

# Summer

## OCCASIONS & OBSERVANCES

### P3

- Victoria Day (May 23)
- Pride Month (June)
- National Indigenous History Month (June)
- Father's Day (June 18)

### P4

- St. Jean Baptiste Day (June 24)
- Canada Day/Canada 155 (July 1)

## SEASONAL THEMES

Summer is a highly anticipated time of the year here in Ontario. We all look forward to longer days in the sun, long weekends, patios, backyards and the great outdoors – and to memorable moments with family and friends. 2022 will be a summer to celebrate! From special moments like weddings, and seeing loved-ones from near and far, to every-day moments like making the most of BBQ season, the LCBO makes finding the perfect choice easy. With the **best selection of refreshment** options and thoughtful gifts, all available in one-stop or one-click – we'll help our customers create unforgettable summer moments.

In P3, we'll celebrate the start of summer by introducing customers to the best selection of new refreshment, that they can enjoy all season long. In P4, we'll celebrate **our diversity** through culturally-inspired summer solutions and help customers discover **Canadian products**.

Lead Categories: local wines, craft beers, Canadian spirits, locally-made RTD.

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
Feature Fixture A	Wines for Sangrias (Red, White, and Rose)	Wines for Sangrias (Red, White, and Rose)
Feature Fixture B (New & Seasonal)	Seasonal Rosé Wines (not sold)	Seasonal Rosé Wines (not sold)
Entrance Table (Cocktail of the Month)	Canadian Whisky (Cocktail TBD)	Vodka (Cocktail TBD)
Mini Thematic A	Scotch Gifts for Father's Day	Tequila
Mini Thematic B	Vintages Essentials for Father's Day	French Rosé
Front Nesting Table	Spirits	Canadian Spirits (Multi-brand)
Middle Nesting Table	Rosé	Celebrate Canada (VQA Ontario, BC, Nova Scotia Multi-Brand 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)	Local Beer	Local Cider
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
Pop Up Shops	Father's Day or Pride	BCRTD Summer (Innovations and/or Favourites)
Enhanced Occasions Activation	Pride (Multi-Brand)	Canada 155 (Multi-Brand)

DISPLAY	PRODUCT FOCUS	
	Period 3	Period 4
End Aisle 1	White Spirits	White Spirits
End Aisle 2	Brown Spirits	Brown Spirits
End Aisle 3	Flight A: New and Seasonal Low Cal/Low Alc, Flight B: New and Seasonal Flavoured Wines	Flight A: New and Seasonal Low Cal/Low Alc, Flight B: New and Seasonal Flavoured Wines
End Aisle 4	Brown Spirits	Brown Spirits
End Aisle 5	RTD	RTD
End Aisle 6	RTD	RTD
End Aisle 7	Beer	Beer
End Aisle 8	RTD	RTD
End Aisle 9	Beer	Beer
End Aisle 10 (MT C)	Beer	Beer
End Aisle 11	Brown Spirits	Brown Spirits
End Aisle 12	Brown Spirits	Brown Spirits
End Aisle 13	White Spirits	White Spirits
End Aisle 14	Brown Spirits	Brown Spirits
End Aisle 15	White Spirits	White Spirits
End Aisle 16	Wines	Wines
End Aisle 17	Beer	Beer
End Aisle 18	White Spirits	White Spirits
End Aisle 19	Wines	Wines
End Aisle 20	Beer	Beer

## ALSO HAPPENING IN THE SUMMER:

- One-Day Online Sale: Victoria Day (May 23) (40 Products)
- One-Day Online Sale: Canada Day (July 1) (40 Products)
- Food & Drink** Summer Release (June 29)
- Summer Gifting Program (Gift Cards and Gift Packaging)