

# Spring

## OCCASIONS & OBSERVANCES

### P1

Easter (April 9)  
 Earth Day (April 22)  
 Orthodox Easter (April 16)

### P2

Cinco de Mayo (May 5)  
 Mother's Day (May 14)  
 Buildup to Victoria Day (May 24)

## SEASONAL THEMES

Spring is a breath of fresh air, a reset, an awakening of the senses and a season filled with energy and optimism. More importantly, it's the season that ushers in new trends for the year and new product launches across the broader retail sector. This seasonal story will highlight what's new and trending with a different focus in each period within the season. P1 will launch the story with a focus on trends and P2 will be a focus on our New products. Our customers will easily be able to find new flavours, product innovation, lighter choices, convenient formats and celebrity brands.

Lead Categories: RTD, Spirits (flavoured vodkas, new gins and tequilas), Rosé, and any products that reflects innovation in the category.

DISPLAY	PRODUCT FOCUS	
	Period 1	Period 2
Feature Fixture A	Wines	Wines
Feature Fixture B (New & Seasonal)	Wines	Wines
Entrance Table (Cocktail of the Month)	Gin	Tequila
Mini Thematic A	Rum	Pink Spirits
Mini Thematic B	Wines	Wines
Front Nesting Table	Spirits	Spirits
Middle Nesting Table	Wines	Wines
Beer Block Pile (A)	Beer/Cider	Beer/Cider
RTD Block Pile (B)	RTD	RTD
Spirits Block Pile (C)	Spirits	Spirits
Mini Thematic C (EA 10)	Beer	Beer
Block Pile D Activation Area	Spirits	Spirits
Beer Excitement Zone A	Beer/Cider	Beer/Cider
Beer Excitement Zone C	Beer/Cider	RTD
Beer Excitement Zone D	Beer/Cider	RTD

DISPLAY	PRODUCT FOCUS	
	Period 1	Period 2
End Aisle 1	Brown Spirits	Brown Spirits
End Aisle 2	White Spirits	White Spirits
End Aisle 3	Wines	Wines
End Aisle 4	Brown Spirits	Brown Spirits
End Aisle 5	Wines	Wines
End Aisle 6	Wines	Wines
End Aisle 7	Wines	Wines
End Aisle 8	RTD	RTD
End Aisle 9	Beer	Beer
End Aisle 10 (MT C)	Beer	Beer
End Aisle 11	White Spirits	White Spirits
End Aisle 12	White Spirits	White Spirits
End Aisle 13	Brown Spirits	Brown Spirits
End Aisle 14	White Spirits	White Spirits
End Aisle 15	Wines	Wines
End Aisle 16	Brown Spirits	Brown Spirits
End Aisle 17	White Spirits	White Spirits
End Aisle 18	Beer	Beer
End Aisle 19	Brown Spirits	Brown Spirits
End Aisle 20	Beer	Beer

## ALSO HAPPENING IN THE SPRING:

One-Day Online Sale: Spring (Apr 15)  
**Food & Drink** Early Summer Release (May 4)

Spring Gifting Program (Gift Cards and Gift Packaging)