

## LCBO

### Product Branding Guidelines

#### Introduction:

Our mission at the Liquor Control Board of Ontario (LCBO) is to be a best-in-class, customer-first, responsible retailer, and wholesaler of beverage alcohol, while supporting our local diverse communities and delivering value to Ontarians.

#### Commitment:

The LCBO strives for zero tolerance of racism, bigotry or discrimination and is committed to taking an active stance on diversity, inclusion, belonging, and equity.

The LCBO is committed to ensuring that products purchased and offered embrace diversity and inclusion and do not cause harm or offense to our customers and communities regardless of gender, age, sex, race, class, religion, ethnicity, ability, language, sexual orientation, gender identity and political orientation.

#### Product Guidelines:

Products must meet the applicable regulatory requirements for product labelling, composition and advertising. The LCBO will also review and evaluate products to ensure they do not cause harm or offense to customers and communities. This includes, but is not limited to, product names, partnership names, brand elements (logos, wording, graphics, images, print and digital artwork, etc.).

Products purchased and offered by the LCBO will not be:

- Seen to be presenting a negative image or refer to a stereotype related to (but not limited to)
  - Gender, age, sex, race, class, religion, ethnicity, ability, language, sexual orientation, or gender identity
- Seen as insensitive appropriation or mocking of a culture or religion
- Seen as a reference to or a form of oppression, assimilation, subordination, discrimination and/or racism, stigmatizing specific groups of people, causing offense and/or seen as a form of harassment
- Seen to be promoting or glorifying overconsumption
- Seen to be appealing to individuals under the legal drinking age
- Seen to be promoting co-consumption with energy and caffeinated drinks, and/or cannabis
- Seen to be promoting or glorifying misogyny

LCBO, in its sole discretion, reserves the right to determine whether an element may reasonably be perceived as contravening the above guidelines. These guidelines may change, at our sole discretion, from time to time.

If a product or product submission does not align with the guidelines, the LCBO will provide recommendations and/or actions to be taken by the Supplier.

We respect diversity and inclusion and expect our suppliers to do the same.