



# GIFTS TO CELEBRATE

**PERIOD 10 MARKETING & PRODUCT GUIDE**  
NOVEMBER 27 - DECEMBER 31, 2022

# Period 10 Marketing & Product Guide

Participating DONE			Participating DONE		
<input type="checkbox"/> <input type="checkbox"/>	What's New For Period 10 New Signage And Product Information	2	<input type="checkbox"/> <input type="checkbox"/>	Black Friday Promotion - Cyber Monday	40
<input type="checkbox"/> <input type="checkbox"/>	Holiday Gift Packaging	3	<input type="checkbox"/> <input type="checkbox"/>	Boxing Day One Day Sale	41
<input type="checkbox"/> <input type="checkbox"/>	Name Badge Stickers	6	<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (DD) Middle Nesting Table/ Celebration Fixture	42
<input type="checkbox"/> <input type="checkbox"/>	Aeroplan Operational Signage	7	<input type="checkbox"/> <input type="checkbox"/>	End Aisles	44
<input type="checkbox"/> <input type="checkbox"/>	Signage Gallery	14	<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	54
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	21	<input type="checkbox"/> <input type="checkbox"/>	Winter 8-Pack Carrier	56
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (FF-FFA-A) Feature Fixture	22	<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer End Aisle	57
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS - BSE) Entrance Table	24	<input type="checkbox"/> <input type="checkbox"/>	Flex Space	58
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	26	<input type="checkbox"/> <input type="checkbox"/>	The Cold Room Spirits Display (CR)	61
<input type="checkbox"/> <input type="checkbox"/>	Wines (MI-B) Mini Thematic B	27	<input type="checkbox"/> <input type="checkbox"/>	Front End Merchandiser	62
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Mini Thematic C	28	<input type="checkbox"/> <input type="checkbox"/>	Ontario Wines	64
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS - BSF) Front Nesting Table	29	<input type="checkbox"/> <input type="checkbox"/>	Vintages	66
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBA) Block Pile A	32	<input type="checkbox"/> <input type="checkbox"/>	Staff Picks Impulse Display	71
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBB) Block Pile B	33	<input type="checkbox"/> <input type="checkbox"/>	Beer Impulse Display	72
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBC) Block Pile C	34	<input type="checkbox"/> <input type="checkbox"/>	On Shelf	73
<input type="checkbox"/> <input type="checkbox"/>	Block Pile D	35	<input type="checkbox"/> <input type="checkbox"/>	Sold Space Work Sheets	74

# WHAT'S NEW FOR PERIOD 10



## Promotional Programs

- P10 Name Badge Stickers
- P10 Aeroplan Offers
- P10 End Aisle #3A and #10 Backer Cards
- P10 End Aisle #3A Blade Sign

**Feature Fixture:** Gifts To Celebrate

**Entrance Table:** Macchiato Martini

**Mini Thematic A:** Gifts To Celebrate

**Mini Thematic B:** Sparkling Gifts

**Mini Thematic C:** Gifts To Celebrate (Craft Beer)

**Front Nesting Table:** Gifts For Whisky Lovers

**Middle Nesting Table:** Gifts for Wine Lovers

**Block Pile A:** Celebrate Savings

**Block Pile B:** Gifts to Celebrate Together

**Block Pile C:** Earn Aeroplan Points On These Products

**Block Pile D:** Kim Crawford (BP-XBP), Grey Goose (S2), Santa Margherita (S3), Tito's (S4), Baileys (FSN-B)

Front End Merchandiser

Staff Picks

Beer, Cider & RTD Impulse Display

The Cold Room Spirits Display

On Shelf



## Wine Programs

**ON1:** Go Local

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

Flex Space

## Beer Programs

Beer Excitement Zone

Ontario Craft Beer End Aisle

## Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick



## Unchanged from P9. Refer to the P9 MPG for more details.

Holiday 2022 Gift Packaging

Exterior Banners, Show Cards, Transparencies

Generic End Aisle Backer Cards, End Aisles #1, 3B, 2, 4 Backer Cards & Blade Signs

Seasonal Gondola

Special Promotions Fixture

Beer Branded Ends

Craft Beer Imported Shelf Talkers

Holiday 8-Pack Carrier

Shopping Cart Sign

# Holiday 2022 GIFT PACKAGING

All inventory has been allocated to stores, no additional inventory will be available to order. For up-to-date Quantity & Delivery Schedules, please visit: <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx>

## *Holiday 2022 Gift Packaging:*

LCBO#	Component	Case Pack	Retail
27368	<b>NEW!</b> Holiday Paper Bag (4 Versions)	100	\$1.50
27369	<b>NEW!</b> Holiday Gift Bag (2 Version)	24	\$4.95
27370	<b>NEW!</b> Holiday Gift Box (2 Versions)	24	\$7.95
16679	Vintages Gift Box (1 Version)	24	\$7.95
17373	Vintages Wooden Box - 1 Bottle Box	12	\$9.95
17377	Vintages Wooden Box - 2 Bottle Box	6	\$14.95
17374	Vintages Wooden Box - 3 Bottle Box	4	\$18.95
17378	Vintages Wooden Box - 6 Bottle Box	2	\$26.95

### Residual Gift Packaging

Locate ALL residual inventory from last year and use this to set-up your store for the season.

#### **REMINDER:**

#### **2021 Holiday \$1.50 Bag**

- Merchandise last year's \$1.50 Holiday Gift Bags on an End Aisle at the back of the store.

#### **2021 Holiday 2 Bottle Gift Bag (+21541)**

- Merchandise on the Metal Flat Gift Packaging Stand below the NEW 2 Bottle Holiday Bag

#### **2021 Holiday 1 Bottle Gift Box (+16680)**

- Merchandise on Discretionary Ends and/or Discretionary Tables to encourage sell-through.

#### **2021 Holiday 2 Bottle Reusable Bag (+16612)**

- Merchandise on Metal Stand with other reusable bags.



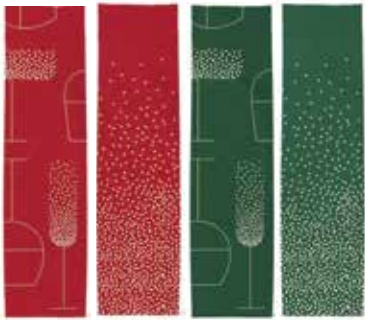
### **Markdown Residual Holiday Packaging**

- Any residual Holiday packaging that is on markdown is to be displayed on a condensed display with sale signage to encourage sell-through.

# HOLIDAY 2022 GIFT PACKAGING

All Inventory has been allocated to stores, no additional inventory will be available to order.

<http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx>



**NEW!**  
**Holiday Paper Bag**  
 Case packed 100  
 LCBO# 27368 • \$1.50



**NEW!**  
**Holiday Gift Bag**  
 Case packed 24  
 LCBO# 27369 • \$4.95



**NEW!**  
**Holiday Gift Box**  
 Case packed 24  
 LCBO# 27370 • \$7.95



**Vintages Gift Box**  
 Case Packed 24  
 LCBO# 16679 • \$7.95

**VINTAGES GIFT PACKAGING**

Merchandise Vintages Gift Packaging in-section and on Middle Nesting Table in P10 with appropriate products.



**Vintages Year-Round Wooden Box (1 Bottle)**  
 Case Packed 12  
 LCBO# 17373 • \$9.95



**Vintages Year-Round Wooden Box (2 Bottles)**  
 Case Packed 6  
 LCBO# 17377 • \$14.95



**Vintages Year-Round Wooden Box (3 Bottles)**  
 Case Packed 4  
 LCBO# 17374 • \$18.95









**Vintages Year-Round Wooden Box (6 Bottles)**  
 Case Packed 2  
 LCBO# 17378 • \$26.95

# MERCHANDISING OPTIONS

	Cash Ends	Every other EA - except those in the BCRTD Section	Wooden Gift Packaging Fixture	Metal Gift Packaging Fixture	Seasonal Hanging Bag Stand	Mini Thematic A&B	Nesting Tables	Small Acrylic Gift Card Merchandiser
<b>Gifting Items</b>								
+27368 Holiday Paper Bag	✓	✓	✓					
+27369 Holiday Gift Bag			✓	✓	✓			
+27370 Holiday Gift Box			✓			✓	✓	
+16679 Vintages Gift Box							✓	
+17373 Vintages Year-Round Wooden Box (1 Bottle)							✓	
+17377 Vintages Year-Round Wooden Box (2 Bottles)							✓	
+17374 Vintages Year-Round Wooden Box (3 Bottles)							✓	
+17378 Vintages Year-Round Wooden Box (6 Bottles)							✓	
<b>Gift Cards &amp; Carriers</b>								
+27437 Holiday Gift Card Gold Bubbles								✓
+27438 Holiday Gift Card Red								✓
+27439 Holiday Gift Card Presenter								✓
+647222 Vintages Gift Card								✓
+647271 Vintages Gift Card Presenter (ENG)								✓
+657882 Vintages Gift Card Presenter (FR)								✓

# SIGNAGE COMPONENTS

Image	Description	Re-order Code
	Holiday Bag \$1.50 Hot Button	23P9-GFT1
	Holiday Bag \$4.95 Hot Button	23P9-GFT2
	Holiday Bag \$7.95 Hot Button	23P9-GFT3
	Small Acrylic Gift Card Merchandiser Insert Sign (LCBO) (2 pieces)	23P9-GFT4
	Pole Topper Sign for Metal Gift Fixture	ENG 23P9-GFT5 BIL 23P9-GFT6
	Wrap It Up LCBO/Vintages Gift Packaging Floor Merchandiser Sign	ENG/ENG 23P9-GFT7 BIL/BIL 23P9-GFT8

# NAME BADGE STICKERS

Support Children's Charities Today

## Overview

To support the health and well-being of children and families across the province, we will be launching our annual fundraising campaign in support of children's charities. The campaign will kick off on Giving Tuesday (November 29) and run until December 31.

All stores will be sent Name Badge Stickers in support of our annual fundraising campaign. It's something our employees take great pride in and is a great visual to encourage our customers to make a donation.

## Key Dates (Nov 29 - Dec 31, 2022)

## Participating Stores

All Stores

## Merchandising Instructions

- Encourage all team members to wear the sticker as a way to keep our fundraising campaign top-of-mind. It is designed to be affixed to existing name tag, and hangs down about 1.5".

## Signage Components

- Name Badge Stickers ENG (Re-order # 23P10-NT1) / BIL (Re-order # 23P10-NT2)



# Aeroplan

## OPERATIONAL SIGNAGE

The Aeroplan loyalty program is a key initiative for LCBO and as such will be supported in all LCBO channels, including stores. The participating products and Aeroplan offers will change every period promotional Period.

### P10 Aeroplan Offers Key Dates (Nov 27 - Dec 31, 2022)

**Participating Stores** - All Stores

#### Signage Components & Merchandising Instructions

##### **NEW** Period 10 Aeroplan Shelf Talkers

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

ENG/BIL Re-order # AIM-23P10-ANS



example only

##### Holiday Aeroplan Exterior Banners

- Display in the Aeroplan Exterior Banner placement outside the store for both P9 & P10.

ENG Re-order# 23P9-EB7/BIL Re-order# 23P9-EB8



##### Holiday Aeroplan Generic End Aisle Backer Card

- Install the Holiday Aeroplan backer card on end aisles with Aeroplan offers.

ENG/BIL Re-order# 23P9-BC-GEN4



##### Holiday Aeroplan Seasonal Banner Insert

- Display the Holiday Aeroplan Seasonal Banner Insert for both P9 & P10.

ENG Re-order# 23P9-SB1/BIL Re-order# 23P9-SB2





## Signage Components & Merchandising Instructions

### Aeroplan In-section Perpendicular Shelf Talker

English Re-order# 23OP-AP14/Bilingual Re-order# 23OP-AP15

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



### Bonus Aeroplan Points Perpendicular Shelf Talkers

- 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



### Aeroplan Front Door Decal

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

English Re-order# 23OP-AP10

Bilingual Re-order# 23OP-AP11



### Aeroplan Cash Desk Decal

- Continue to display the Aeroplan decal on the Cash Counter.

English Re-order# 23OP-AP12

Bilingual Re-order#23OP-AP13



## Period 10 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Combo Offers (LTO + APP)
67	Smirnoff Vodka	750	100	
307	Seagrams V.O.	750	150	
463	Canadian Club Premium	375	50	
620	Silk Tassel Canadian Whisky	750	120	
1925	Courvoisier VS	750	200	
5132	Silent Sam Vodka	750	100	
9522	J.P. Wiser's Deluxe	375	40	
10177	Old Pulteney 12 Year Old Single Malt	750	530	
10512	Dujardin VSOP Brandy	750	100	
11194	Sand Point Chardonnay	750	60	
11573	Vodkow	750	140	

## Period 10 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Combo Offers (LTO + APP)
11850	Buffalo Trace Bourbon	375	120	
11936	The Magic Box Amazing Cabernet	750	50	
12195	Grand Marnier Cordon Rouge	375	50	
12385	Glenfiddich Single Malt 12 Year Old	750	120	
12596	Empress Gin	375	50	
12781	Sogrape Mateus Rosé	1500	100	
13597	Bumbu XO Rum	750	130	
13906	Unwined Smooth Rosé	750	50	
13967	Writers Tears Double Oak Whisky	700	300	
14130	Apothic Cabernet Sauvignon	750	75	
14404	Jagermeister Cold Brew	750	200	
14884	Pelee Island Lola Secco Sparkling VQA	750	100	
14944	Marquis De Villard Brandy	750	100	
15152	Rodenbach Classic	500	24	
15754	Josh Cellars Pinot Grigio	750	100	
15760	Slow Press Cabernet Sauvignon	750	40	
16022	Duff Gordon Solera Reserva Brandy	750	150	
16544	St Remy Signature	750	100	
16546	On The Rocks Hornitos Margarita	375	150	
16551	Olmecca Altos Tequila Reposado	750	100	
16564	Joliesse Cabernet Sauvignon	750	70	
16833	Goldschlager	750	200	
16903	Storyteller Lager	473	20	
17048	Dewar's Caribbean Smooth Rum Cask Finish	750	75	
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	15	
17465	Mount Gay Black Barrel Double Cask Blend	750	200	
17477	Bisquit & Dubouche VSOP	750	200	
17555	XOXO Botanical Raspberry Rhubarb	750	30	
17559	Disaronno Velvet	750	75	
17759	Yalumba Y Series Cabernet Sauvignon	750	50	
17761	The Magic Box Spectacular Shiraz	750	50	
17820	Stella Artois	473	5	
17846	Corona Extra	6 × 355	30	
18224	Vodkwo Cream	750	140	
18420	Loop Lime And Ginger Gin	750	90	
18998	Lisbon By Night Red Blend	750	60	
19145	Mike's Hard White Freeze	473	20	
19350	Founder's Original Tequila Paloma	355	5	
19563	Lot No. 40 Dark Oak Canadian Whisky	750	150	
19725	Cupcake Light Hearted Chardonnay	750	80	
19774	Cesari Valpolicella Doc Essere	750	110	
20119	Collective Arts Matter Of Fact	473	20	
20220	Miyagikyo Single Malt Whisky	700	350	
20263	G.A. Schmitt Winzertanz	1500	130	

## Period 10 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Combo Offers (LTO + APP)
20362	Finlandia Vodka	750	100	
20807	Tribute Cabernet Sauvignon	750	120	
21082	Yoichi Single Malt Whisky	700	350	
21703	Rumchata Peppermint Bark	750	50	
21968	Lapis Luna Pinot Noir	750	60	
21969	Longshot Pinot Noir	750	75	
22017	Smirnoff Vodka (P.E.T)	750	100	
22181	Glenfiddich Grand Cru	750	2300	
22195	Fresco Di Masi Bianco	750	100	
22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	50	
24096	Campari Negroni	375	40	
24328	Jaw Drop Blue Blast Vodka Cooler	473	15	
24344	Arizona Hard Lemon Iced Tea	473	24	
24365	Nutrl Vodka Soda Raspberry	473	20	
24391	Vizzy Strawberry Lemonade	473	25	
24424	Georgian Bay Pear Gin Smash	473	5	
24425	Georgian Bay Prickly Pear Tequila Smash	6 × 355	30	
25489	Creemore Schwarzbier	473	27	
25839	Barramundi Cabernet Sauvignon	750	50	
25947	Joliesse Chardonnay	750	70	
26263	Sheringham Seaside Gin	750	120	
26678	On The Rocks Effen Cosmopolitan	375	150	
26679	On The Rocks Knob Creek Old Fashioned	375	150	
27001	Masi Modello Prosecco Doc Brut	750	100	
27279	Santa Carolina Reserva Sauvignon Blanc Bib	3000	200	
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	99	
27467	Glenfiddich Orchard Experiment	750	500	
27613	Top Shelf Butter Tart Liquor	375	80	
27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	60	
28551	Solid Ground Pinot Noir	750	80	
31930	Seagrams V.O.	1750	300	
38505	Smirnoff Vodka (P.E.T)	1750	240	
40626	Charm Soju Liquor	360	20	
54213	Alberta Premium Whisky (P.E.T)	1750	200	
61101	Peninsula Ridge Merlot VQA	750	100	
61374	Bushmills Black Bush	750	200	
75663	Alianca Vinho Verde	750	40	
86439	Waterloo Dark	473	10	
91702	Red Knot Cabernet Sauvignon	750	100	
91751	Jacob's Creek Reserve Cabsauv Limestone Coast	750	50	
111021	Gordons Gin (P.E.T)	1750	240	
111443	Chambord Royale	750	100	
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750	100	
126144	Sibling Rivalry White VQA	750	50	

## Period 10 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Combo Offers (LTO + APP)
136978	Sinha Stout	330	5	
143040	Hornitos Reposado Tequila	750	100	
153965	McGuinness Amaretto Dell Amorosa	750	60	
158014	Flor De Cana Centenario 12 Rum	750	100	
165308	Colio Extra Dry White	1500	125	
166538	>Crianza Rioja (Bodegas Lan)	750	100	
169052	Carmen Reserva 1850 Premier Carmenere	750	100	
185249	Mirassou Pinot Noir	750	40	
195966	Farina Valpolicella Rip Superiore Doc	750	30	
209221	Absolut Vodka	1140	40	
215020	El Dorado 5 Year Old Rum	1140	250	
215897	Harvey's Bristol Cream Sherry	1000	75	
216226	Alberta Premium Whisky	1140	100	
216671	Wisers Special Blend	1140	100	
216978	Seagrams V.O.	1140	200	
217554	Captain Morgan Dark Rum	1140	150	
225904	Palm Bay Key Lime Cherry	6 × 355	60	
230474	Graffigna Malbec	750	100	
242107	No. 3 London Dry Gin	750	200	
244186	Collingwood Whisky	750	120	
250134	Sortilege*	750	300	\$2.00 LTO
253906	Martini Dry Vermouth White	500	15	
259192	Santa Carolina Chardonnay	750	50	
268342	>V)Chardonnay Estate (Henry Of Pelham)	750	120	
268375	Henry Of Pelham Riesling VQA	750	50	
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	50	
270017	Jacob's Creek Reserve Chardonnay	750	50	
271619	Harp Lager	500	10	
271643	Tequila Tromba Blanco	750	100	
277186	Zonin Prosecco Brut 1821 Doc	750	100	
278119	Santa Carolina Cabernet Sauvignon Reserva	1500	100	
281378	Forty Creek Cream Liquor	750	75	
285585	Masi Bonacosta Valpolicella Classico Doc	750	125	
286195	JP Azeitao Red	750	50	
301507	Wente Southern Hills Cabernet Sauvignon	750	150	
311910	Canadian Club Classic 12 Year Old	375	75	
315564	Mcguinness Peppermint Schnapps	750	40	
318014	Cono Sur Bicicleta Pinot Noir Rose	750	100	
321448	Cono Sur Bicicleta Chardonnay	750	75	
322586	>Montes Alpha Cabernet Sauvignon	750	150	
333070	Islay Mist Scotch 8 Year Old	750	150	
333591	Innis & Gunn The Original	6 × 330	50	
337535	Santa Carolina Sauvignon Blanc Reserva	750	50	
341602	Cono Sur Bicicleta Pinot Noir	750	95	

## Period 10 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Combo Offers (LTO + APP)
348680	Bersano Costalunga Barbera D'Asti Docg	750	100	
352021	Sortilege Maple Cream*	750	300	
358192	Bruichladdich The Botanist Islay Dry Gin	750	200	
358838	Wakefield Promised Land Cabernet Sauvignon	750	100	
358960	Fleur Du Cap Chardonnay	750	100	
361022	Caparzo Sangiovese Toscana Igp	750	100	
365205	Cono Sur Sparkling Rosé	750	95	
365270	Crystal Head Vodka	1750	500	
365312	Taittinger Brut Reserve Champagne	750	160	
369009	Pinnacle Vodka	750	100	
369793	Mount Gay Eclipse Rum	750	100	
369967	Inception Deep Layered Red	750	100	
376756	Peninsula Ridge Pinot Grigio VQA	750	100	
377994	Gentleman Jack Tennessee Whiskey	750	100	
379032	O'Casey's Irish Cream	750	60	
379958	Kronenbourg 1664 Blanc	500	10	
382028	Smirnoff Vanilla Flavoured Vodka	750	100	
382036	Smirnoff Watermelon Flavoured Vodka	750	100	
396671	360 Double Chocolate Vodka	375	40	
397976	Dr. McGillicuddy Intense Peach	375	40	
398024	Dr. McGillicuddy Intense Peach	1140	120	
402818	Flor De Cana Grand Reserva 7 Rum	750	150	
408286	Lolea No 1 Red Sangria Spain	750	30	
410803	D'Usse VSOP	750	180	
415182	Lionello Stock Vermouth Extra Dry	1000	80	
417261	Hendrick's Gin	375	75	
417576	Stock 84 Spirit	1140	150	
419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	50	
421966	Tincup American Whiskey	750	150	
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	125	
427310	Long Weekend Chardonnay Pinot Grigio VQA	750	40	
438960	Canadian Club 100% Rye	1140	125	\$2.00
440867	Honoro Vera Garnacha Monastrell Organic	750	80	
441543	Wakefield Promised Land Shiraz	750	100	
450114	Smirnoff Ice	6 x 355	50	
454132	Black Bottle Blended Scotch	750	150	
454462	Banff Ice Vodka (P.E.T)	1750	150	
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	100	
479923	Stalk & Barrel Blue Blend	750	200	
481366	High River Canadian Whisky	750	120	
494369	Southern Comfort (P.E.T)	200	40	
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	125	
504340	Santa Carolina Merlot	1500	100	
507442	La Linda Private Selection Old Vines Malbec	750	50	

## Period 10 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Combo Offers (LTO + APP)
513077	Glenfiddich Project Xx Experimental Series	750	500	
520312	Bacardi Gold (P.E.T)	1750	120	
521021	>Francis Coppola Diamond Collection Cab Sauv	750	75	\$2.00
522672	>(V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	100	
526061	Collingwood Double Barrel Whisky	750	160	
530352	Glenfiddich Single Malt 18 Year Old	750	500	
535344	Santa Carolina Cabernet Sauvignon	750	50	
536946	J.P. Wiser's 15 YO Canadian Whisky	750	150	
538926	Relax Red Blend, Rheinhessen	750	50	
541672	Basil Hayden's Bourbon	375	75	
541755	Spirit Of York Vodka	750	300	
542969	Ungava Gin	375	40	
548644	Jacob's Creek Shiraz	750	30	
553859	Angove Organic Chardonnay	750	100	
553917	Frontera After Midnight Dark Red Blend	750	60	
560532	Strongbow Cider	500	26	
590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	75	
600833	Pitu Cachaca	750	100	
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	100	
605857	Amarula Cream	1140	150	
609875	Eastdell Black Cab VQA	750	40	
629352	Glenfiddich Exper Series #4 Fire & Cane	750	500	
633347	Longshot Cabernet Sauvignon	750	75	\$2.00 (for Boxing Day One Day Sale Only)
636845	Redbreast 12 Year Old Irish Whiskey	750	150	
638221	Josh Cellars Merlot	750	100	
638270	Santa Rita Cavanza Cabernet Sauvignon	750	40	
646729	Bumbu Craft Rum	750	120	
671164	>St.Francis Cabernet Sauvignon	750	200	
697409	Woody's Pink Grapefruit	4 x 330	25	
729392	>Marai De Marai Extra Dry Blue Bottle (Foss)	750	50	
981381	Glenfiddich 21YO Gran Res (William Grant)	750	2100	
991562	>Cremant De Bourgogne Brut Rsv (Bailly Lapie)	750	125	

### \*Bundled Aeroplan Offers

LCBO#	Description	Size (mL)	Offers
250134	Sortilege	750	Purchase both products and receive 300 Aeroplan Points
352021	Sortilege Maple Cream	750	

# Period 9-10: Gifts to Celebrate

## SIGNAGE GALLERY

### Overview

This holiday season, Ontarians are eagerly anticipating a return to get-togethers and celebrations with family, friends, and colleagues. We've been longing to see! With this in mind, the LCBO's holiday focus will be on showcasing our best gifts and celebrating the moments that bring us together. With renewed excitement around finding and giving the perfect gift, the LCBO will continue to secure our position as THE gifting destination. We'll bring our "DISCOVER" brand experience pillar to life by elevating what it means to give and receive a gift from the LCBO.

With a focus on premiumization, this year we want to elevate, not only the products we offer, but also the gifting experiences we create. This will allow us to focus on both premium and unique products that our customers can trade up to, as well as customer favourites that can be offered in a more premium way.



### Signage Ship Date

The Period 10 signage components will be shipped to stores beginning **November 18th 2022**.

All Period 10 Signage components will be available for re-order using their corresponding re-order numbers on the Monday after promotion start.

If a sign component is missing or damaged, please call Customer Care Retail Field Store Support: 416-864-6787 or email [retailfield@lcbo.com](mailto:retailfield@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-23P10-MUSIC-CD | AIM-23P10-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 P9 - P10.**

## Exterior Banners

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

### PRIORITY OF EXTERIOR BANNERS:

- 1 Gifts to Celebrate
- 2 Aeroplan
- 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- 4 Image (if applicable)



#### 1 Gifts to Celebrate



Re-order#  
23P9-EB1  
(English)

Re-order#  
23P9-EB2  
(Bilingual)

#### 2 Aeroplan



Re-order#  
23P9-EB3  
(English)

Re-order#  
23P9-EB4  
(Bilingual)

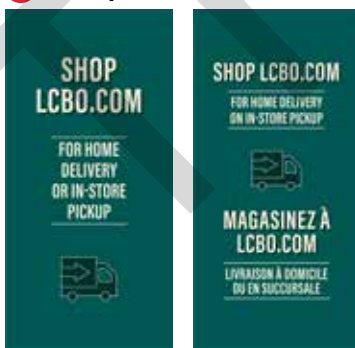
#### 3 Same Day Pickup



Re-order#  
23P9-EB5  
(English)

Re-order#  
23P9-EB6  
(Bilingual)

#### 3 ShopLCBO.com



Re-order#  
23P9-EB7  
(English)

Re-order#  
23P9-EB8  
(Bilingual)

#### 4 Image



Re-order#  
23P9-EB9  
(Image)



**NOTE: Signage is to remain in place for the duration of P9 - P10.**

## Window Show Cards

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

**Install:** In the Show card frame.



### PRIORITY OF WINDOW SHOW CARDS (based on the number of frames available)

- 1** Information Board (Operational) Install in the show card frame closest to the office.
- 2** Responsible Service (Operational) Install in the vestibule if there are 2 show card frames in that location.
- 3** Gifts to Celebrate (Seasonal Thematic) Install in the vestibule.
- 4** Same Day **OR** Generic Ecomm (Operational - not both) Depending on the service offered in that location.

**Note:** Any additional frames should display Seasonal Thematic show cards.

#### **1** Information Board



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

#### **2** Responsible Service



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

#### **3** Seasonal Thematic



Re-order# 23P9-WS1  
(English + Bilingual)

#### **3** Same Day

#### Generic Ecomm



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

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

**NOTE: Signage is to remain in place for the duration of P9 - P10.**

## Transparencies

### Perimeter Transparency Horizontal

Vendor installed



Gifts to Celebrate 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



Gifts to Celebrate ENG/BIL



Image



Same Day Pickup  
ENG/BIL



eCOMM  
ENG/BIL

### Perimeter Transparency Vertical

Vendor installed

#### Small Vertical Transparencies



Gifts to Celebrate  
ENG/BIL



eComm  
ENG/BIL



Same Day Pickup  
ENG/BIL

#### Medium Vertical Transparencies



Gifts to Celebrate  
ENG/BIL

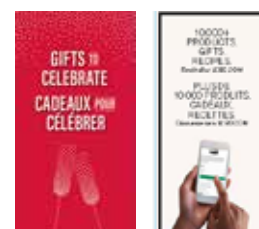


eComm  
ENG/BIL



Same Day Pickup  
ENG/BIL

#### Large Vertical Transparencies



Gifts to  
Celebrate BIL



eComm  
BIL

**NOTE: Signage is to remain in place for the duration of P9 - P10.**

## Seasonal Banner Insert

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

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



ENG Re-order #23P9-SB1  
BIL Re-order #23P9-SB2

## Backlit Tasting Bar Insert

**Dimensions:** 21 15/16" w x 32 9/16" h

**Install:** In the frame on the portable Tasting Bar.



Image

Re-order #23P9-TB1



## Food & Drink Merchandiser

During the Holiday the F&D merchandiser will be displayed on the top shelf of sold end aisles 1-5, as long as there are magazines left to merchandise.

All other AA/AAA stores with sold end aisles 6-10 will also display the merchandiser on the top shelf (if magazines are available).

**NOTE:** If your store has depleted quantities of Food & Drink, please remove the merchandiser and extend facings of participating products to fill the display.

**F&D Merchandiser Re-order Code**

ENG (Re-order # 23P9-FDM1) / BIL (Re-order # 23P9-FDM3)



1

# End Aisles 1-4 & 10 Backer Cards

23P9-BC1



EA1 (Keep up for P9 & P10)

23P9-BC2



EA2 (Keep up for P9 & P10)

23P9-BC4



EA4 (Keep up for P9 & P10)

## IMPORTANT NOTE EA 3AB:

### End Aisle 3A Premium Flight

#### PREMIUM FLIGHT STORES:

Replace the current P9 EA3 backer card/ blade sign with the new P10 version:

23P10-BC3A



EA 3A Premium Flight  
(New backer card & blade sign for P10)

### End Aisle 3B Standard Flight

#### STANDARD FLIGHT STORES:

Keep up your current P9 EA3 backer card and blade sign to use on EA 3B in P10:

23P9-BC3



EA 3B Standard Flight  
(Keep up for P9 & P10)

## IMPORTANT NOTE EA10:

**End Aisle #10:** Remove and recycle the P9 EA10 backer card and replace with the new backer card for P10.

23P10-BC10



EA10 - MTC  
(New backer card for P10)

# End Aisles 1-4 Blade Signs

### EA1 Blade Sign

ENG (23P9-BS1)  
BIL (23P9-BS5)



Keep up for  
P9 & P10

### EA2 Blade Sign

ENG (23P9-BS2)  
BIL (23P9-BS6)



Keep up for  
P9 & P10

### EA4 Blade Sign

ENG (23P9-BS4)  
BIL (23P9-BS8)



Keep up for  
P9 & P10

## IMPORTANT NOTE:

### PREMIUM FLIGHT STORES

#### End Aisle 3A Blade Sign:

Replace the current P9 EA3 blade sign with the new P10 version.

### STANDARD FLIGHT STORES

#### End Aisle 3B Blade Sign:

Keep up your current P9 EA3 blade sign for P10.

### EA3A Blade Sign

ENG (23P10-BS1)  
BIL (23P10-BS2)



New Blade Sign  
for EA 3A  
Premium Stores

### EA3B Blade Sign

ENG (23P9-BS3)  
BIL (23P9-BS7)



Keep up for  
P9 & P10

# End Aisles 5-9 & 11-20 Generic Backer Cards

**NOTE: Signage is to remain in place for the duration of P9 - P10.**

23P9-BC-GEN1



P9-10 Gifts to Celebrate

**IMPORTANT NOTE**

**New! P10 Generic Ecomm Backer Card:** Replace the P9 Generic Ecomm backer with the new P10 version.

P9 Generic Ecomm Message  
**(Remove & Recycle)**

P10 Generic Ecomm Message  
**(Install)**

23P9-BC-GEN4



P9-10 Aeroplan

23P9-BC-GEN5



P9-10 Give gifts

23P9-BC-GEN6



P9-10 Gifts to celebrate - Wines

23P9-BC-GEN7



P9-10 Gifts to celebrate - Spirits

## Generic Blade Sign

For customers looking for more gift ideas, we have a generic blade sign promoting our Holiday Gift Guide.

Continue to display the generic blade sign on end aisles 5-20 for the duration of P10.

**Install:** Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



P9-10 Generic Blade Sign  
ENG (Re-order # 23P9-BS11)  
BIL (Re-order # 23P9-BS12)



Generic Blade Sign  
Backer Card  
& Blade Sign Example

# 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:**

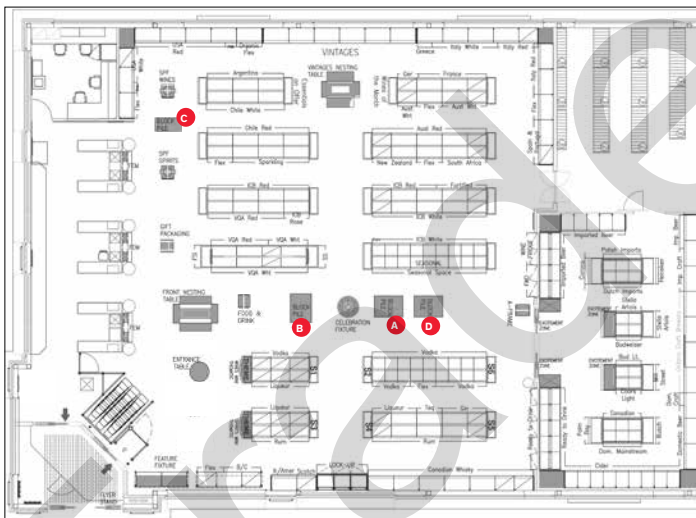
Entrance Table/Cocktail of the Month: BS - BSE

Feature Fixture: FF - FFA

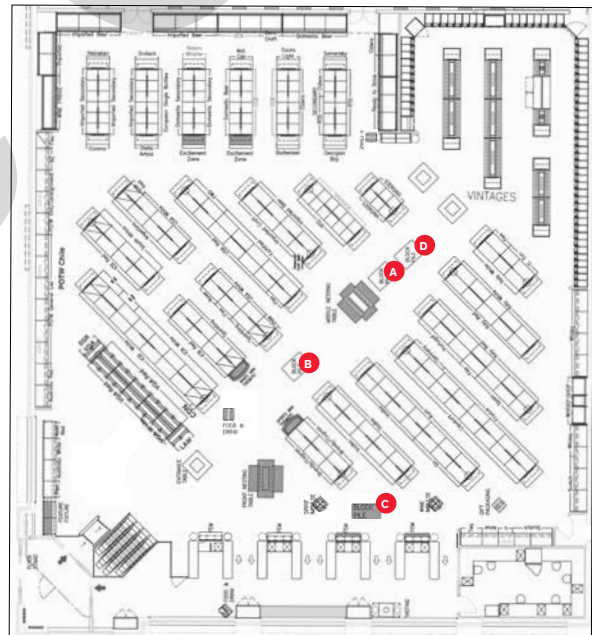
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

- A** Block Pile A (SBA): Celebrate Savings
- B** Block Pile B (SBB): Gifts To Celebrate Together
- C** Block Pile C (SBC): Aeroplan
- D** Block Pile D: Kim Crawford (BP-XBP), Grey Goose (S2), Santa Margherita (S3), Tito's (S4), P9-10 Baileys (FSN-B)



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

Effective May 2019, new programs were made active in your Promotional Tree. With the implementation of the additional Promo programs into the Promo Tree, Category Management will no longer be allocating inventory for these programs and stores will only receive inventory based on their Default Management settings.

Therefore, it is imperative you review your Min. settings on these programs to ensure a "Ready-for-Business" level of inventory. Please review the new Default Management screen and its' Min. settings. If left unadjusted all the new promo programs have a min setting of either 0 or 1 case which will result in the system suggesting only 1 or 2 cases. Consequently, it is essential these are reviewed and change if required.

# Brand Spotlight (FF - FFA-A)

## FEATURE FIXTURE

### Residual Holiday/Sparkling Wines

During Period 10 the Feature Fixture will transition to Sparkling Wines. As the spirit gifts sell down and the wall begins to lose its strong spirit presentation, change to sparkling wines. Add single bottle Holiday Gift Boxes to promote our holiday packaging – gift giving made easy. The fixture will transition back to Brand Spotlight Feature Fixture and New & Seasonal fixture in Period 11.

### Key Dates (Nov 27 - Dec 31, 2022)

#### Participating Stores

All Feature Fixture and New & Seasonal Fixture Stores

#### Participating Products

Residual Holiday/Sparkling Inventory


#### Signage Components

Continue to display the below signage from P9:

- Gift Pack Shelf Talkers ENG (Re-order # 23P8-GP1) / BIL (Re-order # 23P8-GP2)  
*\*These were shipped to stores in Period 8\**
- Category Sign ENG/BIL (Re-order # 23P9-FF1)
- Category Sign - Solid Colour (Re-order # 23P9-FF2)
- Bin Strips - solid colour (Re-order # 23P9-FF3)

#### Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- As the spirit gifts sell down and the wall begins to lose its strong spirit presentation, change to sparkling wines.
- Add single bottle Holiday Gift Boxes to promote our holiday packaging – gift giving made easy.
- Merchandise shelf talkers in front of the correct product on the feature fixture display and in section.
- Continue to merchandise the category sign and bin strips from P9.

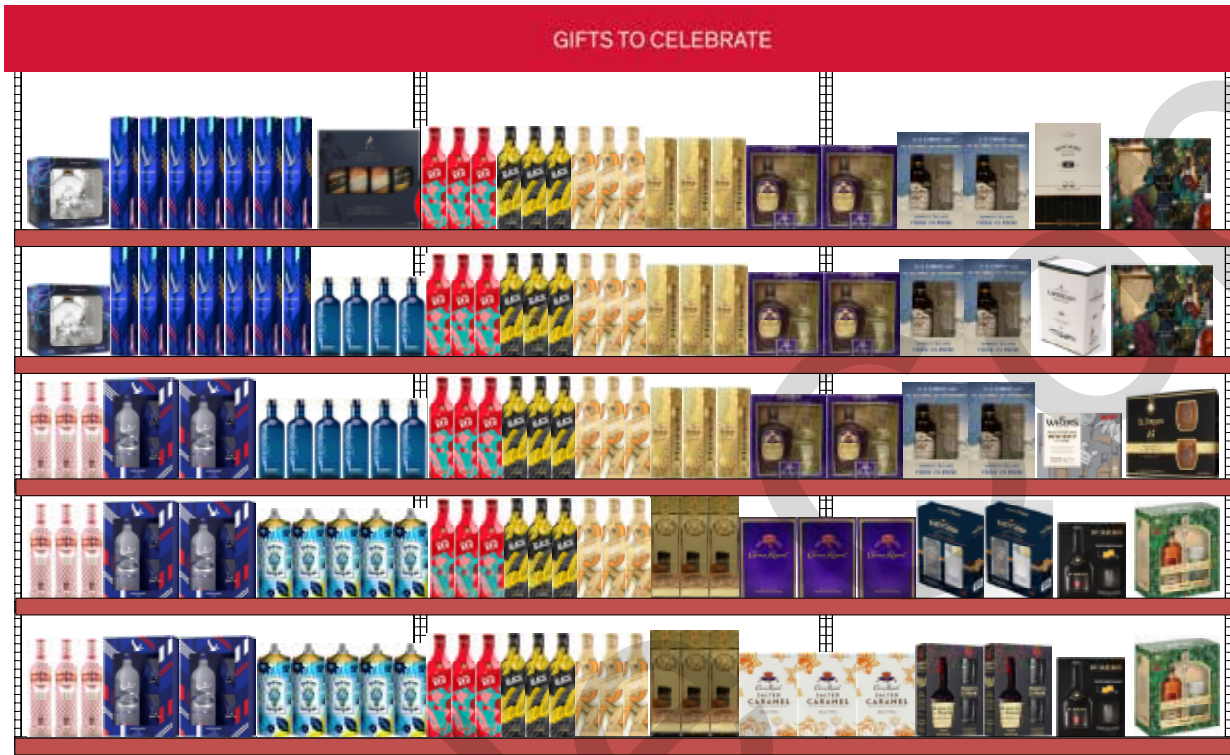


The P10 Feature Fixture will focus on Sparkling Wines Gifts, and promote sparkling's versatility and endless meal-matching possibilities.



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

### 12ft Feature Fixture



### 8ft Feature Fixture



### 4ft Feature Fixture





# Brand Spotlight (BS-BSE)

## ENTRANCE TABLE

Macchiato Martini

This is a sold program. Participation is mandatory.

Key Dates (Nov 27 - Dec 31, 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
11248	Baileys Espresso	750	
12197	Five Farms Single Batch Irish Cream Liqueur	750	\$3.00 LTO
281378	Forty Creek Cream Liquor	750	75 APP
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	VA: Shortbread Cookies



**VA/Merchandiser: Free Walker's Shortbread Cookies in Collectible Tin with the purchase of 561720 Magnum Scotch Malt Whisky Cream Liqueur 750 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.

Showcasing a range of cream liqueurs to highlight the popularity of this category during the Holiday Season, making an Espresso Martini with a float of cream liqueur on top.

### Merchandising Instructions

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

### Signage Components

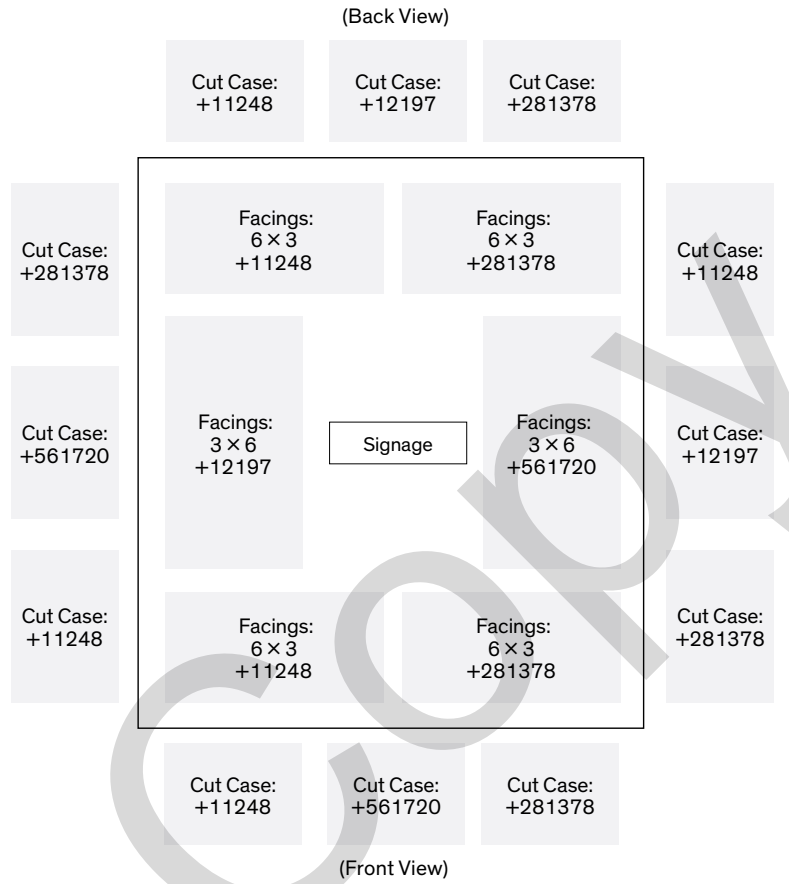
- Entrance Table Sign ENG (Re-order # 23P10-ET1) / BIL (Re-order # 23P10-ET2)
- Shelf Talkers ENG (Re-order # 23P10-ET3) / BIL (Re-order # 23P10-ET4)
- Recipe Shelf Talkers ENG (Re-order # 23P10-ET5) / BIL (Re-order # 23P10-ET6)



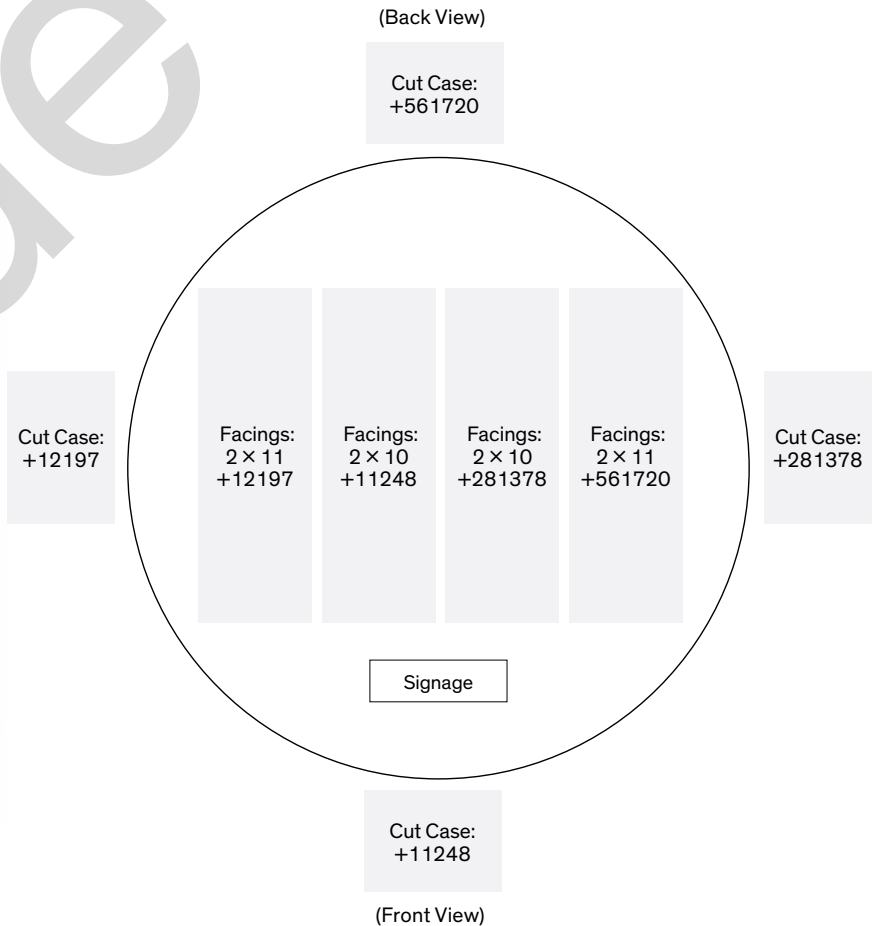
Recipe Shelf Talkers

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.

## Planogram - Square Table



## Planogram - Round Table



# Spirits (MI-A)

## MINI THEMATIC A

Gifts To Celebrate

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

**Key Dates (Nov 27 - Dec 31, 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
8284	Hennessy VS Cognac	750	
13057	Writer's Tears Copper Pot Irish Whiskey	700	\$5.00 LTO
14910	Bushmills Irish Whiskey	750	\$2.00 LTO
25141	Lobos 1707 Tequila Reposado	750	
53140	Havana Club 7 Year Old Rum	750	\$2.50 LTO
180695	St-Germain Elderflower Liqueur	750	\$3.00 LTO
363770	Ketel One Vodka	1140	\$5.00 LTO
369793	Mount Gay Eclipse Rum	750	100 APP, VA: Bitters
388694	Casamigos Tequila Reposado	750	
417295	Ciroc	750	\$5.00 LTO
465484	Toki	750	
472332	Wayne Gretzky Red Cask Whisky	750	\$4.00 LTO
636068	Malfy Gin Con Rosa	750	\$2.00 LTO

### Signage Components

- Category sign (Re-order # 23P10-MTA1)
- Shelf talkers ENG (Re-order # 23P10-MTA3) / BIL (Re-order # 23P10-MTA4)
- Backer card ENG/BIL (Re-order # 23P10-MTA2)

### Merchandising Instructions

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

The P10 MTA will focus on giftable, premium Spirits; featuring a mix of Rum, Tequila, Scotch, Cognac, Gin with gift-worthy value adds and strong LTOs. Holiday gift bags will also be on the display.

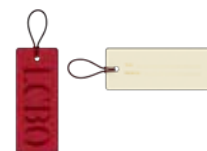
GIFTS TO CELEBRATE  
 CADEAUX POUR CÉLÉBRER



Mini Thematic A - Spirits



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



Use the LCBO Holiday Gift Tag to highlight Gifts on key displays in store. Merchandise the tags on every other bottle.

# Wines (MI-B)

## MINI THEMATIC B

### Sparkling Gifts

This is a sold program. Participation is mandatory.

**Key Dates (Nov 27 - Dec 31, 2022)**

#### Participating Stores

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

#### NEW Participating Products

LCBO#	Description	Size (mL)	Offers
16858	Malivoire Che Bello Sparkling VQA	750	\$1.50 LTO
17690	Trius Brut Rosé Sparkling VQA	750	\$3.00 LTO
25068	Laurent Perrier La Cuvée Brut Champagne	750	VA: Gift Box
85316	Blu Giovello Prosecco	750	\$2.00 LTO, VA: Twinkle lights
122689	Henkell Trocken	750	VA: Toblerone
216945	Freixenet Cordon Negro Brut Cava	750	\$1.50 LTO
394387	Villa Sandi Prosecco Il Fresco DOC, Treviso	750	\$2.00 LTO
483339	Mionetto Prestige Prosecco Brut DOC Treviso	750	\$2.00 LTO
537605	Nicolas Feuillatte Brut Champagne	750	\$5.00 LTO

#### Signage Components

New signage for P10:

- Shelf Talkers ENG (Re-order # 23P10-MTB9) / BIL (Re-order # 23P10-MTB10)

Continue to display the below signage from P9:

- Category sign (Re-order# 23P9-MTB7)
- Backer card: ENG/BIL (Re-order# 23P9-MTB8)

#### Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the shelf talkers in front of participating products.
- Continue to merchandise the category sign and backer card from P9.
- Merchandise the Holiday Gift Box on each shelf of the fixture. Please refer to the planogram.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.

We have a premium selection of LCBO Sparkling Wines. Signage is to remain in place for duration of P9 & 10. Only shelf talkers will be updated in P10.

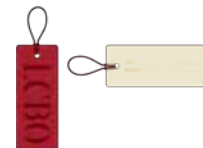
GIFTS TO CELEBRATE  
CADREUX POUR CÉLÉBRER



Mini Thematic B - Wines



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



Use the LCBO Holiday Gift Tag to highlight Gifts on key displays in store. Merchandise the tags on every other bottle.

# Beer (MI-C)

## MINI THEMATIC C

Gifts To Celebrate (Craft Beer)

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

**Key Dates (Nov 27 - Dec 31, 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)	LTO	Distributor
19003	Manifesto	473		6309 - Flying Monkeys Craft Brewery
25051	Muskoka Survival Pack 2022	6 × 473	\$1.00	LCBO Warehouse
27683	Amsterdam Winter Entertainer	4 × 473		3842 - Amsterdam Brewing Company
28137	Wellington Brewery Bootique Mixer	6 × 473		4826 - Wellington County Brewery Inc
28474	Rush X Henderson Signals 40th Anniversary Ale	500		766 - Henderson Brewing Co
28494	Ipa Fun Box, 5th Edition	6 × 473		5732 - Refined Fool Brewing Company
28633	Great Lakes Brewery - Winter Ale	473		1929 - Great Lakes Brewing Co. Inc.
29521	Bellwoods Brewery Jelly King With Tangerine	500		2990 - Bellwoods Brewery
29522	Hazel Amore - Whitewater X Beavertails Collab	473		8454 - Whitewater Brewing Company

### Signage Components

- Backer card ENG/BIL (Re-order# 23P10-BC10)

### Merchandising Instructions

- Merchandise participating products according to the planogram.
- Remove and recycle the P9 MTC backer card and replace with the P10 version.
- 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.



<b>Mini Thematic C - Beer</b>		

# Brand Spotlight (BS - BSF)

## FRONT NESTING TABLE

Gifts For Whisky Lovers

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

**Key Dates (Nov 27 - Dec 31, 2022)**

### Participating Stores

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

Scotch is one of the most gifted categories due to its celebratory and luxury cues. Merchandise gift packs on the table to promote the gifting notion of these great brands.

### Participating Products

LCBO#	Description	Size (mL)	Offers
1099	Johnnie Walker Red Label Scotch Whisky	750	VA: Necktag
7880	Johnnie Walker Black Label Scotch Whisky	750	\$3.00 LTO
18306	Johnnie Walker Double Black	750	VA: Necktag
217794	Johnnie Walker Red Label Scotch Whisky	1140	\$2.00 LTO
217802	Johnnie Walker Black Label Scotch Whisky	1140	VA: Necktag
238097	Dalwhinnie 15 Year Old Single Highland Malt Scotch Whisky	750	VA: Rocks Glass
243824	Oban 14 Year Old Single Malt Scotch Whisky	750	VA: Rocks Glass
249680	Talisker 10 Year Old Single Malt Scotch Whisky	750	VA: Rocks Glass
291278	Johnnie Walker Gold Label Reserve Scotch Whisky	750	VA: Rocks Glass
292805	Johnnie Walker 18 Year Old Scotch Whisky	750	VA: Rocks Glass
409490	The Singleton of Dufftown 12-Year-Old Speyside Single Malt Scotch Whisky	750	VA: Bow
468116	Johnnie Walker Green Label Scotch Whisky	750	VA: Rocks Glass
479881	Lagavulin 8 Year Old Islay Single Malt Scotch Whisky	750	VA: Rocks Glass

**VA: Free rocks glass with purchase of Johnnie Walker Gold Label Reserve Scotch Whisky (291278 | 750), Johnnie Walker 18 Year Old Scotch Whisky (292805 | 750), Johnnie Walker Green Label Scotch Whisky (468116 | 750), Dalwhinnie 15 Year Old Single Highland Malt Scotch Whisky (238097 | 750), Oban 14 Year Old Single Malt Scotch Whisky (243824 | 750), Talisker 10 Year Old Single Malt Scotch Whisky (249680 | 750) or Lagavulin 8 Year Old Islay Single Malt Scotch Whisky (479881 | 750).**

### Signage Components

- Table Sign ENG (Re-order# 23P10-FNT1)  
BIL (Re-order# 23P10-FNT2)
- Shelf Talkers ENG (Re-order# 23P10-FNT3)  
BIL (Re-order# 23P10-FNT4)
- VA Shelf Talkers ENG (Re-order# 23P10-FNT5)  
BIL (Re-order# 23P10-FNT6)



VA Shelf Talkers



Use the LCBO Holiday Gift Tag to highlight Gifts on key displays in store. Merchandise the tags on every other bottle.

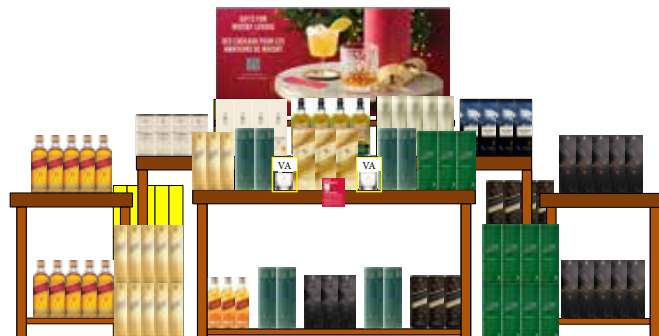
### Merchandising Instructions

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

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

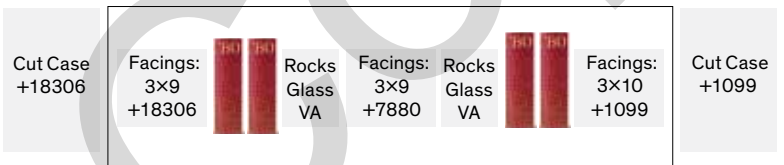
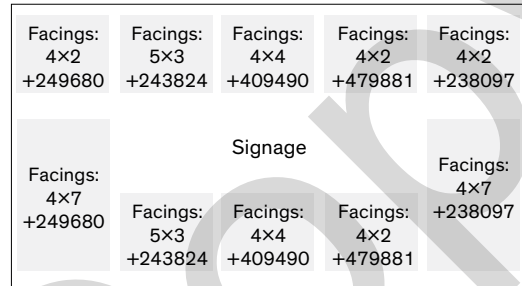
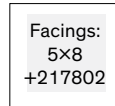
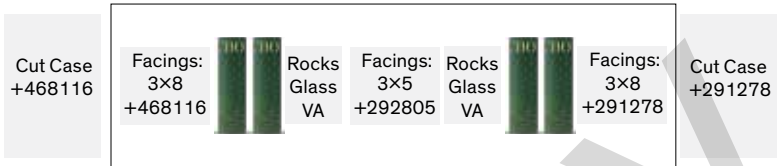


(Front)



(Back)

Top View (Back)



Top View (Front)

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

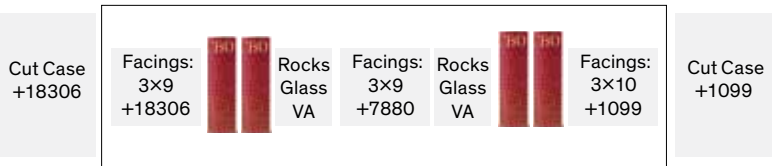
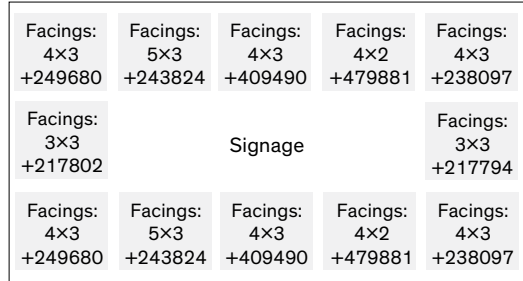


(Front)



(Back)

Top View (Back)



Top View (Front)

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



(Front)



(Back)

Top View (Back)

Facings: 2x8 +468116		Rocks Glass VA	Facings: 2x5 +292805	Rocks Glass VA		Facings: 2x8 +291278
----------------------------	--	----------------------	----------------------------	----------------------	--	----------------------------

Facings: 3x3 +249680	Facings: 3x3 +243824	Facings: 3x4 +409490	Facings: 3x3 +479881	Facings: 3x3 +238097
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

Facings:  
4x6  
+217802

Signage

Facings: 3x3 +249680	Facings: 3x3 +243824	Facings: 3x5 +409490	Facings: 3x3 +479881	Facings: 3x3 +238097
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

Facings:  
4x6  
+217794

Facings: 2x9 +18306		Rocks Glass VA	Facings: 2x9 +7880	Rocks Glass VA		Facings: 2x10 +1099
---------------------------	--	----------------------	--------------------------	----------------------	--	---------------------------

Top View (Front)

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



(Front)



(Back)

Top View (Back)

Facings: 2x8 +468116		Rocks Glass VA	Facings: 2x5 +292805	Rocks Glass VA		Facings: 2x8 +291278
----------------------------	--	----------------------	----------------------------	----------------------	--	----------------------------

Facings: 3x3 +249680	Facings: 3x3 +243824	Facings: 3x4 +409490	Facings: 3x3 +479881	Facings: 3x3 +238097
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

Facings: 3x3 +217802	Signage			Facings: 3x3 +217794
----------------------------	---------	--	--	----------------------------

Facings: 3x3 +249680	Facings: 3x3 +243824	Facings: 3x5 +409490	Facings: 3x3 +479881	Facings: 3x3 +238097
----------------------------	----------------------------	----------------------------	----------------------------	----------------------------

Facings: 2x9 +18306		Rocks Glass VA	Facings: 2x9 +7880	Rocks Glass VA		Facings: 2x10 +1099
---------------------------	--	----------------------	--------------------------	----------------------	--	---------------------------

Top View (Front)



# Display Program (BP-SBA)

## BLOCK PILE A

Celebrate Savings

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

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

**Key Dates (Nov 27 - Dec 31, 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)	LTO
17818	Corona Extra (275/TBS)	6 × 330	\$1.25
17819	Stella Artois (275/TBS)	6 × 473	\$1.00
296244	Guinness Draught (LCBO Warehouse)	4 × 440	\$1.00
300681	Coors Light (275/TBS)	6 × 473	\$1.00
300699	Molson Canadian (275/TBS)	6 × 473	\$1.00
311787	Budweiser (275/TBS)	6 × 473	\$1.00
459818	Sapporo (275/TBS)	6 × 500	\$2.00
486142	Sleeman Clear 2.0 Shrink Pack (275 TBS)	6 × 473	\$2.30

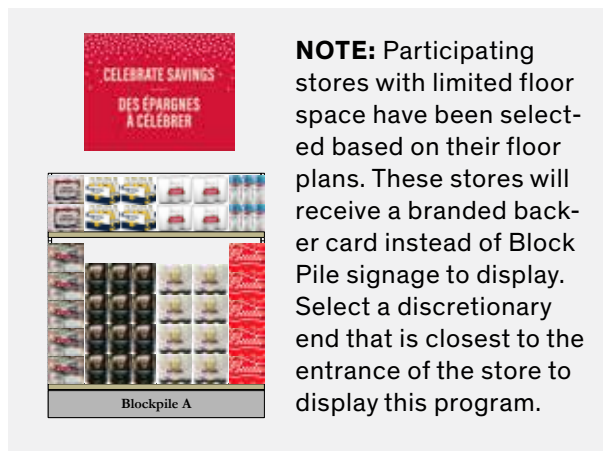
### Signage Components

- Pole Toppers  
ENG (Re-order # 23P10-BPA1) / BIL (Re-order # 23P10-BPA2)
- Cut Case Backer Card  
ENG (Re-order # 23P10-BPA3) / BIL (Re-order # 23P10-BPA4)
- Riser Wrap - solid colour (Re-order # 23P10-BPA5)
- Pricer Cards  
ENG (Re-order # 23P10-BPA7) / BIL (Re-order # 23P10-BPA8)
- Shelf Talkers  
ENG (Re-order # 23P10-BPA9) / BIL (Re-order # 23P10-BPA10)
- End Aisle Backer Card BIL (Re-order # 23P10-BPA11)

### Merchandising Instructions

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

Gifts for celebrating together. Highlighting the various seasonal flavours and LTO offerings.



**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

Gifts For Celebrating Together

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

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

### Key Dates (Nov 27 - Dec 31, 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)	LTO
12171	Nude Vodka Soda 12 Can Mixer Pack	12 × 355	\$1.00
15373	White Claw Variety Pack #1	12 × 355	
24317	White Claw Iced Tea Variety Pack	12 × 355	
24351	Cottage Springs Vodka Iced Tea Mixed 8 Pack	8 × 355	
24400	Palm Bay Island Mixer	12 × 355	\$2.00
24427	Cottage Springs Vodka Iced Tea Box	4000	
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	

#### Signage Components

##### New signage for P10:

- Shelf Talkers ENG (Re-order # 23P10-BPB9)  
BIL (Re-order # 23P10-BPB10)
- Pricer Cards ENG (Re-order # 23P10-BPB7)  
BIL (Re-order # 23P10-BPB8)

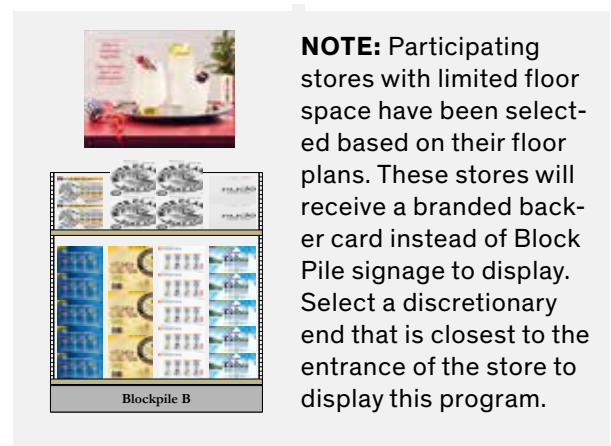
##### Continue to display the below signage from P9:

- Pole Toppers  
ENG (Re-order #23P9-BPB1) / BIL (Re-order # 23P9-BPB2)
- Riser Wrap - solid colour (Re-order # 23P9-BPB5)
- Cut Case Backer Card  
ENG (Re-order # 23P9-BPB3) / BIL (Re-order # 23P9-BPB4)
- End Aisle Backer Card BIL (Re-order # 23P9-BPB11)

#### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the shelf talkers in front of the participating products in section.
- Continue to display the pole topper sign, riser wrap and end aisle backer card from P9.

Block Pile B features top-RTD large packs, perfect for holiday entertaining. Signage is to remain in place for duration of P9 & 10. Only shelf talkers & pricer cards will be updated in P10.



**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

Earn Bonus Points

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

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

**Key Dates (Nov 27 - Dec 31, 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
22017	Smirnoff Vodka PET	750	100 APP
27613	Top Shelf Butter Tart Liquor	375	80 APP
31930	Seagrams V.O. Whisky	1750	300 APP
143040	Hornitos Reposado Tequila	750	100 APP + VA: Christmas Sweater
216226	Alberta Premium Whisky	1140	100 APP
216671	Wisers Special Blend Whisky	1140	100 APP + VA: JP Wiser's Deluxe 50 mL
271643	Tequila Tromba Blanco	750	100 APP
379032	O'Casey's Irish Cream Liqueur	750	60 APP

### Signage Components

- Pole Toppers  
ENG (Re-order # 23P10-BPC1) / BIL (Re-order # 23P10-BPC2)
- Cut Case Backer Card  
ENG (Re-order # 23P10-BPC3) / BIL (Re-order # 23P10-BPC4)
- Riser Wrap - solid colour (Re-order # 23P10-BPC5)
- Pricer Cards  
ENG (Re-order # 23P10-BPC7) / BIL (Re-order # 23P10-BPC8)
- Shelf Talkers  
ENG (Re-order # 23P10-BPC9) / BIL (Re-order # 23P10-BPC10)
- End Aisle Backer Card BIL (Re-order # 23P10-BPC11)

### Merchandising Instructions

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

Great offers on classic Spirits that are perfect for holiday gift giving. Aeroplan Points on all SKUs.



**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

## BLOCK PILE D

### Kim Crawford (BP-XBP)

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

**Key Dates (Nov 27 - Dec 31, 2022)**

#### Participating Stores

1, 4, 5, 10, 15, 22, 36, 38, 41, 51, 65, 82, 83, 102, 130, 132, 145, 149, 150, 156, 164, 195, 198, 209, 211, 212, 227, 233, 253, 263, 298, 310, 326, 334, 373, 381, 385, 387, 398, 401, 407, 417, 438, 452, 485, 486, 491, 499, 501, 534, 542, 544, 551, 553, 554, 569, 573, 575, 579, 593, 602, 609, 624, 627, 633, 634, 640, 670, 684, 694, 699, 706

#### Participating Products

LCBO#	Description	Size (mL)	Offers
18947	Kim Crawford Illuminate Sauvignon Blanc	750	VA: Ornament
35386	Kim Crawford Sauvignon Blanc	750	\$2.00 LTO
160085	Kim Crawford Sauvignon Blanc	375	
626390	Kim Crawford Pinot Noir	750	\$2.00 LTO
650325	Kim Crawford Rosé	750	VA: Ornament
991950	Kim Crawford Chardonnay	750	VA: Ornament

#### Signage Components

- Pole Topper - supplied by Agent
- Pricer Card ENG (Re-order # 23P10-BPD1) / BIL (Re-order # 23P10-BPD2)

#### Merchandising Instructions

- The supplier will be providing the pole topper sign to the selected stores in time for the start of the promotion.
- Build a cut case display with the participating products and merchandise the pricer cards in front of the products.
- Pricer cards will be supplied by LCBO.



example only - supplied by agent

# Grey Goose (S2)

This is a sold program. Participation is mandatory.

**Key Dates (Nov 27 - Dec 31, 2022)**

## Participating Stores

1, 15, 21, 31, 38, 148, 149, 164, 171, 187, 195, 288, 329, 334, 346, 360, 371, 385, 393, 398, 437, 445, 452, 486, 522, 523, 573, 590, 619, 623, 624, 631, 632, 641, 698, 703, 776

## Participating Products

LCBO#	Description	Size (mL)	Offers
95935	Grey Goose Vodka	750	VA: Grey Goose Shaker Cup or Glassware, EA 14
417196	Grey Goose Vodka	1140	VA: Grey Goose Shaker Cup or Glassware, EA 14
253906	Martini Dry Vermouth White	500	15 APP
630913	Tia Maria	750	\$3.00 LTO, VA: Tia Maria 50 mL

## Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Cards ENG (Re-order # 23P10-BPD5) / ENG (Re-order # 23P10-BPD6)

## Merchandising Instructions

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



example only - supplied by agent

# Santa Margherita (S3)

This is a sold program. Participation is mandatory.

## Key Dates (Nov 27 - Dec 31, 2022)

### Participating Stores

10, 15, 21, 31, 38, 115, 148, 149, 154, 156, 164, 187, 226, 243, 288, 346, 360, 371, 390, 393, 394, 404, 412, 437, 443, 445, 452, 486, 499, 523, 590, 619, 623, 630, 631, 632, 641, 741, 776

### Participating Products

LCBO#	Description	Size (mL)	LTO
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	
687582	>Prosecco Di Valdobbiadene Brut (S. Margherita)	750	\$2.00

### Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Cards ENG (Re-order # 23P10-BPD3) / ENG (Re-order # 23P10-BPD4)

### Merchandising Instructions

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



example only - supplied by agent

# Tito's (S4)

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

**Key Dates (Nov 27 - Dec 31, 2022)**

## Participating Stores

115, 130, 154, 156, 198, 226, 243, 253, 263, 390, 394, 404, 412, 438, 443, 499, 500, 545, 630, 741

## Participating Products

LCBO#	Description	Size (mL)	LTO	Value Add
597559	Tito's Handmade Vodka	750	\$2.00	Bottle Sweater

## Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Cards ENG (Re-order # 23P10-BPD7) / ENG (Re-order # 23P10-BPD8)

## Merchandising Instructions

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



**example only - supplied by agent**

# Baileys (FSN-B)

This is a sold program. Participation is mandatory.

## Key Dates (Period 9-10)

### Participating Stores

1, 17, 19, 22, 23, 25, 27, 31, 34, 36, 38, 41, 51, 55, 65, 74, 82, 83, 90, 102, 106, 115, 130, 132, 145, 148, 150, 156, 164, 168, 171, 187, 191, 198, 200, 209, 211, 212, 221, 226, 227, 233, 243, 250, 252, 253, 263, 287, 298, 300, 310, 325, 326, 329, 334, 346, 351, 358, 359, 360, 361, 373, 381, 383, 385, 386, 387, 390, 391, 392, 394, 401, 404, 407, 412, 416, 417, 427, 428, 431, 432, 437, 438, 443, 445, 457, 459, 481, 485, 490, 491, 497, 499, 501, 523, 534, 536, 544, 545, 551, 554, 555, 556, 566, 569, 573, 575, 590, 602, 609, 616, 617, 619, 623, 624, 627, 630, 631, 632, 633, 634, 640, 641, 648, 655, 670, 684, 694, 699, 700, 703, 706, 741, 748

### Participating Products

LCBO#	Description	Size (mL)	Offers
5959	Baileys Irish Cream	750	VA: Two Bears Coffee (rep-applied)
19419	Baileys Deliciously Light	750	VA: Two Bears Coffee (rep-applied)
27692	Baileys S'Mores	750	
605956	Baileys Irish Cream Liquor	1140	\$2.00 LTO

### Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Cards - printed at store level

### Merchandising Instructions

- The supplier provided the value-add and merchandiser in P9. Continue to merchandise the Baileys display until the end of P10.



(Example only)  
Supplied by Agent



# BLACK FRIDAY PROMOTIONS

Cyber Monday



We're offering customers savings on a variety of wines and spirits the week of Cyber Monday.

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

## Participating Stores

All Stores

## Key Dates

- Cyber Monday Week Long Promotion: November 28 - December 4

## Participating Products

LCBO#	Description	Size (mL)	APP	LTO
11936	The Magic Box Amazing Cabernet	750	50	\$2.00
15760	Slow Press Cabernet Sauvignon	750	40	\$2.00
17761	The Magic Box Spectacular Shiraz	750	50	\$2.00
65367	Eastdell Pinot Grigio VQA	750		\$3.00

## Signage Components

- Shelf Talkers ENG (Re-order # 23P9-BPE17) / BIL (Re-order # 23P9-BPE18)

## Merchandising Instructions

- Merchandise the shelf talkers in front of the participating products in section.

# BOXING DAY ONE DAY SALE

December 26, 2022

Select stores open on Boxing Day will be participating in the One Day Sale taking place in stores on December 26th, 2022. These are great buys that will be sure to entice consumers.

## Key Dates (December 26, 2022)

### Participating Stores

1, 5, 10, 19, 21, 23, 31, 35, 38, 57, 58, 62, 64, 149, 154, 156, 164, 171, 187, 195, 198, 199, 200, 217, 226, 228, 233, 243, 252, 263, 265, 288, 329, 344, 346, 355, 360, 367, 373, 378, 381, 383, 385, 387, 390, 393, 394, 397, 404, 407, 412, 416, 417, 427, 428, 432, 438, 443, 445, 452, 459, 470, 481, 486, 490, 495, 497, 499, 511, 522, 523, 528, 542, 544, 545, 549, 555, 573, 575, 579, 586, 590, 598, 602, 616, 617, 619, 623, 624, 627, 630, 631, 632, 652, 703, 741, 771, 776

### Participating Products

LCBO#	Description	Size (mL)	LTO	APP	Value-Add
4705	20 Bees Chardonnay Unoaked VQA	750	\$2.00		
10886	Bar Dog Chardonnay	750	\$3.00		
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	\$4.00		
18869	Hornitos Black Barrel	750	\$6.00		
24627	Apothic Merlot	750	\$2.00		
28061	Keep Calm & Thrive Cabernet Sauvignon	750	\$1.00		
58339	>Kaiken Malbec	750	\$3.00		Holiday Gift Box
230821	Cupcake Chardonnay	750	\$4.00		
308122	>Ghost Pines Chardonnay Winemaker's Blend	750	\$3.00		
359257	Ravenswood Vintners Blend Old Vine Zinfandel	750	\$2.00		
436279	Hornitos Plata	750	\$5.00		
454876	>Ghost Pines Merlot Winemaker's Blend	750	\$3.00		
534230	Beringer Founders Estate Chardonnay	750	\$2.00		
569905	Carnivor Zinfandel	750	\$2.50		
572800	Beringer Brothers Bourbon Barrel Red Blend	750	\$3.00		
633347	Longshot Cabernet Sauvignon	750	\$2.00	75	

### Signage Components

- Pricer Cards ENG/BIL
- Shelf Talkers ENG/BIL
- Cut Case Backer Cards ENG/BIL
- Riser Wrap ENG/BIL
- End Aisle Backer Card ENG/BIL

### Merchandising Instructions

- Build a block pile display with the participating products.
- Install the cut case backer card, riser wrap and pricer cards.
- Merchandise the shelf talkers in front of the participating products in section.

# Brand Spotlight (DD)

## MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Gifts For Wine Lovers

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

**Key Dates (Nov 27 - Dec 31, 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
50203	Beronia Reserva	750	\$2.00 LTO
63891	Emiliana Coyam Organic Red Blend	750	\$3.00 LTO
106450	Santa Margherita Pinot Grigio	750	
149237	The Foreign Affair The Conspiracy	750	\$3.00 LTO
212126	Mcmanis Cabernet Sauvignon	750	
225086	Umberto Cesari Liano Sangiovese/Cabernet Sauvignon	750	\$3.00 LTO
232371	Louis M. Martini Napa Valley Cabernet Sauvignon	750	\$5.00 LTO
342584	Miraval Rosé	750	
413179	Zenato Amarone Della Valpolicella Classico	750	\$5.00 LTO
626390	Kim Crawford Pinot Noir	750	\$2.00 LTO
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$2.00 LTO
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$5.00 LTO

### Signage Components

- Table Sign ENG (Re-order # 23P10-MNT1) / BIL (Re-order # 23P10-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 23P10-MNT5) / BIL (Re-order # 23P10-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P10-MNT7)
- Shelf Talkers ENG (Re-order # 23P10-MNT8) / BIL (Re-order # 23P10-MNT9)

### Merchandising Instructions

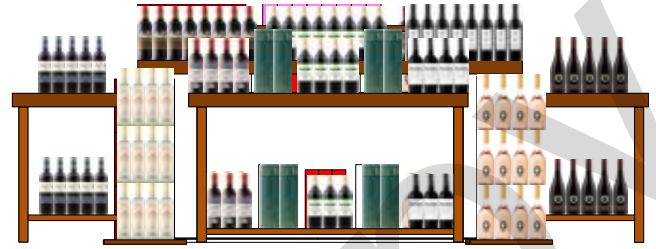
- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the table sign and celebration fixture signage.
- Merchandise the pre-printed shelf talkers on the table.
- Add cut cases around the table to bring volume of product out onto the floor.

Gift giving and entertaining made easy with great popular wines for Holiday. Bulk up this table presentation by creating cut cases around the table.



Use the LCBO Holiday Gift Tag to highlight Gifts on key displays in store. Merchandise the tags on every other bottle.

## Middle Nesting Table Planograms



Front View

Back View

Cut Case +342584	Facings: 4×7 +232371	Facings: 4×7 +212126	Facings: 4×8 +63891	Cut Case +106450
Facings: 5×7 +626390	Facings: 8×3 +996405	Facings: 8×3 +212126	Facings: 8×3 +149237	Facings: 5×8 +50203
	Signage			
	Facings: 8×2 +225086	Facings: 8×3 +413179	Facings: 8×3 +50203	
Cut Case +232371	Facings: 4×6 +342584	Facings: 5×8 +910430	Facings: 4×8 +106450	Cut Case +212126

## Celebration Fixture Planograms



Front View

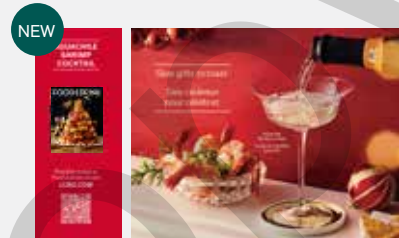
Back View

# Period 9 & 10 END AISLES

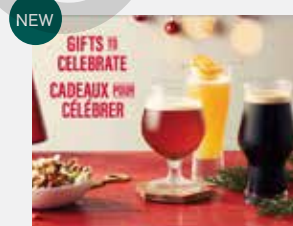
## IMPORTANT NOTES:

- All products will change in P10 for **end aisles #3, 5, 7, 10, 15, 17.**
- **NEW End Aisle #3A Premium Flight** backer card and blade sign for P10. **End Aisle #3B Standard Flight:** Keep up your current P9 EA3 backer card and blade sign to use on EA 3B.
- **NEW End Aisle #10** backer card for P10. All other remaining Backer Card signage **MUST** remain in place for **P9 - P10.**
- **NEW P10 Generic Ecomm Backer Card.** Replace the current P9 Generic Ecomm backer with the new P10 version.
- **End Aisle# 3, 4, 6** are **Flighted Premium & Standard.** Ensure you display the participating product that your store is grouped in.
- **End Aisle # 9** will have some product changes in P10. Ensure you review those skus carefully.
- **The remaining end aisles #1, 2, 4, 6, 8, 11, 12, 13, 14, 16, 18, 19, 20** have the same participating products for P9 and P10. Please maintain the display for **the duration of P9 and P10.**
- **Food & Drink Merchandiser:**  
During the Holiday the F&D merchandiser will be displayed on the top shelf of sold end aisles 1-5, as long as there are magazines left to merchandise. All other AA/AAA stores with sold end aisles 6-10 will also display the merchandiser on the top shelf (if magazines are available).

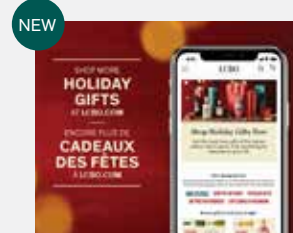
*NOTE: If your store has depleted quantities of Food & Drink, please remove the merchandiser and extend facings of participating products to fill the display.*



EA 3A Premium Flight Backer  
(New backer card & blade sign for P10)



P10 EA10 Backer



P10 Generic Ecomm Backer



F&D Merchandiser

The products will remain the same as P9 with new offers in P10.

**End Aisle #1  
(P9 - P10)**

LCBO#	Description	Size (mL)	Offers
1487	Crown Royal Whisky	750	LTO
114694	Crown Royal Whisky	1750	VA
217950	Crown Royal Whisky	1140	VA

Value-adds: Foodbanks Necktag (114694 | 1750 mL)  
CR Whisky Sour Syrup - attached to bottle (217950 | 1140 mL)



**Maple Fudge Old-Fashioned Blade Sign  
ENG (Re-order # 23P9-BS1) / BIL (Re-order # 23P9-BS7)**

- Continue to merchandise the Maple Fudge Old-Fashioned Blade Sign on End Aisle 1.



The products will remain the same as P9 with new offers in P10.

**End Aisle #2  
(P9 - P10)**

LCBO#	Description	Size (mL)	Offers
67	Smirnoff Vodka	750	APP, VA
38505	Smirnoff Vodka (PET)	1750	APP
216929	Smirnoff Vodka	1140	VA

Value-adds: Cocktail Spoon - attached to bottle (67 | 750 mL)  
Cocktail Jigger - attached to bottle (216929 | 1140 mL)



**Sugar Cookie Martini Blade Sign  
ENG (Re-order # 23P9-BS2) / BIL (Re-order # 23P9-BS8)**

- Continue to merchandise the Sugar Cookie Martini Blade Sign on End Aisle 2.



New products, backer card and blade sign on this end.

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3A</b> <b>Premium</b> <b>(New for P10)</b>	1743	Ruffino Chianti	750	LTO
	20896	Ruffino Prosecco Rosé Doc	750	LTO
	467811	Ruffino Prosecco	750	Wine Fridge
	589101	Ruffino Lumina Pinot Grigio lgt	750	LTO



**Aguachile Shrimp Cocktail Blade Sign**  
ENG (Re-order # 23P10-BS3) / BIL (Re-order # 23P10-BS9)

- Remove and recycle the P9 EA3 Blade Sign and replace with the new P10 version.

New products on this end.

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3B</b> <b>Standard</b> <b>(New for P10)</b>	828	Folonari Valpolicella Doc	750	LTO
	229542	Folonari Pinot Grigio Delle Venezie Doc	750	LTO, Wine Fridge
	481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO



**Beef Wellington Blade Sign**  
ENG (Re-order # 23P9-BS3) / BIL (Re-order # 23P9-BS9)

- Continue to merchandise the Beef Wellington Blade Sign on End Aisle 3B.

The products will remain the same as P9 with new offers in P10.

**End Aisle #4A**  
**Premium**  
**(P9 - P10)**

LCBO#	Description	Size (mL)	Offers
5959	Baileys Original Irish Cream	750	VA
193490	Baileys Original Irish Cream	1750	VA
605956	Baileys Original Irish Cream	1140	LTO

Value-adds: Two Bears Coffee - attached to bottle (5959 | 750 mL or 193490 | 1750 mL)



- Adult Affogato Blade Sign**  
ENG (Re-order # 23P9-BS4) / BIL (Re-order # 23P9-BS10)
- Continue to merchandise the Adult Affogato Blade Sign on End Aisle 4A.



The products will remain the same as P9 with new offers in P10.

**End Aisle #4B**  
**Standard**  
**(P9 - P10)**

LCBO#	Description	Size (mL)	Offers
19419	Baileys Deliciously Light	750	VA
193490	Baileys Original Irish Cream	1750	VA
605956	Baileys Original Irish Cream	1140	LTO

Value-adds: Two Bears Coffee - attached to bottle (19419 | 750 mL or 193490 | 1750 mL)



- Adult Affogato Blade Sign**  
ENG (Re-order # 23P9-BS4) / BIL (Re-order # 23P9-BS10)
- Continue to merchandise the Adult Affogato Blade Sign on End Aisle 4A.



New products on this end.

**End Aisle #5**  
**(New for P10)**

LCBO#	Description	Size (mL)	Offers
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	LTO
326728	>Oyster Bay Chardonnay Marlborough	750	LTO
590414	>Oyster Bay Pinot Noir Marlborough	750	LTO





New products on this end.

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6A</b>	520304	Bacardi Gold	1140	VA
<b>Premium</b>	520320	Bacardi Superior	1140	VA
<b>(New for P10)</b>	570366	Bacardi Spiced Rum	1140	VA
Value-adds: Bacardi Holiday Branded Glassware - attached to bottle (520304   1140 mL, 520320   1140 mL or 570366   1140 mL)				



New products on this end.

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6B</b>	117	Bacardi Superior White Rum	750	LTO
<b>Standard</b>	1206	Bacardi Gold Rum	750	LTO
<b>(New for P10)</b>	520320	Bacardi Superior	1140	VA
Value-adds: Bacardi Holiday Branded Glassware - attached to bottle (520320   1140 mL)				



New products on this end.

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b>	451336	Tom Gore Cabernet Sauvignon	750	LTO
<b>(New for P10)</b>	458810	Tom Gore Chardonnay	750	LTO



The products will remain the same as P9 with new offers in P10.



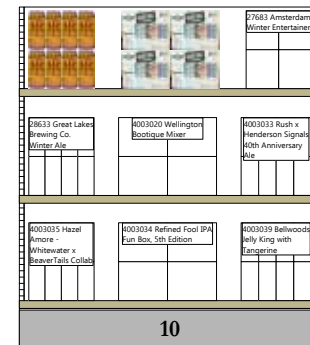
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8 (P9 - P10)</b>	893	J.P. Wiser's Deluxe	750	LTO
	33928	J.P. Wiser's Deluxe	1750	LTO
	216689	J.P. Wiser's Deluxe	1140	VA
<b>Value-add: Tumbler - attached to bottle (216689   1140 mL)</b>				

SKU 500512 Captain Morgan Original Spiced Rum is new for P10.  
 SKU 217653 Captain Morgan Original Spiced Rum and  
 SKU 500546 Captain Morgan Original Spiced Rum (PET) will be on  
 promotion for the duration of P9 & P10.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9 (New for P10)</b>	217653	Captain Morgan Original Spiced Rum	1140	VA
	500512	Captain Morgan Original Spiced Rum	750	LTO
	500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	
<b>Value-add: Smirnoff 50 mL - attached to bottle (217653   1140 mL)</b>				

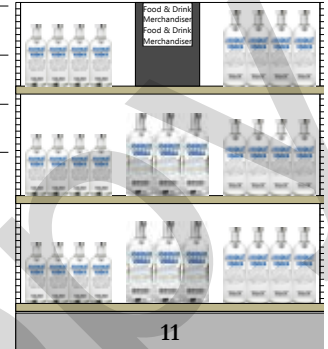
New products and backer card on this end.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10 (New for P10)</b>	19003	Manifesto	473	
	25051	Muskoka Survival Pack 2022	2838	LTO
	27683	Amsterdam Winter Entertainer	1892	
	28137	Wellington Brewery Bootique Mixer	2838	
	28474	Rush X Henderson Signals 40th Anniversary Ale	500	
	28494	Ipa Fun Box, 5th Edition	2838	
	28633	Great Lakes Brewery - Winter Ale	473	
	29521	Bellwoods Brewery Jelly King With Tangerine	500	
	29522	Hazel Amore - Whitewater X Beavertails Collab	473	

The products will remain the same as P9 with new offers in P10.

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b> <b>(P9 - P10)</b>	110056	Absolut Vodka	750	LTO
	209221	Absolut Vodka	1140	APP, VA
	216655	Absolut Vodka	1750	LTO
<b>Value-add: Mule Cup - attached to bottle (209221   1140 mL)</b>				



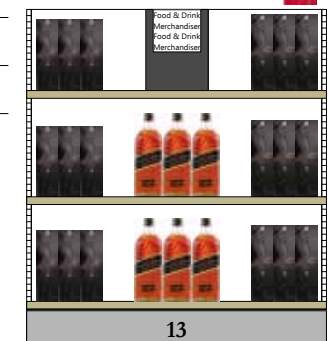
The products will remain the same as P9 with new offers in P10.

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b> <b>(P9 - P10)</b>	42	Canadian Club Premium	750	LTO
	311928	Canadian Club Classic 12 Year Old	750	LTO
	311936	Canadian Club Classic 12 Year Old	1140	LTO



The products will remain the same as P9 with new offers in P10.

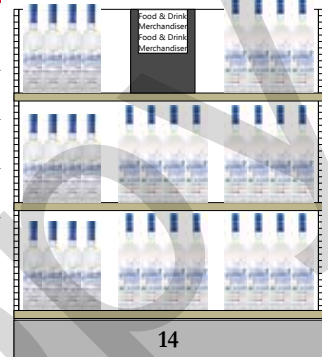
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b> <b>(P9 - P10)</b>	7880	Johnnie Walker Black 12 Yr	750	LTO
	217802	Johnnie Walker Black Label	1140	VA
	422006	Johnnie Walker Black Label Scotch	1750	LTO
<b>Value-add: Personalized Recording Necktags (217802   1140 mL)</b>				



The products will remain the same as P9 with new offers in P10.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	95935	Grey Goose Vodka	750	VA + S2
<b>(P9 - P10)</b>	417196	Grey Goose Vodka	1140	VA + S2
	604868	Grey Goose Vodka	1750	



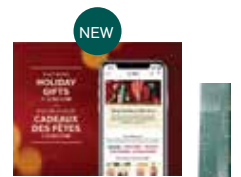
New products on this end.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	LTO
<b>(New for P10)</b>	338855	Bodacious Smooth Red	750	LTO
	589036	Peller Family Vineyards Cab Merlot	4000	LTO



The products will remain the same as P9 with new offers in P10.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	20047	Forty Creek Foxheart	750	LTO
<b>(P9 - P10)</b>	285254	Forty Creek Copper Bold Whisky	750	LTO
	550715	Forty Creek Barrel Select	750	LTO



New products on this end.

LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17 (New for P10)</b>			
31898	(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	LTO
293159	Les Janelles Cabernet Sauvignon Pays D'Oc	750	LTO
363457	(V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	LTO



The products will remain the same as P9 with new offers in P10.

LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18 (P9 - P10)</b>			
10157	Jameson Irish Whiskey	750	LTO
207613	Jameson Irish Whiskey	1140	VA
292615	Jameson Black Barrel	750	LTO
Value-add: Flask (207613   1140 mL)			



The products will remain the same as P9 with new offers in P10.

LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19 (P9 - P10)</b>			
3558	Gibson's Finest Rare 12 Years Old	750	LTO
200741	Gibson's Finest Rare 12 Years Old	1750	LTO
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO



The products will remain the same as P9 with new offers in P10.

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20 (P9 - P10)</b>	8284	Hennessy VS Cognac	750	MT
	28097	Hennessy Very Special Gift Box	750	

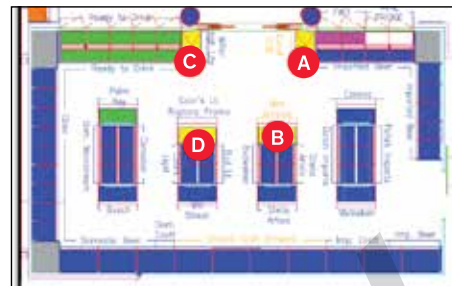


Trade

CO

# 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 (Nov 27 - Dec 31, 2022)

### Participating Stores

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

### Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source	Offers
<b>A</b> Plinth (EA - EZA)	19894	Cracked Canoe	6 × 473	275 - The Beer Store	
	422345	Moosehead Lager	6 × 473	275 - The Beer Store	\$1.50 LTO + VA: Koozie
	<b>VA/Merchandiser: Jacket Can Koozie with the purchase of Moosehead Lager (422345   6 × 473).</b> 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>B</b> New/ Seasonal (EA - EZB)	30731	Lake Of Bays Near Shore Low Calorie Hazy Pale Ale	473	8958 - Lake Of Bays Brewing	
	29812	Power Play - Light Lager	473	766 - Henderson Brewing Co.	
	28966	White Mocha Coffee Chocolate Nitro Stout	404	458 - Cowbell Brewing Co.	
<b>NOTE:</b> These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
<b>C</b> Plinth (EA - EZH)	14617	Smirnoff Vodka & Soda Raspberry Rose	4 × 355		
	14618	Smirnoff Vodka & Soda White Peach Rose	4 × 355		VA: Scrunchie
	649269	Smirnoff Vodka & Soda Cranberry Lime	4 × 355		
	<b>VA/Merchandiser: FREE SCRUNCHIE with purchase of Smirnoff Vodka &amp; Soda Raspberry Rose (14617  4 × 355 mL), Smirnoff Vodka &amp; Soda White Peach Rose (14618  4 × 355 mL) or Smirnoff Vodka &amp; Soda Cranberry Lime (649269   4 × 355 mL).</b> 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>D</b> End Aisle (EA - EZD)	18	Heineken Lager	6 × 330	LCBO Warehouse	VA: Ornament
	56796	Heineken 5L Draught Keg	5000	LCBO Warehouse	
	302810	Heineken	6 × 500	LCBO Warehouse	\$1.05 LTO
	<b>VA/Merchandiser: Free Heineken Illuminated Ornament with the purchase of Heineken 6 × 473 mL pack.</b> 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:** Gifts for the beer fan. Bonus! Jacket Can Koozie with the purchase of Moosehead Lager (422345).

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

**Beer Excitement Zone C:** Celebrate and give gifts that are available in a variety of flavours. Plus get a free scrunchie with the purchase of select Smirnoff participating products.

**Beer Excitement Zone D:** Heineken will elevate your next Holiday gathering by offering a Light-Up Star Ornament as a gift with purchase when you buy a 6×330 mL pack (18 | Heineken). Ornament will be affixed to the product.

**Signage Components**

- A. Backer Card ENG/BIL (Re-order # 23P10-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 23P9-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 23P10-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 23P10-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 23P10-BEZ5) / BIL (Re-order # 23P10-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 23P10-BEZ7) / BIL (Re-order # 23P10-BEZ8)

**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 P10.

The planogram shows four distinct merchandising setups:

- 21A:** A display for Moosehead Prime beer. It features a large green and red 'BONUS! Moosehead Prime' pack on the left, a stack of 6x330 mL packs in the middle, and another pack on the right. A top sign shows the beer being served.
- 21B New Arrivals:** A display for craft beer. It features three 8-pack carriers in the middle. Below them are three pricer cards with the following details:
 

130731 Lake Of Bays Near Shore Low Calorie Hazy Pale Ale	18966 White Mocha Coffee Chocolate Nitro Stout	13812 Power Play - Light Lager
----------------------------------------------------------	------------------------------------------------	--------------------------------
- 21C Occasion Plinth:** A display consisting of a large grid of 6x330 mL packs arranged in a 6x6x6 cube.
- 21D Occasion End:** A display for Heineken. It features a central green Heineken pack with a red star ornament on top. To the left and right are stacks of 6x330 mL packs. A top sign shows the beer being served.



# WINTER 8-PACK CARRIER

## Overview

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.

A new shipment of the Winter 8-Pack carrier will be sent to stores for the start of Period 10. No Additional inventory is available.

## Ship Date:

**November 28th, December 5th & December 12th | Total Carriers: 467,000**

*No additional inventory will be available.*

## Participating Stores

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

## Signage Components

- Operational Header Card  
ENG (Re-order # 22OP-BCS-1) / BIL (Re-order # 22OP-BCS-2)
- Winter 8-Pack Carrier

## Merchandising Instructions

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

## 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.**



Operational Header Card

# 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. 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 (Nov 27 - Dec 31, 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)	Supplying Source / Distributor
20010	Cameron's Crooked Nose Stout	473	413 - Cameron's Brewing Co.
20043	Bench Brewing Mountainview Stout	473	798 - Bench Brewing Company
25258	Side Launch Easy Breezy Light Lager	1420	3827 - Side Launch Brewing
28504	Lake Of Bays Burning Ember Red Ipa	473	8958 - Lake Of Bays Brewing
450239	Whitewater Brewing Farmer's Daughter	473	8454 - Whitewater Brewing Company
921296	Wellington Helles Lager	473	4826 - Wellington County Brewery Inc

### Merchandising Instructions

- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new 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 # 23OP-OCB1)
- Shelf talkers  
ENG (Re-order #AIM-23P10-OCB1) / BIL (Re-order #AIM-23P10-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# 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).**

## Key Dates (Nov 27 - Dec 31, 2022)

### Important Note:

**Sparkling Flex Space** will have some product changes in P10. The P9 box sign is to remain in place until the end of P10.

**USA Flex Space** will have the same participating products for both P9 & P10.

**Europe, Australia/New Zealand and Chile/Argentina Flex Spaces** will have new products and box signs in P10.

## Participating Stores

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

## Merchandising Instructions

- Flex Spaces FSB, FSC, FSD and FSE are sold to the Trade and 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 (Sparkling/Rosé) and FSF (Organic) as required.
- 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.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.
- Merchandise the shelf talkers in front of participating products.
- Continue to display the P9 FSA Rosé & FSB USA box signs. The remaining flex spaces will have new box signs in P10.

## Signage Components

### New signage for P10:

- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 23P10-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 23P10-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 23P10-FS5)
- Shelf Talkers ENG (Re-order # 23P10-FS6) / BIL (Re-order # 23P10-FS7)

### Continue to display the below signage from P9:

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 23P9-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 23P9-FS2)
- Bin Strips - solid colour (Re-order # 23P9-FS8)

## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space "Gifts To Toast"</b>				
<b>NEW</b> Sparkling Flex Space will have some product changes in P10. The P9 box sign is to remain in place until the end of P10.				
	12286	Anselme La Fiole Du Pape Chateaufeuf-Du-Pape AOC	750	
	107276	Frescobaldi Chianti Nipozzano Riserva DOCG	750	\$3.00 LTO
	160143	Castello di Neive Barbaresco	750	
	190025	Champagne Victoire Brut Prestige	750	\$3.00 LTO
	302018	Château Pipeau Saint-Émilion Grand Cru	750	
	356220	Tommasi Amarone della Valpolicella Classico	750	
	378257	Banfi Brunello di Montalcino	750	
	943613	Barone Ricasoli Rocca Guicciarda Riserva Chianti Classico	750	\$3.00 LTO
	976662	Faustino I Gran Reserva	750	VA: Gift Box
	<b>(FSB) USA - California Flex Space "Gifts For Wine Lovers"</b>			
<b>*Mandatory Participation: This is a SOLD promotion.</b> USA Flex Space will have the same participating products for both P9 & P10.				
	15754	Josh Cellars Pinot Grigio	750	100 APP
	461053	Josh Cellars Cabernet Sauvignon	750	VA: Holiday Gift Box
	561100	Josh Cellars Chardonnay	750	\$2.00 LTO
	638221	Josh Cellars Merlot	750	100 APP
<b>(FSC) Europe - Italy/SE Flex Space "Wine Gifts Under \$50"</b>				
<b>NEW</b> *Mandatory Participation: This is a SOLD promotion. Europe Flex Space will have new products and box sign in P10.				
	433417	Tedeschi Amarone della Valpolicella	750	\$4.00 LTO
	650432	CastelGiocondo Brunello di Montalcino	750	\$5.00 LTO
	650713	Monte Zovo Sa' Solin Ripasso Valpolicella	750	\$2.00 LTO
	687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	\$2.00 LTO
	741769	Rocca delle Macie Chianti Classico	750	\$3.00 LTO
	943613	Barone Ricasoli Rocca Guicciarda Riserva Chianti Classico	750	\$3.00 LTO
	951319	Bollini Pinot Grigio	750	\$2.00 LTO
<b>(FSD) Australia/New Zealand Flex Space "Gifts to Share"</b>				
<b>NEW</b> *Mandatory Participation: This is a SOLD promotion. Australia/New Zealand Flex Space will have new products and box sign in P10.				
	19612	Jacob's Creek Shiraz Cabernet Sauvignon	1500	
	22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	50 APP
	22199	Jacob's Creek Double Barrel Shiraz	750	\$3.00 LTO
	91751	Jacob's Creek Reserve Cabernet Sauvignon Limestone Coast	750	50 APP
	210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	\$2.00 LTO
	270017	Jacob's Creek Reserve Chardonnay Adelaide Hills	750	50 APP
	548644	Jacob's Creek Shiraz	750	30 APP
	665471	Jacob's Creek Reserve Shiraz	750	\$3.00 LTO

## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSE) Chile/Argentina Flex Space "Gifts For the Host"</b>				
<b>NEW</b>	<b>*Mandatory Participation: This is a SOLD promotion. Chile/Argentina Flex Space will have new products and box sign in P10.</b>			
	27279	Santa Carolina Reserva Sauvignon Blanc	3000	200 APP
	57133	Santa Carolina Reserva Carmenère	750	VA: Handfuel Chili Mixed Nuts 120g
	275925	Santa Carolina Reserva Cabernet Sauvignon	750	VA: Handfuel Chocolate Clusters 120g
	278119	Santa Carolina Reserva Cabernet Sauvignon	1500	100 APP
	278127	Santa Carolina Reserva Sauvignon Blanc	1500	\$2.00 LTO
	304022	Santa Carolina Reserva Chardonnay	750	\$2.00 LTO
	337535	Santa Carolina Reserva Sauvignon Blanc	750	50 APP
	408658	Santa Carolina Reserva de Familia Cabernet Sauvignon	750	\$3.00 LTO

### **NEW** Sparkling Flex Space



### USA Flex Space



### **NEW** EUROPE Italy/SE Flex Space




### **NEW** Australia/New Zealand Flex Space



### **NEW** Chile/Argentina Flex Space



 This planoguide is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

# 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 (Nov 27 - Dec 31, 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
10212	Kahlua Coffee Liquor	375	
10213	Kahlua Coffee Liquor	750	\$2.00 LTO

## Signage Components

- A-Frame Sign  
ENG (Re-order#23P10-AF1) / BIL (Re-order#23P10-AF2)
- Shelf Talker  
ENG (Re-order#23P10-AF3) / BIL (Re-order#23P10-AF4)

## Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Install the A-frame sign and shelf talkers on the fixture.



# FRONT END MERCHANDISER

Spirited Picks + FEM1, 2, 3

## Spirited Picks Program

Promo Code: 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. **This is a sold program. Participation is mandatory.**

**Key Dates (Nov 27 - Dec 31, 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
74393	Baileys Original Irish Cream	375	
446468	Ketel One Vodka	375	\$1.00 LTO

### Signage Components

- Spirited Picks Shelf Talkers  
ENG (Re-order #AIM-23P10-SP2)  
BIL (Re-order #AIM-23P10-SP3)
- Perpendicular Shelf Talker  
ENG (Re-order #AIM-23P10-SP4)  
BIL (Re-order #AIM-23P10-SP5)



### Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser closest to the entrance of the store.
- Install the shelf talkers in front of the participating products.
- Ensure the perpendicular shelf talker is installed in the bin strip channel on the fixture.



# FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

Key Dates (Nov 27 - Dec 31, 2022)

## Participating Stores

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

## Participating Products

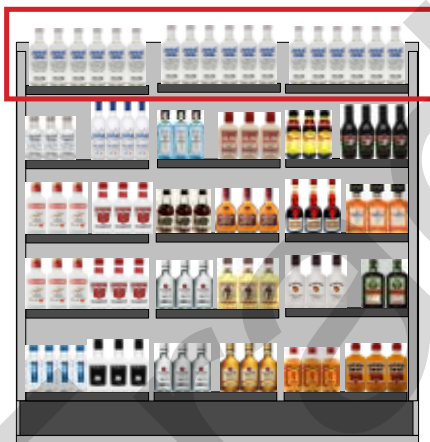
	LCBO#	Description	Size (mL)	Offers
Brown Spirits (FEM1)	265199	Absolut Vodka	375	\$1.00 LTO
Wines/Wine in Cans (FEM2)	250480	Zonin Prosecco Brut 1821 DOC	3 x 200	
Brown Spirits/Liqueurs (FEM3)	463	Canadian Club Whisky	375	50 APP
	27522	Elijah Craig Small Batch Bourbon	375	\$1.00 LTO

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-23P10-FEM1) / BIL (Re-order #AIM-23P10-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-23P10-FEM3) / BIL (Re-order #AIM-23P10-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-23P10-FEM5) / BIL (Re-order #AIM-23P10-FEM6)

## 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.



Brown Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)



# 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). 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 (Nov 27 - Dec 31, 2022)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
1545	Flat Rock Pinot Noir	750	\$2.00 LTO
217521	Henry of Pelham Cuvée Catharine Brut VQA	750	\$4.00 LTO
234583	Cave Spring Riesling VQA	750	\$2.00 LTO
450981	Pelee Island Lola Blush VQA	750	\$2.00 LTO

#### Participating Stores

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

#### PARTICIPATING STORES – VQA CUBE FIXTURE

##### Signage Components

- Cube Signs x2 "VQA Ontario" (Re-order # OWSIGN-001)
- Cube Sign "100% Ontario" (Re-order # OWSIGN-002)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-23P10-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# NIVQA067)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-23P10-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#  
NIVQA067)



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

(formerly known as Ontario Superstars)

This program will feature **TWO (2) Ontario VQA** products 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 (Nov 27 - Dec 31, 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
14884	Pelee Island Lola Secco Sparkling VQA	750	100 APP
27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	60 APP



### Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIM-23P10-OWP1)
- Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # AIM-23P10-OWP2)

### Merchandising Instructions

#### 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.
- **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.

#### Shelf Talker Only Stores:

- Install the shelf talkers in-section in front of the participating products.

# 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 (Nov 27 - Dec 31, 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
36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$2.00 LTO
444059	Joel Gott 815 Cabernet Sauvignon	750	\$2.00 LTO

#### Signage Components

- Shelf Talkers (Re-order# AIM-23P10-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-23P10-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-23P10-VINT3)
- 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 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 (December 3rd & December 17th Releases)

#### Mandatory Participating Stores

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

#### Important Note

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

#### Participating Products

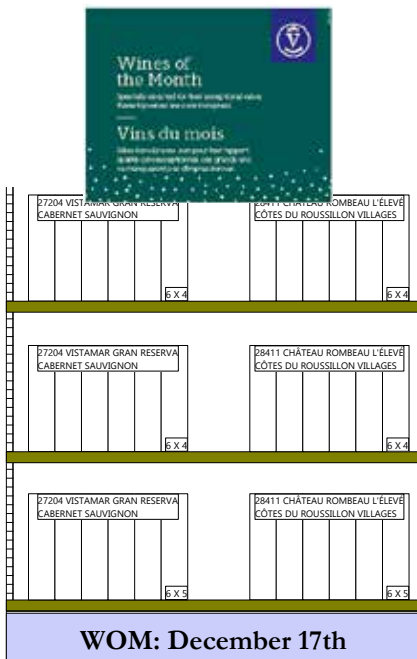
LCBO#	Description	Size (mL)
<b>December 3rd Release</b>		
40964	Château De Nages Heritage Costières De Nîmes	750
26928	Pasha Shiraz	750
<b>December 17th Release</b>		
27204	Vistamar Gran Reserva Cabernet Sauvignon	750
28411	Château Rombeau L'Élevé Côtes Du Roussillon Villages	750

#### Signage Components

- Holiday Backer Card ENG/BIL: re-order# 23VRS-H12)
- 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 Holiday Wines of the Month backer card from your Holiday signage kit.
- Install the pre-printed shelf talkers in front of the participating products.
- Use the Bin tag overlay to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



## VINTAGES LTO/Aeroplan Program | Key Dates (Nov 27 - Dec 31, 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 for information (<http://home.lcbo.com/CustomerExperience/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.
- **Shelf Talkers (Re-order# AIM-23P10-VLTO1)**

### Participating Products

LCBO#	Description	Size (mL)	Offers
0991562	Bailly Lapierre Réserve Brut Crémant De Bourgogne	750	125 APP
0729392	Foss Marai Extra Dry	750	50 APP
0521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750	75 APP
0268342	Henry Of Pelham Estate Chardonnay	750	120 APP
0166538	Lan Crianza	750	100 APP
0522672	Lakeview Cellars Vidal Icewine	200	100 APP + \$2.00 LTO
0322586	Montes Alpha Cabernet Sauvignon	750	150 APP
0671164	St. Francis Cabernet Sauvignon	750	200 APP
0147504	13th Street Cuvée Brut Sparkling Rosé	750	\$3.00 LTO
0059311	7 Deadly Zins Old Vine Zinfandel	750	\$3.00 LTO
0250696	Banfi Principessa Gavia Gavi	750	\$2.00 LTO
0943613	Barone Ricasoli Rocca Guicciarda Riserva Chianti Classico	750	\$3.00 LTO
0050203	Beronia Reserva	750	\$2.00 LTO
0951319	Bollini Pinot Grigio	750	\$2.00 LTO
0342428	Bonterra Organic Cabernet Sauvignon	750	\$2.00 LTO
0031898	Calvet Réserve Des Remparts Saint-Émilion	750	\$2.00 LTO
0650432	Castelgiocondo Brunello Di Montalcino	750	\$5.00 LTO
0286377	Cave Spring Estate Riesling	750	\$2.00 LTO
0447441	Cave Spring Riesling Icewine	375	\$5.00 LTO
0224766	Château Des Charmes Brut Sparkling	750	\$4.00 LTO
0299982	Clos Troteligotte K-Or Malbec	750	\$2.00 LTO
0210047	Columbia Crest H3 Cabernet Sauvignon	750	\$3.00 LTO
0337238	Concha Y Toro Marques De Casa Concha Cabernet Sauvignon	750	\$3.00 LTO
0063891	Emiliana Coyam Organic Red Blend	750	\$3.00 LTO
0363457	Famille Perrin Réserve Côtes Du Rhône	750	\$2.00 LTO
0001545	Flat Rock Pinot Noir	750	\$2.00 LTO
0001578	Flat Rock Twisted White	750	\$2.00 LTO
0373985	Gérard Bertrand Côte Des Roses Rosé	750	\$2.00 LTO
0430561	Henry Of Pelham Riesling Icewine	375	\$5.00 LTO
0389411	Jackson-Triggs Reserve Vidal Icewine	375	\$5.00 LTO

LCBO#	Description	Size (mL)	Offers
0444059	Joel Gott 815 Cabernet Sauvignon	750	\$3.00 LTO
0626390	Kim Crawford Pinot Noir	750	\$2.00 LTO
0035386	Kim Crawford Sauvignon Blanc	750	\$2.00 LTO
0025746	Lve French Rosé	750	\$3.00 LTO
0522672	Lakeview Cellars Vidal Icewine	200	\$2.00 LTO
0048793	Louis Bouillot Perle D'auore Brut Rosé Crémant De Bourgogne	750	\$2.00 LTO
0232371	Louis M. Martini Napa Valley Cabernet Sauvignon	750	\$5.00 LTO
0452672	Luigi Bosca Malbec	750	\$2.00 LTO
0587154	Magnotta Vidal Icewine	375	\$3.00 LTO
0659607	Mitolo Jester Shiraz	750	\$2.00 LTO
0069377	Monte Antico	750	\$2.00 LTO
0650713	Monte Zovo Sa' Solin Ripasso Valpolicella	750	\$2.00 LTO
0326728	Oyster Bay Chardonnay	750	\$3.00 LTO
0590414	Oyster Bay Pinot Noir	750	\$2.00 LTO
0316570	Oyster Bay Sauvignon Blanc	750	\$3.00 LTO
0377770	Quails' Gate Chardonnay	750	\$3.00 LTO
0544791	Reif Estate Vidal Icewine	200	\$2.00 LTO
0350900	Robert Oatley Signature Series Chardonnay	750	\$2.00 LTO
0741769	Rocca Delle Macie Chianti Classico	750	\$3.00 LTO
0408658	Santa Carolina Reserva De Familia Cabernet Sauvignon	750	\$3.00 LTO
0687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	\$2.00 LTO
0142935	Small Gully The Formula Robert's Shiraz	750	\$3.00 LTO
0608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$3.00 LTO
0708982	Stag's Leap Wine Cellars Artemis Cabernet Sauvignon	750	\$5.00 LTO
0996405	Stags' Leap Winery Cabernet Sauvignon	750	\$5.00 LTO
0370361	Tawse Spark Limestone Ridge Organic Brut Sparkling Riesling	750	\$2.00 LTO
0433417	Tedeschi Amarone Della Valpolicella	750	\$4.00 LTO
0354761	Terra Vega Carmenère Kpm	750	\$1.00 LTO
0156968	Terra Vega Sauvignon Blanc Kpm	750	\$1.00 LTO
0149237	The Foreign Affair The Conspiracy	750	\$3.00 LTO
0910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$2.00 LTO
0036483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$2.00 LTO
0303800	Trius Red	750	\$2.00 LTO
0225086	Umberto Cesari Liano Sangiovese/Cabernet Sauvignon	750	\$5.00 LTO
0038117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$3.00 LTO
0011452	Willm Réserve Riesling	750	\$1.50 LTO
0419770	Wines Of Substance Cabernet Sauvignon	750	\$4.00 LTO
0413179	Zenato Amarone Della Valpolicella Classico	750	\$5.00 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 (Nov 27 - Dec 31, 2022)

### Participating Stores

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

### Participating Product

LCBO#	Description	Size (mL)	Offers
522672	Lakeview Cellars Vidal Icewine	200	\$2.00 LTO + 100 APP

### Signage Components & Merchandising Instructions

#### Signage re-order code: AIM-23P10-VBP

#### Pricer Card ENG/FR

- Merchandise the participating product in a cut-cawse 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 December 31, 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 December 31, 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 December 31, 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

# Staff Picks IMPULSE DISPLAY

The Staff Picks Program has been reintroduced at the LCBO. This is a great way to educate and share our favourite products with customers, at the last touchpoint in their customer journey.

The Staff Picks can be merchandised in Cut Case Displays at Cash, or on top of the Cash Counter (behind the plexi).

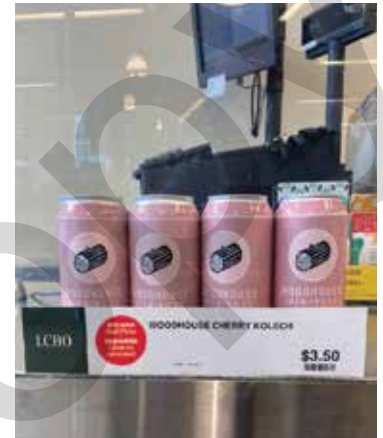
## Key Dates (Period 9 - 10)

### Participating Stores

All Stores



Option 1 - Cash End



Option 2 - Behind Cash Desk

## Signage Components & Merchandising Instructions

### Riser Wrap ENG (Re-order #23P9-SPP1) / BIL (Re-order #23P9-SPP2)

- Install the riser wrap around the display.



### Pricer Card Sticker

#### ENG (Re-order #23P9-SPP3) / BIL (Re-order #23P9-SPP4)

- Using the generic Operational Price Card shells (#692111), print Pricer cards for each Staff Pick product displayed.
- Affix the Staff Pick sticker to the top right corner of the Pricer Card, as shown on the example to the right.





# Beer, Cider, RTD

## IMPULSE DISPLAYS

CE3, CE4, CE5, CE6

To allow room at the Cash End for the Staff Picks Program, the Beer, Cider & RTD Impulse Displays will be relocated to either between the Special Promotions Fixture Displays or before the cash desks (in the middle of the floor).

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

**Key Dates (Nov 27 - Dec 31, 2022)**

### Participating Stores

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

### Merchandising Instructions

- To accommodate Staff Picks displays at Cash End, Stores participating in the BCRTD Impulse Display Program should relocate their displays to one of the following locations:
  - In front of cash desks, in the middle of the floor
  - In between Special Promotion Fixtures
- Install the pricer cards in front of participating products.

### Signage Components

- Pricer Card ENG (Re-order #AIM-23P10-FEM7) / BIL (Re-order #AIM-23P10-FEM8)

**CE3**



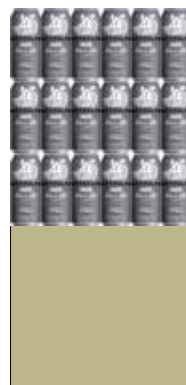
25489  
Creemore Schwarzbier (1757)  
473 mL 27 APP

**CE4**



24391 Vizzy Strawberry  
Lemonade 473 mL 25 APP

**CE5**











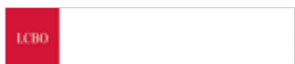



86439 Waterloo Dark (275/  
TBS) 473 mL 10 APP

**CE6**



19145 Mike's Hard White  
Freeze 355 mL 20 APP

# ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles 5-20 Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P10-ST1 BIL: 23P10-ST2	
PREMIUM EA 1-4 Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P10-ST12 BIL: 23P10-ST13	
STANDARD EA 1-4 Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P10-ST14 BIL: 23P10-ST15	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P10-ST3 BIL: 23P10-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P10-ST5 BIL: 23P10-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P10-ST7 BIL: 23P10-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P10-ST9 BIL: 23P10-ST10	
Generic Blank Pricer Cards (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Pricer Cards 8" w x 7" h	692111	
Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	23P10-ST11	
Blank Bin Tags for General Use (50pk)	Bin Tags 6" w x 1¾" h	749358	
Aeroplan Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	AIM-23P10-ANS	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-23P10-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"/>	1	1487	Crown Royal	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		114694	Crown Royal	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		217950	Crown Royal	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	2	67	Smirnoff Vodka	750	APP, VA
<input type="checkbox"/>	<input type="checkbox"/>		38505	Smirnoff Vodka (P.E.T)	1750	APP
<input type="checkbox"/>	<input type="checkbox"/>		216929	Smirnoff Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	3A	1743	Ruffino Chianti	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		20896	Ruffino Prosecco Rosé Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		467811	Ruffino Prosecco	750	Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		589101	Ruffino Lumina Pinot Grigio Igt	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	3B	828	Folonari Valpolicella Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		229542	Folonari Pinot Grigio Delle Venezie Doc	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4A	5959	Baileys Irish Cream	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		193490	Baileys Irish Cream	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		605956	Baileys Irish Cream Liquor	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4B	19419	Baileys Deliciously Light	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		193490	Baileys Irish Cream	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		605956	Baileys Irish Cream Liquor	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	5	316570	>Oyster Bay Sauvignon Blanc Marlborough	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		326728	>Oyster Bay Chardonnay Marlborough	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		590414	>Oyster Bay Pinot Noir Marlborough	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6A	520304	Bacardi Gold	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		520320	Bacardi Superior	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		570366	Bacardi Spiced Rum	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		117	Bacardi Superior White Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6B	1206	Bacardi Gold Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		520320	Bacardi Superior	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	7	451336	Tom Gore Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		458810	Tom Gore Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8	893	J.P. Wiser's Deluxe	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		33928	J.P. Wiser's Deluxe	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		216689	J.P. Wiser's Deluxe	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	9	217653	Captain Morgan Original Spiced Rum	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		500512	Captain Morgan Original Spiced Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		19003	Manifesto (6309)	473	
		25051	Muskoka Survival Pack 2022 (LCBO Warehouse)	6 × 473	LTO
		27683	Amsterdam Winter Entertainer (3842)	4 × 473	
		28137	Wellington Brewery Bootique Mixer (4826)	6 × 473	
<input type="checkbox"/> <input type="checkbox"/>	10	28474	Rush X Henderson Signals 40th Anniversary Ale (766)	500	
		28494	IPA Fun Box, 5th Edition (5732)	6 × 473	
		28633	Great Lakes Brewery - Winter Ale (1929)	473	
		29521	Bellwoods Brewery Jelly King With Tangerine (2990)	500	
		29522	Hazel Amore - Whitewater X Beavertails Collab (8454)	473	
<input type="checkbox"/> <input type="checkbox"/>	11	110056	Absolut Vodka	750	LTO
		209221	Absolut Vodka	1140	APP, VA
		216655	Absolut Vodka	1750	LTO
<input type="checkbox"/> <input type="checkbox"/>	12	42	Canadian Club Premium	750	LTO
		311928	Canadian Club Classic 12 Year Old	750	LTO
		311936	Canadian Club Classic 12 Year Old	1140	LTO
<input type="checkbox"/> <input type="checkbox"/>	13	7880	Johnnie Walker Black 12 Yr	750	FNT, LTO
		217802	Johnnie Walker Black Label	1140	FNT, VA
		422006	Johnnie Walker Black Label Scotch	1750	LTO
<input type="checkbox"/> <input type="checkbox"/>	14	95935	Grey Goose Vodka	750	S2 + VA
		417196	Grey Goose Vodka	1140	S2 + VA
		604868	Grey Goose Vodka	1750	
<input type="checkbox"/> <input type="checkbox"/>	15	270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	LTO
		338855	Bodacious Smooth Red	750	LTO
		589036	Peller Family Vineyards Cab Merlot	4000	LTO
<input type="checkbox"/> <input type="checkbox"/>	16	20047	Forty Creek Foxheart	750	LTO
		285254	Forty Creek Copper Bold Whisky	750	LTO
		550715	Forty Creek Barrel Select	750	LTO
<input type="checkbox"/> <input type="checkbox"/>	17	31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	LTO
		293159	Les Janelles Cabernet Sauvignon Pays D'Oc	750	LTO
		363457	>(V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	18	10157	Jameson Irish Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		207613	Jameson Irish Whiskey	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		292615	Jameson Black Barrel	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	19	3558	Gibson's Finest Rare 12 Years Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		200741	Gibson's Finest Rare 12 Years Old	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	20	8284	Hennessy VS Cognac	750	Mini Thematic
<input type="checkbox"/>	<input type="checkbox"/>		28097	Hennessy Very Special Gift Box	750	
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	11248	Baileys Espresso	750	
<input type="checkbox"/>	<input type="checkbox"/>		12197	Five Farms Single Batch Irish Cream Liqueur	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		281378	Forty Creek Cream Liqueur	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		561720	Magnum Scotch Malt Whisky Cream Liqueur	750	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	8284	Hennessy VS Cognac	750	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>		13057	Writers Tears Copper Pot Irish Whiskey	700	LTO
<input type="checkbox"/>	<input type="checkbox"/>		14910	Bushmills Irish Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		25141	Lobos 1707 Tequila Reposado	750	
<input type="checkbox"/>	<input type="checkbox"/>		53140	Havana Club 7 Years Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		180695	St-Germain Elderflower Liqueur	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		363770	Ketel One Vodka	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		369793	Mount Gay Eclipse Rum	750	APP, VA
<input type="checkbox"/>	<input type="checkbox"/>		388694	Casamigos Tequila Reposado	750	
<input type="checkbox"/>	<input type="checkbox"/>		417295	Ciroc Original Unflavoured	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		465484	Toki	750	
<input type="checkbox"/>	<input type="checkbox"/>		472332	Wayne Gretzky Red Cask Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	636068	Malfy Gin Rosa	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	16858	Malivoire Che Bello Sparkling VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		25068	Laurent Perrier La Cuvee Brut Champagne	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		85316	Blu Giovello Prosecco	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		122689	Henkell Trocken	750	VA, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		216945	Freixenet Cordon Negro Brut Cava	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	LTO, Wine Fridge	
<input type="checkbox"/>	<input type="checkbox"/>	537605	Nicolas Feuillatte Brut Champagne	750	LTO	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			1099	Johnnie Walker Red Label	750	VA
			7880	Johnnie Walker Black 12 Yr	750	End Aisle, LTO
			18306	Johnnie Walker Double Black	750	VA
			217794	Johnnie Walker Red Label	1140	LTO
			217802	Johnnie Walker Black Label	1140	End Aisle, VA
			238097	Dalwhinnie 15 Yr Malt	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table</b>	243824	Oban 14 Yr Old Single Malt	750	VA
			249680	Talisker 10Yr Old	750	VA
			291278	Johnnie Walker Gold Reserve	750	VA
			292805	Johnnie Walker Platinum 18 YO	750	VA
			409490	Singleton Of Dufftown 12 Year Old	750	VA
			468116	Johnnie Walker Green Label	750	VA
			479881	Lagavulin 8 YO	750	VA
			17818	Corona Extra (275/TBS)	6 × 330	LTO
			17819	Stella Artois (275/TBS)	6 × 473	LTO
			296244	Guinness Draught (LCBO Warehouse)	4 × 440	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile A</b>	300681	Coors Light (275/TBS)	6 × 473	LTO
			300699	Molson Canadian (275/TBS)	6 × 473	LTO
			311787	Budweiser (275/TBS)	6 × 473	LTO
			459818	Sapporo (275/TBS)	6 × 500	LTO
			486142	Sleeman Clear 2.0 Shrink Pack (275 TBS)	6 × 473	LTO
			12171	Nude Vodka Soda 12 Can Mixer Pack	12 × 355	LTO
			15373	White Claw Variety Pack #1	12 × 355	
			24317	White Claw Iced Tea Variety Pack	12 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile B</b>	24351	Cottage Springs Vodka Iced Tea Mixed 8 Pack	8 × 355	
			24400	Palm Bay Island Mixer	12 × 355	LTO
			24427	Cottage Springs Vodka Iced Tea Box	4000	
			24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	
			22017	Smirnoff Vodka (P.E.T)	750	APP
			27613	Top Shelf Butter Tart Liquor	375	APP
			31930	Seagrams V.O.	1750	APP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Block Pile C</b>	143040	Hornitos Reposado Tequila	750	APP, VA
			216226	Alberta Premium Whisky	1140	APP
			216671	Wisers Special Blend	1140	APP, VA
			271643	Tequila Tromba Blanco	750	APP
			379032	O'Casey's Irish Cream	750	APP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			18947	>Kim Crawford Illuminate Sauvignon Blanc	750	VA
			35386	>Kim Crawford Marlborough Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	160085	>Kim Crawford Marlborough Sauvignon Blanc	375	
			626390	>Kim Crawford Pinot Noir	750	LTO
			650325	>Kim Crawford Hawke's Bay Rosé	750	VA
			991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	VA
			Holiday Block Pile: S2	95935	Grey Goose Vodka	750
<input type="checkbox"/>	<input type="checkbox"/>	Holiday Block Pile: S2	253906	Martini Dry Vermouth White	500	S2, APP
		Holiday Block Pile: S2	417196	Grey Goose Vodka	1140	S2, VA
		Holiday Block Pile: S2	630913	Tia Maria	750	S2, LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	Holiday Block Pile: S3	106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	S3, MNT
		Holiday Block Pile: S3	687582	>Prosecco Di Valdobbiadene Brut (S. Margherita)	750	S3, LTO, Flex Space, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	Holiday Block Pile: S4	597559	Tito's Handmade Vodka	750	S4, LTO, VA
			5959	Baileys Irish Cream	750	End Aisle, VA
<input type="checkbox"/>	<input type="checkbox"/>	Baileys Block Pile	19419	Baileys Deliciously Light	750	End Aisle, VA
			27692	Baileys S'Mores	750	
			605956	Baileys Irish Cream Liquor	1140	End Aisle, LTO
			4705	20 Bees Chardonnay Unoaked VQA	750	LTO
			10886	Bar Dog Chardonnay	750	LTO
			13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	LTO
			18869	Hornitos Black Barrel	750	LTO
			24627	Apothic Merlot	750	LTO
			28061	Keep Calm & Thrive Cabernet Sauvignon	750	LTO
			58339	>Kaiken Malbec	750	LTO + VA
			88799	Alberta Pure Vodka (P.E.T)	750	APP (one day only), Shelf Extender, VA
<input type="checkbox"/>	<input type="checkbox"/>	Boxing Day One Day Sale	230821	Cupcake Chardonnay	750	LTO
			308122	>Ghost Pines Chardonnay Winemaker's Blend	750	LTO
			359257	Ravenswood Vintners Blend Old Vine Zinfandel	750	LTO
			436279	Hornitos Plata	750	LTO
			454876	>Ghost Pines Merlot Winemaker's Blend	750	LTO
			534230	Beringer Founders Estate Chardonnay	750	LTO
			569905	Carnivor Zinfandel	750	LTO
			572800	Beringer Brothers Bourbon Barrel Red Blend	750	LTO
			633347	Longshot Cabernet Sauvignon	750	LTO (one day only) + APP



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			50203	> Beronia Reserva (Gonzales Byass)	750	LTO	
			63891	>Coyam Red Blend Organic	750	LTO	
			106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	S3	
			149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	LTO	
			212126	>McManis Cabernet Sauvignon	750		
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	LTO	
			232371	>Louis M.Martini Cabernet Sauvignon Napa Vly	750	LTO	
			342584	>(V)Cotes De Provence Rosé Miraval (Perrin)	750		
			413179	>(V) Amarone CI Valpolicella (Zenato)	750	LTO	
			626390	>Kim Crawford Pinot Noir	750	LTO	
			910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO	
			996405	>Stags' Leap Napa Valley Cabernet Sauvignon	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone A	19894	Cracked Canoe (275/TBS)	6 × 473	
				422345	Moosehead Lager (275/TBS)	6 × 473	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone B	28966	White Mocha Coffee Chocolate Nitro Stout (458)	404	
		29812		Power Play - Light Lager (766)	473		
		30731		Lake Of Bays Near Shore Low Calorie Hazy Pale Ale (8958)	473		
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	14617	Smirnoff Vodka & Soda Raspberry Rose	4 × 355	VA	
			14618	Smirnoff Vodka & Soda White Peach Rose	4 × 355	VA	
			649269	Smirnoff Vodka & Soda Cranberry Lime	4 × 355	VA	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	18	Heineken Lager (LCBO Warehouse)	6 × 330	VA, Contest	
			56796	Heineken 5l Draught Keg (LCBO Warehouse)	5000		
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	20010	Cameron's Crooked Nose Stout (413)	473		
			20043	Bench Brewing Mountainview Stout (798)	473		
			25258	Side Launch Easy Breezy Light Lager (3827)	4 × 355		
			28504	Lake Of Bays Burning Ember Red IPA (8958)	473		
			450239	Whitewater Brewing Farmer's Daughter (8454)	473		
			921296	Wellington Helles Lager (4826)	473		
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	1545	> (V) Pinot Noir Ontario (Flat Rock Cellars)	750	LTO	
			217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	LTO	
			234583	Cave Spring Riesling VQA	750	LTO	
			450981	Pelee Island Lola Blush Sparkling VQA	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	14884	Pelee Island Lola Secco Sparkling VQA	750	APP	
			27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	APP	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	LTO
			444059	Joel Gott 815 Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: Dec 3	40964	Château De Nages Heritage Costières De Nîmes	750	
			26928	Pasha Shiraz	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: Dec 17	27204	Vistamar Gran Reserva Cabernet Sauvignon	750	
			28411	Château Rombeau L'Élevé Côtes Du Roussillon Villages	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	522672	> (V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	APP, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	74393	Baileys Irish Cream	375	
			446468	Ketel One	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	25489	Creemore Schwarzbier (1757)	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	24391	Vizzy Strawberry Lemonade	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	86439	Waterloo Dark (275/TBS)	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE6)	19145	Mike's Hard White Freeze	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM1	265199	Absolut Vodka	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM2	250480	Zonin Prosecco Brut 1821 Doc	3 × 200	
<input type="checkbox"/>	<input type="checkbox"/>	FEM3	463	Canadian Club Premium	375	APP
			27522	Elijah Craig Small Batch Bourbon	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	10212	Kahlua Coffee Liquor	375	
			10213	Kahlua Coffee Liquor	750	LTO

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65	95		
R1	Vodka A	350397 Banff Ice Vodka	750	Value Add											Y	Y
R2	Vodka B	34579 Prince Igor Extreme Vodka (P.E.T)	1140	LTO									Y	Y	Y	Y
R3	Vodka C	88799 Alberta Pure Vodka (P.E.T)	750	Value Add, Boxing Day One Day Sale									Y	Y	Y	Y
R4	Vodka D	212282 Luksusowa Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	225250 Stoli Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	17465 Mount Gay Black Barrel Double Cask Blend	750	APP, Value Add												Y
R7	Rum B	14355 Appleton Estate 12YO Rare	750	LTO									Y	Y	Y	Y
R8	Rum C	894014 El Dorado Demerara 5 Year Old Rum	750	LTO									Y	Y	Y	Y
R9	Rum D	80127 Sailor Jerry Spiced Rum	750	LTO									Y	Y	Y	Y
R10	Rum E	225698 The Kraken Black Spiced Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	17885 Wayne Gretzky Maple Cask Finish Canadian Whisky	750	LTO											Y	Y
R12	Canadian Whisky B	10937 Forty Creek Double Barrel Reserve Whisky	750	LTO									Y	Y	Y	Y
R13	Canadian Whisky C	387209 Centennial 10 Year Old Limited Edition Rye	750	LTO									Y	Y	Y	Y
R14	Canadian Whisky D	34637 Canadian Club Premium	1750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	326025 Basil Hayden Straight Bourbon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	17048 Dewar's Caribbean Smooth Rum Cask Finish	750	APP									Y	Y	Y	Y
R17	Scotch B	605931 Grant's Triple Wood Blended Scotch Whisky	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	216721 Tanqueray London Dry Gin	1140	LTO									Y	Y	Y	Y
R19	Liqueurs A	22035 Skrewball Peanut Butter Whiskey	750	LTO											Y	Y
R20	Liqueurs B	491829 Southern Comfort	1140	LTO									Y	Y	Y	Y
R21	Liqueurs C	2253 Disaronno Amaretto	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	447953 Fireball Whisky Shooter	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	176834 Aperol	750	LTO												Y
R24	Brandy B	24493 Courvoisier VSOP Cognac	750	LTO									Y	Y	Y	Y
R25	Tequila A	227678 1800 Silver Tequila	750	LTO											Y	Y
R26	Ontario Blend A	429811 Black Cellar Shiraz Cabernet	1500	LTO									Y	Y	Y	Y
R27	Ontario Blend B	221804 Trius Sauvignon Blanc VQA	750	LTO									Y	Y	Y	Y
R28	Ontario Blend C	470823 Pelee Island Merlot	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	560680 Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	LTO									Y	Y	Y	Y
R30	Ontario Non-VQA B	348979 Inniskillin Pinot Grigio VQA	750	LTO									Y	Y	Y	Y
R31	Ontario Non-VQA C	426528 Wayne Gretzky Baco Noir VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	621219 Pelee Island Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	164087 Sandbanks Sleeping Giant VQA	750	LTO											Y	Y
R34	Ontario VQA B	522730 Strewn Chardonnay Barrel-Aged VQA	750	LTO, Wine Fridge											Y	Y
R35	Australia/New Zealand A	106377 Jacob's Creek Shiraz/Cabernet	750	LTO											Y	Y
R36	Australia/New Zealand B	461525 19 Crimes Cabernet Sauvignon	750	LTO											Y	Y
R37	Australia/New Zealand C	624544 Yellow Tail Shiraz	750	LTO									Y	Y	Y	Y
R38	Australia/New Zealand D	251876 Wolf Blass Yellow Label Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R39 USA A	541961	Three Thieves Cabernet Sauvignon	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	429761	Santa Julia Reserva Malbec	750	LTO							Y	Y	Y	Y	
R42 Chile B	278416	Casillero Del Diablo Reserva Cab Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	25904	Champagne Pommery Brut Rosé	750	LTO										Y	
R44 France Blend B	589010	Mezzacorona Pinot Grigio Trentino	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	361501	Carpineto Dogajolo Rosso Toscano Igt	750	LTO									Y	Y	
R46 France South B	170142	Zonin Valpolicella Ripasso Superiore Doc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/ Burgundy A	245340	Chapoutier Belleruche Cdr White Aoc	750	LTO									Y	Y	
R48 Italy Central A	385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	LTO									Y	Y	
R49 Italy Central B	336529	Black Tower Rivaner	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	464388	Sogrape Vila Regia, Douro	750	LTO					Y	Y	Y	Y	Y	Y	
R51 Italy North B	384651	Martini Prosecco Sparkling	750	LTO, Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	27373	Folonari Valpolicella Classico Doc	3000	LTO										Y	
R53 Southern Europe B	8094	Deinhard Green Label Riesling Mosel	750	LTO, Wine Fridge									Y	Y	
R54 Germany A	46946	Taylor Fladgate Late Bottled Vintage Port	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	445825	Jacob's Creek Moscato Rosé Sparkling	750	LTO									Y	Y	
R56 Sparkling B	25517	Peller Family Reserve Rosé Bubbles VQA	750	LTO, Wine Fridge				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	28412	Sapporo Black Lager (275/TBS)	4 × 473										Y	Y	
R58 Ontario Beer B	442731	Kilkenny Irish Ale (LCBO Warehouse)	4 × 500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	26076	Thornbury Craft Co.Haze For Dayz (LCBO Warehouse)	473											Y	
R60 Beer 2	15041	Innis & Gunn Original (LCBO Warehouse)	6 × 500	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	558940	Miller Lite (275/TBS)	6 × 473	Value Add				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	469981	Cowbell Absent Landlord (458)	473				Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	225904	Palm Bay Key Lime Cherry	6 × 355	APP			Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	15369	Mike's Hard Cranberry	6 × 355	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	697409	Woody's Pink Grapefruit	4 × 330	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum		Store Manager's Discretion			
C2: Canadian Whisky	434092	Crown Royal Northern Harvest Rye	750	LTO	DIAGEO CANADA INC.
C3: Ontario Non VQA Blend	328534	Jackson-Triggs Cabernet Sauvignon	750	LTO	ARTERRA WINES CANADA INC.
C4: French Blend	394577	Fiol Prosecco Doc	750	LTO	CHARTON HOBBS INC
C5: Fixed Store Location	413070	Two Oceans Sauvignon Blanc	1500	LTO	PMA CANADA LTD.
C6: Vodka	129940	Aviation Gin	750	LTO	GLAZER'S OF CANADA
C7: Scotch	108357	Carolans Irish Cream	750	LTO	GLAZER'S OF CANADA
C8: Liqueurs	480624	Woodford Reserve Distiller's Select Bourbon	750	LTO	PMA CANADA LTD.
C9: Ontario Blends	270926	Henry Of Pelham Baco Noir VQA	750	LTO	HENRY OF PELHAM FAMILY EST. WINERY
C10: France Red	668947	Lindemans Bin 85 Pinot Grigio	750	LTO	MARK ANTHONY WINE & SPIRITS

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	217505	Henry Of Pelham Cuvee Catharine Brut Rosé VQA	750	LTO	HENRY OF PELHAM FAMILY EST. WINERY
D2: Discovery Wines 2	363622	Bolla Pinot Grigio Delle Venezie	750	LTO	PHILIPPE DANDURAND WINES LTD.
D3: Discovery Wines 3	541979	Three Thieves Pinot Grigio	750	LTO, Wine Fridge	PHILIPPE DANDURAND WINES LTD.
D4: Discovery BSM 1	13814	Shawn & Ed Lagershed Original (902)	4 × 473	LTO	SHED BREWING COMPANY
D5: Discovery BSM 2	19347	Founder's Original Bourbon Sour	355	LTO	FOUNDER'S ORIGINAL INC.
D6: Discovery BSM 3	24328	Jaw Drop Blue Blast Vodka Cooler	473	APP	BREAKTHRU BEVERAGE CANADA INC.
D7: Discovery Spirits 1	460360	El Jimador Tequila Reposado	750	LTO	PMA CANADA LTD.
D8: Discovery Spirits 2	269563	Maker's Mark Kentucky Straight Bourbon	375	LTO	BEAM SUNTORY
D9: Discovery Spirits 3	15012	Northern Keep Vodka	750	LTO	BEAM SUNTORY

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	465146	Les Jamelles Sauvignon Blanc Pays Doc	750	LTO	PHILIPPE DANDURAND WINES LTD.

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
42	Canadian Club Premium	750	\$1.20	End Aisle
117	Bacardi Superior White Rum	750	\$1.00	End Aisle
570	Beefeater Dry	750	\$1.00	
828	Folonari Valpolicella Doc	750	\$2.00	End Aisle
893	J.P. Wiser's Deluxe	750	\$1.75	End Aisle
1206	Bacardi Gold Rum	750	\$1.00	End Aisle
1487	Crown Royal	750	\$3.00	End Aisle
1545	> (V) Pinot Noir Ontario (Flat Rock Cellars)	750	\$2.00	goLOCAL
1578	>(V)Twisted (Flat Rock Cellars)	750	\$2.00	
1743	Ruffino Chianti	750	\$2.00	End Aisle
2253	Disaronno Amaretto	750	\$2.00	Shelf Extender
3558	Gibson's Finest Rare 12 Years Old	750	\$3.00	End Aisle
7880	Johnnie Walker Black 12 Yr	750	\$3.00	End Aisle, Front Nesting Table
8094	Deinhard Green Label Riesling Mosel	750	\$2.00	Shelf Extender, Wine Fridge
10157	Jameson Irish Whiskey	750	\$2.00	End Aisle
10213	Kahlua Coffee Liquor	750	\$2.00	Cold Room Spirits
10937	Forty Creek Double Barrel Reserve Whisky	750	\$1.50	Shelf Extender
11452	>(V) Riesling Reserve (Alsace Willm)	750	\$1.50	
11868	Whitley Neill Rhubarb & Ginger	750	\$5.00	
12171	Nude Vodka Soda 12 Can Mixer Pack	12 x 355	\$1.00	Seasonal Block Pile B
12197	Five Farms Single Batch Irish Cream Liqueur	750	\$3.00	Front Entrance Table
12858	Waterloo Grapefruit Radler	473	\$0.20	
13057	Writers Tears Copper Pot Irish Whiskey	700	\$5.00	Mini Thematic
13484	Ginslinger Handcrafted Ontario Gin Ddp	750	\$2.00	
13571	Collective Arts Nature Of Things Dry Cider	473	\$0.20	
13588	Bacardi Gold (P.E.T)	750	\$1.00	
13814	Shawn & Ed Lagershed Original	4 x 473	\$1.50	Discovery Extender
14355	Appleton Estate 12YO Rare	750	\$2.50	Shelf Extender
14910	Bushmills Irish Whiskey	750	\$2.00	Mini Thematic
14988	Muskoka Detour	6 x 473	\$1.25	
15012	Northern Keep Vodka	750	\$2.50	Discovery Extender
15041	Innis & Gunn Original	6 x 500	\$1.00	Shelf Extender
15116	Cowbell Brewing Co. Hazy Days IPA	473	\$0.20	
15369	Mike's Hard Cranberry	6 x 355	\$1.00	Shelf Extender
15563	Somersby Apple Cider	473	\$0.30	
15806	Skyy Vodka	750	\$1.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16150	Niagara Cider Rose Gold Berry Soaked Cider	473	\$0.25	
16178	Crystal Head Onyx	750	\$6.00	
16439	Montgueret Cremant De Loire Rosé	750	\$2.00	Wine Fridge
16858	Malivoire Che Bello Sparkling VQA	750	\$1.50	Mini Thematic
16859	Dixon's Wicked Blueberry Gin	750	\$2.00	
17690	Trius Brut Rosé Sparkling (Andrew Peller)	750	\$3.00	Mini Thematic
17818	Corona Extra	6 × 330	\$1.25	Seasonal Block Pile A
17819	Stella Artois	6 × 473	\$1.00	Seasonal Block Pile A
17885	Wayne Gretzky Maple Cask Finish Canadian Whisky	750	\$3.00	Shelf Extender
17933	Top Shelf Vodka Ddp	1140	\$1.00	
18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	\$3.00	
19035	St Remy XO	375	\$1.00	
19158	Laphroaig Quarter Cask Single Islay Malt	750	\$6.00	
19168	Muskoka Spirits Hard Sparkling Water Mixer Pack	4 × 355	\$0.75	
19347	Founder's Original Bourbon Sour	355	\$0.15	Discovery Extender
19423	Madre Mezcal	750	\$2.00	
20047	Forty Creek Foxheart	750	\$1.50	End Aisle
20259	Grow Wild Enchanting White VQA	750	\$2.00	Wine Fridge
20896	Ruffino Prosecco Rosé Doc	750	\$2.00	End Aisle
20928	Mighty Moose Canadian Vodka Ddp	750	\$1.00	
21434	Romeo Prosecco	750	\$2.00	
22013	Absolut Raspberri Vodka	750	\$1.00	
22035	Skrewball Peanut Butter Whiskey	750	\$5.00	Shelf Extender
22199	Jacob's Creek Double Barrel Shiraz	750	\$3.00	Flex Space
22451	Haymans Peach and Rose Cup Gin	700	\$3.00	
22579	Maverick Barnburner Whisky	1140	\$2.00	
22931	Jagermeister	750	\$2.00	
24325	Canadian Club & Ginger Ale	473	\$0.15	
24332	Mikes Hard Red Freeze	473	\$0.15	
24400	Palm Bay Island Mixer	12 × 355	\$2.00	Seasonal Block Pile B
24437	Sailor Jerry Spiced Rum	1750	\$1.75	
24493	Courvoisier VSOP Cognac	750	\$6.00	Shelf Extender
25051	Muskoka Survival Pack 2022	6 × 473	\$1.00	Mini Thematic
25136	818 Tequila Blanco	750	\$5.00	
25517	Peller Family Reserve Rosé Bubbles VQA	750	\$2.00	Shelf Extender, Wine Fridge
25610	Wayne Gretzky Estate Pinot Grigio VQA Bib	3000	\$3.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
25904	Champagne Pommery Brut Rosé	750	\$3.00	Shelf Extender
26110	Mill Street Organic Mix Pack	6 × 473	\$1.00	
26164	Lagunitas IPA	500	\$0.30	
26432	Partake Brewing Variety Pack	6 × 355	\$1.00	
26539	Lola Limited Edition Red VQA	750	\$2.00	
26547	Finca Las Moras Malbec	750	\$1.00	
26577	Duval-Leroy Brut Nv Reserve	750	\$4.00	
27373	Folonari Valpolicella Classico Doc	3000	\$2.00	Shelf Extender
27393	Metamorphosis Indigo Gin	750	\$2.00	
27522	Elijah Craig Small Batch Bourbon	375	\$1.00	FEM3
27566	Laneway Ever Gin	750	\$5.00	
27605	Reifel Rye	750	\$4.00	
27750	Dugal's Five Rivers Canadian Whisky Ddp	750	\$2.00	
27780	Dixon's Flaming Caesar Vodka	750	\$3.00	
27969	Absolut Holiday Limited Edition Bottle 2022	750	\$2.00	
28408	Jackson-Triggs Reserve Sauvignon BI VQA Bib	3000	\$3.00	
28460	Gray Jay Deluxe Canadian Whisky	750	\$4.00	
28672	Speck Bros. Free Bird Riesling VQA	750	\$3.00	
28736	Beau's Nordic Pale Ale	473	\$0.25	
30578	Distillerie Noroi Series 72 Commemorative Dry Gin	750	\$5.00	
30834	Canadian Club Classic 12 Year Old	1140	\$3.00	
31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	\$2.00	End Aisle
33340	Collavini Pinot Grigio	750	\$2.25	Wine Fridge
33928	J.P. Wiser's Deluxe	1750	\$1.50	End Aisle
34579	Prince Igor Extreme Vodka (P.E.T)	1140	\$1.00	Shelf Extender
34595	Patron Silver Tequila	750	\$5.00	Value Add
34637	Canadian Club Premium	1750	\$1.05	Shelf Extender
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$2.00	Seasonal Block Pile D
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$2.00	VL1
38117	>(V) Riesling Elevation St Urban (Vineland)	750	\$3.00	Wine Fridge
38927	Jura 12 Year Old Single Malt	750	\$10.00	
41384	Jack Daniel's Tennessee Whiskey	750	\$2.00	
46946	Taylor Fladgate Late Bottled Vintage Port	750	\$2.50	Shelf Extender
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00	
48793	>Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	\$2.00	
50203	>Beronia Reserva (Gonzales Byass)	750	\$2.00	Middle Nesting Table



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
53140	Havana Club 7 Years Old	750	\$2.50	Mini Thematic
56366	Sterling Vintner's Cabernet Sauvignon	750	\$2.00	Shelf Extender
59311	>Seven Deadly Zins Old Vine Zinfandel	750	\$3.00	
63891	>Coyam Red Blend Organic	750	\$3.00	Middle Nesting Table
64287	Cono Sur Bicicleta Viognier	750	\$2.00	Wine Fridge
69377	>(V) Monte Antico Igt (Empson)	750	\$2.00	
73809	Carlsberg Beer	500	\$0.30	
77933	Rev (P.E.T)	473	\$0.25	
80127	Sailor Jerry Spiced Rum	750	\$2.00	Shelf Extender
81653	Chateau Des Charmes Barrel Fermentd Chard VQA	750	\$1.00	
85316	Blu Giovello Prosecco	750	\$2.00	Mini Thematic, Value Add
103341	Canadian Club Premium (P.E.T)	750	\$1.20	
106377	Jacob's Creek Shiraz/Cabernet	750	\$2.50	Shelf Extender
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	\$3.00	Flex Space
107342	Reinhart's Red Apple Strong Cider	473	\$0.25	
108100	Martell VS Fine Cognac (In Box)	750	\$5.00	
108357	Carolans Irish Cream	750	\$1.50	Comm. Extender
110049	Sandbanks Estate Baco Noir VQA	750	\$2.00	
110056	Absolut Vodka	750	\$1.50	End Aisle
111526	Nederburg Cabernet Sauvignon	750	\$2.00	
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	
129940	Aviation Gin	750	\$2.00	Comm. Extender
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	
135939	Pelee Island Pinot Noir VQA	750	\$2.00	
137810	Campo Viejo Rioja Reserva	750	\$3.00	
141952	Pasqua Passimento Rosso Igt	750	\$3.00	
142935	>Small Gully The Formula Robert's Shiraz	750	\$3.00	
145417	Pelee Island Lighthouse Riesling VQA	750	\$2.00	
147504	>13th St Cuvee Rosé Brut (13th Street Wine Co)	750	\$3.00	Value Add
148007	Czechvar Premium Lager	500	\$0.35	
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	\$3.00	Middle Nesting Table
155051	Masi Campofiorin Igt	750	\$3.00	
156968	>(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E	750	\$1.00	
164087	Sandbanks Sleeping Giant VQA	750	\$2.00	Shelf Extender
164756	Graffigna Pinot Grigio	750	\$2.00	
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$3.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
176834	Aperol	750	\$1.00	Shelf Extender
180695	St-Germain Elderflower Liqueur	750	\$3.00	Mini Thematic
190025	Champagne Victoire Brut Prestige	750	\$3.00	Flex Space, Wine Fridge
191239	Grahams Late Bottled Vintage Port	750	\$2.00	
191866	Pknt Cabernet Sauvignon Reserve	750	\$2.00	
200741	Gibson's Finest Rare 12 Years Old	1750	\$5.00	End Aisle
201723	Erdinger Dunkel	500	\$0.20	
210047	>Columbia Crest H3 Cabernet Sauvignon	750	\$3.00	
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	\$2.00	Flex Space
212282	Luksusowa Vodka	1140	\$1.00	Shelf Extender
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$4.00	End Aisle
216655	Absolut Vodka	1750	\$1.50	End Aisle
216721	Tanqueray London Dry Gin	1140	\$1.00	Shelf Extender
216820	Finlandia Vodka	1140	\$1.00	
216945	Freixenet Cordon Negro Brut Cava	750	\$1.50	Mini Thematic, Wine Fridge
217273	Mumm Cuvee Napa Brut Prestige	750	\$3.00	Wine Fridge
217505	Henry Of Pelham Cuvee Catharine Brut Rosé VQA	750	\$4.00	Discovery Extender
217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	\$4.00	goLOCAL
217687	Canadian Club Premium	1140	\$1.00	Value Add
217794	Johnnie Walker Red Label	1140	\$2.00	Front Nesting Table
219030	Red House Wine Co. Cabernet Shiraz VQA	750	\$2.00	
219543	Inniskillin Late Autumn Riesling VQA	750	\$1.00	Wine Fridge
221804	Trius Sauvignon Blanc VQA	750	\$2.00	Shelf Extender
223529	Appleton Estate V/X Signature Blend	1140	\$1.00	
224766	>V)Brut Methode Traditionelle (Chateau Des C	750	\$4.00	
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	\$5.00	Middle Nesting Table
225243	Stoli Vodka	750	\$1.20	
225250	Stoli Vodka	1140	\$1.50	Shelf Extender
225698	The Kraken Black Spiced Rum	750	\$2.00	Shelf Extender
227678	1800 Silver Tequila	750	\$2.00	Shelf Extender
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00	End Aisle, Wine Fridge
230987	Jameson Irish Whiskey	375	\$1.00	
232371	>Louis M.Martini Cabernet Sauvignon Napa Vly	750	\$5.00	Middle Nesting Table
234369	Apothic Red	750	\$2.00	
234583	Cave Spring Riesling VQA	750	\$2.00	goLOCAL
245340	Chapoutier Belleruche Cdr White Aoc	750	\$3.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
250134	Sortilege	750	\$2.00	
250696	>(V) Principessa Gavia Gavi (Banfi)	750	\$2.00	Wine Fridge
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	Shelf Extender
265157	Jacob's Creek Moscato	750	\$2.00	
265199	Absolut Vodka	375	\$1.00	FEM1
269563	Maker's Mark Kentucky Straight Bourbon	375	\$3.00	Discovery Extender
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	
270926	Henry Of Pelham Baco Noir VQA	750	\$2.00	Comm. Extender
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	End Aisle
277194	Batasiolo Bosc D'La Rei Moscato D'Asti Docg	750	\$2.00	
278127	Santa Carolina Sauvignon Blanc Reserva	1500	\$2.00	Flex Space
278416	Casillero Del Diablo Reserva Cab Sauvignon	750	\$2.00	Shelf Extender
283929	Captain Morgan Black Spiced Rum	750	\$2.00	
284539	Trius Brut VQA	750	\$3.00	Wine Fridge
285254	Forty Creek Copper Bold Whisky	750	\$1.50	End Aisle
286377	>(V) Riesling Res VQA Niagara (Cave Spring)	750	\$2.00	Wine Fridge
289835	Peller Family Vineyards Dry White	1500	\$1.50	
292615	Jameson Black Barrel	750	\$5.00	End Aisle
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$3.00	Wine Fridge
293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	\$2.00	End Aisle
296244	Guinness Draught	4 × 440	\$1.00	Seasonal Block Pile A
299982	19 K-Or Cahors Malbec (Troteligotte)	750	\$2.00	
300681	Coors Light	6 × 473	\$1.00	Seasonal Block Pile A
300699	Molson Canadian	6 × 473	\$1.00	Seasonal Block Pile A
302810	Heineken	6 × 500	\$1.05	
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$2.00	
304022	Santa Carolina Chardonnay Reserva	750	\$2.00	Flex Space
311787	Budweiser	6 × 473	\$1.00	Seasonal Block Pile A
311928	Canadian Club Classic 12 Year Old	750	\$4.00	End Aisle
311936	Canadian Club Classic 12 Year Old	1140	\$3.00	End Aisle
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$3.00	End Aisle
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	
326025	Basil Hayden Straight Bourbon	750	\$5.00	Shelf Extender
326413	Pelee Island Pinot Grigio VQA	750	\$2.00	
326728	>Oyster Bay Chardonnay Marlborough	750	\$3.00	End Aisle
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	Comm. Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
336529	Black Tower Rivaner	1500	\$2.00	Shelf Extender
337238	>Marques De Casa Concha Cabernet Sauvignon	750	\$3.00	
338855	Bodacious Smooth Red	750	\$1.00	End Aisle
342428	>Bonterra Cabernet Sauvignon Organic	750	\$2.00	Value Add
348235	Knob Creek Rye	750	\$5.00	
348979	Inniskillin Pinot Grigio VQA	750	\$2.00	Shelf Extender
350900	>Robert Oatley Signature Series Chardonnay	750	\$2.00	
354761	>(V) Carmenere Terra Vega (Kpm) (Luis F. Edwards)	750	\$1.00	
357145	Open Smooth Red VQA	750	\$1.00	
358556	Dillon's Gin 22 Unfiltered	750	\$3.00	
361501	Carpineto Dogajolo Rosso Toscano lgt	750	\$2.00	Shelf Extender
363457	>(V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	\$2.00	End Aisle
363622	Bolla Pinot Grigio Delle Venezie	750	\$2.00	Discovery Extender
363770	Ketel One Vodka	1140	\$5.00	Mini Thematic
370361	>Riesling Sparkling Limestone Ridge (Tawse)	750	\$2.00	
373985	>(V)Cote Des Roses Rosé Languedoc (Gerard Bertrand)	750	\$2.00	
376749	Metaxa 5 Star	750	\$1.00	
377770	>Quails' Gate Chardonnay Okanagan Vly VQA	750	\$3.00	
377820	Jackson-Triggs Merlot	1500	\$2.00	
380865	Rumchata	750	\$3.00	
384651	Martini Prosecco Sparkling	750	\$2.00	Shelf Extender, Value Add
385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	\$2.00	Shelf Extender
387050	Open Smooth White VQA	750	\$1.00	
387209	Centennial 10 Year Old Limited Edition Rye	750	\$1.00	Shelf Extender
389411	>(V)Prop Res Vidal Icewine VQA (Jackson Triggs)	375	\$5.00	
390583	Canadian Club 100% Rye	750	\$2.00	
394015	Brickworks Batch:1904 Cider	473	\$0.30	
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$2.00	Mini Thematic
394536	Bitburger Premium Pilsner	500	\$0.40	
394577	Fiol Prosecco Doc	750	\$2.50	Comm. Extender
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	
405241	Ironwood Hard Cider	473	\$0.25	
407478	Jaw Drop Squirting Oranges	473	\$0.25	
408658	>Santa Carolina Cab Sauv Reserva De Familia	750	\$3.00	Flex Space
413070	Two Oceans Sauvignon Blanc	1500	\$2.00	Comm. Extender
413179	>(V) Amarone Ci Valpolicella (Zenato)	750	\$5.00	Middle Nesting Table

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
417295	Ciroc Original Unflavoured	750	\$5.00	Mini Thematic
418590	Modelo Especial	6 × 355	\$1.00	
419770	>Wines Of Substance Cabernet Sauvignon	750	\$4.00	
422006	Johnnie Walker Black Label Scotch	1750	\$5.00	End Aisle
422345	Moosehead Lager	6 × 473	\$1.50	EZA, Value Add
426148	Old Forester	750	\$2.00	
426528	Wayne Gretzky Baco Noir VQA	750	\$2.00	Shelf Extender
426718	Cesari Amarone Classico Doc	750	\$5.00	
429761	Santa Julia Reserva Malbec	750	\$2.00	Shelf Extender
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	Shelf Extender
430561	>(V)Riesling Icewine VQA (Henry Of Pelham)	375	\$5.00	
433417	>(V)Marne 180 Amarone (Fratelli Tedeschi)	750	\$4.00	Flex Space
434092	Crown Royal Northern Harvest Rye	750	\$2.00	Comm. Extender
438960	Canadian Club 100% Rye	1140	\$2.00	APP
442582	Alexander Keiths IPA	6 × 473	\$1.00	
442731	Kilkenny Irish Ale	4 × 500	\$2.00	Shelf Extender
444059	>Joel Gott 815 Cabernet Sauvignon	750	\$3.00	VL1, Necktag
445825	Jacob's Creek Moscato Rosé Sparkling	750	\$2.50	Shelf Extender
446468	Ketel One	375	\$1.00	CE1
447441	>Riesling Icewine (Cave Spring Cellars)	375	\$5.00	
447953	Fireball Whisky Shooter	750	\$3.00	Shelf Extender
449173	Junction 56 Distillery Vodka Ddp	750	\$1.00	
450312	Collective Arts Ransack The Universe IPA	473	\$0.20	
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00	goLOCAL
451336	Tom Gore Cabernet Sauvignon	750	\$2.00	End Aisle
452672	>Luigi Bosca Malbec	750	\$2.00	
454868	Las Mulas Merlot Reserva Organic	750	\$2.00	
458810	Tom Gore Chardonnay	750	\$2.00	End Aisle
459818	Sapporo	6 × 500	\$2.00	Seasonal Block Pile A
459917	Peller Family Vineyards Rosé	1500	\$2.00	
460360	El Jimador Tequila Reposado	750	\$2.00	Discovery Extender
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	Shelf Extender
462424	Cabot Trail Maple Cream	750	\$2.00	
464388	Sogrape Vila Regia, Douro	750	\$1.50	Shelf Extender
465146	Les Jamelles Sauvignon Blanc Pays Doc	750	\$2.00	Green Extender
465385	Landshark Lager	6 × 473	\$1.00	
470823	Pelee Island Merlot	750	\$1.00	Shelf Extender
472332	Wayne Gretzky Red Cask Whisky	750	\$4.00	Mini Thematic

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
479964	Tequila Blanco Mini Tromba	200	\$1.00	
480624	Woodford Reserve Distiller's Select Bourbon	750	\$5.00	Comm. Extender
481515	Bench Brewing Balls Falls Session IPA	473	\$0.20	
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	End Aisle
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	Mini Thematic, Wine Fridge
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$2.30	Seasonal Block Pile A
486241	Nutrl Vodka	750	\$3.00	
486381	Tag No.5 Vodka (P.E.T)	1750	\$1.00	
491480	Twisted Shotz B52	4 × 30	\$0.50	
491829	Southern Comfort	1140	\$5.00	Shelf Extender
492017	Steam Whistle	6 × 473	\$1.30	
493999	Absolut Lime Vodka	750	\$1.00	
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	\$1.00	
498386	Bacardi Raspberry	750	\$1.00	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	End Aisle
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$3.00	
516880	Mill Street Original Organic	6 × 473	\$1.00	
518753	D'Ont Poke The Bear White VQA	750	\$1.00	
520270	Bacardi Black	1140	\$1.00	
522672	> (V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	\$2.00	OWS, APP
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00	Shelf Extender, Wine Fridge
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	\$2.00	
523688	Bodacious Smooth White Bag In Box	4000	\$3.00	
524322	Trapiche Reserve Malbec	1500	\$2.00	
526228	Jackson-Triggs Reserve Meritage VQA	750	\$1.00	
534925	Grolsch Pilsner	6 × 500	\$2.00	
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	\$1.00	
536565	Lily Sparkling Rosé VQA	750	\$1.00	
537605	Nicolas Feuillatte Brut Champagne	750	\$5.00	Mini Thematic
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	
541961	Three Thieves Cabernet Sauvignon	750	\$2.00	Shelf Extender
541979	Three Thieves Pinot Grigio	750	\$2.00	Discovery Extender, Wine Fridge
544155	Iceberg Vodka (P.E.T)	1750	\$1.00	
544791	>Vidal Icewine (Reif Estate Winery)	200	\$2.00	
550715	Forty Creek Barrel Select	750	\$1.00	End Aisle
556951	Chateau Des Charmes Cabernet Merlot VQA	750	\$1.00	
557108	St Remy XO Brandy	750	\$1.00	
557827	Stoli Gold Vodka	750	\$5.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	\$1.00	Shelf Extender
561100	Josh Cellars Chardonnay	750	\$2.00	Flex Space
563601	Old Speckled Hen	4 × 500	\$1.50	
581256	Absolut Rainbow Limited Edition Bottle	750	\$2.00	
587154	>(V)Vidal Icewine VQA Ltd Edition(Magnotta)	375	\$3.00	
589010	Mezzacorona Pinot Grigio Trentino	1500	\$3.00	Shelf Extender
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	End Aisle
589069	Peller Family Vineyards Red Bag In Box	4000	\$1.00	
589101	Ruffino Lumina Pinot Grigio Igt	750	\$2.00	End Aisle
589416	Heineken 0.0	6 × 330	\$1.00	
590414	>Oyster Bay Pinot Noir Marlborough	750	\$2.00	End Aisle
597559	Tito's Handmade Vodka	750	\$2.00	S4, Value Add
605931	Grant's Triple Wood Blended Scotch Whisky	1140	\$5.00	Shelf Extender
605956	Baileys Irish Cream Liquor	1140	\$2.00	End Aisle
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	\$3.00	
617662	Diabolica Red VQA	750	\$2.00	
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	Wine Fridge
621219	Pelee Island Pinot Grigio	750	\$1.00	Shelf Extender
624544	Yellow Tail Shiraz	750	\$2.00	Shelf Extender
626390	>Kim Crawford Pinot Noir	750	\$2.00	Middle Nesting Table, Seasonal Block Pile D
627802	Yellow Tail Chardonnay	750	\$1.00	
628206	Bodacious Bourbon Barrel Aged Red Blend	750	\$1.00	
630913	Tia Maria	750	\$3.00	S2, Value Add
631853	Maverick Barnburner Whisky	750	\$2.00	
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	
635227	Liberty Village Dry Cider	473	\$0.25	
635508	Drumshanbo Gunpowder Irish Gin	750	\$5.00	
636068	Malfy Gin Rosa	750	\$2.00	Mini Thematic
636209	Roku Gin	750	\$5.00	
638130	Dillon's Vodka	750	\$2.00	
650432	>(V) Castelgiocondo Brunello (Marchesi Frecobaldi)	750	\$5.00	Flex Space
650713	>(V) Sa'solin Ripasso Valp.(Terre Di Verona)	750	\$2.00	Flex Space,
659607	>Mitolo Jester Shiraz	750	\$2.00	
665471	Jacob's Creek Reserve Shiraz	750	\$3.00	Flex Space
666867	Bavaria Premium Value Beer	6 × 500	\$1.00	
666917	Creemore Premium Lager	473	\$0.20	
667014	Fortress Rum	750	\$2.50	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
667790	Amsterdam Boneshaker IPA	6 × 473	\$1.50	
668228	Sangre De Toro Tempranillo	750	\$2.00	
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00	Comm. Extender
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	
669465	Peller Family Vineyards Pinot Grigio	4000	\$3.00	
676106	Stiegl Bier	500	\$0.20	
676775	Lech Beer	500	\$0.15	
687582	>Prosecco Di Valdobbiadene Brut (S. Margherita)	750	\$2.00	S3, Flex Space, Wine Fridge
708982	>Stag's Leap Artemis Cabernet Sauvignon	750	\$5.00	
741769	>(V)Chianti Classico (Rocca Delle Macie)	750	\$3.00	Flex Space
894014	El Dorado Demerara 5 Year Old Rum	750	\$1.25	Shelf Extender
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.00	Middle Nesting Table
943613	>(V) Rocca Guicciarda Chnt CI Rsv (Ricasoli)	750	\$3.00	Flex Space
951319	>(V) Pinot Grigio Bollini (Empson)	750	\$2.00	Flex Space, Wine Fridge
996405	>Stags' Leap Napa Valley Cabernet Sauvignon	750	\$5.00	Middle Nesting Table



## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
67	Smirnoff Vodka	750	100	End Aisle, Value Add
307	Seagrams V.O.	750	150	
463	Canadian Club Premium	375	50	FEM3
620	Silk Tassel Canadian Whisky	750	120	
1925	Courvoisier VS	750	200	
5132	Silent Sam Vodka	750	100	
9522	J.P. Wiser's Deluxe	375	40	CE2
10177	Old Pulteney 12 Year Old Single Malt	750	530	
10512	Dujardin VSOP Brandy	750	100	
11194	Sand Point Chardonnay	750	60	
11573	Vodkow	750	140	
11850	Buffalo Trace Bourbon	375	120	CE2, Value Add
11936	The Magic Box Amazing Cabernet	750	50	Cyber Week Sale
12195	Grand Marnier Cordon Rouge	375	50	CE2
12385	Glenfiddich Single Malt 12 Year Old	750	120	
12596	Empress Gin	375	50	CE2
12781	Sogrape Mateus Rosé	1500	100	
13597	Bumbu XO Rum	750	130	Value Add
13906	Unwined Smooth Rosé	750	50	
13967	Writers Tears Double Oak Whisky	700	300	
14130	Apothic Cabernet Sauvignon	750	75	
14404	Jagermeister Cold Brew	750	200	
14884	Pelee Island Lola Secco Sparkling VQA	750	100	OWS
14944	Marquis De Villard Brandy	750	100	
15152	Rodenbach Classic	500	24	
15754	Josh Cellars Pinot Grigio	750	100	Flex Space
15760	Slow Press Cabernet Sauvignon	750	40	Cyber Week Sale
16022	Duff Gordon Solera Reserva Brandy	750	150	
16544	St Remy Signature	750	100	
16546	On The Rocks Hornitos Margarita	375	150	
16551	Olmecca Altos Tequila Reposado	750	100	
16564	Joliesse Cabernet Sauvignon	750	70	
16833	Goldschlager	750	200	
16903	Storyteller Lager	473	20	
17048	Dewar's Caribbean Smooth Rum Cask Finish	750	75	Shelf Extender
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	15	
17465	Mount Gay Black Barrel Double Cask Blend	750	200	Shelf Extender, Value Add

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
17477	Bisquit & Dubouche VSOP	750	200	
17555	XOXO Botanical Raspberry Rhubarb	750	30	
17559	Disaronno Velvet	750	75	
17759	Yalumba Y Series Cabernet Sauvignon	750	50	
17761	The Magic Box Spectacular Shiraz	750	50	Cyber Week Sale
17820	Stella Artois	473	5	
17846	Corona Extra	6 × 355	30	
18224	Vodkwo Cream	750	140	
18420	Loop Lime And Ginger Gin	750	90	
18998	Lisbon By Night Red Blend	750	60	
19145	Mike's Hard White Freeze	473	20	CE6
19350	Founder's Original Tequila Paloma	355	5	
19563	Lot No. 40 Dark Oak Canadian Whisky	750	150	
19725	Cupcake Light Hearted Chardonnay	750	80	
19774	Cesari Valpolicella Doc Essere	750	110	
20119	Collective Arts Matter Of Fact	473	20	
20220	Miyagikyo Single Malt Whisky	700	350	
20263	G.A. Schmitt Winzertanz	1500	130	
20362	Finlandia Vodka	750	100	
20807	Tribute Cabernet Sauvignon	750	120	
21082	Yoichi Single Malt Whisky	700	350	
21703	Rumchata Peppermint Bark	750	50	
21968	Lapis Luna Pinot Noir	750	60	
21969	Longshot Pinot Noir	750	75	
22017	Smirnoff Vodka (P.E.T)	750	100	Seasonal Block Pile C
22181	Glenfiddich Grand Cru	750	2300	
22195	Fresco Di Masi Bianco	750	100	
22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	50	Flex Space
24096	Campari Negroni	375	40	CE2
24328	Jaw Drop Blue Blast Vodka Cooler	473	15	Discovery Extender
24344	Arizona Hard Lemon Iced Tea	473	24	
24365	Nutrl Vodka Soda Raspberry	473	20	
24391	Vizzy Strawberry Lemonade	473	25	CE4
24424	Georgian Bay Pear Gin Smash	473	5	
24425	Georgian Bay Prickly Pear Tequila Smash	6 × 355	30	
25489	Creemore Schwarzbier	473	27	CE3
25839	Barramundi Cabernet Sauvignon	750	50	
25947	Joliesse Chardonnay	750	70	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
26263	Sheringham Seaside Gin	750	120	
26678	On The Rocks Effen Cosmopolitan	375	150	
26679	On The Rocks Knob Creek Old Fashioned	375	150	
27001	Masi Modello Prosecco Doc Brut	750	100	
27279	Santa Carolina Reserva Sauvignon Blanc Bib	3000	200	Flex Space
27407	Wayne Gretzky Estates No 99 Ice Storm Vodka	750	99	
27467	Glenfiddich Orchard Experiment	750	500	
27613	Top Shelf Butter Tart Liquor	375	80	Seasonal Block Pile C
27752	Magnotta Cabernet Sauvignon Merlot V. Series VQA	750	60	OWS
28551	Solid Ground Pinot Noir	750	80	
31930	Seagrams V.O.	1750	300	Seasonal Block Pile C
38505	Smirnoff Vodka (P.E.T)	1750	240	End Aisle
40626	Charm Soju Liquor	360	20	
54213	Alberta Premium Whisky (P.E.T)	1750	200	
61101	Peninsula Ridge Merlot VQA	750	100	
61374	Bushmills Black Bush	750	200	
75663	Alianca Vinho Verde	750	40	
86439	Waterloo Dark	473	10	CE5
91702	Red Knot Cabernet Sauvignon	750	100	
91751	Jacob's Creek Reserve Cabsau Limestone Coast	750	50	Flex Space
111021	Gordons Gin (P.E.T)	1750	240	
111443	Chambord Royale	750	100	
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750	100	
126144	Sibling Rivalry White VQA	750	50	
136978	Sinha Stout	330	5	
143040	Hornitos Reposado Tequila	750	100	Seasonal Block Pile C, Value Add
153965	McGuinness Amaretto Dell Amorosa	750	60	
158014	Flor De Cana Centenario 12 Rum	750	100	
165308	Colio Extra Dry White	1500	125	
166538	>Crianza Rioja (Bodegas Lan)	750	100	
169052	Carmen Reserva 1850 Premier Carmenere	750	100	
185249	Mirassou Pinot Noir	750	40	
195966	Farina Valpolicella Rip Superiore Doc	750	30	
209221	Absolut Vodka	1140	40	End Aisle, Value Add
215020	El Dorado 5 Year Old Rum	1140	250	
215897	Harvey's Bristol Cream Sherry	1000	75	
216226	Alberta Premium Whisky	1140	100	Seasonal Block Pile C

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
216671	Wisers Special Blend	1140	100	Seasonal Block Pile C, Value Add
216978	Seagrams V.O.	1140	200	
217554	Captain Morgan Dark Rum	1140	150	
225904	Palm Bay Key Lime Cherry	6 × 355	60	Shelf Extender
230474	Graffigna Malbec	750	100	
242107	No. 3 London Dry Gin	750	200	Value Add
244186	Collingwood Whisky	750	120	
253906	Martini Dry Vermouth White	500	15	S2
259192	Santa Carolina Chardonnay	750	50	
268342	>V)Chardonnay Estate (Henry Of Pelham)	750	120	
268375	Henry Of Pelham Riesling VQA	750	50	
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	50	
270017	Jacob's Creek Reserve Chardonnay	750	50	Flex Space
271619	Harp Lager	500	10	
271643	Tequila Tromba Blanco	750	100	Seasonal Block Pile C
277186	Zonin Prosecco Brut 1821 Doc	750	100	
278119	Santa Carolina Cabernet Sauvignon Reserva	1500	100	Flex Space
281378	Forty Creek Cream Liquor	750	75	Front Entrance Table
285585	Masi Bonacosta Valpolicella Classico Doc	750	125	
286195	JP Azeitao Red	750	50	
301507	Wente Southern Hills Cabernet Sauvignon	750	150	
311910	Canadian Club Classic 12 Year Old	375	75	CE2, Value Add
315564	McGuinness Peppermint Schnapps	750	40	
318014	Cono Sur Bicicleta Pinot Noir Rose	750	100	
321448	Cono Sur Bicicleta Chardonnay	750	75	
322586	>Montes Alpha Cabernet Sauvignon	750	150	
333070	Islay Mist Scotch 8 Year Old	750	150	
333591	Innis & Gunn The Original	6 × 330	50	
337535	Santa Carolina Sauvignon Blanc Reserva	750	50	Flex Space
341602	Cono Sur Bicicleta Pinot Noir	750	95	
348680	Bersano Costalunga Barbera D'Asti Docg	750	100	
358192	Bruichladdich The Botanist Islay Dry Gin	750	200	Value Add
358838	Wakefield Promised Land Cabernet Sauvignon	750	100	
358960	Fleur Du Cap Chardonnay	750	100	
361022	Caparzo Sangiovese Toscana Igp	750	100	
365205	Cono Sur Sparkling Rosé	750	95	Wine Fridge
365270	Crystal Head Vodka	1750	500	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
365312	Taittinger Brut Reserve Champagne	750	160	
369009	Pinnacle Vodka	750	100	
369793	Mount Gay Eclipse Rum	750	100	Mini Thematic, Value Add
369967	Inception Deep Layered Red	750	100	
376756	Peninsula Ridge Pinot Grigio VQA	750	100	
377994	Gentleman Jack Tennessee Whiskey	750	100	
379032	O'Casey's Irish Cream	750	60	Seasonal Block Pile C
379958	Kronenbourg 1664 Blanc	500	10	
382028	Smirnoff Vanilla Flavoured Vodka	750	100	
382036	Smirnoff Watermelon Flavoured Vodka	750	100	
396671	360 Double Chocolate Vodka	375	40	CE2
397976	Dr. McGillicuddy Intense Peach	375	40	
398024	Dr. McGillicuddy Intense Peach	1140	120	
402818	Flor De Cana Grand Reserva 7 Rum	750	150	
408286	Lolea No 1 Red Sangria Spain	750	30	Value Add
410803	D'Usse VSOP	750	180	
415182	Lionello Stock Vermouth Extra Dry	1000	80	
417261	Hendrick's Gin	375	75	
417576	Stock 84 Spirit	1140	150	
419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	50	
421966	Tincup American Whiskey	750	150	
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	125	
427310	Long Weekend Chardonnay Pinot Grigio VQA	750	40	
438960	Canadian Club 100% Rye	1140	125	LTO
440867	Honoro Vera Garnacha Monastrell Organic	750	80	
441543	Wakefield Promised Land Shiraz	750	100	
450114	Smirnoff Ice	6 x 355	50	
454132	Black Bottle Blended Scotch	750	150	
454462	Banff Ice Vodka (P.E.T)	1750	150	
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	100	
479923	Stalk & Barrel Blue Blend	750	200	
481366	High River Canadian Whisky	750	120	
494369	Southern Comfort (P.E.T)	200	40	
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	125	
504340	Santa Carolina Merlot	1500	100	
507442	La Linda Private Selection Old Vines Malbec	750	50	
513077	Glenfiddich Project Xx Experimental Series	750	500	
520312	Bacardi Gold (P.E.T)	1750	120	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
521021	>Francis Coppola Diamond Collection Cab Sauv	750	75	
522672	>(V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	100	OWS, LTO
526061	Collingwood Double Barrel Whisky	750	160	
530352	Glenfiddich Single Malt 18 Year Old	750	500	
535344	Santa Carolina Cabernet Sauvignon	750	50	
536946	J.P. Wiser's 15 YO Canadian Whisky	750	150	
538926	Relax Red Blend, Rheinhessen	750	50	
541672	Basil Hayden's Bourbon	375	75	CE2
541755	Spirit Of York Vodka	750	300	
542969	Ungava Gin	375	40	
548644	Jacob's Creek Shiraz	750	30	Flex Space
553859	Angove Organic Chardonnay	750	100	
553917	Frontera After Midnight Dark Red Blend	750	60	
560532	Strongbow Cider	500	26	
590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	75	
600833	Pitu Cachaca	750	100	
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	100	
605857	Amarula Cream	1140	150	
609875	Eastdell Black Cab VQA	750	40	
629352	Glenfiddich Exper Series #4 Fire & Cane	750	500	
633347	Longshot Cabernet Sauvignon	750	75	Boxing Day One Day Sale
636845	Redbreast 12 Year Old Irish Whiskey	750	150	
638221	Josh Cellars Merlot	750	100	Flex Space
638270	Santa Rita Cavanza Cabernet Sauvignon	750	40	
646729	Bumbu Craft Rum	750	120	Value Add
671164	>St.Francis Cabernet Sauvignon	750	200	
697409	Woody's Pink Grapefruit	4 x 330	25	Shelf Extender
729392	>Marai De Marai Extra Dry Blue Bottle (Foss)	750	50	Value Add, Wine Fridge
981381	Glenfiddich 21YO Gran Res (William Grant)	750	2100	
991562	>Cremant De Bourgogne Brut Rsv (Bailly Lapie)	750	125	

## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
18	Heineken Lager	6 × 330	Illuminated Ornament	EZD, Contest	18
8805	Forty Creek Barrel Select Whisky	1750	Forty Creek Copper Pot 50 mL		8805
88799	Alberta Pure Vodka (P.E.T)	750	Canadian Club 1858 50 mL	Shelf Extender	88799
216903	Banff Ice Vodka	1140	Canadian Club 100% Rye 50 mL		216903
217687	Canadian Club Premium	1140	Canadian Club 1858 50 mL	LTO	217687
242339	Alberta Pure Vodka (P.E.T)	1140	Canadian Club 1858 50 mL		242339
350397	Banff Ice Vodka	750	Canadian Club 100% Rye 50 mL	Shelf Extender	350397
491811	Southern Comfort	750	Fireball 50 mL		491811
558940	Miller Lite	6 × 473	Holiday Socks	Shelf Extender	558940

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
18	Heineken Lager	6 × 330	Illuminated Ornament	EZD, Contest
67	Smirnoff Vodka	750	Cocktail Spoon	End Aisle, APP
729	Blue Nun Deutscher Tafelwein	750	Holiday Bow	
992	Royal Reserve	1140	JP Wiser's Deluxe 50 mL	
1099	Johnnie Walker Red Label	750	Personalized Recording Necktag	Front Nesting Table
1222	Wiser's Special Blend	750	JP Wiser's Deluxe 50 mL	
5959	Baileys Irish Cream	750	Two Bears Coffee	End Aisle
6106	Kronenbourg 1664	6 × 330	Holiday Ornament	
6395	20 Bees Cabernet Merlot VQA	750	Holiday Gift Box	
8805	Forty Creek Barrel Select Whisky	1750	Forty Creek Copper Pot 50 mL	
10216	Kahlua Coffee Liquor	1140	Mitts	
11850	Buffalo Trace Bourbon	375	Stirrings Old Fashioned Cocktail Mix 50 mL	CE2, APP
12852	Buffalo Trace Bourbon Cream	750	Boxed Rocks Glass	
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	Bar Tool	
13597	Bumbu XO Rum	750	Santa Hat or Scarf + Organza bag	APP
14617	Smirnoff Vodka & Soda Raspberry Rose	4 × 355	Scrunchie	EZH
14618	Smirnoff Vodka & Soda White Peach Rose	4 × 355	Scrunchie	EZH
14955	Martini Sparkling Rosé	750	Martini Branded Bottle Stopper	
14996	Hollandia Lager	4 × 500	Bonus Hollandia Beer Can 500 mL	
16327	Calvet Brut Celebration Rosé	750	Rose Gold Stopper VA	

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
16580	Maker's Mark	1140	Socks	
17465	Mount Gay Black Barrel Double Cask Blend	750	Cointreau 50 mL	Shelf Extender, APP
17900	J. Lebegue Lussac St-Emilion	750	Gift Box with VA	
18306	Johnnie Walker Double Black	750	Personalized Recording Necktags	Front Nesting Table
18877	Cabot Trail Maple Cream	1140	Glass Coffee Mug	
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	Ornament	Seasonal Block Pile D
19276	Jacob's Creek Moscato Lower Sugar	750	Socks	
19419	Baileys Deliciously Light	750	Two Bears Coffee	End Aisle
19592	Ren Ultra Premium Vodka Ddp	750	Holiday Box	
20214	Fontanafredda Barolo Docg	750	Gift Box	
21378	Jim Beam White Label Bourbon	750	Jim Beam Black 50 mL	
21532	Grant's Sherry Cask 8YO Finish	750	Gift Box	
21876	Sheep Dog Peanut Butter Whiskey	750	Dr. McGillicuddy's Coffee 50 mL	
22192	Grant's Triplewood 12YO	750	Gift Box	
22296	Ck Mondavi Cabernet Sauvignon	750	Holiday Bow with Gift Tag	
22297	Ck Mondavi Chardonnay	750	Holiday Bow with Gift Tag	
22885	Dillon's Manhattan	500	Dillon's Bottle Opener	
24957	Dr. McGillicuddy's Coffee	750	Sheep Dog Peanut Butter Whiskey 50 mL	
25068	Laurent Perrier La Cuvee Brut Champagne	750	Gift Box	Mini Thematic
25086	Somersby Mixer Pack	6 x 473	Bonus Can (Wild Garden)	
25554	Dirty Devil Vodka	750	Shot Glass	
25698	Jacob's Creek Grenache Shiraz	750	Socks	
25810	J. Lebegue Graves	750	Gift Box	
27386	Franzia Cabernet Sauvignon Bib	3000	Socks	
27562	Laneway No. 12 Vodka	750	Laneway No.11 50 mL	
28420	13th Street Blanc De Blanc	750	Gift Box	
28506	Fat Bastard Cabernet Sauvignon Pays D'Oc	750	Glassware Hippo Collectible	
32656	Marques De Riscal Rioja Reserva	750	Aerator	
34595	Patron Silver Tequila	750	Patron Branded Holiday Bows & Sleeves	LTO
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	Bow	
50088	Patron Reposado Tequila	750	Patron Branded Holiday Bows & Sleeves	
53082	Alberta Pure Vodka (P.E.T)	1750	Alberta Pure 200 mL	
57133	Santa Carolina Carmenere Reserva	750	Handfuel Chili Mixed Nuts 120g	Flex Space
58339	>Kaiken Malbec	750	Holiday Gift Box	Boxing Day One Day Sale
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	Bow	



## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
60707	20 Bees Pinot Grigio VQA	750	Holiday Gift Box	
61564	Royal Reserve (P.E.T)	1750	Royal Reserve 200 mL	
66654	Creekside Syrah/Shiraz VQA	750	Holiday Gift Box	
85316	Blu Giovello Prosecco	750	Twinkle lights	Mini Thematic, LTO
85456	Colio Dry White	1500	Bow	
88799	Alberta Pure Vodka (P.E.T)	750	Canadian Club 1858 50 mL	Shelf Extender
95935	Grey Goose Vodka	750	Grey Goose Shaker Cup or Glassware	S2
99408	Woodbridge By Robert Mondavi Chardonnay	750	Bow	Wine Fridge
104299	>The Prisoner Red Blend	750	Gift Box	
109959	Jackson-Triggs Reserve Merlot VQA	750	Bow	
112672	Wiser's Special Blend (P.E.T)	1750	JP Wiser's Deluxe 2 × 50 mL	
114694	Crown Royal	1750	Foodbanks Necktag	End Aisle
122689	Henkell Trocken	750	Toblerone	Mini Thematic, Wine Fridge
130138	>Meiomi Pinot Noir	750	Gift Box	
135566	Polar Ice Vodka	750	Speaker	
143040	Hornitos Reposado Tequila	750	Christmas Sweater	Seasonal Block Pile C, APP
147504	>13th St Cuvee Rosé Brut (13th Street Wine Co)	750	Gift Box	LTO
158550	> Cuvee Rosé Brut (Champagne Laurent Perrier)	750	Gift Box	
160994	Trivento Malbec Reserve	750	Holiday Gift Box	
161141	Paso Creek Cabernet Sauvignon Paso Robles	750	Gift Box	
187088	PJ's Original Cream (Panama)	750	PJ's Cream 50 mL	
189217	Gibson's Finest Sterling Edition	750	Gibson's Rare 50 mL	
193490	Baileys Irish Cream	1750	Two Bears Coffee	End Aisle
207613	Jameson Irish Whiskey	1140	Flask	End Aisle
209213	Beefeater London Dry Gin	1140	Toque	
209221	Absolut Vodka	1140	Mule Cup	End Aisle, APP
215483	Harveys Bristol Cream Sherry	750	Fever Tree Soda	
215889	Gibson's Finest Sterling Edition Whisky	1140	Gibson's Rare 50 mL	
216671	Wisers Special Blend	1140	JP Wiser's Deluxe 50 mL	Seasonal Block Pile C, APP
216689	J.P. Wiser's Deluxe	1140	Tumbler	End Aisle
216903	Banff Ice Vodka	1140	Canadian Club 100% Rye 50 mL	
216929	Smirnoff Vodka	1140	Cocktail Jigger	End Aisle
216960	Segura Viudas Brut Reserva Cava Sparkling	750	Gun Metal Bottle Stopper VA	Wine Fridge
217190	Grand Macnish	1140	Glassware	

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
217653	Captain Morgan Original Spiced Rum	1140	Smirnoff 50 mL	End Aisle
217687	Canadian Club Premium	1140	Canadian Club 1858 50 mL	LTO
217786	Jim Beam White Label Bourbon	1140	Jim Beam Black 50 mL	
217802	Johnnie Walker Black Label	1140	Personalized Recording Necktags	End Aisle, Front Nesting Table
217950	Crown Royal	1140	CR Whisky Sour Syrup	End Aisle
217992	Dewar's White Label	1140	Dewar's Caribbean Smooth 50 mL	
229583	Kronenbourg 1664 Blanc	6 × 330	Holiday Ornament	
238097	Dalwhinnie 15 Yr Malt	750	JW Rocks Glass	Front Nesting Table
240150	Polar Ice Vodka	1140	Speaker	
240416	Montresor Amarone Della Valpolicella Doc	750	Gift Boxes	
242107	No. 3 London Dry Gin	750	Gift Box	APP
242339	Alberta Pure Vodka (P.E.T)	1140	Canadian Club 1858 50 mL	
243824	Oban 14 Yr Old Single Malt	750	JW Rocks Glass	Front Nesting Table
249680	Talisker 10Yr Old	750	JW Rocks Glass	Front Nesting Table
250266	Girls' Night Out Very Berry Bomba	1500	Bow	
254631	Stoli Elit Vodka	750	elit Martini Glass	
263780	Licor 43	750	Santa Hat or Scarf + Organza bag	
267302	Crystal Head Vodka	750	Signal Hill 50 mL	
275925	Santa Carolina Cabernet Sauvignon Reserva	750	Handfuel Chocolate Clusters 120 Grams	Flex Space
276501	G. Marquis The Red Line Pinot Grigio VQA	750	187 mL of Venture	
276816	Fonseca White Port	750	Fonseca Bin 27 50 mL	
285163	Amaro Lucano	750	Amaro Lucano 50 mL	
291278	Johnnie Walker Gold Reserve	750	JW Rocks Glass	Front Nesting Table
292805	Johnnie Walker Platinum 18 YO	750	JW Rocks Glass	Front Nesting Table
311910	Canadian Club Classic 12 Year Old	375	Canadian Club 100% Rye 50 mL	CE2, APP
318683	The Kraken Black Spiced Rum	1140	Sock	
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	Maker's Mark 50 mL	
325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	Gift Box	
328526	Jackson-Triggs Chardonnay	1500	Bow	
331025	Jackson-Triggs Cabernet Sauvignon	1500	Bow	
335059	Super Bock	6 × 330	Branded Bottle Opener	
335174	Errazuriz Max Reserva Cabernet Sauvignon	750	Aerator	
341776	Fresh Beginnings Moscato VQA	750	Holiday Bows	
342246	Amarula Cream	750	Cookie Cutter	
342428	>Bonterra Cabernet Sauvignon Organic	750	Holiday Bow	LTO

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
342436	>Bonterra Chardonnay Organic	750	Holiday Bow	
350397	Banff Ice Vodka	750	Canadian Club 100% Rye 50 mL	Shelf Extender
358192	Bruichladdich The Botanist Islay Dry Gin	750	Botanist 50 mL	APP
369793	Mount Gay Eclipse Rum	750	Bitters	Mini Thematic, APP
383711	Jackson-Triggs Merlot	750	Bow	
384651	Martini Prosecco Sparkling	750	Martini Fiero 60 mL	Shelf Extender, LTO
385286	Iceberg Vodka (P.E.T)	375	Iceberg 50 mL	
392597	Chloe Chardonnay	750	Napkin Ring	
398032	Dr. McGillicuddy Intense Butterscotch	750	Dr. McGillicuddy's Coffee 50 mL	
398479	1800 Reposado	750	Holiday Bows	
398776	Fireball Whisky Shooter	375	Dr. McGillicuddy's Coffee 50 mL	
399410	Jackson-Triggs Sauvignon Blanc	750	Bow	
404012	Graham's 10 Year Old Tawny Port	750	Port Glass	
408286	Lolea No 1 Red Sangria Spain	750	Santa Hat or Scarf + Organza bag	APP
409490	Singleton Of Dufftown 12 Year Old	750	Reserve Bows	Front Nesting Table
417196	Grey Goose Vodka	1140	Grey Goose Shaker Cup or Glassware	S2
422345	Moosehead Lager	6 × 473	Mystery Box & Koozie	EZA, LTO
427377	Porta 6, Vr Lisboa	750	Key Ring	
431106	Creekside Cabernet Merlot VQA	750	Holiday Gift Box	
436956	Casillero Del Diablo Devil's Collection Red	750	Holiday Bow	
439661	Fireball (P.E.T)	200	Southern Comfort 50 mL	
439950	Asahi Super Dry	6 × 330	Glass	
451476	Dixon's Silvercreek Vodka Ddp	750	50mL Stocking Stuffer	
454710	The Kraken Black Spiced Rum	1750	Holiday Bow	
456350	Fireball Cinnamon Whisky	1750	Fireball Socks	
460493	Tkz Tokaji Szamorodni Sweet, Hungary	500	DropStop	
461053	Josh Cellars Cabernet Sauvignon	750	Holiday Gift Box	Flex Space
468116	Johnnie Walker Green Label	750	JW Rocks Glass	Front Nesting Table
468736	Hounds Black Vodka Ddp	750	Holiday Gift Box	
479881	Lagavulin 8 YO	750	JW Rocks Glass	Front Nesting Table
487694	La Marca Prosecco Doc	750	La Marca Bows	Wine Fridge
491803	Southern Comfort (P.E.T)	375	Seagram's V.O. 50 mL	
491811	Southern Comfort	750	Fireball 50 mL	
492454	1800 Coconut Tequila	750	Holiday Bow	
494492	Woodbridge By Robert Mondavi Merlot	750	Holiday Bow	
514463	Whitley Neill Original London Dry Gin	750	Mini 50 mL	
517987	Ezra Brooks Black Label Bourbon Whiskey	750	Rebel KSWB 50 mL	
518407	Blue Nun 24k Gold Edition Sparkling	750	Holiday Gift Box	

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
520304	Bacardi Gold	1140	Bacardi Holiday Branded Glassware	End Aisle
520320	Bacardi Superior	1140	Bacardi Holiday Branded Glassware	End Aisle
525188	Peroni Nastro Azzurro	6 × 330	Glass	
532358	Julia Florista Red	750	TAG Vodka 50 mL	
535641	Vicente Faria Animus Douro, Do	750	Gift Box	
540120	Rumchata Cream Liqueur	375	RumChata Creamer Mug	CE2
558940	Miller Lite	6 × 473	Holiday Socks	Shelf Extender
570366	Bacardi Spiced Rum	1140	Bacardi Holiday Glassware	End Aisle
572552	Signal Hill Canadian Whisky	750	Crystal Head 50 mL	
573402	Bearface 7YO Triple Oak Canadian Whisky	750	Leather Flask	
573972	Kronenbourg Blanc Fruit Rouges	6 × 330	Holiday Ornament	
578641	Casillero Del Diablo Reserva Sauvignon Blanc	750	Holiday Bow	Wine Fridge
597559	Tito's Handmade Vodka	750	Bottle Sweater	S4, LTO
601484	Amaro Montenegro Liqueur	750	Playing Cards	
602615	Angus The Bull Cabernet Sauvignon	750	Gift Box	
610857	Fat Bastard Merlot Vdp	750	Glassware Hippo Collectibile	
617233	Haymans London Dry Gin	750	Hayman's Cocktail Spoon	
620666	Casillero Del Diablo Reserva Carmenere	750	Holiday Bow	
620724	Creekside Sauvignon Blanc VQA	750	Holiday Gift Box	
623678	Carolans Irish Cream	1140	Ceramic Coffee Mug	
630913	Tia Maria	750	Tia Marial 50 mL	S2, LTO
633305	Woodbridge By Robert Mondavi Chardonnay	1500	Holiday Bow	
646729	Bumbu Craft Rum	750	Santa Hat or Scarf + Organza bag	APP
649269	Smirnoff Vodka & Soda Cranberry Lime	4 × 355	Scrunchie	EZH
650325	>Kim Crawford Hawke's Bay Rosé	750	Ornament	Seasonal Block Pile D
656561	>J.Lohr Seven Oaks Cabernet Sauvignon	750	Gift Box	
666875	Dab Original	6 × 500	Bonus Toque	
669408	Wolfhead Coffee Whisky Liqueur	750	Rocks Glass	
729392	>Marai De Marai Extra Dry Blue Bottle (Foss)	750	Bottle Stopper	APP, Wine Fridge
912956	(V) Modus Toscana Igt (Ruffino)	750	Gift Box	
943787	>Wakefield Estate Label Shiraz Clare Valley	750	Gift Box	
976662	>(V)Faustino I Gran Reserva Rioja(Bod Faust	750	Gift Box	Flex Space
991950	>Kim Crawford Marlborough Chardonnay Unoaaked	750	Ornament	Seasonal Block Pile D

## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
1867	Drambuie	750	My Favourite	
10882	Bar Dog Cabernet Sauvignon	750	Bar Dog Animal Shelter Donation	
10886	Bar Dog Chardonnay	750	Bar Dog Animal Shelter Donation	
19452	Waterdog Red	750	Save our Scruff	
22096	Hvo Spring Water Vodka Ddp	750	Pour It Forward	
23422	Founder's Original Old Fashioned	750	Bow Tie	
25461	Mindful Pinot Grigio VQA	750	New Product	
25462	Mindful Rosé VQA	750	New Product Launch	Wine Fridge
113456	Collective Arts Rhubarb & Hibiscus	750	Rhubarb Hibiscus Awards	
121749	> 10 Years Old Tawny Port (Taylor Fladgate)	750	Serving Suggestions	
217257	Sailor Jerry Spiced Rum	1140	Jerry Christmas Food/ Cocktail Recipes	
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	Made for Mixing	
444059	>Joel Gott 815 Cabernet Sauvignon	750	Gott for Good	VL1, LTO
554469	Guinness Draught	8 x 440	Guinness Gives Back	









## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Force Allocated/ Store Order
BEZ A	19894	Cracked Canoe (275/TBS)	6 × 473	THE PREMIUM BEER COMPANY INC.	Store Order
	422345	Moosehead Lager (275/TBS)	6 × 473	THE PREMIUM BEER COMPANY INC.	Store Order
BEZ B	28966	White Mocha Coffee Chocolate Nitro Stout (458)	404	BLYTH BREWING/COWBELL	Store Order
	29812	Power Play - Light Lager (766)	473	HENDERSON BREWING CO	Store Order
	30731	Lake Of Bays Near Shore Low Calorie Hazy Pale Ale (8958)	473	LAKE OF BAYS BREWERY	Store Order
BEZ C	14617	Smirnoff Vodka & Soda Raspberry Rose	4 × 355	DIAGEO CANADA INC.	
	14618	Smirnoff Vodka & Soda White Peach Rose	4 × 355	DIAGEO CANADA INC.	
	649269	Smirnoff Vodka & Soda Cranberry Lime	4 × 355	DIAGEO CANADA INC.	
BEZ D	18	Heineken Lager (LCBO Warehouse)	6 × 330	MOLSON COORS CANADA	Store Order
	56796	Heineken 5l Draught Keg (LCBO Warehouse)	5000	MOLSON COORS CANADA	Store Order
Beer Block Pile (SBA)	17818	Corona Extra (275/TBS)	6 × 330	LABATT BREWERIES ONTARIO	Forced
	17819	Stella Artois (275/TBS)	6 × 473	LABATT BREWERIES ONTARIO	Forced
	296244	Guinness Draught (LCBO Warehouse)	4 × 440	DIAGEO CANADA INC.	Forced
	300681	Coors Light (275/TBS)	6 × 473	MOLSON COORS CANADA	Forced
	300699	Molson Canadian (275/TBS)	6 × 473	MOLSON COORS CANADA	Forced
	311787	Budweiser (275/TBS)	6 × 473	LABATT BREWERIES ONTARIO	Forced
	459818	Sapporo (275/TBS)	6 × 500	SLEEMAN BREWING & MALTING CO.	Forced
	486142	Sleeman Clear 2.0 Shrink Pack (275 TBS)	6 × 473	SLEEMAN BREWING & MALTING CO.	Forced
	19003	Manifesto (6309)	473	FLYING MONKEYS CRAFT BREWERY	Store Order
	25051	Muskoka Survival Pack 2022 (LCBO Warehouse)	6 × 473	LAKES OF MUSKOKA COTTAGE BREWERY	Store Order
Mini Thematic C End Aisle #10	27683	Amsterdam Winter Entertainer (3842)	4 × 473	AMSTERDAM BREWING CO. LIMITED	Store Order
	28137	Wellington Brewery Boutique Mixer (4826)	6 × 473	WELLINGTON COUNTY BREWERY	Store Order
	28474	Rush X Henderson Signals 40th Anniversary Ale (766)	500	HENDERSON BREWING CO	Store Order
	28494	IPA Fun Box, 5th Edition (5732)	6 × 473	REFINED FOOL	Store Order
	28633	Great Lakes Brewery - Winter Ale (1929)	473	GREAT LAKES BREWING CO	Store Order
	29521	Bellwoods Brewery Jelly King With Tangerine (2990)	500	BELLWOODS BREWERY	Store Order
	29522	Hazel Amore - Whitewater X Beavertails Collab (8454)	473	WHITEWATER BREWING	Store Order

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Force Allocated/ Store Order
<b>R57: Ontario Beer A</b>	28412	Sapporo Black Lager (275/TBS)	4 × 473	PHILIPPE DANDURAND WINES LTD.	Forced Allocated
<b>R58: Ontario Beer B</b>	442731	Kilkenny Irish Ale (LCBO Warehouse)	4 × 500	MOLSON COORS CANADA	Forced Allocated
<b>R59: Beer 1</b>	26076	Thornbury Craft Co.Haze For Dayz (LCBO Warehouse)	473	ARTERRA WINES CANADA INC.	Forced Allocated
<b>R60: Beer 2</b>	15041	Innis & Gunn Original (LCBO Warehouse)	6 × 500	WOODMAN WINES & SPIRITS	Forced Allocated
<b>R61: Beer 3</b>	558940	Miller Lite (275/TBS)	6 × 473	PMA CANADA LTD.	Forced Allocated
<b>R62: Beer 4</b>	469981	Cowbell Absent Landlord (458)	473	PELEE ISLAND WINERY	Forced Allocated
<b>D4: Discovery BSM 1</b>	13814	Shawn & Ed Lagershed Original (902)	4 × 473	SHED BREWING COMPANY	
	20010	Cameron's Crooked Nose Stout (413)	473	CAMERON'S BREWING COMPANY	Store Order
	20043	Bench Brewing Mountainview Stout (798)	473	BENCH BREWING CO.	Store Order
	25258	Side Launch Easy Breezy Light Lager (3827)	4 × 355	SIDE LAUNCH BREWING COMPANY	Store Order
<b>Ontario Craft Beer End Aisle</b>	28504	Lake Of Bays Burning Ember Red IPA (8958)	473	LAKE OF BAYS BREWERY	Store Order
	450239	Whitewater Brewing Farmer's Daughter (8454)	473	WHITewater BREWING	Store Order
	921296	Wellington Helles Lager (4826)	473	WELLINGTON COUNTY BREWERY	Store Order
<b>Impulse Display: CE3</b>	25489	Creemore Schwarzbier (1757)	473	MOLSON COORS CANADA	Forced Allocated
<b>Impulse Display: CE5</b>	86439	Waterloo Dark (275/TBS)	473	THE BRICK BREWING CO.	Forced Allocated

# PERIOD 10

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NOVEMBER 27 <b>Start of Period 10</b>  Install Brand Spotlight Nesting Tables	28 <i>Cyber Monday Sale (Nov 28 - Dec 4)</i> 	29 Children's Hospital Foundations campaign begins 	30	DECEMBER 1	2	3 
4	5	6	7	8	9	10
11	12	13	14	15	16	17 
18	19	20	21	22	23	24
25 <i>Happy Holidays</i> (Stores closed) 	26 <i>Boxing Day</i> (Select Stores open) <i>Boxing Day One Day Sale</i> 	27	28	29	30	31 <i>New Year's Eve</i>  End of Period 10 