

BEST of  
FALL



**Period 8 Marketing & Product Guide**  
OCT 9 - NOV 5, 2022

# Period 8 Marketing & Product Guide

Participating DONE			Participating DONE		
<input type="checkbox"/> <input type="checkbox"/>	Aeroplan Operational Signage	2	<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (DD) Middle Nesting Table/ Celebration Fixture	46
<input type="checkbox"/> <input type="checkbox"/>	Best Of Fall Signage Gallery	8	<input type="checkbox"/> <input type="checkbox"/>	Period 8 End Aisles	48
<input type="checkbox"/> <input type="checkbox"/>	Best Of Fall Picks Name Badge Stickers & Shelf Talkers	14	<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	56
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	16	<input type="checkbox"/> <input type="checkbox"/>	Beer Branded Ends	58
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (FF - FFA-A) Feature Fixture	17	<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer End Aisle	59
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal Fixture	20	<input type="checkbox"/> <input type="checkbox"/>	Craft Beer Imported Shelf Talkers	60
<input type="checkbox"/> <input type="checkbox"/>	Seasonal Gondola	22	<input type="checkbox"/> <input type="checkbox"/>	Ontario Wines	61
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS-BSE) Entrance Table	24	<input type="checkbox"/> <input type="checkbox"/>	Vintages	63
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	26	<input type="checkbox"/> <input type="checkbox"/>	Year-Round Gifting	67
<input type="checkbox"/> <input type="checkbox"/>	Wines (MI-B) Mini Thematic B	27	<input type="checkbox"/> <input type="checkbox"/>	Wine And Spirits Special Promotions Fixture (CE2)	68
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Mini Thematic C	28	<input type="checkbox"/> <input type="checkbox"/>	Flex Space	70
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS - BSF) Front Nesting Table	29	<input type="checkbox"/> <input type="checkbox"/>	Front End Merchandiser	73
<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBA) Block Pile A	35	<input type="checkbox"/> <input type="checkbox"/>	Staff Picks Impulse Display	76
<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBB) Block Pile B	36	<input type="checkbox"/> <input type="checkbox"/>	Beer, Cider, RTD Impulse Displays	77
<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBC) Block Pile C	37	<input type="checkbox"/> <input type="checkbox"/>	The Cold Room Spirits Display (CM)	78
<input type="checkbox"/> <input type="checkbox"/>	Display Program (XBP) Block Pile D	38	<input type="checkbox"/> <input type="checkbox"/>	Shopping Cart Sign	79
<input type="checkbox"/> <input type="checkbox"/>	Halloween Block Piles	39	<input type="checkbox"/> <input type="checkbox"/>	On Shelf	80
<input type="checkbox"/> <input type="checkbox"/>	Display Program Wines Block Pile	45	<input type="checkbox"/> <input type="checkbox"/>	Sold Space Worksheets	82

# 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.

## P8 Aeroplan Offers Key Dates (Oct 9 - Nov 5, 2022) Participating Stores - All Stores

### Signage Components & Merchandising Instructions

#### NEW P8 Aeroplan Exterior Banners

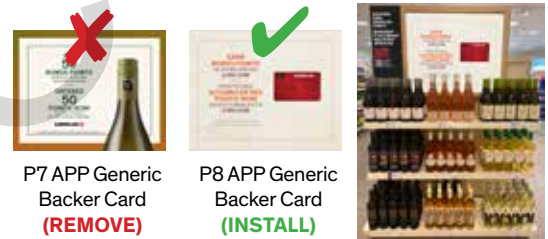
- Display in the Period 8 Aeroplan Exterior Banner placement outside the store.



ENG Re-order# 23P8-EB3/BIL Re-order# 23P8-EB4

#### NEW P8 Aeroplan Generic End Aisle Backer Card

- Replace the generic backer cards provided in P7 with the new P8 thematic version.
- Install the new backer card on end aisles with Aeroplan offers.



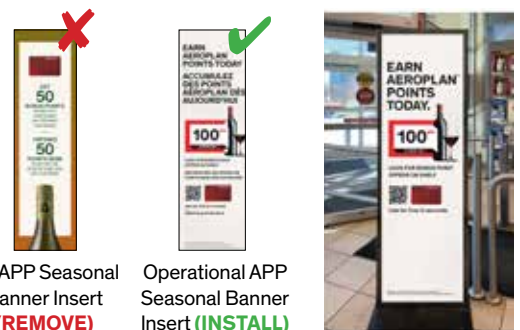
P7 APP Generic Backer Card  
**(REMOVE)**

P8 APP Generic Backer Card  
**(INSTALL)**

ENG/BIL Re-order# 23P8-BC-GEN4

#### UPDATED Aeroplan Seasonal Banner Insert (operational)

- Replace the Seasonal Banner Insert provided in P7 with the operational Aeroplan version.
- Stores will be shipped replacement signs for the start of P8.



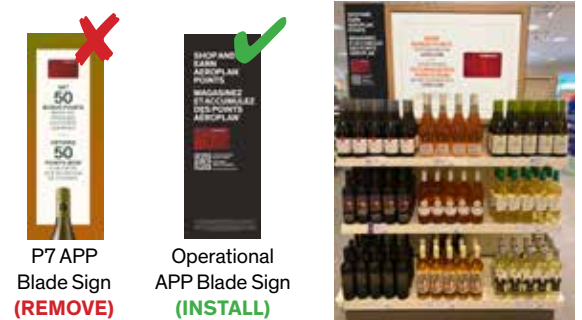
P7 APP Seasonal Banner Insert  
**(REMOVE)**

Operational APP Seasonal Banner Insert  
**(INSTALL)**

ENG Re-order# 23OP-AP3/BIL Re-order# 23OP-AP4

#### UPDATED Aeroplan End Aisle Blade Sign (operational)

- Replace the Blade Signs provided in P7 with the operational Aeroplan version.
- Install the Aeroplan Blade Signs on every other End Aisle, beginning at End Aisle #5.



P7 APP Blade Sign  
**(REMOVE)**

Operational APP Blade Sign  
**(INSTALL)**

ENG Re-order# 23OP-AP8/BIL Re-order# 23OP-AP9

## Signage Components & Merchandising Instructions

### UPDATED Aeroplan Perpendicular Shelf Talker (operational)

- Replace the perpendicular shelf talkers provided in P7 with the operational Aeroplan version.
- Install perpendicular shelf talkers in-section - throughout the store, using a perpendicular shelf clip (PSTC201404).

ENG Re-order# 23OP-AP14/BIL Re-order# 23OP-AP15



P7 APP  
Perpendicular Shelf  
Talker (REMOVE)



Operational APP  
Perpendicular Shelf Talker  
(INSTALL)



### NEW Period 8 Aeroplan Shelf Talkers

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

#### Bundled Aeroplan Points:

- Buy 2 or more of the participating products (99218, 277210 and/or 493254) and earn an additional 25 points.
- Install the Bundled Aeroplan Shelf Talkers in front of the participating SKUs. Shelf Talkers will be shipped in the October 3rd mailbag.



ENG/BIL Re-order # AIM-23P8-ANS

### 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 8 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
307	Seagrams V.O.	750	150
620	Silk Tassel Canadian Whisky	750	100
1925	Courvoisier VS	750	100
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	400
10937	Forty Creek Double Barrel Reserve Whisky	750	75
11845	Jose Cuervo Reserva De La Familia Platino	750	300
11933	The Black Shiraz	750	100
11945	Proper No. Twelve	750	100
12197	Five Farms Single Batch Irish Cream Liqueur	750	150
12852	Buffalo Trace Bourbon Cream	750	150
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	125
13906	Unwined Smooth Rosé	750	50
14534	Twisted Tea Peach	473	10
15152	Rodenbach Classic	500	24
15943	The Fishwives Club Sauvignon Blanc	750	40
16178	Crystal Head Onyx	750	200
16545	El Tesoro Anejo	750	300
16549	Rumchata Limon	750	100
16785	Peller Family Vineyards Light Pinot Grigio	750	30
16903	Storyteller Lager	473	15
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	50
17469	Rumchata	1750	200
17477	Bisquit & Dubouche VSOP	750	200
17900	J. Lebegue Lussac St-Emilion	750	125
19339	Good Natured Merlot Gamay Noir VQA	750	80
19563	Lot No. 40 Dark Oak Canadian Whisky	750	240
19749	Teremana Blanco Tequila	750	100
19750	Teremana Reposado Tequila	750	100
19894	Cracked Canoe	6 × 473	40
22035	Skrewball Peanut Butter Whiskey	750	250
24075	Blue Nun Deutscher Tafelwein	1500	50
24318	White Claw Iced Tea Lemon	473	5
24346	Jack Daniels Tennessee Honey Lemonade	473	20
26308	Michelob Ultra Organic Gold	6 × 473	30
29280	>Terrazas De Los Andes Malbec Reserva	750	100
31930	Seagrams V.O.	1750	300
38505	Smirnoff Vodka (P.E.T)	1750	120
40626	Charm Soju Liquor	360	15
60004	Deinhard Dry Riesling Rheinhessen	750	50
60608	El Dorado 12 Year Old Rum	750	250
69377	>(V) Monte Antico Igt (Empson)	750	50
73148	Barone Montalto Pinot Grigio Igt Sicily	750	50
88799	Alberta Pure Vodka (P.E.T)	750	50
95935	Grey Goose Vodka	750	90

## Period 8 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
99218	Cavit Collection Pinot Grigio Delle Venez Igt*	750	25
107235	PJ's Salted Caramel (Panama Jack's)	750	40
111526	Nederburg Cabernet Sauvignon	750	100
111799	Reif Riesling VQA	750	100
112672	Wiser's Special Blend (P.E.T)	1750	120
114967	Finlandia Vodka	1750	200
163949	Misterio Cabernet Sauvignon	750	50
166090	Jack Daniel's And Cola Tall Can	473	20
175034	Girls' Night Out Strawberry Samba	750	50
175042	Girls' Night Out Pineapple Mango Tango	750	50
176834	Aperol	750	50
195651	Forty Creek Confederation Oak Reserve Whisky	750	120
207647	Chivas Regal 12YO Scotch Whisky	1140	180
215418	Martini Sweet Vermouth Red	500	10
215558	Cattos Rare Blended Scotch	1140	250
216226	Alberta Premium Whisky	1140	80
216978	Seagrams V.O.	1140	200
217042	Bell's Original Scotch Whisky	1140	75
217067	Galliano Vanilla	375	60
217257	Sailor Jerry Spiced Rum	1140	75
217646	J & B Rare Scotch Whisky	1140	75
217992	Dewar's White Label	1140	75
223610	Fielding Pinot Grigio VQA	750	40
234815	Gerard Bertrand Cabernet Sauvignon Pays D'Oc	750	50
235671	Trapiche Cabernet Sauvignon	750	60
237644	Frisky Zebras Seductive Shiraz	750	85
247056	Grant's Triple Wood Blended Scotch Whisky	1750	120
253302	Luksusowa Vodka	750	100
253856	Luccarelli Primitivo Puglia Igt	750	30
253906	Martini Dry Vermouth White	500	10
258954	Spicebox	750	100
276618	Crown Royal Black	1140	100
277210	Cavit Collection Moscato Pavia Igt*	750	25
281931	Santa Rosa Malbec	1500	45
285163	Amaro Lucano	750	120
323816	Heritage Du Cleray Muscadet Sevre Et Maine	750	50
340380	Two Oceans Sauvignon Blanc	750	200
341776	Fresh Beginnings Moscato VQA	750	40
350629	Forty Creek Barrel Select Whisky	1140	75
358192	Bruichladdich The Botanist Islay Dry Gin	750	200
377101	JP Azeitao White	750	75
377622	Laroche Viognier De La Chevaliere	750	80
384511	Dragani Montepulciano D'Abruzzo	2000	100
393090	Monasterio De Las Vinas Crianza Carinena	1500	50

## Period 8 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
396671	360 Double Chocolate Vodka	375	35
397091	Forty Creek Copper Bold Whisky	1750	120
397976	Dr. McGillicuddy Intense Peach	375	40
402859	El Dorado 3 YO Rum	750	180
404012	Graham's 10 Year Old Tawny Port	750	60
407544	Philippe De Rothschild Merlot Vdp	750	60
413575	La Trappe Tripel	750	65
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	110
415182	Lionello Stock Vermouth Extra Dry	1000	75
417576	Stock 84 Spirit	1140	150
426148	Old Forester	750	50
436279	Hornitos Plata	750	75
440867	Honoro Vera Garnacha Monastrell Organic	750	80
447953	Fireball Whisky Shooter	750	120
452672	>Luigi Bosca Malbec	750	70
454132	Black Bottle Blended Scotch	750	120
464172	Modelo Especial	473	5
480129	Woodford Reserve Straight Rye Whiskey	750	250
481366	High River Canadian Whisky	750	150
482612	Pike Creek Double Barreled Canadian Whisky	750	80
491803	Southern Comfort (P.E.T)	375	80
492454	1800 Coconut Tequila	750	100
493254	Roscato Rosso Igt Provincia Di Pavia*	750	25
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	120
512335	Fantini Montepulciano Dabruzzo	1500	30
513077	Glenfiddich Project Xx Experimental Series	750	400
521963	Chopin Potato Vodka	750	250
524363	Santa Carolina Cabernet Sauvignon	1500	100
545707	Cigar Box Pinot Noir	750	100
550715	Forty Creek Barrel Select	750	50
556746	Lurton Piedra Negra Pinot Grigio Organic	750	100
564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	100
568287	No Boats On Sunday Cider	500	10
570283	Twisted Tea Original	473	10
572594	Duntroon Cyder House Standing Rock	473	5
575357	3 Speed Lager 568	568	10
589416	Heineken 0.0	6 x 330	80
605931	Grant's Triple Wood Blended Scotch Whisky	1140	90
612788	Fantini Casale Vecchio Lot 23 Mont D'Abruzzo	750	50
616540	Dos Equis Lager	6 x 355	80
620666	Casillero Del Diablo Reserva Carmenere	750	80
620773	Masi Masianco Pinot Grigio	750	100
628982	O'Casey's Irish Cream (First Ireland Spirits Co)	1140	120
640995	Ketel One Botanical Peach And Orange Blossom	750	75

## Period 8 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers
649194	Twisted Tea Half & Half	473	10
667014	Fortress Rum	750	120
667113	Peller Family Vineyards Cabernet Sauvignon	750	30
698415	Creemore Session IPA	473	27
718940	Goats Do Roam Red	750	30
741769	> (V)Chianti Classico (Rocca Delle Macie)	750	80
908665	Bud Light	6 × 355	30

### \*NEW Bundled Aeroplan Points:

- Buy 2 or more of the participating products (99218, 277210 and/or 493254) and earn an additional 25 points.

LCBO#	Description	Size (mL)	APP	Bundled APP
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	25	
277210	Cavit Collection Moscato Pavia Igt	750	25	25
493254	Roscato Rosso Igt Provincia Di Pavia	750	25	



# Best of Fall SIGNAGE GALLERY

This Fall, as the weather turns colder and we head indoors to stay warm, the LCBO wants to inspire Ontarians with **easy solutions** to make the most of the season. So, we've gathered a selection of our favourite fall products we're calling *The Best of Fall*.

Curated by our **LCBO Product Experts**, *the Best of Fall* campaign is inspired by the flavours and moments of fall. Our exciting selection of products, cocktails, recipes, food pairings and features are sure to help Ontarians **effortlessly discover** their **new fall favourites** and truly embrace Fall.



## Signage Ship Date

The Period 8 signage components will be shipped to stores beginning **September 29, 2022**.

Period 8 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-23P8-MUSIC-CD | Music USB Reorder# AIM-23P8-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.

# Exterior Banners

Dimensions: 28”w x 45”h

Install: Exterior on building

## PRIORITY OF EXTERIOR BANNERS:

- 1 Best of Fall
- 2 Aeroplan Rewards
- 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- 4 Repeat Thematic Banner: Best of Fall



### 1 Best of Fall



Re-order#  
23P8-EB1  
(English)

Re-order#  
23P8-EB2  
(Bilingual)

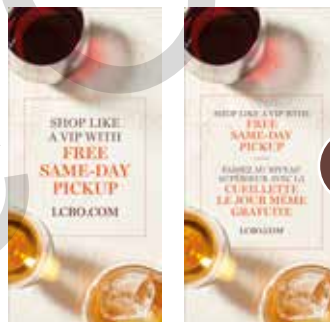
### 2 Aeroplan Rewards



Re-order#  
23P8-EB3  
(English)

Re-order#  
23P8-EB4  
(Bilingual)

### 3 Same Day



Re-order#  
23P8-EB5  
(English)

Re-order#  
23P8-EB6  
(Bilingual)

### Generic Ecomm



Re-order#  
23P8-EB7  
(English)

Re-order#  
23P8-EB8  
(Bilingual)

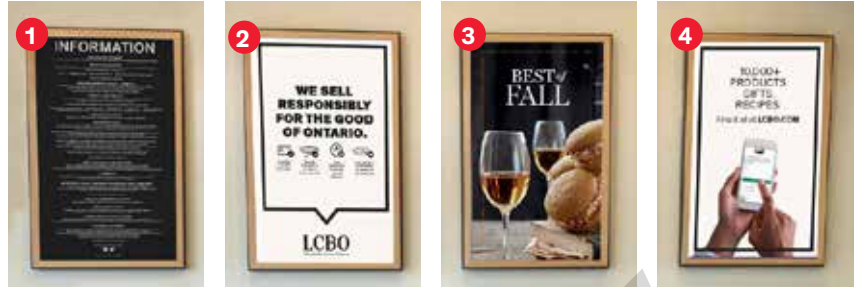
OR

# 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 Best of Fall (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# 220P-INFOB  
(English + Bilingual)

### 2 Responsible Service



Re-order# 220P-RSP1  
(English + Bilingual)

### 3 Seasonal Thematic



Re-order# 23P8-WS1  
(English + Bilingual)

### 3 Same Day



Re-order# 220P-SD16  
(English + Bilingual)

### Generic Ecomm



Re-order# 220P-SC2  
(English + Bilingual)

OR

# Transparencies

## Perimeter Transparency Horizontal

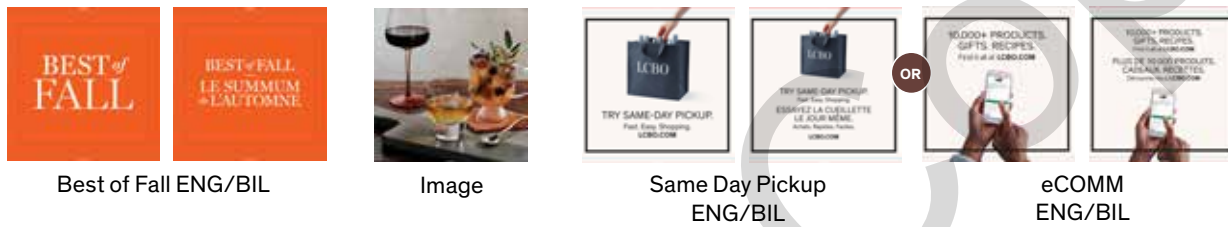
Vendor installed



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



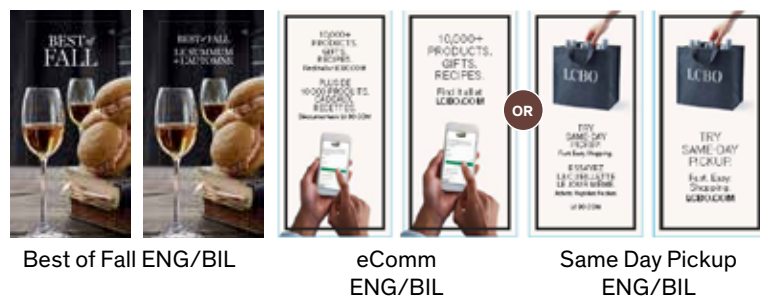
## Perimeter Transparency Vertical

Vendor installed

### Small Vertical Transparencies



### Medium Vertical Transparencies



### Large Vertical Transparencies



# Seasonal Banner Insert

Dimensions: 20" w x 70" h

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



ENG Re-order #23OP-AP3  
BIL Re-order #23OP-AP4



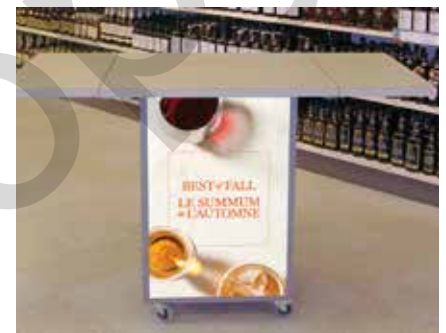
# Backlit Tasting Bar Insert

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

Install: In the frame on the portable Tasting Bar.



ENG Re-order #23P8-TB1  
BIL Re-order #23P8-TB2



# NEW End Aisle 1-4 Blade Signs

Blade Signs will be sent to stores for end aisles 1-4. Each blade sign will communicate the cocktail recipe.

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



EA1 Pumpkin Spice Collins  
ENG (Re-order # 23P8-BS1)  
BIL (Re-order # 23P8-BS5)



EA2 Spicy Shirley  
ENG (Re-order # 23P8-BS2)  
BIL (Re-order # 23P8-BS6)



EA3 Smoked Maple Manhattan  
ENG (Re-order # 23P8-BS3)  
BIL (Re-order # 23P8-BS7)



EA4 Orchard Mimosa  
ENG (Re-order # 23P8-BS4)  
BIL (Re-order # 23P8-BS8)



EA2 Spicy Shirley  
Backer Card & Blade Sign  
Example

# End Aisles Backer Cards

## End Aisles 1-4 Backer Cards

23P8-BC1



End Aisle 1 - Pumpkin Spice Collins

23P8-BC2



End Aisle 2 - Spicy Shirley

23P8-BC3



End Aisle 3 - Smoked Maple Manhattan

23P8-BC4



End Aisle 4 - Orchard Mimosa

23P8-BC10



End Aisle 10 - Beer MTC

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

23P8-BC-GEN1



Best of Fall

23P8-BC-GEN2



Same Day

23P8-BC-GEN3



Generic Ecomm

23P8-BC-GEN4



Aeroplan

# BEST OF FALL PICKS

## Name Badge Stickers & Shelf Talkers

### Overview

This Fall, let's help customers embrace the season and find new fall favourites at the LCBO. All stores will receive Name Badge Stickers and Shelf Talkers to highlight their favourite fall products.

**Key Dates (Oct 9 - Nov 5, 2022)**

**Participating Stores - All Stores**

## Name Badge Stickers

### Overview

Continue to display the United Way name badge stickers until the end of the campaign (**October 16th**). Once the United Way campaign concludes, please display the Best of Fall Picks name badge stickers for the duration of P8.

### Key Dates

United Way: **Sept 22 - October 16, 2022**

Best of Fall Picks: **October 17 - November 5, 2022**

### Signage Components

- Best of Fall Picks Name Badge Stickers: ENG (Re-order # 23P8-NT1) / BIL (Re-order # 23P8-NT2)
- United Way Name Badge Stickers ENG (Re-order # 23P7-NT1) / BIL (Re-order # 23P7-NT2)



United Way Name Badge Stickers  
**Sept 22 - October 16, 2022**



Best of Fall Picks Name Badge Stickers  
**October 17 - November 5, 2022**

# Best of Fall Picks Shelf Talkers

All stores will receive a set of branded and generic pre-printed shelf talkers for the start of P8.

## Key Dates (Oct 9 - Nov 5, 2022)

### Branded Shelf Talkers

The branded shelf talkers will feature priority skus from the Fall campaign:  
10 Bold Red Wines & 10 Discovering Whiskies.

### Generic Shelf Talkers

Let customers know your favourite products for Fall. Use a black Sharpie Marker and print your name on the shelf talker and install in front of recommended product in section.



Branded Shelf Talkers

Generic Shelf Talkers

Product recommendations should be inspired by:

- Fall flavoured products
- Halloween themed SKUs
- Top Selling Products

Theme	LCBO#	Description	Size (mL)
Top Selling Coolers	24316	White Claw Hard Seltzer Pineapple	473
	24376	Twisted Tea Slightly Sweet	473
	334805	Mott's Clamato Extra Spicy Caesar	458
Halloween	225698	The Kraken Black Spiced Rum	750
	267302	Crystal Head	750
	617662	Diabolica Red VQA	750
Fall Flavour Coolers	19134	Absolut Mango Mule	355
	19347	Founder's Original Bourbon Sour	355
	24325	Canadian Club & Ginger Ale	473
	25274	Aloette Espresso Martini	473

### Signage Components

- Generic Shelf Talkers  
ENG (Re-order # 23P8-STP1) / BIL (Re-order # 23P8-STP2)
- Branded Shelf Talkers  
ENG (Re-order # 23P8-STP3) / BIL (Re-order # 23P8-STP4)

### Merchandising Instructions

- Install shelf talkers in front of featured product in section.



Branded Shelf Talkers



Generic Shelf Talkers



# 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: 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

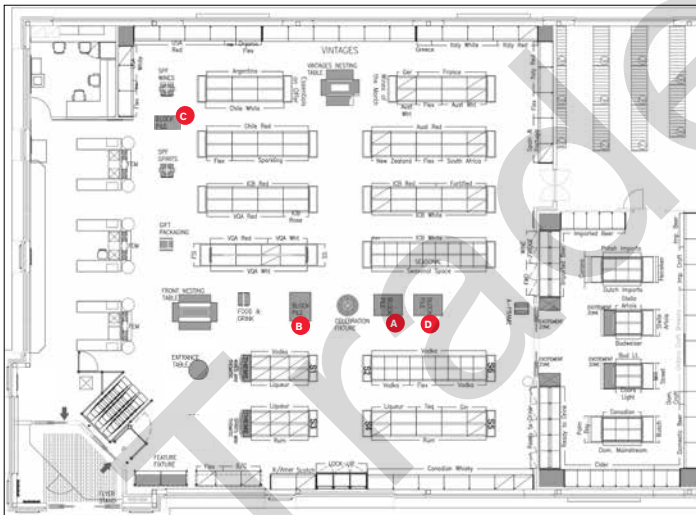
**A** Block Pile A (SBA): Game Day Winners

**B** Block Pile B (SBB): New Flavour Faves

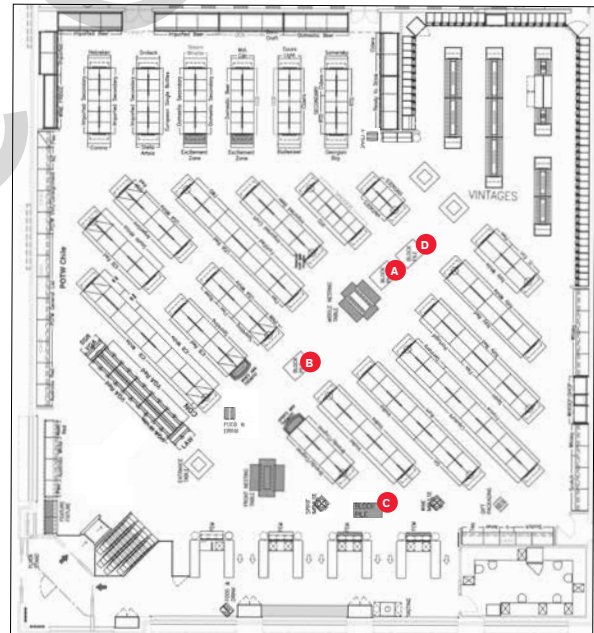
**C** Block Pile C (SBC): Aeroplan

**D** Block Pile D (XBP): Robert Mondavi

Halloween Block Piles: 1800 Tequila (S1), Cazadores/Bacardi (S2), Diageo (S3), Don Julio (S4), Fireball (S5), Kraken (S6)



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

With the implementation of the additional Promo programs into the Promo Tree, Category Management will no longer be allocating inventory for these programs and stores will only receive inventory based on their Default Management settings.

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

# Brand Spotlight (FF - FFA-A) FEATURE FIXTURE

Local Ontario Spirits & Holiday Pre-Build



**Important Note:** Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive, condensing P8 Participating Products on the the top shelves as they sell down.

The P8 Category sign is double-sided: one side for the P8 theme, and one side with a “Shop Holiday Gifts Early” message. Please flip the category sign over to the Holiday Gifts when Gift Packs begin to be merchandised on the fixture.

## Key Dates (Oct 9 - Nov 5, 2022)

### Participating Stores

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

### Signage Components

- Category Sign - Double-sided ENG (Re-order # 23P8-FF1) / BIL (Re-order # 23P8-FF9)
- Blank Category Sign - Solid Colour (Re-order # 23P8-FF2)
- Bin Strips - Solid Colour (Orange) (Re-order # 23P8-FF3)
- Box Sign "Best of Fall" ENG/BIL (Re-order # 23P8-FF4)
- Box Sign "Shop Local" ENG/BIL (Re-order # 23P8-FF5)
- Box Sign "Shop the Holidays Early" ENG/BIL (Re-order # 23P8-FF6)
- Shelf Talkers ENG (Re-order # 23P8-FF11) / BIL (Re-order # 23P8-FF12)

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive, condensing P8 Participating Products on the the top shelves as they sell down.
- The P8 category sign is double-sided: one side for the P8 theme, and one side with a “Shop Holiday Gifts Early” message. Please flip the category sign over to the Holiday Gifts when Gift Packs begin to be merchandised on the fixture.
- Install the box signs and bin strips. Merchandise shelf talkers in front of the correct product on the feature fixture display and in section. Bilingual designated stores must display Bilingual signage.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.



Front Side: “Try Local Ontario Spirits” Category Sign



Back Side: “Shop the Holidays Early” Category Sign



Mix Up A Local  
Cocktail Box Sign



Shop Local  
Box Sign



Shop The Holidays  
Early Box Sign

## Participating Products

LCBO#	Description	Size (mL)	Offers
11423	Dillon's The Professors Negroni	4 × 125	
11573	Vodkow	750	
12565	Junction 56 Distillery Mint Smoothie	375	
13397	Valley of Mother of God Gin	750	125 APP
13909	Georgian Bay Canadian Whisky	750	
14915	Dillon's Rye Whisky	750	
18224	Vodkow Cream	750	
22885	Dillon's Manhattan	4 × 125	
27365	Warheads Green Apple	375	
113456	Collective Arts Rhubarb & Hibiscus Gin	750	
187088	PJ's Original Cream (Panama Jack's)	750	
244186	Collingwood Whisky	750	
428417	Gooderham & Worts Canadian Whisky	750	
448597	Georgian Bay Gin	750	
465419	Murphy's Law Apple Pie Moonshine	750	
472332	Wayne Gretzky Red Cask Whisky	750	
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	\$1.00 LTO
542910	Top Shelf Gin	750	\$2.00 LTO
545194	Top Shelf Vodka	750	\$2.00 LTO
573857	Niagara Falls Craft Vodka	750	
631176	McGuinness Triple Sec	750	
631200	McGuinness Blue Curacao	750	
633206	Hidden Temple Gin	750	
638130	Dillon's Vodka	750	



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

### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# NEW & SEASONAL FIXTURE

## The Ultimate Whisky Collection & Holiday Pre-Build



**Important Note:** Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive, condensing P8 Participating Products on the top shelves as they sell down.

The P8 Category sign is double-sided: one side for the P8 theme, and one side with a "Shop Holiday Gifts Early" message. Please flip the category sign over to the Holiday Gifts when Gift Packs begin to be merchandised on the fixture.

### Participating Stores

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

### Key Dates (Oct 9 - Nov 5, 2022)

### Participating Products

LCBO#	Description	Size (mL)	Offers
10177	Old Pulteney 12 Year Old Single Malt	750	
13967	Writers Tears Double Oak Whiskey	700	
20220	Nikka Whisky Miyagikyo Single Malt	700	
21082	Nikka Whisky Yoichi Single Malt	700	
22182	The Balvenie 12 Sweet Toast of American Oak	700	
195651	Forty Creek Confederation Oak Reserve Whisky	750	120 APP
493072	Bowmore No. 1 Islay Single Malt Scotch Whisky	750	
628339	Loch Lomond 12 Year Old Single Malt Whisky	750	

### Signage Components

- Category Sign - Double-sided  
ENG (Re-order # 23P8-NS1) / BIL (Re-order # 23P8-NS9)
- Blank Category Sign - Solid Colour (Re-order # 23P8-FF2)
- Bin Strips - Solid Colour (Orange) (Re-order # 23P8-FF3)
- Shelf Talkers ENG (Re-order # 23P8-NS4)  
BIL (Re-order # 23P8-NS5)
- Box Sign "Best of Fall" ENG/BIL (Re-order # 23P8-NS6)
- Box Sign "Shop Local" ENG/BIL (Re-order # 23P8-NS7)
- Box Sign "Shop the Holidays Early" ENG/BIL (Re-order # 23P8-NS8)

THE ULTIMATE WHISKY COLLECTION  
LA COLLECTION DE WHISKYS PAR EXCELLENCE

Front Side: "The Ultimate Whisky Collection" Category Sign

SHOP THE HOLIDAYS EARLY  
MAGASINEZ SANS TARDER POUR LES FÊTES

Back Side: "Shop the Holidays Early" Category Sign



Rare and Exclusive Whiskies Box Sign



Shop LCBO.com Box Sign



Shop The Holidays Early Box Sign

## Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive, condensing P8 Participating Products on the the top shelves as they sell down.
- The P8 category sign is double-sided: one side for the P8 theme, and one side with a “Shop Holiday Gifts Early” message. Please flip the category sign over to the Holiday Gifts when Gift Packs begin to be merchandised on the fixture.
- Install the box signs and bin strips. Merchandise shelf talkers in front of the correct product on the feature fixture display and in section. Bilingual designated stores must display Bilingual signage.
- Please maintain an impactful display throughout the duration of the promotion.

### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# SEASONAL GONDOLA

## Holiday Pre-Build

**Important Note:** Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the Seasonal Gondola as they arrive.

### Key Dates (Oct 9 - Nov 5, 2022)

#### Participating Stores

Stores with a Convertible Seasonal Gondola will receive signage to support this program.

#### Participating Products

All inventory has been allocated to stores, no additional inventory will be available to order. Please refer to the Seasonal Inventory Site for distribution details on the amount of gift packs your store will receive.

#### Signage Components

- Category Sign BIL (Re-order # 23P8-SGS1)

#### Merchandising Instructions

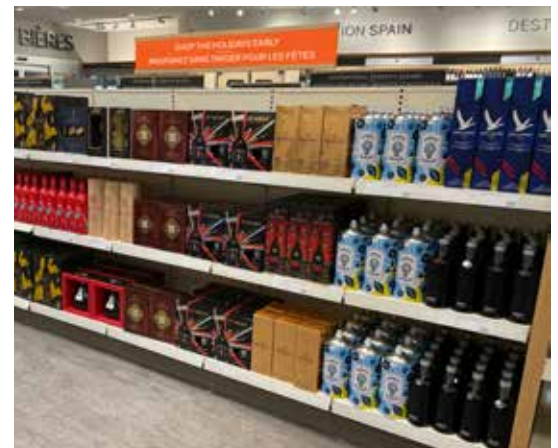
- Please remove all newly released products and place in appropriate locations within your store.
- Install the category sign.
- Merchandise shelf talkers in front of the correct product on the display.
- Stores will utilize their first Seasonal Gondola to merchandise beer gifts and their second Seasonal Gondola to showcase sparkling wine gifts. It is imperative that stores follow the planoguides in order to feature the holiday gift packs effectively.
- NOTE: Include LCBO Holiday Gift Boxes in the merchandising to provide easy gift giving options for customers as well as to create an interesting display.

**TIP!**

#### Brand Blocking:

Merchandise SKUs in vertical waterfalls by brand to create strong Holiday stories that are easily and quickly browsed by customers.

Add in best selling, general list products to make an even more impactful statement.





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

## Seasonal Gondola #1

### Beer Gifts

Larger stores will utilise their first Seasonal Gondola to merchandise beer gifts. Special bottles and cases are merchandised on top shelves for customers to easily see. As the gifts sell through, merchandise your top beer products.



## Seasonal Gondola #2

### Sparkling Gifts

Larger stores will use their second Seasonal Gondola to showcase sparkling gifts. Add Single bottle rigid gift boxes to promote our holiday packaging. As the gifts sell through, merchandise your top selling sparkling products.



**NOTE:** Include LCBO Holiday Gift Boxes in the merchandising to provide easy gift giving options for customers as well as to create an interesting display.



# Brand Spotlight (BS-BSE) ENTRANCE TABLE

Cocktail of the Month: Whisky Spritz



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

**Key Dates (Oct 9 - Nov 5, 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
13057	Writers Tears Copper Pot Irish Whiskey	700	\$3.00 LTO
541094	Wayne Gretzky Ice Cask Whisky	750	\$8.00 LTO
568287	No Boats On Sunday Cider	500	10 APP
605063	Buffalo Trace Bourbon	750	\$3.00 LTO

Just because things are cooling down doesn't mean we have to give up our favourite summer refresher—the classic spritz. It's a versatile drink which makes it easy to re-imagine as a fall or winter cocktail, like this Whisky Spritz, made with Canadian whisky, dry hard cider, a dash of baking spice and a garnish of fresh apple.

## 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. **Reminder: A new metal sign holder was provided to all Square Entrance Table stores in P7.**
- Merchandise the pre-printed shelf talkers in front of participating products.
- Install the recipe shelf talkers on the entrance table display and in section.

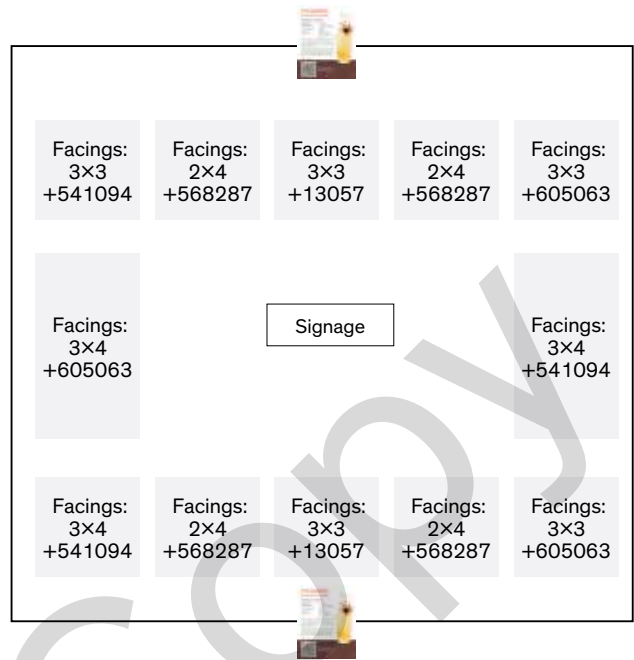
## Signage Components

- Entrance Table Sign  
ENG (Re-order # 23P8-ET1) / BIL (Re-order # 23P8-ET2)
- Shelf Talkers  
ENG (Re-order # 23P8-ET3) / BIL (Re-order # 23P8-ET4)
- Recipe Shelf Talkers  
ENG (Re-order # 23P8-ET5) / BIL (Re-order # 23P8-ET6)

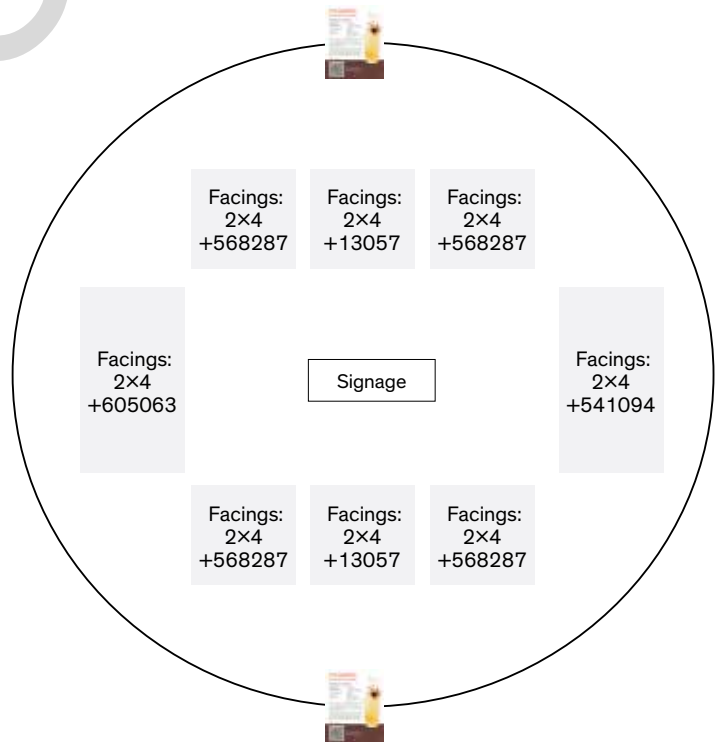


Recipe Shelf Talker

## Planogram - Square Table



## Planogram - Round Table



# Spirits (MI-A) MINI THEMATIC A

Give Great Scotch



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

**Key Dates (Oct 9 - Nov 5, 2022)**

## Participating Stores

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

This display will feature a collection of Scotches perfect for gifts.

## Participating Products

LCBO#	Description	Size (mL)	Offers
18306	Johnnie Walker Double Black	750	VA: Jigger
22192	Grant's Triple Wood 12 Year Old	750	\$5.00 LTO
107359	Auchentoshan 12 Year Old Single Malt Scotch Whisky	750	\$5.00 LTO
204560	Highland Park Viking Honour 12 Year Old Single Malt Scotch Whisky	750	\$4.00 LTO, VA: Highland Park Branded Scarf
238097	Dalwhinnie 15 Year Old Single Highland Malt Scotch Whisky	750	VA: High End Jigger
330803	Bowmore 12 Year Old Islay Single Malt Scotch Whisky	750	\$5.00 LTO
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	110 APP
468116	Johnnie Walker Green Label Scotch Whisky	750	VA: High End Jigger
479881	Lagavulin 8 Year Old Islay Single Malt Scotch Whisky	750	VA: High End Jigger
479980	Macallan 12 Year Old Double Cask	750	

GIVE GREAT SCOTCH  
D'EXCELLENTS SCOTCHS À OFFRIRE



## Signage Components

- Category sign ENG/BIL (Re-order # 23P8-MTA1)
- Backer card ENG/BIL (Re-order # 23P8-MTA2)
- Shelf talkers ENG (Re-order # 23P8-MTA3) / BIL (Re-order # 23P8-MTA4)

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

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise the category sign and backer card signage. Note: Stores with regular end aisle will need to install the backer card in the backer card frame.
- Install the Autumn Gift Bags on each shelf of the fixture. Please refer to the planogram. Once the Autumn Gift Bags have sold through, replace on the display with the new Year-Round #27355 1 Bottle Rigid Tube.

# Wines (MI-B)

## MINI THEMATIC B

Give A Classic Fall Red



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

**Key Dates (Oct 9 - Nov 5, 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
18721	Viña Tarapacá Gran Reserva Cabernet Sauvignon	750	\$2.00 LTO
20905	Farpoint Cabernet Sauvignon Bourbon Barrel Aged	750	\$2.00 LTO
69377	Monte Antico	750	APP
137810	Campo Viejo Rioja Reserva	750	VA: Cooking Spices
164087	Sandbanks Sleeping Giant Foch-Baco Noir VQA	750	\$2.00 LTO
245324	Les Jamelles Merlot Pays d'Oc	750	\$2.00 LTO
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50 LTO
451336	Tom Gore Cabernet Sauvignon	750	\$2.00 LTO
626390	Kim Crawford Pinot Noir	750	\$2.00 LTO

This display will feature a selection of red wines perfect for gift giving. We will showcase benchmark wine varietals and styles from popular categories.

GIVE A CLASSIC FALL RED  
OFFRE UN ROUGE AUTOMNAL CLASSIQUE



### Signage Components

- Category sign ENG/BIL (Re-order # 23P8-MTB7)
- Backer card ENG/BIL (Re-order # 23P8-MTB8)
- Shelf talkers ENG (Re-order # 23P8-MTB9) / BIL (Re-order # 23P8-MTB10)

### Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise the category sign and backer card signage. Note: Stores with regular end aisle will need to install the backer card in the backer card frame.
- Install the Autumn Gift Bags on each shelf of the fixture. Please refer to the planogram. Once the Autumn Gift Bags have sold through, replace on the display with the new Year-Round #27355 1 Bottle Rigid Tube.



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

# Beer (MI-C)

## MINI THEMATIC C

Best of Fall Craft Beers



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

### Key Dates (Oct 9 - Nov 5, 2022)

#### Participating Stores

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

Savour the favourite flavours of Ontario Fall with Autumn Ales crafted by our local brewers.

#### Participating Products

LCBO#	Description	Size (mL)	LTO	Supplying Source / Distributor
13641	Bench Brewing Short Hills East Coast Ipa	473	\$0.20	798 - Bench Brewing Company
26052	Nickel Brook Metal Head DIPA	473		6699 - Nickel Brook Brewing Company
20118	Collective Arts Good Monster	473	\$0.25	LCBO Warehouse
23568	Lost Craft Neapolitan Ice Cream Stout	473		179 - Lost Craft
27126	Whitewater North Meets South Nordic Pale Ale	473	\$0.20	8454 - Whitewater Brewing Company
28089	Muskoka Big World Small Batch - Germany	473		LCBO Warehouse
190439	Wellington Special Pale Ale	473	\$0.25	4826 - Wellington County Brewery Inc
498691	Tomorrow Brew Co. Monty's Aged Ryed Ale	473	\$0.25	4275 - United Craft Inc.
548313	Cowbell Brewing Co. Boxing Bruin Ipa	473	\$0.20	458 - Cowbell Brewing Co.

#### Signage Components

- Backer card ENG/BIL (Re-order# 23P8-BC10)

#### Merchandising Instructions

- Merchandise participating products according to the planogram.
- Merchandise pre-printed shelf talkers in front of each product.
- Install the backer card signage.



# Brand Spotlight (BS - BSF)

## FRONT NESTING TABLE

Premium Flight + Standard Flight

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

**Key Dates (Oct 9 - Nov 5, 2022)**

### Participating Stores

There are TWO flights of stores during P8. Please ensure you display the participating products and signage that your store is grouped in:

### Premium Flight

1, 10, 19, 21, 31, 38, 41, 51, 83, 102, 115, 130, 148, 149, 156, 164, 187, 217, 243, 253, 288, 310, 326, 346, 367, 371, 390, 391, 393, 394, 398, 401, 404, 407, 417, 437, 438, 445, 453, 485, 486, 495, 497, 499, 500, 511, 522, 523, 554, 556, 573, 580, 585, 590, 619, 623, 624, 630, 631, 632, 641, 643, 649, 658, 667, 670, 699, 702, 741, 776

### Standard Flight

22, 23, 44, 55, 74, 82, 90, 106, 145, 150, 195, 198, 227, 250, 263, 269, 279, 287, 298, 325, 329, 334, 351, 359, 373, 378, 385, 392, 411, 416, 436, 459, 489, 490, 501, 542, 545, 575, 579, 587, 602, 609, 618, 627, 633, 640, 652, 653, 655, 661, 698, 703, 748

### Signage Components

- Premium Table Sign ENG (Re-order # 23P8-FNT9) / BIL (Re-order # 23P8-FNT10)
- Premium Shelf Talkers ENG (Re-order # 23P8-FNT11) / BIL (Re-order # 23P8-FNT12)
- Standard Table Sign ENG (Re-order # 23P8-FNT17) / BIL (Re-order # 23P8-FNT18)
- Standard Shelf Talkers ENG (Re-order # 23P8-FNT19) / BIL (Re-order # 23P8-FNT20)

### 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 Nesting Table signs.
- Merchandise the pre-printed shelf talkers in-section and on the table.

Premium: Discover perfect whisky pairings. This display will focus on celebrating the Best of Fall with the iconic Canadian Club whisky brand.

Standard: Forty Creek, the award-winning Canadian whisky, introduces their new look and feel on all bottles/packaging.

## Participating Product

Flights	LCBO#	Description	Size (mL)	Offers
Premium	42	Canadian Club Whisky	750	\$1.20 LTO
	28582	Canadian Club Chronicles 45 Year Old	750	
	34637	Canadian Club Whisky (PET)	1750	\$1.05 LTO
	103341	Canadian Club Whisky (PET)	750	\$1.20 LTO
	217687	Canadian Club Whisky	1140	\$1.00 LTO
	311928	Canadian Club Classic 12 Year Old	750	\$4.00 LTO
	311944	Canadian Club Classic 12 Year Old	1750	\$4.00 LTO
	390583	Canadian Club 100% Rye	750	VA: Reifel Rye 50 mL (attached)
	438960	Canadian Club 100% Rye Whisky	1140	\$1.20 LTO
Standard	8805	Forty Creek Barrel Select Whisky	1750	\$1.00 LTO
	10937	Forty Creek Double Barrel Reserve Whisky	750	75 APP
	20047	Forty Creek Foxheart	750	\$1.50 LTO
	27460	Forty Creek the Art of the Blend <b>*If stores have stock can add to table*</b>	750	
	195651	Forty Creek Confederation Oak Reserve Whisky	750	120 APP
	285254	Forty Creek Copper Pot Reserve Whisky	750	\$1.50 LTO
	350207	Forty Creek Copper Pot Reserve Whisky	1140	
	350561	Forty Creek Cream Liquor	1140	
	350629	Forty Creek Barrel Select Whisky	1140	75 APP
	397091	Forty Creek Copper Pot Reserve Whisky	1750	120 APP
	397109	Forty Creek Spike Honey Spiced Whisky	750	
550715	Forty Creek Barrel Select Whisky	750	50 APP	



Premium Table Sign



Standard Table Sign

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

## Premium Flight



Top View (Back)

Facings: 4x8 +390583	Facings: 2x10 +311928	Facings: 4x8 +438960		
Facings: 4x8 +390583	Facings: 2x10 +311928	Facings: 1x1 +28582	Facings: 2x10 +311928	Facings: 4x8 +438960
Facings: 4x7 +311944	Signage			Facings: 4x7 +34637
Facings: 7x2 +217687	Facings: 7x4 +103341	Facings: 7x3 +42		
Facings: 3x7 +311944	Facings: 7x2 +217687	Facings: 7x4 +103341	Facings: 7x3 +42	Facings: 3x7 +34637
Facings: 4x8 +390583	Facings: 2x10 +311928	Facings: 4x8 +438960		
Facings: 4x8 +390583	Facings: 2x10 +311928	Facings: 1x1 +28582	Facings: 2x10 +311928	Facings: 4x8 +438960

Top View (Front)

## Standard Flight



Top View (Back)

Facings: 3x7 +397109	Facings: 3x10 +10937	Facings: 3x6 +8805	Facings: 3x7 +195651		
Facings: 4x7 +397109	Facings: 3x10 +10937	Facings: 3x6 +8805	Facings: 4x7 +195651		
Facings: 4x6 +350561	Signage			Facings: 4x6 +397091	
Facings: 5x2 +350629	Facings: 5x2 +350207	Facings: 5x2 +8805	Facings: 6x3 +20047		
Facings: 3x6 +350561	Facings: 5x2 +350629	Facings: 5x2 +350207	Facings: 5x2 +8805	Facings: 6x3 +20047	Facings: 3x6 +397091
Facings: 4x7 +397109	Facings: 3x10 +10937	Facings: 3x6 +8805	Facings: 4x7 +195651		
Facings: 3x7 +397109	Facings: 3x10 +10937	Facings: 3x6 +8805	Facings: 3x7 +195651		

Top View (Front)



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

### Premium Flight



Front & Back View

Top View (Back)

Facings: 5x8 +390583	Facings: 4x10 +311928	Facings: 4x8 +438960		
Facings: 4x8 +390583	Facings: 2x10 +311928	Facings: 1x1 +28582	Facings: 2x10 +311928	Facings: 4x8 +438960

Facings: 7x2 +217687	Facings: 7x4 +103341	Facings: 7x3 +42
Facings: 3x3 +311944	Signage	Facings: 3x3 +34637
Facings: 7x2 +217687	Facings: 7x4 +103341	Facings: 7x3 +42

Facings: 4x8 +390583	Facings: 2x10 +311928	Facings: 1x1 +28582	Facings: 2x10 +311928	Facings: 4x8 +438960
Facings: 5x8 +390583	Facings: 4x10 +311928	Facings: 4x8 +438960		

Top View (Front)

### Standard Flight



Front & Back View

Top View (Back)

Facings: 4x7 +397109	Facings: 4x10 +10937	Facings: 4x7 +195651
Facings: 5x7 +397109	Facings: 4x10 +10937	Facings: 5x7 +195651

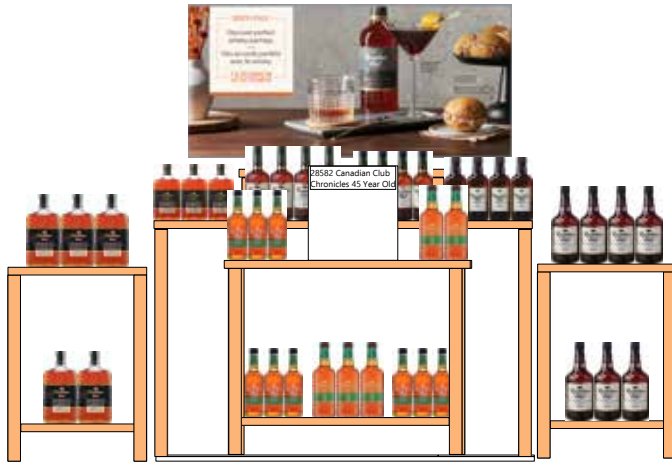
Facings: 5x2 +350629	Facings: 5x2 +350207	Facings: 5x2 +8805	Facings: 5x3 +20047
Facings: 3x4 +350561	Signage	Facings: 3x3 +397091	
Facings: 5x2 +350629	Facings: 5x2 +350207	Facings: 5x2 +8805	Facings: 5x3 +20047

Facings: 5x7 +397109	Facings: 4x10 +10937	Facings: 5x7 +195651
Facings: 4x7 +397109	Facings: 4x10 +10937	Facings: 4x7 +195651

Top View (Front)

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

### Premium Flight



Front & Back View

Top View (Back)

Facings: 3x8 +390583	Facings: 3x8 +438960	Facings: 3x8 +390583
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Facings: 3x8 +390583	Facings: 1x1 +28582	Facings: 4x8 +438960
----------------------------	---------------------------	----------------------------

Facings: 3x4 +311928	Facings: 4x3 +217687	Facings: 4x3 +42	Facings: 4x5 +103341
----------------------------	----------------------------	------------------------	----------------------------

Signage

Facings: 3x4 +311928	Facings: 4x3 +217687	Facings: 4x3 +42	Facings: 4x5 +103341
----------------------------	----------------------------	------------------------	----------------------------

Facings: 4x4 +34637
---------------------------

Facings: 3x4 +34637
---------------------------

Facings: 3x8 +390583	Facings: 1x1 +28582	Facings: 4x8 +438960
----------------------------	---------------------------	----------------------------

Facings: 3x8 +390583	Facings: 3x8 +438960	Facings: 3x8 +390583
----------------------------	----------------------------	----------------------------

### Standard Flight



Front & Back View

Top View (Back)

Facings: 3x7 +397109	Facings: 2x10 +10937	Facings: 3x7 +195651
----------------------------	----------------------------	----------------------------

Facings: 3x7 +397109	Facings: 3x10 +10937	Facings: 3x7 +195651
----------------------------	----------------------------	----------------------------

Facings: 4x3 +350629	Facings: 4x2 +350207	Facings: 3x2 +8805	Facings: 4x4 +20047
----------------------------	----------------------------	--------------------------	---------------------------

Signage

Facings: 4x3 +350629	Facings: 4x2 +350207	Facings: 3x2 +8805	Facings: 4x4 +20047
----------------------------	----------------------------	--------------------------	---------------------------

Facings: 4x6 +397091
----------------------------

Facings: 3x6 +397091
----------------------------

Facings: 3x7 +397109	Facings: 3x10 +10937	Facings: 3x7 +195651
----------------------------	----------------------------	----------------------------

Facings: 3x7 +397109	Facings: 3x10 +10937	Facings: 3x7 +195651
----------------------------	----------------------------	----------------------------

Top View (Front)

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

### Premium Flight



Front & Back View

Top View (Back)

Facings: 5x8 +390583	Facings: 4x10 +311928	Facings: 4x8 +438960		
Facings: 4x8 +390583	Facings: 2x10 +311928	Facings: 1x1 +28582	Facings: 2x10 +311928	Facings: 4x8 +438960

Facings: 7x2 +217687	Facings: 7x4 +103341	Facings: 7x3 +42
Facings: 3x3 +311944	Signage	Facings: 3x3 +34637
Facings: 7x2 +217687	Facings: 7x4 +103341	Facings: 7x3 +42

Facings: 4x8 +390583	Facings: 2x10 +311928	Facings: 1x1 +28582	Facings: 2x10 +311928	Facings: 4x8 +438960
Facings: 5x8 +390583	Facings: 4x10 +311928	Facings: 4x8 +438960		

Top View (Front)

### Standard Flight



Front & Back View

Top View (Back)

Facings: 3x7 +397109	Facings: 2x10 +10937	Facings: 3x7 +195651
Facings: 3x7 +397109	Facings: 3x10 +10937	Facings: 3x7 +195651

Facings: 4x3 +350629	Facings: 4x3 +350207	Facings: 3x2 +8805	Facings: 4x3 +20047
Facings: 3x3 +350561	Signage	Facings: 3x3 +397091	
Facings: 4x3 +350629	Facings: 4x3 +350207	Facings: 3x2 +8805	Facings: 4x3 +20047

Facings: 3x7 +397109	Facings: 3x10 +10937	Facings: 3x7 +195651
Facings: 3x7 +397109	Facings: 2x10 +10937	Facings: 3x7 +195651

Top View (Front)

A

# Display Program (BP-SBA)

## BLOCK PILE A

### Game Day Winners



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

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

**Key Dates (Oct 9 - Nov 5, 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
26308	Michelob Ultra Organic Gold (LCBO Warehouse)	6 × 473	30 APP
284562	Michelob Ultra (275 TBS)	473	
311779	Bud Light (275 TBS)	6 × 473	
311787	Budweiser (275 TBS)	6 × 473	\$1.00 LTO
496968	Michelob Ultra (275 TBS)	6 × 473	\$1.00 LTO
904334	Budweiser (275 TBS)	6 × 355	VA: Frank's Red Hot Sauce or sweet chili sauce

**VA/Merchandiser:** Buy 2 6-packs of Budweiser (904334) and receive a bottle of Frank's Red Hot Sauce or Sweet Chili Sauce. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion.

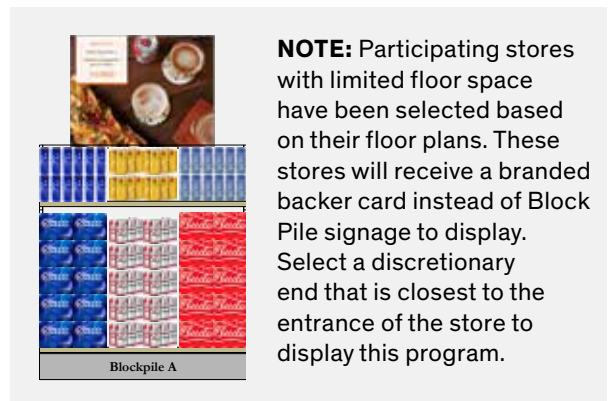
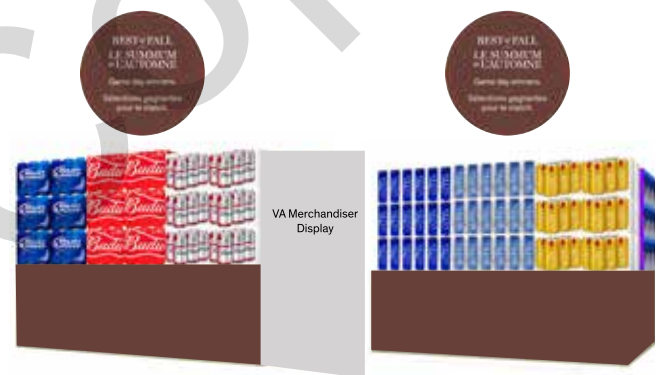
### Signage Components

- Pole Topper Sign ENG (Re-order # 23P8-BPA1)  
BIL (Re-order # 23P8-BPA2)
- Cut Case Backer Card ENG (Re-order # 23P8-BPA3)  
BIL (Re-order # 23P8-BPA4)
- Riser Wrap - solid colour (Re-order # 23P8-BPA5)
- Pricer Cards ENG (Re-order # 23P8-BPA7)  
BIL (Re-order # 23P8-BPA8)
- Shelf Talkers ENG (Re-order # 23P8-BPA9) / BIL (Re-order # 23P8-BPA10)
- End Aisle Backer Card BIL (Re-order # 23P8-BPA11)

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign, backer card and riser wrap.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.
- Merchandise the VA merchandiser on the floor next to the participating product (904334 | Budweiser | 6×355 mL).

Game Day Winners.  
Celebrate game day at home with a selection of crowd-favourite beers.



**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

New Flavour Faves



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

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

**Key Dates (Oct 9 - Nov 5, 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)
24316	White Claw Hard Seltzer Pineapple	473
24332	Mikes Hard Red Freeze	473
24333	Palm Bay Paradise Twist	473
24358	Cottage Springs Blueberry Vodka Water	355
24365	Nutrl Vodka Soda Raspberry	473
24376	Twisted Tea Slightly Sweet	473
24392	Smirnoff Ice Pink Lemonade	473

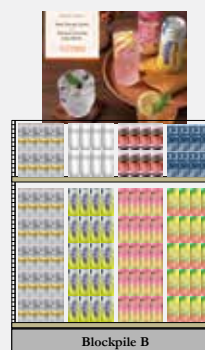
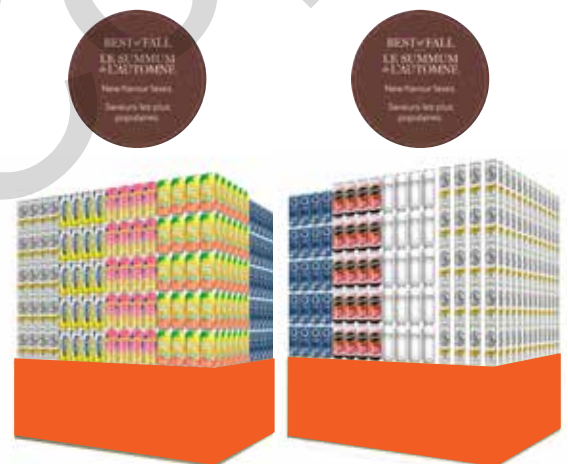
### Signage Components

- Pole Topper Sign ENG (Re-order # 23P8-BPB1)  
BIL (Re-order # 23P8-BPB2)
- Cut Case Backer Card ENG (Re-order # 23P8-BPB3)  
BIL (Re-order # 23P8-BPB4)
- Riser Wrap - solid colour (Re-order # 23P8-BPB5)
- Pricer Cards ENG (Re-order # 23P8-BPB7)  
BIL (Re-order # 23P8-BPB8)
- Shelf Talkers ENG (Re-order # 23P8-BPB9)  
BIL (Re-order # 23P8-BPB10)
- End Aisle Backer Card BIL (Re-order # 23P8-BPB11)

### Merchandising Instructions

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

New flavour faves.  
Featuring bestselling  
Ready-to-drink cocktail.



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

C

# Display Program (BP-SBC)

## BLOCK PILE C

Aeroplan

EARN BONUS POINTS  
ON THESE PRODUCTS\*  
OBTENEZ DES POINTS-BONI  
À L'ACHAT DE CES PRODUITS\*

Look for more  
bonus point offers  
on-shelf  
Recherchez les  
offres de points-boni  
sur les rayons



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

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

**Key Dates (Oct 9 - Nov 5, 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)	APP
38505	Smirnoff Vodka (PET)	1750	120
217257	Sailor Jerry Spiced Rum	1140	75
258954	Spicebox Canadian Spiced Whisky	750	100
276618	Crown Royal Black	1140	100
447953	Fireball Cinnamon Whisky	750	120
605931	Grant's Triple Wood Blended Scotch Whisky	1140	90
628982	O'Casey's Irish Cream	1140	120
640995	Ketel One Botanical Peach and Orange Blossom	750	75

### Signage Components

- Pole Topper Sign ENG (Re-order # 23P8-BPC1)  
BIL (Re-order # 23P8-BPC2)
- Cut Case Backer Card ENG (Re-order # 23P8-BPC3)  
BIL (Re-order # 23P8-BPC4)
- Riser Wrap - solid colour (Re-order # 23P8-BPC5)
- Pricer Cards ENG (Re-order # 23P8-BPC7)  
BIL (Re-order # 23P8-BPC8)
- Shelf Talkers ENG (Re-order # 23P8-BPC9)  
BIL (Re-order # 23P8-BPC10)
- End Aisle Backer Card BIL (Re-order # 23P8-BPC11)

### Merchandising Instructions

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

Earn Aeroplan Bonus Points when you stock up on spirits.



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

D

# Display Program (XBP)

## BLOCK PILE D

Robert Mondavi

### Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

### Key Dates (Oct 9 - Nov 5, 2022)

### Participating Stores

148, 156, 164, 326, 404, 407, 432, 437, 445, 499, 551, 573, 619, 630, 631, 641

### Participating Products

LCBO#	Description	Size (mL)	Offers
13734	Robert Mondavi Priv.Sel. Rum Barrels Merlot	750	<b>Value-add: Cocktail Glass</b> The supplier will be providing the value-add to all participating stores for the start of the promotion.
379180	Robert Mondavi Private Selection Chardonnay	750	
392225	Robert Mondavi Private Selection Cab/Sav	750	
405753	Robert Mondavi Private Selection Sauv Blanc	750	
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	\$3.00 LTO

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards  
ENG (Re-order # 23P8-BPD5) / BIL (Re-order # 23P8-BPD6)

### Merchandising Instructions

- The supplier will deliver the merchandiser display to stores in time for the start of the promotion.
- Use the supplier produced merchandiser to build a display with the participating products.
- Install the pricer cards in front of the participating products.



Supplied by Agent

# HALLOWEEN BLOCK PILES

## 1800 Tequila (S1) - select stores

### Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

### Key Dates (Oct 9 - Nov 5, 2022)

### Participating Stores

1, 19, 36, 195, 198, 212, 398, 427, 457, 523, 536, 634, 640, 648, 700

### Participating Products

LCBO#	Description	Size (mL)	Offers
227678	1800 Blanco Tequila	750	\$2.00 LTO
398479	1800 Reposado Tequila	750	VA: Toque
492454	1800 Coconut Tequila	750	100 APP
549113	1800 Anejo Tequila	750	

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards  
ENG (Re-order # 23P8-BPD9)  
BIL (Re-order # 23P8-BPD10)

### Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- Place the cardboard display near the Feature Fixture and merchandise the products beneath the display.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent



# Cazadores/Bacardi Block Pile (S2) - select stores

## Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

## Key Dates (Oct 9 - Nov 5, 2022)

## Participating Stores

17, 22, 31, 65, 115, 263, 310, 371, 390, 394, 458, 511, 534, 584, 590, 609, 627

## Participating Products

LCBO#	Description	Size (mL)	Offers
117	Bacardi Superior White Rum	750	\$1.00 LTO + VA: Bacardi Glow in the Dark Cup
1206	Bacardi Gold Rum	750	\$1.00 LTO + VA: Bacardi Glow in the Dark Cup
520353	Bacardi Spiced Rum	750	\$1.00 LTO + VA: Bacardi Glow in the Dark Cup
113241	Cazadores Anejo Tequila	750	VA: Cazadores Skull Glassware (collect all 3)
125187	Cazadores Reposado Tequila	750	VA: Cazadores Skull Glassware (collect all 3)
363986	Cazadores Blanco Tequila	750	VA: Cazadores Skull Glassware (collect all 3)

## Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards  
ENG (Re-order # 23P8-BPD11)  
BIL (Re-order # 23P8-BPD12)

## Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- Place the cardboard display near the Feature Fixture and merchandise the products beneath the display.
- Merchandise the pricer cards in front of the participating products.



Double-sided Display  
Supplied by Agent

# Diageo (S3) - select stores

## Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

## Key Dates (Oct 9 - Nov 5, 2022)

## Participating Stores

23, 44, 171, 187, 243, 252, 288, 329, 385, 416, 417, 428, 470, 491, 555, 575, 616, 624, 632, 703

## Participating Products

LCBO#	Description	Size (mL)	Offers
5959	Baileys Irish Cream	750	\$1.50 LTO
22017	Smirnoff Vodka PET	750	VA: Halloween Jigger
217950	Crown Royal Whisky	1140	VA: Coupe Glass
500512	Captain Morgan Original Spiced Rum	750	VA: Halloween Jigger

## Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards  
ENG (Re-order # 23P8-BPD3)  
BIL (Re-order # 23P8-BPD4)

## Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- Place the cardboard display near the Feature Fixture and merchandise the products beneath the display.
- Merchandise the pricer cards in front of the participating products.
- **Please note: The planogram provided is for inspiration only. The P8 display will feature the four participating products: 5959, 22017, 217950 500512**



Supplied by Agent

**Please note: The planogram provided is for inspiration only. The P8 display will feature the four participating products: 5959, 22017, 217950, 500512.**

# Don Julio (S4) - select stores

## Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

## Key Dates (Oct 9 - Nov 5, 2022)

## Participating Stores

41, 83, 149, 253, 334, 360, 397, 452, 485, 542, 553, 554, 623, 633, 655, 670, 694, 699, 748

## Participating Products

LCBO#	Description	Size (mL)	Offers
173542	Tequila Don Julio Blanco	750	
173559	Tequila Don Julio Reposado	750	\$7.00 LTO

## Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards  
ENG (Re-order # 23P8-BPD13)  
BIL (Re-order # 23P8-BPD14)

## Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- Place the cardboard display near the Feature Fixture and merchandise the products beneath the display.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

# Fireball (S5) - select stores

## Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

## Key Dates (Oct 9 - Nov 5, 2022)

## Participating Stores

74, 82, 102, 145, 150, 209, 211, 250, 298, 361, 373, 401, 501, 545, 579, 602, 684

## Participating Products

LCBO#	Description	Size (mL)	Offers
10946	Fireball 6 Pack Carrier	6 × 50	\$1.00 LTO
314856	Fireball Whisky Shooter	1140	\$4.00 LTO
447953	Fireball Whisky Shooter	750	120 APP

## Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards  
ENG (Re-order # 23P8-BPD7)  
BIL (Re-order # 23P8-BPD8)

## Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- Place the cardboard display near the Feature Fixture and merchandise the products beneath the display.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

# Kraken (S6) - select stores

## Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

## Key Dates (Oct 9 - Nov 5, 2022)

## Participating Stores

27, 51, 130, 132, 221, 226, 227, 233, 381, 387, 411, 412, 438, 443, 544, 568, 569, 617, 706, 741

## Participating Products

LCBO#	Description	Size (mL)	Offers
15281	Kraken Black Roast Rum	750	\$2.00 LTO
27406	The Kraken Attacks Ontario	750	
225698	The Kraken Black Spiced Rum	750	\$2.00 LTO
318683	The Kraken Black Spiced Rum	1140	VA: Buderim Ginger Beer
366534	The Kraken Black Spiced Rum	375	\$1.00 LTO

## Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards  
ENG (Re-order # 23P8-BPD1)  
BIL (Re-order # 23P8-BPD2)

## Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- Place the cardboard display near the Feature Fixture and merchandise the products beneath the display.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

# Display Program

## WINES BLOCK PILE

Save on Large Format Favourites

### Overview

Select stores will build a block pile display with their top-selling large format wines. To take advantage of customer traffic, Participating Stores will build this display in the Power Aisle. The below products are recommended; stores can substitute other top-selling standalone LTO brands at their discretion.

### Key Dates (Oct 9 - Nov 5, 2022)

### Participating Stores

1, 15, 17, 19, 21, 22, 25, 31, 38, 41, 44, 51, 55, 65, 74, 82, 83, 90, 102, 106, 115, 130, 148, 149, 187, 195, 198, 211, 221, 226, 227, 243, 253, 263, 329, 334, 346, 359, 385, 394, 397, 398, 438, 470, 489, 522, 523, 542, 579, 632, 652, 694, 703

### Participating Products

LCBO#	Description	Size (mL)	Offers
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00 LTO
275099	Jackson-Triggs Vidal Bag In Box	4000	\$2.00 LTO
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00 LTO
377820	Jackson-Triggs Merlot	1500	\$2.00 LTO
387159	Bodacious Smooth Red	1500	\$2.00 LTO
491118	Radio Boka Tempranillo Vdespana Bib	3000	\$5.00 LTO
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00 LTO

### Merchandising Instructions

- **Stores will not be forced allocated inventory. The above products are recommended; stores can substitute other top-selling standalone LTO brands at their discretion.**
- **Please ensure sufficient stock is ordered.**
- Build the block pile display in the Power Aisle, in line with other displays.
- Install the cut case backer card and merchandise the pricer cards in front of the corresponding products.

### Signage Components

- Cut Case Backer Card  
ENG (Re-order # 23P8-BPW1)  
BIL (Re-order # 23P8-BPW2)
- Pricer Card  
ENG (Re-order # 23P8-BPW3)  
BIL (Re-order # 23P8-BPW4)



# Brand Spotlight (DD)

## MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Find Your Whisky Style

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

### Key Dates (Oct 9 - Nov 5, 2022)

#### Participating Stores

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

Discover your perfect whisky style. From Spicy, Sweet, Smoky, Bold or Smooth, we're showcasing an assortment of popular Whisky brands to help customers discover their perfect whisky style.

#### Participating Product

LCBO#	Description	Size (mL)	Offers
1487	Crown Royal Whisky	750	\$3.00 LTO + VA: Syrup (attached)
7880	Johnnie Walker Black Label Scotch Whisky	750	\$3.00 LTO + VA: Syrup (attached)
10558	Roe & Co Blended Irish Whiskey	750	\$5.00 LTO + VA: Syrup (attached)
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.50 LTO + VA: Syrup (attached)
224352	Crown Royal Black	750	\$3.00 LTO + VA: Syrup (attached)
409490	The Singleton of Dufftown 12-Year-Old Speyside Single Malt Scotch Whisky	750	VA: Old Fashioned Syrup (attached)
434092	Crown Royal Northern Harvest Rye	750	\$2.00 LTO + VA: Syrup (attached)

#### Signage Components

- Table Sign ENG (Re-order # 23P8-MNT1) / BIL (Re-order # 23P8-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 23P8-MNT3) / BIL (Re-order # 23P8-MNT4)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P8-MNT5)
- Shelf Talkers ENG (Re-order # 23P8-MNT6) / BIL (Re-order # 23P8-MNT7)

#### Merchandising Instructions

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

## Middle Nesting Table Planograms



Front & Back View

Top View (Back)

Facings: 3x8 +1487	Facings: 3x8 +434092	Facings: 3x8 +224352
Facings: 4x9 +434092	Facings: 5x9 +7880	Facings: 4x9 +54866

Facings: 5x6 +10558
Facings: 4x6 +10558

Facings: 5x3 +1487	Facings: 7x3 +7880	Facings: 5x3 +224352
Signage		
Facings: 5x3 +1487	Facings: 7x3 +7880	Facings: 5x3 +224352

Facings: 5x11 +409490
Facings: 3x11 +409490

Facings: 4x9 +434092	Facings: 5x9 +7880	Facings: 4x9 +54866
Facings: 3x8 +1487	Facings: 3x8 +434092	Facings: 3x8 +224352

Top View (Front)

## Celebration Fixture Planograms



Front & Back View



# Period 8

## END AISLES

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1</b>	893	J.P. Wiser's Deluxe Whisky	750	LTO + VA
	33928	J.P. Wiser's Deluxe Whisky	1750	VA
	216689	J.P. Wiser's Deluxe Whisky	1140	VA

VA: Free J.P. Wiser's Plaid Blanket with purchase of J.P. Wiser's Deluxe Whisky (893 | 750 mL, 33928 | 1750 mL or 216689 | 1140 mL).



**Pumpkin Spice Collins Blade Sign**  
 ENG (Re-order # 23P8-BS1) / BIL (Re-order # 23P8-BS5)

- Install Pumpkin Spice Collins Blade Sign on End Aisle 1.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable.
- Insert it behind Backer Card.



1

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2A</b> <b>Premium</b>	7880	Johnnie Walker Black Label Scotch Whisky	750	LTO + VA
	217802	Johnnie Walker Black Label Scotch Whisky	1140	VA
	422006	Johnnie Walker Black Label Scotch Whisky	1750	VA

VA: Free Schweppes® Gingerale (6 × 222 mL) with purchase of Johnnie Walker Black Label Scotch Whisky (7880 | 750 mL, 422006 | 1750 mL or 217802 | 1140 mL).



**Spicy Shirley Blade Sign**  
 ENG (Re-order # 23P8-BS2) / BIL (Re-order # 23P8-BS6)

- Install Spicy Shirley Blade Sign on End Aisle 2A.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable.
- Insert it behind Backer Card.



2A

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2B</b> <b>Standard</b>	1099	Johnnie Walker Red Label Scotch Whisky	750	VA
	112896	Johnnie Walker Red Label Scotch Whisky	1750	VA
	217794	Johnnie Walker Red Label Scotch Whisky	1140	LTO + VA

VA: JW Branded Cocktail Spoon (rep-applied)



**Spicy Shirley Blade Sign**

ENG (Re-order # 23P8-BS2) / BIL (Re-order # 23P8-BS6)

- Install Spicy Shirley Blade Sign on End Aisle 2B.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable.
- Insert it behind Backer Card.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3</b>	1487	Crown Royal Whisky	750	LTO + VA
	114694	Crown Royal Whisky	1750	VA
	217950	Crown Royal Whisky	1140	VA

VA: Crown Royal Coupe Glass (rep-applied)



**Smoked Maple Manhattan Blade Sign**

ENG (Re-order # 23P8-BS3) / BIL (Re-order # 23P8-BS7)

- Install Smoked Maple Manhattan Blade Sign on End Aisle 3.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable.
- Insert it behind Backer Card.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #4</b>	386789	Casamigos Tequila Blanco	750	VA
	388694	Casamigos Tequila Reposado	750	VA
	609362	Casamigos Mezcal	750	LTO

VA: Free Concrete Casamigos Candle with purchase of Casamigos Tequila Blanco (386789 | 750 mL), or Casamigos Tequila Reposado (388694 | 1750 mL).



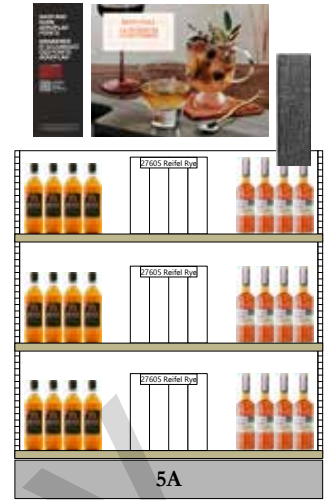
**Orchard Mimosa Blade Sign**

ENG (Re-order # 23P8-BS4) / BIL (Re-order # 23P8-BS8)

- Install Orchard Mimosa Blade Sign on End Aisle 4.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable.
- Insert it behind Backer Card.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5A</b> <b>Premium</b>	14089	Alberta Premium Cask Strength Rye (2021)	750	
	27605	Reifel Rye	750	
	517136	Alberta Premium Whisky	750	

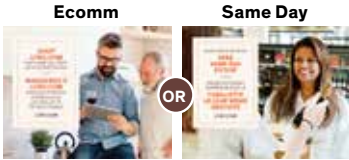


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5B</b> <b>Standard</b>	984	Alberta Premium Whisky	750	
	54213	Alberta Premium Whisky	1750	VA
	216226	Alberta Premium Whisky	1140	APP
VA: Alberta Premium 200 mL (rep-applied)				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6A</b> <b>Premium</b>	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	APP
	12385	Glenfiddich 12 Year Old Single Malt Scotch Whisky	750	
	605972	Glenfiddich 15 Year Old Single Malt Scotch Whisky	750	LTO





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6B</b> <b>Standard</b>	27467	Glenfiddich Orchard Experiment	750	
	629352	Glenfiddich Experimental Series #4 Fire & Cane	750	LTO
	513077	Glenfiddich Project XX Experimental Series	750	APP



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b>	474585	J.P. Wiser's Apple Whisky	750	LTO
	474551	J.P Wiser's Vanilla Whisky	750	LTO
	12865	J.P Wiser's Manhattan	750	LTO

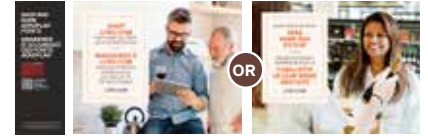


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b>	410852	Woodford Reserve Double Oaked	750	LTO
	480129	Woodford Reserve Straight Rye Whiskey	750	APP
	480624	Woodford Reserve Distiller's Select Bourbon	750	

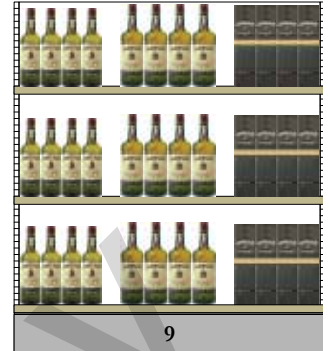


Ecomm

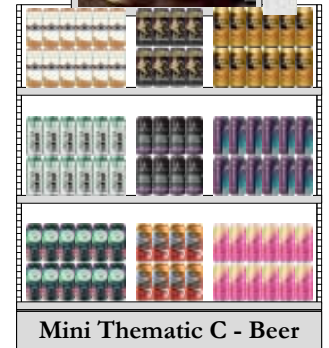
Same Day



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	10157	Jameson Irish Whiskey	750	LTO
	207613	Jameson Irish Whiskey	1140	VA
	292615	Jameson Black Barrel	750	LTO
<b>VA: Flask (rep-applied)</b>				

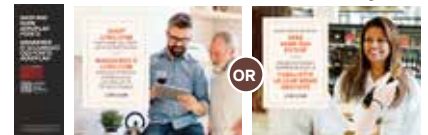


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
	26052	Nickel Brook Metal Head DIPA	473	
	20118	Collective Arts Good Monster (LCBO Warehouse)	473	LTO
	23568	Lost Craft Neapolitan Ice Cream Stout (179)	473	
	27126	Whitewater North Meets South Nordic Pale Ale (8454)	473	LTO
	28089	Muskoka Big World Small Batch - Germany (LCBO Warehouse)	473	
	190439	Wellington Special Pale Ale (4826)	473	LTO
	498691	Tomorrow Brew Co. Monty's Aged Ryed Ale (4275)	473	LTO
	548313	Cowbell Brewing Co. Boxing Bruin Ipa (458)	473	LTO

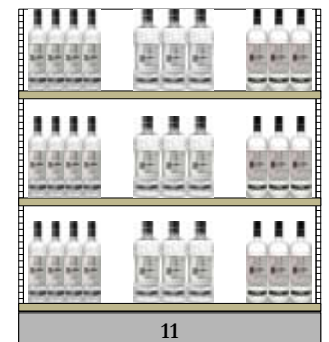


Ecomm

Same Day



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	312959	Ketel One Vodka	1750	VA
	363770	Ketel One Vodka	1140	
	456095	Ketel One Vodka	750	LTO
<b>VA: Ciroc 50 mL (rep-applied)</b>				



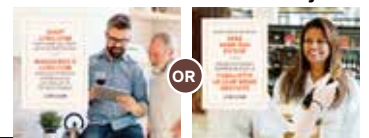
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>	17048	Dewar's Caribbean Smooth Rum Cask Finish	750	LTO
	217992	Dewar's White Label	1140	APP
	438598	Dewar's 12 Year Old	750	LTO



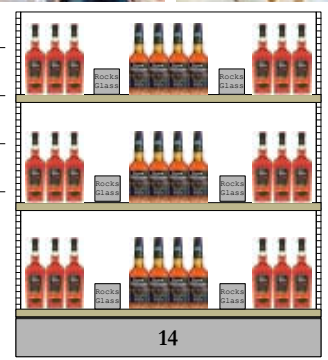
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	225698	The Kraken Black Spiced Rum	750	LTO
	318683	The Kraken Black Spiced Rum	1140	VA
	366534	The Kraken Black Spiced Rum	375	LTO
<b>VA: Buderim Ginger Beer (rep-applied)</b>				



**Ecomm**      **Same Day**

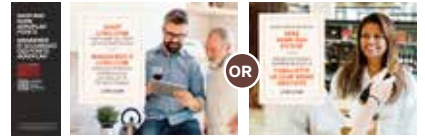


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	22951	Evan Williams 1783	750	LTO
	405845	Evan Williams Black Label Bourbon Whiskey	750	VA
	512194	Larceny Kentucky Straight Bourbon	750	LTO
<b>VA: Rocks Glass (rep-applied)</b>				



Ecomm

Same Day



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	22199	Jacob's Creek Double Barrel Shiraz	750	LTO
	464149	Robert Mondavi Private Selection Bourbon Barrel Cabernet Sauvignon	750	LTO
	541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauvignon	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	20362	Finlandia Vodka	750	LTO
	114967	Finlandia Vodka	1750	APP
	216820	Finlandia Vodka	1140	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	14404	Jägermeister Cold Brew	750	LTO
	22931	Jägermeister	750	
	25999	Jägermeister	1140	LTO



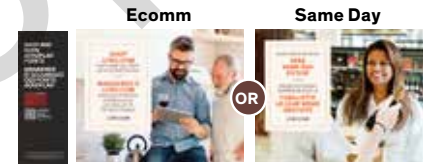
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	99218	Cavit Collection Pinot Grigio delle Venezie IGT	750	APP
	277210	Cavit Collection Moscato Pavia IGT	750	APP
	493254	Roscato Rosso IGT Provincia Di Pavia	750	APP

**NEW Bundled Aeroplan Points**

- Buy 2 or more of the participating products (99218, 277210 and/or 493254) and earn an additional 25 points.

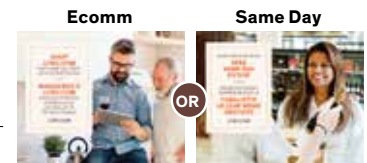


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	358184	Tanqueray Rangpur Gin	750	LTO
	573956	Tanqueray Flor De Sevilla	750	LTO
	600163	Tanqueray No. Ten Gin	750	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	17933	Top Shelf Vodka	1140	VA
	542910	Top Shelf Gin	750	LTO
	545194	Top Shelf Vodka	750	LTO

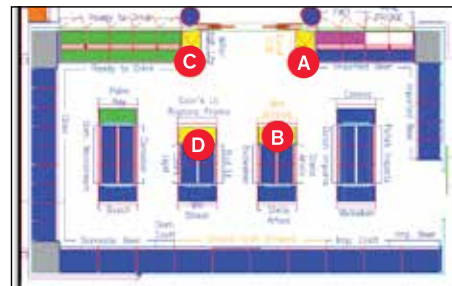
VA: Top Shelf Butter Tart 50 mL (rep-applied)





# 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 (Oct 9 - Nov 5, 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 /Distributor	Offers
<b>A</b> Plinth (EA - EZA)	19923	Peroni Nastro Azzurro Slim Can	6×330	LCBO Warehouse	
	525188	Peroni Nastro Azzurro	6×330	LCBO Warehouse	VA: F1 Hat (rep-applied)
	534925	Grolsch Pilsner	6×500	LCBO Warehouse	\$2.00 LTO
<b>B</b> New/ Seasonal (EA - EZB)	28482	Flying Monkeys Fluffity Dipa	473	6309 - Flying Monkeys Craft Brewery	
	28546	Jelly King With Plum	500	2990 - Bellwoods Brewery	
	28496	Dark Roast Pumpkin Spice Espresso Porter	473	8454 - Whitewater Brewing Company	
<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)	14534	Twisted Tea Peach	473		10 APP
	570283	Twisted Tea Original	473		10 APP
	649194	Twisted Tea Half & Half	473		10 APP
<b>D</b> End Aisle (EA - EZD)	14066	Molson Ultra	6×473	275 - The Beer Store	\$1.00 LTO
	300699	Molson Canadian	6×473	275 - The Beer Store	\$1.00 LTO
	904144	Molson Canadian	6×355	275 - The Beer Store	VA: NHL Glove
	<b>VA/Merchandiser: Free NHL glove with the purchase of a 1 pack of Molson Canadian (904144).</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:** Crisp Brews For Fall Menus. These refreshing beers are the perfect pairing for fall dishes. Purchase Peroni Nastro Azzurro (525188 | 6×330 mL) and receive a Formula 1 hat.

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

**Beer Excitement Zone C:** Bold Fall Flavours. Enter a contest for a chance to win a trip to the Grey Cup. The supplier will be providing a pricer card to all participating stores. Scan QR code on pricer card for more contest details.

**Beer Excitement Zone D:** Game Day Classics. Celebrate the new season of NHL with Molson Canadian. Purchase 1 pack of Molson Canadian (904144 | 6×355 mL) and receive an NHL glove.

**Signage Components**

- A. Backer Card ENG/BIL (Re-order # 23P8-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 23P8-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 23P8-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 23P8-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 23P8-BEZ5) / BIL (Re-order # 23P8-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 23P8-BEZ7) / BIL (Re-order # 23P8-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 P8.

The planogram for Beer Excitement Zone B includes the following product list:

28546 Jelly King With Plum	28482 Flying Monkeys Fluffity Dipa	28496 Dark Roast Pumpkin Spice Espresso Porter
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# BEER BRANDED ENDS

The Beer Branded End Aisles are permanently dedicated to the brands Corona, Stella Artois and Heineken. End Aisle Backer Cards will be printed seasonally to match the look and feel of the thematic.

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

## Key Dates (Oct 9 - Nov 5, 2022)

### Participating Stores

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

### Signage Components

- Corona Backer Card ENG/BIL (Re-order # 23P8-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 23P8-BBE2)
- Heineken Card ENG/BIL (Re-order # 23P8-BBE3)



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

**NOTE: Images above are for references only.**

# 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 (Oct 9 - Nov 5, 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	Supplying Source / Distributor
14812	Great Lakes Brewery - Haze Mama	473		1929 - Great Lakes Brewing Co. Inc.
19271	Beau's Lug Tread	4x600		9654 - Beau's All Natural Brewing/275 - The Beer Store
275172	Nickel Brook Head Stock West Coast-Style Ipa	473		6699 - Nickel Brook Brewing Company
493247	Cowbell Doc Perdue's Bobcat Red Ale	473		458 - Cowbell Brewing Co.
573576	Amsterdam Space Invader	473	\$0.25	3842 - Amsterdam Brewing Company
688507	Flying Monkeys Sparklepuff Triple Ipa	473		6309 - Flying Monkeys Craft Brewery

### 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-23P8-OCB1) / BIL (Re-order #AIM-23P8-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# Craft Beer Imported

## SHELF TALKERS

**Key Dates (Oct 9 - Nov 5, 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)
16693	Flying Dog Gonzo Imperial Porter	355
21734	Houblon Chouffe Belgian Ipa	330
22628	Great Divide Mexican Chocolate Yeti Imperial Stout	568
27007	Allsops IPA	500
27058	Windswept Clavie Smoked Porter	330
27059	Lefthand Peanut Butter Milk Stout	1420
27061	Siren Craft Brew Broken Dream	330
27062	Zeven Zonden - Invidia	330
27063	Chimay 150	330
402578	Rodenbach Vintage	750
431643	Ayinger Ur-Weisse	500

### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
ENG (Re-order #AIM-23P8-ICB1) / BIL (Re-order #AIM-23P8-ICB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

# ONTARIO WINES

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

*(formerly known as Our Wine Country)*

**This is a sold program. Participation is mandatory.** This Program is updated every promotional Period, supported by a LTO offer. Stores must order products required (minimum of one (1) cases per SKU). 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 (Oct 9 - Nov 5, 2022)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
200584	Konzelmann Pinot Noir VQA	750	\$2.00 LTO
228551	Cave Spring Chardonnay VQA	750	\$2.00 LTO
276501	G. Marquis The Red Line Pinot Grigio VQA	750	\$1.00 LTO
459966	Henry of Pelham Baco Noir Old Vines 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-23P8-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-23P8-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 (Oct 9 - Nov 5, 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
111799	Reif Riesling VQA	750	100 APP
223610	Fielding Pinot Grigio VQA	750	40 APP



#### **Signage Components**

- Shelf Talkers ENG/BIL (Re-order # AIM-23P8-OWP1)
- Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # AIM-23P8-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 (Oct 9 - Nov 5, 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
111641	Rocca delle Macie Chianti Riserva	750	\$2.00 LTO
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$3.00 LTO

#### Signage Components

- Shelf Talkers (Re-order# AIM-23P8-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-23P8-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-23P8-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 (October 8 & October 22, 2022 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

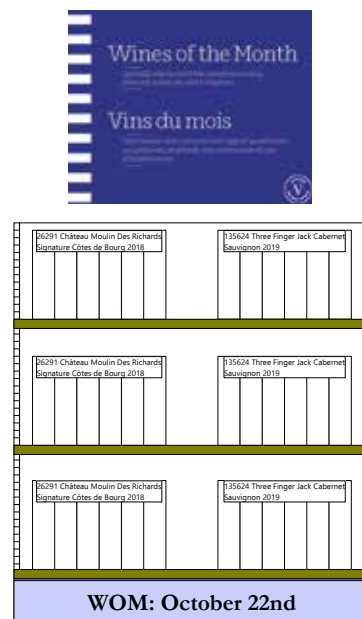
LCBO#	Description	Size (mL)
<b>October 8 Release</b>		
291666	Cannonball Cabernet Sauvignon 2019	750
912956	Ruffino Modus 2018	750
<b>October 22 Release</b>		
26291	Château Moulin Des Richards Signature Côtes de Bourg 2018	750
135624	Three Finger Jack Cabernet Sauvignon 2019	750

#### Signage Components

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

#### Merchandising Instructions

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



## VINTAGES LTO/Aeroplan Program | Key Dates (Oct 9 - Nov 5, 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-23P8-VLTO1)**

### Participating Products

LCBO#	Description	Size (mL)	Offers	LCBO#	Description	Size (mL)	Offers
452672	Luigi Bosca Malbec	750	70 APP	286278	Flat Rock Chardonnay	750	\$2.00 LTO
69377	Monte Antico	750	50 APP	292110	La Mascota Cabernet Sauvignon	750	\$2.00 LTO
741769	Rocca Delle Macie Chianti Classico	750	80 APP	292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$2.00 LTO
29280	Terrazas De Los Andes Reserva Malbec	750	100 APP	302018	Château Pipeau Saint-Émilion Grand Cru	750	\$3.00 LTO
948158	Anselmi San Vincenzo	750	\$2.00 LTO	303800	Trius Red	750	\$3.00 LTO
1834	Susana Balbo Crios Torrontés	750	\$2.00 LTO	322586	Montes Alpha Cabernet Sauvignon	750	\$3.00 LTO
18721	Viña Tarapacá Gran Reserva Cabernet Sauvignon	750	\$2.00 LTO	328567	Cathedral Cellar Cabernet Sauvignon	750	\$2.00 LTO
18947	Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00 LTO	352583	Beringer Knights Valley Cabernet Sauvignon	750	\$5.00 LTO
111641	Rocca Delle Macie Riserva Chianti	750	\$2.00 LTO	373373	Pierre Sparr Gewurztraminer	750	\$2.00 LTO
166538	Lan Crianza	750	\$2.00 LTO	433417	Tedeschi Amarone Della Valpolicella	750	\$3.00 LTO
167189	Dandelion Vineyards Lionheart Of The Barossa Shiraz	750	\$2.00 LTO	595280	Porcupine Ridge Syrah	750	\$3.00 LTO
177295	Rivera Il Falcone Riserva Castel Del Monte	750	\$3.00 LTO	606541	Antinori Pèppoli Chianti Classico	750	\$2.00 LTO
210047	Columbia Crest H3 Cabernet Sauvignon	750	\$2.00 LTO	626390	Kim Crawford Pinot Noir	750	\$2.00 LTO
256735	Mcmanis Zinfandel	750	\$2.00 LTO	694208	Pérez Cruz Reserva Cabernet Sauvignon	750	\$2.00 LTO
260463	Coffin Ridge Back From The Dead Red Vqa	750	\$2.00 LTO	954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$3.00 LTO
269852	Willm Gewurztraminer Reserve	750	\$1.50 LTO	962886	La Crema Sonoma Coast Chardonnay	750	\$2.00 LTO
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50 LTO	964221	Le Volte Dell'Ornellaia	750	\$2.00 LTO

## VINTAGES Ontario Our Buyer's Picks Program

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

### Key Dates (Oct 9 - Nov 5, 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
303800	Trius VQA Red	750	\$3.00 LTO

### Signage Components & Merchandising Instructions

#### Signage re-order code: AIM-23P8-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 November 6, 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 November 6, 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 November 6, 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

# YEAR-ROUND GIFTING

The Year-Round gift packaging, gift cards and carriers were shipped in Period 7. All Inventory has been allocated to stores.



**LCBO "Our Favourite" Bag**  
LCBO# 27353 • \$1.50



**Enhanced 2 Bottle Paper Gift Bag**  
LCBO# 27354 • \$4.95



**Year-Round 1 Bottle Rigid Box**  
LCBO# 27355 • \$7.95



**Reusable Bags**  
6 Bottle: LCBO# 27396 • \$2.95  
Large: LCBO# 27397 • \$2.95



**Reusable 4 Bottle Cotton Bag**  
LCBO# 16877 • \$14.95



**Year-Round Gift Card & Carrier**  
Soft Black Gift Card: LCBO# 27053  
Warm White Gift Card: LCBO# 27054  
Carrier: LCBO# 27055

## MERCHANDISING OPTIONS

	Cash Ends	Every other EA - except those in the BCRTD Section	Wooden Gift Packaging Fixture	Metal Gift Bag Stand	Gift Packaging Floor Merchandiser	Small Acrylic Gift Card Merchandiser	Mini Thematic A/B
<b>Gifting Items</b>							
+27353 LCBO "Our Favourite" Bag	✓	✓	✓				
+27354 Enhanced 2 Bottle Paper Gift Bag				✓	✓		
+27355 Year-Round 1 Bottle Rigid Box							✓
+27396 6 Bottle Reusable Bag   +27397 Large Reusable Bag				✓	✓		
+16877 Reusable 4 Bottle Cotton Bag				✓	✓		
<b>Gift Cards &amp; Carriers</b>							
+27053 Year-Round Soft Black Gift Card			✓			✓	
+27054 Year-Round Warm White Gift Card			✓			✓	
+27055 Year-Round Gift Card Carrier			✓			✓	

# Wine and Spirits

## SPECIAL PROMOTIONS FIXTURE (CE2)

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

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

### Key Dates (ongoing)

### Participating Stores

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

### Merchandising Instructions

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

### Signage Components

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



## Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

### Participating Products

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



## Wine Impulse - Half Bottles:

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

### Participating Products

LCBO#	Description	Size (mL)
14665	Good Vines White Wine Spritz	355
14868	Bodacious Moscato Rosé Can	250
19301	Pixie Petite Rosé Spritzer	355
21037	Pelee Island Lola Cabernet Franc Cab Sauv VQA	250
21038	Pelee Island Lola Secco Sparkling VQA	250
24485	Gold Prosecco (Bottega)	200
24487	Ruffino Prosecco	375
24490	Champagne Victoire Brut Prestige	375
24491	Champagne Victoire Brut Rosé	375
24998	Bask Rosé Spritz	355
24999	Bask Green Tea Peach Hard Sparkling Water	355
25126	Good Fortune Lavender Lemonade Hard Seltzer Spkl	355
25219	Taylor Fladgate Chip Dry & Tonic	250
647313	Joiy Rosé Sparkling	250



### Important Note:

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

# FLEX SPACE



## Overview

Flex Space is a dedicated display space in the Wines section that draws customers' attention to featured products (e.g. new arrivals, LTOs, label changes, Vintages Essentials, etc.) and creates an engaging shopping experience. There are 4 Flex Spaces (USA, Europe, Australia/New Zealand and Chile/Argentina/South Africa) and **they are all sold to the Trade (participation is mandatory)**.

## Key Dates (Oct 9 - Nov 5, 2022)

### Participating Stores:

#### FSA (Sparkling/Rosé)

1, 4, 5, 10, 15, 19, 21, 22, 23, 25, 31, 38, 58, 65, 130, 148, 149, 150, 156, 164, 187, 212, 217, 226, 227, 243, 263, 279, 288, 298, 310, 334, 344, 346, 355, 358, 359, 360, 367, 371, 381, 385, 386, 390, 391, 393, 394, 404, 407, 416, 417, 432, 437, 445, 452, 459, 470, 491, 495, 497, 499, 511, 523, 542, 556, 579, 585, 586, 590, 593, 601, 609, 614, 619, 623, 624, 630, 631, 632, 641, 649, 665, 670, 698, 702, 703

#### FSB, FSC, FSD and FSE (USA, Europe, Australia/New Zealand and Chile/Argentina/South Africa)

1, 5, 10, 15, 21, 25, 31, 35, 36, 38, 40, 83, 115, 148, 149, 154, 156, 164, 187, 217, 226, 243, 252, 265, 278, 288, 310, 326, 344, 346, 355, 360, 367, 371, 390, 393, 394, 401, 404, 407, 417, 432, 437, 438, 443, 445, 452, 481, 486, 491, 495, 499, 511, 522, 523, 528, 556, 569, 590, 619, 623, 624, 630, 631, 632, 641, 702, 741, 776


### Merchandising Instructions

- 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.
- Install the box signs and bin strips.
- Merchandise the shelf talkers in front of participating products.

### Signage Components

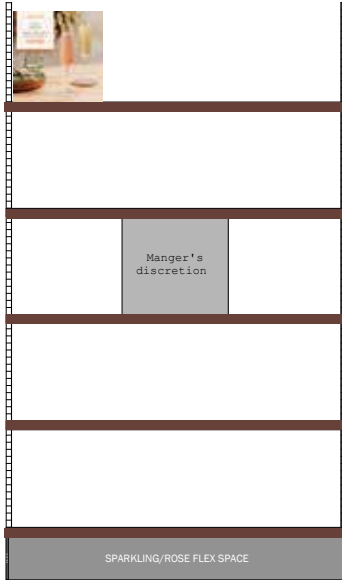
- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 23P8-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 23P8-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 23P8-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 23P8-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 23P8-FS5)
- Shelf Talkers ENG (Re-order # 23P8-FS6) / BIL (Re-order # 23P8-FS7)
- Bin Strips - solid colour (Re-order # 23P8-FS8)

## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space “Fall For Sparkling”</b>				
		Merchandise a selection of Sparkling/Rosé products (manager's discretion).		
<b>(FSB) USA - California Flex Space “Criminally Good Wine”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	17760	19 Crimes Pinot Noir	750	VA: Sustainable Charging Pad
	18116	19 Crimes Snoop Dogg Cali Red	750	\$2.00 LTO
	20624	19 Crimes Snoop Dogg Cali Rosé	750	
	25067	19 Crimes Martha's Chard	750	
	369777	19 Crimes Shiraz Durif	750	\$2.00 LTO
	633438	19 Crimes The Uprising Red Wine	750	
<b>(FSC) Europe - Italy/SE Flex Space “Classic French Region Wines”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	2881	Pisse-Dru Beaujolais	750	
	17900	J. Lebegue Lussac St-Emilion	750	125 APP
	215525	La Chablisienne Les Vénérables Vieilles Vignes Chablis	750	
	269852	Willm Gewurztraminer Reserve	750	\$1.50 LTO
	323816	Heritage du Cleray Muscadet Sevre et Maine	750	50 APP
	342584	Miraval Rosé	750	
	365312	Taittinger Brut Réserve Champagne	750	
	413237	Gérard Bertrand Languedoc	750	
	926626	Famille Perrin Les Sinards Châteauneuf-du-Pape	750	
<b>(FSD) Australia/New Zealand Flex Space “Bold Aussie Wines”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	226860	Wolf Blass Yellow Label Chardonnay	750	\$2.50 LTO
	251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	
	311795	Wolf Blass Red Label Shiraz Cabernet Sauvignon	750	\$2.00 LTO
	506691	Wolf Blass Yellow Label Shiraz	750	
	538637	Wolf Blass Yellow Label Merlot	750	
	611475	Wolf Blass Yellow Label Sauvignon Blanc	750	
	611483	Wolf Blass Red Label Cabernet Merlot	750	
<b>(FSE) Chile/Argentina Flex Space “Deliciously Food-Friendly Wines”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	1834	Susana Balbo Crios Torrontés	750	\$2.00 LTO
	17753	Vida Orgánica Malbec	750	\$2.00 LTO
	160952	Domaine Jean Bousquet Malbec Organic	750	\$1.50 LTO
	235671	Trapiche Cabernet Sauvignon	750	60 APP
	292110	La Mascota Cabernet Sauvignon	750	\$2.00 LTO
	452672	Luigi Bosca Malbec	750	70 APP
	501551	Trapiche Malbec	750	\$1.50 LTO
	556746	Lurton Piedra Negra Pinot Grigio Organic	750	100 APP



### Sparkling Flex Space



### USA Flex Space



### EUROPE Italy/SE Flex Space



### Australia/New Zealand Flex Space



### 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.

# FRONT END MERCHANDISER

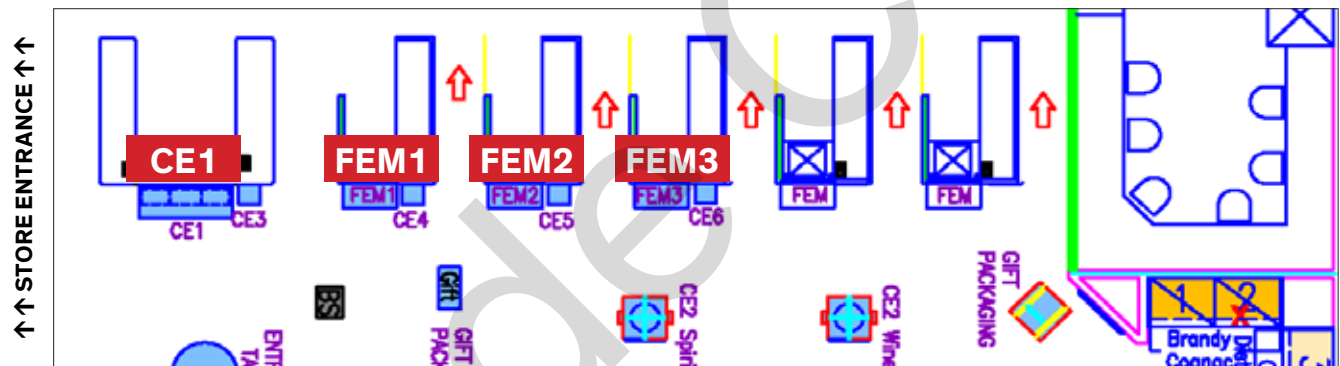
The Front End Merchandiser program is aimed at encouraging customers to build their basket at the last touchpoint in their customer journey in-stores.

## Key Dates (Oct 9 - Nov 5, 2022)

Program Name	Spirited Picks	Front End Merchandiser		
Promo Code & Floorplans	CE1	FEM 1	FEM 2	FEM 3
Merchandising	White Spirits	Brown Spirits	Wines/Wines in Cans	Brown Spirits/Liqueurs

## Sample FEM Floorplan/Planoguide

**NOTE:** Discretionary Front End Merchandisers will be noted as "FEM" on updated store floorplans.



White Spirits (CE1)

Brown Spirits (FEM1)

Wines/Wine in Cans (FEM2)

Brown Spirits/Liqueurs (FEM3)

# 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 (Oct 9 - Nov 5, 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
187047	Johnnie Walker Black Label 12 Years Old Scotch Whisky	375	\$1.00 LTO
500504	Captain Morgan Original Spiced Rum	375	

### Signage Components

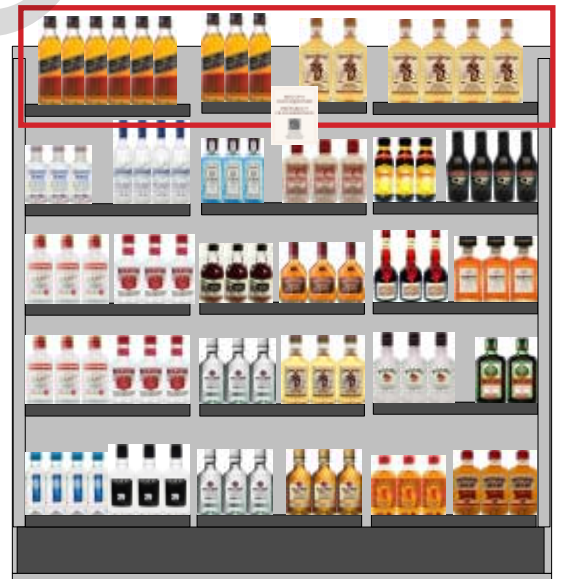
- Spirited Picks Shelf Talkers ENG (Re-order #AIM-23P8-SP2) / BIL (Re-order #AIM-23P8-SP3)
- "Mix up an Old Fashioned" Shelf Talker ENG (Re-order #AIM-23P8-SP4) / BIL (Re-order #AIM-23P8-SP5)

### 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 "Mix up an Old Fashioned" shelf talker is installed in the bin strip channel on the fixture.



"Mix up an Old Fashioned" Shelf Talker



# FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

## Key Dates (Oct 9 - Nov 5, 2022)

### Participating Stores

**FEM1:** 1, 5, 10, 15, 17, 19, 21, 25, 26, 31, 35, 36, 38, 40, 41, 51, 65, 74, 82, 106, 115, 130, 145, 148, 149, 150, 156, 164, 200, 207, 209, 211, 214, 217, 221, 226, 227, 233, 243, 250, 252, 253, 263, 279, 288, 295, 298, 300, 310, 325, 326, 344, 346, 351, 359, 360, 371, 373, 378, 383, 384, 386, 390, 391, 394, 397, 404, 417, 427, 431, 437, 438, 443, 445, 452, 453, 456, 459, 465, 481, 485, 486, 490, 494, 495, 497, 500, 523, 544, 551, 554, 566, 573, 580, 587, 590, 593, 602, 609, 619, 623, 624, 627, 630, 632, 641, 647, 649, 658, 670, 680, 694, 741, 751, 753, 762

**FEM2:** 1, 5, 10, 15, 17, 19, 21, 25, 26, 31, 35, 36, 38, 40, 41, 82, 115, 130, 148, 149, 150, 156, 164, 211, 214, 217, 221, 226, 233, 243, 252, 253, 279, 288, 295, 310, 326, 344, 346, 359, 360, 371, 383, 384, 386, 390, 391, 394, 397, 404, 417, 431, 438, 443, 445, 452, 453, 456, 481, 485, 486, 494, 495, 497, 500, 523, 551, 554, 566, 573, 580, 590, 593, 602, 609, 619, 623, 624, 627, 630, 632, 641, 647, 649, 658, 670, 680, 694, 741, 751, 753, 762

**FEM3:** 1, 5, 10, 15, 21, 25, 31, 35, 38, 40, 82, 130, 148, 149, 164, 217, 226, 233, 252, 253, 288, 310, 326, 344, 346, 360, 371, 383, 386, 390, 391, 394, 404, 417, 438, 443, 445, 452, 481, 485, 486, 494, 495, 523, 554, 566, 590, 609, 619, 623, 624, 627, 630, 647, 649, 658, 680, 741, 751, 762

### Participating Products

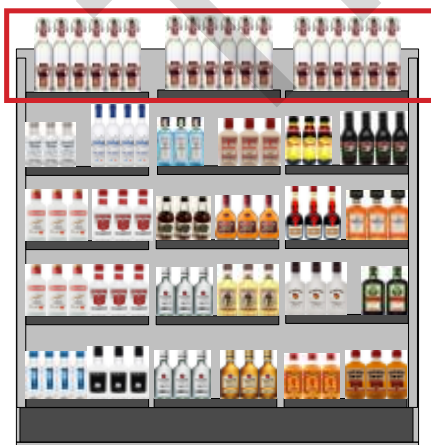
	LCBO#	Description	Size (mL)	Offers
Brown Spirits (FEM1)	396671	360 Double Chocolate Vodka	375	35 APP
	215418	Martini & Rossi Sweet Vermouth Red	500	10 APP
Wines/Wine in Cans (FEM2)	253906	Martini Dry Vermouth White	500	10 APP
	11850	Buffalo Trace Bourbon	375	
Brown Spirits/Liqueurs (FEM3)	541011	Wayne Gretzky Red Cask Whisky	375	\$1.00 LTO

### Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-23P8-FEM1) / BIL (Re-order #AIM-23P8-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-23P8-FEM3) / BIL (Re-order #AIM-23P8-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-23P8-FEM5) / BIL (Re-order #AIM-23P8-FEM6)

### Merchandising Instructions

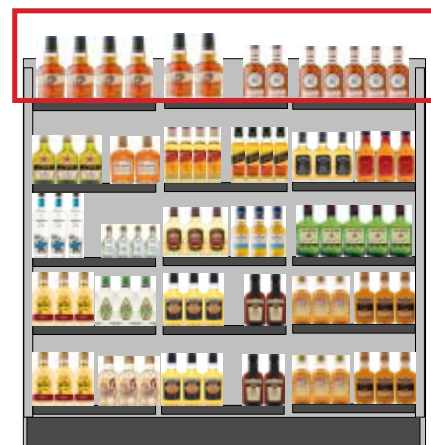
- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.



Brown Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

# Staff Picks IMPULSE DISPLAY

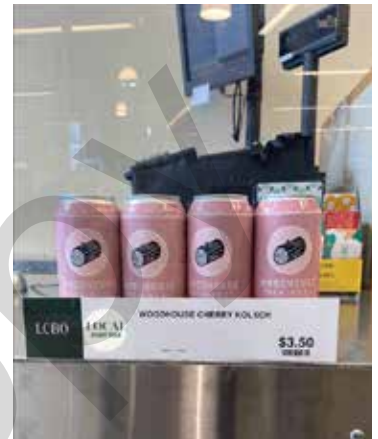
The Staff Picks Program has been reintroduced at the LCBO. This is a great way to educate and share our favourite products with customers, at the last touchpoint in their customer journey.

During P8, the Staff Picks program will focus on Local Ontario products. The Primary Staff Pick should be a local Beer, Cider, RTD or cooler (single format), preferably under \$5.

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



Option 1 - Cash End



Option 2 - Behind Cash Desk

## Key Dates (Oct 9 - Nov 5, 2022)

### Participating Stores

All Stores

### Signage Components & Merchandising Instructions

#### Pricer Card Sticker

ENG (Re-order #23P8-SPP1) / BIL (Re-order #23P8-SPP2)

- 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.



#### Riser Wrap ENG (Re-order #23P8-SPP3) / BIL (Re-order #23P8-SPP4)

- Install the riser wrap around the display.



# 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 (Oct 9 - Nov 5, 2022)

#### Participating Stores

1, 5, 10, 15, 17, 18, 22, 23, 25, 26, 31, 35, 36, 38, 40, 41, 44, 51, 55, 57, 58, 62, 64, 65, 74, 82, 83, 84, 90, 97, 102, 106, 115, 125, 130, 132, 139, 144, 145, 148, 149, 150, 154, 156, 163, 164, 168, 179, 187, 191, 195, 196, 198, 200, 201, 207, 209, 210, 211, 214, 217, 221, 226, 227, 228, 229, 233, 234, 237, 243, 244, 250, 252, 253, 255, 260, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 310, 325, 326, 329, 340, 344, 346, 351, 359, 360, 362, 367, 370, 371, 373, 378, 381, 383, 384, 385, 386, 387, 389, 390, 391, 392, 393, 394, 397, 398, 400, 401, 404, 407, 411, 412, 416, 417, 427, 431, 432, 434, 436, 437, 438, 443, 444, 445, 452, 453, 459, 465, 470, 481, 485, 486, 489, 490, 491, 495, 497, 499, 500, 501, 505, 509, 511, 522, 523, 534, 536, 540, 542, 544, 545, 546, 549, 551, 554, 555, 556, 559, 564, 566, 568, 569, 573, 575, 579, 580, 585, 586, 587, 590, 593, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 630, 631, 632, 634, 635, 638, 640, 641, 649, 652, 653, 655, 657, 658, 660, 661, 665, 667, 670, 671, 672, 680, 684, 691, 694, 695, 699, 702, 703, 706, 741, 743, 751, 753, 756, 758, 771, 776

#### 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-23P8-FEM7) / BIL (Re-order #AIM-23P8-FEM8)

CE3



271619 | Harp Lager  
500 mL | \$0.25 LTO

CE4



24344 | Arizona Hard  
Lemon Iced Tea | 473 mL

CE5



518795 | Ominipollo Zodiac  
IPA | 473 mL | \$0.25 LTO

CE6



24318 | White Claw Iced Tea  
Lemon | 473 mL | 5 APP

# 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 (Oct 9 - Nov 5, 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
429258	Jameson Caskmates Stout Irish Whiskey	750	\$3.00 LTO
635391	Jameson IPA Caskmates Irish Whiskey	750	\$3.00 LTO

TRY WHISKY WITH A HINT OF BEER  
UN WHISKY AUX LÉGÈRES  
NOTES DE BIÈRE À ESSAYER

## Signage Components

- A-Frame Sign ENG (Re-order# 23P8-AF1) / BIL (Re-order# 23P8-AF2)
- Shelf Talker ENG (Re-order# 23P8-AF3) / BIL (Re-order# 23P8-AF4)

## Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Merchandise the participating products according to the planogram.
- Install the pre-printed shelf talkers on the fixture.
- Merchandise the A-frame sign.



# SHOPPING CART SIGN

The inside of the shopping cart will feature the Home Delivery **OR** Same Day Pick Up messaging and the outside will feature the Responsible Service messaging. Signs are to be installed by the start of the promotion. **Participation is mandatory.**

## Key Dates

Responsible Service: Keep installed until further notice.

Same Day Pick Up **OR** Home Delivery Message Shopping Cart Sign: Keep installed until the end of P8.

## Participating Stores

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

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

## Responsible Service Shopping Cart Sign



## Signage Component

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

## Merchandising Instructions

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

## Home Delivery **OR** Same Day Pick Up Shopping Cart Sign

*(Depending on the service offered in that location)*



## Signage Component













- Same Day Pick Up Shopping Cart Sign  
BIL (Re-order# AIM-23P8-SC1)
- Home Delivery Shopping Cart Sign  
ENG/BIL (Re-order # AIM-23P8-SC2)






## Merchandising Instructions

- Install the P8 Home Delivery **OR** Same Day Pick Up sign *(Depending on the service offered in that location)* on the inside of the shopping cart.



# ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles 1, 3, 4, 7-20 Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG Price/ENG No Price: 23P8-ST1 BIL Price/BIL No Price: 23P8-ST2	
PREMIUM EA 2A, 5A, 6A Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG Price/ENG No Price: 23P8-ST12 BIL Price/BIL No Price: 23P8-ST13	
PREMIUM EA 2A Value Add Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG Price/ENG No Price: 23P8-STVA5 BIL Price/BIL No Price: 23P8-STVA6	
PREMIUM EA 2A Value Add Perpendicular Shelf Talker ENG/BIL	Perpendicular Shelf Talkers 4" w x 5" h	ENG Price/ENG No Price: 23P8-STVA7 BIL Price/BIL No Price: 23P8-STVA8	
STANDARD EA 2B, 5B, 6B Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG Price/ENG No Price: 23P8-ST14 BIL Price/BIL No Price: 23P8-ST15	
STANDARD EA 1 & 4 Value Add Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG Price/ENG No Price: 23P8-STVA9 BIL Price/BIL No Price: 23P8-STVA10	
STANDARD EA 1 & 4 Value Add Perpendicular Shelf Talker ENG/BIL	Perpendicular Shelf Talkers 4" w x 5" h	ENG Price/ENG No Price: 23P8-STVA11 BIL Price/BIL No Price: 23P8-STVA12	 
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG Price/ENG No Price: 23P8-ST3 BIL Price/BIL No Price: 23P8-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG Price/ENG No Price: 23P8-ST5 BIL Price/BIL No Price: 23P8-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG Price/ENG No Price: 23P8-ST7 BIL Price/BIL No Price: 23P8-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG Price/ENG No Price: 23P8-ST9 BIL Price/BIL No Price: 23P8-ST10	

Description	Component Specifications	Re-Order#	Images (examples only)
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	23P8-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	ENG/BIL: AIM-23P8-ANS	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	ENG/BIL: AIM-23P8-LTO	

Trade Copy

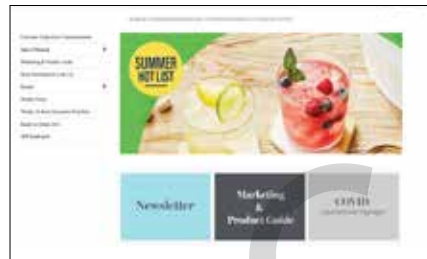
# Sold Space WORKSHEETS

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

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



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1	893	J.P. Wiser's Deluxe	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		33928	J.P. Wiser's Deluxe	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		216689	J.P. Wiser's Deluxe	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	2A	7880	Johnnie Walker Black 12 Yr	750	MNT, LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		217802	Johnnie Walker Black Label	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		422006	Johnnie Walker Black Label Scotch	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	2B	1099	Johnnie Walker Red Label	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		112896	Johnnie Walker Red Label	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		217794	Johnnie Walker Red Label	1140	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	3	1487	Crown Royal	750	MNT, LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		114694	Crown Royal	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		217950	Crown Royal	1140	S3, VA
<input type="checkbox"/>	<input type="checkbox"/>	4	386789	Casamigos Tequila Blanco	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		388694	Casamigos Tequila Reposado	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		609362	Casamigos Mezcal	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	5A	14089	Alberta Premium Cask Strength Rye (2021)	750	
<input type="checkbox"/>	<input type="checkbox"/>		27605	Reifel Rye	750	
<input type="checkbox"/>	<input type="checkbox"/>		517136	Alberta Premium Whisky (P.E.T)	750	
<input type="checkbox"/>	<input type="checkbox"/>	5B	984	Alberta Premium Whisky	750	
<input type="checkbox"/>	<input type="checkbox"/>		54213	Alberta Premium Whisky (P.E.T)	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		216226	Alberta Premium Whisky	1140	APP
<input type="checkbox"/>	<input type="checkbox"/>	6A	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		12385	Glenfiddich Single Malt 12 Year Old	750	
<input type="checkbox"/>	<input type="checkbox"/>		605972	Glenfiddich Single Malt 15 Year Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6B	27467	Glenfiddich Orchard Experiment	750	
<input type="checkbox"/>	<input type="checkbox"/>		513077	Glenfiddich Project Xx Experimental Series	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		629352	Glenfiddich Exper Series #4 Fire & Cane	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7	12865	J.P. Wiser's Manhattan Canadian Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		474551	J.P. Wiser's Vanilla Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		474585	J.P. Wiser's Apple Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8	410852	Woodford Reserve Double Oaked	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		480129	Woodford Reserve Straight Rye Whiskey	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		480624	Woodford Reserve Distiller's Select Bourbon	750	
<input type="checkbox"/>	<input type="checkbox"/>	9	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

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
			26052	Nickel Brook Metal Head DIPA	473	
			20118	Collective Arts Good Monster (LCBO Warehouse)	473	LTO
			23568	Lost Craft Neapolitan Ice Cream Stout (179)	473	
<input type="checkbox"/>	<input type="checkbox"/>	<b>10</b>	27126	Whitewater North Meets South Nordic Pale Ale (8454)	473	LTO
			28089	Muskoka Big World Small Batch - Germany (LCBO Warehouse)	473	
			190439	Wellington Special Pale Ale (4826)	473	LTO
			498691	Monty's Aged Ale (4275)	473	LTO
			548313	Cowbell Doc Perdue's Boxing Bruin (458)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>11</b>	312959	Ketel One	1750	VA
			363770	Ketel One Vodka	1140	
			456095	Ketel One Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>12</b>	17048	Dewar's Caribbean Smooth Rum Cask Finish	750	LTO
			217992	Dewar's White Label	1140	APP
			438598	Dewar's 12 Year Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>13</b>	225698	The Kraken Black Spiced Rum	750	S6, LTO
			318683	The Kraken Black Spiced Rum	1140	S6, VA
			366534	The Kraken Black Spiced Rum	375	S6, LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>14</b>	22951	Evan Williams 1783	750	LTO
			405845	Evan Williams Black Label Bourbon Whiskey	750	VA
			512194	Larceny Kentucky Straight Bourbon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>15</b>	22199	Jacob's Creek Double Barrel Shiraz	750	LTO
			464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	BPD, LTO
			541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	LTO, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	<b>16</b>	20362	Finlandia Vodka	750	LTO
			114967	Finlandia Vodka	1750	APP
			216820	Finlandia Vodka	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>17</b>	14404	Jagermeister Cold Brew	750	LTO
			22931	Jagermeister	750	
			25999	Jagermeister	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>18</b>	99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	APP
			277210	Cavit Collection Moscato Pavia Igt	750	APP
			493254	Roscato Rosso Igt Provincia Di Pavia	750	APP, Wine Fridge

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	19	358184	Tanqueray Rangpur Gin	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		573956	Tanqueray Flor De Sevilla	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		600163	Tanqueray No. Ten Gin	750	
<input type="checkbox"/>	<input type="checkbox"/>	20	17933	Top Shelf Vodka Ddp	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		542910	Top Shelf Gin	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		545194	Top Shelf Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	13057	Writers Tears Copper Pot Irish Whiskey	700	LTO
<input type="checkbox"/>	<input type="checkbox"/>		541094	Wayne Gretzky Ice Cask Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		568287	No Boats On Sunday Cider	500	APP
<input type="checkbox"/>	<input type="checkbox"/>		605063	Buffalo Trace Bourbon	750	LTO
			11423	Dillon's The Professors Negroni	4 x 125	
			11573	Vodkow	750	
			12565	Junction 56 Distillery Mint Smoothie	375	
			13397	Valley of Mother of God Gin	750	APP
			13909	Georgian Bay Canadian Whisky	750	
			14915	Dillon's Rye Whisky	750	
			18224	Vodkow Cream	750	
			22885	Dillon's Manhattan	4 x 125	
			27365	Warheads Green Apple	375	
			113456	Collective Arts Rhubarb & Hibiscus Gin	750	
			187088	PJ's Original Cream (Panama Jack's)	750	
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture A	244186	Collingwood Whisky	750	
			428417	Gooderham & Worts Canadian Whisky	750	
			448597	Georgian Bay Gin	750	
			465419	Murphy's Law Apple Pie Moonshine	750	
			472332	Wayne Gretzky Red Cask Whisky	750	
			497891	Kavi Reserve Coffee Blended Canadian Whisky	750	Shelf Exender, LTO
			542910	Top Shelf Gin	750	End Aisle, LTO
			545194	Top Shelf Vodka	750	End Aisle, LTO
			573857	Niagara Falls Craft Vodka	750	
			631176	McGuinness Triple Sec	750	
			631200	McGuinness Blue Curacao	750	
		633206	Hidden Temple Gin	750		
		638130	Dillon's Vodka	750		

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			10177	Old Pulteney 12 Year Old Single Malt	750	\$10.00 SSL October 10th
			13967	Writers Tears Double Oak Whiskey	700	
			20220	Nikka Whisky Miyagikyo Single Malt	700	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Feature Fixture B</b>	21082	Nikka Whisky Yoichi Single Malt	700	
			22182	The Balvenie 12 Sweet Toast of American Oak	700	
			195651	Forty Creek Confederation Oak Reserve Whisky	750	FNT, APP
			493072	Bowmore No. 1 Islay Single Malt Scotch Whisky	750	
			628339	Loch Lomond 12 Year Old Single Malt Whisky	750	
			18306	Johnnie Walker Double Black	750	VA
			22192	Grant's Triplewood 12YO	750	LTO
			107359	Auchentoshan 12 Year Old Single Malt Scotch	750	LTO
			204560	Highland Park 12 Yr Old Single Malt	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic A</b>	238097	Dalwhinnie 15 Yr Malt	750	VA
			330803	Bowmore 12 Year Old Islay Single Malt	750	LTO
			414334	Monkey Shoulder Blended Malt Scotch Whisky	750	APP
			468116	Johnnie Walker Green Label	750	VA
			479881	Lagavulin 8 YO	750	VA
			479980	Macallan 12 YO Double Cask	750	
			18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	LTO
			20905	Farpoint Cabernet Sauvignon Bourbon Barrel Aged	750	LTO
			69377	> (V) Monte Antico Igt (Empson)	750	APP
			137810	Campo Viejo Rioja Reserva	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic B</b>	164087	Sandbanks Sleeping Giant VQA	750	LTO
			245324	Les Janelles Merlot Vin De Pays D'Oc	750	Shelf Extender, LTO
			285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	LTO
			451336	Tom Gore Cabernet Sauvignon	750	LTO
			626390	>Kim Crawford Pinot Noir	750	LTO

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/> <input type="checkbox"/>	Front Nesting Table Premium	42	Canadian Club Premium	750	LTO
		28582	Canadian Club 45 Year-Old Chronicles - Issue No. 5	750	
		34637	Canadian Club Premium	1750	LTO
		103341	Canadian Club Premium (P.E.T)	750	LTO
		217687	Canadian Club Premium	1140	LTO
		311928	Canadian Club Classic 12 Year Old	750	LTO
		311944	Canadian Club Classic 12 Year Old	1750	LTO
		390583	Canadian Club 100% Rye	750	VA
		438960	Canadian Club 100% Rye	1140	LTO
<input type="checkbox"/> <input type="checkbox"/>	Front Nesting Table Standard	8805	Forty Creek Barrel Select Whisky	1750	LTO
		10937	Forty Creek Double Barrel Reserve Whisky	750	APP
		20047	Forty Creek Foxheart	750	LTO
		27460	Forty Creek The Art of the Blend	750	
		195651	Forty Creek Confederation Oak Reserve Whisky	750	APP
		285254	Forty Creek Copper Bold Whisky	750	LTO
		350207	Forty Creek Copper Bold Whisky	1140	
		350561	Forty Creek Cream Liquor	1140	
		350629	Forty Creek Barrel Select Whisky	1140	APP
		397091	Forty Creek Copper Bold Whisky	1750	APP
		397109	Forty Creek Honey Spiced Whisky	750	
<input type="checkbox"/> <input type="checkbox"/>	Block Pile A	550715	Forty Creek Barrel Select	750	APP
		26308	Michelob Ultra Organic Gold (LCBO Warehouse)	6 × 473	APP
		284562	Michelob Ultra (275 TBS)	473	
		311779	Bud Light (275 TBS)	6 × 473	
		311787	Budweiser (275 TBS)	6 × 473	LTO
		496968	Michelob Ultra (275 TBS)	6 × 473	LTO
<input type="checkbox"/> <input type="checkbox"/>	Block Pile B	904334	Budweiser (275 TBS)	6 × 355	VA
		24316	White Claw Hard Seltzer Pineapple	473	
		24332	Mikes Hard Red Freeze	473	
		24333	Palm Bay Paradise Twist	473	
		24358	Cottage Springs Blueberry Vodka Water	355	
		24365	Nutrl Vodka Soda Raspberry	473	
		24376	Twisted Tea Slightly Sweet	473	
24392	Smirnoff Ice Pink Lemonade	473			



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Block Pile C	38505	Smirnoff Vodka (P.E.T)	1750	APP
			217257	Sailor Jerry Spiced Rum	1140	APP
			258954	Spicebox	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		276618	Crown Royal Black	1140	APP
			447953	Fireball Whisky Shooter	750	S5, APP
			605931	Grant's Triple Wood Blended Scotch Whisky	1140	APP
			628982	O'Casey's Irish Cream (First Ireland Spirits Co)	1140	APP
			640995	Ketel One Botanical Peach And Orange Blossom	750	APP
		Block Pile D	13734	Robert Mondavi Priv.Sel. Rum Barrels Merlot	750	VA
			379180	Robert Mondavi Private Selection Chardonnay	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		392225	Robert Mondavi Private Selection Cab/Sav	750	VA
			405753	Robert Mondavi Private Selection Sauv Blanc	750	VA
			464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	End Aisle, LTO
		Halloween Activations: S1	227678	1800 Silver Tequila	750	S1, LTO
<input type="checkbox"/>	<input type="checkbox"/>		398479	1800 Reposado	750	S1, VA
			492454	1800 Coconut Tequila	750	S1, APP
			549113	1800 Anejo Tequila	750	S1
		Halloween Activations: S2	117	Bacardi Superior White Rum	750	S2, LTO, VA
			1206	Bacardi Gold Rum	750	S2, LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		520353	Bacardi Spiced Rum	750	S2, LTO, VA
			113241	Cazadores Anejo Tequila	750	S2, VA
			125187	Cazadores Reposado Tequila	750	S2, VA
			363986	Cazadores Blanco Tequila	750	S2, VA
		Halloween Activations: S3	5959	Baileys Irish Cream	750	S3, LTO
<input type="checkbox"/>	<input type="checkbox"/>		22017	Smirnoff Vodka (P.E.T)	750	S3, VA
			217950	Crown Royal	1140	End Aisle, S3, VA
		Halloween Activations: S4	500512	Captain Morgan Original Spiced Rum	750	S3, VA
<input type="checkbox"/>	<input type="checkbox"/>		173542	Tequila Don Julio Blanco	750	S4
		173559	Tequila Don Julio Reposado	750	S4, LTO	
		Halloween Activations: S5	10946	Fireball 6 Pack Carrier	6 x 50	S5, LTO
<input type="checkbox"/>	<input type="checkbox"/>		314856	Fireball Whisky Shooter	1140	S5, LTO
			447953	Fireball Whisky Shooter	750	S5, BPC, APP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		<b>Halloween Activations: S6</b>	15281	Kraken Black Roast Rum	750	S6, LTO
<input type="checkbox"/>	<input type="checkbox"/>		27406	Kraken Attacks Ontario	750	S6
			225698	The Kraken Black Spiced Rum	750	End Aisle, S6, LTO
			318683	The Kraken Black Spiced Rum	1140	End Aisle, S6, VA
			366534	The Kraken Black Spiced Rum	375	End Aisle, S6, LTO
		<b>Save on Large Format Block Pile</b>	270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00
			275099	Jackson-Triggs Vidal Bag In Box	4000	\$2.00
<input type="checkbox"/>	<input type="checkbox"/>		297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00
			377820	Jackson-Triggs Merlot	1500	\$2.00
			387159	Bodacious Smooth Red	1500	\$2.00
			491118	Radio Boka Tempranillo Vdespana Bib	3000	\$5.00
			669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00
		<b>Middle Nesting Table/ Celebration Fixture</b>	1487	Crown Royal	750	End Aisle, LTO, VA
			7880	Johnnie Walker Black 12 Yr	750	End Aisle, LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		10558	Roe & Co Blended Irish Whiskey	750	LTO, VA
			54866	Bulleit Bourbon Frontier Whiskey	750	LTO, VA
			224352	Crown Royal Black	750	LTO, VA
			409490	Singleton Of Dufftown 12 Year Old	750	VA
			434092	Crown Royal Northern Harvest Rye	750	LTO, VA
		<b>Beer Excitement Zone A</b>	19923	Peroni Nastro Azzurro Slim Can (LCBO Warehouse)	6 × 330	EZA
<input type="checkbox"/>	<input type="checkbox"/>		525188	Peroni Nastro Azzurro (LCBO Warehouse)	6 × 330	EZA, VA
			534925	Grosch Pilsner (LCBO Warehouse)	6 × 500	EZA, LTO
		<b>Beer Excitement Zone B</b>	28482	Flying Monkeys Fluffity Dipa (6309)	473	
<input type="checkbox"/>	<input type="checkbox"/>		28496	Dark Roast Pumpkin Spice Espresso Porter (8454)	473	
			28546	Jelly King With Plum (2990)	500	
		<b>Beer Excitement Zone C</b>	14534	Twisted Tea Peach	473	EZH, APP
<input type="checkbox"/>	<input type="checkbox"/>		570283	Twisted Tea Original	473	EZH, APP
			649194	Twisted Tea Half & Half	473	EZH, APP
		<b>Beer Excitement Zone D</b>	14066	Molson Ultra (275 TBS)	6 × 473	EZD, LTO
<input type="checkbox"/>	<input type="checkbox"/>		300699	Molson Canadian (275 TBS)	6 × 473	EZD, LTO, Contest
			904144	Molson Canadian (275 TBS)	6 × 355	EZD, VA

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			14812	Great Lakes Brewery - Haze Mama (1929)	473	
			19271	Beau's Lug Tread (9654)	4 × 600	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	275172	Nickel Brook Head Stock West Coast-Style IPA (6699)	473	
			493247	Cowbell Doc Perdue's Bobcat Red Ale (458)	473	
			573576	Amsterdam Space Invader (3842)	473	LTO
			688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473	
			200584	Konzelmann Pinot Noir VQA	750	LTO
			228551	Cave Spring Chardonnay VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	276501	G. Marquis The Red Line Pinot Grigio VQA	750	LTO
			459966	Henry Of Pelham Baco Noir Old Vines VQA	750	LTO
			111799	Reif Riesling VQA	750	OWS, APP
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	223610	Fielding Pinot Grigio VQA	750	OWS, APP
			954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	111641	Rocca delle Macie Chianti Riserva	750	LTO
			291666	Cannonball Cabernet Sauvignon 2019	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: Oct 8	912956	Ruffino Modus 2018	750	
			26291	Château Moulin Des Richards Signature Côtes de Bourg 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: Oct 22	135624	Three Finger Jack Cabernet Sauvignon 2019	750	
			303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	OWS, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	187047	Johnnie Walker Black 12 YO	375	CE1, LTO
			500504	Captain Morgan Original Spiced Rum (P.E.T)	375	CE1
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	271619	Harp Lager (LCBO Warehouse)	500	CE3, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	24344	Arizona Hard Lemon Iced Tea	473	CE4
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	518795	Omnipollo IPA (1812)	473	CE5, LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE6)	24318	White Claw Iced Tea Lemon	473	CE6, APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	396671	360 Double Chocolate Vodka	375	FEM1, APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	215418	Martini Sweet Vermouth Red	500	FEM2, APP
			253906	Martini Dry Vermouth White	500	FEM2, APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	11850	Buffalo Trace Bourbon	375	FEM3, VA
			541011	Wayne Gretzky Red Cask Whisky	375	FEM3, LTO
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	429258	Jameson Caskmates Stout Irish Whiskey	750	LTO
			635391	Jameson Caskmates IPA Irish Whiskey	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	486241 Nutrl Vodka	750	LTO												Y	Y
R2	Vodka B	604926 Prince Igor Extreme Vodka (P.E.T)	750	LTO									Y	Y	Y	Y	Y
R3	Vodka C	628990 Tito's Handmade Vodka	1140	LTO									Y	Y	Y	Y	Y
R4	Vodka D	110056 Absolut Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	95935 Grey Goose Vodka	750	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	894014 El Dorado Demerara 5 Year Old Rum	750	LTO													Y
R7	Rum B	17047 Captain Morgan Sliced Apple Spiced Rum	750	LTO										Y	Y	Y	Y
R8	Rum C	177808 Appleton Estate V/X Signature Blend	750	LTO									Y	Y	Y	Y	Y
R9	Rum D	369793 Mount Gay Eclipse Rum	750	LTO									Y	Y	Y	Y	Y
R10	Rum E	217653 Captain Morgan Original Spiced Rum	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	497891 Kavi Reserve Coffee Blended Canadian Whisky	750	LTO												Y	Y
R12	Canadian Whisky B	572552 Signal Hill Canadian Whisky	750	LTO										Y	Y	Y	Y
R13	Canadian Whisky C	457572 Gibson's Finest Bold 8YO	750	LTO									Y	Y	Y	Y	Y
R14	Canadian Whisky D	482612 Pike Creek Double Barreled Canadian Whisky	750	APP		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	112672 Wiser's Special Blend (P.E.T)	1750	APP, Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	382861 Lot No. 40 Single Copper Pot Still Canadian Whisky	750	LTO, Necktag										Y	Y	Y	Y
R17	Scotch B	31112 Grant's Triple Wood Blended Scotch Whisky	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	22452 Dillons Rose Gin	750	LTO									Y	Y	Y	Y	Y
R19	Liqueurs A	22035 Skrewball Peanut Butter Whiskey	750	APP											Y	Y	Y
R20	Liqueurs B	605600 Grand Marnier Cordon Rouge	1140	LTO									Y	Y	Y	Y	Y
R21	Liqueurs C	173617 El Jimador Tequila Blanco	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	450932 Jose Cuervo Tradicional Reposado	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	417576 Stock 84 Spirit	1140	APP													Y
R24	Brandy B	1925 Courvoisier VS	750	APP									Y	Y	Y	Y	Y
R25	Tequila A	551416 Cabo Wabo Reposado Tequila	750	LTO											Y	Y	Y
R26	Ontario Blend A	21387 Peller Family Vineyards Pinot Noir	750	LTO										Y	Y	Y	Y
R27	Ontario Blend B	17472 Trius Baco Noir VQA	750	LTO										Y	Y	Y	Y
R28	Ontario Blend C	581124 XOXO Light Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	399410 Jackson-Triggs Sauvignon Blanc	750	LTO										Y	Y	Y	Y
R30	Ontario Non-VQA B	617662 Diabolica Red VQA	750	LTO										Y	Y	Y	Y
R31	Ontario Non-VQA C	393405 Pelee Island Monarch Vidal VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	667089 Peller Family Vineyards Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	126151 Sibling Rivalry Red VQA	750	LTO											Y	Y	Y
R34	Ontario VQA B	85456 Colio Dry White	1500	LTO											Y	Y	Y
R35	Australia/New Zealand A	311795 Wolf Blass Red Label Shiraz/Cabernet Sauv	750	Flex Space, LTO												Y	Y
R36	Australia/New Zealand B	325787 McGuigan Black Label Shiraz	750	LTO											Y	Y	Y
R37	Australia/New Zealand C	19612 Jacob's Creek Shiraz/Cabernet	1500	LTO										Y	Y	Y	Y
R38	Australia/New Zealand D	367276 Jacob's Creek Moscato Rosé	750	LTO	Y	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	534263	Beringer Founders Estate Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R40 USA B	13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41 Chile A	341602	Cono Sur Bicicleta Pinot Noir	750	LTO						Y	Y	Y	Y	
R42 Chile B	135475	Fuzion Alta Reserve Malbec	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A		Manager's Discretion												Y
R44 France Blend B	215343	Martini & Rossi Sweet Vermouth Red	1000	LTO, Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	LTO								Y	Y	
R46 France South B	588962	Mezzomondo Negroamaro Puglia Igt	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/Burgundy A	26278	Folonari Valpolicella Classico	1500	LTO								Y	Y	Y
R48 Italy Central A	293498	Brotte La Fiole Cote Du Rhone Aoc	750	LTO								Y	Y	
R49 Italy Central B	253914	Martini Dry Vermouth White	1000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	828	Folonari Valpolicella Doc	750	LTO					Y	Y	Y	Y	Y	Y
R51 Italy North B	157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	245324	Les Jamelles Merlot Vin De Pays D'Oc	750	Mini Thematic, LTO										Y
R53 Southern Europe B	263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	LTO								Y	Y	Y
R54 Germany A	122689	Henkell Trocken	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	25844	California Roots Chardonnay	750	LTO								Y	Y	Y
R56 Sparkling B	216960	Segura Viudas Brut Reserva Cava Sparkling	750	LTO, Wine Fridge				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	194431	Duvel Beer (LCBO Warehouse)	330	LTO								Y	Y	
R58 Ontario Beer B	300681	Coors Light (275 TBS)	6 × 473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	453985	Walkerville Easy Stout (4643)	473											Y
R60 Beer 2	546408	Dragon Stout (LCBO Warehouse)	6 × 284	LTO				Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	676775	Lech Beer (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	516880	Mill Street Original Organic (1950)	6 × 473	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	19303	Crown Royal Whisky & Cola	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	20352	Bud Light Seltzer Strawberry	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	649269	Smirnoff Vodka & Soda Cranberry Lime	4 × 355	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	334128	Ciroc Red Berry	750	LTO	Proximo Spirits Canada Inc.
C2: Canadian Whisky	11945	Proper No. Twelve	750	APP	Bacardi Canada Inc.
C3: Ontario Non VQA Blend	145458	Inniskillin Riesling Pinot Grigio VQA	750	LTO	Kylix Wines
C4: French Blend	22648	Juan Gil Pedrera Monastrell	750	LTO	Proximo Spirits Canada Inc.
C5: Fixed Store Location	278119	Santa Carolina Cabernet Sauvignon Reserva	1500	LTO	Arterra Wines Canada Inc.
C6: Vodka	19388	Bombay Bramble	750	LTO	Arterra Wines Canada Inc.
C7: Scotch	285163	Amaro Lucano	750	APP	Mark Anthony Wine & Spirits
C8: Liqueurs	61374	Bushmills Black Bush	750	LTO	Charton Hobbs Inc
C9: Ontario Blends	110049	Sandbanks Estate Baco Noir VQA	750	LTO	Imprese Inc.
C10: France Red	226860	Wolf Blass Yellow Label Chardonnay	750	LTO, Flex Space, Wine Fridge	Diageo Canada Inc.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	139022	Sandbanks Riesling VQA	750	LTO	Arterra Wines Canada Inc.
D2: Discovery Wines 2	270363	Castillo De Almansa Reserva, Almansa	750	LTO	Dionysus Wines & Spirits Ltd.
D3: Discovery Wines 3	292128	Firestone Cabernet Sauvignon	750	LTO	Glazer's Of Canada
D4: Discovery BSM 1	513036	Henderson Brewing Co. Food Truck Beer (766)	473		Henderson Brewing Co
D5: Discovery BSM 2	26164	Lagunitas IPA (LCO Warehouse)	500	LTO	Heineken Canada Inc.
D6: Discovery BSM 3	407478	Jaw Drop Squirting Oranges	473	LTO	Breakthru Beverage Canada Inc.
D7: Discovery Spirits 1	21692	Montenegro Select Aperitivo	750	LTO	Mark Anthony Wine & Spirits
D8: Discovery Spirits 2	28460	Gray Jay Deluxe Canadian Whisky	750	LTO	Fluid Assets Inc.
D9: Discovery Spirits 3	24528	Hounds Black Vodka Ddp	750	LTO	Trajectory Beverage Partners

## Green Shelf Extenders

G1: Green Extender	166538	>Crianza Rioja (Bodegas Lan)	750	LTO	Vin Vino Wine Merchants Inc.
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## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
42	Canadian Club Premium	750	\$1.20	Front Nesting Table
117	Bacardi Superior White Rum	750	\$1.00	S2, Value Add
828	Folonari Valpolicella Doc	750	\$2.00	Shelf Extender
893	J.P. Wiser's Deluxe	750	\$1.75	End Aisle, Value Add
1206	Bacardi Gold Rum	750	\$1.00	S2, Value Add
1487	Crown Royal	750	\$3.00	End Aisle, Middle Nesting Table, Value Add
1834	>Susana Balbo Crios Torrontes	750	\$2.00	Flex Space
5959	Baileys Irish Cream	750	\$1.50	S3
7880	Johnnie Walker Black 12 Yr	750	\$3.00	End Aisle, Middle Nesting Table, Value Add
8805	Forty Creek Barrel Select Whisky	1750	\$1.00	Front Nesting Table
10157	Jameson Irish Whiskey	750	\$1.00	End Aisle
10357	Crown Royal Peach	750	\$1.50	
10558	Roe & Co Blended Irish Whiskey	750	\$5.00	Middle Nesting Table
10946	Fireball 6 Pack Carrier	6 x 50	\$1.00	S5
11564	The Audacity Of Thomas G. Bright Merlot Cab VQA	750	\$2.00	
12865	J.P. Wiser's Manhattan Canadian Whisky	750	\$1.75	End Aisle
13057	Writers Tears Copper Pot Irish Whiskey	700	\$3.00	Front Entrance Table
13305	Solid Ground Cabernet Sauvignon	750	\$2.00	
13588	Bacardi Gold (P.E.T.)	750	\$1.00	
13641	Bench Brewing Short Hills East Coast IPA	473	\$0.20	Mini Thematic
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	\$3.00	Shelf Extender
14066	Molson Ultra	6 x 473	\$1.00	EZD
14404	Jagermeister Cold Brew	750	\$3.00	End Aisle
14887	Pelee Island Bourbon Barrel Reserve Baco Noir VQA	750	\$2.00	
15041	Innis & Gunn Original	6 x 500	\$1.00	
15281	Kraken Black Roast Rum	750	\$2.00	S6
15563	Somersby Apple Cider	473	\$0.25	
17047	Captain Morgan Sliced Apple Spiced Rum	750	\$1.00	Shelf Extender
17048	Dewar's Caribbean Smooth Rum Cask Finish	750	\$3.00	End Aisle
17472	Trius Baco Noir VQA	750	\$2.00	Shelf Extender
17753	Vida Organica Malbec	750	\$2.00	Flex Space
17759	Yalumba Y Series Cabernet Sauvignon	750	\$3.00	
17818	Corona Extra	6 x 330	\$1.00	
17819	Stella Artois	6 x 473	\$1.00	
18116	19 Crimes Snoop Dogg Cali Red	750	\$2.00	Flex Space

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18392	Sandbanks Baco Noir VQA Bag In Box	3000	\$3.00	
18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	\$2.00	Mini Thematic
18773	Nickel Brook No Bad Daze Easy Going Lager	473	\$0.25	
18947	>Kim Crawford Illuminate Sauvignon Blanc	750	\$2.00	
19062	Sandbanks Sparkling Rose VQA	750	\$2.00	
19261	Bread & Butter Chardonnay	750	\$2.00	Wine Fridge
19266	Beau's Lug Tread	6 × 473	\$1.00	Contest
19303	Crown Royal Whisky & Cola	473	\$0.25	Shelf Extender
19350	Founder's Original Tequila Paloma	355	\$0.15	
19388	Bombay Bramble	750	\$2.00	Comm. Extender
19612	Jacob's Creek Shiraz/Cabernet	1500	\$2.00	Shelf Extender
19924	Siempre Tequila Plata	750	\$5.00	
19928	Persona Cabernet Merlot VQA	750	\$1.50	
20047	Forty Creek Foxheart	750	\$1.50	Front Nesting Table
20118	Collective Arts Good Monster	473	\$0.25	Mini Thematic
20137	Hop City Misfit Mango Passionfruit IPA	473	\$0.20	
20260	Wayne Gretzky Sauvignon Blanc VQA	750	\$2.00	
20321	Yellow Tail Chardonnay	1500	\$2.00	
20352	Bud Light Seltzer Strawberry	473	\$0.15	Shelf Extender
20359	Expression Cabernet Franc Rosé VQA	750	\$1.00	
20362	Finlandia Vodka	750	\$1.00	End Aisle
20905	Farpoint Cabernet Sauvignon Bourbon Barrel Aged	750	\$2.00	Mini Thematic
21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	\$2.00	
21383	Small Mercy Upbeat White	750	\$1.00	
21387	Peller Family Vineyards Pinot Noir	750	\$1.00	Shelf Extender
21391	Jackson-Triggs Proprietors' Rosé Bag In Box	4000	\$2.00	
21523	On Point. Smooth Red	750	\$1.00	
21574	Hine H By Hine VSOP Fine Champagne Cognac	750	\$5.00	
21692	Montenegro Select Aperitivo	750	\$1.00	Discovery Extender
22192	Grant's Triplewood 12YO	750	\$5.00	Mini Thematic
22199	Jacob's Creek Double Barrel Shiraz	750	\$3.00	End Aisle
22452	Dillons Rose Gin	750	\$2.00	Shelf Extender
22617	La Maldita Garnacha Red	750	\$2.00	
22648	Juan Gil Pedrera Monastrell	750	\$2.00	Comm. Extender
22951	Evan Williams 1783	750	\$3.00	End Aisle
23989	Grace Bay Rum Cask Canadian Whisky Ddp	750	\$2.00	



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
24325	Canadian Club & Ginger Ale	473	\$0.25	
24384	Bud Light Seltzer Mix Pack	12 × 355	\$2.00	
24407	Nutri The Mixed	12 × 355	\$2.00	
24528	Hounds Black Vodka Ddp	750	\$3.00	Discovery Extender
25009	Casillero Del Diablo Reserva Chardonnay	750	\$2.00	
25011	Cigar Box Old Vine Cabernet Sauvignon	750	\$2.50	
25054	Creemore Pale Ale	473	\$0.20	
25120	Lamb's Spiced Rum	750	\$1.00	
25225	Nutt Bar Peanut Butter Whisky Ddp	750	\$1.50	
25229	Pontificis Gsm	750	\$2.00	
25844	California Roots Chardonnay	750	\$2.00	Shelf Extender
25903	Gosset Grande Reserve Brut Champagne	750	\$10.00	
25999	Jagermeister	1140	\$4.00	End Aisle
26164	Lagunitas IPA	500	\$0.30	Discovery Extender
26278	Folonari Valpolicella Classico	1500	\$3.00	Shelf Extender
27126	Whitewater North Meets South Nordic Pale Ale	473	\$0.20	Mini Thematic
27522	Elijah Craig Small Batch Bourbon	375	\$1.00	
28460	Gray Jay Deluxe Canadian Whisky	750	\$4.00	Discovery Extender
31112	Grant's Triple Wood Blended Scotch Whisky	750	\$3.00	Shelf Extender
32359	Kaiser Beer	500	\$0.30	
34637	Canadian Club Premium	1750	\$1.05	Front Nesting Table
41384	Jack Daniel's Tennessee Whiskey	750	\$3.00	
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.50	Middle Nesting Table
61374	Bushmills Black Bush	750	\$2.00	Comm. Extender
63966	Wayne Gretzky Merlot VQA	750	\$2.00	
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	
78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	\$2.00	Shelf Extender
85456	Colio Dry White	1500	\$1.00	Shelf Extender
103341	Canadian Club Premium (P.E.T)	750	\$1.20	Front Nesting Table
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$5.00	Mini Thematic
108357	Carolans Irish Cream	750	\$1.50	
109959	Jackson-Triggs Reserve Merlot VQA	750	\$1.00	
110049	Sandbanks Estate Baco Noir VQA	750	\$2.00	Comm. Extender
110056	Absolut Vodka	750	\$1.00	Shelf Extender
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	\$2.00	VL1
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
122689	Henkell Trocken	750	\$2.00	Shelf Extender, Wine Fridge
126151	Sibling Rivalry Red VQA	750	\$2.00	Shelf Extender
127787	Lonetree Authentic Dry Cider	473	\$0.25	
134957	Open Cab 2 Merlot VQA	750	\$1.00	
135475	Fuzion Alta Reserve Malbec	750	\$2.00	Shelf Extender
139022	Sandbanks Riesling VQA	750	\$1.00	Discovery Extender
142117	Lindemans Bin 65 Chardonnay	750	\$1.00	
145441	Pelee Island Lighthouse Cabernet Franc VQA	750	\$1.00	
145458	Inniskillin Riesling Pinot Grigio VQA	750	\$2.00	Comm. Extender
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	\$2.50	Shelf Extender
160952	Domaine Jean Bousquet Malbec Organic	750	\$1.50	Flex Space
164087	Sandbanks Sleeping Giant VQA	750	\$2.00	Mini Thematic
166538	>Crianza Rioja (Bodegas Lan)	750	\$2.00	Green Extender
167189	>Dandelion Lionheart Of The Barossa Shiraz	750	\$2.00	
173559	Tequila Don Julio Reposado	750	\$7.00	S4
173617	El Jimador Tequila Blanco	750	\$2.00	Shelf Extender
177295	>(V)Riserva Il Falcone Castel Del Monte Docg(River	750	\$3.00	
177808	Appleton Estate V/X Signature Blend	750	\$1.00	Shelf Extender
181388	Lindemans Bin 95 Sauvignon Blanc	750	\$1.00	
184796	Strongbow Cider	8 x 440	\$1.35	
187047	Johnnie Walker Black 12 YO	375	\$1.00	CE1
190439	Wellington Special Pale Ale	473	\$0.25	Mini Thematic
194431	Duvel Beer	330	\$0.25	Shelf Extender
194878	White Owl Whisky	750	\$3.00	
200584	Konzelmann Pinot Noir VQA	750	\$2.00	goLocal
204560	Highland Park 12 Yr Old Single Malt	750	\$4.00	Mini Thematic, Value
210047	>Columbia Crest H3 Cabernet Sauvignon	750	\$2.00	
211110	Wyborowa Vodka	1140	\$1.20	
215343	Martini & Rossi Sweet Vermouth Red	1000	\$1.00	Shelf Extender, Value Add
216655	Absolut Vodka	1750	\$1.25	
216820	Finlandia Vodka	1140	\$1.20	End Aisle
216887	Freixenet Carta Nevada Brut Cava	750	\$2.00	
216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$2.00	Shelf Extender, Wine Fridge
217653	Captain Morgan Original Spiced Rum	1140	\$1.50	Shelf Extender
217687	Canadian Club Premium	1140	\$1.00	Front Nesting Table
217794	Johnnie Walker Red Label	1140	\$1.50	End Aisle, Value Add

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
224352	Crown Royal Black	750	\$3.00	Middle Nesting Table
225698	The Kraken Black Spiced Rum	750	\$2.00	End Aisle, S6
225938	Lucid Absinthe Superieure	750	\$5.00	
226860	Wolf Blass Yellow Label Chardonnay	750	\$2.50	Comm. Extender, Flex Space, Wine Fridge
227413	Iceberg Vodka	1140	\$1.00	
227678	1800 Silver Tequila	750	\$2.00	S1
228551	Cave Spring Chardonnay VQA	750	\$2.00	goLocal
230565	Cono Sur Chardonnay Organic	750	\$2.00	Wine Fridge
234369	Apothic Red	750	\$2.00	
245324	Les Jamelles Merlot Vin De Pays D'Oc	750	\$2.00	Mini Thematic, Shelf Extender
253914	Martini Dry Vermouth White	1000	\$1.00	Shelf Extender
256735	>Mcmanis Zinfandel	750	\$2.00	
260307	Hollandia Lager Beer	500	\$0.20	
260463	>V)Back From The Dead Red (Coffin Ridge)	750	\$2.00	
263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	\$1.50	Shelf Extender
263780	Licor 43	750	\$2.00	
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	\$3.00	
269852	>(V) Alsace Willm Gewurztraminer Reserve	750	\$1.50	Flex Space
270363	Castillo De Almansa Reserva, Almansa	750	\$1.50	Discovery Extender
270447	Guinness Draught Beer	500	\$0.25	
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	
271619	Harp Lager	500	\$0.25	CE3
275099	Jackson-Triggs Vidal Bag In Box	4000	\$2.00	
276501	G. Marquis The Red Line Pinot Grigio VQA	750	\$1.00	goLocal
278119	Santa Carolina Cabernet Sauvignon Reserva	1500	\$3.00	Comm. Extender
279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	\$2.00	
285254	Forty Creek Copper Bold Whisky	750	\$1.50	Front Nesting Table
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50	Mini Thematic
286278	>V) Flat Rock Cellars Chardonnay	750	\$2.00	
289835	Peller Family Vineyards Dry White	1500	\$1.50	
292110	>La Mascota Cabernet Sauvignon	750	\$2.00	Flex Space
292128	Firestone Cabernet Sauvignon	750	\$2.00	Discovery Extender
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	\$2.00	
292615	Jameson Black Barrel	750	\$5.00	End Aisle
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00	Wine Fridge

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
293498	Brotte La Fiole Cote Du Rhone Aoc	750	\$2.00	Shelf Extender
295006	Cave Spring Dry Rose VQA	750	\$2.00	Wine Fridge
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	
300681	Coors Light	6 × 473	\$1.00	Shelf Extender
300699	Molson Canadian	6 × 473	\$1.00	EZD, Contest
302018	> Pipeau St. Emilion(Ch. Pipeau)	750	\$3.00	
302810	Heineken	6 × 500	\$1.00	
303792	Trius Riesling VQA	750	\$2.00	
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$3.00	OWS
311787	Budweiser	6 × 473	\$1.00	Seasonal Block Pile A
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	\$2.00	Shelf Extender, Flex Space
311928	Canadian Club Classic 12 Year Old	750	\$4.00	Front Nesting Table
311944	Canadian Club Classic 12 Year Old	1750	\$4.00	Front Nesting Table
314856	Fireball Whisky Shooter	1140	\$4.00	S5
322362	Beck's	500	\$0.20	
322792	Peller Family Vineyard Red	1500	\$1.50	
325787	McGuigan Black Label Shiraz	750	\$1.00	Shelf Extender
328567	>Cathedral Cellar Cabernet Sauvignon	750	\$2.00	
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00	Mini Thematic
331215	Angels Gate Pinot Gris VQA	750	\$1.50	
334128	Ciroc Red Berry	750	\$3.00	Comm. Extender
334805	Mott's Extra Spicy Caesar	458	\$0.15	
338079	Alize Gold Passion Liquor	750	\$5.00	
341602	Cono Sur Bicicleta Pinot Noir	750	\$2.00	Shelf Extender
352583	>Beringer Knight's Valley Cabernet Sauvignon	750	\$5.00	
357418	Megalomaniac Local Squeeze Riesling VQA	750	\$2.00	
358184	Tanqueray Rangpur Gin	750	\$2.50	End Aisle
366534	The Kraken Black Spiced Rum	375	\$1.00	End Aisle, S6
366633	Ron Diplomático Reserva Exclusiva Rum	750	\$5.00	
367151	Mill Street Vanilla Porter	440	\$0.20	
367276	Jacob's Creek Moscato Rosé	750	\$2.00	Shelf Extender
369777	19 Crimes Shiraz Durif	750	\$2.00	Flex Space
369793	Mount Gay Eclipse Rum	750	\$2.00	Shelf Extender
373373	>(V) Pierre Sparr Gewurztraminer	750	\$2.00	
374231	Ungava Gin	750	\$2.00	
374520	Angry Orchard Hard Crisp Apple	6 × 355	\$1.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
377820	Jackson-Triggs Merlot	1500	\$2.00	
382861	Lot No. 40 Single Copper Pot Still Canadian Whsky	750	\$2.50	Shelf Extender, Necktag
387159	Bodacious Smooth Red	1500	\$2.00	
393405	Pelee Island Monarch Vidal VQA	750	\$1.00	Shelf Extender
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	Shelf Extender
407478	Jaw Drop Squirting Oranges	473	\$0.50	Discovery Extender
410852	Woodford Reserve Double Oaked	750	\$10.00	End Aisle
422345	Moosehead Lager	6 × 473	\$1.50	
429258	Jameson Caskmates Stout Irish Whiskey	750	\$3.00	Cold Room Spirits
430355	Jura Origin 10 Year Old	750	\$4.00	
433417	> (V)Marne 180 Amarone (Fratelli Tedeschi)	750	\$3.00	
434092	Crown Royal Northern Harvest Rye	750	\$2.00	Middle Nesting Table
436956	Casillero Del Diablo Devil's Collection Red	750	\$2.00	Necktag
438598	Dewar's 12 Year Old	750	\$3.00	End Aisle
438960	Canadian Club 100% Rye	1140	\$1.20	Front Nesting Table
439075	Bulleit Bourbon 10 YO	750	\$5.00	
442582	Alexander Keiths IPA	6 × 473	\$1.00	
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	Shelf Extender
451336	Tom Gore Cabernet Sauvignon	750	\$2.00	Mini Thematic
456095	Ketel One Vodka	750	\$2.00	End Aisle
457572	Gibson's Finest Bold 8YO	750	\$3.00	Shelf Extender
459966	Henry Of Pelham Baco Noir Old Vines VQA	750	\$2.00	goLocal
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	\$3.00	End Aisle, Seasonal Block Pile D
465484	Toki	750	\$5.00	
467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	\$1.00	Wine Fridge
470526	Pelee Island Lighthouse Semi-Sweet Riesling VQA	750	\$2.00	
474551	J.P. Wiser's Vanilla Whisky	750	\$1.75	End Aisle
474585	J.P. Wiser's Apple Whisky	750	\$1.75	End Aisle
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$2.30	
486241	Nutrl Vodka	750	\$3.00	Shelf Extender
487496	Leftfield Sauvignon Blanc	750	\$2.00	Wine Fridge
491118	Radio Boka Tempranillo Vdespana Bib	3000	\$5.00	
493668	Unapologetically Sinful Red VQA	750	\$1.00	
496968	Michelob Ultra	6 × 473	\$1.00	Seasonal Block Pile A
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	\$1.00	Shelf Extender, FFA
498691	Monty's Aged Ale	473	\$0.25	Mini Thematic

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
499384	Kacaba Cabernet VQA	750	\$2.00	
501551	Trapiche Malbec	750	\$1.50	Flex Space
512194	Larceny Kentucky Straight Bourbon	750	\$3.00	End Aisle
514463	Whitley Neill Original London Dry Gin	750	\$5.00	
516096	Glendalough Double Barrel Irish Whiskey	750	\$4.00	
516880	Mill Street Original Organic	6 × 473	\$1.50	Shelf Extender
518795	Omnipollo IPA	473	\$0.25	CE5
520270	Bacardi Black	1140	\$1.00	
520353	Bacardi Spiced Rum	750	\$1.00	S2, Value Add
523027	Open Dark Red VQA	750	\$1.00	
534230	Beringer Founders Estate Chardonnay	750	\$2.00	
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
534925	Grolsch Pilsner	6 × 500	\$2.00	EZA
536789	Golden Pheasant Beer	500	\$0.25	
541011	Wayne Gretzky Red Cask Whisky	375	\$1.00	FEM3
541094	Wayne Gretzky Ice Cask Whisky	750	\$8.00	Front Entrance Table
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	End Aisle, Necktag
542910	Top Shelf Gin	750	\$2.00	End Aisle, FFA
545194	Top Shelf Vodka	750	\$2.00	End Aisle, FFA
545343	Flor De Cana Anejo Clasico 5	1140	\$1.00	
546408	Dragon Stout	6 × 284	\$1.00	Shelf Extender
547646	Steam Whistle Premium Pilsner	6 × 341	\$1.50	
548313	Cowbell Doc Perdue's Boxing Bruin	473	\$0.20	Mini Thematic
551416	Cabo Wabo Reposado Tequila	750	\$5.00	Shelf Extender
553461	Mott's Clamato The Works Caesar	458	\$0.25	
557108	St Remy XO Brandy	750	\$1.00	
568642	Sapporo Premium Lager	6 × 355	\$1.30	
569350	Tawse Cider	473	\$0.30	
572552	Signal Hill Canadian Whisky	750	\$3.00	Shelf Extender
572800	Beringer Brothers Bourbon Barrel Red Blend	750	\$3.00	
573576	Amsterdam Space Invader	473	\$0.25	OCB
573956	Tanqueray Flor De Sevilla	750	\$2.50	End Aisle
581124	XOXO Light Pinot Grigio	750	\$1.00	Shelf Extender
582817	Family Series Dry Riesling VQA Peller Estates	750	\$1.00	
582973	Bombay Sapphire London Dry	1750	\$1.25	
588962	Mezzomondo Negroamaro Puglia Igt	750	\$1.00	Shelf Extender
595280	>Porcupine Ridge Syrah	750	\$3.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
604926	Prince Igor Extreme Vodka (P.E.T)	750	\$1.00	Shelf Extender
605063	Buffalo Trace Bourbon	750	\$3.00	Front Entrance Table
605600	Grand Marnier Cordon Rouge	1140	\$3.50	Shelf Extender
605972	Glenfiddich Single Malt 15 Year Old	750	\$5.00	End Aisle
606541	>(V)Peppoli Chianti Classico Docg (Antinori)	750	\$2.00	
609362	Casamigos Mezcal	750	\$6.00	End Aisle
609875	Eastdell Black Cab VQA	750	\$1.50	
614826	Pelee Island Pinot Grigio	1500	\$2.00	
617662	Diabolica Red VQA	750	\$2.00	Shelf Extender
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$1.50	
626390	>Kim Crawford Pinot Noir	750	\$2.00	Mini Thematic
628206	Bodacious Bourbon Barrel Aged Red Blend	750	\$1.00	
628990	Tito's Handmade Vodka	1140	\$2.00	Shelf Extender
629352	Glenfiddich Exper Series #4 Fire & Cane	750	\$5.00	End Aisle
635391	Jameson Caskmates IPA Irish Whiskey	750	\$3.00	Cold Room Spirits
636209	Roku Gin	750	\$5.00	
637728	Jackson-Triggs Shiraz	1500	\$2.00	
649186	Hey Y'All Southern Style Hard Iced Tea	458	\$0.25	
649269	Smirnoff Vodka & Soda Cranberry Lime	4 x 355	\$1.00	Shelf Extender
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	Shelf Extender
669374	Vineland Estates Unoaked Chardonnay VQA	750	\$2.00	
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	
676775	Lech Beer	500	\$0.20	Shelf Extender
694208	>Perez Cruz Reserva Cabernet Sauvignon	750	\$2.00	
699389	Magners Original Irish Cider	500	\$0.50	
894014	El Dorado Demerara 5 Year Old Rum	750	\$1.00	Shelf Extender
948158	>(V)San Vincenzo Vento Igt (Roberto Anselmi)	750	\$2.00	
954834	>Rodney Strong Pinot Noir Russian River	750	\$3.00	VL1
962886	>La Crema Sonoma Coast Chardonnay	750	\$2.00	
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	\$2.00	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
307	Seagrams V.O.	750	150	
620	Silk Tassel Canadian Whisky	750	100	
1925	Courvoisier VS	750	100	Shelf Extender
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	400	End Aisle
10937	Forty Creek Double Barrel Reserve Whisky	750	75	Front Nesting Table
11845	Jose Cuervo Reserva De La Familia Platino	750	300	
11933	The Black Shiraz	750	100	
11945	Proper No. Twelve	750	100	Comm. Extender
12197	Five Farms Single Batch Irish Cream Liqueur	750	150	
12852	Buffalo Trace Bourbon Cream	750	150	
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	125	FFA
13906	Unwined Smooth Rosé	750	50	
14534	Twisted Tea Peach	473	10	EZH
15152	Rodenbach Classic	500	24	
15943	The Fishwives Club Sauvignon Blanc	750	40	
16178	Crystal Head Onyx	750	200	
16545	El Tesoro Anejo	750	300	
16549	Rumchata Limon	750	100	
16785	Peller Family Vineyards Light Pinot Grigio	750	30	
16903	Storyteller Lager	473	15	
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	50	
17469	Rumchata	1750	200	
17477	Bisquit & Dubouche VSOP	750	200	
17900	J. Lebegue Lussac St-Emilion	750	125	Flex Space
19339	Good Natured Merlot Gamay Noir VQA	750	80	
19563	Lot No. 40 Dark Oak Canadian Whisky	750	240	
19749	Teremana Blanco Tequila	750	100	
19750	Teremana Reposado Tequila	750	100	
19894	Cracked Canoe	6 × 473	40	
22035	Skrewball Peanut Butter Whiskey	750	250	Shelf Extender
24075	Blue Nun Deutscher Tafelwein	1500	50	
24318	White Claw Iced Tea Lemon	473	5	CE6
24346	Jack Daniels Tennessee Honey Lemonade	473	20	
26308	Michelob Ultra Organic Gold	6 × 473	30	Seasonal Block Pie A



## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
29280	>Terrazas De Los Andes Malbec Reserva	750	100	
31930	Seagrams V.O.	1750	300	
38505	Smirnoff Vodka (P.E.T)	1750	120	Seasonal Block Pie C
40626	Charm Soju Liquor	360	15	
60004	Deinhard Dry Riesling Rheinhessen	750	50	
60608	El Dorado 12 Year Old Rum	750	250	
69377	>(V) Monte Antico Igt (Empson)	750	50	Mini Thematic
73148	Barone Montalto Pinot Grigio Igt Sicily	750	50	
88799	Alberta Pure Vodka (P.E.T)	750	50	
95935	Grey Goose Vodka	750	90	Shelf Extender
99218	Cavit Collection Pinot Grigio Delle Venez Igt*	750	25	End Aisle
107235	PJ's Salted Caramel (Panama Jack's)	750	40	
111526	Nederburg Cabernet Sauvignon	750	100	
111799	Reif Riesling VQA	750	100	OWS
112672	Wiser's Special Blend (P.E.T)	1750	120	Shelf Extender
114967	Finlandia Vodka	1750	200	End Aisle
163949	Misterio Cabernet Sauvignon	750	50	
166090	Jack Daniel's And Cola Tall Can	473	20	
175034	Girls' Night Out Strawberry Samba	750	50	
175042	Girls' Night Out Pineapple Mango Tango	750	50	
176834	Aperol	750	50	
195651	Forty Creek Confederation Oak Reserve Whisky	750	120	Front Nesting Table
207647	Chivas Regal 12YO Scotch Whisky	1140	180	
215418	Martini Sweet Vermouth Red	500	10	FEM2
215558	Cattos Rare Blended Scotch	1140	250	
216226	Alberta Premium Whisky	1140	80	End Aisle
216978	Seagrams V.O.	1140	200	
217042	Bell's Original Scotch Whisky	1140	75	
217067	Galliano Vanilla	375	60	
217257	Sailor Jerry Spiced Rum	1140	75	Seasonal Block Pie C
217646	J & B Rare Scotch Whisky	1140	75	
217992	Dewar's White Label	1140	75	End Aisle
223610	Fielding Pinot Grigio VQA	750	40	OWS
234815	Gerard Bertrand Cabernet Sauvignon Pays D'Oc	750	50	
235671	Trapiche Cabernet Sauvignon	750	60	Flex Space

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
237644	Frisky Zebras Seductive Shiraz	750	85	
247056	Grant's Triple Wood Blended Scotch Whisky	1750	120	
253302	Luksusowa Vodka	750	100	
253856	Luccarelli Primitivo Puglia Igt	750	30	
253906	Martini Dry Vermouth White	500	10	FEM2
258954	Spicebox	750	100	Seasonal Block Pile C
276618	Crown Royal Black	1140	100	Seasonal Block Pile C
277210	Cavit Collection Moscato Pavia Igt*	750	25	End Aisle
281931	Santa Rosa Malbec	1500	45	
285163	Amaro Lucano	750	120	Comm. Extender
323816	Heritage Du Cleray Muscadet Sevre Et Maine	750	50	Flex Space
340380	Two Oceans Sauvignon Blanc	750	200	Wine Fridge
341776	Fresh Beginnings Moscato VQA	750	40	
350629	Forty Creek Barrel Select Whisky	1140	75	Front Nesting Table
358192	Bruichladdich The Botanist Islay Dry Gin	750	200	
377101	JP Azeitao White	750	75	
377622	Laroche Viognier De La Chevaliere	750	80	
384511	Dragani Montepulciano D'Abruzzo	2000	100	
393090	Monasterio De Las Vinas Crianza Carinena	1500	50	
396671	360 Double Chocolate Vodka	375	35	FEM1
397091	Forty Creek Copper Bold Whisky	1750	120	Front Nesting Table
397976	Dr. McGillicuddy Intense Peach	375	40	
402859	El Dorado 3 YO Rum	750	180	
404012	Graham's 10 Year Old Tawny Port	750	60	
407544	Philippe De Rothschild Merlot Vdp	750	60	
413575	La Trappe Tripel	750	65	
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	110	Mini Thematic
415182	Lionello Stock Vermouth Extra Dry	1000	75	
417576	Stock 84 Spirit	1140	150	Shelf Extender
426148	Old Forester	750	50	
436279	Hornitos Plata	750	75	
440867	Honoro Vera Garnacha Monastrell Organic	750	80	
447953	Fireball Whisky Shooter	750	120	S5, Seasonal Block Pile C
452672	>Luigi Bosca Malbec	750	70	Flex Space

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
454132	Black Bottle Blended Scotch	750	120	
464172	Modelo Especial	473	5	
480129	Woodford Reserve Straight Rye Whiskey	750	250	End Aisle
481366	High River Canadian Whisky	750	150	
482612	Pike Creek Double Barreled Canadian Whisky	750	80	Shelf Extender
491803	Southern Comfort (P.E.T)	375	80	
492454	1800 Coconut Tequila	750	100	S1
493254	Roscato Rosso Igt Provincia Di Pavia*	750	25	End Aisle, Wine Fridge
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	120	
512335	Fantini Montepulciano Dabruzzo	1500	30	
513077	Glenfiddich Project Xx Experimental Series	750	400	End Aisle
521963	Chopin Potato Vodka	750	250	
524363	Santa Carolina Cabernet Sauvignon	1500	100	
545707	Cigar Box Pinot Noir	750	100	
550715	Forty Creek Barrel Select	750	50	Front Nesting Table
556746	Lurton Piedra Negra Pinot Grigio Organic	750	100	Flex Space
564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	100	
568287	No Boats On Sunday Cider	500	10	Front Entrance Table
570283	Twisted Tea Original	473	10	EZH
572594	Duntroon Cyder House Standing Rock	473	5	
575357	3 Speed Lager 568	568	10	
589416	Heineken 0.0	6 × 330	80	
605931	Grant's Triple Wood Blended Scotch Whisky	1140	90	Seasonal Block Pile C
612788	Fantini Casale Vecchio Lot 23 Mont D'Abruzzo	750	50	
616540	Dos Equis Lager	6 × 355	80	
620666	Casillero Del Diablo Reserva Carmenere	750	80	
620773	Masi Masianco Pinot Grigio	750	100	
628982	O'Casey's Irish Cream (First Ireland Spirits Co)	1140	120	Seasonal Block Pile C
640995	Ketel One Botanical Peach And Orange Blossom	750	75	Seasonal Block Pile C
649194	Twisted Tea Half & Half	473	10	EZH
667014	Fortress Rum	750	120	
667113	Peller Family Vineyards Cabernet Sauvignon	750	30	
698415	Creemore Session IPA	473	27	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
718940	Goats Do Roam Red	750	30	
741769	>(V)Chianti Classico (Rocca Delle Macie)	750	80	
908665	Bud Light	6 × 355	30	

### \*NEW Bundled Aeroplan Points:

- Buy 2 or more of the participating products (99218, 277210 and/or 493254) and earn an additional 25 points.

LCBO#	Description	Size (mL)	APP	Bundled APP
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	25	
277210	Cavit Collection Moscato Pavia Igt	750	25	25
493254	Roscato Rosso Igt Provincia Di Pavia	750	25	

## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
15501	Coors Light	30 × 355	Made to Chill Pants		15501
53082	Alberta Pure Vodka (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL		53082
192922	Seagram's 83	1140	Seagram's V.O. 50 mL		192922
216903	Banff Ice Vodka	1140	Banff Ice 50 mL		216903
242339	Alberta Pure Vodka (P.E.T)	1140	Canadian Club 100% Rye 50 mL		242339
305607	Seagrams 83	750	Seagram's V.O. 50 mL		305607
454462	Banff Ice Vodka (P.E.T)	1750	Canadian Club 1858 2 × 50 mL		454462
461434	Alberta Springs Whisky	1750	Reifel Rye 2 × 50 mL		461434
904144	Molson Canadian	6 × 355	Molson x NHL Gloves	EZD	904144

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
117	Bacardi Superior White Rum	750	Bacardi Glow in the Dark Cup	S2, LTO
893	J.P. Wiser's Deluxe	750	Wiser's Blanket	End Aisle, LTO
1040	Gordons Gin	750	Tanqueray Rangpur 50 mL	
1099	Johnnie Walker Red Label	750	Cocktail Spoon	End Aisle
1206	Bacardi Gold Rum	750	Bacardi Glow in the Dark cup	S2, LTO
1487	Crown Royal	750	Syrup	End Aisle, Middle Nesting Table, LTO
7880	Johnnie Walker Black 12 Yr	750	Pepsi Partnership Pack, Syrup	End Aisle, Middle Nesting Table, LTO
8094	Deinhard Green Label Riesling Mosel	750	Glassware	Wine Fridge
10558	Roe & Co Blended Irish Whiskey	750	Syrup	Middle Nesting Table
11850	Buffalo Trace Bourbon	375	Stirrings Old Fashioned Cocktail Mix 50 mL	FEM3
13295	Matua Sauvignon Blanc Hawke's Bay	1500	Speaker	
13734	Robert Mondavi Priv.Sel. Rum Barrels Merlot	750	Cocktail Glass	Seasonal Block Pile D
14910	Bushmills Irish Whiskey	750	Old Fashioned Cocktail Kit	
14996	Hollandia Lager	4 × 500	Bonus Beer Can	
15501	Coors Light	30 × 355	Made to Chill Pants	
16430	Hobgoblin IPA	500	Branded coaster	
16833	Goldschlager	750	Sheep Dog Peanut Butter Whiskey 50 mL	
17760	19 Crimes Pinot Noir	750	Sustainable Charging Pad	Flex Space
17933	Top Shelf Vodka Ddp	1140	Top Shelf Butter Tart 50 mL	End Aisle
18170	Czechvar Dark Lager	500	Branded Coaster	
18306	Johnnie Walker Double Black	750	Jigger	Mini Thematic

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
18575	Jim Beam Red Stag	750	Jim Beam Honey 50 mL	
18864	J.P. Wiser's Old Fashioned Canadian Whisky	375	JP Wiser's Manhattan 50 mL	
19419	Baileys Deliciously Light	750	Crown Royal 50 mL	
21524	On Point. Crisp White	750	Weight Watcher Candy bar	
21532	Grant's Sherry Cask 8yo Finish	750	Gift Box	
21876	Sheep Dog Peanut Butter Whiskey	750	Dr. McGillicuddy's Coffee	
22017	Smirnoff Vodka (P.E.T)	750	Halloween Jigger	S3
24212	Wanderlust Adventurous White	750	Luggage Tag	
24493	Courvoisier VSOP Cognac	750	Premium Cognac Decanter with 2 Cognac Glasses	
24953	Revel Stoke Roasted Pecan	750	Revel Stoke Winter Headband	
27235	Sauza Gold Tequila	750	Jim Beam Black 50 mL	
33928	J.P. Wiser's Deluxe	1750	Wiser's Branded Blanket	End Aisle
49726	Yukon Jack	750	Sheep Dog Peanut Butter Whiskey 50 mL	
53082	Alberta Pure Vodka (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL	
54213	Alberta Premium Whisky (P.E.T)	1750	Alberta Premium 200 mL	End Aisle
54866	Bulleit Bourbon Frontier Whiskey	750	Syrup	Middle Nesting Table
61564	Royal Reserve (P.E.T)	1750	Toque	
89912	Loios Red	750	DropStop	
112672	Wiser's Special Blend (P.E.T)	1750	Toque	Shelf Extender, APP
112896	Johnnie Walker Red Label	1750	Cocktail Spoon	End Aisle
113241	Cazadores Anejo Tequila	750	Cazadores Skull Glassware (collect all 3)	S2
114694	Crown Royal	1750	Coupe Glass	End Aisle
114934	Golden Wedding (P.E.T)	1750	Carolans 50 mL	
125187	Cazadores Reposado Tequila	750	Cazadores Skull Glassware (collect all 3)	S2
129940	Aviation Gin	750	Aviation 50 mL	
131391	Smirnoff Vodka (P.E.T)	1140	Captain Morgan OSR 50 mL	
137810	Campo Viejo Rioja Reserva	750	Cooking Spices	Mini Thematic
189217	Gibson's Finest Sterling Edition	750	Gibson's Rare 50 mL	
192922	Seagram's 83	1140	Seagram's V.O. 50 mL	
204560	Highland Park 12 Yr Old Single Malt	750	Highland Park Branded Scarf	Mini Thematic, LTO
207613	Jameson Irish Whiskey	1140	Flask	End Aisle
209205	Walker's Special Old (P.E.T)	1750	Toque	
215343	Martini & Rossi Sweet Vermouth Red	1000	Bombay Sapphire 50 mL	Shelf Extender, LTO
215889	Gibson's Finest Sterling Edition Whisky	1140	Gibson's Rare 50 mL	
216689	J.P. Wiser's Deluxe	1140	Blanket	End Aisle
216903	Banff Ice Vodka	1140	Banff Ice 50 mL	
217125	Sauza Silver	1140	Jim Beam Black 50 mL	

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
217190	Grand Macnish	1140	Grand MacNish 50 mL	
217794	Johnnie Walker Red Label	1140	Cocktail Spoon	End Aisle, LTO
217802	Johnnie Walker Black Label	1140	Pepsi Partnership Pack	End Aisle
217950	Crown Royal	1140	Coupe Glass	End Aisle, S3
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	Pasta	
224352	Crown Royal Black	750	Syrup	Middle Nesting Table
231571	Seagrams 83 (P.E.T)	1750	Fireball 200 mL	
237792	Icebox Long Island Iced Tea	1140	Seagram's V.O. 50 mL	
238097	Dalwhinnie 15 Yr Malt	750	High End Jigger	Mini Thematic
242107	No. 3 London Dry Gin	750	Luxardo Bitter Bianco 50 mL White Negroni	
242339	Alberta Pure Vodka (P.E.T)	1140	Canadian Club 100% Rye 50 mL	
258665	Woodbridge By Robert Mondavi Sauvignon Blanc	1500	Miss Vickie's Coupon	
267302	Crystal Head Vodka	750	Original Shot Glass	
292177	Phillips Butter Ripple Schnapps	750	Revel Stoke Pecan 50 mL	
305607	Seagrams 83	750	Seagram's V.O. 50 mL	
312959	Ketel One	1750	Ciroc 50 mL	End Aisle
318683	The Kraken Black Spiced Rum	1140	Buderim Ginger Beer	End Aisle, S6
363986	Cazadores Blanco Tequila	750	Cazadores Skull Glassware (collect all 3)	S2
379180	Robert Mondavi Private Selection Chardonnay	750	Cocktail Glass	Seasonal Block Pile D
386789	Casamigos Tequila Blanco	750	Concrete Branded Candle	End Aisle
388694	Casamigos Tequila Reposado	750	Poured Concrete Branded Candle	End Aisle
390583	Canadian Club 100% Rye	750	Reifel Rye 50 mL	Front Nesting Table
392225	Robert Mondavi Private Selection Cab/Sav	750	Cocktail Glass	Seasonal Block Pile D
398024	Dr. McGillicuddy Intense Peach	1140	Dr. McGillicuddy's Coffee	
398479	1800 Reposado	750	Toque	S1
405753	Robert Mondavi Private Selection Sauv Blanc	750	Cocktail Glass	Seasonal Block Pile D
405845	Evan Williams Black Label Bourbon Whiskey	750	Rocks Glass	End Aisle
409490	Singleton Of Dufftown 12 Year Old	750	Old Fashioned Syrup	Middle Nesting Table
410043	The Glenlivet Founder's Reserve Scotch Whisky	750	TGL Caribbean Cask	
422006	Johnnie Walker Black Label Scotch	1750	Pepsi Partnership Pack	End Aisle
434092	Crown Royal Northern Harvest Rye	750	Syrup	Middle Nesting Table
451195	Jose Cuervo Especial Gold Tequila	1750	Jose Cuervo Mini 2 x 50 mL	
454462	Banff Ice Vodka (P.E.T)	1750	Canadian Club 1858 2 x 50 mL	

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
461434	Alberta Springs Whisky	1750	Reifel Rye 2 × 50 mL	
468116	Johnnie Walker Green Label	750	High End Jigger	Mini Thematic
479881	Lagavulin 8 YO	750	High End Jigger	Mini Thematic
487181	Spier Signature Chardonnay	750	DropStop	
491829	Southern Comfort	1140	Southern Comfort Rocks Glass	
500512	Captain Morgan Original Spiced Rum	750	Halloween Jigger	S3
520353	Bacardi Spiced Rum	750	Bacardi Glow in the Dark Cup	S2, LTO
525188	Peroni Nastro Azzurro	6 × 330	Formula 1 Hat	EZA
541607	The Sexton Single Malt Irish Whiskey	750	Glassware	
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	Angostura Bitters	
601484	Amaro Montenegro Liqueur	750	Fever Tree Soda VA	
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	Becherovka 50 mL	
633305	Woodbridge By Robert Mondavi Chardonnay	1500	Miss Vickie's Coupon	
638734	Deep Eddy Lemon	750	Deep Eddy 50 mL	
666875	Dab Original	6 × 500	Bonus Beer Glass	
904144	Molson Canadian	6 × 355	Molson x NHL Gloves	EZD
904334	Budweiser	6 × 355	Frank's Red Hot Sauce	BPA



## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
14312	Collective Arts Blackthorn & Plum Gin	750	World Gin Awards	
82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	Contest	
219816	Catedral Reserva Dao	750	DAO region - Pairings	
278416	Casillero Del Diablo Reserva Cab Sauvignon	750	Haunted Hotel Contest	
352104	Aberlour 12YO Single Malt Scotch Whisky	750	Educational	
382861	Lot No. 40 Single Copper Pot Still Canadian Whsky	750	Educational	Shelf Extender, LTO
436956	Casillero Del Diablo Devil's Collection Red	750	Haunted Hotel Contest	LTO
449207	>Rodney Strong Charlotte's Home Sauvignon Blanc	750	Contribution Food Bank (\$1/bottle sold)	Wine Fridge
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	Accolades	End Aisle, LTO
621227	Straccali Chianti Docg	750	New Label	
636845	Redbreast 12 Year Old Irish Whiskey	750	Educational	

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Agent	Force Allocated/ Store Order
BEZ A	19923	Peroni Nastro Azzurro Slim Can	6 × 330	LCBO Warehouse	1783 - Asahi Canada	Store Order
	525188	Peroni Nastro Azzurro	6 × 330	LCBO Warehouse	1783 - Asahi Canada	Store Order
	534925	Grolsch Pilsner	6 × 500	LCBO Warehouse	1783 - Asahi Canada	Store Order
BEZ B	28482	Flying Monkeys Fluffity Dipa	473	2990 - Bellwoods Brewery	1716 - Bellwoods Brewery	Store Order
	28496	Dark Roast Pumpkin Spice Espresso Porter	473	8454 - Whitewater Brewing Company	1429 - Whitewater Brewing	Store Order
	28546	Jelly King With Plum	500	6309 - Flying Monkeys Craft Brewery	877 - Flying Monkeys Craft Brewery	Store Order
BEZ D	14066	Molson Ultra	6 × 473	275 - The Beer Store	103 - Molson Coors Canada	Store Order
	300699	Molson Canadian	6 × 473	275 - The Beer Store	103 - Molson Coors Canada	Store Order
	904144	Molson Canadian	6 × 355	275 - The Beer Store	103 - Molson Coors Canada	Store Order
Beer Block Pile (SBA)	26308	Michelob Ultra Organic Gold	6 × 473	LCBO Warehouse	214 - Labatt Breweries Ontario	Forced
	284562	Michelob Ultra	473	275 - The Beer Store	214 - Labatt Breweries Ontario	Forced
	311779	Bud Light	6 × 473	275 - The Beer Store	214 - Labatt Breweries Ontario	Forced
	311787	Budweiser	6 × 473	275 - The Beer Store	214 - Labatt Breweries Ontario	Forced
	496968	Michelob Ultra	6 × 473	275 - The Beer Store	214 - Labatt Breweries Ontario	Forced
	904334	Budweiser	6 × 355	275 - The Beer Store	214 - Labatt Breweries Ontario	Forced
Mini Thematic C	13641	Bench Brewing Short Hills East Coast IPA	473	798 - Bench Brewing Company	1513 - Bench Brewing Co.	Store Order
	26052	Nickel Brook Metal Head DIPA	473	6699 - Nickel Brook Brewing Company	893 - Nickel Brook Brewing	Store Order
	20118	Collective Arts Good Monster	473	LCBO Warehouse	1438 - Collective Arts Brewing Limited	Store Order
	23568	Lost Craft Neapolitan Ice Cream Stout	473	179 - Lost Craft	1449 - Lost Craft	Store Order
	27126	Whitewater North Meets South Nordic Pale Ale	473	8454 - Whitewater Brewing Company	1429 - Whitewater Brewing	Store Order
	28089	Muskoka Big World Small Batch - Germany	473	LCBO Warehouse	899 - Lakes Of Muskoka Cottage Brewery	Store Order
	190439	Wellington Special Pale Ale	473	4826 - Wellington County Brewery Inc	606 - Wellington County Brewery	Store Order
	498691	Monty's Aged Ale	473	4275 - United Craft Inc.	1365 - United Craft	Store Order
548313	Cowbell Doc Perdue's Boxing Bruin	473	458 - Cowbell Brewing Co.	1488 - Blyth Brewing/Cowbell	Store Order	

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Distributor	Agent	Force Allocated/ Store Order
<b>D4: Discovery BSM 1</b>	513036	Henderson Brewing Co. Food Truck Beer	473	766 - Henderson Brewing Co	1371 - Henderson Brewing Co	Forced
<b>D5: Discovery BSM 2</b>	26164	Lagunitas Ipa	500	LCBO Warehouse	1714 - Heineken Canada Inc.	Forced
<b>R57: Ontario Beer A</b>	194431	Duvel Beer	330	LCBO Warehouse	103 - Molson Coors Canada	Forced
<b>R58: Ontario Beer B</b>	300681	Coors Light 6 Pk-Tc	2838	275 - The Beer Store	103 - Molson Coors Canada	Forced
<b>R59: Beer 1</b>	453985	Walkerville Easy Stout	473	4643 - Walkerville Brewery	1375 - Walkerville Brewery	Forced
<b>R60: Beer 2</b>	546408	Dragon Stout+	1704	LCBO Warehouse	1714 - Heineken Canada Inc.	Forced
<b>R61: Beer 3</b>	676775	Lech Beer +	500	LCBO Warehouse	1783 - Asahi Canada	Forced
<b>R62: Beer 4</b>	516880	Mill Street Original Organic 6x473	2838	1950 - Trillium Beverage Inc.	583 - Trillium Beverage Inc/Mill Street	Forced
	14812	Great Lakes Brewery - Haze Mama	473	1929 - Great Lakes Brewing Co. Inc.	162 - Great Lakes Brewing Co	Store Order
	19271	Beau's Lug Tread 4pk Bottles	2400	9654 - Beau's All Natural Brewing / 275 - The Beer Store	679 - Steam Whistle Brewing	Store Order
<b>Ontario Craft Beer End Aisle</b>	275172	Nickel Brook Head Stock West Coast-Style Ipa	473	6699 - Nickel Brook Brewing Company	893 - Nickel Brook Brewing	Store Order
	493247	Cowbell Doc Perdue's Bobcat Red Ale	473	458 - Cowbell Brewing Co.	1488 - Blyth Brewing/Cowbell	Store Order
	573576	Amsterdam Space Invader	473	3842 - Amsterdam Brewing Company	615 - Amsterdam Brewing Co. Limited	Store Order
	688507	Flying Monkeys Sparklepuff Triple Ipa	473	6309 - Flying Monkeys Craft Brewery	877 - Flying Monkeys Craft Brewery	Store Order
<b>Impulse Display: CE3</b>	271619	Harp Lager	500 ML	LCBO Warehouse	155 - Diageo Canada Inc.	Forced
<b>Impulse Display: CE5</b>	518795	Omnipollo Ipa	473 ML	1812 - Craft Brand Co	1316 - Craft Brand Company Inc.	Forced

# PERIOD 8

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
OCTOBER 9 Start of Period 8 	10 <i>Happy Thanksgiving</i> (stores closed)	11 HOLIDAY GIFTING SKUS BEGIN TO ARRIVE IN STORE	12	13	14	15
16 End of United Way Campaign (Sept 22 - Oct 16)	17 PRESET SEASONAL SECTIONS FOR HOLIDAY GIFTS	18	19	20	21	22
23	24	25	26	27	28	29
30	31 <i>Happy Halloween</i> 	NOVEMBER 1 SET HOLIDAY GIFT PACKAGING & GIFT CARDS	2	3	4	5 End of Period 8 

# LCBO