

**SUMMER
HOT LIST**



Period 3 Marketing & Product Guide
MAY 22 - JUNE 18, 2022

Period 3 Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 3



New for Period 3

Promotional Programs

Feature Fixture A: Sangria Wines

New & Seasonal Fixture: Can't Miss: Summer Rosés

Entrance Table: Wild Strawberry-Limeade Slush

Mini Thematic A: Scotches for Dad

Mini Thematic B: Vintages Essentials for Dad

Mini Thematic C: Local Craft Beer: Summer Styles

Front Nesting Table: Premium & Standard Flights

Middle Nesting Table: Trending: New Ways To Rosé

Block Pile A: Love Pairs With Everything (Beer)

Block Pile B: Now In: New Iced Teas For Summer

Block Pile C: Love Pairs With Everything (Spirits)

Block Pile D: Glenfiddich

Aeroplan Loyalty Offers

P3-4 Summer Hot List Signage

End Aisle Backer Cards

Summer Gift Packaging & Gift Cards

Wine & Spirits Special Promotions Fixture

Front End Merchandiser

The Cold Room Spirits Display

Shopping Cart Sign



Wine Programs

ON1: Go Local

ON2: Our Buyer's Pick (VOA)

Flex Space

Beer Programs

Beer Excitement Zone

Craft Beer Imported Shelf Talkers

Ontario Craft Beer End Aisle

Beer Impulse Displays

Beer Branded Ends

Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick

Operational Signage

COVID-19 EXIT SIGNAGE

Updated April 2022

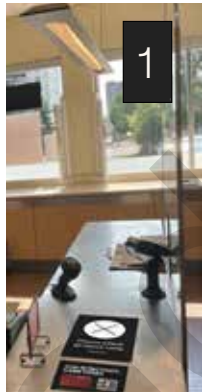
As regulations and mandates begin to ease in Ontario, we have taken the opportunity to reevaluate our COVID-19 and Social Distancing signage package. Some components may now be removed, and others will be updated to the new Black/White Operational colour scheme.

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



Store Exterior & Entrance Components

- Operational Store Hours Decal
- Front Door “No Smoking/No Vaping” Decal
- Aeroplane Front Window Decal
- Front Door “Safe Shopping” Decal
- Window Sign Suction Cups & Holders



Vestibule & Cash Area Components

- Plexi Shields
- Hand Sanitizer Pump Decals
- “Cash Closed” Metal Frame Signs
- Cash Desk Decal
- “Please Place All Items Here” Cash Desk Decal
- Aeroplane 6”w x 8”h Cash Desk Decal
- Cash Register Numbers



Additional Components

- “Line Up Here” Metal Stand Sign
- Kitchen Safety Priority Poster
- Backroom/Office Safety Priority Poster
- Generic Store Temporarily Closed Sign

Aeroplan LOYALTY PROGRAM (LP)

Overview

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

Signage is to remain in place until further notice.

Participating Stores

All Stores

Signage Components & Merchandising Instructions

Exterior Banners (English/Bilingual)

- Continue to display the Aeroplan Exterior Banner.

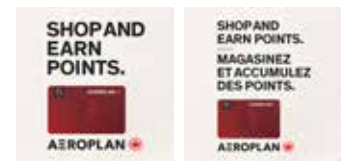
English Re-order# 23OP-AP6 / Bilingual Re-order# 23OP-AP7



Front Door Decal (English/Bilingual)

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

English Re-order# 23OP-AP10 / Bilingual Re-order# 23OP-AP11



Seasonal Banner Insert (English/Bilingual)

- Continue to display the Aeroplan Seasonal Banner Insert.

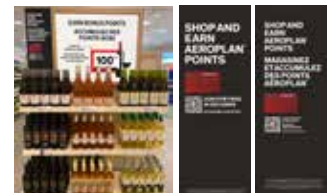
English Re-order# 23OP-AP3 / Bilingual Re-order# 23OP-AP4



End Aisle Blade Sign (English/Bilingual)

- Blade Signs should be installed on every other End Aisle, beginning at End Aisle #2.

English Re-order# 23OP-AP8 / Bilingual Re-order# 23OP-AP9



Generic End Aisle Backer Card (English/Bilingual)

- Generic Aeroplan backer card should be installed on end aisles with Aeroplan offers.

English/Bilingual Re-order# 23OP-AP5



Signage Components & Merchandising Instructions

In-section Perpendicular Shelf Talker (English/Bilingual)

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



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

Cash Desk Decal (English/Bilingual)

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



English Re-order# 23OP-AP12 / Bilingual Re-order#23OP-AP13

Bonus Aeroplan Points Perpendicular Shelf Talkers (English/Bilingual)

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



English Re-order # (22OP-AP1) / Bilingual Re-order # (22OP-AP2)

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

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



English/Bilingual Re-order # (AIM-23P3-ANS)

Participating Products (May 22 - June 18, 2022)

LCBO#	Description	Size (mL)	APP (May 22 - June 18)
729	Blue Nun Deutscher Tafelwein	750	30
1610	Ballantine's	750	80
2881	Pisse-Dru Beaujolais	750	50
4606	Vodka Mudshake Creamy Vanilla	4 x 270	100
5280	Vodka Mudshake Chocolate	4 x 270	100
8219	Prince Igor Vodka (P.E.T)	750	50
10212	Kahlua Coffee Liquor	375	30
10937	Forty Creek Double Barrel Reserve Whisky	750	75
11130	Dewar's White Label Whisky	750	50
13057	Writers Tears Copper Pot Irish Whiskey	700	250
13494	San Marzano Primitivo Puglia Igp	750	10
13634	The Wanted Chard Chardonnay	750	25
14355	Appleton Estate 12YO Rare	750	90
14706	Little Buddha CC Grilled Pineapple Rosemary-Vodka	355	5
14883	Pelee Island Lola Chardonnay VQA	750	120
15012	Northern Keep Vodka	750	200
15285	Thalia Red Syrah-Kotsifali	750	75

LCBO#	Description	Size (mL)	APP (May 22 - June 18)
15363	Mike's Hard Blue Freeze	473	10
15797	#Tobermory Gin(Distell Int Ltd)	700	120
16022	Duff Gordon Solera Reserva Brandy	750	100
16094	Hendrick's Lunar Gin	750	110
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	80
16189	Santa Rita Secret Reserve Sauvignon Blanc	750	80
16225	Bees Knees	355	15
16546	On The Rocks Hornitos Margarita	375	125
16608	Aviation Gin	375	40
16810	Peller Family Vineyards Light Cabernet Sauvignon	750	30
16868	18.8 Gin Ddp	750	60
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	50
17483	Citra Pinot Grigio Terre Di Chieti	750	50
17528	Just Merlot	750	50
17559	Disaronno Velvet	750	75
18869	Hornitos Black Barrel	750	100
19452	Waterdog Red	750	60
19985	Seagram White Peach Cider	473	5
20047	Forty Creek Foxheart	750	75
20058	B & G Cuvee Speciale Blanc Organic	1500	80
20069	Goose Island Juice Island Hazy IPA	473	5
20220	Miyagikyo Single Malt Whisky	700	600
21378	Jim Beam White Label Bourbon	750	75
21384	Small Mercy Easy Going Red	750	40
21432	Rally Beer Extra Mile Session IPA	355	10
21474	Bread & Butter Cabernet Sauvignon	1500	60
22181	Glenfiddich Grand Cru	750	1000
22384	Chateau De Gourgazaud Minervois Aoc	750	80
22449	Hendrick's Neptunia	750	150
24345	Aperol Spritz Ready To Serve	600	50
24352	Jose Cuervo Playamar Mango	4 x 355	50
24360	Black Fly Tequila Margarita Strawberry	4 x 400	6
24404	Smirnoff Vodka Soda Berry Blast	355	10
24492	Lolea No2 White Sangria	750	25
24995	Moosehead Neon Radler Blue Raspberry	473	23
24996	Moosehead Neon Radler Tropical Punch	473	23
26548	Walter Craft Caesar - Classic	458	5
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	100
35840	Zubrowka Bison Vodka	750	170
40196	Luxardo Sambuca Dei Cesari	750	100
49726	Yukon Jack	750	100
53082	Alberta Pure Vodka (P.E.T)	1750	120
54213	Alberta Premium Whisky (P.E.T)	1750	120

LCBO#	Description	Size (mL)	APP (May 22 - June 18)
57349	Chateau Des Charmes Gamay Noir VQA	750	50
59311	>Seven Deadly Zins Old Vine Zinfandel	750	80
60004	Deinhard Dry Riesling Rheinhessen	750	50
68551	Peller Family Vineyards Rosé Tetra	1000	25
84012	Lefte Blonde	6 × 330	30
105429	Frescobaldi Remole Toscana Igt	750	80
108100	Martell VS Fine Cognac (In Box)	750	120
111526	Nederburg Cabernet Sauvignon	750	100
143750	Spinelli Cabernet Sauvignon	750	10
144493	Montecillo Crianza Rioja	750	75
146761	Fielding Riesling VQA	750	40
191866	Pknt Cabernet Sauvignon Reserve	750	50
192922	Seagram's 83	1140	200
204560	Highland Park 12 Yr Old Single Malt	750	150
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	80
211326	Dujardin VSOP Brandy	1140	75
216226	Alberta Premium Whisky	1140	100
216903	Banff Ice Vodka	1140	65
217125	Sauza Silver	1140	100
217216	Myers Planters Punch	1140	200
225565	Maker's Mark 46	750	150
231571	Seagrams 83 (P.E.T)	1750	300
234815	Gerard Bertrand Cabernet Sauvignon Pays D'Oc	750	50
237792	Icebox Long Island Iced Tea	1140	100
240150	Polar Ice Vodka	1140	90
242107	No. 3 London Dry Gin	750	150
244186	Collingwood Whisky	750	120
254912	Codorniu Brut Clasico Sparkling	3 × 200	100
266049	Adobe Reserva Sauvignon Blanc Organic	750	100
269852	>(V) Alsace Willm Gewurztraminer Reserve	750	50
273110	Canadian Club & Ginger Ale	473	10
273490	Thalia Sauvignon Blanc - Vilana	750	75
276170	Pelee Island Blanc De Blanc VQA	750	100
285163	Amaro Lucano	750	120
285585	Masi Bonacosta Valpolicella Classico Doc	750	100
296228	Calvados Boulard Pays D'Auge	750	120
298638	Glenmorangie Original Single Malt Scotch Whisky	750	120
305607	Seagrams 83	750	100
311670	Luxardo Sambuca Dei Cesari	200	50
311910	Canadian Club Classic 12 Year Old	375	75
319673	Bombay Sapphire East London Dry Gin	750	60
321448	Cono Sur Bicicleta Chardonnay	750	50
322024	Adobe Reserva Merlot Organic	750	75

LCBO#	Description	Size (mL)	APP (May 22 - June 18)
322362	Beck's	500	5
325506	Fonseca Bin No.27 Reserve Porto	750	40
325787	McGuigan Black Label Shiraz	750	70
326025	Basil Hayden Straight Bourbon	750	125
326223	Wray & Nephew White Overproof Rum	750	75
335422	Dunavar Pinot Grigio	750	10
339895	Waterloo IPA	473	5
340851	Domaine Boyar Cabernet Sauvignon	750	50
341602	Cono Sur Bicicleta Pinot Noir	750	50
358960	Fleur Du Cap Chardonnay	750	100
366666	El Dorado 8 Yo Cask Aged Demerara Rum.	750	255
369009	Pinnacle Vodka	750	200
371872	Girls' Night Out Sangria	750	60
385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	50
400069	Craigellachie 13 Year Old	750	165
402859	El Dorado 3 YO Rum	750	180
404368	Muskoka Detour	473	5
408286	Lolea No 1 Red Sangria Spain	750	25
413328	De Valcourt Napoleon Brandy VSOP	750	100
415182	Lionello Stock Vermouth Extra Dry	1000	85
429688	Veuve Ambal Cremant De Bourgogne Grande Cuvee Brut	750	80
443945	>(V) Goru (Gsd Winesl)	750	100
448613	Black Fly Vodka Sour Raspberry	473	5
454132	Black Bottle Blended Scotch	750	120
464214	Anciano 7 Year Gran Reserva Tempranillo Valdepenas	750	100
481366	High River Canadian Whisky	750	150
483255	Casillero Del Diablo Reserva Pinot Grigio	750	60
485995	XOXO Red Sangria	750	30
493072	Bowmore No. 1	750	100
494047	Broker's Premium London Dry Gin	1140	120
494369	Southern Comfort (P.E.T)	200	40
496950	Rolling Rock	6 x 473	30
501080	Bend In The River Riesling	750	50
510008	Luxardo Sambuca Dei Cesari	1140	150
518670	Sour Puss Raspberry Liquor	750	50
518688	Sour Puss Apple Liquor	750	50
524371	Cono Sur Bicicleta Cabernet Sauvignon	750	50
526772	Anciano Clasico Garnacha Valencia, Do	750	100
527457	Nederburg Shiraz	750	100
530352	Glenfiddich Single Malt 18 Year Old	750	500
534693	Kittling Ridge White Zinfandel/Vidal	750	40
542340	Philippe De Rothschild Cab Sauv Pays D'Oc	1500	80
545343	Flor De Cana Anejo Clasico 5	1140	80

LCBO#	Description	Size (mL)	APP (May 22 - June 18)
547679	>Wodka Zoladkowa Gorzka	750	60
550749	Absolut Mandrin	750	60
556746	Lurton Piedra Negra Pinot Grigio Organic	750	50
573931	Hendrick's Orbium Gin	750	150
580118	Black Tower Dornfelder Pinot Noir Pfalz	750	50
582973	Bombay Sapphire London Dry	1750	120
589416	Heineken 0.0	6 × 330	40
601146	Glen Breton Rare Canadian Single Malt	750	200
601518	Sour Puss Blue Liquor	750	50
604348	Absolut Apeach Vodka	750	60
604934	Grey Goose Vodka	375	50
609248	Moosehead Radler	473	23
612713	Black Fly Vodka Cranberry (P.E.T)	4 × 400	25
613950	Sogrape Vila Regia Reserve Douro	750	85
618504	Sogrape Vila Regia	1500	100
626325	>Osoyoos Larose Le Grand Vin Okanagan VQA	750	120
628339	Loch Lomond 12 Year Old Single Malt Whisky	750	200
629055	Hennessy XO	375	180
638239	Alario Sauvignon Blanc	750	65
638247	Alario Cabernet Sauvignon	750	65
639880	Bodacious Rosé	750	25
665299	Stormy Bay Cabernet Sauvignon	750	80
666040	Nutrl Vodka Soda Pineapple	473	10
904334	Budweiser	6 × 355	30

P3-4: Discover LCBO's Summer Hot List

SIGNAGE GALLERY

Overview

As the days get longer and the weather turns warm, we're all thinking about the ways we can celebrate the few short weeks of summer that we have. Whether it's enjoying the outdoors, trying something new, or celebrating everything Canada has to offer, at the LCBO we've got all the tips and tricks to help you make the most of your summer with the latest drinks, recipes, and food pairings.

And just like last year, we've organized it into an assorted list that every Ontarian can enjoy. The LCBO Summer Hot List. It's the true sign that summer has arrived, full of inspiration for the hottest summer products and activities.

The LCBO Summer Hot List is back and better than ever and we want to build excitement about it.



Signage Ship Date

The Period 3 signage components will be shipped to stores beginning **May 13, 2022**.

Period 3 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 acsss@lcbo.com and quote the re-order number provided in this guide. Please have a copy of this Marketing & Product Guide on hand for reference.

Music CD Reorder# AIM-23P3-MUSIC-CD | Music USB Reorder# AIM-23P3-MUSIC-USB

We would like to hear your comments about this Period's music. Please provide your feedback to Customer Care Retail Field Store Support.

NOTE: Signage will remain up for Period 3 & Period 4.

P3-4 Exterior Banners

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

PRIORITY OF EXTERIOR BANNERS:

- 1 Summer Hot List
- 2 Aeroplan Rewards
- 3 ShopLCBO.com
- 4 Repeat Thematic Banner: Summer Hot List



1 Summer Hot List



Re-order#
23P3-EB1
(English)

Re-order#
23P3-EB2
(Bilingual)

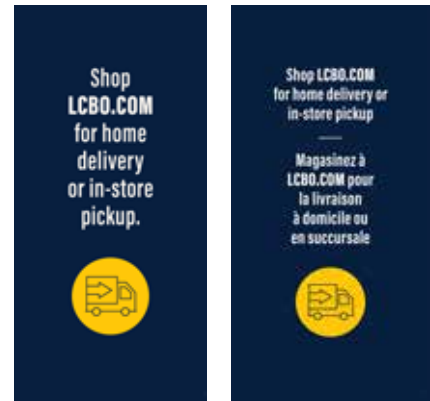
2 Aeroplan Rewards



Re-order#
23OP-AP6
(English)

Re-order#
23OP-AP7
(Bilingual)

3 ShopLCBO.com



Re-order#
23P3-EB5
(English)

Re-order#
23P3-EB6
(Bilingual)

NOTE: Signage will remain up for Period 3 & Period 4.

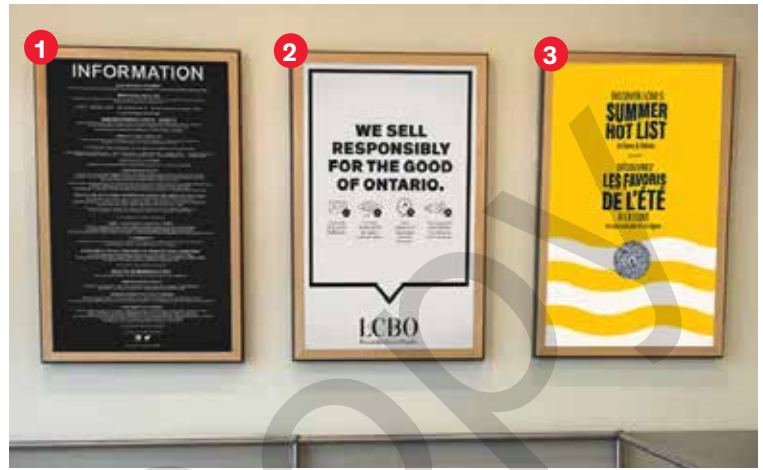
P3-4 Window Show Cards

Dimensions: 28" w x 45" h

Install: In the Showcard frame.

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

- 1 Information Board (Operational)
- 2 Responsible Service (Operational)
- 3 Seasonal Thematic: Summer Hot List
- 4 Same Day /or Generic Ecomm (Operational)



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

- 1 Information Board
- 2 Responsible Service
- 3 **NEW** Seasonal Thematic: Summer Hot List



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



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



Re-order# 23P3-WS1
(English + Bilingual)

- 4 Same Day Pick Up /OR Generic Ecomm



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



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

NOTE: Signage will remain up for Period 3 & Period 4.

P3-4 Transparencies

Perimeter Transparency Horizontal

Vendor installed



Spirits Image ENG/BIL



Wines Image ENG/BIL



eCOMM ENG/BIL



Same Day Pickup ENG/BIL

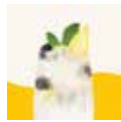
Only 1 version to be displayed in store depending on service available:
eCOMM generic message OR Same Day Pickup version

Perimeter Transparency Square

Vendor installed



Summer Hot List
ENG/BIL



Image



Same Day Pickup
ENG/FRE



eCOMM
ENG/BIL

Perimeter Transparency Vertical

Vendor installed

Small Vertical Transparencies



Summer Hot List
ENG/BIL



eComm
ENG/BIL



Same Day Pickup
ENG/BIL

Medium Vertical Transparencies



Summer Hot List
ENG/BIL



eComm
ENG/BIL



Same Day Pickup
ENG/BIL

Large Vertical Transparencies



Summer eComm
Hot List BIL

Aeroplan Loyalty Seasonal Banner Insert

Note: Signage is to remain in place until further notice.

Dimensions: 20" w x 70" h

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



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



New P3 End Aisle Backer Cards

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

23P3-BC1



EA 1

23P3-BC2



EA 2

23P3-BC3A



PREMIUM EA 3A

23P3-BC3B



STANDARD EA 3B

23P3-BC4



EA 4

23P3-BC10



EA 10

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

NOTE: Signage will remain up for Period 3 & Period 4.

23P3-BC-GEN1



Generic Spirits/RTD Image

23P3-BC-GEN2



Generic Wine Image

23P3-BC-GEN3



Generic Beer/Cider Image

23P3-BC-GEN4



Generic eCOMM

23OP-AP5



Aeroplan Loyalty

Summer Hot List

MERCHANDISING SIGNAGE

Overview

The LCBO Summer Hot List is here to help you make the most of the season by expertly curating the hottest drinks and inspiration for everything you're doing this summer. All stores will receive Employee Name Badge Stickers and Shelf Talkers to highlight local products inspired by the Summer Hot List.

Key Dates (P3 - P6)

Participating Stores - All Stores

Signage Components & Merchandising Instructions



“Ask Me For My Summer Hot List Picks” Staff Name Badge Stickers ENG (Re-order # 23P3-NT1) / BIL (Re-order # 23P3-NT2)

The Staff Name Badge Stickers gives you a great opportunity to identify yourself as an Ontario expert and help customers find the perfect Ontario selection for summer. It is designed to be affixed to the lower portion of the back of the existing name tag, and hangs down about 1.5”.



Employee Name Shelf Talker

“Summer Hot List Essential” Perpendicular Shelf Talkers

Employee Name Shelf Talkers

ENG (Re-order # AIM-23P3-SHL1) / BIL (Re-order # AIM-23P3-SHL2)

A great way to share your love for your community! Let customers know your favourite local products for summer. Use a black Sharpie Marker and print your name on the shelf talker. Install shelf talkers in front of recommended product in section.

Pre-Printed Shelf Talkers

ENG (Re-order # AIM-23P3-SHL3) / BIL (Re-order ## AIM-23P3-SHL4)

The pre-printed shelf talkers will highlight local products inspired by the Summer Hot List. Install shelf talkers in front of participating product in section.



Pre-Printed Shelf Talker

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

- New Local Products
- Trending Flavours and Categories
- Cocktail and Recipe Solutions
- Occasions (casual and specific)
- Gifts
- Deals
- Expert “In the Hot Seat” Picks

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

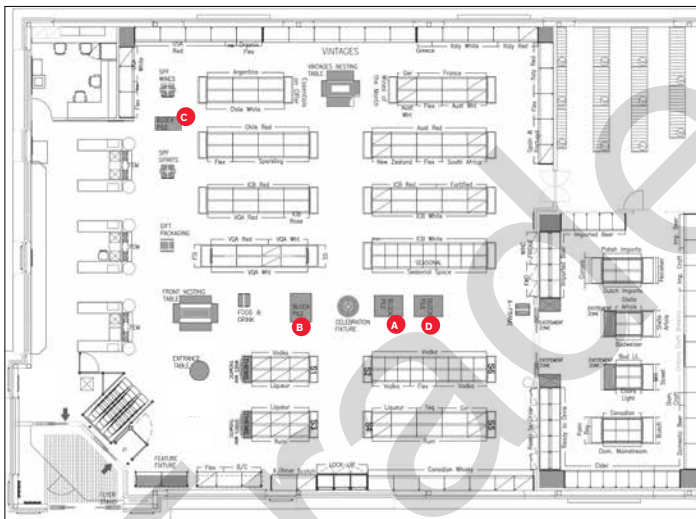
Middle Nesting Table/Celebration Fixture : DD

A Block Pile A (SBA): Love Pairs With Everything (Beer)

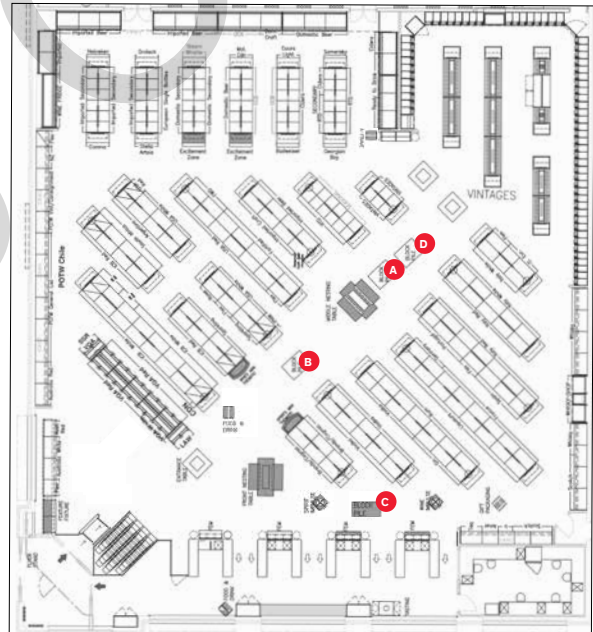
B Block Pile B (SBB): Now In: New Iced Teas For Summer

C Block Pile C (SBC): Love Pairs With Everything (Spirits)

D Block Pile D (XBP): Glenfiddich



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

Sangria Wines



This is a sold program. Participation is mandatory.

Key Dates (May 22 - June 18, 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 "Must Try: Summer Sangria" ENG/BIL (Re-order # 23P3-FF1)
- Category Sign Solid Colour (Re-order # 23P3-FF2)
- Bin Strips - solid colour (Re-order # 23P3-FF3)
- Box Sign ENG/BIL (Re-order # 23P3-FF4)
- Shelf Talkers ENG (Re-order # 23P3-FF11) / BIL (Re-order # 23P3-FF12)

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- When merchandising the participating products, please display the signage as portrayed in the planogram (see images). For the remaining 4ft of this fixture, stores are to merchandise Rosé products (Refer to the New & Seasonal section for a list of Rosé products to merchandise).
- Install branded shelf talkers on the feature fixture display.
- Merchandise the category sign and box sign.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.

NOTE: If you are a Bilingual designated store, install all signage with the Bilingual side of shelf talkers and category signs.

Featuring Red, White, and Rosé wines including new seasonal products. Perfect for mixing into this summertime classic sangria cocktail.

Participating Products

LCBO#	Description	Size (mL)	Offers
13906	Unwined Smooth Rosé	750	\$1.00 LTO
17483	Citra Pinot Grigio Terre Di Chieti IGP	750	50 APP
20865	Ventoux Grande Reserve Des Challieres	750	
24212	Wanderlust Adventurous White	750	
24486	Le Val Sauvignon Blanc Pouch	1500	
24492	Lolea No2 White Sangria	750	25 APP
24627	Apothic Merlot	750	\$2.00 LTO
170134	Banrock Station Pink Moscato Rosé	750	\$1.50 LTO, Wine Fridge
253948	Martini & Rossi Asti	750	
274399	Adobe Reserva Rosé Organic	750	
277194	Batasiolo Bosc D'la Rei Moscato D'Asti DOCG	750	\$2.00 LTO
292532	The Wolftrap Viognier Chenin Blanc Grenache Blanc	750	
295022	Two Oceans Pinot Grigio	750	VA: Disaronno Mini 50 mL
306472	Cono Sur Tocornal Sauvignon Blanc	1500	Wine Fridge
371872	Girls' Night Out Sangria	750	60 APP
427328	Long Weekend Wine Co. Cabernet VQA	750	\$1.00 LTO
485995	XOXO Red Sangria	750	30 APP
486001	XOXO Pinot Grigio Sangria	750	\$1.00 LTO
495507	Robertson Winery Chenin Blanc	750	\$1.50 LTO
524355	Mcguigan Black Label Cabernet Sauvignon	750	\$1.00 LTO
534693	Kittling Ridge White Zinfandel Vidal	750	40 APP
556712	Girls' Night Out White Sangria	750	\$1.00 LTO
639880	Bodacious Rosé	750	25 APP
648402	Bodacious Moscato	750	\$1.00 LTO
665299	Stormy Bay Cabernet Sauvignon	750	80 APP

4ft. Feature Fixture



8ft. Feature Fixture



CAN'T MISS: SUMMER ROSÉS
MAINTENANT EN STOCK : LES ROSÉS D'ÉTÉ

Rosé SKUs

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

Refer to the New & Seasonal section of this guide for a list of Rosé products

12ft. Feature Fixture



CAN'T MISS: SUMMER ROSÉS
MAINTENANT EN STOCK : LES ROSÉS D'ÉTÉ

Rosé SKUs

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

Refer to the New & Seasonal section of this guide for a list of Rosé products

NEW & SEASONAL FIXTURE

Can't Miss: Summer Rosés

Key Dates (May 22 - June 18, 2022)

Participating Stores

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

Seasonal Rosé wines from around the world will be featured for the spring and summer season.

Merchandising Instructions

A new signage kit with seasonal colours will be shipped to stores by the start of the period. Please display the Summer category sign/bin strips until the end of P6.

- Please refer to the Store Layout section for inventory management of product.
- Continue to merchandise your seasonal Rosé assortment on the fixture.
- Remove and recycle the Spring box signs, category sign and bin strips.
- Install the Summer category sign and bin strips.

Signage Components

Note: Signage MUST remain in place for the duration of P3 - P6.

- Category Sign "Can't Miss: Summer Rosés" ENG/BIL (Re-order # 23P3-NS1)
- Category Sign Solid Colour (Re-order # 23P3-NS2)
- Bin Strips - solid colour (Re-order # 23P3-NS3)
- Shelf Talkers ENG (Re-order # 23P3-NS4) / BIL (Re-order # 23P3-NS5)

4ft. Feature Fixture



8ft. Feature Fixture



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.

Participating Products

LCBO#	Description	Size (mL)	Offers	LCBO#	Description	Size (mL)	Offers
11597	Pelee Island Bella Sparkling Pinot Noir Rosé VQA	750		23758	Aveleda Fonte Rosé	750	
13245	Argento Rosé	750		23759	Les Jamelles Clair De Rosé	750	
13488	Perrin Studio By Miraval	750		23760	Doppio Passo Primitivo Rosato Igt Puglia	750	
13497	Grand Sud Rosé	1000		23805	Cupcake Light Hearted Rosé	750	
13522	Gran Passione Rosato Igt Veneto	750		24080	Jacob's Creek Moscato Rosé Lower Sugar	750	
13548	Chateau De Berne Romance Igp Mediterranee	750		24081	Stoneleigh Lighter Rosé	750	
13907	Jackson-Triggs Proprietors Selection Light Rosé	750		24084	Kim Crawford Illuminate Rosé	750	
14145	Toro Bravo Shiraz Garnacha Rosado	750		24085	Santa Carolina Reserva Rosé	750	
14867	Sandbanks Summer Rosé VQA	750		24086	Smoky Bay Rosé	750	
15568	Listel Gris Rosé	750		24087	Republic Of Pink Rosé	750	
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	750		24088	Villa Maria Sauvignon Blanc Blush	750	
18485	Stel + Mar California Rosé	750		24971	Good Natured Rosé VQA	750	
18486	Bread & Butter Rosé	750		24972	Speck Bros. F. Tree The Merry Widow Rosé VQA	750	
18528	Jacob's Creek Reserve Rosé	750		24973	Offshore Hang Ten Rosé VQA	750	
19062	Sandbanks Sparkling Rosé VQA	750		48819	Creekside Cabernet Rosé VQA	750	
19667	La Baume Rosé	750		164343	The Beachhouse Rosé	750	
20188	Maison No 9	750		480467	Radio Boka Rosé Vdt Castilla	750	
20359	Expression Cabernet Franc Rosé VQA	750		483040	Francois Dulac Cotes De Provence	750	Necktag
21623	Freixenet Rosé Igt	750		632513	Lab Rosé Lisboa Vr	750	
23745	Campo Viejo Crisp Rosé	750		639856	Megalomaniac Homegrown Rosé VQA	750	
23755	Pasqua Romeo & Juliet Pinot Grigio Rosé	750		642884	D'Ont Poke The Bear Rosé VQA	750	
23757	S De La Sablette - Coteaux Varois Rosé	750		647149	Calvet Rose, Languedoc Aop (Pouch)*	1500	

Brand Spotlight (BS-BSE) ENTRANCE TABLE

Cocktail of the Month: Wild Strawberry-Limeade Slush



This is a sold program. Participation is mandatory.

Key Dates (May 22 - June 18, 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
1487	Crown Royal Whisky	750	\$1.50 LTO + VA: Rocks Glass
224352	Crown Royal Black	750	VA: Rocks Glass
434092	Crown Royal Northern Harvest Rye	750	VA: Rocks Glass

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

A refreshing sweet and sour strawberry and lime cocktail. Make this fresh fruit slushy the drink of the summer. Enjoy with a splash of whisky or simply enjoy as is for a refreshing dessert.

Merchandising Instructions

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

Signage Components

- Square Entrance Table Sign
ENG (Re-order # 23P3-ET1) / BIL (Re-order # 23P3-ET2)
- Round Entrance Table Sign
ENG (Re-order # 23P3-ET3) / BIL (Re-order # 23P3-ET4)
- Shelf Talkers
ENG (Re-order # 23P3-ET5) / BIL (Re-order # 23P3-ET6)
- Recipe Shelf Talkers
ENG (Re-order # 23P3-ET7) / BIL (Re-order # 23P3-ET8)
- VA Perp Shelf Talkers
ENG (Re-order # 23P3-ET9) / BIL (Re-order # 23P3-ET10)

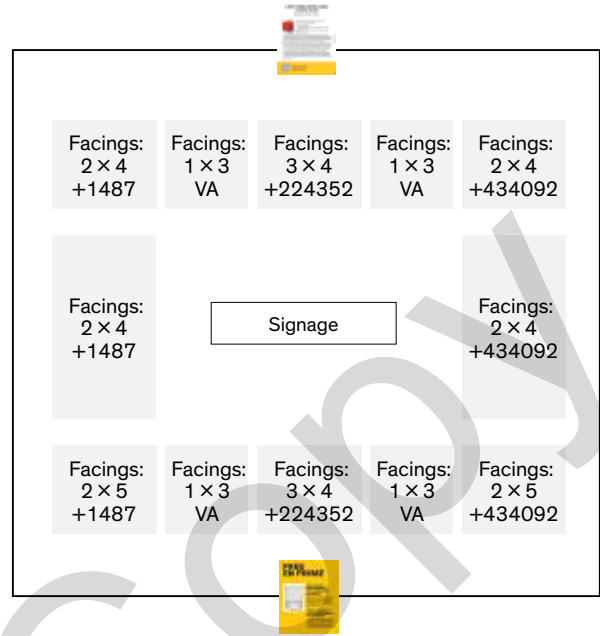


VA Shelf Talker

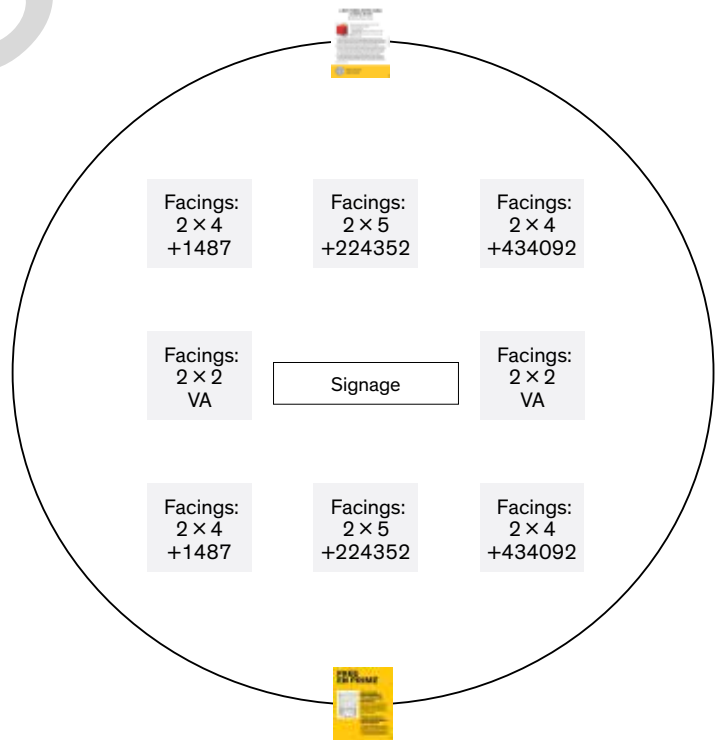


Recipe Shelf Talker

Planogram - Square Table



Planogram - Round Table



Spirits (MI-A)

MINI THEMATIC A

Gift-worthy: Scotches for Dad



This is a sold program. Participation is mandatory.

Key Dates (May 22 - June 18, 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
11130	Dewar's White Label Whisky	750	50 APP
38927	Jura 12 Year Old Single Malt	750	\$10.00 LTO
207647	Chivas Regal 12YO Scotch Whisky	1140	\$4.00 LTO
238097	Dalwhinnie 15 Yr Malt	750	
289496	Cardhu Single Malt Scotch	750	\$5.00 LTO
298638	Glenmorangie Original Single Malt Scotch Whisky	750	120 APP
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00 LTO
404160	McClelland Single Malt Islay Scotch	750	\$4.00 LTO
409490	Singleton Of Dufftown 12 Year Old	750	\$4.00 LTO
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	\$3.00 LTO
479881	Lagavulin 8 YO	750	
479980	Macallan 12 YO Double Cask	750	\$5.00 LTO

Cheers to Dad! Celebrate dad by giving him the gift of Scotch. Products will have LTOs and Aeroplan points on select products.



Signage Components

- Category sign ENG/BIL (Re-order # 23P3-MTA1)
- Backer card ENG/BIL (Re-order # 23P3-MTA2)
- Shelf talkers ENG (Re-order # 23P3-MTA3) / BIL (Re-order # 23P3-MTA4)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the summer gift bags on each shelf of the fixture.
- Merchandise pre-printed shelf talkers in front of each product.
- Install 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.



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

Wines (MI-B)

MINI THEMATIC B

Gift-worthy: Vintages Essentials for Dad



This is a sold program. Participation is mandatory.

Key Dates (May 22 - June 18, 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
50203	Beronia Reserva (Gonzales Byass)	750	\$2.00 LTO
104299	The Prisoner Red Blend	750	\$5.00 LTO
145920	Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00 LTO
149237	The Conspiracy Ripasso Style (Foreign Affai	750	\$3.00 LTO
258673	Pinot Noir G Marquis Slvr Ln Stone Rd	750	\$2.00 LTO
328567	(V) Cathedral Cellar Cabernet Sauvignon	750	\$2.00 LTO
461699	(V)Baco Speck Family Reserve	750	\$3.00 LTO
626390	Kim Crawford Marlborough Pinot Noir	750	\$2.00 LTO
687582	Prosecco Di Valdobbiadene Brut (S. Margherit	750	\$2.00 LTO

Signage Components

- Category sign ENG/BIL (Re-order # 23P3-MTB7)
- Backer card ENG/BIL (Re-order # 23P3-MTB8)
- Shelf talkers ENG (Re-order # 23P3-MTB9) / BIL (Re-order # 23P3-MTB10)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the summer gift bags on each shelf of the fixture.
- Merchandise pre-printed shelf talkers in front of each product.
- Install 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.

This Father's Day, give the gift of LCBO Vintages Essentials perfect for impressing Dad. Products featured will focus on bold red wines.



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

Beer (MI-C) MINI THEMATIC C

Local Craft Beer: Summer Styles



This is a sold program. Participation is mandatory.

Key Dates (May 22 - June 18, 2022)

Participating Stores

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

This period we are featuring an assortment of local summertime craft beer including lagers, fruit beers and sours.

Participating Products

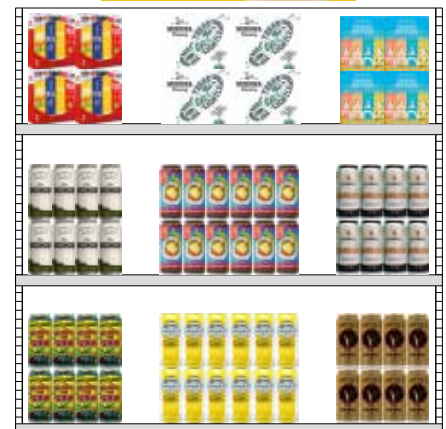
LCBO#	Description	Size (mL)	LTO	Supplying Source / Distributor
15717	Flying Monkeys The Mutants Are Revolting	473	\$0.20	6309 - Flying Monkeys Craft Brewery
16897	Great Lakes Brewery - Burst!	473	\$0.20	1929 - Great Lakes Brewing Co. Inc.
19609	Henderson X Rush Canadian Golden Ale	473		766 - Henderson Brewing Co
19658	Ace Hill Radler Mix Pack	1420		LCBO Warehouse
19994	Muskoka Tread Lightly	6×473	\$1.00	LCBO Warehouse
24668	Amsterdam YYZ Summer Flight Pack	1892		3842 - Amsterdam Brewing Company
450239	Whitewater Brewing Farmer's Daughter	473	\$0.20	8454 - Whitewater Brewing Company
481515	Bench Brewing Balls Falls Session IPA	473	\$0.20	798 - Bench Brewing Company
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	\$0.20	458 - Cowbell Brewing Co.

Signage Components

- Backer card ENG/BIL (Re-order# 23P3-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 (May 22 - June 18, 2022)

Participating Stores

There are TWO flights of stores during P3. Please ensure you display the participating products and signage that your store is grouped in:

Flight A Premium

1, 10, 19, 21, 31, 38, 41, 51, 83, 102, 115, 130, 148, 149, 150, 156, 164, 187, 217, 243, 253, 288, 310, 326, 346, 367, 371, 390, 391, 393, 394, 398, 404, 407, 411, 412, 417, 437, 438, 445, 453, 485, 486, 495, 497, 499, 500, 511, 523, 554, 556, 573, 580, 585, 590, 619, 623, 624, 630, 631, 632, 641, 643, 649, 658, 670, 699, 702, 741, 776

Flight B Standard

22, 23, 44, 55, 74, 82, 90, 106, 145, 195, 198, 227, 250, 263, 269, 279, 287, 298, 325, 329, 334, 351, 359, 373, 378, 385, 392, 401, 416, 436, 459, 489, 490, 501, 522, 542, 545, 575, 579, 587, 602, 618, 627, 633, 640, 652, 653, 655, 661, 667, 698, 703, 748

Signage Components

- Table Sign Large ENG (Re-order # 23P3-FNT1) / BIL (Re-order # 23P3-FNT2)
- Table Sign Small ENG (Re-order # 23P3-FNT3) / BIL (Re-order # 23P3-FNT4)
- Premium Shelf Talkers ENG (Re-order # 23P3-FNT15) / BIL (Re-order # 23P3-FNT16)
- Standard Shelf Talkers ENG (Re-order # 23P3-FNT25) / BIL (Re-order # 23P3-FNT26)

Merchandising Instructions

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

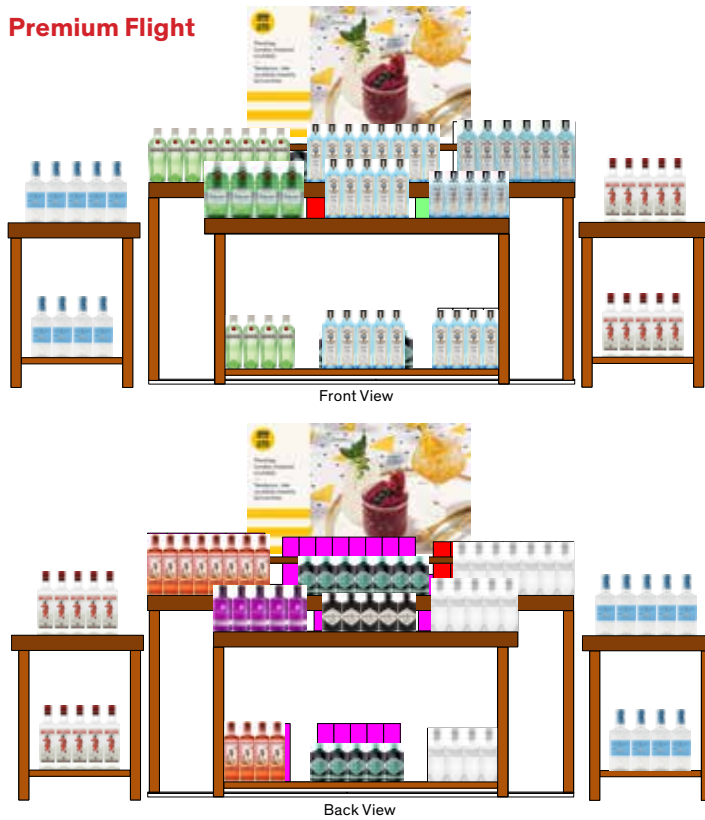
Featuring customer favourite Gin brands in a variety of formats. Between the spirit's incredible versatility and diverse use of botanicals, there is now a British gin out there for everyone and a cocktail to match.

Participating Products

Flights	LCBO#	Description	Size (mL)	Offers
Flight A Premium	11868	Whitley Neill Rhubarb & Ginger	750	\$5.00 LTO
	15765	Beefeater Blood Orange	750	\$2.00 LTO
	22449	Hendrick's Neptunia	750	150 APP
	96263	Tanqueray Dry Gin	1750	Necktag
	209213	Beefeater London Dry Gin	1140	VA: Beefeater Blood Orange 50 mL
	217281	Bombay Sapphire London Dry Gin	1140	VA: Bombay Gin & Tonic RTD 250 mL
	316844	Bombay Sapphire London Dry Gin	750	\$1.00 LTO
	358192	Bruichladdich The Botanist Islay Dry Gin	750	\$2.00 LTO
	582973	Bombay Sapphire London Dry Gin	1750	120 APP
	600163	Tanqueray No. Ten Gin	750	VA: Ciroc 50 mL
	617233	Hayman's London Dry Gin	750	\$3.00 LTO
	637504	Hendrick's Gin	750	\$3.00 LTO
	Flight B Standard	570	Beefeater London Dry Gin	750
2691		Tanqueray Dry Gin	750	Necktag
19388		Bombay Bramble	750	\$1.50 LTO
22454		Tanqueray Blackcurrant Royale	700	Necktag
56622		Beefeater London Dry Gin	1750	\$1.50 LTO
216721		Tanqueray Dry Gin	1140	\$1.00 LTO
319673		Bombay Sapphire East London Dry Gin	750	60 APP
358184		Tanqueray Rangpur Gin	750	\$2.50 LTO
391177		Sipsmith London Dry Gin	750	VA: Stir-er
397539		Boodles Gin	750	\$1.00 LTO
573931		Hendrick's Orbium Gin	750	150 APP
605162		Broker's Premium London Dry Gin	750	\$1.00 LTO

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

Premium Flight



Top View (Back)

Facings: 4x7 +358192	Facings: 5x7 +22449	Facings: 4x7 +15765
Facings: 5x7 +358192	Facings: 5x7 +637504	Facings: 5x7 +11868

Facings: 5x6 +617233
Facings: 4x6 +617233

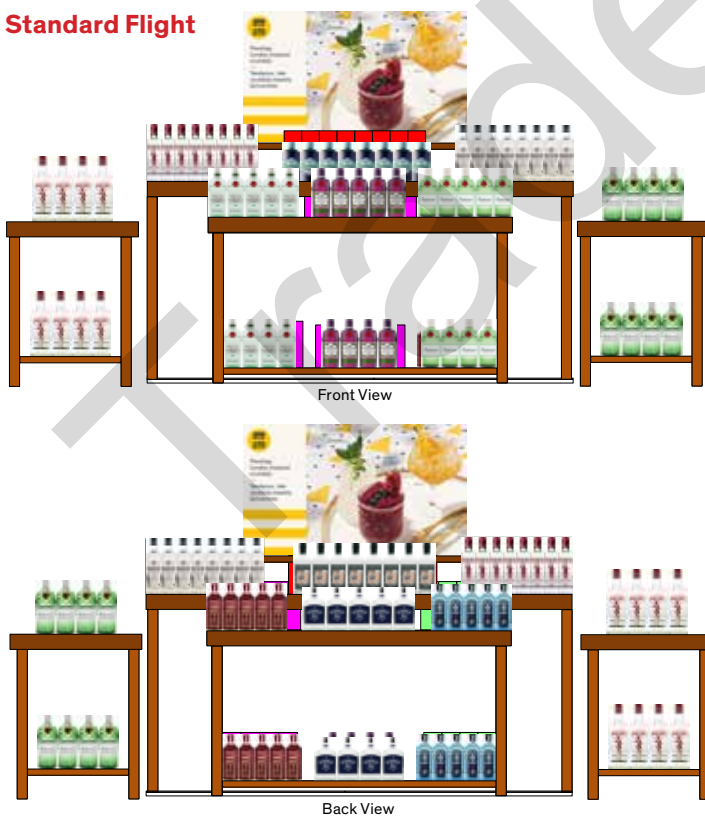
Facings: 7x3 +358192	Facings: 7x2 +22449	Facings: 8x3 +15765
Signage		
Facings: 8x2 +600163	Facings: 8x3 +217281	Facings: 6x2 +582973

Facings: 5x8 +209213
Facings: 5x8 +209213

Facings: 4x5 +96263	Facings: 5x7 +217281	Facings: 5x8 +316844
Facings: 4x5 +600163	Facings: 5x6 +217281	Facings: 4x8 +217281

Top View (Front)

Standard Flight



Top View (Back)

Facings: 5x8 +319673	Facings: 4x8 +397539	Facings: 5x8 +19388
Facings: 5x8 +319673	Facings: 5x10 +397539	Facings: 5x8 +19388

Facings: 4x6 +56622
Facings: 4x6 +56622

Facings: 8x3 +570	Facings: 8x2 +391177	Facings: 8x3 +605162
Signage		
Facings: 8x3 +570	Facings: 8x2 +573931	Facings: 8x3 +605162

Facings: 4x6 +216721
Facings: 4x6 +216721

Facings: 5x7 +358184	Facings: 5x7 +22454	Facings: 5x7 +2691
Facings: 4x7 +358184	Facings: 4x7 +22454	Facings: 4x7 +2691

Top View (Front)

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

Premium Flight



Front View



Back View

Top View (Back)

Facings: 4x7 +358192	Facings: 5x7 +22449	Facings: 4x7 +15765
Facings: 5x7 +358192	Facings: 5x7 +637504	Facings: 5x7 +11868

Facings: 7x3 +358192	Facings: 7x2 +22449	Facings: 8x3 +15765
Facings: 3x3 +617233	Signage	Facings: 4x4 +209213
Facings: 8x2 +600163	Facings: 8x3 +217281	Facings: 6x2 +582973

Facings: 4x5 +96263	Facings: 5x7 +217281	Facings: 5x8 +316844
Facings: 4x7 +600163	Facings: 5x7 +217281	Facings: 4x7 +217281

Top View (Front)

Standard Flight



Front View



Back View

Top View (Back)

Facings: 4x8 +319673	Facings: 4x8 +397539	Facings: 4x8 +19388
Facings: 5x8 +319673	Facings: 5x10 +397539	Facings: 5x8 +19388

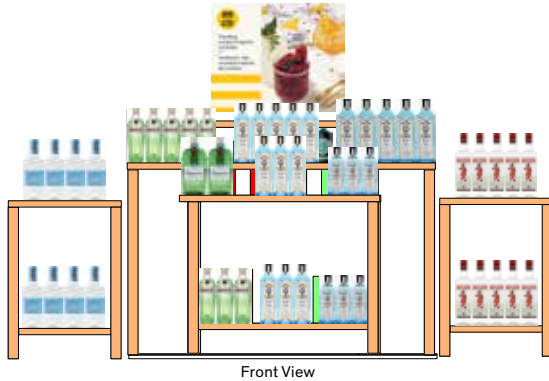
Facings: 8x3 +570	Facings: 8x2 +391177	Facings: 8x3 +605162
Facings: 4x3 +56622	Signage	Facings: 4x3 +216721
Facings: 8x3 +570	Facings: 8x2 +573931	Facings: 8x3 +605162

Facings: 5x7 +358184	Facings: 5x7 +22454	Facings: 5x7 +2691
Facings: 5x7 +358184	Facings: 4x7 +22454	Facings: 5x7 +2691

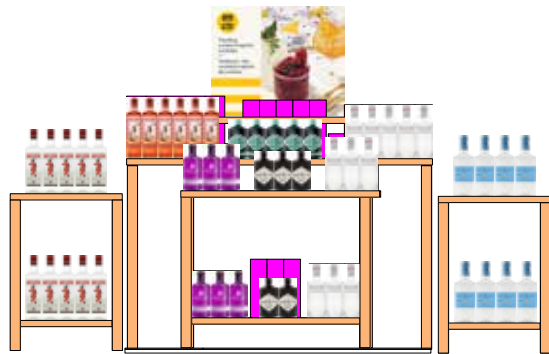
Top View (Front)

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

Premium Flight



Front View



Back View

Top View (Back)

Facings: 3×7 +358192	Facings: 2×7 +637504	Facings: 3×7 +11868
Facings: 3×7 +358192	Facings: 3×7 +637504	Facings: 3×7 +11868

Facings: 4×4 +617233	Facings: 5×3 +358192	Facings: 6×2 +22449	Facings: 5×3 +15765	Facings: 5×6 +209213
Facings: 4×4 +617233	Signage			Facings: 5×6 +209213
	Facings: 5×3 +600163	Facings: 5×3 +217281	Facings: 5×3 +582973	

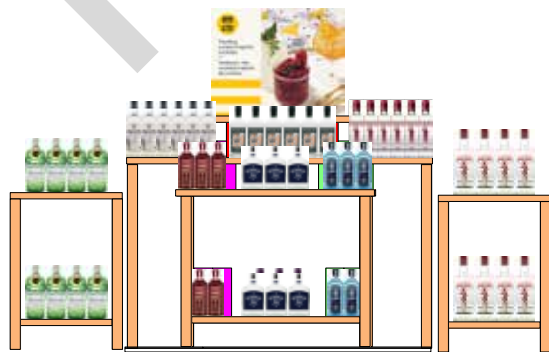
Facings: 2×5 +96263	Facings: 3×7 +217281	Facings: 3×8 +316844
Facings: 3×5 +600163	Facings: 3×6 +217281	Facings: 3×8 +316844

Top View (Front)

Standard Flight



Front View



Back View

Top View (Back)

Facings: 2×8 +319673	Facings: 3×8 +397539	Facings: 2×8 +19388
Facings: 3×8 +319673	Facings: 3×10 +397539	Facings: 3×8 +19388

Facings: 4×5 +56622	Facings: 6×3 +570	Facings: 6×2 +391177	Facings: 6×3 +605162	Facings: 4×5 +216721
Facings: 4×5 +56622	Signage			Facings: 4×5 +216721
	Facings: 6×4 +570	Facings: 6×3 +573931	Facings: 6×4 +605162	

Facings: 3×7 +358184	Facings: 3×7 +22454	Facings: 3×7 +2691
Facings: 2×7 +358184	Facings: 3×7 +22454	Facings: 2×7 +2691

Top View (Front)

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

Premium Flight



Front View



Back View

Top View (Back)

Facings: 3×7 +358192	Facings: 2×7 +637504	Facings: 3×7 +11868
Facings: 3×7 +358192	Facings: 3×7 +637504	Facings: 3×7 +11868

Facings: 5×3 +358192	Facings: 5×2 +22449	Facings: 6×3 +15765
Facings: 3×3 +617233	Signage	Facings: 3×3 +209213
Facings: 5×3 +600163	Facings: 5×3 +217281	Facings: 5×3 +582973

Facings: 2×5 +96263	Facings: 3×7 +217281	Facings: 3×8 +316844
Facings: 3×7 +600163	Facings: 3×7 +217281	Facings: 3×7 +316844

Top View (Front)

Standard Flight



Front View



Back View

Top View (Back)

Facings: 2×8 +319673	Facings: 3×8 +397539	Facings: 2×8 +19388
Facings: 3×8 +319673	Facings: 3×10 +397539	Facings: 3×8 +19388

Facings: 6×3 +570	Facings: 6×2 +391177	Facings: 6×3 +605162
Facings: 3×3 +56622	Signage	Facings: 3×3 +216721
Facings: 6×4 +570	Facings: 6×3 +573931	Facings: 6×4 +605162

Facings: 3×7 +358184	Facings: 3×7 +22454	Facings: 3×7 +2691
Facings: 2×7 +358184	Facings: 3×7 +22454	Facings: 2×7 +2691

Top View (Front)

A

Display Program (BP-SBA)

BLOCK PILE A

Love Pairs With Everything (Beer, Cider & RTD)

LOVE
PAIRS WITH
EVERYTHING.

L'AMOUR
S'ACCORDE
AVEC TOUT.

Supporting small
businesses during
the summer of Pride.
Visit www.lcbo.com/lovepairs
for more information
and to place your order.



This is a sold program. Participation is mandatory.

Key Dates (May 22 - June 18, 2022)

Participating Stores

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

Celebrate Pride with limited time flash packaging and exciting new summer flavours. Featuring three new must-try flavours and a Pride Bandana value-add.

Participating Products

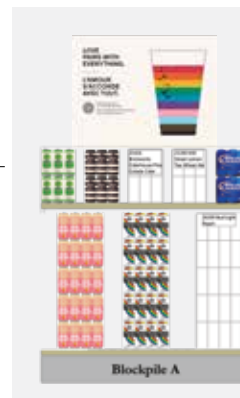
LCBO#	Description	Size (mL)	Offers
15563	Somersby Apple Cider	473	
15695	Bud Light Strawberry Lemonade	473	\$0.20 LTO
15994	Muskoka Born This Way IPA	473	
25390	Mill Street Lemon Tea Wheat Ale	473	
25426	Brickworks Ciderhouse Pina Colada Cider	473	
26309	Bud Light Peach	473	
311779	Bud Light	6 × 473	\$1.00 LTO + VA
466292	Ernest Dry Cider	473	



Value-add/Dump Bin Merchandiser: Purchase 2 Bud Light 6 × 473 mL packs and receive a free pride bandana. The supplier will be providing the VA and dump bin merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components

- Pole Toppers ENG (Re-order # 23P3-BPA1)
BIL (Re-order # 23P3-BPA2)
- Cut Case Backer Card ENG (Re-order # 23P3-BPA3)
BIL (Re-order # 23P3-BPA4)
- Riser Wrap - solid colour (Re-order # 23P3-BPA5)
- Pricer Cards ENG (Re-order # 23P3-BPA7) / BIL (Re-order # 23P3-BPA8)
- Shelf Talkers ENG (Re-order # 23P3-BPA9) / BIL (Re-order # 23P3-BPA10)
- End Aisle Backer Card BIL (Re-order # 23P3-BPA11)



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.

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise the participating products according to the planogram.
- Install the pole topper sign, riser wrap and pricer cards.
- Merchandise the dump bin on the floor next to the participating product (311779 | Bud Light | 6 × 473 mL).

B

Display Program (BP-SBB)

BLOCK PILE B

Now In: New Iced Teas For Summer



This is a sold program. Participation is mandatory.

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

Key Dates (May 22 - June 18, 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)
24317	White Claw Iced Tea Variety Pack	12 × 29
24344	Arizona Hard Lemon Iced Tea	473
24351	Cottage Springs Vodka Iced Tea Mixed Pack	8 × 355
24376	Twisted Tea Slightly Sweet	473
24378	Mikes Hard Tea	473
24386	Truly Peach Tea	473
24387	One, Two Tea! White Tea	473

Signage Components

- Pole Toppers
ENG (Re-order # 23P3-BPB1) / BIL (Re-order # 23P3-BPB2)
- Cut Case Backer Card
ENG (Re-order # 23P3-BPB3) / BIL (Re-order # 23P3-BPB4)
- Riser Wrap - solid colour (Re-order # 23P3-BPB5)
- Pricer Cards
ENG (Re-order # 23P3-BPB7) / BIL (Re-order # 23P3-BPB8)
- Shelf Talkers
ENG (Re-order # 23P3-BPB9) / BIL (Re-order # 23P3-BPB10)
- End Aisle Backer Card BIL (Re-order # 23P3-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.

Now in: Iced Teas for Summer. Featuring new and delicious hard iced teas in a variety of refreshing flavours.



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

Love Pairs With Everything (Spirits)

LOVE
PAIRS WITH
EVERYTHING.

L'AMOUR
S'ACCORDE
AVEC TOUT.

Explore the joys
of celebrating Pride.
Visit our website for more information
pour célébrer la Pride.



This is a sold program. Participation is mandatory.

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

Key Dates (May 22 - June 18, 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
16249	Crystal Head Pride Edition	750	
21544	Smirnoff Pink Lemonade	750	VA: Pride Sunglasses
25520	Stolichnaya Pride Vodka	750	\$1.00 LTO
518670	Sour Puss Raspberry Liquor	750	50 APP + VA: Pride Sunglasses
518688	Sour Puss Apple Liquor	750	50 APP + VA: Pride Sunglasses
545392	Smirnoff Berry Blast	750	VA: Pride Cooling Towel
581256	Absolut Rainbow Edition	750	
601518	Sour Puss Blue Liquor	750	50 APP + VA: Pride Sunglasses

Signage Components

- Pole Toppers
ENG (Re-order # 23P3-BPC1) / BIL (Re-order # 23P3-BPC2)
- Cut Case Backer Card
ENG (Re-order # 23P3-BPC3) / BIL (Re-order # 23P3-BPC4)
- Riser Wrap - solid colour (Re-order # 23P3-BPC5)
- Pricer Cards
ENG (Re-order # 23P3-BPC7) / BIL (Re-order # 23P3-BPC8)
- Shelf Talkers
ENG (Re-order # 23P3-BPC9) / BIL (Re-order # 23P3-BPC10)
- End Aisle Backer Card BIL (Re-order # 23P3-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.

Explore top picks for Pride.
Featuring must-have spirits to
share at your pride events
this year.



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

Glenfiddich

Overview

Find the perfect single malt Scotch whisky to give to that special person for Father's Day with help from the experts at Glenfiddich. You can skip the card and the wrapping, just bring two glasses.

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.

This is a sold program. Participation is mandatory.

Key Dates (May 22 - June 18, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
12385	Glenfiddich 12 Year Old Single Malt Scotch Whisky	750	\$5.00 LTO
22181	Glenfiddich 23 Year Old Grand Cru Single Malt Scotch Whisky	750	1000 APP
513077	Glenfiddich Project XX Experimental Series	750	\$5.00 LTO
530352	Glenfiddich 18 Year Old Single Malt Scotch Whisky	750	500 APP
605972	Glenfiddich 15 Year Old Single Malt Scotch Whisky	750	\$5.00 LTO

Signage Components

- Shelf Talkers ENG (Re-order # 23P3-BPD15) / BIL (Re-order # 23P3-BPD16)

Merchandising Instructions

- The supplier will deliver and assemble the merchandiser by the start of P3.
- The shelf talkers will come with double-sided tape adhered to the back. Simply peel the paper and adhere to the shelf area below the product.



Supplied by Agent

Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Trending: New Ways To Rosé

This is a sold program. Participation is mandatory.

Key Dates (May 22 - June 18, 2022)

Participating Stores

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

In P3, we're curating our year-round collection of local and international rosés in one place for customers to discover. Wines from Ontario, the US and Europe will showcase a range of styles and price points.

Participating Product

LCBO#	Description	Size (mL)	Offers
166	Sogrape Mateus Rosé	750	VA: 2 x 6 Pink Candle Stick (rep-applied)
12641	Remy Pannier Rosé D'Anjou AOC	750	Wine Fridge
14882	Saintly Rosé VQA	750	\$2.00 LTO
43588	Folonari Pink Pinot Grigio Venezia IGT	750	\$1.00 LTO
134916	Ogier Cotes Du Ventoux Rosé Aoc	750	\$2.00 LTO
279661	L'Orangerie Rosé Pays D'Oc	750	Wine Fridge
325076	(V) Whispering Angel Rosé (Caves D'Esclans)	750	
373985	(V)Cote Des Roses Rose Languedoc (Gerard Bertrand)	750	Wine Fridge
404566	Jp Azeitao Syrah Rosé Bacalhoa	750	
492959	Rosehall Run Pixie Sparkling Rosé VQA	750	\$2.00 LTO
539312	Josh Cellars Rosé	750	\$2.00 LTO
552562	Speck Bros. Three of Hearts Rosé	750	\$3.00 LTO

Signage Components

- Table Sign Large ENG (Re-order # 23P3-MNT1) / BIL (Re-order # 23P3-MNT2)
- Table Sign Small ENG (Re-order # 23P3-MNT3) / BIL (Re-order # 23P3-MNT4)
- Celebration Fixture Drum Sign ENG (Re-order # 23P3-MNT5) / BIL (Re-order # 23P3-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P3-MNT7)
- Shelf Talkers ENG (Re-order # 23P3-MNT8) / BIL (Re-order # 23P3-MNT9)
-

Merchandising Instructions

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

Middle Nesting Table Planograms



Front View



Back View

Top View (Back)

Facings: 4x8 +14882	Facings: 5x8 +492959	Facings: 4x8 +552562
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Facings: 6x8 +14882	Facings: 6x7 +492959	Facings: 6x7 +552562
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Facings: 6x8 +373985

Facings: 5x8 +373985

Facings: 8x3 +14882

Facings: 8x3 +539312

Facings: 8x3 +552562

Facings: 6x8 +325076

Facings: 5x8 +325076

Signage

Facings: 8x3 +12641

Facings: 8x3 +279661

Facings: 8x3 +43588

Facings: 5x8 +134916	Facings: 4x8 +166	Facings: 5x8 +404566
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Facings: 4x8 +134916	Facings: 3x8 +166	Facings: 4x8 +404566
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Top View (Front)

Celebration Fixture Planograms



Front View



Back View

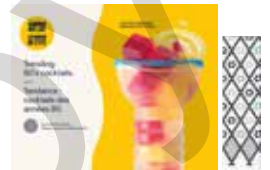
Period 3 END AISLES

End Aisle #1A Premium

LCBO#	Description	Size (mL)	Offers
22017	Smirnoff Vodka (P.E.T)	750	VA
25227	Smirnoff Peach Lemonade	750	VA
38505	Smirnoff Vodka (P.E.T)	1750	VA

Value-adds:

- 22017 | Smirnoff Vodka (P.E.T): Pride Mini Buttons (rep-applied)
- 25227 | Smirnoff Peach Lemonade: Pride Sunglasses (rep-applied)
- 38505 | Smirnoff Vodka (P.E.T): Pride Cooling Towel (rep-applied)

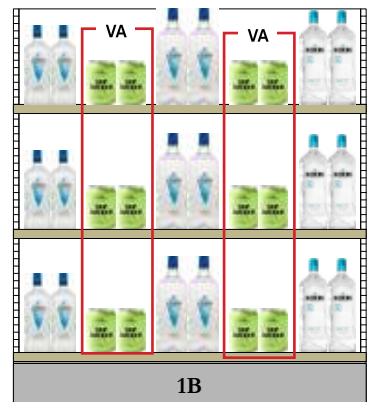


End Aisle #1B Standard

LCBO#	Description	Size (mL)	Offers
227413	Iceberg Vodka	1140	LTO
400754	Iceberg Vodka	750	VA
544155	Iceberg Vodka (P.E.T)	1750	VA, Necktag

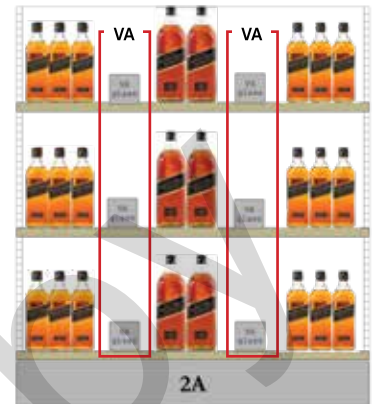
Value-adds:

- 400754 | Iceberg Vodka: Collapsible Silicone Cup (rep-applied)
- 544155 | Iceberg Vodka: Sapsucker Lime 2 × 355 mL (near pack)

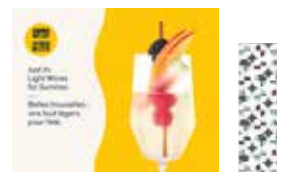
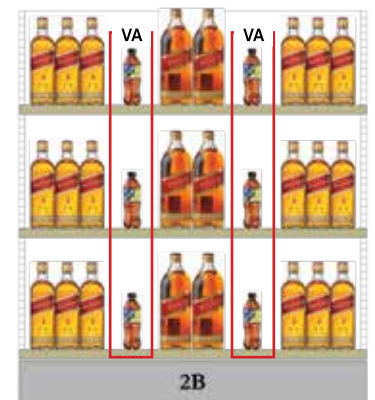




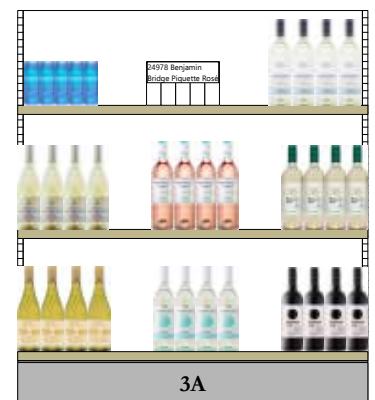
	LCBO#	Description	Size (mL)	Offers
End Aisle #2A Premium	7880	Johnnie Walker Black 12 Yr	750	VA
	422006	Johnnie Walker Black Label Scotch	1750	VA
VA: Rocks Glass (near pack)				



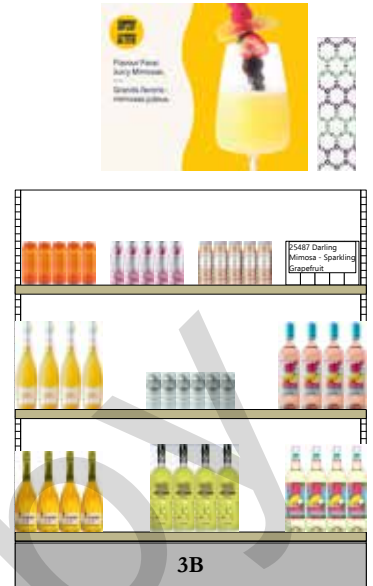
	LCBO#	Description	Size (mL)	Offers
End Aisle #2B Standard	112896	Johnnie Walker Red Label	1750	VA
	217794	Johnnie Walker Red Label	1140	VA
VA: Brisk Lemon Iced Tea 1 X 591 mL (near pack)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #3A Premium	12618	Stoneleigh Lighter Sauvignon Blanc	750	VA
	19276	Jacob's Creek Moscato Lower Sugar	750	VA
	19725	Cupcake Light Hearted Chardonnay	750	VA
	21441	Honest Lot Sauvignon Blanc	750	LTO
	21442	Honest Lot Cabernet Sauvignon	750	LTO
	22500	Bottega O Rosé, Piedmont Veneto	750	
	24555	McGuigan Zero Rosé	750	
	24928	Benjamin Bridge Piquette Can	250	
	24978	Benjamin Bridge Piquette Pink Can	250	
VA: Exercise Towel (rep-applied)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #3B Standard	14388	Romeo Mimosa	750	
	14685	Gaze Blueberry Pomegranate Moscato Wine Cocktail	375	
	19253	JP Chenet Fashiion Pineapple Sparkling	750	
	19297	Girls' Night Out Tropicolada	750	
	20857	Darling Mimosa Sparkling Orange	355	
	24556	Joiy Mimosa Wine Beverage Can	250	
	24931	Gaze White Peach Moscato Wine Cocktail	375	
	25226	Uptown Cocktails Margarita-Style Wine Bev	750	
	25487	Darling Mimosa Sparkling Grapefruit	355	
	644526	Girls' Night Out Raspberry Rosé Lemonade	750	



	LCBO#	Description	Size (mL)	Offers
End Aisle #4A Premium	113241	Cazadores Anejo Tequila	750	VA
	125187	Cazadores Reposado Tequila	750	VA
	363986	Cazadores Blanco Tequila	750	VA
VA: Fever-Tree Sparkling Pink Grapefruit Soda 4x200 mL (near pack)				

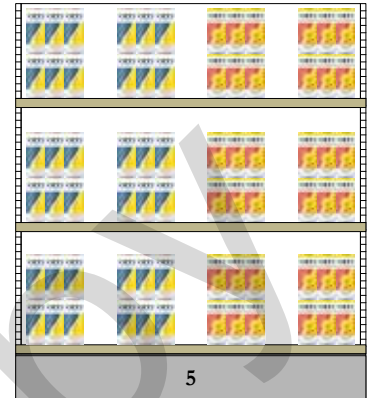


	LCBO#	Description	Size (mL)	Offers
End Aisle #4B Standard	19749	Teremana Blanco Tequila	750	VA
	19750	Teremana Reposado Tequila	750	VA
VA: Sapsucker Grapefruit Flavour 4x355 mL (near pack)				

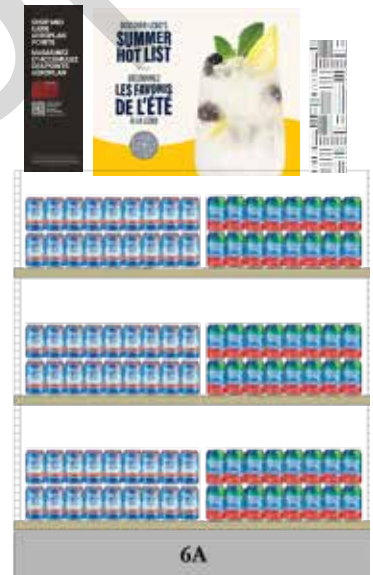




	LCBO#	Description	Size (mL)	Offers
End Aisle #5	24368	Vizzy Papaya Passionfruit	473	
	24388	Vizzy Blackberry Lemon	473	VA
	24391	Vizzy Strawberry Lemonade	473	VA
VA: 8 Can Carrier Case (rep-applied)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #6A Premium	19146	Palm Bay Rainbow Twist	473	LTO
	211235	Palm Bay Strawberry Pineapple	6×355	

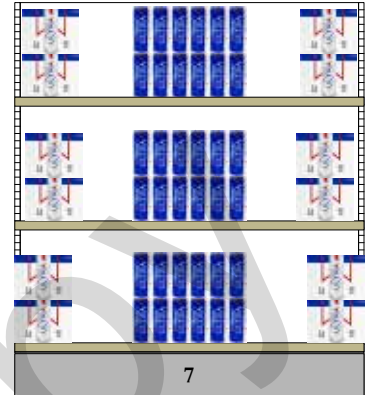


	LCBO#	Description	Size (mL)	Offers
End Aisle #6B Standard	24333	Palm Bay Paradise Twist	473	
	211219	Palm Bay Pineapple Mand Orange Spritz	6×355	
	225904	Palm Bay Key Lime Cherry	6×355	

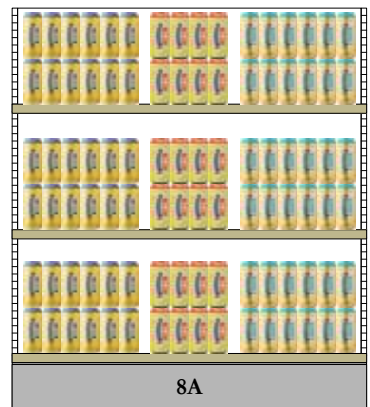




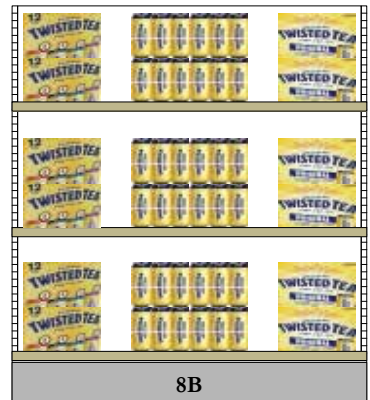
	LCBO#	Description	Size (mL)	Offers
End Aisle #7	284562	Michelob Ultra (275/TBS)	473	
	496968	Michelob Ultra (275/TBS)	6 × 473	Contest
	697623	Michelob Ultra (275/TBS)	6 × 355	LTO

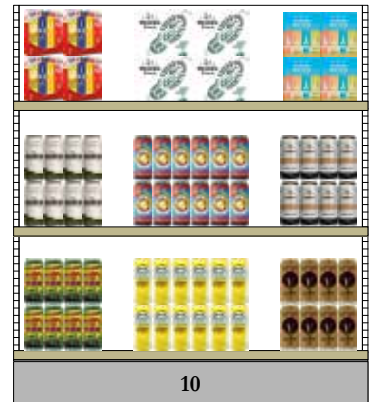
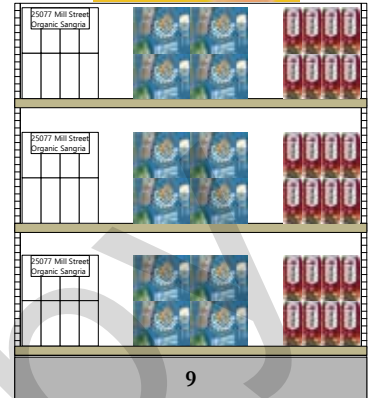


	LCBO#	Description	Size (mL)	Offers
End Aisle #8A Premium	14534	Twisted Tea Peach	473	
	570283	Twisted Tea Original	473	
	649194	Twisted Tea Half & Half	473	



	LCBO#	Description	Size (mL)	Offers
End Aisle #8B Standard	15004	Twisted Tea Mix	12×355	
	19543	Twisted Tea Original	12×355	
	570275	Twisted Tea Original	6×355	





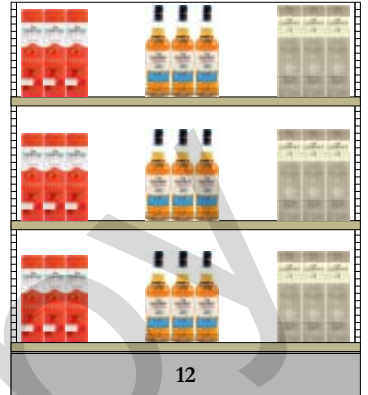
	LCBO#	Description	Size (mL)	Offers
End Aisle #9	19655	Waterloo Tart Cherry Radler (275/TBS)	473	LTO
	25054	Creemore Pale Ale (1757)	473	
	25077	Mill Street Organic Sangria (1950)	473	LTO

	LCBO#	Description	Size (mL)	Offers
Beer/Cider Mini Thematic C End Aisle #10	15717	Flying Monkeys The Mutants Are Revolting (6309)	473	LTO
	16897	Great Lakes Brewery - Burst! (1929)	473	LTO
	19609	Henderson X Rush Canadian Golden Ale (766)	473	
	19658	Ace Hill Radler Mix Pack (LCBO Warehouse)	4 × 355	
	19994	Muskoka Tread Lightly (LCBO Warehouse)	6 × 473	LTO
	24668	Amsterdam YYZ Summer Flight Pack (3842)	4 × 473	
	450239	Whitewater Brewing Farmer's Daughter (8454)	473	LTO
	481515	Bench Brewing Balls Falls Session IPA (798)	473	LTO
	576900	Cowbell Brewing Co. Shindig Huron County Craft Lag (458)	473	LTO

	LCBO#	Description	Size (mL)	Offers
End Aisle #11	5959	Baileys Irish Cream	750	VA
	193490	Baileys Irish Cream	1750	VA
	605956	Baileys Irish Cream Liquor	1140	LTO
VA: Spatula (rep-applied)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #12	21097	The Glenlivet 12 Yr Malt	750	VA
	21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	VA
	410043	The Glenlivet Founder's Reserve Scotch Whisky	750	VA
VA: Cryptocurrency				



12

	LCBO#	Description	Size (mL)	Offers
End Aisle #13	363812	Tito's Handmade Vodka	375	
	545160	Tito's Handmade Vodka	1750	LTO
	597559	Tito's Handmade Vodka	750	LTO



13

	LCBO#	Description	Size (mL)	Offers
End Aisle #14	189217	Gibson's Finest Sterling Edition	750	LTO
	215038	Gibson's Finest Sterling Edition	1750	LTO
	215889	Gibson's Finest Sterling Edition Whisky	1140	LTO



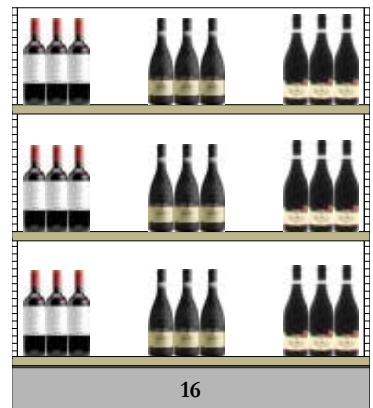
14



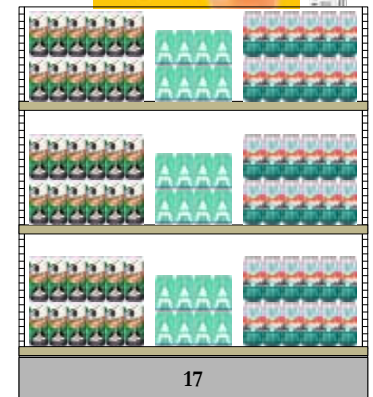
	LCBO#	Description	Size (mL)	Offers
End Aisle #15	225243	Stolichnaya Vodka	750	LTO
	254631	Stolichnaya Elit Vodka	750	LTO
	272716	Stolichnaya Vodka	1750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #16	19774	Cesari Valpolicella Doc Essere	750	LTO
	426718	Cesari Amarone Classico Doc	750	LTO
	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	16465	Ace Hill Low-Cal Mexican Lager (LCBO Warehouse)	4 x 355	
	508580	Wellington Upside IPA (4826)	473	LTO
	535229	Cameron's Coast to Coast Dry Hopped Lager (413)	473	LTO





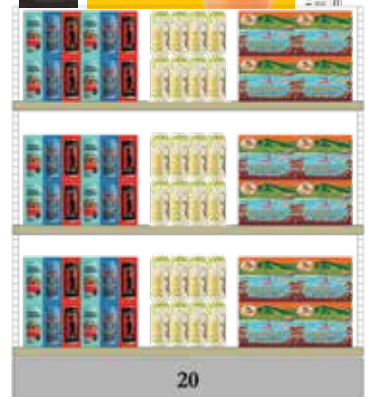
	LCBO#	Description	Size (mL)	Offers
End Aisle #18	217554	Captain Morgan Dark Rum	1140	VA
	217745	Captain Morgan White Rum	1140	VA
	617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	LTO
VA: Ice Trays (rep-applied)				



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	13686	Bread & Butter Pinot Noir	750	LTO
	19261	Bread & Butter Chardonnay	750	LTO, Wine Fridge
	21474	Bread & Butter Cabernet Sauvignon	1500	APP



	LCBO#	Description	Size (mL)	Offers
End Aisle #20	15606	Kona Hanalei IPA (LCBO Warehouse)	6 × 355	LTO
	24569	Lemon Lime Sour Radler (6699)	473	
	24581	Refined Fool IPA Fun Box, 4th Edition (5732)	6 × 473	



Dillion's Discretionary End Aisle

Promo Code: EA-S2

Overview

Merchandise the participating products on an available Discretionary End Aisle. Install the backer card and shelf talkers on the display.

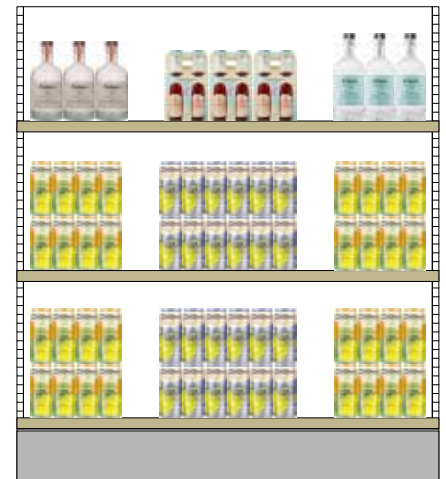
Key Dates (May 22 - June 18, 2022)

Participating Stores

1, 5, 10, 18, 19, 21, 23, 27, 34, 35, 38, 40, 41, 44, 57, 83, 95, 106, 130, 143, 148, 149, 156, 164, 171, 182, 187, 195, 198, 200, 201, 212, 214, 226, 228, 233, 234, 242, 243, 249, 252, 253, 263, 269, 279, 287, 288, 295, 298, 310, 325, 326, 329, 334, 344, 346, 355, 358, 360, 361, 362, 367, 371, 373, 378, 381, 383, 384, 385, 387, 388, 389, 390, 391, 392, 394, 397, 398, 401, 404, 412, 415, 416, 417, 425, 428, 431, 437, 444, 452, 457, 465, 470, 485, 486, 490, 491, 494, 495, 497, 499, 501, 505, 523, 532, 537, 544, 545, 549, 551, 554, 555, 566, 568, 569, 573, 575, 579, 586, 587, 590, 601, 602, 605, 609, 616, 617, 619, 623, 624, 627, 630, 631, 632, 633, 641, 652, 653, 655, 661, 667, 670, 684, 694, 698, 702, 703, 741, 771, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
11423	Dillon's Negroni	4 × 125	
24319	Dillon's Tangerine, Lemon & A Hint of Mint	473	
24321	Dillon's Blackberry, Lemon & A Dash of Elderflower	473	
413104	Dillon's Dry Gin 7	750	\$2.00 LTO
638130	Dillon's Vodka	750	

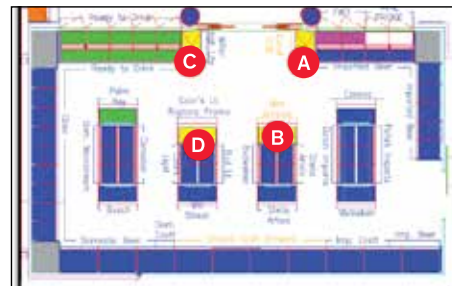


Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the backer card and shelf talkers on the display.

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 (May 22 - June 18, 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
A Plinth (EA - EZA)	17817	Corona Extra	6 × 473		VA
	17846	Corona Extra	6 × 355	275 - The Beer Store	
	17853	Corona Extra	473		\$0.20 LTO
	VA/Merchandiser: Purchase 2 Corona (17817 6 × 473 mL) 6-packs and receive free string lights. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
B New/Seasonal (EA - EZB)	25052	Muskoka Peach Of Mind	473	LCBO Warehouse	
	25665	Flying Monkeys Cold IPA	473	6309 - Flying Monkeys Craft Brewery	
	27245	Bobcaygeon Brewing Houseboat Hefeweizen	473	462 - Bobcaygeon Brewing Company Limited	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
C Plinth (EA - EZH)	71126	Heineken Lager	6 × 330	LCBO Warehouse	\$1.00 LTO, Contest
	302810	Heineken	6 × 500		VA
	VA/Merchandiser: Purchase 2 Heineken 6 × 500 mL packs and receive a free Hawaiian Shirt. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
D End Aisle (EA - EZD)	547646	Steam Whistle Premium Pilsner	6 × 341	5577 - Steam Whistle Brewing / 275 - The Beer Store	VA
	VA/Merchandiser: Purchase two Steam Whistle Pilsner 6 × 341 mL packs and receive a free wall-mount opener. 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: Top picks for patio chilling. Purchase 2 Corona (17817 | 6 × 473 mL) 6-packs and receive free string lights.

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

Beer Excitement Zone C: Celebrate summer backyard BBQs with Heineken. Purchase 2 Heineken 6 × 500 mL packs and receive a free Hawaiian Shirt.

Beer Excitement Zone D: Toronto's own Steam Whistle brewery has your summer cravings covered. Featuring Steam Whistle Premium Pilsner plus a near-pack value add of wall-mount opener.

Signage Components

- A. Backer Card ENG/BIL (Re-order # 23P3-BE21)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 23P3-BE22)
- C. Backer Card ENG/BIL (Re-order # 23P3-BE23)
- D. Backer Card ENG/BIL (Re-order # 23P3-BE24)
- A, C, D Pricer Cards ENG (Re-order # 23P3-BE25) / BIL (Re-order # 23P3-BE26)
- A, C, D Shelf Talkers ENG (Re-order # 23P3-BE27) / BIL (Re-order # 23P3-BE28)

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 P4.

The planogram displays four configurations for Beer Excitement Zone B:

- 21A:** Features a blue 8-pack carrier with a backer card and a shelf talker.
- 21B New Arrivals:** Shows a display with three LCBO backer cards, a shelf talker, and a grid of beer SKUs. The grid includes:

27245	25665 Flying Monkeys
Bobcaygeon	Cold IPA (6309)
Brewing	
Houseboat	
Hefeweizen (462)	
- 21C Occasion Plinth:** Shows a green plinth with a backer card and a shelf talker.
- 21D Occasion End:** Shows a display with a backer card and a shelf talker.

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 (May 22 - June 18, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
11917	Cameron's Jurassic IPA	473	413 - Cameron's Brewing Co.
14651	Lake Of Bays Low Tide 90 Cal IPA	473	8958 - Lake Of Bays Brewing
25052	Muskoka Peach of Mind	473	LCBO Warehouse
25099	Collective Arts Daily Forecast	473	LCBO Warehouse
280081	Steam Whistle Premium Pilsner	2130	5577 - Steam Whistle Brewing / 275 - The Beer Store
921296	Wellington Helles Lager	473	4826 - Wellington County Brewery Inc

Merchandising Instructions

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

8-Pack Carrier stores:

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

Signage Components

- End Aisle Backer card ENG/BIL (Re-order # 22OP-OCBEA)
- Pre-Printed Shelf talkers ENG (Re-order #AIM-23P3-OCB1) / BIL (Re-order #AIM-23P3-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



BEER BRANDED ENDS

Period 3 - Period 6

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 (P3 - P6)

Participating Stores

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

Signage Components

Note: Backer Cards MUST remain in place for the duration of P3 - P6.

- Corona Backer Card ENG/BIL (Re-order # 23P3-BBE1)
- Stella Artois Backer Card ENG/BIL (Re-order # 23P3-BBE2)
- Heineken Card ENG/BIL (Re-order # 23P3-BBE3)



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

NOTE: Images above are for references only.

Craft Beer Imported

SHELF TALKERS

Key Dates (May 22 - June 18, 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)
19369	Saison Du Tracteur American Saison	600
25020	St-Ambroise IPA Mix Pack	1892
25021	Deschutes King Crispy Pilsner	1420
25024	Cigar City Frost Proof Belgian-Style White	1420
25025	Westmalle Extra	330
25026	Mas Agave Clasica Grapefruit Barrel Aged Series	355
25027	Duchesse Cherry	330
25314	Bourgogne Des Flanders Blond	330
492041	Doppel Hirsch Doppel Bock	500

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order #AIM-23P3-ICB1) / BIL (Re-order #AIM-23P3-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 (May 22 - June 18, 2022)

Participating Products

LCBO#	Description	Size (mL)	Offers
219022	White House Wine Co. Riesling Pinot Grigio VQA	750	\$2.00 LTO
244616	Sandbanks Rosé VQA	750	\$1.00 LTO
303776	Rosehall Run Chardonnay VQA	750	\$2.00 LTO
404939	Burnt Ship Bay Pinot Grigio 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-23P3-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-23P3-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 (May 22 - June 18, 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
57349	Château des Charmes Gamay Noir VQA	750	50 APP
276170	Pelee Island Blanc de Blanc VQA	750	100 APP



Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIM-23P3-OWP1)
- Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # AIM-23P3-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 (May 22 - June 19, 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
106450	(V)Pinot Grigio Valdadige (S Margherita)	750	\$2.00 LTO
454876	Ghost Pines Merlot Winemaker's Blend	750	\$2.00 LTO



Signage Components

- **Signage Kit (Re-order # AIM-23P3-VINT1)**
Branded Backer Card ENG/BIL
LTO Shelf Talkers ENG/BIL
- **Bin tag overlay**
2" English: VBTC001 / 2" French: VBTC004
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

Merchandising Instructions

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



V2 VINTAGES Wines of the Month

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

Key Dates (May 21, 2022 Release)

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)
319368	Château d'Aquéria Tavel 2021	750
606764	Arboleda 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 (May 22 - June 18, 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-23P3-VLTO1)

Participating Products

LCBO#	Description	Size (mL)	Offers
269852	Willm Gewurztraminer Reserve	750	50 APP
59311	7 Deadly Zins Old Vine Zinfandel	750	80 APP
626325	Osoyoos Larose Le Grand Vin	750	120 APP
15797	Tobermory Hebridean Isle of Mull Gin	700	120 APP
547679	Wódka Zoladkowa Gorzka	750	60 APP
462846	Columbia Crest Grand Estates Chardonnay	750	\$2.00 LTO
268342	Henry of Pelham Estate Chardonnay	750	\$3.00 LTO
991950	Kim Crawford Chardonnay	750	\$2.00 LTO
316570	Oyster Bay Sauvignon Blanc	750	\$2.00 LTO
106450	Santa Margherita Pinot Grigio	750	\$2.00 LTO
50203	Beronia Reserva	750	\$2.00 LTO
985002	Catena Cabernet Sauvignon	750	\$2.00 LTO
328567	Cathedral Cellar Cabernet Sauvignon	750	\$2.00 LTO
64618	Featherstone Cabernet Franc	750	\$2.00 LTO
258673	G. Marquis The Silver Line Pinot Noir	750	\$2.00 LTO
454876	Ghost Pines Winemaker's Blend Merlot	750	\$2.00 LTO
479014	Gran Feudo Reserva	750	\$2.00 LTO
461699	Henry of Pelham Speck Family Reserve Baco Noir	750	\$3.00 LTO
626390	Kim Crawford Pinot Noir	750	\$2.00 LTO
292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$2.00 LTO
452672	Luigi Bosca Malbec	750	\$2.00 LTO
145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	\$3.00 LTO
21981	Santa Ema Gran Reserva Carmenère	750	\$2.00 LTO
425488	Sella & Mosca Riserva Cannonau di Sardegna	750	\$2.50 LTO
360222	Seven Falls Cellars Cabernet Sauvignon	750	\$3.00 LTO
149237	The Foreign Affair The Conspiracy	750	\$3.00 LTO
104299	The Prisoner Red Blend	750	\$5.00 LTO
943787	Wakefield Estate Shiraz	750	\$2.00 LTO
479766	Zenato Ripassa Valpolicella Superiore	750	\$3.00 LTO
522672	Lakeview Cellars Vidal Icewine	200	\$2.00 LTO
322297	Lillet Blanc	750	\$2.00 LTO
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	\$2.00 LTO
552562	Speck Bros. Three of Hearts Rosé	750	\$3.00 LTO

VINTAGES Ontario Our Buyer's Picks Program

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

Key Dates (May 22 - June 18, 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
268342	Henry of Pelham Estate Chardonnay	750	\$3.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-23P3-VBP

Pricer Card ENG/FR

- Merchandise the participating product in a cut-case display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by June 19, 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 June 19, 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 June 19, 2022

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

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



Basket Sign



Pricer Card



Shelf Talker

GIFTING

Summer 2022 Gift Packaging & Gift Cards

The Summer 2022 gift packaging, gift cards and carriers will arrive in stores by the start of Period 3. All Inventory will be allocated to stores and there will limited amount of units in the warehouse that stores can order as needed.



Summer Enhanced Paper Gift Bag
LCBO# 24720 • \$2.95



Summer Reusable Double Bottle Gift Bag
LCBO# 24549 • \$1.50



Summer Reusable Large Gift Bag
LCBO# 24550 • \$1.95



Summer Gift Card & Carrier
Gift Card: LCBO# 24482
Carrier: LCBO# 24483

MERCHANDISING OPTIONS

	Cash Ends	Every other EA - except those in the BCRTD Section	Wooden Gift Packaging Fixture	Metal Gift Bag Stand	Mini Thematic A/B	Small Acrylic Gift Card Merchandiser
Gifting Items						
+24720 Summer Enhanced Paper Gift Bag	✓	✓	✓		✓	
+24549 Summer Reusable Double Bottle Gift Bag	✓			✓		
+24550 Summer Reusable Large Gift Bag	✓			✓		
Gift Cards & Carriers						
+24482 Summer Gift Card			✓			✓
+24483 Summer Gift Card Carrier			✓			✓
+647222 Vintages Gift Card			✓			✓
+647271 Vintages Gift Card Carrier (ENG)			✓			✓
+657882 Vintages Gift Card Carrier (FR)			✓			✓

Summer \$2.95 Enhanced Gift Bag

The Summer Enhanced Gift Bag and \$2.95 Hot Button signage will ship to participating stores for set up with the start of P3.

Please refer to the P3 online worksheets posted on the portal for information on Summer Enhanced Gift Bag stores & allocation.

Signage Re-order Codes

Stores in FLS designated areas MUST display the bilingual side of the sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email acsss@lcbo.com.

Description	Reorder #
\$2.95 Bag Hot Button Signs	23P3-GFT7
Hot Button Sign Clip (bundles of 10)	NIHK102
Metal Bag Holder	749390



Summer Enhanced Paper Gift Bag
LCBO# 24720 • \$2.95



\$2.95 Bag Hot Buttons

Merchandising Options

Front Facing End Aisles



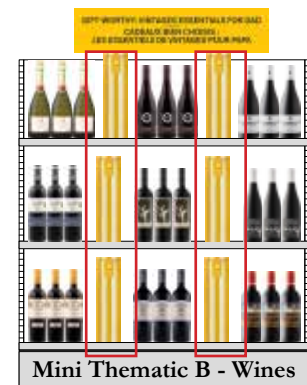
- Merchandise the Summer Enhanced Gift Bags on the front facing end aisles.
- Install gift bag Hot Button using the Hot Button sign clip.

Cash Ends



- Merchandise the Summer Enhanced Gift Bags at the cash ends.
- Install gift bag Hot Button using the Hot Button sign clip.

Mini Thematic A/B Fixture: Select Stores



- Merchandise the Summer Enhanced Gift Bags on the Mini Thematic fixtures. Refer to the Mini Thematic A/B sections for more details.

Summer Reusable Gift Bags

The Summer Reusable Gift Bags and merchandising signage will ship to participating stores for set up with the start of P3.

Please refer to the P3 online worksheets posted on the portal for information on Summer Reusable Gift Bags stores & allocation.

Signage Re-order Codes


Stores in FLS designated areas MUST display the bilingual side of the sign. Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email acs@lcbo.com.



Summer Reusable Double Bottle Gift Bag
LCBO# 24549 • \$1.50



Summer Reusable Large Gift Bag
LCBO# 24550 • \$1.95

Description	Reorder #
 Summer Pole Topper Sign for Metal Gift Bag Stand	ENG: 23P3-GFT5 BIL: 23P3-GFT6
Hot Button Sign Clip (bundles of 10)	NIHK102

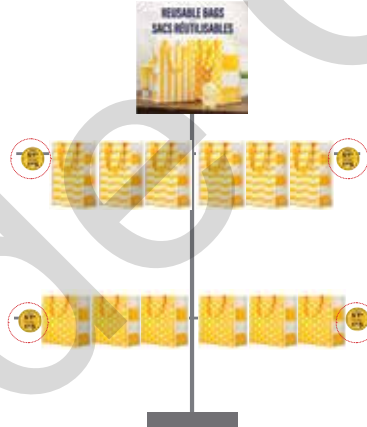
Merchandising Options

Cash Ends



- Merchandise the Summer Reusable Gift Bags at the cash ends.

Metal Gift Bag Stand



- Install the Summer Pole Topper Sign on the Stand. Merchandise the Summer Gift Bags on the fixture (top and bottom arms)
- Install gift bag Hot Button on the fixture using the Hot Button sign clip.

Note: Ensure the Hot Buttons are installed on the fixture using the Hot Button sign clip.



\$1.50 Bag Hot Button Signs
(Re-order # 23P3-GFT1)



\$1.95 Bag Hot Button Signs
(Re-order # 23P3-GFT2)

Summer Gift Card & Carrier



The new design of the Summer Gift Cards will support multiple seasonal gift-giving occasions - Father's Day and Canada Day. Summer Gift Cards and Carriers have only been allocated to stores with high Gift Card sales transactions.

No additional inventory is available. Cards and Carriers will arrive in stores by the start of Period 3. Please refer to the P3 online worksheets posted on the portal for information on Summer Gift Card stores & allocation.




Receiving Instructions

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

Gift Cards

LCBO#	Description	Image
24482	Summer Gift Card	
647222	Vintages	


Gift Card Carriers

LCBO#	Description	Image
24483	Summer Gift Card Carrier	
647271	Vintages (English)	
657882	Vintages (French)	

Merchandising Instructions

- Remove the Spring Gift Card merchandiser inserts and install the Summer Gift Card merchandiser inserts.
- Merchandise a selection of Summer, Vintages and Year-Round Gift Cards/Carriers.
- Vintages Gift Card Merchandiser:** There will not be a dedicated Vintages Summer gift card insert. Stores will either mix the Vintages gift card in with the LCBO gift cards OR if select stores want to feature only Vintages gift cards in a merchandiser they can use the Vintages Year-Round sign insert.
- Stores may order additional Gift Cards and carriers by emailing: ordergiftcards@lcbo.com

Signage Re-order Codes

Image	Description	Reorder #
	Gift Card Insert Sign - Upper & Lower (LCBO)	23P3-GFT3
Gift Card Merchandiser		Re-order#
	Small Acrylic Gift Card Merchandiser (for cash desk)	GFT 105



Small Acrylic Gift Card Merchandiser (2 pieces)

Wine and Spirits

SPECIAL PROMOTIONS FIXTURE (CE2)

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

This is a sold program. Participation is mandatory.

Key Dates (ongoing)

Participating Stores

Please refer to the Participation Lookup page 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.

NEW 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	Joey 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 (May 22 - June 18, 2022)

Participating Stores:

FSA (Sparkling/Rosé)

1, 4, 5, 10, 15, 19, 21, 22, 23, 25, 31, 36, 38, 58, 65, 130, 148, 149, 150, 156, 164, 187, 212, 217, 226, 227, 243, 263, 279, 288, 298, 310, 334, 344, 346, 358, 359, 360, 367, 371, 381, 385, 386, 390, 391, 393, 394, 404, 407, 412, 416, 417, 426, 432, 437, 445, 452, 459, 470, 481, 491, 495, 497, 499, 511, 522, 523, 579, 585, 590, 593, 601, 609, 614, 619, 623, 630, 631, 632, 641, 649, 665, 670, 698, 702

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

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, 412, 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 and FSF 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.

Signage Components

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 23P3-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 23P3-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 23P3-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 23P3-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 23P3-FS5)
- Shelf Talkers ENG (Re-order # 23P3-FS6) / BIL (Re-order # 23P3-FS7)
- Bin Strips - solid colour (Re-order # 23P3-FS8)

Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
(FSA) Sparkling/Rosé Flex Space “Can't Miss: Summer Rosés”				
		Merchandise a selection of Sparkling/Rosé products (manager's discretion).		
(FSB) USA - California Flex Space “Love Pairs With Everything”				
*Mandatory Participation: This is a SOLD promotion.				
	14678	Barefoot Moscato	1500	\$2.00 LTO
	97121	Barefoot Chardonnay	750	\$1.00 LTO
	406884	Barefoot Pinot Grigio	1500	\$2.00 LTO
	642983	Barefoot Cellars Pink Moscato	750	\$1.00 LTO
(FSC) Europe - Italy/SE Flex Space “Must Try: Casual French Wines”				
*Mandatory Participation: This is a SOLD promotion.				
	407528	Philippe De Rothschild Chardonnay Pays D'Oc	750	\$2.00 LTO
	407536	Philippe De Rothschild Sauv Blanc Pays D'Oc	750	
	407544	Philippe De Rothschild Merlot Vdp	750	
	407551	Philippe De Rothschild Cab Sauv Pays D'Oc	750	
	542332	Philippe De Rothschild Merlot Vdp	1500	
	542340	Philippe De Rothschild Cab Sauv Pays D'Oc	1500	80 APP
	628289	Philippe De Rothschild Pinot Noir Pays D'Oc	750	\$2.00 LTO
(FSD) Australia/New Zealand Flex Space “Best For: Outdoor Summer Dining”				
*Mandatory Participation: This is a SOLD promotion.				
	13293	Villa Maria Private Bin Chardonnay	750	\$2.00 LTO
	237255	Saint Clair Family Estate Sauvignon Blanc	750	\$2.00 LTO
	277731	Yealands Sauvignon Blanc Marlborough	750	
	308288	Whitehaven Sauvignon Blanc	750	\$2.00 LTO, Wine Fridge
	316570	Oyster Bay Sauvignon Blanc Marlborough	750	\$2.00 LTO
	415745	Nobilo Sauvignon Blanc Marlborough	750	\$2.00 LTO, Wine Fridge
	487496	Leftfield Sauvignon Blanc	750	\$2.00 LTO
	650325	Kim Crawford Hawke's Bay Rosé	750	
(FSE) Chile/Argentina Flex Space “Hot Pick: Chilean Wine + BBQ”				
*Mandatory Participation: This is a SOLD promotion.				
	278416	Casillero del Diablo Reserva Cabernet Sauvignon	750	
	427088	Casillero del Diablo Reserva Merlot	750	
	436956	Casillero del Diablo Reserva Devil's Collection Red	750	
	483255	Casillero Del Diablo Pinot Grigio Reserva	750	60 APP
	570754	Casillero Del Diablo Reserva Privada Cabernet Sauvignon	750	\$3.00 LTO
	578641	Casillero del Diablo Reserva Sauvignon Blanc	750	\$2.00 LTO
	620666	Casillero del Diablo Reserva Carmenere	750	

Planoguides

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.

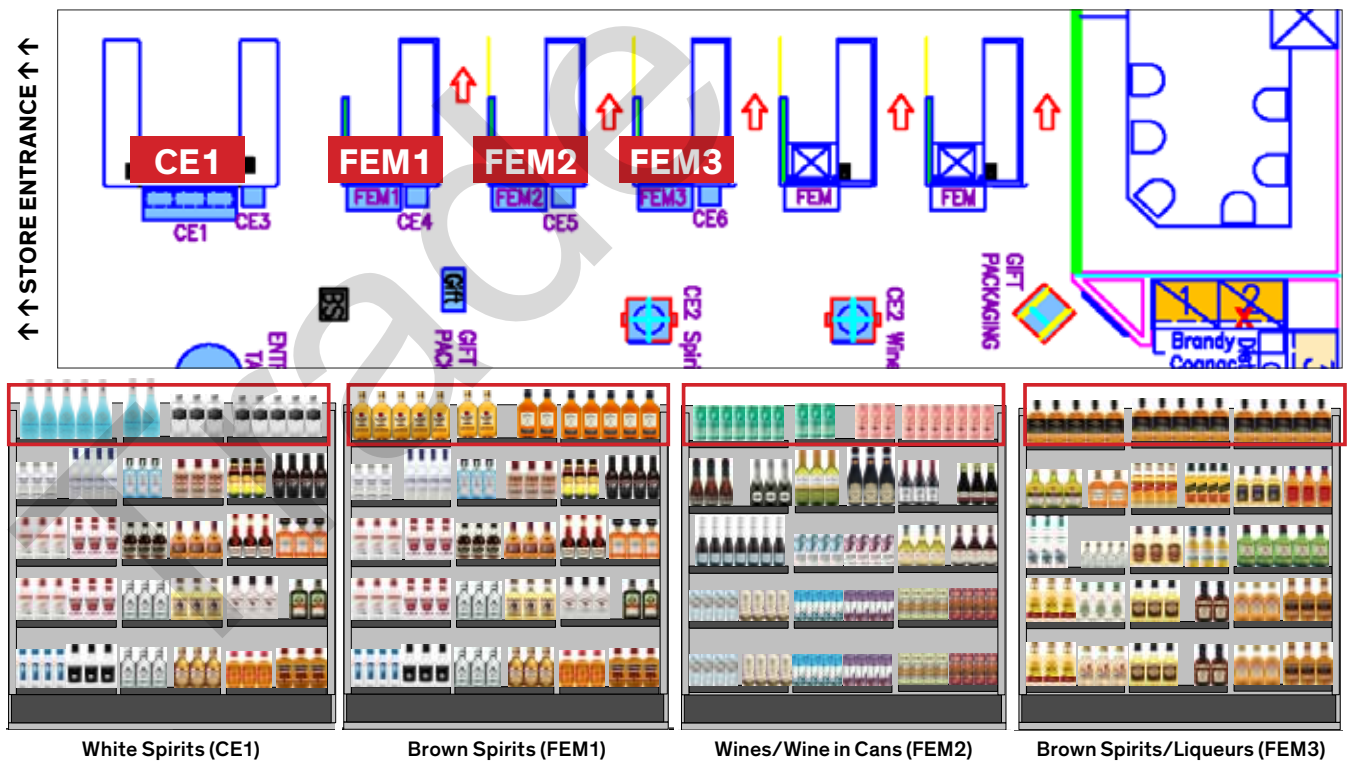
FEM 1, 2, and 3 Sold Space Program

The Space Planning Team has updated store floorplans to mark FEM fixtures on the sold program. Refer to your store plan on the Dashboard for updates.

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.



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 (May 22 - June 18, 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
16608	Aviation Gin	375	40 APP
122952	Hpnotiq Liquor	375	\$1.00 LTO

Signage Components

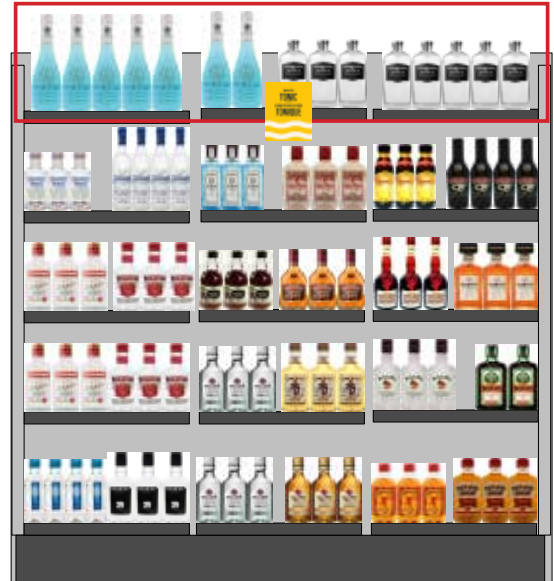
- Spirited Picks Shelf Talkers ENG (Re-order #AIM-23P3-SP2) / BIL (Re-order #AIM-23P3-SP3)
- "Mix with Tonic" Shelf Talker ENG (Re-order #AIM-23P3-SP4) / BIL (Re-order #AIM-23P3-SP5)

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 with Tonic" shelf talker is installed in the bin strip channel on the fixture.



"Mix with Tonic" Shelf Talker



FEM 1, 2, and 3 Sold Space Program

Participating Stores:

Front End Merchandiser: Spirits (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

Front End Merchandiser: Wines (FEM2)

1, 5, 10, 15, 17, 19, 21, 25, 26, 31, 35, 36, 38, 40, 41, 82, 115, 130, 148, 149, 150, 156, 164, 207, 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, 437, 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

Front End Merchandiser: Spirits (FEM3)

1, 5, 10, 15, 21, 25, 31, 35, 38, 40, 82, 130, 148, 149, 164, 217, 226, 233, 252, 253, 288, 295, 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

Merchandising Instructions

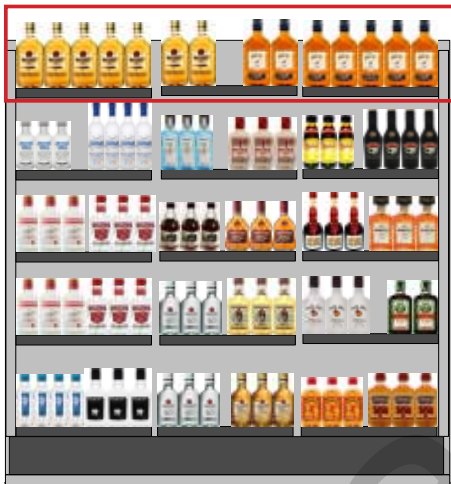
- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-23P3-FEM1) / BIL (Re-order #AIM-23P3-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-23P3-FEM3) / BIL (Re-order #AIM-23P3-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-23P3-FEM5) / BIL (Re-order #AIM-23P3-FEM6)

Participating Products

LCBO#	Description	Size (mL)	Offers
Front End Merchandiser: Spirits (FEM1)			
*Mandatory Participation: This is a SOLD promotion.			
2808	Bacardi Gold Rum (PET)	375	\$1.00 LTO
486316	Bacardi Spiced Rum (PET)	375	\$1.00 LTO
Front End Merchandiser: Wines (FEM2)			
*Mandatory Participation: This is a SOLD promotion.			
642843	Barefoot Moscato Spritzer	250	
642850	Barefoot Rosé Spritzer	250	
Front End Merchandiser: Spirits (FEM3)			
*Mandatory Participation: This is a SOLD promotion.			
311910	Canadian Club Classic 12 Year Old	375	75 APP



Brown Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

Beer, Cider, RTD IMPULSE DISPLAYS

The Beer, Cider & RTD Impulse program is aimed at encouraging customers to build their basket at the last touchpoint in their customer journey in-stores. **This is a sold program. Participation is mandatory.**

Key Dates (May 22 - June 18, 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, 72, 74, 80, 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, 202, 207, 209, 210, 211, 214, 217, 221, 226, 227, 228, 229, 233, 234, 237, 242, 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, 456, 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, 771, 776

Merchandising Instructions

- Merchandise the participating products on risers, crates or cut case displays at the cash desk.
- Install the pricer cards in front of the participating products.

Signage Components

- Pricer Card ENG (Re-order #23P3-FEM7) / BIL (Re-order #23P3-FEM8)

Beer Impulse 1 (CE3)



24411 Infinite Minds
Supersonic Puppy Dreams
473 mL

Beer Impulse 2 (CE4)



450312 Collective Arts
Ransack The Universe IPA
(LCBO Warehouse) 473 mL

Beer Impulse 3 (CE5)



25276 Vibe Hard Kombucha
Strawberry Basil
473 mL

Beer Impulse 4 (CE6)



22089 Hop Valley Bubble
Stash (1757) 473 mL
\$0.20 LTO

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 (May 22 - June 18, 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
314856	Fireball Cinnamon Whisky	1140	VA: 1 x 355ml can of
398776	Fireball Cinnamon Whisky (PET)	375	Twisted Tea
447953	Fireball Cinnamon Whisky	750	\$3.00 LTO

Signage Components

- P3-4 A-Frame Sign ENG (Re-order#23P3-AF1) / BIL (Re-order#23P3-AF2)
- Shelf Talker ENG (Re-order#23P3-AF3) / BIL (Re-order#23P3-AF4)

Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Merchandise the participating product and value-add according to the planogram.
- Install to the A-frame sign. **Note: The A-frame sign will stay up for both P3 and P4.**
- Merchandise the pre-printed shelf talkers on the fixture.



Turn 1

WINE FRIDGE

Period 3 - Period 6

This is a Sold Program and participation is mandatory. Participating products have paid for premium shelf positioning. Stores must bring in participating products for display in the wine fridge. Refer to the Wine Fridge Turn 1 guide for participating products. **This is a sold program. Participation is mandatory.**

Participating Stores

Group A Stores

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

Group B Stores

14, 23, 26, 27, 33, 34, 45, 50, 51, 52, 55, 58, 59, 60, 61, 62, 63, 64, 68, 70, 72, 74, 77, 79, 80, 81, 86, 87, 90, 95, 97, 101, 110, 115, 124, 125, 130, 132, 139, 144, 152, 154, 155, 168, 177, 179, 183, 187, 190, 191, 192, 196, 197, 200, 201, 202, 205, 208, 209, 210, 211, 216, 218, 219, 221, 222, 225, 229, 236, 244, 248, 249, 252, 255, 263, 266, 268, 270, 278, 287, 297, 300, 302, 310, 320, 321, 325, 340, 341, 343, 344, 351, 353, 358, 359, 361, 367, 368, 373, 378, 381, 382, 387, 392, 395, 399, 400, 401, 406, 407, 415, 416, 417, 427, 428, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 502, 521, 526, 532, 533, 537, 539, 544, 550, 553, 554, 559, 564, 579, 580, 582, 584, 586, 593, 602, 605, 614, 617, 629, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 744

Group C Stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 82, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 193, 199, 217, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 333, 335, 345, 349, 354, 366, 370, 372, 374, 380, 402, 403, 404, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 509, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 703, 706, 746, 749, 754, 755, 756, 760, 761

Group D Stores

1, 6, 17, 20, 21, 22, 24, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 65, 69, 71, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 128, 136, 145, 150, 158, 165, 166, 169, 174, 178, 188, 198, 220, 232, 237, 246, 247, 250, 258, 260, 276, 293, 294, 296, 298, 301, 308, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 398, 411, 414, 420, 425, 426, 429, 446, 449, 450, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 519, 522, 523, 527, 529, 530, 540, 549, 551, 555, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 646, 647, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753, 762

Merchandising Instructions & Signage Component

- Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 220P-BTU3)
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



SHOPPING CART SIGN

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

Key Dates

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

Home Delivery Message Shopping Cart Sign: Keep installed until the end of P6.

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 Shopping Cart Sign














Signage Component






- Home Delivery Shopping Cart Sign ENG/BIL (Re-order # AIM-23P3-SC1)

Merchandising Instructions

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

ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	End Aisles 5-20 Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P3-ST1 BIL: 23P3-ST2	
On Shelf	Premium End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P3-ST12 BIL: 23P3-ST13	
On Shelf	Premium End Aisles Value-add Pre-printed Shelf Talker	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P3-STVA5 BIL: 23P3-STVA6	
On Shelf	Premium End Aisles Value-add Perpendicular Shelf Talker	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 23P3-STVA7 BIL: 23P3-STVA8	
On Shelf	Standard End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P3-ST14 BIL: 23P3-ST15	
On Shelf	Standard End Aisles Value-add Pre-printed Shelf Talker	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P3-STVA9 BIL: 23P3-STVA10	
On Shelf	Standard End Aisles Value-add Perpendicular Shelf Talker	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 23P3-STVA11 BIL: 23P3-STVA12	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P3-ST3 BIL: 23P3-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P3-ST5 BIL: 23P3-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P3-ST7 BIL: 23P3-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P3-ST9 BIL: 23P3-ST10	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	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	
On Shelf	Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	23P3-ST11	
On Shelf	Blank Bin Tags for General Use (25pk)	Bin Tags 6" w x 1¾" h	749358	
On Shelf	Pre-Printed Aeroplan Points Offer Shelf Talkers (English/Bilingual)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	AIM-23P3-ANS	
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	AIM-23P3-LTO	

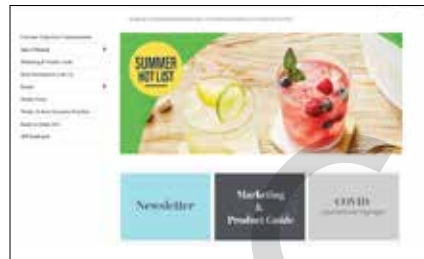
Sold Space WORKSHEETS

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

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



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1A	22017	Smirnoff Vodka (P.E.T)	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		25227	Smirnoff Peach Lemonade	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		38505	Smirnoff Vodka (P.E.T)	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	1B	227413	Iceberg Vodka	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		400754	Iceberg Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		544155	Iceberg Vodka (P.E.T)	1750	VA, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	2A	7880	Johnnie Walker Black 12 Yr	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		422006	Johnnie Walker Black Label Scotch	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	2B	112896	Johnnie Walker Red Label	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		217794	Johnnie Walker Red Label	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	3A	12618	Stoneleigh Lighter Sauvignon Blanc	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		19276	Jacob's Creek Moscato Lower Sugar	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		19725	Cupcake Light Hearted Chardonnay	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		21441	Honest Lot Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		21442	Honest Lot Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		22500	Bottega 0 Rosé, Piedmont Veneto	750	
<input type="checkbox"/>	<input type="checkbox"/>		24555	McGuigan Zero Rosé	750	
<input type="checkbox"/>	<input type="checkbox"/>		24928	Benjamin Bridge Piquette Can	250	
<input type="checkbox"/>	<input type="checkbox"/>		24978	Benjamin Bridge Piquette Pink Can	250	
<input type="checkbox"/>	<input type="checkbox"/>		14388	Romeo Mimosa	750	
<input type="checkbox"/>	<input type="checkbox"/>		14685	Gaze Blueberry Pomegranate Moscato Wine Cocktail	375	
<input type="checkbox"/>	<input type="checkbox"/>		19253	JP Chenet Fashion Pineapple Sparkling	750	
<input type="checkbox"/>	<input type="checkbox"/>	3B	19297	Girls' Night Out Tropicolada	750	
<input type="checkbox"/>	<input type="checkbox"/>		20857	Darling Mimosa Sparkling Orange	355	
<input type="checkbox"/>	<input type="checkbox"/>		24556	Joiy Mimosa Wine Beverage Can	250	
<input type="checkbox"/>	<input type="checkbox"/>		24931	Gaze White Peach Moscato Wine Cocktail	375	
<input type="checkbox"/>	<input type="checkbox"/>		25226	Uptown Cocktails Margarita-Style Wine Bev	750	
<input type="checkbox"/>	<input type="checkbox"/>		25487	Darling Mimosa Sparkling Grapefruit	355	
<input type="checkbox"/>	<input type="checkbox"/>		644526	Girls' Night Out Raspberry Rosé Lemonade	750	
<input type="checkbox"/>	<input type="checkbox"/>	4A	113241	Cazadores Anejo Tequila	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		125187	Cazadores Reposado Tequila	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		363986	Cazadores Blanco Tequila	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	4B	19749	Teremana Blanco Tequila	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		19750	Teremana Reposado Tequila	750	VA

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	5	24368	Vizzy Papaya Passionfruit	473	
<input type="checkbox"/>	<input type="checkbox"/>		24388	Vizzy Blackberry Lemon	473	VA
<input type="checkbox"/>	<input type="checkbox"/>		24391	Vizzy Strawberry Lemonade	473	VA
<input type="checkbox"/>	<input type="checkbox"/>	6A	19146	Palm Bay Rainbow Twist	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		211235	Palm Bay Strawberry Pineapple	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	6B	24333	Palm Bay Paradise Twist	473	
<input type="checkbox"/>	<input type="checkbox"/>		211219	Palm Bay Pineapple Mand Orange Spritz	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>		225904	Palm Bay Key Lime Cherry	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	7	284562	Michelob Ultra (275/TBS)	473	
<input type="checkbox"/>	<input type="checkbox"/>		496968	Michelob Ultra (275/TBS)	6 × 473	Contest
<input type="checkbox"/>	<input type="checkbox"/>		697623	Michelob Ultra (275/TBS)	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8A	14534	Twisted Tea Peach	473	
<input type="checkbox"/>	<input type="checkbox"/>		570283	Twisted Tea Original	473	
<input type="checkbox"/>	<input type="checkbox"/>		649194	Twisted Tea Half & Half	473	
<input type="checkbox"/>	<input type="checkbox"/>	8B	15004	Twisted Tea Mix	12 × 355	
<input type="checkbox"/>	<input type="checkbox"/>		19543	Twisted Tea Original	12 × 355	
<input type="checkbox"/>	<input type="checkbox"/>		570275	Twisted Tea Original	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	9	19655	Waterloo Tart Cherry Radler (275/TBS)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		25054	Creemore Pale Ale (1757)	473	
<input type="checkbox"/>	<input type="checkbox"/>		25077	Mill Street Organic Sangria (1950)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		15717	Flying Monkeys The Mutants Are Revolting (6309)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		16897	Great Lakes Brewery - Burst! (1929)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19609	Henderson X Rush Canadian Golden Ale (766)	473	
<input type="checkbox"/>	<input type="checkbox"/>		19658	Ace Hill Radler Mix Pack (LCBO Warehouse)	4 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	10	19994	Muskoka Tread Lightly (LCBO Warehouse)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		24668	Amsterdam YYZ Summer Flight Pack (3842)	4 × 473	
<input type="checkbox"/>	<input type="checkbox"/>		450239	Whitewater Brewing Farmer's Daughter (8454)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		481515	Bench Brewing Balls Falls Session IPA (798)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		576900	Cowbell Brewing Co. Shindig Huron County Craft Lag (458)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	11	5959	Baileys Irish Cream	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		193490	Baileys Irish Cream	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		605956	Baileys Irish Cream Liquor	1140	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	12	21097	The Glenlivet 12 Yr Malt	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		410043	The Glenlivet Founder's Reserve Scotch Whisky	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	13	363812	Tito's Handmade Vodka	375	
<input type="checkbox"/>	<input type="checkbox"/>		545160	Tito's Handmade Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		597559	Tito's Handmade Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	14	189217	Gibson's Finest Sterling Edition	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		215038	Gibson's Finest Sterling Edition	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		215889	Gibson's Finest Sterling Edition Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	15	225243	Stolichnaya Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		254631	Stolichnaya Elit Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		272716	Stolichnaya Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	16	19774	Cesari Valpolicella Doc Essere	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		426718	Cesari Amarone Classico Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	17	16465	Ace Hill Low-Cal Mexican Lager (LCBO Warehouse)	4 × 355	
<input type="checkbox"/>	<input type="checkbox"/>		508580	Wellington Upside IPA (4826)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		535229	Cameron's Coast to Coast Dry Hopped Lager (413)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	217554	Captain Morgan Dark Rum	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		217745	Captain Morgan White Rum	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	19	13686	Bread & Butter Pinot Noir	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19261	Bread & Butter Chardonnay	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		21474	Bread & Butter Cabernet Sauvignon	1500	APP
<input type="checkbox"/>	<input type="checkbox"/>	20	15606	Kona Hanalei IPA (LCBO Warehouse)	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>		24569	Lemon Lime Sour Radler (6699)	473	
<input type="checkbox"/>	<input type="checkbox"/>		24581	Refined Fool IPA Fun Box, 4th Edition (5732)	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	1487	Crown Royal	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		224352	Crown Royal Black	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		434092	Crown Royal Northern Harvest Rye	750	VA

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		11130	Dewar's White Label Whisky	750	APP
		38927	Jura 12 Year Old Single Malt	750	LTO
		207647	Chivas Regal 12YO Scotch Whisky	1140	LTO
		238097	Dalwhinnie 15 Yr Malt	750	
		289496	Cardhu Single Malt Scotch	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	298638 Glenmorangie Original Single Malt Scotch Whisky	750	APP
			330803 Bowmore 12 Year Old Islay Single Malt	750	LTO
			404160 McClelland Single Malt Islay Scotch	750	LTO
			409490 Singleton Of Dufftown 12 Year Old	750	LTO
			414334 Monkey Shoulder Blended Malt Scotch Whisky	750	LTO
			479881 Lagavulin 8 YO	750	
			50203 > Beronia Reserva (Gonzales Byass)	750	LTO
			104299 >The Prisoner Red Blend	750	LTO
			145920 >Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	LTO
			149237 >The Conspiracy Ripasso Style (Foreign Affai	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	258673 >Pinot Noir G Marquis Slvr Ln Stone Rd	750	LTO
			328567 >(V) Cathedral Cellar Cabernet Sauvignon	750	LTO
			461699 >(V)Baco Speck Family Reserve	750	LTO
			626390 >Kim Crawford Marlborough Pinot Noir	750	LTO
			687582 >Prosecco Di Valdobbiadene Brut (S. Margherit	750	LTO, Wine Fridge
			11868 Whitley Neill Rhubarb & Ginger	750	LTO
			15765 Beefeater Blood Orange	750	LTO
			22449 Hendrick's Neptunia	750	APP
			96263 Tanqueray Dry Gin	1750	Necktag
			209213 Beefeater London Dry Gin	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table Premium Flight	217281 Bombay Sapphire London Dry Gin	1140	VA
			316844 Bombay Sapphire London Dry Gin	750	LTO
			358192 Bruichladdich The Botanist Islay Dry Gin	750	LTO
			582973 Bombay Sapphire London Dry Gin	1750	APP
			600163 Tanqueray No. Ten Gin	750	VA
			617233 Hayman's London Dry Gin	750	LTO
			637504 Hendrick's Gin	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			570	Beefeater London Dry Gin	750	LTO
			2691	Tanqueray Dry Gin	750	Necktag
			19388	Bombay Bramble	750	LTO
			22454	Tanqueray Blackcurrant Royale	700	Necktag
			56622	Beefeater London Dry Gin	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table Standard Flight	216721	Tanqueray Dry Gin	1140	LTO
			319673	Bombay Sapphire East London Dry Gin	750	APP
			358184	Tanqueray Rangpur Gin	750	LTO
			391177	Sipsmith London Dry Gin	750	VA
			397539	Boodles Gin	750	LTO
			573931	Hendrick's Orbium Gin	750	APP
			605162	Broker's Premium London Dry Gin	750	LTO
			15563	Somersby Apple Cider	473	Necktag
			15695	Bud Light Strawberry Lemonade	473	LTO
			15994	Muskoka Born This Way IPA	473	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	25390	Mill Street Lemon Tea Time Lemon Wheat Ale	473	
			25426	Brickworks Ciderhouse Pina Colada Cider	473	
			26309	Bud Light Peach	473	
			311779	Bud Light	6 × 473	LTO, VA
			466292	Ernest Dry Cider	473	
			24317	White Claw Iced Tea Variety Pack	12 × 29	
		24344	Arizona Hard Lemon Iced Tea	473		
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	24351	Cottage Springs Vodka Iced Tea Mixed Pack	8 × 355	
			24376	Twisted Tea Slightly Sweet	473	
			24378	Mikes Hard Tea	473	
			24386	Truly Peach Tea	473	
			24387	One, Two Tea! White Tea	473	
		16249	Crystal Head Pride Edition	750		
		21544	Smirnoff Pink Lemonade	750	VA	
		25520	Stolichnaya Pride Vodka	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	518670	Sour Puss Raspberry Liquor	750	APP + VA
			518688	Sour Puss Apple Liquor	750	APP + VA
			545392	Smirnoff Berry Blast	750	VA
			581256	Absolut Rainbow Edition	750	
			601518	Sour Puss Blue Liquor	750	APP + VA

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Block Pile D	12385	Glenfiddich 12 Year Old Single Malt Scotch Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		22181	Glenfiddich 23 Year Old Grand Cru Single Malt Scotch Whisky	750	APP
			513077	Glenfiddich Project XX Experimental Series	750	LTO
			530352	Glenfiddich 18 Year Old Single Malt Scotch Whisky	750	APP
			605972	Glenfiddich 15 Year Old Single Malt Scotch Whisky	750	LTO
		Middle Nesting Table/ Celebration Fixture	166	Sogrape Mateus Rosé	750	VA
			12641	Remy Pannier Rosé D'Anjou AOC	750	Wine Fridge
			14882	Saintly Rosé VQA	750	LTO
			43588	Folonari Pink Pinot Grigio Venezia IGT	750	LTO
			134916	Ogier Cotes Du Ventoux Rosé Aoc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		279661	L'Orangerie Rosé Pays D'Oc	750	Wine Fridge
			325076	(V) Whispering Angel Rosé (Caves D'Esclans)	750	
			373985	(V)Cote Des Roses Rose Languedoc (Gerard Bertrand	750	Wine Fridge
			404566	Jp Azeitao Syrah Rosé Bacalhoa	750	
			492959	Rosehall Run Pixie Sparkling Rosé VQA	750	LTO
		539312	Josh Cellars Rosé	750	LTO	
		552562	Speck Bros. Three of Hearts Rosé	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	17817	Corona Extra (275/TBS)	6 × 473	VA
			17846	Corona Extra (275/TBS)	6 × 355	
			17853	Corona Extra (275/TBS)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	25052	Muskoka Peach of Mind (LCBO Warehouse)	473	
			25665	Flying Monkeys Cold IPA (6309)	473	
			27245	Bobcaygeon Brewing Houseboat Hefeweizen (462)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	71126	Heineken Lager LCBO Warehouse)	6 × 330	LTO, Contest
			302810	Heineken (LCBO Warehouse)	6 × 500	VA
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	547646	Steam Whistle Premium Pilsner (5577 & 275/TBS)	6 × 341	VA
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	11917	Cameron's Jurassic Ipa (413)	473	
			14651	Lake Of Bays Low Tide 90 Cal Ipa (8958)	473	
			25052	Muskoka Peach Of Mind (LCBO Warehouse)	473	
			25099	Collective Arts Daily Forecast (LCBO Warehouse)	473	
			280081	Steam Whistle Premium Pilsner (5577/275)	2130	
			921296	Wellington Helles Lager (4826)	473	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			19369	Saison Du Tracteur American Saison	600	
			25020	St-Ambroise Ipa Mix Pack	1892	
			25021	Deschutes King Crispy Pilsner	1420	
			25024	Cigar City Frost Proof Belgian-Style White	1420	
<input type="checkbox"/>	<input type="checkbox"/>	Craft Beer Imported Shelf Talkers	25025	Westmalle Extra	330	
			25026	Mas Agave Clasica Grapefruit Barrel Aged Series	355	
			25027	Duchesse Cherry	330	
			25314	Bourgogne Des Flanders Blond	330	
			492041	Doppel Hirsch Doppel Bock	500	
			219022	White House Wine Co. Riesling Pinot Grigio VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	244616	Sandbanks Rosé VQA	750	LTO
			303776	Rosehall Run Chardonnay VQA	750	LTO
			404939	Burnt Ship Bay Pinot Grigio VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	57349	Château des Charmes Gamay Noir VQA	750	APP
			276170	Pelee Island Blanc de Blanc VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	106450	(V)Pinot Grigio Valdadige (S Margherita)	750	LTO
			454876	Ghost Pines Merlot Winemaker's Blend	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: May 21	319368	Château d'Aquéria Tavel 2021	750	
			606764	Arboleda Cabernet Sauvignon 2019	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	268342	Henry of Pelham Estate Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	16608	Aviation Gin	375	APP
			122952	HpnotiQ Liquor	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	2808	Bacardi Gold Rum (PET)	375	LTO
			486316	Bacardi Spiced Rum (PET)	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	642843	Barefoot Moscato Spritzer	250	
			642850	Barefoot Rosé Spritzer	250	
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	311910	Canadian Club Classic 12 Year Old	375	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	24411	Infinite Minds Supersonic Puppy Dreams	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	450312	Collective Arts Ransack The Universe IPA (LCBO Warehouse)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	25276	Vibe Hard Kombucha Strawberry Basil	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 4 (CE6)	22089	Hop Valley Bubble Stash (1757)	473	LTO
			314856	Fireball Cinnamon Whisky	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	398776	Fireball Cinnamon Whisky (PET)	375	
			447953	Fireball Cinnamon Whisky	750	LTO

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65			
R1	Vodka A	181636 Sobieski Vodka	750	LTO											Y	Y
R2	Vodka B	211110 Wyborowa Vodka	1140	LTO								Y	Y	Y	Y	Y
R3	Vodka C	604934 Grey Goose Vodka	375	APP								Y	Y	Y	Y	Y
R4	Vodka D	557470 Empress 1908 Gin	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	381970 Smirnoff Lime Flavoured Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	402818 Flor De Cana Grand Reserva 7 Rum	750	LTO												Y
R7	Rum B	225698 The Kraken Black Spiced Rum	750	VA								Y	Y	Y	Y	Y
R8	Rum C	570366 Bacardi Spiced Rum	1140	LTO								Y	Y	Y	Y	Y
R9	Rum D	520288 Bacardi Black	750	LTO								Y	Y	Y	Y	Y
R10	Rum E	633271 Gosling's Bermuda Black Seal Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	21265 Gray Jay Deluxe Canadian Whisky Ddp	750	LTO											Y	Y
R12	Canadian Whisky B	382861 Lot No. 40 Single Copper Pot Still Canadian Whisky	750	LTO										Y	Y	Y
R13	Canadian Whisky C	573402 Bearface 7YO Triple Oak Canadian Whisky	750	LTO							Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	472332 Wayne Gretzky Red Cask Whisky	750	LTO						Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	311928 Canadian Club Classic 12 Year Old	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	22192 Grant's Triplewood 12YO	750	LTO								Y	Y	Y	Y	Y
R17	Scotch B	403519 Crown Royal Apple	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	217281 Bombay Sapphire London Dry	1140	FNT, VA								Y	Y	Y	Y	Y
R19	Liqueurs A	22035 Skrewball Peanut Butter Whiskey	750	LTO										Y	Y	Y
R20	Liqueurs B	398479 1800 Reposado	750	LTO								Y	Y	Y	Y	Y
R21	Liqueurs C	267187 Jose Cuervo Especial Gold	750	LTO						Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	2253 Disaronno Amaretto	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	21692 Montenegro Select Aperitivo	750	LTO												Y
R24	Brandy B	24493 Courvoisier VSOP Cognac	750	LTO								Y	Y	Y	Y	Y
R25	Tequila A	551416 Cabo Wabo Reposado Tequila	750	LTO										Y	Y	Y
R26	Ontario Blend A	355933 Black Cellar Shiraz Cabernet	750	LTO								Y	Y	Y	Y	Y
R27	Ontario Blend B	326256 Wayne Gretzky Pinot Grigio VQA	750	LTO								Y	Y	Y	Y	Y
R28	Ontario Blend C	618231 Pelee Island Lola Gewurztraminer VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	667089 Peller Family Vineyards Pinot Grigio	750	LTO								Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	21387 Peller Family Vineyards Pinot Noir	750	LTO								Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	10486 Pelee Island Lola Merlot VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	19338 Good Natured Crisp Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	414748 Sandbanks Summer White VQA	750	LTO										Y	Y	Y
R34	Ontario VQA B	561076 Trius Pinot Grigio Vqa	750	LTO										Y	Y	Y
R35	Australia/New Zealand A	461525 19 Crimes Cabernet Sauvignon	750	LTO										Y	Y	Y
R36	Australia/New Zealand B	621623 Yellow Tail Cabernet Sauvignon	750	LTO										Y	Y	Y
R37	Australia/New Zealand C	265157 Jacob's Creek Moscato	750	LTO								Y	Y	Y	Y	Y
R38	Australia/New Zealand D	251876 Wolf Blass Yellow Label Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	392654 Apothic Dark Red	750	LTO								Y	Y	Y	Y	Y
R40	USA B	392647 Carnivor Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	524322 Trapiche Reserve Malbec	1500	LTO										Y	Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R42 Chile B	400556	Bodega Norton Barrel Select Malbec	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	429688	Veuve Ambal Cremant De Bourgogne Grande Cuvee Brut	750	APP										Y
R44 France Blend B	649749	Castillo De Almansa Reserva	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	184069	Hob Nob Pinot Noir Pays D'Oc	750	LTO									Y	Y
R46 France South B	269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/ Burgundy A	372391	Leonardo Chianti Fiasco	750	LTO									Y	Y
R48 Italy Central A	36822	Marques De Riscal White, Rueda	750	LTO									Y	Y
R49 Italy Central B	19650	Tenuta Ca'Nove Valpolicella Rip Sup Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	LTO, Wine Fridge						Y	Y	Y	Y	Y
R51 Italy North B	360552	Chateau De Courteillac Bordeaux Aoc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	22537	Relax Pinot Girgio	750	LTO										Y
R53 Southern Europe B	348680	Bersano Costalunga Barbera D'Asti Docg	750	LTO									Y	Y
R54 Germany A	216887	Freixenet Carta Nevada Brut Cava	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	620989	Hoya De Cadenas Reserva, Utiel-Requena	750	LTO									Y	Y
R56 Sparkling B	284539	Trius Brut VQA	750	LTO				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	11620	Buzz Hemp Beer (LCBO Warehouse)	4 x 355	LTO										Y
R58 Ontario Beer B	296244	Guinness Draught (LCBO Warehouse)	4 x 440	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	19052	Clifford Brewing Chain Link Lager (837)	473											Y
R60 Beer 2	676775	Lech Beer (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	15299	Okanagan Harvest Pear (LCBO Warehouse)	473					Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473	LTO				Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	25315	Topo Chico Strawberry Guava	473					Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	19134	Absolut Mango Mule	355	LTO				Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	26548	Walter Craft Caesar - Classic	458	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	217653	Captain Morgan Original Spiced Rum	1140	LTO	Diageo Canada Inc.
C2: Canadian Whisky	14910	Bushmills Irish Whiskey	750	LTO	Proximo Spirits Canada Inc.
C3: Ontario Non VQA Blend	20260	Wayne Gretzky Sauvignon Blanc VQA	750	LTO	Andrew Peller Limited
C4: French Blend	170142	Zonin Valpolicella Ripasso Superiore Doc	750	LTO	Glazer's of Canada
C5: Fixed Store Location	15760	Slow Press Cabernet Sauvignon	750	LTO	Corby Spirit And Wine Limited
C6: Vodka	129940	Aviation Gin	750	LTO	Glazer's of Canada
C7: Scotch	22074	Top Shelf Butter Tart Liquor Ddp	375	VA	Top Shelf Distillers
C8: Liqueurs	21378	Jim Beam White Label Bourbon	750	APP	Beam Suntory
C9: Ontario Blends	391300	Ch Des Charmes Sauvignon Blanc VQA	750	LTO	Chateau Des Charmes
C10: France Red	358754	Flagstone Poetry Cabernet Sauvignon	750	LTO	The Bacchus Group Inc.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	LTO	Arterra Wines Canada Inc.
D2: Discovery Wines 2	215343	Martini & Rossi Sweet Vermouth Red	1000	LTO	Bacardi Canada Inc.
D3: Discovery Wines 3	602615	Angus The Bull Cabernet Sauvignon	750	LTO	Andrew Peller Import Agency
D4: Discovery BSM 1	21432	Rally Beer Extra Mile Session IPA (3431)	355	APP	Rally Beer Company Limited
D5: Discovery BSM 2	24345	Aperol Spritz Ready To Serve	600	APP	Forty Creek Distillery Ltd
D6: Discovery BSM 3	24385	Bacardi Pina Colada	355		Bacardi Canada Inc.
D7: Discovery Spirits 1	669002	Casamigos Reposado Tequila	375	LTO	Glazer's of Canada
D8: Discovery Spirits 2	10393	Legent	750	LTO	Beam Suntory
D9: Discovery Spirits 3	638205	Zirkova Together Ultra Premium Vodka	750	LTO	Dionysus Wines & Spirits Ltd.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	LTO	Philippe Dandurand Wines Ltd.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
570	Beefeater Dry	750	\$1.00	Front Nesting Table
1487	Crown Royal	750	\$1.50	Front Entrance Table, Value Add
1743	Ruffino Chianti	750	\$2.00	
2253	Disaronno Amaretto	750	\$2.00	Shelf Extender
2808	Bacardi Gold Rum (P.E.T)	375	\$1.00	FEM1
10322	Cointreau	375	\$1.50	
10393	Legent	750	\$5.00	Discovery Extender
10428	Jackson-Triggs Proprietors' Selection Rose	1500	\$2.00	Wine Fridge
10485	Pelee Island Lola Pinot Grigio VQA	750	\$2.00	
10486	Pelee Island Lola Merlot VQA	750	\$2.00	Shelf Extender
11194	Sand Point Chardonnay	750	\$2.00	
11562	Niagara Cider Company No. 1 Dry Apple Cider	473	\$0.25	
11620	Buzz Hemp Beer	4 × 355	\$0.40	Shelf Extender
11868	Whitley Neill Rhubarb & Ginger	750	\$5.00	Front Nesting Table
12287	Jackson-Triggs Cabernet Sauvignon Light	750	\$1.00	
12385	Glenfiddich Single Malt 12 Year Old	750	\$5.00	Seasonal Block Pile (XBP)
13248	Woodbridge By Robert Mondavi Rosé	750	\$1.00	Wine Fridge
13293	Villa Maria Private Bin Chardonnay	750	\$2.00	Flex Space
13295	Matua Sauvignon Blanc Hawke's Bay	1500	\$2.00	
13305	Solid Ground Cabernet Sauvignon	750	\$2.00	
13510	Herradura Silver Tequila	750	\$5.00	
13587	Bacardi Gold (P.E.T)	1140	\$1.00	
13686	Bread & Butter Pinot Noir	750	\$2.00	End Aisle
13906	Unwined Smooth Rosé	750	\$1.00	Feature Fixture A
14023	Tawse Gin Ddp	750	\$3.00	
14664	Nude Vodka Soda Raspberry Lemon	473	\$0.15	
14678	Barefoot Moscato	1500	\$2.00	Flex Space
14882	Saintly Rosé VQA	750	\$2.00	Middle Nesting Table
14910	Bushmills Irish Whiskey	750	\$2.00	Comm. Extender
15606	Kona Hanalei IPA	6 × 355	\$1.00	End Aisle
15695	Bud Light Strawberry Lemonade	473	\$0.20	Seasonal Block Pile A
15717	Flying Monkeys The Mutants Are Revolting	473	\$0.20	Mini Thematic
15754	Josh Cellars Pinot Grigio	750	\$2.00	Wine Fridge
15760	Slow Press Cabernet Sauvignon	750	\$2.00	Comm. Extender
15765	Beefeater Blood Orange	750	\$2.00	Front Nesting Table
16079	Martini Fiero	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16439	Montgueret Cremant De Loire Rosé	750	\$2.00	
16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	\$1.00	Discovery Extender
16778	Bask Crisp Rosé	750	\$1.00	
16897	Great Lakes Brewery - Burst!	473	\$0.20	Mini Thematic
16976	Budweiser Zero	473	\$0.20	
17055	Jameson Cold Brew	750	\$2.00	
17085	Baileys Red Velvet	750	\$4.00	
17150	Josh Cellars Pinot Noir	750	\$2.00	
17535	Terroir D'Altitude Cabernet Sauvignon	750	\$2.00	
17819	Stella Artois	6 × 473	\$1.00	
17853	Corona Extra	473	\$0.20	EZA
17932	Swish Gin Ddp	750	\$3.00	
18393	Wayne Gretzky Estate Cabernet Merlot VQA	3000	\$3.00	
18631	Sebastiani Chardonnay	750	\$1.50	
19113	Pussycat Twisted Shot	4 × 30	\$0.50	
19134	Absolut Mango Mule	355	\$0.30	Shelf Extender
19146	Palm Bay Rainbow Twist	473	\$0.20	End Aisle
19167	Landshark Seltzer Pinapple Mango	473	\$0.20	
19261	Bread & Butter Chardonnay	750	\$2.00	End Aisle, Wine Fridge
19338	Good Natured Crisp Chardonnay VQA	750	\$1.00	Shelf Extender
19347	Founder's Original Bourbon Sour	355	\$0.15	
19388	Bombay Bramble	750	\$1.50	Front Nesting Table
19441	Dejado Tequila Blanco 100% Agave	750	\$5.00	
19581	Mill Stree Original Organic Lager	6 × 355	\$1.00	
19650	Tenuta Ca'Nove Valpolicella Rip Sup Doc	750	\$2.00	Shelf Extender
19655	Waterloo Tart Cherry Radler	473	\$0.20	End Aisle
19774	Cesari Valpolicella Doc Essere	750	\$2.50	End Aisle
19779	Cusumano Merlot	750	\$2.00	
19978	Tempt No. 9 Strawberry & Lime Cider	500	\$0.50	
19994	Muskoka Tread Lightly	6 × 473	\$1.00	Mini Thematic
20260	Wayne Gretzky Sauvignon Blanc VQA	750	\$2.00	Comm. Extender
20321	Yellow Tail Chardonnay	1500	\$2.00	Wine Fridge
20362	Finlandia Vodka	750	\$1.00	
20938	Red House Wine Co. Cabernet Merlot VQA	750	\$2.00	
21265	Gray Jay Deluxe Canadian Whisky Ddp	750	\$4.00	Shelf Extender
21387	Peller Family Vineyards Pinot Noir	750	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
21441	Honest Lot Sauvignon Blanc	750	\$1.00	End Aisle
21442	Honest Lot Cabernet Sauvignon	750	\$1.00	End Aisle
21523	On Point. Smooth Red	750	\$1.00	
21692	Montenegro Select Aperitivo	750	\$1.00	Shelf Extender
21981	18 Santa Ema Gran Reserva Carmenere	750	\$2.00	
22034	Baileys Apple Pie	750	\$4.00	
22035	Skrewball Peanut Butter Whiskey	750	\$5.00	Shelf Extender
22089	Hop Valley Bubble Stash	473	\$0.20	CE6
22192	Grant's Triplewood 12YO	750	\$3.00	Shelf Extender
22537	Relax Pinot Grigio	750	\$2.00	Shelf Extender
22543	Fitvine Cabernet Sauvignon	750	\$2.00	
22544	Fitvine Pinot Grigio	750	\$2.00	
22547	Castillo De Almanso Organic Verdejo Sauv Blanc	750	\$1.00	Wine Fridge
22685	Empress Classic Grasevina	750	\$2.00	
24493	Courvoisier VSOP Cognac	750	\$10.00	Shelf Extender
24627	Apothic Merlot	750	\$2.00	Feature Fixture A
25042	Lonetree Ginger Cider	473	\$0.25	
25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	\$0.20	Shelf Extender
25077	Mill Street Organic Sangria	473	\$0.25	End Aisle
25397	Sleeman Clear 2.0	6 × 355	\$1.55	
25520	Stolichnaya Pride Vodka	750	\$1.00	Seasonal Block Pile C
25819	Moosehead Lager	473	\$0.25	
26678	On The Rocks Effen Cosmopolitan	375	\$3.00	
26679	On The Rocks Knob Creek Old Fashioned	375	\$3.00	
36822	Marques De Riscal White, Rueda	750	\$1.00	Shelf Extender
38927	Jura 12 Year Old Single Malt	750	\$10.00	Mini Thematic
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	\$2.00	
43588	Folonari Pink Pinot Grigio Venezia Igt	750	\$1.00	Middle Nesting Table
50203	> Beronia Reserva (Gonzales Byass)	750	\$2.00	Mini Thematic
53868	Jaffelin Bourgogne Aligote Aoc	750	\$2.50	
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.50	
56622	Beefeater Dry	1750	\$1.50	Front Nesting Table
61408	Jagermeister	375	\$1.00	
64618	>Cabernet Franc (Featherstone)	750	\$2.00	
71126	Heineken Lager	6 × 330	\$1.00	EZH, Contest
80127	Sailor Jerry Spiced Rum	750	\$2.00	Value Add

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
97121	Barefoot Chardonnay	750	\$1.00	Flex Space
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	\$2.00	Shelf Extender, Wine Fridge
104299	>The Prisoner Red Blend	750	\$5.00	Mini Thematic
106450	>(V)Pinot Grigio Valdadige (S Margherita)	750	\$2.00	VL1
110031	Sandbanks Estate Dunes White VQA	750	\$1.00	
114967	Finlandia Vodka	1750	\$1.00	
122952	Hpnatiq Liquor	375	\$1.00	CE1
129940	Aviation Gin	750	\$2.00	Comm. Extender
131870	Bushmills Malt 10 Year Old	750	\$4.00	
134916	Ogier Cotes Du Ventoux Rose Aoc	750	\$2.00	Middle Nesting Table
134965	Open Riesling-Gewurztraminer VQA	750	\$1.00	Wine Fridge
139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing	473	\$0.30	
141952	Pasqua Passimento Rosso Igt	750	\$3.00	
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00	Mini Thematic
149237	>The Conspiracy Ripasso Style (Foreign Affai	750	\$3.00	Mini Thematic
170134	Banrock Station Pink Moscato Rosé	750	\$1.50	Feature Fixture A, Wine Fridge
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$3.00	Comm. Extender
181636	Sobieski Vodka	750	\$1.00	Shelf Extender
184069	Hob Nob Pinot Noir Pays D'Oc	750	\$2.00	Shelf Extender
184796	Strongbow Cider	8 × 440	\$1.55	
189217	Gibson's Finest Sterling Edition	750	\$2.00	End Aisle
207639	J.P. Wiser's 18YO Canadian Whisky	750	\$8.00	
207647	Chivas Regal 12YO Scotch Whisky	1140	\$4.00	Mini Thematic
209221	Absolut Vodka	1140	\$1.25	
211110	Wyborowa Vodka	1140	\$1.00	Shelf Extender
213496	Pasqua Pinot Grigio Delle Venezie Doc	750	\$2.00	
215038	Gibson's Finest Sterling Edition	1750	\$1.00	End Aisle
215343	Martini & Rossi Sweet Vermouth Red	1000	\$1.00	Discovery Extender
215889	Gibson's Finest Sterling Edition Whisky	1140	\$1.50	End Aisle
216721	Tanqueray London Dry Gin	1140	\$1.00	Front Nesting Table
216887	Freixenet Carta Nevada Brut Cava	750	\$1.00	Shelf Extender
217653	Captain Morgan Original Spiced Rum	1140	\$1.50	Comm. Extender
219022	White House Wine Co. Riesling P. Grigio VQA	750	\$2.00	goLOCAL
225243	Stolichnaya Vodka	750	\$1.00	End Aisle
227413	Iceberg Vodka	1140	\$1.00	End Aisle
234583	Cave Spring Riesling VQA	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
237255	Saint Clair Family Estate Sauvignon Blanc	750	\$2.00	Flex Space
244616	Sandbanks Rosé VQA	750	\$1.00	goLOCAL
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	Shelf Extender
254631	Stolichnaya Elit Vodka	750	\$10.00	End Aisle
258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	\$2.00	Mini Thematic
260364	Megalomaniac Homegrown Red VQA	750	\$2.00	
265157	Jacob's Creek Moscato	750	\$2.00	Shelf Extender
267187	Jose Cuervo Especial Gold	750	\$2.00	Shelf Extender
268342	>V)Chardonnay Estate (Henry Of Pelham)	750	\$3.00	OWS
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	\$2.00	Shelf Extender
270934	Jackson-Triggs Shiraz Bag In Box	4000	\$3.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	
272716	Stolichnaya Vodka	1750	\$1.45	End Aisle
277194	Batasiolo Bosc D'La Rei Moscato D'Asti Docg	750	\$2.00	Feature Fixture A
284539	Trius Brut VQA	750	\$3.00	Shelf Extender
289496	Cardhu Single Malt Scotch	750	\$5.00	Mini Thematic
289835	Peller Family Vineyards Dry White	1500	\$1.50	
291674	Fetzer Chardonnay	750	\$2.00	
292151	>Louis M.Martini Cabernet Sauvignon Sonoma	750	\$2.00	
296244	Guinness Draught	4 × 440	\$1.00	Shelf Extender
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	
303776	Rosehall Run Unoaked Chardonnay VQA	750	\$2.00	goLOCAL
308288	Whitehaven Sauvignon Blanc	750	\$2.00	Flex Space, Wine Fridge
311779	Bud Light	6 × 473	\$1.00	Seasonal Block Pile A, Value Add
311928	Canadian Club Classic 12 Year Old	750	\$3.00	Shelf Extender
316570	>Oyster Bay Sauvignon Blanc Marlborough	750	\$2.00	Flex Space
316844	Bombay Sapphire London Dry	750	\$1.00	Front Nesting Table
322297	>Lillet Blanc (Lillet Freres)	750	\$2.00	
326256	Wayne Gretzky Pinot Grigio VQA	750	\$2.00	Shelf Extender
328567	>(V) Cathedral Cellar Cabernet Sauvignon	750	\$2.00	Mini Thematic
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00	Mini Thematic
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	
331371	Peller Family Vineyards Cabernet Sauv	4000	\$3.00	
337881	Paulaner Hefe-Weissbier	500	\$0.25	
338343	St-Ambroise Apricot Wheat Ale	473	\$0.35	
348680	Bersano Costalunga Barbera D'Asti Docg	750	\$2.50	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
351429	Amsterdam Boneshaker	473	\$0.30	
355933	Black Cellar Shiraz Cabernet	750	\$1.00	Shelf Extender
358184	Tanqueray Rangpur Gin	750	\$2.50	Front Nesting Table
358192	Bruichladdich The Botanist Islay Dry Gin	750	\$2.00	Front Nesting Table
358754	Flagstone Poetry Cabernet Sauvignon	750	\$2.00	Comm. Extender
360222	>Ste Michelle Seven Falls Cabernet Sauvignon	750	\$3.00	
360552	Chateau De Courteillac Bordeaux Aoc	750	\$2.00	Shelf Extender
364349	Tomatin 12YO Highland Single Malt	750	\$3.00	
366633	Ron Diplomatico Reserva Exclusiva Rum	750	\$5.00	
372391	Leonardo Chianti Fiasco	750	\$2.00	Shelf Extender
381970	Smirnoff Lime Flavoured Vodka	750	\$1.00	Shelf Extender
382861	Lot No. 40 Single Copper Pot Still Canadian Whsky	750	\$2.50	Shelf Extender
383059	Sleeman Original Draught	6 × 473	\$2.00	
391300	Ch Des Charmes Sauvignon Blanc VQA	750	\$1.50	Comm. Extender
392225	Robert Mondavi Private Selection Cab/Sav	750	\$3.00	
392647	Carnivor Cabernet Sauvignon	750	\$2.00	Shelf Extender
392654	Apothic Dark Red	750	\$2.00	Shelf Extender
392761	Rib Shack Red Vintage Blend	750	\$2.00	
397539	Boodles Gin	750	\$1.00	Front Nesting Table
398479	1800 Reposado	750	\$2.00	Shelf Extender
400556	Bodega Norton Barrel Select Malbec	750	\$3.00	Shelf Extender
401315	Jose Cuervo Especial Silver	1140	\$3.00	
402818	Flor De Cana Grand Reserva 7 Rum	750	\$2.00	Shelf Extender
403519	Crown Royal Apple	750	\$2.00	Shelf Extender
404160	McClelland Single Malt Islay Scotch	750	\$4.00	Mini Thematic
404939	Burnt Ship Bay Pinot Grigio VQA	750	\$2.00	goLOCAL
405472	Cliff 79 Cabernet Shiraz	750	\$1.00	
406884	Barefoot Pinot Grigio	1500	\$2.00	Flex Space
407478	Jaw Drop Squirting Oranges	473	\$0.25	
407528	Philippe De Rothschild Chardonnay Pays D'Oc	750	\$2.00	Flex Space
407775	Snapple Spiked Peach Tea Vodka	458	\$0.15	
409490	Singleton Of Dufftown 12 Year Old	750	\$4.00	Mini Thematic
411553	Girls' Night Out Peach Raspberry Rumba	1500	\$1.00	
413104	Dillon's Dry Gin	750	\$2.00	
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	\$3.00	Mini Thematic
414748	Sandbanks Summer White VQA	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
415745	Nobilo Sauvignon Blanc Marlborough	750	\$2.00	Flex Space, Wine Fridge
425488	>(V)Cannonau Riserva Sardinia (Sella& Mosca	750	\$2.50	
426718	Cesari Amarone Classico Doc	750	\$4.00	End Aisle
427328	Long Weekend Cabernet VQA	750	\$1.00	Feature Fixture A
438598	Dewar's 12 Year Old	750	\$3.00	
444497	American Vintage Lemon Hard Iced Tea	6 × 355	\$1.00	
446559	Georgian Bay Vodka	750	\$1.00	Value Add
447953	Fireball Whisky Shooter	750	\$3.00	Cold Room Spirits
450239	Whitewater Brewing Farmer's Daughter	473	\$0.20	Mini Thematic
452672	>(V) Luigi Bosca Malbec	750	\$2.00	
454876	>Ghost Pines Merlot Winemaker's Blend	750	\$2.00	VL1
456731	Growers Pear Cider	473	\$0.20	
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	Shelf Extender
461699	>(V)Baco Speck Family Reserve	750	\$3.00	Mini Thematic
462846	>Columbia Crest Grand Estates Chardonnay	750	\$2.00	
465385	Landshark Lager	6 × 473	\$1.00	
470096	Marius Rouge Pays D'Oc	750	\$2.00	
472332	Wayne Gretzky Red Cask Whisky	750	\$3.00	Shelf Extender
479014	>(V) Gran Feudo Reserva	750	\$2.00	
479766	>(V) Ripassa Valpolicella Sup (Zenato)	750	\$3.00	
479980	Macallan 12 YO Double Cask	750	\$5.00	Mini Thematic
481515	Bench Brewing Balls Falls Session IPA	473	\$0.20	Mini Thematic
485169	Colio Blush Rose	1500	\$1.00	
486001	XOXO Pinot Grigio Sangria	750	\$1.00	Feature Fixture A
486316	Bacardi Spiced Rum (P.E.T)	375	\$1.00	FEM1
486381	Tag No.5 Vodka (P.E.T)	1750	\$1.00	
487496	Leftfield Sauvignon Blanc	750	\$2.00	Flex Space
491746	Cabana Coast Moscow Mule	473	\$0.25	
492959	Rosehall Run Pixie Sparkling Rosé VQA	750	\$2.00	Middle Nesting Table
493676	Unapologetically Brash White VQA	750	\$2.00	
493999	Absolut Lime Vodka	750	\$1.00	
495507	Robertson Winery Chenin Blanc	750	\$1.50	Feature Fixture A
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	\$1.00	
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$3.00	End Aisle
508580	Wellington Upside IPA	473	\$0.25	End Aisle
513077	Glenfiddich Project Xx Experimental Series	750	\$5.00	Seasonal Block Pile (XBP)

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
514463	Whitley Neill Original London Dry Gin	750	\$5.00	
519298	Wayne Gretzky Cream Whisky	750	\$3.00	
520254	Passo Del Sud Appassimento	750	\$1.50	
520288	Bacardi Black	750	\$1.20	Shelf Extender
520304	Bacardi Gold	1140	\$1.00	
522672	>(V)Vidal Icewine VQA Nia(Lakeview Cellars)	200	\$2.00	
524322	Trapiche Reserve Malbec	1500	\$2.00	Shelf Extender
524355	Mcguigan Black Label Cabernet Sauvignon	750	\$1.00	Feature Fixture A
534925	Grolsch Pilsner	6 × 500	\$1.00	
535229	Cameron's Coast to Coast Dry Hopped Lager	473	\$0.25	End Aisle
538538	Woodhouse IPA	473	\$0.20	
539312	Josh Cellars Rosé	750	\$2.00	Middle Nesting Table
544833	Miller Genuine Draught	6 × 355	\$1.00	
545160	Tito's Handmade Vodka	1750	\$4.00	End Aisle
551416	Cabo Wabo Reposado Tequila	750	\$5.00	Shelf Extender
552562	>(V) Three Of Hearts Rosé	750	\$3.00	Middle Nesting Table
556712	Girls' Night Out White Sangria	750	\$1.00	Feature Fixture A
557470	Empress 1908 Gin	750	\$3.00	Shelf Extender
558098	Twisted Sholtz Sex On The Beach	4 × 30	\$0.50	
561076	Trius Pinot Grigio VQA	750	\$2.00	Shelf Extender
565713	Reif Estate Cabernet/Merlot VQA	750	\$2.00	
570366	Bacardi Spiced Rum	1140	\$1.50	Shelf Extender
570754	Casillero Del Diablo Reserva Privada Cab Sauv	750	\$3.00	Flex Space
573402	Bearface 7YO Triple Oak Canadian Whisky	750	\$3.00	Shelf Extender
575001	Wild Turkey Longbranch	750	\$5.00	
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	\$0.20	Mini Thematic
578641	Casillero Del Diablo Reserva Sauvignon Blanc	750	\$2.00	Flex Space
589028	Peller Family Vineyards Rosé Bag In Box	4000	\$1.00	
589101	Ruffino Lumina Pinot Grigio Igt	750	\$2.00	Wine Fridge
597559	Tito's Handmade Vodka	750	\$2.00	End Aisle
602615	Angus The Bull Cabernet Sauvignon	750	\$2.00	Discovery Extender
602763	Absolut Raspberri Vodka	750	\$1.00	
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	\$1.00	
605063	Buffalo Trace Bourbon	750	\$3.00	
605162	Broker's Premium London Dry Gin	750	\$1.00	Front Nesting Table
605956	Baileys Irish Cream Liquor	1140	\$2.00	End Aisle
605972	Glenfiddich Single Malt 15 Year Old	750	\$5.00	Seasonal Block Pile (XBP)
609362	Casamigos Mezcal	750	\$6.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
611392	Mott's Clamato Caesar Extra Spicy	6 × 341	\$1.00	
613471	Henry Of Pelham Rosé VQA	750	\$2.00	Wine Fridge
617233	Haymans London Dry Gin	750	\$3.00	Front Nesting Table
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$1.50	End Aisle
618231	Pelee Island Lola Gewurztraminer VQA	750	\$2.00	Shelf Extender
620989	Hoya De Cadenas Reserva, Utiel-Requena	750	\$1.50	Shelf Extender
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00	Shelf Extender
626390	>Kim Crawford Marlborough Pinot Noir	750	\$2.00	Mini Thematic
628289	Philippe De Rothschild Pinot Noir Pays D'Oc	750	\$2.00	Flex Space
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	Shelf Extender
637504	Hendrick's Gin	750	\$3.00	Front Nesting Table
638205	Zirkova Together Ultra Premium Vodka	750	\$2.00	Discovery Extender
642983	Barefoot Cellars Pink Moscato	750	\$1.00	Flex Space
647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	\$2.00	Green Extender
648402	Bodacious Moscato	750	\$1.00	Feature Fixture A
649186	Hey Y'All Southern Style Hard Iced Tea	458	\$0.25	
649749	Castillo De Almansa Reserva	1500	\$2.00	Shelf Extender
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	Shelf Extender
669002	Casamigos Reposado Tequila	375	\$2.00	Discovery Extender
669226	Voga Pinot Grigio	750	\$1.00	
669440	Peller Family Vineyards Shiraz	1500	\$2.00	
676775	Lech Beer	500	\$0.15	Shelf Extender
676841	Red Stripe Lager	6 × 330	\$1.00	
687582	>Prosecco Di Valdobbiadene Brut (S. Margherit	750	\$2.00	Mini Thematic, Wine Fridge
697623	Michelob Ultra	6 × 355	\$1.00	End Aisle
921478	Pabst Blue Ribbon	6 × 355	\$0.55	
943787	>Wakefield Estate Label Shiraz Clare Valley	750	\$2.00	
985002	>(V) Catena Cabernet Sauvignon Mendoza	750	\$2.00	
991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	\$2.00	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
729	Blue Nun Deutscher Tafelwein	750	30	
1610	Ballantine's	750	80	
2881	Pisse-Dru Beaujolais	750	50	
4606	Vodka Mudshake Creamy Vanilla	4 × 270	100	
5280	Vodka Mudshake Chocolate	4 × 270	100	
8219	Prince Igor Vodka (P.E.T)	750	50	
10212	Kahlua Coffee Liquor	375	30	
10937	Forty Creek Double Barrel Reserve Whisky	750	75	
11130	Dewar's White Label Whisky	750	50	Mini Thematic
13057	Writers Tears Copper Pot Irish Whiskey	700	250	
13494	San Marzano Primitivo Puglia Igp	750	10	
13634	The Wanted Chard Chardonnay	750	25	
14355	Appleton Estate 12YO Rare	750	90	
14706	Little Buddha CC Grilled Pineapple Rosemary-Vodka	355	5	
14883	Pelee Island Lola Chardonnay VQA	750	120	
15012	Northern Keep Vodka	750	200	
15285	Thalia Red Syrah-Kotsifali	750	75	
15363	Mike's Hard Blue Freeze	473	10	
15797	Tobermory Gin(Distell Int Ltd)	700	120	
16022	Duff Gordon Solera Reserva Brandy	750	100	
16094	Hendrick's Lunar Gin	750	110	
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	80	
16189	Santa Rita Secret Reserve Sauvignon Blanc	750	80	Wine Fridge
16225	Bees Knees	355	15	
16546	On The Rocks Hornitos Margarita	375	125	
16608	Aviation Gin	375	40	CE1
16810	Peller Family Vineyards Light Cabernet Sauvignon	750	30	
16868	18.8 Gin Ddp	750	60	
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	50	
17483	Citra Pinot Grigio Terre Di Chieti	750	50	Feature Fixture A
17528	Just Merlot	750	50	
17559	Disaronno Velvet	750	75	
18869	Hornitos Black Barrel	750	100	
19452	Waterdog Red	750	60	
19985	Seagram White Peach Cider	473	5	
20047	Forty Creek Foxheart	750	75	
20058	B & G Cuvee Speciale Blanc Organic	1500	80	
20069	Goose Island Juice Island Hazy IPA	473	5	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
20220	Miyagikyo Single Malt Whisky	700	600	
21378	Jim Beam White Label Bourbon	750	75	Comm. Extender
21384	Small Mercy Easy Going Red	750	40	
21432	Rally Beer Extra Mile Session IPA	355	10	Discovery Extender
21474	Bread & Butter Cabernet Sauvignon	1500	60	End Aisle
22181	Glenfiddich Grand Cru	750	1000	Seasonal Block Pile (XBP)
22384	Chateau De Gourgazaud Minervois Aoc	750	80	
22449	Hendrick's Neptunia	750	150	Front Nesting Table
24345	Aperol Spritz Ready To Serve	600	50	Discovery Extender
24352	Jose Cuervo Playamar Mango	4 × 355	50	
24360	Black Fly Tequila Margarita Strawberry	4 × 400	6	
24404	Smirnoff Vodka Soda Berry Blast	355	10	
24492	Lolea No2 White Sangria	750	25	Feature Fixture A
24995	Moosehead Neon Radler Blue Raspberry	473	23	
24996	Moosehead Neon Radler Tropical Punch	473	23	
26548	Walter Craft Caesar - Classic	458	5	Shelf Extender
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	100	
35840	Zubrowka Bison Vodka	750	170	
40196	Luxardo Sambuca Dei Cesari	750	100	
49726	Yukon Jack	750	100	
53082	Alberta Pure Vodka (P.E.T)	1750	120	
54213	Alberta Premium Whisky (P.E.T)	1750	120	
57349	Chateau Des Charmes Gamay Noir VQA	750	50	OWS
59311	>Seven Deadly Zins Old Vine Zinfandel	750	80	
60004	Deinhard Dry Riesling Rheinhessen	750	50	
68551	Peller Family Vineyards Rosé Tetra	1000	25	
84012	Leffe Blonde	6 × 330	30	
105429	Frescobaldi Remole Toscana Igt	750	80	
108100	Martell VS Fine Cognac (In Box)	750	120	
111526	Nederburg Cabernet Sauvignon	750	100	
143750	Spinelli Cabernet Sauvignon	750	10	
144493	Montecillo Crianza Rioja	750	75	
146761	Fielding Riesling VQA	750	40	
191866	Pknt Cabernet Sauvignon Reserve	750	50	
192922	Seagram's 83	1140	200	
204560	Highland Park 12 Yr Old Single Malt	750	150	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	80	
211326	Dujardin VSOP Brandy	1140	75	
216226	Alberta Premium Whisky	1140	100	
216903	Banff Ice Vodka	1140	65	Value Add
217125	Sauza Silver	1140	100	
217216	Myers Planters Punch	1140	200	
225565	Maker's Mark 46	750	150	
231571	Seagrams 83 (P.E.T)	1750	300	
234815	Gerard Bertrand Cabernet Sauvignon Pays D'Oc	750	50	
237792	Icebox Long Island Iced Tea	1140	100	
240150	Polar Ice Vodka	1140	90	
242107	No. 3 London Dry Gin	750	150	
244186	Collingwood Whisky	750	120	
254912	Codorniu Brut Clasico Sparkling	3 x 200	100	
266049	Adobe Reserva Sauvignon Blanc Organic	750	100	
269852	>(V) Alsace Willm Gewurztraminer Reserve	750	50	
273110	Canadian Club & Ginger Ale	473	10	
273490	Thalia Sauvignon Blanc - Vilana	750	75	
276170	Pelee Island Blanc De Blanc VQA	750	100	OWS
285163	Amaro Lucano	750	120	
285585	Masi Bonacosta Valpolicella Classico Doc	750	100	
296228	Calvados Boulard Pays D'Auge	750	120	
298638	Glenmorangie Original Single Malt Scotch Whisky	750	120	Mini Thematic
305607	Seagrams 83	750	100	
311670	Luxardo Sambuca Dei Cesari	200	50	
311910	Canadian Club Classic 12 Year Old	375	75	FEM3
319673	Bombay Sapphire East London Dry Gin	750	60	Front Nesting Table
321448	Cono Sur Bicicleta Chardonnay	750	50	
322024	Adobe Reserva Merlot Organic	750	75	
322362	Beck's	500	5	
325506	Fonseca Bin No.27 Reserve Porto	750	40	
325787	McGuigan Black Label Shiraz	750	70	
326025	Basil Hayden Straight Bourbon	750	125	
326223	Wray & Nephew White Overproof Rum	750	75	
335422	Dunavar Pinot Grigio	750	10	
339895	Waterloo IPA	473	5	
340851	Domaine Boyar Cabernet Sauvignon	750	50	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
341602	Cono Sur Bicicleta Pinot Noir	750	50	
358960	Fleur Du Cap Chardonnay	750	100	
366666	El Dorado 8 Yo Cask Aged Demerara Rum	750	255	
369009	Pinnacle Vodka	750	200	
371872	Girls' Night Out Sangria	750	60	Feature Fixture A
385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	50	
400069	Craigellachie 13 Year Old	750	165	
402859	El Dorado 3 YO Rum	750	180	
404368	Muskoka Detour	473	5	
408286	Lolea No 1 Red Sangria Spain	750	25	
413328	De Valcourt Napoleon Brandy VSOP	750	100	
415182	Lionello Stock Vermouth Extra Dry	1000	85	
429688	Veuve Ambal Cremant De Bourgogne Grande Cuvee Brut	750	80	Shelf Extender
443945	>(V) Goru (Gsd Wines!)	750	100	
448613	Black Fly Vodka Sour Raspberry	473	5	
454132	Black Bottle Blended Scotch	750	120	
464214	Anciano 7 Year Gran Reserva Tempranillo Valdepenas	750	100	
481366	High River Canadian Whisky	750	150	
483255	Casillero Del Diablo Reserva Pinot Grigio	750	60	Flex Space
485995	XOXO Red Sangria	750	30	Feature Fixture A
493072	Bowmore No. 1	750	100	
494047	Broker's Premium London Dry Gin	1140	120	
494369	Southern Comfort (P.E.T)	200	40	
496950	Rolling Rock	6 × 473	30	
501080	Bend In The River Riesling	750	50	
510008	Luxardo Sambuca Dei Cesari	1140	150	
518670	Sour Puss Raspberry Liquor	750	50	Seasonal Block Pile C, VA
518688	Sour Puss Apple Liquor	750	50	Seasonal Block Pile C, VA
524371	Cono Sur Bicicleta Cabernet Sauvignon	750	50	
526772	Anciano Clasico Garnacha Valencia, Do	750	100	
527457	Nederburg Shiraz	750	100	
530352	Glenfiddich Single Malt 18 Year Old	750	500	Seasonal Block Pile (XBP)
534693	Kittling Ridge White Zinfandel/Vidal	750	40	Feature Fixture A
542340	Philippe De Rothschild Cab Sauv Pays D'Oc	1500	80	Flex Space
545343	Flor De Cana Anejo Clasico 5	1140	80	
547679	>Wodka Zoladkowa Gorzka	750	60	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
550749	Absolut Mandrin	750	60	
556746	Lurton Piedra Negra Pinot Grigio Organic	750	50	
573931	Hendrick's Orbium Gin	750	150	Front Nesting Table
580118	Black Tower Dornfelder Pinot Noir Pfalz	750	50	
582973	Bombay Sapphire London Dry	1750	120	Front Nesting Table
589416	Heineken 0.0	6 × 330	40	
601146	Glen Breton Rare Canadian Single Malt	750	200	
601518	Sour Puss Blue Liquor	750	50	Seasonal Block Pile C, VA
604348	Absolut Apeach Vodka	750	60	
604934	Grey Goose Vodka	375	50	Shelf Extender
609248	Moosehead Radler	473	23	
612713	Black Fly Vodka Cranberry (P.E.T)	4 × 400	25	
613950	Sogrape Vila Regia Reserve Douro	750	85	
618504	Sogrape Vila Regia	1500	100	
626325	>Osoyoos Larose Le Grand Vin Okanagan VQA	750	120	
628339	Loch Lomond 12 Year Old Single Malt Whisky	750	200	
629055	Hennessy XO	375	180	
638239	Alario Sauvignon Blanc	750	65	
638247	Alario Cabernet Sauvignon	750	65	
639880	Bodacious Rosé	750	25	Feature Fixture A
665299	Stormy Bay Cabernet Sauvignon	750	80	Feature Fixture A
666040	Nutrl Vodka Soda Pineapple	473	10	
904334	Budweiser	6 × 355	30	

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
307	Seagrams V.O.	750	Southern Comfort 50 mL		307
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL		620
17817	Corona Extra	6 × 473	Purchase 2 Corona 6 × 473 mL and receive free string lights	EZA	17817
24388	Vizy Blackberry Lemon	473	8 Can Carrier Case	End Aisle	24388
24391	Vizy Strawberry Lemonade	473	8 Can Carrier Case	End Aisle	24391
43703	Hennessy VSOP Cognac	750	Thomas Young Limited Edition Gift Pack		43703
216903	Banff Ice Vodka	1140	Canadian Club 1858 50 mL	APP	216903
216978	Seagrams V.O.	1140	Fireball 50 mL		216978
242339	Alberta Pure Vodka (P.E.T)	1140	Canadian Club 1858 50 mL		242339
302810	Heineken	6 × 500	Hawaiian Shirt	EZH	302810
363507	Prince Igor Extreme Vodka (P.E.T)	1750	Forty Creek Barrel Select 2 × 50 mL		363507
418590	Modelo Especial	6 × 355	Modelo Cinco de Mayo Bottle Opener		418590
491811	Southern Comfort	750	Fireball 50 mL		491811

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
42	Canadian Club Premium	750	Socks	
166	Sogrape Mateus Rosé	750	2 × 6 Pink Candle Stick	Middle Nesting Table
307	Seagrams V.O.	750	Southern Comfort 50 mL	
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	
1099	Johnnie Walker Red Label	750	Iced Tea	End Aisle
1487	Crown Royal	750	Rocks Glasses	Front Entrance Table, LTO
2691	Tanqueray London Dry Gin	750	Necktag	Front Nesting Table
5959	Baileys Irish Cream	750	Spatula	End Aisle
10074	Canadian Mist Blended Whisky	750	Fireball 50 mL	
10213	Kahlua Coffee Liquor	750	Disco Ball	
10899	Jose Cuervo Tradicional Plata	750	Sustainable Agave Straws	
10912	Gran Centenario Anejo	750	Glassware	
11248	Baileys Espresso	750	Spatula	
11850	Buffalo Trace Bourbon	375	Stirrings Cocktail Mixer	

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
11928	Gato Negro Chardonnay	1500	Silicon Cup	
12565	Junction 56 Distillery Mint Smoothie	375	Black Raspberry Gin 50 mL	
12618	Stoneleigh Lighter Sauvignon Blanc	750	Exercise Towel	End Aisle
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	Glass	
13909	Georgian Bay Canadian Whisky	750	Smash Gin Smash Pear/Cherry or Watermelon Vodka Smash 355 mL	
14569	Glenmorangie Quinta Ruban Whisky 14YR	750	Branded Dress Socks in Carrier	
14944	Marquis De Villard Brandy	750	Flor De Cana 5YO 50 mL	
15281	Kraken Black Roast Rum	750	Tiki Ceramic Mug	
17817	Corona Extra	6 × 473	Purchase 2 Corona 6 × 473 mL and receive free string lights	EZA
17933	Top Shelf Vodka Ddp	1140	Top Shelf Butter Tart 50 mL	
18224	Vodkow Cream	750	Vodkow Vodka 50 mL	
18574	Jim Beam Honey	750	Jim Beam Red Stag 50 mL	
18575	Jim Beam Red Stag	750	Jim Beam Red Stag 50 mL	
19266	Beau's Lug Tread	6 × 473	Radler Can	
19276	Jacob's Creek Moscato Lower Sugar	750	Exercise Towel	End Aisle
19419	Baileys Deliciously Light	750	Milk Frother	
19725	Cupcake Light Hearted Chardonnay	750	Exercise Towel	End Aisle
19749	Teremana Blanco Tequila	750	Sap Sucker Grapefruit 4 Pack	End Aisle
19750	Teremana Reposado Tequila	750	Sap Sucker Grapefruit 4 Pack	End Aisle
19856	Kingston 62 White	1140	Prince Igor Extreme 50 mL	
20896	Ruffino Prosecco Rosé Doc	750	Plastic Flute	
20934	Glenmorangie X	750	Prosyro Bar Syrup	
21097	The Glenlivet 12 Yr Malt	750	Crypto Currency	End Aisle
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	Crypto Currency	End Aisle
21544	Smirnoff Pink Lemonade	750	Pride Sunglasses	Seasonal Block Pile C
21555	Tia Maria Matcha Cream Liqueur	750	Tia Maria 50 mL	
21876	Sheep Dog Peanut Butter Whiskey	750	Dr. McGillicuddy's Coffee	
22017	Smirnoff Vodka (P.E.T)	750	Pride Mini Buttons	End Aisle
22074	Top Shelf Butter Tart Liquor Ddp	375	Top Shelf Butter Tart 50 mL	Comm. Extender
22454	Tanqueray Blackcurrant Royale	700	Necktag	Front Nesting Table
24388	Vizzy Blackberry Lemon	473	8 Can Carrier Case	End Aisle
24391	Vizzy Strawberry Lemonade	473	8 Can Carrier Case	End Aisle
24957	Dr. McGillicuddy's Coffee	750	Sheep Dog 50 mL	
25227	Smirnoff Peach Lemonade	750	Pride Sunglasses	End Aisle
25554	Dirty Devil Vodka	750	Casear Rim	
31930	Seagrams V.O.	1750	Sheep Dog 2 × 50 mL	

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 × 50 mL	
38505	Smirnoff Vodka (P.E.T)	1750	Pride Cooling Towel	End Aisle
43703	Hennessy VSOP Cognac	750	Thomas Young Limited Edition Gift Pack	
53140	Havana Club 7 Years Old	750	Socks	
57893	Lamb's Palm Breeze (P.E.T)	1750	Malibu Coconut Rum 200 mL	
63891	>Coyam Red Blend Organic	750	Gift Box	
80127	Sailor Jerry Spiced Rum	750	Flash Art Gift Box	LTO
92114	Loios White	750	DropStop	
96263	Tanqueray London Dry Gin	1750	Necktag	Front Nesting Table
103341	Canadian Club Premium (P.E.T)	750	Socks	
112896	Johnnie Walker Red Label	1750	Iced Tea	End Aisle
113241	Cazadores Anejo Tequila	750	Fever Tree Grapefruit 4 × 200 mL	End Aisle
114934	Golden Wedding (P.E.T)	1750	Evan Williams 50 mL	
177808	Appleton Estate V/X Signature Blend	750	Fever Tree Ginger Beer 200 mL	
125187	Cazadores Reposado Tequila	750	Fever Tree Grapefruit 4 × 200 mL	End Aisle
193490	Baileys Irish Cream	1750	Spatula	
209213	Beefeater London Dry Gin	1140	Beefeater Blood Orange 50 mL	Front Nesting Table
214056	Girls' Night Out Pineapple Mango Tango	1500	Softlips Lip Balm	
216903	Banff Ice Vodka	1140	Canadian Club 1858 50 mL	APP
216978	Seagrams V.O.	1140	Fireball 50 mL	
217281	Bombay Sapphire London Dry	1140	Bombay Gin & Tonic RTD 250 mL	Shelf Extender, Front Nesting Table
217448	Malibu Coconut Rum	1140	Malibu Cross Body Bag	
217554	Captain Morgan Dark Rum	1140	Ice Trays	End Aisle
217687	Canadian Club Premium	1140	Socks	
217745	Captain Morgan White Rum	1140	Ice Trays	End Aisle
217794	Johnnie Walker Red Label	1140	Iced Tea	End Aisle
217802	Johnnie Walker Black Label	1140	Rocks Glass	End Aisle, LTO
224352	Crown Royal Black	750	Rocks Glasses	Front Entrance Table
225250	Stolichnaya Vodka	1140	Rainbow Mini Shaker	
225698	The Kraken Black Spiced Rum	750	Tiki Ceramic Mug	Shelf Extender
226944	>(V) Rodney Strong Cab Sauv Sonoma County	750	TaylorMade Golf Balls	
229583	Kronenbourg 1664 Blanc	6 × 330	Kronenbourg Tote Bag	
242339	Alberta Pure Vodka (P.E.T)	1140	Canadian Club 1858 50 mL	
248997	Laphroaig 10 Year Old	750	Bottle Stopper	
267302	Crystal Head Vodka	750	1oz Shot Glass	
277954	Campari Aperitivo	750	Valley of Mother of God Gin 50 mL	

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
280719	Gato Negro Cabernet Sauvignon	1500	Silicon Cup	
285254	Forty Creek Copper Pot Reserve	750	Branded Glassware	
295022	Two Oceans Pinot Grigio	750	Disaronno Mini 50 mL w/recipe	Feature Fixture A
302810	Heineken	6 × 500	Hawaiian Shirt	EZH
311779	Bud Light	6 × 473	Purchase 2 Bud Light 6 × 473 mL and receive a free pride bandana	Seasonal Block Pile A, LTO
314856	Fireball Whisky Shooter	1140	Twisted Tea 355 mL	Cold Room Spirits
318683	The Kraken Black Spiced Rum	1140	Tiki Ceramic Mug	
322727	Santa Carolina Chardonnay	1500	Sangria Glass	Wine Fridge
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	Canadian Club 100% Rye 50 mL	
333070	Islay Mist Scotch 8 Year Old	750	Islay Mist 50 mL	
350397	Banff Ice Vodka	750	Canadian Club 100% Rye 50 mL	
358556	Dillon's Gin 22 Unfiltered	750	Negroni 125 mL	
363507	Prince Igor Extreme Vodka (P.E.T)	1750	Forty Creek Barrel Select 2 × 50 mL	
363770	Ketel One Vodka	1140	Necktag	
363986	Cazadores Blanco Tequila	750	Fever Tree Grapefruit 4 × 200 mL	End Aisle
387159	Bodacious Smooth Red	1500	Lipstick	
391177	Sipsmith London Dry Gin	750	Stir-er	Front Nesting Table
398016	Dr. McGillicuddy Intense Peach	750	Dr. McGillicuddy's Coffee	
398032	Dr. McGillicuddy Intense Butterscotch	750	Dr. McGillicuddy's Coffee	
398776	Fireball Whisky Shooter	375	Twisted Tea 355 mL	Cold Room Spirits
400754	Iceberg Vodka	750	Collapsible Silicone Cup	End Aisle
410043	The Glenlivet Founder's Reserve Scotch Whisky	750	Crypto Currency	End Aisle
418590	Modelo Especial	6 × 355	Modelo Cinco de Mayo Bottle Opener	
422006	Johnnie Walker Black Label Scotch	1750	Rocks Glass	End Aisle
429787	Bodacious Smooth White	1500	Lipstick	
434092	Crown Royal Northern Harvest Rye	750	Rocks Glasses	Front Entrance Table
446559	Georgian Bay Vodka	750	Bonus Can of Gin Smash Pear or Cherry or Watermelon Vodka Smash 355 mL	LTO
450932	Jose Cuervo Tradicional Reposado	750	Sustainable Agave Straws	
453084	Moet & Chandon Imperial Champagne	750	NBA Bottle Giftbox	
454462	Banff Ice Vodka (P.E.T)	1750	On The Rocks Cosmo 100 mL	
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	Sleeman Clear 2.0 Lime 355 mL	
491811	Southern Comfort	750	Fireball 50 mL	
491829	Southern Comfort	1140	Patio Glass	
517987	Ezra Brooks Black Label Bourbon Whiskey	750	Rebel Bourbon 50 mL	

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
518670	Sour Puss Raspberry Liquor	750	Pride Sunglasses	Seasonal Block Pile C, APP
518688	Sour Puss Apple Liquor	750	Pride Sunglasses	Seasonal Block Pile C, APP
525188	Peroni Nastro Azzurro	6 × 330	Tennis Ball	
544155	Iceberg Vodka (P.E.T)	1750	Sapsucker Lime 2 × 355 mL-C	End Aisle, Necktag
545392	Smirnoff Berry Blast	750	Pride Cooling Towels	Seasonal Block Pile C
546994	Barchef Project The Toasted Old Fashioned	375	Late Harvest Vesper 50 mL	
547646	Steam Whistle Premium Pilsner	6 × 341	Purchase two Steam Whistle Pilsner 6 × 341 mL packs and get a free wall-mount opener	EZD
549527	Moet Chandon Nectar Imperial Rosé	750	NBA Bottles Giftbox	
572552	Signal Hill Canadian Whisky	750	Whisky Glass	
573972	Kronenbourg Blanc Fruit Rouges	6 × 330	Kronenbourg Tote Bag	
582411	Gato Negro Merlot	1500	Silicon Cup	
600163	Tanqueray No. Ten Gin	750	Ciroc 50 mL	Front Nesting Table
601518	Sour Puss Blue Liquor	750	Pride Sunglasses	Seasonal Block Pile C, APP
636068	Malfy Gin Rosa	750	Malfy Branded Tote Bag	
666867	Bavaria Premium Value Beer	6 × 500	Can Koozie	
666875	Dab Original	6 × 500	Can Koozie	
666883	Henninger Lager	6 × 500	Bonus Henninger Can	

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
15563	Somersby Apple Cider	473	Somersby Pride Donation	Seasonal Block Pile A
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	Gold Medal - Spirits Business	
17369	Sandbanks Route 33 White VQA	750	Necktag-Contest : Ultimate Winery Weekend Getaway	
18941	Spade & Sparrows Pinot Grigio	750	Brand Awareness	
18942	Spade & Sparrows Rosé	750	Brand Awareness	
19444	Spade & Sparrows Pinot Noir	750	Brand Awareness	
22096	Hvo Spring Water Vodka Ddp	750	Clean Water	
24437	Sailor Jerry	1750	Tiki Contest	
24930	Spade & Sparrows Cabernet Sauvignon	750	Brand Awareness	
28506	Fat Bastard Cabernet Sauvignon Pays D'Oc	750	New Look	
71647	Polar Ice Vodka (P.E.T)	750	Gold Medal - Spirits Business	
71746	Tullamore Dew Irish Whiskey	750	O' Everyone	
109959	Jackson-Triggs Reserve Merlot VQA	750	Necktag-Contest : Ultimate Winery Weekend Getaway	
110049	Sandbanks Estate Baco Noir VQA	750	Necktag-Contest : Ultimate Winery Weekend Getaway	
135566	Polar Ice Vodka	750	Gold Medal - Spirits Business	
217257	Sailor Jerry Spiced Rum	1140	Tiki Contest	
261099	Inniskillin Pinot Noir VQA	750	Necktag-Contest : Ultimate Winery Weekend Getaway	
292177	Phillips Butter Ripple Schnapps	750	Recipe Necktag	
348979	Inniskillin Pinot Grigio VQA	750	Necktag-Contest : Ultimate Winery Weekend Getaway	
358838	Wakefield Promised Land Cabernet Sauvignon	750	Awareness World Ocean's Day and Project Seahorse Partnership	
441543	Wakefield Promised Land Shiraz	750	Awareness World Ocean's Day and Project Seahorse Partnership	
483040	Francois Dulac Cotes De Provence	750	New Sustainable Packaging	Feature Fixture B (FFB)
526251	Jackson-Triggs Reserve Chardonnay VQA	750	Necktag-Contest : Ultimate Winery Weekend Getaway	
544155	Iceberg Vodka (P.E.T)	1750	Sapsucker	End Aisle, Value Add
563130	Fat Bastard Chardonnay Pays D'Oc	750	New Look	Wine Fridge
574152	Grey Goose Vodka L'Orange	750	Grey Goose Flavours	
610857	Fat Bastard Merlot Vdp	750	New Look	
619791	Jackson-Triggs Rosé	750	Pride Donation	Wine Fridge

PERIOD 3

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MAY 22 Start of Period 3  Install Brand Spotlight Nesting Tables APP START DATE	23  (Stores are closed)	24	25	26	27	28
29	30	31	JUNE 1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18 End of Period 3  APP END DATE

LCBO