



Period 13 Marketing & Product Guide
FEBRUARY 27 - MARCH 26, 2022

Period 13

Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 13



New for Period 13

Promotional Programs

Feature Fixture A: Choose Eco-Friendly Wines

New & Seasonal Fixture: Wines from Abruzzo, Italy

Entrance Table: Irish Elder

Mini Thematic A: Women In The Spirits Industry

Mini Thematic B: Women In The Wine Industry

Mini Thematic C: Buy Local, Support Local

Front Nesting Table: Celebrate With An Authentic Taste Of Ireland

Middle Nesting Table: Wines of Italy

Block Pile A: Find Your Favourite Irish Beer

Block Pile B: RTD: Pick Up A Bestseller

Block Pile C: Aeroplan Earn Points Now

Block Pile D: MLSE

EA 1-4 & EA 10 Backer Cards

P13 Aeroplan Offers

Food & Drink

Flex Space

Spirited Picks

The Cold Room Spirits Display

Unchanged from Period 12

Refer to the Period 11 & 12 MPG for more details.

Shop Local Program

P11-13 Aeroplan Signage

Shop Local Program

Responsible Service Program

Exterior Banners/Show Cards/Transparencies

Seasonal Banner Insert

Generic End Aisle Backer Cards

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

Ontario Wines

ON1: Go Local

ON2: Our Buyer's Pick (VQA)

ON3: Ontario Staff Pick

ON3B: Craft VQA Wineries

Vintages

Vintages Essentials On Offer End

Vintages Wines of the Month End

Vintages LTO/Aeroplan Program

Vintages Our Buyer's Pick

Beer

Beer Excitement Zone

Ontario Craft Beer End Aisle

Craft Beer Imported Shelf Talkers



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 [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 (February 27 - March 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

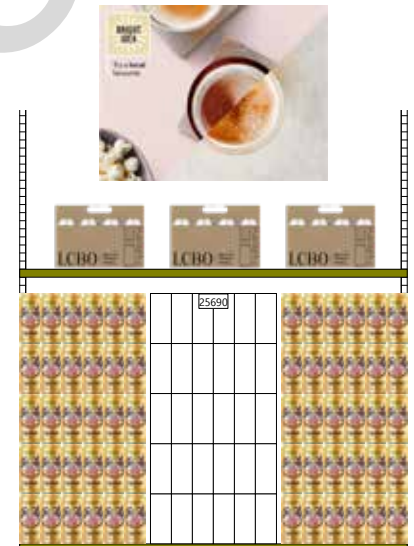
- Choose local Ontario products to highlight according to your store's assortment.
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**

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	23850	Spearhead Brewing - Queen Of Wheat 473 mL	86 - Spearhead Brewing Company
New/Seasonal (EA - EZB)	25690	Collective Arts Ipa No. 20 473 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 (February 27 - March 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)	Supplying Source / Distributor
19052	Clifford Brewing Chain Link Lager	473	837 - Clifford Brewing Company
20939	Lake Of The Woods Dead Man's Switch Neipa	473	4277 - Lake Of The Woods Brewing Comp
22238	Side Launch 5th Coast Ipa	473	3827 - Side Launch Brewing
22990	Tragically Hip - Lake Fever Lager	473	708 - Big Rock Brewery - Ontario
523381	Highlander Scottish Ale	473	4275 - United Craft Inc.
583070	Big Rig Premium Pilsner	473	1188 - Big Rig Brewing Co.

Merchandising Instructions

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

8-Pack Carrier stores:

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

Signage Components

- End Aisle Backer card ENG/BIL (Re-order # 22OP-OCBEA)
- Pre-Printed Shelf talkers
ENG (Re-order #AIIIM-22P13-OCBEA2) / BIL (Re-order #AIIIM-22P13-OCBEA3)
- FLS designated stores must display the bilingual side of the product shelf talkers.



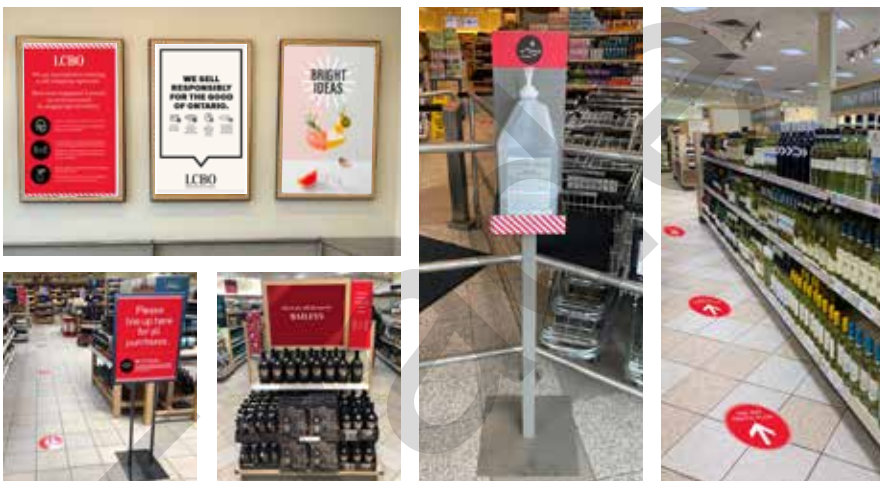
Operational Signage COVID-19 & SOCIAL DISTANCING

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).

Signage Key Dates (P11-P13) | In-Store Offer Dates (February 27 - March 26, 2022)

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.

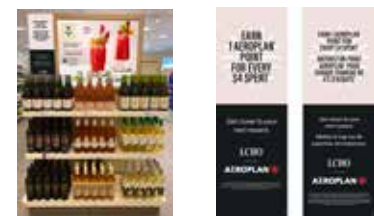
English Re-order# 22P11-AP4 / Bilingual Re-order# 22P11-AP5



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



Signage Components & Merchandising Instructions

POS Screens (English/Bilingual)

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



Aeroplan Customer Postcard

Postcards shipped to all stores in mid-December. Ensure a quantity is kept in the following locations:

- **Cash Desks:** Keep a small quantity at each Cash Desk. Distribute to customers who are not currently members of the Aeroplan Loyalty Program.
- **Employee Aprons:** Employees (particularly Loyalty Ambassadors) are asked to keep a small quantity in the pocket of their LCBO aprons for distribution to customers enquiring about the Aeroplan Loyalty Program.



Distribute postcards until quantities are depleted.

Name Tag Sticker (English/Bilingual)

- Encourage all team members to wear the sticker as a way to keep our new customer loyalty program top-of-mind.
- It is designed to be affixed to the lower portion of the back of the existing name tag, and hangs down about 1.5”.



English Re-order# 22P12-NT1 / Bilingual Re-order# 22P12-NT2

Floor Decal - Bundles of 12 (English/Bilingual)

- 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)

P13 Bonus Aeroplan Point Product Offers

In-Store Offers Date (February 27 - March 26, 2022)

Signage Components & Merchandising Instructions

Pre-Printed Bonus Aeroplan Points Shelf Talkers (English/Bilingual)

- Install the Bonus Aeroplan Points shelf talkers in-section and on applicable displays.

English/Bilingual Re-order # (AIM-22P13-ANS)



Bonus Aeroplan Points Perpendicular Shelf Talkers (English/Bilingual)

- Install the Bonus Aeroplan Points shelf talkers with the Aeroplan Perpendicular Shelf Talkers in-section and on applicable displays, using a perpendicular shelf clip (PSTC201404).

English Re-order # (22OP-AP1)

Bilingual Re-order # (22OP-AP2)



LCBO#	Description	Size (mL)	Aeroplan Points
42	Canadian Club Premium	750	50
67	Smirnoff Vodka	750	50
463	Canadian Club Premium	375	120
1222	Wiser's Special Blend	750	50
2089	Lamb's Palm Breeze	750	50
5041	Ballantine's	375	30
7617	Chivas Regal 12 Year Old	750	110
10074	Canadian Mist Blended Whisky	750	50
10212	Kahlua Coffee Liqueur	375	30
11927	La Linda Malbec	750	50
11936	The Magic Box Amazing Cabernet	750	80
12197	Five Farms Single Batch Irish Cream Liqueur	750	160
12865	J.P. Wiser's Manhattan Canadian Whisky	750	50
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	125
14618	Smirnoff Vodka & Soda White Peach Rose	4 x 355	40
15152	Rodenbach Classic	500	25
15299	Okanagan Harvest Pear	473	10
16580	Maker's Mark	1140	150
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	50
17117	Rally Trail Blazer	473	20
17483	Citra Pinot Grigio Terre Di Chieti	750	50
17535	Terroir D'Altitude Cabernet Sauvignon	750	75
17560	Santa Carolina Sauvignon Blanc	1500	80
18575	Jim Beam Red Stag	750	200
18877	Cabot Trail Maple Cream	1140	75
19143	Tempo Gin Smash Strawberry Lemon	473	10

P13 Bonus Aeroplan Point Product Offers
In-Store Offers Date (February 27 - March 26, 2022)

LCBO#	Description	Size (mL)	Aeroplan Points
19239	Porta 6 White	750	75
19410	Gordon's Sicilian Lemon Gin	750	60
19514	Absolut Juice Pear And Elderflower	750	60
19515	Absolut Watermelon	750	50
19954	Tommasi Valpolicella Doc	750	100
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	100
20289	Yellow Tail Shiraz	1500	80
20321	Yellow Tail Chardonnay	1500	80
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	110
22017	Smirnoff Vodka (P.E.T)	750	50
38505	Smirnoff Vodka (P.E.T)	1750	120
57133	Santa Carolina Carmenere Reserva	750	80
59311	>(V) Seven Deadly Zins Old Vine Zinfandel	750	120
68254	Yellow Tail Pinot Grigio	750	60
71746	Tullamore Dew Irish Whiskey	750	100
73163	Casal Thaulero Pinot Grigio Igt	750	50
85456	Colio Dry White	1500	125
89862	Girls' Night Out Rose VQA	750	100
103341	Canadian Club Premium (P.E.T)	750	50
112672	Wiser's Special Blend (P.E.T)	1750	120
143750	Spinelli Cabernet Sauvignon	750	10
158741	Alianca Bairrada Reserva	750	85
163949	Misterio Cabernet Sauvignon	750	85
192922	Seagram's 83	1140	75
209213	Beefeater London Dry Gin	1140	75
210252	Glen Garioch Founder's Reserve	750	200
213496	Pasqua Pinot Grigio Delle Venezie Doc	750	120
214726	Marquis De Villard Brandy	1140	75
217166	Gordons Gin	1140	75
231571	Seagrams 83 (P.E.T)	1750	120
237313	Goats Do Roam White	750	40
237644	Frisky Zebras Seductive Shiraz	750	85
238964	Sogrape Grao Vasco Dao	1500	100
240135	Lamb's Navy Rum (P.E.T)	1140	75
240143	Lamb's Classic White Rum (P.E.T)	1140	75
240150	Polar Ice Vodka	1140	75
270017	Jacob's Creek Reserve Chardonnay	750	80
281378	Forty Creek Cream Liquor	750	75
292532	The Wolftrap Viognier Chenin Blanc Grenache Blanc	750	75

P13 Bonus Aeroplan Point Product Offers

In-Store Offers Date (February 27 - March 26, 2022)

LCBO#	Description	Size (mL)	Aeroplan Points
292557	The Wolftrap Syrah Mourvedre Viognier	750	75
296889	Birra Moretti	500	40
305607	Seagrams 83	750	50
306001	Colio Dry White Bag In Box	4000	250
306472	Cono Sur Tocornal Sauvignon Blanc	1500	100
311936	Canadian Club Classic 12 Year Old	1140	100
321760	Smirnoff Ice (P.E.T)	1000	40
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	150
326025	Basil Hayden Straight Bourbon	750	150
335174	Errazuriz Max Reserva Cabernet Sauvignon	750	80
358960	Fleur Du Cap Chardonnay	750	60
361501	Carpineto Dogajolo Rosso Toscano Igt	750	100
363622	Bolla Pinot Grigio Delle Venezie	750	80
382747	Tequila Rose Strawberry Cream Liqueur	750	100
384651	Martini Prosecco Sparkling	750	40
391177	Sipsmith London Dry Gin	750	250
392308	Baileys Vanilla Cinnamon	750	60
392647	Carnivor Cabernet Sauvignon	750	80
397539	Boodles Gin	750	120
398032	Dr. McGillicuddy Intense Butterscotch	750	40
404160	McClelland Single Malt Islay Scotch	750	100
426148	Old Forester	750	100
439661	Fireball (P.E.T)	200	10
446633	Citra Montepulciano D'Abruzzo Doc	750	50
465484	Toki	750	400
474239	Spinelli Unoaked Chardonnay Terre Di Chieti	750	10
478222	Laphroaig Select	750	200
485169	Colio Blush Rose	1500	125
492207	Rodenbach Grand Cru	330	22
499384	Kacaba Cabernet VQA	750	30
501080	Bend In The River Riesling	750	50
515205	St Germain Elderflower Liqueur	200	40
517904	Wiser's Special Blend Canadian Whisky	750	50
523100	Passi Reali Vdt Appassimento, Montepulciano	750	60
541607	The Sexton Single Malt Irish Whiskey	750	180
549113	1800 Anejo Tequila	750	200
560532	Strongbow Cider	500	40
594341	Rh Phillip Toasted Head Chardonnay	750	90
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	80

P13 Bonus Aeroplan Point Product Offers
In-Store Offers Date (February 27 - March 26, 2022)

LCBO#	Description	Size (mL)	Aeroplan Points
621953	Casal Thaulero Mer-Cab Terre Di Chieti Igt	750	50
625350	Yellow Tail Merlot	750	80
627802	Yellow Tail Chardonnay	750	60
632307	Era Sauvignon Blanc Organic Terre Siciliane Igt	750	80
633354	Longshot Pinot Grigio	750	75
633677	McGuinness Creme De Menthe Green	750	50
636092	Gordon's Pink Gin	750	60
669200	Ciao Pinot Grigio Organic Carton	1000	60
694208	>(V) Perez Cruz Reserva Cabernet Sauvignon	750	40
697268	Belgian Moon Mango Wheat	473	40

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 13 signage components will be shipped to stores beginning **February 18, 2022**.

All Period 13 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 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# AIM-22P13-MUSIC-CD | Music USB Reorder# AIM-22P13-MUSIC-USB

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



PT13 End Aisle Backer Cards

End Aisle Participating Products

Please refer to the End Aisles section for participating products.

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

Important Note: End Aisles 1, 2, 3, 4 & 10 will receive new backer cards in P13. Please keep up EA 5-20 backer cards for both P12 and P13.

22P13-BC1



EA 1AB

22P13-BC2



EA 2AB

22P13-BC3



EA 3AB

22P13-BC4



EA 4AB

22P13-BC10



EA 10 - Mini Thematic C

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

FOOD & DRINK

Spring Release Date

- The Spring issue of *Food & Drink* should be distributed in stores starting Wednesday, March 2.
- PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO MARCH 2.

Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at lcbo.com/fddigital.

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

Social Media

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

- Instagram: @lcbofoodanddrink
- Pinterest: www.pinterest.ca/lcbofoodanddrink

Additional Copies

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

Merchandising Instructions

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

Signage

- *Food & Drink* Metal Fixture Header Card (English/Bilingual)
(Re-order #22P13-FD1)
- *Food & Drink* A-Frame Fixture Header Card (English only)
(Re-order #22P13-FD2)
- *Food & Drink* A-Frame Fixture Header Card (English/French)
(Re-order #22P13-FD3)



COMING SOON

The Early Summer 2022 issue will be available May 4, 2022.

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

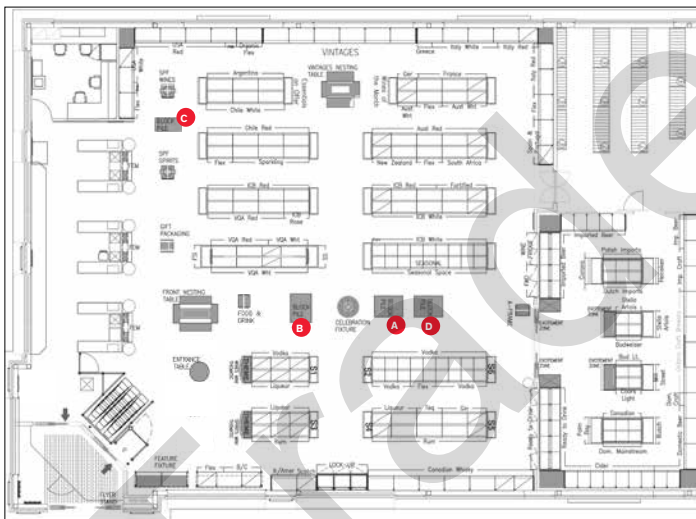
Middle Nesting Table/Celebration Fixture : DD

A Block Pile A (SBA): Find Your Favourite Irish Beer

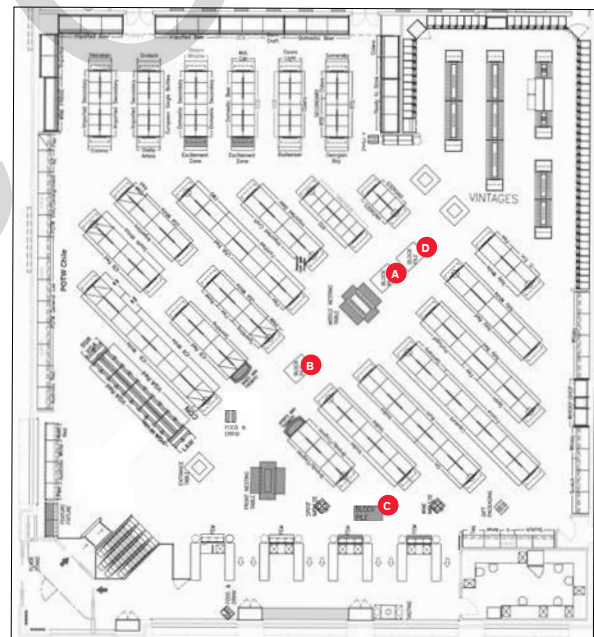
B Block Pile B (SBB): RTD: Pick Up A Bestseller

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 (February 27 - March 26, 2022)

Participating Stores

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

New 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 Rosé	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	
111799	Reif Estate Riesling VQA	750	\$2.00 LTO
458521	Pelee Island Pinot Noir Reserve 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)
- **New** Shelf Talkers ENG (Re-order # 22P13-FF5) / BIL (Re-order # 22P13-FF6)
- Bin Strips - solid colour (Re-order # 22P12-FF7)

Merchandising Instructions

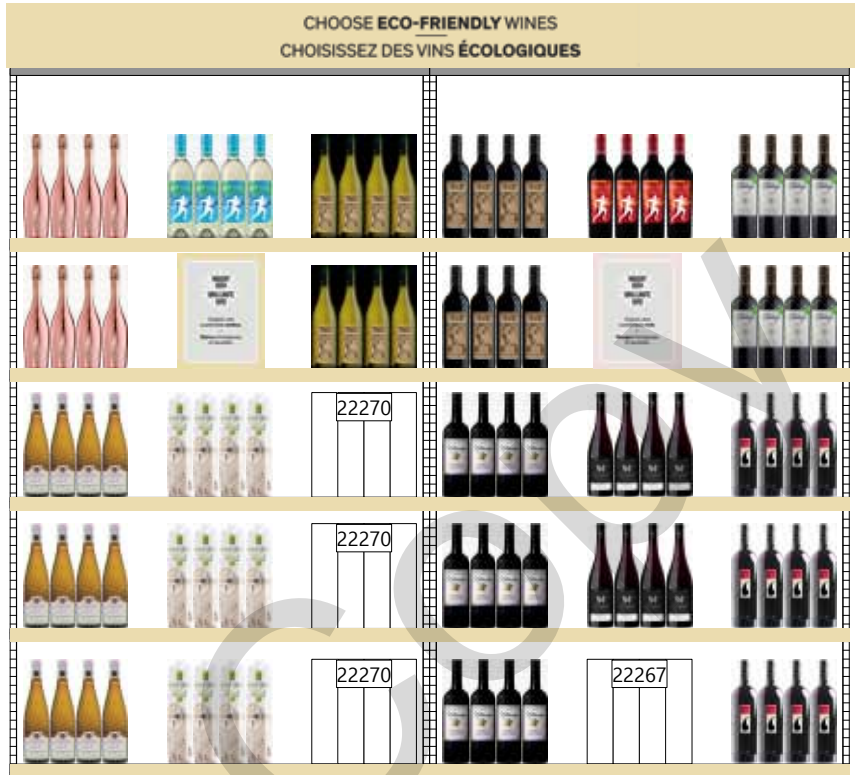
The products will change for P13 Feature Fixture A but, the category sign, bin strips and box sign signage components will remain the same as P12.

- 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.
- Only replace the shelf talkers, the P12 signage stays up.
- 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 (FF - FFB-A)

Wines From Abruzzo, Italy

This is a sold program. Participation is mandatory.

Key Dates (February 27 - March 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
17483	Citra Pinot Grigio Terre Di Chieti IGP	750	\$1.00 LTO
73163	Casal Thaulero Pinot Grigio IGT	750	50 APP
143750	Spinelli Cabernet Sauvignon	750	10 APP
255844	Era Montepulciano D'Abruzzo DOC Organic	750	
269985	Illuminati Riparosso Mont D'Abruzzo DOC	750	\$2.00 LTO
446633	Citra Montepulciano D'Abruzzo DOC	750	50 APP
454629	Spinelli Montepulciano D'Abruzzo DOC	750	
474239	Spinelli Unoaked Chardonnay Terre Di Chieti IGT	750	10 APP
486647	Lupi Reali Montepulciano D'Abruzzo DOC Organic	750	
523100	Passi Reali Appassimento Montepulciano Organic VDT	750	60 APP
569087	Fantini Chardonnay	750	
612788	Fantini Casale Vecchio Lot 23 Montepulciano D'Abruzzo DOC Organic	750	
621912	Fantini Montepulciano D'Abruzzo DOC	750	
621953	Casal Thaulero Merlot Cabernet Terre Di Chieti IGT	750	50 APP

Featuring wines from Abruzzo, Italy which are known for having a great price/quality value will be highlighted on the New & Seasonal fixture.

Signage Components

- Category Sign "Wines From Abruzzo, Italy" ENG/BIL (Re-order # 22P13-NS1)
- Category Sign Solid Colour (Re-order # 22P13-NS2)
- Shelf Talkers ENG (Re-order # 22P13-NS3) / BIL (Re-order # 22P13-NS4)
- Bin Strips - solid colour (Re-order # 22P13-NS5)
- Box Sign ENG (Re-order # 22P13-NS6) / BIL (Re-order # 22P13-NS7)

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise the participating products according to the planogram.
- Install the category sign, bin strips and box sign.
- Merchandise branded shelf talkers in front of the correct product on the display and in section.



Brand Spotlight (BS-BSE)

ENTRANCE TABLE

Cocktail of the Month: Irish Elder



This is a sold program. Participation is mandatory.

Key Dates (February 27 - March 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
11945	Proper No. Twelve	750	\$1.00 LTO
13057	Writers Tears Copper Pot Irish Whiskey	700	\$5.00 LTO
334045	Kilbeggan	750	\$5.00 LTO
515205	St Germain Elderflower Liqueur	200	40 APP

The unlikely union of Irish whiskey and elderflower liqueur turns out to be a match made in heaven in this fruity and floral Old-Fashioned variation.

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 and in section.
- Add cut cases around the table to bring volume of product out onto the floor.

Signage Components

- Square Entrance Table Sign
ENG (Re-order # 22P13-ET1) / BIL (Re-order # 22P13-ET2)
- Round Entrance Table Sign
ENG (Re-order # 22P13-ET3) / BIL (Re-order # 22P13-ET4)
- Shelf Talkers
ENG (Re-order # 22P13-ET5) / BIL (Re-order # 22P13-ET6)
- Recipe Shelf Talkers
ENG (Re-order # 22P13-ET7) / BIL (Re-order # 22P13-ET8)

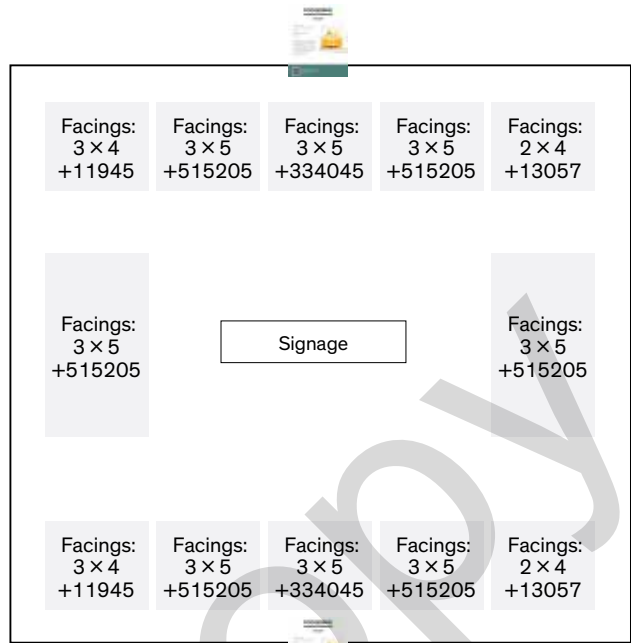


Recipe Shelf Talker

Planogram - Square Table



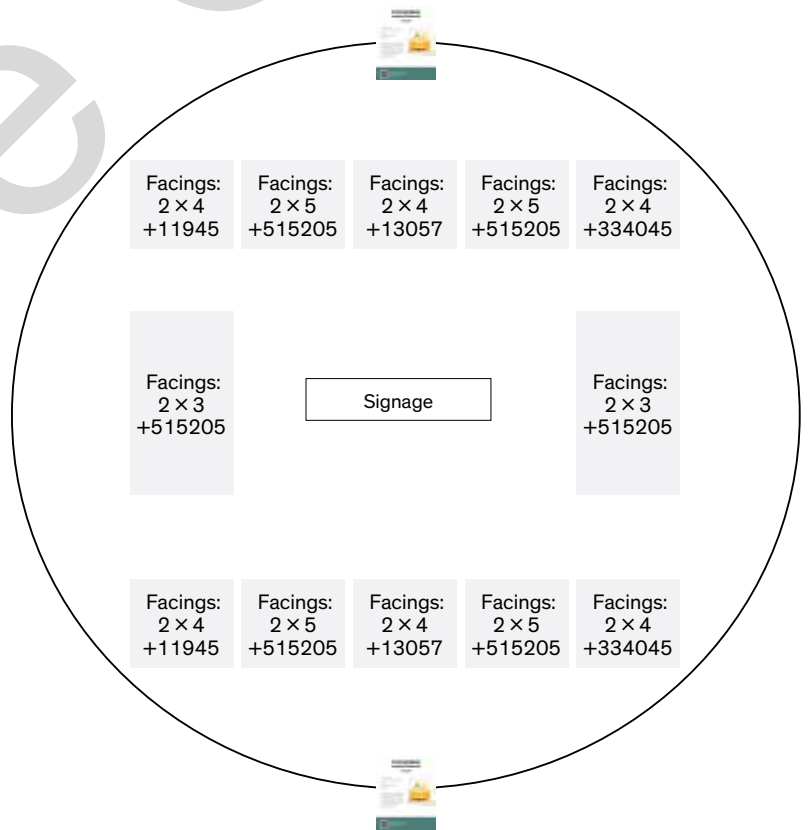
Front & Back View



Planogram - Round Table



Front & Back 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

Raise A Glass To Women In The Spirits Industry

This is a sold program. Participation is mandatory.

Key Dates (February 27 - March 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
1487	Crown Royal Whisky	750	
14354	Appleton Estate 8 Year Old Reserve	750	\$3.00 LTO
41384	Jack Daniel's Tennessee Whiskey	750	
273516	Ron Zacapa 23 Centenario Rum	750	
291278	Johnnie Walker Gold Label Reserve Scotch Whisky	750	
316844	Bombay Sapphire London Dry Gin	750	
387316	The Balvenie 12 Year Old Doublewood Scotch Whisky	750	
479980	Macallan 12 Year Old Double Cask	750	
480624	Woodford Reserve Distiller's Select Bourbon	750	\$5.00 LTO
637504	Hendrick's Gin	750	

Signage Components

- Category sign: Short (Re-order # 22P13-MTA1)
- Shelf talkers: ENG (Re-order # 22P13-MTA2) / BIL (Re-order # 22P13-MTA3)
- Backer card: ENG/BIL (Re-order # 22P13-MTA4)
- Transparency ENG (Re-order # 22P13-MTA5) / BIL (Re-order # 22P13-MTA6)
- Perpendicular Shelf Talker ENG (Re-order # 22P13-MTA7) / BIL (Re-order # 22P13-MTA8)

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 gift bags on each shelf of the fixture. Please refer to the planogram.
- Install the perpendicular shelf talker on the mini thematic display and in section.
- 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.

Celebrate the success of Women in the spirits industry. Featured products will showcase spirits that are female owned and/or made.

RAISE A GLASS TO WOMEN
IN THE SPIRITS INDUSTRY
LEVEZ VOTRE VERRE AUX FEMMES
DE L'INDUSTRIE DES SPIRITUEUX



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



Perpendicular Shelf Talker

Wines (MI-B)

MINI THEMATIC B

Women In The Wine Industry

This is a sold program. Participation is mandatory.

Key Dates (February 27 - March 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
14130	Apothic Cabernet Sauvignon	750	VA
58628	Peller Estates Family Series Cabernet Merlot VQA	750	\$1.00 LTO
167189	Dandelion Vineyards Lionheart of the Barossa Shiraz	750	\$2.00 LTO
168716	M. Chapoutier Les Vignes de Bila-Haut Côtes du Roussillon-Villages	750	\$2.00 LTO
426577	Sprucewood Shores Pinot Grigio VQA	750	\$1.00 LTO
478727	Catena Malbec	750	\$2.00 LTO
536565	Lily Sparkling Rosé VQA	750	\$1.00 LTO

VA: Brookside Chocolate 90g (rep-applied). The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components

- Category sign: Short (Re-order# 22P13-MTB9)
- Shelf talkers: ENG (Re-order# 22P13-MTB10) / BIL (Re-order #22P13-MTB11)
- Backer card: ENG/BIL (Re-order# 22P13-MTB12)
- Transparency ENG (Re-order# 22P13-MTB13) / BIL (Re-order# 22P13-MTB14)
- Perpendicular Shelf Talker ENG (Re-order # 22P13-MTA7) / BIL (Re-order # 22P13-MTA8)

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 gift bags on each shelf of the fixture. Please refer to the planogram.
- Install the perpendicular shelf talker on the mini thematic display and in section.
- 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.

Celebrate the success of Women in the wine industry. Featured products will showcase wines that are female owned and/or made.

RAISE A GLASS TO WOMEN
IN THE WINE INDUSTRY
LEVEZ VOTRE VERRE AUX FEMMES
DE L'INDUSTRIE DES VINS.



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



Perpendicular Shelf Talker

Beer (MI-C) MINI THEMATIC C

Buy Local, Support Local



This is a sold program. Participation is mandatory.

Key Dates (February 27 - March 26, 2022)

Participating Stores

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

Celebrate the success of Women in the beer industry. Featured products will showcase beers that are female owned and/or made.

Participating Products

LCBO#	Description	Size (mL)	LTO	Supplying Source / Distributor
13641	Bench Brewing Short Hills East Coast Ipa	473	\$0.20	798 - Bench Brewing Company
16301	Sleeping Giant White Out Hazy Ale	473		7346 - Sleeping Giant Brewing Company
17910	Left Field Brewery Ice Cold Beer	355		4846 - Left Field Brewery Inc.
339895	Waterloo Ipa	473		275 - The Beer Store
492017	Steam Whistle	6×473		5577 - Steam Whistle Brewing / 275 - The Beer Store
508580	Wellington Upside Ipa	473	\$0.25	4826 - Wellington County Brewery Inc
516880	Mill Street Original Organic	6×473	\$1.00	1950 - Trillium Beverage Inc.
645978	Ernest Cider Impeachment	473	\$0.25	LCBO Warehouse
697318	Brickworks Ciderhouse Batch 1904	6×473	\$1.00	1950 - Trillium Beverage Inc.

Signage Components

- Backer card ENG/BIL (Re-order# 22P13-BC10)



Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the 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

Celebrate With An Authentic Taste Of Ireland

Celebrate St. Patrick's Day with the iconic Jameson Irish Whiskey brand. The display will feature a branded Jameson Jacket VA with merchandiser. A select number of stores will also activate an enhanced Jameson Barrel display. The supplier will deliver and assemble the merchandiser. **This is a sold program. Participation is mandatory.**

Key Dates (February 27 - March 26, 2022)

Participating Stores

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

Jameson Whisky Barrel Display (select stores)

A select number of stores will activate an enhanced Jameson Barrel display, complimenting the Front Nesting Table. Agents will deliver and assemble the display for the start of P13.

Participating Stores: 1, 23, 38, 82, 83, 115, 148, 149, 164, 329, 385, 398, 411, 500, 575, 579, 632, 640, 698, 748



Participating Product

LCBO#	Description	Size (mL)	Offers
10157	Jameson Irish Whiskey	750	\$1.00 LTO
17055	Jameson Cold Brew Irish Whiskey	750	\$2.00 LTO
207613	Jameson Irish Whiskey	1140	VA: Jameson Jacket with merchandiser (Rep-Applied)
275933	Jameson Irish Whiskey	1750	\$2.00 LTO
292615	Jameson Black Barrel	750	\$2.00 LTO
429258	Jameson Caskmates Stout Irish Whiskey	750	\$3.00 LTO
635391	Jameson Caskmates IPA Irish Whiskey	750	\$3.00 LTO

VA/Merchandiser: Free Jameson Jacket with purchase of Jameson Irish Whiskey (207613 | 1140 mL). The supplier will be providing the value add/merchandiser to all participating stores for the start of the promotion.

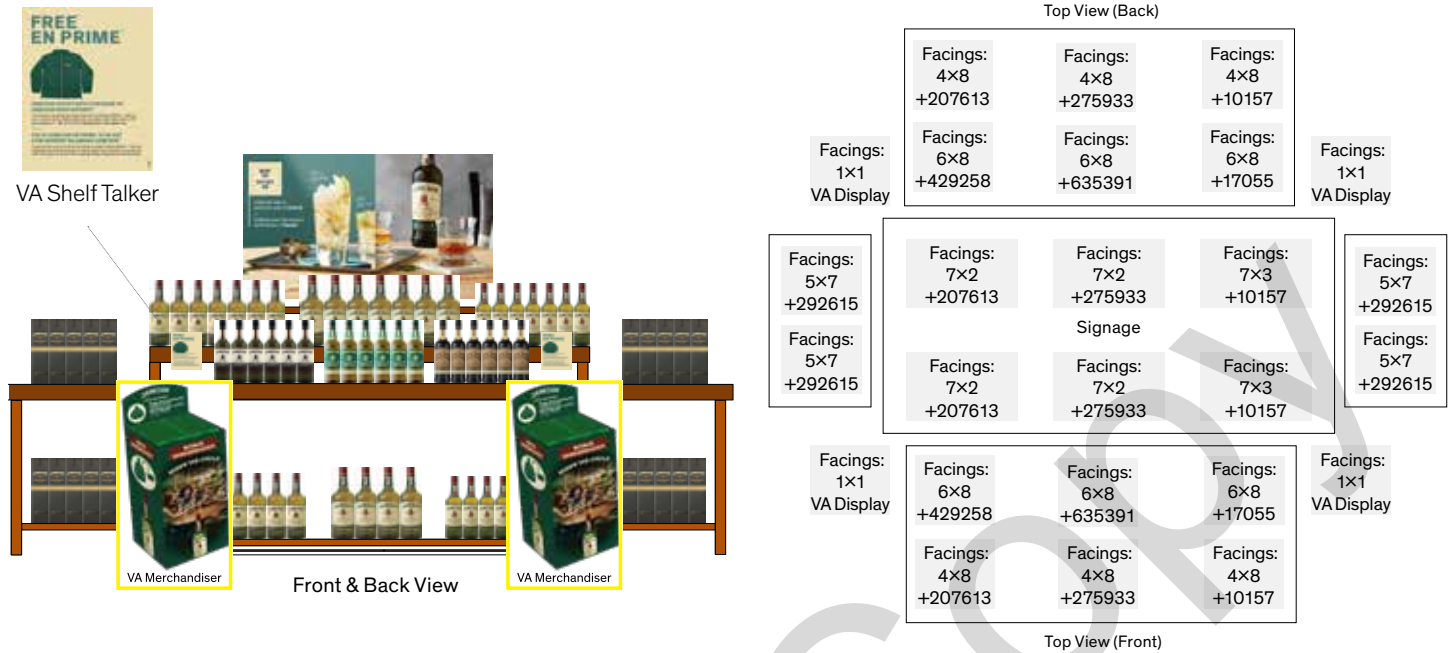
Signage Components

- Table Sign Large ENG (Re-order # 22P13-FNT1)
BIL (Re-order # 22P13-FNT2)
- Table Sign Small ENG (Re-order # 22P13-FNT3)
BIL (Re-order # 22P13-FNT4)
- Shelf Talkers ENG (Re-order # 22P13-FNT5)
BIL (Re-order # 22P13-FNT6)
- VA Flat Shelf Talkers ENG (Re-order # 22P13-FNT7)
BIL (Re-order # 22P13-FNT8)

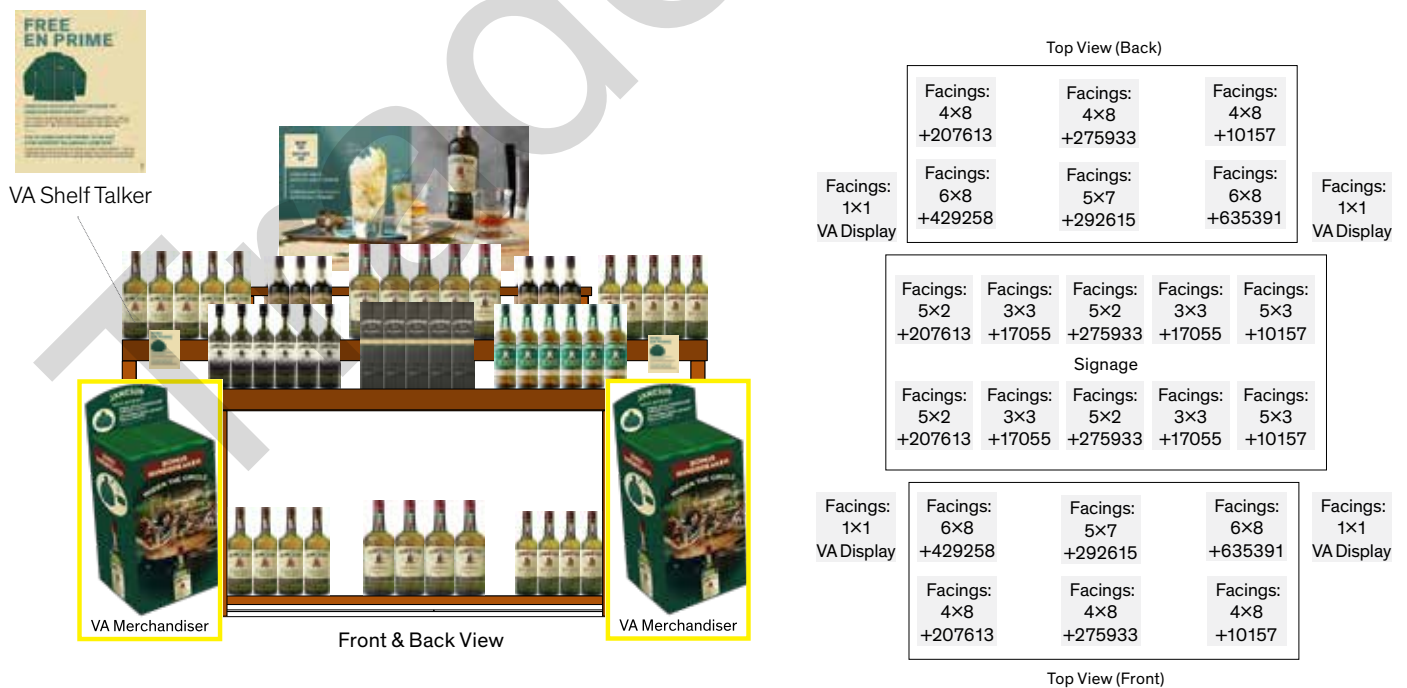
Merchandising Instructions

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

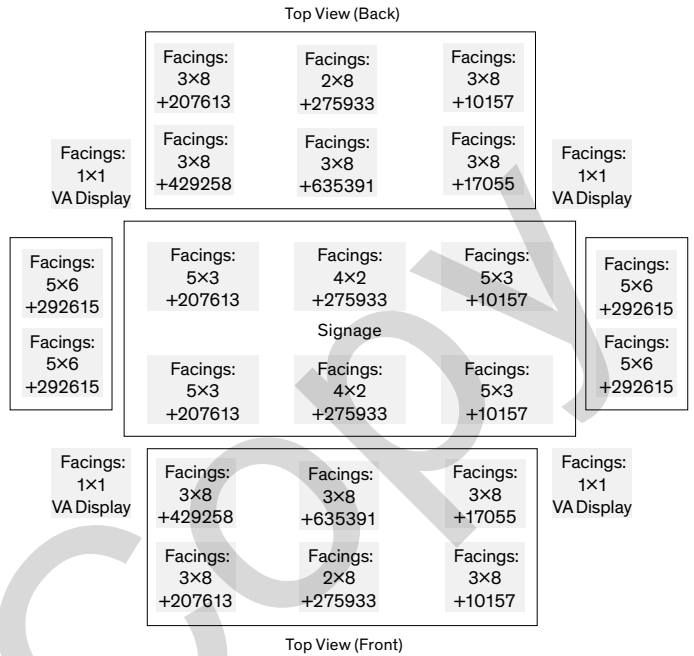
7Ft Nesting Table Planogram (For stores that have end tables)



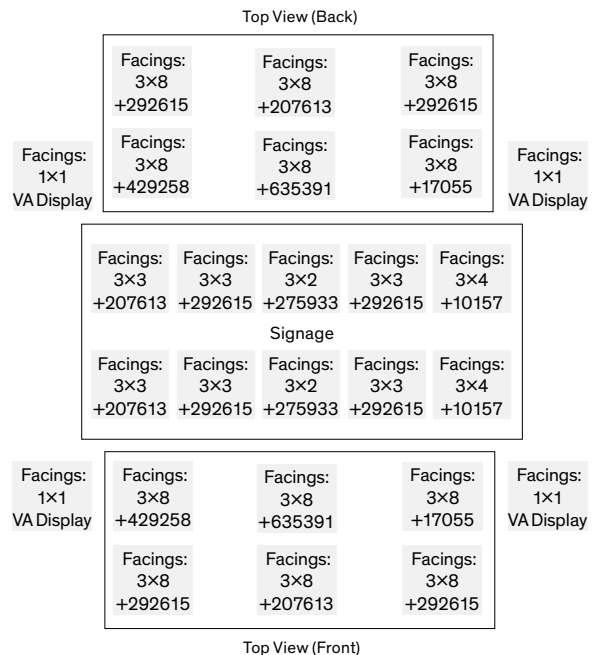
7Ft Nesting Table Planogram (For stores that do not have end tables)



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



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



A

Display Program (BP-SBA)

BLOCK PILE A

Find Your Favourite Irish Beer



Block Pile A will highlight popular Irish brews for St. Patrick's Day. The program will include a supplier-produced display featuring a branded Guinness glass value add and contest with the chance to win 1 of 3 Guinness branded mini bar. A select number of stores will also activate an enhanced Guinness arch display.

This is a sold program. Participation is mandatory.

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

Key Dates (February 27 - March 26, 2022)

Participating Stores:

Block Pile Merchandiser

10, 23, 26, 31, 38, 40, 47, 55, 65, 74, 82, 90, 95, 102, 106, 110, 130, 132, 145, 150, 156, 168, 171, 191, 198, 209, 211, 212, 217, 227, 233, 243, 248, 249, 250, 252, 253, 263, 265, 279, 287, 288, 298, 300, 326, 344, 346, 351, 359, 361, 362, 367, 371, 381, 383, 390, 391, 394, 397, 401, 404, 407, 412, 416, 427, 436, 438, 443, 445, 459, 470, 481, 485, 490, 491, 497, 499, 501, 505, 522, 523, 544, 554, 555, 569, 573, 575, 579, 580, 586, 590, 602, 605, 609, 617, 623, 627, 629, 634, 640, 641, 653, 655, 658, 661, 670, 694, 699, 702, 706, 741, 748

End Aisle

15, 21, 22, 25, 27, 33, 34, 41, 44, 51, 93, 101, 160, 166, 200, 221, 226, 228, 242, 310, 360, 373, 378, 385, 386, 392, 393, 408, 411, 417, 418, 428, 431, 432, 444, 509, 536, 545, 549, 553, 556, 564, 566, 585, 593, 624, 633, 635, 643, 649, 652, 698, 700, 703, 771, 776

Enhanced Display (select stores)

1, 17, 19, 115, 148, 149, 164, 187, 195, 310, 329, 334, 495, 497, 542, 587, 619, 630, 631, 632

Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
270439	Smithwick's Ale	500		
270447	Guinness Draught Beer	500		
296244	Guinness Draught	4×440	\$1.00 LTO + Contest	LCBO Warehouse
442731	Kilkenny Irish Ale	4×500		
536227	Guinness Hop House 13	500	\$0.25 LTO	
554469	Guinness Draught	8×440	VA	

VA/Merchandiser: Branded Guinness Glass. The supplier will be providing the value add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Contest: Enter for a chance to win 1 of 3 Guinness Branded Mini Bar - enter through QR code on display.

BLOCK PILE PLANOGRAM



ENHANCED DISPLAY (SELECT STORES)

The supplier will deliver and assemble the enhanced Guinness display by the start of P13.



Signage Components

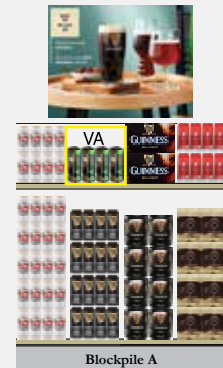
- Printed Corrugate structure - supplied by Agent
- Pole Toppers ENG (Re-order #22P13-BPA1) / BIL (Re-order # 22P13-BPA2)
- Riser Wrap - solid colour (Re-order # 22P13-BPA3)
- Pricer Cards ENG (Re-order # 22P13-BPA4) / BIL (Re-order # 22P13-BPA5)
- Shelf Talkers ENG (Re-order # 22P13-BPA6) / BIL (Re-order # 22P13-BPA7)
- Cut Case Backer Card ENG (Re-order # 22P13-BPA8) / BIL (Re-order # 22P13-BPA9)
- End Aisle Backer Card BIL (Re-order # 22P13-BPA10)

Merchandising Instructions

- Use the supplier-provided merchandiser to build a display with the participating products.
- Use the planogram provided for direction.
- Install supplier-provided value-adds and merchandiser.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.

Enhanced Display:

- The supplier will deliver and assemble the enhanced Guinness display by the start of P13.
- Build a cut case display to merchandise the participating products below the arch.
- Merchandise the pricer cards in front of the participating products.



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

B

Display Program (BP-SBB)

BLOCK PILE B

RTD: Pick Up A Bestseller



This is a sold program. Participation is mandatory.

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

Key Dates (February 27 - March 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
19118	White Claw Hard Seltzer Raspberry	473	
19121	White Claw Hard Seltzer Watermelon	473	
19146	Palm Bay Rainbow Twist	473	\$0.15 LTO
19150	Cottage Springs Raspberry Vodka Lemonade	355	
19543	Twisted Tea Original	12 x 355	\$1.50 LTO
553339	Smirnoff Berry Blast	473	

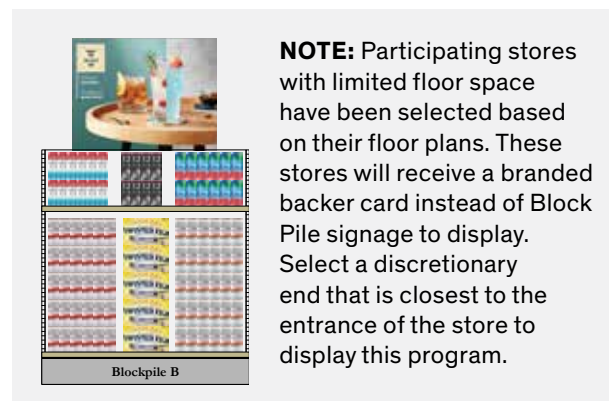
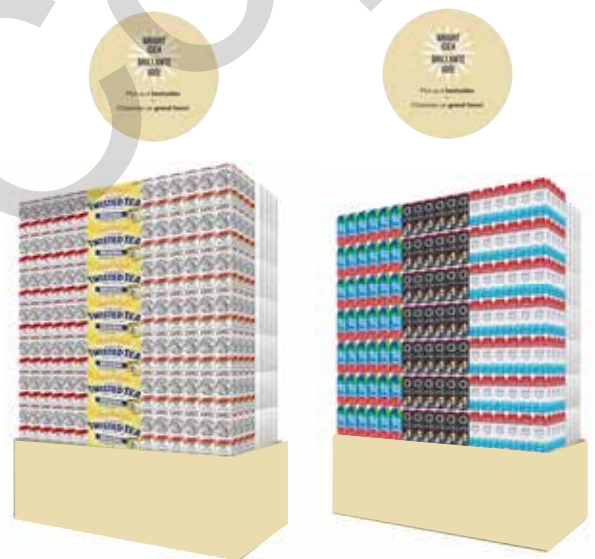
Signage Components

- Pole Toppers
ENG (Re-order # 22P13-BPB1) / BIL (Re-order # 22P13-BPB2)
- Riser Wrap - solid colour (Re-order # 22P13-BPB3)
- Pricer Cards
ENG (Re-order # 22P13-BPB4) / BIL (Re-order # 22P13-BPB5)
- Shelf Talkers
ENG (Re-order # 22P13-BPB6) / BIL (Re-order # 22P13-BPB7)
- Cut Case Backer Card
ENG (Re-order # 22P13-BPB8) / BIL (Re-order # 22P13-BPB9)
- End Aisle Backer Card BIL (Re-order # 22P13-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.

There's something to please everyone in these best selling Ready to Drink products.



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

EARN
POINTS NOW
ACCUMULEZ
DES POINTS
MAINTENANT

LCBO | AEROPLAN

This is a sold program. Participation is mandatory.

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

Key Dates (February 27 - March 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
16643	Polar Ice Arctic Extreme Vodka	750	50 APP
18877	Cabot Trail Maple Cream	1140	75 APP
112672	Wiser's Special Blend Whisky	1750	120 APP
209213	Beefeater London Dry Gin	1140	75 APP
240135	Lamb's Navy Rum	1140	75 APP
240150	Polar Ice Vodka	1140	75 APP

Signage Components

- Cut Case Backer Card
ENG (Re-order # 22P13-BPC1) / BIL (Re-order # 22P13-BPC2)
- Pole Toppers
ENG (Re-order # 22P13-BPC3) / BIL (Re-order # 22P13-BPC4)
- Riser Wrap - solid colour (Re-order # 22P13-BPC5)
- Pricer Cards
ENG (Re-order # 22P13-BPC6) / BIL (Re-order # 22P13-BPC7)
- Shelf Talkers
ENG (Re-order # 22P13-BPC8) / BIL (Re-order # 22P13-BPC9)
- End Aisle Backer Card BIL (Re-order # 22P13-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.

Earn Aeroplan Bonus Points when you stock up on spirits for classic cocktails.



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 (February 27 - March 26, 2022)

Participating Stores

1, 15, 21, 22, 26, 31, 38, 40, 83, 102, 115, 130, 148, 149, 154, 156, 164, 171, 187, 195, 198, 226, 243, 253, 263, 288, 329, 334, 346, 360, 371, 385, 390, 393, 394, 404, 412, 417, 437, 438, 443, 445, 452, 486, 499, 500, 501, 505, 523, 545, 573, 590, 602, 619, 623, 630, 631, 632, 641, 698, 703, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers (New for P13)
67	Smirnoff Vodka	750	50 APP + VA: Raptors Socks
1487	Crown Royal	750	VA: Maple Leaf Socks (in stores within 120 km from Scotiabank Arena)
17047	Captain Morgan Sliced Apple Spiced Rum	750	\$1.00 LTO + VA: TFC Socks
216929	Smirnoff Vodka	1140	VA: Raptors Socks
217653	Captain Morgan Original Spiced Rum	1140	VA: TFC Socks
217950	Crown Royal	1140	\$1.00 LTO + VA: Maple Leaf Socks (in stores within 120 km from Scotiabank Arena)
500512	Captain Morgan Original Spiced Rum	750	VA: TFC Socks

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

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Card ENG (Re-order # 22P13-BPD1) / BIL (Re-order # 22P13-BPD2)

Merchandising Instructions

- Continue to display the supplier merchandiser from P12. **The display will stay up for both P12 and P13.**
- The products will remain the same as P12 with new offers and value-adds for P13. Merchandise the pricer cards in front of the participating products.

This display will allow consumers to celebrate their sports fandom with brands that have phenomenal partnerships with their favourite teams. Program will include a supplier-produced display featuring a branded socks value-add.



(Merchandiser Display - example only)
Supplied by Agent

Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Wines of Italy

This is a sold program. Participation is mandatory.

Key Dates (February 27 - March 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 top varietals and styles of wine from Italy. A food-friendly range of wine styles and price points to suit every budget or occasion.

Participating Product

LCBO#	Description	Size (mL)	Offers
16946	Ruffino Prosecco	1500	
21434	Romeo Prosecco	750	\$1.00 LTO
33340	Collavini Pinot Grigio	750	\$2.00 LTO
42606	Ruffino Chianti	1500	\$2.00 LTO
141952	Pasqua Passimento Rosso IGT	750	\$2.00 LTO
253856	Luccarelli Primitivo Puglia IGT	750	\$1.00 LTO
384651	Martini Prosecco DOC	750	40 APP
413179	Zenato Amarone della Valpolicella Classico	750	\$3.00 LTO
626309	The Wanted Cab Cabernet Sauvignon, Vd'Italia	750	\$2.00 LTO
741769	Rocca delle Macie Chianti Classico	750	\$2.00 LTO
948158	Anselmi San Vincenzo	750	\$2.00 LTO

Signage Components

- Table Sign Large ENG (Re-order # 22P13-MNT1) / BIL (Re-order # 22P13-MNT2)
- Table Sign Small BIL (Re-order # 22P13-MNT3)
- Shelf Talkers ENG (Re-order # 22P13-MNT4) / BIL (Re-order # 22P13-MNT5)
- Celebration Fixture Drum Sign ENG (Re-order # 22P13-MNT6) / BIL (Re-order # 22P13-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order # 22P13-MNT8)
- Food & Drink Merchandiser ENG (Re-order # 22P13-MNT9) / BIL (Re-order # 22P13-MNT10)

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the table sign, drum sign and bin strips.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- Display the Food & Drink merchandisers on the table when the magazine drops on March 2nd.

Middle Nesting Table



Front View



Back View

Top View (Back)

Facings: 5x8 +69377	Facings: 5x6 +141952	Facings: 5x7 +626309
Facings: 5x8 +253856	Facings: 4x6 +42606	Facings: 5x7 +141952

Facings: 6x3 +253856	Facings: 6x2 +42606	Facings: 6x3 +626309
Facings: 1x1 F&D 	Signage	Facings: 1x1 F&D 
Facings: 6x3 +33340	Facings: 6x2 +16946	Facings: 6x3 +948158

Facings: 5x5 +741769
Facings: 5x5 +741769

Facings: 5x5 +413179
Facings: 5x5 +413179

Facings: 5x7 +384651	Facings: 4x6 +16946	Facings: 5x4 +21434
Facings: 5x7 +33340	Facings: 5x6 +384651	Facings: 5x4 +948158

Top View (Front)

Celebration Fixture



Front View



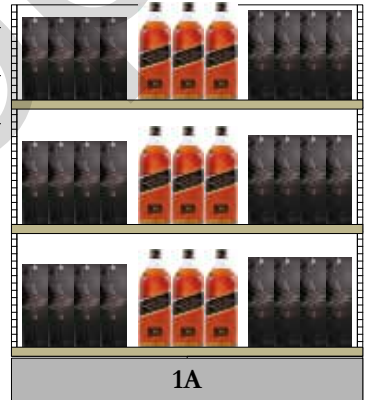
Back View

Period 13 END AISLES



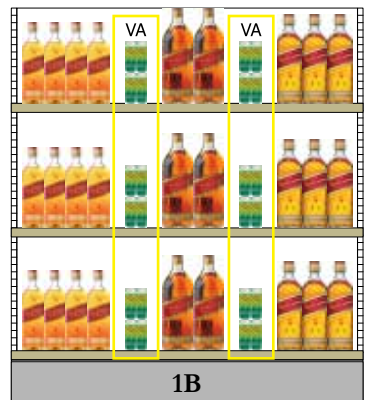
End Aisle #1A Premium

LCBO#	Description	Size (mL)	Offers
7880	Johnnie Walker Black 12 Yr	750	
217802	Johnnie Walker Black Label	1140	LTO
422006	Johnnie Walker Black Label Scotch	1750	



End Aisle #1B Standard

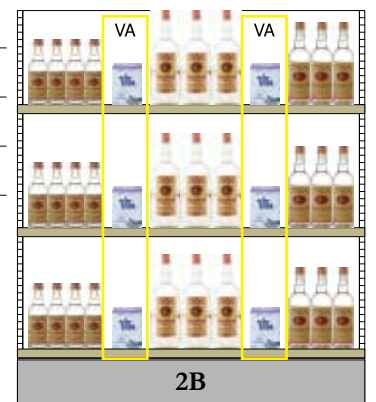
LCBO#	Description	Size (mL)	Offers
1099	Johnnie Walker Red Label	750	VA
112896	Johnnie Walker Red Label	1750	LTO
217794	Johnnie Walker Red Label	1140	VA





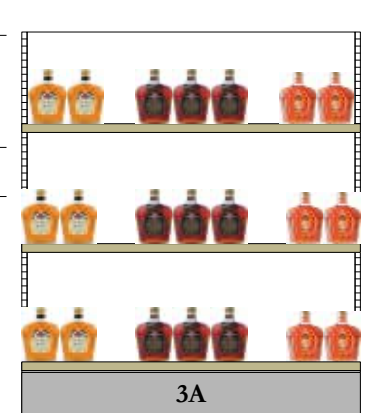
LCBO#	Description	Size (mL)	Offers
95935	Grey Goose Vodka	750	Value Add
116327	Grey Goose La Poire Vodka	750	Value Add
417196	Grey Goose Vodka	1140	Value Add

End Aisle #2A
Premium



LCBO#	Description	Size (mL)	Offers
363812	Tito's Handmade Vodka	375	Necktag
545160	Tito's Handmade Vodka	1750	Value Add
597559	Tito's Handmade Vodka	750	LTO

End Aisle #2B
Standard



LCBO#	Description	Size (mL)	Offers
10357	Crown Royal Peach	750	
224352	Crown Royal Black	750	Value Add (attached to bottle)
434092	Crown Royal Northern Harvest Rye	750	LTO

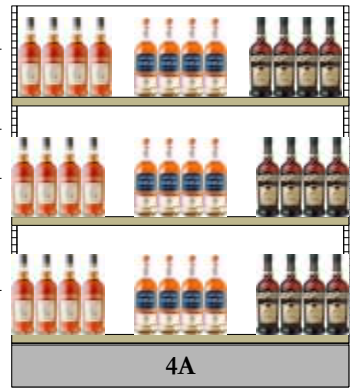
End Aisle #3A
Premium



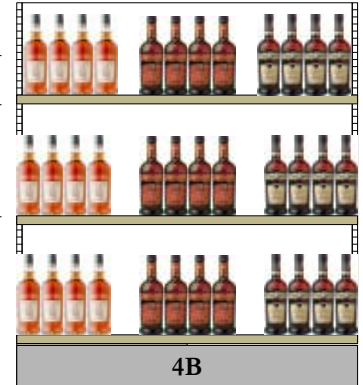
	LCBO#	Description	Size (mL)	Offers
End Aisle #3B Standard	1487	Crown Royal	750	Necktag, MTA
	114694	Crown Royal	1750	
	217950	Crown Royal	1140	LTO, BPD, VA (attached to bottle)



	LCBO#	Description	Size (mL)	Offers
End Aisle #4A Premium	10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
	20047	Forty Creek Foxheart	750	LTO
	550715	Forty Creek Barrel Select	750	Value Add (attached to bottle)

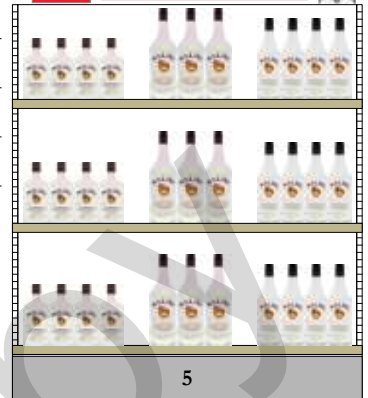


	LCBO#	Description	Size (mL)	Offers
End Aisle #4B Standard	10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
	285254	Forty Creek Copper Pot Reserve	750	LTO
	550715	Forty Creek Barrel Select	750	Value Add (attached to bottle)





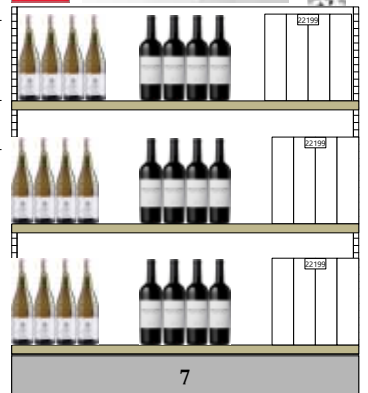
	LCBO#	Description	Size (mL)	Offers
End Aisle #5	217448	Malibu Coconut Rum	1140	LTO
	477836	Malibu Coconut Rum	750	
	601765	Malibu Coconut Rum	375	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #6	110056	Absolut Vodka	750	LTO
	209221	Absolut Vodka	1140	Value Add
	216655	Absolut Vodka	1750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #7	22199	Jacob's Creek Double Barrel Shiraz	750	LTO
	620054	Babich Sauvignon Blanc	750	LTO, Wine Fridge
	647644	Bread & Butter Cabernet Sauvignon	750	LTO





	LCBO#	Description	Size (mL)	Offers
End Aisle #8	14910	Bushmills Irish Whiskey	750	Value Add
	61374	Bushmills Black Bush	750	LTO
	131870	Bushmills Malt 10 Year Old	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #9	225243	Stolichnaya Vodka	750	LTO
	225250	Stolichnaya Vodka	1140	
	272716	Stolichnaya Vodka	1750	LTO



	LCBO#	Description	Size (mL)	Offers
Beer/Cider Mini Thematic C End Aisle #10	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
	16301	Sleeping Giant White Out Hazy Ale (7346)	473	
	17910	Left Field Brewery Ice Cold Beer (4846)	355	
	339895	Waterloo IPA (275/TBS)	473	
	492017	Steam Whistle (5577/TBS)	6 × 473	
	508580	Wellington Upside IPA (4826)	473	LTO
	516880	Mill Street Original Organic (1950)	6 × 473	LTO
	645978	Ernest Cider Impeachment (LCBO Warehouse)	473	LTO
	697318	Brickworks Ciderhouse Batch 1904 (1950)	6 × 473	LTO





	LCBO#	Description	Size (mL)	Offers
End Aisle #11	177808	Appleton Estate V/X Signature Blend	750	Value Add
	223529	Appleton Estate V/X Signature Blend	1140	Value Add
	390260	Appleton Estate V/X Signature Blend	1750	Value Add



	LCBO#	Description	Size (mL)	Offers
End Aisle #12	20362	Finlandia Vodka	750	LTO
	114967	Finlandia Vodka	1750	LTO
	216820	Finlandia Vodka	1140	Value Add

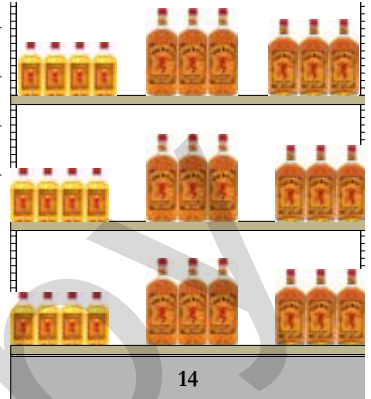


	LCBO#	Description	Size (mL)	Offers
End Aisle #13	9431	Bouchard Aine & Fils Beaujolais Superieur	750	LTO
	144493	Montecillo Crianza Rioja	750	LTO
	545871	Ruffino Lumina Pinot Grigio Igt	1500	LTO





	LCBO#	Description	Size (mL)	Offers
End Aisle #14	314856	Fireball Whisky Shooter	1140	LTO
	398776	Fireball Whisky Shooter	375	LTO
	447953	Fireball Whisky Shooter	750	Value Add



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	10157	Jameson Irish Whiskey	750	FNT, LTO
	17055	Jameson Cold Brew Irish Whiskey	750	FNT, LTO
	207613	Jameson Irish Whiskey	1140	FNT, Value Add



	LCBO#	Description	Size (mL)	Offers
End Aisle #16	14404	Jagermeister Cold Brew	750	Value Add, Necktag
	117101	Jagermeister	750	LTO
	342246	Amarula Cream	750	Value Add, Necktag



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	331025	Jackson-Triggs Cabernet Sauvignon	1500	LTO
	338855	Bodacious Smooth Red	750	LTO
	623322	Peller Family Vineyards Sauvignon	4000	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #18	18441	Carolans Irish Cream	1750	Value Add
	108357	Carolans Irish Cream	750	LTO
	535179	Carolans Irish Cream	375	



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	14730	Ciroc Mango	750	Value Add
	334128	Ciroc Red Berry	750	LTO
	417295	Ciroc Original Unflavoured	750	

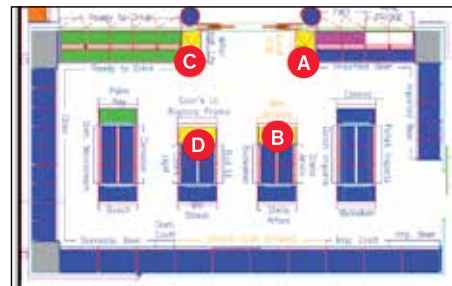


	LCBO#	Description	Size (mL)	Offers
End Aisle #20	229047	Yellow Tail Bubbles Rose	750	LTO
	529354	Pelee Island Pelee Pink VQA	750	LTO, Wine Fridge



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 (February 27 - March 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
A Plinth (EA - EZA)	284562	Michelob Ultra 473 mL	275 - The Beer Store	\$1.00 LTO VA
	496968	Michelob Ultra 6 × 473 mL		
	697623	Michelob Ultra 6 × 355 mL		
	VA/Merchandiser: Receive a pair of running socks with the purchase of two 6-packs of 697623 Michelob Ultra. The supplier will be providing the value add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.			
B New/Seasonal (EA - EZB)	25690	Collective Arts Ipa No. 20 473 mL	LCBO Warehouse	
	23850	Spearhead Brewing - Queen Of Wheat 473 mL	86 - Spearhead Brewing Company	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.				
C Plinth (EA - EZH)	17819	Stella Artois 6 × 473 mL	275 - The Beer Store	\$1.00 LTO VA
	17820	Stella Artois 473 mL		
	17823	Stella Artois 6 × 330 mL		
	VA/Merchandiser: Receive a branded chalice with the purchase of two 6-packs of 17823 Stella Artois. The supplier will be providing the value add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.			
D End Aisle (EA - EZD)	18	Heineken Lager 6 × 330 mL	LCBO Warehouse	\$1.00 LTO VA \$0.20 LTO
	302810	Heineken 6 × 500 mL		
	337949	Heineken Lager 500 mL		
	VA/Merchandiser: Receive a portable powerbank with the purchase of 302810 Heineken 6×500 mL. The supplier will be providing the value add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.			

Beer Excitement Zone A: A lighter brew for a lighter lifestyle. Receive a pair of running socks with the purchase of two 6-packs of 697623 Michelob Ultra.

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

Beer Excitement Zone C: Pair a Stella Artois with your favourite local dish. Receive a branded chalice with the purchase of two 6-packs of 17823 Stella Artois.

Beer Excitement Zone D: For a limited time only, enter a contest for a chance to win a Heineken VIP City Weekend Experience plus secondary pricing available. Scan QR code on-pack for contest details.

Signage Components

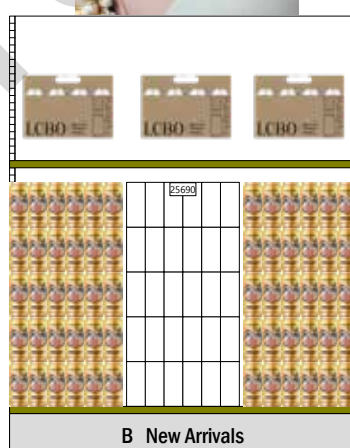
- A. Michelob Backer Card BIL (Re-order # 22P13-EZ1)
- B. P11-13 "Try A Local Favourite" Transparency ENG (Re-order # 22P11-EZ2) / BIL (Re-order # 22P11-EZ3)
- B. P11-13 "Try A Local Favourite" Backer Card Card BIL (Re-order # 22P11-EZ4)
- C. Stella Artois Backer Card BIL (Re-order # 22P13-EZ5)
- A, C, D Pricer Cards ENG (Re-order # 22P13-EZ6) / BIL (Re-order # 22P13-EZ7)
- A, C, D Shelf Talkers ENG (Re-order # 22P13-EZ8) / BIL (Re-order # 22P13-EZ9)
- D. Heineken Backer Card BIL (Re-order # 22P13-EZ10)
- D. Heineken Transparency ENG (Re-order # 22P13-EZ11) / BIL (Re-order # 22P13-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.



A



B New Arrivals



C Occasion Plinth



D Occasion End

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	Size (mL)
17833	Oskar Blues Can-O-Bliss Double IPA	4 × 355
22626	Elemental Porter Ale	440
23732	Gahan 1772 India Pale Ale	473
23743	Kriek Boon	375
25314	Bourgogne Des Flanders Blond	330
492041	Doppel Hirsch Doppel Bock	500

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order # AIIM-22P13-ICB1) / BIL (Re-order # AIIM-22P13-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 (February 27 - March 26, 2022)

Participating Products

LCBO#	Description	Size (mL)	Offers
233635	Cave Spring Riesling Dry VQA	750	\$2.00 LTO
430546	Henry Of Pelham Sauvignon Blanc VQA	750	\$2.00 LTO
485128	Pelee Island Baco Noir VQA	750	\$1.00 LTO
261099	Inniskillin Pinot Noir VQA	750	\$2.00 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-22P13-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-22P13-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.**

Key Dates (February 27 - March 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)
522979	Cave Spring Pinot Gris VQA	750
20258	Hopetown Wine Co. Hill House Craft Red VQA	750
556951	Chateau Des Charmes Cabernet Merlot VQA	750
20259	Grow Wild Enchanting White VQA	750

Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIIM-22P13-OWP1)
- Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # AIIM-22P13-OWP2)

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-22P13-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-22P13-OWP2)

Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # AIIM-22P13-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>)

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, 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

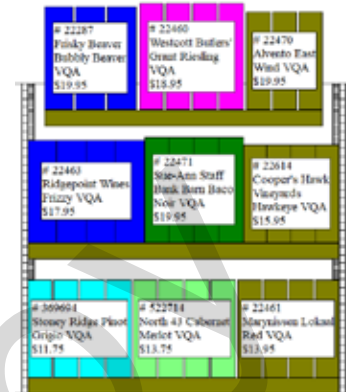
33, 40, 41, 65, 84, 130, 164, 207, 211, 229, 233, 263, 351, 391, 404, 417, 437, 443, 485, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 694, 706, 741

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

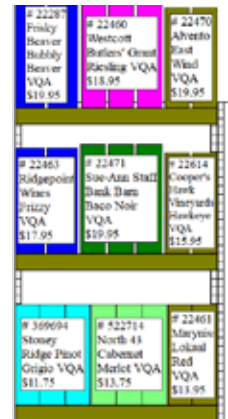
115, 187, 252, 300, 392, 401, 407, 412, 497

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

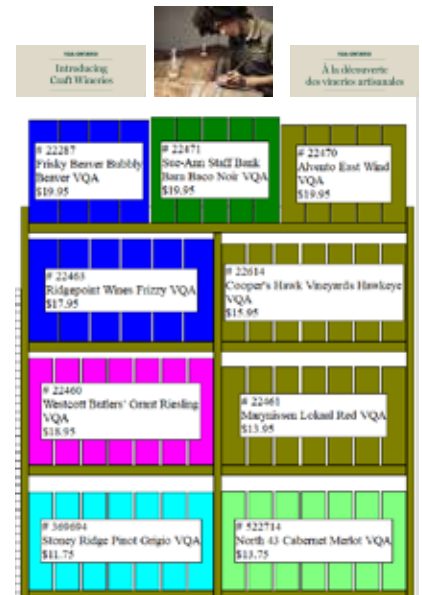
359, 427, 459

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 (February 27 - March 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
326090	Oyster Bay Pinot Grigio Hawke's Bay	750	\$2.00 LTO
36483	Torres Gran Coronas Reserva	750	\$2.00 LTO

Signage Components

- Signage Kit (Re-order # A11M-22P13-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 (March 5 & March 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)
MARCH 5 RELEASE		
21952	Matetic EQ Granite Pinot Noir 2016	750
121160	Villa Trasqua Chianti Classico 2017	750
MARCH 19 RELEASE		
23649	1000 Stories Prospectors' Proof Cabernet Sauvignon 2018	750
261784	Papale Linea Oro Primitivo di Manduria 2017	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.



WoM: March 5, 2022



WoM: March 19, 2022

VINTAGES LTO/Aeroplan Program | Key Dates (February 27 - March 26, 2022)

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.

Participating Stores

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

Signage Components

- The 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
59311	7 Deadly Zins Old Vine Zinfandel	750		\$24.95	120 APP
694208	Pérez Cruz Reserva Cabernet Sauvignon	750		\$14.95	40 APP
948158	Anselmi San Vincenzo	750	\$17.95	\$15.95	\$2.00 LTO
342436	Bonterra Chardonnay	750	\$19.95	\$17.95	\$2.00 LTO
478727	Catena Malbec	750	\$19.95	\$17.95	\$2.00 LTO
328567	Cathedral Cellar Cabernet Sauvignon	750	\$18.95	\$16.95	\$2.00 LTO
462846	Columbia Crest Grand Estates Chardonnay	750	\$17.95	\$15.95	\$2.00 LTO
337238	Concha y Toro Marques de Casa Concha Cabernet Sauvignon	750	\$22.95	\$19.95	\$3.00 LTO
167189	Dandelion Vineyards Lionheart of The Barossa Shiraz	750	\$21.95	\$19.95	\$2.00 LTO
976662	Faustino I Gran Reserva	750	\$31.95	\$29.95	\$2.00 LTO
454876	Ghost Pines Merlot	750	\$21.95	\$19.95	\$2.00 LTO
308122	Ghost Pines Winemaker's Blend Chardonnay	750	\$21.95	\$19.95	\$2.00 LTO
413237	Gérard Bertrand Languedoc	750	\$16.95	\$14.95	\$2.00 LTO
656561	J. Lohr Seven Oaks Cabernet Sauvignon	750	\$23.95	\$21.95	\$2.00 LTO
522672	Lakeview Cellars Vidal Icewine	200	\$22.95	\$19.95	\$3.00 LTO
964221	Le Volte dell'Ornellaia	750	\$29.95	\$27.95	\$2.00 LTO
168716	M. Chapoutier Les Vignes de Bila-Haut Côtes du Roussillon-Villages	750	\$15.95	\$13.95	\$2.00 LTO
69377	Monte Antico	750	\$15.95	\$13.95	\$2.00 LTO
326090	Oyster Bay Pinot Grigio	750	\$19.95	\$17.95	\$2.00 LTO
995910	Remo Farina Amarone della Valpolicella Classico	750	\$39.95	\$37.95	\$2.00 LTO
606624	Ringbolt Cabernet Sauvignon	750	\$21.95	\$19.95	\$2.00 LTO
177295	Rivera Il Falcone Riserva Castel del Monte	750	\$24.95	\$21.95	\$3.00 LTO
741769	Rocca delle Macie Chianti Classico	750	\$18.95	\$16.95	\$2.00 LTO
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$29.95	\$26.95	\$3.00 LTO
408658	Santa Carolina Reserva de Familia Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00 LTO
360222	Seven Falls Cellars Cabernet Sauvignon	750	\$21.95	\$18.95	\$3.00 LTO
608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$27.95	\$24.95	\$3.00 LTO
149237	The Foreign Affair The Conspiracy	750	\$19.95	\$16.95	\$3.00 LTO
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$24.95	\$22.45	\$2.50 LTO
36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00 LTO
660043	Two Hands Gnarly Dudes Shiraz	750	\$24.95	\$21.95	\$3.00 LTO
225086	Umberto Cesari Liano Sangiovese/Cabernet Sauvignon	750	\$27.95	\$22.95	\$5.00 LTO
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$22.95	\$19.95	\$3.00 LTO
311258	Wits End Luna Shiraz	750	\$17.95	\$15.95	\$2.00 LTO
413179	Zenato Amarone della Valpolicella Classico	750	\$52.95	\$49.95	\$3.00 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 (February 27 - March 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
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$3.00 LTO

Signage Components & Merchandising Instructions

Signage reorder code: AIIM-22P13-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 March 27, 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 March 27, 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 March 27, 2022.

Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 22OP-BTU3)

- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



Basket Sign



Pricer Card



Shelf Talker

GIFTING

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 #
<div style="background-color: black; color: white; padding: 5px; display: inline-block;">REUSABLE BAGS</div> <div style="background-color: black; color: white; padding: 5px; display: inline-block; margin-left: 10px;">REUSABLE BAGS SACS RÉUTILISABLES</div>	Insert Sign	ENG/ENG: OP22-GFT9 BIL/BIL: OP22-GFT11
<div style="background-color: black; width: 20px; height: 20px; display: inline-block;"></div>	Metal Stand Bottom (solid black)	OP22-GFT10

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

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.

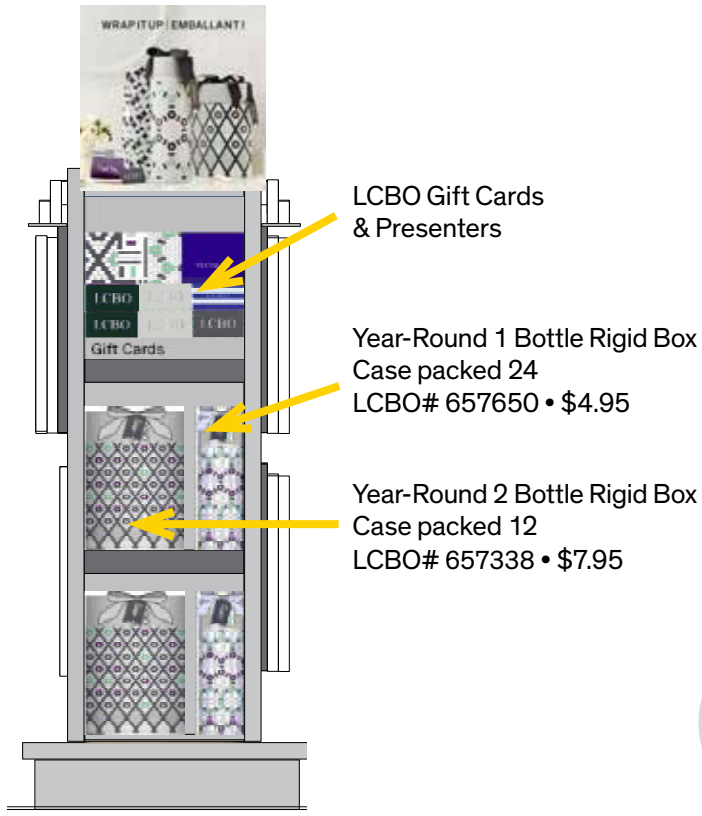


Front view

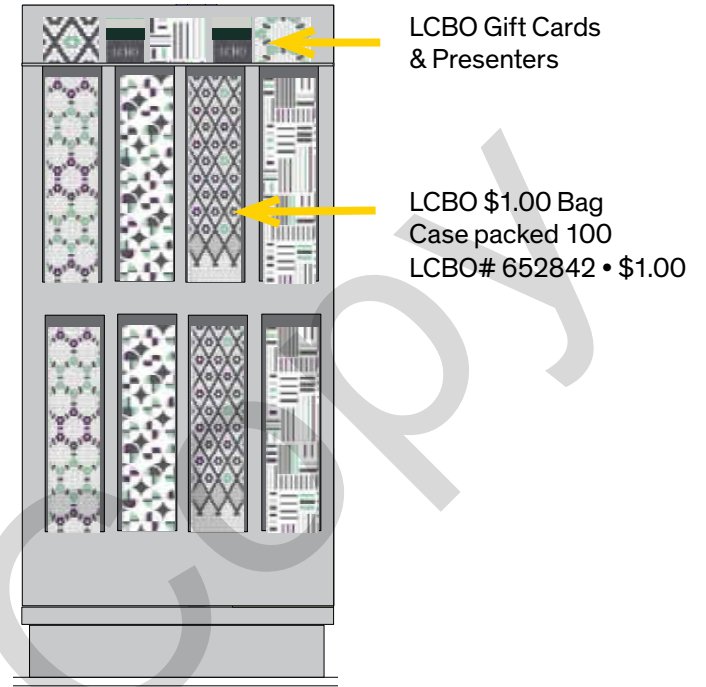


Back view

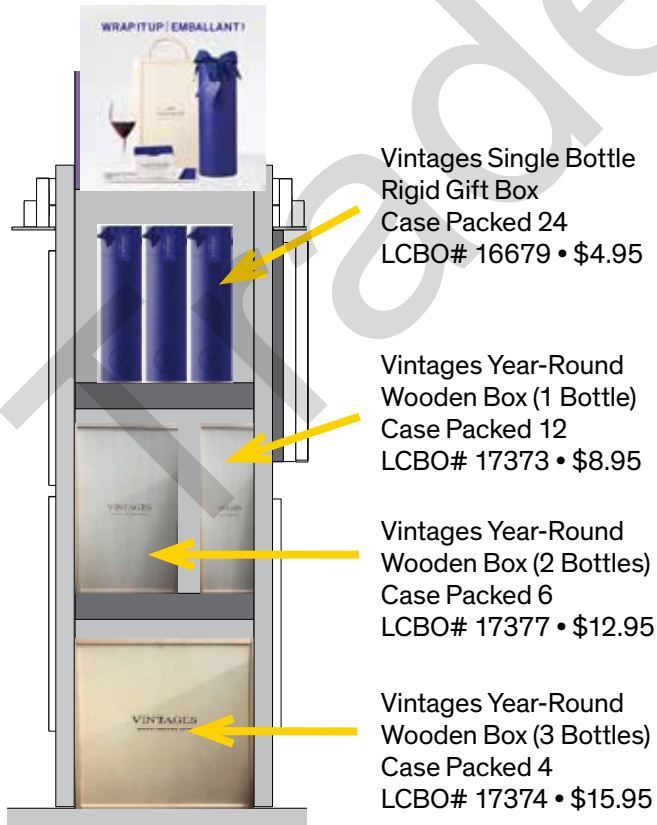
SIDE A:



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	NEW LCBO Grey	
22105	NEW LCBO Mint	

LCBO#	Description	Image
22106	NEW LCBO Charcoal Version 1	
22107	NEW 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

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

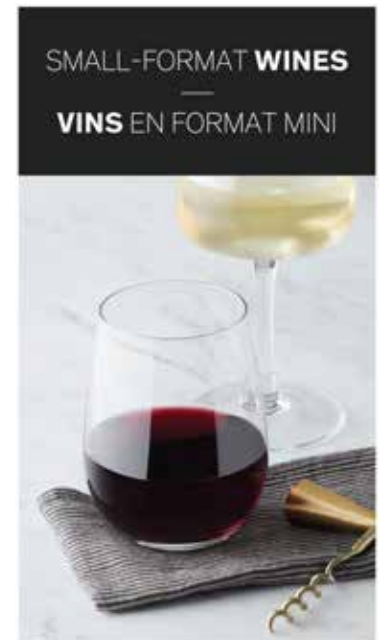
Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

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 (February 27 - March 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 P13:

- Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 22P13-FS2)
- Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 22P13-FS3)
- Shelf Talkers ENG (Re-order # 22P13-FS6) / BIL (Re-order # 22P13-FS7)
- Bin Strips - solid colour (Re-order # 22P13-FS8)

Continue to display the below box signs from P11 & P12:

- Sparkling Flex Space Box Sign ENG/BIL (Re-order # 22P11-FS1)
- USA Flex Space Box Sign ENG/BIL (Re-order # 22P12-FS2)
- Europe Flex Space Box Sign ENG/BIL (Re-order # 22P12-FS3)

Participating Products

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

***Mandatory Participation: This is a SOLD promotion. The products will remain the same as P12 with new offers for P13.**



(Keep up box sign from P12)

13734	Robert Mondavi Private Selection Rum Barrels Merlot	750	
379180	Robert Mondavi Private Selection Chardonnay	750	
392225	Robert Mondavi Private Selection Cabernet Sauvignon	750	\$3.00
405753	Robert Mondavi Private Selection Sauvignon Blanc	750	
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. The products will remain the same as P12 with new offers for P13.**



(Keep up box sign from P12)

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

NEW (FSD) Australia/New Zealand Flex Space "Explore South Australian Wines"				
--	--	--	--	--

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



17759	Yalumba Y Series Cabernet Sauvignon	750 mL	\$2.00
167189	Dandelion Vineyards Lionheart of the Barossa Shiraz	750 mL	\$2.00
441543	Wakefield Promised Land Shiraz	750 mL	\$2.00
464743	Angove Organic Cabernet Sauvignon	750 mL	\$2.00
660043	Two Hands Gnarly Dudes Shiraz	750 mL	\$3.00
311258	Wits End Luna Shiraz	750 mL	\$2.00
470062	Yalumba Y Series Viognier	750 mL	
659607	Mitolo Jester Shiraz	750 mL	

NEW (FSE) Chile/Argentina Flex Space "Easy-sipping Value Wines"				
--	--	--	--	--

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



272609	Las Mulas Sauvignon Blanc Reserva Organic	750 mL	
7187	KWV Roodeberg Red	750 mL	\$2.00
235671	Trapiche Cabernet Sauvignon	750 mL	\$1.50
328567	Cathedral Cellar Cabernet Sauvignon	750 mL	\$2.00
407494	Las Mulas Cabernet Sauvignon Reserva Organic	750 mL	\$2.00
501551	Trapiche Malbec	750 mL	\$1.50
634402	Viña Tarapacá Reserva Sauvignon Blanc	750 mL	\$2.00
647636	Viña Tarapacá Reserva Cabernet Sauvignon	750 mL	\$2.00



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

USA Flex Space



EUROPE Italy/SE Flex Space



NEW Australia/New Zealand Flex Space



NEW Chile/Argentina Flex Space



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

- Spirited Picks Box Sign
ENG/BIL (Re-order #22P13-FEM1)
- Spirited Picks Shelf Talkers
ENG (Re-order #22P13-FEM2)
BIL (Re-order #22P13-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 (February 27 - March 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

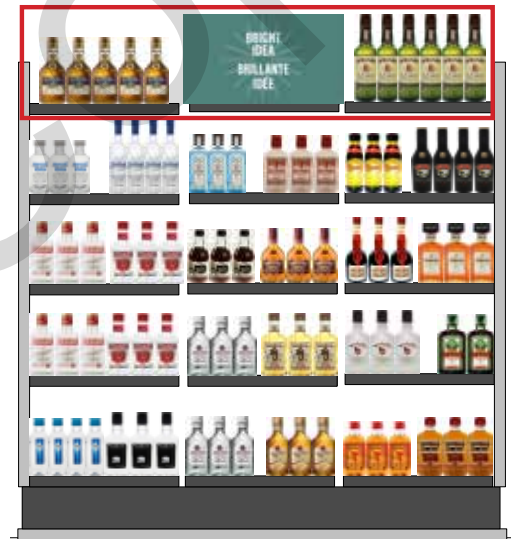
LCBO#	Description	Size (mL)	Offers
230987	Jameson Irish Whiskey	375	
139667	Gibson's Finest Rare 12 Year Old Whisky	375	\$1.00 LTO

Signage Components

- Spirited Picks Box Sign ENG/BIL (Re-order #22P13-FEM1)
- Spirited Picks Shelf Talkers
ENG (Re-order #22P13-FEM2)
BIL (Re-order #22P13-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.
- Display the box sign in the middle of the shelf.



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 (February 27 - March 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
21978	Howler Head Banana Infused Kentucky Straight Bourbon	750	VA

VA: Free glass with the purchase of Howler Head Banana Infused Kentucky Straight Bourbon (21978 | 750 mL). The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Breakthru representative for additional stock.

Signage Components

- A-Frame Sign
ENG (Re-order#22P13-AF1) / BIL (Re-order#22P13-AF2)
- Shelf Talker
ENG (Re-order# 22P13-AF3) / BIL (Re-order# 22P13-AF4)

Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Merchandise the participating product and value-add according to the planogram.
- Install to the A-frame sign.
- Merchandise the pre-printed 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






Merchandising Instructions & Signage Component

- Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 22OP-BTU3)
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Common End Aisles 10-20 Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P13-ST1 BIL: 22P13-ST2	
On Shelf	Premium Flighted End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P13-ST14 BIL: 22P13-ST15	
On Shelf	Premium Flighted Value Add Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P13-STVA5 BIL: 22P13-STVA6	
On Shelf	Premium Flighted Value Add Perpendicular Shelf Talkers	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 22P13-STVA7 BIL: 22P13-STVA8	
On Shelf	Standard Flighted End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P13-ST16 BIL: 22P13-ST17	
On Shelf	Standard Flighted Value Add Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P13-STVA9 BIL: 22P13-STVA10	
On Shelf	Standard Flighted Value Add Perpendicular Shelf Talkers	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 22P13-STVA11 BIL: 22P13-STVA12	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P13-ST3 BIL: 22P13-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P13-ST5 BIL: 22P13-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P13-ST7 BIL: 22P13-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P13-ST9 BIL: 22P13-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-22P13-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-P13-LTO	

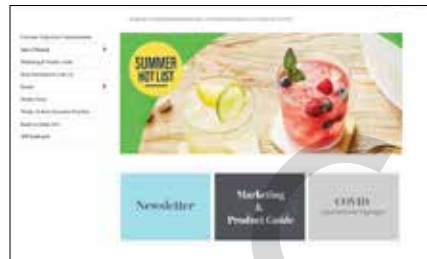
Sold Space WORKSHEETS

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

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



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1A	7880	Johnnie Walker Black 12 Yr	750	
<input type="checkbox"/>	<input type="checkbox"/>		217802	Johnnie Walker Black Label	1140	LTO
			422006	Johnnie Walker Black Label Scotch	1750	
<input type="checkbox"/>	<input type="checkbox"/>	1B	1099	Johnnie Walker Red Label	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		112896	Johnnie Walker Red Label	1750	LTO
			217794	Johnnie Walker Red Label	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	2A	95935	Grey Goose Vodka	750	VA
			116327	Grey Goose La Poire Vodka	750	VA
			417196	Grey Goose Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	2B	363812	Tito's Handmade Vodka	375	Necktag
			545160	Tito's Handmade Vodka	1750	VA
			597559	Tito's Handmade Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	3A	10357	Crown Royal Peach	750	
			224352	Crown Royal Black	750	VA
			434092	Crown Royal Northern Harvest Rye	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	3B	1487	Crown Royal	750	Necktag, MTA
			114694	Crown Royal	1750	
			217950	Crown Royal	1140	VA, LTO, BPD
<input type="checkbox"/>	<input type="checkbox"/>	4A	10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
			20047	Forty Creek Foxheart	750	LTO
			550715	Forty Creek Barrel Select	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	4B	10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
			285254	Forty Creek Copper Pot Reserve	750	LTO
			550715	Forty Creek Barrel Select	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	5A 5B	217448	Malibu Coconut Rum	1140	LTO
			477836	Malibu Coconut Rum	750	
			601765	Malibu Coconut Rum	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6A 6B	110056	Absolut Vodka	750	LTO
			209221	Absolut Vodka	1140	VA
			216655	Absolut Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7A 7B	22199	Jacob's Creek Double Barrel Shiraz	750	LTO
			620054	Babich Sauvignon Blanc	750	LTO, Wine Fridge
			647644	Bread & Butter Cabernet Sauvignon	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	8A 8B	14910	Bushmills Irish Whiskey	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		61374	Bushmills Black Bush	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		131870	Bushmills Malt 10 Year Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	9A 9B	225243	Stolichnaya Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		225250	Stolichnaya Vodka	1140	
<input type="checkbox"/>	<input type="checkbox"/>		272716	Stolichnaya Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	10	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		16301	Sleeping Giant White Out Hazy Ale (7346)	473	
<input type="checkbox"/>	<input type="checkbox"/>		17910	Left Field Brewery Ice Cold Beer (4846)	355	
<input type="checkbox"/>	<input type="checkbox"/>		339895	Waterloo IPA (275/TBS)	473	
<input type="checkbox"/>	<input type="checkbox"/>		492017	Steam Whistle (5577/TBS)	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>		508580	Wellington Upside IPA (4826)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		516880	Mill Street Original Organic (1950)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		645978	Ernest Cider Impeachment (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		697318	Brickworks Ciderhouse Batch 1904 (1950)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	11	177808	Appleton Estate V/X Signature Blend	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		223529	Appleton Estate V/X Signature Blend	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		390260	Appleton Estate V/X Signature Blend	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	12	20362	Finlandia Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		114967	Finlandia Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		216820	Finlandia Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	13	9431	Bouchard Aine & Fils Beaujolais Superieur	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		144493	Montecillo Crianza Rioja	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		545871	Ruffino Lumina Pinot Grigio Igt	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	14	314856	Fireball Whisky Shooter	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		398776	Fireball Whisky Shooter	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>		447953	Fireball Whisky Shooter	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	15	10157	Jameson Irish Whiskey	750	FNT, LTO
<input type="checkbox"/>	<input type="checkbox"/>		17055	Jameson Cold Brew Irish Whiskey	750	FNT, LTO
<input type="checkbox"/>	<input type="checkbox"/>		207613	Jameson Irish Whiskey	1140	FNT, VA
<input type="checkbox"/>	<input type="checkbox"/>	16	14404	Jagermeister Cold Brew	750	VA, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		117101	Jagermeister	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		342246	Amarula Cream	750	VA, Necktag

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
<input type="checkbox"/>	<input type="checkbox"/>	17	331025	Jackson-Triggs Cabernet Sauvignon	1500	LTO	
<input type="checkbox"/>	<input type="checkbox"/>		338855	Bodacious Smooth Red	750	LTO	
			623322	Peller Family Vineyards Sauvignon BI	4000	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	18	18441	Carolans Irish Cream	1750	VA	
<input type="checkbox"/>	<input type="checkbox"/>		108357	Carolans Irish Cream	750	LTO	
			535179	Carolans Irish Cream	375		
<input type="checkbox"/>	<input type="checkbox"/>	19	14730	Ciroc Mango	750	VA	
<input type="checkbox"/>	<input type="checkbox"/>		334128	Ciroc Red Berry	750	LTO	
			417295	Ciroc Original Unflavoured	750		
<input type="checkbox"/>	<input type="checkbox"/>	20	229047	Yellow Tail Bubbles Rose	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>		529354	Pelee Island Pelee Pink VQA	750	LTO, Wine Fridge	
			22267	Santa Carolina Cabernet Sauvignon Low Alcohol	750		
			22270	Gato Negro Sauvignon Blanc De-alcoholised	750		
			22499	Gerard Bertrand Change Merlot	750		
			22500	Bottega Rosé	750		
			22501	Gerard Bertrand Naturae Cabernet Sauvignon	750		
			22543	Fitvine Cabernet Sauvignon	750		
<input type="checkbox"/>	<input type="checkbox"/>		Feature Fixture	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	
				111799	Reif Estate Riesling VQA	750	LTO
				458521	Pelee Island Pinot Noir Reserve VQA	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			17483	Citra Pinot Grigio Terre Di Chieti IGP	750	LTO
			73163	Casal Thaulero Pinot Grigio IGT	750	APP
			143750	Spinelli Cabernet Sauvignon	750	APP
			255844	Era Montepulciano D'Abruzzo DOC Organic	750	
			269985	Illuminati Riparosso Mont D'Abruzzo DOC	750	LTO
			446633	Citra Montepulciano D'Abruzzo DOC	750	APP
			454629	Spinelli Montepulciano D'Abruzzo DOC	750	
<input type="checkbox"/>	<input type="checkbox"/>	New & Seasonal	474239	Spinelli Unoaked Chardonnay Terre Di Chieti IGT	750	APP
			486647	Lupi Reali Montepulciano D'Abruzzo DOC Organic	750	
			523100	Passi Reali Appassimento Montepulciano Organic VDT	750	APP
			569087	Fantini Chardonnay	750	
			612788	Fantini Casale Vecchio Lot 23 Montepulciano D'Abruzzo DOC Organic	750	
			621912	Fantini Montepulciano D'Abruzzo DOC	750	
			621953	Casal Thaulero Merlot Cabernet Terre Di Chieti IGT	750	APP
			11945	Proper No. Twelve	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	13057	Writers Tears Copper Pot Irish Whiskey	700	LTO
			334045	Kilbeggan	750	LTO
			515205	St Germain Elderflower Liqueur	200	APP
			1487	Crown Royal Whisky	750	
			14354	Appleton Estate 8 Year Old Reserve	750	LTO
			41384	Jack Daniel's Tennessee Whiskey	750	
			273516	Ron Zacapa 23 Centenario Rum	750	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	291278	Johnnie Walker Gold Label Reserve Scotch Whisky	750	
			316844	Bombay Sapphire London Dry Gin	750	
			387316	The Balvenie 12 Year Old Doublewood Scotch Whisky	750	
			479980	Macallan 12 Year Old Double Cask	750	
			480624	Woodford Reserve Distiller's Select Bourbon	750	LTO
			637504	Hendrick's Gin	750	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			14130	Apothic Cabernet Sauvignon	750	VA
			58628	Peller Estates Family Series Cabernet Merlot VQA	750	LTO
			167189	Dandelion Vineyards Lionheart of the Barossa Shiraz	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	168716	M. Chapoutier Les Vignes de Bila-Haut Côtes du Roussillon-Villages	750	LTO
			426577	Sprucewood Shores Pinot Grigio VQA	750	LTO
			478727	Catena Malbec	750	LTO
			536565	Lily Sparkling Rosé VQA	750	LTO
			10157	Jameson Irish Whiskey	750	LTO
			17055	Jameson Cold Brew Irish Whiskey	750	LTO
			207613	Jameson Irish Whiskey	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table	275933	Jameson Irish Whiskey	1750	LTO
			292615	Jameson Black Barrel	750	LTO
			429258	Jameson Caskmates Stout Irish Whiskey	750	LTO
			635391	Jameson Caskmates IPA Irish Whiskey	750	LTO
			270439	Smithwick's Ale (LCBO Warehouse)	500	
			270447	Guinness Draught Beer (LCBO Warehouse)	500	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	296244	Guinness Draught (LCBO Warehouse)	4×440	LTO + Contest
			442731	Kilkenny Irish Ale (LCBO Warehouse)	4×500	
			536227	Guinness Hop House 13 (LCBO Warehouse)	500	LTO
			554469	Guinness Draught (LCBO Warehouse)	8×440	VA
			19118	White Claw Hard Seltzer Raspberry	473	
			19121	White Claw Hard Seltzer Watermelon	473	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	19146	Palm Bay Rainbow Twist	473	LTO
			19150	Cottage Springs Raspberry Vodka Lemonade	355	
			19543	Twisted Tea Original	12 × 355	LTO
			553339	Smirnoff Berry Blast	473	
			16643	Polar Ice Arctic Extreme Vodka	750	APP
			18877	Cabot Trail Maple Cream	1140	APP
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	112672	Wiser's Special Blend Whisky	1750	APP
			209213	Beefeater London Dry Gin	1140	APP
			240135	Lamb's Navy Rum	1140	APP
			240150	Polar Ice Vodka	1140	APP

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Block Pile D	67	Smirnoff Vodka	750	APP + VA
			1487	Crown Royal	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		17047	Captain Morgan Sliced Apple Spiced Rum	750	LTO + VA
			216929	Smirnoff Vodka	1140	VA
			217653	Captain Morgan Original Spiced Rum	1140	VA
			217950	Crown Royal	1140	LTO + VA
			500512	Captain Morgan Original Spiced Rum	750	VA
		Middle Nesting Table/ Celebration Fixture	16946	Ruffino Prosecco	1500	
			21434	Romeo Prosecco	750	LTO
			33340	Collavini Pinot Grigio	750	LTO
			42606	Ruffino Chianti	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		141952	Pasqua Passimento Rosso IGT	750	LTO
			253856	Luccarelli Primitivo Puglia IGT	750	LTO
			384651	Martini Prosecco DOC	750	APP
			413179	Zenato Amarone della Valpolicella Classico	750	LTO
			626309	The Wanted Cab Cabernet Sauvignon, Vd'Italia	750	LTO
			741769	Rocca delle Macie Chianti Classico	750	LTO
		948158	Anselmi San Vincenzo	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	284562	Michelob Ultra (275)	473	
			496968	Michelob Ultra (275)	6 × 473	LTO
			697623	Michelob Ultra (275)	6 × 355	VA
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	25690	Collective Arts Ipa No. 20 (LCBO Warehouse)	473	
			23850	Spearhead Brewing - Queen Of Wheat (86)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	17819	Stella Artois (275)	6 × 473	LTO
			17820	Stella Artois (275)	473	
			17823	Stella Artois (275)	6 × 330	VA
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	18	Heineken Lager (LCBO Warehouse)	6 × 330	LTO
			302810	Heineken (LCBO Warehouse)	6 × 500	VA
			337949	Heineken Lager (LCBO Warehouse)	500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	17833	Oskar Blues Can-O-Bliss Double IPA	4 × 355	
			22626	Elemental Porter Ale	440	
			23732	Gahan 1772 India Pale Ale	473	
			23743	Kriek Boon	375	
			25314	Bourgogne Des Flanders Blond	330	
			492041	Doppel Hirsch Doppel Bock	500	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	233635	Cave Spring Riesling Dry VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		430546	Henry Of Pelham Sauvignon Blanc VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		485128	Pelee Island Baco Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		261099	Inniskillin Pinot Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	522979	Cave Spring Pinot Gris VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>		20258	Hopetown Wine Co. Hill House Craft Red VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>		556951	Chateau Des Charmes Cabernet Merlot VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>		20259	Grow Wild Enchanting White VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	326090	Oyster Bay Pinot Grigio Hawke's Bay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		36483	Torres Gran Coronas Reserva	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: Mar 5	21952	Matetic EQ Granite Pinot Noir 2016	750	
<input type="checkbox"/>	<input type="checkbox"/>		121160	Villa Trasqua Chianti Classico 2017	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: Mar 19	23649	1000 Stories Prospectors' Proof Cabernet Sauvignon 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>		261784	Papale Linea Oro Primitivo di Manduria 2017	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	230987	Jameson Irish Whiskey	375	
<input type="checkbox"/>	<input type="checkbox"/>		139667	Gibson's Finest Rare 12 Year Old Whisky	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	21978	Howler Head Banana Infused Kentucky Straight Bourbon	750	VA

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R39 USA A	541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R40 USA B	56366	Sterling Vintner's Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41 Chile A	61663	Casillero Del Diablo Rsv Cab/Sav	1500	LTO							Y	Y	Y	Y
R42 Chile B	340380	Two Oceans Sauvignon Blanc	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	165845	Gran Feudo Rose	750											Y
R44 France Blend B	828	Folonari Valpolicella Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	2881	Pisse-Dru Beaujolais	750	LTO									Y	Y
R46 France South B	229542	Folonari Pinot Grigio Delle Venezie Doc	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/Burgundy A	649749	Castillo De Almansa Reserva	1500	LTO									Y	Y
R48 Italy Central A	20214	Fontanafredda Barolo Docg	750	LTO									Y	Y
R49 Italy Central B	302380	Mezzacorona Pinot Grigio Trentino	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO					Y	Y	Y	Y	Y	Y
R51 Italy North B	372391	Leonardo Chianti Fiasco	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	191239	Grahams Late Bottled Vintage Port	750	LTO										Y
R53 Southern Europe B	219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	LTO									Y	Y
R54 Germany A	285585	Masi Bonacosta Valpolicella Classico Doc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	522672	> (V)Vidal Icewine VQA Nia(Lakeview Cellars)	200	LTO									Y	Y
R56 Sparkling B	13016	Jacob's Creek Moscato Rose	1500	LTO				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	271619	Harp Lager (LCBO Warehouse)	500	LTO									Y	Y
R58 Ontario Beer B	478909	Belgian Moon (275/TBS)	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	18750	Grand River Grand Ave IPA (8469)	473	LTO										Y
R60 Beer 2	139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing (275/TBS)	473	LTO					Y	Y	Y	Y	Y	Y
R61 Beer 3	546408	Dragon Stout (LCBO Warehouse)	4 x 426	LTO				Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	469981	Cowbell Absent Landlord (458)	473	LTO				Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	444497	American Vintage Lemon Hard Iced Tea	6 x 355	LTO				Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	492405	Smirnoff Ice Raspberry	6 x 355	LTO				Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	14484	Arizona Hard Green Tea	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	117	Bacardi Superior White Rum	750	LTO	Bacardi Canada Inc.
C2: Canadian Whisky	54213	Alberta Premium Whisky (P.E.T)	1750	Value Add	Beam Suntory
C3: Ontario Non VQA Blend	383711	Jackson-Triggs Merlot	750	LTO	Arterra Wines Canada Inc.
C4: French Blend	16840	Bolla Valpolicella Classico	750	LTO	Philippe Dandurand Wines Ltd.
C5: Fixed Store Location	18116	19 Crimes Snoop Dogg Cali Red	750	LTO	Mark Anthony Wine & Spirits
C6: Vodka	216903	Banff Ice Vodka	1140	Value Add	Beam Suntory
C7: Scotch	491829	Southern Comfort	1140	LTO	Charton Hobbs Inc
C8: Liqueurs	103747	Maker's Mark Kentucky Bourbon	750	LTO	Beam Suntory
C9: Ontario Blends	341776	Fresh Beginnings Moscato VQA	750	LTO	Trajectory Beverage Partners
C10: France Red	360222	>Ste Michelle Seven Falls Cabernet Sauvignon	750	LTO	Philippe Dandurand Wines Ltd.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	20264	Popcorn Chardonnay VQA	750	LTO, Wine Fridge	Churchill Cellars Ltd.
D2: Discovery Wines 2	225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	LTO	Univins And Spirits Canada Inc.
D3: Discovery Wines 3	122390	The Beachhouse Sauvignon Blanc	750	LTO	Dionysus Wines & Spirits Ltd.
D4: Discovery BSM 1	20265	Flying Monkeys Worlds Away Modern Lager (6309)	473	LTO	Flying Monkeys Craft Brewery
D5: Discovery BSM 2	13618	Innis & Gunn Irish Whiskey Cask (LCBO Warehouse)	500		Pma Canada Ltd.
D6: Discovery BSM 3	19148	Nutrl Vodka Soda Juic'D Blood Orange	473	LTO	Rtd Canada Inc.
D7: Discovery Spirits 1	450932	Jose Cuervo Tradicional Reposado	750	LTO	Proximo Spirits Canada Inc.
D8: Discovery Spirits 2	557827	Stolichnaya Gold Vodka	750	LTO	Mark Anthony Wine & Spirits
D9: Discovery Spirits 3	19535	Skyv Vodka	1140	LTO	Forty Creek Distillery Ltd

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	15875	Moselland Bernkasteler Kurfurstlay Riesling	750	LTO	Dionysus Wines & Spirits Ltd.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.00	EZD
117	Bacardi Superior White Rum	750	\$1.00	Comm. Extender
828	Folonari Valpolicella Doc	750	\$2.00	Shelf Extender
2881	Pisse-Dru Beaujolais	750	\$2.00	Shelf Extender
4606	Vodka Mudshake Creamy Vanilla	4 × 270	\$1.00	
7187	KWV Roodeberg	750	\$2.00	Flex Space
9431	Bouchard Aine & Fils Beaujolais Superieur	750	\$1.50	End Aisle
10157	Jameson Irish Whiskey	750	\$1.00	End Aisle, Front Nesting Table
10558	Roe & Co Blended Irish Whiskey	750	\$5.00	
10937	Forty Creek Double Barrel Reserve Whisky	750	\$3.00	End Aisle
11945	Proper No. Twelve	750	\$1.00	Front Entrance Table
12641	Remy Pannier Rose D'Anjou	750	\$1.00	
12676	Bodacious Cabernet Sauvignon	4000	\$3.00	
13016	Jacob's Creek Moscato Rose	1500	\$2.00	Shelf Extender
13057	Writers Tears Copper Pot Irish Whiskey	700	\$5.00	Front Entrance Table
13641	Bench Brewing Short Hills East Coast IPA	473	\$0.20	Mini Thematic
13734	Robert Mondavi Priv. Sel. Rum Barrels Merlot	750	\$2.00	Flex Space
14136	Coors Original	473	\$0.20	
14354	Appleton Estate 8YO Reserve	750	\$3.00	Mini Thematic
14355	Appleton Estate 12YO Rare	750	\$4.00	
14484	Arizona Hard Green Tea	473	\$0.20	Shelf Extender
14870	Wayne Gretzky Rose VQA	750	\$1.00	
14915	Dillon's Rye Whisky	750	\$3.00	
14988	Muskoka Detour	6 × 473	\$1.25	
15012	Northern Keep Vodka	750	\$2.70	Shelf Extender
15038	Captain Morgan Orange Vanilla Twist	750	\$3.20	
15178	No Boats On Sunday Cider	4 × 473	\$1.50	
15807	Skyy Vodka	1140	\$1.00	
15875	Moselland Bernkasteler Kurfurstlay Riesling	750	\$1.00	Green Extender
16079	Martini Fiero	750	\$2.00	Shelf Extender
16094	Hendrick's Lunar Gin	750	\$3.00	
16225	Bees Knees	355	\$0.15	
16779	Bask Pinot Noir	750	\$1.00	
16840	Bolla Valpolicella Classico	750	\$2.00	Comm. Extender
17047	Captain Morgan Sliced Apple Spiced Rum	750	\$1.00	Seasonal Block Pile
17055	Jameson Cold Brew Irish Whiskey	750	\$2.00	End Aisle, Front Nesting Table

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
17469	Rumchata	1750	\$4.00	Shelf Extender
17483	Citra Pinot Grigio Terre Di Chieti	750	\$1.00	Feature Fixture B, APP
17555	XOXO Botanical Raspberry Rhubarb	750	\$1.00	
17759	Yalumba Y Series Cabernet Sauvignon	750	\$2.00	Flex Space
17817	Corona Extra	6 × 473	\$1.00	
17819	Stella Artois	6 × 473	\$1.00	EZH
18116	19 Crimes Snoop Dogg Cali Red	750	\$2.00	Comm. Extender
18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	\$3.00	
18750	Grand River Grand Ave IPA	473	\$0.30	Shelf Extender
18869	Hornitos Black Barrel	750	\$5.00	Shelf Extender
19146	Palm Bay Rainbow Twist	473	\$0.15	Seasonal Block Pile B
19148	Nutrl Vodka Soda Juic'D Blood Orange	473	\$0.15	Discovery Extender
19403	Indoggo Gin	750	\$4.00	
19427	Villa One Silver	750	\$5.00	
19535	Sky Vodka	1140	\$1.00	Discovery Extender
19543	Twisted Tea Original	12 × 355	\$1.50	Seasonal Block Pile B
19650	Tenuta Ca'Nove Valpolicella Rip Sup Doc	750	\$2.00	
20047	Forty Creek Foxheart	750	\$3.00	End Aisle
20069	Goose Island Juice Island Hazy IPA	473	\$0.20	
20214	Fontanafredda Barolo Docg	750	\$4.00	Shelf Extender
20264	Popcorn Chardonnay VQA	750	\$1.00	Discovery Extender, Wine Fridge
20265	Flying Monkeys Worlds Away Modern Lager	473	\$0.20	Discovery Extender
20362	Finlandia Vodka	750	\$1.00	End Aisle
21434	Romeo Prosecco	750	\$1.00	Middle Nesting Table
21692	Montenegro Select Aperitivo	750	\$1.00	
22089	Hop Valley Bubble Stash	473	\$0.25	
22199	Jacob's Creek Double Barrel Shiraz	750	\$3.00	End Aisle
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	
25262	Fonseca Periquita Red, Setubal	750	\$1.00	
25819	Moosehead Lager	473	\$0.25	
33340	Collavini Pinot Grigio	750	\$2.00	Middle Nesting Table, Wine Fridge
34637	Canadian Club Premium	1750	\$1.00	Shelf Extender
36483	> (V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$2.00	VL1
38117	> (V) Riesling Elevation St Urban (Vineland)	750	\$3.00	OWS
38927	Jura 12 Year Old Single Malt	750	\$10.00	
42606	Ruffino Chianti	1500	\$2.00	Middle Nesting Table
56366	Sterling Vintner's Cabernet Sauvignon	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
56622	Beefeater Dry	1750	\$1.50	
58628	Peller Est. Family Series Cabernet Merlot VQA	750	\$1.00	Mini Thematic
61374	Bushmills Black Bush	750	\$3.00	End Aisle
61408	Jagermeister	375	\$1.00	
61663	Casillero Del Diablo Rsv Cab/Sav	1500	\$3.00	Shelf Extender
65367	Eastdell Pinot Grigio VQA	750	\$2.00	Shelf Extender, Wine Fridge
66654	Creekside Syrah/Shiraz VQA	750	\$2.00	
68544	Sawmill Creek Dry Red Bag In Box	4000	\$1.00	
69377	> (V) Monte Antico Igt (Empson)	750	\$2.00	Middle Nesting Table
75689	Wayne Gretzky Cabernet Merlot VQA	750	\$1.00	Shelf Extender
85316	Blu Giovello Prosecco	750	\$2.00	Wine Fridge
103747	Maker's Mark Kentucky Bourbon	750	\$4.00	Comm. Extender
108357	Carolans Irish Cream	750	\$2.00	End Aisle
110056	Absolut Vodka	750	\$1.00	End Aisle
111799	Reif Riesling VQA	750	\$2.00	Feature Fixture A
112896	Johnnie Walker Red Label	1750	\$2.50	End Aisle
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	
114967	Finlandia Vodka	1750	\$1.50	End Aisle
117101	Jagermeister	750	\$2.00	End Aisle
122390	The Beachhouse Sauvignon Blanc	750	\$1.00	Discovery Extender
122952	Hpnotiq Liquor	375	\$2.00	Shelf Extender
123133	Ouzo 12	750	\$1.00	Shelf Extender
131870	Bushmills Malt 10 Year Old	750	\$4.00	End Aisle
135970	Pelee Island Gewurztraminer	750	\$2.00	Shelf Extender
137117	Russian Standard Vodka	750	\$1.70	Shelf Extender
137810	Campo Viejo Rioja Reserva	750	\$3.00	
139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing	473	\$0.25	Shelf Extender
139667	Gibson's Finest Rare 12 Year Old Whisky	375	\$1.00	
140509	James Ready 5.5	6 x 473	\$1.00	
141952	Pasqua Passimento Rosso Igt	750	\$2.00	Middle Nesting Table
144493	Montecillo Crianza Rioja	750	\$2.00	End Aisle
144857	Konzelmann Shiraz Barrel Aged VQA	750	\$2.00	
146761	Fielding Riesling VQA	750	\$1.00	
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	\$3.00	
164087	Sandbanks Sleeping Giant VQA	750	\$2.00	
167189	>Dandelion Lionheart Of The Barossa Shiraz	750	\$2.00	Mini Thematic, Flex Space
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$2.00	Mini Thematic

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
177295	>(V)Riserva Il Falcone Castel Del Monte Docg(River	750	\$3.00	
191239	Grahams Late Bottled Vintage Port	750	\$2.50	Shelf Extender
211235	Palm Bay Strawberry Pineapple	6 × 355	\$1.00	
215012	Black Tower Rivaner	1000	\$2.00	
215020	El Dorado 5 Year Old Rum	1140	\$1.00	Shelf Extender
216655	Absolut Vodka	1750	\$1.50	End Aisle
217067	Galliano Vanilla	375	\$2.00	
217448	Malibu Coconut Rum	1140	\$2.00	End Aisle
217802	Johnnie Walker Black Label	1140	\$4.00	End Aisle
217950	Crown Royal	1140	\$1.00	End Aisle, Seasonal Block Pile
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	\$3.00	Shelf Extender
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	\$5.00	Discovery Extender
225243	Stolichnaya Vodka	750	\$1.00	End Aisle
225615	Brugal Anejo	750	\$1.75	Shelf Extender
229047	Yellow Tail Bubbles Rose	750	\$2.00	End Aisle
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00	Shelf Extender, Wine Fridge
231779	Bartenura Moscato- Kpm Igt	750	\$1.50	
233635	Cave Spring Riesling Dry VQA	750	\$2.00	goLocal
235671	Trapiche Cabernet Sauvignon	750	\$1.50	Flex Space
243725	Karlovacko Beer	500	\$0.25	
250498	Castello Del Poggio Moscato Frizzante	750	\$2.00	Flex Space
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	Shelf Extender
253856	Luccarelli Primitivo Puglia Igt	750	\$1.00	Middle Nesting Table
254631	Stolichnaya Elit Vodka	750	\$10.00	Shelf Extender
255380	Pilsner Urquell	500	\$0.20	
261099	Inniskillin Pinot Noir VQA	750	\$2.00	goLocal
263780	Licor 43	750	\$2.00	
269985	Illuminati Riparosso Mont D'Abruzzo Doc	750	\$2.00	Feature Fixture B
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	
271619	Harp Lager	500	\$0.25	Shelf Extender
272716	Stolichnaya Vodka	1750	\$1.45	End Aisle
275933	Jameson Irish Whiskey	1750	\$2.00	Front Nesting Table
276568	Jack Daniel's Tennessee Honey	375	\$2.00	CE1
282277	Pimm's No. 1 Cup	750	\$1.00	Shelf Extender
283929	Captain Morgan Black Spiced Rum	750	\$2.00	
285254	Forty Creek Copper Pot Reserve	750	\$1.50	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$2.00	Shelf Extender
292615	Jameson Black Barrel	750	\$2.00	Front Nesting Table
296244	Guinness Draught	4 × 440	\$1.00	Seasonal Block Pile A, Contest
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	Shelf Extender, Wine Fridge
308122	>Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00	Wine Fridge
308486	Angels Gate Pinot Noir VQA	750	\$2.00	
311258	>(V) Wits End Luna Shiraz	750	\$2.00	Flex Space
312850	Mill Street Cobblestone Stout	440	\$0.25	
312959	Ketel One	1750	\$4.00	
314856	Fireball Whisky Shooter	1140	\$4.00	End Aisle
319442	Mike's Hard Lemonade	6 × 355	\$1.00	
322792	Peller Family Vineyard Red	1500	\$1.50	Shelf Extender
326090	>(V) Oyster Bay Pinot Grigio Hawke's Bay	750	\$2.00	VL1
328526	Jackson-Triggs Chardonnay	1500	\$2.00	
328567	>(V) Cathedral Cellar Cabernet Sauvignon	750	\$2.00	Flex Space
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00	Shelf Extender
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	End Aisle
334037	Innis & Gunn The Original	500	\$0.20	
334045	Kilbeggan	750	\$5.00	Front Entrance Table
334128	Ciroc Red Berry	750	\$3.00	End Aisle
337238	>(V) Marques De Casa Concha Cab Sauvignon	750	\$3.00	
337667	Havana Club Original 3 Year Old	750	\$1.20	Shelf Extender
337949	Heineken Lager	500	\$0.20	EZD
338012	Hardys Stamp Series Shiraz/Cabernet	750	\$1.00	
338855	Bodacious Smooth Red	750	\$1.00	End Aisle
340380	Two Oceans Sauvignon Blanc	750	\$1.00	Shelf Extender, Wine Fridge
341776	Fresh Beginnings Moscato VQA	750	\$2.00	Comm. Extender
342436	>(V) Bonterra Chardonnay Organic	750	\$2.00	
360222	>Ste Michelle Seven Falls Cabernet Sauvignon	750	\$3.00	Comm. Extender
364349	Tomatin 12YO Highland Single Malt	750	\$3.00	
366534	The Kraken Black Spiced Rum	375	\$1.50	Shelf Extender
372391	Leonardo Chianti Fiasco	750	\$2.00	Shelf Extender
374231	Ungava Gin	750	\$3.00	Shelf Extender
374546	Growers Honeycrisp Apple Cider	473	\$0.25	
378976	Jever Pilsener	500	\$0.25	
383711	Jackson-Triggs Merlot	750	\$1.00	Comm. Extender
385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
392225	Robert Mondavi Private Selection Cab/Sav	750	\$3.00	Flex Space
398776	Fireball Whisky Shooter	375	\$1.50	End Aisle
406850	Argento Seleccion Pinot Grigio	1500	\$3.00	
407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	\$2.00	Flex Space
407775	Snapple Spiked Peach Tea Vodka	458	\$0.15	
408658	> Santa Carolina Cab Sauv Reserva De Familia	750	\$2.00	
411751	Family Series Chardonnay VQA Peller Estates	1500	\$2.00	Shelf Extender, Wine Fridge
413179	> (V) Amarone CI Valpolicella (Zenato)	750	\$3.00	Middle Nesting Table
413237	>15 Terroir Languedoc (Gerard Bertrand)	750	\$2.00	
413500	Rekorderlig Wild Berries Cider	500	\$0.25	
426577	Sprucewood Shores Pinot Grigio VQA	750	\$1.00	Mini Thematic
427377	Porta 6, Vr Lisboa	750	\$2.00	
429258	Jameson Caskmates Stout Irish Whiskey	750	\$3.00	Front Nesting Table
430546	Henry of Pelham Sauvignon Blanc VQA	750	\$2.00	goLocal
434092	Crown Royal Northern Harvest Rye	750	\$2.00	End Aisle
441543	Wakefield Promised Land Shiraz	750	\$2.00	Flex Space
444497	American Vintage Lemon Hard Iced Tea	6 x 355	\$1.00	Shelf Extender
448779	Crazy Uncle Hard Root Beer For Grown Ups	473	\$0.25	
449157	Smirnoff Ice Tall Can	473	\$0.25	
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	Discovery Extender
454686	Captain Morgan Bold Spiced Rum	750	\$1.00	
454876	>Ghost Pines Merlot Winemaker's Blend	750	\$2.00	
456095	Ketel One Vodka	750	\$3.00	Shelf Extender
457572	Gibson's Finest Bold 8YO	750	\$3.00	Shelf Extender
458273	Glb Octopus Wants To Fight IPA	473	\$0.20	
458521	Pelee Island Pinot Noir Reserve VQA	750	\$2.00	Feature Fixture A
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	Shelf Extender
462085	Grand Sud Chardonnay Vdfrance	1000	\$1.50	
462846	>Columbia Crest Grand Estates Chardonnay	750	\$2.00	
464743	Angove Organic Cabernet Sauvignon	750	\$2.00	Flex Space
469981	Cowbell Absent Landlord	473	\$0.20	Shelf Extender
471318	Remy Pannier Sauvignon Blanc Igp Val De Loire	750	\$1.00	
472555	F Lurton Fumees Blanches Sauv BI Vdfrance	750	\$2.00	
475145	Zonin Valpolicella Classico Doc	750	\$2.00	Flex Space
478727	>(V) Catena Malbec Mendoza	750	\$2.00	Mini Thematic
478909	Belgian Moon	473	\$0.20	Shelf Extender
479931	Stalk & Barrel Red Blend	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
480624	Woodford Reserve Distiller's Select Bourbon	750	\$5.00	Mini Thematic, Necktag
482612	Pike Creek Double Barreled Canadian Whisky	750	\$3.00	Shelf Extender
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	
485128	Pelee Island Baco Noir VQA	750	\$2.00	goLocal
491829	Southern Comfort	1140	\$4.00	Comm. Extender
492355	Long Weekend Chardonnay Pinot Grigio VQA	3000	\$2.00	
492405	Smirnoff Ice Raspberry	6 × 355	\$1.00	Shelf Extender
496968	Michelob Ultra	6 × 473	\$1.00	EZA
497248	Trius Chardonnay VQA	750	\$2.00	Shelf Extender
500504	Captain Morgan Original Spiced Rum (P.E.T)	375	\$1.00	
501551	Trapiche Malbec	750	\$1.50	Flex Space
508580	Wellington Upside IPA	473	\$0.25	Mini Thematic
516880	Mill Street Original Organic	6 × 473	\$1.00	Mini Thematic
522672	>(V)Vidal Icewine VQA Nia(Lakeview Cellars)	200	\$3.00	Shelf Extender
524314	Yellow Tail Sauvignon Blanc	750	\$2.00	
526228	Jackson-Triggs Reserve Meritage VQA	750	\$1.00	Shelf Extender
529354	Pelee Island Pelee Pink VQA	750	\$2.00	End Aisle, Wine Fridge
534693	Kittling Ridge White Zinfandel/Vidal	750	\$1.00	
535294	Grolsch Premium Pilsner	500	\$0.20	
536227	Guinness Hop House 13	500	\$0.25	Seasonal Block Pile A
536565	Lily Sparkling Rose VQA	750	\$1.00	Mini Thematic
536946	J.P. Wiser's 15 YO Canadian Whisky	750	\$3.00	
541243	Creemore Springs Premium Lager	6 × 473	\$1.00	
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	Shelf Extender
545871	Ruffino Lumina Pinot Grigio lgt	1500	\$2.00	End Aisle
545335	Bacardi Banana	750	\$1.00	
546408	Dragon Stout	4 × 426	\$1.00	Shelf Extender
556720	Warsteiner Premium Pilsener	500	\$0.20	
557827	Stolichnaya Gold Vodka	750	\$3.00	Discovery Extender
568287	No Boats On Sunday Cider	500	\$0.35	
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.35	
573576	Amsterdam Space Invader	473	\$0.30	
580449	XOXO Simply Smooth Red	750	\$1.00	
587964	Trius Cabernet Franc VQA	750	\$2.00	
597559	Tito's Handmade Vodka	750	\$2.00	End Aisle
601765	Malibu Coconut Rum	375	\$1.00	End Aisle
605956	Baileys Irish Cream Liquor	1140	\$2.00	Shelf Extender
606624	>Ringbolt Cabernet Sauvignon Marg River	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
607903	Peller Family Vineyards Cabernet Merlot	1500	\$1.50	Shelf Extender
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	\$3.00	
612259	Sleeman Original Draught	6 × 341	\$1.50	
619395	Red Knot Shiraz	750	\$2.00	Shelf Extender
619452	Matua Sauvignon Blanc Hawke's Bay	750	\$2.00	Wine Fridge
620054	Babich Sauvignon Blanc	750	\$2.00	End Aisle, Wine Fridge
620724	Creekside Sauvignon Blanc VQA	750	\$2.00	
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00	Shelf Extender
623322	Peller Family Vineyards Sauvignon BI	4000	\$3.00	End Aisle
626309	The Wanted Cab Cabernet Sauvignon, Vd'Italia	750	\$2.00	Middle Nesting Table
634402	Vina Tarapaca Reserva Sauvignon Blanc	750	\$2.00	Flex Space
635227	Liberty Village Dry Cider	473	\$0.25	
635391	Jameson Caskmates IPA Irish Whiskey	750	\$3.00	Front Nesting Table
638221	Josh Cellars Merlot	750	\$2.00	
645978	Ernest Cider Impeachment	473	\$0.25	Mini Thematic
647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	\$2.00	Flex Space
647644	Bread & Butter Cabernet Sauvignon	750	\$2.00	End Aisle
649186	Hey Y'All Southern Style Hard Iced Tea	458	\$0.25	
649749	Castillo De Almansa Reserva	1500	\$2.00	Shelf Extender
656561	>(V) J.Lohr Seven Oaks Cabernet Sauvignon	750	\$2.00	
660043	>Two Hands Gnarly Dudes Shiraz Barossa Vly	750	\$3.00	Flex Space
667071	Green Spot Irish Whiskey	750	\$2.00	Shelf Extender
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	Shelf Extender
667790	Amsterdam Boneshaker IPA	6 × 473	\$1.50	
697318	Brickworks Ciderhouse Batch 1904	6 × 473	\$1.00	Mini Thematic
741769	>(V)Chianti Classico (Rocca Delle Macie)	750	\$2.00	Middle Nesting Table
901157	Guinness Extra Stout	6 × 341	\$1.00	
904334	Budweiser	6 × 355	\$1.00	
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.50	Shelf Extender
921478	Pabst Blue Ribbon	6 × 355	\$0.55	
948158	>(V)San Vincenzo Vento Igt (Roberto Anselmi)	750	\$2.00	Middle Nesting Table
954834	>(V) Rodney Strong Pinot Noir Russian River	750	\$3.00	
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	\$2.00	
976662	>(V)Faustino I Gran Reserva Rioja(Bod Faust	750	\$2.00	
995910	>Amarone (Farina)	750	\$2.00	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
42	Canadian Club Premium	750	50	
67	Smirnoff Vodka	750	50	Seasonal Block Pile
463	Canadian Club Premium	375	120	
1222	Wiser's Special Blend	750	50	
2089	Lamb's Palm Breeze	750	50	
5041	Ballantine's	375	30	
7617	Chivas Regal 12 Year Old	750	110	
10074	Canadian Mist Blended Whisky	750	50	
10212	Kahlua Coffee Liqueur	375	30	
11927	La Linda Malbec	750	50	
11936	The Magic Box Amazing Cabernet	750	80	
12197	Five Farms Single Batch Irish Cream Liqueur	750	160	
12865	J.P. Wiser's Manhattan Canadian Whisky	750	50	
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	125	
14618	Smirnoff Vodka & Soda White Peach Rose	4 x 355	40	
15152	Rodenbach Classic	500	25	
15299	Okanagan Harvest Pear	473	10	
16580	Maker's Mark	1140	150	
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	50	Seasonal Block Pile C
17117	Rally Trail Blazer	473	20	
17483	Citra Pinot Grigio Terre Di Chieti	750	50	Feature Fixture B, LTO
17535	Terroir D'Altitude Cabernet Sauvignon	750	75	
17560	Santa Carolina Sauvignon Blanc	1500	80	
18575	Jim Beam Red Stag	750	200	
18877	Cabot Trail Maple Cream	1140	75	
19143	Tempo Gin Smash Strawberry Lemon	473	10	
19239	Porta 6 White	750	75	
19410	Gordon's Sicilian Lemon Gin	750	60	
19514	Absolut Juice Pear And Elderflower	750	60	
19515	Absolut Watermelon	750	50	
19954	Tommasi Valpolicella Doc	750	100	
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	100	OWS
20289	Yellow Tail Shiraz	1500	80	
20321	Yellow Tail Chardonnay	1500	80	Wine Fridge
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	110	
22017	Smirnoff Vodka (P.E.T)	750	50	
38505	Smirnoff Vodka (P.E.T)	1750	120	
57133	Santa Carolina Carmenere Reserva	750	80	Value Add

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
59311	>(V) Seven Deadly Zins Old Vine Zinfandel	750	120	
68254	Yellow Tail Pinot Grigio	750	60	
71746	Tullamore Dew Irish Whiskey	750	100	
73163	Casal Thaulero Pinot Grigio Igt	750	50	Feature Fixture B
85456	Colio Dry White	1500	125	
89862	Girls' Night Out Rose VQA	750	100	
103341	Canadian Club Premium (P.E.T)	750	50	
112672	Wiser's Special Blend (P.E.T)	1750	120	Seasonal Block Pile C
143750	Spinelli Cabernet Sauvignon	750	10	Feature Fixture B
158741	Alianca Bairrada Reserva	750	85	
163949	Misterio Cabernet Sauvignon	750	85	
192922	Seagram's 83	1140	75	
209213	Beefeater London Dry Gin	1140	75	Seasonal Block Pile C
210252	Glen Garioch Founder's Reserve	750	200	
213496	Pasqua Pinot Grigio Delle Venezie Doc	750	120	
214726	Marquis De Villard Brandy	1140	75	
217166	Gordons Gin	1140	75	
231571	Seagrams 83 (P.E.T)	1750	120	
237313	Goats Do Roam White	750	40	
237644	Frisky Zebras Seductive Shiraz	750	85	
238964	Sogrape Grao Vasco Dao	1500	100	
240135	Lamb's Navy Rum (P.E.T)	1140	75	Seasonal Block Pile C
240143	Lamb's Classic White Rum (P.E.T)	1140	75	Shelf Extender
240150	Polar Ice Vodka	1140	75	Seasonal Block Pile C
270017	Jacob's Creek Reserve Chardonnay	750	80	
281378	Forty Creek Cream Liquor	750	75	Value Add
292532	The Wolftrap Viognier Chenin Blanc Grenache Blanc	750	75	
292557	The Wolftrap Syrah Mourvedre Viognier	750	75	
296889	Birra Moretti	500	40	
305607	Seagrams 83	750	50	
306001	Colio Dry White Bag In Box	4000	250	
306472	Cono Sur Tocornal Sauvignon Blanc	1500	100	Wine Fridge
311936	Canadian Club Classic 12 Year Old	1140	100	
321760	Smirnoff Ice (P.E.T)	1000	40	
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	150	
326025	Basil Hayden Straight Bourbon	750	150	
335174	Errazuriz Max Reserva Cabernet Sauvignon	750	80	
358960	Fleur Du Cap Chardonnay	750	60	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
361501	Carpineto Dogajolo Rosso Toscano Igt	750	100	
363622	Bolla Pinot Grigio Delle Venezie	750	80	Wine Fridge
382747	Tequila Rose Strawberry Cream Liqueur	750	100	
384651	Martini Prosecco Sparkling	750	40	Middle Nesting Table
391177	Sipsmith London Dry Gin	750	250	
392308	Baileys Vanilla Cinnamon	750	60	
392647	Carnivor Cabernet Sauvignon	750	80	
397539	Boodles Gin	750	120	
398032	Dr. McGillicuddy Intense Butterscotch	750	40	
404160	McClelland Single Malt Islay Scotch	750	100	
426148	Old Forester	750	100	
439661	Fireball (P.E.T)	200	10	
446633	Citra Montepulciano D'Abruzzo Doc	750	50	Feature Fixture B
465484	Toki	750	400	
474239	Spinelli Unoaked Chardonnay Terre Di Chieti	750	10	Feature Fixture B
478222	Laphroaig Select	750	200	
485169	Colio Blush Rose	1500	125	
492207	Rodenbach Grand Cru	330	22	
499384	Kacaba Cabernet VQA	750	30	
501080	Bend In The River Riesling	750	50	
515205	St Germain Elderflower Liqueur	200	40	Front Entrance Table
517904	Wiser's Special Blend Canadian Whisky	750	50	
523100	Passi Reali Vdt Appassimento, Montepulciano	750	60	Feature Fixture B
541607	The Sexton Single Malt Irish Whiskey	750	180	
549113	1800 Anejo Tequila	750	200	
560532	Strongbow Cider	500	40	
594341	Rh Phillip Toasted Head Chardonnay	750	90	
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	80	
621953	Casal Thaulero Mer-Cab Terre Di Chieti Igt	750	50	Feature Fixture B
625350	Yellow Tail Merlot	750	80	
627802	Yellow Tail Chardonnay	750	60	Wine Fridge
632307	Era Sauvignon Blanc Organic Terre Siciliane Igt	750	80	
633354	Longshot Pinot Grigio	750	75	
633677	McGuinness Creme De Menthe Green	750	50	
636092	Gordon's Pink Gin	750	60	
669200	Ciao Pinot Grigio Organic Carton	1000	60	
694208	>(V) Perez Cruz Reserva Cabernet Sauvignon	750	40	
697268	Belgian Moon Mango Wheat	473	40	

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
984	Alberta Premium Whisky	750	Soda + Canadian Club 1858 50 mL	984
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL	8219
12476	Prince Igor Vodka (P.E.T)	1140	Prince Igor Extreme 50 mL	12476
17823	Stella Artois	6 × 330	Chalice	17823
34579	Prince Igor Extreme Vodka (P.E.T)	1140	Forty Creek Barrel Select 50 mL	34579
53082	Alberta Pure Vodka (P.E.T)	1750	Banff Ice 2 × 50 mL	53082
54213	Alberta Premium Whisky (P.E.T)	1750	Soda + Canadian Club 100% Rye 2 × 50 mL	54213
88799	Alberta Pure Vodka (P.E.T)	750	Banff Ice 50 mL	88799
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate 8YO 50 mL	177808
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL	190363
216903	Banff Ice Vodka	1140	Canadian Club 1858 2 × 50 mL	216903
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO 50 mL	223529
242339	Alberta Pure Vodka (P.E.T)	1140	Canadian Club 1858 2 × 50 mL	242339
281378	Forty Creek Cream Liquor	750	Forty Creek Barrel Select 50 mL	281378
350397	Banff Ice Vodka	750	Canadian Club 1858 50 mL	350397
363507	Prince Igor Extreme Vodka (P.E.T)	1750	Forty Creek Barrel Selec 2 × 50 mL	363507
390260	Appleton Estate V/X Signature Blend	1750	Appleton Estate 8YO 2 × 50 mL	390260
390583	Canadian Club 100% Rye	750	Soda + Canadian Club 1858 50 mL	390583
438960	Canadian Club 100% Rye	1140	Soda + Canadian Club 1858 50 mL	438960
447953	Fireball Whisky Shooter	750	Fireball 50 mL	447953
454462	Banff Ice Vodka (P.E.T)	1750	Canadian Club 1858 2 × 50 mL	454462
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 × 50 mL	461434
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 1858 50 mL	517136
604926	Prince Igor Extreme Vodka (P.E.T)	750	Forty Creek Barrel Select 50 mL	604926
697623	Michelob Ultra	6 × 355	Purchase 2 Michelob Ultra 6 × 355 mL and receive free socks	697623

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
570	Beefeater Dry	750	Beefeater Blood Orange 50 mL
984	Alberta Premium Whisky	750	Soda + Canadian Club 1858 50 mL
1099	Johnnie Walker Red Label	750	Free Schweppes Ginger Ale 6 × 222 mL
3871	Alberta Premium Whisky (P.E.T)	375	Canadian Club 1858 50 mL
6106	Kronenbourg 1664	6 × 330	Absolut Watermelon 50 mL
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL
12476	Prince Igor Vodka (P.E.T)	1140	Prince Igor Extreme 50 mL
12565	Junction 56 Distillery Mint Smoothie	375	Mint Smoothie 50 mL
14130	Apothic Cabernet Sauvignon	750	Brookside Chocolate 90g
14404	Jagermeister Cold Brew	750	Amarula 50 mL
14678	Barefoot Moscato	1500	Eatable Gourmet Popcorn
14730	Ciroc Mango	750	Ciroc 50 mL
14910	Bushmills Irish Whiskey	750	Lavazza Coffee
14944	Marquis De Villard Brandy	750	Flor De Cana 5YO 50mL
14996	Hollandia Lager	4 × 500	Can Koozie
15009	New Amsterdam Pink Whitney Vodka	750	Pink Whitney Measuring Glass
15282	18.8 Vodka	750	18.8 Gin 50 mL
17823	Stella Artois	6 × 330	Chalice
18441	Carolans Irish Cream	1750	Gourmet Coffee
18550	Green Owl Vodka	750	Cocktail Solution - Can Import Soda w/Recipe
19856	Kingston 62 White	1140	Forty Creek Barrel Select 50 mL
21378	Jim Beam White Label Bourbon	750	Jim Beam Black 50 mL
21978	Howler Head Banana Infused Kentucky Straight Bourb	750	Near Pack Glassware in Box
28803	Misterio Malbec	750	Crackers
34579	Prince Igor Extreme Vodka (P.E.T)	1140	Forty Creek Barrel Select 50 mL
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	Moxies Appetizer Coupon Offer
47316	Los Arango Reposado Tequila	750	Calabrito
52050	The Famous Grouse	750	Jim Beam Black 50 mL
53140	Havana Club 7 Years Old	750	Havana Club Smoky 50 mL
54213	Alberta Premium Whisky (P.E.T)	1750	Soda + Canadian Club 100% Rye 2 × 50 mL
57133	Santa Carolina Carmenere Reserva	750	Bathorium Bath Soak 250g
61564	Royal Reserve (P.E.T)	1750	Walkers Special Old 200 mL
95935	Grey Goose Vodka	750	Grey Goose Stainless Steel Soda Cans
116327	Grey Goose La Poire Vodka	750	Grey Goose Stainless Steel Soda Cans
137125	Russian Standard Vodka	1750	Signal Hill Whisky 50 mL
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate 8YO 50 mL
187088	Pj's Original Cream (Panama)	750	Wayne Gretzky Red Cask 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL
207613	Jameson Irish Whiskey	1140	Jacket
209221	Absolut Vodka	1140	Absolut Watermelon 50 mL
211326	Dujardin VSOP Brandy	1140	Flor De Cana 5YO 50 mL
211334	The Famous Grouse	1140	Jim Beam 50 mL
216820	Finlandia Vodka	1140	JD Fire 50 mL
217216	Myers Planters Punch	1140	Southern Comfort 50 mL
217794	Johnnie Walker Red Label	1140	Free Schweppes Ginger Ale 6 × 222 mL
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO 50 mL
229583	Kronenbourg 1664 Blanc	6 × 330	Absolut Watermelon 50 mL
244186	Collingwood Whisky	750	Boxed Rocks Glass
245282	Santa Carolina Cabernet Sauvignon/Merlot	750	Sangria Glass
245944	Alberta Premium (P.E.T)	200	Canadian Club 1858 50 mL
281378	Forty Creek Cream Liquor	750	Forty Creek Barrel Select 50 mL
292177	Phillips Butter Ripple Schnapps	750	Bacardi Spiced 50 mL
302810	Heineken (LCBO Warehouse)	6 × 500	Portable Powerbank
311910	Canadian Club Classic 12 Year Old	375	Canadian Club 100% Rye 50 mL
311928	Canadian Club Classic 12 Year Old	750	Canadian Club 100% Rye 50 mL
339168	Bodacious Smooth White	750	Coin Purse
342246	Amarula Cream	750	Cold Brew 50 mL
363507	Prince Igor Extreme Vodka (P.E.T)	1750	Forty Creek Barrel Selec 2 × 50 mL
363986	Cazadores Blanco Tequila	750	Walter's Caesar Mix 946 mL
369009	Pinnacle Vodka	750	Jim Beam Black 50 mL
379180	Robert Mondavi Private Selection Chardonnay	750	Stacy's Pita Chips - Near Pack
380865	Rumchata	750	Limon 50 mL
382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	Lot 40 Dark Oak 50 mL
385286	Iceberg Vodka (P.E.T)	375	Iceberg 50 mL
390260	Appleton Estate V/X Signature Blend	1750	Appleton Estate 8YO 2 × 50 mL
390583	Canadian Club 100% Rye	750	Soda + Canadian Club 1858 50 mL
401745	Russian Standard Gold Vodka	750	Signal Hill Whisky
405753	Robert Mondavi Private Selection Sauv Blanc	750	Stacy's Pita Chips - Near Pack
406884	Barefoot Pinot Grigio	1500	Eatable Gourmet Popcorn
417196	Grey Goose Vodka	1140	Grey Goose Stainless Steel Soda Cans
417576	Stock 84 Spirit	1140	Fentimans Ginger Beer
438960	Canadian Club 100% Rye	1140	Soda + Canadian Club 1858 50 mL
443903	Havana Club Anejo Reserva	750	Havana Club 7YO 50 mL
447953	Fireball Whisky Shooter	750	Fireball 50 mL
451336	>(V) Tom Gore Cabernet Sauvignon	750	Milestones Appetizer Coupon

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 × 50 mL
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	Stacy's Pita Chips - Near Pack
484204	Malfy Gin Con Limone	750	Malfy Con Arancia 50 mL
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 1858 50 mL
517987	Ezra Brooks Black Label Bourbon Whiskey	750	NLVA Earbuds
522946	Bodacious Dark	750	Coin Purse
532358	Julia Florista Red	750	Sangria Glass
545160	Tito's Handmade Vodka	1750	4 Pack Viveau
550715	Forty Creek Barrel Select	750	Fever Tree Ginger Beer
554469	Guinness Draught	8 × 440	Bonus Glass w/Purchase
573972	Kronenbourg Blanc Fruit Rouges	6 × 330	Absolut Watermelon 50 mL
604926	Prince Igor Extreme Vodka (P.E.T)	750	Forty Creek Barrel Select 50 mL
605063	Buffalo Trace Bourbon	750	Bitters 50 mL
638353	Niagara Falls Rye Canadian Whisky	750	NC Rye 50 mL
666875	Dab Original	6 × 500	Boxed Glass BVB Soccer
697623	Michelob Ultra	6 × 355	Purchase 2 Michelob Ultra 6 × 355 mL and receive free socks

Necktags

LCBO#	Description	Size (mL)	NT Approved
1487	Crown Royal	750	Women in Whisky
14404	Jagermeister Cold Brew	750	Pick Me up Recipe
18550	Green Owl Vodka	750	Spirit of Inclusion -Women's Day/Niagara Distilling Scholarships
22668	Bearface Whisky Wilderness Series Matsutake	750	Wilderness Series Neck Tag
35840	Zubrowka Bison Vodka	750	Cocktail recipe + Accolades
41384	Jack Daniel's Tennessee Whiskey	750	Master Distiller Lexie Phillips
58339	>(V) Kaiken Malbec	750	Brand Story
195651	Forty Creek Confederation Oak Reserve Whisky	750	Award Necktag
217992	Dewar's White Label	1140	Master Distiller of The Year - Stephanie Macleod
221200	The Balvenie Caribbean Cask 14 YO Scotch	750	Master Distiller Kelsey McKehnie
316844	Bombay Sapphire London Dry	750	World's First fully Sustainable Gin - Master Distiller Feature Dr. Anne Brock
342246	Amarula Cream	750	Pick Me Up Recipe
363812	Tito's Handmade Vodka	375	OSPCA \$1/bottle donation
387316	The Balvenie 12 Yr. Doublewood	750	Master Distiller Kelsey McKehnie
438598	Dewar's 12 Year Old	750	Master Distiller of The Year - Stephanie Macleod
480624	Woodford Reserve Distiller's Select Bourbon	750	Maser Distiller Elizabeth McCall
637504	Hendrick's Gin	750	Master Distiller Lesley Gracie

PERIOD 13

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
FEBRUARY 27 Start of P13  Install Brand Spotlight Nesting Tables APP START DATE	28	MARCH 1	2 Spring Food & Drink Release Date 	3	4	5
6	7	8 International Women's Day 	9	10	11	12
13	14	15	16	17 HAPPY St. Patrick's Day 	18	19
20	21	22	23	24	25	26 End of P13  APP END DATE