

SPRING

— IS IN —

Period 1: Marketing & Product Guide

March 29 – April 25, 2020

Period 1

Marketing & Product Guide

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Period 1 & 2 Spring Is In SIGNAGE GALLERY

SPRING — IS IN —

Signage MUST remain in place for P1 & P2.

Spring Is In

Spring is upon us, after spending months hibernating, ritualistically getting home from work and staying in, we can finally break the routine and explore the seasonal ingredients, flavours and cheer the warm weather brings. This season we have many great events to take in and celebrate from Easter to Mother's Day, there is sure to be some excitement in the air.

This is the season we've been waiting for!

Signage Ship Date

The Period 1 signage components will be shipped to stores beginning March 20, 2020.

All Period 1 Signage components are available for re-order using their corresponding re-order numbers.

If a sign component is missing or damaged, please call helloLCBO @ 416-365-5932 or toll free @ 1-877-522-6411 and quote the re-order number provided in this guide. Please have a copy of this Marketing & Product Guide on hand for reference.

Music CD Reorder# DMS-Music CD

We would like to hear your comments about this Period's music. Please provide your feedback to helloLCBO.

End Aisle Blade Signs - Period 1 & Period 2

(ENG: 21P1-BS1 / BIL: 21P1-BS2)

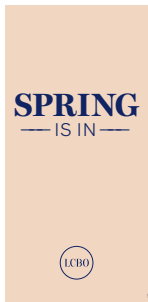
- End Aisle Blade Signs will be sent to support end aisles themes for the
- Promotion.
- Fold card at the crease before inserting into End Aisle slot so it will remain stable.
- The End Aisle # is printed on the folding side of the card.
- Insert it behind Backer Card.



Exterior Banners

43½”w x 90”h

Install: Exterior on building.



Re-order#
21P1-EB1



Re-order#
21P1-EB2



Re-order#
21P1-EB3



Re-order#
21P1-EB4



Re-order#
21P1-EB5

Back Lit Tasting Bar Sign

21¹⁵/₁₆”w x 32⁹/₁₆”h

Install: In the frame on the portable Tasting Bar.



Re-order#
21P1-WS1

Window Show Cards

Dimensions: 28”w x 45”h

Install: In the windows on the hanger.



Re-order#
21P1-WS1



Re-order#
21P1-WS2

Seasonal Banner Insert

20”w x 70”h

Install: In the Thematic Banner Stand (store entrance).



ENG Re-order#
21P1-SB1



BIL Re-order#
21P1-SB2

Perimeter Transparency Horizontal

45”w x 28”h

Vendor installed



Perimeter Transparency Vertical

28”w x 54”h

Vendor installed



Perimeter Transparency Square

28 ½”w x 28 ½”h

Vendor installed



Exterior Transparency

28”w x 45”h

Install: Only for stores #452, #538, #568, #571



Promotional signage MUST remain in place for Period 1 & Period 2

End Aisle Participating Products

Please refer to the End Aisles section for participating products.

End Aisle 1-10 Backer Cards Re-order Codes

21P1-BC1



21P1-BC2



21P1-BC3



21P1-BC4



21P1-BC5



21P1-BC6



21P1-BC7



21P1-BC8



21P1-BC9



21P1-BC10



End Aisle 11-20 Generic Backer Cards (Period 1 & 2)

BIL: Re-order# 21P1-BC-GEN1

Lifestyle: Re-order# 21P1-BC-GEN2

Why is FLS Important to the LCBO?

It's the Law!

The LCBO, as an agency of the Government of Ontario, must comply with various forms of legislation such as the Occupational Health & Safety Act, the Liquor Control Act, and the French Language Services Act, as well as other laws and forms of legislation.

The French Language Services Act (FLSA) of 1986 guarantees an individual's right to receive services in French from Government of Ontario ministries and agencies in 26 designated areas. Relative to the French Language Services Act, the LCBO is not only required by law to provide bilingual staff, signage and services in specific stores and offices located in or serving designated communities of Ontario, but we are also doing so as an additional service offering to our Francophone customers.

FULL FLS PARTICIPATING STORES

7, 10, 19, 23, 24, 36, 38, 40, 41, 49, 50, 52, 55, 58, 66, 67, 75, 76, 77, 78, 81, 83, 89, 91, 92, 98, 99, 103, 104, 108, 112, 117, 118, 121, 122, 123, 125, 126, 127, 129, 140, 151, 162, 164, 173, 180, 184, 189, 193, 212, 214, 217, 220, 225, 228, 236, 241, 243, 245, 262, 272, 278, 287, 291, 303, 308, 309, 322, 327, 332, 338, 349, 353, 359, 367, 370, 375, 384, 385, 387, 393, 394, 395, 400, 405, 406, 421, 422, 424, 431, 435, 441, 443, 452, 463, 466, 470, 487, 488, 500, 506, 507, 515, 519, 521, 524, 526, 532, 538, 540, 552, 565, 568, 574, 576, 577, 578, 588, 589, 598, 604, 620, 624, 626, 638, 652, 670, 694

FLS SIGNAGE PARTICIPATING STORES

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 23, 24, 26, 27, 32, 34, 36, 38, 40, 41, 49, 50, 52, 54, 55, 58, 63, 66, 67, 75, 76, 77, 78, 81, 83, 89, 91, 92, 98, 99, 103, 104, 108, 112, 117, 118, 121, 122, 123, 125, 126, 127, 128, 129, 140, 143, 149, 151, 154, 162, 163, 164, 165, 167, 171, 173, 177, 180, 182, 183, 184, 186, 189, 190, 192, 193, 195, 198, 200, 207, 212, 214, 217, 218, 220, 225, 228, 233, 234, 236, 241, 242, 243, 245, 249, 253, 255, 256, 262, 269, 272, 278, 279, 280, 287, 291, 295, 303, 308, 309, 310, 312, 320, 321, 322, 324, 327, 329, 332, 333, 334, 338, 341, 349, 353, 355, 359, 360, 362, 363, 366, 367, 368, 370, 371, 375, 384, 385, 387, 388, 389, 390, 393, 394, 395, 398, 400, 405, 406, 407, 408, 411, 412, 415, 416, 420, 421, 422, 424, 425, 426, 428, 431, 435, 436, 438, 441, 443, 444, 452, 457, 458, 463, 466, 470, 483, 484, 485, 487, 488, 490, 492, 494, 499, 500, 502, 505, 506, 507, 511, 512, 515, 519, 521, 524, 526, 528, 531, 532, 533, 534, 538, 539, 540, 542, 546, 547, 552, 553, 555, 556, 564, 565, 568, 569, 571, 574, 575, 576, 577, 578, 580, 584, 585, 588, 589, 590, 593, 597, 598, 601, 604, 614, 619, 624, 626, 627, 631, 633, 636, 637, 638, 639, 640, 642, 643, 645, 646, 648, 650, 651, 652, 654, 656, 657, 660, 669, 670, 672, 673, 675, 676, 677, 685, 694, 697, 698, 699, 700, 703, 741, 743, 747, 748

TIPS

The French Language Services Act defines 26 designated or geographic areas in Ontario. These areas must provide what is defined as an "Active Offer" of French Language Services. The FLS Act guarantees the individual's right to receive French services equivalent to those offered in English, at the same time and of the same quality. For simplicity, the LCBO has divided our stores into one of three groups:

Full FLS Store

FLS Signage Stores

Non-FLS Stores

For a list of FLS designated areas visit: <http://www.ofa.gov.on.ca/en/flsamapdesig.html>

GLOSSARY OF TERMS

Active FLS Offer

The concept of an active FLS offer refers to the constant availability and promotion of the service, even in areas where it's not frequently requested. The LCBO will put in place and clearly identify all the service options and encourage its employees to promote them actively.

BILINGUAL SIGNAGE

Refers to signs that show both English and French content on the same side – facing the customer. These signs are used in both the FLS Signage and Full FLS stores. In some instances, signs cannot be produced in a bilingual fashion, due to the nature of the content. For example, a bilingual message may sometimes be too cluttered and difficult for the customer to read.

ENGLISH/FRENCH

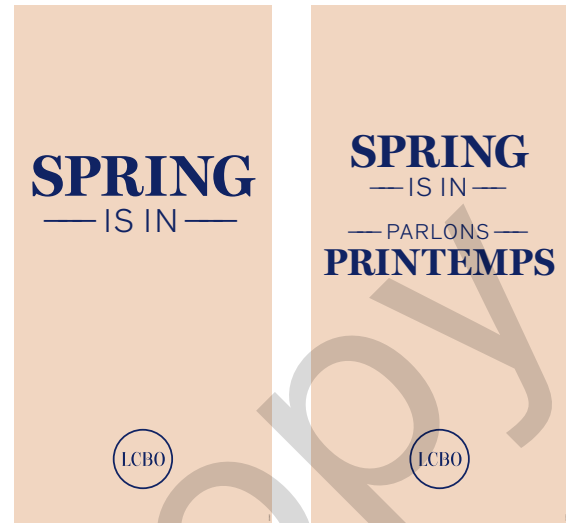
Indicates that signs are printed in English on one side and French on the other. Full FLS and FLS Signage stores will receive two sets of signs so that all signage can be displayed in both languages.

ENGLISH/BILINGUAL

Indicates that signs are printed in English on one side and Bilingual on the other. All Category signs and Operational signs are produced English over Bilingual.

OPERATIONAL SIGNAGE

Operational signs are any signs that appear on the bulkhead or in sign channels on perimeter shelving, as well as in category sign bands and on VQA fixtures. Signs that explain LCBO policies and procedures are also considered operational signs. In FLS Signage and Full FLS stores, operational signage is always bilingual.



Exterior Banner
English Version

Exterior Banner
Bilingual Version



Seasonal Backer Card
Bilingual Version

ACCESSVIA BILINGUAL TEMPLATES

As an agency of the Government of Ontario, the LCBO must comply with various forms of legislation, including the French Language Services Act (FLS), which guarantees an individual's right to receive services in French from Ontario ministries and agencies in 26 designated areas. In addition to being required by law to provide bilingual staff, signage and services in specific stores and offices located in or serving designated communities of Ontario, the LCBO will also offer an additional service to our Francophone customers.

New bilingual bin tag and on-shelf signage templates are available in AccessVia design Shop application, as of January 13, 2020.

PROMOTIONAL SIGNAGE

Marketing signage supports in-store thematic or other seasonal/tactical display programs. Most marketing signage, for example exterior banners, end aisle backer cards, nesting table signs, and window showcards are produced in English and Bilingual format.

Shelf level marketing signage includes shelf talkers, extender strips, bin tickets, etc. Shelf level signage that is pre-printed and shipped to stores is typically in English and Bilingual format. Any signage produced in stores by store staff must be produced in both English and French. Currently many of these signs are produced in English only because Access Via has not been designed to pull French product information and produce a bilingual print format. We are currently looking into upgrading this system to facilitate a bilingual print format.

There are also a small number of trade-sponsored paid promotional programs for which signage is produced only in English for practical and budgetary reasons. These are mainly additional promotional signs, not directly connected with the main thematic, that appear for a limited time and/or in a very small number of our stores.

FULL FLS STORES

The LCBO is committed to providing high quality, cost effective French-language services that comply with the FLS Act. As part of our FLS "Active Offer", any LCBO store that is located in a designated area as determined by the Act, must provide engaging and helpful bilingual customer service to our Francophone customers at all points of contact, including personal interaction and greetings. These stores also feature operational in-store signs in French, and they have French publications available.

In communities where there is only one LCBO store, that store then becomes the designated Full FLS store for the designated area.

In circumstances where there are multiple LCBO stores located in the same designated area, (example would be the City of Toronto), the LCBO has the opportunity to select which of our stores will offer the Full FLS Service. Our retail senior management team chooses the stores in each FLS designated area that are best suited to deliver all aspects of French language services, such as signage, publications and in-store bilingual services. The chosen stores are selected strategically, based largely on location, to maximize FLS availability in the whole area.

FLS SIGNAGE STORES

Stores in this group are located in one of the 26 designated areas, but are not identified as having to offer bilingual staffing in French. FLS Signage Stores are required by law to display bilingual operational signage and French publications such as; A Bon Verre, Bonne Table, Vintages Release Circulars and catalogue, as well as any promotional signs available in French. LCBO Retail staff have a primary role in fulfilling this responsibility under the FLS Act, each promotion, and throughout the course of the year.

NON-FLS STORES

Stores that are located outside of the 26 designated areas are defined as Non FLS Stores. The LCBO is not required to have bilingual employees or offer bilingual signage or publications in these stores. In these areas, service, signage and publications are offered in English only. These stores are defined as Non FLS Stores.

ADVERTISING & ONLINE EXCLUSIVES



Period 1 LCBO Flyer for Week 1

As we enter a more competitive landscape, the flyer is intended to specifically drive product revenue and be a top-of-mind vehicle for our customers. The focus of the flyer is on sales, promotions and value.

Drop Date

Week 1: (March 30, 2020)
Not distributed to community publications

Signage Components

- LCBO Flyer Self Merchandiser Header Card
ENG (Re-order # 21P1-BWF1) / BIL (Re-order # 21P1-BWF2)
- **Please keep the P1 LCBO Flyer Self Merchandiser Header Card displayed until the end of P2.**

Publications

Refer to the Online Worksheets for publication list.

LCBO Flyer Participating Products

Refer to the Online Worksheets for participating product list.

Merchandising Instructions

- The flyer will be distributed in all stores and in the Flipp app.
- Stores will receive copies of the flyer and are required to merchandise them using the self-merchandiser during the release week, or until inventory is depleted. The self-merchandiser should be located at the front of the store where space permits, close to the Deal of the Week display or close to shopping carts.
- **FLS designated stores will also receive a French version of the flyer. Please ensure both versions are merchandised side-by-side.**



LCBO Flyer Perpendicular Shelf Talkers

All stores will receive a bundle of perpendicular shelf talkers to support these new wines.

Key Dates:

March 29 - April 25, 2020

Participating Stores

All Stores

Participating Products - Period 1

LCBO#	Description
11935	Zaphy Organic Chardonnay
486647	Lupi Reali Montepulciano d'Abruzzo DOC Organic
464743	Angove Organic Cabernet Sauvignon
90472	J.P. Chenet Cabernet Syrah Organic Pays d'Oc

Signage Components

- **Please keep P1 "Eco-friendly wines" shelf talkers displayed until the end of P2.**
- Perpendicular Shelf Talker ENG/ENG (Re-order # 21P1-BWF3)
- Perpendicular Shelf Talker ENG/FRE (Re-order # 21P1-BWF4)

Merchandising Instructions

- Please install the perpendicular shelf talkers in front of the corresponding wine products using the perpendicular shelf talker clips (PSTC201404).
- **NOTE: Bilingual stores must alternate between English and French facing sides so that the message appears in both languages.**



Radio Ads

In Market: April 6 - 12

Sparkling Rosé
LCBO # 395384
Product Name: Luc Belaire
Sparkling Rosé

In Market: April 13 - 17

Gin
LCBO # 573956
Product Name: Tanqueray Flor
de Sevilla

In Market: April 18 - 22

Sustainability (California)
LCBO#: 212126
Product Name: McManis
Cabernet Sauvignon

In Market: April 23 - 24

Sustainability (Ontario)
LCBO#: 324558
Product Name: Pink House
Wine Co. Rosé VQA
\$2.00 LTO

Social Media

Theme	LCBO #	Description
Easter focused - Offering customers wines for Easter	539312	Josh Cellars Rosé
	429811	Black Cellar Shiraz Cabernet
	541979	Three Thieves Pinot Grigio
Cocktails with brunch - Grey Goose	515205	St. Germain Elderflower Liqueur
	95935	Grey Goose Original 750 mL
		Value Add: Martini Rosé Prosecco - FREE with the purchase of a Grey Goose and Elderflower

eCommerce Online Exclusives:

LCBO #	Description	Size (mL)	Offers
16086	Black Cow Vodka	750 mL	FREE rocks glasses (set of 2), tea towel and pour spout

Whisky Shop Online Exclusives

LCBO #	Description	Size (mL)
12585	Woodford Reserve Master's Collection Select American Oak	750 mL

Wine Wednesday

The LCBO offers customers an exclusive online offer on Wednesday of each week. On this day only, online customers will be able to participate in the offer. Quantities are limited. Note that advertising will be pushed out to customers using a combination of LCBO social media channels (Facebook), LCBO.com and/or myLCBO e-mails.

Date	Offers
April 1, 2020	Buy Torres Gran Coronas Cabernet Sauvignon (6 bottles) and get a FREE \$25 Keg Gift Card
April 15, 2020	Buy Kim Crawford Sauvignon Blanc (4 bottles) and Tom Gore Cabernet Sauvignon (4 bottles) and get FREE Cineplex VIP Dinner Voucher

STORE LAYOUT

Overview

As of last year, we began to change the way we merchandise the fixtures in our stores. For brand Spotlight Programs, there are three table display points, as well as an A-Frame Fixture and Feature Fixture; most stores will have one or two display points, and some larger stores may have all displays.

ACTION

***Going forward, these displays will be referred to by their respective fixture names and acronyms on the Promo Tree:**

Deal of the Week: DW

Entrance Table: BS - BSE

Feature Fixture: FF - FFA

A-Frame Fixture: CM

Front Nesting Table: BS - BSF

Middle Nesting Table : DD

- A** Labatt + Blue Jays Block Pile (BP-SBA)*
- B1** Bacardi Block Pile (BP-SBB)*
- B2** Lindemans Block Pile (BP-BP)*
- C** Easter Air Miles Block Pile (BP-SBC)*

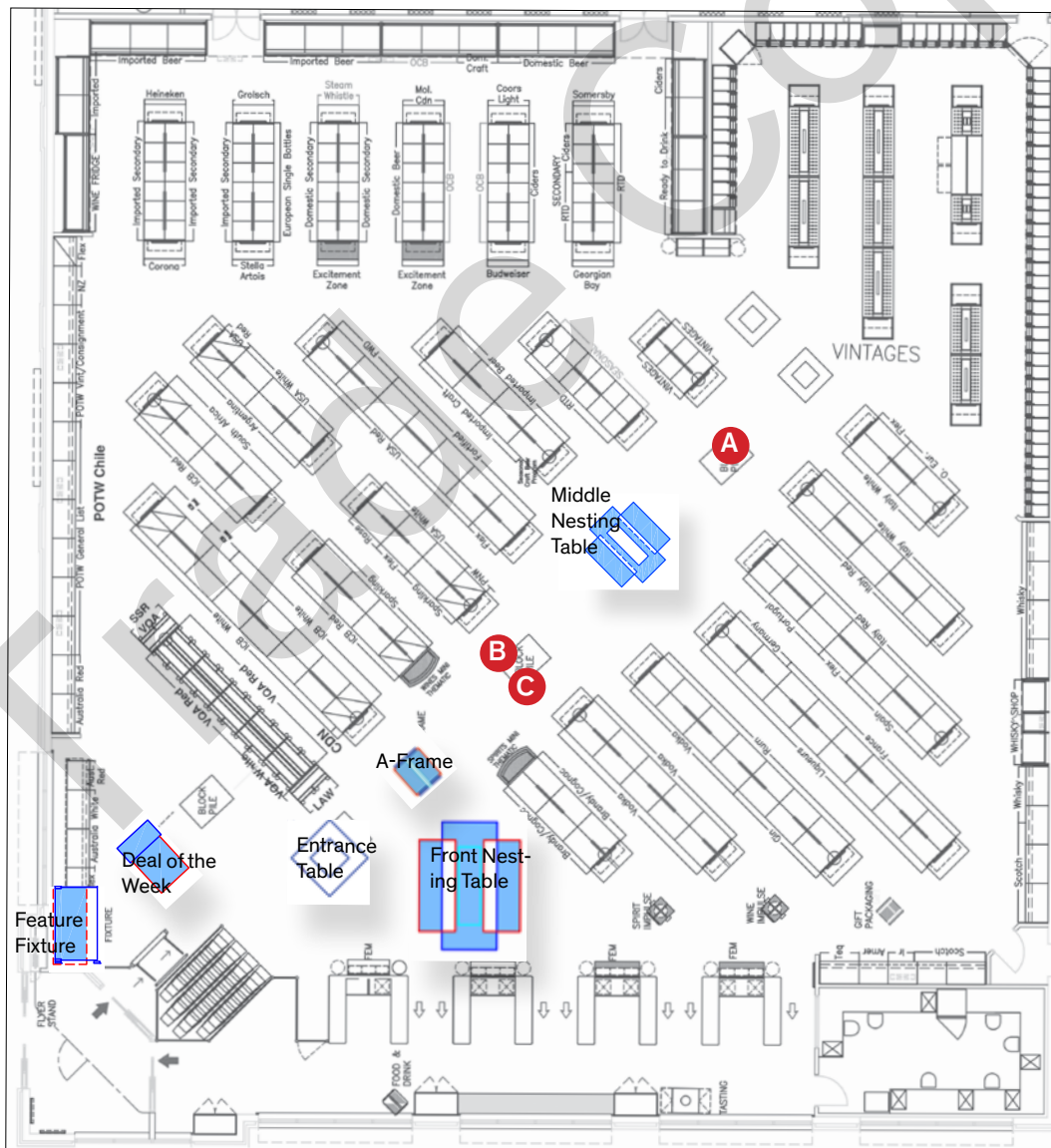


Store Floor Plan Example - Rectangle Layout

We launched a new Default Management screen on the ISE system allowing stores to set default Mins. on numerous new promotional programs. Effective May 2019, new programs are active in your Promotional Tree.

With the implementation of the additional Promo programs into the Promo Tree, Category Management will no longer be allocating inventory for these programs and stores will only receive inventory based on their Default Management settings.

Therefore, it is imperative you review your Min. settings on these programs to ensure a “Ready-for-Business” level of inventory. Please review the new Default Management screen and its’ Min. settings. If left unadjusted all the new promo programs have a min setting of either 0 or 1 case which will result in the system suggesting only 1 or 2 cases. Consequently, it is essential these are reviewed and change if required.



Store Floor Plan Example - Angle Layout

A Block Pile Program (BP-SBA)

LABATT : BEERS FOR SPRING

March 29 - April 25

Bud Light, Budweiser and Michelob Ultra are customer-favourite beers with light, fresh flavour. Perfect for spring!

NOTE: Due to current events, the value add and any additional programming around this has been cancelled. This is your new signage package. Please recycle your other signage kit that was shipped to you that highlighted the Budweiser Blue Jays partnership.

This is a sold program. Participation is mandatory.

IMPORTANT NOTE: Refer to the Store Layout section for inventory management of product.

Key Dates (March 29 - April 25)

Participating Products

LCBO#	Description	Format	Offers
311779	Bud Light (275)	6 × 473 mL	\$1.00 LTO
311787	Budweiser (275)	6 × 473 mL	
284562	Michelob Ultra (275)	473 mL	\$0.20 LTO

Signage Components

- Pricer Card ENG (Re-order # DMS-21P1-BPA1) / BIL (Re-order # DMS-21P1-BPA2)
- Shelf Talkers ENG (Re-order # DMS-21P1-BPA3) / BIL (Re-order # DMS-21P1-BPA4)
- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P1-BPA7)
- Pole Topper (Re-order # ENG: DMS-21P1-BPA8/BIL: DMS-21P1-BPA9)

Merchandising Instructions

- **Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.**
- Use the planogram provided for direction.
- Block Pile stores - build block pile using supplied pole topper and pre-printed pricer cards provided.
- End Aisle stores - merchandise using the supplied end aisle backer card and pre-printed shelf talkers provided.

Block Pile Display

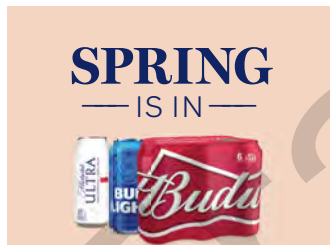


2 × 2 +311779	2 × 2 +311787	6 × 4 +284562
------------------	------------------	------------------

Participating Stores - Block Pile

1, 10, 15, 17, 22, 23, 31, 38, 44, 55, 65, 74, 82, 83, 90, 102, 110, 115, 130, 132, 148, 149, 150, 156, 164, 168, 171, 187, 191, 195, 198, 209, 211, 212, 217, 227, 233, 243, 250, 252, 253, 263, 265, 279, 287, 288, 298, 300, 326, 329, 334, 344, 346, 351, 355, 359, 361, 362, 367, 381, 383, 385, 390, 391, 394, 397, 401, 404, 407, 412, 416, 427, 436, 438, 443, 445, 459, 470, 490, 491, 495, 497, 499, 511, 522, 523, 542, 544, 554, 579, 580, 586, 587, 590, 602, 605, 609, 617, 619, 623, 627, 630, 631, 632, 634, 640, 641, 655, 658, 670, 694, 699, 706, 741, 748, 776

End Aisle Display



Participating Stores - End Aisle

21, 27, 33, 34, 36, 41, 47, 49, 93, 95, 101, 106, 145, 160, 166, 183, 200, 221, 226, 228, 242, 249, 268, 278, 310, 312, 360, 373, 378, 386, 388, 392, 393, 400, 408, 411, 417, 418, 428, 431, 432, 444, 452, 481, 485, 501, 509, 517, 536, 539, 545, 549, 553, 556, 564, 566, 569, 573, 593, 599, 616, 624, 635, 642, 649, 652, 685, 703, 771

Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

B1

Block Pile Program (BP-SBB)

BACARDI

March 29 - April 25



Bacardi step up to the plate!

Customers will be rewarded with a free Branded Glass value-add with purchase of participating Bacardi products.

This is a sold program. Participation is mandatory.

IMPORTANT NOTE: Please refer to the Store Layout section for inventory management of product.

Key Dates (March 29 - April 25)

Participating Products

LCBO#	Description	Size (mL)	Offers
117	Bacardi Superior	750	Value Add: Branded Rocks Glass
520353	Bacardi Spiced Rum	750	
545335	Bacardi Banana	750	
1206	Bacardi Gold	750	



***Value Add: The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their the agent representative for additional stock.**

Signage Components

PROVIDED BY BACARDI

- Pole Topper ENG (Re-order # DMS-21P1-BPB9) / BIL (Re-order # DMS-21P1-BPB10)
- Riser Wrap ENG (Re-order # DMS-21P1-BPB11) / BIL (Re-order # DMS-21P1-BPB12)

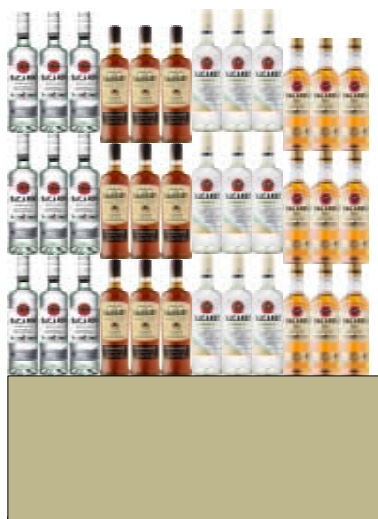
PROVIDED BY LCBO

- Pricer Card ENG (Re-order # DMS-21P1-BPB13) / BIL (Re-order # DMS-21P1-BPB14)
- Shelf Talkers ENG (Re-order # DMS-21P1-BPB15) / BIL (Re-order # DMS-21P1-BPB16)
- End Aisle Backer Card - ENG/BIL (Re-order # DMS-21P1-BPB17)

Merchandising Instructions

- **Products will be force-allocated to all participating stores.**
- Use the pole topper sign and riser wrap to build a display with the participating products.
- Install the pre-printed pricer cards in front of the participating products.
- Use the planogram provided for direction.
- Merchandise the pre-printed shelf talkers on the end aisle.

Block Pile Display



3 × 4 +117	3 × 4 +520353	3 × 4 +545335	3 × 4 + 13588
---------------	------------------	------------------	------------------

Participating Stores - Block Pile

Bacardi theme Block Pile Display Stores:

The supplier will provide a Block Pile merchandiser to the following stores.
 1, 6, 15, 23, 38, 44, 64, 82, 90, 115, 148, 156, 164, 171, 187, 191, 195, 198, 209, 217,
 226, 227, 233, 237, 243, 252, 253, 263, 265, 279, 287, 288, 300, 310, 326, 334, 344,
 346, 359, 362, 367, 371, 383, 385, 390, 393, 397, 401, 404, 407, 411, 416, 417, 437,
 438, 445, 459, 470, 486, 490, 495, 497, 511, 522, 523, 536, 542, 544, 551, 554, 575,
 579, 587, 590, 601, 602, 617, 619, 623, 624, 630, 633, 641, 653, 660, 698, 703, 776



Supplier will provide the block pile merchandiser

End Aisle Display



Participating Stores - End Aisle

Bacardi End Aisle Display Stores:

26, 27, 33, 36, 49, 57, 58, 59, 60, 62, 63, 68, 69, 95, 99, 106, 125, 153, 155,
 175, 192, 200, 201, 210, 228, 229, 242, 244, 249, 266, 278, 312, 325, 340,
 360, 373, 378, 386, 387, 388, 392, 406, 428, 431, 432, 453, 454, 465, 481,
 485, 501, 509, 539, 545, 546, 549, 555, 556, 566, 568, 569, 573, 589, 593,
 618, 661, 667, 675, 700, 747, 771

Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

B2

Block Pile Program (BP-BP) BASEBALL SEASON IS IN

(Lindemans)



Lindeman's is an official sponsor of Toronto Blue Jays with their Shiraz and Pinot Grigio served at games (250mL cans are also available for sale at the Roger's Centre). The Wine in Can skus will be promoted with a free value add in P1 – Jays branded can cosies.

This is a sold program. Participation is mandatory.

IMPORTANT NOTE: Please refer to the Store Layout section for inventory management of product.

Key Dates (March 29 - April 25)

Participating Products

LCBO#	Description	Size (mL)	Offers
142117	Lindemans Bin 65 Chardonnay	750	\$1.00 LTO
119628	Lindemans Bin 45 Cabernet Sauvignon	750	\$1.00 LTO
647701	Lindeman's Pinot Grigio Can	250	Value Add: Blue Jays logo Can Cosie
647719	Lindeman's Shiraz Can	250	Value Add: Blue Jays logo Can Cosie

***Value Add: The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their the agent representative for additional stock.**

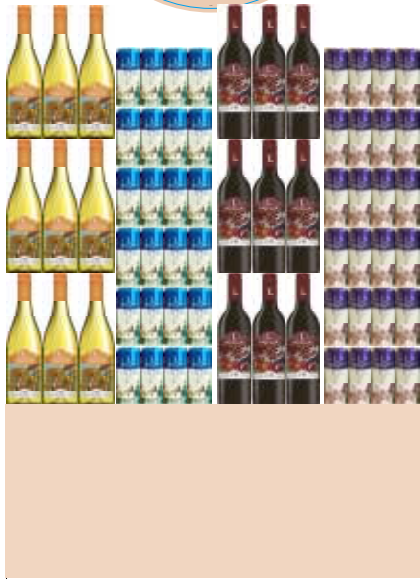
Signage Components

- Pole Topper ENG (Re-order # DMS-21P1-BPB1) / BIL (Re-order # DMS-21P1-BPB2)
- Riser Wrap (Re-order # DMS-21P1-BPB3)
- Pricer Card ENG (Re-order # DMS-21P1-BPB4) / BIL (Re-order # DMS-21P1-BPB5)
- Shelf Talkers ENG (Re-order # DMS-21P1-BPB6) / BIL (Re-order # DMS-21P1-BPB7)
- End Aisle Backer Card - ENG/BIL (Re-order # DMS-21P1-BPB8)

Merchandising Instructions

- **Products will be force-allocated to all participating stores.**
- Use the pole topper sign and riser wrap to build a display with the participating products.
- Install the pre-printed pricer cards in front of the participating products.
- Use the planogram provided for direction.
- Merchandise the pre-printed shelf talkers in-section.

Block Pile Display



Participating Stores - Block Pile

Lindemans theme Block Pile Display Stores:

17, 21, 22, 29, 31, 34, 41, 51, 55, 65, 74, 83, 93, 102, 103, 104, 107, 108, 110, 130, 132, 145, 149, 150, 168, 174, 176, 184, 211, 212, 221, 250, 258, 260, 270, 298, 329, 351, 355, 361, 362, 374, 381, 391, 394, 412, 427, 436, 443, 477, 484, 491, 499, 502, 507, 510, 576, 580, 585, 599, 605, 609, 627, 631, 632, 634, 640, 643, 649, 652, 655, 658, 671, 694, 699, 706, 741, 748

3 × 4 +142117	4 × 6 +647701	3 × 4 +119628	4 × 6 +647719
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End Aisle Display



Participating Stores - End Aisle

Lindemans theme End Aisle Display Stores:

5, 10, 18, 19, 24, 43, 53, 54, 56, 89, 91, 113, 122, 123, 127, 128, 133, 139, 141, 144, 146, 157, 158, 181, 193, 194, 205, 220, 225, 232, 236, 238, 240, 267, 271, 286, 299, 301, 303, 308, 309, 313, 316, 322, 324, 327, 331, 349, 363, 368, 375, 377, 400, 403, 405, 410, 446, 448, 450, 452, 455, 462, 466, 469, 488, 516, 528, 531, 532, 534, 537, 547, 564, 578, 582, 598, 629, 635, 676, 695

Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

C

Block Pile Program (BP-SBC) EASTER AIR MILES

March 29 - April 25



Just in time to celebrate Easter festivities, more AIR MILES to collect!

This is a sold program. Participation is mandatory.

IMPORTANT NOTE: Please refer to the Store Layout section for inventory management of product.

Key Dates (March 29 - April 25)

Participating Products

LCBO#	Description	Size (mL)	Offers
267070	Tommasi Il Sestante Valpolicella Ripasso DOC	750 mL	6 BAM
620617	Collavini Pinot Grigio	1500 mL	15 BAM
272393	Smoking Loon Old Vine Zinfandel	750 mL	5 BAM
23606	Santa Rita 120 Reserva Especial Sauvignon Blanc	750 mL	8 BAM
270017	Jacob's Creek Reserve Chardonnay Adelaide Hills	750 mL	9 BAM
489112	Sacred Hill Marlborough Sauvignon Blanc	750 mL	10 BAM
694208	Pérez Cruz Reserva Cabernet Sauvignon	750 mL	8 BAM
111641	Rocca delle Macie Riserva Chianti	750 mL	9 BAM

Signage Components

- Pole Topper BIL (Re-order # DMS-21P1-BPC10)
- Riser Wrap ENG (Re-order # DMS-21P1-BPC3)/BIL (Re-order # DMS-21P1-BPC4)
- Pricer Card ENG (Re-order # DMS-21P1-BPC5) / BIL (Re-order # DMS-21P1-BPC6)
- Shelf Talkers ENG (Re-order # DMS-21P1-BPC7) / BIL (Re-order # DMS-21P1-BPC8)
- End Aisle Backer Card ENG (Re-order # DMS-DMS-21P1-BPC9)
- Cut Case Backer Card ENG (Re-order # DMS-DMS-21P1-BPC1) / BIL (Re-order # DMS-DMS-21P1-BPC2)

Merchandising Instructions

- **Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.**
- Use the pole topper sign and riser wrap to build a display with the participating products.
- Install the pre-printed pricer cards in front of the participating products.
- Use the planogram provided for direction.
- Merchandise the pre-printed shelf talkers in-section.

Block Pile Display



4 × 3 +694208	4 × 3 +111641	4 × 3 +267070	3 × 2 +620617
4 × 3 +23606	4 × 3 +270017	4 × 3 +489112	4 × 3 +272393

Participating Stores - Block Piles

1, 4, 6, 10, 15, 17, 18, 19, 21, 22, 23, 25, 26, 31, 33, 34, 35, 38, 41, 44, 51, 55, 64, 65, 74, 77, 82, 83, 84, 90, 101, 102, 110, 115, 130, 132, 148, 149, 150, 154, 156, 164, 168, 171, 184, 187, 190, 191, 195, 198, 207, 209, 211, 212, 216, 217, 221, 226, 227, 228, 233, 243, 250, 252, 253, 263, 265, 270, 279, 287, 288, 298, 300, 310, 326, 329, 334, 344, 346, 351, 355, 359, 360, 361, 362, 367, 371, 373, 378, 381, 383, 385, 390, 391, 392, 393, 394, 397, 401, 404, 407, 411, 412, 416, 417, 427, 428, 436, 437, 438, 443, 445, 459, 461, 470, 481, 484, 485, 489, 490, 491, 495, 497, 499, 500, 501, 502, 510, 511, 523, 526, 528, 536, 542, 544, 551, 554, 555, 556, 559, 566, 569, 571, 573, 575, 579, 580, 584, 585, 587, 590, 601, 602, 605, 609, 614, 617, 618, 619, 623, 624, 627, 630, 631, 632, 633, 634, 640, 641, 643, 644, 646, 649, 652, 653, 655, 656, 658, 660, 661, 665, 670, 694, 698, 699, 702, 703, 706, 741, 748, 776

End Aisle Display



Participating Stores - End Aisle

5, 11, 20, 36, 40, 57, 68, 85, 95, 106, 125, 139, 141, 143, 158, 165, 166, 167, 175, 179, 182, 218, 242, 244, 249, 258, 269, 278, 311, 324, 325, 340, 366, 386, 387, 388, 403, 405, 425, 431, 432, 434, 452, 456, 457, 458, 465, 494, 505, 521, 534, 540, 545, 546, 549, 553, 564, 568, 593, 616, 629, 642, 654, 667, 685, 700, 771

Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

Block Pile Program

GREAT VALUE BEER

April 9 - 11



All stores will have the opportunity to participate in this promotion. Details on ordering and distribution will be communicated through the Retail Administrator Blast, following a post mortem on the December Great Value Beer sale.

Key Dates (April 9 - 11)

Participating Stores

All Stores

Participating Products

LCBO#	Description	Size (mL)	Offers
110320	No Name Beer	6 × 341	\$3.30 LTO

Merchandising Instructions

- Products will be force-allocated to all participating stores.
- Use the pole topper sign and riser wrap to build a display with the participating products.
- Use the planogram provided for direction.
- If inventory depletes, product is to be moved in-section along with the provided on-shelf components.

Signage Components

- Pole Topper
ENG (Re-order # DMS-21P1-BAB1) / BIL (Re-order # DMS-21P12-BAB2)
- Riser Wrap
ENG (Re-order # DMS-21P1-BAB3) / BIL (Re-order # DMS-21P1-BAB4)
- Pricer Card
ENG (Re-order # DMS-21P1-BAB5) / BIL (Re-order # DMS-21P1-BAB6)
- Shelf Talkers
ENG (Re-order # DMS-21P1-BAB7) / BIL (Re-order # DMS-21P1-BAB8)
- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P1-BAB9)



OPTION: If your store is limited in floor space, you may select a discretionary end aisle to feature the skus participating in the Sold Block Pile programs for the Period. Stores will need to select a discretionary end that is closest to the entrance of the store.

DEAL OF THE WEEK (DW)

The sales will be used to drive traffic in-store through compelling offers on popular wines and spirits. Please note that the recommended in-store displays reflect this strategy. The sales always begin on a Thursday and last until end of day the following Wednesday. When the featured product is a wine, we will be communicating the Case Savings deal.

This is a sold program. Participation is mandatory.

Key Dates (April 2 - April 29)

Participating Stores

1, 4, 5, 10, 11, 15, 17, 18, 19, 20, 21, 22, 23, 26, 27, 31, 33, 34, 35, 36, 38, 40, 41, 44, 50, 51, 55, 57, 62, 63, 64, 65, 68, 73, 74, 79, 80, 82, 83, 84, 86, 90, 95, 101, 102, 106, 115, 125, 130, 132, 139, 140, 143, 148, 149, 150, 152, 154, 156, 163, 164, 165, 167, 168, 171, 175, 179, 182, 187, 188, 190, 191, 195, 198, 200, 201, 207, 209, 211, 212, 216, 217, 218, 221, 226, 227, 228, 233, 242, 243, 244, 248, 249, 250, 252, 253, 255, 263, 265, 269, 278, 279, 287, 288, 298, 300, 310, 311, 324, 325, 326, 329, 334, 340, 344, 346, 351, 355, 359, 360, 361, 362, 366, 367, 368, 370, 371, 373, 378, 381, 382, 383, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 397, 398, 401, 403, 404, 407, 411, 412, 416, 417, 425, 426, 427, 428, 431, 432, 434, 436, 437, 438, 443, 444, 445, 452, 456, 457, 458, 459, 465, 467, 470, 481, 485, 489, 490, 491, 494, 495, 497, 499, 500, 501, 505, 511, 521, 523, 528, 534, 536, 540, 542, 544, 545, 546, 549, 551, 553, 554, 555, 556, 559, 563, 564, 566, 568, 569, 573, 575, 579, 580, 584, 585, 587, 590, 593, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 640, 641, 643, 648, 649, 652, 653, 654, 655, 656, 658, 661, 667, 670, 684, 694, 698, 699, 700, 702, 703, 706, 741, 748, 771, 776

Participating Products

Duration	LCBO#	Description	Size (mL)	Offers
April 2 - 8	611400	Mott's Clamato Caesar Original 6 Pk-C	6 x 341mL	\$3.00 LTO
April 9 - 15	234369	Apothic Red	750	\$4.00 LTO
April 16 - 22	610188	Solaz Tempranillo	750	\$3.00 LTO
April 23 - April 29	456095	Ketel One	750	\$5.00 LTO

Signage Components

- Week 1 ENG (Re-order # 20P1-DW1)
BIL (Re-order # 21P1-DW1-BIL)
- Week 2 ENG (Re-order # 20P1-DW2)
BIL (Re-order # 20P1-DW2-BIL)
- Week 2 No Value Add ENG (Re-order # 20P1-DWVA)
BIL (Re-order # 20P1-DWVA-BIL)
- Week 3 ENG (Re-order # 20P1-DW3)
BIL (Re-order # 20P1-DW3-BIL)
- Week 4 ENG (Re-order # 20P1-DW4)
BIL (Re-order # 20P1-DW4-BIL)
- Deal of the Week Pricer Cards
ENG (Re-order # DMS-20P1-ST18)
BIL (Re-order # DMS-20P1-ST19)

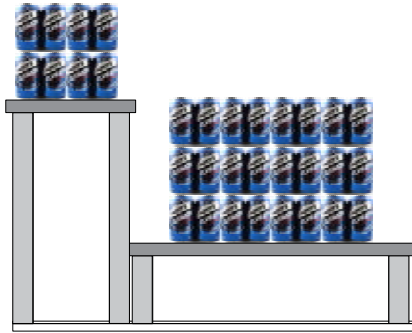
- Deal of the Week Shelf Talkers
ENG (Re-order # DMS-20P1-ST20)
BIL (Re-order # DMS-20P1-ST21)

Merchandising Instructions

- Merchandise corresponding banner insert sign into the Metal Stand.
- Merchandise corresponding pricer card in front of product.
- Maintain a full display for the duration of the promotion.



#1: April 2 - 8



#2: April 9 - 15



#3: April 16 - 22



#4: April 23 - 29



Save Big This Week - Cut Case Display (Period 1 & 2)

All stores are encouraged to build Cut-case displays to promote the weekly deals (Manager's discretion). **If you are not participating in the Deal of the week program, you will NOT be forced allocated inventory. Please ensure sufficient stock is ordered.**

Participating Stores

All Stores

Participating Products

Please note that the sales always begin on a Thursday and last until end of day the following Wednesday. When the featured product is a wine, we will be communicating the Case Savings deal and recommend that in-store displays reflect this strategy.

Merchandising Instructions

(For stores that have available floor space)

- Please set up a Cut-case display using the provided generic signage.
- Merchandise Pricer Cards in front of products.



Signage Components

Display the P1 Backer Card and Riser Wrap

- **Generic Cut Case Backer card**
ENG (Re-order # 20P1-BPDW1) /
BIL (Re-order # 20P1-BPDW2)
- **Case Savings Cut Case Backer card**
ENG (Re-order # 20P1-BPDW3) /
BIL (Re-order # 20P1-BPDW4)
- **Riser Wrap** ENG (Re-order # 20P1-BPDW5) /
BIL (Re-order # 20P1-BPDW6)

Brand Spotlight (BS-BSE)

ENTRANCE TABLE



California has a strong love for the environment and commitment to sustainability. They are a world leader in sustainable wine growing. This period we will feature four wines where sustainable practices were used and earned them certifications accordingly from the Golden State.

Use the Table Sign and pre-printed shelf talkers to communicate the offers. Planogram shows the minimum amount of cases being displayed. If warranted, waterfall additional stock on the bottom shelf. If additional stock is not merchandised, display Gifting Bags and Boxes on the bottom shelf. **This is a sold program. Participation is mandatory.**

Key Dates (March 29 - April 25)

Participating Stores

1, 4, 5, 15, 17, 19, 21, 22, 31, 34, 35, 38, 44, 55, 64, 83, 85, 90, 97, 102, 106, 148, 149, 150, 164, 168, 171, 179, 191, 195, 207, 208, 211, 217, 226, 228, 233, 243, 250, 252, 265, 279, 288, 298, 300, 310, 326, 334, 344, 346, 355, 358, 359, 360, 361, 367, 370, 371, 378, 385, 386, 391, 393, 394, 398, 404, 407, 412, 417, 431, 437, 443, 445, 452, 459, 470, 486, 489, 491, 495, 497, 499, 501, 505, 511, 523, 532, 534, 536, 542, 544, 545, 549, 551, 554, 555, 569, 573, 575, 580, 587, 590, 601, 602, 609, 614, 617, 619, 624, 627, 632, 639, 640, 641, 643, 645, 652, 658, 661, 670, 672, 675, 684, 691, 694, 698, 699, 702, 706, 741, 743, 748, 776

Signage Components

- Square & Round Entrance Table Sign
ENG: (Re-order # DMS-21P1-ET1) / BIL (Re-order # DMS-21P1-ET2)
- Shelf Talkers
ENG: (Re-order # DMS-21P1-ET3) / BIL (Re-order # DMS-21P1-ET4)

Participating Products

LCBO#	Description	Size (mL)	Offers
11194	Sand Point Chardonnay	750	\$2.00 LTO
175430	Wente Morning Fog Chardonnay	750	\$2.00 LTO
212126	McManis Cabernet Sauvignon	750	
342428	Bonterra Cabernet Sauvignon	750	\$2.00 LTO

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Please review your floor plan and ensure the fixture is by the entrance of your store. Please be mindful of which table you have and merchandise accordingly.
- Merchandise the participating products according to the planogram.
- Install the table sign.
- Merchandise the shelf talkers on the entrance table display and in-section.

CHECKLIST

- Merchandise the participating products according to the planogram.
- Install table sign and shelf talkers on the table.

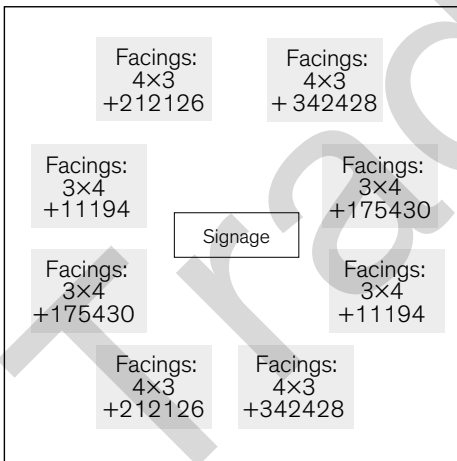
Planogram - Square Table



Planogram - Round Table

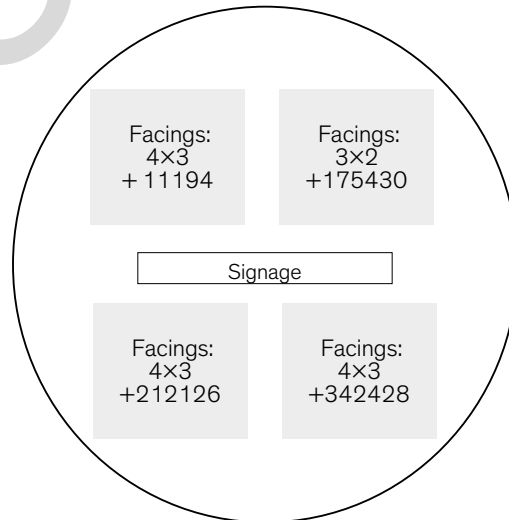


(Back View)



(Front View)

(Back View)

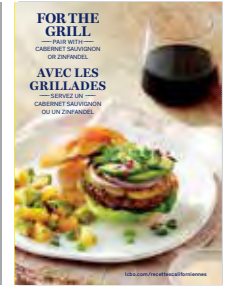


(Front View)

Brand Spotlight (FF - FFA-A)

FEATURE FIXTURE

Wines of California + Contest



The brand focus this Period is California Wines. California inspires big dreams and promotes living life to its fullest potential. Showcasing a selection of products, we've provided customers with an easy solution of Cali-inspired recipes paired with specific varietals.

This is a sold program. Participation is mandatory.

Key Dates (March 29 - April 25)

Participating Stores

4, 6, 10, 19, 21, 22, 23, 31, 41, 43, 44, 49, 55, 57, 62, 63, 74, 82, 83, 85, 90, 93, 95, 102, 106, 125, 130, 139, 144, 145, 148, 150, 153, 156, 164, 175, 195, 198, 201, 207, 208, 209, 211, 217, 221, 227, 228, 234, 243, 248, 250, 252, 263, 269, 278, 279, 298, 300, 310, 325, 326, 334, 344, 351, 355, 358, 359, 360, 367, 370, 371, 385, 387, 390, 391, 392, 394, 398, 401, 404, 411, 412, 428, 436, 437, 438, 443, 445, 453, 465, 481, 485, 486, 489, 490, 495, 497, 499, 500, 501, 532, 536, 539, 540, 542, 544, 546, 549, 551, 554, 555, 564, 571, 575, 580, 585, 590, 602, 609, 614, 617, 618, 619, 623, 627, 632, 633, 634, 640, 648, 649, 652, 653, 654, 655, 660, 661, 667, 670, 674, 675, 691, 693, 698, 699, 702, 703, 706, 741, 743, 747, 748, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
27516	J. Lohr Los Osos Merlot	750	\$2.00 LTO
130138	Meiomi Pinot Noir	750	\$2.00 LTO
185249	Mirassou Pinot Noir	750	\$2.00 LTO
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	\$2.00 LTO
444059	Joel Gott 815 Cabernet Sauvignon	750	\$2.00 LTO
539312	Josh Cellars Rosé	750	\$2.00 LTO
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauvignon	750	\$3.00 LTO
541979	Three Thieves Pinot Grigio	750	\$2.00 LTO
678698	Gnarly Head Old Vine Zinfandel	750	\$2.00 LTO
738823	Liberty School Cabernet Sauvignon	750	\$2.00 LTO

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- When merchandising the participating products and box signs, please display the signage as portrayed in the planogram (see images). Please ensure the correct products are on the correct shelf with the correct box sign as per the planogram.
- Install the category sign.
- Install branded shelf talkers in front of the correct product on the feature fixture display and in section
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.
- NOTE: If you are a Bilingual designated store, install all signage with the Bilingual side of shelf talkers, box signs and category signs.
- Install the In-section blade sign using PSTC201404 - Perpendicular Shelf Clips to secure them on shelf.

Signage Components

- Category & Solid Colour Sign: ENG/BIL (Re-order # 21P1-FF1)
- Box Signs ENG/BIL: (Re-order # 21P1-FF2)
- In-Section Blade Sign: ENG (Re-order # 21P1-FF3) / FRE (Re-order # 21P1-FF4)
- Shelf Talkers ENG: (Re-order # 21P1-FF5) / BIL: (Re-order # 21P1-FF6)



In-Section Blade Sign
(Eng/French)

Install the In-section blade sign using the PSTC201404 - Perpendicular Shelf Clips to secure them on shelf.

New & Seasonal (FF - FFB-A)

FEATURE FIXTURE

(ROSÉ IS IN)

Stores that are not participating in the Brand Spotlight Feature Program, will receive a new Category sign to promote Rosé SKUs.

Key Dates (March 29 - April 25)

Participating Stores

17, 18, 25, 27, 33, 34, 36, 50, 51, 64, 65, 70, 80, 84, 85, 97, 98, 99, 101, 115, 132, 149, 154, 167, 168, 171, 187, 191, 192, 196, 200, 212, 226, 229, 233, 237, 244, 253, 255, 260, 265, 270, 276, 286, 288, 324, 329, 340, 341, 353, 361, 368, 373, 378, 381, 383, 384, 386, 388, 393, 397, 402, 407, 416, 417, 420, 426, 427, 431, 432, 444, 449, 452, 454, 456, 457, 458, 459, 467, 469, 470, 474, 477, 483, 491, 494, 509, 516, 522, 526, 532, 533, 534, 537, 538, 545, 550, 553, 556, 559, 566, 568, 569, 573, 579, 584, 587, 589, 593, 599, 601, 605, 616, 624, 629, 630, 631, 635, 638, 641, 642, 644, 645, 646, 657, 658, 665, 671, 672, 677, 684, 685, 694, 695, 700

NOTE: The following Brand Spotlight Feature Fixture stores will also receive the Rose SKUs, please refer to the Feature Fixture section for merchandising instructions. (page 26)

4, 6, 10, 19, 21, 22, 23, 31, 41, 43, 44, 49, 55, 57, 62, 63, 74, 82, 83, 85, 90, 93, 95, 102, 106, 125, 130, 139, 144, 145, 148, 150, 153, 156, 164, 175, 195, 198, 201, 207, 208, 209, 211, 217, 221, 227, 228, 234, 243, 248, 250, 252, 263, 269, 278, 279, 300, 310, 325, 326, 334, 344, 351, 358, 359, 360, 367, 370, 371, 385, 387, 390, 391, 392, 394, 398, 401, 404, 411, 412, 428, 436, 437, 438, 443, 445, 453, 465, 481, 485, 486, 489, 490, 495, 497, 499, 500, 501, 532, 536, 539, 540, 542, 544, 546, 549, 551, 554, 555, 564, 571, 575, 580, 585, 590, 602, 609, 614, 617, 618, 619, 623, 632, 633, 634, 640, 649, 652, 653, 654, 655, 660, 661, 667, 670, 674, 675, 691, 698, 699, 702, 703, 706, 741, 743, 747, 748, 776

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- When merchandising the participating products, please display the Category and Solid Signs as portrayed in the planogram (see image).
- For stores that are part of the gifting program, please ensure the Spring Paper \$1.95 Bags (+14191) are on the correct shelf as per the planogram.

Signage Components

- Category Sign:
ENG/BIL (Re-order #
21P1-NS1)



Spring Enhanced Gift Bag



The planogram above is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
NEW!			Repeat SKUs		
14882	Saintly Rose VQA	750	11222	Freixenet Italian Rose	750
13486	Le Grand Filou Rose	750	13015	Yellow Tail Rose	750
13488	Perrin Studio by Miraval	750	13016	Jacob's Creek Moscato Rose	1500
13489	Famiglia Pasqua Spumante Rose Romeo&Juliet	750	13245	Bodega Argento Rose	750
13491	Sous La Mer Mediterranee Rose IGP	750	13248	Woodbridge by Robert Mondavi Rose	750
13497	Grand Sud Rose	1000	13297	Whitecliff Hawkes Bay Rose	750
13522	Gran Passione Rosato IGT Veneto	750	164343	The Beachhouse Rose	750
13548	Chateau de Berne Romance IGP Mediteranee	750	14990	Villa Maria Private Bin Hawkes Bay Rose	750
13907	Jackson-Triggs Proprietors Selection Light Rose	750	274399	Adobe Reserva Organic Rose	750
14145	Toro Bravo Rose	750	367375	La Farge Miraflores Rose Cotes Catalanes IGP	750
14673	(V) Gris Blanc Rose (Gerard Bertrand)	750	369652	Cotton Candy Rose	750
14867	Sandbanks Summer Rose VQA	750	404533	Gazela Rose Vinho Verde DO	750
14870	Wayne Gretzky Rose VQA	750	404566	JP Azeitao Rose Syrah Setubal VR	750
14981	Aria Sparkling Rose	750	483040	Francois Dulac Cotes de Provence Rose	750
15568	Listel Rose	750	609545	13th Street Burger Blend Rose VQA	750
159269	VOGA Rosa IGT Veneto	750	632513	Lab Rose Lisboa VR	750
New to the Rosé Program			639856	Megalomaniac Homegrown Rose VQA	750
463281	Sogrape MATEUS ROSE Original	250	640003	Three Thieves Rose	750
11597	Bella Sparkling Pinot Noir Rose VQA	750	640011	Lindeman's Sparkling Rose	750
			642884	D'Ont Poke the Bear Rose VQA	750
			642983	Barefoot Cellars Pink Moscato	750
			647149	Calvet Rose Pouch	1500

SPARKLING & ROSÉ

Merchandising Strategy

New for P1 Merchandising Strategy

The Space Planning and Merchandising teams have worked in partnership with suppliers using analytics and data-driven decision making to enable planogram methodologies that will reinforce consistency and flow within each section.

These Merchandising Methodologies are intended to make it easier for stores to maintain sections, and provide clarity when remerchandising, by providing the rules used when planning the space.

Participating Stores

All A & B Stores

Delist Reports, Floorplans & Planograms

Delist Reports by Store are available on the store [Dashboard](#)

- These lists can be used to plan exits for products that are no longer in the store's current assortment.

Floorplans & Planograms were made available on your store's Dashboard the week of March 2nd.

- **NOTE:** Products in the planograms were switched to core in order to ensure they would be on-hand for the planogram execution

Signage Components

Only stores with "new" or "expanded" Rosé & Sparkling sections will need to order additional signage. If necessary, order Rosé and/or Sparkling Wine category signs using the reorder codes below.

- BIL Rosé Category Sign (CATSIGN-059)
- BIL Sparkling Wine Category Sign (CATSIGN-064)

Key Dates

Action Item	Date	Responsibility
Section Set Up	Week of March 23, 2020	Store Manager
P1 Launch	March 29, 2020	Retail

Merchandising Methodologies

Sparkling Wine

- Sparkling should be merchandised in a highly visible place (noted on the floorplans provided by the Space Planning Team)
- Champagne should always be on the top shelves (never on the bottom) with other French sparkling underneath (i.e. Crémant)

The Sparkling flow is:



Rosé

- Rosé should be merchandised in a highly visible place (noted on the floorplans provided by the Space Planning Team)
- IDB Rosé Blends are placed on the bottom two shelves

The Rosé flow is:



Cocktail of the Month (CM)

A-FRAME FIXTURE

Gosling's Dark 'n' Stormy



Cocktail solution for warm weather and entertaining with friends. The Dark and Stormy is a perfect summer drink that is refreshing and sure to please. The A-Frame will feature the 750ml bottle and the free with purchase 6pk of Goslings Ginger Beer, coupled with an LTO offer to make this a very enticing trial opportunity for consumers looking to try something new.

A-Frame stores will receive an A-Frame sign and shelf talkers to support the program. Stores participating with a cut-case display will merchandise the featured products using a cut-case backer card, pricer-card and shelf talkers.

All participating stores must merchandise the perpendicular recipe card in-section (in front of participating products) and also on both sides of the A-Frame fixture. **This is a sold program. Participation is mandatory.**

Key Dates (March 29 - April 25)

A-Frame Participating Stores

1, 4, 19, 22, 23, 31, 35, 36, 38, 44, 55, 65, 74, 82, 83, 85, 90, 93, 106, 115, 130, 148, 150, 156, 164, 171, 179, 187, 195, 198, 200, 208, 209, 221, 228, 233, 243, 252, 263, 279, 288, 298, 300, 325, 326, 329, 334, 344, 346, 351, 358, 359, 360, 367, 370, 371, 381, 383, 385, 386, 390, 392, 394, 397, 407, 412, 416, 428, 432, 437, 438, 443, 445, 452, 470, 481, 485, 486, 489, 490, 495, 497, 499, 501, 505, 523, 532, 536, 540, 544, 549, 556, 566, 569, 575, 584, 587, 590, 593, 602, 605, 609, 616, 617, 619, 623, 627, 630, 632, 634, 640, 641, 649, 670, 672, 675, 691, 694, 698, 699, 703, 706, 741, 743, 748, 776

Cut-Case Participating Stores

10, 15, 21, 27, 33, 34, 47, 49, 50, 58, 63, 70, 72, 73, 95, 97, 101, 102, 132, 145, 153, 160, 166, 188, 190, 199, 201, 226, 242, 248, 253, 255, 266, 268, 286, 310, 311, 312, 361, 362, 378, 382, 393, 398, 400, 401, 408, 417, 427, 431, 444, 459, 475, 491, 511, 517, 522, 539, 542, 545, 553, 564, 568, 573, 586, 624, 631, 635, 642, 702, 771

Participating Products

LCBO#	Description	Size (mL)	Offers
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00 LTO, Value Add 6pk Can Goslings Ginger Beer

***Value Add: The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.**

Signage Components

- Cocktail of the Month Cut-Case Backer Card ENG (Re-order # DMS-21P1-AF1) / BIL (Re-order # DMS-21P1-AF2)
- Pricer Cards ENG (Re-order # DMS-21P1-AF5) / BIL (Re-order # DMS-21P1-AF6)
- Shelf Talkers ENG (Re-order # DMS-21P1-AF7) / BIL (Re-order # DMS-21P1-AF8)
- A-Frame Sign ENG (Re-order # DMS-21P1-AF9) / BIL (Re-order # DMS-21P1-AF10)
- Recipe Perpendicular Shelf Talker ENG (Re-order # DMS-21P1-AF11) / BIL (Re-order # DMS-21P1-AF12)
- Value Add Perpendicular Shelf Talker ENG (Re-order # DMS-21P1-AF13) / BIL (Re-order # DMS-21P1-AF14)

CHECKLIST

- Merchandise the participating products according to the planogram.
- Install A-frame sign, shelf talkers and perpendicular shelf talkers on the fixture and in-section.
- Install cut case mini backer cards and pricer cards on block pile display.
- Ensure perpendicular talkers are installed on the A-frame fixture and in-section.

Merchandising Instructions

A-Frame Display

- Ensure the fixture is by the entrance of your store.
- Merchandise the participating products and value add according to the planogram.
- Install the fixture sign on top of the A-frame fixture.
- Install pre-printed shelf talkers in front of the corresponding products in-section.
- Install the recipe perpendicular ST on the A-frame and in-section using a perpendicular shelf clip (PSTC201404).

Cut-Case Display

- Use the cut-case mini backer card to build a display (near the front of the store) with the participating products and value add.
- Merchandise the Pricer Cards in front of the corresponding products.
- Install the recipe shelf talker in-section using a perpendicular shelf clip (PSTC201404).



Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

Grey Goose



Cocktails with Brunch is in. Customers can buy either Grey Goose, Grey Goose La Poire or Grey Goose Le Citron 750ml + St. Germain 200ml, and get a FREE 750ml Martini Sparkling Rosé. Products will have a rep-applied necktag that includes four recipes to make with the trio of products they purchase. **This is a sold program. Participation is mandatory.**

Key Dates (March 29 - April 25)

Participating Stores

1, 4, 10, 19, 21, 22, 23, 31, 35, 38, 41, 43, 44, 51, 55, 74, 82, 83, 85, 90, 98, 102, 115, 130, 148, 149, 150, 156, 164, 187, 195, 198, 208, 212, 217, 227, 243, 248, 250, 253, 263, 265, 269, 279, 287, 288, 298, 310, 325, 326, 329, 334, 346, 351, 355, 358, 359, 367, 370, 371, 373, 378, 385, 390, 391, 392, 393, 394, 398, 401, 404, 411, 412, 416, 417, 428, 436, 437, 438, 445, 453, 459, 483, 485, 486, 489, 490, 495, 496, 497, 499, 500, 501, 511, 522, 523, 528, 529, 542, 545, 554, 556, 573, 575, 579, 580, 584, 585, 587, 590, 602, 618, 619, 623, 624, 627, 631, 632, 633, 640, 643, 649, 652, 653, 655, 661, 667, 670, 672, 674, 675, 679, 684, 691, 693, 698, 699, 702, 741, 743, 744, 748, 771, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
95935	Grey Goose Vodka	750	*Value Add:
116327	Grey Goose La Poire Vodka	750	750ml Martini Sparkling Rosé
413294	Grey Goose Le Citron	750	Limited quantities.
515205	St. Germain Elderflower Liqueur	200	While supplies last.

***Value Add: The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.**

Signage Components

- Enhanced Table Sign Large ENG (DMS-21P1-FNT1) / BIL (DMS-21P1-FNT2)
- Enhanced Table Sign Small ENG (DMS-21P1-FNT3) / BIL (DMS-21P1-FNT4)
- Shelf Talkers ENG (DMS-21P1-FNT5) / BIL (DMS-21P1-FNT6)
- End Aisle Backer Card BIL (DMS-21P1-FNT7)
- Blade Sign ENG (DMS-21P1-FNT8) / BIL (DMS-21P1-FNT9)
- Box Sign 1 ENG (DMS-21P1-FNT10) / BIL (DMA-21P1-FNT11)
- Box Sign 2 ENG (DMS-21P1-FNT12) / BIL (DMS-21P1-FNT13)
- Under Table Insert 7ft Side (DMS-21P1-FNT14)
- Under Table Insert 7ft End (DMS-21P1-FNT15)
- Under Table Insert 5ft Side (DMS-21P1-FNT16)
- Under Table Insert 5ft End (DMS-21P1-FNT17)

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram
- Install the Table Box Sign/Backer Card. and under Table Inserts.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- Merchandise the blade signs in-section (Alternate the blade signs in-section, so the customer will see both messages, if they are standing in front of the product)



Blade Signs

7Ft Nesting Table Planogram (For stores that have end tables)



Value Add
Facings:
7x3
+384651

Top View (Back)

Facings: 3x2 +515205	Facings: 6x2 +413294	Facings: 6x3 +116327	Facings: 3x2 +515205
----------------------------	----------------------------	----------------------------	----------------------------

Facings: 3x3 +95935	Facings: 3x2 +417196	Facings: 2x2 +604868	Facings: 3x2 +417196	Facings: 3x3 +95935
Box Sign		Signage		Box Sign
Facings: 3x3 +95935	Facings: 3x2 +417196	Facings: 2x2 +604868	Facings: 3x2 +417196	Facings: 3x3 +95935

Value Add
Facings:
7x3
+384651

Facings: 3x2 +515205	Facings: 6x2 +413294	Facings: 6x3 +116327	Facings: 3x2 +515205
----------------------------	----------------------------	----------------------------	----------------------------

Top View (Front)

7Ft Nesting Table Planogram (For stores that do not have end tables)



Value Add
Cut-
Case:
3x4
+384651

Top View (Back)

Facings: 3x2 +515205	Facings: 6x2 +413294	Facings: 6x3 +116327	Facings: 3x2 +515205
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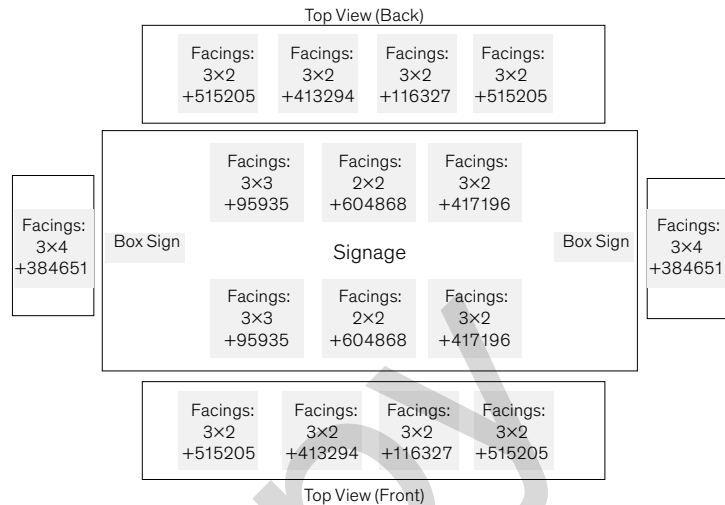
Facings: 3x3 +95935	Facings: 3x2 +417196	Facings: 2x2 +604868	Facings: 3x2 +417196	Facings: 3x3 +95935
Box Sign		Signage		Box Sign
Facings: 3x3 +95935	Facings: 3x2 +417196	Facings: 2x2 +604868	Facings: 3x2 +417196	Facings: 3x3 +95935

Value Add
Cut-
Case:
3x4
+384651

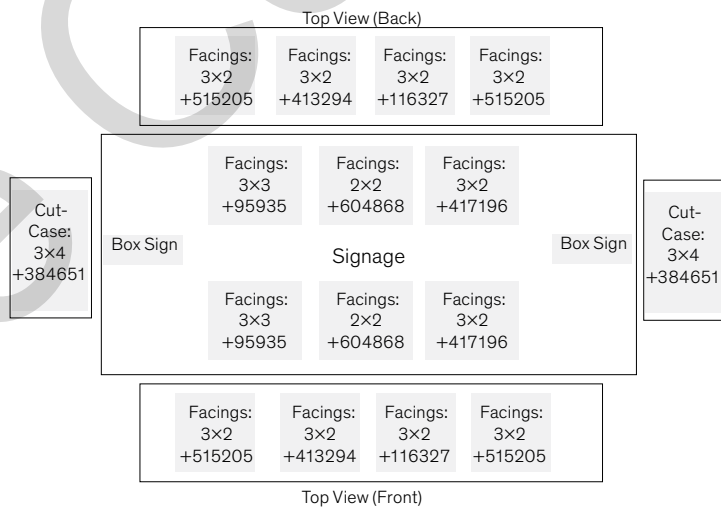
Facings: 3x2 +515205	Facings: 6x2 +413294	Facings: 6x3 +116327	Facings: 3x2 +515205
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Top View (Front)

5Ft Nesting Table Planogram (For stores that have end tables)



5Ft Nesting Table Planogram (For stores that do not have end tables)



Nesting Table End Aisle Stores
 (35, 43, 85, 98, 208, 358, 370, 483,
 496, 529, 672, 674, 675, 679, 684,
 691, 693, 743, 744)

Brand Spotlight (DD)

MIDDLE NESTING TABLE

Tanq & Tonic



With the Gin season fast approaching, Tanqueray has an entire portfolio of Gin that will excite and energize consumers. This display will engage consumers early in the season, educating them on the wide variety of gins available, highlighting the key serve and perfect garnishes to appeal to any palate. The program will focus on the key serve of 'Tanq & Tonic' and will include a free with purchase value add of Schweppes Tonic Water (6 × 222 mL)! Follow the planograms to display all products, value-adds and signage components to full effect. **This a sold program. Participation is mandatory.**

Key Dates (March 29 - April 25)

Participating Stores

10, 15, 17, 19, 21, 25, 41, 44, 51, 55, 65, 74, 82, 115, 130, 148, 149, 156, 164, 171, 187, 191, 195, 198, 209, 211, 217, 221, 226, 227, 228, 233, 248, 250, 252, 253, 263, 279, 298, 300, 310, 326, 329, 334, 344, 346, 351, 355, 359, 361, 373, 378, 381, 383, 390, 391, 394, 397, 398, 401, 404, 407, 411, 412, 427, 436, 437, 438, 443, 445, 457, 459, 470, 481, 485, 486, 490, 491, 497, 500, 522, 523, 536, 542, 551, 554, 566, 569, 579, 580, 585, 587, 602, 605, 609, 618, 619, 623, 624, 627, 630, 631, 632, 633, 634, 640, 641, 643, 649, 652, 653, 655, 658, 661, 670, 694, 698, 699, 700, 703, 706, 741

Participating Products

LCBO#	Description	Size (mL)	Offers
2691	Tanqueray Dry Gin	750	
96263	Tanqueray Dry Gin	1750	\$1.80 LTO
216721	Tanqueray London Dry Gin	1140	\$1.00 LTO
358184	Tanqueray Rangpur Gin	750	
570093	Tanqueray Malacca Gin	700	
573956	Tanqueray Flor De Sevilla	750	\$3.00 LTO
600163	Tanqueray No. Ten Gin	750	\$5.00 LTO

Value Add Schweppes Tonic Water (6 × 222 mL)

***Value Add: The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.**

Signage Components

- Table Sign Large ENG (DMS-21P1-MNT1)
BIL (DMS-21P1-MNT2)
- Table Sign Small BIL (DMS-21P1-MNT3)
- Shelf Talkers ENG (DMS-21P1-MNT4)
BIL (DMS-21P1-MNT5)
- Box Signs ENG (DMS-21P1-MNT9)
Bil (DMS-21P1-MNT10)
- In-section Blade Sign ENG (DMS-21P1-MNT13)
BIL (DMS-21P1-MNT14)

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise the participating products according to the planogram.
- Install table sign, box signs and pre-printed shelf talkers.
- Install blade signs in-section. (Alternate the blade signs in-section, so the customer will see both messages, if they are standing in front of the product)



Front View



Back View

Top View (Back)

Facings: 4x3 +2691	Facings: 3x2 +96263	Facings: 3x2 +216721
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Facings: 4x3 +600163

Facings: 3x2 +358184	Facings: 3x2 +570093	Facings: 3x2 +573956
Facings: 1x1 Box Sign	Signage	Facings: 1x1 Box Sign
Facings: 3x2 +358184	Facings: 3x2 +570093	Facings: 3x2 +573956

Facings: 4x3 +600163

Facings: 4x3 +2691	Facings: 3x2 +96263	Facings: 3x2 +216721
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Top View (Front)

Brand Spotlight (DD)

CELEBRATION FIXTURE

Tanq & Tonic

With the Gin season fast approaching, Tanqueray has an entire portfolio of Gin that will excite and energize consumers. This display will engage consumers early in the season, educating them on the wide variety of gins available, highlighting the key serve and perfect garnishes to appeal to any palate. The program will focus on the key serve of 'Tanq and Tonic' and will include a free with purchase value add of Schweppes Tonic Water (6 x 222 mL). Follow the planograms to display all products, value-adds and signage components to full effect.

This is a sold program. Participation is mandatory.

Key Dates (March 29 - April 25)

Participating Stores

1, 4, 19, 22, 31, 38, 83, 90, 102, 150, 243, 288, 371, 385, 398, 489, 499, 501, 511, 575, 590, 632, 702, 748, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
2691	Tanqueray Dry Gin	750	
96263	Tanqueray Dry Gin	1750	\$1.80 LTO
216721	Tanqueray London Dry Gin	1140	\$1.00 LTO
358184	Tanqueray Rangpur Gin	750	
570093	Tanqueray Malacca Gin	700	
573956	Tanqueray Flor De Sevilla	750	\$3.00 LTO
600163	Tanqueray No. Ten Gin	750	\$5.00 LTO

**Value Add
Schweppes
Tonic Water (6
x 222 mL)**

***Value Add: The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.**

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise the participating products according to the planogram.
- Install drum sign, bin strips and pre-printed shelf talkers.
- Install blade signs in-section. (Alternate the blade signs in-section, so the customer will see both messages, if they are standing in front of the product)

Signage Components

- Shelf Talkers ENG (DMS-21P1-MNT4)
BIL (DMS-21P1-MNT5)
- In-section Blade Sign ENG (DMS-21P1-MNT13)
BIL (DMS-21P1-MNT14)
- Drum Sign ENG (DMS-21P1-MNT6) / BIL (DMS-21P1-MNT7)
- Celebration Fixture Drum Sign Bin Strip (DMS-21P1-MNT8)



Front



Back

Spirits & Wines (MI-A & MI-B)

MINI THEMATIC

Stores must merchandise all participating SKUs listed below on the Mini Thematic Promotional Fixture Ends.

- If a store chooses to bring in additional inventory to support the program, the “1-in/1-out” rule DOES NOT apply
- The Promotional Fixtures must be fully merchandised at all times.
- If a store chooses to list a featured product AFTER the promotional Period has concluded, the “1-in/1-out” rule DOES apply.

This is a sold program. Participation is mandatory.

Key Dates (March 29 - April 25)

Participating Stores

1, 4, 5, 10, 14, 15, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 36, 38, 40, 41, 44, 50, 51, 55, 59, 60, 62, 63, 64, 65, 68, 72, 74, 82, 83, 85, 90, 93, 95, 97, 102, 106, 115, 125, 130, 132, 139, 140, 143, 145, 148, 149, 150, 153, 154, 155, 156, 164, 168, 171, 188, 190, 191, 192, 195, 198, 200, 201, 207, 209, 210, 211, 212, 214, 217, 221, 226, 227, 228, 233, 237, 242, 243, 244, 248, 249, 250, 252, 253, 255, 263, 265, 269, 278, 279, 287, 288, 298, 300, 310, 311, 324, 325, 326, 329, 334, 340, 343, 344, 346, 351, 355, 359, 360, 361, 362, 366, 367, 371, 373, 378, 381, 382, 383, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 397, 398, 400, 401, 404, 407, 411, 412, 416, 417, 425, 426, 427, 428, 431, 432, 434, 436, 437, 438, 443, 444, 445, 452, 453, 456, 459, 465, 470, 481, 485, 486, 489, 490, 491, 495, 497, 499, 500, 501, 505, 509, 511, 521, 522, 523, 528, 532, 534, 536, 540, 542, 544, 545, 549, 551, 553, 554, 555, 556, 559, 566, 568, 569, 573, 575, 579, 580, 584, 585, 586, 587, 590, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 638, 639, 640, 641, 643, 644, 649, 652, 653, 654, 655, 658, 660, 661, 667, 670, 675, 676, 693, 694, 698, 699, 700, 702, 703, 706, 741, 743, 747, 748, 771, 776

CHECKLIST

- Merchandise the participating products according to the planogram.
- Install category sign, box signs and shelf talkers on the fixture.

Spirits Mini Thematic A

This Period we are featuring a selection of white, amber/dark and spiced rums that will feature their own rum punch recipe! Use the Category Sign, Shelf Talkers and Box signs to highlight the exciting differences in these products.

Participating Products

LCBO#	Product Description	Size (mL)	Offers
80127	Sailor Jerry Spiced Rum	750	\$2.00 LTO
225698	The Kraken Black Spiced Rum	750	
337667	Havana Club Anejo 3 Anos	750	\$1.00 LTO
369793	Mount Gay Eclipse Rum	750	\$3.00 LTO
894014	El Dorado Demerara 5 Year Old Rum	750	\$3.00 LTO
117	Bacardi Superior	750	
500512	Captain Morgan Spiced Rum	750	
177808	Appleton Estate V/X Signature Blend	750	



Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign, pre-printed shelf talkers in front of each participating product
- Merchandise perpendicular shelf talkers on the fixture and in-section.
- There will be one box sign that should be merchandised in the middle of the top shelf. Please refer to the planogram.

Signage Components

- Category sign, short: (Re-order # DMS-21P1-MTA1)
- Shelf talkers: ENG (Re-order # DMS-21P1-MTA2) / Shelf talkers: BIL (Re-order # DMS-21P1-MTA3)
- Box signs: ENG/BIL (Re-order # DMS-21P1-MTA4)
- Backer card: EMG/BIL (Re-order # DMS-21P1-MTB5)

Participating Stores

4, 21, 35, 83, 90, 98, 102, 150, 164, 177, 208, 243, 355, 358, 370, 398, 489, 496, 501, 511, 529, 623, 632, 639, 648, 672, 676, 684, 691, 702, 743, 744, 748

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install transparency and merchandise preprinted shelf talkers in front of each participating product.
- Merchandise value add perpendicular shelf talkers on the fixture and in-section.
- **DO NOT** merchandise the box sign.

Signage Components

- Transparency: ENG (Re-order # DMS-21P1-MTA6) / Transparency: BIL (Re-order # DMS-21P1-MTA7)



Wines Mini Thematic B

We've refreshed our assortment with some exciting new wines which will be showcased to customers in this mini thematic. All products will offer an incentive to purchase (LTO or VA). This is part of our larger strategy to better promote new products to our customers.

Participating Products

LCBO#	Product Description	Size (mL)	Offers
10418	Big Bill Shiraz	750	\$2.00
11935	Zaphy Organic Chardonnay	750	\$1.00
90472	J.P. Chenet Cabernet Syrah Organic Pays D'Oc	750	\$1.00
464743	Angove Organic Cabernet Sauvignon	750	\$2.00
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	\$1.50
617225	Domaine De Serame Cab Sauv Pay D'Oc Igp Organic	750	\$2.00
13904	Henry Of Pelham Pinot Noir VQA	750	\$2.00
295006	Cave Spring Dry Rose VQA	750	\$2.00
326413	Pelee Island Pinot Grigio VQA	750	\$1.50

EARTH-FRIENDLY WINES



Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign and merchandise preprinted shelf talkers in front of each participating product.
- Install box sign.

Signage Components

- Category sign, short: (Re-order # DMS-21P1-MTB8) / Category sign, long: (Re-order # DMS-21P1-MTB9)
- Shelf talkers: ENG (Re-order # DMS-21P1-MTB10) / Shelf talkers: BIL (Re-order # DMS-21P1-MTB11)
- Box signs: ENG/BIL (Re-order # DMS-21P1-MTB12)

Participating Stores

4, 21, 35, 83, 90, 98, 102, 150, 164, 177, 208, 243, 355, 358, 370, 398, 489, 496, 501, 511, 529, 623, 632, 639, 648, 672, 676, 684, 691, 702, 743, 744, 748

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install transparency and merchandise preprinted shelf talkers in front of each participating product.
- Merchandise perpendicular shelf talkers on the fixture and in-section.
- **DO NOT** merchandise the box sign.

Signage Components

- Backer card: ENG/BIL (Re-order # DMS-21P1-MTB13)
- Transparency: ENG (Re-order # DMS-21P1-MTB14) / BIL (Re-order # DMS-21P1-MTB15)



ALCOHOL-FREE BEER & WINE



Over the last couple of months, we have expanded our Alcohol-Free assortment to include more beers in addition to 0% ABV wine. This is an important strategy for LCBO by ensuring our customers have options that are inclusive and socially responsible. It is also part of movement as customers become more health-minded. New signage tools and a merchandising plan were rolled in P11 to help make this growing trend more impactful in our stores. Stores should continue to merchandise this program throughout the entire year.

Key Dates (Ongoing)

Participating Stores (End Aisle)

1, 4, 5, 10, 15, 17, 19, 21, 22, 23, 25, 31, 35, 36, 38, 40, 41, 44, 51, 55, 57, 64, 65, 74, 82, 95, 102, 106, 115, 130, 145, 148, 149, 150, 154, 156, 164, 171, 177, 187, 191, 195, 198, 200, 209, 211, 212, 217, 221, 226, 227, 228, 233, 243, 250, 252, 253, 263, 279, 287, 288, 298, 300, 310, 325, 326, 329, 334, 344, 346, 351, 355, 359, 360, 361, 367, 371, 373, 378, 381, 383, 385, 386, 390, 391, 392, 393, 394, 397, 398, 401, 404, 407, 411, 412, 416, 417, 427, 428, 432, 436, 437, 438, 443, 445, 452, 459, 470, 481, 485, 486, 490, 491, 494, 495, 497, 499, 500, 505, 511, 522, 523, 528, 532, 536, 542, 544, 545, 549, 551, 554, 555, 556, 566, 569, 573, 575, 579, 580, 585, 587, 590, 601, 602, 605, 609, 617, 618, 619, 623, 624, 627, 630, 631, 632, 633, 634, 640, 641, 643, 649, 652, 653, 655, 658, 661, 670, 694, 698, 699, 700, 702, 703, 706, 741, 771, 776

Alcohol-Free Beer

LCBO#	Description
589416	Heineken 0.0
589440	Budweiser Prohibition
589549	Clausthaler Premium Non Alcoholic
614875	Bavaria 0.0% Original Beer
617878	Partake Brewing Non-Alcoholic Pale Ale
589721	Erdinger Alkoholfrei
614099	Big Drop Pale Blanche
614107	Big Drop Dark Noir
11661	Hoegaarden 00
13654	Partake IPA

Alcohol-Free Wine

LCBO#	Description
12549	LEITZ Eins-Zwei-Zero Sparkling Rosé (Limited Quantity)

NOTE: Additional alcohol-free wines will be released this spring. Further details will be communicated.

Signage Components

Backer Card – This will be shipped to the stores noted above with a dedicated End Aisle. Other stores may order at their discretion:

- Alcohol-Free Beer/Alcohol-Free Beverages Backer Card (English Re-order # 200P-AFB1)
- Alcohol-Free Beer/Alcohol-Free Beverages Backer Card (Bilingual Re-order # 200P-AFB2)

Category Sign – Available for stores choosing to merchandise these products on a Goldola:

- Alcohol-Free Beer Category Sign (Eng/Bil Re-order # 200P-AFB3)

Bin Ticket Extenders – A bundle of 10 will be supplied to all stores. Re-order/replenish as needed:

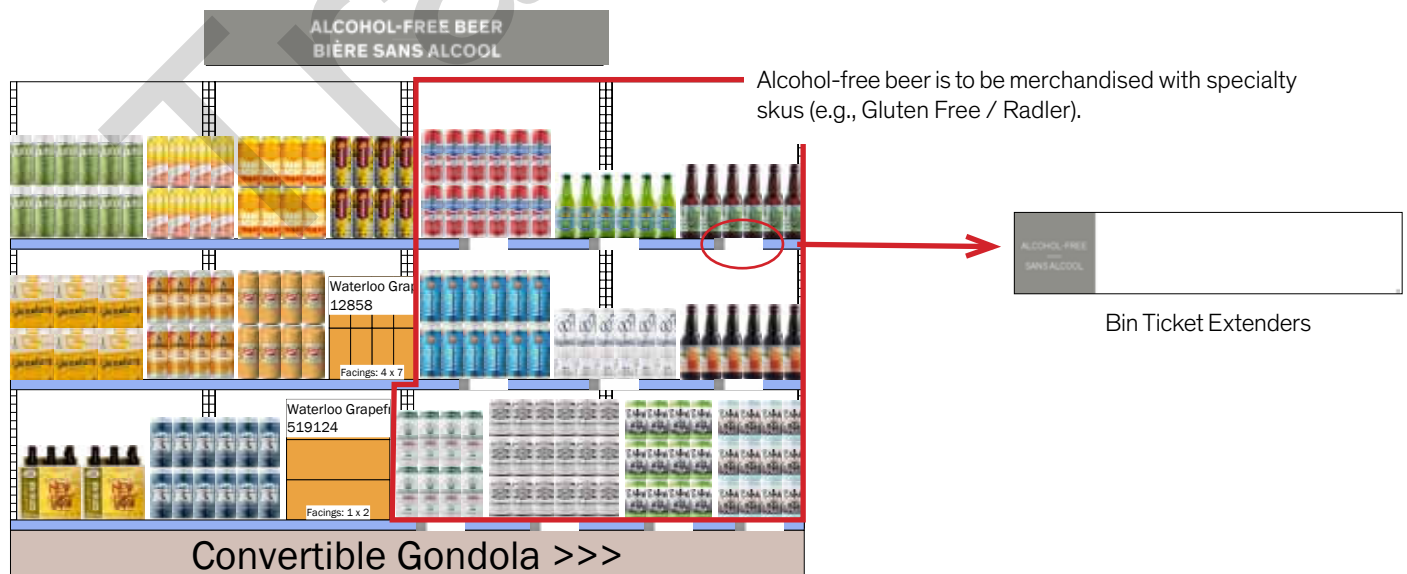
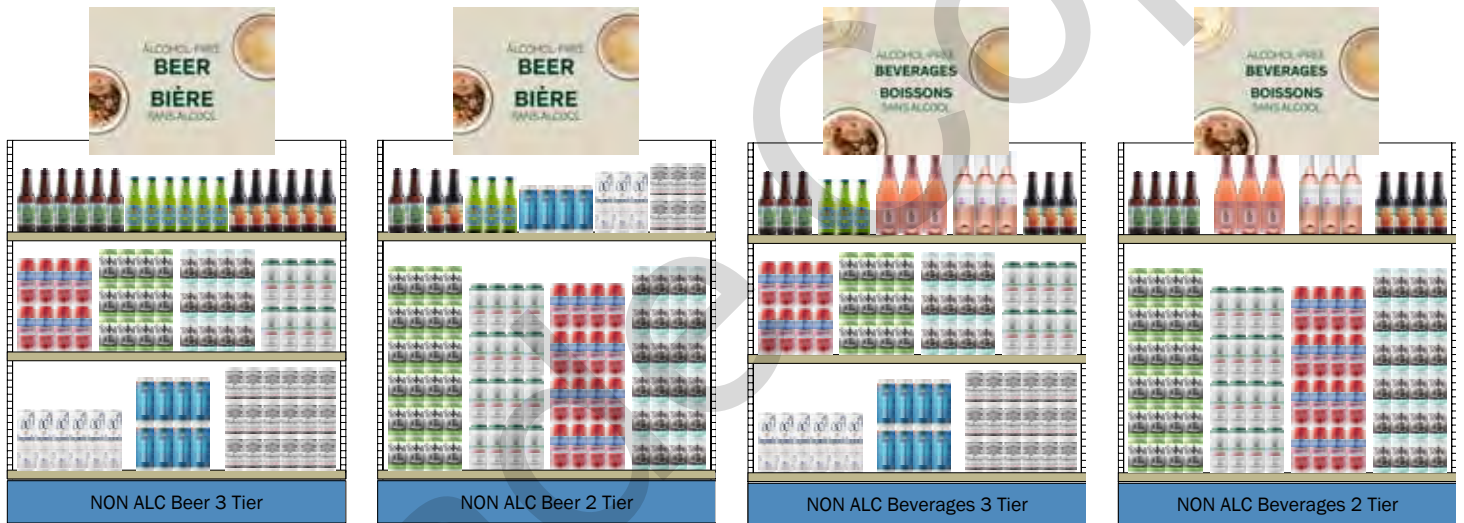
- Alcohol-Free Bin Ticket Extenders (Eng/Bil Re-order # 200P-AFB4)

Merchandising Instructions

- End Aisle:** The 177 stores noted above will merchandise Alcohol-Free skus on an End Aisle. Stores should use a discretionary end close to their Beer Section. If stores are merchandising both Wine and Beer on the display, they should use the “Alcohol-Free Beverages” backer card. However, if the display is comprised of Beer only, they should use the “Alcohol-Free Beer” backer card.
- Remaining Stores:** Continue to merchandise Alcohol-Free products with specialty skus (e.g., Gluten Free / Radler). Stores should merchandise “Alcohol-Free” bin ticket extenders with these skus to clearly identify them to customers. Stores with an extensive footprint of alcohol-free skus may opt to order an “Alcohol-Free Beer” category sign to clearly delineate the section.



The planoguides below are for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.



Wine and Spirits

SPECIAL PROMOTIONS FIXTURES

The Special Promotions Fixtures located in front of cash registers. The Spirits Fixture will be merchandising 375 mL spirits products, and the Wine Fixture will hold 375 mL wine products. **No Changes from Period 12**

Participating Stores

1, 4, 10, 15, 17, 19, 21, 22, 23, 25, 31, 34, 38, 41, 44, 51, 55, 65, 74, 82, 83, 102, 115, 130, 132, 145, 148, 149, 150, 156, 164, 168, 171, 187, 191, 195, 198, 209, 211, 212, 221, 226, 227, 228, 233, 243, 250, 252, 253, 263, 265, 279, 287, 288, 298, 300, 310, 325, 326, 329, 334, 344, 346, 351, 355, 359, 361, 367, 371, 373, 378, 381, 383, 385, 390, 391, 393, 394, 397, 398, 401, 404, 407, 411, 412, 416, 427, 428, 432, 436, 437, 438, 443, 445, 452, 457, 459, 470, 481, 485, 489, 490, 491, 495, 497, 499, 500, 501, 505, 511, 522, 523, 528, 534, 536, 542, 544, 545, 546, 551, 554, 555, 566, 569, 575, 579, 580, 584, 585, 587, 590, 601, 602, 605, 609, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 640, 641, 643, 649, 652, 653, 655, 658, 661, 667, 670, 691, 694, 698, 699, 700, 702, 703, 706, 741, 748, 776

Spirits Impulse:

This fixture will focus on merchandising a core assortment of ten (10) 375 mL spirit products and six (6) additional discretionary SKUs.

When choosing the 6 additional discretionary skus prioritize any new skus in the count. This fixture holds **16 SKUs** in total. The core SKUs below are to remain constant throughout each period. Any changes to the core assortment will be communicated.

Participating Products

LCBO#	Description	Size (mL)
240	Smirnoff Vodka	375
265199	Absolut Vodka	375
596	Bacardi Superior (P.E.T)	375
74393	Bailey's Irish Cream	375
110221	St Remy Brandy	375
61408	Jagermeister	375
500504	Captain Morgan Spiced Rum	375
9043	Crown Royal	375
9522	J.P. Wiser's Deluxe	375
463	Canadian Club Premium	375
637058	Bombay Sapphire London Dry Gin	375
604934	Grey Goose Vodka	375
245688	Hennessy Vs Cognac.	375
669002	Casamigos Reposado Tequila	375
11850	Buffalo Trace Bourbon 375ml	375
TBD	Macallan 12 YO Triple Cask	375

Core SKUs

Stores are to select 6 products to be merchandised on the back side of the fixture (Store discretion)



Important Note:

If your store sells through a participating product(s), **ONLY** select an alternate product from the product list to replace on the fixture for the duration of the period.

Wine Impulse:

It is recommended that stores do not double merchandise any 375 mL wines on the special promotions fixture and the Front End Merchandiser, in order to reduce excess inventory at store level.

Participating Products

LCBO#	Description	Size (mL)
Core SKUs		
10425	Bodacious Smooth Red Can	250
10426	Bodacious Pinot Grigio Can	250
647719	Lindeman's Shiraz Can*	250
15941	Wolf Blass Yellow Label Cabernet Sauvignon	375
16253	Wolf Blass Yellow Label Chardonnay	375
647701	Lindeman's Pinot Grigio Can*	250
444760	Big House Cardinal Zin Can	250
444778	Big House The Birdman Pinot Grigio Can	250
389866	Santa Carolina Cabernet Sauvignon Reserva	375
389858	Santa Carolina Chardonnay	375
302570	Casillero Del Diablo Reserva Sauvignon Blanc	375
6254	Folonari Valpolicella Classico	375
297655	Masi Campofiorin Igt	375
297648	Voga Pinot Grigio Igt	375
253930	Martini & Rossi Asti	375
197954	Peller Family Vineyards Cabernet-Merlot	200

LCBO#	Description	Size (mL)
197962	Peller Family Vineyards Chardonnay	200
38810	Chateau Des Charmes Cabernet Merlot VQA	375
577023	Girls' Night Out Rose VQA Can	250
462507	Trapiche Pure Malbec	375
302612	Wyhdham Estate Bin 555 Shiraz	375
424630	Villa Maria Private Bin Sauvignon Blanc	375
160085	>Sauvignon Blanc Kim Crawford 375 (Constellation)	375
313817	>(V)Seven Oaks Cabernet Sauvignon 375ml (J Lohr)	375
11989	Sterling Vineyards Cabernet Sauvignon Aluminum Bottle	375
11988	Sterling Vineyards Chardonnay Aluminum Bottle	375
156190	Fat Bastard Syrah Pays D'Oc	250
464669	Cellier Des Dauphins Prestige Red Cotes Du Rh	250
297630	Latour Pinot Noir	375
496349	Cellier Des Dauphins Pres Wht Cdr Aoc	250
297663	Masi Costasera Amarone Classico	375
687558	(V) P.Grigo Valdadige Doc 375ml (Sta Margherita)	375
389056	Veuve Clicquot Brut Champagne	375
111294	Moet & Chandon Imperial Champagne	200
453076	Moet & Chandon Imperial Champagne	375
493304	Outset Sparkling Wine VQA Can	250
194191	Villa Sandi Prosecco Doc	375
361790	Martini & Rossi Asti	200
167791	Freixenet Cordon Negro Brut Cava	200
40469	Henkell Trocken	375
486456	Joey White Sparkling	250



Merchandising Instructions

- Please note that stores are not required to list product(s) that they do not already carry to support this program. Please select wines and spirits from the lists provided that are already listed in your store.
- Remove the recipe metal holder and store it in a safe place for future use.
- **Important Note:** During the promotional period, if your store sells through a participating product(s), **ONLY** select an alternate product from the list to replace on the fixture for the duration of the period.

Signage Components

- Category Sign Wine (Bilingual) – 200P-SPF1
- Category Sign Spirits (Bilingual) – 200P-SPF2
- Wine Poster Sign (Bilingual) – 200P-SPF3
- Spirits Poster Sign (Bilingual) – 200P-SPF4

Period 13 & Period 1

WINES FLEX SPACE

new
from Argentina

nouveautés
de l'Argentine

Flex Space is a dedicated display space in the Wines section that draws customers' attention to featured products (e.g. new arrivals, LTOs, label changes, Vintages Essentials, etc.) and creates an engaging shopping experience. A handful of stores have been trying this new merchandising strategy, which resulted in increased sales of the featured products.

No changes from Period 13.

Key Dates: March 1 - April 25 (P13 - P1)

3 Flex Spaces – Participating Stores

1, 10, 15, 17, 41, 51, 64, 83, 115, 149, 168, 187, 191, 209, 211, 217, 226, 228, 233, 250, 252, 253, 265, 287, 326, 329, 361, 367, 378, 391, 393, 394, 401, 411, 412, 416, 427, 436, 437, 443, 470, 481, 485, 490, 491, 497, 500, 522, 523, 528, 536, 542, 544, 551, 556, 566, 569, 573, 580, 585, 587, 602, 624, 631, 634, 643, 649, 652, 653, 655, 658, 661, 694, 703

The 3 Flex space sections in this group are as follows:

Stores without flex space may still choose to merchandise these products on their New & Seasonal fixture, or in-section.

1. Sparkling section merchandised with Residual Holiday Gifting And Sparkling
2. USA/Australia section merchandised with New World products
3. Italy/SE Europe section merchandised with Old World products

6 Flex Spaces – Participating Stores

4, 19, 21, 22, 23, 31, 38, 44, 55, 65, 82, 102, 130, 150, 156, 164, 171, 227, 243, 263, 279, 288, 298, 310, 334, 344, 346, 351, 359, 360, 371, 381, 385, 390, 398, 407, 417, 438, 445, 459, 486, 489, 495, 499, 511, 554, 579, 590, 609, 619, 623, 627, 630, 632, 640, 641, 670, 698, 702, 741, 776

The 6 Flex space sections in this group are as follows:

- Sparkling section merchandised with Residual Holiday Gifting And Sparkling
- USA section merchandised with New World products
- SE Europe section merchandised with Old World products
- Australia section
- New Zealand section
- Organic section - secondary location for all general list and Vintages organic products.

Signage Components

- Flex Space Signage Kit
(Re-order # DMS-20P13-FS1)

Merchandising Instructions

- Each store in this bucket will rotate product periodically in the six Flex Spaces within the following sections:
Sparkling, USA, Australia, New Zealand and Italy/SE Europe.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- Use the list of skus provided to select the products your store will merchandise in each flex space.
- Only select skus that are in your current assortment.
- Please refer to the planoguides for product placement.
- Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.

Suggested Products to Merchandise
(based on your current store's assortment)

Box Sign	LCBO#	Description	Producing Country	Size (mL)	Retail
Australia Flex Space - "New brands from ARGENTINA"					
<p>new from Argentina</p> <p>nouveautés de l'Argentine</p>	11929	Comuna Chardonnay Pinot Grigio	Argentina	750	\$9.95
	11930	Comuna Shiraz Malbec	Argentina	750	\$9.95
	12454	Callia Alta Cabernet Sauvignon	Argentina	750	\$9.95
	11943	Los Cardos Dona Paula Sauvignon Blanc	Argentina	750	\$11.95
	11942	Los Cardos Dona Paula Malbec	Argentina	750	\$11.95
	11934	Zaphy Cabernet Sauvignon Organic	Argentina	750	\$11.95
	11935	Zaphy Chardonnay Organic	Argentina	750	\$11.95
	12452	Bodega Toro Centenario Malbec	Argentina	750	\$9.45
EUROPE - Italy/SE Flex Space "New from Italy"					
<p>new from Italy</p> <p>nouveautés de l'Italie</p>	13492	Riunite Lambrusco Frizzante	Italy	750	\$9.95
	13493	Trementi Rosso del Veneto Igp Appassimento	Italy	750	\$16.95
	12282	Zonin 1821 Prosecco 8.5 DOC	Italy	750	\$15.95
	13494	San Marzano Primitivo Puglia IGP	Italy	750	\$8.95
	13776	Arche Fiano IGT	Italy	750	\$11.95
	13634	The Wanted Chard Chardonnay	Italy	750	13.95
	13918	Cantine Due Palme Brindisi Rosso DOP	Italy	750	8.95
	43588	Folonari Pink Pinot Grigio Venezia IGT	Italy	750	\$11.95
USA Flex Space - "New California Gems"					
<p>new California gems</p> <p>nouveaux trésors californiens</p>	13733	Stave & Steel Canadian Whisky Barrel Finished Cabernet Sauvignon	California	750	\$19.95
	13305	Solid Ground Cabernet Sauvignon	California	750	\$17.95
	12589	Canyon Road Sauvignon Blanc	California	750	\$9.95
	12588	Canyon Road Pinot Noir	California	750	\$9.95
	12610	Obsession Red Blend California	California	750	\$15.95
	14130	Apothic Cabernet Sauvignon	California	750	\$16.95
	13734	Robert Mondavi Private Selection Aged In Rum Barrels Merlot	California	750	\$19.95
	13686	Bread & Butter Pinot Noir	California	750	\$18.95
	639971	Barefoot Cellars Pink Pinot Grigio	California	750	\$9.95
New Zealand Flex Space - "New - Exceptional Value Wines"					
<p>new value wines</p> <p>nouveaux vins avantageux</p>	13462	Casa Todelano Tempranillo	Spain	750	\$7.95
	129734	Fish Hoek Shiraz	South Africa	750	\$9.95
	129726	Fish Hoek Sauvignon Blanc	South Africa	750	\$9.95
	12190	Yago Bio Rose Sangria	Spain	750	\$11.95
	12193	Yago Bio Red Sangria	Spain	750	\$11.95
	13918	Cantine Due Palme Brindisi Rosso DOP	Italy	750	8.95

SPARKLING Flex Space - Sparklers For Spring!

sparklers
for spring!
mousseux
printaniers!

12549	Leitz Eins-Zwei-Zero Sparkling Rosé	Germany	750	\$12.95
14884	Lola Secco Sparkling VQA	Canada (Ontario)	750	\$14.95
11597	Bella Sparkling Pinot Noir VQA	Canada (Ontario)	750	\$18.95
14981	Aria Sparkling Rosé	Canada (Ontario)	750	\$14.95
14684	Fresita Orange Sunset Sparkling	Chile	750	\$13.95
640011	Lindeman's Bin 30 Sparkling Rosé	Australia	750	\$13.95
14955	Martini Sparkling Rosé	Italy	750	\$15.95
279455	Moët Imperial Ice Champagne	France	750	\$84.20

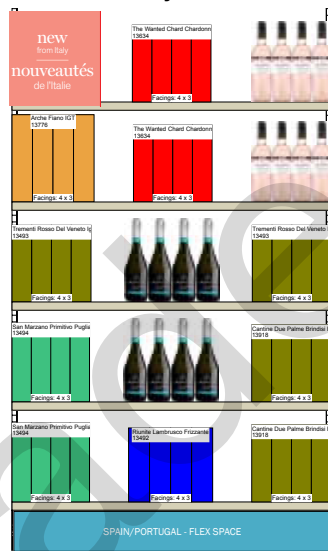
Organic Flex Space

Maintain regular merchandising of organic assortment

**Australia Flex Space
New brands from ARGENTINA**



**EUROPE - Italy/SE Flex Space
New from Italy**



**USA Flex Space -
New California Gems**



**New Zealand Flex Space -
New - Exceptional Value Wines**



**Sparkling Flex Space -
Sparklers for Spring**



The planoguides below are for examples only. Based on your store fixture size and product assortments, please increase or decrease product facings to create an impactful display.

Period 1 Gifting SPRING (Easter & Mother's Day)

SPRING (EASTER AND MOTHER'S DAY) Merchandising Tool Kit Signage

The Spring/ Easter/ Mother's Day merchandising tool kit will be force allocated to all stores.

ACTION: Merchandise seasonal/gifting inspired products on discretion end aisles, in cut-cases or block piles using the signage provided. When creating a discretionary end aisle display, ensure the Enhanced Gift Bag is merchandised in the metal gift bag holder.

Key Dates (March 28 - May 23)

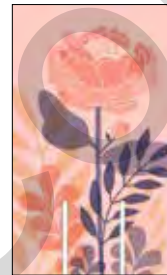
Sold End Aisle stores will receive:

Kit #1 (Re-order #DMS-21P1 -GIFT5)

- End Aisle Backer Card
- Mini Backer Card
- Blank Pricer Cards
- Riser Wrap



Generic Pricer Card
(No Text)



Mini Backer Card



End Aisle Backer Card

All other stores & Agency stores will receive:

Kit #2 (Re-order # DMS-21P1-GIFT6)

- Mini Backer Card
- Blank Pricer Cards
- Riser Wrap



Riser Wrap

Merchandising Instructions

Please merchandise products ideal for Spring, Easter and Mother's Day products on the displays below (Store Manager's discretion).



Mini Backer Card

- Please set up cut case display(s) using the provided signage.



End Aisle Backer Card (Discretionary Ends)

- Please select a discretionary end to merchandise your Spring / Easter/ Mother's Day products.

NEW! Spring Bags

Spring Enhanced Paper \$1.95 Bags and the Spring Reusable 2 Bottle Bags will ship to participating stores the third week of March for set up with the start of P1. Distribution by store will be available on the P1 Worksheets.

LCBO#	Component	Case Pack	Retail
14326	Spring Reusable 2 Bottle Bag (2 versions)	50	\$1.50
14192	Spring Enhanced Paper \$1.95 bag	50	\$1.95



HOW TO MERCHANDISE Spring Enhanced Paper \$1.95 bags

Merchandising Options:

- Front Facing End Aisle
- New & Seasonal Fixture

FRONT FACING END AISLE



NEW & SEASONAL FIXTURE



LCBO# 14191
SPRING ENHANCED
PAPER BAG
\$1.95

Merchandising Instructions

- Please merchandise the Spring Enhanced Paper \$1.95 Bags on the front facing end aisles.
- New & Seasonal Fixture stores
Please merchandise the Spring Enhanced Paper Bags on the fixture (refer to the New & Seasonal section of this guide for more details).

HOW TO MERCHANDISE

Spring \$1.50 Reuseable Bags



**LCBO#14326
SPRING REUSABLE
2 BOTTLE BAG
(2 VERSIONS)**

\$1.50

Merchandising Options:

- **Metal Stand Merchandiser**

Stores with the Metal Stand Merchandiser MUST follow the planogram below to merchandise the Spring Reusable bags.

- **Metal Gift Bag Fixture**

Stores that don't have the Metal Stand Merchandiser can utilize the Metal Bag Fixture by following the illustration below to create an impactful display. Please note that this fixture has TWO (2) metal arms, allowing 4 merchandising opportunities.

- **Cash End**

Stores that don't have any of the Metal Gift Merchandisers can display the bags at Cash End.

METAL STAND MERCHANDISER



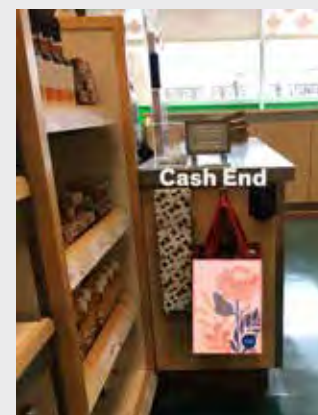
Stores with the Metal Stand Merchandiser MUST follow the planogram above to merchandise the Spring Reusable bags.

METAL GIFT BAG FIXTURE






Stores that don't have the Metal Stand Merchandiser can utilize the Metal Bag Fixture by following the instruction above to create an impactful display.

CASH END



Stores that don't have any of the Metal Gift Merchandisers can display the bags at Cash End.

Signage Re-order Codes

	Description	Reorder #
	Pole Topper Sign for Metal Bag Fixture	GFT 106 GFT 106 BIL
	Metal Stand Merchandiser Sign Insert Kit- Eng/Eng (2 pieces - Blank Insert and Sign)	DMS-21P1-GFT3
	Metal Stand Merchandiser Sign Insert Kit- Bil/Bil (2 pieces - Blank Insert and Sign)	DMS-21P1-GFT4

HOW TO MERCHANDISE Spring Gift Cards (Spring / Easter / Mother's Day)

Spring is In! The new design of the Spring Gift Cards will serve multi tactical purpose - Spring, Easter and Mother's Day. Spring Gift Cards and Carriers have only been allocated to stores with high Gift Card sales transactions. **No additional inventory is available.**

Cards and Carriers will arrive in stores by the start of Period 1. Distribution by store will be available in the weekly Customer Experience Newsletter and on the Portal Worksheets.

Key Dates (March 28 - May 23)

Receiving Instructions

- Receive gift cards and presenters into inventory as you would any other Vendor Direct Receipts using Givex distributor 6230. Vendor Direct Receipts procedures are available on the Intranet Portal (search "Vendor Direct Receipts")

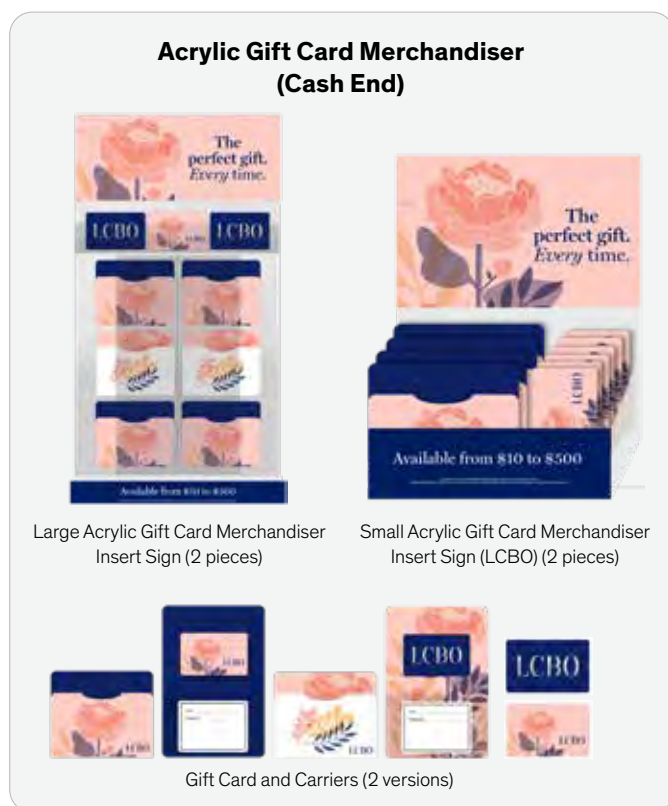


Merchandising Instructions

- Remove the year-around gift card merchandiser inserts and store it in a safe place.
- Install the Spring gift card merchandiser inserts.
- On May 23rd, recycle the Spring insert and replace with the Year Round insert signs.

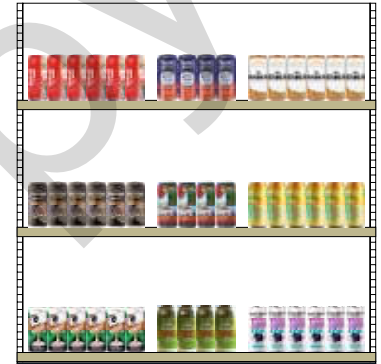
Signage Component for Gift Card Inserts	Re-order#
Spring Large Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	DMS-21P1-GFT2
Spring Small Acrylic Gift Card Merchandiser Insert Sign (LCBO) (2 pieces)	DMS-21P1-GFT1

Gift Card Merchandisers	Re-order#
Large Acrylic Gift Card Merchandiser (for cash desk)	GFT 099
Small Acrylic Gift Card Merchandiser (for cash desk)	GFT 105



Period 1 END AISLES

	LCBO#	Description	Size (mL)	Offers
Beer/Cider Mini Thematic C End Aisle #1	10197	Great Lakes Brewery Meanwhile... Down in Moxee (1929)	473	
	11226	Whitewater Blood Moon Orange Sour (LCBO Warehouse)	473	
	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
	14952	Amsterdam Makes You Pucker (3842)	473	
	15389	Side Launch Margarita Gose (3827)	473	
	159772	Muskoka Hazed And Confused (LCBO Warehouse)	473	IMAGE Shelf Talker
	508580	Wellington Upside IPA (4826)	473	LTO
	549873	Collective Arts Jam Up The Mash (4678)	473	
	573550	Nickel Brook Wicked Awesome New England IPA (6699)	473	LTO



FEM 1, 2 and 3

The winning stores are to merchandise End Aisle #1 Beer SKUs on the middle portion of their Front End Merchandisers.

NOTE: Please use the planogram provided to merchandise the FEM fixtures. Based on your store product assortments, please increase or decrease product facings to maintain a full display throughout the promotion.



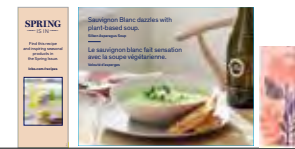
FEM 1



FEM 2



FEM 3



	LCBO#	Description	Size (mL)	
End Aisle #2 (Winning Store is End Aisle #W1)	35386	>(V)Marlborough Sauvignon Blanc (Kim Crawford)	750	LTO
	302380	Mezzacorona Pinot Grigio Trentino	750	LTO, Wine Fridge
	669465	Peller Family Vineyards Pinot Grigio	4000	LTO



	LCBO#	Description	Size (mL)	
End Aisle #3 (Winning Store is End Aisle #W2)	48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	LTO
	212480	Georges Duboeuf Beaujolais Aoc	750	LTO
	338855	Bodacious Smooth Red	750	LTO



	LCBO#	Description	Size (mL)	
End Aisle #4 (Winning Store is End Aisle #W3)	289835	Peller Family Vineyards Dry White	1500	LTO
	589069	Peller Family Vineyards Red	4000	LTO
	669440	Peller Family Vineyards Shiraz	1500	LTO





	LCBO#	Description	Size (mL)	
End Aisle #5 (Winning Store is End Aisle #W4)	20289	Yellow Tail Shiraz	1500	LTO
	68254	Yellow Tail Pinot Grigio	750	LTO
	627802	Yellow Tail Chardonnay	750	LTO



	LCBO#	Description	Size (mL)	
End Aisle #6 (Winning Store is End Aisle #W5)	155051	Masi Campofiorin Igt	750	LTO
	317057	Masi Costasera Amarone Classico Doc	750	LTO
	620773	Masi Masianco Pinot Grigio	750	LTO, Wine Fridge



	LCBO#	Description	Size (mL)	
End Aisle #7 (Winning Store is End Aisle #W6)	82636	Pasqua Soave Doc	1500	LTO
	295139	Alamos Malbec	750	LTO
	328534	Jackson-Triggs Cabernet Sauvignon	750	LTO





LCBO#	Description	Size (mL)	
End Aisle #8 (Winning Store is End Aisle #W7)	399410 Jackson-Triggs Sauvignon Blanc	750	LTO
	506519 Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO
	633578 Jacob's Creek Pinot Grigio	750	LTO



LCBO#	Description	Size (mL)	
End Aisle #9 (Winning Store is End Aisle #W8)	280719 Gato Negro Cabernet Sauvignon	1500	LTO
	429811 Black Cellar Shiraz Cabernet	1500	LTO
	649749 Castillo De Almansa Reserva	1500	LTO



LCBO#	Description	Size (mL)	
End Aisle #10 (Winning Store is End Aisle #W9)	284539 Trius Brut VQA	750	LTO
	394577 Fiol Prosecco Doc	750	LTO
	445825 Jacob's Creek Moscato Rose Sparkling	750	LTO, Wine Fridge



	LCBO#	Description	Size (mL)	
End Aisle #11 (Winning Store is End Aisle #S1)	13187	Absolut Juice Apple Edition	750	LTO
	13188	Absolut Juice Strawberry Edition	750	
	209221	Absolut Vodka	1140	LTO



	LCBO#	Description	Size (mL)	
End Aisle #12 (Winning Store is End Aisle #S2)	42	Canadian Club Premium	750	LTO
	311936	Canadian Club Classic 12 Year Old	1140	LTO
	390583	Canadian Club 100% Rye	750	LTO



SPRING
— IS IN —
— PARLONS —
PRINTEMPS

	LCBO#	Description	Size (mL)	
End Aisle #13 (Winning Store is End Aisle #W10)	43588	Folonari Pink Pinot Grigio Venezia Igt*	750	LTO, Wine Fridge
	534693	Kittling Ridge White Zinfandel/Vidal	750	LTO
	545780	Apothic Rose	750	LTO



SPRING
— IS IN —

	LCBO#	Description	Size (mL)	
End Aisle #14 (Winning Store is End Aisle #S3)	217448	Malibu Coconut Rum	1140	LTO
	477836	Malibu Coconut Rum	750	
	601765	Malibu Coconut Rum	375	LTO



	LCBO#	Description	Size (mL)	
End Aisle #15 (Winning Store is End Aisle #W11)	10486	Pelee Island Lola Merlot VQA	750	LTO
	450981	Pelee Island Lola Blush Sparkling VQA	750	LTO
	618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	LTO



SPRING
— IS IN —
— PARLONS —
PRINTEMPS

	LCBO#	Description	Size (mL)	
End Aisle #16 (Winning Store is End Aisle #S4)	3558	Gibson's Finest Rare 12 Years Old	750	LTO
	200741	Gibson's Finest Rare 12 Years Old*	1750	LTO
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO





	LCBO#	Description	Size (mL)	
End Aisle #17 (Winning Store is End Aisle #S5)	242107	No. 3 London Dry Gin	750	LTO
	366633	Ron Diplomatico Reserva Exclusiva Rum	750	BAM
	556621	Belvedere Pure	1140	LTO



SPRING
— IS IN —

	LCBO#	Description	Size (mL)	
End Aisle #18 (Winning Store is End Aisle #W12)	91694	Santa Margherita Chianti Classico	750	
	106450	Pinot Grigio Valdadige (S.Margherita)	750	
	687582	Prosecco Di Valdobbiadene Brut (S.Margherita)	750	LTO



	LCBO#	Description	Size (mL)	
End Aisle #19 (Winning Store is End Aisle #S6)	34595	Patron Silver Tequila	750	LTO
	34603	Patron Anejo Tequila	750	BAM
	50088	Patron Reposado Tequila	750	LTO



SPRING
— IS IN —
— PARLONS —
PRINTEMPS

	LCBO#	Description	Size (mL)	
End Aisle #20 (Winning Store is End Aisle #W13)	507475	Trapiche Reserve Pinot Grigio	750	LTO
	524322	Trapiche Reserve Malbec	1500	LTO
	614669	Trapiche Reserve Cabernet Sauvignon	750	LTO



The Cold Room SPIRITS DISPLAY

The Cold Room Spirits Display program will provide Spirits display space in high-traffic areas near the beer cold room. The program is aimed at encouraging customers to view Spirits as an appropriate and relevant beverage alcohol choice for a variety of occasions throughout the seasons. This sold program display will encourage cross-category shopping.

This is a sold program. Participation is mandatory.

Key Dates (March 29 - April 25)

Participating Stores

4, 6, 23, 33, 41, 49, 51, 55, 58, 65, 74, 82, 84, 93, 102, 107, 119, 130, 155, 156, 160, 164, 195, 196, 198, 211, 227, 228, 229, 230, 232, 233, 234, 237, 244, 250, 254, 263, 270, 276, 278, 279, 281, 288, 296, 298, 299, 300, 310, 316, 318, 323, 329, 335, 351, 359, 364, 368, 369, 374, 380, 384, 387, 391, 394, 399, 401, 404, 414, 423, 425, 427, 440, 443, 448, 449, 454, 469, 470, 474, 477, 481, 482, 491, 492, 495, 496, 497, 500, 504, 509, 510, 516, 530, 536, 537, 550, 551, 552, 554, 556, 560, 561, 564, 580, 587, 594, 602, 605, 609, 618, 626, 627, 633, 640, 641, 644, 649, 654, 655, 658, 694, 695, 699, 706, 741, 771

Participating Products

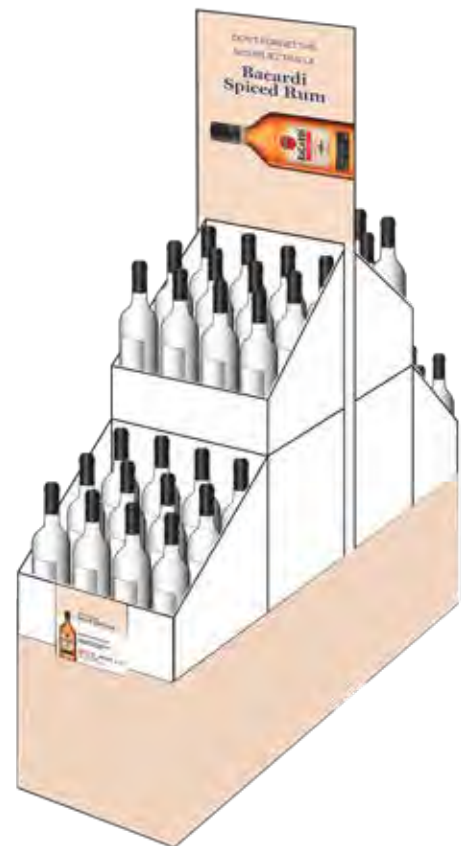
LCBO#	Description	Size (mL)	Offers
486316	Bacardi Spiced Rum	375	\$1.00 LTO

Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-21P1-CRSD1) / BIL (Re-order # DMS-21P1-CRSD2)
- Riser Wrap (Re-order # DMS-21P1-CRSD3)
- Pricer Cards ENG (Re-order # DMS-21P1-CRSD4) / BIL (Re-order # DMS-21P1-CRSD5)

Merchandising Instructions

- **Please order the required product, as it will not be force shipped (3 cases minimum).**
- Use the mini backer card sign and riser wrap to build a cut case display (near beer cold room or beer section of the store) with the one (1) participating product.
- Merchandise the pricer cards in front of the corresponding product.



BEER BRANDED ENDS

P1 - P2

The Beer Branded End Aisles are permanently dedicated to the brands Heineken, Stella Artois and Corona Extra. End Aisle Backer Cards will be printed seasonally for P9-10, P11 and P12-13, while End Aisle Blade Signs will only be printed to highlight any savings, bonus AIR MILES®, or special campaigns that the brand is participating in that period. Blade signs will not be produced if there are no offer messages to share.

These are sold spaces and participation is mandatory.

Backer Cards MUST remain in place for the duration of P1 & P2.

NEW blade signs will be shipped to all participating stores by the start of Period 1.

Key Dates (March 29 - April 25)

Participating Stores

4, 17, 18, 21, 23, 25, 41, 55, 65, 74, 82, 93, 149, 150, 156, 191, 196, 207, 209, 211, 221, 226, 233, 250, 263, 270, 278, 310, 326, 351, 359, 381, 384, 391, 397, 404, 411, 420, 425, 427, 443, 456, 459, 477, 481, 486, 489, 490, 491, 500, 532, 534, 537, 551, 554, 555, 559, 568, 569, 573, 579, 580, 587, 602, 618, 627, 630, 631, 633, 635, 640, 649, 653, 657, 661, 665, 670, 684, 694, 698, 699, 703, 706, 741

Signage Components

Backer Cards Kit ENG & BIL (Re-order # 21P1-BCB1)

- P1-2 Corona EA Backer Card
- P1-2 Heineken EA Backer Card
- P1-2 Stella Artois EA Backer Card

Blade Signs

- P1 Corona EA Blade Sign
ENG (21P1-BCB2) BIL (21P1-BCB3)
- P1 Heineken EA Blade Sign
ENG (21P1-BCB2) BIL (21P1-BCB3)
- P1 Stella Artois EA Blade Sign
ENG (21P1-BCB2) BIL (21P1-BCB3)

NOTE: Images on the right are for references only.



BEER EXCITEMENT ZONE

March 29 - April 25



The Beer Excitement Zone has four displays to highlight engaging offers on popular products.

NEW! Starting this fiscal, three displays are **sold programs (21A, 21C and 21D)**, and the remaining 21B is a generic display end for merchandising new, seasonal products at store manager's discretion. Refer to your planogram for the location of each display. **This is a sold program. Participation is mandatory.**

(NEW!) 21A: Mill Street Organic

Featuring three new SKUs to help you get into the spirit of getting outside: A six-pack of Toronto's Mill St. Organic is combined with Vancouver's Parkland Designs backpack made from recycled water bottles a new organic Pilsner, and a new light lager.

21C: Labatt Earth Day

Budweiser has a flashed Earth Can, where a portion of the proceeds for every can sold will be donated to EarthDay.ca. We are also introducing Corona's new 100% plastic-free, biodegradable packaging.

21D: Georgian Bay Spirits Co.

Georgian Bay Spirits Co. will be donating \$0.15 from every can sold to the Georgian Bay Land Trust in support of Earth Day.

Participating Stores

1, 4, 6, 7, 10, 15, 19, 21, 22, 23, 25, 27, 31, 33, 35, 36, 40, 41, 43, 49, 51, 55, 57, 58, 65, 70, 74, 80, 82, 83, 84, 85, 90, 93, 97, 98, 102, 106, 130, 139, 144, 145, 148, 149, 150, 154, 156, 164, 167, 168, 175, 187, 191, 195, 196, 207, 208, 209, 210, 211, 212, 216, 221, 226, 227, 228, 229, 233, 234, 237, 243, 244, 248, 250, 253, 263, 270, 278, 279, 287, 288, 298, 300, 310, 321, 324, 325, 329, 334, 341, 344, 346, 351, 355, 358, 359, 360, 368, 370, 371, 373, 381, 382, 383, 384, 385, 391, 394, 397, 398, 401, 402, 404, 406, 407, 411, 417, 420, 425, 427, 436, 437, 443, 445, 452, 453, 454, 458, 459, 461, 470, 481, 485, 486, 489, 490, 491, 495, 496, 497, 499, 500, 501, 509, 511, 522, 523, 529, 536, 539, 549, 551, 554, 556, 564, 575, 579, 580, 584, 585, 587, 590, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 637, 638, 640, 641, 643, 644, 648, 649, 652, 653, 654, 655, 657, 658, 660, 661, 665, 667, 670, 671, 672, 674, 675, 679, 684, 691, 694, 695, 698, 699, 702, 706, 741, 743, 747, 748, 771, 776

Signage Components

New Signs for Period 1:

- P1 Backer Card 21A BIL (Re-order # DMS-21P1-EZ1)
- P1-2 Backer Card 21B BIL (Re-order # DMS-21P1-EZ2)
- P1 Backer Card 21C BIL (Re-order # DMS-21P1-EZ3)
- P1 Backer Card 21D BIL (Re-order # DMS-21P1-EZ4)
- Square Transparencies 21D ENG (Re-order # DMS-21P1-EZ5) / BIL (Re-order # DMS-21P1-EZ6)
- Square Transparencies 21A ENG (Re-order # DMS-21P1-EZ7) / BIL (Re-order # DMS-21P1-EZ8)
- Shelf Talkers 21A, C & D ENG (Re-order # DMS-21P1-EZ59) / BIL (Re-order # DMS-21P1-EZ10)
- Pricer Cards 21A, C & D ENG (Re-order # DMS-21P1-EZ11) / BIL (Re-order # DMS-21P1-EZ12)
- End Aisle Blade Sign for 21C ENG (Re-order # DMS-21P1-EZ13) / BIL (Re-order # DMS-21P1-EZ14)
- End Aisle Blade Sign for 21A ENG (Re-order # DMS-21P1-EZ15) / BIL (Re-order # DMS-21P1-EZ16)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install backer cards, blade signs, pricer cards and pre-printed shelf talkers.
- Display the 21B backer card from the start of P1 to the end of P2 (May 24, 2020).

Participating Products

Display Point	LCBO#	Description	Supplying Source / Distributor	Offers
21A - Plinth (EA - EZA)	15518	Mill Street Backpack W/Organic Lager	1950 - Trillium Beverage Inc.	
	15733	Mill St Organic Pilsner	1950 - Trillium Beverage Inc.	
	15928	Mill Street Big Little Lager	1950 - Trillium Beverage Inc.	
21B - Discretionary End Aisle (Recommended Product) (EA - EZB)	15408	Wellington Faces Double IPA	4826 - Wellington County Brewery Inc	
	15457	Collective Arts Fest IPA	4678 - Collective Arts Brewing Limited	
	15116	Cowbell Brewing Co. Hazy Days IPA	458 - Cowbell Brewing Co.	
21C - Plinth (EA - EZH)	56804	Corona Extra	LCBO Warehouse	LTO
	460634	Corona Extra	LCBO Warehouse	
	905976	Budweiser	275 - The Beer Store	LTO
21D - End Aisle (EA - EZAD)	447540	Georgian Bay Gin Smash	LCBO Warehouse	
	491183	Georgian Bay Vodka Smash	LCBO Warehouse	
	667006	Georgian Bay Smashed Ice Tea	LCBO Warehouse	

The image displays four promotional banners and four corresponding product display layouts:

- Spring Beer Season:** Two banners with text: "SPRING Explore the great outdoors. Profitez du plein air." and "PRINTEMPS". The second banner adds: "New craft beers are in for spring. Le printemps apporte de nouvelles bières artisanales." and "These bestselling brews are earth-friendly, too. Ces bières populaires sont aussi écologiques."
- Georgian Bay:** A banner with text: "Preserve Georgian Bay. Protégez la baie Géorgienne."
- 21A Local:** A display of various beer cans.
- 21B New Arrivals:** A display of beer cans with three "Staff Pick" labels above.
- 21C Occasion Plinth:** A large display of beer cans.
- 21D Occasion End:** A display of beer cans.

6-PACK CARRIER



Overview

Last year, LCBO introduced a new 6-pack carrier to many LCBO stores tied to our "What's in your 6-pack?" advertising campaign. The goal of this initiative is to enhance the customer experience through a convenient carrier solution, all while increasing basket size and encouraging exploration/trial.

Participating Stores

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 25, 27, 31, 33, 35, 36, 38, 40, 41, 43, 44, 49, 51, 55, 57, 64, 65, 74, 82, 83, 84, 93, 95, 98, 106, 115, 130, 132, 139, 143, 144, 148, 149, 150, 154, 156, 163, 164, 171, 175, 186, 187, 195, 198, 200, 207, 208, 209, 211, 212, 214, 217, 218, 221, 226, 227, 228, 229, 233, 234, 237, 242, 243, 250, 252, 263, 270, 278, 279, 287, 288, 295, 298, 300, 310, 325, 326, 329, 334, 340, 343, 344, 351, 355, 358, 359, 360, 361, 367, 368, 370, 371, 373, 378, 381, 384, 385, 388, 391, 392, 393, 394, 398, 401, 402, 404, 407, 411, 412, 417, 420, 425, 426, 427, 431, 432, 436, 437, 438, 443, 445, 452, 453, 454, 457, 458, 459, 470, 481, 483, 485, 486, 489, 490, 491, 494, 495, 496, 497, 499, 500, 501, 505, 509, 511, 512, 522, 523, 526, 528, 529, 532, 534, 536, 537, 539, 542, 544, 545, 546, 549, 551, 554, 555, 556, 564, 566, 568, 569, 571, 572, 573, 575, 579, 580, 585, 587, 590, 601, 602, 605, 609, 614, 616, 617, 618, 619, 620, 624, 627, 630, 631, 633, 638, 639, 640, 641, 643, 644, 645, 649, 652, 653, 654, 655, 658, 660, 661, 665, 667, 670, 672, 679, 684, 685, 691, 694, 695, 697, 698, 699, 702, 703, 706, 741, 743, 771, 776



Metal Merchandiser Header Card

Signage Components

Metal Merchandiser Header Card

- Header Card ENG (Re-order # DMS-SMB1) / BIL Header Card (Re-order # DMS-SMB2)

6-Pack Carrier

- 6-Pack Carrier BIL (Re-order # DMS-SMB3)

A limited number of carriers will be available for re-order, if required. Note that re-orders contain 50 units.

Merchandising Instructions

How to set up the Metal Merchandiser

- Display the new winter design of the 6-pack carriers on the metal merchandiser.
- Install the winter metal merchandiser header card on top of the merchandiser
- Fill the merchandiser with flat/unfolded Winter carriers on all hooks, on both sides.
- If your store don't have enough to fill the front and back of the fixture with only the winter design, the winter design goes on the FRONT and old/existing goes on the BACK

Where to place the Metal Merchandiser

- Position the metal merchandiser in a prominent location near the front of your beer or RTD sections.

NOTE: the merchandiser is double-sided. Position merchandiser so that both sides are easily accessible to customers.

Select stores

(with End Aisle 21B in the Beer Excitement Zone)

- Merchandise participating products on the "New" End Aisle (21B) in the Beer Excitement Zone
- Display a fully-assembled 6-pack carrier, filled with participating products in the middle of the top shelf.
- Continue to use the generic "Breaking News in Brews" End Aisle backer card

ONTARIO CRAFT CIDER

In an effort to support our growing local cider business, a select number of stores received navigational and on-shelf signage, highlighting Ontario Craft Cider last year.

In the first weeks of April, all stores will be receiving the on-shelf components of the package to help further this initiative. Category signs will not be provided to all stores with this kit, but they are available to order.

Stores should continue merchandising this signage throughout the year.

Key Dates (ongoing)

Participating Stores

All Stores



Ontario Craft Cider



Ontario Craft Cider
Cidre artisanal de l'Ontario

Enhanced Ontario Craft Cider Sign

*This sign will be sent to stores with a large Ontario Craft Cider assortment and should be merchandised in-section.

Any store may order this sign as needed based on inventory.

Recommended Products

LCBO#	Description	Size (mL)
333583	Thornbury Premium Apple Cider	473
573428	D'Ont Poke The Bear Cider.	473
635227	Liberty Village Dry Cider	473
453118	Pommies Cider Can	473
407668	Shiny Apple Cider	473
645978	Ernest Cider Impeachment	473
497214	Ardiel Dry Apple Cider	473
374496	Forbidden Artisanal Cider	473
418582	Pommies Farmhouse Cider	473
571786	Thornbury Craft Cranberry Cider	473
107342	Reinhart's Red Apple Strong Cider	473

LCBO#	Description	Size (mL)
466292	Ernest Dry Cider	473
515098	Shiny Apple Cider With Pinot	473
457358	Eden Grove Perfect Pear	473
497651	Reinhart's Red Apple Light Cider	473
578740	Farmed & Dangerous	473
688572	Lost Craft Apple Cider	473
572594	Duntroon Cyder House Standing Rock	473
13571	Collective Arts Nature of Things	473
13681	Collective Arts Circling the Sun	473

Ontario Craft Cider Merchandising Signage

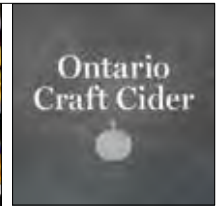
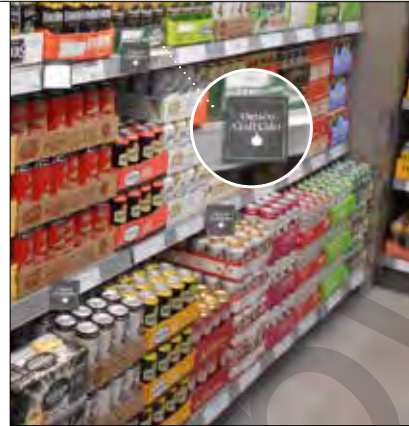
Signage Components

Ontario Craft Cider Perpendicular Shelf Talkers

- Install the perpendicular shelf talkers in front of the Ontario Craft Cider products in-section using the perpendicular shelf talker clip (PSTC201404).

ENG Re-order# DMS-OP21-OCC1

ENG/FR Re-order#DMS-OP21-OCC2



Fridge Perpendicular Shelf Talkers

- Ensure all featured products for your store's local cidery are merchandised in the fridge.
- Merchandise up to three (3) handwritten, Crafted In The Neighbourhood Shelf Talkers in front of the endorsed product in-section. Using a black marker fill in the product name, cidery, and distance from the store.

ENG Re-order# DMS-OP21-OCC3

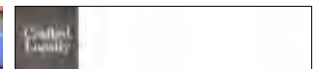
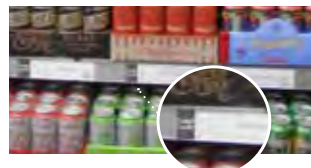
ENG/BIL Re-order#DMS-OP21-OCC4



Cider Bin Tag Extension

- Install the beer bin tag extensions with regular on-shelf bin tags.

ENG/BIL Re-order# DMS-OP21-OCC7



BEER PROGRAMS

1 Beer Rated Perpendicular Shelf Talkers

The Beer Rated shelf talker program calls attention to beers that have received a score of 95 and up, to support the Seasonal Craft beer release, along with any other Seasonal items.

Key Dates (March 29 - April 25)

Participating Stores

1, 4, 5, 6, 9, 10, 14, 15, 17, 18, 19, 21, 25, 31, 35, 36, 38, 40, 57, 60, 95, 101, 102, 115, 130, 143, 148, 149, 156, 164, 171, 179, 187, 198, 207, 212, 217, 218, 226, 233, 243, 252, 253, 255, 288, 295, 298, 300, 325, 329, 334, 355, 359, 360, 361, 367, 371, 373, 385, 389, 393, 394, 401, 407, 412, 416, 417, 425, 432, 437, 438, 443, 445, 452, 457, 459, 481, 483, 486, 491, 494, 495, 499, 500, 501, 505, 511, 522, 528, 532, 534, 542, 546, 549, 556, 568, 573, 575, 579, 586, 590, 602, 614, 616, 619, 623, 624, 630, 677, 771, 776

Participating Products

LCBO#	Description	Rating
522839	Lindemans Gueuze Cuvee Rene	96
470757	Fullers London Pride	99
194431	Duvel Beer	98
357236	Chimay Blue Cap	100
414946	Brewdog Punk Ipa	96
10296	High Road Brewing Bronan - Vermont style IPA	98
14280	Bellwoods Jelly King	99
480368	Muskoka Twice As Mad Tom IPA	97
645416	Left Field Greenwood IPA	97
385674	Side Launch Wheat Beer	97



Example of Shelf Talkers

Signage Components

- Beer Rated perpendicular shelf talkers.
- ENG (Re-order # BCRRB-Winter1) / BIL (Re-order # BCRRB-Winter2)

Merchandising Instructions

- Install the perpendicular shelf talker in front of the corresponding beer products in-section using the perpendicular shelf talker clip (PSTC201404).

2 Ontario Craft Beer End Aisle

Key Dates (March 29 - April 25)

Participating Stores

1, 5, 6, 9, 10, 14, 15, 18, 19, 21, 36, 40, 57, 60, 106, 115, 143, 148, 154, 187, 212, 217, 243, 288, 295, 298, 324, 325, 334, 360, 371, 412, 417, 432, 452, 457, 486, 495, 499, 549, 556, 579, 619, 623, 624, 630



Participating Products

LCBO#	Description	Size (mL)	
559740	Muskoka Summerweiss Tropical Wheat	473 mL	Lcbo Warehouse
576926	Beau's Lug Tread Lagered Ale	473 mL	275 - The Beer Store
10815	Collective Arts Hazy State	473 mL	4678 - Collective Arts Brewing Limited
12041	Steam Whistle Pale Ale	473 mL	5577 - Steam Whistle Brewing
142364	Side Launch Northbound Lager	473 mL	3827 - Side Launch Brewing
467167	Old Tomorrow Honey Ginger Shandy	473 mL	4275 - Old Tomorrow Ltd.

Signage Components

- End Aisle Backer card ENG/BIL (Re-order # OCBEA01)
- Pre-Printed Shelf talkers
ENG (Re-order #P1-OCBEA-ST1)

Bilingual designated stores must display the bilingual side of the product shelf talkers.

3 Craft Beer Program

Participating Stores

1, 4, 5, 6, 9, 10, 14, 15, 17, 18, 19, 21, 25, 31, 35, 36, 38, 40, 57, 60, 95, 101, 102, 115, 130, 143, 148, 149, 156, 164, 171, 179, 187, 198, 207, 212, 217, 218, 226, 233, 243, 252, 253, 255, 288, 295, 298, 300, 325, 329, 334, 355, 359, 360, 361, 367, 371, 373, 385, 389, 393, 394, 401, 407, 412, 416, 417, 425, 432, 437, 438, 443, 445, 452, 457, 459, 481, 483, 486, 491, 494, 495, 499, 500, 501, 505, 511, 522, 528, 532, 534, 542, 546, 549, 556, 568, 573, 575, 579, 586, 590, 602, 614, 616, 619, 623, 624, 630, 677, 771, 776

Key Dates (March 29 - April 25)

Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
13347	Timmermans Lambicus Blanche	375	13336	Blindman Brewing - Longshadows IPA	473
13344	ToOL Halo Milkshake Berliner Weisse	330	13345	BrewDog Hazy Jane	473
13360	Ommegang Pale Sour	355	13343	Vox Populi Double Fruit Punch IPA	355
13337	De Moersleutel Rusty Brown Ale	440	406439	Gregorius Trappist Beer	330
13346	Lickinghole Creek French Toast Brown Ale	750	551622	Rodenbach Caractere Rouge	750
14298	Einbecker Ur-Bock Hell	330			
13966	SweetWater IPA	473			

Signage Components

- Pre-Printed Shelf talkers
(ENG: DMS-FW-OCB1 / BIL: DMS-FW-OCB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

4 Local Fridge

Stores participating in the Local Fridge program received generic signage to draw attention to each stores' neighbourhood brewery/cidery. Participating stores have been selected based on close proximity to Ontario Craft Brewery or Cidery. Stores are asked to continue highlighting the featured SKUs using a "Brewed In The Neighbourhood" or "Crafted In The Neighborhood" perpendicular shelf talker. **This is a sold program. Participation is mandatory.**

Participating Stores (Beer)

2, 5, 7, 10, 11, 13, 14, 17, 18, 19, 20, 22, 23, 25, 26, 27, 31, 35, 40, 41, 44, 45, 46, 51, 54, 59, 60, 62, 68, 72, 74, 80, 83, 84, 93, 95, 97, 99, 101, 102, 115, 124, 130, 136, 148, 149, 158, 159, 163, 164, 178, 182, 187, 200, 201, 212, 214, 223, 226, 228, 233, 244, 248, 255, 260, 267, 278, 282, 288, 295, 297, 298, 300, 324, 325, 329, 331, 340, 345, 346, 348, 360, 388, 397, 407, 412, 417, 418, 420, 426, 437, 441, 442, 445, 446, 449, 453, 454, 461, 467, 477, 490, 495, 499, 510, 511, 516, 526, 532, 534, 537, 546, 547, 555, 556, 569, 571, 573, 584, 586, 587, 599, 602, 621, 630, 631, 633, 645, 650, 656, 667, 677, 697, 776

Participating Stores (Cider)

84, 101, 124, 331, 418, 467, 477, 537

Participating Products

The full list of participating products can be found in the Customer Experience Newsletter and the Online Worksheets.

Signage Components

- 3 × 3' Perpendicular Shelf Talker
 - Brewed In The Neighbourhood - BEER (ENG Re-order# DMS-F20-LFP1) (BIL Re-order# DMS-F20-LFP2)
 - Crafted In The Neighbourhood - CIDER (BIL Re-order# DMS-F20-LFP3)

Merchandising Instructions

- Ensure all featured products for your store's local brewery/cidery are merchandised in the fridge. If there are multiple participating skus, they must merchandised together as a brand family.
- Merchandise up to three (3) handwritten, Brewed/Crafted In The Neighbourhood Shelf Talkers in front of the endorsed product in-section. Using a black marker fill in the product name, brewery/cidery, and distance from the store.
- Note that stores who support contract breweries though this program will not receive signage, but should continue to merchandise the featured products in the beer fridge.



FRONT END MERCHANDISER

**FRESH NEW
FLAVOURS**
— ARE IN —

The Front End Merchandiser program (FEM) has proven to generate incremental sales, create consistency across the stores, and encourage customers to discover new products. **This is a sold program. Participation is mandatory.**

Key Dates (March 29 - April 25)

Participating Stores

1, 4, 5, 6, 10, 11, 12, 14, 17, 18, 19, 20, 21, 23, 24, 25, 26, 31, 33, 35, 36, 38, 41, 50, 51, 55, 58, 59, 63, 64, 65, 68, 70, 74, 80, 82, 86, 90, 93, 95, 97, 101, 102, 106, 115, 130, 140, 143, 148, 149, 150, 153, 154, 156, 164, 165, 188, 190, 192, 195, 198, 200, 201, 207, 209, 210, 211, 216, 217, 218, 221, 226, 227, 228, 233, 243, 248, 249, 250, 252, 253, 263, 270, 278, 279, 288, 295, 298, 300, 310, 311, 312, 321, 325, 326, 334, 343, 344, 346, 351, 353, 359, 360, 362, 366, 371, 373, 378, 381, 382, 383, 384, 385, 386, 387, 391, 392, 397, 400, 401, 404, 411, 415, 420, 427, 428, 431, 432, 434, 436, 437, 438, 443, 444, 445, 452, 453, 456, 459, 465, 481, 485, 486, 490, 491, 494, 495, 500, 501, 521, 522, 523, 528, 533, 542, 544, 545, 549, 551, 554, 555, 556, 563, 564, 566, 572, 573, 580, 585, 587, 590, 593, 602, 605, 609, 616, 617, 618, 624, 627, 629, 630, 631, 632, 633, 640, 641, 643, 649, 652, 653, 655, 658, 661, 667, 670, 671, 694, 699, 741

Participating Products

LCBO#	Description	Size (mL)
15100	Waterloo Pineapple Radler	473
15960	Creemore Springs Helles	473

Signage Components

FEM Signage Kit:

- Box Sign and 2 Shelf Talkers
- Re-order # DMS-21P1-FEM1

Merchandising Instructions

- During this period, the Sold Space program will feature the above products. It is imperative that stores reconfigure the shelves on the sold space display in order to feature these products effectively. Stores are required to use 3 shelves plus the plinth/base (i.e. The featured products should be water-falled on 3 shelves). The top shelf is used to display the box sign provided.

Think Shrink 750 mL Merchandiser

The current direction for merchandising varies by region so stores are to contact their District Managers for direction in each district. Participating stores should have received fixtures for the Think Shrink 750 mL Merchandiser.



Core 200 mL Spirits Program

- Stores participating in the Front End Merchandiser Program must also set up the core 200 mL Spirits Program.
- The top 10 selling 200 mL Spirits are to be set up on priority cash #2 (i.e. the cash desk that receives the second highest traffic). See the sample floor plans in your Front End Merchandiser Sold Space Implementation Guide for the location of the display.
- The display does not change from Period to Period as it is intended to protect the majority of sales generated from the Front End Merchandisers.
- Please note that Core 200 mL SKUs do not count against a store's total approved SKU count. The Core SKUs cannot be delisted. For the Core 200 mL Spirits feature, stores are required to use four shelves and plinth/base (i.e. two (2) products per shelf, total five shelves are required).

Front End Merchandiser Core List

LCBO#	Description	Size
BEER AND CHASERS		
271965	Smirnoff Vodka (P.E.T.)	200 mL
447961	Fireball Whisky Shooter	200 mL
393678	Baileys Irish Cream	200 mL
586180	Iceberg Vodka	200 mL
413716	Wiser's Deluxe	200 mL
271338	Bacardi Superior	200 mL
245944	Alberta Premium	200 mL
587816	Forty Creek Barrel Select	200 mL
228031	Grand Marnier	200 mL
215624	Jack Daniel's Tennessee Whiskey	200 mL
COOL CONVENIENCE		
271965	Smirnoff Vodka (P.E.T.)	200 mL
447961	Fireball Whisky Shooter	200 mL
393678	Baileys Irish Cream	200 mL
586180	Iceberg Vodka	200 mL
413716	Wiser's Deluxe	200 mL
602128	Polar Ice Vodka	200 mL
245944	Alberta Premium	200 mL
271338	Bacardi Superior	200 mL
215624	Jack Daniel's Tennessee Whiskey	200 mL
273318	Jägermeister	200 mL
PREMIUM DESTINATION		
271965	Smirnoff Vodka (P.E.T.)	200 mL
586180	Iceberg Vodka	200 mL
351023	Absolut Vodka	200 mL
215624	Jack Daniel's Tennessee Whiskey	200 mL
298729	St Remy Brandy	200 mL
251371	Canadian Club Premium	200 mL
320804	Jameson Irish Whiskey	200 mL
393678	Baileys Irish Cream	200 mL
272708	Grey Goose Vodka	200 mL
273318	Jägermeister	200 mL
MAINSTREAM SPIRITS		
271965	Smirnoff Vodka (P.E.T.)	200 mL
586180	Iceberg Vodka	200 mL
602128	Polar Ice Vodka	200 mL
447961	Fireball Whisky Shooter	200 mL
393678	Baileys Irish Cream	200 mL
413716	Wiser's Deluxe	200 mL
251371	Canadian Club Premium	200 mL
351023	Absolut Vodka	200 mL
273318	Jägermeister	200 mL
215624	Jack Daniel's Tennessee Whiskey	200 mL

LCBO#	Description	Size
BIG BRANDS		
271965	Smirnoff Vodka (P.E.T.)	200 mL
447961	Fireball Whisky Shooter	200 mL
393678	Baileys Irish Cream	200 mL
586180	Iceberg Vodka	200 mL
602128	Polar Ice Vodka	200 mL
413716	Wiser's Deluxe	200 mL
245944	Alberta Premium	200 mL
271338	Bacardi Superior	200 mL
251397	Walker's Special Old	200 mL
251371	Canadian Club Premium	200 mL
GLOBAL ROOTS		
271965	Smirnoff Vodka (P.E.T.)	200 mL
586180	Iceberg Vodka	200 mL
298729	St Remy Brandy	200 mL
351023	Absolut Vodka	200 mL
251371	Canadian Club Premium	200 mL
476382	Grant's Family Reserve	200 mL
215624	Jack Daniel's Tennessee Whiskey	200 mL
602128	Polar Ice Vodka	200 mL
271338	Bacardi Superior	200 mL
619775	Appleton Estate V/X Rum Signature Blend	200 mL
UP-SPEND MAINSTREAM		
271965	Smirnoff Vodka (P.E.T.)	200 mL
586180	Iceberg Vodka	200 mL
393678	Baileys Irish Cream	200 mL
251371	Canadian Club Premium	200 mL
602128	Polar Ice Vodka	200 mL
447961	Fireball Whisky Shooter	200 mL
351023	Absolut Vodka	200 mL
298729	St Remy Brandy	200 mL
215624	Jack Daniel's Tennessee Whiskey	200 mL
271338	Bacardi Superior	200 mL

Spirited Picks BASKET DISPLAY



This is a sold program. Participation is mandatory.

Key Dates (March 29 - April 25)

Participating Stores

1, 4, 5, 6, 10, 11, 12, 14, 17, 18, 19, 20, 21, 23, 24, 25, 26, 31, 33, 35, 36, 38, 41, 50, 51, 55, 58, 59, 63, 64, 65, 68, 70, 74, 80, 82, 86, 90, 93, 95, 97, 101, 102, 106, 115, 130, 140, 143, 148, 149, 150, 153, 154, 156, 164, 165, 188, 190, 192, 195, 198, 200, 201, 207, 209, 210, 211, 216, 217, 218, 221, 226, 227, 228, 233, 243, 248, 249, 250, 252, 253, 263, 270, 278, 279, 288, 295, 298, 300, 310, 311, 312, 321, 325, 326, 334, 343, 344, 346, 351, 353, 359, 360, 362, 366, 371, 373, 378, 381, 382, 383, 384, 385, 386, 387, 391, 392, 397, 400, 401, 404, 411, 415, 420, 427, 428, 431, 432, 434, 436, 437, 438, 443, 444, 445, 452, 453, 456, 459, 465, 481, 485, 486, 490, 491, 494, 495, 500, 501, 521, 522, 523, 528, 533, 542, 544, 545, 549, 551, 554, 555, 556, 563, 564, 566, 572, 573, 580, 585, 587, 590, 593, 602, 605, 609, 616, 617, 618, 624, 627, 629, 630, 631, 632, 633, 640, 641, 643, 649, 652, 653, 655, 658, 661, 667, 670, 671, 694, 699, 741

Non-FEM Participating Stores

All Stores

Participating Products

LCBO#	Description	Size (mL)	Offers	Cocktail Mix
363861	Belvedere Pure Vodka	375	\$3.00 LTO	Mix with Soda/Sparkling Water
	*TBD - Product will be communicated via eNewsletter			

Signage Components

- Basket Signs ENG (Re-order #DMS-FEM Eng Black Signs) / BIL (Re-order #DMS-FEM Bil Black Signs)

Merchandising Instructions

- Merchandise the participating products in the basket.

Stores participating in the Front End Merchandiser (FEM) program

- For a list of participating stores, please refer to the Front End Merchandiser section of this guide.
- Please use a White Marker (reorder from Staples, Item# JIFEK400WT) to fill in product information on signs.
- Please be sure to include on the sign the "Mix With" information which your customers will surely find helpful.
- Signs are printed double-sided to provide stores with the option of choosing one or two products at any one time – simply flip it over.

Non-FEM stores

- Stores are encouraged to merchandise these great offers if baskets and space are available. Please try to re-purpose existing baskets. Additional baskets are NOT available for ordering at this time.
- Please follow all Health and Safety regulations.



SHOPPING CART SIGN

We're raising funds
for more green space.

Helping Ontario flourish together.

Nous recueillons des fonds
pour plus d'espaces verts.

Contributions à l'épanouissement de l'Ontario.

LCBO | EVERGREEN

The inside of the shopping cart will feature the E-Commerce messaging and the outside will feature Evergreen Canada campaign messaging. The shopping cart signs are both printed English over Bilingual; please merchandise the correct language version according to your store's designation. Signs are to be installed by the start of the promotion.

Key Dates

Evergreen Canada Campaign: April 9 - 30

E-Commerce: Keep it installed until further notice

Participating Stores

All stores that have shopping cart frames MUST install both the E-Commerce and Bring Home Some Good Signs. Participation is mandatory.

1, 4, 5, 10, 15, 17, 21, 22, 23, 24, 26, 31, 33, 34, 35, 36, 38, 39, 41, 43, 44, 45, 48, 49, 51, 55, 57, 58, 59, 61, 62, 64, 65, 70, 71, 74, 77, 79, 80, 82, 83, 84, 93, 95, 101, 102, 106, 115, 123, 125, 130, 132, 139, 140, 144, 145, 148, 149, 150, 154, 156, 163, 164, 166, 167, 168, 171, 177, 179, 187, 190, 191, 195, 198, 200, 207, 208, 209, 210, 211, 212, 214, 216, 217, 218, 221, 226, 227, 228, 229, 233, 234, 237, 243, 244, 250, 252, 253, 260, 263, 265, 267, 270, 276, 279, 286, 287, 288, 300, 310, 311, 312, 325, 326, 329, 340, 343, 344, 345, 346, 351, 353, 355, 358, 359, 360, 361, 367, 370, 371, 373, 378, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 397, 398, 399, 401, 402, 404, 407, 411, 412, 416, 417, 420, 428, 432, 436, 437, 438, 440, 443, 444, 445, 446, 449, 453, 454, 456, 459, 465, 467, 470, 474, 477, 481, 485, 486, 489, 490, 491, 494, 495, 496, 497, 499, 500, 502, 505, 507, 509, 511, 518, 521, 522, 523, 528, 529, 534, 536, 537, 539, 540, 542, 542, 544, 546, 549, 550, 551, 554, 555, 556, 559, 566, 569, 571, 572, 573, 575, 579, 580, 584, 585, 587, 590, 593, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 638, 640, 641, 643, 644, 645, 651, 652, 653, 654, 655, 657, 658, 660, 661, 665, 667, 669, 670, 671, 672, 674, 679, 684, 691, 694, 695, 698, 699, 702, 703, 706, 741, 743, 744, 771, 776

Corporate Social Responsibility Shopping Cart Sign



Signage Component

- BIL (Re-order # 21P1-SR-6)

Merchandising Instructions

- Display the Evergreen Canada sign on the outside of the shopping cart.
- A new sign communicating the Spirit of Sustainability message will be sent to your stores at the end of the campaign. Please retire your old Check 25 and Second Party Purchase signs.

E-Commerce Shopping Cart Sign



Signage Component

- ENG/BIL (Re-order # DMS-20P7-SC2)

Merchandising Instructions

- Display the "E-Commerce" sign on the inside of the shopping cart.

Social Responsibility IN-STORE SIGNAGE (LCBO & EVERGREEN)



We are excited to announce our first fundraising campaign of 2020 is focused on **Sustainable Impact** with our new partner **Evergreen Canada**. Evergreen was selected as our Partner as they align with our goals and commitments under the Spirit of Sustainability. Evergreen shares LCBO's central goal of improving the well-being of communities across Ontario; minimizing environmental impact; and improving sustainability through partnerships. The campaign will take place in-store from during the month of April in celebration of the 50th anniversary of Earth Day. Customers can donate in-store between April 9 and April 30 and online between April 9 to May 23

Key Dates:

Install: April 9, 2020

Take Down: April 30, 2020

Participating Stores - All Stores

ACTION:

- The Check 25 campaign will resume once the Evergreen campaign is over. Store your SR signage safely.
- Please note that the Shopping Cart Sign (Check 25 and 2nd Party Purchase) will be retired after this campaign.

POS Screen

- POS screens displaying the Let's raise more than a glass are included as part of the existing rotation.



Signage Components & Merchandising Instructions

Window Show Card (Re-order# 21P1-SR3)

- Remove Check 25 sign and store it safely.
- Install the Evergreen Window Show Card. If you have misplaced or damaged your sign, please re-order and implement in time for the campaign launch on April 9, 2020.



Metal Floor Stand Sign

ENG (Re-order# 21P1-SR7) /
BIL (Re-order# 21P1-SR8)

- Place metal stand in a prominent location near the entrance of the store (but not in the vestibule as that's where the parking lot sign is sometimes displayed) or at the front of the cash – where you might see the Deal of the Week display.
- The stand should not go behind the cash, but rather in front of the cash as customers approach to check out.



Tent Card ENG(Re-order# 21P1-SR4) / BIL (Re-order# 21P1-SR5)

The Tent Card is to be folded and displayed at each cash desk, with the barcode side facing away from the customer. Please use these barcodes to scan customer donations.

- This signage is for fundraising campaigns only and should be recycled at the end of the campaign.



Front



Back

CSPC Barcode

The CSPC Barcode is on the back of the Tent Card.

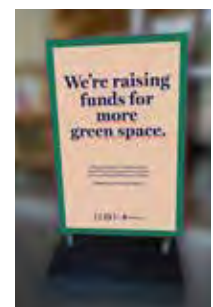
Keep one Tent Card at each cash register.

- Donations can be accepted with any method of payment and be processed by scanning the supplied Barcode sticker or by manually entering the following:
- LCBO #159038 for \$2.00 donation
- LCBO #265330 for \$5.00 donation
- LCBO #265355 for \$10.00 donation

Exterior Springer Sign

ENG(Re-order# 21P1-SR-1) / BIL(Re-order# 21P1-SR-2)

- Remove the current Check 25 sign and store it in a safe place.
- Implement the Evergreen springer sign for the duration of the campaign.
- Once the campaign ends, please recycle the Evergreen springer sign and re-implement the Check 25 sign.



ONTARIO WINES

1 Ontario Wines Popular Pick

The Popular Pick program has ended, effective P1.

2 Ontario Wines Superstars

This program typically places a spotlight on one (1) red and one (1) white Ontario VQA wine every period. The Our Wine Country Ontario Superstars Program is updated every promotional Period.

This is a sold program. Participation is mandatory.

Participating Products

LCBO#	Description	Size (mL)
221804	Trius Sauvignon Blanc VQA	750
587956	Trius Cabernet Sauvignon VQA	750

NOTE: Participating stores must order products required (minimum of three (3) cases per SKU).

Key Dates

Start Date: March 30

Take Down: April 25

Participating Stores

GROUP 1 - CUT CASE DISPLAY STORES:

1, 3, 5, 6, 8, 11, 12, 13, 14, 15, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 31, 34, 35, 36, 38, 39, 43, 44, 45, 47, 50, 54, 56, 57, 58, 59, 60, 61, 62, 63, 64, 72, 73, 77, 79, 80, 83, 85, 86, 90, 95, 97, 101, 102, 103, 106, 124, 125, 132, 140, 143, 145, 148, 153, 154, 155, 156, 160, 163, 165, 167, 168, 171, 179, 182, 183, 186, 188, 190, 191, 195, 198, 199, 200, 201, 202, 203, 209, 210, 212, 214, 216, 217, 218, 226, 237, 238, 242, 243, 244, 246, 248, 249, 255, 265, 268, 269, 270, 278, 287, 288, 289, 295, 298, 306, 311, 312, 313, 321, 324, 325, 326, 329, 334, 340, 343, 344, 345, 346, 353, 354, 355, 359, 360, 361, 362, 366, 367, 371, 373, 374, 378, 381, 382, 383, 385, 386, 387, 388, 389, 390, 393, 394, 397, 398, 400, 406, 408, 415, 416, 419, 426, 427, 428, 429, 431, 434, 438, 446, 450, 452, 456, 458, 459, 461, 465, 467, 469, 470, 491, 494, 495, 499, 501, 502, 505, 521, 523, 528, 533, 534, 536, 540, 542, 544, 545, 546, 549, 552, 553, 555, 559, 566, 568, 569, 573, 575, 579, 584, 586, 589, 590, 601, 605, 614, 616, 617, 618, 619, 621, 623, 629, 630, 631, 632, 634, 635, 637, 638, 642, 643, 698, 700, 702, 703, 771, 776

Signage Components & Re-order codes

- Cut Case Backer Card ENG/BIL (Re-order # NIVQA068)
Cut Case Backer Cards are now an operational sign. Please reuse the sign from period to period.
- Pricer Cards ENG/BIL (Re-order # DMS-21P1-OWP1)

Merchandising Instructions:

- Using the backer card to build a Cut Case display next to the VQA Cube Fixture.
- Install the pre-printed pricer card into the front of the cut case display.



GROUP 2 - SHELF TALKERS ONLY STORES:

7, 9, 32, 48, 49, 51, 53, 71, 139, 275, 309, 315, 320, 333, 358, 363, 403, 410, 418, 420, 436, 512, 515, 526, 535, 538, 583, 598, 636, 639, 697

Shelf Talker only Re-order codes

ENG/BIL (Re-order # DMS-21P1-OWP2)

Merchandising Instructions:

- Install the shelf talkers in-section in front of the participating products.

GROUP 3 - VQA GONDOLA FIXTURE STORES

4, 6, 10, 17, 33, 40, 41, 49, 55, 65, 74, 82, 84, 90, 93, 115, 130, 144, 149, 156, 164, 187, 196, 207, 211, 221, 227, 228, 229, 233, 234, 250, 252, 253, 263, 276, 279, 286, 300, 310, 351, 391, 392, 401, 402, 404, 407, 411, 412, 417, 432, 437, 443, 444, 445, 449, 453, 474, 481, 483, 485, 486, 490, 496, 497, 509, 516, 522, 523, 526, 532, 551, 554, 556, 563, 564, 571, 580, 587, 593, 602, 609, 624, 627, 633, 640, 641, 644, 649, 651, 652, 653, 655, 658, 661, 677, 694, 695, 699, 706, 741

Gondola Backer Card Signage & Re-order codes:

- Ontario Superstars Backer Card
ENG/BIL (Re-order # NIVQA066)

Cut Case Backer Cards are now an operational sign.
Please reuse the sign from period to period.

Merchandising Instructions:

- Stores that have ONE (1) VQA Gondola Fixture are to install the Backer Card on a single End Aisle display.
- Stores that have TWO (2) VQA Gondola Fixtures are to install the Backer Cards on two (2) separate End Aisle displays.
- Merchandise each participating product on the top shelf of the VQA gondola fixture.



3 Our Wine Country Program

This is a sold program. Participation is mandatory. The Our Wine Country Program is updated every promotional Period, supported by a LTO offer. Stores must order products required (minimum of one (1) cases per SKU).

NOTE: Stores on the Our Wine Country Program will receive 2 sets of pre-printed shelf talkers to promote the products on the VQA Cube and Gondola fixtures. This will arrive in the mailbag.

Shelf Talkers (English/Bilingual): (Re-order # DMS-20P13-OWP10)

Key Dates

Start Date: March 30

Take Down: April 25

Participating Products

LCBO#	Description	Size (mL)
126144	Sibling Rivalry White VQA	750
126151	Sibling Rivalry Red VQA	750
219543	Inniskillin Late Autumn Riesling VQA	750
346445	Sandbanks Dunes Red VQA	750

PARTICIPATING STORES – VQA CUBE FIXTURE

1, 2, 3, 5, 7, 8, 10, 13, 14, 15, 16, 19, 20, 21, 22, 23, 25, 26, 27, 31, 32, 34, 35, 36, 37, 38, 39, 43, 44, 45, 46, 47, 49, 50, 53, 57, 58, 59, 60, 61, 62, 63, 64, 70, 72, 73, 77, 83, 86, 90, 95, 97, 99, 102, 106, 110, 125, 132, 140, 141, 143, 145, 148, 149, 153, 154, 155, 163, 167, 168, 171, 175, 179, 182, 183, 188, 191, 192, 194, 195, 198, 199, 200, 201, 202, 209, 210, 212, 214, 216, 217, 218, 226, 237, 238, 242, 243, 244, 246, 248, 249, 255, 260, 265, 266, 268, 269, 270, 287, 288, 295, 297, 298, 311, 312, 313, 320, 321, 324, 325, 326, 329, 334, 340, 341, 343, 344, 345, 346, 353, 355, 358, 359, 360, 361, 366, 367, 368, 371, 372, 378, 381, 382, 383, 385, 386, 387, 388, 390, 393, 394, 397, 398, 400, 402, 406, 416, 425, 427, 428, 431, 432, 434, 438, 449, 452, 454, 456, 459, 461, 465, 467, 469, 470, 474, 491, 494, 495, 499, 500, 501, 505, 511, 516, 518, 521, 528, 533, 534, 536, 538, 539, 540, 542, 544, 545, 546, 549, 552, 553, 555, 559, 566, 568, 569, 572, 573, 575, 579, 581, 584, 586, 589, 590, 601, 605, 614, 616, 617, 618, 619, 621, 623, 629, 630, 631, 632, 634, 635, 636, 637, 638, 639, 642, 643, 646, 650, 656, 657, 665, 698, 700, 702, 703, 771, 776

Signage Components

- VQA Ontario Cube Side Sign x 2 (Re-order# OWSIGN-001)
- 100% Ontario Grapes. 100% Ontario taste Cube Sign (Re-order# OWSIGN-002)

Merchandising Instructions:

- Please ensure you are using the cube sign and category signs launched in P7 as pictured below.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



Cube Sign Signs x 2
(Re-order# OWSIGN-001)



Cube Sign
(Re-order# OWSIGN-002)



PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES:

4, 6, 17, 33, 41, 49, 55, 65, 68, 74, 82, 93, 130, 139, 144, 156, 164, 175, 177, 192, 196, 207, 211, 221, 227, 228, 229, 233, 234, 250, 263, 276, 278, 279, 286, 310, 351, 373, 391, 404, 411, 420, 425, 437, 443, 444, 449, 453, 457, 474, 477, 481, 483, 485, 486, 496, 500, 509, 516, 526, 537, 538, 539, 550, 551, 554, 556, 563, 564, 571, 580, 587, 593, 602, 609, 618, 627, 633, 640, 644, 645, 646, 649, 652, 653, 654, 655, 656, 657, 661, 665, 667, 677, 694, 695, 699, 706, 741

Signage Components

- Our Wine Country Backer Card (Re-order# NIVQA066)

Merchandising Instructions:

- Please ensure you are using the new backer card launched in P7 as pictured below.
- Merchandise the participating products on the top shelf of the VQA Gondola along with the pre-printed LTO Shelf Talkers.



4 VQA Staff Tasting Program

This initiative provides all store staff the opportunity to taste and endorse Ontario wines, helping us in our commitment to promoting the Ontario Wine Industry.

Every month, in conjunction with the Wine Marketing Association of Ontario, store staff are now going to have more opportunity to taste great VQA wines to share with. This enhances the program to give staff the confidence to endorse our great Ontario Wines.

How it Works

1. At the beginning of the Promo Period a list of products will be loaded into the stores Location Map under a new 'Node' VT (VQA Tasting). **Note: The minimum for all SKU's is initially set at 0 units for the promotion.**
2. The Ontario Wine Country Ambassador, Product Consultant or designated staff member will select up to two of the suggested wines downloaded to the VQA Tasting node and arrange for a staff tasting.
3. Once the two selections have been made for endorsement staff are required to follow two steps.
I. Delete all SKU's not being used for the promotion from the Location Map. II. IST the product at POS on the cash register.

4. To Delete the remaining SKU's from the node, open the VT level name on the Location Map, highlight the SKU and click <DELETE>. Select <Yes> when the confirmation pop-up appears. Repeat this step for all SKU's not being promoted for the Period.
Note: This is an important step to follow for tracking any uplift in sales that may occur for the selected SKU's as result of the promotion.
5. To reconcile the product being used for the VQA Tasting, create an IST using the <Tasting Update> key on the register (Option #7).
6. The Cash Register steps are documented in POS-0101-07. **Note: Because the default Location Min. is applied as 0 units, be sure to monitor your selected promotional SKU's for any uplift in sales that may occur.**

In order to provide consistency in the data submitted we require that all stores use the same "T" number, 000001 when processing VQA tastings. If you have any questions please contact POS Services and Support.

Participating Products

Theme: **Unsung Heroes (top-selling VQA wines that have not been selected yet this fiscal)**

Key Dates

Start Date: March 1

Take Down: March 31

LCBO#	Product	Size (mL)
219030	Red House Wine Co. Cabernet/Shiraz VQA	750
221804	Trius Sauvignon Blanc VQA	750
279521	Red House Wine Co. Baco Cabernet Sauv VQA	750
326256	Wayne Gretzky Pinot Grigio VQA	750
326413	Pelee Island Pinot Grigio VQA	750
346445	Sandbanks Dunes Red VQA	750
348979	Inniskillin Pinot Grigio VQA	750
518746	D'Ont Poke The Bear Red VQA	750
609875	Eastdell Black Cab VQA	750
565861	(V) Vidal Icewine Est (Chateau Des Charmes)	200



NOTE: Select only two (2) products from the list for tasting

Merchandising Instructions:

- Install your TWO (2) handwritten, My Ontario Pick Shelf Talkers in front of the endorsed product, on shelf the current promotional period only.
- This is a monthly program, Shelf Talkers must be taken down and replaced each Period.

Components

- My Ontario Pick Shelf Talkers (English & French)
ENG (Re-order# DMS-20P7-OWP-10)
FRE (Re-order# DMS-20P7-OWP-11)
- Perpendicular Shelf Talker Clip
Re-order# PSTC201404(10 clips/pkg)

5 Staff Pick Backer Card Program (Permanent)

Participating Stores

7, 33, 41, 49, 51, 55, 65, 68, 82, 130, 144, 177, 207, 211, 221, 227, 229, 233, 234, 250, 263, 276, 278, 341, 351, 364, 384, 391, 404, 420, 425, 437, 443, 453, 457, 477, 485, 500, 509, 526, 537, 550, 551, 554, 556, 571, 580, 587, 602, 609, 627, 633, 640, 644, 645, 646, 649, 652, 653, 654, 655, 657, 661, 667, 694, 695, 699, 706, 741

Signage

- Staff Picks Backer Card:
ENG/BIL (Re-order# NIVQA065)

Merchandising Instructions:

- Install "Staff Picks" backer card.
- Bilingual designated stores must display the bilingual side of the sign facing customer.



6 2019 Ontario Wine Awards (Permanent)

The following Ontario wines have recently been recognized by the 2019 Ontario Wine Awards. The Shelf Talkers are to support the 2019 Ontario Wine Award winners for both LCBO and Vintages products. Please highlight these wines in stores with shelf talkers.

Participating Stores

All Stores

Participating Products

LCBO#	Product	Size (mL)
522730	Strewn Chardonnay Barrel-Aged VQA	750
200535	Konzelmann Chardonnay Unoaked VQA	750
219279	Konzelmann Pinot Blanc VQA	750
439281	Konzelmann Merlot VQA	750
164087	Sandbanks Sleeping Giant VQA	750
284539	Trius Brut VQA	750
225920	Sandbanks Baco Noir Reserve VQA	750
Vintages Products		
522672	Lakeview Cellars Vidal Icewine	200
565861	Château des Charmes Vidal Icewine	200
177824	13th Street Gamay	750



Signage

- 3" x 3" Perpendicular LCBO Product Shelf Talkers (English or Bilingual based on store) (set of 9) Re-order# OWA-E-OWA-B
- 3" x 3" Perpendicular Vintages Products Shelf Talkers (English or Bilingual based on store) (2 versions)
- Perpendicular Shelf Talker Clips Re-order# PSTC201404 (10 clips/pkg)

Merchandising Instructions

- Please install the 2019 Ontario Wine Awards Shelf Talkers in front of corresponding products using the appropriate plastic clip.

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

This bi-monthly program leverages the tried-and-true customer favourites in the Essentials Collection to attract new customers to Vintages. Each turn of the program spans two promotional periods and features two products on a front-facing end aisle display. The first period highlights LTOs on participating SKUs. Price offers will be promoted via newspaper and social media advertising along with a branded in-store display. During the second period of the program, stores will maintain the end aisle display and sign with year-round signage. **This is a sold program. Participation is mandatory.**

Key Dates (March 29 - April 25)

Participating Stores

1, 4, 5, 10, 15, 17, 18, 21, 22, 23, 25, 31, 35, 36, 38, 40, 41, 44, 51, 62, 65, 82, 83, 90, 95, 102, 115, 130, 145, 148, 149, 150, 154, 156, 163, 164, 171, 179, 187, 191, 195, 198, 207, 209, 211, 217, 218, 221, 226, 228, 233, 243, 244, 250, 252, 253, 263, 265, 269, 278, 279, 287, 288, 295, 298, 300, 310, 325, 326, 329, 333, 334, 340, 341, 344, 346, 351, 355, 358, 359, 360, 361, 367, 371, 378, 383, 384, 385, 386, 390, 391, 392, 393, 394, 397, 398, 401, 403, 404, 407, 411, 412, 416, 417, 427, 432, 437, 438, 443, 445, 452, 453, 459, 477, 481, 483, 485, 486, 490, 491, 494, 495, 497, 499, 500, 501, 505, 509, 511, 522, 523, 526, 528, 532, 534, 536, 540, 542, 544, 545, 546, 549, 551, 553, 554, 555, 556, 569, 573, 579, 580, 585, 587, 590, 601, 602, 609, 616, 619, 623, 624, 627, 629, 630, 631, 632, 634, 640, 641, 643, 649, 651, 653, 658, 661, 670, 675, 685, 694, 698, 702, 703, 706, 741, 771, 776

Participating Products - Period 1

LCBO#	Description	Size (mL)	LTO
425488	Cannonau Riserva Sardinia	750	\$2.00
660043	Two Hands Gnarly Dudes Shiraz	750	\$3.00

Signage Components



Branded Backer card ENG/BIL re-order# DMS-21P1-VINT1

- Replace the year-round themed backer card with the branded backer card and follow the planogram to set up the Essentials end aisle.



Pre-printed shelf talker

re-order# DMS-21P1-VINT1

Replace the P13 SAVE shelf talkers with the P1 Essentials Collection shelf talkers for both participating products.



Bin tag overlay

- Use these to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.

Re-order Codes

- 2" English: VBTC001
- 2" French: VBTC004
- 1.76" English: VBTC009
- 1.76" French: 1 VBTC010

Program Schedule

Period 1 (Branded Backer Card with Offer)

Stores will receive a new branded backer card and pre-printed SAVE shelf talkers to highlight the LTOs on the participating SKUs.



Merchandising Instructions

- Merchandise products together on a front-facing/primary end aisle for two periods. **The LTO (and associated program signage) is valid for the first period only.**
- Stores will receive a program signage kit one week prior to the start of the period containing the program backer card and pre-printed shelf talkers.

V2 VINTAGES Wines of the Month

Wines of the Month are part of every release and are recognized as Vintages' two favourite wines out of the more than 120 released every two weeks.

Participation is mandatory.

Key Dates (March 29 - April 25)

Mandatory Participation Stores

1, 4, 5, 10, 15, 18, 21, 31, 36, 38, 83, 90, 102, 115, 145, 148, 149, 150, 154, 156, 163, 164, 171, 179, 187, 195, 198, 207, 209, 217, 226, 243, 252, 253, 263, 278, 310, 329, 333, 334, 344, 346, 355, 358, 359, 367, 371, 378, 384, 385, 386, 390, 391, 392, 393, 394, 398, 401, 404, 407, 411, 416, 437, 438, 445, 452, 453, 481, 485, 486, 490, 494, 495, 497, 500, 501, 511, 522, 523, 528, 532, 534, 544, 554, 556, 569, 573, 579, 580, 590, 601, 602, 609, 619, 623, 624, 629, 630, 632, 640, 641, 643, 649, 658, 685, 703, 741, 771

All other participating stores

If your store receives the corresponding signage components for this program, you are expected to merchandise it. If you do not have an available end, or sufficient inventory, install the pre-printed signage in front of the participating product(s) on-shelf.

Participating Products

LCBO#	Description	Size (mL)
April 4 release		
13977	Cono Sur Single Vineyard 8 Grapes 2017	750 mL
452730	José Maria da Fonseca Domini 2015	750 mL
April 18 release		
13456	I Giusti & Zanza Vigna Vecchia 2015	750 mL
396473	Penny's Hill Cracking Black Shiraz 2016	750 mL

Merchandising Instructions

- Merchandise products together according to the planogram above for each release.

Signage Components



Year-round backer card kit ENG/BIL
Vintages fixtures: re-order# VBC042
LCBO fixtures: re-order# VBCL056

- Install the Wines of the Month backer card from your year-round kit.



Pre-printed shelf talker ENG/BIL

- Install the pre-printed shelf talkers in front of the participating products.



Bin tag overlay

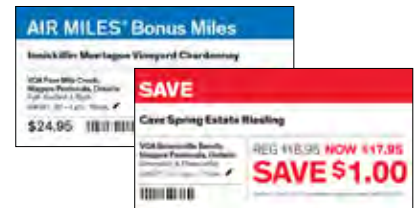
- Use these to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.

Re-order Codes

- 2" English: VBTC001
- 1.76" English: VBTC009
- 2" French: VBTC004
- 1.76" French: 1 VBTC010

VINTAGES BAM & LTO Program

The Vintages BAM & LTO signage will arrive in the mailbag the week before the promotional period starts; safely store signage until the promotion starts. This is a mandatory supplier program. All in-channel shelf talkers for the participating products should be installed at the start of the period. If you do not receive your kit, please call helloLCBO to request one.



Key Dates

LTO (March 30 to April 26, 2020)

BAM (March 29 to April 25, 2020)

Participating Stores

1, 2, 3, 4, 5, 6, 7, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 25, 26, 27, 29, 30, 31, 33, 34, 35, 36, 38, 40, 41, 42, 44, 45, 49, 51, 54, 55, 57, 58, 60, 62, 63, 64, 65, 68, 70, 71, 72, 73, 74, 77, 78, 79, 82, 83, 84, 93, 95, 97, 99, 101, 102, 106, 112, 115, 124, 125, 127, 130, 132, 139, 140, 143, 144, 145, 148, 149, 153, 154, 156, 163, 164, 165, 166, 167, 168, 171, 175, 178, 179, 182, 187, 188, 191, 193, 195, 196, 197, 198, 199, 200, 201, 202, 203, 207, 208, 209, 210, 211, 212, 214, 217, 218, 219, 221, 222, 225, 226, 227, 228, 229, 232, 233, 234, 237, 238, 241, 242, 243, 244, 247, 248, 249, 250, 251, 252, 253, 255, 260, 261, 263, 265, 267, 268, 269, 270, 277, 278, 279, 286, 287, 288, 295, 298, 299, 300, 306, 310, 311, 312, 313, 314, 318, 321, 324, 325, 326, 329, 333, 334, 335, 340, 341, 343, 344, 345, 346, 351, 353, 355, 358, 359, 360, 361, 365, 366, 367, 368, 371, 373, 378, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 397, 398, 399, 400, 401, 402, 403, 404, 407, 411, 412, 415, 416, 417, 419, 420, 425, 426, 427, 428, 430, 431, 432, 434, 436, 437, 438, 443, 444, 445, 446, 447, 449, 452, 453, 454, 456, 457, 458, 459, 461, 465, 467, 468, 469, 470, 474, 477, 481, 482, 483, 485, 486, 490, 491, 494, 495, 496, 497, 499, 500, 501, 505, 509, 511, 512, 515, 516, 517, 518, 521, 522, 523, 526, 528, 532, 533, 534, 536, 537, 538, 539, 540, 542, 544, 545, 546, 547, 549, 550, 551, 553, 554, 555, 556, 559, 561, 563, 564, 566, 568, 569, 571, 572, 573, 575, 578, 579, 580, 581, 584, 585, 586, 587, 589, 590, 593, 598, 599, 600, 601, 602, 605, 609, 611, 612, 614, 616, 617, 618, 619, 623, 624, 626, 627, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 646, 649, 651, 652, 653, 654, 655, 656, 657, 658, 660, 661, 665, 667, 670, 671, 677, 685, 694, 695, 697, 698, 699, 700, 702, 703, 706, 741, 771, 776

Signage Components

- Please Note: The BAM/LTO in-channel shelf talker (4" w. x 2" h.) should be installed over top of the product's bin tag.
- You may continue to use the current BAM/LTO shelf talker generic template to reprint any damaged signage.

Participating Products

LCBO#	Description	Size (mL)	Price	Now	Offers
542563	Berentzen Brennereien Winkelhausen Weinbrand	700		\$26.50	10 BAM
14186	Mega Spileo Cuvée III White	750		\$17.95	5 BAM
322586	Montes Alpha Cabernet Sauvignon	750		\$19.95	10 BAM
595280	Porcupine Ridge Syrah	750		\$15.95	5 BAM
694208	Pérez Cruz Reserva Cabernet Sauvignon	750		\$14.95	8 BAM
111641	Rocca delle Macie Riserva Chianti	750		\$15.95	9 BAM
910430	Tommasi Ripasso Valpolicella Classico Superiore	750		\$24.00	6 BAM
547679	Wódka Zoladkowa Gorzka	750		\$28.30	12 BAM
352583	Beringer Knights Valley Cabernet Sauvignon	750	\$44.95	\$39.95	\$5.00 LTO
84988	Beringer Napa Valley Chardonnay	750	\$25.95	\$22.95	\$3.00 LTO
342428	Bonterra Cabernet Sauvignon	750	\$21.95	\$19.95	\$2.00 LTO
319384	Carte Noire Rosé	750	\$19.95	\$17.95	\$2.00 LTO
681643	Château Argadens	750	\$18.95	\$16.45	\$2.50 LTO
571133	Dillon's Vermouth	750	\$19.95	\$17.95	\$2.00 LTO
454876	Ghost Pines Merlot	750	\$21.95	\$19.95	\$2.00 LTO
268342	Henry Of Pelham Estate Chardonnay	750	\$21.95	\$18.95	\$3.00 LTO
388306	Inniskillin Vidal Icewine	375	\$49.95	\$44.95	\$5.00 LTO

LCBO#	Description	Size (mL)	Price	Now	Offers
27516	J. Lohr Los Osos Merlot	750	\$22.95	\$20.95	\$2.00 LTO
389411	Jackson-Triggs Reserve Vidal Icewine	375	\$39.95	\$34.95	\$5.00 LTO
444059	Joel Gott 815 Cabernet Sauvignon	750	\$24.95	\$22.95	\$2.00 LTO
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	\$21.95	\$19.95	\$2.00 LTO
925453	Kilikanoon Killerman's Run Shiraz	750	\$19.95	\$16.95	\$3.00 LTO
35386	Kim Crawford Sauvignon Blanc	750	\$19.95	\$17.95	\$2.00 LTO
166538	LAN Crianza	750	\$16.95	\$14.95	\$2.00 LTO
522672	Lakeview Cellars Vidal Icewine	200	\$22.95	\$20.95	\$2.00 LTO
738823	Liberty School Cabernet Sauvignon	750	\$22.95	\$20.95	\$2.00 LTO
67587	Megalomaniac Narcissist Riesling	750	\$18.95	\$16.95	\$2.00 LTO
130138	Meiomi Pinot Noir	750	\$21.95	\$19.95	\$2.00 LTO
545004	Mission Hill Reserve Chardonnay	750	\$23.95	\$20.95	\$3.00 LTO
650713	Monte Zovo Sa' Solin Ripasso Valpolicella	750	\$19.95	\$17.95	\$2.00 LTO
18564	Peller Estates Private Reserve Vidal Icewine	200	\$27.30	\$24.30	\$3.00 LTO
32508	Pinino Brunello di Montalcino	750	\$59.95	\$54.95	\$5.00 LTO
741769	Rocca Delle Macie Chianti Classico	750	\$18.95	\$16.95	\$2.00 LTO
226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$27.95	\$24.95	\$3.00 LTO
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	\$19.95	\$17.95	\$2.00 LTO
425488	Sella & Mosca Cannonau di Sardegna Riserva	750	\$17.95	\$15.95	\$2.00 LTO
130989	Tawse Growers Blend Pinot Noir	750	\$25.95	\$23.95	\$2.00 LTO
198853	Tawse Quarry Road Organic Riesling	750	\$24.95	\$22.95	\$2.00 LTO
433417	Tedeschi Amarone della Valpolicella	750	\$44.95	\$41.95	\$3.00 LTO
354761	Terra Vega Carmenère Kpm	750	\$9.95	\$8.95	\$1.00 LTO
156968	Terra Vega Sauvignon Blanc Kpm	750	\$9.95	\$8.95	\$1.00 LTO
24133	Thirty Bench Riesling	750	\$22.95	\$20.95	\$2.00 LTO
303800	Trius Red	750	\$24.95	\$22.95	\$2.00 LTO
660043	Two Hands Gnarly Dudes Shiraz	750	\$24.95	\$21.95	\$3.00 LTO

VINTAGES Ontario Superstar Program

The VINTAGES Superstars program showcases the best of local producers, all recommended by LCBO Buyers. Each period there will be three Ontario Superstars: two LCBO wines and one VINTAGES Essential. Participation is mandatory.

Key Dates (March 29 - April 25)

Group 1 - Shelf Talkers only

3, 4, 5, 6, 14, 20, 23, 25, 27, 29, 35, 44, 60, 62, 64, 65, 68, 70, 72, 79, 80, 82, 85, 97, 99, 102, 124, 144, 145, 154, 163, 168, 182, 188, 191, 197, 199, 201, 202, 207, 209, 211, 214, 218, 223, 233, 237, 244, 248, 260, 265, 268, 269, 278, 296, 311, 324, 340, 353, 354, 359, 372, 373, 381, 386, 391, 403, 404, 415, 420, 425, 426, 427, 430, 431, 432, 441, 444, 456, 461, 482, 483, 499, 515, 521, 526, 528, 533, 534, 538, 547, 556, 559, 568, 589, 602, 637

Group 2 - All Signage

1, 10, 12, 13, 15, 17, 18, 19, 21, 22, 26, 31, 33, 36, 38, 40, 41, 55, 57, 58, 74, 93, 95, 106, 130, 132, 143, 148, 149, 156, 164, 171, 179, 187, 195, 198, 200, 210, 212, 217, 221, 223, 226, 243, 249, 255, 263, 279, 287, 288, 298, 325, 326, 329, 333, 334, 344, 346, 249, 351, 355, 359, 360, 361, 367, 371, 378, 383, 385, 387, 390, 393, 394, 397, 398, 416, 436, 437, 438, 445, 457, 459, 465, 470, 481, 486, 491, 494, 495, 505, 511, 512, 536, 542, 544, 545, 546, 549, 551, 553, 555, 566, 569, 572, 573, 575, 579, 586, 587, 590, 593, 605, 609, 614, 616, 617, 619, 623, 629, 630, 631, 632, 634, 635, 645, 661, 677, 698, 699, 700, 702, 703, 706, 771, 776

Group 3 - Our Wine Country Stores

115, 252, 253, 300, 392, 401, 407, 412, 417, 490, 497, 522, 523, 532, 624, 641, 658

Participating Product

LCBO#	Description	Size (mL)
24133	Thirty Bench Riesling	750

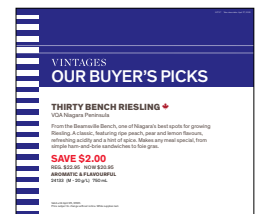


Basket Sign

Signage Components & Merchandising Instructions

Pricer Card ENG/FR

- Merchandise the participating product in a cut-case display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by April 25, 2020.



Pricer Card

Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by April 25, 2020.



Shelf Talker

Basket Sign Insert ENG/BIL (Our Wine Country stores only)

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by April 25, 2020.

Available Chilled Hot Button

ENG/BIL (re-order# DMS-Available Chilled Hot Button)

- Signs should be used on shelf to indicate that the Superstar product is also available in the fridge. Superstar Shelf Talkers should be placed in the fridge to highlight the Superstar products there.



Available Chilled Hot Button

Turn 3 WINE FRIDGE

February 2 - May 24 (P12 - P2)



This is a Sold Program and participation is mandatory. Participating products have paid for premium shelf positioning. Stores must bring in participating products for display in the wine fridge. **This is a sold program. Participation is mandatory.**

Participating Stores

Group A Stores

1, 5, 10, 15, 18, 19, 25, 31, 36, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 171, 182, 195, 207, 212, 214, 217, 226, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 362, 371, 384, 386, 388, 390, 391, 393, 394, 397, 398, 412, 428, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 511, 528, 534, 536, 542, 545, 555, 556, 566, 568, 569, 573, 601, 619, 624, 627, 630, 631, 632, 641, 653, 672, 675, 698, 741, 748, 771, 776

Group B Stores

14, 20, 23, 24, 26, 27, 33, 34, 44, 45, 50, 51, 52, 55, 58, 59, 60, 61, 62, 63, 64, 68, 70, 72, 74, 77, 79, 80, 81, 82, 86, 87, 90, 95, 97, 101, 106, 110, 115, 124, 125, 130, 132, 139, 144, 145, 152, 154, 155, 168, 177, 179, 183, 187, 188, 190, 191, 192, 194, 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, 312, 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, 416, 417, 427, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 502, 521, 526, 532, 533, 537, 539, 540, 544, 549, 550, 553, 554, 559, 564, 579, 580, 582, 584, 586, 593, 602, 605, 614, 617, 629, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 744

Group C Stores

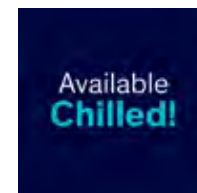
3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 193, 199, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 327, 333, 335, 345, 349, 354, 366, 370, 372, 374, 380, 402, 403, 404, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 509, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 703, 706

Group D Stores

6, 17, 21, 22, 28, 29, 30, 35, 42, 46, 47, 48, 53, 54, 56, 65, 69, 71, 78, 88, 91, 93, 98, 107, 113, 116, 123, 128, 136, 150, 158, 165, 166, 169, 174, 178, 198, 220, 232, 237, 246, 247, 250, 258, 260, 265, 276, 293, 294, 296, 298, 301, 323, 330, 331, 363, 364, 369, 383, 385, 389, 411, 414, 415, 420, 425, 426, 429, 446, 449, 450, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 519, 522, 523, 527, 529, 530, 547, 551, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 646, 650, 652, 654, 655, 657, 665, 676, 693, 702, 747

Signage Components










- Available Chilled Hot Button
(Re-order # DMS-Available Chilled Hot Button)
- For additional signage, please call helloLCBO @ 416-365-5932 to place an order.





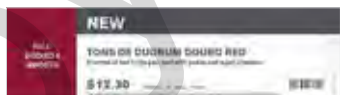





OTHER PROGRAMS

Program	Duration	Next Release	
 <p>TURN 3 WINE FRIDGE GOLD SPACE IMPLEMENTATION GUIDE</p>	<p>NEW! Wine Fridge</p>	<p>February 2, 2020 - May 24, 2020 Period 12 - Period 2</p>	<p>Period 3</p>
 <p>LOVE WHISKY? TRY THIS! SAMS HARTMAN'S WHISKY SHOP WHISKY</p>	<p>NEW! Whisky Shop</p>	<p>February 2, 2020 - TBD Period 12 - TBD</p>	<p>Posted online</p>
 <p>GIN SHOP Discover the world of gin. The best of the best. A gin lover's paradise.</p>	<p>Gin Shop</p>	<p>October 13, 2019 - February 1, 2020 Period 8 - Period 11</p>	<p><i>Information coming soon!</i></p>
 <p>RUM SHOP Discover the world of rum. The best of the best. A rum lover's paradise.</p>	<p>Rum Shop</p>	<p>October 13, 2019 - February 1, 2020 Period 8 - Period 11</p>	<p><i>Information coming soon!</i></p>
 <p>TEQUILA SHOP Explore our exclusive collection of premium tequilas at lcb.com/tequilashop</p>	<p>Tequila Shop</p>	<p>October 13, 2019 - February 1, 2020 Period 8 - Period 11</p>	<p><i>Information coming soon!</i></p>

ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Branded Pre-printed Shelf Talkers EA 1-20 (Set of 65)	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P1-ST1 BIL: DMS-21P1-ST2	
On Shelf	Regular Program Pre-printed Extender Strips (65 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P1-ST3 BIL: DMS-21P1-ST4	
On Shelf	Community Program Pre-printed Extender Strips (10 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P1-ST5 BIL: DMS-21P1-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips (9 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P1-ST7 BIL: DMS-21P1-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips (1 version)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P1-ST9 BIL: DMS-21P1-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-21P1-ST11	
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-21P1-ST12	
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-21P1-ST13	
On Shelf	BBAM Pre-printed Shelf Talkers (5 versions)	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P1-ST18 BIL: DMS-21P1-ST19	

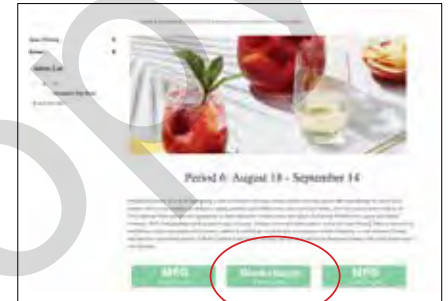
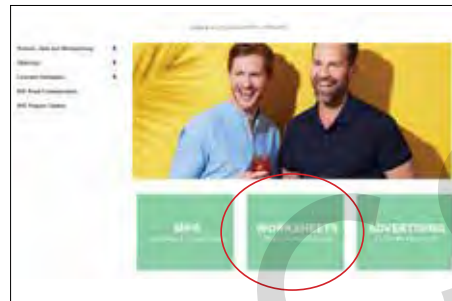
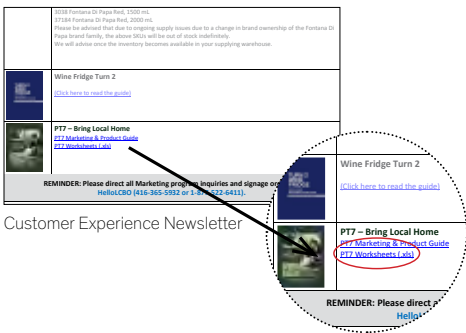
Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h English/Price English/No Price	LTO Bundle DMS-P1-LTO	
On Shelf	"SAVE/ ÉPARGNEZ" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	Bonus AIR MILES® Shelf Talker Pre-Printed (Bonus Air Miles Program)	6½" w x 1¾" h English/Price English/No Price		
On Shelf	BONUS AIR MILES® reward miles de récompense AIR MILES® in prime Shelf Talkers Pre-Printed (Bonus Air Miles Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	"NEW" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h English/Price English/No Price	BNS Bundle DMS-P1-BNS	
On Shelf	"NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	"In The Spotlight" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h English/Price English/No Price		
On Shelf	"In The Spotlight/EN VEDETTE" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

Trade

SOLD SPACE WORKSHEETS

The worksheets can be found at the back of the electronic version of the [Marketing & Product Guide posted on the Portal](#).

Quick links to Excel versions of the Worksheets can also be found every week in the [Customer Experience Newsletter](#) or by navigating to the <http://home.lcbo.com/SAM/Pages/default.aspx> page on the Portal.



FSI = Product is featured in the Free Standing Insert
LTO = Limited Time Offer
ST = Shelf Talker
VA = Value Added

BAM = Bonus AIR MILES® Reward Miles
BBAM = Bundled Bonus AIR MILES® Reward Miles
SCP = Shopping Cart Program

Display Programs

Location	LCBO#	Description	Size (mL)	Support Programs
DOTW #1	611400	Mott's Clamato Caesar Original	6 × 341	DOTW#1
DOTW #2	234369	Apothic Red	750	DOTW#2
DOTW #3	610188	Osborne Solaz Temp Cab Sav, Vdt Castilla	750	DOTW#3
DOTW #4	456095	Ketel One Vodka	750	DOTW#4
1	10197	Great Lakes Brewery Meanwhile...Down in Moxee (1929)	473	
	11226	Whitewater Blood Moon Orange Sour (LCBO Warehouse)	473	
	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
	14952	Amsterdam Makes You Pucker (3842)	473	
	15389	Side Launch Margarita Gose (3827)	473	
	159772	Muskoka Hazed And Confused (LCBO Warehouse)	473	IMAGE Shelf Talker
	508580	Wellington Upside IPA (4826)	473	LTO
	549873	Collective Arts Jam Up The Mash (4678)	473	
	573550	Nickel Brook Wicked Awesome New England IPA (6699)	473	LTO
	35386	>(V)Marlborough Sauvignon Blanc (Kim Crawford)	750	LTO
2	302380	Mezzacorona Pinot Grigio Trentino	750	LTO, Wine Fridge
	669465	Peller Family Vineyards Pinot Grigio	4000	LTO
3	48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	LTO
	212480	Georges Duboeuf Beaujolais Aoc	750	LTO
4	338855	Bodacious Smooth Red	750	LTO
	289835	Peller Family Vineyards Dry White	1500	LTO
	589069	Peller Family Vineyards Red	4000	LTO
5	669440	Peller Family Vineyards Shiraz	1500	LTO
	20289	Yellow Tail Shiraz	1500	LTO
	68254	Yellow Tail Pinot Grigio	750	LTO
6	627802	Yellow Tail Chardonnay	750	LTO
	155051	Masi Campofiorin Igt	750	LTO
	317057	Masi Costasera Amarone Classico Doc	750	LTO
7	620773	Masi Masianco Pinot Grigio	750	LTO, Wine Fridge
	82636	Pasqua Soave Doc	1500	LTO
	295139	Alamos Malbec	750	LTO
8	328534	Jackson-Triggs Cabernet Sauvignon	750	LTO
	399410	Jackson-Triggs Sauvignon Blanc	750	LTO
	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO
9	633578	Jacob's Creek Pinot Grigio	750	LTO
	280719	Gato Negro Cabernet Sauvignon	1500	LTO
	429811	Black Cellar Shiraz Cabernet	1500	LTO
	649749	Castillo De Almansa Reserva	1500	LTO

Display Programs

Location	LCBO#	Description	Size (mL)	Support Programs
10	284539	Trius Brut VQA	750	LTO
	394577	Fiol Prosecco Doc	750	LTO
	445825	Jacob's Creek Moscato Rose Sparkling	750	LTO, Wine Fridge
11	13187	Absolut Juice Apple Edition	750	LTO
	13188	Absolut Juice Strawberry Edition	750	
	209221	Absolut Vodka	1140	LTO
12	42	Canadian Club Premium	750	LTO
	311936	Canadian Club Classic 12 Year Old	1140	LTO
	390583	Canadian Club 100% Rye	750	LTO
13	43588	Folonari Pink Pinot Grigio Venezia Igt	750	LTO, Wine Fridge
	534693	Kittling Ridge White Zinfandel/Vidal	750	LTO
	545780	Apothic Rose	750	LTO
14	217448	Malibu Coconut Rum	1140	LTO
	477836	Malibu Coconut Rum	750	
	601765	Malibu Coconut Rum	375	LTO
15	10486	Pelee Island Lola Merlot VQA	750	LTO
	450981	Pelee Island Lola Blush Sparkling VQA	750	LTO
	618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	LTO
16	3558	Gibson's Finest Rare 12 Years Old	750	LTO
	200741	Gibson's Finest Rare 12 Years Old	1750	LTO
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
17	242107	No. 3 London Dry Gin	750	LTO
	366633	Ron Diplomatico Reserva Exclusiva Rum	750	BAM
	556621	Belvedere Pure	1140	LTO
18	91694	Santa Margherita Chianti Classico	750	
	106450	(V) Pinot Grigio Valdadige (S.Margherita)	750	
	687582	Prosecco Di Valdobbiadene Brut (S.Margherita)	750	LTO
19	34595	Patron Silver Tequila	750	LTO
	34603	Patron Anejo Tequila	750	BAM
	50088	Patron Reposado Tequila	750	LTO
20	507475	Trapiche Reserve Pinot Grigio	750	LTO
	524322	Trapiche Reserve Malbec	1500	LTO
	614669	Trapiche Reserve Cabernet Sauvignon	750	LTO

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BBAM = Bundled Bonus AIR MILES® Reward Miles

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Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65			
R1	Vodka A	210286	Russian Standard Vodka	1140	LTO										Y	Y
R2	Vodka B	446567	Iceberg Vodka (P.E.T)	750	LTO					Y	Y	Y	Y	Y	Y	Y
R3	Vodka C	363507	Prince Igor Extreme Vodka	1750	LTO				Y	Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	8219	Prince Igor Vodka (P.E.T)	750	BAM	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	363812	Tito's Handmade Vodka	375	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	14354	Appleton Estate 8YO Reserve	750	LTO											Y
R7	Rum B	545335	Bacardi Banana	750	Value Add					Y	Y	Y	Y	Y	Y	Y
R8	Rum C	1206	Bacardi Gold Rum	750	Value Add				Y	Y	Y	Y	Y	Y	Y	Y
R9	Rum D	520353	Bacardi Spiced Rum	750	Value Add			Y	Y	Y	Y	Y	Y	Y	Y	Y
R10	Rum E	500546	Captain Morgan Original Spiced Rum	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	479931	Stalk & Barrel Red Blend	750	LTO										Y	Y
R12	Canadian Whisky B	285254	Forty Creek Copper Pot Reserve	750	LTO					Y	Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	11130	Dewar's White Label Whisky	750	Value Add			Y	Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	350629	Forty Creek Barrel Select Whisky	1140	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	438960	Canadian Club 100% Rye	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	1099	Johnnie Walker Red Label	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	7880	Johnnie Walker Black 12 Yr	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	557470	Empress 1908 Gin	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	10322	Cointreau	375	LTO					Y	Y	Y	Y	Y	Y	Y
R20	Liqueurs B	215988	Luxardo Amaretto Di Saschira	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	2253	Disaronno Amaretto	750	LTO, Necktag	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	343145	Goldschlager	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	628982	O'Casey's Irish Cream (First Ireland Spirits Co)	1140	Value Add											Y
R24	Brandy B	1925	Courvoisier VS	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	267187	Jose Cuervo Especial Gold	750	LTO					Y	Y	Y	Y	Y	Y	Y
R26	Ontario Blend A	11431	Black Cellar Chardonnay	750	LTO, Wine Fridge					Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	637199	Pelee Island Shiraz/Cabernet	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	63966	Wayne Gretzky Merlot VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	251470	Trius Barrel Fermented Chardonnay VQA	750	LTO					Y	Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	617662	Diabolica Red VQA	750	LTO					Y	Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	11572	XOXO Moscato	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	11571	XOXO Rose	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	431106	Creekside Cabernet Merlot VQA	750	LTO										Y	Y
R34	Ontario VQA B	303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	LTO										Y	Y
R35	Australia/New Zealand A	311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	LTO										Y	Y
R36	Australia/New Zealand B	91702	Red Knot Cabernet Sauvignon	750	LTO										Y	Y
R37	Australia/New Zealand C	572040	Hardys Brave New World Shiraz Black	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	325787	McGuigan Black Label Shiraz	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	358911	Gnarly Head Pinot Noir	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R40	USA B	53983	Barefoot Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	570754	Casillero Del Diablo Reserva Privada Cab Sauv	750	LTO										Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R42 Chile B	278127	Santa Carolina Sauvignon Blanc Reserva	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	393090	Monasterio De Las Vinas Crianza Carinena	1500	LTO										Y
R44 France Blend B	141952	Pasqua Passimento Rosso Igt	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	487819	Melini Chianti Classico Riserva Docg	750	LTO									Y	Y
R46 France South B	45195	Ruffino Chianti Classico Riserva Ducale Docg	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/ Burgundy A	178541	Batasiolo Barolo Docg	750	LTO									Y	Y
R48 Italy Central A	90472	J.P. Chenet Cabernet Syrah Organic Pays D'Oc	750	LTO									Y	Y
R49 Italy Central B	394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	5322	Aveleda Vinho Verde	750	LTO, Wine Fridge					Y	Y	Y	Y	Y	Y
R51 Italy North B	134916	Ogier Cotes Du Ventoux Rose Aoc	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A		SM's discretion for New European Wine												Y
R53 Southern Europe B	69914	Latour Pinot Noir	750	LTO									Y	Y
R54 Germany A	269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	33340	Collavini Pinot Grigio	750	LTO									Y	Y
R56 Sparkling B	634402	Vina Tarapaca Reserva Sauvignon Blanc	750	LTO					Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	6106	Kronenbourg 1664 (LCBO Warehouse)	6 × 330	LTO									Y	Y
R58 Ontario Beer B	488411	Carling (275 TBS)	6 × 473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	523381	Highlander Scottish Ale (4275)	473											Y
R60 Beer 2	541243	Creemore Springs Premium Lager (1757)	6 × 473	LTO					Y	Y	Y	Y	Y	Y
R61 Beer 3	267773	Hop City Barking Squirrel Lager (LCBO Warehouse)	473	LTO					Y	Y	Y	Y	Y	Y
R62 Beer 4	14066	Molson Ultra (275 TBS)	6 × 473	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	449793	Jose Cuervo Sparkling Classic Margarita	4 × 355	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	649392	Palm Bay Rose	355	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	75200	Breezer Tropical Orange Smoothie	1000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Community Extender 1	20362	Finlandia Vodka	750	LTO	PMA Canada Ltd.
C2: Community Extender 2	114694	Crown Royal	1750	LTO	Diageo Canada Inc.
C3: Community Extender 3	58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	LTO	Arterra Wines Canada Inc.
C4: Community Extender 4	229542	Folonari Pinot Grigio Delle Venezie Doc	750	LTO, Wine Fridge	Philippe Dandurand Wines Ltd.
C5: Community Extender 5	340380	Two Oceans Sauvignon Blanc	750	LTO, Wine Fridge	PMA Canada Ltd.
C6: Community Extender 6	212282	Luksusowa Vodka	1140	LTO	PMA Canada Ltd.
C7: Community Extender 7	984	Alberta Premium Whisky	750	BAM	Beam Suntory
C8: Community Extender 8	467803	Rumchata Rum Cream Liquor	1140	LTO	Glazer's Of Canada
C9: Community Extender 9	268375	Henry Of Pelham Riesling VQA	750	LTO	Henry Of Pelham Family Est. Winery
C10: Community Extender 10	338012	Hardys Stamp Series Shiraz/Cabernet	750	LTO	Glazer's Of Canada

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	296574	Cottage Block Sauvignon BI Riesling VQA	750	LTO, Wine Fridge	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	622134	Perrin La Vieille Ferme Rose Ventoux Aoc	750	LTO, Wine Fridge	Charton Hobbs Inc
D3: Discovery Wines 3	230474	Graffigna Malbec	750	LTO	Mark Anthony Wine & Spirits
D4: Discovery BSM 1	14941	Muskoka Late Bloomer Kolsch (LCBO Warehouse)	473		Lakes Of Muskoka Cottage Brewery
D5: Discovery BSM 2	541219	Kw Craft Cider Can	473	LTO	Churchill Cellars Ltd.
D6: Discovery BSM 3	225904	Palm Bay Key Lime Cherry	6 x 355	LTO	RTD Canada Inc.
D7: Discovery Spirits 1	600551	Meukow Feline VSOP Cognac	750	LTO	S. Schiralli Agencies Ltd.,
D8: Discovery Spirits 2	480442	Liquormen's Dirty Ol Cad Whisky, Trailer Park Boys	750	LTO	Dionysus Wines & Spirits Ltd.
D9: Discovery Spirits 3	659904	Wheatley Vodka	750	LTO	Charton Hobbs Inc

Green Shelf Extender

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	620880	Masi Tupungato Passo Doble Organic	750	LTO	Authentic Wine & Spirits Merchants

IMAGE Shelf Talkers

LCBO#	Description	Size (mL)	Support Program	Agent
11562	Niagara Cider Company No. 1 Dry Apple Cider	473		Niagara Cider Company
71746	Tullamore Dew Irish Whiskey	750		PMA Canada Ltd.
159772	Muskoka Hazed And Confused	473	Mini Thematic	Lakes Of Muskoka Cottage Brewery
165308	Colio Extra Dry White	1500		Colio Estate Wines
456996	Lost Craft Revivale	473		Lost Craft
522979	Cave Spring Pinot Gris VQA	750		Cave Springs Cellars Ltd.

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Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.00	
42	Canadian Club Premium	750	\$1.25	End Aisle
943	Mouton Cadet Bordeaux Red Aoc	750	\$2.00	
1099	Johnnie Walker Red Label	750	\$2.00	Shelf Extender
1925	Courvoisier VS	750	\$5.00	Shelf Extender
2253	Disaronno Amaretto	750	\$2.00	Shelf Extender, Necktag
2485	Sauza Silver	750	\$3.00	
3558	Gibson's Finest Rare 12 Years Old	750	\$2.50	End Aisle
5322	Aveleda Vinho Verde	750	\$1.00	Shelf Extender, Wine Fridge
6106	Kronenbourg 1664 (LCBO Warehouse)	6 × 330	\$1.15	Shelf Extender
7880	Johnnie Walker Black 12 Yr	750	\$3.00	Shelf Extender
8094	Deinhard Green Label Riesling Mosel	750	\$2.00	
10006	17 Le Chene Noir Cotes Du Rhone Villages	750	\$1.00	
10322	Cointreau	375	\$1.00	Shelf Extender
10418	Big Bill Shiraz	750	\$2.00	Mini Thematic
10486	Pelee Island Lola Merlot VQA	750	\$1.00	End Aisle
11194	Sand Point Chardonnay	750	\$2.00	
11431	Black Cellar Chardonnay	750	\$1.00	Shelf Extender, Wine Fridge
11571	XOXO Rose	750	\$1.00	Shelf Extender
11572	XOXO Moscato	750	\$1.00	Shelf Extender
11917	Cameron's Jurassic IPA	473	\$0.25	
11935	Zaphy Organic Chardonnay	750	\$1.00	Mini Thematic
13187	Absolut Juice Apple Edition	750	\$2.00	End Aisle
13641	Bench Brewing Short Hills East Coast IPA (798)	473	\$0.20	
13904	Henry Of Pelham Pinot Noir VQA	750	\$2.00	Mini Thematic
14023	Tawse Gin	750	\$3.00	
14066	Molson Ultra (275 TBS)	6 × 473	\$1.00	Shelf Extender
14135	Coors Original	6 × 355	\$1.00	
14354	Appleton Estate 8 YO Reserve	750	\$4.00	Shelf Extender
16352	Peller Family Vineyards Chardonnay	1000	\$1.00	
18564	>(V)Private Reserve Icewine Ontario (Peller E	200	\$3.00	
20289	Yellow Tail Shiraz	1500	\$3.50	End Aisle
20362	Finlandia Vodka	750	\$1.25	Comm. Extender
27516	>(V)Merlot Los Osos (J Lohr)	750	\$2.00	
32508	13 Brunello Di Montalcino Docg (Pinino)	750	\$5.00	
33340	Collavini Pinot Grigio	750	\$2.00	Shelf Extender
34595	Patron Silver Tequila	750	\$4.00	End Aisle
35386	>(V)Marlborough Sauvignon Blanc (Kim Crawford)	750	\$2.00	End Aisle
38927	Jura 12 Year Old Single Malt	750	\$10.00	
43588	Folonari Pink Pinot Grigio Venezia Igt	750	\$1.00	End Aisle, Wine Fridge
45195	Ruffino Chianti Classico Riserva Ducale Docg	750	\$3.00	Shelf Extender
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00	End Aisle
50088	Patron Reposado Tequila	750	\$6.00	End Aisle
53983	Barefoot Pinot Grigio	750	\$1.00	Shelf Extender
56804	Corona Extra	6 × 355	\$1.00	EZH
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	\$2.00	Comm. Extender
63966	Wayne Gretzky Merlot VQA	750	\$1.00	Shelf Extender
67587	>(V)Riesling Narcissist (J Howard Cellars)	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
68254	Yellow Tail Pinot Grigio	750	\$1.00	End Aisle
69914	Latour Pinot Noir	750	\$2.00	Shelf Extender
73809	Carlsberg Beer	500	\$0.20	
75200	Breezer Tropical Orange Smoothie	1000	\$1.00	Shelf Extender
80127	Sailor Jerry Spiced Rum	750	\$2.00	Mini Thematic
82636	Pasqua Soave Doc	1500	\$1.50	End Aisle
84988	>(V) Beringer Chardonnay Napa Valley (Treasury)	750	\$3.00	Wine Fridge
85456	Colio Dry White	1500	\$1.00	
90472	J.P. Chenet Cabernet Syrah Organic Pays D'Oc	750	\$1.00	Shelf Extender, Mini Thematic
91702	Red Knot Cabernet Sauvignon	750	\$2.00	Shelf Extender
96263	Tanqueray Dry Gin	1750	\$1.80	
103341	Canadian Club Premium (P.E.T)	750	\$1.25	
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$5.00	
114694	Crown Royal	1750	\$1.00	Comm. Extender
116038	Metaxa Seven Star	750	\$2.00	
119628	Lindemans Bin 45 Cabernet Sauvignon	750	\$1.00	
126144	Sibling Rivalry White VQA	750	\$2.00	goLOCAL
126151	Sibling Rivalry Red VQA	750	\$2.00	goLOCAL
130138	>Pinot Noir Meiomi Sonoma,S.Barbara,Monterey Cnty	750	\$2.00	
130989	>)Pinot Noir Growers Blend (Tawse)	750	\$2.00	
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	Wine Fridge
134916	Ogier Cotes Du Ventoux Rose Aoc	750	\$1.00	Shelf Extender, Wine Fridge
141952	Pasqua Passimento Rosso Igt	750	\$2.50	Shelf Extender
142117	Lindemans Bin 65 Chardonnay	750	\$1.00	
145102	Mission Hill Cabernet Merlot VQA Five Vineyds	750	\$1.50	
155051	Masi Campofiorin Igt	750	\$3.00	End Aisle
156968	>(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E	750	\$1.00	
164087	Sandbanks Sleeping Giant VQA	750	\$2.00	
166538	>Crianza Rioja (Bodegas Lan)	750	\$2.00	
175430	Wente Morning Fog Chardonnay	750	\$2.00	
176834	Aperol	750	\$1.00	
178541	Batasiolo Barolo Docg	750	\$4.00	Shelf Extender
184796	Strongbow Cider	8 x 440	\$2.00	
185249	Mirassou Pinot Noir	750	\$2.00	
198853	>)Riesling Quarry Road Organic (Tawse)	750	\$2.00	
200741	Gibson's Finest Rare 12 Years Old	1750	\$3.50	End Aisle
209221	Absolut Vodka	1140	\$1.00	End Aisle
210286	Russian Standard Vodka	1140	\$1.00	Shelf Extender
212282	Luksusowa Vodka	1140	\$1.00	Comm. Extender
212480	Georges Duboeuf Beaujolais Aoc	750	\$2.00	End Aisle
215343	Martini & Rossi Sweet Vermouth Red	1000	\$2.00	
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$3.00	End Aisle
215988	Luxardo Amaretto Di Saschira	750	\$3.00	Shelf Extender
216721	Tanqueray London Dry Gin	1140	\$1.00	
217448	Malibu Coconut Rum	1140	\$2.00	End Aisle
219543	Inniskillin Late Autumn Riesling VQA	750	\$1.00	End Aisle
223610	Fielding Pinot Grigio VQA	750	\$2.00	
225904	Palm Bay Key Lime Cherry	6 x 355	\$1.00	Discovery Extender
226944	>(V) Cab Sauv Sonoma County (Rodney Strong)	750	\$3.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
226969	Pelee Pebbles Vidal-Hibernal	1500	\$1.00	
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00	Comm. Extender, Wine Fridge
230474	Graffigna Malbec	750	\$2.00	Discovery Extender
230821	Cupcake Chardonnay	750	\$2.00	
231779	Bartenura Moscato - Kpm Igt	750	\$1.50	
242107	No. 3 London Dry Gin	750	\$8.00	End Aisle
245340	Chapoutier Belleruche Cdr White Aoc	750	\$3.00	
250134	Sortilege	750	\$3.00	
251470	Trius Barrel Fermented Chardonnay VQA	750	\$2.00	Shelf Extender
255380	Pilsner Urquell	500	\$0.20	
267187	Jose Cuervo Especial Gold	750	\$2.00	Shelf Extender
267773	Hop City Barking Squirrel Lager	473	\$0.20	Shelf Extender
268342	>V)Chardonnay Estate (Henry Of Pelham)	750	\$3.00	
268375	Henry Of Pelham Riesling VQA	750	\$3.00	Comm. Extender
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	\$2.00	Shelf Extender
270884	Jackson-Triggs Cabernet Sauvignon	4000	\$3.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	
273110	Canadian Club & Ginger Ale	473	\$0.25	
278127	Santa Carolina Sauvignon Blanc Reserva	1500	\$3.00	Shelf Extender
280719	Gato Negro Cabernet Sauvignon	1500	\$1.00	End Aisle
284539	Trius Brut VQA	750	\$3.00	End Aisle
284562	Michelob Ultra	473	\$0.20	
285254	Forty Creek Copper Pot Reserve	750	\$2.00	Shelf Extender
285270	Double Trouble - Hops & Robbers IPA	473	\$0.25	
289835	Peller Family Vineyards Dry White	1500	\$1.50	End Aisle
292128	Firestone Cab Sauv Santa Ynez Valley	750	\$2.00	
295006	Cave Spring Dry Rose VQA	750	\$2.00	Mini Thematic
295139	Alamos Malbec	750	\$2.00	End Aisle
296574	Cottage Block Sauvignon BI Riesling VQA	750	\$1.00	Discovery Extender, Wine Fridge
300681	Coors Light	6 x 473	\$1.00	
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	End Aisle, Wine Fridge
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$2.00	Shelf Extender
311779	Bud Light	6 x 473	\$1.00	
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	\$2.00	Shelf Extender
311936	Canadian Club Classic 12 Year Old	1140	\$1.00	End Aisle
317057	Masi Costasera Amarone Classico Doc	750	\$4.00	End Aisle
319384	>(V) Carte Noire (Les Maitres Vig De St Tropez)	750	\$2.00	
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	\$3.00	
325787	McGuigan Black Label Shiraz	750	\$1.00	Shelf Extender
326413	Pelee Island Pinot Grigio VQA	750	\$1.50	Mini Thematic
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	End Aisle
333583	Thornbury Premium Apple Cider	473	\$0.25	
334052	Stiegl Grapefruit Radler	500	\$0.20	
337667	Havana Club Anejo 3 Anos	750	\$1.00	Mini Thematic
338012	Hardys Stamp Series Shiraz/Cabernet	750	\$1.00	Comm. Extender
338855	Bodacious Smooth Red	750	\$1.00	End Aisle
340380	Two Oceans Sauvignon Blanc	750	\$1.00	Comm. Extender, Wine Fridge
341610	Megalomaniac Pompous VQA	750	\$1.00	
342428	> (V)Cab Sauvignon Organic (Bonterra)	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
343145	Goldschlager	750	\$2.00	Shelf Extender
346445	Sandbanks Dunes Red VQA	750	\$2.00	End Aisle
352583	>(V)Cab Sauvignon Knight's Valley (Beringer)	750	\$5.00	
354761	>(V) Carmenere Terra Vega (Kpm) (Luis F. Edwards)	750	\$1.00	
357145	Open Smooth Red VQA	750	\$2.00	
358911	Gnarly Head Pinot Noir	750	\$2.00	Shelf Extender
361022	Caparzo Sangiovese	750	\$1.00	
363507	Prince Igor Extreme Vodka	1750	\$1.00	Shelf Extender
363812	Tito's Handmade Vodka	375	\$1.00	Shelf Extender
363861	Belvedere Pure Vodka	375	\$3.00	
369686	> Chardonnay Vintners Rsv (Jackson Wine Est)	750	\$2.00	
369793	Mount Gay Eclipse Rum	750	\$3.00	Mini Thematic
370692	Jaw Drop Licking Limes	473	\$0.25	
377820	Jackson-Triggs Merlot	1500	\$2.00	
379958	Kronenbourg 1664 Blanc	500	\$0.25	
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00	
389411	>(V)Prop Res Vidal Icewine VQA (Jackson T)	375	\$5.00	
390583	Canadian Club 100% Rye	750	\$1.00	End Aisle
393090	Monasterio De Las Vinas Crianza Carinena	1500	\$2.00	Shelf Extender
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$2.00	Shelf Extender
394536	Bitburger Premium Pilsner	500	\$0.30	
394577	Fiol Prosecco Doc	750	\$2.00	End Aisle
398479	1800 Reposado	750	\$2.50	
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	End Aisle
400754	Iceberg Vodka	750	\$1.00	
413500	Rekorderlig Wild Berries Cider	500	\$0.30	
413807	Brickworks Ciderhouse Queenstreet 501	473	\$0.20	
418590	Modelo Especial	6 x 355	\$1.00	
425488	>(V)Cannonau Riserva Sardinia (Sella& Mosca)	750	\$2.00	VL1
427344	Forward Pinot Grigio Riesling	750	\$2.00	
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	End Aisle
430769	Gaffel Kolsch	500	\$0.50	
431106	Creekside Cabernet Merlot VQA	750	\$1.50	Shelf Extender
431239	Faxe Premium Lager	500	\$0.15	
432856	Holsten Maibock	500	\$0.20	
433417	>(V)Marne 180 Amarone (Fratelli Tedeschi)	750	\$3.00	
438937	Dog House Red VQA	750	\$1.25	
438960	Canadian Club 100% Rye	1140	\$1.00	Shelf Extender
441519	Pelee Pebbles Red	1500	\$1.00	
444059	>(V)Cabernet Sauvignon Joel Gott 815 (Sutter Home)	750	\$2.00	
445825	Jacob's Creek Moscato Rose Sparkling	750	\$2.00	End Aisle, Wine Fridge
446567	Iceberg Vodka (P.E.T)	750	\$1.00	Shelf Extender
449793	Jose Cuervo Sparkling Classic Margarita	4 x 355	\$1.00	Shelf Extender
450114	Smirnoff Ice	6 x 355	\$1.00	
450981	Pelee Island Lola Blush Sparkling VQA	750	\$1.00	End Aisle
454876	>(V)Ghost Pines Merlot	750	\$2.00	
459818	Sapporo	6 x 500	\$1.00	
460667	Yalumba Coonawarra Cab Sauv	750	\$2.00	
462085	Grand Sud Chardonnay Vdfrance	1000	\$1.50	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
462432	Piper-Heidsieck Brut Champagne	750	\$5.00	
463521	Dixon's Wicked Licorice Gin	750	\$5.00	
464743	Angove Organic Cabernet Sauvignon	750	\$2.00	Mini Thematic
467803	Rumchata Rum Cream Liquor	1140	\$2.00	Comm. Extender
478909	Belgian Moon 473	473	\$0.25	
479931	Stalk & Barrel Red Blend	750	\$3.00	Shelf Extender
480442	Liquormen's Dirty Ol Cad Whisky, Trailer Park Boys	750	\$3.00	Discovery Extender
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	
486316	Bacardi Spiced Rum	375	\$1.00	
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	\$1.50	Mini Thematic
487256	Stella Artois	6 x 330	\$1.00	
487819	Melini Chianti Classico Riserva Docg	750	\$3.00	Shelf Extender
488411	Carling	6 x 473	\$1.00	Shelf Extender
492223	Pelee Island Rouge Bag In Box	3000	\$1.00	
500546	Captain Morgan Original Spiced Rum	1750	\$2.00	Shelf Extender
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$3.00	End Aisle
507475	Trapiche Reserve Pinot Grigio	750	\$1.50	End Aisle
508580	Wellington Upside IPA	473	\$0.20	Mini Thematic
514935	Flying Monkeys 12 Minutes To Destiny	473	\$0.20	
522672	> (V) Vidal Icewine VQA Nia (Lakeview Cellars)	200	\$2.00	
524322	Trapiche Reserve Malbec	1500	\$2.00	End Aisle
534693	Kittling Ridge White Zinfandel/Vidal	750	\$1.00	End Aisle
535294	Grosch Premium Lager	500	\$0.25	
537258	Tiger Beer	500	\$0.30	
539312	Josh Cellars Rose	750	\$2.00	
541219	Kw Craft Cider Can	473	\$0.25	Discovery Extender
541243	Creemore Springs Premium Lager	6 x 473	\$1.25	Shelf Extender
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	
541979	Three Thieves Pinot Grigio	750	\$2.00	
545004	> (V) Chardonnay Mission Hill Reserve	750	\$3.00	
545780	Apothic Rose	750	\$2.00	End Aisle
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	\$5.00	
554469	Guinness Draught	8 x 440	\$2.00	
556621	Belvedere Pure	1140	\$4.00	End Aisle
557108	St Remy XO Brandy	750	\$1.00	
557470	Empress 1908 Gin	750	\$3.00	Shelf Extender
561381	Pelee Island Pinot Grigio	3000	\$5.00	
570754	Casillero Del Diablo Reserva Privada Cab Sauv	750	\$3.00	Shelf Extender
571133	> Dillon's Vermouth	750	\$2.00	
572040	Hardys Brave New World Shiraz Black	750	\$2.00	Shelf Extender
572552	Signal Hill Canadian Whisky	750	\$3.00	
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.25	Mini Thematic
573956	Tanqueray Flor De Sevilla	750	\$3.00	
574509	Berliner Pilsner	500	\$0.30	
576926	Beau's Lug Tread Lagered Ale	473	\$0.20	
577148	Villa Conchi Brut Seleccion	750	\$2.00	Wine Fridge
589028	Peller Family Vineyards Rose	4000	\$1.45	
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	
589069	Peller Family Vineyards Red	4000	\$1.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
589549	Clausthaler Premium Non Alcoholic	500	\$0.20	
594168	Pelee Island Merlot	1500	\$2.00	
600163	Tanqueray No. Ten Gin	750	\$5.00	
600551	Meukow Feline VSOP Cognac	750	\$5.00	Discovery Extender
601765	Malibu Coconut Rum	375	\$1.00	End Aisle
614669	Trapiche Reserve Cabernet Sauvignon	750	\$1.50	End Aisle
617225	Domaine De Serame Cab Sauv Pay D'Oc Igp Organic	750	\$2.00	Mini Thematic
617647	Amsterdam Blonde	568	\$0.25	
617662	Diabolica Red VQA	750	\$2.00	Shelf Extender
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$1.00	End Aisle
618363	Marston's 61 Deep Pale Ale	500	\$0.30	
620096	Angels Gate Cabernet Merlot VQA	750	\$1.50	
620492	Argento Seleccion Pinot Grigio	750	\$1.50	
620773	Masi Masianco Pinot Grigio	750	\$2.00	End Aisle, Wine Fridge
620880	Masi Tupungato Passo Doble Organic	750	\$2.00	Green Extender
622134	Perrin La Vieille Ferme Rose Ventoux Aoc	750	\$1.50	Discovery Extender, Wine Fridge
627802	Yellow Tail Chardonnay	750	\$1.00	End Aisle
628404	Open Pinot Grigio VQA	750	\$1.00	
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	
633578	Jacob's Creek Pinot Grigio	750	\$2.00	End Aisle
634402	Vina Tarapaca Reserva Sauvignon Blanc	750	\$2.00	Shelf Extender
634899	Dixon's Wicked Citrus Gin	750	\$3.00	
636845	Redbreast 12 Year Old Irish Whiskey	750	\$10.00	
637199	Pelee Island Shiraz/Cabernet	750	\$1.00	Shelf Extender
648402	Bodacious Moscato	750	\$1.00	
649194	Twisted Tea Half & Half	473	\$0.20	
649392	Palm Bay Rose	355	\$0.30	Shelf Extender
649749	Castillo De Almansa Reserva	1500	\$2.00	End Aisle
650713	>(V) Sa'solin Ripasso Valp.(Terre Di Verona)	750	\$2.00	
659904	Wheatley Vodka	750	\$3.00	Discovery Extender
660043	> Shiraz Gnarly Dudes Barossa Vly (Two Hands)	750	\$3.00	VL1
669440	Peller Family Vineyards Shiraz	1500	\$2.00	End Aisle
669465	Peller Family Vineyards Pinot Grigio	4000	\$3.00	End Aisle
676056	Radeberger Pilsner	500	\$0.30	
678698	Gnarly Head Old Vine Zinfandel	750	\$2.00	
681643	>(V) Ch Argadens Bordeaux Sup. (Maison Sichel)	750	\$2.50	
687582	> Prosecco Di Valdobbiadene Brut (S.Margherita)	750	\$2.00	End Aisle
688549	Serenity By Lakeview Cellars Sauvignon BI VQA	750	\$2.00	
738823	>(V)Cab.Sauvignon Liberty School (Treana)	750	\$2.00	
741769	> (V)Chianti Classico (Rocca Delle Macie)	750	\$2.00	
894014	El Dorado Demerara 5 Year Old Rum	750	\$3.00	Mini Thematic
904409	Molson Canadian	473	\$0.20	
905976	Budweiser	473	\$0.20	EZH
921478	Pabst Blue Ribbon	6 x 355	\$0.50	
925453	> (V)Shiraz Killermans Run (Kilikanoon)	750	\$3.00	

Value Added Program – Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
10899	Jose Cuervo Tradicional Plata	750	Black Bush 50 mL	10899
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 × 50 mL	34637
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme Vodka 50 mL	190363
242339	Alberta Pure Vodka	1140	Banff Ice 50 ml	242339
666875	Dab Original	6 × 500	DAB Cooler Bag	666875

Trade Copy

Value Added Program – Sales Applied

LCBO#	Description	Size (mL)	VA Approved
117	Bacardi Superior	750	Blue Jays Branded Socks
570	Beefeater Dry	750	Metal Measure
935	Captain Morgan White Rum	750	Captain Morgan Original Spiced 50 mL
1040	Gordons Gin	750	Tanqueray Rangpur 50 mL
1206	Bacardi Gold Rum	750	Blue Jays Branded Socks
2196	Captain Morgan Dark Rum	750	Captain Morgan Original Spiced 50 mL
4788	Captain Morgan Gold Rum	750	2196
8284	Hennessy VS Cognac	750	Hennessy VS 50 mL
10567	Alumni Whisky Series - Paul Coffeey	750	JP Wiser's Triple Barrel 50 mL
10568	Alumni Whisky Series - Larry Robinson	750	JR Wiser's Triple Bareel 50 mL
10899	Jose Cuervo Tradicional Plata	750	Black Bush 50 mL
11130	Dewar's White Label Whisky	750	Dewar's 12 YO 50 mL
12050	Stock 84 XO	750	Stock 100 mL
13019	Pendleton Original Whiskey	750	Flask
13188	Absolut Juice Strawberry Edition	750	Absolut Vodka 50 mL
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	JP Wiser's Deluxe 15YO 50 mL
13865	Alumni Whisky Series - Mark Messier	750	JP Wiser's Triple Bareel 50 mL
21378	Jim Beam White Label Bourbon	750	Socks
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 × 50 mL
53140	Havana Club Dry 7 Years Old	750	Tote Bag
57448	Luxardo Maraschino Cherry	750	Sambuca 50 mL
64287	Cono Sur Bicicleta Viognier	750	4 Oceans bracelet
95935	Grey Goose Vodka	750	750 mL Martini Rosé
112979	Bacardi Superior Rum (P.E.T)	750	Blue Jays Branded Socks
116327	Grey Goose La Poire Vodka	750	750 mL Martini Rosé
131391	Smirnoff Vodka (P.E.T)	1140	Smirnoff 50 mL
148007	Czechvar Premium Lager	500	Retro Cork Coaster
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme Vodka 50 mL
216226	Alberta Premium Whisky	1140	Rocks Glass
216929	Smirnoff Vodka	1140	Smirnoff 50 mL
217133	Sauza Gold Tequila	1140	Jim Beam Apple 50 mL
225698	The Kraken Black Spiced Rum	750	Juice Mix
225938	Lucid Absinthe Superieure	750	Branded Absinthe Spoons
230565	Cono Sur Chardonnay Organic	750	4 Oceans Bracelet
267245	Jose Cuervo Especial Gold Tequila	1140	Sparkling Rose Marg
285163	Amaro Lucano	750	Amaro Lucano 50 mL
291195	Moet & Chandon Imperial Rose Diamond Suit	750	Diamond Suit Sleeve
311787	Budweiser	6 × 473	Toronto Blue Jays T Shirt with purchase of 2 311787 items
318014	Cono Sur Bicicleta Pinot Noir Rose	750	4 Oceans bracelet
318683	The Kraken Black Spiced Rum	1140	Black Bush 50 mL
342436	> (V) Chardonnay Organic (Bonterra)	750	Earth Day Seed Paper

Value Added Program – Sales Applied

LCBO#	Description	Size (mL)	VA Approved
350629	Forty Creek Barrel Select Whisky	1140	Forty Creek Copper Pot 50 mL
382747	Tequila Rose Strawberry Cream Liqueur	750	360 Double Chocolate 50 mL
398016	Dr. McGillicuddy Intense Peach	750	Easy Cocktails Lemon Tonic
398552	Bacardi Limon	750	Blue Jays Branded Socks
410415	Skyy Vodka	750	Forty Creek Spike 50 mL
413294	Grey Goose Le Citron	750	750 mL Martini Rosé
426528	Wayne Gretzky Baco Noir VQA	750	Wayne Gretzky Red Cask Whisky 50 mL
450932	Jose Cuervo Tradicional Reposado	750	Black Bush 50 mL
454462	Banff Ice Vodka	1750	Beef Jerky
472332	Wayne Gretzky Red Cask Whisky	750	Free WG Rye Lager 473 mL #139162
477836	Malibu Coconut Rum	750	Polar Ice Vodka 50 mL
515205	St Germain Elderflower Liqueur	200	750 mL Martini Rosé
517987	Ezra Brooks Black Label Bourbon Whiskey	750	LVA 50 mL
520353	Bacardi Spiced Rum	750	Blue Jays Branded Socks
536805	Spirit Of York Gin	750	Fever Tree Near Pack
541755	Spirit Of York Vodka	750	Spirit of York Glass
545335	Bacardi Banana	750	Blue Jays Branded Socks
553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	4 Oceans bracelet
601518	Sour Puss Blue Liqueur	750	VA 50 mL
605758	Bolivar Coffee Liqueur	1140	Prince Igor Extreme 50 mL
605857	Amarula Cream	1140	Amarula 50 mL
628982	O'Casey's Irish Cream (First Ireland Spirits Co)	1140	Greenall's Gin 50 mL
636035	Summit Vodka	750	Canadian Club 100% Rye 50 mL
638734	Deep Eddy Lemon	750	LVA 50 mL
647701	Lindeman's Pinot Grigio Can	250	TBD
647719	Lindeman's Shiraz Can	250	TBD
666875	Dab Original	6 × 500	DAB Cooler Bag
666883	Henninger Lager	6 × 500	Boxed Glass

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	Display Program	BAM
984	Alberta Premium Whisky	750	Comm. Extender	10
1222	Wiser's Special Blend	750		10
8219	Prince Igor Vodka (P.E.T)	750	Shelf Extender	10
10512	Dujardin VSOP Brandy	750		8
11939	Victoria Park Cabernet Sauvignon	750		6
14186	18 Cuvee Iii White (Mega Spileo)	750		5
14997	Splash Mixed Berry	355		1
19158	Laphroaig Quarter Cask Single Islay Malt	750		25
23366	Sandeman Ruby Port	750		10
23606	Santa Rita 120 Reserva Especial Sauv Blanc	750		8
31930	Seagrams V.O.	1750		40
34603	Patron Anejo Tequila	750	End Aisle	30
34991	La Vieille Ferme Luberon Blanc Aoc	1500		12
53082	Alberta Pure Vodka (P.E.T)	1750		20
53868	Jaffelin Bourgogne Aligote Aoc	750		5
54213	Alberta Premium Whisky (P.E.T)	1750		20
56622	Beefeater Dry	1750		20
60004	Deinhard Dry Riesling Rheinhessen	750		6
60608	El Dorado 12 Year Old Rum	750		12
61663	Casillero Del Diablo Rsv Cab/Sav	1500		10
63305	Peller Family Vineyards Red Crtn	1000		5
64295	Cono Sur Bicicleta Shiraz	750		5
66654	Creekside Syrah/Shiraz VQA	750		5
68924	Gnarly Head Cabernet Sauvignon	750		5
71647	Polar Ice Vodka (P.E.T)	750		10
76521	Santa Cristina Rosso Toscana Igt	750		9
78840	Citra Montepulciano D'Abruzzo	1500		5
83196	Creekside Pinot Grigio VQA	750		5
88799	Alberta Pure Vodka (P.E.T)	750		10
89912	Loios Red	750		5
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750		9
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750		6
135566	Polar Ice Vodka	750		10
146761	Fielding Riesling VQA	750		6
157586	Ferreira Dona Antonia Tawny Reserve Port	750		10
166348	Fazi Battaglia Verdicchio dei Castelli Di Jesi	1500		6
178624	Montgras Carmenere Reserva	750		8
187088	PJ's Original Cream (Panama)	750		14
191858	Pknt Carmenere Reserve	750		4
205401	Teacher's Highland Cream	1140		15
211110	Wyborowa Vodka	1140		12
213496	Pasqua Pinot Grigio Delle Venezie Doc	750	Wine Fridge	8
214726	Marquis De Villard Brandy	1140		10
215558	Cattos Rare Blended Scotch	1140		12
216903	Banff Ice Vodka	1140		15
216978	Seagrams V.O.	1140		8
217687	Canadian Club Premium	1140		15
231571	Seagrams 83 (P.E.T)	1750		40

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	Display Program	BAM
234815	Gerard Bertrand Cabernet Sauvignon Pays D'Oc	750		6
237792	Icebox Long Island Iced Tea	1140		8
240416	Montresor Amarone Della Valpolicella Doc	750		20
251371	Canadian Club Premium	200		4
262337	G.A. Schmitt Niersteiner L.H.	750		4
267070	Tommasi II Sestante Valpolicella Rip Sup Doc	750		6
270017	Jacob's Creek Reserve Chardonnay	750	Wine Fridge	9
272393	Smoking Loon Old Vine Zinfandel	750		5
275925	Santa Carolina Cabernet Sauvignon Reserva	750		9
277681	Graffigna Pinot Grigio	1500		12
281311	The Pavillion Chenin Blanc	750		5
286195	JP Azeitao Red	750		4
296848	Chateau Des Charmes Aligote Estate Grown VQA	750		5
305607	Seagrams 83	750		10
311670	Luxardo Sambuca Dei Cesari	200		5
322586	> Cabernet Sauvignon Alpha (Montes Sa)	750		10
331215	Angels Gate Pinot Gris VQA	750		5
336735	Baden Gewurztraminer	750		7
350397	Banff Ice Vodka	750		8
361741	Santa Carolina Merlot	750		5
366344	Cono Sur Bicicleta Pinot Grigio	750		5
366534	The Kraken Black Spiced Rum	375		10
366633	Ron Diplomatico Reserva Exclusiva Rum	750	End Aisle	30
370320	Chateau Des Charmes Cabernet Sauvignon VQA	750		5
374496	Forbidden Artisanal Cider	473		1
375667	Viticoltori Acquesi Brachetto D'Acqui Spkng	750		4
377101	JP Azeitao White	750		4
378091	Villa Annaberta Valpolicella Ripasso Superiore	750		8
395582	Auchentoshan American Oak, Lowland	750		15
397539	Boodles Gin	750		12
398024	Dr. McGillicuddy Intense Peach	1140		8
398032	Dr. McGillicuddy Intense Butterscotch	750		6
401315	Jose Cuervo Especial Silver	1140		18
404012	Graham's 10 Year Old Tawny Port	750		8
415190	Lionello Stock Vermouth Red	1000		8
420083	Jim Beam Red Stag Black Cherry	750		10
421966	Tincup American Whiskey	750		20
424630	Villa Maria Private Bin Sauvignon Blanc	375		4
430413	Stranahan's Colorado Whiskey	750		30
433623	Guinness Blonde American Lager	473		1
433961	Villa Annaberta Amarone Della Valpolicella Docg	750		15
447060	Deakin Estate Sauvignon Blanc	750		5
454710	The Kraken Black Spiced Rum	1750		25
474239	Spinelli Unoaked Chardonnay Terre Di Chieti	750		3
479980	MaCallan 12 YO Double Cask	750		30
486258	Sid The Handcrafted Vodka	750		19
488593	Relax Bubbles	750		8
489112	Sacred Hill Marlborough Sauvignon Blanc	750	Wine Fridge	10

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	Display Program	BAM
494047	Broker's Premium London Dry Gin	1140		15
499384	Kacaba Cabernet VQA	750		4
508606	Waltzing Matilda Shiraz Grenache	750		10
516682	Wells Banana Bread	500		1
517136	Alberta Premium Whisky (P.E.T)	750		10
517904	Wiser's Special Blend Canadian Whisky	750		10
535641	Vicente Faria Animus Douro, Do	750		6
536268	Hungarovin Debroi Cuvee	750		4
538926	Relax Red Blend, Rheinhessen	750		6
542563	>Winkelhausen Brandy (Berentzen-Gruppe)	700		10
543850	G. Meffre Hommage Cotes Du Rhone Aop	750		6
544080	Rymill The Yearling Cabernet Sauvignon Coonawarra	750		8
545368	Santa Teresa 1796	750		20
547679	>Wodka Zoladkowa Gorzka	750		12
548420	Bacardi Gran Reserva 10 Year Old	750		15
549113	1800 Anejo Tequila	750		25
553933	Chateau Labarrade Malbec Cahors Aop	750		8
560821	Deakin Estate Shiraz	750		5
565713	Reif Estate Cabernet/Merlot VQA	750		5
569087	Fantini Farnese Chardonnay	750		4
573337	McClelland Speyside Single Malt	750		15
589010	Mezzacorona Pinot Grigio Trentino	1500		8
595280	> V) Porcupine Ridge Syrah (Vinimark Trading)	750		5
600833	Pitu Cachaca	750		8
605667	Bouchard Pere & Fils Pinot Noir Bourgogne	750		12
610857	Fat Bastard Merlot Vdp	750		8
613950	Sogrape Vila Regia Reserve Douro	750		8
620617	Collavini Pinot Grigio	1500		15
622837	Sterling Vintner's Merlot	750		5
633586	Pepperwood Grove Sauvignon Blanc	750		4
633594	Smoking Loon Chardonnay	750		4
638155	Khor - Platinum Vodka	750	BBAM	10
638742	Khor - Pepper Honey Hot	750	BBAM	10
640060	Happy Dogs Red Blend	750		4
688606	Royal Centenario 9YO Rum	750		12
694208	>(V) Cab Sauvignon Reserva (Vina Perez Cruz	750		8
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750		6
923847	No.99 Rye Lager - Wayne Gretzky Craft Brewing	6 x 473		10

Bundled Bonus AIR MILES® Reward Miles

The purpose of the Bundled Bonus AIR MILES® program is to highlight cross-promoted products or to entice customers to trade up to more premium products.

Please note, that when more than one in-section shelf talker has been provided for a product and there is not sufficient shelf space to merchandise all, the Bundled Bonus AIR MILES® shelf talker takes priority.

There are four Bundled Bonus AIR MILES® option offers:

Option 1 - "Buy the two listed products at the same time and receive the Bundled Bonus AIR MILES®"

Option 2 - "Buy two of the same listed product and receive the Bundled Bonus AIR MILES®"

Option 3 - "Buy three of the same listed product and receive the Bundled Bonus AIR MILES®"

Option 4 - "Buy two of the three listed products and receive the Bundled Bonus AIR MILES®"

Option 1

Buy the two listed products at the same time and receive the Bundled Bonus AIR MILES®

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
638155	Khor - Platinum Vodka	750	10	10	30
638742	Khor - Pepper Honey Hot	750	10		

Option 2

Buy two of the same listed product and receive the Bundled Bonus AIR MILES®

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
260869	Sobieski Vodka	1140		30	30

Option 3

Buy three of the same listed products and receive the Bundled Bonus AIR MILES®

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
334037	Innis & Gunn The Original	500		6	6
457101	Fleur Du Cap Cabernet Sauvignon	750		15	15

Necktags

LCBO#	Description	Size (mL)	NT Approved
2253	Disaronno Amaretto	750	Disaronno Month/Fizz Recipe
11929	Comuna Chardonnay Pinot Grigio	750	New/Vegan Friendly
11930	Comuna Shiraz Malbec	750	New/Vegan Friendly
113456	Collective Arts Rhubarb & Hibiscus	750	Art + Distilling
128090	Collective Arts Artisanal Gin	750	Art + Distilling
177808	Appleton Estate V/X Signature Blend	750	Contest
241984	Glenmorangie Nectar D'Or Scotch Whisky	750	Information about Removal of Age statement
369793	Mount Gay Eclipse	750	Rum Punch
439463	Luxardo Limoncello	750	Limoncello Spritz
620666	Casillero Del Diablo Reserva Carmenere	750	Extraordinary Vintage Necktag 2018
630913	Tia Maria	750	Cocktail Recipe
647701	Lindeman's Pinot Grigio	250	Proud Partner of the Toronto Blue Jays
647719	Lindeman's Shiraz	250	Proud Partner of the Toronto Blue Jays