

# Online Exclusive

## PRODUCTS WITH VALUE-ADDS

### How it Works

Building on LCBO's successful Wine Wednesday Program, we are looking for products that offer great Value-Adds exclusively for our eCommerce channel across all categories.

The product itself does not need to be an eCommerce exclusive, but the offer (product with value-add) must be an eCommerce exclusive. Offers can be single or multiple products with a value-add. The value-add is the offer 'story'.

**Successful value adds over Holiday Season have included blankets, board games, quality glassware, gift-cards for province-wide retailers and restaurants, but we are open to all types of ideas that can drive strong sell-through of the offer (minimum target \$50K to \$70K in sales over the season).**

**This is an Excel Applied Promotional Program. Please apply by completing the Excel Application Form before the deadline.**

### What We're Looking For

We are looking for unique, solution-driven and premium value-adds that are going to drive customers to purchase your product online. As this is an online exclusive offer, we are not restricted by retail shelf constraints, so get creative!

- General list spirits, beer, cider, RTD, wines and Vintages Essentials are eligible to participate
- Note: We encourage participating products in Spirits EA 1-4 Value-Add Partnerships to present enhanced eCommerce offers through this program

We are looking for the product(s) and value-add offer to align with the larger promotional/seasonal themes and/or align to key occasions/events.

### What's Included

- Feature placement on the day the offer launches on lcbo.com's respective Category Landing page
- Feature placement on the Online Exclusives page until the offer is sold through (up to four weeks). The expectation is that the offer will sell through within ONE WEEK

### Notes

- Value-Adds must adhere to the AGCO rule that the value add cannot exceed 20% of the value of the product(s) to which it is applied.
- Minimum sales forecast \$40K for all offers
- There is no cost to participate in this program at this time; bring us your very best Value-Adds!
- Any scheduling of Social and CRM supports will be determined by LCBO and will be dependent on inventory availability

### Pricing Information

- There is no cost to participate except for the cost of the value-add

### Supplier Value-add Requirements

- All offer contents (tools, branded box, etc.)
- Packaging colour
- Quantity of value adds
- Size (mL) if applicable
- Type of glass – rocks, balloon, martini
- Is it branded?
- Is the value add FREE? Or incremental in cost?
- Any extra unique aspects

