product from the product list to replace on the fixture for the duration of the period.

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

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

## Key Dates (January 30 - February 26, 2022)

### Participating Stores

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

### Merchandising Instructions

- The four Flex Spaces that are sold to the Trade will be Promo Forced. SOQs of all participating stores will reflect minimum case orders for paid SKUs. Please continue to order healthy stock to support FSA and FSF as required.
- Use the list of skus provided to select the products your store will merchandise in each flex space.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- Please refer to the planoguides for product placement. Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.
- The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.

### Signage Components

#### New signage components for P12:

- USA Flex Space Box Sign (Re-order # 22P12-FS2)
- Europe Flex Space Box Sign (Re-order # 22P12-FS3)
- Chile/Argentina/South Africa Flex Space Box Sign (Re-order # 22P12-FS5)
- Shelf Talkers ENG (Re-order # 22P12-FS6) / BIL (Re-order # 22P12-FS7)
- Bin Strips - solid colour (Re-order # 22P12-FS8)

#### Continue to display the below signage components from P11:

- Sparkling Flex Space Box Sign (Re-order # 22P11-FS1)
- Australia/New Zealand Flex Space Box Sign (Re-order # 22P11-FS4)

## Participating Products

Box Sign	LCBO#	Description	Size (mL)	LTO
<b>(FSB) USA - California Flex Space "Discover Cali Favourites"</b>				

**\*Mandatory Participation: This is a SOLD promotion.**



13734	Robert Mondavi Private Selection Rum Barrels Merlot	750	
379180	Robert Mondavi Private Selection Chardonnay	750	
392225	Robert Mondavi Private Selection Cabernet Sauvignon	750	
405753	Robert Mondavi Private Selection Sauvignon Blanc	750	\$2.00
464149	Robert Mondavi Private Selection Bourbon Barrel Cabernet Sauvignon	750	\$2.00

**(FSC) Europe - Italy/SE Flex Space "Classic Italian Wines"**

**\*Mandatory Participation: This is a SOLD promotion.**



170142	Zonin Ripasso Valpolicella Superiore DOC	750	\$3.00
250498	Castello Del Poggio Moscato Frizzante	750	
277186	Zonin Prosecco Brut 1821 DOC	750	\$2.00
475145	Zonin Valpolicella Classico Doc	750	

**(FSD) Australia/New Zealand Flex Space "Explore Australian Wines"**

**\*Mandatory Participation: This is a SOLD promotion.**



(Keep up box sign from P11)

10717	2019 Carnivor Shiraz	750	\$2.00
17760	19 Crimes Pinot Noir	750	\$2.00
91702	Red Knot Cabernet	750	\$2.00
142935	The Formula Robert's Shiraz	1500	\$2.00
170134	Banrock Pink Moscato	750	\$1.50
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	
448548	Hardys Stamp Series Riesling Gew	750	\$1.00
943787	Wakefield Estate Shiraz 2019	750	\$2.00

**(FSE) Chile/Argentina Flex Space "Southern Hemisphere Wines"**

**\*Mandatory Participation: This is a SOLD promotion.**



22190	Astica Cabernet Sauvignon-Malbec	750	
22191	Astica Chardonnay-Chenin	750	
370924	Trapiche Pure Malbec	750	\$2.00
457119	Big Bill Cabernet Sauvignon	750	\$2.00
483263	Don David Reserve Malbec	750	
524322	Trapiche Reserve Malbec	1500	\$2.00
524330	Big Bill Sauvignon Blanc	750	\$2.00
614669	Trapiche Reserve Cabernet Sauvignon	750	\$1.50



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

### USA Flex Space



### EUROPE Italy/SE Flex Space



### Australia/New Zealand Flex Space




### Chile/Argentina Flex Space



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

1, 4, 10, 15, 17, 18, 19, 21, 22, 23, 25, 26, 31, 33, 34, 35, 38, 41, 44, 51, 55, 57, 65, 68, 74, 77, 82, 83, 84, 90, 95, 102, 106, 115, 125, 130, 132, 139, 141, 143, 145, 148, 149, 150, 154, 156, 158, 164, 166, 167, 168, 171, 179, 184, 187, 191, 195, 198, 207, 209, 211, 212, 216, 218, 221, 226, 227, 228, 233, 242, 243, 244, 250, 252, 253, 258, 263, 269, 270, 278, 279, 287, 288, 298, 300, 310, 325, 326, 329, 334, 340, 344, 346, 351, 359, 360, 361, 362, 367, 371, 373, 378, 381, 383, 385, 386, 387, 390, 391, 392, 393, 394, 397, 401, 404, 405, 407, 411, 412, 416, 417, 425, 427, 428, 431, 432, 434, 436, 437, 443, 445, 452, 456, 458, 459, 461, 465, 470, 481, 485, 489, 490, 491, 494, 495, 497, 499, 500, 501, 502, 505, 510, 511, 521, 523, 534, 536, 544, 545, 546, 549, 551, 553, 554, 555, 556, 564, 566, 568, 569, 573, 575, 579, 580, 584, 585, 587, 590, 601, 602, 605, 609, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 640, 641, 643, 644, 649, 652, 653, 654, 655, 658, 661, 665, 667, 670, 694, 698, 699, 700, 702, 703, 706, 741, 748, 771, 776

Refer to your stores floorplan for the location of the Sparkling/Rosé section. Merchandise a section of Sparkling/Rosé products (manager's discretion).

Box Sign	LCBO#	Description	Size (mL)	Offers
<b>Sparkling/Rosé Flex Space</b> "Great Sparklers For Less"				
		Products Featured At Manager's Discretion		
(Keep up box sign from P11)				
<b>Organic Flex Space</b>				
		Maintain regular merchandising of organic assortment (secondary location for all general list and Vintages organic products.)		

# FRONT END MERCHANDISER

## Spirited Picks Program (CE1)

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

- P11-12 Spirited Picks Box Sign  
ENG/BIL (Re-order #22P11-FEM1)
- Spirited Picks Shelf Talkers  
ENG (Re-order #22P12-FEM2)  
BIL (Re-order #22P12-FEM3)

### Merchandising Instructions

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

### Sample 3 FEM Planogram



### Sample 4 FEM Planogram



# Spirited Picks Program (CE1)

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.

## Key Dates (January 30 - February 26, 2022)

### Participating Stores

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

### Participating Products

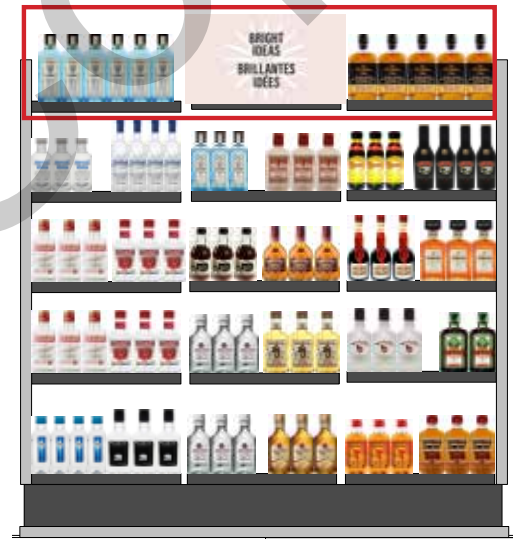
LCBO#	Description	Size (mL)	Offers
311910	Canadian Club Classic 12 Year Old	375	\$1.20 LTO
637058	Bombay Sapphire London Dry Gin	375	

### Signage Components

- P11-12 Spirited Picks Box Sign ENG/BIL (Re-order #22P11-FEM1)
- Spirited Picks Shelf Talkers  
ENG (Re-order #22P12-FEM2) / BIL (Re-order #22P12-FEM3)

### Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.
- Continue to display the box sign in the middle of the shelf. **Signage will stay up for both P11 and P12.**



Sample planogram with Spirited Picks Program

# 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 (January 30 - February 26, 2022)**

## Participating Stores

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

## Participating Products

LCBO#	Description	Size (mL)	Offers
174466	Jose Cuervo Especial Silver	750	
267161	Jose Cuervo Especial Gold	375	\$1.00 LTO
267187	Jose Cuervo Especial Gold	750	\$2.00 LTO

## Signage Components

- P11-12 A-Frame Sign  
ENG (Re-order#22P11-AF1) / BIL (Re-order#22P11-AF2)
- Shelf Talker  
ENG (Re-order# 22P11-AF3) / BIL (Re-order# 22P11-AF4)

## Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Continue to display the P11 A-frame sign. **Signage will stay up for both P11 and P12.**
- Merchandise the shelf talkers on the fixture.





# SHOPPING CART SIGN

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

## Key Dates

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

Home Delivery Message Shopping Cart Sign: Keep installed until the end of Period 13.

## Participating Stores

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

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

### Responsible Service Shopping Cart Sign



#### Signage Component

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

#### Merchandising Instructions

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

### P11-13 Home Delivery Shopping Cart Sign



#### Signage Component

- P11-13 Home Delivery Shopping Cart Sign ENG/BIL (Re-order # AIM-22P11-SC1)

#### Merchandising Instructions

- Install the Home Delivery message shopping cart sign on the inside of the shopping cart.

# Turn 3

## WINE FRIDGE

Period 12 - Period 2

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

### Participating Stores

#### Group A Stores

5, 10, 15, 18, 19, 25, 31, 36, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 171, 182, 195, 207, 212, 214, 217, 226, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 362, 371, 384, 386, 388, 390, 391, 393, 394, 397, 398, 412, 431, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 511, 528, 534, 536, 542, 545, 547, 555, 556, 566, 568, 569, 573, 601, 619, 624, 627, 630, 631, 632, 641, 653, 668, 672, 675, 680, 698, 741, 748, 751, 771, 776

#### Group B Stores

14, 23, 24, 26, 27, 33, 34, 45, 50, 51, 52, 55, 58, 59, 60, 61, 62, 63, 64, 68, 70, 72, 74, 77, 79, 80, 81, 86, 87, 90, 95, 97, 101, 110, 115, 124, 125, 130, 132, 139, 144, 152, 154, 155, 168, 177, 179, 183, 187, 190, 191, 192, 194, 196, 197, 200, 201, 202, 205, 208, 209, 210, 211, 216, 218, 219, 221, 222, 225, 229, 236, 244, 248, 249, 252, 255, 263, 266, 268, 270, 278, 287, 297, 300, 302, 310, 320, 321, 325, 340, 341, 343, 344, 351, 353, 358, 359, 361, 367, 368, 373, 378, 381, 382, 387, 392, 395, 399, 400, 401, 406, 407, 415, 416, 417, 427, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 502, 521, 526, 532, 533, 537, 539, 544, 550, 553, 554, 559, 564, 579, 580, 582, 584, 586, 593, 602, 605, 614, 617, 629, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 744

#### Group C Stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 82, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 193, 199, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 333, 335, 345, 349, 354, 366, 370, 372, 374, 380, 402, 403, 404, 408, 418, 419, 428, 430, 435, 441, 443, 461, 473, 481, 485, 504, 509, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 703, 706, 746, 749, 754, 755, 756, 760

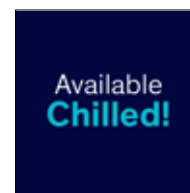
#### Group D Stores

1, 6, 17, 21, 22, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 65, 69, 71, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 128, 136, 145, 150, 158, 165, 166, 169, 174, 178, 188, 198, 220, 232, 237, 246, 247, 250, 258, 260, 265, 276, 293, 294, 296, 298, 301, 308, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 411, 414, 420, 425, 426, 429, 446, 449, 450, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 519, 522, 523, 527, 529, 530, 540, 549, 551, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 646, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753












### Signage Component






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

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



# ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	<b>Common End Aisles 10-20</b> Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P12-ST1 BIL: 22P12-ST2	
On Shelf	<b>Premium Flighted End Aisles</b> Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P12-ST14 BIL: 22P12-ST15	
On Shelf	<b>Premium Flighted Value Add</b> Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P12-STVA5 BIL: 22P12-STVA6	
On Shelf	<b>Premium Flighted Value Add</b> Perpendicular Shelf Talkers	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 22P12-STVA7 BIL: 22P12-STVA8	
On Shelf	<b>Standard Flighted End Aisles</b> Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P12-ST16 BIL: 22P12-ST17	
On Shelf	<b>Standard Flighted Value Add</b> Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P12-STVA9 BIL: 22P12-STVA10	
On Shelf	<b>Standard Flighted Value Add</b> Perpendicular Shelf Talkers	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 22P12-STVA11 BIL: 22P12-STVA12	
On Shelf	<b>Regular Program</b> Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P12-ST3 BIL: 22P12-ST4	
On Shelf	<b>Community Program</b> Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P12-ST5 BIL: 22P12-ST6	
On Shelf	<b>Discovery Program</b> Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P12-ST7 BIL: 22P12-ST8	
On Shelf	<b>Go Green Extender</b> Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P12-ST9 BIL: 22P12-ST10	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Generic Blank Pricer Cards (25pk)	Pricer Cards 8" w x 7" h	22P11-ST11	
On Shelf	Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	22P11-ST12	
On Shelf	Blank Bin Tags for General Use (25pk)	Bin Tags 6" w x 1¾" h	749358	
On Shelf	Pre-Printed Aeroplan Points Offer Shelf Talkers (English/Bilingual)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	AIM-22P12-ANS	
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	LTO Bundle AIM-P12-LTO	

Trade

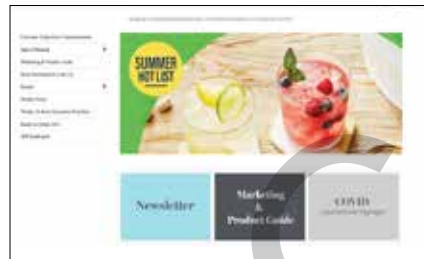
# Sold Space WORKSHEETS

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
1A		19516	Smirnoff Peach	750	LTO, VA
		21544	Smirnoff Pink Lemonade	750	VA
		545392	Smirnoff Berry Blast	750	VA
1B		22017	Smirnoff Vodka (P.E.T)	750	VA
		38505	Smirnoff Vodka (P.E.T)	1750	VA
		216929	Smirnoff Vodka	1140	VA, APP, Seasonal Block Pile D
2A 2B		10213	Kahlua Coffee Liquor	750	LTO
		10216	Kahlua Coffee Liquor	1140	VA
		10217	Kahlua Coffee Liquor	1750	LTO
3A 3B		217554	Captain Morgan Dark Rum	1140	VA, APP
		217653	Captain Morgan Original Spiced Rum	1140	VA, Seasonal Block Pile D
		217745	Captain Morgan White Rum	1140	VA, APP
4A 4B		398552	Bacardi Limon	750	VA
		520353	Bacardi Spiced Rum	750	VA
		570366	Bacardi Spiced Rum	1140	VA
5A 5B		30072	Chateau Timberlay Bordeaux Superieur Aoc	750	LTO
		77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO, Wine Fridge
		622134	Perrin La Vieille Ferme Rose Ventoux Aoc	750	LTO
6A 6B		21382	XOXO Rose Bag In Box	4000	LTO, Wine Fridge
		339168	Bodacious Smooth White	750	LTO
		589069	Peller Family Vineyards Red Bag In Box	4000	LTO
7A		3558	Gibson's Finest Rare 12 Years Old	750	LTO
		200741	Gibson's Finest Rare 12 Years Old	1750	LTO
		215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
7B		189217	Gibson's Finest Sterling Edition	750	End Aisle, APP
		215038	Gibson's Finest Sterling Edition	1750	End Aisle, APP
		215889	Gibson's Finest Sterling Edition Whisky	1140	End Aisle, APP

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
8A 8B		160994	Trivento Malbec Reserve	750	LTO
		226860	Wolf Blass Yellow Label Chardonnay	750	LTO
		258509	Woodbridge By Robert Mondavi Cabernet Sauv	1500	LTO
9A 9B		20926	Aperol 375ml	375	LTO
		176834	Aperol	750	VA
		277954	Campari Aperitivo	750	VA
10		13661	Refined Fool Zane Lost His Avocado Bag, Brut IPA (5732)	473	LTO
		18013	Brock Street Brewing Strong Scotch Ale (397)	473	
		20431	Ebb & Flow Raspberry, Lemon, Yuzu (LCBO Warehouse)	473	
		86439	Waterloo Dark (275 TBS)	473	
		272104	Dead Elephant Ale (8447)	473	
		351429	Amsterdam Boneshaker (3842)	473	LTO
		398693	Naughty Neighbour American Pale Ale (6699)	473	LTO
		493247	Cowbell Doc Perdue's Bobcat Red Ale (458)	473	LTO
11		688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473	LTO
		491803	Southern Comfort (P.E.T)	375	Necktag
		491811	Southern Comfort	750	LTO
12		491829	Southern Comfort	1140	VA
		311928	Canadian Club Classic 12 Year Old	750	LTO
		311936	Canadian Club Classic 12 Year Old	1140	LTO
13		311944	Canadian Club Classic 12 Year Old	1750	LTO
		474551	J.P. Wiser's Vanilla Whisky	750	
		474585	J.P. Wiser's Apple Whisky	750	LTO
14		625996	JP Wisers Old Fashioned Canadian Whisky	750	
		13686	Bread & Butter Pinot Noir	750	LTO
		491118	Radio Boka Tempranillo Vdespana Bib	3000	LTO
15		589036	Peller Family Vineyards Cab Merlot	4000	LTO
		2691	Tanqueray Dry Gin	750	
		96263	Tanqueray Dry Gin	1750	LTO
16		216721	Tanqueray London Dry Gin	1140	
		54866	Bulleit Bourbon Frontier Whiskey	750	VA
		350611	Bulleit Rye	750	LTO
		439075	Bulleit Bourbon 10 YO	750	

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
	17	40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	LTO	
		526251	Jackson-Triggs Reserve Chardonnay VQA	750	LTO	
		580183	Blu Giovello Pinot Grigio	750	LTO	
	18	225698	The Kraken Black Spiced Rum	750	LTO	
		318683	The Kraken Black Spiced Rum	1140	VA	
		366534	The Kraken Black Spiced Rum	375	VA	
	19	250134	Sortilege	750	LTO	
		352021	Sortilege Maple Cream	750	LTO	
		508150	Sortilege Blueberry	750	LTO	
	20	227413	Iceberg Vodka	1140		
		400754	Iceberg Vodka	750	VA	
		544155	Iceberg Vodka (P.E.T)	1750	LTO	
		22267	Santa Carolina Cabernet Sauvignon Low Alcohol	750		
		22270	Gato Negro Sauvignon Blanc De-alcoholised	750		
		22499	Gerard Bertrand Change Merlot	750		
		22500	Bottega 0 Rose, Piedmont Veneto	750		
		22501	Gerard Bertrand Naturae Cabernet Sauvignon	750		
		22543	Fitvine Cabernet Sauvignon	750		
<input type="checkbox"/>	<input type="checkbox"/>	<b>Feature Fixture</b>	22544	Fitvine Pinot Grigio	750	
			22545	Twisted Cedar Cabernet Sauvignon	750	
			22546	Twisted Cedar Chardonnay	750	
			22647	Asio Otus Pinot Grigio	1000	
			22878	3Q Umbria Rosso IGT	750	
			618231	Pelee Island Lola Gewürztraminer VQA	750	LTO
			669374	Vineland Estates Unoaked Chardonnay VQA	750	LTO



## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	LTO
		16189	Santa Rita Secret Reserve Sauvignon Blanc	750	LTO
		18329	Lion And The Lily Red Blend	750	LTO
		20979	Juliet Prosecco Rose DOC	750	LTO
		21383	Small Mercy Upbeat White	750	LTO
		21384	Small Mercy Easy Going Red	750	LTO
		21969	Longshot Pinot Noir	750	LTO
		152587	Chateau Saint-Germain Bordeaux Superieur AOC	750	LTO
		177477	Sandbanks Shoreline Chardonnay Pinot Grigio VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/> <b>New &amp; Seasonal</b>	217679	Jackson-Triggs Sparkling Reserve VQA	750	LTO
		230797	Fontella Chianti DOCG	750	LTO
		244616	Sandbanks Rosé VQA	750	LTO
		265157	Jacob's Creek Moscato	750	LTO
		295022	Two Oceans Pinot Grigio	750	LTO
		336735	Baden Gewurztraminer	750	LTO
		408286	Lolea No 1 Red Sangria Spain	750	LTO
		508721	Inniskillin Baco Noir VQA	750	LTO
		588962	Mezzomondo Negroamaro Puglia IGT	750	LTO
		633578	Jacob's Creek Pinot Grigio	750	LTO
		718940	Goats do Roam Red	750	LTO
		384867	Cognac Gautier VS	750	LTO
<input type="checkbox"/>	<input type="checkbox"/> <b>Entrance Table/COTM</b>	522359	Torres Brandy 10	750	
		557108	St Remy Xo Brandy	750	LTO
		5959	Baileys Irish Cream	750	VA
		11248	Baileys Espresso	750	LTO + VA
		18426	Forty Creek Nanaimo Bar Cream	750	LTO
		21555	Tia Maria Matcha Cream Liqueur	750	LTO
<input type="checkbox"/>	<input type="checkbox"/> <b>Mini Thematic A</b>	22452	Dillons Rosé Gin	750	LTO
		169441	Frangelico	750	LTO
		342246	Amarula Cream	750	LTO
		400259	Baileys Salted Caramel	750	VA
		462424	Cabot Trail Maple Cream	750	LTO
		604181	Gianduia Liquore Bottega	500	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			10717	Carnivor Shiraz	750	LTO
			16767	Saintly Sparkling Rosé VQA	750	LTO
			20995	Bottega Prosecco Rosé Doc Spumante Brut, Veneto	750	LTO
			253948	Martini & Rossi Asti	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic B</b>	267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	LTO
			341743	Trius Rosé VQA	750	LTO
			361881	Sandbanks French Kiss VQA	750	LTO
			429761	Santa Julia Reserva Malbec	750	LTO
			507467	Josh Cellars Legacy Red	750	LTO
			1487	Crown Royal Whisky	750	LTO + VA
			21378	Jim Beam White Label Bourbon	750	LTO + VA
			53140	Havana Club 7 Year Old	750	LTO + VA
			110056	Absolut Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	<b>Whisky Highball Front Nesting Table</b>	216689	J.P. Wiser's Deluxe Whisky	1140	VA
			217687	Canadian Club Whisky	1140	VA
			217794	Johnnie Walker Red Label Scotch Whisky	1140	LTO + VA
			358184	Tanqueray Rangpur Gin	750	VA
			382861	Lot No. 40 Singl Copper Pot Still Canadian Whsky	750	VA
			640995	Ketel One Botanical Peach And Orange Blossom	750	VA
			1784	Grand Marnier Cordon Rouge	750	
			4101	Remy Martin VSOP Cognac	750	VA
			15516	The Macallan Sherry Oak 12-Year-Old	750	
			23055	Hennessy VSOP Lunar New Year Gift Box Edition	750	
			95935	Grey Goose Vodka	750	
			292615	Jameson Black Barrel	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Lunar New Year Front Nesting Table</b>	292805	Johnnie Walker 18 Year Old Scotch Whisky	750	
			388306	Inniskillin Vidal Icewine	375	LTO
			410803	D'Ussé VSOP Cognac	750	
			492520	Bacardi 8 Year Old Reserva Gold Rum	750	
			537258	Tiger Beer	500	LTO
			541615	Johnnie Walker Blue Label Chinese New Year Edition	750	
			636845	Redbreast 12 Year Old Irish Whiskey	750	LTO
			648881	Grand Marnier Louis Alexandre	750	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	247627	Mill Street Original Organic Lager (1950)	473	LTO
			311779	Bud Light (275)	6 × 473	LTO
			311787	Budweiser (275)	6 × 473	VA
			496968	Michelob Ultra (275)	6 × 473	
			697623	Michelob Ultra (275)	6 × 355	LTO
			905976	Budweiser (275)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	14994	Nutrl Vodka Soda Mixed Pack	12 × 355	LTO
			15004	Twisted Tea Mix	12×355	LTO
			15373	White Claw Hard Seltzer Mixer	12 × 355	
			19153	Cottage Springs Raspberry Lime Bag In Box	4000	
			19357	Social Lite Mixed Pack	12 × 355	
			321778	Smirnoff Ice	12 × 330	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	984	Alberta Premium Whisky	750	APP
			15012	Northern Keep Vodka	750	APP
			88799	Alberta Pure Vodka (P.E.T.)	750	APP
			350397	Banff Ice Vodka	750	APP
			390583	Canadian Club 100% Rye	750	APP
			517136	Alberta Premium Whisky (P.E.T.)	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	67	Smirnoff Vodka	750	VA
			1487	Crown Royal	750	VA
			17047	Captain Morgan Sliced Apple Spiced Rum	750	VA
			216929	Smirnoff Vodka	1140	APP + VA
			217653	Captain Morgan Original Spiced Rum	1140	VA
			217950	Crown Royal	1140	VA
			500512	Captain Morgan Original Spiced Rum	750	VA

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			16363	Cono Sur Pinot Noir Organic	750	LTO	
			20905	Farpoint Cabernet Sauvignon Bourbon Barrel Aged	750	LTO	
			266049	Adobe Reserva Sauvignon Blanc Organic	750	LTO	
			272609	Las Mulas Sauvignon Blanc Reserva Organic	750	LTO	
			275925	Santa Carolina Reserva Cabernet Sauvignon	750	LTO	
			322586	Montes Alpha Cabernet Sauvignon	750	LTO	
			350546	Root 1 Carmenere Colchagua	750		
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	434662	Novas Gran Reserva Carménère Cab Sauvignon Organic	750	LTO	
			436956	Casillero del Diablo Reserva Devil's Collection Red	750	LTO	
			454868	Las Mulas Merlot Reserva Organic	750	LTO	
			218644	Santa Rita 120 Reserva Especial Cabernet Sauvignon	750	APP	
			23606	Santa Rita 120 Reserva Especial Sauvignon Blanc	750	APP	
			304022	Santa Carolina Reserva Chardonnay	750	APP	
			63891	Emiliana Coyam	750		
			694208	Pérez Cruz Reserva Cabernet Sauvignon	750		
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone A	19923	Peroni Nastro Azzurro Slim Can (LCBO Warehouse)	6 × 330	LTO
				143891	Peroni Nastro Azzurro (LCBO Warehouse)	500	LTO
		525188		Peroni Nastro Azzurro (LCO Warehouse)	6 × 330	VA	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	24518	Flying Monkeys Space Age Sunshine Quadruple IPA (1154)	473		
			24580	Lake Of Bays Day Dreamin' Tropical Fruit Pale Ale (877)	473		
			24824	Muskoka Big World Small Batch - Belgium (LCBO Warehouse)	473		
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	300681	Coors Light (275 TBS)	6 × 473	LTO	
			300699	Molson Canadian (275 TBS)	6 × 473	VA	
			904144	Molson Canadian (275 TBS)	6 × 355	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	17817	Corona Extra (275 TBS)	6 × 473		
			17818	Corona Extra (275 TBS)	6 × 330	Contest	
			17846	Corona Extra (275 TBS)	6 × 355	LTO	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Ontario Craft Beer End Aisle	22626	Elemental Porter Ale		
			254656	Ayinger Celebrator Doppelbock		
			22628	Great Divide Mexican Chocolate Yeti Imperial Stout		
<input type="checkbox"/>	<input type="checkbox"/>		23732	Gahan 1772 India Pale Ale		
			492041	Doppel Hirsch Doppel Bock		
			17833	Oskar Blues Can-O-Bliss Double IPA		
			23743	Kriek Boon		
			25314	Bourgogne Des Flanders Blond		
		Ontario Go-Local	4705	20 Bees Chardonnay VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		260364	Megalomaniac Homegrown Red VQA	750	LTO
			518753	D'Ont Poke The Bear White VQA	750	LTO
			618223	Pelee Island Lola Cabernet Franc Cabernet Sauvignon VQA	750	LTO
		Ontario VQA Our Buyer's Pick	20264	Popcorn Chardonnay VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>		308486	Angels Gate Pinot Noir VQA	750	
			146761	Fielding Riesling VQA	750	
			587964	Trius Cabernet Franc VQA	750	
		Vintages Essentials on Offer	145920	Tenuta Frescobaldi Di Castiglioni Toscana	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		292151	Louis M.Martini Cabernet Sauvignon	750	LTO
		Vintages WOM: Feb 5	29280	Terrazas de los Andes Reserva Malbec 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>		994608	Castello di Bossi C. Berardenga Chianti Classico 2018	750	
		Vintages WOM: Feb 19	251637	Cave de Roquebrun Roches Noires 2019	750	
<input type="checkbox"/>	<input type="checkbox"/>		429662	Killibinbin Scream Shiraz 2016	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	258673	G. Marquis The Silver Line Pinot Noir	750	LTO
		Spirited Picks Display	311910	Canadian Club Classic 12 Year Old	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>		637058	Bombay Sapphire London Dry Gin	375	
			174466	Jose Cuervo Especial Silver	750	
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	267161	Jose Cuervo Especial Gold	375	LTO
			267187	Jose Cuervo Especial Gold	750	LTO



## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R39 USA A	534263	Beringer Founders Estate Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R40 USA B	161141	Paso Creek Cabernet Sauvignon Paso Robles	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41 Chile A	292110	La Mascota Cabernet Sauvignon	750	LTO						Y	Y	Y	Y	
R42 Chile B	370924	Trapiche Pure Malbec	750	Flex Space, LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	348680	Bersano Costalunga Barbera D'Asti Docg	750	LTO										Y
R44 France Blend B	580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	LTO									Y	Y
R46 France South B	166	Sogrape Mateus Rosé	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/ Burgundy A	270363	Castillo De Almansa Reserva, Almansa	750	LTO									Y	Y
R48 Italy Central A	620989	Hoya De Cadenas Reserva, Utiel-Requena	750	LTO									Y	Y
R49 Italy Central B	416487	The Wanted Zin Old Vines Zinfandel Igt	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	26278	Folonari Valpolicella Classico	1500	LTO					Y	Y	Y	Y	Y	Y
R51 Italy North B	12023	Freixenet Prosecco Doc	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	143164	Cusumano Nero D'Avola Terre Sicilane Igt	750	LTO										Y
R53 Southern Europe B	926626	>(V) Les Sinards Chateauneuf (Perrin & Fils)	750	LTO									Y	Y
R54 Germany A	216960	Segura Viudas Brut Reserva Cava Sparkling	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	203125	Henkell Rose	750	LTO									Y	Y
R56 Sparkling B	341347	Fresh Possibilities Sparkling Rose VQA	750	LTO				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	19981	No Boats On Sunday Peach Cider (LCBO Warehouse)	473	LTO										Y
R58 Ontario Beer B	560532	Strongbow Cider (LCBO Warehouse)	500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	15864	Muddy York Brewing Working Hard New England IPA (2244)	473											Y
R60 Beer 2	22234	Mill Street Vanilla Porter (1950)	440	LTO				Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	537258	Tiger Beer (LCBO Warehouse)	500	Front Nesting Table, LTO				Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	508572	Flying Monkeys Juicy Ass IPA (6309)	473				Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1		Store Manager's Discretion					Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	5280	Vodka Mudshake Chocolate	4 x 270	LTO				Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	321752	Smirnoff Ice Light (P.E.T)	1000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	209221	Absolut Vodka	1140	LTO	Corby Spirit And Wine Limited
C2: Canadian Whisky	326025	Basil Hayden Straight Bourbon	750	LTO	Beam Suntory
C3: Ontario Non VQA Blend	19339	Good Natured Merlot Gamay Noir VQA	750	LTO	Andrew Peller Limited
C4: French Blend	533026	Masi Modello Merlot Trevenezie Igt	750	LTO	Authentic Wine & Spirits Merchants
C5: Fixed Store Location	210047	Columbia Crest H3 Cabernet Sauvignon	750	LTO	Philippe Dandurand Wines Ltd.
C6: Vodka	216820	Finlandia Vodka	1140	LTO	Pma Canada Ltd.
C7: Scotch	623678	Carolans Irish Cream	1140	Value Add	Glazer's Of Canada
C8: Liqueurs	14910	Bushmills Irish Whiskey	750	LTO	Proximo Spirits Canada Inc.
C9: Ontario Blends	16878	The Audacity Of Thomas G. Bright Orange VQA	750	LTO	Arterra Wines Canada Inc.
C10: France Red	369777	19 Crimes Shiraz Durif	750	LTO	Mark Anthony Wine & Spirits

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	296574	Cottage Block Sauvignon BI Riesling VQA	750	LTO, Wine Fridge	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	11452	(V) Riesling Reserve (Alsace Willm)	750	LTO	Churchill Cellars Ltd.
D3: Discovery Wines 3	295022	Two Oceans Pinot Grigio	750	Feature Fixture B, LTO	Pma Canada Ltd.
D4: Discovery BSM 1	13814	Shawn & Ed Lagershed Original (902)	4 x 473	LTO	Noble Estates Wines & Spirits Inc.
D5: Discovery BSM 2	572313	Asahi Super Dry (LCBO Warehouse)	500	LTO	Asahi Canada
D6: Discovery BSM 3	447763	Jaw Drop Tickling Pink Lemonade	473	LTO	Breakthru Beverage Canada Inc.
D7: Discovery Spirits 1	630913	Tia Maria	750	LTO	Pma Canada Ltd.
D8: Discovery Spirits 2	13915	The Forager Botanical Whisky	750	LTO	Forty Creek Distillery Ltd
D9: Discovery Spirits 3	638205	Zirkova Together Ultra Premium Vodka	750	LTO	Dionysus Wines & Spirits Ltd.

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	170134	Banrock Station Pink Moscato Rose	750	Flex Space, LTO	The Bacchus Group Inc.



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
42	Canadian Club Premium	750	\$1.25	Shelf Extender
166	Sogrape Mateus Rosé	750	\$2.00	Shelf Extender
570	Beefeater Dry	750	\$1.00	Shelf Extender
1487	Crown Royal	750	\$1.50	Front Nesting Table
2253	Disaronno Amaretto	750	\$2.00	
3558	Gibson's Finest Rare 12 Years Old	750	\$3.00	End Aisle
4705	20 Bees Chardonnay Unoaked VQA	750	\$1.00	goLOCAL
5280	Vodka Mudshake Chocolate	4 × 270	\$1.00	Shelf Extender
7617	Chivas Regal 12 Year Old	750	\$5.00	
10213	Kahlua Coffee Liquor	750	\$1.00	End Aisle
10217	Kahlua Coffee Liquor	1750	\$2.00	End Aisle
10717	Carnivor Shiraz	750	\$2.00	Mini Thematic, Flex Space
11248	Baileys Espresso	750	\$1.00	Mini Thematic, Value Add
11452	>(V) Riesling Reserve (Alsace Willm)	750	\$2.00	Discovery Extender
11572	XOXO Moscato	750	\$1.00	
12023	Freixenet Prosecco Doc	750	\$2.00	Shelf Extender
13661	Refined Fool Zane Lost His Avocado Bag, Brut IPA	473	\$0.25	Mini Thematic
13686	Bread & Butter Pinot Noir	750	\$2.00	End Aisle
13814	Shawn & Ed Lagershed Original	4 × 473	\$1.50	Discovery Extender
13915	The Forager Botanical Whisky	750	\$2.00	Discovery Extender
14400	Coors Original	6 × 473	\$1.00	
14534	Twisted Tea Peach	473	\$0.20	
14882	Saintly Rose VQA	750	\$2.00	Mini Thematic, Wine Fridge
14910	Bushmills Irish Whiskey	750	\$2.00	Comm. Extender
14987	Muskoka Craft Lager	6 × 473	\$1.25	OCB
14994	Nutrl Vodka Soda Mixed Pack	12 × 355	\$2.00	Seasonal Block Pile B
14996	Hollandia Lager	4 × 500	\$1.00	
15004	Twisted Tea Mix	12 × 355	\$1.50	Seasonal Block Pile B
15119	Creemore Springs Lager	6 × 355	\$1.00	
15299	Okanagan Harvest Pear	473	\$0.30	
15435	Schneider Helle Weisse	500	\$0.50	
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	\$2.00	Feature Fixture B
16189	Santa Rita Secret Reserve Sauvignon Blanc	750	\$2.00	Feature Fixture B
16363	Cono Sur Pinot Noir Organic	750	\$2.00	Middle Nesting Table
16546	On The Rocks Hornitos Margarita	375	\$3.00	Shelf Extender
16859	Dixon's Wicked Blueberry Gin	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16878	The Audacity Of Thomas G. Bright Orange VQA	750	\$1.00	Comm. Extender
16896	Amsterdam Neon Haze	473	\$0.30	
17760	19 Crimes Pinot Noir	750	\$2.00	Flex Space
17823	Stella Artois	6 × 330	\$1.00	
17846	Corona Extra	6 × 355	\$1.00	EZD
18329	Lion And The Lily Red Blend	750	\$2.00	Feature Fixture B
18426	Forty Creek Nanaimo Bar Cream	750	\$1.00	Mini Thematic
18919	D'Usse VSOP	375	\$2.00	
19158	Laphroaig Quarter Cask Single Islay Malt	750	\$5.00	Shelf Extender
19268	Beau's Full Time IPA	473	\$0.25	
19339	Good Natured Merlot Gamay Noir VQA	750	\$2.00	Comm. Extender
19419	Baileys Deliciously Light	750	\$1.50	
19516	Smirnoff Peach	750	\$1.00	End Aisle, Value Add
19612	Jacob's Creek Shiraz/Cabernet	1500	\$2.00	
19923	Peroni Nastro Azzurro Slim Can	6 × 330	\$1.00	EZA
19954	Tommasi Valpolicella Doc	750	\$2.00	
19981	No Boats On Sunday Peach Cider	473	\$0.25	Shelf Extender
20060	Sensi Chianti Dal Campo Docg	750	\$1.00	
20352	Bud Light Seltzer Strawberry	473	\$0.15	
20710	Duca Di Saragnano Chianti Governo	750	\$1.00	
20799	La Marca Prosecco Rose Doc	750	\$2.00	Wine Fridge
20905	Farpoint Cabernet Sauvignon Bourbon Barrel Aged	750	\$2.00	Middle Nesting Table
20926	Aperol 375ml	375	\$1.00	End Aisle
20979	Juliet Prosecco Rose Doc	750	\$1.50	Feature Fixture B
20995	Bottega Prosecco Rose Doc Spumante Brut, Veneto	750	\$2.00	Mini Thematic
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	\$2.00	
21378	Jim Beam White Label Bourbon	750	\$1.75	Front Nesting Table
21382	XOXO Rose Bag In Box	4000	\$2.85	End Aisle, Wine Fridge
21383	Small Mercy Upbeat White	750	\$1.00	Feature Fixture B, Wine Fridge
21384	Small Mercy Easy Going Red	750	\$1.00	Feature Fixture B
21555	Tia Maria Matcha Cream Liqueur	750	\$2.00	Mini Thematic
21825	Wayne Gretzky Estates Canadian Maple Cream	750	\$3.00	Shelf Extender
21969	Longshot Pinot Noir	750	\$2.00	Feature Fixture B
22196	Fresco Di Masi Rosso	750	\$3.00	
22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	\$3.00	Shelf Extender
22234	Mill Street Vanilla Porter	440	\$0.25	Shelf Extender
22452	Dillons Rose Gin	750	\$2.00	Mini Thematic

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
22885	Dillon's Manhattan	500	\$1.00	Shelf Extender
26278	Folonari Valpolicella Classico	1500	\$3.00	Shelf Extender
30072	Chateau Timberlay Bordeaux Superieur Aoc	750	\$2.00	End Aisle
37861	Pabst Blue Ribbon	473	\$0.25	
38026	Negrar Valpolicella Doc	1500	\$3.00	
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	\$2.00	End Aisle
53140	Havana Club 7 Years Old	750	\$3.00	Shelf Extender, Front Nesting Table
58677	XOXO Pinot Grigio/Chardonnay	750	\$1.00	Shelf Extender
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	End Aisle, Wine Fridge
81653	Chateau Des Charmes Barrel Fermentd Chard VQA	750	\$1.50	Shelf Extender
91702	Red Knot Cabernet Sauvignon	750	\$2.00	Flex Space
96263	Tanqueray Dry Gin	1750	\$2.00	End Aisle
103341	Canadian Club Premium (P.E.T)	750	\$1.25	
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	\$3.00	Shelf Extender
107763	Pelee Island Monarch Red VQA	750	\$1.00	
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750	\$2.00	
119628	Lindemans Bin 45 Cabernet Sauvignon	750	\$1.00	
142935	>Small Gully The Formula Robert's Shiraz	750	\$2.00	Flex Space
143040	Hornitos Reposado Tequila	750	\$4.00	Shelf Extender
143164	Cusumano Nero D'Avola Terre Sicilane lgt	750	\$2.00	Shelf Extender
143891	Peroni Nastro Azzurro	500	\$0.20	EZA
145417	Pelee Island Lighthouse Riesling VQA	750	\$2.00	Shelf Extender
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00	VL 1
152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	\$2.00	Feature Fixture B
160994	Trivento Malbec Reserve	750	\$2.00	End Aisle
161141	Paso Creek Cabernet Sauvignon Paso Robles	750	\$2.00	Shelf Extender
166637	Pelee Island Rouge	1500	\$0.85	Shelf Extender
169441	Frangelico	750	\$2.00	Mini Thematic
170134	Banrock Station Pink Moscato Rose	750	\$1.50	Green Extender, Flex Space
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$3.00	Flex Space
173542	Tequila Don Julio Blanco	750	\$5.00	
177477	Sandbanks Estate Shoreline White VQA	750	\$2.00	Feature Fixture B
193490	Baileys Irish Cream	1750	\$3.00	
200741	Gibson's Finest Rare 12 Years Old	1750	\$5.00	End Aisle
203125	Henkell Rose	750	\$2.00	Shelf Extender
207613	Jameson Irish Whiskey	1140	\$2.00	Shelf Extender
209221	Absolut Vodka	1140	\$1.00	Comm. Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
210047	>Columbia Crest H3 Cabernet Sauvignon	750	\$2.00	Comm. Extender
210286	Russian Standard Vodka	1140	\$1.50	
211110	Wyborowa Vodka	1140	\$1.20	Shelf Extender
211185	Rockstar Original	473	\$0.55	
212282	Luksusowa Vodka	1140	\$1.00	Shelf Extender
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$4.00	End Aisle
216820	Finlandia Vodka	1140	\$1.00	Comm. Extender
216945	Freixenet Cordon Negro Brut Cava	750	\$2.00	Wine Fridge
216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$2.00	Shelf Extender, Wine Fridge
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$2.00	Feature Fixture B
217794	Johnnie Walker Red Label	1140	\$1.50	Front Nesting Table
225698	The Kraken Black Spiced Rum	750	\$1.50	End Aisle
226860	Wolf Blass Yellow Label Chardonnay	750	\$2.50	End Aisle
230797	Fontella Chianti Docg	750	\$2.00	Feature Fixture B
244616	Sandbanks Rose VQA	750	\$2.00	Feature Fixture B
247627	Mill Street Original Organic Lager	473	\$0.25	
250134	Sortilege	750	\$3.00	End Aisle
253948	Martini & Rossi Asti	750	\$1.50	Mini Thematic
258509	Woodbridge By Robert Mondavi Cabernet Sauv	1500	\$3.00	End Aisle
258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	\$2.00	OWS
260364	Megalomaniac Homegrown Red VQA	750	\$2.00	goLOCAL
265157	Jacob's Creek Moscato	750	\$2.00	Feature Fixture B
266049	Adobe Reserva Sauvignon Blanc Organic	750	\$2.00	Middle Nesting Table
267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	\$2.00	Mini Thematic
267161	Jose Cuervo Especial Gold	375	\$1.00	Cold Room Spirits
267187	Jose Cuervo Especial Gold	750	\$2.00	Cold Room Spirits
270363	Castillo De Almansa Reserva, Almansa	750	\$1.50	Shelf Extender
270447	Guinness Draught Beer	500	\$0.25	
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$2.00	Middle Nesting Table
273748	>(V) Tres Picos Campo De Borja (Bodegas Borsao)	750	\$2.00	
275925	Santa Carolina Cabernet Sauvignon Reserva	750	\$2.00	Middle Nesting Table
277186	Zonin Prosecco Brut 1821 Doc	750	\$2.00	Flex Space
286278	>V) Flat Rock Cellars Chardonnay	750	\$2.00	
292110	La Mascota Cabernet Sauvignon	750	\$2.00	Shelf Extender
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	\$2.00	VL1
295022	Two Oceans Pinot Grigio	750	\$2.00	Discovery Extender, Feature Fixture B

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
296228	Calvados Boulard Pays D'Auge	750	\$5.00	
296574	Cottage Block Sauvignon BI Riesling VQA	750	\$1.00	Discovery Extender, Wine Fridge
300681	Coors Light	6 × 473	\$1.00	EZH
311779	Bud Light	6 × 473	\$1.00	Seasonal Block Pile A
311910	Canadian Club Classic 12 Year Old	375	\$1.20	CE1
311928	Canadian Club Classic 12 Year Old	750	\$3.00	End Aisle
311936	Canadian Club Classic 12 Year Old	1140	\$1.95	End Aisle
311944	Canadian Club Classic 12 Year Old	1750	\$2.55	End Aisle
314575	>(V) Sterling Napa Valley Cabernet Sauvignon	750	\$5.00	
321752	Smirnoff Ice Light (P.E.T)	1000	\$1.00	Shelf Extender
321778	Smirnoff Ice	12 × 330	\$2.50	Seasonal Block Pile B
322586	>Montes Alpha Cabernet Sauvignon	750	\$3.00	Middle Nesting Table
325787	McGuigan Black Label Shiraz	750	\$1.00	Shelf Extender
326025	Basil Hayden Straight Bourbon	750	\$5.00	Comm. Extender
326728	>(V) Oyster Bay Chardonnay Marlborough	750	\$3.00	
336735	Baden Gewurztraminer	750	\$1.00	Feature Fixture B
339168	Bodacious Smooth White	750	\$1.00	End Aisle
341347	Fresh Possibilities Sparkling Rose VQA	750	\$2.50	Shelf Extender
341743	Trius Rose VQA	750	\$2.00	Mini Thematic
342246	Amarula Cream	750	\$2.00	Mini Thematic
348680	Bersano Costalunga Barbera D'Asti Docg	750	\$2.50	Shelf Extender
350504	Yellow Tail Big Bold Red	750	\$2.00	Shelf Extender
350611	Bulleit Rye	750	\$1.50	End Aisle
351429	Amsterdam Boneshaker	473	\$0.30	Mini Thematic
352021	Sortilege Maple Cream	750	\$3.00	End Aisle
355933	Black Cellar Shiraz Cabernet	750	\$1.00	Shelf Extender
361881	Sandbanks French Kiss VQA	750	\$2.00	Mini Thematic
363770	Ketel One Vodka	1140	\$3.00	
363986	Cazadores Blanco Tequila	750	\$1.00	Shelf Extender
366666	El Dorado 8 YO Cask Aged Demerara Rum	750	\$3.00	Shelf Extender
369009	Pinnacle Vodka	750	\$1.00	Shelf Extender
369777	19 Crimes Shiraz Durif	750	\$2.00	Comm. Extender
370320	Chateau Des Charmes Cabernet Sauvignon VQA	750	\$2.00	Shelf Extender
370924	Trapiche Pure Malbec	750	\$2.00	Shelf Extender, Flex Space
376756	Peninsula Ridge Pinot Grigio VQA	750	\$2.00	Wine Fridge
377275	Innis & Gunn Lager	500	\$0.30	
379958	Kronenbourg 1664 Blanc	500	\$0.30	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
380584	Schofferhofer Grapefruit Radler	500	\$0.40	
380865	Rumchata	750	\$2.50	Shelf Extender
383059	Sleeman Original Draught	6 × 473	\$2.00	
384867	Cognac Gautier VS	750	\$2.50	Front Entrance Table
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00	Front Nesting Table
394015	Brickworks Batch:1904 Cider	473	\$0.30	
398677	St Ambroise Oatmeal Stout	473	\$0.40	
398693	Naughty Neighbour American Pale Ale	473	\$0.25	Mini Thematic
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	
402818	Flor De Cana Grand Reserva 7 Rum	750	\$2.00	Shelf Extender
404012	Graham's 10 Year Old Tawny Port	750	\$3.00	
405753	Robert Mondavi Private Selection Sauv Blanc	750	\$2.00	Flex Space
408286	Lolea No 1 Red Sangria Spain	750	\$2.00	Feature Fixture B
416487	The Wanted Zin Old Vines Zinfandel Igt	750	\$2.00	Shelf Extender
418590	Modelo Especial	6 × 355	\$1.00	
419515	Smirnoff Grapefruit	750	\$1.00	
422345	Moosehead Lager	6 × 473	\$1.50	
426528	Wayne Gretzky Baco Noir VQA	750	\$1.00	Shelf Extender
429761	Santa Julia Reserva Malbec	750	\$2.00	Mini Thematic
431106	Creekside Cabernet Merlot VQA	750	\$2.00	
434662	Novas Gran Reserva Carmenere Cab Sauvignon Organic	750	\$2.00	Middle Nesting Table
436956	Casillero Del Diablo Devil's Collection Red	750	\$2.00	Middle Nesting Table, Necktag
442731	Kilkenny Irish Ale	4 × 500	\$1.00	
447763	Jaw Drop Tickling Pink Lemonade	473	\$0.25	Discovery Extender
448548	Hardys Stamp Series Riesling/Gewurztraminer	750	\$1.00	Flex Space
454868	Las Mulas Merlot Reserva Organic	750	\$2.00	Middle Nesting Table
457119	Big Bill Cabernet Sauvignon	750	\$2.00	Flex Space
459917	Peller Family Vineyards Rose	1500	\$1.50	Shelf Extender
460360	El Jimador Tequila Reposado	750	\$2.00	
462309	Lamb's Spiced Rum	750	\$1.00	Shelf Extender
462424	Cabot Trail Maple Cream	750	\$2.00	Mini Thematic
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	\$2.00	Flex Space
474585	J.P. Wiser's Apple Whisky	750	\$1.00	End Aisle
478909	Belgian Moon 473	473	\$0.20	
479014	> (V) Gran Feudo Reserva	750	\$2.00	
479980	Macallan 12 Yo Double Cask	750	\$5.00	Shelf Extender
480442	Liquormen's Dirty OI Cad Whisky, Trailer Park Boys	750	\$3.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
485995	XOXO Red Sangria	750	\$1.00	
486456	Joiy White Sparkling	250	\$0.50	
491118	Radio Boka Tempranillo Vdespana Bib	3000	\$5.00	End Aisle
491811	Southern Comfort	750	\$3.00	End Aisle
492009	Steam Whistle Can	473	\$0.25	
493247	Cowbell Doc Perdue's Bobcat Red Ale	473	\$0.20	Mini Thematic
497487	Sierra Nevada Ale	473	\$0.20	
499384	Kacaba Cabernet VQA	750	\$2.00	
500546	Captain Morgan Original Spiced Rum (P.E.T.)	1750	\$1.50	Shelf Extender
507467	Josh Cellars Legacy Red	750	\$2.00	Mini Thematic
508150	Sortilege Blueberry	750	\$3.00	End Aisle
508721	Inniskillin Baco Noir VQA	750	\$2.00	Feature Fixture B
514463	Whitley Neill Original London Dry Gin	750	\$5.00	Value Add
515098	Shiny Apple Rose	473	\$0.50	
515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$1.00	
518753	D'Ont Poke The Bear White VQA	750	\$1.00	goLOCAL
524322	Trapiche Reserve Malbec	1500	\$2.00	Flex Space
524330	Big Bill Sauvignon Blanc	750	\$2.00	Flex Space
526251	Jackson-Triggs Reserve Chardonnay VQA	750	\$1.00	End Aisle
533026	Masi Modello Merlot Trevenezie Igt	750	\$2.00	Comm. Extender
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
534925	Grolsch Pilsner	6 × 500	\$1.00	
535641	Vicente Faria Animus Douro, Do	750	\$2.00	
537258	Tiger Beer	500	\$0.35	Shelf Extender, Front Nesting Table
544155	Iceberg Vodka (P.E.T)	1750	\$1.00	End Aisle
545160	Tito's Handmade Vodka	1750	\$4.00	Shelf Extender
557108	St Remy XO Brandy	750	\$1.00	Front Entrance Table
560532	Strongbow Cider	500	\$0.20	Shelf Extender
561381	Pelee Island Pinot Grigio Bag In Box	3000	\$4.00	
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	\$3.00	
563247	> (V)Vidal Icewine Vqa Niag (Kittling Ridge)	375	\$3.00	
568642	Sapporo Premium Lager	6 × 355	\$1.30	
572313	Asahi Super Dry	500	\$0.20	Discovery Extender
573402	Bearface 7YO Triple Oak Canadian Whisky	750	\$5.00	Shelf Extender
575662	Revel Cab Noir Dark Red VQA	750	\$2.00	
580183	Blu Giovello Pinot Grigio	750	\$2.00	End Aisle
580324	Villa Sandi Pinot Grigio Delle Venezie Doc	750	\$1.50	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
588962	Mezzomondo Negroamaro Puglia lgt	750	\$1.00	Feature Fixture B
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	End Aisle
589069	Peller Family Vineyards Red Bag In Box	4000	\$1.00	End Aisle
595280	>(V) Porcupine Ridge Syrah	750	\$2.00	
602763	Absolut Raspberri Vodka	750	\$1.00	Shelf Extender
603050	The Glenlivet French Oak Reserve 15 Year Old	750	\$3.00	Shelf Extender
604181	Gianduia Liquore Bottega	500	\$2.00	Mini Thematic
609875	Eastdell Black Cab VQA	750	\$2.00	
614669	Trapiche Reserve Cabernet Sauvignon	750	\$1.50	Flex Space
616276	Masi Campofiorin	1500	\$5.00	
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$1.00	goLOCAL
618231	Pelee Island Lola Gewurztraminer VQA	750	\$1.00	Feature Fixture A
620989	Hoya De Cadenas Reserva, Utiel-Requena	750	\$1.50	Shelf Extender
622134	Perrin La Vieille Ferme Rose Ventoux Aoc	750	\$1.50	End Aisle
624544	Yellow Tail Shiraz	750	\$2.00	Shelf Extender
628404	Open Pinot Grigio VQA	750	\$1.00	
629865	Negrar Appassimento Veneto lgt	750	\$2.50	
630913	Tia Maria	750	\$2.00	Discovery Extender
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	
633578	Jacob's Creek Pinot Grigio	750	\$2.00	Feature Fixture B
636845	Redbreast 12 Year Old Irish Whiskey	750	\$5.00	Front Nesting Table
638205	Zirkova Together Ultra Premium Vodka	750	\$2.00	Discovery Extender
649194	Twisted Tea Half & Half	473	\$0.20	
650325	>Kim Crawford Hawke's Bay Rose	750	\$2.00	Value Add, Wine Fridge
667014	Fortress Rum	750	\$3.00	
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	
669374	Vineland Estates Unoaked Chardonnay VQA	750	\$2.00	Feature Fixture A, Wine Fridge
669440	Peller Family Vineyards Shiraz	1500	\$2.00	Shelf Extender
688507	Flying Monkeys Sparklepuff Triple IPA	473	\$0.25	Mini Thematic
697623	Michelob Ultra	6 × 355	\$1.00	Seasonal Block Pile A
698209	Sleeman Clear	6 × 341	\$1.50	
713354	>(V) Gattinara Docg Piedmont (Travaglini Gnc)	750	\$3.00	
718940	Goats Do Roam Red	750	\$2.00	Feature Fixture B
729392	>Marai De Marai Extra Dry Blue Bottle (Foss	750	\$2.00	
904144	Molson Canadian	6 × 355	\$1.00	EZH
905976	Budweiser	473	\$0.20	Seasonal Block Pile A
926626	>(V) Les Sinards Chateauneuf (Perrin & Fils)	750	\$3.00	Shelf Extender



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
943787	>(V) Wakefield Estate Shiraz Clare Valley	750	\$2.00	Flex Space
974717	>(V) Casas Del Bosque Reserva Sauvignon Blanc	750	\$2.00	
991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	\$2.00	Wine Fridge

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## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
240	Smirnoff Vodka (P.E.T)	375	30	
307	Seagrams V.O.	750	100	
620	Silk Tassel Canadian Whisky	750	50	
984	Alberta Premium Whisky	750	50	Seasonal Block Pile C
5009	Lamb's White Rum	750	50	
7369	Beefeater Dry	375	30	
11194	Sand Point Chardonnay	750	60	
11934	Zaphy Organic Cabernet Sauvignon	750	60	
13188	Absolut Juice Strawberry Edition	750	60	
13510	Herradura Silver Tequila	750	120	
14135	Coors Original	6 × 355	120	
14617	Smirnoff Vodka & Soda Raspberry Rose	4 × 355	40	
14714	Le Reservoir Pinot Noir	750	75	
14944	Marquis De Villard Brandy	750	50	
14977	Sogrape Grao Vasco Dao	750	80	
15012	Northern Keep Vodka	750	75	Seasonal Block Pile C
15026	Brugal 1888	750	80	
15174	D'Ont Poke The Bear Berry Cider	473	10	
15281	Kraken Black Roast Rum	750	150	
15282	18.8 Vodka	750	60	
15754	Josh Cellars Pinot Grigio	750	60	
15765	Beefeater Blood Orange	750	60	
16551	Olmecca Altos Tequila Reposado	750	75	
16833	Goldschlager	750	240	
16868	18.8 Gin Ddp	750	60	Value Add
17747	Menage A Trois Cabernet Sauvignon	750	80	
17761	The Magic Box Spectacular Shiraz	750	80	
17779	Belleruche Rouge Cote Du Rhone	750	80	
18319	Thornbury Craft Clark Is In Session Session IPA	473	40	OCB
18574	Jim Beam Honey	750	200	
19820	Havana Club Cuban Smoky	750	75	
20865	Ventoux Grande Reserve Des Challieres	750	75	
21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	80	
23606	Santa Rita 120 Reserva Especial Sauv Blanc	750	100	Middle Nesting Table
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	60	
31930	Seagrams V.O.	1750	120	
49726	Yukon Jack	750	40	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
71647	Polar Ice Vodka (P.E.T)	750	50	
78840	Citra Montepulciano D'Abruzzo	1500	75	
79129	Gato Negro Sauvignon Blanc	1500	40	Wine Fridge
87015	Lamb's Classic White Rum (P.E.T)	1750	120	
88799	Alberta Pure Vodka (P.E.T)	750	75	Seasonal Block Pile C
93401	Wyndham Estate Bin 222 Chardonnay	750	25	
131391	Smirnoff Vodka (P.E.T)	1140	75	
131870	Bushmills Malt 10 Year Old	750	200	
135566	Polar Ice Vodka	750	50	
141952	Pasqua Passimento Rosso Igt	750	120	
189217	Gibson's Finest Sterling Edition	750	75	End Aisle, APP
207670	Ballantine's Finest Blended Malt Scotch Whisk	1750	120	
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	25	
212480	Georges Duboeuf Beaujolais Aoc	750	60	
214809	Underberg Bitters Mini	3 x 20	20	
214957	Pelee Island Cabernet Savignon VQA	750	100	
215038	Gibson's Finest Sterling Edition	1750	125	End Aisle, APP
215889	Gibson's Finest Sterling Edition Whisky	1140	100	End Aisle, APP
216671	Wisers Special Blend	1140	75	
216903	Banff Ice Vodka	1140	150	
216929	Smirnoff Vodka	1140	75	End Aisle, Value Add, Seasonal Block Pile D
216978	Seagrams V.O.	1140	85	
217216	Myers Planters Punch	1140	75	
217273	Mumm Cuvee Napa Brut Prestige	750	50	
217554	Captain Morgan Dark Rum	1140	75	End Aisle, Value Add, APP
217596	Captain Morgan Gold Rum	1140	75	
217745	Captain Morgan White Rum	1140	75	End Aisle, Value Add, APP
217786	Jim Beam White Label Bourbon	1140	120	
218644	Santa Rita 120 Reserva Especial Cab Sauv	750	100	Middle Nesting Table
229039	Yellow Tail Bubbles	750	80	Wine Fridge
237792	Icebox Long Island Iced Tea	1140	239	
240101	Lamb's Palm Breeze Rum (P.E.T)	1140	75	
242339	Alberta Pure Vodka (P.E.T)	1140	150	
244186	Collingwood Whisky	750	150	
255869	Era Merlot Igt Organic	750	80	
257170	Cono Sur Tocornal Cabernet Sauvignon/Merlot	1500	100	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
258954	Spicebox	750	100	
262337	G.A. Schmitt Niersteiner L.H.	750	50	
263574	Errazuriz Estate Series Sauvignon Blanc	750	60	
286237	Clean Slate Riesling Mosel	750	80	
292615	Jameson Black Barrel	750	90	Front Nesting Table
302612	Wyhdham Estate Bin 555 Shiraz	375	10	
304022	Santa Carolina Chardonnay Reserva	750	80	Middle Nesting Table, Value Add
321786	Smirnoff Ice	4 x 330	50	
333583	Thornbury Premium Apple Cider	473	30	
336503	Black Tower Rivaner	750	50	
338079	Alize Gold Passion Liquor	750	100	
350397	Banff Ice Vodka	750	120	Seasonal Block Pile C
361022	Caparzo Sangiovese Toscana Igp	750	80	
361741	Santa Carolina Merlot	750	50	
377101	JP Azeitao White	750	85	
390583	Canadian Club 100% Rye	750	100	Seasonal Block Pile C
397976	Dr. McGillicuddy Intense Peach	375	20	
401307	Maestro Dobel Tequila	750	300	
402578	Rodenbach Vintage	750	99	
413575	La Trappe Tripel	750	65	
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	100	
419770	>(V) Wines Of Substance Cabernet Sauvignon	750	190	
421966	Tincup American Whiskey	750	150	
438960	Canadian Club 100% Rye	1140	150	
441576	McGuigan Black Label Pinot Grigio	750	120	
451476	Dixon's Silvercreek Vodka Ddp	750	150	
452615	Herradura Reposado Tequila	750	120	
456350	Fireball Cinnamon Whisky	1750	90	
477885	Polar Ice Vodka (P.E.T)	1750	120	
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	80	
494047	Broker's Premium London Dry Gin	1140	120	
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	100	
498998	McGuinness Blue Curacao	375	10	
504340	Santa Carolina Merlot	1500	80	
507475	Trapiche Reserve Pinot Grigio	750	60	
517136	Alberta Premium Whisky (P.E.T)	750	50	Seasonal Block Pile C
538926	Relax Red Blend, Rheinhessen	750	60	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
542969	Ungava Gin	375	40	
553164	Nutrl Soda Lemon	473	10	
553933	Chateau Labarrade Malbec Cahors Aop	750	60	
564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	100	
571901	Tequila Rose Strawberry Cream	1140	160	
574970	McGuinness Triple Sec	375	10	
580118	Black Tower Dornfelder Pinot Noir Pfalz	750	50	
582775	Baf Heritage Du Conseiller Pinot Noir	750	75	
590463	Diplomatico Mantuano	750	200	
600833	Pitu Cachaca	750	100	
605162	Broker's Premium London Dry Gin	750	80	
613950	Sogrape Vila Regia Reserve Douro	750	80	
620617	Collavini Pinot Grigio	1500	100	
631226	McGuinness Creme De Cacao White	750	40	
633347	Longshot Cabernet Sauvignon	750	75	
635466	Romeo's Gin	750	200	
639732	Gato Negro Cabernet Merlot	1500	60	
642983	Barefoot Cellars Pink Moscato	750	30	
666917	Creemore Premium Lager	473	40	
906560	Coors Light	6 × 341	120	

## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
300699	Molson Canadian	6 × 473	Pin to Redeem COC Team Canada Toque 1/3 designs	300699
311787	Budweiser	6 × 473	Ruffles Chips	311787
350629	Forty Creek Barrel Select Whisky	1140	Forty Creek Copper Pot 50 mL	350629
397091	Forty Creek Copper Pot Reserve	1750	Forty Creek Barrel Select 2 × 50 mL	397091

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
1743	Ruffino Chianti	750	Chocolate Bar
4101	Remy Martin VSOP	750	Gift Box
5959	Baileys Irish Cream	750	Lindt Chocolates
10074	Canadian Mist Blended Whisky	750	Seagrams VO 50 mL
10216	Kahlua Coffee Liquor	1140	Balzac Coffee
11248	Baileys Espresso	750	Lindt Chocolates
14312	Collective Arts Blackthorn & Plum Gin	750	Small bottle of Rhubarb Hibiscus Gin
15440	Dab Ultimate Low Carb Beer	3000	Bonus Beer Can
16868	18.8 Gin Ddp	750	18.8 Vodka 50 mL
17085	Baileys Red Velvet	750	Lindt Chocolates
17554	XOXO Botanicals Peach Orange Blossom	750	Scrunchie
17555	XOXO Botanical Raspberry Rhubarb	750	Scrunchie
18524	Wayne Gretzky Salted Caramel Cream Whisky	750	Wayne Gretzky Red Cask 50 mL
19516	Smirnoff Peach	750	6Pk Schweppes Soda Water
19592	Ren Ultra Premium Vodka Ddp	750	Chinese New Year Gift Box
19854	Kingston 62 Gold	1140	Forty Creek Barrel Select 50 mL
20362	Finlandia Vodka	750	Fire 50 mL
21381	Pink Poodle Sparkling Rose	750	Scrunchie
21544	Smirnoff Pink Lemonade	750	6Pk Schweppes Soda Water
22017	Smirnoff Vodka (P.E.T)	750	6Pk Schweppes Soda
22074	Top Shelf Butter Tart Liquor Ddp	375	Top Shelf Vodka 50 mL
38505	Smirnoff Vodka (P.E.T)	1750	6Pk Schweppes Soda Water
40196	Luxardo Sambuca Dei Cesari	750	Limoncello 50 mL
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	Miss Vickie's Chips Coupon
54213	Alberta Premium Whisky (P.E.T)	1750	Alberta Premium 200 mL
54866	Bulleit Bourbon Frontier Whiskey	750	Bulleit 50 mL
89912	Loios Red	750	Drop Stop
107235	PJ's Salted Caramel (Panama Jack's)	750	Wayne Gretzky Red Cask Whisky 50 mL

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
163949	Misterio Cabernet Sauvignon	750	Crackers
176834	Aperol	750	Sweet Partner
209205	Walker's Special Old (P.E.T)	1750	Royal Reserve 200 mL
209213	Beefeater London Dry Gin	1140	Beefeater Pink 50 mL
215988	Luxardo Amaretto Di Saschira	750	Muskoka Coffee
216929	Smirnoff Vodka	1140	6Pk Schweppes Soda Water
217190	Grand Macnish	1140	Islay Mist 50 mL
217554	Captain Morgan Dark Rum	1140	6Pk Schweppes Ginger Ale
217653	Captain Morgan Original Spiced Rum	1140	6Pk Schweppes Ginger Ale
217687	Canadian Club Premium	1140	Fever Tree
217745	Captain Morgan White Rum	1140	6Pk Schweppes Ginger Ale
217950	Crown Royal	1140	Rocks Glass
226555	Hahn Pinot Noir	750	Valentines Posted Note
234369	Apothic Red	750	Brookside Chocolate 90g
263780	Licor 43	750	Beer 50 mL
277954	Campari Aperitivo	750	Bitters
300699	Molson Canadian	6 × 473	Pin to Redeem COC Team Canada Toque 1/3 designs
304022	Santa Carolina Chardonnay Reserva	750	Bathorium Bubble Bath
311787	Budweiser	6 × 473	Ruffles Chips
318683	The Kraken Black Spiced Rum	1140	Kraken 50 mL
324590	Santa Carolina Merlot Reserva	750	L'Atelier Chocolate
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	Jim Beam Honey 50 mL
338855	Bodacious Smooth Red	750	Coin Purse
350629	Forty Creek Barrel Select Whisky	1140	Forty Creek Copper Pot 50 mL
366534	The Kraken Black Spiced Rum	375	Kraken Branded Pour Spout
374231	Ungava Gin	750	Ungava Ginger 50 mL
388694	Casamigos Tequila Reposado	750	Bitters
397091	Forty Creek Copper Pot Reserve	1750	Forty Creek Barrel Select 2 × 50 mL
398552	Bacardi Limon	750	Mooshead Lager 2 × 473 mL
400259	Baileys Salted Caramel	750	Lindt Chocolates
400754	Iceberg Vodka	750	Iceberg 50 mL
429258	Jameson Caskmates Stout Irish Whiskey	750	Havana Club Smoky 50 mL
429787	Bodacious Smooth White	1500	Coin Purse
439661	Fireball (P.E.T)	200	Southern Comfort 50 mL
453084	Moet & Chandon Imperial Champagne	750	Moet Heart Felt Wishes Cardboard Gift Box
467811	Ruffino Prosecco	750	Chocolate Bar
472332	Wayne Gretzky Red Cask Whisky	750	Wayne Gretzky Cream 50 mL

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
481366	High River Canadian Whisky	750	Boxed Glass
482026	Moet & Chandon Brut Rose	750	Moet Heart Felt Wishes Cardboard Gift Box
491829	Southern Comfort	1140	Cocktail Jigger
494492	Woodbridge By Robert Mondavi Merlot	750	Miss Vickie's Chips Coupon
512194	Larceny Kentucky Straight Bourbon	750	Elijah Craig 50 mL
514463	Whitley Neill Original London Dry Gin	750	Gin 50 mL
520353	Bacardi Spiced Rum	750	Moosehead Lager Cans 2 × 473 mL
520684	Reunion Maple Moonshine Ddp	750	Top Shelf Butter Tart 50 mL
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	Miss Vickie's Chips Coupon
525188	Peroni Nastro Azzurro	6 × 330	Branded Glassware
542910	Top Shelf Gin	750	Top Shelf Butter Tart 50 mL
545004	>(V) Mission Hill Reserve Chardonnay VQA	750	Riedal Glass
545194	Top Shelf Vodka	750	Top Shelf Butter Tart 50 mL
545392	Smirnoff Berry Blast	750	6Pk Schweppes Soda Water
570366	Bacardi Spiced Rum	1140	Moosehead Lager 2 × 473 mL
573857	Niagara Falls Craft Vodka	750	NC Vodka 50 mL
589101	Ruffino Lumina Pinot Grigio Igt	750	Chocolate Bar
605881	Disaronno Originale Amaretto	1140	Velvet 50 mL
622837	Sterling Vintner's Merlot	750	Wallet Card Holder
623678	Carolans Irish Cream	1140	VA Gourmet Coffee
632950	Ruffino Sparkling Rose	750	Chocolate Bar
635391	Jameson Caskmates IPA Irish Whiskey	750	Havana Club Smoky 50 mL
638734	Deep Eddy Lemon	750	Deep Eddy Lemon 50 mL
650325	>Kim Crawford Hawke's Bay Rose	750	Gift Box
666867	Bavaria Premium Value Beer	6 × 500	Bonus Beer Can
694208	>(V) Perez Cruz Reserva Cabernet Sauvignon	750	Acrylic Stemless Wine Glass



## Necktags

LCBO#	Description	Size (mL)	NT Approved
13657	Team Canada White VQA	750	Charity Donation Necktag
13658	Team Canada Red VQA	750	Charity Donation Necktag
40196	Luxardo Sambuca Dei Cesari	750	Recipe Necktag
338053	Alize Red Passion Liquor	750	Valentine's Day Cocktail Necktag
491803	Southern Comfort (P.E.T)	375	Cocktail Recipe

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# PERIOD 12

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JANUARY 30 <b>Start of P12</b>  Install Brand Spotlight Nesting Tables <b>APP START DATE</b>	31 <b>LTO START DATE</b>	FEBRUARY 1 <i>Lunar New Year</i> 	2	3	4	5
6	7	8	9	10	11	12
13 <i>Super Bowl LVI</i> 	14 HAPPY Valentine's Day 	15	16	17	18	19
20	21 <i>Family Day</i> (Offices & Stores closed)	22	23	24	25	26 <b>End of P12</b> 

# LCBO