

## Overview

The Wine Fridge Sold Space program was initiated in 2012 to support the business plan for Wines and grow wine sales.

We are pleased to report that the program is delivering amazing results.

- Period start and end dates for each Turn have been revised:  
Turn 1: PT3 to PT6 (May 22, 2022 - September 10, 2022)  
Turn 2: PT7 to PT11 (September 11, 2022 - January 28, 2023)  
**Turn 3: PT12 to PT2 (January 29, 2023 - May 20, 2023)**
- C stores have been added to the program
- The number of paid spots in the fridge has increased.
- A fourth flight of stores has been added to the program. This Flight D along with Flight C is a smaller distribution making it affordable to new and smaller brands

### Program Highlights & Implementation:

Stores participating in this program have been divided into (4) groups based on sales and available wine fridge fixtures. The selection will change 3 times in the year. Participating products that have paid for the program must be showcased in the fridge with premium shelf positioning. Please refer to your appropriate planogram for product placement.

Participating products that are on the SAVE (formerly LTO) or Aeroplan programs must also have signage in the fridge and 'Available Chilled' signage on shelf in front of the featured brands.

Participating SKUs not currently listed in a store's assortment will be PROMO FORCED for the duration of the Turn. These SKUs will be automatically removed at the end of the turn. The One-in/One-out rule does not apply for these products.

If a store elects to place these SKUs into listed status before, during, or after a promotion, then the One-in/One-out rule will apply in order to maintain sku target.

# Wine Fridge – Sold Space Implementation Guide (P12 - P2)

Group A: There are 34 paid spots for this group of stores

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

## Participating Products:

	LCBO#	Description	Format (mL)	Retail	Varietal
Paid #1	991562	>Cremant De Bourgogne Brut Rsv (Bailly Lapie)	750	\$22.95	Vintages Sparkling
Paid #2	708305	>Francis Coppola Diamond Collection Chardonna	750	\$23.95	Vintages Chardonnay
Paid #3	268342	>V)Chardonnay Estate (Henry Of Pelham)	750	\$19.95	Vintages Chardonnay
Paid #4	18947	>Kim Crawford Illuminate Sauvignon Blanc	750	\$19.95	Vintages Sauvignon Blanc
Paid #5	231282	>Ken Forrester Old Vine Reserve Chenin Blanc	750	\$18.95	Vintages Other Varietal
Paid #6	250696	>(V) Principessa Gavia Gavi (Banfi)	750	\$17.95	Vintages Other Varietal
Paid #7	12023	Freixenet Prosecco Doc	750	\$20.95	Sparkling
Paid #8	27001	Masi Modello Prosecco Doc Brut*	750	\$20.25	Sparkling
Paid #9	467811	Ruffino Prosecco	750	\$19.95	Sparkling
Paid #10	897702	Bottega Vino Dei Poeti Prosecco Doc	750	\$16.95	Sparkling
Paid #11	122689	Henkell Trocken	750	\$15.95	Sparkling
Paid #12	20995	Bottega Prosecco Rose Doc Spumante Brut, Veneto	750	\$17.95	Sparkling Rosé
Paid #13	14882	Saintly Rose VQA	750	\$19.95	Rosé
Paid #14	450981	Pelee Island Lola Blush Sparkling VQA	750	\$12.95	Rosé
Paid #15	318014	Cono Sur Bicicleta Pinot Noir Rosé	750	\$12.50	Rosé
Paid #16	459917	Peller Family Vineyards Rosé	1500	\$15.95	Rosé
Paid #17	19261	Bread & Butter Chardonnay	750	\$19.95	Chardonnay
Paid #18	175430	Wente Morning Fog Chardonnay	750	\$19.95	Chardonnay
Paid #19	594341	Rh Phillip Toasted Head Chardonnay	750	\$19.45	Chardonnay
Paid #20	25947	Joliesse Chardonnay	750	\$16.95	Chardonnay
Paid #21	20264	Popcorn Chardonnay VQA	750	\$15.95	Chardonnay
Paid #22	25844	California Roots Chardonnay	750	\$14.95	Chardonnay
Paid #23	4705	20 Bees Chardonnay Unoaked VQA	750	\$12.95	Chardonnay
Paid #24	20321	Yellow Tail Chardonnay	1500	\$23.00	Chardonnay
Paid #25	219543	Inniskillin Late Autumn Riesling VQA	750	\$13.95	Riesling
Paid #26	620054	Babich Sauvignon Blanc	750	\$17.95	Sauvignon Blanc
Paid #27	293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$15.95	Sauvignon Blanc
Paid #28	620773	Masi Masianco Pinot Grigio	750	\$18.60	Pinot Grigio
Paid #29	229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$12.95	Pinot Grigio
Paid #30	27757	High Road Cellars Pinot Grigio	750	\$11.95	Pinot Grigio
Paid #31	28062	Keep Calm & Laugh Pinot Grigio	750	\$11.95	Pinot Grigio
Paid #32	20857	Darling Mimosa Sparkling Orange	355	\$3.25	Specialty
Paid #33		Manager's Discretion			
Paid #34		Manager's Discretion			

## Group B: There are 34 paid spots for this group of stores

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

### Participating Products:

	LCBO#	Description	Format (mL)	Retail	Varietal
Paid #1	650325	>Kim Crawford Hawke's Bay Rosé	750	\$19.95	Vintages Rosé
Paid #2	958975	>Mer Soleil Reserve Chardonnay	750	\$29.95	Vintages Chardonnay
Paid #3	593855	Astoria Prosecco La Robinia	750	\$17.15	Sparkling
Paid #4	277194	Batasiolo Bosc D'La Rei Moscato D'Asti Docg	750	\$16.00	Sparkling
Paid #5	16392	Gran Passione Prosecco Doc Spumante	750	\$15.95	Sparkling
Paid #6	229039	Yellow Tail Bubbles	750	\$15.45	Sparkling
Paid #7	216945	Freixenet Cordon Negro Brut Cava	750	\$14.45	Sparkling
Paid #8	17690	Trius Brut Rose Sparkling (Andrew Peller)	750	\$26.95	Sparkling Rosé
Paid #9	20896	Ruffino Prosecco Rosé Doc	750	\$14.80	Sparkling Rosé
Paid #10	539312	Josh Cellars Rosé	750	\$19.95	Rosé
Paid #11	43588	Folonari Pink Pinot Grigio Venezia Igt	750	\$12.95	Rosé
Paid #12	450981	Pelee Island Lola Blush Sparkling VQA	750	\$12.95	Rosé
Paid #13	375071	Carmel & Joseph Villa Blanche Chardonnay Pays	750	\$15.95	Chardonnay
Paid #14	627802	Yellow Tail Chardonnay	750	\$11.95	Chardonnay
Paid #15	219279	Konzelmann Pinot Blanc VQA	750	\$15.95	Other Varietal
Paid #16	277210	Cavit Collection Moscato Pavia Igt	750	\$14.45	Other Varietal
Paid #17	64287	Cono Sur Bicicleta Viognier	750	\$10.50	Other Varietal
Paid #18	232033	Vineland Estates Semi Dry Riesling VQA	750	\$15.95	Riesling
Paid #19	22612	Bread & Butter Sauvignon Blanc	750	\$20.00	Sauvignon Blanc
Paid #20	426601	Villa Maria Private Bin Sauvignon Blanc	750	\$19.95	Sauvignon Blanc
Paid #21	620724	Creekside Sauvignon Blanc VQA	750	\$15.95	Sauvignon Blanc
Paid #22	21441	Honest Lot Sauvignon Blanc	750	\$12.95	Sauvignon Blanc
Paid #23	340380	Two Oceans Sauvignon Blanc	750	\$11.95	Sauvignon Blanc
Paid #24	399410	Jackson-Triggs Sauvignon Blanc	750	\$11.95	Sauvignon Blanc
Paid #25	376756	Peninsula Ridge Pinot Grigio VQA	750	\$16.95	Pinot Grigio
Paid #26	99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	\$13.95	Pinot Grigio
Paid #27	589101	Ruffino Lumina Pinot Grigio Igt	750	\$12.95	Pinot Grigio
Paid #28	523431	Woodbridge By Robert Mondavi Pinot Grigio	750	\$12.50	Pinot Grigio
Paid #29	53983	Barefoot Pinot Grigio	750	\$12.45	Pinot Grigio
Paid #30	16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	\$10.95	Pinot Grigio
Paid #31	25651	Lola Limited Edition White VQA	750	\$17.95	White Blend
Paid #32	27751	Magnotta Pinot Grigio Chardonnay Venture Series VQA	750	\$14.95	White Blend
Paid #33		Manager's Discretion			
Paid #34		Manager's Discretion			

# Wine Fridge – Sold Space Implementation Guide (P12 - P2)

## Group C: There are 8 paid spots for this group of stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 82, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 193, 199, 217, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 333, 335, 345, 349, 366, 370, 372, 374, 380, 402, 403, 404, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 701, 703, 706, 746, 749, 754, 755, 756, 757, 758, 760, 761

### Participating Products:

	LCBO#	Description	Format (mL)	Retail	Varietal
Paid #1	487694	La Marca Prosecco Doc	750	\$18.95	Sparkling
Paid #2	450981	Pelee Island Lola Blush Sparkling VQA	750	\$12.95	Rosé
Paid #3	268375	Henry Of Pelham Riesling VQA	750	\$15.95	Riesling
Paid #4	308288	Whitehaven Sauvignon Blanc	750	\$19.95	Sauvignon Blanc
Paid #5	619452	Matua Sauvignon Blanc Hawke's Bay	750	\$18.00	Sauvignon Blanc
Paid #6	306472	Cono Sur Tocornal Sauvignon Blanc	1500	\$15.95	Sauvignon Blanc
Paid #7	614826	Pelee Island Pinot Grigio	1500	\$19.95	Pinot Grigio
Paid #8	141432	Sogrape Gazela Vinho Verde	750	\$10.05	White Blend

## Group D: There are 8 paid spots for this group of stores

1, 6, 17, 20, 21, 22, 24, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 58, 65, 69, 71, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 128, 136, 145, 150, 158, 165, 166, 169, 171, 174, 178, 188, 198, 220, 226, 232, 237, 246, 247, 250, 258, 260, 276, 293, 294, 296, 298, 301, 308, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 398, 411, 414, 420, 425, 426, 429, 446, 449, 450, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 519, 522, 523, 527, 529, 530, 540, 549, 551, 555, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 629, 646, 647, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753, 762

### Participating Products:

	LCBO#	Description	Format (mL)	Retail	Varietal
Paid #1	577148	Villa Conchi Brut Seleccion	750	\$17.90	Sparkling
Paid #2	619288	Hungaria Grande Cuvee Brut	750	\$13.95	Sparkling
Paid #3	534693	Kittling Ridge White Zinfandel/Vidal	750	\$9.95	Rosé
Paid #4	328526	Jackson-Triggs Chardonnay	1500	\$19.95	Chardonnay
Paid #5	234351	Barefoot Moscato	750	\$12.45	Other Varietal
Paid #6	277731	Yealands Sauvignon Blanc Marlborough	750	\$18.50	Sauvignon Blanc
Paid #7	119800	Fuzion Chenin-Chardonnay	750	\$9.45	White Blend
Paid #8	493254	Roscato Rosso Igt Provincia Di Pavia	750	\$13.95	Red

## Wine Fridge Planoguide – Implementation

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The assortment of paid products will change 3 times a year. The Wine Fridge planoguides (included in this communication) indicate the premium shelf positions that must be used for paid products only.

We recommend that products are positioned as they are listed; by varietal/wine category to make it easier for your customers to shop. Each paid product should accommodate a minimum of 1 case with 3 facings. Please ensure all products have good shelf clearance. Use next best shelf if required.

If your store is not participating in the program refer to the applicable 4 ft or 8 ft. wall fridge planoguide.

## Discretionary Space

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The balance of the wine fridge space can be used at the store's discretion. We recommend you merchandise wines from the following product categories in the discretionary space and group these products together based on product category.

- Champagne
- Sparkling Wines
- Ontario Wines
- Ontario Wines Superstars (White or Rosé)
- Vintages Superstar (White or Rosé)
- Vintages Release Ontario VQA Rosés Wines
- Rosé Wines
- Premium White Wines

D stores are not part of the paid program. However, it is recommended that they merchandise the paid products in the wine fridge as well, as space permits.

Stores that support the Ontario Wines and Vintages Wines Superstar programs are suggested to merchandise their white or rosé Superstar selections in their fridge space.

Vintages stores are suggested to dedicate one discretionary spot to showcase a Vintages release VQA rosé.

# Wine Fridge – Sold Space Implementation Guide

## Signage

- A new bin tag underlay has been created in the new black Operational Signage creative design to replace the "Available Chilled" hot buttons. Merchandise the "Available Chilled" bin tag underlay throughout the store in front of products available in the fridge.
- Full Service FLS and FLS Signage Stores must display the bilingual side of the sign
- Install the promotional offer shelf talkers (LTO, Aeroplan, New Product) in front of the participating products in the fridge as well as their home position if applicable by the start of each promotional turn.
- Your participation is mandatory.

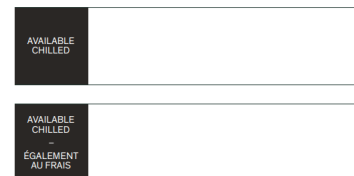
### Re-order the signs:

For additional signage, please call Retail Support Team @ 4 16-365-5932 to place an order.

- "Available Chilled" Bin Tag Underlay  
Re-order# 220P-BTU3
- Promotional Offer Shelf Talkers: Please refer to the current Marketing & Product Guide for re-order numbers.



Promotional Offer Shelf Talkers  
(SAVE, BAM, NEW, BBAM, In the Spotlight)



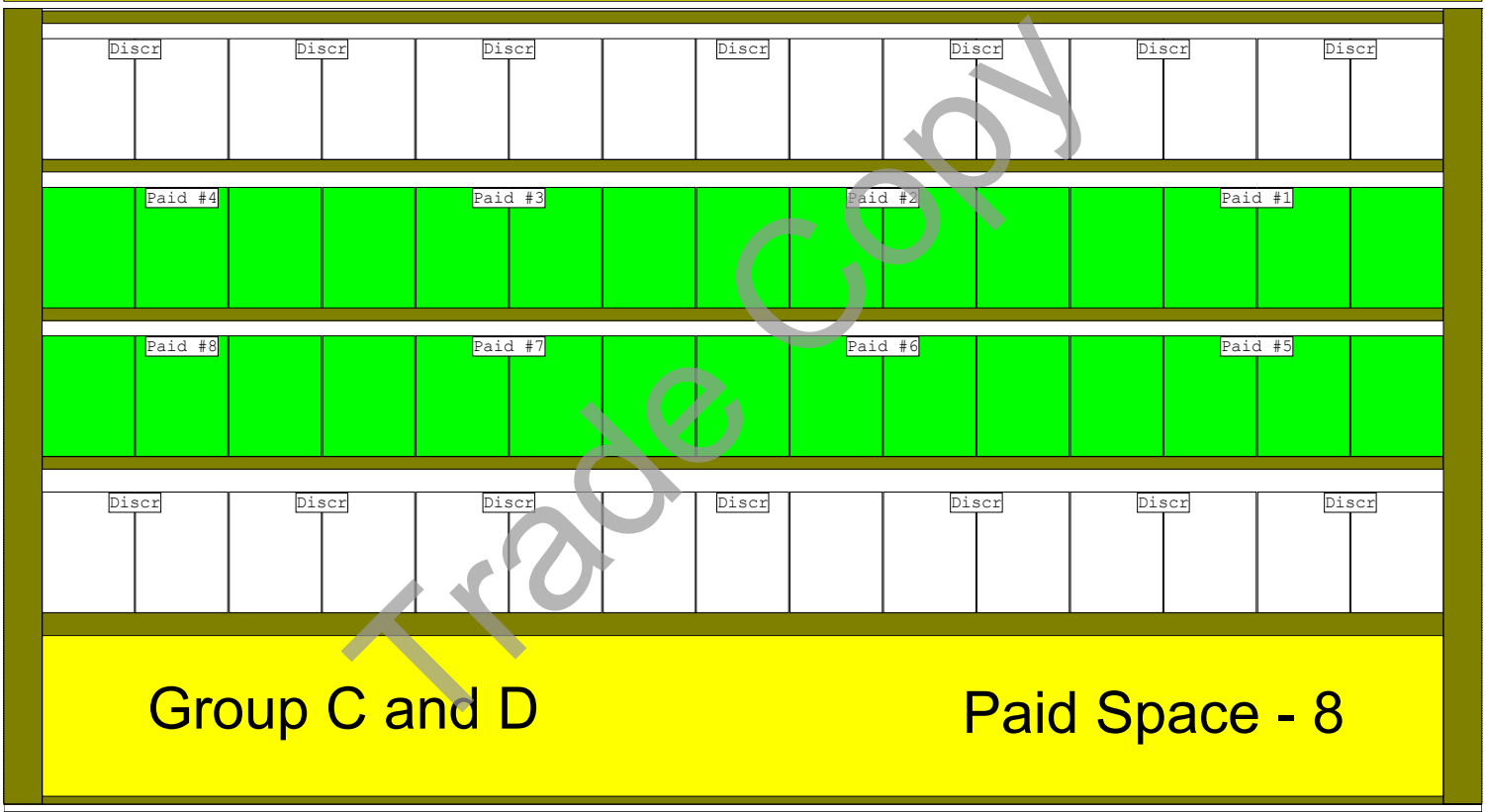
"Available Chilled" Bin Tag Underlay  
Re-order# 220P-BTU3

# Planoguides

# Wine Fridge – Sold Space Implementation Guide (P12 - P2)

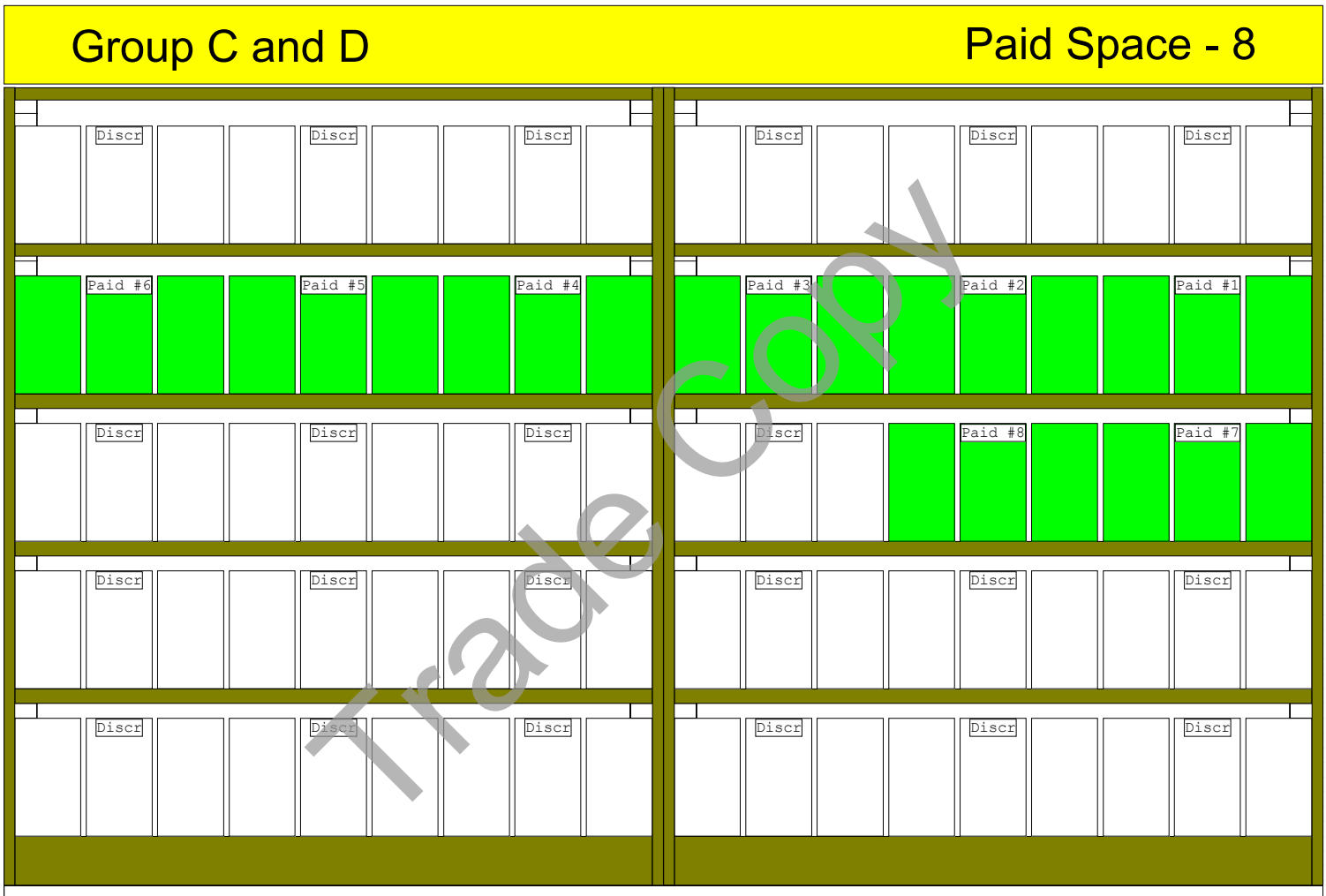
4 ft Wall

WHEN IMPLEMENTING YOUR 4FT WINE FRIDGE, YOU WILL NEED TO USE A COMBINATION OF 3 AND SOME 2 FACINGS. FOR ALL 3L AND 4L CASKS, USE 1 FACING.



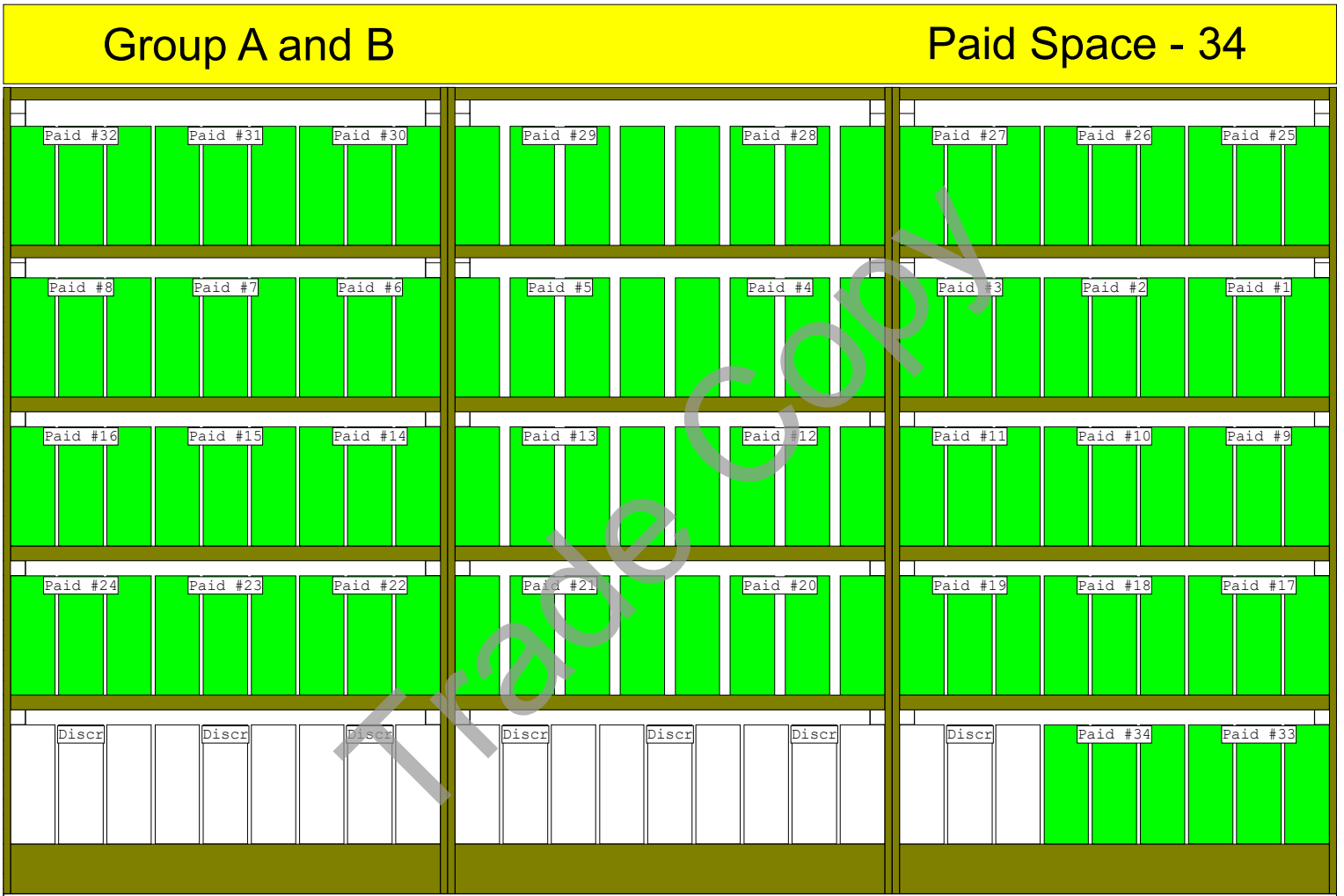


5 ft Dairy Door

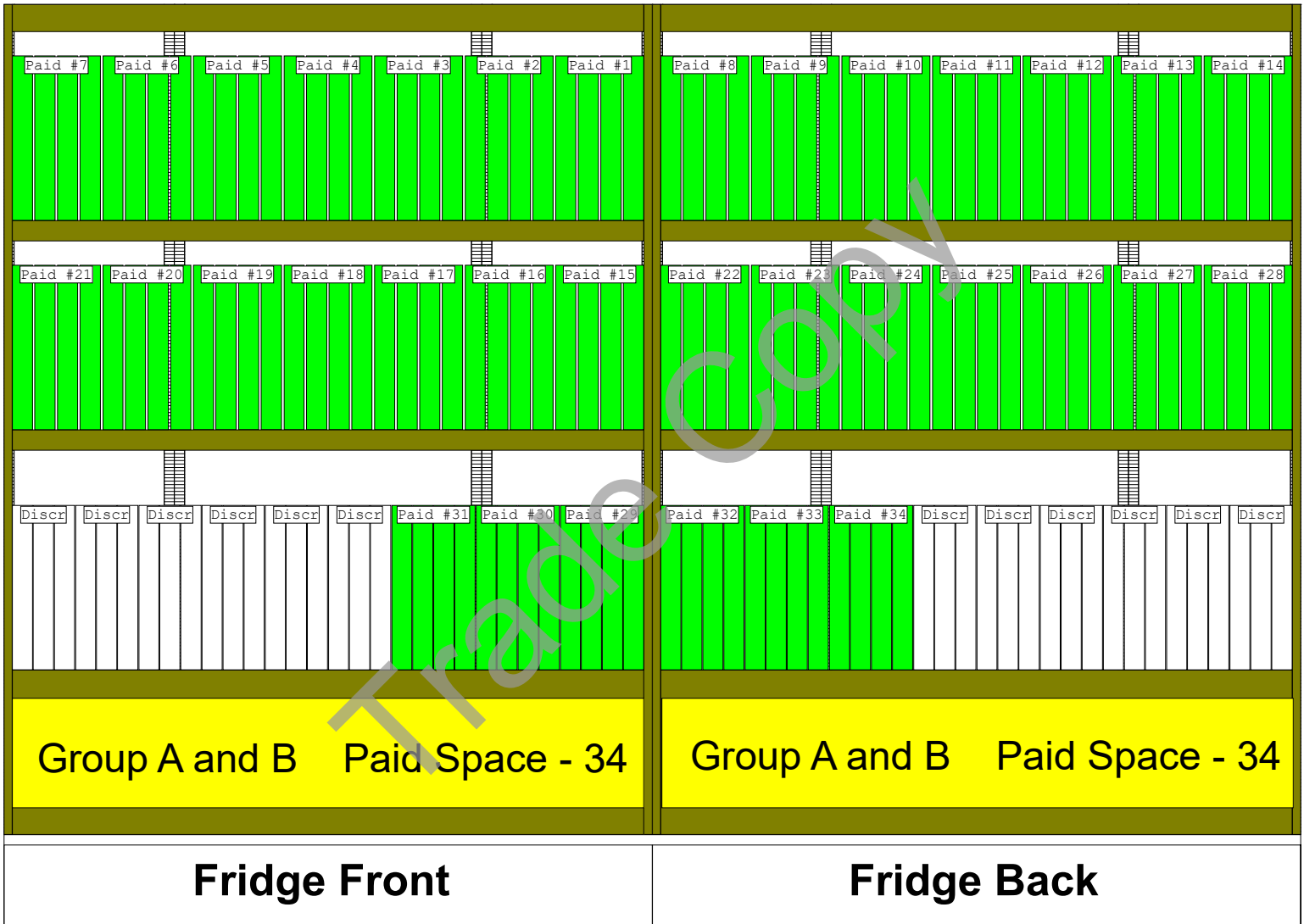


# Wine Fridge – Sold Space Implementation Guide (P12 - P2)

8 ft Dairy Door



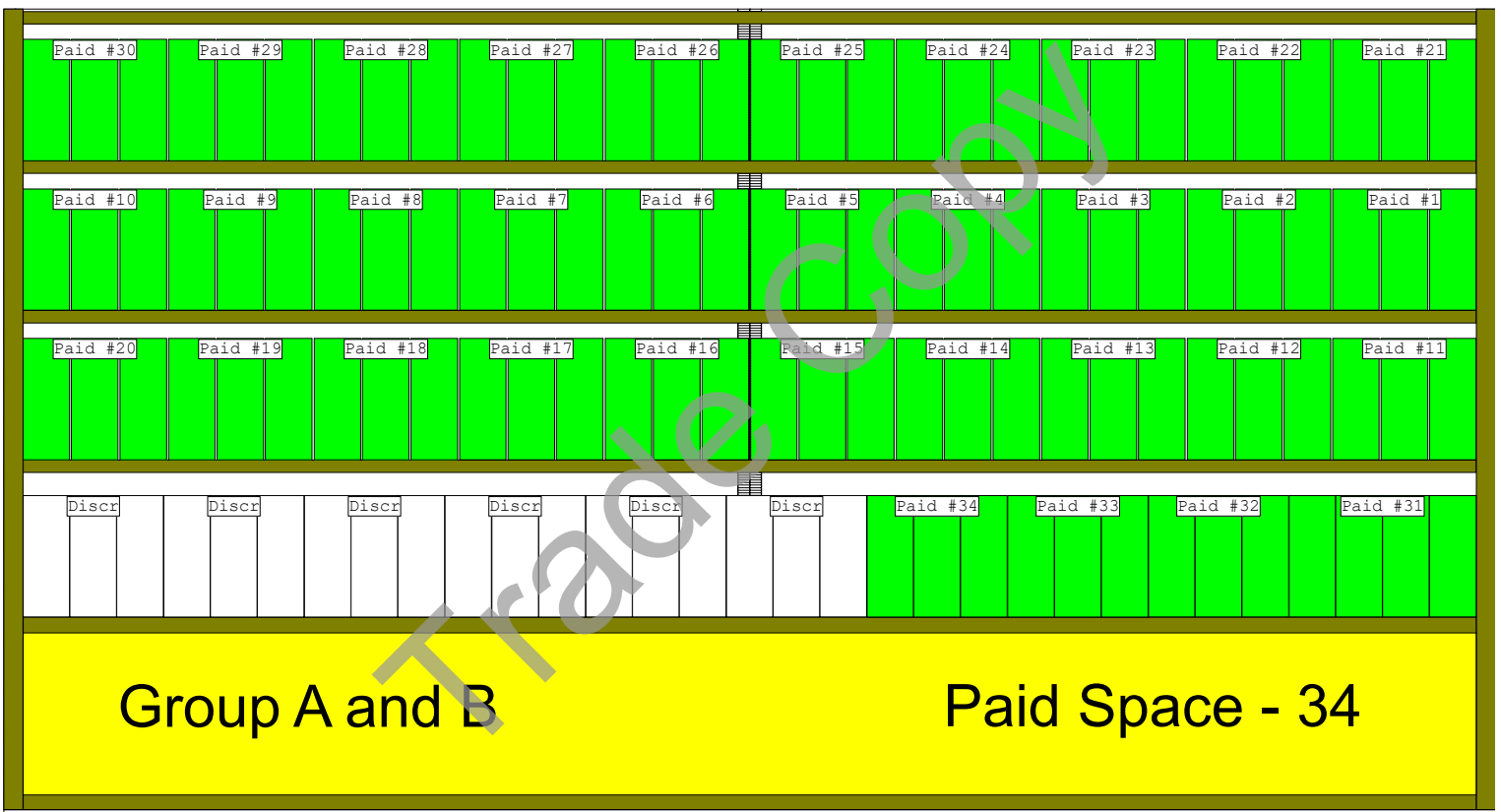
8 ft with 2 Gondola



# Wine Fridge – Sold Space Implementation Guide (P12 - P2)

## 8 ft Wall

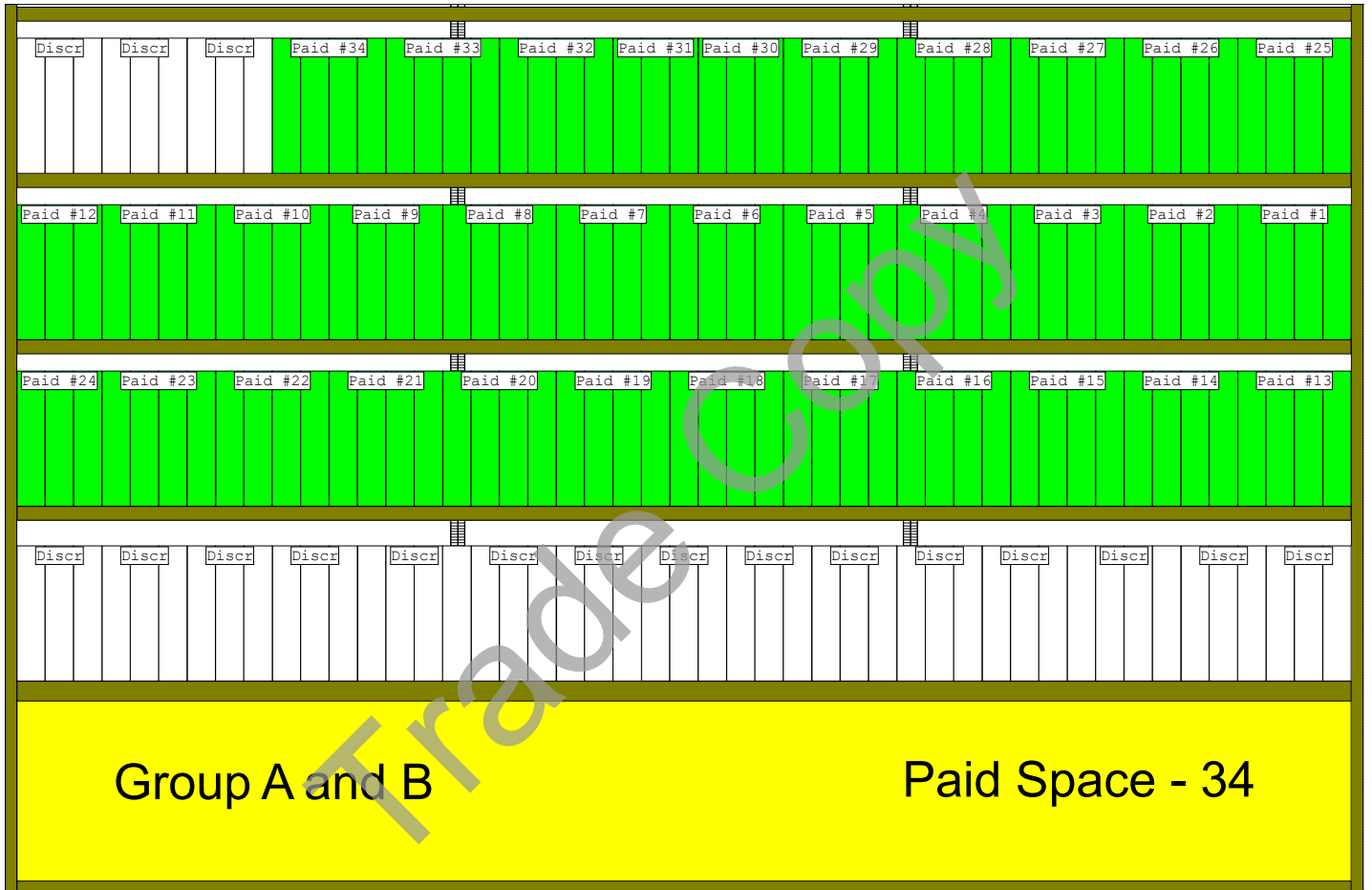
WHEN IMPLEMENTING YOUR 8FT WINE FRIDGE, YOU WILL NEED TO USE A COMBINATION OF 3 AND SOME 2 FACINGS. FOR ALL 3L AND 4L CASKS, USE 1 FACING.





# Wine Fridge – Sold Space Implementation Guide (P12 - P2)

12 ft Wall





# Wine Fridge – Sold Space Implementation Guide (P12 - P2)

16 ft Wall

