



Period 4 Marketing & Product Guide
JUNE 19 - JULY 16, 2022

Period 4 Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 4

New for Period 4

Promotional Programs

Feature Fixture A/New & Seasonal Fixture:
New products and offers for P4. Stores should maintain their P3 category sign and bin strips.

The Cold Room Spirits Display: **The products will remain the same as P3 with new offers for P4. Stores should maintain their P3 A-frame Sign.**

P4-P6 The Cold Room Fireball Whisky Dispenser

Entrance Table: Northern Sunset Lemonade

Mini Thematic A: Hottest Gift: Tequila

Mini Thematic B: Hottest Gift: Light, Fresh Rosés

Mini Thematic C: Discover LCBO's Summer Hot List

Front Nesting Table: Premium & Standard Flights

Middle Nesting Table: Cheers, Canada!

Block Pile A: Molson Canadian

Block Pile B: New Local Flavours

Block Pile C: Earn Aeroplan Points (Spirits)

Block Pile D: Aperol Spritz

Canadian-Made Aeroplan Loyalty Offers

Period 4 Aeroplan Loyalty Offers

End Aisle Backer Cards

Summer Food & Drink Release

Front End Merchandiser

Wine Programs

ON1: Go Local

ON2: Our Buyer's Pick (VQA)

Flex Space

Beer Programs

Beer Excitement Zone

Craft Beer Imported Shelf Talkers

Ontario Craft Beer End Aisle

Beer Impulse Displays

Beer Super Sale (June 30 - July 3)

Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick



Operational Signage

SAFE SHOPPING SIGNAGE

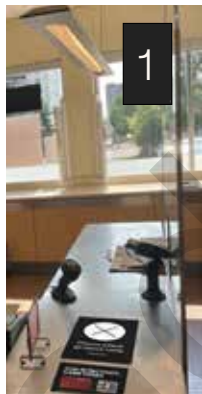
As regulations and mandates begin to ease in Ontario, we have taken the opportunity to reevaluate our Safe Shopping signage package. Some components may now be removed, and others will be updated to the new Black/White Operational colour scheme.

[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
- Aeroplan 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
- Aeroplan 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)

NEW! Canadian-Made Bonus Aeroplan Offers

Customers can now earn 2 times the Aeroplan Points when purchasing 2 or more participating Canadian-made products at the LCBO: *Buy 2 or more participating Canadian-made Bonus products and get 2x bonus points.*

Key Dates (June 19 - July 16, 2022)

Participating Stores

All stores will receive a set of Perpendicular Shelf Talkers, Bin Ticket Extension and Blade Signs for display in-section next to the offers.

Select stores will also receive an End Aisle Backer Card to build a display with the participating Canadian-made products on an available Discretionary End Aisle.

Canadian-Made Signage Components & Merchandising Instructions

In-section Bin Ticket Extension (all stores)

- Use these bin ticket extension to highlight participating Canadian-made products.
- Important Note: Ensure the bin ticket extension are installed and merchandised in front of participating Canadian-made products and removed once the period ends.**

English Re-order# 23P4-AP1 / Bilingual Re-order# 23P4-AP2



In-section Perpendicular Shelf Talker (all stores)

- Install the perpendicular shelf talkers in front of participating Canadian-made products using the perpendicular shelf talker clips (PSTC201404).
- Important Note: Ensure the perpendicular shelf talkers are installed and merchandised in front of participating Canadian-made products and removed once the period ends.**

English Re-order# 23P4-AP14 / Bilingual Re-order# 23P4-AP15



End Aisle Blade Sign (all stores)

- This sign replaces the operational Aeroplan blade sign until the end of P4.**
- Blade Signs should be installed on every other End Aisle, beginning at EA2.
- Note: Operational Aeroplan blade signs should be kept in a safe place for re-use in P5. Blade signs will be available for reorder at Marco if any become lost or damaged.**

English Re-order# 23P4-AP8 / Bilingual Re-order# 23P4-AP9



Discretionary End Backer Card (select stores)

- Use the End Aisle backer card to build a display with participating Canadian-made products on an available Discretionary End Aisle.

English/Bilingual Re-order# 23P4-AP5



Canadian-Made Products

LCBO#	Description	Size (mL)	Bonus Aeroplan Points
307	Seagrams V.O.	750	100
620	Silk Tassel Canadian Whisky	750	100
984	Alberta Premium Whisky	750	80
10357	Crown Royal Peach	750	60
12858	Waterloo Grapefruit Radler	473	10
13906	Unwined Smooth Rose	750	50
14918	Well Hibiscus Infused Lemonade	355	15
15012	Northern Keep Vodka	750	100
15282	18.8 Vodka	750	60
16785	Peller Family Vineyards Light Pinot Grigio	750	30
16859	Dixon's Wicked Blueberry Gin	750	100
17117	Rally Trail Blazer	473	15
19095	Little Buddha Peach Tea	355	7
19148	Nutri Vodka Soda Juic'D Blood Orange	473	10
19540	Howitzer Canadian Whisky	750	100
19981	No Boats On Sunday Peach Cider	473	10
20662	Mill Street Raspberry & Blood Orange Sour	473	10
21383	Small Mercy Upbeat White	750	40
25819	Moosehead Lager	473	23
31930	Seagrams V.O.	1750	300
34579	Prince Igor Extreme Vodka (P.E.T)	1140	75
43281	>V) Flat Rock Cellars Estate Riesling	750	80
60707	20 Bees Pinot Grigio VQA	750	40
71647	Polar Ice Vodka (P.E.T)	750	70
88799	Alberta Pure Vodka (P.E.T)	750	85
109959	Jackson-Triggs Reserve Merlot VQA	750	50
110049	Sandbanks Estate Baco Noir VQA	750	30
135566	Polar Ice Vodka	750	70
142745	Waterloo Craft Lager	473	5
177824	>(V)Gamay Noir (Thirteenth Street)	750	50
187088	PJ's Original Cream (Panama)	750	50
216671	Wisers Special Blend	1140	90
216978	Seagrams V.O.	1140	200
217687	Canadian Club Premium	1140	100
219279	Konzelmann Pinot Blanc VQA	750	50
242339	Alberta Pure Vodka (P.E.T)	1140	100
306019	Colio Extra Dry White Bag In Box	4000	250
341347	Fresh Possibilities Sparkling Rose VQA	750	40
363507	Prince Igor Extreme Vodka (P.E.T)	1750	120
365270	Crystal Head Vodka	1750	500
371500	Pelee Island Lighthouse Sauvignon Blanc VQA	750	100
390583	Canadian Club 100% Rye	750	100

Canadian-Made Products

LCBO#	Description	Size (mL)	Bonus Aeroplan Points
398024	Dr. McGillicuddy Intense Peach	1140	120
400754	Iceberg Vodka	750	150
418657	Lily Sparkling Wine VQA	750	75
438960	Canadian Club 100% Rye	1140	100
447953	Fireball Whisky Shooter	750	120
454462	Banff Ice Vodka (P.E.T)	1750	120
462424	Cabot Trail Maple Cream	750	80
477885	Polar Ice Vodka (P.E.T)	1750	120
479923	Stalk & Barrel Blue Blend	750	200
482612	Pike Creek Double Barreled Canadian Whisky	750	75
485169	Colio Blush Rose	1500	125
486001	XOXO Pinot Grigio Sangria	750	30
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	80
499384	Kacaba Cabernet VQA	750	50
517136	Alberta Premium Whisky (P.E.T)	750	80
542910	Top Shelf Gin	750	100
545194	Top Shelf Vodka	750	80
556712	Girls' Night Out White Sangria	750	60
557470	Empress 1908 Gin	750	100
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	50
577023	Girls' Night Out Rose VQA Can	250	20
593905	Kittling Ridge White Zinfandel Vidal	1500	50
604926	Prince Igor Extreme Vodka (P.E.T)	750	50
634899	Dixon's Wicked Citrus Gin	750	100
667014	Fortress Rum	750	150

Aeroplan Signage (Operational)

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. **The Aeroplan Operational Signage is to remain in place until further notice.**

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



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



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



Signage Components & Merchandising Instructions

Pre-Printed Aeroplan Shelf Talkers (English/Bilingual)

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



English/Bilingual Re-order # AIM-23P4-ANS

Period 4 Aeroplan Offers (June 19 - July 16, 2022)

LCBO#	Description	Size (mL)	Aeroplan Points
307	Seagrams V.O.	750	100
620	Silk Tassel Canadian Whisky	750	100
984	Alberta Premium Whisky	750	80
7369	Beefeater Dry	375	30
9902	Courvoisier VSOP	750	250
10177	Old Pulteney 12 Year Old Single Malt	750	600
10357	Crown Royal Peach	750	60
10393	Legent	750	250
10512	Dujardin VSOP Brandy	750	50
10717	Carnivor Shiraz	750	90
10912	Gran Centenario Anejo	750	200
11845	Jose Cuervo Reserva De La Familia Platino	750	300
12858	Waterloo Grapefruit Radler	473	10
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	120
13597	Bumbu XO Rum	750	120
13906	Unwined Smooth Rosé	750	50
14061	>Asbach Uralt Brandy	750	100
14918	Well Hibiscus Infused Lemonade	355	15
14944	Marquis De Villard Brandy	750	50
15012	Northern Keep Vodka	750	100
15282	18.8 Vodka	750	60
16544	St Remy Signature	750	200
16785	Peller Family Vineyards Light Pinot Grigio	750	30
16859	Dixon's Wicked Blueberry Gin	750	100
17117	Rally Trail Blazer	473	15
17560	Santa Carolina Sauvignon Blanc	1500	80
17652	Kirin Ichiban	473	5
17845	Laneway No.11 Gin Ddp	750	110
17851	Stella Artois	6 x 355	30
17895	Laneway No.12 Vodka Ddp	750	90
18574	Jim Beam Honey	750	200
18575	Jim Beam Red Stag	750	200
19095	Little Buddha Peach Tea	355	7
19143	Tempo Gin Smash Strawberry Lemon	473	20
19148	Nutrl Vodka Soda Juic'D Blood Orange	473	10

LCBO#	Description	Size (mL)	Aeroplan Points
19149	Nutrl Vodka Soda Juic'D Fruit Punch	473	10
19159	Tempo Gin Smash Mango Peach	473	20
19239	Porta 6 White	750	80
19540	Howitzer Canadian Whisky	750	100
19697	San Marzano Negroamaro Puglia Igp	750	10
19965	Chill Street Afternoon Delight Cider	473	5
19981	No Boats On Sunday Peach Cider	473	10
20662	Mill Street Raspberry & Blood Orange Sour	473	10
20799	La Marca Prosecco Rosé Doc	750	50
21097	The Glenlivet 12 Yr Malt	750	120
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	110
21383	Small Mercy Upbeat White	750	40
22195	Fresco Di Masi Bianco	750	100
22196	Fresco Di Masi Rosso	750	100
22877	Cala Rey Tempranillo-Syrah	750	15
23366	Sandeman Ruby Port	750	100
24096	Campari Negroni	375	40
24387	One, Two Tea! White Tea	473	30
24493	Courvoisier VSOP Cognac	750	250
24899	Corona Sunbrew	6 × 330	30
24952	Amarula Plant Based	750	100
25054	Creemore Pale Ale	473	27
25104	Luksusowa Vodka	1750	200
25273	FlINg Cucumber Mint Vodka Soda	355	8
25819	Moosehead Lager	473	23
26309	Bud Light Peach	473	5
26678	On The Rocks Effen Cosmopolitan	375	75
26679	On The Rocks Knob Creek Old Fashioned	375	75
27128	Flat Roof Manor Pinot Grigio	750	80
31930	Seagrams V.O.	1750	300
34579	Prince Igor Extreme Vodka (P.E.T)	1140	75
34603	Patron Anejo Tequila	750	200
40626	Charm Soju Liquor	360	15
43281	>V) Flat Rock Cellars Estate Riesling	750	80
60707	20 Bees Pinot Grigio VQA	750	40
71647	Polar Ice Vodka (P.E.T)	750	70
74476	Monimpex Golden Pear (Zwack Unicum)	750	100
88799	Alberta Pure Vodka (P.E.T)	750	85
109959	Jackson-Triggs Reserve Merlot VQA	750	50
110049	Sandbanks Estate Baco Noir VQA	750	30
135566	Polar Ice Vodka	750	70
142745	Waterloo Craft Lager	473	5
163949	Misterio Cabernet Sauvignon	750	75
165845	Gran Feudo Rosé	750	50

LCBO#	Description	Size (mL)	Aeroplan Points
177824	>(V)Gamay Noir (Thirteenth Street)	750	50
187088	PJ's Original Cream (Panama)	750	50
191858	Pknt Carmenere Reserve	750	50
207662	Ballantine's Finest Blended Malt Scotch Whisk	1140	90
212282	Luksusowa Vodka	1140	100
214809	Underberg Bitters Mini	3 × 20	20
215814	Codorniu Brut Clasico Sparkling	750	100
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	150
216671	Wisers Special Blend	1140	90
216978	Seagrams V.O.	1140	200
217687	Canadian Club Premium	1140	100
217992	Dewar's White Label	1140	75
218644	Santa Rita 120 Reserva Especial Cab Sauv	750	60
219279	Konzelmann Pinot Blanc VQA	750	50
242339	Alberta Pure Vodka (P.E.T)	1140	100
242347	Absolut Raspberri Vodka	375	40
259192	Santa Carolina Chardonnay	750	50
265199	Absolut Vodka	375	40
267286	Sauza Gold	375	50
269597	Santa Carolina Sauvignon Blanc	750	50
272161	Devil's Cut	750	175
276816	Fonseca White Port	750	40
278127	Santa Carolina Sauvignon Blanc Reserva	1500	80
286898	Jacob's Creek Chardonnay	750	50
306019	Colio Extra Dry White Bag In Box	4000	250
322727	Santa Carolina Chardonnay	1500	100
337949	Heineken Lager	500	8
341347	Fresh Possibilities Sparkling Rosé VQA	750	40
358838	Wakefield Promised Land Cabernet Sauvignon	750	50
363507	Prince Igor Extreme Vodka (P.E.T)	1750	120
364851	>(V) Unicum Bitters(Zwack Unicum Com. Ltd)	500	100
365270	Crystal Head Vodka	1750	500
366351	Wray & Nephew White Overproof Rum	375	40
371500	Pelee Island Lighthouse Sauvignon Blanc VQA	750	100
390583	Canadian Club 100% Rye	750	100
398024	Dr. McGillicuddy Intense Peach	1140	120
400754	Iceberg Vodka	750	150
401323	Fuzion Shiraz Malbec	1500	85
410043	The Glenlivet Founder's Reserve Scotch Whisky	750	120
413062	Two Oceans Cabernet Sauvignon/Merlot	1500	125
417261	Hendrick's Gin	375	50
418657	Lily Sparkling Wine VQA	750	75
420463	Two Oceans Moscato	750	75
427377	Porta 6, Vr Lisboa	750	80

LCBO#	Description	Size (mL)	Aeroplan Points
434084	Goose Island IPA Single Can	473	5
436279	Hornitos Plata	750	200
438960	Canadian Club 100% Rye	1140	100
441543	Wakefield Promised Land Shiraz	750	50
442491	Fantini Numero Uno Primitivo Igp	750	50
443465	Fuzion Chenin-Chardonnay	1500	85
446567	Iceberg Vodka (P.E.T)	750	150
447953	Fireball Whisky Shooter	750	120
454462	Banff Ice Vodka (P.E.T)	1750	120
462424	Cabot Trail Maple Cream	750	80
474239	Spinelli Unoaked Chardonnay Terre Di Chieti	750	10
477885	Polar Ice Vodka (P.E.T)	1750	120
479923	Stalk & Barrel Blue Blend	750	200
482612	Pike Creek Double Barreled Canadian Whisky	750	75
485169	Colio Blush Rosé	1500	125
486001	XOXO Pinot Grigio Sangria	750	30
488205	Jose Cuervo Reserva De La Familia	750	500
491118	Radio Boka Tempranillo Vdespana Bib	3000	75
493254	Roscato Rosso Igt Provincia Di Pavia	750	40
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	80
499384	Kacaba Cabernet VQA	750	50
517136	Alberta Premium Whisky (P.E.T)	750	80
532341	Julia Florista White	750	50
532358	Julia Florista Red	750	50
538926	Relax Red Blend, Rheinhessen	750	50
541649	Highland Park Magnus	750	250
542910	Top Shelf Gin	750	100
545194	Top Shelf Vodka	750	80
556712	Girls' Night Out White Sangria	750	60
557470	Empress 1908 Gin	750	100
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	50
577023	Girls' Night Out Rosé VQA Can	250	20
589523	Argento Estate Cabernet Sauvignon	750	50
590463	Diplomatico Mantuano	750	200
591701	Argento Chardonnay	750	50
593905	Kittling Ridge White Zinfandel Vidal	1500	50
600833	Pitu Cachaca	750	60
604926	Prince Igor Extreme Vodka (P.E.T)	750	50
612788	Fantini Casale Vecchio Lot 23 Mont D'Abruzzo	750	50
620674	Cono Sur Tocornal Cabernet Sauvignon/Shiraz	1500	30
634899	Dixon's Wicked Citrus Gin.	750	100
646729	Bumbu Craft Rum	750	120
667014	Fortress Rum	750	150
697623	Michelob Ultra	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 4 signage components will be shipped to stores beginning **June 10, 2022**.

Period 4 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-23P4-MUSIC-CD | Music USB Reorder# AIM-23P4-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) Install in the show card frame closest to the office.
- 2 Responsible Service (Operational) Install in the vestibule if there are 2 show card frames in that location.
- 3 P3/4 Seasonal Thematic: Summer Hot List (Seasonal Thematic) Install in the vestibule.
- 4 Same Day **OR** Generic Ecomm (Operational - not both) Depending on the service offered in that location.

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

1 Information Board



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

2 Responsible Service



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

3 Seasonal Thematic: Summer Hot List



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

4 Same Day Pick Up **OR** Generic Ecomm (not both)



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

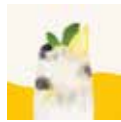
Only 1 version to be displayed in store depending on service available:
eCOMM generic message OR Same Day Pickup version

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 P4 End Aisle Backer Cards

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

23P4-BC1



EA 1

23P4-BC2



EA 2

23P4-BC3A



PREMIUM EA 3A

23P4-BC3B



STANDARD EA 3B

23P4-BC4



EA 4

23P4-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

FOOD & DRINK

Summer Release Date

- The Summer issue of *Food & Drink* should be distributed in stores starting June 29, 2022.
- PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO JUNE 29.

Digital/Online Edition

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

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

Social Media

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

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

Additional Copies

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

Merchandising Instructions

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

Signage

- Summer *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #23P4-FD1)
- Summer *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #23P4-FD2)
- Summer *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #23P4-FD3)



COMING SOON

The Autumn 2022 issue will be available September 14, 2022.

STORE LAYOUT

Overview

For Brand Spotlight Programs, there are three table display points and the Feature Fixture display; most stores will have one or two display points, and some larger stores may have all displays.

ACTION: 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

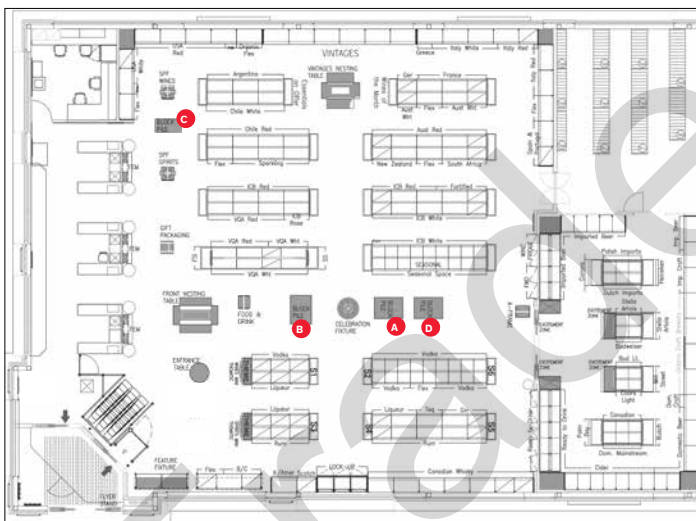
Middle Nesting Table/Celebration Fixture : DD

A Block Pile A (SBA): Molson Canadian

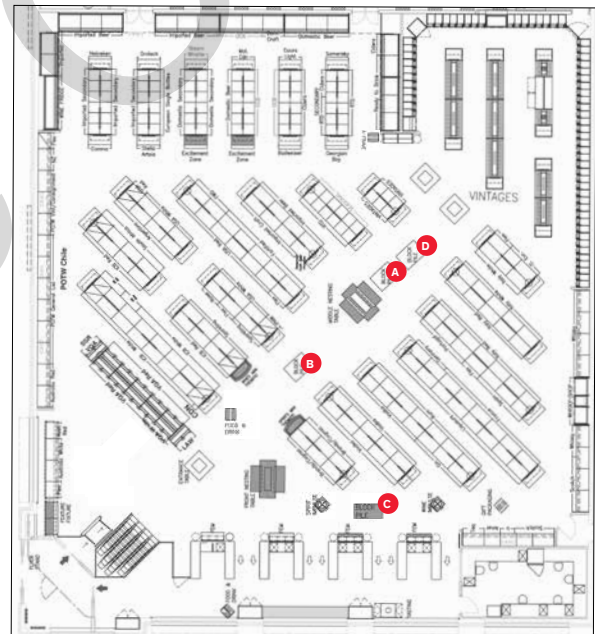
B Block Pile B (SBB): New Local Flavours

C Block Pile C (SBC): Earn Aeroplan Points (Spirits)

D Block Pile D (XBP): Aperol Spritz



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 (June 19 - July 16, 2022)

Participating Stores

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

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

Signage Components

Note: All stores will receive a new set of shelf talkers for the start of P4. Stores should maintain their P3 category signs and bin strips.

- **New** Shelf Talkers ENG (Re-order # 23P4-FF11) / BIL (Re-order # 23P4-FF12)
- 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)

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.
- Continue to display the "Must Try: Summer Sangria" 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.

New Participating Products

LCBO#	Description	Size (mL)	Offers
13906	Unwined Smooth Rosé	750	50 APP
16109	Open Fresh'N Fruity Gamay VQA	750	\$1.00 LTO
16361	Robertson Winery Chapel Red	750	\$1.50 LTO
17483	Citra Pinot Grigio Terre Di Chieti	750	
18689	The Vinecrafter Chenin Blanc	750	\$1.00 LTO
20865	Ventoux Grande Reserve Des Challieres	750	\$2.00 LTO
24486	Le Val Sauvignon Blanc Pouch	1500	
24492	Lolea No2 White Sangria*	750	
24627	Apothic Merlot	750	
170134	Banrock Station Pink Moscato Rosé	750	Wine Fridge
274399	Adobe Reserva Rose Organic	750	
275909	Caliterra Sauvignon Blanc	750	\$1.00 LTO
371872	Girls' Night Out Sangria	750	\$1.00 LTO
405514	Yellow Tail Sangria	750	\$1.00 LTO
427310	Long Weekend Chardonnay Pinot Grigio VQA	750	\$1.00 LTO
485995	XOXO Red Sangria	750	\$1.00 LTO
486001	XOXO Pinot Grigio Sangria	750	30 APP
524314	Yellow Tail Sauvignon Blanc	750	\$2.00 LTO
534693	Kittling Ridge White Zinfandel/Vidal	750	\$1.00 LTO
556712	Girls' Night Out White Sangria	750	60 APP
620674	Cono Sur Tocornal Cabernet Sauvignon/Shiraz	1500	30 APP
639880	Bodacious Rosé	750	\$1.00 LTO

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 (June 19 - July 16, 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.

Signage Components

Note: All stores will receive a new set of shelf talkers for the start of P4. Stores should maintain their P3 category signs and bin strips.

- **New** Shelf Talkers ENG (Re-order # 23P4-NS4) / BIL (Re-order # 23P4-NS5)
- 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)

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise your seasonal Rosé assortment on the fixture.
- Install branded shelf talkers on the feature fixture display.
- Continue to display the Summer category sign/bin strips.

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)	LCBO#	Description	Size (mL)
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
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 Rosé, Languedoc Aop (Pouch)	1500

Brand Spotlight (BS-BSE) ENTRANCE TABLE

Cocktail of the Month: Northern Sunset Lemonade



This is a sold program. Participation is mandatory.

Key Dates (June 19 - July 16, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
16643	Polar Ice Arctic Extreme Vodka (PET)	750	\$1.00 LTO, Necktag
135566	Polar Ice Vodka	750	70 APP, Necktag
267302	Crystal Head Vodka	750	
400754	Iceberg Vodka	750	150 APP
446559	Georgian Bay Vodka	750	VA: 355 mL Smash Can On Pack: Gin/Vodka Smash Innovation Pear/Cherry/Watermelon

A refreshing twist on classic lemonade: Vodka & Pink Lemonade. Flavoured with raspberries, orange zest and pink peppercorns. Mixed with vodka, it's a refreshing drink fit for the hottest days of summer.

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 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.

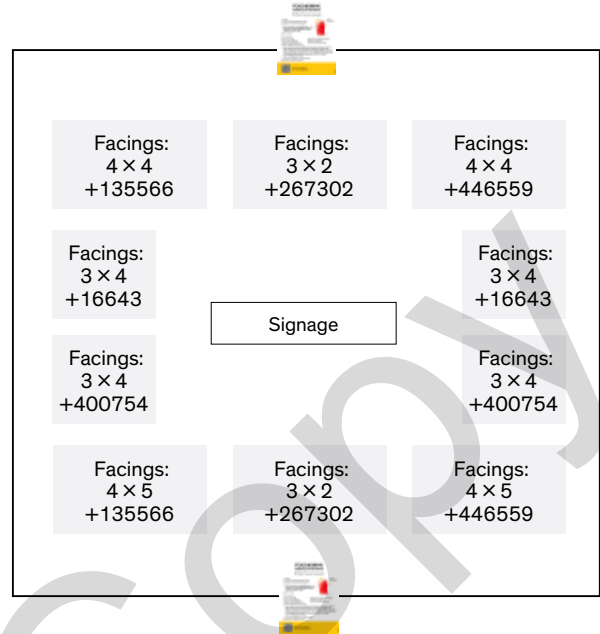
Signage Components

- Square Entrance Table Sign
ENG (Re-order # 23P4-ET1) / BIL (Re-order # 23P4-ET2)
- Round Entrance Table Sign
ENG (Re-order # 23P4-ET3) / BIL (Re-order # 23P4-ET4)
- Shelf Talkers
ENG (Re-order # 23P4-ET5) / BIL (Re-order # 23P4-ET6)
- Recipe Shelf Talkers
ENG (Re-order # 23P4-ET7) / BIL (Re-order # 23P4-ET8)

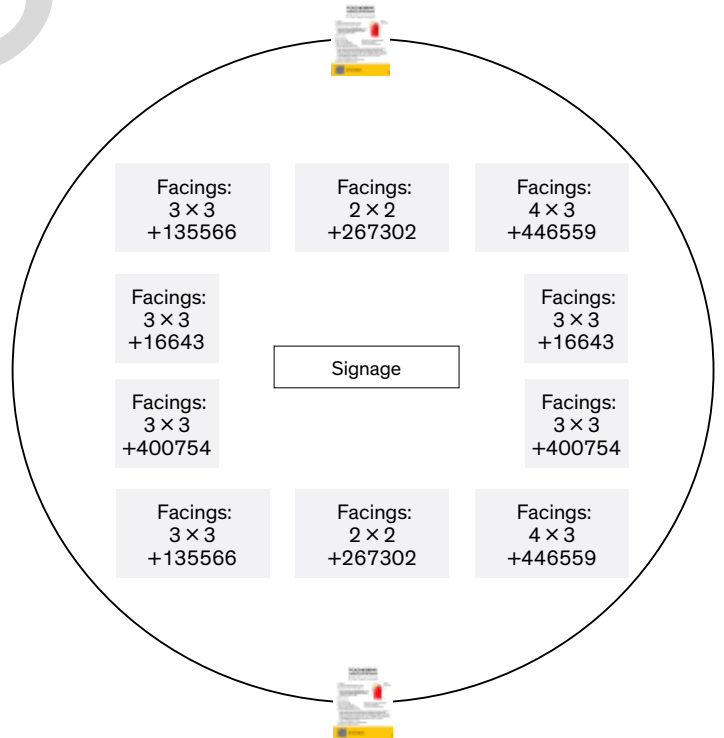


Recipe Shelf Talker

Planogram - Square Table



Planogram - Round Table



Spirits (MI-A)

MINI THEMATIC A

Hottest Gift: Tequila



This is a sold program. Participation is mandatory.

Key Dates (June 19 - July 16, 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
10912	Gran Centenario Añejo	750	200 APP
19750	Teremana Reposado Tequila	750	VA: Citrus Reamer
19924	Siempre Tequila Plata	750	\$10.00 LTO
34603	Patrón Añejo Tequila	750	200 APP
113241	Cazadores Añejo Tequila	750	\$2.00 LTO
173542	Don Julio Blanco Tequila	750	\$4.00 LTO
227678	1800 Silver Tequila	750	\$2.00 LTO
271643	Tequila Tromba Blanco	750	\$3.00 LTO
386789	Casamigos Tequila Blanco	750	\$3.00 LTO
401307	Maestro Dobel Tequila	750	\$5.00 LTO
454074	Olmeca Altos Plata	750	\$3.00 LTO
460360	El Jimador Tequila Reposado	750	\$3.00 LTO

Tequila is the flavour of summer. This display will feature popular Tequila brands with offers on all participating products.



Signage Components

- Category sign ENG/BIL (Re-order # 23P4-MTA1)
- Backer card ENG/BIL (Re-order # 23P4-MTA2)
- Shelf talkers ENG (Re-order # 23P4-MTA3) / BIL (Re-order # 23P4-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

Hottest Gift: Light, Fresh Rosés



This is a sold program. Participation is mandatory.

Key Dates (June 19 - July 16, 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)
13548	Chateau De Berne Romance Igp Mediterranee	750
14673	>(V) Gerard Bertrand Gris Blanc Rosé	750
20188	Maison No 9	750
234575	Terres De Saint Louis Rosé Varois En Prv Aoc	750
325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750
342584	>(V)Cotes De Provence Rosé Miraval (Perrin)	750
367375	Lafage Miraflores Rosé Cotes Catalanes Igp	750
373985	>(V)Cote Des Roses Rosé Languedoc (Gerard Bertrand)	750

Signage Components

- Category sign ENG/BIL (Re-order # 23P4-MTB7)
- Backer card ENG/BIL (Re-order # 23P4-MTB8)
- Shelf talkers ENG (Re-order # 23P4-MTB9) / BIL (Re-order # 23P4-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.

Rosé wines make the perfect hostess gift for an afternoon spent with friends or family in the backyard. The style is light, delicate and fresh. Perfect for sipping on their own but can also be paired with food.



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

Beer (MI-C)

MINI THEMATIC C

Discover LCBO's Summer Hot List (Cider)



This is a sold program. Participation is mandatory.

Key Dates (June 19 - July 16, 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 ciders in a variety of refreshing flavours.

Participating Products

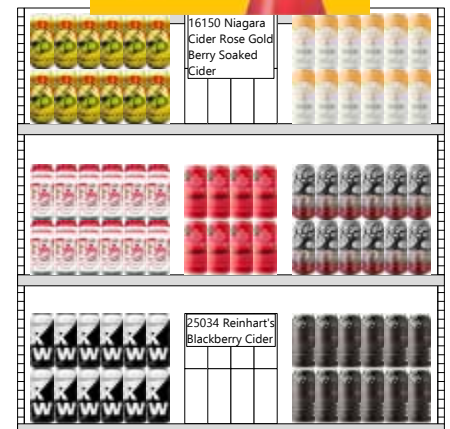
LCBO#	Description	Size (mL)	LTO	Supplying Source / Distributor
11674	Spy Cider House Golden Eye Cider	473	\$0.45	LCBO Warehouse
16150	Niagara Cider Rose Gold Berry Soaked Cider	473	\$0.25	2732 - Niagara Cider Co.
19969	Liberty Village Peach Cider	473	\$0.25	LCBO Warehouse
19974	Duntroon Cider House Empire Extra Dry Cider	473	\$0.25	LCBO Warehouse
25034	Reinhart's Blackberry Cider	473	\$0.25	LCBO Warehouse
333583	Thornbury Premium Apple Cider	473	\$0.40	LCBO Warehouse
374496	Forbidden Artisanal Cider	473	\$0.20	LCBO Warehouse
457358	Eden Grove Perfect Pear	473	\$0.25	LCBO Warehouse
541219	Kw Craft Cider Can	473		LCBO Warehouse

Signage Components

- Backer card ENG/BIL (Re-order# 23P4-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 (June 19 - July 16, 2022)

Participating Stores

There are TWO flights of stores during P4. 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, 609, 618, 627, 633, 640, 652, 653, 655, 661, 667, 698, 703, 748

Signage Components

- Premium Table Sign Large
ENG (Re-order # 23P4-FNT11) / BIL (Re-order # 23P4-FNT12)
- Premium Table Sign Small
ENG (Re-order # 23P4-FNT13) / BIL (Re-order # 23P4-FNT14)
- Premium Shelf Talkers
ENG (Re-order # 23P4-FNT15) / BIL (Re-order # 23P4-FNT16)
- Premium VA Shelf Talkers
ENG (Re-order # 23P4-FNT17) / BIL (Re-order # 23P4-FNT18)
- Standard Table Sign Large
ENG (Re-order # 23P4-FNT21) / BIL (Re-order # 23P4-FNT22)
- Standard Table Sign Small
ENG (Re-order # 23P4-FNT23) / BIL (Re-order # 23P4-FNT24)
- Standard Shelf Talkers
ENG (Re-order # 23P4-FNT25) / BIL (Re-order # 23P4-FNT26)
- Standard VA Shelf Talkers
ENG (Re-order # 23P4-FNT27) / BIL (Re-order # 23P4-FNT28)

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 and value-add shelf talkers in-section and on the table.
- Install supplier-provided merchandiser and value-adds.

Premium Flight Overview:

Proud of our Canadian heritage, two local legends are presented in one impactful and efficient customer solution display. Ontarians can toast Canadian moments this summer with family and friends with a beer/whisky cocktail, the Northern 75. There is a beach towel VA with the purchase of 33928 J.P. Wiser's Deluxe 1750 mL.


Standard Flight Overview:

Forty Creek has a new look and name. Focusing on the hyper local designation of Niagara Whisky, this display is a relaunch of the brand. The cream liquors will have a coffee Value Add, while the whiskies will have a t-shirt Value Add.

Participating Products

Flights	LCBO#	Description	Size (mL)	Offers
Flight A Premium	893	J.P. Wiser's Deluxe	750	\$1.75 LTO
	14066	Molson Ultra	6 × 473	\$1.00 LTO
	17488	Molson Canadian Cold Shots	4 × 222	\$0.50 LTO
	33928	J.P. Wiser's Deluxe	1750	VA: Wiser's Towel
	216689	J.P. Wiser's Deluxe	1140	\$1.00 LTO
	625996	J.P. Wiser's Old Fashioned Canadian Whisky	750	\$1.20 LTO
	300699	Molson Canadian	6 × 473	

Value-Add/Merchandiser: J.P. Wiser's Towel
 The supplier will be providing the value-add and merchandiser display to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.



Flight B Standard	8805	Forty Creek Barrel Select Whisky	1750	VA: Forty Creek Canada Day T-Shirt
	10937	Forty Creek Double Barrel Reserve Whisky	750	VA: Forty Creek Canada Day T-Shirt
	18426	Forty Creek Nanaimo Bar Cream	750	VA: Lavazza Coffee
	20047	Forty Creek Foxheart	750	VA: Forty Creek Canada Day T-Shirt
	195651	Forty Creek Confederation Oak Reserve Whisky	750	VA: Forty Creek Canada Day T-Shirt
	281378	Forty Creek Cream Liquor	750	VA: Lavazza Coffee
	285254	Forty Creek Copper Pot Reserve Whisky	750	VA: Forty Creek Canada Day T-Shirt
	350207	Forty Creek Copper Pot Reserve Whisky	1140	VA: Forty Creek Canada Day T-Shirt
	350561	Forty Creek Cream Liquor	1140	VA: Lavazza Coffee
	350629	Forty Creek Barrel Select Whisky	1140	VA: Forty Creek Canada Day T-Shirt
	397091	Forty Creek Copper Pot Reserve Whisky (PET)	1750	VA: Forty Creek Canada Day T-Shirt
	550715	Forty Creek Barrel Select Whisky	750	VA: Forty Creek Canada Day T-Shirt

Value-Adds/Merchandiser: Forty Creek Canada Day T-Shirt or Lavazza Coffee
 The supplier will be providing the value-add and merchandiser display to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.




Forty Creek T-Shirt VA Shelf Talker Lavazza Coffee VA Shelf Talker

Forty Creek Shelf Talkers

Stores participating in the Standard Flight will receive a Forty Creek shelf-talker with their P4 signage kit. This shelf talker communicates the upcoming branding change happening before P8. Please install these shelf talkers on the table, as well as in-section in front of Forty Creek products.



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

Premium Flight



Top View (Back)

Facings: 2x5 +14066	Facings: 3x5 +17488	Facings: 2x5 +300699
Facings: 6x9 +893	Facings: 3x5 +17488	Facings: 6x9 +625996

Facings: 2x5 +14066	Facings: 8x3 +893	Facings: 5x2 +33928	Facings: 8x3 +216689	Facings: 2x5 +300699
Facings: 2x5 +14066	Facings: 8x3 +893	Facings: 5x2 +33928	Facings: 8x3 +216689	Facings: 2x5 +300699

Signage

Facings: 1x1 VA Display	Facings: 6x9 +893	Facings: 3x5 +17488	Facings: 6x9 +625996
Facings: 2x5 +14066	Facings: 3x5 +17488	Facings: 2x5 +300699	

Top View (Front)

Standard Flight



Top View (Back)

Facings: 4x7 +285254	Facings: 4x7 +10937	Facings: 4x7 +195651
Facings: 4x7 +285254	Facings: 4x10 +10937	Facings: 4x7 +195651

Facings: 4x6 +397091	Facings: 5x2 +350629	Facings: 4x3 +20047	Facings: 4x9 +350561	Facings: 4x6 +8805
Facings: 4x6 +397091	Facings: 4x9 +350207	Facings: 4x2 +350629	Facings: 4x3 +20047	Facings: 4x6 +8805

Signage

Facings: 1x1 T-Shirt VA Display	Facings: 4x7 +18426	Facings: 5x7 +550715	Facings: 4x7 +281378	Facings: 1x1 T-Shirt VA Display
Facings: 4x7 +18426	Facings: 4x7 +18426	Facings: 5x7 +550715	Facings: 4x7 +281378	

Top View (Front)

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

Premium Flight



Top View (Back)

Facings: 2x2 +14066	Facings: 3x2 +17488	Facings: 2x2 +300699
Facings: 6x9 +893	Facings: 3x5 +17488	Facings: 6x9 +625996

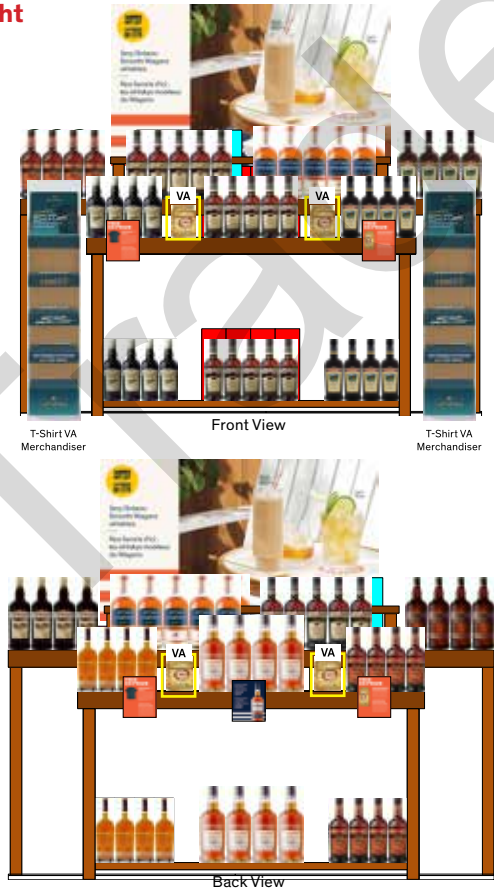
Facings: 8x3 +893	Facings: 5x2 +33928	Facings: 8x3 +216689
Facings: 2x2 +14066	Signage	Facings: 2x2 +300699
Facings: 8x3 +893	Facings: 5x2 +33928	Facings: 6x3 +216689

Facings:
1x1
VA
Display

Facings: 6x9 +893	Facings: 3x5 +17488	Facings: 6x9 +625996
Facings: 2x2 +14066	Facings: 3x2 +17488	Facings: 3x2 +300699

Top View (Front)

Standard Flight



Top View (Back)

Facings: 4x7 +285254	Facings: 4x7 +10937	Facings: 4x7 +195651
Facings: 4x7 +285254	Facings: 4x10 +10937	Facings: 4x7 +195651

Facings: 4x2 +350207	Facings: 5x2 +350629	Facings: 5x3 +20047	Facings: 4x2 +350561
Facings: 3x3 +397091	Signage	Facings: 3x3 +8805	
Facings: 4x2 +350207	Facings: 5x2 +350629	Facings: 5x3 +20047	Facings: 4x2 +350561

Facings:
1x1
T-Shirt VA
Display

Facings: 4x7 +18426	Facings: 5x7 +550715	Facings: 4x7 +281378
Facings: 4x7 +18426	Facings: 5x7 +550715	Facings: 4x7 +281378

Facings:
1x1
T-Shirt VA
Display

Top View (Front)

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

Premium Flight



Top View (Back)

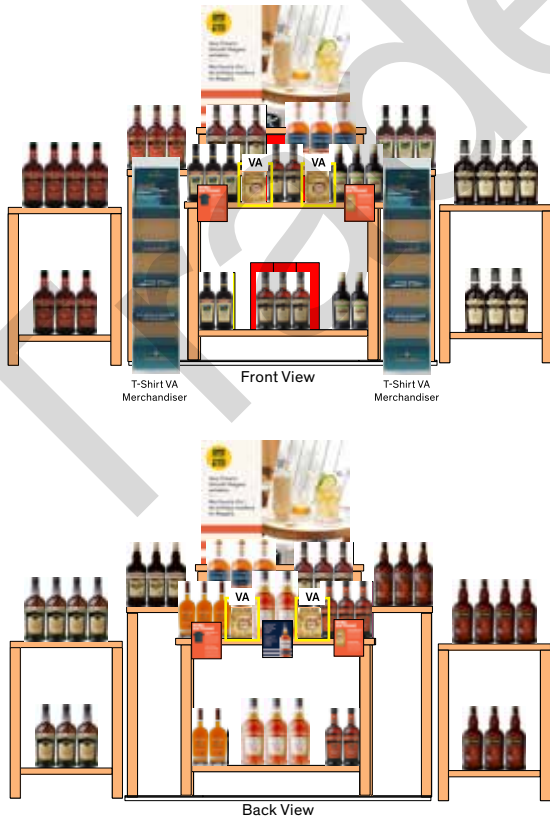
Facings: 1x2 +14066	Facings: 2x2 +17488	Facings: 1x2 +300699
Facings: 4x9 +893	Facings: 2x5 +17488	Facings: 4x9 +625996

Facings: 2x4 +14066	Facings: 6x3 +893	Facings: 3x2 +33928	Facings: 6x3 +216689	Facings: 2x4 +300699
Facings: 2x4 +14066	Signage			Facings: 2x4 +300699
	Facings: 6x3 +893	Facings: 3x2 +33928	Facings: 6x3 +216689	

Facings: 1x1 VA Display	Facings: 4x9 +893	Facings: 2x5 +17488	Facings: 4x9 +625996
	Facings: 1x2 +14066	Facings: 2x5 +17488	Facings: 1x2 +300699

Top View (Front)

Standard Flight



Top View (Back)

Facings: 2x7 +285254	Facings: 3x7 +10937	Facings: 2x7 +195651
Facings: 3x7 +285254	Facings: 2x10 +10937	Facings: 3x7 +195651

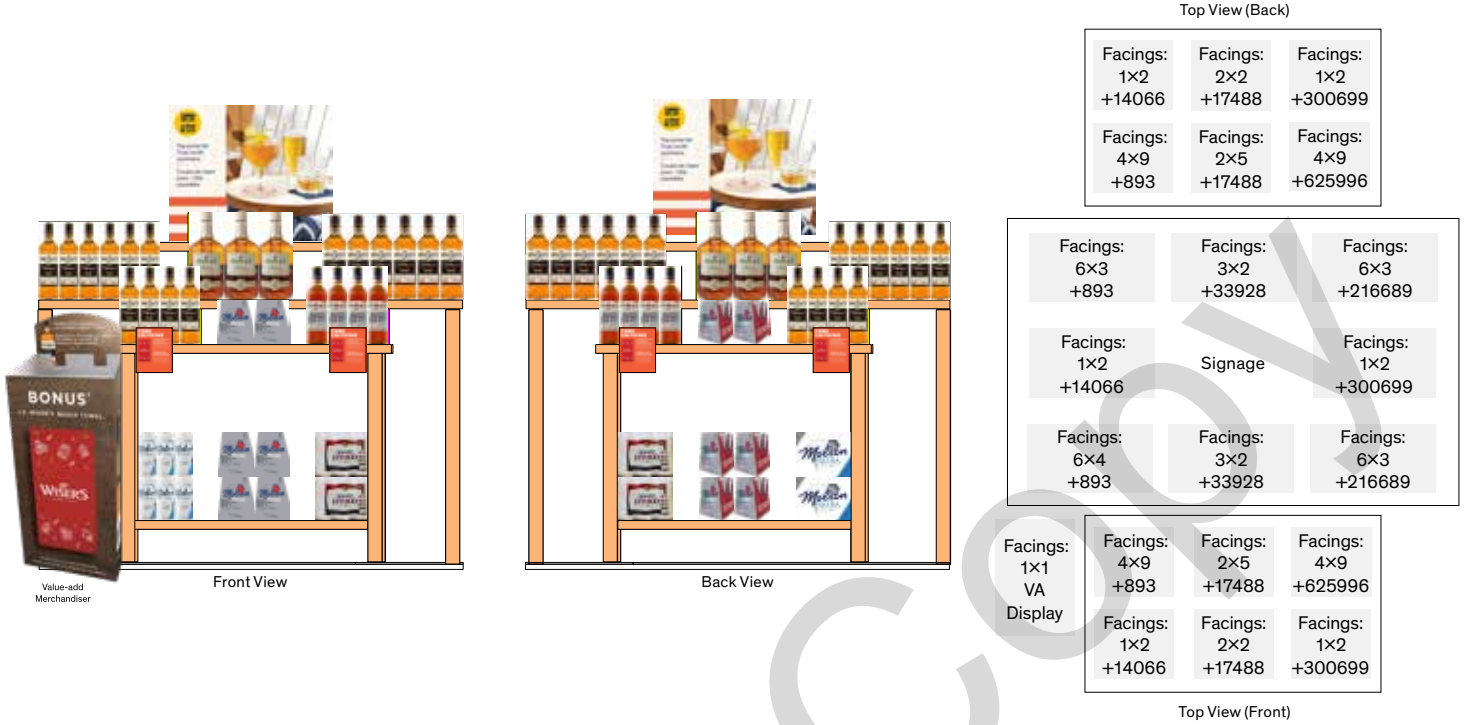
Facings: 4x5 +397091	Facings: 3x2 +350629	Facings: 3x3 +20047	Facings: 4x5 +8805
Facings: 3x5 +397091	Signage		Facings: 4x5 +8805
	Facings: 3x9 +350207	Facings: 3x9 +350561	Facings: 3x5 +8805
	Facings: 3x3 +350629	Facings: 3x4 +20047	

Facings: 1x1 T-Shirt VA Display	Facings: 3x7 +281378	Facings: 2x7 +550715	Facings: 3x7 +18426	Facings: 1x1 T-Shirt VA Display
	Facings: 2x7 +281378	Facings: 3x7 +550715	Facings: 2x7 +18426	

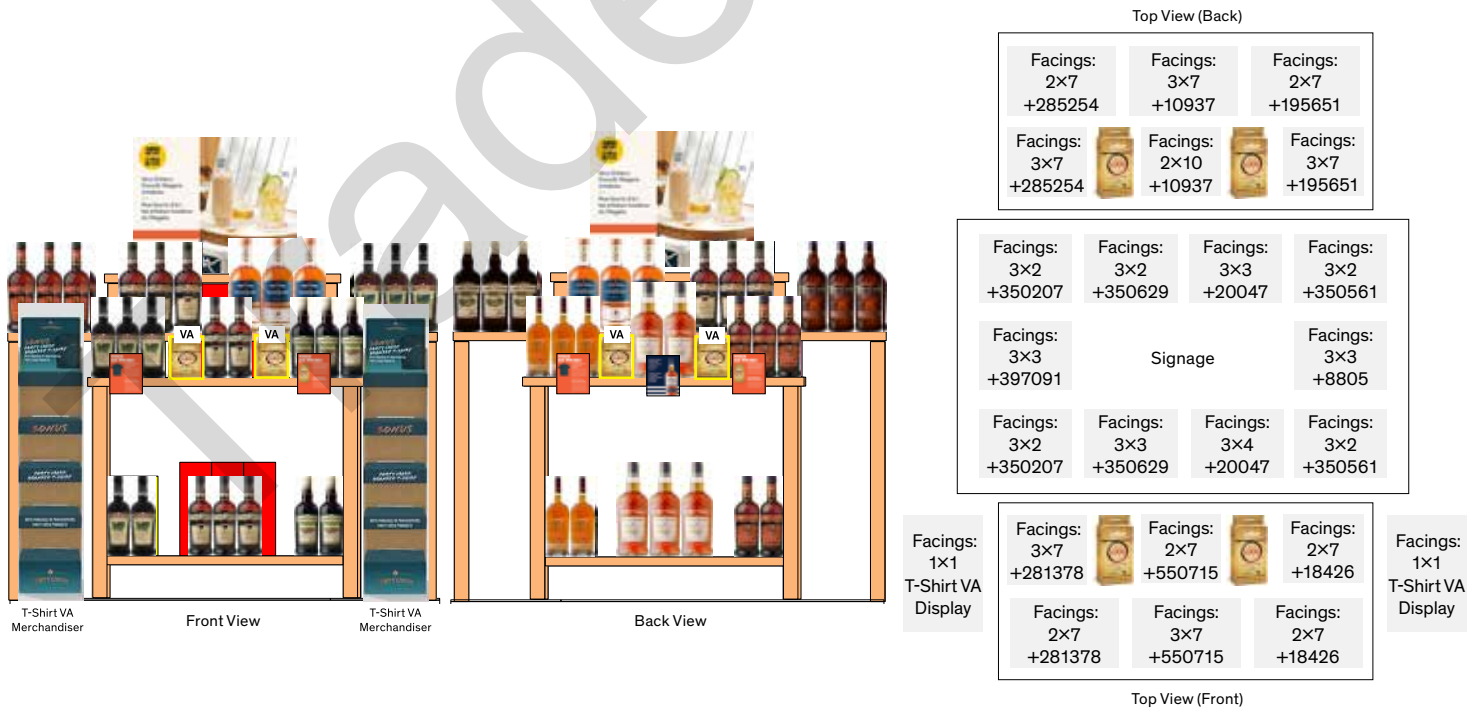
Top View (Front)

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

Premium Flight



Standard Flight



A

Display Program (BP-SBA)

BLOCK PILE A

Molson Canadian



This is a sold program. Participation is mandatory.

Key Dates (June 19 - July 16, 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
300699	Molson Canadian (275)	6 × 473	VA: Branded glass
900621	Molson Canadian (275)	6 × 341	\$1.00 LTO
904144	Molson Canadian (275)	6 × 355	\$1.00 LTO
904409	Molson Canadian (275)	473	

Value-add/Merchandiser: Molson Branded Glass with the purchase of 300699 Molson Canadian. The supplier will be providing the VA and merchandiser display to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

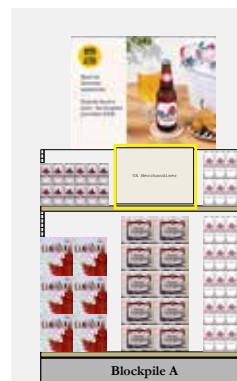
Signage Components

- Supplier provided merchandiser
- Pole Toppers
ENG (Re-order # 23P4-BPA1) / BIL (Re-order # 23P4-BPA2)
- Cut Case Backer Card
ENG (Re-order # 23P4-BPA3) / BIL (Re-order # 23P4-BPA4)
- Riser Wrap - solid colour (Re-order # 23P4-BPA5)
- Pricer Cards
ENG (Re-order # 23P4-BPA7) / BIL (Re-order # 23P4-BPA8)
- Shelf Talkers
ENG (Re-order # 23P4-BPA9) / BIL (Re-order # 23P4-BPA10)
- End Aisle Backer Card BIL (Re-order # 23P4-BPA11)

Merchandising Instructions

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

Cheers to Canada! Show your Canadian pride with Molson Canadian. This display features a Molson Canadian Glass value-add with the purchase of 300699 Molson Canadian 6-pack of cans.



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

B

Display Program (BP-SBB)

BLOCK PILE B

Don't Miss: New Local Flavours



This is a sold program. Participation is mandatory.

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

Key Dates (June 19 - July 16, 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
19095	Little Buddha Peach Tea	355	7 APP
19168	Muskoka Spirits Hard Sparkling Water Mixer Pack	4 × 355	\$0.75 LTO
24327	Brock Street Raspberry Lemon Vodka Soda	473	
24334	Sandbagger Boysenberry Hard Seltzer	355	
24401	Collective Arts Lemon Squeezy	355	
24402	Willibald Watermelon Seltzer	355	
25277	Hard Hitchhiker Raspberry Vodka Lemonade	473	
26548	Walter Craft Caesar - Classic	458	

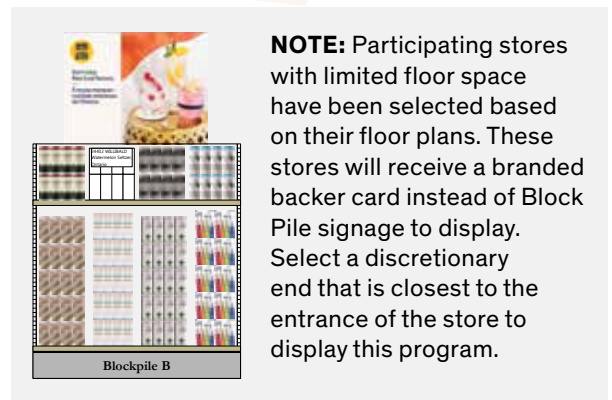
Signage Components

- Pole Toppers
ENG (Re-order # 23P4-BPB1) / BIL (Re-order # 23P4-BPB2)
- Cut Case Backer Card
ENG (Re-order # 23P4-BPB3) / BIL (Re-order # 23P4-BPB4)
- Riser Wrap - solid colour (Re-order # 23P4-BPB5)
- Pricer Cards
ENG (Re-order # 23P4-BPB7) / BIL (Re-order # 23P4-BPB8)
- Shelf Talkers
ENG (Re-order # 23P4-BPB9) / BIL (Re-order # 23P4-BPB10)
- End Aisle Backer Card BIL (Re-order # 23P4-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.

Featuring new and local summertime RTD favourites.



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

C

Display Program (BP-SBC)

BLOCK PILE C

Earn Aeroplan Rewards (Spirits)



This is a sold program. Participation is mandatory.

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

Key Dates (June 19 - July 16, 2022)

Participating Stores

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

Featuring Canadian Spirit products with great Aeroplan offers.

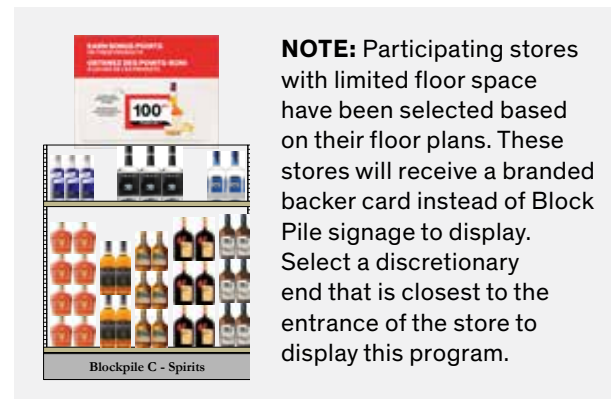
Participating Products

LCBO#	Description	Size (mL)	Offers
10357	Crown Royal Peach	750	60 APP
187088	PJ's Original Cream (Panama)	750	50 APP
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	150 APP
216671	Wiser's Special Blend	1140	90 APP
454462	Banff Ice Vodka	1750	120 APP
462424	Cabot Trail Maple Cream	750	80 APP
477885	Polar Ice Vodka	1750	120 APP
557470	Empress 1908 Gin	750	100 APP



Signage Components

- Pole Toppers
ENG (Re-order # 23P4-BPC1) / BIL (Re-order # 23P4-BPC2)
- Cut Case Backer Card
ENG (Re-order # 23P4-BPC3) / BIL (Re-order # 23P4-BPC4)
- Riser Wrap - solid colour (Re-order # 23P4-BPC5)
- Pricer Cards
ENG (Re-order # 23P4-BPC7) / BIL (Re-order # 23P4-BPC8)
- Shelf Talkers
ENG (Re-order # 23P4-BPC9) / BIL (Re-order # 23P4-BPC10)
- End Aisle Backer Card BIL (Re-order # 23P4-BPC11)



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

- 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.

Display Program (XBP)

BLOCK PILE D

Aperol Spritz

Overview

Celebrating Summer of the Spritz! 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 (June 19 - July 16, 2022)

Participating Stores

1, 15, 21, 22, 31, 38, 115, 130, 148, 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
20926	Aperol	375	
20927	Aperol Spritz Kit	375	
176834	Aperol	750	VA: Aperol Spritz Glass

Value-add/Merchandiser: Aperol Spritz Glass GWP with the purchase of 176834 Aperol 750 mL. The supplier will be providing the value-add and merchandiser display 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

- Pricer Card ENG (Re-order # 23P4-BPD1) / BIL (Re-order # 23P4-BPD2)

Merchandising Instructions

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



Supplied by agent

Display Program

BLOCK PILE

Great Value Beer (June 30 – July 3)

From June 30 – July 3, No Name Beer will retail for \$6.60 (6 × 341 mL) while quantities last. Product may be featured in section or on a Block Pile display in select stores.

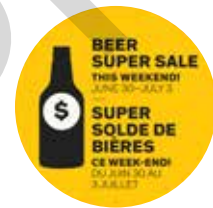
Key Dates (June 30 - July 3, 2022)

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)	Was	Now	Save
110320	No Name Beer	6 × 341	\$9.90	\$6.60	\$3.30



Signage Components

- Pole Toppers ENG (Re-order #23P4-BPE1) / BIL (Re-order # 23P4-BPE2)
- Cut Case Backer Card ENG (Re-order #23P4-BPE3) / BIL (Re-order # 23P4-BPE4)
- Riser Wrap - solid colour (Re-order # 23P4-BPE5)
- Pricer Cards ENG (Re-order #23P4-BPE7) / BIL (Re-order # 23P4-BPE8)
- Shelf Talkers ENG (Re-order #23P4-BPE9) / BIL (Re-order # 23P4-BPE10)
- End Aisle Backer Card BIL (Re-order # 23P4-BPE11)

Merchandising Instructions

- Product will be force-allocated to participating stores.
NOTE: SKU is available for all stores to order.
- Product may be featured in section or on a Block Pile display in select stores.
- Use the cut case backer card to build a display with the participating product.
- Merchandise the pricer card in front of the participating product.
- Install the shelf talkers in front of the participating product in section.



MAISON NO. 9 ENHANCED DISPLAY

Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion.

This is a sold program. Participation is mandatory.

Key Dates (June 19 - July 16, 2022)

Participating Stores

1, 10, 38, 83, 95, 149, 164, 217, 445, 511

Participating Products

LCBO#	Description	Size (mL)
20188	Maison No. 9	750

Merchandising Instructions

- The supplier will deliver the merchandiser to participating locations in time for the start of the promotion.
- Merchandise cut cases of the participating product next to the standee.
- Ensure the display is set up in the power aisle.



Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Cheers, Canada!

This is a sold program. Participation is mandatory.

Key Dates (June 19 - July 16, 2022)

Participating Stores

Please refer to the Participation Lookup page for information

(<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

This display will offer customers a variety of local and Canadian-made wines to help celebrate Canada's multicultural diversity from coast-to-coast.

Participating Product

LCBO#	Description	Size (mL)	Offers
20264	Popcorn Chardonnay VQA	750	\$1.00 LTO
24133	Thirty Bench Winemaker's Blend Riesling VQA	750	\$3.00 LTO
24928	Benjamin Bridge Piquette*	250	
24978	Benjamin Bridge Piquette Rosé*	250	
75689	Wayne Gretzky Cabernet Merlot VQA	750	\$2.00 LTO
110049	Sandbanks Baco Noir VQA	750	30 APP + Necktag
219543	Inniskillin Late Autumn Riesling VQA	750	\$1.00 LTO
221804	Trius Sauvignon Blanc VQA	750	\$2.00 LTO
250217	Henry Of Pelham Pinot Grigio VQA	750	\$2.00 LTO
256289	Benjamin Bridge Nova 7 Sparkling	750	
270926	Henry Of Pelham Baco Noir VQA	750	\$2.00 LTO
377770	Quails' Gate Chardonnay	750	\$3.00 LTO
450981	Pelee Island Lola Blush VQA	750	\$2.00 LTO
618223	Pelee Island Lola Cabernet Franc Cabernet Sauvignon VQA	750	\$2.00 LTO

*If the following items are available in your store and there is room on the Middle Nesting Table, you may include these products on the table: 24928 Benjamin Bridge Piquette Can & 24978 Benjamin Bridge Piquette Rose Can.

Signage Components

- Table Sign Large ENG (Re-order # 23P4-MNT1) / BIL (Re-order # 23P4-MNT2)
- Table Sign Small ENG (Re-order # 23P4-MNT3) / BIL (Re-order # 23P4-MNT4)
- Celebration Fixture Drum Sign ENG (Re-order # 23P4-MNT5) / BIL (Re-order # 23P4-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P4-MNT7)
- Shelf Talkers ENG (Re-order # 23P4-MNT8) / BIL (Re-order # 23P4-MNT9)
- Food & Drink Merchandiser ENG (Re-order # 23P4-MNT12) / BIL (Re-order # 23P4-MNT13)

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the table sign, drum sign and bin strips. Merchandise the pre-printed shelf talkers in-section and on the table.
- Display the Food & Drink merchandisers on the table when the magazine drops on June 29th.

Middle Nesting Table Planograms



Front View



Back View

Top View (Back)

Facings: 4x8 +75689	Facings: 4x8 +270926	Facings: 4x8 +110049	Facings: 4x8 +618223
Facings: 4x8 +75689	Facings: 4x8 +270926	Facings: 4x8 +110049	Facings: 4x8 +618223

Facings: 5x7 +256289
Facings: 5x7 +256289

Facings: 6x3 +219543	Facings: 6x3 +250217	Facings: 6x3 +377770	Facings: 6x3 +24133
Facings: 1x1 F&D	Signage	Facings: 1x1 F&D	

Facings: 5x7 +450981
Facings: 5x7 +450981

Facings: 4x8 +221804	Facings: 4x8 +250217	Facings: 4x8 +377770	Facings: 4x8 +20264
Facings: 4x8 +221804	Facings: 4x8 +250217	Facings: 4x8 +377770	Facings: 4x8 +20264

Top View (Front)

Celebration Fixture Planograms



Front View



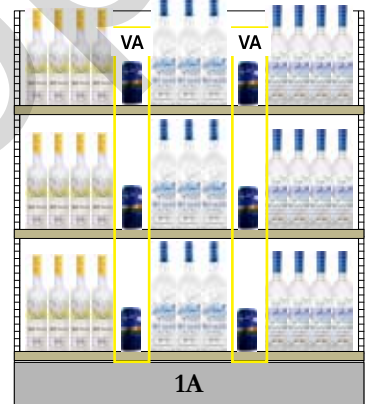
Back View

Period 4 END AISLES

End Aisle #1A Premium

LCBO#	Description	Size (mL)	Offers
95935	Grey Goose Vodka	750	VA
413294	Grey Goose Le Citron	750	LTO, VA
417196	Grey Goose Vodka	1140	VA

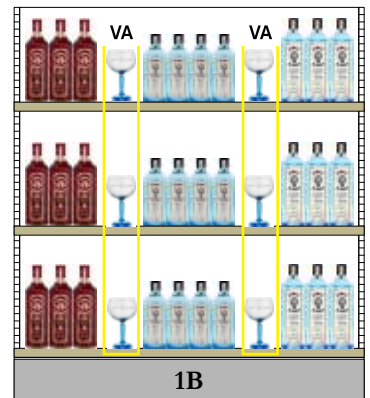
Value-add: Grey Goose Collectable Soda Can (1 x 400 mL) with purchase of Grey Goose Vodka (95935 | 750 mL), Grey Goose Le Citron Vodka (413294 | 750 mL) or Grey Goose Vodka (417196 | 1140 mL)



End Aisle #1B Standard

LCBO#	Description	Size (mL)	Offers
19388	Bombay Bramble	750	VA
217281	Bombay Sapphire London Dry	1140	LTO, VA
316844	Bombay Sapphire London Dry	750	VA

Value-add: 16oz Bombay Balloon Glass with the purchase of Bombay Bramble (19388 | 750 mL), Bombay Sapphire London Dry (217281 | 1140 mL) or Bombay Sapphire London Dry (316844 | 750 mL)

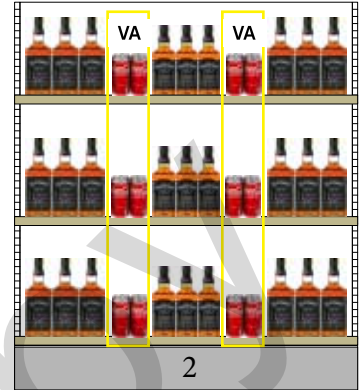




	LCBO#	Description	Size (mL)	Offers
End Aisle #2	41384	Jack Daniel's Tennessee Whiskey	750	VA
	215616	Jack Daniel's Tennessee Whiskey	1140	VA

Value-adds:

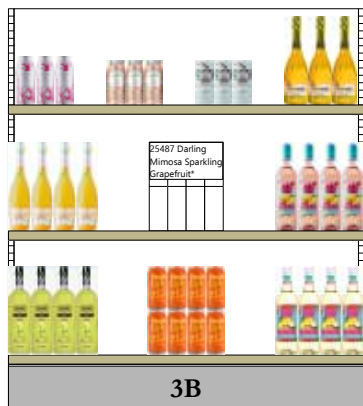
- **Coca-Cola 6-Pack (6 x 222 mL) (near pack)** with purchase of Jack Daniel's Tennessee Whiskey (41384 | 750 mL or 215616 | 1140 mL)
- **Tote Bag (applied)** with purchase of Jack Daniel's Tennessee Whiskey (41384 | 750 mL or 215616 | 1140 mL)



	LCBO#	Description	Size (mL)	Offers
End Aisle #3A Premium	18721	Vina Tarapaca Gran Reserva Cab Sauvignon	750	LTO
	53876	(V) Villa Antinori Toscana Igt	750	LTO
	66738	The Black Chook Shiraz Viognier	750	LTO
	256735	McManis Zinfandel	750	



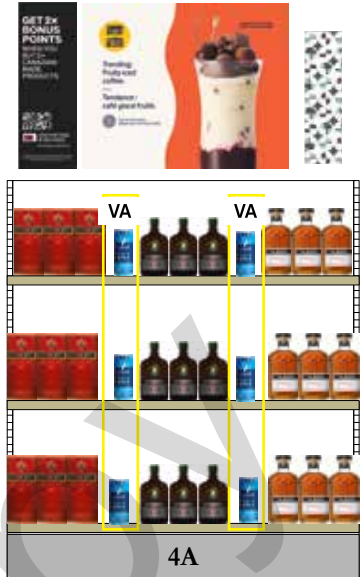
	LCBO#	Description	Size (mL)	Offers
End Aisle #3B Standard	14388	Romeo Mimosa	750	
	14685	Gaze Blueberry Pomegranate Moscato Wine Cocktail	375	
	19253	JP Chenet Fashion Pineapple Sparkling	750	
	19297	Girls' Night Out Tropicolada	750	
	20857	Darling Mimosa Sparkling Orange	355	LTO
	24556	Joy Mimosa Wine 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	



End Aisle #4A
Premium

LCBO#	Description	Size (mL)	Offers
16544	St Remy Signature	750	APP
19035	St Remy XO	375	VA
557108	St Remy XO Brandy	750	LTO, VA

Value-adds: La Colombe Coffee (near pack) + Amoretti Syrup (applied) with the purchase of St Remy XO (557108 | 750 mL or 19035 | 375 mL)



End Aisle #4B
Standard

LCBO#	Description	Size (mL)	Offers
8888	St Remy Brandy	750	VA
557108	St Remy XO Brandy	750	LTO, VA
605816	St Remy Brandy	1140	VA

Value-adds:

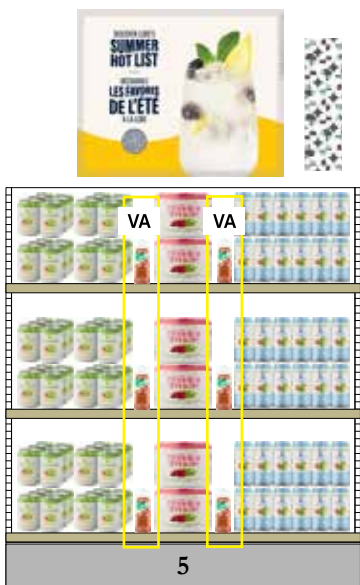
- **La Colombe Coffee (near pack) + Amoretti Syrup (applied) with the purchase of St Remy XO (557108 | 750 mL)**
- **St Remy XO 50 mL (applied) with the purchase of St. Remy Brandy (605816 | 1140 mL or 8888 | 750 mL)**



End Aisle #5

LCBO#	Description	Size (mL)	Offers
24425	Georgian Bay Tequila Smash Prickly Pear	6 × 355	VA
24432	Georgian Bay Tequila Smash	6 × 355	VA
560888	Georgian Bay Gin Smash	6 × 355	VA

Value-add: Tajín Clásico Seasoning with the purchase of Georgian Bay Prickly Pear Tequila Smash (24425 | 6 × 355 mL), Georgian Bay Tequila Smash (24432 | 6 × 355 mL) or Georgian Bay Gin Smash (560888 | 6 × 355 mL)





	LCBO#	Description	Size (mL)	Offers
End Aisle #6	15310	Matt & Steve's Caesar Original Lightly Spiced	473	LTO
	19096	Matt & Steve's Caesar - Hot & Spicy	473	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #7	17819	Stella Artois (275/TBS)	6 x 473	Contest
	17820	Stella Artois (275/TBS)	473	LTO
	17823	Stella Artois (275/TBS)	6 x 330	

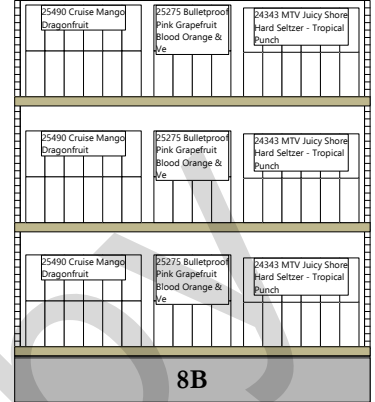


	LCBO#	Description	Size (mL)	Offers
End Aisle #8A Premium	24423	Ace Hill Cucumber Lemon Vodka Water	1000	
	24426	Black Fly Vodka Crushed Pineapple Punch	473	LTO
	24966	Hijinx Hard Seltzer Peach Cosmo	473	LTO



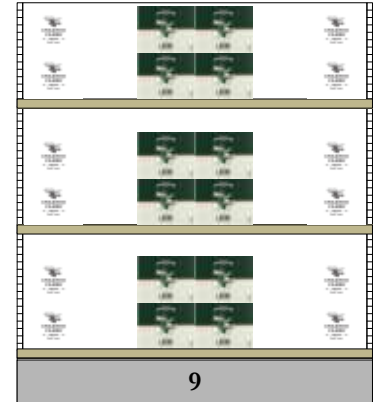
**End Aisle #8B
Standard**

LCBO#	Description	Size (mL)	Offers
24343	Mtv Hard Seltzer Juicy Shore Tropical Punch	355	
25275	Bulletproof Pink Grapefruit Blood Orange Verbena	473	
25490	Cruise Mango Dragonfruit	473	



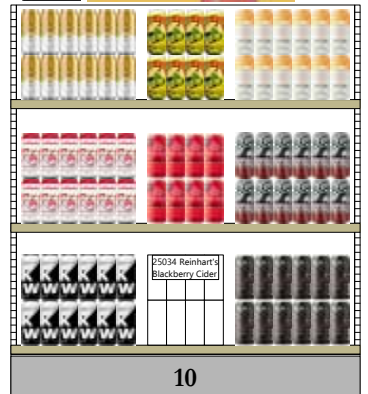
End Aisle #9

LCBO#	Description	Size (mL)	Offers
19894	Cracked Canoe (275/TBS)	6 × 473	LTO, Contest
422345	Moosehead Lager (275/TBS)	6 × 473	LTO, Contest



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

LCBO#	Description	Size (mL)	Offers
11674	Spy Cider House Golden Eye Cider (LCBO Warehouse)	473	LTO
16150	Niagara Cider Rose Gold Berry Soaked Cider (2732)	473	LTO
19969	Liberty Village Peach Cider (LCBO Warehouse)	473	LTO
19974	Duntroon Cider House Empire Extra Dry Cider (LCBO Warehouse)	473	LTO
25034	Reinhart's Blackberry Cider (LCBO Warehouse)	473	LTO
333583	Thornbury Premium Apple Cider (LCBO Warehouse)	473	LTO
374496	Forbidden Artisanal Cider (LCBO Warehouse)	473	LTO
457358	Eden Grove Perfect Pear (LCBO Warehouse)	473	LTO
541219	KW Craft Cider Can (LCBO Warehouse)	473	





	LCBO#	Description	Size (mL)	Offers
End Aisle #11	16079	Martini Fiero	750	VA
	180695	St-Germain Elderflower Liqueur	750	VA
	384651	Martini Prosecco Sparkling	750	VA, Wine Fridge
Value-adds:				
<ul style="list-style-type: none"> • Martini Sparkling Rose 187 mL (applied) with the purchase of Martini Fiero (16079 750 mL) and St-Germain Elderflower Liqueur (180695 750 mL) • Martini Fiero 50 mL (applied) with the purchase of Martini Prosecco Sparkling (384651 750 mL) 				



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



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	570	Beefeater Dry	750	VA
	56622	Beefeater Dry	1750	VA
	209213	Beefeater London Dry Gin	1140	VA
Value-adds:				
<ul style="list-style-type: none"> • Beefeater Blood Orange 50 mL (applied) with the purchase of Beefeater London Dry Gin (209213 1140 mL) • BlueTooth Speakers (applied) with the purchase of Beefeater Dry (570 750 mL or 56622 1750 mL) 				





	LCBO#	Description	Size (mL)	Offers
End Aisle #14	15806	Skyy Vodka	750	LTO
	19535	Skyy Vodka	1140	
	390260	Appleton Estate V/X Signature Blend	1750	VA

Value-add: Appleton Estate 8 Year Old Reserve 50 mL (applied) with the purchase of Appleton Estate V/X Signature Blend (390260 | 1750 mL)



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	117	Bacardi Superior White Rum	750	LTO, VA
	398552	Bacardi Limon	750	VA
	520353	Bacardi Spiced Rum	750	LTO, VA

Value-add: Bacardi Fanny Pack (applied) with the purchase of Bacardi Superior White Rum (117 | 750 mL), Bacardi Limon (398552 | 750 mL) or Bacardi Spiced Rum (520353 | 750 mL)

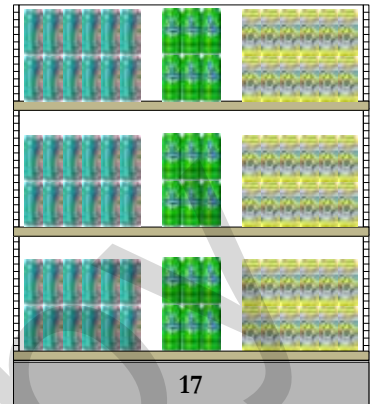


	LCBO#	Description	Size (mL)	Offers
End Aisle #16	23759	Les Jamelles Clair De Rosé	750	FFB
	245324	Les Jamelles Merlot Vin De Pays D'Oc	750	LTO
	465146	Les Jamelles Sauvignon Blanc Pays Doc	750	LTO





LCBO#	Description	Size (mL)	Offers
End Aisle #17			
20119	Collective Arts Matter Of Fact (LCBO Warehouse)	473	
492017	Steam Whistle (5577/275/TBS)	6 × 473	LTO
508572	Flying Monkeys Juicy Ass IPA (6309)	473	LTO

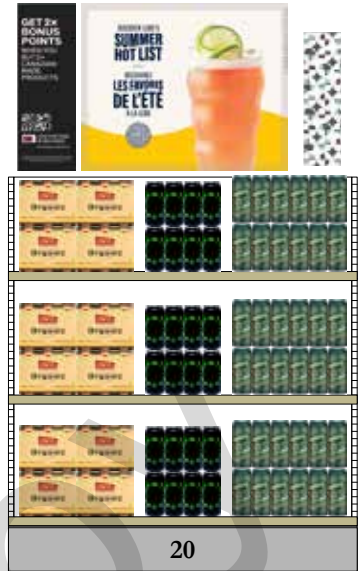


LCBO#	Description	Size (mL)	Offers
End Aisle #18			
334110	Ciroc Peach	750	
417295	Ciroc Original Unflavoured	750	LTO
662379	Ciroc Watermelon	750	LTO



LCBO#	Description	Size (mL)	Offers
End Aisle #19			
18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	LTO
22327	Jackson-Triggs Pinot Grigio	1500	LTO
623322	Peller Family Vineyards Sauvignon Bl	4000	LTO



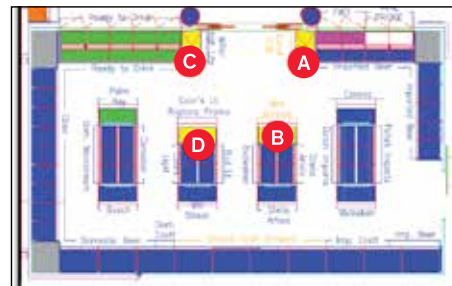


	LCBO#	Description	Size (mL)	Offers
End Aisle #20	377275	Innis & Gunn Lager (LCBO Warehouse)	500	LTO
	516880	Mill Street Original Organic (1950)	6 × 473	LTO, Contest
	518795	Omnipollo IPA (1812)	473	LTO

Trade Corp

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 (June 19 - July 16, 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)	25425	Brickworks Ciderhouse Mix Pack	6 × 473		VA
	25898	Brickwovorks Ciderhouse Pineapple Agave Cider	473	1950 - Trillium Beverage Inc.	
	697318	Brickworks Ciderhouse Batch 1904	6 × 473		\$1.00 LTO/VA
	VA/Merchandiser: Free Tote Bag with the purchase of a 6×473 mL Brickworks Ciderhouse Mix Pack or 6×473 mL Brickworks Ciderhouse Batch 1904. 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)	25224	Side Launch Raspberry Lemonade Refresher	473	3827 - Side Launch Brewing	
	26064	Collective Arts Strawberry Pina Colada Sour	473	LCBO Warehouse	
	27493	Nickel Brook Summer Mixed Pack	2838	6699 - Nickel Brook Brewing Company	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
C Plinth (EA - EZH)	19357	Social Lite Mixed Pack	12 × 355		VA
	24337	Social Lite Fruit Punch	4000		VA
	VA/Merchandiser: Free branded fanny pack with the purchase of a 12×355 mL Social Lite Mixer Pack or 4L Bag in Box. 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)	19153	Cottage Springs Raspberry Lime Vodka Water Bag in Box	4000		
	24347	Cottage Springs Mango Vodka Water Box	4000		VA
	24427	Cottage Springs Vodka Iced Tea Box	4000		
VA/Merchandiser: Free collectible BIB koozie with the purchase of 1 Cottage Springs 4L Bag N' Box. 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.					

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 (June 19 - July 16, 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	Supplying Source / Distributor
18773	Nickel Brook No Bad Daze Easy Going Lager	473		6699 - Nickel Brook Brewing Company
24563	Sawdust City - Tropical Storm Daiquiri	473		1143 - Sawdust City Brewing Co.
24581	Refined Fool Ipa Fun Box, 4th Edition	6 × 473		5732 - Refined Fool Brewing Company
25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473		458 - Cowbell Brewing Co.
467266	Manitoulin Brewing Swingbridge Blonde Ale	473		402 - Manitoulin Brewing
667790	Amsterdam Boneshaker Ipa	6 × 473	\$1.50 LTO	3842 - Amsterdam Brewing Company

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-23P4-OCB1) / BIL (Re-order #AIM-23P4-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)

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

Participating Stores

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

Signage Components

- Corona Backer Card ENG/BIL (Re-order # 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

Value-Add Offer: Purchase 2 Corona (17846 | 6 x 355 mL) 6-packs and receive a free can of Corona Tropical.

Craft Beer Imported

SHELF TALKERS

Key Dates (June 19 - July 16, 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-23P4-ICB1) / BIL (Re-order #AIM-23P4-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 (June 19 - July 16, 2022)

Participating Products

LCBO#	Description	Size (mL)	Offers
219030	Red House Wine Co. Cabernet Shiraz VQA	750	\$2.00 LTO
228569	Cave Spring Gamay VQA	750	\$2.00 LTO
469304	13th Street Burger Blend Riesling Pinot Grigio VQA	750	\$2.00 LTO
485144	Inniskillin Sauvignon Blanc 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-23P4-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-23P4-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 (June 19 - July 16, 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
341347	Fresh Sparkling Rosé VQA	750	40 APP
418657	Lily Sparkling Wine VQA	750	75 APP



Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIM-23P4-OWP1)
- Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # AIM-23P4-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 (June 19 - July 16, 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
69377	Monte Antico	750	\$2.00 LTO
660241	Bonanza Lot 3 California Cabernet Sauvignon	750	\$3.00 LTO



Signage Components

- **Signage Kit (Re-order # AIM-23P4-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 (June 18 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)
13856	Lost Poet Red 2019	750
154617	Château de Vaugelas Le Prieuré Corbières 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 (June 19 - July 16, 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-23P4-VLTO1)

Participating Products

LCBO#	Description	Size (mL)	Offers	LCBO#	Description	Size (mL)	Offers
43281	Flat Rock Riesling	750	80 APP	660241	Bonanza Lot 3 California Cabernet Sauvignon	750	\$3.00 LTO
177824	13th Street Gamay	750	50 APP	210047	Columbia Crest H3 Cabernet Sauvignon	750	\$2.00 LTO
14061	Asbach Uralt Brandy	750	100 APP	58339	Kaiken Malbec	750	\$1.00 LTO
74476	Monimpex Golden Pear	750	100 APP	69377	Monte Antico	750	\$2.00 LTO
364851	Unicum Bitters	500	100 APP	322586	Montes Alpha Cabernet Sauvignon	750	\$3.00 LTO
951319	Bollini Pinot Grigio	750	\$2.00 LTO	694208	Pérez Cruz Reserva Cabernet Sauvignon	750	\$2.00 LTO
342436	Bonterra Organic Chardonnay	750	\$2.00 LTO	954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$3.00 LTO
367698	Boschendal 1685 Chardonnay	750	\$2.00 LTO	66738	The Black Chook Shiraz/Viognier	750	\$2.00 LTO
308122	Ghost Pines Winemaker's Blend Chardonnay	750	\$2.00 LTO	53876	Villa Antinori Toscana	750	\$2.00 LTO
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	\$2.00 LTO	18721	Viña Tarapacá Gran Reserva Cabernet Sauvignon	750	\$2.00 LTO
35386	Kim Crawford Sauvignon Blanc	750	\$2.00 LTO	284943	Francis Coppola Sofia Rosé	750	\$2.00 LTO
326728	Oyster Bay Chardonnay	750	\$3.00 LTO	650325	Kim Crawford Rosé	750	\$2.00 LTO
377770	Quails' Gate Chardonnay	750	\$3.00 LTO	147504	13th Street Cuvée Brut Sparkling Rosé	750	\$3.00 LTO
89037	Tawse Sketches of Niagara Chardonnay	750	\$2.00 LTO	224766	Château des Charmes Brut Sparkling	750	\$4.00 LTO
24133	Thirty Bench Winemaker's Blend Riesling	750	\$3.00 LTO	571133	Dillon's Vermouth	750	\$1.00 LTO
11452	Willm Réserve Riesling	750	\$2.00 LTO	388306	Inniskillin Vidal Icewine	375	\$5.00 LTO
21959	Alyan Gran Reserva Cabernet Sauvignon	750	\$1.00 LTO	389411	Jackson-Triggs Reserve Vidal Icewine	375	\$5.00 LTO
352583	Beringer Knights Valley Cabernet Sauvignon	750	\$5.00 LTO				

VINTAGES Ontario Our Buyer's Picks Program

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

Key Dates (June 19 - July 16, 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
388306	Inniskillin Vidal Icewine	375	\$5.00 LTO

Signage Components & Merchandising Instructions

Signage re-order code: AIM-23P4-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 July 17, 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 July 17, 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 July 17, 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 was shipped in Period 3. All Inventory has been 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)			✓			✓

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
	12195	Grand Marnier Cordon Rouge	375
Brown Spirits	31864	Disaronno Amaretto	375
	61408	Jagermeister	375
	398776	Fireball Whisky Shooter	375
	2808	Bacardi Gold Rum (P.E.T)	375
White Spirits	265199	Absolut Vodka	375
	417261	Hendrick's Gin	375
	446468	Ketel One	375
	604934	Grey Goose Vodka	375



Wine Impulse - Half Bottles:

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

Participating Products

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



Important Note:

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

FLEX SPACE



Overview

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

Key Dates (June 19 - July 16, 2022)

Participating Stores:

FSA (Sparkling/Rosé)

1, 4, 5, 10, 15, 19, 21, 22, 23, 25, 31, 38, 58, 65, 130, 148, 149, 150, 156, 164, 187, 212, 217, 226, 227, 243, 263, 279, 288, 298, 310, 334, 344, 346, 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 (Sparkling/Rosé) and FSF (Organic) as required.
- Please refer to the planoguides for product placement. Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.

Signage Components

- P3-P6 FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 23P3-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 23P4-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 23P4-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 23P4-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 23P4-FS5)
- Shelf Talkers ENG (Re-order # 23P4-FS6) / BIL (Re-order # 23P4-FS7)
- Bin Strips - solid colour (Re-order # 23P4-FS8)

Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
(FSA) Sparkling/Rosé Flex Space "Can't Miss: Summer Rosés"				



Continue to display the "Can't Miss: Summer Rosés" box sign until the end of P6. Merchandise a selection of Sparkling/Rosé products (manager's discretion).

(FSB) USA - California Flex Space "Best For: Your Summer Style"

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



56366	Sterling Vintner's Cabernet Sauvignon	750	\$2.00 LTO
622837	Sterling Vintner's Merlot	750	Necktag
669242	Sterling Vintner's Chardonnay	750	\$2.00 LTO

(FSC) Europe - Italy/SE Flex Space "Great Picks For: Casual Weekends"

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



20082	Fantini Trebbiano D'Abruzzo Doc	1500	
31971	Fantini Sangiovese Igt	1500	
143735	Fantini Negroamaro Puglia Igp	750	\$1.00 LTO
391631	Fantini Pinot Grigio	750	\$1.50 LTO
442491	Fantini Numero Uno Primitivo Igp	750	50 APP
512335	Fantini Montepulciano D'Abruzzo	1500	
569087	Fantini Chardonnay	750	
612788	Fantini Casale Vecchio Lot 23 Mont D'Abruzzo	750	50 APP

(FSD) Australia/New Zealand Flex Space "Hot Picks For: Effortless Outdoor Dining"

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



316570	>Oyster Bay Sauvignon Blanc Marlborough	750	
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	Wine Fridge
326728	>(V) Oyster Bay Chardonnay Marlborough	750	\$3.00 LTO
590414	>Oyster Bay Pinot Noir Marlborough	750	

(FSE) Chile/Argentina Flex Space "Top Picks For: Endless Summer Days"

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



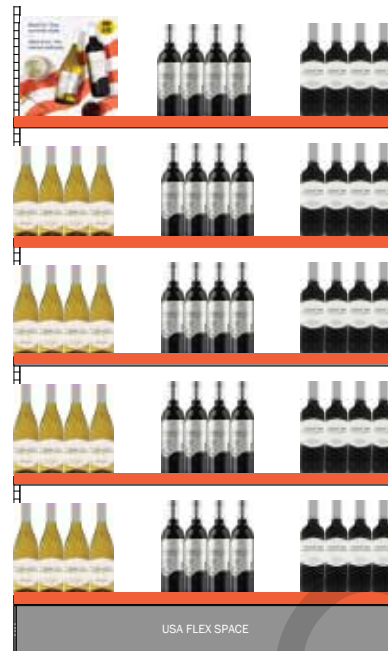
295022	Two Oceans Pinot Grigio	750	\$2.00 LTO
340380	Two Oceans Sauvignon Blanc	750	\$2.00 LTO, Wine Fridge
340398	Two Oceans Cabernet Sauvignon Merlot	750	VA: Stemless Glassware
413062	Two Oceans Cabernet Sauvignon/Merlot	1500	125 APP
413070	Two Oceans Sauvignon Blanc	1500	
420463	Two Oceans Moscato	750	75 APP

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

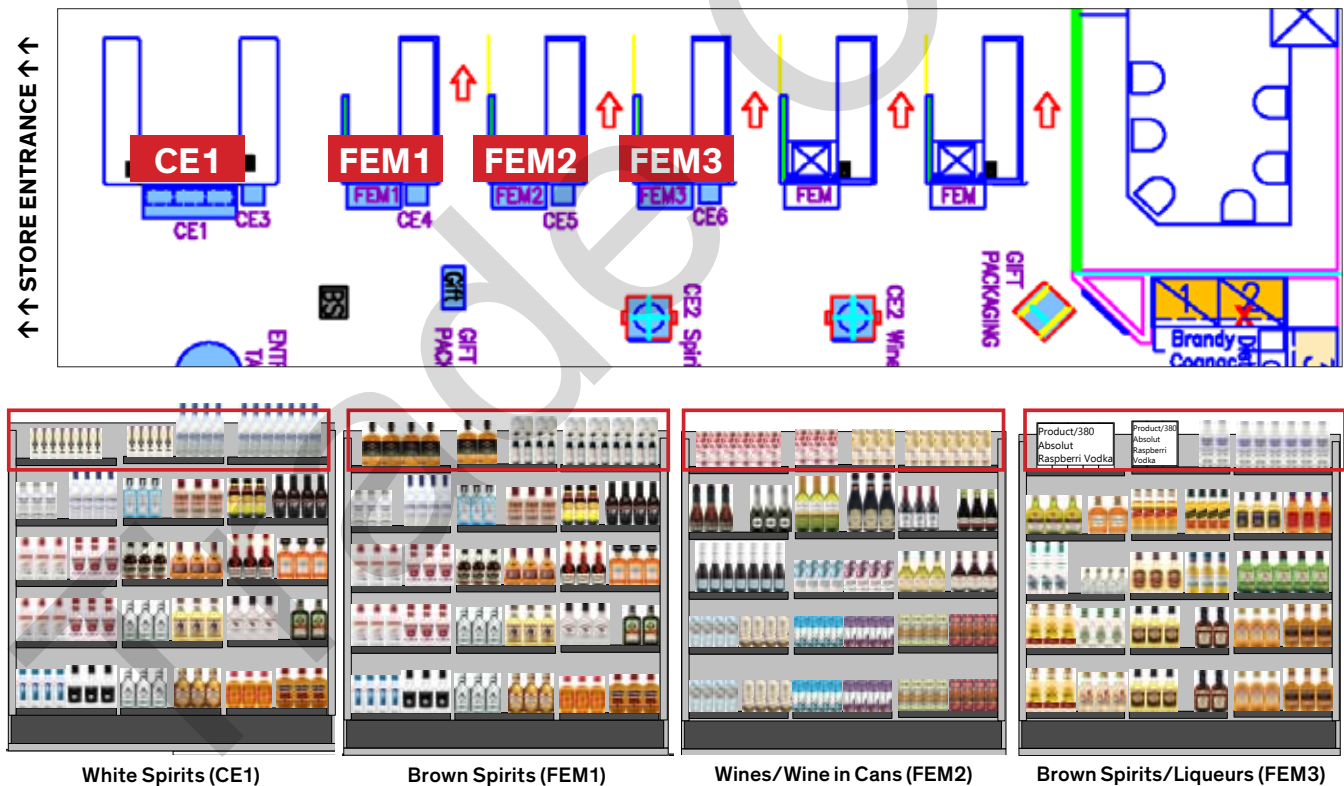
The Front End Merchandiser program is aimed at encouraging customers to build their basket at the last touchpoint in their customer journey in-stores.

Key Dates (June 19 - July 16, 2022)

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

Sample FEM Floorplan/Planoguide

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



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 (June 19 - July 16, 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
515205	St-Germain Elderflower Liqueur	200	VA: Martini Fiero 60 mL (attached)
604934	Grey Goose Vodka	375	VA: St. Germain 50 mL (attached)

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-23P4-SP2) / BIL (Re-order #AIM-23P4-SP3)
- "Mix with Soda" Shelf Talker ENG (Re-order #AIM-23P4-SP4) / BIL (Re-order #AIM-23P4-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 Soda" shelf talker is installed in the bin strip channel on the fixture.



"Mix with Soda" Shelf Talker



FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

Participating Stores:

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

FEM2: 1, 5, 10, 15, 17, 19, 21, 25, 26, 31, 35, 36, 38, 40, 41, 82, 115, 130, 148, 149, 150, 156, 164, 211, 214, 217, 221, 226, 233, 243, 252, 253, 279, 288, 295, 310, 326, 344, 346, 359, 360, 371, 383, 384, 386, 390, 391, 394, 397, 404, 417, 431, 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

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

Signage Components

- FEM1 Shelf Talkers ENG (Re-order #23P4-FEM1) / BIL (Re-order #23P4-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #23P4-FEM3) / BIL (Re-order #23P4-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #23P4-FEM5) / BIL (Re-order #23P4-FEM6)

Merchandising Instructions

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

Participating Products

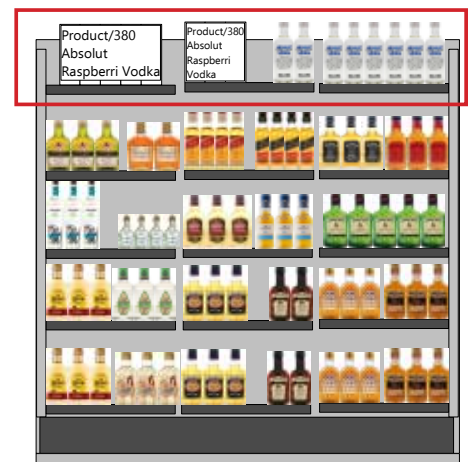
	LCBO#	Description	Size (mL)	Offers
Brown Spirits (FEM1)	22885	Dillon's Manhattan	4 x 125	
	311910	Canadian Club Classic 12 Year Old	375	\$1.00 LTO
Wines/Wine in Cans (FEM2)	14847	Good Fortune Raspberry Hibiscus Sparkling Wine Beverage	355	
	19061	Good Fortune Citrus Orange Flower Sparkling Wine Beverage	355	
Brown Spirits/Liqueurs (FEM3)	242347	Absolut Raspberri Vodka	375	40 APP
	265199	Absolut Vodka	375	40 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 (June 19 - July 16, 2022)

Participating Stores

1, 5, 10, 15, 17, 18, 22, 23, 25, 26, 31, 35, 36, 38, 40, 41, 44, 51, 55, 57, 58, 62, 64, 65, 74, 82, 83, 84, 90, 97, 102, 106, 115, 125, 130, 132, 139, 144, 145, 148, 149, 150, 154, 156, 163, 164, 168, 179, 187, 191, 195, 196, 198, 200, 201, 207, 209, 210, 211, 214, 217, 221, 226, 227, 228, 229, 233, 234, 237, 243, 244, 250, 252, 253, 255, 260, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 310, 325, 326, 329, 340, 344, 346, 351, 359, 360, 362, 367, 370, 371, 373, 378, 381, 383, 384, 385, 386, 387, 389, 390, 391, 392, 393, 394, 397, 398, 400, 401, 404, 407, 411, 412, 416, 417, 427, 431, 432, 434, 436, 437, 438, 443, 444, 445, 452, 453, 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

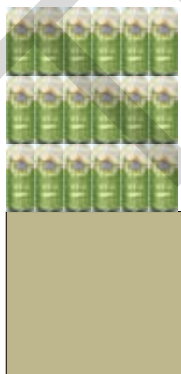
Merchandising Instructions & Signage Components

- Merchandise the participating products on risers, crates or cut case displays in one of the following 3 locations:
 - at cash desk beside the FEM
 - in front of cash desks
 - in the middle of the floor, or between Special Promotion Fixtures.
- Install the pricer cards in front of participating products
- Pricer Card Re-order Code: ENG (Re-order #23P4-FEM7) / BIL (Re-order #23P4-FEM8)

NOTE: If setting up these displays at the front of the cash tills:

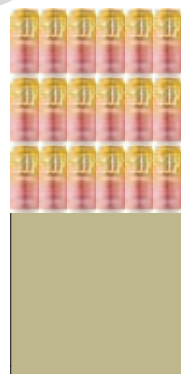
- HEIGHT:** Please ensure you do not exceed the height of the counter. Recommendation: If you are placing the flats on risers, please only stack 3 flats high (5 high if not using the riser)
- ORIENTATION:** Please ensure the orientation of the riser box or flat is positioned so that the short side of the display faces the customer. This opens up more space for the customer to load products onto the counter.

Beer Impulse 1 (CE3)



25054 Creemore Pale Ale
(1757 Creemore Springs)
473 mL 27 APP

Beer Impulse 2 (CE4)



24326 Sip Botanical Hard
Seltzer Yuzu + Cherry
Blossom 473 mL \$0.15 LTO

Beer Impulse 3 (CE5)



25670 Hop City Hopper
Creamsicle (275/TBS)
473 mL

Beer Impulse 4 (CE6)



24399 Hail Caesar Korean
BBQ 355 mL

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 (June 19 - July 16, 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 × 355ml can of Twisted Tea
398776	Fireball Cinnamon Whisky (PET)	375	
447953	Fireball Cinnamon Whisky	750	120 APP

Signage Components

- **New** Shelf Talker ENG (Re-order#23P4-AF3) / BIL (Re-order#23P4-AF4)
- P3-4 A-Frame Sign ENG (Re-order#23P3-AF1) / BIL (Re-order#23P3-AF2)

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 the pre-printed shelf talkers on the fixture. **The products will remain the same as P3 with new offers for P4.**
- Continue to display the P3 A-frame sign.



The Cold Room

FIREBALL WHISKY DISPENSER

Now through the end of Period 6, a select number of stores will display a Fireball Whisky merchandiser in their Beer Cold Rooms. This merchandiser will house the Fireball 50mL 6-Pack format.

This is a sold program. Participation is mandatory.

Key Dates (Period 4 - Period 6)

Participating Stores

1, 10, 19, 23, 31, 33, 40, 41, 49, 51, 57, 58, 65, 74, 82, 83, 85, 93, 130, 139, 144, 150, 156, 164, 175, 187, 188, 195, 208, 209, 211, 212, 227, 228, 229, 233, 237, 244, 245, 250, 258, 263, 276, 279, 287, 288, 291, 300, 310, 312, 329, 334, 351, 358, 359, 360, 363, 367, 370, 387, 391, 394, 398, 401, 402, 407, 427, 443, 454, 459, 470, 481, 485, 490, 491, 495, 497, 501, 509, 522, 539, 556, 587, 605, 609, 627, 633, 641, 652, 653, 654, 667, 670, 684, 691, 694, 706, 741, 751, 771

Participating Products

LCBO#	Description	Size (mL)	Offers
10946	Fireball 6 Pack Carrier	6 × 50	\$1.50 LTO

Signage Components

- Supplier produced merchandiser/display












Merchandising Instructions






- **Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.**
- Agents will deliver the supplier produced merchandiser to the participating locations. Use this to display the Fireball 6 Pack Carrier.
- Ensure the display is set up against the wall in the Beer Cold Room, allowing traffic to flow around the merchandiser.
- The merchandiser is to stay up for P4, P5 and P6.



Supplied by Agent

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: 23P4-ST1 BIL: 23P4-ST2	
On Shelf	Premium End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P4-ST12 BIL: 23P4-ST13	
On Shelf	Premium End Aisles Value-add Pre-printed Shelf Talker	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P4-STVA5 BIL: 23P4-STVA6	
On Shelf	Premium End Aisles Value-add Perpendicular Shelf Talker	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 23P4-STVA7 BIL: 23P4-STVA8	
On Shelf	Standard End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P4-ST14 BIL: 23P4-ST15	
On Shelf	Standard End Aisles Value-add Pre-printed Shelf Talker	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P4-STVA9 BIL: 23P4-STVA10	
On Shelf	Standard End Aisles Value-add Perpendicular Shelf Talker	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 23P4-STVA11 BIL: 23P4-STVA12	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P4-ST3 BIL: 23P4-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P4-ST5 BIL: 23P4-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P4-ST7 BIL: 23P4-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P4-ST9 BIL: 23P4-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-23P4-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-23P4-LTO	

Trade

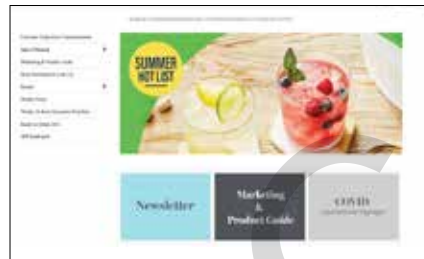
Sold Space WORKSHEETS

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

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



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1A	95935	Grey Goose Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		413294	Grey Goose Le Citron	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		417196	Grey Goose Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	1B	19388	Bombay Bramble	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		217281	Bombay Sapphire London Dry	1140	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		316844	Bombay Sapphire London Dry	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	2	41384	Jack Daniel's Tennessee Whiskey	750	VA, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		215616	Jack Daniel's Tennessee Whiskey	1140	VA, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	3A	18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		53876	>(V) Villa Antinori Toscana Igt	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		66738	>The Black Chook Shiraz Viognier	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		256735	>McManis Zinfandel	750	
<input type="checkbox"/>	<input type="checkbox"/>		14388	Romeo Mimosa	750	
<input type="checkbox"/>	<input type="checkbox"/>	3B	14685	Gaze Blueberry Pomegranate Moscato Wine Cocktail	375	
<input type="checkbox"/>	<input type="checkbox"/>		19253	JP Chenet Fashiion Pineapple Sparkling	750	
<input type="checkbox"/>	<input type="checkbox"/>		19297	Girls' Night Out Tropicolada	750	
<input type="checkbox"/>	<input type="checkbox"/>		20857	Darling Mimosa Sparkling Orange	355	LTO
<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"/>	4A	644526	Girls' Night Out Raspberry Rosé Lemonade	750	
<input type="checkbox"/>	<input type="checkbox"/>		16544	St Remy Signature	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		19035	St Remy XO	375	VA
<input type="checkbox"/>	<input type="checkbox"/>	4B	557108	St Remy XO Brandy	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		8888	St Remy Brandy	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		557108	St Remy XO Brandy	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	5	605816	St Remy Brandy	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		24425	Georgian Bay Tequila Smash Prickly Pear	6 × 355	VA
<input type="checkbox"/>	<input type="checkbox"/>		24432	Georgian Bay Tequila Smash	6 × 355	VA
<input type="checkbox"/>	<input type="checkbox"/>	6	560888	Georgian Bay Gin Smash	6 × 355	VA
<input type="checkbox"/>	<input type="checkbox"/>		15310	Matt & Steve's Caesar Original Lightly Spiced	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19096	Matt & Steve's Caesar - Hot & Spicy	473	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	7	17819	Stella Artois (275/TBS)	6 × 473	Contest
<input type="checkbox"/>	<input type="checkbox"/>		17820	Stella Artois (275/TBS)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		17823	Stella Artois (275/TBS)	6 × 330	
<input type="checkbox"/>	<input type="checkbox"/>	8A	24423	Ace Hill Cucumber Lemon Vodka Water	1000	
<input type="checkbox"/>	<input type="checkbox"/>		24426	Black Fly Vodka Crushed Pineapple Punch	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		24966	Hijinx Hard Seltzer Peach Cosmo	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8B	24343	Mtv Hard Seltzer Juicy Shore Tropical Punch	355	
<input type="checkbox"/>	<input type="checkbox"/>		25275	Bulletproof Pink Grapefruit Blood Orange Verbena	473	
<input type="checkbox"/>	<input type="checkbox"/>		25490	Cruise Mango Dragonfruit	473	
<input type="checkbox"/>	<input type="checkbox"/>	9	19894	Cracked Canoe (275/TBS)	6 × 473	LTO, Contest
<input type="checkbox"/>	<input type="checkbox"/>		422345	Moosehead Lager (275/TBS)	6 × 473	LTO, Contest
<input type="checkbox"/>	<input type="checkbox"/>		11674	Spy Cider House Golden Eye Cider (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	10	16150	Niagara Cider Rose Gold Berry Soaked Cider (2732)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19969	Liberty Village Peach Cider (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19974	Duntroon Cider House Empire Extra Dry Cider (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		25034	Reinhart's Blackberry Cider (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		333583	Thornbury Premium Apple Cider (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		374496	Forbidden Artisanal Cider (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		457358	Eden Grove Perfect Pear (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	11	541219	KW Craft Cider Can (LCBO Warehouse)	473	
<input type="checkbox"/>	<input type="checkbox"/>		16079	Martini Fiero	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		180695	St-Germain Elderflower Liqueur	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	12	384651	Martini Prosecco Sparkling	750	VA, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		21097	The Glenlivet 12 Yr Malt	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	13	410043	The Glenlivet Founder's Reserve Scotch Whisky	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		570	Beefeater Dry	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		56622	Beefeater Dry	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	14	209213	Beefeater London Dry Gin	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		15806	Skyy Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19535	Skyy Vodka	1140	
<input type="checkbox"/>	<input type="checkbox"/>		390260	Appleton Estate V/X Signature Blend	1750	VA

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	15	117	Bacardi Superior White Rum	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		398552	Bacardi Limon	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		520353	Bacardi Spiced Rum	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	16	23759	Les Jamelles Clair De Rosé	750	FFB
<input type="checkbox"/>	<input type="checkbox"/>		245324	Les Jamelles Merlot Vin De Pays D'Oc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		465146	Les Jamelles Sauvignon Blanc Pays Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	17	20119	Collective Arts Matter Of Fact (LCBO Warehouse)	473	
<input type="checkbox"/>	<input type="checkbox"/>		492017	Steam Whistle (5577/275/TBS)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		508572	Flying Monkeys Juicy Ass IPA (6309)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	334110	Ciroc Peach	750	
<input type="checkbox"/>	<input type="checkbox"/>		417295	Ciroc Original Unflavoured	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		662379	Ciroc Watermelon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	19	18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>		22327	Jackson-Triggs Pinot Grigio	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		623322	Peller Family Vineyards Sauvignon BI	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	20	377275	Innis & Gunn Lager (LCBO Warehouse)	500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		516880	Mill Street Original Organic (1950)	6 × 473	LTO, Contest
<input type="checkbox"/>	<input type="checkbox"/>		518795	Omnipollo IPA (1812)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	LTO, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		135566	Polar Ice Vodka	750	APP, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		267302	Crystal Head Vodka	750	
<input type="checkbox"/>	<input type="checkbox"/>		400754	Iceberg Vodka	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		446559	Georgian Bay Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		10912	Gran Centenario Anejo	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		19750	Teremana Reposado Tequila	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		19924	Siempre Tequila Plata	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		34603	Patron Anejo Tequila	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		113241	Cazadores Anejo Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		173542	Tequila Don Julio Blanco	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		227678	1800 Silver Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	271643	Tequila Tromba Blanco	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		386789	Casamigos Tequila Blanco	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		401307	Maestro Dobel Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		454074	Olmecca Altos Plata	750	LTO, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		460360	El Jimador Tequila Reposado	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			13548	Chateau De Berne Romance Igp Mediterranee	750	FFB
			14673	>(V) Gerard Bertrand Gris Blanc Rosé	750	
			20188	Maison No 9	750	FFB
			234575	Terres De Saint Louis Rosé Varois En Prv Aoc	750	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	325076	>(V) Whispering Angel Rosé (Caves D'Esclans)	750	
			342584	>(V)Cotes De Provence Rosé Miraval (Perrin)	750	
			367375	Lafage Miraflores Rosé Cotes Catalanes Igp	750	
			373985	>(V)Cote Des Roses Rosé Languedoc (Gerard Bertrand)	750	Wine Fridge
			893	J.P. Wiser's Deluxe	750	LTO
			14066	Molson Ultra	6 × 473	LTO
			17488	Molson Canadian Cold Shots	4 × 222	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table Premium Flight	33928	J.P. Wiser's Deluxe	1750	VA
			216689	J.P. Wiser's Deluxe	1140	LTO
			300699	Molson Canadian	6 × 473	
			625996	JP Wisers Old Fashioned Canadian Whisky	750	LTO
			8805	Forty Creek Barrel Select Whisky	1750	VA
			10937	Forty Creek Double Barrel Reserve Whisky	750	VA
			18426	Forty Creek Nanaimo Bar Cream	750	VA
			20047	Forty Creek Foxheart	750	VA
			195651	Forty Creek Confederation Oak Reserve Whisky	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table Standard Flight	281378	Forty Creek Cream Liquor	750	VA
			285254	Forty Creek Copper Pot Reserve	750	VA
			350207	Forty Creek Copper Pot Reserve Whisky	1140	VA
			350561	Forty Creek Cream Liquor	1140	VA
			350629	Forty Creek Barrel Select Whisky	1140	VA
			397091	Forty Creek Copper Pot Reserve	1750	VA
			550715	Forty Creek Barrel Select	750	VA
			300699	Molson Canadian	6 × 473	FNT, VA
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	900621	Molson Canadian	6 × 341	LTO
			904144	Molson Canadian	6 × 355	LTO
			904409	Molson Canadian	473	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Block Pile B	19095	Little Buddha Peach Tea	355	APP
			19168	Muskoka Spirits Hard Sparkling Water Mixer Pack	4 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>		24327	Brock Street Raspberry Lemon Vodka Soda	473	
			24334	Sandbagger Boysenberry Hard Seltzer	355	
			24401	Collective Arts Lemon Squeezy	355	
			24402	Willibald Watermelon Seltzer	355	
			25277	Hard Hitchhiker Raspberry Vodka Lemonade	473	
			26548	Walter Craft Caesar - Classic	458	
		Block Pile C	10357	Crown Royal Peach	750	APP
			187088	Pj's Original Cream (Panama)	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		215871	Gibson's Finest Rare 12 Years Old Whisky	1140	APP
			216671	Wiser's Special Blend	1140	APP
			462424	Cabot Trail Maple Cream	750	APP
			454462	Banff Ice Vodka	1750	APP
			477885	Polar Ice Vodka	1750	APP
			557470	Empress 1908 Gin	750	APP
		Block Pile D	20926	Aperol	375	
<input type="checkbox"/>	<input type="checkbox"/>		20927	Aperol Spritz Kit	375	
			176834	Aperol	750	VA
		Middle Nesting Table/ Celebration Fixture	20264	Popcorn Chardonnay VQA	750	LTO
			24133	> Riesling Thirty Bench (Andrew Peller)	750	LTO
			75689	Wayne Gretzky Cabernet Merlot Vqa	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		110049	Sandbanks Estate Baco Noir VQA	750	APP, Necktag
			219543	Inniskillin Late Autumn Riesling VQA	750	LTO, Wine Fridge
			221804	Trius Sauvignon Blanc VQA	750	LTO
			250217	Henry Of Pelham Pinot Grigio VQA	750	LTO
			256289	>Nova 7 By Benjamin Bridge Sparkling	750	
			270926	Henry Of Pelham Baco Noir VQA	750	LTO
			377770	>Quails' Gate Okanagan Vly Chardonnay VQA	750	LTO
		450981	Pelee Island Lola Blush Sparkling VQA	750	LTO	
		618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	LTO	
		Beer Excitement Zone A	25425	Brickworks Ciderhouse Mix Pack (1950)	6 × 473	VA
<input type="checkbox"/>	<input type="checkbox"/>		25898	Brickwovorks Ciderhouse Pineapple Agave Cider (1950)	473	
			697318	Brickworks Ciderhouse Batch 1904 (1950)	6 × 473	LTO, VA

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			25224	Side Launch Raspberry Lemonade Refresher (3827)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	26064	Collective Arts Strawberry Pina Colada Sour (LCBO Warehouse)	473	
			27493	Nickel Brook Summer Mixed Pack (6699)	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone C	19357	Social Lite Mixed Pack	12 × 355
		24337		Social Lite Fruit Punch	4000	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	19153	Cottage Springs Raspberry Lime Vodka Box	4000	VA
			24347	Cottage Springs Mango Vodka Water Box	4000	VA
			24427	Cottage Springs Vodka Iced Tea Box	4000	VA
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	18773	Nickel Brook No Bad Daze Easy Going Lager (6699)	473	
			24563	Sawdust City - Tropical Storm Daiquiri (1 143)	473	
			24581	Refined Fool IPA Fun Box, 4th Edition (5732)	6 × 473	
			25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473	
			467266	Swingbridge Blonde Ale (402)	473	
			667790	Amsterdam Boneshaker IPA (3842)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		Craft Beer Imported Shelf Talkers	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	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	219030	Red House Wine Co. Cabernet Shiraz VQA	750	LTO
			228569	Cave Spring Gamay VQA	750	LTO
			469304	13th Street Burger Blend Ries. P. Grigio VQA	750	LTO
			485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	341347	Fresh Possibilities Sparkling Rosé VQA	750	APP
			418657	Lily Sparkling Wine VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	660241	Bonanza Lot 3 California Cabernet Sauvignon	750	LTO
			69377	Monte Antico	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: June 18	13856	Lost Poet Red 2019	750	
			154617	Château de Vaugelas Le Prieuré Corbières 2019	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	388306	>(V) Vidal Icewine VQA (Inniskillin)	375	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	515205	St Germain Elderflower Liqueur	200	VA
			604934	Grey Goose Vodka	375	VA
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	22885	Dillon's Manhattan	500	
			311910	Canadian Club Classic 12 Year Old	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	14847	Good Fortune Raspberry Hibiscus SprkIng Wine Bev	355	Wine Fridge
			19061	Good Fortune Spk Wine Spritz C. Orange Flower	355	Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	242347	Absolut Raspberri Vodka	375	APP
			265199	Absolut Vodka	375	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	25054	Creemore Pale Ale (1757)	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	24326	Sip Botanical Hard Seltzer Yuzu + Cherry Blossom	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	25670	Hop City Hopper Creamsicle (275/TBS)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 4 (CE6)	24399	Hail Caesar Korean BBQ	473	
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	314856	Fireball Cinnamon Whisky	1140	VA
			398776	Fireball Cinnamon Whisky (PET)	375	
			447953	Fireball Cinnamon Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Fireball Whisky Display	10946	Fireball 6 Pack Carrier	6 × 50	LTO

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65	95		
R1	Vodka A	492256 Tag No.5 Vodka (P.E.T)	1140	LTO											Y	Y
R2	Vodka B	544155 Iceberg Vodka (P.E.T)	1750	LTO								Y	Y	Y	Y	Y
R3	Vodka C	19515 Absolut Watermelon	750	LTO							Y	Y	Y	Y	Y	Y
R4	Vodka D	253302 Luksusowa Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	225250 Stolichnaya Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	13589 Bacardi Lime	750	LTO												Y
R7	Rum B	25120 Lamb's Spiced Rum	750	LTO								Y	Y	Y	Y	Y
R8	Rum C	13588 Bacardi Gold (P.E.T.)	750	LTO								Y	Y	Y	Y	Y
R9	Rum D	318683 The Kraken Black Spiced Rum	1140	LTO								Y	Y	Y	Y	Y
R10	Rum E	500546 Captain Morgan Original Spiced Rum (P.E.T)	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	194878 White Owl Whisky	750	LTO											Y	Y
R12	Canadian Whisky B	387209 Centennial 10 Year Old Limited Edition Rye	750	LTO								Y	Y	Y	Y	Y
R13	Canadian Whisky C	114694 Crown Royal	1750	LTO							Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	200741 Gibson's Finest Rare 12 Years Old	1750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	34637 Canadian Club Premium	1750	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	7617 Chivas Regal 12 Year Old	750	LTO								Y	Y	Y	Y	Y
R17	Scotch B	211334 The Famous Grouse	1140		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	636068 Malfy Gin Rosa	750	LTO								Y	Y	Y	Y	Y
R19	Liqueurs A	571901 Tequila Rose Strawberry Cream	1140	LTO											Y	Y
R20	Liqueurs B	1784 Grand Marnier Cordon Rouge	750	LTO								Y	Y	Y	Y	Y
R21	Liqueurs C	108357 Carolans Irish Cream	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	491811 Southern Comfort	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	282277 Pimm's No. 1 Cup	750	LTO												Y
R24	Brandy B	117101 Jagermeister	750	LTO								Y	Y	Y	Y	Y
R25	Tequila A	10899 Jose Cuervo Tradicional Plata	750	LTO											Y	Y
R26	Ontario Blend A	328526 Jackson-Triggs Chardonnay	1500	LTO, Wine Fridge								Y	Y	Y	Y	Y
R27	Ontario Blend B	63313 Peller Family Vineyards Dry White Crtn	1000	LTO								Y	Y	Y	Y	Y
R28	Ontario Blend C	107763 Pelee Island Monarch Red VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	372219 Sandbanks Pinot Grigio VQA	750	LTO								Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	426528 Wayne Gretzky Baco Noir VQA	750	LTO								Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	582825 Peller Estates Family Series Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	326413 Pelee Island Pinot Grigio VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	522730 Strewn Chardonnay Barrel-Aged VQA	750	LTO, Wine Fridge											Y	Y
R34	Ontario VQA B	89862 Girls' Night Out Rosé VQA	750	LTO											Y	Y
R35	Australia/New Zealand A	572164 Yellow Tail Cabernet Sauvignon	1500	LTO											Y	Y
R36	Australia/New Zealand B	624544 Yellow Tail Shiraz	750	LTO											Y	Y
R37	Australia/New Zealand C	619452 Matua Sauvignon Blanc Hawke's Bay	750	LTO								Y	Y	Y	Y	Y
R38	Australia/New Zealand D	19612 Jacob's Creek Shiraz/Cabernet	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	541961 Three Thieves Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R40	USA B	13733 Stave & Steel Canadian Whisky Barrel Cab Sauv	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65				
R41 Chile A	122390	The Beachhouse Sauvignon Blanc	750	LTO									Y	Y	Y	Y	
R42 Chile B	369967	Inception Deep Layered Red	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	215012	Black Tower Rivaner	1000	LTO												Y	
R44 France Blend B	302380	Mezzacorona Pinot Grigio Trentino	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	21434	Romeo Prosecco	750	LTO											Y	Y	
R46 France South B	33340	Collavini Pinot Grigio	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/ Burgundy A	78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	LTO											Y	Y	Y
R48 Italy Central A	621003	Montecillo Rioja Reserva	750	LTO											Y	Y	
R49 Italy Central B	178541	Batasiolo Barolo Docg	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	8094	Deinhard Green Label Riesling Mosel	750	LTO						Y	Y	Y	Y	Y	Y	Y	
R51 Italy North B	29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	11452	>(V) Riesling Reserve (Alsace Willm)	750	LTO												Y	
R53 Southern Europe B	277210	Cavit Collection Moscato Pavia Igt	750	LTO											Y	Y	Y
R54 Germany A	122689	Henkell Trocken	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	536565	Lily Sparkling Rosé VQA	750	LTO											Y	Y	Y
R56 Sparkling B	445825	Jacob's Creek Moscato Rosé Sparkling	750	LTO						Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	25424	Sam Adams Wicked Easy (LCBO Warehouse)	473	LTO												Y	Y
R58 Ontario Beer B	25389	Mill Street Fruit Market Mix Pack (1950)	6 × 473		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	20030	Born Again Helles Lager (1181)	473														Y
R60 Beer 2	24899	Corona Sunbrew (275/TBS)	6 × 330	APP						Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	19981	No Boats On Sunday Peach Cider (LCBO Warehouse)	473	APP						Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	541243	Creemore Springs Premium Lager (1757)	6 × 473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	24428	Cazadores Paloma	1750	Value Add			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	24350	Mott's Clamato Caesar Reserve	341							Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	24329	Mikes Hard Sour Watermelon	473		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	216820	Finlandia Vodka	1140	LTO	PMA Canada Ltd.
C2: Canadian Whisky	311936	Canadian Club Classic 12 Year Old	1140	LTO	Beam Suntory
C3: Ontario Non VQA Blend	383711	Jackson-Triggs Merlot	750	LTO	Arterra Wines Canada Inc.
C4: French Blend	481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO	Philippe Dandurand Wines Ltd.
C5: Fixed Store Location	308007	Menage A Trois Red	750	LTO	Philippe Dandurand Wines Ltd.
C6: Vodka	27604	Dixon's Silver Creek Vodka	750	LTO	Charton Hobbs Inc
C7: Scotch	492454	1800 Coconut Tequila	750	LTO	Proximo Spirits Canada Inc.
C8: Liqueurs	326025	Basil Hayden Straight Bourbon	750	LTO	Beam Suntory
C9: Ontario Blends	178681	Open Sauvignon Blanc VQA	750	LTO	Arterra Wines Canada Inc.
C10: France Red	611483	Wolf Blass Red Label Cabernet Merlot	750	LTO	Mark Anthony Wine & Spirits

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	61101	Peninsula Ridge Merlot VQA	750	LTO	M.andrew Fine Wines, Beers & Spirits
D2: Discovery Wines 2	253914	Martini Dry Vermouth White	1000	LTO	Bacardi Canada Inc.
D3: Discovery Wines 3	614651	Trapiche Reserve Malbec	750	LTO	Philippe Dandurand Wines Ltd.
D4: Discovery BSM 1	159772	Muskoka Hazed And Confused (LCBO Warehouse)	473	LTO	Lakes Of Muskoka Cottage Brewery
D5: Discovery BSM 2	14918	Well Hibiscus Infused Lemonade	355	APP	Sinnott Road Inc.
D6: Discovery BSM 3	24328	Jaw Drop Blue Blast Vodka Cooler	473	LTO	Breakthru Beverage Canada Inc.
D7: Discovery Spirits 1	6502	Cointreau	750	LTO	Glazer's Of Canada
D8: Discovery Spirits 2	1040	Gordons Gin	750	LTO	Diageo Canada Inc.
D9: Discovery Spirits 3	605162	Broker's Premium London Dry Gin	750		Philippe Dandurand Wines Ltd.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA	750	LTO	Dionysus Wines & Spirits Ltd.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
42	Canadian Club Premium	750	\$1.00	
117	Bacardi Superior White Rum	750	\$1.00	End Aisle, Value Add
893	J.P. Wiser's Deluxe	750	\$1.75	Front Nesting Table
1040	Gordons Gin	750	\$1.00	Discovery Extender
1206	Bacardi Gold Rum	750	\$1.00	
1784	Grand Marnier Cordon Rouge	750	\$3.00	Shelf Extender
2691	Tanqueray London Dry Gin	750	\$1.00	
3558	Gibson's Finest Rare 12 Years Old	750	\$3.00	
6502	Cointreau	750	\$2.00	Discovery Extender
7617	Chivas Regal 12 Year Old	750	\$5.00	Shelf Extender
8094	Deinhard Green Label Riesling Mosel	750	\$2.00	Shelf Extender
10899	Jose Cuervo Tradicional Plata	750	\$2.00	Shelf Extender
10946	Fireball 6 Pack Carrier	6 × 50	\$1.50	
11423	Dillon's The Professors Negroni	4 × 125	\$1.00	
11452	>(V) Riesling Reserve (Alsace Willm)	750	\$2.00	Shelf Extender
11674	Spy Cider House Golden Eye Cider	473	\$0.45	Mini Thematic
12171	Nude Vodka Soda 12 Can Mixer Pack	12 × 355	\$2.00	
13588	Bacardi Gold (P.E.T.)	750	\$1.00	Shelf Extender
13589	Bacardi Lime	750	\$1.00	Shelf Extender
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	\$2.00	Shelf Extender
14066	Molson Ultra	6 × 473	\$1.00	Front Nesting Table
14404	Jagermeister Cold Brew	750	\$3.00	
14706	Little Buddha CC Grilled Pineapple Rosemary-Vodka	355	\$0.25	
15009	New Amsterdam Pink Whitney Vodka	750	\$1.00	
15310	Matt & Steve's Caesar Original Lightly Spiced	473	\$0.20	End Aisle
15563	Somersby Apple Cider	473	\$0.35	
15806	Skyy Vodka	750	\$1.00	End Aisle
16109	Open Fresh'N Fruity Gamay VQA	750	\$1.00	Feature Fixture A
16150	Niagara Cider Rose Gold Berry Soaked Cider	473	\$0.25	Mini Thematic
16327	Calvet Brut Celebration Rosé	750	\$2.00	
16361	Robertson Winery Chapel Red	750	\$1.50	Feature Fixture A
16546	On The Rocks Hornitos Margarita	375	\$3.00	
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	\$1.00	Front Entrance Table, Necktag
17469	Rumchata	1750	\$4.00	
17488	Molson Canadian Cold Shots	4 × 222	\$0.50	Front Nesting Table
17818	Corona Extra	6 × 330	\$1.00	
17820	Stella Artois	473	\$0.20	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18391	Pelee Island Merlot Bag In Box	3000	\$3.00	
18412	D'Ont Poke The Bear Cabernet Baco Noir VQA	3000	\$3.00	End Aisle
18689	The Vinecrafter Chenin Blanc	750	\$1.00	Feature Fixture A
18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	\$2.00	End Aisle
19096	Matt & Steve's Caesar - Hot & Spicy	473	\$0.20	End Aisle
19168	Muskoka Spirits Hard Sparkling Water Mixer Pack	4 × 355	\$0.75	Block Pile B
19266	Beau's Lug Tread	6 × 473	\$1.00	
19515	Absolut Watermelon	750	\$1.00	Shelf Extender
19563	Lot No. 40 Dark Oak Canadian Whisky	750	\$4.00	
19612	Jacob's Creek Shiraz/Cabernet	1500	\$2.00	Shelf Extender
19672	Jaja Reposado	750	\$4.00	
19894	Cracked Canoe	6 × 473	\$1.50	End Aisle, Contest
19924	Siempre Tequila Plata	750	\$10.00	Mini Thematic
19928	Persona Cabernet Merlot VQA	750	\$2.00	
19969	Liberty Village Peach Cider	473	\$0.25	Mini Thematic
19974	Duntroon Cider House Empire Extra Dry Cider	473	\$0.25	Mini Thematic
20219	Collective Arts Guava Gose	473	\$0.20	
20264	Popcorn Chardonnay VQA	750	\$1.00	Middle Nesting Table
20857	Darling Mimosa Sparkling Orange	355	\$0.25	End Aisle
20865	Ventoux Grande Reserve Des Challieres	750	\$2.00	Feature Fixture A
20928	Mighty Moose Canadian Vodka Ddp	750	\$1.00	
21434	Romeo Prosecco	750	\$2.00	Shelf Extender
21473	Wayne Gretzky Estates Original Cream	1140	\$4.00	
21524	On Point. Crisp White	750	\$1.00	
21959	18 Alyan Gran Reserva Cabernet Sauvignon	750	\$1.00	
22096	Hvo Spring Water Vodka Ddp	750	\$3.00	
22132	Local Spirit Whisky 3 Ddp	750	\$2.00	
22297	Ck Mondavi Chardonnay	750	\$1.00	
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	End Aisle
22617	La Maldita Garnacha Red	750	\$2.00	
22872	Radio Boka Verdejo	750	\$2.00	
23047	Figo Italian Pilsner	473	\$0.30	
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00	Middle Nesting Table
24212	Wanderlust Adventurous White	750	\$2.00	
24325	Canadian Club & Ginger Ale	473	\$0.25	
24326	Sip Botanical Hard Seltzer Yuzu + Cherry Blossom	473	\$0.15	CE4
24328	Jaw Drop Blue Blast Vodka Cooler	473	\$0.25	Discovery Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
24345	Aperol Spritz Ready To Serve	600	\$1.00	
24400	Palm Bay Island Mixer	12 × 355	\$2.00	
24410	Landshark Seltzer Passionfruit Strawberry	473	\$0.20	
24426	Black Fly Vodka Crushed Pineapple Punch	473	\$0.25	End Aisle
24516	Social Lite Cream Soda Craft Soda	4 × 355	\$1.00	
24534	High Noon Grapefruit	355	\$0.10	
24809	Truly Strawberry Lemonade	473	\$0.20	
24966	Hijinx Hard Seltzer Peach Cosmo	473	\$0.20	End Aisle
25034	Reinhart's Blackberry Cider	473	\$0.25	Mini Thematic
25051	Muskoka Survival Pack 2022	6 × 473	\$1.25	
25120	Lamb's Spiced Rum	750	\$1.20	Shelf Extender
25273	FLiNG Cucumber Mint Vodka Soda	355	\$0.20	APP
25424	Sam Adams Wicked Easy	473	\$0.20	Shelf Extender
27604	Dixon's Silver Creek Vodka	750	\$2.00	Comm. Extender
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	\$1.50	Shelf Extender
31062	Ruffino Orvieto Classico Doc	750	\$2.00	Wine Fridge
33340	Collavini Pinot Grigio	750	\$2.25	Shelf Extender
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$2.00	
45898	Bacardi Superior White Rum (P.E.T)	1750	\$1.35	
47316	Los Arango Reposado Tequila	750	\$5.00	
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00	
53876	>(V) Villa Antinori Toscana Igt	750	\$2.00	End Aisle
56366	Sterling Vintner's Cabernet Sauvignon	750	\$2.00	Flex Space
57349	Chateau Des Charmes Gamay Noir VQA	750	\$1.00	
58339	>Kaiken Malbec	750	\$1.00	
61101	Peninsula Ridge Merlot VQA	750	\$2.00	Discovery Extender
63313	Peller Family Vineyards Dry White Crtn	1000	\$1.00	Shelf Extender
65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA	750	\$1.00	Green Extender
66738	>The Black Chook Shiraz Viognier	750	\$2.00	End Aisle
69377	>(V) Monte Antico Igt (Empson)	750	\$2.00	VL1
75291	Weihenstephaner Hefeweissbier	500	\$0.75	
75663	Alianca Vinho Verde	750	\$1.00	
75689	Wayne Gretzky Cabernet Merlot Vqa	750	\$2.00	Middle Nesting Table
78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	\$2.00	Shelf Extender
89037	>Tawse Chardonnay Sketches Of Niagara	750	\$2.00	
89862	Girls' Night Out Rosé VQA	750	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
89995	Quinta Da Aveleda Vinho Verde	750	\$1.50	
96263	Tanqueray London Dry Gin	1750	\$2.00	
107763	Pelee Island Monarch Red VQA	750	\$1.00	Shelf Extender
108357	Carolans Irish Cream	750	\$1.50	Shelf Extender
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	
113241	Cazadores Anejo Tequila	750	\$2.00	Mini Thematic
114694	Crown Royal	1750	\$2.00	Shelf Extender
117101	Jagermeister	750	\$2.00	Shelf Extender
122390	The Beachhouse Sauvignon Blanc	750	\$1.00	Shelf Extender
122689	Henkell Trocken	750	\$2.00	Shelf Extender, Wine Fridge
125260	Konzelmann Canada Red VQA	750	\$1.50	
137810	Campo Viejo Rioja Reserva	750	\$3.00	
143040	Hornitos Reposado Tequila	750	\$4.00	
143735	Fantini Negroamaro Puglia Igp	750	\$1.00	Flex Space
147504	>13th St Cuvee Rose Brut(13th Street Wine Co	750	\$3.00	
155051	Masi Campofiorin Igt	750	\$3.00	
159772	Muskoka Hazed And Confused	473	\$0.25	Discovery Extender
160952	Domaine Jean Bousquet Malbec Organic	750	\$1.50	
161141	Paso Creek Cabernet Sauvignon Paso Robles	750	\$2.00	
173542	Tequila Don Julio Blanco	750	\$4.00	Mini Thematic
178541	Batasiolo Barolo Docg	750	\$3.00	Shelf Extender
178681	Open Sauvignon Blanc VQA	750	\$1.00	Comm. Extender
181388	Lindemans Bin 95 Sauvignon Blanc	750	\$1.00	
190025	Champagne Victoire Brut Prestige	750	\$3.00	
194878	White Owl Whisky	750	\$3.00	Shelf Extender
200741	Gibson's Finest Rare 12 Years Old	1750	\$5.00	Shelf Extender
210047	>Columbia Crest H3 Cabernet Sauvignon	750	\$2.00	
214056	Girls' Night Out Pineapple Mango Tango	1500	\$1.00	
215012	Black Tower Rivaner	1000	\$2.00	Shelf Extender
215020	El Dorado 5 Year Old Rum	1140	\$1.00	
216655	Absolut Vodka	1750	\$1.35	
216689	J.P. Wiser's Deluxe	1140	\$1.00	Front Nesting Table
216820	Finlandia Vodka	1140	\$1.00	Comm. Extender
216945	Freixenet Cordon Negro Brut Cava	750	\$2.00	Wine Fridge
217281	Bombay Sapphire London Dry	1140	\$1.00	End Aisle, Value Add
217950	Crown Royal	1140	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
219030	Red House Wine Co. Cabernet Shiraz VQA	750	\$2.00	goLOCAL
219543	Inniskillin Late Autumn Riesling VQA	750	\$1.00	Middle Nesting Table, Wine Fridge
221804	Trius Sauvignon Blanc VQA	750	\$2.00	Middle Nesting Table
224766	>V)Brut Methode Traditionelle (Chateau Des C	750	\$4.00	
225250	Stolichnaya Vodka	1140	\$1.00	Shelf Extender
226860	Wolf Blass Yellow Label Chardonnay	750	\$2.50	
227678	1800 Silver Tequila	750	\$2.00	Mini Thematic
228569	Cave Spring Gamay VQA	750	\$2.00	goLOCAL
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00	Wine Fridge
245324	Les Jamelles Merlot Vin De Pays D'Oc	750	\$2.00	End Aisle
245340	Chapoutier Belleruche Cdr White Aoc	750	\$3.00	
250217	Henry Of Pelham Pinot Grigio VQA	750	\$2.00	Middle Nesting Table
250266	Girls' Night Out Very Berry Bomba	1500	\$1.00	
253302	Luksusowa Vodka	750	\$1.00	Shelf Extender
253914	Martini Dry Vermouth White	1000	\$1.00	Discovery Extender
255380	Pilsner Urquell	500	\$0.20	
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	
270926	Henry Of Pelham Baco Noir VQA	750	\$2.00	Middle Nesting Table
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	
271643	Tequila Tromba Blanco	750	\$3.00	Mini Thematic
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$2.00	Wine Fridge
273110	Canadian Club & Ginger Ale	473	\$0.25	
275909	Caliterra Sauvignon Blanc	750	\$1.00	Feature Fixture A
276170	Pelee Island Blanc De Blanc VQA	750	\$1.00	
277210	Cavit Collection Moscato Pavia Igt	750	\$2.00	Shelf Extender
282277	Pimm's No. 1 Cup	750	\$2.00	Shelf Extender
284943	>Francis Coppola Sofia Rosé	750	\$2.00	Wine Fridge
295022	Two Oceans Pinot Grigio	750	\$2.00	Flex Space
297101	Peller Family Vineyards Chardonnay	1500	\$2.00	
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	Shelf Extender
307744	O'Leary Cabernet Merlot VQA	750	\$2.00	
308007	Menage A Trois Red	750	\$2.00	Comm. Extender
308122	>Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00	
311787	Budweiser	6 × 473	\$1.00	
311910	Canadian Club Classic 12 Year Old	375	\$1.00	FEM1
311936	Canadian Club Classic 12 Year Old	1140	\$2.00	Comm. Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
318683	The Kraken Black Spiced Rum	1140	\$2.00	Shelf Extender
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	
322586	>Montes Alpha Cabernet Sauvignon	750	\$3.00	
326025	Basil Hayden Straight Bourbon	750	\$5.00	Comm. Extender
326413	Pelee Island Pinot Grigio VQA	750	\$2.00	Shelf Extender
326728	>(V) Oyster Bay Chardonnay Marlborough	750	\$3.00	Flex Space
328526	Jackson-Triggs Chardonnay	1500	\$2.00	Shelf Extender, Wine Fridge
333583	Thornbury Premium Apple Cider	473	\$0.40	Mini Thematic
334805	Mott's Extra Spicy Caesar	458	\$0.15	
338012	Hardys Stamp Series Shiraz/Cabernet	750	\$1.50	
338053	Alize Red Passion Liquor	750	\$5.00	
340380	Two Oceans Sauvignon Blanc	750	\$2.00	Flex Space, Wine Fridge
341743	Trius Rosé VQA	750	\$3.00	Wine Fridge
342436	>(V) Bonterra Chardonnay Organic	750	\$2.00	
352583	>(V) Beringer Knight's Valley Cab Sauvignon	750	\$5.00	
363622	Bolla Pinot Grigio Delle Venezie	750	\$2.00	
363978	Miguel Torres Chile Pisco El Gobernador	700	\$3.00	
366534	The Kraken Black Spiced Rum	375	\$1.00	
367698	>Boschendal 1685 Chardonnay	750	\$2.00	
369009	Pinnacle Vodka	750	\$1.25	
369686	>(V) Kendall-Jackson Vintners Rsv Chardonnay	750	\$2.00	Wine Fridge
369793	Mount Gay Eclipse Rum	750	\$2.00	
369967	Inception Deep Layered Red	750	\$2.00	Shelf Extender
371872	Girls' Night Out Sangria	750	\$1.00	
372219	Sandbanks Pinot Grigio VQA	750	\$2.00	Shelf Extender
374496	Forbidden Artisanal Cider	473	\$0.20	Mini Thematic
376145	Radio Boka Tempranillo Vdt Castilla	750	\$2.00	
377275	Innis & Gunn Lager	500	\$0.30	End Aisle
377770	>Quails' Gate Okanagan Vly Chardonnay VQA	750	\$3.00	Middle Nesting Table
379958	Kronenbourg 1664 Blanc	500	\$0.25	
382580	Meukow Cognac VS	750	\$5.00	
383711	Jackson-Triggs Merlot	750	\$1.00	Comm. Extender
386789	Casamigos Tequila Blanco	750	\$3.00	Mini Thematic
387209	Centennial 10 Year Old Limited Edition Rye	750	\$1.00	Shelf Extender
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00	OWS
389411	>(V) Prop Res Vidal Icewine VQA (Jackson Triggs)	375	\$5.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
391631	Fantini Pinot Grigio	750	\$1.50	Flex Space
401307	Maestro Dobel Tequila	750	\$5.00	Mini Thematic,
405514	Yellow Tail Sangria	750	\$1.00	Feature Fixture A
407551	Philippe De Rothschild Cab Sauv Pays D'Oc	750	\$2.00	
408286	Lolea No 1 Red Sangria Spain	750	\$2.00	
413294	Grey Goose Le Citron	750	\$3.00	End Aisle, Value Add
416487	The Wanted Zin Old Vines Zinfandel Igt	750	\$2.00	
417295	Ciroc Original Unflavoured	750	\$3.00	End Aisle,
422345	Moosehead Lager	6 × 473	\$1.50	End Aisle, Contest
426528	Wayne Gretzky Baco Noir VQA	750	\$2.00	Shelf Extender
427088	Casillero Del Diablo Rsv Merlot	750	\$2.00	
427310	Long Weekend Chardonnay Pinot Grigio VQA	750	\$1.00	Feature Fixture A
445825	Jacob's Creek Moscato Rosé Sparkling	750	\$2.00	Shelf Extender
446625	Beatties Farm Crafted Vodka	750	\$4.00	
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00	Middle Nesting Table
454074	Olmecca Altos Plata	750	\$3.00	Mini Thematic, Necktag
457358	Eden Grove Perfect Pear	473	\$0.25	Mini Thematic
459818	Sapporo	6 × 500	\$2.00	
459917	Peller Family Vineyards Rosé	1500	\$2.00	Wine Fridge
460360	El Jimador Tequila Reposado	750	\$3.00	Mini Thematic
462309	Lamb's Spiced Rum	750	\$1.20	
465146	Les Janelles Sauvignon Blanc Pays Doc	750	\$2.00	End Aisle
467811	Ruffino Prosecco	750	\$2.00	
469304	13th Street Burger Blend Ries. P. Grigio VQA	750	\$2.00	goLOCAL
469981	Cowbell Absent Landlord	473	\$0.25	
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	Comm. Extender
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	Wine Fridge
485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	\$2.00	goLOCAL
485995	XOXO Red Sangria	750	\$1.00	Feature Fixture A
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$2.30	
491811	Southern Comfort	750	\$3.00	Shelf Extender
491829	Southern Comfort	1140	\$4.00	
492017	Steam Whistle	6 × 473	\$1.30	End Aisle
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	\$5.00	
492256	Tag No.5 Vodka (P.E.T)	1140	\$1.00	Shelf Extender
492454	1800 Coconut Tequila	750	\$2.00	Comm. Extender
497396	Bavaria Premium	500	\$0.25	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	\$1.50	Shelf Extender
508572	Flying Monkeys Juicy Ass IPA	473	\$0.20	End Aisle
514851	Okanagan Apple Cider	473	\$0.30	
516880	Mill Street Original Organic	6 × 473	\$1.00	End Aisle, Contest
517185	Burnt Ship Bay Sauvignon Blanc VQA	750	\$2.00	Wine Fridge
518753	D'Ont Poke The Bear White VQA	750	\$1.00	Wine Fridge
518795	Omnipollo IPA	473	\$0.25	End Aisle,
520353	Bacardi Spiced Rum	750	\$1.50	End Aisle, Value Add
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00	Shelf Extender, Wine Fridge
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	\$2.00	Wine Fridge
523688	Bodacious Smooth White Bag In Box	4000	\$3.00	
524314	Yellow Tail Sauvignon Blanc	750	\$2.00	Feature Fixture A
534230	Beringer Founders Estate Chardonnay	750	\$2.00	
534693	Kittling Ridge White Zinfandel/Vidal	750	\$1.00	Feature Fixture A
536565	Lily Sparkling Rosé VQA	750	\$1.00	Shelf Extender
536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	\$3.00	
541243	Creemore Springs Premium Lager	6 × 473	\$1.00	Shelf Extender
541961	Three Thieves Cabernet Sauvignon	750	\$2.00	Shelf Extender
541979	Three Thieves Pinot Grigio	750	\$2.00	
544155	Iceberg Vodka (P.E.T)	1750	\$1.00	Shelf Extender
545780	Apothic Rosé	750	\$2.00	Wine Fridge
546408	Dragon Stout	4 × 426	\$1.00	
554469	Guinness Draught	8 × 440	\$2.00	
557108	St Remy XO Brandy	750	\$1.00	End Aisle, Value Add
560243	Eastdell Rosé VQA	750	\$2.00	Wine Fridge
571133	>Dillon's Vermouth	750	\$1.00	
571901	Tequila Rose Strawberry Cream	1140	\$3.00	Shelf Extender
572164	Yellow Tail Cabernet Sauvignon	1500	\$2.00	Shelf Extender
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.25	
582825	Peller Estates Family Series Chardonnay VQA	750	\$1.00	Shelf Extender
611483	Wolf Blass Red Label Cabernet Merlot	750	\$2.00	Comm. Extender
614651	Trapiche Reserve Malbec	750	\$1.50	Discovery Extender
617878	Partake Brewing Non-Alcoholic Pale Ale	355	\$0.15	
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$2.00	Middle Nesting Table
619452	Matua Sauvignon Blanc Hawke's Bay	750	\$2.00	Shelf Extender
620096	Angels Gate Cabernet Merlot VQA	750	\$1.00	
620773	Masi Masiatico Pinot Grigio	750	\$2.00	Wine Fridge
621003	Montecillo Rioja Reserva	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
623322	Peller Family Vineyards Sauvignon BI	4000	\$3.00	End Aisle
624544	Yellow Tail Shiraz	750	\$2.00	Shelf Extender
625996	JP Wisers Old Fashioned Canadian Whisky	750	\$1.20	Front Nesting Table
628990	Tito's Handmade Vodka	1140	\$2.00	
633206	Hidden Temple Gin	750	\$5.00	
633438	19 Crimes The Uprising Red Wine	750	\$2.00	
633560	Three Thieves Chardonnay	750	\$2.00	Wine Fridge
636068	Malfy Gin Rosa	750	\$2.00	Shelf Extender
637058	Bombay Sapphire London Dry Gin	375	\$1.00	
637728	Jackson-Triggs Shiraz	1500	\$2.00	
638130	Dillon's Vodka	750	\$2.00	
638221	Josh Cellars Merlot	750	\$2.00	
639880	Bodacious Rosé	750	\$1.00	Feature Fixture A
648642	Sandbanks Smugglers White VQA	750	\$1.00	
649269	Smirnoff Vodka & Soda Cranberry Lime	4 × 355	\$1.00	
650325	>Kim Crawford Hawke's Bay Rosé	750	\$2.00	
660241	>Bonanza Lot 3 California Cabernet Sauvignon	750	\$3.00	VL1
662379	Ciroc Watermelon	750	\$3.00	End Aisle
666560	Naked Grape Pinot Grigio Chardonnay	1000	\$1.00	
667790	Amsterdam Boneshaker	6 × 473	\$1.50	OCB End Aisle
668228	Sangre De Toro Tempranillo	750	\$2.00	
669242	Sterling Vintner's Chardonnay	750	\$2.00	Flex Space
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	
694208	>(V) Perez Cruz Reserva Cabernet Sauvignon	750	\$2.00	
696773	Faxe Amber Lager	500	\$0.25	
697318	Brickworks Ciderhouse Batch 1904	6 × 473	\$1.00	EZA, Value Add
900621	Molson Canadian	6 × 341	\$1.00	Seasonal Block Pile A
904144	Molson Canadian	6 × 355	\$1.00	Seasonal Block Pile A
908665	Bud Light	6 × 355	\$1.00	
951319	>(V) Pinot Grigio Bollini (Empson)	750	\$2.00	Wine Fridge
954834	>(V) Rodney Strong Pinot Noir Russian River	750	\$3.00	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
307	Seagrams V.O.	750	100	
620	Silk Tassel Canadian Whisky	750	100	
984	Alberta Premium Whisky	750	80	
7369	Beefeater Dry	375	30	
9902	Courvoisier VSOP	750	250	
10177	Old Pulteney 12 Year Old Single Malt	750	600	
10357	Crown Royal Peach	750	60	Seasonal Block Pile C
10393	Legent	750	250	
10512	Dujardin VSOP Brandy	750	50	
10717	Carnivor Shiraz	750	90	
10912	Gran Centenario Anejo	750	200	Mini Thematic
11845	Jose Cuervo Reserva De La Familia Platino	750	300	
12858	Waterloo Grapefruit Radler	473	10	
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	120	
13597	Bumbu XO Rum	750	120	
13906	Unwined Smooth Rosé	750	50	Feature Fixture A
14061	>Asbach Uralt Brandy	750	100	
14918	Well Hibiscus Infused Lemonade	355	15	Discovery Extender
14944	Marquis De Villard Brandy	750	50	
15012	Northern Keep Vodka	750	100	
15282	18.8 Vodka	750	60	
16544	St Remy Signature	750	200	End Aisle
16785	Peller Family Vineyards Light Pinot Grigio	750	30	
16859	Dixon's Wicked Blueberry Gin	750	100	
17117	Rally Trail Blazer	473	15	
17560	Santa Carolina Sauvignon Blanc	1500	80	
17652	Kirin Ichiban	473	5	
17845	Laneway No.11 Gin Ddp	750	110	
17851	Stella Artois	6 × 355	30	
17895	Laneway No.12 Vodka Ddp	750	90	
18574	Jim Beam Honey	750	200	
18575	Jim Beam Red Stag	750	200	
19095	Little Buddha Peach Tea	355	7	Seasonal Block Pile B
19143	Tempo Gin Smash Strawberry Lemon	473	20	
19148	Nutrl Vodka Soda Juic'D Blood Orange	473	10	
19149	Nutrl Vodka Soda Juic'D Fruit Punch	473	10	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
19159	Tempo Gin Smash Mango Peach	473	20	
19239	Porta 6 White	750	80	
19540	Howitzer Canadian Whisky	750	100	
19697	San Marzano Negroamaro Puglia Igp	750	10	
19965	Chill Street Afternoon Delight Cider	473	5	
19981	No Boats On Sunday Peach Cider	473	10	Shelf Extender
20662	Mill Street Raspberry & Blood Orange Sour	473	10	
20799	La Marca Prosecco Rosé Doc	750	50	
21097	The Glenlivet 12 Yr Malt	750	120	End Aisle
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	110	End Aisle
21383	Small Mercy Upbeat White	750	40	
22195	Fresco Di Masi Bianco	750	100	
22196	Fresco Di Masi Rosso	750	100	
22877	Cala Rey Tempranillo-Syrah	750	15	
23366	Sandeman Ruby Port	750	100	
24096	Campari Negroni	375	40	
24387	One, Two Tea! White Tea	473	30	
24493	Courvoisier VSOP Cognac	750	250	
24899	Corona Sunbrew	6 x 330	30	Shelf Extender
24952	Amarula Plant Based	750	100	Necktag
25054	Creemore Pale Ale (1757 - Creemore Springs)	473	27	CE3
25104	Luksusowa Vodka	1750	200	
25273	FI!Ng Cucumber Mint Vodka Soda	355	8	LTO
25819	Moosehead Lager	473	23	
26309	Bud Light Peach	473	5	
26678	On The Rocks Effen Cosmopolitan	375	75	
26679	On The Rocks Knob Creek Old Fashioned	375	75	
27128	Flat Roof Manor Pinot Grigio	750	80	
31930	Seagrams V.O.	1750	300	
34579	Prince Igor Extreme Vodka (P.E.T)	1140	75	
34603	Patron Anejo Tequila	750	200	Mini Thematic
40626	Charm Soju Liquor	360	15	
43281	>V) Flat Rock Cellars Estate Riesling	750	80	
60707	20 Bees Pinot Grigio VQA	750	40	
71647	Polar Ice Vodka (P.E.T)	750	70	Necktag
74476	Monimpex Golden Pear (Zwack Unicum)	750	100	
88799	Alberta Pure Vodka (P.E.T)	750	85	
109959	Jackson-Triggs Reserve Merlot VQA	750	50	Necktag Contest

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
110049	Sandbanks Estate Baco Noir VQA	750	30	Middle Nesting Table, Necktag Contest
135566	Polar Ice Vodka	750	70	Front Entrance Table, Necktag
142745	Waterloo Craft Lager	473	5	
163949	Misterio Cabernet Sauvignon	750	75	
165845	Gran Feudo Rosé	750	50	
177824	>(V)Gamay Noir (Thirteenth Street)	750	50	
187088	PJ's Original Cream (Panama)	750	50	Seasonal Block Pile C
191858	Pknt Carmenere Reserve	750	50	
207662	Ballantine's Finest Blended Malt Scotch Whisk	1140	90	
212282	Luksusowa Vodka	1140	100	
214809	Underberg Bitters Mini	3 × 20	20	
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	150	Seasonal Block Pile C
215814	Codorniu Brut Clasico Sparkling	750	100	
216671	Wisers Special Blend	1140	90	Seasonal Block Pile C
216978	Seagrams V.O.	1140	200	
217687	Canadian Club Premium	1140	100	
217992	Dewar's White Label	1140	75	
218644	Santa Rita 120 Reserva Especial Cab Sauv	750	60	
219279	Konzelmann Pinot Blanc VQA	750	50	
242339	Alberta Pure Vodka (P.E.T)	1140	100	
242347	Absolut Raspberri Vodka	375	40	FEM3
259192	Santa Carolina Chardonnay	750	50	
265199	Absolut Vodka	375	40	FEM3
267286	Sauza Gold	375	50	
269597	Santa Carolina Sauvignon Blanc	750	50	
272161	Devil's Cut	750	175	
276816	Fonseca White Port	750	40	
278127	Santa Carolina Sauvignon Blanc Reserva	1500	80	
286898	Jacob's Creek Chardonnay	750	50	
306019	Colio Extra Dry White Bag In Box	4000	250	
322727	Santa Carolina Chardonnay	1500	100	Wine Fridge
337949	Heineken Lager	500	8	
341347	Fresh Possibilities Sparkling Rosé VQA	750	40	OWS
358838	Wakefield Promised Land Cabernet Sauvignon	750	50	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
363507	Prince Igor Extreme Vodka (P.E.T)	1750	120	
364851	>(V) Unicum Bitters(Zwack Unicum Com. Ltd)	500	100	
365270	Crystal Head Vodka	1750	500	
366351	Wray & Nephew White Overproof Rum	375	40	
371500	Pelee Island Lighthouse Sauvignon Blanc VQA	750	100	
390583	Canadian Club 100% Rye	750	100	
398024	D.r McGillicuddy Intense Peach	1140	120	
400754	Iceberg Vodka	750	150	Front Entrance Table
401323	Fuzion Shiraz Malbec	1500	85	
410043	The Glenlivet Founder's Reserve Scotch Whisky	750	120	End Aisle
413062	Two Oceans Cabernet Sauvignon/Merlot	1500	125	Flex Space
417261	Hendrick's Gin	375	50	
418657	Lily Sparkling Wine VQA	750	75	OWS
420463	Two Oceans Moscato	750	75	Flex Space
427377	Porta 6, Vr Lisboa	750	80	
434084	Goose Island IPA Single Can	473	5	
436279	Hornitos Plata	750	200	
438960	Canadian Club 100% Rye	1140	100	
441543	Wakefield Promised Land Shiraz	750	50	
442491	Fantini Numero Uno Primitivo Igp	750	50	Flex Space
443465	Fuzion Chenin-Chardonnay	1500	85	
446567	Iceberg Vodka (P.E.T)	750	150	
447953	Fireball Whisky Shooter	750	120	Cold Room Spirits
454462	Banff Ice Vodka (P.E.T)	1750	120	Seasonal Block Pile C
462424	Cabot Trail Maple Cream	750	80	Seasonal Block Pile C
474239	Spinelli Unoaked Chardonnay Terre Di Chieti	750	10	
477885	Polar Ice Vodka (P.E.T)	1750	120	Seasonal Block Pile C
479923	Stalk & Barrel Blue Blend	750	200	
482612	Pike Creek Double Barreled Canadian Whisky	750	75	
485169	Colio Blush Rosé	1500	125	
486001	XOXO Pinot Grigio Sangria	750	30	Feature Fixture A
488205	Jose Cuervo Reserva De La Familia	750	500	
491118	Radio Boka Tempranillo Vdespana Bib	3000	75	
493254	Roscato Rosso Igt Provincia Di Pavia	750	40	
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	80	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
499384	Kacaba Cabernet VQA	750	50	
517136	Alberta Premium Whisky (P.E.T)	750	80	
532341	Julia Florista White	750	50	
532358	Julia Florista Red	750	50	
538926	Relax Red Blend, Rheinhessen	750	50	
541649	Highland Park Magnus	750	250	
542910	Top Shelf Gin	750	100	
545194	Top Shelf Vodka	750	80	
556712	Girls' Night Out White Sangria	750	60	Feature Fixture A
557470	Empress 1908 Gin	750	100	Seasonal Block Pile C
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	50	Necktag Contest
577023	Girls' Night Out Rosé VQA Can	250	20	
589523	Argento Estate Cabernet Sauvignon	750	50	
590463	Diplomatico Mantuano	750	200	
591701	Argento Chardonnay	750	50	
593905	Kittling Ridge White Zinfandel Vidal	1500	50	
600833	Pitu Cachaca	750	60	
604926	Prince Igor Extreme Vodka (P.E.T)	750	50	
612788	Fantini Casale Vecchio Lot 23 Mont D'Abruzzo	750	50	Flex Space
620674	Cono Sur Tocornal Cabernet Sauvignon/Shiraz	1500	30	Feature Fixture A
634899	Dixon's Wicked Citrus Gin.	750	100	
646729	Bumbu Craft Rum	750	120	
667014	Fortress Rum	750	150	
697623	Michelob Ultra	6 x 355	30	

Bonus Aeroplan Offers (Canadian-made)

LCBO#	Description	Size (mL)	APP
307	Seagrams V.O.	750	100
620	Silk Tassel Canadian Whisky	750	100
984	Alberta Premium Whisky	750	80
10357	Crown Royal Peach	750	60
12858	Waterloo Grapefruit Radler	473	10
13906	Unwined Smooth Rose	750	50
14918	Well Hibiscus Infused Lemonade	355	15
15012	Northern Keep Vodka	750	100
15282	18.8 Vodka	750	60
16785	Peller Family Vineyards Light Pinot Grigio	750	30
16859	Dixon's Wicked Blueberry Gin	750	100
17117	Rally Trail Blazer	473	15
19095	Little Buddha Peach Tea	355	7
19148	Nutrl Vodka Soda Juic'D Blood Orange	473	10
19540	Howitzer Canadian Whisky	750	100
19981	No Boats On Sunday Peach Cider	473	10
20662	Mill Street Raspberry & Blood Orange Sour	473	10
21383	Small Mercy Upbeat White	750	40
25819	Moosehead Lager	473	23
31930	Seagrams V.O.	1750	300
34579	Prince Igor Extreme Vodka (P.E.T)	1140	75
43281	>V) Flat Rock Cellars Estate Riesling	750	80
60707	20 Bees Pinot Grigio VQA	750	40
71647	Polar Ice Vodka (P.E.T)	750	70
88799	Alberta Pure Vodka (P.E.T)	750	85
109959	Jackson-Triggs Reserve Merlot VQA	750	50
110049	Sandbanks Estate Baco Noir VQA	750	30
135566	Polar Ice Vodka	750	70
142745	Waterloo Craft Lager	473	5
177824	>(V)Gamay Noir (Thirteenth Street)	750	50
187088	PJ's Original Cream (Panama)	750	50
216671	Wisers Special Blend	1140	90
216978	Seagrams V.O.	1140	200
217687	Canadian Club Premium	1140	100
219279	Konzelmann Pinot Blanc VQA	750	50
242339	Alberta Pure Vodka (P.E.T)	1140	100
306019	Colio Extra Dry White Bag In Box	4000	250
341347	Fresh Possibilities Sparkling Rose VQA	750	40

Bonus Aeroplan Offers (Canadian-made)

LCBO#	Description	Size (mL)	APP
363507	Prince Igor Extreme Vodka (P.E.T)	1750	120
365270	Crystal Head Vodka	1750	500
371500	Pelee Island Lighthouse Sauvignon Blanc VQA	750	100
390583	Canadian Club 100% Rye	750	100
398024	Dr. McGillicuddy Intense Peach	1140	120
400754	Iceberg Vodka	750	150
418657	Lily Sparkling Wine VQA	750	75
438960	Canadian Club 100% Rye	1140	100
447953	Fireball Whisky Shooter	750	120
454462	Banff Ice Vodka (P.E.T)	1750	120
462424	Cabot Trail Maple Cream	750	80
477885	Polar Ice Vodka (P.E.T)	1750	120
479923	Stalk & Barrel Blue Blend	750	200
482612	Pike Creek Double Barreled Canadian Whisky	750	75
485169	Colio Blush Rose	1500	125
486001	XOXO Pinot Grigio Sangria	750	30
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	80
499384	Kacaba Cabernet VQA	750	50
517136	Alberta Premium Whisky (P.E.T)	750	80
542910	Top Shelf Gin	750	100
545194	Top Shelf Vodka	750	80
556712	Girls' Night Out White Sangria	750	60
557470	Empress 1908 Gin	750	100
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	50
577023	Girls' Night Out Rose VQA Can	250	20
593905	Kittling Ridge White Zinfandel Vidal	1500	50
604926	Prince Igor Extreme Vodka (P.E.T)	750	50
634899	Dixon's Wicked Citrus Gin	750	100
667014	Fortress Rum	750	150

Value Added Program

LCBO#	Description	Size (mL)	VA Approved	Display Program
117	Bacardi Superior White Rum	750	Bacardi Fanny Pack	End Aisle, LTO
570	Beefeater Dry	750	Blue Tooth Speakers	End Aisle
8805	Forty Creek Barrel Select Whisky	1750	Forty Creek Canada Day T-Shirt	Front Nesting Table
8888	St Remy Brandy	750	ST Remy XO 50 mL	End Aisle
10715	Malfy Gin Con Arancia	750	Malfy Branded Tote Bag	
10937	Forty Creek Double Barrel Reserve Whisky	750	Forty Creek Canada Day T-Shirt	Front Nesting Table
11945	Proper No. Twelve	750	Non-Alc Ginger Beer	
14996	Hollandia Lager	4 × 500	Bonus Koozie	
16079	Martini Fiero	750	Martini Sparkling Rose 187 mL	End Aisle
16545	El Tesoro Anejo	750	Grenadine	
17846	Corona	6 × 355	Corona Tropical	Beer Branded Ends
17933	Top Shelf Vodka Ddp	1140	Top Shelf Butter Tart	
18426	Forty Creek Nanaimo Bar Cream	750	Lavazza Coffee	Front Nesting Table
18869	Hornitos Black Barrel	750	Grenadine	
19035	St Remy XO	375	Coffee	End Aisle
19153	Cottage Springs Raspberry Lime Vodka Box	4000	BIB Koozie	EZD
19357	Social Lite Mixed Pack	12 × 355	Fanny Pack	EZH
19388	Bombay Bramble	750	Bombay Balloon Glass	End Aisle
19592	Ren Ultra Premium Vodka Ddp	750	Branded Cocktail Picks x 2	
19750	Teremana Reposado Tequila	750	Citrus Reamer	Mini Thematic
20047	Forty Creek Foxheart	750	Forty Creek Canada Day T-Shirt	Front Nesting Table
21378	Jim Beam White Label Bourbon	750	Jim Beam Black 50 mL	
21441	Honest Lot Sauvignon Blanc	750	Mesh Vegetable Bag	
24081	Stoneleigh Lighter Rosé	750	Ice Mold	Feature Fixture B
24337	Social Lite Fruit Punch	4000	Fanny Pack	EZH
24347	Cottage Springs Mango Vodka Water Box	4000	BIB Koozie	EZD
24425	Georgian Bay Tequila Smash Prickly Pear	6 × 355	Tajin Seasoning	End Aisle
24427	Cottage Springs Vodka Iced Tea Box	4000	BIB Koozie	EZD
24428	Cazadores Paloma	1750	Cazadores Reposado 50 mL	Shelf Extender
24432	Georgian Bay Tequila Smash	6 × 355	Tajin Seasoning	End Aisle
25425	Brickworks Ciderhouse Mix Pack	6 × 473	Buy One 6-pack get a free tote bag	EZA
25554	Dirty Devil Vodka	750	Caesar Rim	
31112	Grant's Triple Wood Blended Scotch Whisky	750	Grant's 12YO 50 mL	
33928	J.P. Wiser's Deluxe	1750	Branded Wiser's Towel	Front Nesting Table
34637	Canadian Club Premium	1750	Canadian Club 1858 200 mL	Shelf Extender
49726	Yukon Jack	750	Fireball 50 mL	
53082	Alberta Pure Vodka (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL	
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL	

Value Added Program

LCBO#	Description	Size (mL)	VA Approved	Display Program
56622	Beefeater Dry	1750	Blue Tooth Speaker	End Aisle
95935	Grey Goose Vodka	750	Grey Goose Collectable Soda Can	End Aisle
109017	L'Epayrie Blanc	1500	Beeswax food Wrap	
110056	Absolut Vodka	750	Branded Tin Can Cup	
128520	L'Epayrie Special Reserve Rouge	1500	Beeswax Food Wrap	
148007	Czechvar Premium Lager	500	Branded Coaster	
176834	Aperol	750	Aperol Spritz Glass	Seasonal Block Pile D
180695	St-Germain Elderflower Liqueur	750	Martini Sparkling Rose 187 mL	End Aisle
189217	Gibson's Finest Sterling Edition	750	Gibson's Finest 50 mL	
192922	Seagram's 83	1140	Fireball 50 mL	
195651	Forty Creek Confederation Oak Reserve Whisky	750	Forty Creek Canada Day T-Shirt	Front Nesting Table
209213	Beefeater London Dry Gin	1140	Beefeater Blood Orange 50 mL	End Aisle
214049	Girls' Night Out Strawberry Samba	1500	Softlips	
215616	Jack Daniel's Tennessee Whiskey	1140	Coca Cola 6 × 237 mL	End Aisle, Necktag
215889	Gibson's Finest Sterling Edition Whisky	1140	Gibson's Finest 50 mL	
216903	Banff Ice Vodka	1140	Canadian Club 1858 50 mL	
217125	Sauza Silver	1140	Cards	
217216	Myers Planters Punch	1140	Seagram's V.O. 2 × 50 mL	
217281	Bombay Sapphire London Dry	1140	Bombay Balloon Glass	End Aisle, LTO
227413	Iceberg Vodka	1140	Collapsible Silicone Cup	
231571	Seagrams 83 (P.E.T)	1750	Seagram's V.O. 2 × 50 mL	
237792	Icebox Long Island Iced Tea	1140	Fireball 50 mL	
257238	Absolut Citron Vodka	750	Branded Tin Can Cup	
277186	Zonin Prosecco Brut 1821 Doc	750	Icebags	
281378	Forty Creek Cream Liqueur	750	Lavazza Coffee	Front Nesting Table
285254	Forty Creek Copper Pot Reserve	750	Forty Creek Canada Day T-Shirt	Front Nesting Table
285585	Masi Bonacosta Valpolicella Classico Doc	750	Lavazza Single Serve Coffee	
293043	Stoneleigh Marlborough Sauvignon Blanc	750	Sustainable Tote Bag	Wine Fridge
300699	Molson Canadian	6 × 473	Glassware	Front Nesting Table, Seasonal Block Pile A
305607	Seagrams 83	750	Seagram's V.O. 50 mL	
314856	Fireball Whisky Shooter	1140	Twisted Tea	Cold Room Spirits
316844	Bombay Sapphire London Dry	750	Bombay Balloon Glass	End Aisle
340398	Two Oceans Cabernet Sauvignon Merlot	750	Stemless Glassware	Flex Space
350207	Forty Creek Copper Pot Reserve Whisky	1140	Forty Creek Canada Day T-Shirt	Front Nesting Table
350397	Banff Ice Vodka	750	Canadian Club 1858 50 mL	
350561	Forty Creek Cream Liqueur	1140	Lavazza Coffee	Front Nesting Table
350629	Forty Creek Barrel Select Whisky	1140	Forty Creek Canada Day T-Shirt	Front Nesting Table

Value Added Program

LCBO#	Description	Size (mL)	VA Approved	Display Program
374520	Angry Orchard Hard Crisp Apple	6 × 355	Fireball 50 mL	
384651	Martini Prosecco Sparkling	750	Martini Fiero 60 mL	End Aisle, Wine Fridge
390260	Appleton Estate V/X Signature Blend	1750	Appleton Estate 8 Year Old Reserve 50 mL	End Aisle
397091	Forty Creek Copper Pot Reserve	1750	Forty Creek Canada Day T-Shirt	Front Nesting Table
397976	Dr. McGillicuddy Intense Peach	375	Dr. McGillicuddy's Coffee	
398552	Bacardi Limon	750	Bacardi Fanny Pack	End Aisle
405845	Evan Williams Black Label Bourbon Whiskey	750	Evan Williams 50 mL	
413294	Grey Goose Le Citron	750	Grey Goose Collectable Soda Can	End Aisle, LTO
417196	Grey Goose Vodka	1140	Grey Goose Collectable Soda Can	End Aisle
430355	Jura Origin 10 Year Old	750	Flask	
439661	Fireball (P.E.T)	200	Southern Comfort 50 mL	
446559	Georgian Bay Vodka	750	355 mL Smash Can On Pack: Gin/ Vodka Smash Innovation Pear/ Cherry/Watermelon	Front Entrance Table
448597	Georgian Bay Gin	750	355 mL Smash Innovation On Pack for End Aisle Display: Pear/Cherry/ Watermelon	
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 × 50 mL	
477836	Malibu Coconut Rum	750	Cross Body Bag	
484204	Malfy Gin Con Limone	750	Malfy Branded Tote	
487694	La Marca Prosecco Doc	750	Eatable Gourmet Popcorn	Wine Fridge
491803	Southern Comfort (P.E.T)	375	Seagram's VO 50 mL	
493999	Absolut Lime Vodka	750	Branded Tin Cup	
515205	St Germain Elderflower Liqueur	200	Martini Fiero 60 mL	CE1
520353	Bacardi Spiced Rum	750	Bacardi Fanny Pack	End Aisle, LTO
534263	Beringer Founders Estate Cabernet Sauvignon	750	Meat Thermometer VA	
536805	Spirit Of York Gin	750	Caesar Rimmer	
541755	Spirit Of York Vodka	750	Caesar Rimmer	
550715	Forty Creek Barrel Select	750	Forty Creek Canada Day T-Shirt	Front Nesting Table
550749	Absolut Mandrin	750	Branded Tin Can Cup	
557108	St Remy XO Brandy	750	Coffee + Amoretti Syrup	End Aisle, LTO
560888	Georgian Bay Gin Smash	6 × 355	Tajin Seasoning	End Aisle
601484	Amaro Montenegro Liqueur	750	Montenegro Green Glassware	
604348	Absolut Apeach Vodka	750	Branded Tin Can Cup	
604934	Grey Goose Vodka	375	St Germain 50 mL	CE1
605063	Buffalo Trace Bourbon	750	Sheep Dog 50 mL	
605816	St Remy Brandy	1140	St Remy XO 50 mL	End Aisle
605931	Grant's Triple Wood Blended Scotch Whisky	1140	Grant's 12YO 50 mL	

Value Added Program

LCBO#	Description	Size (mL)	VA Approved	Display Program
697318	Brickworks Ciderhouse Batch 1904	6 × 473	Buy One 6-pack get a free tote bag	EZA,LTO
925685	Absolut Grapefruit Vodka	750	Branded Tin Can Cup	

Trade Copy

Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	Gold Medal - Spirits Business	Front Entrance Table, LTO
17369	Sandbanks Route 33 White VQA	750	Ultimate Winery Tour	
18941	Spade & Sparrows Pinot Grigio	750	Brand Awareness	
18942	Spade & Sparrows Rosé	750	Brand Awareness	
19444	Spade & Sparrows Pinot Noir	750	Brand Awareness	
21378	Jim Beam White	750	Jim Beam Live Nation 2022 Contest	
24930	Spade & Sparrows Cabernet Sauvignon	750	Brand Awareness	
24952	Amarula Plant Based	750	A New Indulgence	APP
25461	Mindful Pinot Grigio VQA	750	Mindful - NP Launch	
25462	Mindful Rosé VQA	750	Mindful - NP Launch	
41384	Jack Daniel's Tennessee Whiskey	750	Co Branded Jack and Coke	End Aisle
71647	Polar Ice Vodka (P.E.T)	750	Gold Medal - Spirits Business	APP
109959	Jackson-Triggs Reserve Merlot VQA	750	Ultimate Winery Tour	APP
110049	Sandbanks Estate Baco Noir VQA	750	Ultimate Winery Tour	Middle Nesting Table, APP
128090	Collective Arts Artisanal Gin	750	Gin Awards	
135566	Polar Ice Vodka	750	Gold Medal - Spirits Business	Front Entrance Table, APP
211110	Wyborowa Vodka	1140	Meet the Polish Rye	
215616	Jack Daniel's Tennessee Whiskey	1140	Co Branded Jack & Coke	End Aisle, Value Add
217786	Jim Beam White	1140	Jim Beam Live Nation 2022 Contest	
286237	Clean Slate Riesling Mosel	750	Best Buy	
348979	Inniskillin Pinot Grigio VQA	750	Ultimate Winery Tour	
364174	Drambuie	375	Drambuie Collins	
454074	Olmecca Altos Plata	750	The Spirits Business Masters Accolades	Mini Thematic, LTO
468512	Reyka Small Batch Vodka	750	Puffin Collins Cocktail	
483255	Casillero Del Diablo Reserva Pinot Grigio	750	Enter to Win a Casillero del Diablo picnic kit	
526251	Jackson-Triggs Reserve Chardonnay VQA	750	Ultimate Winery Tour	
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	Ultimate Winery Tour	APP
563122	Fat Bastard Syrah Pays D'Oc	750	NEW LOOK	
578641	Casillero Del Diablo Reserva Sauvignon Blanc	750	Enter to Win a Casillero del Diablo picnic kit	
622837	Sterling Vintner's Merlot	750	Sterling Pairs Well With You	Flex Space

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Force Allocated	Store Order	Distributor	Agent
Beer Block Pile	300699	Molson Canadian	2838	✓		275 - The Beer Store	103 - Molson Coors Canada
	900621	Molson Canadian	2046	✓		275 - The Beer Store	103 - Molson Coors Canada
	904144	Molson Canadian	2130	✓		275 - The Beer Store	103 - Molson Coors Canada
	904409	Molson Canadian	473	✓		275 - The Beer Store	103 - Molson Coors Canada
Mini Thematic C (EA #10)	11674	Spy Cider House Golden Eye Cider	473		✓	LCBO Warehouse	1846 - Spy Cider House And Distillery
	16150	Niagara Cider Rose Gold Berry Soaked Cider	473		✓	2732 - Niagara Cider Co.	1730 - Metabolic Media
	19969	Liberty Village Peach Cider	473		✓	LCBO Warehouse	1902 - Ace Beverage Group
	19974	Duntroon Cider House Empire Extra Dry Cider	473		✓	LCBO Warehouse	1730 - Metabolic Media
	25034	Reinhart's Blackberry Cider	473		✓	LCBO Warehouse	1546 - Reinhart Foods Ltd.
	333583	Thornbury Premium Apple Cider	473		✓	LCBO Warehouse	119 - Colio Estate Wines
	374496	Forbidden Artisanal Cider	473		✓	LCBO Warehouse	1730 - Metabolic Media
	457358	Eden Grove Perfect Pear	473		✓	LCBO Warehouse	1365 - United Craft
	541219	Kw Craft Cider Can	473		✓	LCBO Warehouse	303 - Churchill Cellars Ltd.
Ontario Craft Beer End Aisle	18773	Nickel Brook No Bad Daze Easy Going Lager	473		✓	6699 - Nickel Brook Brewing Company	893 - Nickel Brook Brewing
	24563	Sawdust City - Tropical Storm Daiquiri	473		✓	1143 - Sawdust City Brewing Co.	29 - Sawdust City Brewing
	24581	Refined Fool Ipa Fun Box, 4th Edition	2838		✓	5732 - Refined Fool Brewing Company	1403 - Refined Fool
	25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473		✓	458 - Cowbell Brewing Co.	1488 - Blyth Brewing/ Cowbell
	467266	Swingbridge Blonde Ale	473		✓	402 - Manitoulin Brewing	1480 - Manitoulin Brewing Company
BEZ 21B	667790	Amsterdam Boneshaker Ipa	2838		✓	3842 - Amsterdam Brewing Company	615 - Amsterdam Brewing Co. Limited
	25224	Side Launch Raspberry Lemonade Refresher	473		✓	3827 - Side Launch Brewing	1101 - Side Launch Brewing Company
	26064	Collective Arts Strawberry Pina Colada Sour	473		✓	LCBO Warehouse	1438 - Collective Arts Brewing Limited
	27493	Nickel Brook Summer Mixed Pack	2838		✓	6699 - Nickel Brook Brewing Company	893 - Nickel Brook Brewing

Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Force Allocated	Store Order	Distributor	Agent
	25425	Brickworks Ciderhouse Mix Pack	2838		✓	1950 - Trillium Beverage Inc.	583 - Trillium Beverage Inc/Mill Street
BEZ 21A	25898	Brickwovorks Ciderhouse Pineapple Agave Cider	473		✓	1950 - Trillium Beverage Inc.	583 - Trillium Beverage Inc/Mill Street
	697318	Brickworks Ciderhouse Batch 1904	2838		✓	1950 - Trillium Beverage Inc.	583 - Trillium Beverage Inc/Mill Street
Impulse Display: CE5	25670	Hop City Hopper Creamsicle	473	✓		275 - The Beer Store	310 - The Premium Beer Company Inc.
Impulse Display: CE3	25054	Creemore Pale Ale (1757)	473	✓		275 - The Beer Store	103 - Molson Coors Canada
	17819	Stella Artois	2838	✓		275 - The Beer Store	214 - Labatt Breweries ON
End Aisle: 7	17820	Stella Artois	473	✓		275 - The Beer Store	214 - Labatt Breweries ON
	17823	Stella Artois	1980	✓		275 - The Beer Store	214 - Labatt Breweries ON
	19894	Cracked Canoe	2838	✓		275 - The Beer Store	310 - The Premium Beer Company Inc.
End Aisle: 9	422345	Moosehead Lager	2838	✓		275 - The Beer Store	310 - The Premium Beer Company Inc.
	20119	Collective Arts Matter Of Fact	473	✓		LCBO Warehouse	1438 - Collective Arts Brewing Limited
End Aisle: 17	492017	Steam Whistle	2838	✓		5577 - Steam Whistle Brewing / 275 - TBS	679 - Steam Whistle Brewing
	508572	Flying Monkeys Juicy Ass Ipa	473	✓		6309 - Flying Monkeys Craft Brewery	877 - Flying Monkeys Craft Brewery
	377275	Innis & Gunn Lager	500	✓		LCBO Warehouse	256 - PMA Canada Ltd.
End Aisle: 20	518795	Omnipollo Ipa	473	✓		1812 - Craft Brand Co	1316 - Craft Brand Company Inc.
	516880	Mill Street Original Organic	2838	✓		1950 - Trillium Beverage Inc.	583 - Trillium Beverage Inc/Mill Street
D4: Discovery BSM 1	159772	Muskoka Hazed And Confused	473	✓		LCBO Warehouse	899 - Lakes Of Muskoka Cottage Brewery
R57: Ontario Beer A	25424	Sam Adams Wicked Easy	473	✓		LCBO Warehouse	310 - The Premium Beer Company Inc.
R58: Ontario Beer B	25389	Mill Street Fruit Market Mix Pack	2838	✓		1950 - Trillium Beverage Inc.	583 - Trillium Beverage Inc/Mill Street
R59: Beer 1	20030	Born Again Helles Lager	473	✓		1181 - Silversmith Brewing Co	1537 - Silversmith Brewing Company
R60: Beer 2	24899	Corona Sunbrew	1980	✓		275 - The Beer Store	214 - Labatt Breweries Ontario
R61: Beer 3	19981	No Boats On Sunday Peach Cider	473	✓		LCBO Warehouse	60 - Andrew Peller Limited
R62: Beer 4	541243	Creemore Springs Premium Lager	2838	✓		1757 - Creemore Springs Brewery	103 - Molson Coors Canada

PERIOD 4

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JUNE 19  HAPPY Father's Day Start of Period 4 APP START DATE	20	21	22	23	24	25
26	27	28	29  SUMMER <i>Food & Drink Release</i>	30  Beer Super Sale June 30 - July 3	JULY 1  Canada Day (Stores are closed)	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16 End of Period 4  APP END DATE

LCBO