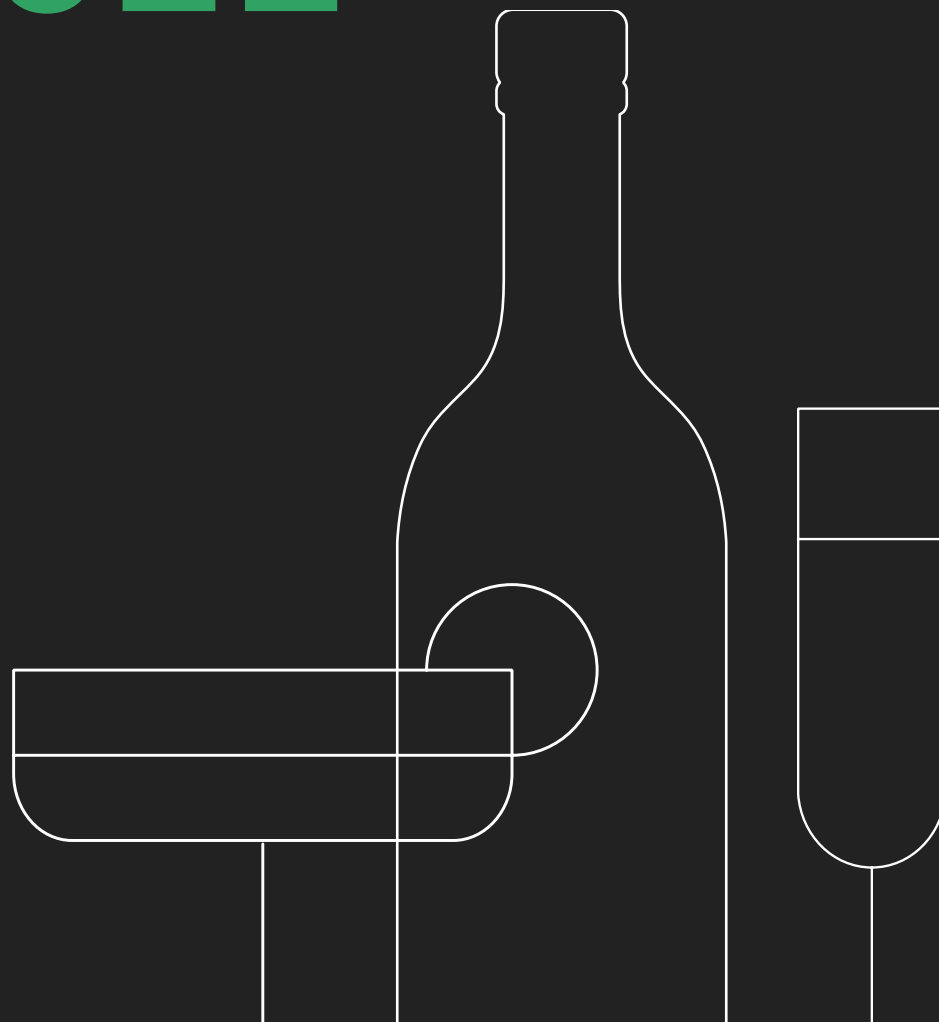


LCBO

TRADE DAY

2022



Excellence in OMNI Customer Experience Breakout



Brand Promise Video



LCBO

Brand Promise

Perfect Choices Made Easy. Moments Made Great.

Connect



Has friendly, helpful, knowledgeable employee that I can trust

Reward



Offers a loyalty program that meets my needs

Discover



Offers the best selection of products available and makes it easy to discover new

Impact



Has a positive impact on the province/ supports local producers and sells responsibly

Inspire



Is always an exciting shopping experience

Agenda

CONNECT



How to Better
Connect &
Collaborate

INSPIRE



Our Employees
as Product
Knowledge
Experts

DISCOVER



Tools Available
to Support you

CONNECT

Collaborate to Improve Customer Experience



Meet our People



Understand Promotional Themes



Define Performance Objectives

CONNECT

Meet our People



CONNECT
Promotional
Themes



CONNECT

Performance Objectives



INSPIRE

Our Employees as Product Knowledge Experts



Understand your Audience



Training & Education for the Promotion



Simplified Selling Strategies

INSPIRE

Understand Your Audience



INSPIRE

Training & Education



Promotional Learnings

Cocktail of the Month

Beer Style of the Month

Perfect Pairings


Product Knowledge Educational Videos

VQA Support Local

Development Day Vintages

INSPIRE

Trade Sell Sheet Template

DISCOVER, CONNECT, INSPIRE through Product Knowledge					
PRODUCT IMAGE		PRODUCT DETAILS			
	Style Descriptor	Bottle Size	Case size	Alcohol %	Sugar
	Bold and nutty	750 mL	12	43 %	0g/l
	Trade/Agency	Forty Creek Distillery Ltd.			
	Contact				
	Supplying Warehouse				
PRODUCT NAME			LCBO# /PRICE		
Appleton Estate 12 Year Old Rare			LCBO#: 14355 \$49.95		
TASTING NOTE		FOOD PAIRING/ SERVING SUGGESTION		IN-STORE PROMOTION	
<p>lcbo.com: Distilled in traditional copper pot stills. A superb blend of golden rums aged for a minimum of 12 years. A beautiful deep amber coloured spirit. It is filled with complex aromas and flavours of oak, molasses, citrus and vanilla with tropical fruit and almond. Smooth and round with a luscious finish. Savour neat or in a cocktail.</p>		<p>Create a Blue Mountain cocktail. Ingredients 2 oz of Appleton Est 12 yr. old rare 12 Coffee beans Ice Directions Add two ounces of the 12-Year-Old Rare Casks to a mixing cup. Add a few coffee beans. Take a muddler and lightly muddle the coffee beans and infuse the flavours. (Do not crack or bruise the beans). Strain into a double old-fashioned glass with one or two large ice cubes. Add a few more of the coffee beans as a garnish. Pair this cocktail with a dark chocolate tart.</p>		<p>An educational video Rum with Appleton is available on Workday, Period 1. Women in the industry feature in stores</p>	
WHAT'S THE OCCASION?		PRODUCT STORY/ SELLING SKILLS		DID YOU KNOW?	
<p>Anytime you want an affordable luxury. A versatile rum. Its complex nature is perfect for sipping on its own – just like any fine spirit. But also suited to creating luxurious cocktails. It is perfectly paired with dark chocolate-based desserts.</p>		<p>The age statement on an Appleton rum label refers to the youngest rum in the bottle. The rums are "tropically aged" in white oak casks. Aging in a tropical climate is equivalent to 2-3 times the aging period in cooler climates. A multi-awarding winning rum. Double gold at the 2020 NY International Spirits Competition and 94 points at the 2019 Ultimate Spirits Challenge.</p>		<p>(LOCAL feature, Sustainable, charity, innovative, female producer, BIPOC.) Appleton Rum is crafted with "Joy." Joy Spence Appleton's Master Blender is both female and of colour. In 1997, Joy Spence became the first female Master Blender in the spirits industry.</p>	

INSPIRE

Simplified Selling Strategies



Cocktail Of The Month

Selling Strategies

Cocktail of the Month

Beer Style of the Month

Perfect Pairings

Virtual Education Product Knowledge Videos

VQA Support Local

Development Day Vintages

- ✓ Versatility of the Spirit
- ✓ Ease of Cocktail Making
- ✓ Food Pairing Ideas
- ✓ Serving Suggestions
- ✓ Additional Usage: baking, marinades etc.

INSPIRE

Educational Trade Video



DISCOVER

Tools & Resources



Trade Playbook



Doing Business with the LCBO



LCBO Connect

DISCOVER

THE
LCBO TRADE
PLAYBOOK

DISCOVER

Welcome to Doing Business with LCBO



DISCOVER



Key Take-Aways



People

- ✓ Meet with the right team member
- ✓ Connect messaging to the Promotion

Product

- ✓ Share Results and Trend Insights
- ✓ Share Product Knowledge

Process

- ✓ Know the details of the Product and Marketing Guide
- ✓ Focus on Simplified Selling Strategies
- ✓ Follow the Principles outlined in the Store Visit Guide

Premises

- ✓ Excellence in OMNI Customer Experience

Thank You