

SPRING

— IS IN —



Period 2: Marketing & Product Guide
April 26 – May 23, 2020

My Store #



Kudos to Store #619 for creating an engaging and inviting shopping experience!

Period 2 Marketing & Product Guide

Participating DONE			Participating DONE	
	Operational Signage	2	<input type="checkbox"/> <input type="checkbox"/>	Beer Programs 53
	Why is FLS Important to the LCBO?	10	<input type="checkbox"/> <input type="checkbox"/>	Ontario Wines 56
	Advertising & Online Exclusive Offers	13	<input type="checkbox"/> <input type="checkbox"/>	Vintages 60
	Store Layout	14		Gifting: Spring / Mother's Day 66
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight Feature Fixture	16	<input type="checkbox"/> <input type="checkbox"/>	Wines and Spirits 68
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal Feature Fixture	18		Special Promotions Fixture
<input type="checkbox"/> <input type="checkbox"/>	Deal of the Week	20	<input type="checkbox"/> <input type="checkbox"/>	Victoria Day Supersale Block Pile 70
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight Entrance Table	22	<input type="checkbox"/> <input type="checkbox"/>	Front End Merchandiser 71
<input type="checkbox"/> <input type="checkbox"/>	Mini Thematic Spirits & Wines	24	<input type="checkbox"/> <input type="checkbox"/>	Sparkling & Rose Merchandising Strategy 75
<input type="checkbox"/> <input type="checkbox"/>	FOOD & DRINK	27	<input type="checkbox"/> <input type="checkbox"/>	Wines Flex Space 77
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight Front Nesting Table	28	<input type="checkbox"/> <input type="checkbox"/>	Great Vaue Beer Block Pile 80
<input type="checkbox"/> <input type="checkbox"/>	Cocktail of the Month A-Frame Fixture	31	<input type="checkbox"/> <input type="checkbox"/>	The Cold Room Spirits Display 81
<input type="checkbox"/> <input type="checkbox"/>	Coors Innovation Block Pile	33	<input type="checkbox"/>	Shopping Cart Sign 82
<input type="checkbox"/> <input type="checkbox"/>	RTD: Season Launch Block Pile	34	<input type="checkbox"/> <input type="checkbox"/>	Turn 1 Wine Fridge 83
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight Middle Nesting Table	35	<input type="checkbox"/> <input type="checkbox"/>	Gin & Rum Shop 84
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight Celebration Fixture	38	<input type="checkbox"/> <input type="checkbox"/>	Other Programs 85
	Period 2 End Aisles	40		On Shelf 86
<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	47		Sold Space Program 88
<input type="checkbox"/> <input type="checkbox"/>	Beer Branded Ends	49		
<input type="checkbox"/> <input type="checkbox"/>	8-Pack Beer Carrier	50		
<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Cider	51		

Operational Signage COVID-19 & SOCIAL DISTANCING



A number of signage components have been created to educate customers on new LCBO practices, procedures and operating information. These signs will enable both store staff and shoppers to engage in safe interactions, while still achieving a superior experience.

Below are details on each sign, and instructions on how and where they should be placed. Components may be added or removed as the situation evolves.

ENTRANCE COMPONENTS

Components

Image

UPDATED Front Door Store Hours Decal

- Display on the inside of your front window in place of the regular (and previously supplied green) Store Hours sign
- **Ensure the green version and the temporary black & white Store Hours signs are removed when the new Front Door Decal is installed.**
- **TIP: Ensure you have a new regular Store Hours sign on hand to post when regular store hours go back into effect.**
- **Refer to the photo mock-ups at the end of this section for example**



Reorder Codes: ENG (Re-order # OP21-DD1) /BIL (Re-order # OP21-DD2)

NEW Front Door COVID-19 Notice Decal

- Display on the inside of your front window next to the Store Hours sign
- **Refer to the photo mock-ups at the end of this section for example**



Reorder Codes: ENG (Re-order # OP21-DD3) /BIL (Re-order # OP21-DD4)

NEW Exterior Springer Sign

- Remove the current Check 25 sign and store it in a safe place.
- Implement the COVID-19 springer sign until further notice.
- **Refer to the photo mock-ups at the end of this section for example**



Reorder Codes: ENG (Re-order # OP21-ES1) /BIL (Re-order # OP21-ES2)

NEW Exterior Line-Up Boundary Tape

- 3" wide black grit tape is being supplied to mark out 2m intervals, allowing customers waiting in line to enter the store to adhere to physical social distancing standards.



Reorder Code: (Re-order # OP21-FD7)



- Store Hours Decal
- COVID-19 Notice Decal
- Exterior Springer Sign

- Exterior Springer Sign

- Black Line-Up Tape

NEW "SANITIZE YOUR HANDS" Backlit Tasting Bar/Sanitizer Station Sign

- This sign encourages customers to sanitize their hands upon entering the store.
- It should be displayed in the tasting bar at Entrance.
- Refer to the photo mock-ups at the end of this section for example

Reorder Codes: ENG (Re-order # OP21-TB1) /BIL (Re-order # OP21-TB2)



UPDATED Metal Floor Stand

- Replace the Check 25 Social Responsibility message with this new 22x28 Metal Floor Stand sign.
- Store the Check 25 sign in a safe place in your backroom/warehouse
- Refer to the photo mock-ups at the end of this section for example

Reorder Codes: ENG (Re-order # OP21-MFS1) /BIL (Re-order # OP21-MFS2)



UPDATED Social Distancing Showcards

- Two showcard creatives have been provided
 1. Social Distancing
 2. LCBO Safe Shopping Commitment
- Priority of messaging for Showcards is as follows:
 1. Info Board messaging (displayed in vestibule, if possible)
 2. Social Distancing
 3. Check 25 (displayed in vestibule, if possible)
 4. LCBO Safe Shopping Commitment
 5. Thematic/Promotional creative
- Refer to the photo mock-ups at the end of this section for example

Reorder Codes:

- Social Distancing: ENG/BIL (Re-order # OP21-SC1)
- LCBO Safe Shopping Commitment: ENG/BIL (Re-order # OP21-SC2)





- Metal Stand Sign
- Tasting Bar/Sanitization Sign

- LCBO Safe Shopping Commitment Showcard
- Social Distancing Showcard
- Thematic Showcard

SALESFLOOR Components

Image

Store Traffic Flow Directional Arrows

- All store traffic must now flow in one direction. This will allow customers and staff to safely see others and maintain correct social distancing buffers.
- Use your store's floorplan to determine the flow. Floorplans can be found on your store's Dashboard or on the portal by following this link: <http://home.lcbo.com/SDRE/StoreMaintenance/Pages/Store-Floor-Plans.aspx>
- Stores should use the **red** coloured interior tape provided to create arrows on the floor, indicating the direction customers should travel as they shop the store.
 - Each arrow should be 25" long
 - Each side of the arrow chevron (pointer) should be 5" in length
 - Use 2 arrows per store aisle, 3 may be required for the power aisle
 - Arrows should indicate traffic flowing up one aisle and down the next (each aisle/valley going in a different direction)
- **Refer to the sample floorplan at the end of this section for placement examples**



Reorder Code: (Re-order # OP21-FD6)

NEW End Aisle Blade Signs

- Install the Blade Sign on every other End Aisle, alternating with the P1 Food & Drink sign
- **Refer to the photo mock-ups at the end of this section for example**

Reorder Codes: ENG (Re-order # OP21-BS1) /BIL (Re-order # OP21-BS2)



NEW Physical/Social Distancing Floor Decal

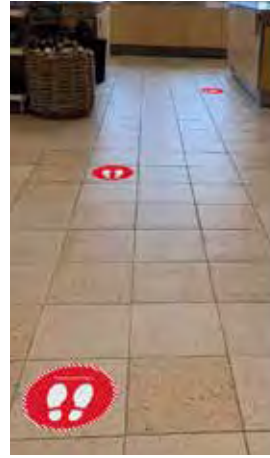
- Physical Distancing floor decals should be installed at the back of the store, in areas not using directional arrow flow tape.
- **Refer to the photo mock-ups at the end of this section for example**

Reorder Codes: ENG (Re-order # OP21-FD1) /BIL (Re-order # OP21-FD2)





- End Aisle Blade Signs (alternate with P1 Food & Drink creative)



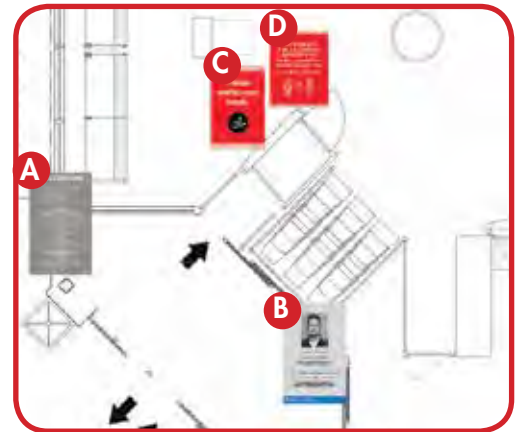
- "Line Up Here" Floor Decals

SAMPLE FLOORPLAN WITH DECAL EXAMPLES



Vestibule:

- A** Info Board
- B** Check 25 Showcard
- C** Metal Floor Stand
- D** Sanitization Stand Sign



CASH AREA

Plexi Shields

For the added protection of our front-line staff, and will allow for safer interactions between customers and staff where social distancing of 2m is not possible.

Plexi-Shield Guidelines:

- Remove the Acrylic Gift Card merchandiser and any other fixtures or signage from the cash desk (refer to the instructions on right)
- Remove any basket or riser/cut case display from the entrance to the cash desk.
- Metal Cash Desk Frame should sit on the cash register, facing the customer.
- Position the POS machine at the opening of the Plexi.
- Cash Desk decal should be installed 1" from the edge of the cash desk on the FAR end, closest to the exit (see example below).
- Clean both sides of the plexi throughout the day
- **Do not place any signs on the plexi shield.** The surface must remain clear at all times.



CASH DESK SET UP

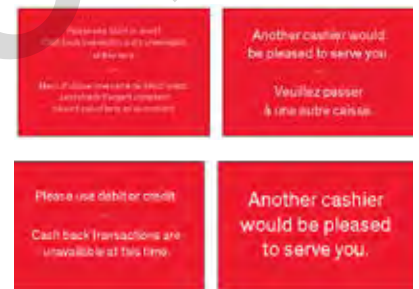
- **Move Gift Card Merchandiser to FEM**
- **Remove basket, risers and/or case cuts from the cash desk**
- **Keep edge of Cash Desk clear of fixtures and signage to accommodate Plexi Shield**

Additional Cash Area Components

Image

UPDATED Metal Frame "Debit/Credit" Sign

- Display the "Debit/Credit" metal frame creative at all OPEN desks, encouraging the use of contactless payment options
- Metal Frame should be placed on top of the cash register, facing the customer.
- This new sign replaces the green Metal Frame sign and the temporary printable sign provided previously
- **Refer to the photo mock-ups at the end of this section for example**



Reorder Codes: ENG (Re-order # OP21-CDS1) /BIL (Re-order # OP21-CDS2)

UPDATED Cash Desk Decal

- Install the Cash Desk Decal carefully on each OPEN desk, ensuring it is applied straight and without air bubbles.
 - » Use a ruler for installing the decal to ensure it is placed straight and level (1" from the edge of the desk)
 - » Decal should be installed after the cashier, at the far side after the POS machine
- **Refer to the photo mock-ups at the end of this section for example**



Reorder Codes: ENG (Re-order # OP21-CDD1) /BIL (Re-order # OP21-CDD2)

UPDATED "Stand Here" Cash Line Floor Decal

- "Please wait here" floor decals should be installed at the far end of the cash desk (after the plexi-shield), indicating where the customer should stand while completing their transaction
- Decals should also be used to indicate where customers should form lines, heading to the cash register, affixed to the floor (facing the customer's view), beginning at the front of each OPEN Cash Desk
- Decals should be spaced at least 2 metres apart, showing customers how far apart they should be from the person in front of them
- **Refer to the photo mock-ups at the end of this section for example**



Reorder Codes: ENG (Re-order # OP21-FD4) /BIL (Re-order # OP21-FD5)



- Plexi Shield
- Cash Desk Decal
- Metal Frame Sign
- “Stand Here” Floor Decal

Additional components will be sent to select locations. These items should be received and stored safely until they are needed in case of temporary store closures.

Additional Components for Select Stores

Image

Generic Store Temporarily Closed 8.5x11 Sign

- To be displayed in the front window, in the plastic protector and attached to the glass with suction cups.

Reorder Code: BIL (Re-order # OP21-DD6)



Store Staffed Store Temporarily Closed 8.5x11 Sign

- To be displayed in the front window, in the plastic protector and attached to the glass with suction cups.

Reorder Code: BIL (Re-order # OP21-DD6)



Generic Store Hours Sign

- Display on the inside of your front window in place of the regular (and previously supplied green) Store Hours sign

Reorder codes: BIL (Re-order # OP21-DD5)



No Cash Transactions Metal Frame Sign

- Display the “No Cash” metal frame creative at all OPEN desks, limiting transactions to the use of contactless payment options
- Metal Frame should be placed on top of the cash register, facing the customer.

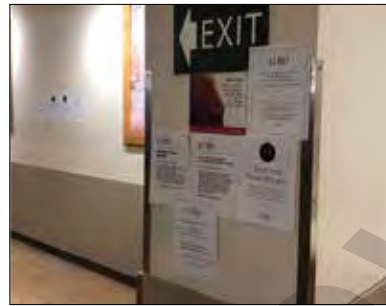
Reorder Codes: ENG (Re-order # OP21-CDS3) /BIL (Re-order # OP21-CDS4)



ACTIONS: CLEAN UP OF EXISTING SIGNAGE

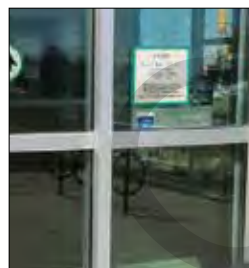
1. Remove printable 8.5x11s from Front Door and Store Interior (except where noted below)

- The printable 8.5x11s previously provided were meant to be displayed **temporarily** until more permanent signage was made available
- Before installing any of this new signage, stores should first travel their store and remove any of these messages.



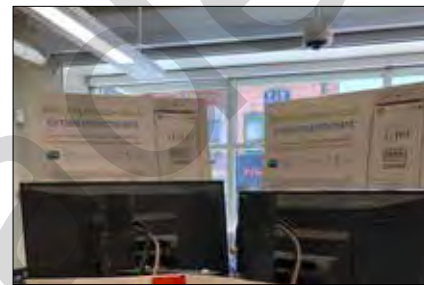
2. Remove all Green/Beige Operational Signage previously provided

- All green/beige signage components will now be replaced with new red signs.



3. Remove generic AIR MILES® and Wi-Fi signage from Front Windows & Cash Tops

- Promotional AIR MILES® signage is not to be removed, as current offers are still in effect.



To re-order any signage please email hello_lcbo@lcbo.com

For any signage questions or concerns regarding execution please contact:

Peter Kalogiros

Visual Merchandising

T: (416) 864-6746 C: (416) 910-5387

E: peter.kalogiros@lcbo.com

END AISLE PARTICIPATING PRODUCTS

Please refer to the End Aisles section for participating products.

End Aisle 1-10 Backer Cards Re-order Codes

21P2-BC1



21P2-BC2



21P2-BC3



21P2-BC4



21P2-BC5



21P2-BC6



21P2-BC7



21P2-BC8



21P2-BC9



21P2-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.



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 2 Flyer Cancellation

Effective P2 we will cease the production of the monthly print flyer that is currently distributed to stores.

We have seen low engagement and minimal customer pick-up. This tells us that it has limited value to customers. In the absence of the print flyer, any customers who might ask about the flyer, you can direct them to the offers page on lcbo.com, and we will continue to drive awareness for key offers on digital platforms like FLIPP.

Moving to a digital communication strategy also reduces the amount of printed materials we put in market and supports our corporate Spirit of Sustainability strategy.

The Metal Flyer Merchandiser should be relocated to the entrance of the Vintages section, replacing the cardboard merchandiser currently in use.

The Bi-Weekly Flyer 22x28 sign should be responsibly recycled. Refer to the Vintages Section for further details.

Stores without a Vintages section may use this fixture to display a Social Distancing message (see COVID-19 Operational Signage section for re-order code).

The wire basket will need to be carefully removed from the merchandiser and stored safely in the backroom/warehouse. If the wire basket cannot be removed, turn the fixture around so that the basket is facing the back.

Remove wire basket from the merchandiser and store safely in the backroom/warehouse.



NOTE:

There will not be any Radio Ads, Social Media or Online Exclusive (eCommerce, Whisky Shop, Wine Wednesday) offers for P2. Additions or changes to these promotions will be communicated via eBlast.

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

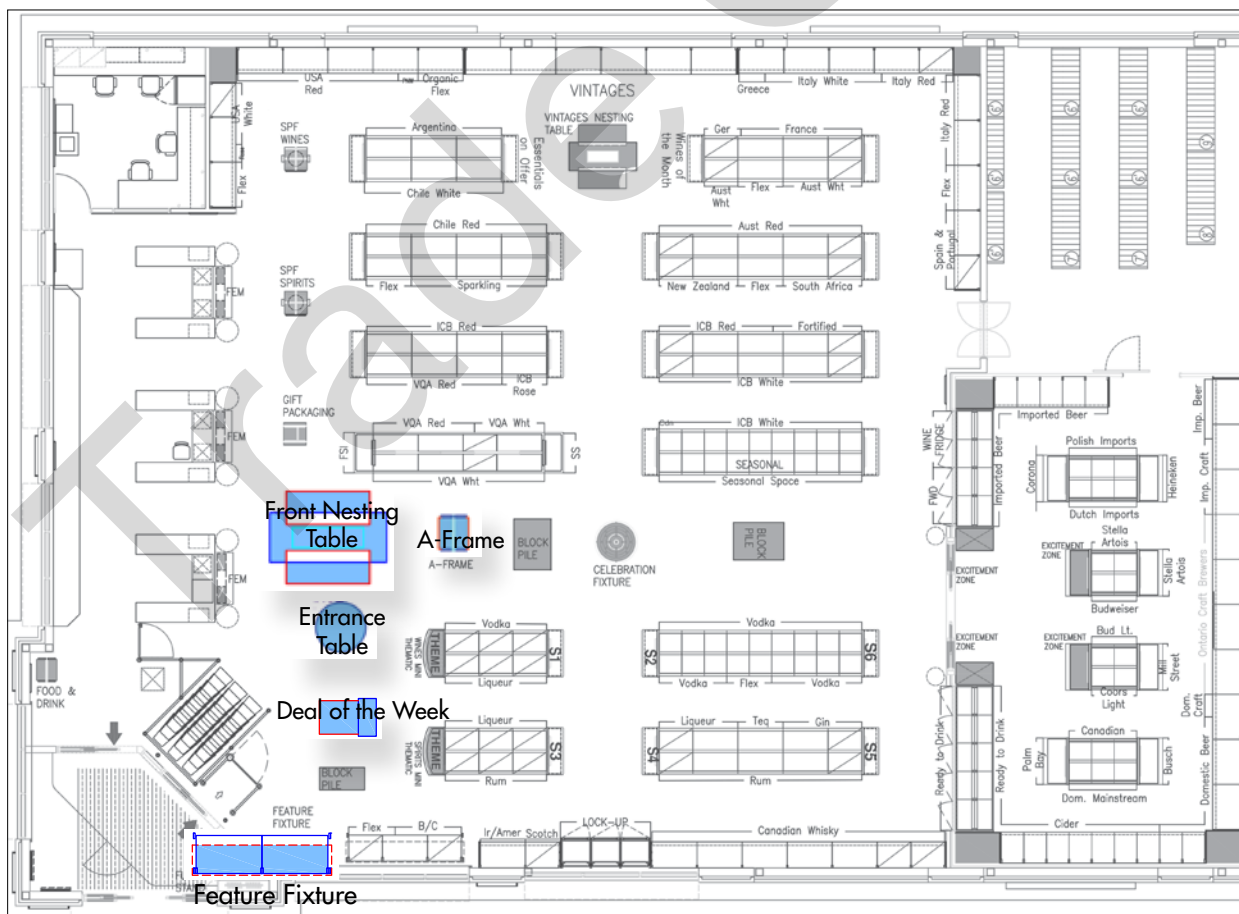
Front Nesting Table: BS - BSF

Middle Nesting Table : DD

Coors Innovation: BP-SBA (End Aisle Display Only)

RTD Season Launch: BP-SBB (End Aisle Display Only)

Victoria Day Super Sale: BP-SBC (In-Section Display Only)

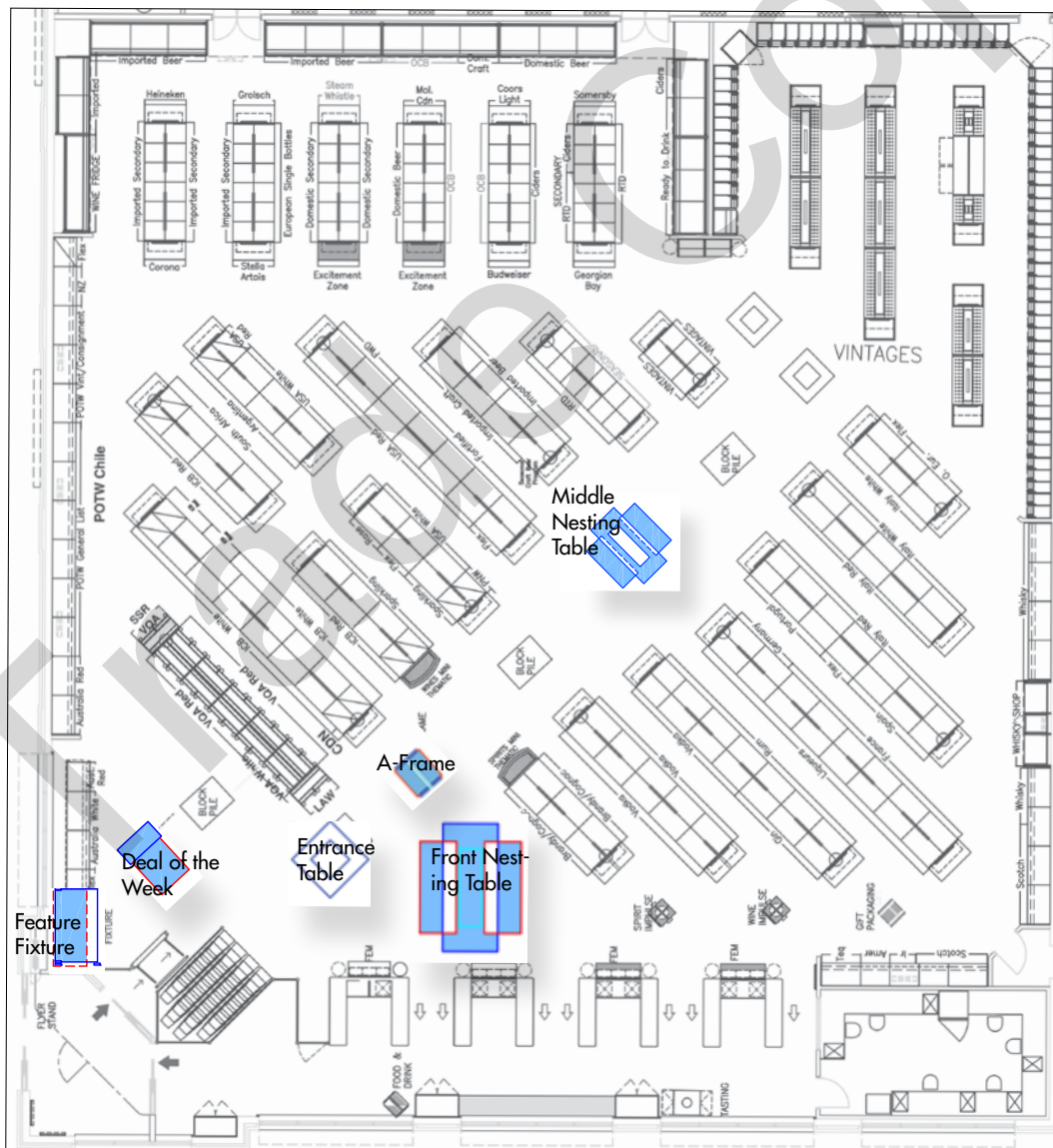


Store Floor Plan Example - Rectangle Layout

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 were made 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

Brand Spotlight (FF - FFA-A)

FEATURE FIXTURE

Wines of New Zealand



The signature and lesser-known varietals of New Zealand will be highlighted on the Feature Fixture in P2. The Box Signs, and Category Sign will help convey each of this message.

This is a sold program. Participation is mandatory.

Key Dates (April 26 - May 23)

Participating Stores

4, 6, 10, 19, 21, 22, 23, 31, 41, 43, 44, 49, 55, 57, 62, 63, 74, 82, 83, 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, 698, 699, 702, 703, 706, 741, 743, 747, 748, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
650325	> Kim Crawford Rose (Constellation Nz)	750	\$2.00 LTO
326090	> Oyster Bay Pinot Grigio (Delegat)	750	\$2.00 LTO
610972	White Cliff Sauvignon Blanc Sacred Hill	750	\$2.00 LTO
54353	Stoneleigh Marlborough Pinot Noir	750	\$2.00 LTO
487496	Lefffield Nelson Sauvignon Blanc	750	\$3.00 LTO
626390	> V)P. Noir Marl. K. Crawford(Constellation	750	
620054	Babich Sauvignon Blanc	750	\$3.00 LTO
308288	Whitehaven Sauvignon Blanc	750	\$2.00 LTO
13293	Villa Maria Private Bin Chardonnay	750	\$2.00 LTO
326728	> (V)Chardonnay Marlborough (Oyster Bay)	750	\$3.00 LTO
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00 LTO
160085	>Sauvignon Blanc Kim Crawford 375 (Constellation)	375	

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.

Signage Components

- Category & Solid Colour Sign: ENG/BIL (Re-order # 21P2-FF1) Blank (Re-order # 21P2-FF2)
- Box Signs ENG/BIL: (Re-order # 21P2-FF3)
- Shelf Talkers ENG: (Re-order # 21P2-FF6 / BIL: (Re-order # 21P2-FF7)

New & Seasonal (FF - FFB-A) FEATURE FIXTURE (ROSÉ IS IN)

Stores that are not participating in the Brand Spotlight Feature Fixture Program, maintain the Category sign to promote Rosé SKUs that were shipped in P1.

Key Dates (April 26 - May 23)

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 Rosé SKUs, please refer to the Feature Fixture section for merchandising instructions.

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

Signage Components

- Shelf Talkers: ENG/BIL (Re-order # 21P2-NS1)

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.

Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
14882	Saintly Rose VQA	750	13248	Woodbridge by Robert Mondavi Rose	750
13486	Le Grand Filou Rose	750	13297	Whitecliff Hawkes Bay Rose	750
13488	Perrin Studio by Miraval	750	164343	The Beachhouse Rose	750
13489	Famiglia Pasqua Spumante Rose Romeo&Juliet	750	234377	Villa Maria Private Bin Hawkes Bay Rose	750
13491	Sous La Mer Mediterranee Rose IGP	750	274399	Adobe Reserva Organic Rose	750
13497	Grand Sud Rose	1000	367375	La Farge Miraflores Rose Cotes Catalanes IGP	750
13522	Gran Passione Rosato IGT Veneto	750	369652	Cotton Candy Rose	750
13548	Chateau de Berne Romance IGP Mediteranee	750	404533	Gazela Rose Vinho Verde DO	750
13907	Jackson-Triggs Proprietors Selection Light Rose	750	404566	JP Azeitão Shiraz Rose Bacalhoa	750
14145	Toro Bravo Garnacha Shiraz Rosado	750	463281	Sogrape MATEUS ROSE Original	250
14673	Gris Blanc Rose (Gerard Bertrand)	750	483040	Francois Dulac Cotes de Provence Rose	750
14867	Sandbanks Summer Rose VQA	750	487132	Casillero del Diablo Reserva	750
14870	Wayne Gretzky Rose VQA	750	609545	13th Street Burger Blend Rose VQA	750
14981	Aria Sparkling Rose	750	632513	Lab Rose Lisboa VR	750
15568	Listel Rose	750	639856	Megalomaniac Homegrown Rose VQA	750
159269	VOGA Rosa IGT Veneto	750	640003	Three Thieves Rose	750
11597	Bella Sparkling Pinot Noir Rose VQA	750	640011	Lindeman's Sparkling Rose	750
11222	Freixenet Italian Rose	750	642884	D'Ont Poke the Bear Rose VQA	750
13015	Yellow Tail Rose	750	642983	Barefoot Cellars Pink Moscato	750
13016	Jacob's Creek Moscato Rose	1500	647149	Calvet Rose Pouch	1500
13245	Bodega Argentio Rose	750			

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 30 - May 27)

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 30 - May 6	10899	Jose Cuervo Tradicional Plata	750	\$3.00 LTO
May 7 - 13	384651	Martini Prosecco Sparkling	750	\$3.50 LTO
May 14 - 20	321794	Smirnoff Ice 24 Pk-B	24 x 330	\$8.00 LTO
May 21 - 27	492363	Bota Box Cabernet Sauvignon	3000	\$8.00 LTO

Signage Components

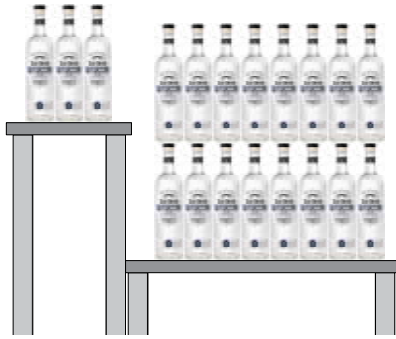
- Week 1 ENG (Re-order # 21P2-DW1)
BIL (Re-order # 21P2-DW1-BIL)
- Week 2 ENG (Re-order # 21P2-DW2)
BIL (Re-order # 21P2-DW2-BIL)
- Week 3 ENG (Re-order # 21P2-DW3)
BIL (Re-order # 21P2-DW3-BIL)
- Week 4 ENG (Re-order # 21P2-DW4)
BIL (Re-order # 21P2-DW4-BIL)
- Deal of the Week Pricer Cards
ENG (Re-order # DMS-21P2-ST18)
BIL (Re-order # DMS-21P2-ST19)
- Deal of the Week Shelf Talkers
ENG (Re-order # DMS-21P2-ST20)
BIL (Re-order # DMS-21P2-ST21)

Merchandising Instructions

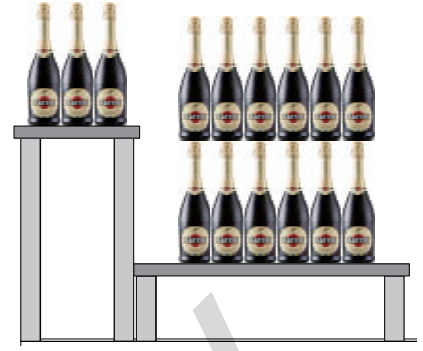
- Merchandise corresponding banner insert sign into the Metal Stand.
- Merchandise corresponding pricer card in front of product.
- Maintain a full display for the duration of the promotion.



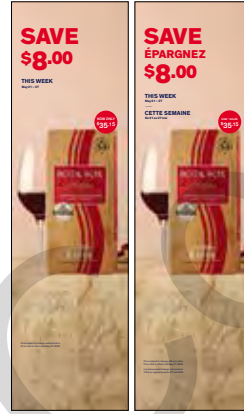
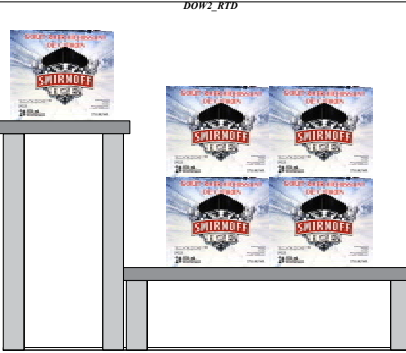
#1: April 30 - May 6



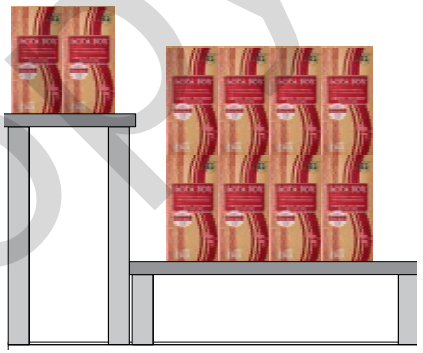
#2: May 7 - 13



#3: May 14 - 20



#4: May 21 - 27



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.



Cut-case display

Cut-case display (Case Savings)

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



Week 1 & 2

Week 3 & 4

Sparkling wine is an easy solution for gifting or celebrations. In week 1 and 2 of the period, we celebrate Mother's Day, a great opportunity to position these wines as gifts, enhanced by the merchandising of our LCBO Gift bags. Weeks 3 and 4 of the period, we will promote a generic gifting message for sparkling wine.

Use the Table Signs 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 (April 26 - May 23)

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

Participating Products

LCBO#	Description	Size (mL)	Offers
277202	Bottega Rose Vino Dei Poeti Sparkling	750	
588780	Bottega Petalo Il Vino Dell' Amore Moscato	750	Value Add - Gift Box
621458	>Bottega Gold Sparkling (Bottega Spa)	750	\$3.00 LTO
897702	Bottega Vino Dei Poeti Prosecco Doc	750	\$1.50 LTO

Signage Components

- Square & Round Entrance Table Sign
UNTIL Mother's Day: Sparkling Gifts for Mom
ENG: (Re-order # DMS-21P2-ET1) / BIL (Re-order # DMS-21P2-ET2)
AFTER Mother's Day: Sparkling Gifts Are In
ENG: (Re-order # DMS-21P2-ET3) / BIL (Re-order # DMS-21P2-ET4)
- Shelf Talkers
ENG: (Re-order # DMS-21P2-ET5) / BIL (Re-order # DMS-21P2-ET6)
- Perpendicular Shelf Talker
ENG: (Re-order # DMS-21P2-ET7) / BIL (Re-order # DMS-21P2-ET8)

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 pre-printed shelf talkers on the entrance table display.
- Merchandise the Perpendicular shelf talkers in the Sparkling Wines section of your store in front of BOTTEGA products, only until Mother's Day.

CHECKLIST

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

Planogram - Square Table

Planogram - Round Table



Spring Enhanced Gift Bag
14191

(Back View)

(Back View)

Gift Bag: 2x2 +14191	Facings: 4x3 +897702	Facings: 3x2 + 621458	Gift Bag: 2x2 +14191
Facings: 3x4 +277202	Signage		Facings: 3x4 +277202
Facings: 3x4 +588780			Facings: 3x4 +588780
Gift Bag: 2x2 +14191	Facings: 4x3 +897702	Facings: 3x2 + 621458	Gift Bag: 2x2 +14191

Facings: 4x3 +277202	Gift Bag: 2x2 +14191	Facings: 3x4 +588780
Gift Bag: 2x2 +14191	Signage	Gift Bag: 2x2 +14191
Facings: 4x3 +897702	Gift Bag: 2x2 +14191	Facings: 3x2 +621458

(Front View)

(Front View)



Perpendicular Shelf Talker (Eng / Fr)

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 (April 26 - May 23)

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

The focus of the Gin Mini Thematic will be flavoured gins.

Use the Category Sign, Shelf Talkers and box sign to highlight the exciting differences in these products.

Participating Products

LCBO#	Product Description	Size (mL)	Offers
11868	Whitley Neill Rhubarb & Ginger	750	
400234	Dillon's Rose Gin	375	\$2.50
636068	Malfy Gin Rosa	750	
647982	Beefeater Pink	750	
636092	Gordon's Pink Gin	750	
10715	Malfy Gin Con Arancia	750	
484204	Malfy Gin Con Limone	750	
12668	Botica Valencia Orange	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-21P2-MTA1)
- Shelf talkers: ENG (Re-order # DMS-21P2-MTA2) / Shelf talkers: BIL (Re-order # DMS-21P2-MTA3)
- Backer card: ENG/BIL (Re-order # DMS-21P2-MTB5)
- Box signs: ENG/BIL (Re-order # DMS-21P2-MTA4)



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-21P2-MTA6) / Transparency: BIL (Re-order # DMS-21P2-MTA7)



Wines Mini Thematic B

We've refreshed our assortment with some exciting white wines which will be showcased to customers in this mini thematic. All products will offer an incentive to purchase (LTO). Customers are provided with a simple solution based on varietal, using these wines in two mixed drinks: Spritzer or Sangria.

Participating Products

LCBO#	Product Description	Size (mL)	Offers
58677	XOXO Pinot Grigio Chardonnay	750	\$1.00
79301	Mezzomondo Pinot Grigio Chardonnay lgt	750	\$1.85
122390	The Beachhouse Sauvignon Blanc	750	\$1.00
336503	Black Tower Rivaner	750	\$1.00
339168	Bodacious Smooth White	750	\$1.00
485417	Ménage À Trois Gold Chardonnay	750	\$2.00
648642	Sandbanks Smugglers White VQA	750	\$2.00
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00
11452	Willm Réserve Riesling	750	\$2.00



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-21P2-MTB8) / Category sign, long: (Re-order # DMS-21P2-MTB9)
- Shelf talkers: ENG (Re-order # DMS-21P2-MTB10) / Shelf talkers: BIL (Re-order # DMS-21P2-MTB11)
- Box signs: ENG (Re-order # DMS-21P2-MTB12)/ BIL (Re-order # DMS-21P2-MTB13)

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.
- DO NOT merchandise the box sign.

Signage Components

- Backer card: ENG/BIL (Re-order # DMS-21P2-MTB14)
- Transparency: ENG (Re-order # DMS-21P2-MTB15) / BIL (Re-order # DMS-21P2-MTB16)



FOOD & DRINK

Release Date

The current plan is for the digital issue to launch on April 29 as planned.

The in-store release date is likely to be delayed (no later than mid-May) pending confirmation of Spring issue depletion.

We will keep you apprised of the in-store date through the Store Operations & Support team. We will also post release date changes on our social media channels.

Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at lcbo.com/fddigital

Social Media

Encourage customers to follow *Food & Drink* on the following platforms:

- Instagram: [@lcbofoodanddrink](https://www.instagram.com/lcbofoodanddrink)
- Pinterest: www.pinterest.ca/lcbofoodanddrink

Additional Copies

- To request additional copies once your original supply has run out, please email foodanddrink@lcbo.com with your store number, contact name, # of copies requested, and English or French version.
- We will distribute additional copies equitably among all stores who request additional copies after the initial distribution. As supply is limited, please understand that stores may not receive the quantity requested.

Merchandising Instructions

- This issue should be merchandised prominently in your *Food & Drink* magazine fixture.
- The fixture should be positioned in the selling area of the store.
- Once your supply has been depleted, please store the fixture and signage until the next issue arrives. Do not use the stand to display other materials.

Signage

- Early Summer *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #DMS-21P2-FD1)
- Early Summer *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #DMS-21P2-FD2)
- Early Summer *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #DMS-21P2-FD3)



COMING SOON

Due to COVID-19 the release dates of future issues may shift. We will communicate updates in future Marketing & Product Guides, as well through the Store Operations & Support team and publicly through our social media channels.

Brand Spotlight (BS - BSF) FRONT NESTING TABLE

BOMBAY



Discover the flavours and cocktail options available with Bombay Gin.

This display will include a value-add offer: Customers who purchase any Bombay SKU will receive a free 4-pack of Fever Tree Mixer with 3 unique options (Club Soda, Cucumber tonic water, Ginger Beer). Follow the planograms to display all products, value-adds and signage components to full effect.

This is a sold program. Participation is mandatory.

Participating Stores

Key Dates (April 26 - May 23)

1, 4, 10, 19, 21, 22, 23, 31, 38, 41, 44, 51, 55, 74, 82, 83, 90, 102, 106, 115, 130, 148, 149, 150, 156, 164, 187, 195, 198, 212, 217, 227, 243, 248, 250, 253, 263, 265, 269, 279, 287, 288, 298, 310, 325, 326, 329, 334, 346, 351, 355, 359, 367, 371, 373, 378, 385, 390, 391, 392, 393, 394, 398, 401, 404, 411, 412, 416, 417, 428, 436, 437, 438, 445, 453, 459, 485, 486, 489, 490, 495, 497, 499, 500, 501, 522, 523, 528, 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, 698, 699, 702, 741, 748, 771, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
316844	Bombay Sapphire	750	*Value Add: Fever Tree Mixer 4 x 200 mL Pack Limited quantities. While supplies last.
319673	Bombay East	750	
446526	Star of Bombay	750	
217281	Bombay Sapphire	1140	

***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

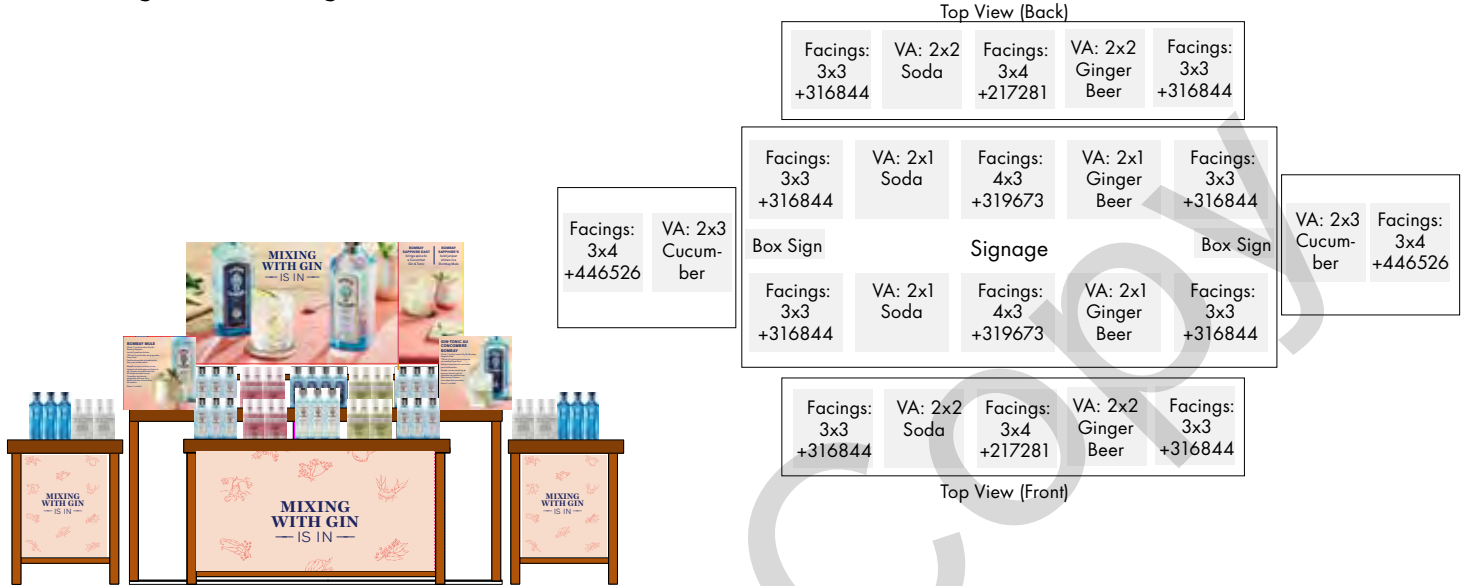
- Enhanced Table Sign Large ENG (DMS-21P2-FNT1) / BIL (DMS-21P2-FNT2)
- Enhanced Table Sign Small ENG (DMS-21P2-FNT3) / BIL (DMS-21P2-FNT4)
- Shelf Talkers ENG (DMS-21P2-FNT5) / BIL (DMS-21P2-FNT6)
- End Aisle Backer Card BIL (DMS-21P2-FNT7)
- Perpendicular Shelftalker Fever-Tree VA ENG (DMS-21P2-FNT8) / BIL (DMS-21P2-FNT9)
- Box Signs ENG (DMS-21P2-FNT12) / BIL (DMS-21P2-FNT13)
- Under Table Insert 7ft Side BIL (DMS-21P2-FNT16) / ENG (DMS-21P2-FNT20)
- Under Table Insert 7ft End BIL (DMS-21P2-FNT17) / ENG (DMS-21P2-FNT21)

- Under Table Insert 5ft Side BIL (DMS-21P2-FNT18) / ENG (DMS-21P2-FNT22)
- Under Table Insert 5ft End BIL (DMS-21P2-FNT19) / ENG (DMS-21P2-FNT23)

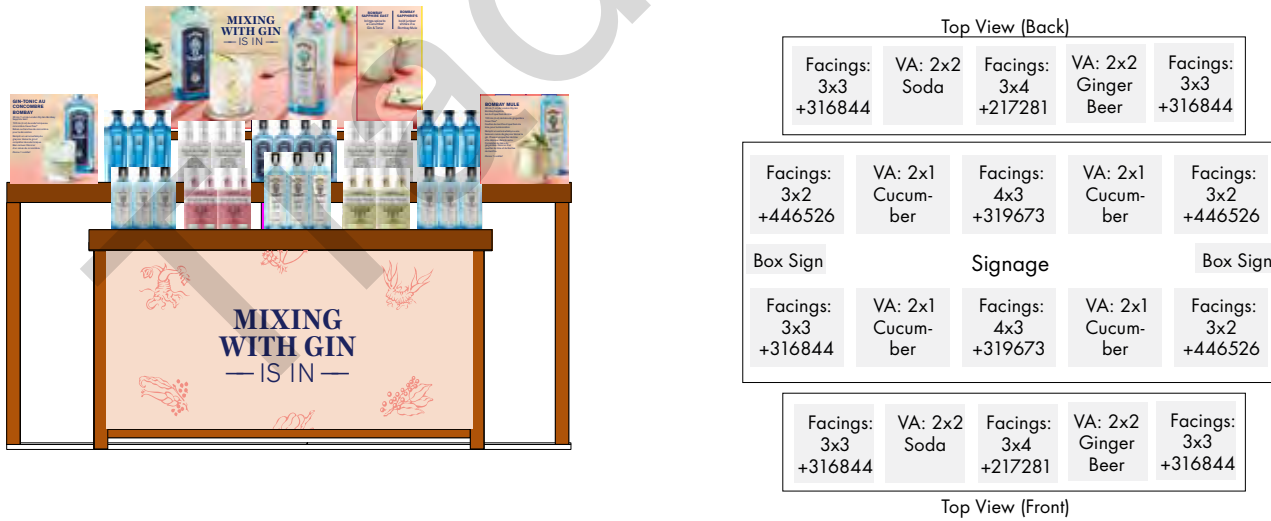
Merchandising Instructions

- 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 perpendicular ST in-section and on End Aisle Displays.

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



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



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



Facings: 2x3
+446526

VA: 2x2
Cucum-
ber

Top View (Back)

Facings: 3x4 +316844	VA: 2x3 Ginger Beer	Facings: 3x4 +316844
----------------------------	---------------------------	----------------------------

Facings: 3x2 +316844	VA: 2x3 Soda	Facings: 3x2 +319673
Box Sign	Signage	Box Sign
Facings: 3x2 +316844	VA: 2x3 Soda	Facings: 3x2 +319673

VA: 2x2
Cucum-
ber

Facings:
2x3
+446526

Facings: 3x4 +316844	VA: 2x3 Ginger Beer	Facings: 3x4 +316844
----------------------------	---------------------------	----------------------------

Top View (Front)

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



Top View (Back)

Facings: 3x4 +316844	VA: 1x3 Soda	VA: 1x3 Ginger Beer	Facings: 3x4 +319673
----------------------------	-----------------	---------------------------	----------------------------

Facings: 3x2 +316844	VA: 3x2 Cucum- ber	Facings: 3x2 +446526
Box Sign	Signage	Box Sign
Facings: 3x2 +316844	VA: 3x2 Cucum- ber	Facings: 3x2 +446526

Facings: 3x4 +316844	VA: 1x3 Soda	VA: 1x3 Ginger Beer	Facings: 3x4 +319673
----------------------------	-----------------	---------------------------	----------------------------

Top View (Front)



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

Cocktail of the Month (CM) A-FRAME FIXTURE

Grapefruit Paloma



Are we ready to celebrate Cinco De Mayo? The Mexican celebration falls in P2 and is becoming a highly celebrated event within the city, contributing to the increasing double-digit growth of Tequila. What better way to celebrate than with feature cocktails from Don Julio? With a premium mixer value add, we will bring simple cocktailing to life.

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 (April 26 - May 23)

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, 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	
173542	Don Julio Blanco Tequila	750	\$5.00 LTO	Value Add: Schweppes Zero Grapefruit Sparkling Water (6 x 222 mL)
173559	Don Julio Reposado Tequila	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 Agent representative for additional stock.**

Signage Components

- Cocktail of the Month Cut-Case Backer Card ENG (Re-order # DMS-21P2-AF1) / BIL (Re-order # DMS-21P2-AF2)
- Pricer Cards ENG (Re-order # DMS-21P2-AF3) / BIL (Re-order # DMS-21P2-AF4)
- Shelf Talkers ENG (Re-order # DMS-21P2-AF5) / BIL (Re-order # DMS-21P2-AF6)
- A-Frame Sign ENG (Re-order # DMS-21P2-AF7) / BIL (Re-order # DMS-21P2-AF8)
- Recipe Perpendicular Shelf Talker ENG (Re-order # DMS-21P2-AF9) / BIL (Re-order # DMS-21P2-AF10)
- Value Add Perpendicular Shelf Talker ENG (Re-order # DMS-21P2-AF11) / BIL (Re-order # DMS-21P2-AF12)

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).



A

Display Program (BP-SBA) COORS INNOVATION

April 26 - May 23

This spring, Coors is introducing the new Coors Slice Lime and Coors Organic. Coors Banquet has also now been re-branded to Coors Original: it is the same liquid on the inside, but the outside just has a new look.

This is a sold program. Participation is mandatory.

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

Key Dates (April 26 - May 23)

Participating Products

LCBO#	Description	Format	Offers
15646	Coors Slice Lime	473 mL	NEW! \$0.25 LTO
14400	Coors Original	6 x 473 mL	\$1.00 LTO
15179	Coors Organic	6 x 355 mL	NEW! \$1.00 LTO
300681	Coors Light	6 x 473 mL	



Participating Stores

1, 10, 15, 17, 21, 22, 23, 27, 31, 33, 34, 36, 38, 41, 44, 47, 49, 55, 65, 74, 82, 83, 90, 93, 95, 101, 102, 106, 110, 115, 130, 132, 145, 148, 149, 150, 156, 160, 164, 166, 168, 171, 183, 187, 191, 195, 198, 200, 209, 211, 212, 217, 221, 226, 227, 228, 233, 242, 243, 249, 250, 252, 253, 263, 265, 268, 278, 279, 287, 288, 298, 300, 310, 312, 326, 329, 334, 344, 346, 351, 355, 359, 360, 361, 362, 367, 373, 378, 381, 383, 385, 386, 388, 390, 391, 392, 393, 394, 397, 400, 401, 404, 407, 408, 411, 412, 416, 417, 418, 427, 428, 431, 432, 436, 438, 443, 444, 445, 452, 459, 470, 481, 485, 490, 491, 495, 497, 499, 501, 509, 511, 517, 522, 523, 536, 539, 542, 544, 545, 549, 553, 554, 556, 564, 566, 569, 573, 579, 580, 586, 587, 590, 593, 599, 602, 605, 609, 616, 617, 619, 623, 624, 627, 630, 631, 632, 634, 635, 640, 641, 642, 649, 652, 655, 658, 670, 685, 694, 699, 703, 706, 741, 748, 771, 776



Discretionary End Aisle

Merchandising Instructions

- **Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered.**
- Stores may choose to execute this display using one of the following options, as long as Physical/Social Distancing guidelines are followed. (If further direction is needed, please contact your District Manager).
 1. Block Pile or Cut Case Display (set up the display against the Beer Cold Room wall, leaving extra room for customer traffic)
 2. Discretionary End Aisle
 3. In-section Display

Signage Components

- Pricer Card
ENG (Re-order # DMS-21P2-BPA1) /
BIL (Re-order # DMS-21P2-BPA2)
- Shelf Talkers
ENG (Re-order # DMS-21P2-BPA3) /
BIL (Re-order # DMS-21P2-BPA4)
- End Aisle Backer Card ENG/BIL
(Re-order # DMS-21P2-BPA5)

B Display Program (BP-SBB) RTD: SEASON LAUNCH!

April 26 - May 23

COOLER
SEASON
— IS IN —



The RTD program will be happening from P2-P7 in support of the category during high-volume spring and summer months.

This is a sold program. Participation is mandatory.

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

Key Dates (April 26 - May 23)

Participating Products

LCBO#	Description	Size (ml)	Offers
666032	Nutrl Vodka Soda Grapefruit	473	\$0.15 LTO
553537	Cottage Springs Ontario Peach	355	
553214	Social Lite Grapefruit Pomelo 4 Pk-C	4 x 355	\$1.00 LTO
570705	Georgian Bay Cranberry Gin Smash	473	
407437	Black Fly Vodka Grapefruit	4 x 400	
450130	Smirnoff Ice Light Raspberry & Soda 4 Pk-C	4 x 355	\$1.00 LTO

Participating Stores

1, 5, 6, 10, 15, 17, 18, 19, 21, 22, 23, 24, 26, 27, 29, 31, 33, 34, 36, 38, 41, 43, 44, 49, 51, 53, 54, 55, 56, 57, 58, 59, 60, 62, 63, 64, 65, 68, 69, 74, 82, 83, 89, 90, 91, 93, 95, 99, 102, 103, 104, 106, 107, 108, 110, 113, 115, 122, 123, 125, 127, 128, 130, 132, 133, 139, 141, 144, 145, 146, 148, 149, 150, 153, 155, 156, 157, 158, 164, 168, 171, 174, 175, 176, 181, 184, 187, 191, 192, 193, 194, 195, 198, 200, 201, 205, 209, 210, 211, 212, 217, 220, 221, 225, 226, 227, 228, 229, 232, 233, 236, 237, 238, 240, 242, 243, 244, 249, 250, 252, 253, 258, 260, 263, 265, 266, 267, 270, 271, 278, 279, 286, 287, 288, 298, 299, 300, 301, 303, 308, 309, 310, 312, 313, 316, 322, 324, 325, 326, 327, 329, 331, 334, 340, 344, 346, 349, 351, 355, 359, 360, 361, 362, 363, 367, 368, 371, 373, 374, 375, 377, 378, 381, 383, 385, 386, 387, 388, 390, 391, 392, 393, 394, 397, 400, 401, 403, 404, 405, 406, 407, 410, 411, 412, 416, 417, 427, 428, 431, 432, 436, 437, 438, 443, 445, 446, 450, 452, 453, 454, 455, 459, 462, 465, 466, 469, 470, 477, 481, 484, 485, 486, 488, 490, 491, 495, 497, 499, 501, 502, 507, 509, 510, 511, 522, 523, 528, 531, 532, 534, 536, 537, 539, 542, 544, 545, 546, 547, 549, 551, 554, 555, 556, 564, 566, 568, 569, 573, 575, 576, 578, 579, 580, 582, 585, 587, 589, 590, 593, 598, 599, 601, 602, 605, 609, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 640, 641, 643, 649, 652, 653, 655, 658, 660, 661, 667, 671, 675, 676, 694, 695, 698, 699, 700, 703, 706, 741, 747, 748, 771, 776



Discretionary End Aisle

Merchandising Instructions

- **Products will be force-allocated to all participating stores.**
- Stores may choose to execute this display using one of the following options, as long as Physical/Social Distancing guidelines are followed. (If further direction is needed, please contact your District Manager).
 1. Block Pile or Cut Case Display (set up the display along the perimeter of the store, leaving extra room for customer traffic)
 2. Discretionary End Aisle
 3. In-section Display

Signage Components

- Pricer Card
ENG (Re-order # DMS-21P1-BPB5) / BIL (Re-order # DMS-21P1-BPB6)
- Shelf Talkers
ENG (Re-order # DMS-21P1-BPB7) / BIL (Re-order # DMS-21P1-BPB8)
- End Aisle Backer Card - ENG/BIL (Re-order # DMS-21P1-BPB9)

Brand Spotlight (DD)

MIDDLE NESTING TABLE

Flavoured Vodkas



In our efforts to encourage premium trade up and having products placed in the right locations – this table will be flighted (Flight A and Flight B). Stores with customers that trends towards premium products will display Ciroc Vodka with Smirnoff, while the rest of the participating locations will feature Smirnoff only. All stores will add value to their display, offering customers free Soda Water with purchase and a glass for Ciroc purchases. Follow the planograms to display all products, value-adds and signage components to full effect. **This a sold program. Participation is mandatory.**

Participating Stores and Participating Products:

Key Dates (April 26 - May 23)

Flight A Stores:

10, 15, 17, 21, 25, 41, 44, 115, 148, 156, 164, 171, 187, 191, 195, 198, 217, 226, 228, 233, 248, 252, 253, 279, 298, 310, 326, 329, 334, 344, 346, 355, 361, 378, 381, 383, 390, 391, 394, 397, 401, 404, 407, 412, 436, 437, 438, 445, 457, 470, 481, 485, 486, 490, 491, 497, 522, 523, 536, 542, 554, 580, 585, 618, 619, 623, 624, 627, 630, 631, 634, 641, 643, 649, 655, 658, 661, 670, 698, 700, 703, 741

Flight A stores will receive the following products:

	LCBO#	Description	Size (ml)	Offers	
Smirnoff SKUs Promo Tree Code - DD	381939	Smirnoff Cherry Flavoured Vodka	750	\$1.00 LTO	*Value Add: Free Schweppes Club Soda
	381962	Smirnoff Green Apple Flavoured Vodka	750		
	381970	Smirnoff Lime Flavoured Vodka	750	\$1.00 LTO	
	382002	Smirnoff Raspberry Flavoured Vodka	750		
The Ciroc SKUs will be manually force-allocated to the Flight A stores.	481614	Ciroc Apple	750	\$3.00 LTO	*Value Add: Free Schweppes Club Soda + Glass
	334110	Ciroc Peach	750	\$3.00 LTO	
	446823	Ciroc Pineapple Spirit Drink	750		
	334128	Ciroc Red Berry	750		

Flight B Stores:

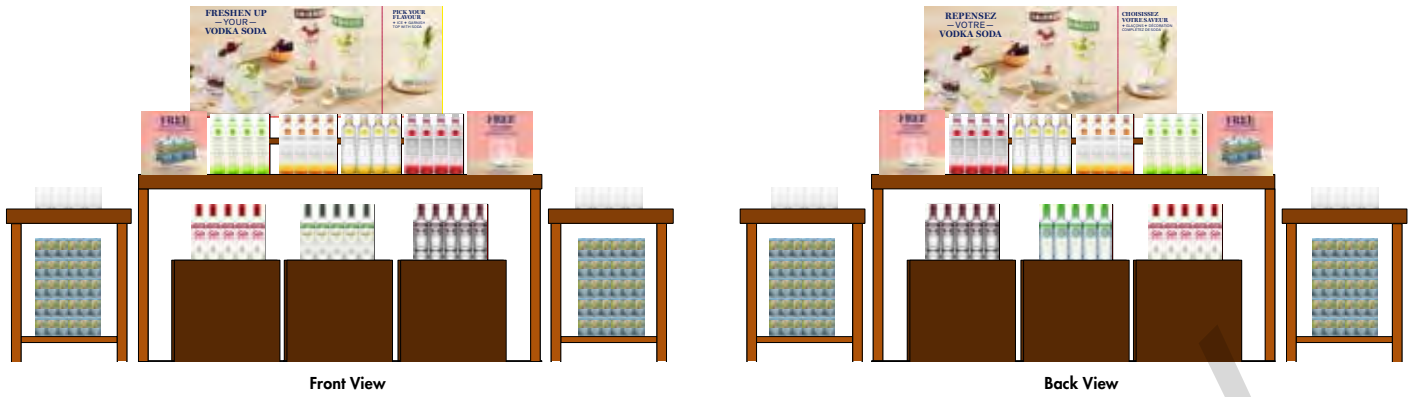
51, 55, 65, 74, 82, 130, 149, 209, 211, 221, 227, 250, 263, 300, 351, 359, 373, 411, 427, 443, 459, 500, 551, 566, 569, 579, 587, 602, 605, 609, 633, 640, 652, 653, 694, 699, 706

Flight B stores will receive the following products:

	LCBO#	Description	Size (ml)	Offers	
Smirnoff SKUs Promo Tree Code - DD	381939	Smirnoff Cherry Flavoured Vodka	750	\$1.00 LTO	*Value Add: Free Schweppes Club Soda
	381962	Smirnoff Green Apple Flavoured Vodka	750		
	381970	Smirnoff Lime Flavoured Vodka	750	\$1.00 LTO	
	382002	Smirnoff Raspberry Flavoured Vodka	750		
The RTD SKUs will be manually force-allocated to the Flight A stores.	649251	Smirnoff Vodka & Soda Berry Lemon	4 x 355		
	649269	Smirnoff Vodka & Soda Cranberry Lime	4 x 355		
	14617	Smirnoff Vodka & Soda Raspberry Rose	NEW! 4 x 355		
	14618	Smirnoff Vodka & Soda White Peach Rose	NEW! 4 x 355		

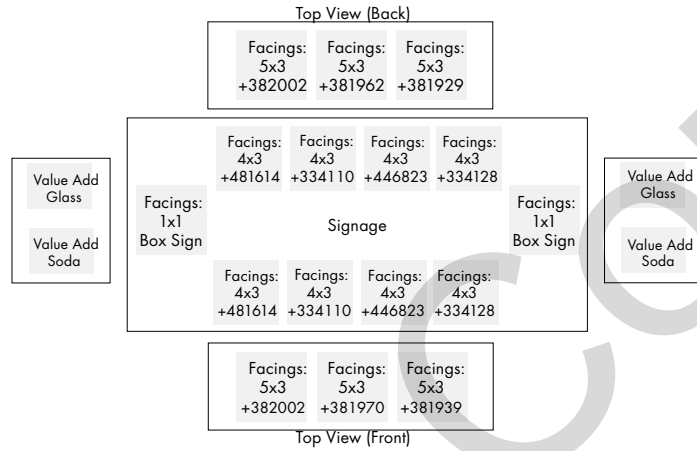
VALUE ADD: *The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Flight A Stores:

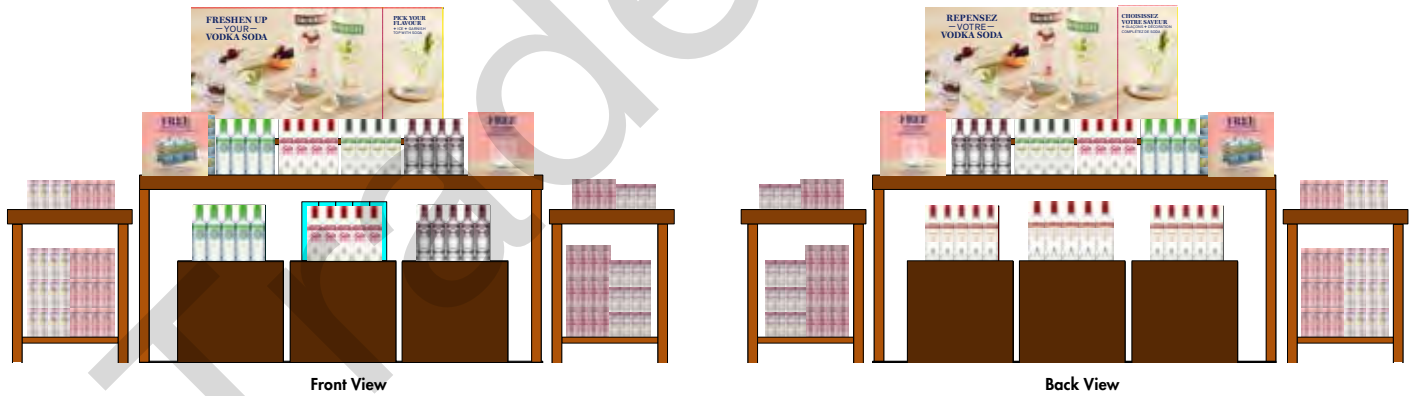


Front View

Back View

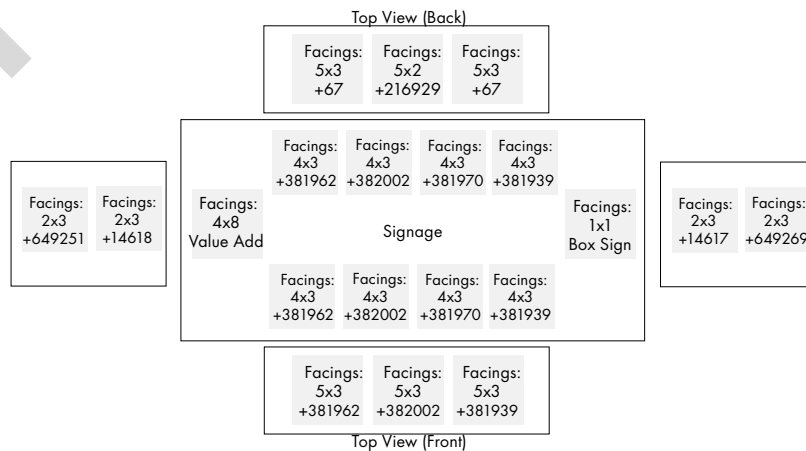


Flight B Stores:



Front View

Back View



Signage Components

- Table Sign Large ENG (DMS-21P2-MNT15)
BIL (DMS-21P2-MNT165)
- Table Sign Small BIL (DMS-21P2-MNT17)
- Shelf Talkers ENG (DMS-21P2-MNT18)
BIL (DMS-21P2-MNT19)
- Box Signs ENG (DMS-21P2-MNT23)
BIL (DMS-21P2-MNT10)
- Perpendicular Shelf Talkers
Monteller ENG (DMS-21P2-MNT24) /
BIL (DMS-21P2-MNT25)



In-Section Perpendicular Shelf Talker (Eng / Fr)

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 perpendicular shelf talkers in-section. (Alternate the sign in-section, so the customer will see both messages, if they are standing in front of the product)

Brand Spotlight (DD) CELEBRATION FIXTURE

Flavoured Vodkas



In our efforts to encourage premium trade up and having products placed in the right locations –the Celebration fixture will be flighted (Flight A and Flight B). Stores with customers that trends towards premium products will display Ciroc Vodka with Smirnoff, while the rest of the participating locations will feature Smirnoff only. All stores will add value to their display, offering customers free Soda Water with purchase and a glass for Ciroc purchases. Follow the planograms to display all products, value-adds and signage components to full effect. **This a sold program. Participation is mandatory.**

Participating Stores and Participating Products:

Key Dates (April 26 - May 23)

Flight A Stores:

1, 19, 31, 38, 83, 150, 243, 288, 371, 385, 398, 499, 511, 575, 590, 632, 748, 776

Flight A stores will receive the following products:

	LCBO#	Description	Size (mL)	Offers	
Smirnoff SKUs Promo Tree Code - DD	381939	Smirnoff Cherry Flavoured Vodka	750	\$1.00 LTO	
	381962	Smirnoff Green Apple Flavoured Vodka	750		*Value Add: Free Schweppes Club Soda
	381970	Smirnoff Lime Flavoured Vodka	750	\$1.00 LTO	
	382002	Smirnoff Raspberry Flavoured Vodka	750		
The Ciroc SKUs will be manually force-allocated to the Flight A stores.	481614	Ciroc Apple	750	\$3.00 LTO	*Value Add: Free Schweppes Club Soda + Glass
	334110	Ciroc Peach	750	\$3.00 LTO	
	446823	Ciroc Pineapple Spirit Drink	750		
	334128	Ciroc Red Berry	750		

Flight B Stores:

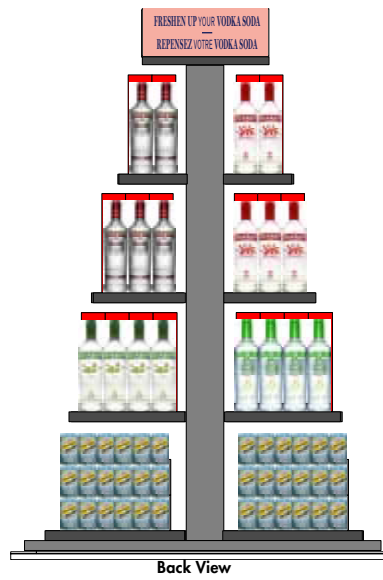
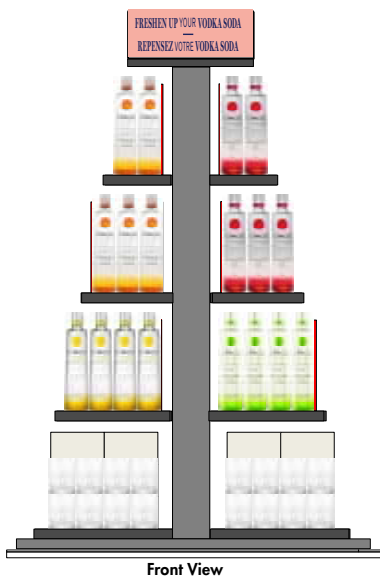
4, 22, 90, 102, 489, 501, 702

Flight B stores will receive the following products:

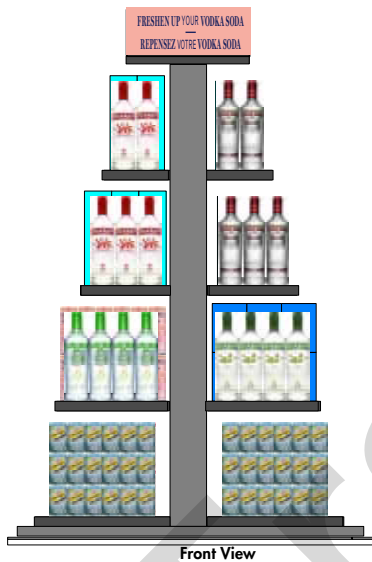
	LCBO#	Description	Size (mL)	Offers	
Smirnoff SKUs Promo Tree Code - DD	381939	Smirnoff Cherry Flavoured Vodka	750	\$1.00 LTO	
	381962	Smirnoff Green Apple Flavoured Vodka	750		*Value Add: Free Schweppes Club Soda
	381970	Smirnoff Lime Flavoured Vodka	750	\$1.00 LTO	
	382002	Smirnoff Raspberry Flavoured Vodka	750		
The RTD SKUs will be manually force-allocated to the Flight A stores.	649251	Smirnoff Vodka & Soda Berry Lemon	4 x 355		
	649269	Smirnoff Vodka & Soda Cranberry Lime	4 x 355		
	14617	Smirnoff Vodka & Soda Raspberry Rose	NEW! 4 x 355		
	14618	Smirnoff Vodka & Soda White Peach Rose	NEW! 4 x 355		

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.

Flight A Stores:



Flight B Stores:



Merchandising Instructions

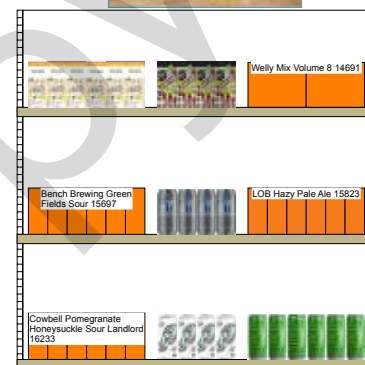
- Please refer to the Store Layout section for inventory management of product.
- Merchandise the participating products according to the planogram.
- Install drum sign, and pre-printed shelf talkers.
- Install perpendicular shelf talker in-section. (Alternate the signs in-section, so the customer will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

Signage Components

- Shelf Talkers ENG (DMS-21P2-MNT18)
BIL (DMS-21P2-MNT19)
- In-section Perpendicular Shelf Talker ENG (DMS-22P2-MNT24 / BIL (DMS-21P2-MNT25)
- Drum Sign ENG (DMS-21P2-MNT20) / BIL (DMS-21P2-MNT21)
- Please keep the Period 1 Celebration Fixture Drum Sign Bin Strip (DMS-21P2 -MNT8)

Period 2 END AISLES

	LCBO#	Description	Size (mL)	Offers
Beer/Cider Mini Thematic C End Aisle #1	14677	Big Rig Brewery Shakedown APA (1188)	473	
	14691	Wellington Brewery Mix Pack Volume 8 (4826)	4 x 473	
	15176	Thornbury Village Honeycrisp Apple Cider (LCBO Warehouse)	473	
	15415	Muskoka Tread Lightly (LCBO Warehouse)	473	
	15697	Bench Brewing Green Fields Sour Ale (798)	473	LTO
	15823	Lake Of Bays Off The Grid Hazy Pale Ale (8958)	473	
	15881	Steam Whistle Session Lager (5577)	473	
	16233	Cowbell Brewing Co. Pomegranate (458)	473	



	LCBO#	Description	Size (mL)	Offers
End Aisle #2 (Winning Store is End Aisle #S1)	13589	Bacardi Lime	750	Value Add
	520353	Bacardi Spiced Rum	750	Value Add
	545335	Bacardi Banana Rum	750	Value Add





	LCBO#	Description	Size (ml)	
End Aisle #3 (Winning Store is End Aisle #W1)	216945	Freixenet Cordon Negro Brut Cava	750	LTO, Wine Fridge
	487694	La Marca Prosecco Doc	750	LTO
	243055	Beronia Tempranillo Rioja	750	LTO



	LCBO#	Description	Size (ml)	
End Aisle #4 (Winning Store is End Aisle #W2)	318014	Cono Sur Bicicleta Pinot Noir Rose	750	LTO
	506691	Wolf Blass Yellow Label Shiraz	750	LTO
	633347	Longshot Cabernet Sauvignon	750	LTO



	LCBO#	Description	Size (ml)	
End Aisle #5 (Winning Store is End Aisle #S2)	42	Canadian Club Premium	750	Value Add
	34637	Canadian Club Premium	1750	LTO
	217687	Canadian Club Premium	1140	Value Add

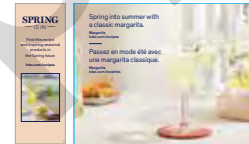




	LCBO#	Description	Size (mL)	
End Aisle #6 (Winning Store is End Aisle #W3)	589051	Peller Family Vineyards Dry White	4000	LTO
	623322	Peller Family Vineyards Sauvignon Bl	4000	LTO
	669457	Peller Family Vineyards Shiraz Bag In Box	4000	LTO



	LCBO#	Description	Size (mL)	
End Aisle #7 (Winning Store is End Aisle #S3)	27235	Sauza Gold Tequila	750	LTO
	143040	Sauza Hornitos Reposado Tequila	750	LTO
	217125	Sauza Silver	1140	LTO



	LCBO#	Description	Size (mL)	
End Aisle #8 (Winning Store is End Aisle #W4)	144493	Montecillo Crianza Rioja	750	LTO
	614826	Pelee Island Pinot Grigio	1500	LTO
	643882	Menage A Trois Decadence Cabernet Sauvignon	750	LTO





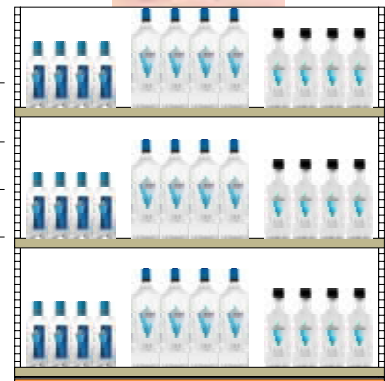
	LCBO#	Description	Size (mL)	
End Aisle #9 (Winning Store is End Aisle #S4)	64659	Captain Morgan Private Stock Rum	750	LTO
	500512	Captain Morgan Original Spiced Rum	750	LTO
	617688	Captain Morgan Original Spiced Rum	1140	



	LCBO#	Description	Size (mL)	
End Aisle #10 (Winning Store is End Aisle #S5)	640920	Ketel One Botanical Cucumber And Mint	750	LTO
	640995	Ketel One Botanical Peach And Orange Blossom	750	LTO
	645499	Ketel One Botanical Grapefruit And Rose	750	LTO



	LCBO#	Description	Size (mL)	
End Aisle #11 (Winning Store is End Aisle #S6)	227413	Iceberg Vodka	1140	LTO
	385286	Iceberg Vodka (P.E.T)	375	
	446567	Iceberg Vodka (P.E.T)	750	Value Add



SPRING
— IS IN —
— PARLONS —
PRINTEMPS

	LCBO#	Description	Size (mL)	
End Aisle #12 (Winning Store is End Aisle #S7)	1784	Grand Marnier	750	LTO
	324855	Espolon Tequila Reposado	750	LTO
	605600	Grand Marnier	1140	



	LCBO#	Description	Size (mL)	
End Aisle #13 (Winning Store is End Aisle #W5)	387159	Bodacious Smooth Red	1500	LTO
	528844	Brindisi Rosso Dop	2000	LTO
	634410	Yellow Tail Pinot Grigio	1500	LTO



SPRING
— IS IN —

	LCBO#	Description	Size (mL)	
End Aisle #14 (Winning Store is End Aisle #S8)	110056	Absolut Vodka	750	LTO
	209221	Absolut Vodka	1140	Value Add
	216655	Absolut Vodka	1750	LTO





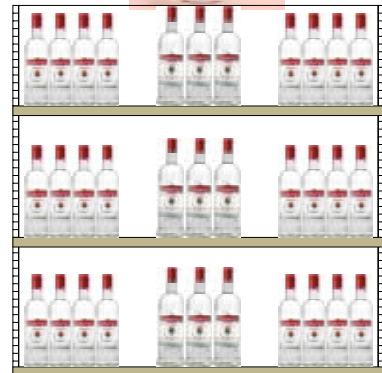
	LCBO#	Description	Size (mL)	
End Aisle #15 (Winning Store is End Aisle #W6)	166	Sogrape Mateus Rose	750	LTO
	367276	Jacob's Creek Moscato Rose	750	LTO
	619791	Jackson-Triggs Rose	750	LTO



	LCBO#	Description	Size (mL)	
End Aisle #16 (Winning Store is End Aisle #S9)	125187	Cazadores Reposado Tequila	750	
	363986	Cazadores Blanco Tequila	750	



	LCBO#	Description	Size (mL)	
End Aisle #17 (Winning Store is End Aisle #S10)	181636	Sobieski Vodka	750	LTO
	260869	Sobieski Vodka	1140	Value Add



SPRING
— IS IN —

	LCBO#	Description	Size (mL)	
End Aisle #18 (Winning Store is End Aisle #W7)	10427	Bodacious Bold & Buttery Chardonnay	750	LTO
	11934	Zaphy Organic Cabernet Sauvignon	750	LTO
	582783	Les Tannes En Occitanie Merlot Igp	750	LTO



	LCBO#	Description	Size (mL)	
End Aisle #19 (Winning Store is End Aisle #S11)	189217	Gibson's Finest Sterling Edition	750	LTO
	215038	Gibson's Finest Sterling Edition	1750	LTO
	215889	Gibson's Finest Sterling Edition Whisky	1140	LTO



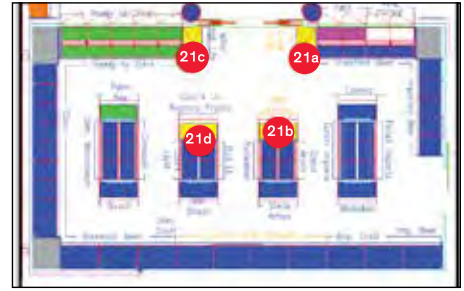
SPRING
— IS IN —
— PARLONS —
PRINTEMPS

	LCBO#	Description	Size (mL)	
End Aisle #20 (Winning Store is End Aisle #W8)	12650	Unwined Smooth White	750	LTO
	647651	Rosemount Diamond Cabernet Sauvignon	750	LTO
	668228	Sangre De Toro Tempranillo	750	LTO



BEER EXCITEMENT ZONE

April 26 - May 23



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: Budweiser & Bud Light

Budweiser and Bud Light are both on LTO this period. Perfect to pair with lighter spring snacks.

21C: Michelob Ultra

Being all about lighter choices and a more active lifestyle, Michelob Ultra will be providing a free running hat value add this period with the purchase of two 6-packs.

21D: Berry Flavour

Spring is all about exploring fresh flavours, and these new offerings from Bud Light, No Boats on Sunday and Ace Hill all feature bright, berry notes.

Participating Stores - 21A

4, 6, 23, 25, 33, 35, 41, 43, 49, 55, 57, 65, 74, 82, 83, 84, 85, 93, 98, 130, 139, 144, 149, 150, 156, 164, 175, 187, 195, 196, 208, 209, 211, 221, 227, 228, 229, 233, 234, 237, 250, 263, 270, 278, 279, 287, 298, 300, 310, 351, 358, 359, 360, 368, 370, 373, 384, 391, 394, 401, 402, 404, 407, 420, 425, 427, 436, 443, 453, 454, 459, 470, 481, 485, 489, 490, 491, 496, 497, 500, 501, 509, 511, 522, 529, 536, 539, 551, 554, 556, 564, 580, 585, 587, 602, 605, 609, 616, 618, 627, 633, 638, 640, 641, 643, 644, 649, 652, 653, 654, 655, 658, 660, 661, 665, 667, 670, 672, 674, 679, 684, 691, 694, 695, 699, 702, 706, 741, 743, 747, 748

Participating Stores - 21C & 21D

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, 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

- P1-2 Backer Card 21B BIL (Re-order # DMS-21P1-EZ2)

New Signs for Period 2:

- P2 Backer Card 21A BIL (Re-order # DMS-21P2-EZ1)
- P2 Backer Card 21C BIL (Re-order # DMS-21P2-EZ4)
- P2 Backer Card 21D BIL (Re-order # DMS-21P2-EZ9)
- Square Transparencies 21A ENG (Re-order # DMS-21P2-EZ2) / BIL (Re-order # DMS-21P2-EZ3)
- Square Transparencies 21D ENG (Re-order # DMS-21P2-EZ10) / BIL (Re-order # DMS-21P2-EZ11)
- Pricer Cards 21A, C & D ENG (Re-order # DMS-21P2-EZ5) / BIL (Re-order # DMS-21P2-EZ6)
- Shelf Talkers 21A, C & D ENG (Re-order # DMS-21P2-EZ7) / BIL (Re-order # DMS-21P1-EZ8)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.
- Continue to display the 21B backer card from the start of P1 to the end of P2 (May 24, 2020).

Participating Products

Display Point	LCBO#	Description	Size (mL)	Supplying Source / Distributor	Offers
21A - Plinth (EA - EZA)	311779	Bud Light	6 x 473 mL	275 - The Beer Store	
	1107	Bud Light	473 mL	275 - The Beer Store	\$0.20 LTO
	311787	Budweiser	6 x 473 mL	275 - The Beer Store	\$1.00 LTO
21B - New/ Seasonal (EA - EZB)	14941	Muskoka Late Bloomer Kolsch	473 mL	LCBO Warehouse	
	15697	Bench Green Fields Sour Ale	473 mL	798 - Bench Brewing Company	
21C - Plinth (EA - EZH)	496968	Michelob Ultra	6 x 473 mL	275 - The Beer Store	*Value Add
	697623	Michelob Ultra	6 x 355 mL	275 - The Beer Store	\$1.00 LTO
*Value Add Merchandiser: Free running hat with the purchase of two 6-pack tall cans of Michelob Ultra.					
21D - End Aisle (EA - EZD)	15177	No Boats On Sunday Mixed Berry Cider	500 mL	LCBO Warehouse	NEW!
	14483	Ace Hill Raspberry Vodka Soda	355 mL	LCBO Warehouse	NEW!
	15695	Bud Light Strawberry Lemonade	473 mL	275 - The Beer Store	NEW!

21A Local

Light and smooth for spring.
Léger et moelleux pour le printemps.

21B New Arrivals

New craft beers are in for spring.
Le printemps apporte de nouvelles bières artisanales.

Staff Pick Staff Pick Staff Pick

21C Occasion Plinth

Light beer for a lighter lifestyle.
Une bière légère pour accompagner un régime hypocalorique.

Michelob Ultra 697623

BONUS RUNNING HAT

21D Occasion End

Fresh berry flavours are in season.
Les fraîches saveurs de baies sont en vedette cette saison.

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 to match the look and feel of the thematic, 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 2.

Key Dates (April 26 - May 23)

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

Blade Sign Kit (Re-order# ENG: 21P2-BCB1/ BIL: 21P2-BCB2)

- P2 Corona EA Blade Sign
- P2 Heineken EA Blade Sign

NOTE: Images on the right are for references only.



NEW! 8-PACK CARRIER



Overview

Building on our 6-Pack program from last year, this period we will introduce an 8-Pack carrier to an expanded list of stores. 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.

Note: 8-Pack carriers will arrive in mid May, shipping details will be communicated via eBlast.

Please recycle any remaining 6-pack carriers upon receipt of the new 8-pack version.



Metal Merchandiser Header Card

Participating Stores

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 25, 26, 27, 31, 33, 34, 35, 36, 38, 40, 41, 43, 44, 45, 47, 49, 51, 55, 57, 58, 60, 61, 62, 64, 65, 68, 69, 70, 72, 73, 74, 80, 82, 83, 84, 85, 86, 88, 93, 95, 97, 98, 99, 101, 102, 106, 115, 116, 125, 130, 132, 139, 140, 143, 144, 145, 148, 149, 150, 154, 155, 156, 163, 164, 167, 168, 169, 171, 175, 177, 179, 182, 186, 187, 192, 195, 196, 198, 200, 202, 207, 208, 209, 210, 211, 212, 214, 216, 217, 218, 221, 222, 223, 226, 227, 228, 229, 233, 234, 237, 242, 243, 244, 249, 250, 252, 253, 255, 260, 261, 263, 266, 270, 278, 279, 286, 287, 288, 289, 295, 298, 300, 310, 312, 324, 325, 326, 329, 333, 334, 340, 343, 344, 345, 346, 351, 354, 355, 358, 359, 360, 361, 367, 368, 370, 371, 373, 378, 381, 382, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 398, 400, 401, 402, 403, 404, 406, 407, 411, 412, 415, 417, 419, 420, 425, 426, 427, 431, 432, 434, 436, 437, 438, 441, 443, 445, 446, 452, 453, 454, 456, 457, 458, 459, 461, 465, 467, 469, 470, 474, 481, 483, 485, 486, 489, 490, 491, 494, 495, 496, 497, 499, 500, 501, 505, 509, 511, 512, 515, 517, 521, 522, 523, 526, 528, 529, 532, 534, 536, 537, 538, 539, 540, 542, 544, 545, 546, 547, 549, 550, 551, 553, 554, 555, 556, 559, 561, 564, 566, 568, 569, 571, 572, 573, 575, 579, 580, 585, 586, 587, 589, 590, 593, 599, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 630, 631, 633, 634, 638, 639, 640, 641, 642, 643, 644, 645, 646, 648, 649, 650, 652, 653, 654, 655, 656, 657, 658, 660, 661, 665, 667, 670, 671, 672, 673, 674, 677, 679, 684, 685, 691, 694, 695, 697, 698, 699, 702, 703, 706, 741, 743, 771, 776

Cottage Country (for Summer 2020 only)

24, 28, 29, 42, 54, 56, 63, 71, 77, 78, 81, 87, 89, 91, 108, 111, 112, 114, 119, 123, 127, 128, 136, 137, 146, 151, 157, 158, 170, 178, 184, 205, 224, 225, 230, 231, 232, 236, 238, 240, 241, 247, 251, 258, 259, 262, 267, 268, 283, 284, 285, 303, 304, 305, 306, 307, 308, 313, 315, 316, 318, 322, 323, 327, 331, 335, 347, 352, 363, 376, 395, 399, 405, 409, 439, 447, 448, 449, 450, 451, 460, 466, 468, 498, 504, 507, 516, 531, 552, 557, 560, 562, 576, 578, 581, 582, 606, 626

Signage Components

Metal Merchandiser Header Card

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

8-Pack Carrier

- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

Stores should re-order carriers as required. **Inventory will not be force shipped.** Note that re-orders will contain 125 units per box.

Merchandising Instructions

How to set up the Metal Merchandiser

- Display the new spring design of the 8-pack carriers on the metal merchandiser.
- Install the spring metal merchandiser header card on top of the merchandiser

- Fill the merchandiser with flat/unfolded spring carriers on all hooks, on both sides.

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 8-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, all stores received an on-shelf signage package, highlighting Ontario Craft Cider.

Please merchandise Perpendicular Shelf Talkers and Bin Tag Extensions at your discretion or defer to the list of recommended products below. Category signs 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

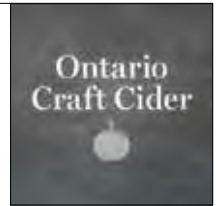
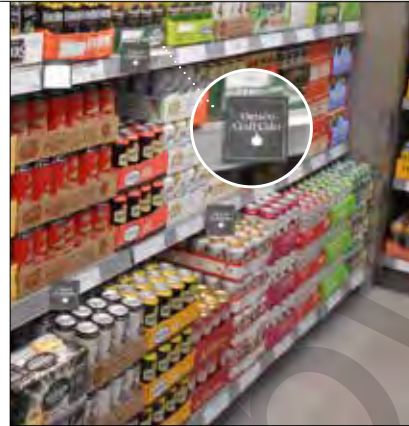
Signage Components

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

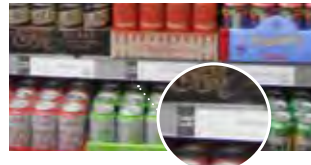
ENG/BIL Re-order#DMS-OP21-OCC4



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 (April 26 - May 23)

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 (April 26 - May 23)

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)	Distributor
514935	Flying Monkeys 12 Minutes To Destiny	473	6309 - Flying Monkeys Craft Brewery
458273	Glb Octopus Wants To Fight IPA	473	1929 - Great Lakes Brewing Co. Inc.
575357	3 Speed Lager 568	568	3842 - Amsterdam Brewing Company
142000	Nickel Brook Zap Sour IPA	473	6699 - Nickel Brook Brewing Company
469981	Absent Landlord	473	458 - Cowbell Brewing Co.
14677	Big Rig Brewery Shakedown	473	1188 - Big Rig Brewing Co.

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 (April 26 - May 23)

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 x 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.



ONTARIO WINES

1 Ontario Wines Popular Pick

The Popular Pick program has ended, effective P1.

2 Ontario Wines Our Buyer's Pick (formerly 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 Buyer's Pick Program is updated every promotional Period.

This is a sold program. Participation is mandatory.

Participating Products

LCBO#	Description	Size (mL)
219543	Inniskillin Late Autumn Riesling VQA	750
357145	Open Smooth Red VQA	750

Key Dates

Start Date: April 26

Take Down: May 24

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

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-21P2-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-21P2-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-21P2-OWP2)

Key Dates

Start Date: April 26

Take Down: May 24

Participating Products

LCBO#	Description	Size (mL)	Offer
324558	Pink House Wine Co. Rosé VQA	750	\$2.00 LTO
372219	Sandbanks Pinot Grigio VQA	750	\$2.00 LTO
485128	Pelee Island Baco Noir VQA	750	\$1.00 LTO
609875	EastDell Black Cab VQA	750	\$2.00 LTO

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:

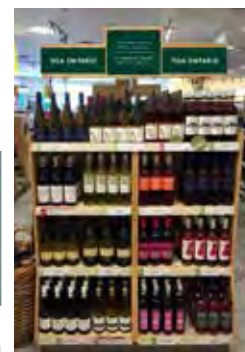
- Please ensure you are using the cube sign and category signs launched in P7 as pictured below.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



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 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.



5 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

As we navigate the COVID-19 crisis, we are continually assessing our operations and the services we maintain. To alleviate some pressure on our warehouse and frontline retail teams, we are making some changes to our bi-weekly Vintages Releases, effective May 2nd Release. Allocation of these releases will be limited to the top 50 Vintages locations and e-Commerce team. The store list is below.

- May 2nd Release: Only Product Consultants in the top 50 Vintages stores will receive the printed catalogue to help inform store staff about the products they are receiving. There will be no in-store allocation of the catalogue for customers.
- The catalogues will not be mailed to our customers, however customers who typically receive the catalogue in the mail will receive a notice indicating that we have suspended our release catalogue temporarily.
- Digital release reminders will go out to customers on the Thursday before the release. (This replaces the usual Saturday morning notification)
- We ask that store staff direct customers to lcbo.com to purchase if your store is not on the list to receive the release.
- The products in the release will not be available to order from the warehouse post release. Please do not place DICE orders as they will not be fulfilled.
- Please direct any questions you may have to your District Manager.

Our goal is resume normal distribution starting with the May 16th release.

Vintages 50 Participating Stores

1, 4, 5, 10, 15, 18, 21, 31, 35, 38, 40, 83, 148, 149, 164, 187, 212, 217, 243, 253, 346, 355, 367, 371, 383, 384, 393, 398, 407, 412, 417, 443, 452, 481, 486, 511, 522, 528, 532, 534, 556, 580, 590, 619, 623, 624, 630, 632, 641, 776

Metal Merchandiser

- The fixture previously used to display the Bi-weekly flyer at the entrance should be relocated to the front of the Vintages Section
- Until production of the Vintages Release Catalogue resumes, stores should use the basket to display a Year-Round Vintages publication such as the Classics Catalogue

Nesting Table Sign

- Until regular production of the Vintages Release catalogue resumes, generic Nesting Table signage will be provided for the 50 stores that will be receiving the bi-weekly release products.
- Re-order code: DMS-VIN-NTS1



Nesting Table Sign (ENG / BIL)

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 (April 26 - May 23)

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

Program Schedule

Period 2 (Generic Backer Card, No Offer)
Stores will not receive a new branded backer card. Display the year-round Essentials Collection backer card and the year-round Essentials Collection shelf talker for both participating SKUs.

Participating Products - Period 1

LCBO#	Description	Size (mL)
425488	Cannonau Riserva Sardinia	750
660043	Two Hands Gnarly Dudes Shiraz	750



Signage Components



Generic Backer card ENG/BIL re-order# VBC028

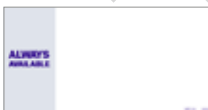
- Replace the Holiday themed backer card with the year-round Essentials Collection backer card while maintaining the front-facing/primary end aisle display previously created.



Pre-printed shelf talker

re-order# VIN-EST-052 English / #VIN-EST-053 Bilingual

- Replace the P10 SAVE shelf talkers with the year-round 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 • 1.76" English: VBTC009
- 2" French: VBTC004 • 1.76" French: 1 VBTC010

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 (April 26 May 23)

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.

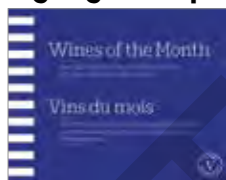
Participating Products

LCBO#	Description	Size (mL)
May 2 release		
9142	Babich Black Label Sauvignon Blanc 2018	750 mL
132613	Edetària Via Edetana 2017	750 mL
May 16 release		
13653	Agricola Querciabella Mongrana 2016	750 mL
161380	Francis Ford Coppola Director's Cabernet Sauvignon 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

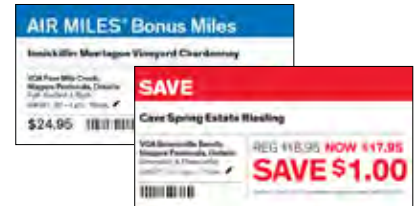
- Use these to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.

Re-order Codes

- 2" English: VBTC001
- 1.76" English: VBTC009
- 2" French: VBTC004
- 1.76" French: 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 (April 27 to May 24, 2020)

BAM (April 26 to May 23, 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
273748	Borsao Tres Picos Garnacha	750		\$19.95	10
710426	Cakebread Cellars Cabernet Sauvignon	750		\$124.95	30
58339	Kaiken Malbec	750		\$15.95	8
425488	Sella & Mosca Cannonau di Sardegna Riserva	750		\$15.95	6
14153	Thalia Rosé	750		\$10.95	Buy 3 bottles, get 15 Bonus Miles
948158	Anselmi San Vincenzo	750	\$17.95	\$15.95	\$2.00
603456	Becherovka Original Liqueur	750	\$30.55	\$27.55	\$3.00
621458	Bottega Gold Prosecco	750	\$27.95	\$24.95	\$3.00
650432	Castelgiocondo Brunello Di Montalcino	750	\$52.95	\$47.95	\$5.00
210047	Columbia Crest H3 Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00
10927	Domaine de Jox Envie	750	\$14.95	\$13.95	\$1.00
1578	Flat Rock Twisted White	750	\$17.95	\$15.95	\$2.00

LCBO#	Description	Size (mL)	Price	Now	Offers
729392	Foss Marai Extra Dry	750	\$19.95	\$17.95	\$2.00
521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750	\$24.95	\$22.95	\$2.00
68817	Hidden Bench Estate Chardonnay	750	\$29.95	\$27.95	\$2.00
650325	Kim Crawford Rosé	750	\$18.95	\$16.95	\$2.00
158550	Laurent-Perrier Cuvée Brut Rosé Champagne	750	\$99.95	\$89.95	\$10.00
591313	Malivoire Gamay	750	\$19.95	\$17.95	\$2.00
82024	Monasterio de las Viñas Gran Reserva	750	\$17.95	\$15.95	\$2.00
326728	Oyster Bay Chardonnay	750	\$19.95	\$16.95	\$3.00
326090	Oyster Bay Pinot Grigio	750	\$19.95	\$17.95	\$2.00
449207	Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$19.95	\$16.95	\$3.00
1834	Susana Balbo Crios Torrontés	750	\$14.95	\$12.95	\$2.00
89029	Tawse Sketches of Niagara Riesling	750	\$18.95	\$16.95	\$2.00
370361	Tawse Spark Limestone Ridge Organic Sparkling Riesling	750	\$20.95	\$19.95	\$1.00
943787	Wakefield Shiraz	750	\$19.95	\$17.95	\$2.00
11452	Willm Réserve Riesling	750	\$19.95	\$17.95	\$2.00

VINTAGES Ontario Our Buyer's Picks Program (formerly Superstars)

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

Key Dates (April 26 - May 23)

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)	Offer
591313	Malivoire Gamay	750	\$2.00 LTO



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 May 24, 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 May 24, 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 May 24, 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

Period 2 Gifting SPRING

(Easter & Mother's Day)

HOW TO MERCHANDISE Spring \$1.50 Reuseable Bags

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.



LCBO#14326
SPRING REUSABLE
2 BOTTLE BAG
(2 VERSIONS)
\$1.50

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 / Mother's Day)

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

Cards and Carriers were allocated to top selling gift card stores in Period 1.

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

- Recycle the Spring insert and replace with the Year Round insert signs.
- Display the fixture on the FEM fixture and not on the Cash Desk until further notice.

Acrylic Gift Card Merchandiser (Cash End)



Large Acrylic Gift Card Merchandiser (DO NOT use the Spring header card sign)

Small Acrylic Gift Card Merchandiser (DO NOT use the Spring header card sign)

IMPORTANT NOTE:

Please **DO NOT** install the Spring header card sign and only use the year-around header card sign.

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
--	---------

Wine and Spirits SPECIAL PROMOTIONS FIXTURES

The Special Promotions Fixtures are 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	Core SKUs
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	Stores are to select 6 products to be merchandised on the back side of the fixture (Store discretion)
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	



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)	LCBO#	Description	Size (mL)
Core SKUs			197962	Peller Family Vineyards Chardonnay	200
10425	Bodacious Smooth Red Can	250	38810	Chateau Des Charmes Cabernet Merlot VQA	375
10426	Bodacious Pinot Grigio Can	250	577023	Girls' Night Out Rose VQA Can	250
647719	Lindeman's Shiraz Can*	250	462507	Trapiche Pure Malbec	375
15941	Wolf Blass Yellow Label Cabernet Sauvignon	375	302612	Wyhdham Estate Bin 555 Shiraz	375
16253	Wolf Blass Yellow Label Chardonnay	375	424630	Villa Maria Private Bin Sauvignon Blanc	375
647701	Lindeman's Pinot Grigio Can*	250	160085	>Sauvignon Blanc Kim Crawford 375 (Constellation)	375
444760	Big House Cardinal Zin Can	250	313817	>(V)Seven Oaks Cabernet Sauvignon 375ml (J Lohr)	375
444778	Big House The Birdman Pinot Grigio Can	250	11989	Sterling Vineyards Cabernet Sauvignon Aluminum Bottle	375
389866	Santa Carolina Cabernet Sauvignon Reserva	375	11988	Sterling Vineyards Chardonnay Aluminum Bottle	375
389858	Santa Carolina Chardonnay	375	156190	Fat Bastard Syrah Pays D'Oc	250
302570	Casillero Del Diablo Reserva Sauvignon Blanc	375	464669	Cellier Des Dauphins Prestige Red Cotes Du Rh	250
6254	Folonari Valpolicella Classico	375	297630	Latour Pinot Noir	375
297655	Masi Campofiorin Igt	375	496349	Cellier Des Dauphins Pres Wht Cdr Aoc	250
297648	Voga Pinot Grigio Igt	375	297663	Masi Costasera Amarone Classico	375
253930	Martini & Rossi Asti	375	687558	(V) P.Grigio Valdadige Doc 375ml (Sta Margherita)	375
197954	Peller Family Vineyards Cabernet-Merlot	200	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	Joiy 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) – 20OP-SPF1
- Category Sign Spirits (Bilingual) – 20OP-SPF2
- Wine Poster Sign (Bilingual) – 20OP-SPF3
- Spirits Poster Sign (Bilingual) – 20OP-SPF4

In-Section Display VICTORIA DAY SUPERSALE (BP-SBC)

May 14 - May 20

**SAVE
BIG
THIS WEEK**

Just in time to celebrate Victoria Day! Merchandise the following products in-section with a shelf talker.

Key Dates (May 14 - May 20)

Participating Stores

All Stores

Participating Products

LCBO#	Description	Size (ml)	Offers
633354	Longshot Pinot Grigio	750	\$4.00 LTO
545780	Apothic Rose	750	\$4.00 LTO
111526	Nederburg Winemasters Cabernet Sauvignon	750	\$4.00 LTO
373985	Cote des Roses	750	\$2.00 LTO
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$3.50 LTO
557470	Empress Gin	750	\$5.00 LTO
271643	Tequila Tromba Blanco	750	\$7.00 LTO
535641	Vicente Faria Animus Douro, Do	750	\$3.00 LTO

Signage Components

- Shelf Talkers ENG (Re-order # DMS-21P2-BPC11) / BIL (Re-order # DMS-21P2-BPC12)
- Shelf Talkers Case Savings ENG (Re-order # DMS-21P2-BPC16) / BIL (Re-order # DMS-21P2-BPC17)

Merchandising Instructions

- Merchandise the pre-printed shelf talkers in-section.

FRONT END MERCHANDISER

WINE IN CANS — ARE IN —

In order to create consistency throughout our network of stores, allowing customers to have a similar shopping experience - regardless of the location - a new strategy has been developed for our Front End Merchandisers and the products merchandised on them. **This is a sold program. Participation is mandatory.**

Stores with 2 Front End Merchandisers will now separate product by Category:

1. Spirits
2. Wines

Stores with 3 FEMs will separate product by Category and set:

1. White Spirits
2. Brown Spirits
3. Wines (select stores will also merchandise Wine + Wine In Cans on this fixture)

Stores with 4 FEMs will separate product by Category and set:

1. **NEW** Wine In Cans
2. White Spirits
3. Brown Spirits
4. Wine + Wine In Cans

ACTION: Contact Facilities to order additional shelving if your fixtures do not currently have 5 tiers

Signage Components

FEM Signage Kit:

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

Merchandising Instructions

- **Stores that currently merchandise their FEM fixtures by PPG skus should remerchandise their current assortment by Category (and set if applicable).**
- The top shelf is used to display the box sign provided.

Sample 4 FEM Planogram



WINE IN CANS

Wine in Cans product will now live on the Front End Merchandiser. Stores will merchandise all or part of the assortment based on the space allocated.

The stores noted as displaying a Full FEM of Wine in Cans products, will merchandise the full assortment over a dedicated Wine in Cans fixture and the top 2 rows of their Wines fixture.

Full FEM Stores

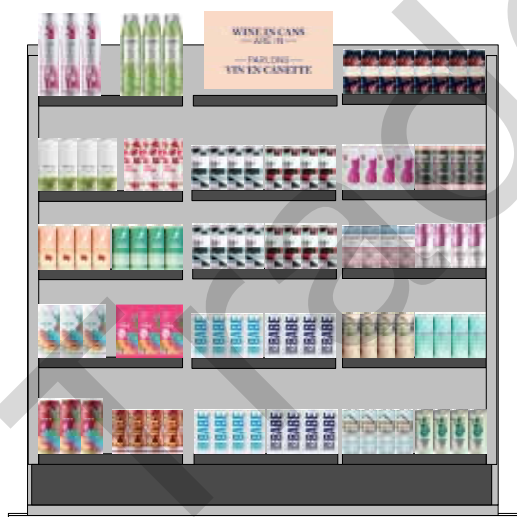
1, 10, 15, 23, 25, 31, 38, 82, 83, 130, 164, 187, 198, 201, 209, 228, 233, 250, 252, 253, 263, 269, 279, 300, 310, 311, 325, 326, 344, 346, 351, 359, 362, 367, 373, 378, 383, 386, 391, 404, 407, 417, 425, 443, 444, 445, 452, 470, 481, 485, 486, 489, 490, 495, 497, 501, 511, 522, 523, 536, 544, 554, 555, 566, 601, 602, 609, 619, 627, 649, 658, 703, 741

Full FEM Participating Products

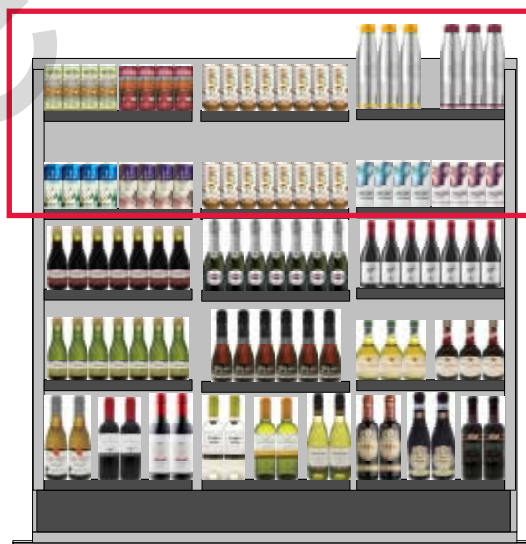
Refer to the Wine in Cans Core List page of this guide to merchandise the full assortment.

NOTE: If all of your store's Front End Merchandisers are not full sized, ensure one full sized fixture is used for Wine In Cans.

Sample Full Wine In Cans FEM Planogram



Wine In Cans



Wine In Cans & Wine

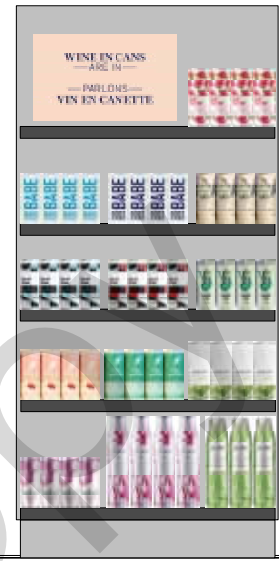
One entire FEM should be dedicated to Wine in Cans, the remaining cans should be merchandised on the top part of your dedicated Wine FEM (as shown above).

Half FEM Participating Stores

5, 19, 21, 40, 59, 140, 149, 163, 171, 179, 183, 192, 217, 218, 226, 248, 265, 321, 324, 329, 360, 366, 371, 385, 389, 390, 426, 438, 494, 505, 542, 568, 586, 590, 623, 697

Half FEM Participating Products

LCBO#	Description	Size (ml)
642850	Barefoot Spritzer Rose Can*	250
642843	Barefoot Spritzer Moscato Can*	250
14680	Spritzd Wine Spritzer Pinot Grigio	355
14685	Gaze Blueberry-Pomegranate Wine Cocktail	375
14686	Gaze Coconut Water Wine Cocktail	375
14847	Good Fortune Raspberry Hibiscus	355
14682	Babe Grigio with Bubbles	250
14681	Babe Rose	250
14776	Stel + Mar Premium White Wine	250
14775	Stel + Mar Premium Red Wine	250
14868	Bodacious Moscato Rose Can	250
14801	Joiy - Savvy Society	250
647313	Joiy Rose Sparkling *	250



Sample Half Wine In Cans FEM Planogram

Combined Wine FEM Participating Stores

17, 22, 41, 51, 55, 65, 74, 115, 145, 148, 150, 156, 168, 195, 211, 221, 227, 243, 287, 298, 394, 397, 411, 427, 436, 459, 500, 546, 551, 569, 579, 580, 585, 587, 605, 617, 618, 624, 632, 633, 634, 640, 641, 652, 653, 655, 661, 670, 694, 699, 702

Combined Wine FEM Participating Products

LCBO#	Description	Size (ml)
642850	Barefoot Spritzer Rose Can*	250
642843	Barefoot Spritzer Moscato Can*	250
14680	Spritzd Wine Spritzer Pinot Grigio	355
14685	Gaze Blueberry-Pomegranate Wine Cocktail	375
14686	Gaze Coconut Water Wine Cocktail	375
14847	Good Fortune Raspberry Hibiscus	355
14682	Babe Grigio with Bubbles	250
14681	Babe Rose	250
14776	Stel + Mar Premium White Wine	250
14775	Stel + Mar Premium Red Wine	250
14868	Bodacious Moscato Rose Can	250
14801	Joiy - Savvy Society	250
647313	Joiy Rose Sparkling *	250
TBD	Lola Blush Can VQA	250
14826	Stella Rosa Pink	250
647792	Bollicini Sparkling Cuvee* (Can)	250



These stores should use the top shelves of their Wine FEM to merchandise the new Wine in Cans products.

Wine In Cans Front End Merchandiser Core List

LCBO#	Description	Size (ml)
WINES IN CANS		
642850	Barefoot Spritzer Rose Can*	250
642843	Barefoot Spritzer Moscato Can*	250
14680	Spritzd Wine Spritzer Pinot Grigio	355
14685	Gaze Blueberry-Pomegranate Wine Cocktail	375
14686	Gaze Coconut Water Wine Cocktail	375
14847	Good Fortune Raspberry Hibiscus	355
14682	Babe Grigio with Bubbles	250
14681	Babe Rose	250
14776	Stel + Mar Premium White Wine	250
14775	Stel + Mar Premium Red Wine	250
14868	Bodacious Moscato Rose Can	250
486456	Joiy White Sparkling	250
14801	Joiy - Savvy Society	250
647313	Joiy Rose Sparkling *	250
577023	Girls' Night Out Rose VQA Can	250
15530	Lola Blush Can VQA	250
14826	Stella Rosa Pink	250
TBD	JP Chenet Rose Can	200
15499	Pink House Wine Co. Rose VQA	250
647792	Bollicini Sparkling Cuvee Can*	250
14873	Girls' Night Out Rose Sangria	473
10119	Girls' Night Out White Sangria Can	473
15089	Ciao Sangria Can	200
487660	Girls' Night Out Sangria Can	473
444778	Big House The Birdman Pinot Grigio Can	250
444760	Big House Cardinal Zin Can	250
647701	Lindeman's Pinot Grigio Can*	250
647719	Lindeman's Shiraz Can*	250
11988	Sterling Vineyards Chardonnay Aluminum Can	375
11989	Sterling Vineyards Cabernet Sauvignon Aluminum Can	375
10426	Bodacious Pinot Grigio Can	250
10425	Bodacious Smooth Red Can	250
14791	Outset Sparkling Wine VQA Can	250

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:



Period 1 & Period 2 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 - May 23 (P13 - P2)

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.

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.

Signage Components

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

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"					
	11929	Comuna Chardonnay Pinot Grigio	Argentina	750	\$9.95
<div style="background-color: #f08080; padding: 5px; text-align: center;"> new from Argentina nouveautés de l'Argentine </div>	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"					
<div style="background-color: #f08080; padding: 5px; text-align: center;"> new from Italy nouveautés de l'Italie </div>	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"					
<div style="background-color: #f08080; padding: 5px; text-align: center;"> new California gems nouveaux trésors californiens </div>	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"					
<div style="background-color: #f08080; padding: 5px; text-align: center;"> new value wines nouveaux vins avantageux </div>	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

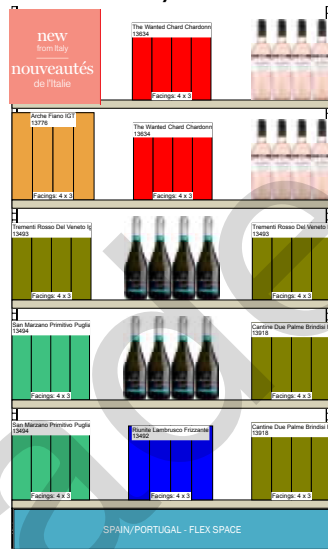
Organic Flex Space

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.

Display Program GREAT VALUE BEER

May 15 - 17



**BEER
SUPER SALE**
MAY 15 - 17
Only at the LCBO
**SUPER SOLDE
DE BIÈRES**
DU 15 AU 17 MAI
Seulement à la LCBO

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 Family Day Great Value Beer sale.

Key Dates (May 15 - 17)

Participating Products

LCBO#	Description	Size (ml)	Offers
910026	Laker Premium Lager	6 x 341	\$3.35 LTO
110320	No Name Beer	6 x 341	\$3.30 LTO
139089	Cool Lager	4 x 341	\$1.00 LTO
666867	Bavaria Premium	6 x 500	\$4.20 LTO

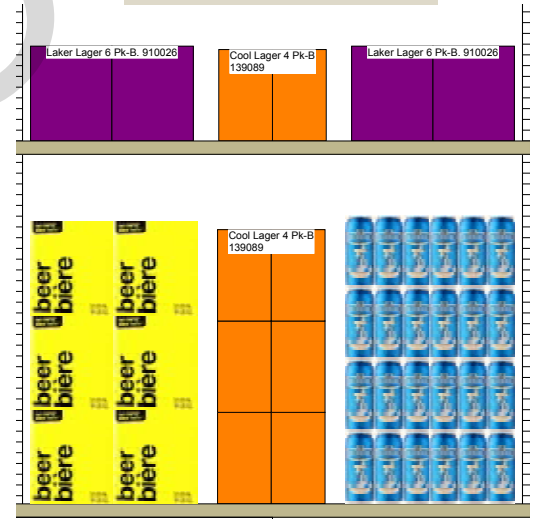


Participating Stores

All Stores

Signage Components

- Pricer Card
ENG (Re-order # DMS-21P2-BAB5) /
BIL (Re-order # DMS-21P2-BAB6)
- Shelf Talkers
ENG (Re-order # DMS-21P2-BAB7) /
BIL (Re-order # DMS-21P2-BAB8)
- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P2-BAB9)



Discretionary End Aisle

Merchandising Instructions

- Products will be force-allocated to all participating stores.
- Stores may choose to execute this display using one of the following options, as long as Physical/Social Distancing guidelines are followed. (If further direction is needed, please contact your District Manager).
 1. Block Pile or Cut Case Display (set up the display against the Beer Cold Room wall, leaving extraroom for customer traffic)
 2. Discretionary End Aisle
 3. In-section Display

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 (April 26 - May 23)

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
10946	Fireball 50ml 6 Pack Carrier	300	\$1.00 LTO

Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-21P2-CRSD1) / BIL (Re-order # DMS-21P2-CRSD2)
- Riser Wrap (Re-order # DMS-21P2-CRSD3)
- Pricer Cards ENG (Re-order # DMS-21P2-CRSD4) / BIL (Re-order # DMS-21P2-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.



SHOPPING CART SIGN

The inside of the shopping cart will feature the E-Commerce messaging and the outside will feature the Social Responsibility messaging. The Social Responsibility sign is bilingual. The E-commerce signs are English and Bilingual depending on your store. Signs are to be installed by the start of the promotion.

Key Dates

Check 25 & E-Commerce: Keep it installed until further notice

Participating Stores

All stores that have shopping cart frames MUST install both the E-Commerce and Check 25 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

- Check 25 Social Responsibility Sign
ENG/BIL (Re-order #DMS-SRP-411)
- Second Party Purchase Social Responsibility Sign
ENG/BIL (Re-order #DMS-SRP-412)

Merchandising Instructions

- Continue to display the "Check 25 and Second Party Purchase" shopping cart signs, alternating between the two pieces.

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.

Turn 1 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

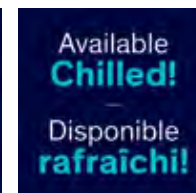
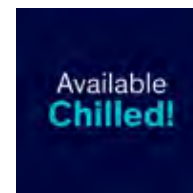
3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 193, 199, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 327, 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.



GIN SHOP & RUM SHOP

This is a sold program. Participation is mandatory.

Key Dates:

Start Date: Period 1

End Date: Period 7

Gin Shop Participating Stores

1, 10, 15, 18, 31, 38, 115, 149, 164, 187, 212, 217, 346, 355, 367, 393, 398, 416, 443, 445, 452, 499, 511, 624, 632

Participating Products

LCBO#	Description	Size (mL)
12561	Etsu Gin	700
12564	Hendrick's Midsummer Solstice	750
12568	Chase Premium Pink Grapefruit and Pomelo Gin	750
12569	Oxley Gin	750
12571	Sorgin	700
12573	Artinstall's Brilliant London Dry Gin	750
12667	Botica London Dry Gin	700
12668	Botica Valencian Orange Gin	700
13180	Mistral Rose Gin	750
13182	6 O'Clock London Dry Gin	750
13183	Violette Gin	750
13244	Brockmans Gin	750
13423	Reid's Gin	750
13426	D1 London Gin	750
13443	Mermaid Gin	700
14747	Bombay Sapphire Limited Edition English Estate	700
14754	Whitley Neill Blood Orange Gin	750
542902	Tempo Renovo Gin	750

Rum Shop - Participating Stores

1, 10, 187, 217, 416, 470, 499, 511, 575, 776







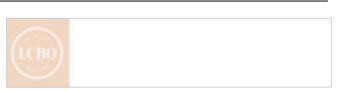


Participating Products







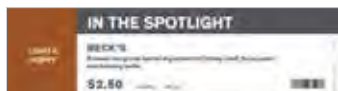

LCBO#	Description	Size (mL)
452938	Appleton Estate 21 Year Old Rum	750
402834	Smith And Cross Traditional Jamaican Rum	750
547653	Starr White African Rum	750
366617	Bacardi Reserva Limitada	750
402792	Zaya Gran Reserva Rum	750
648303	Diplomatico Distillery Collection No.2 Barbet	750
13597	Bumbu XO Rum	750
13590	Antigua Porteno Columbian Rum Solera 8	750
11773	Royal Centenario 25 Year Old Rum	750
14230	Beach House Mauritius Spiced Gold Rum	700
11772	Relicario Supremo	700
12274	Legendario Elixir de Cuba	700
13601	Dead Man's Finger Coffee Rum	750
13594	Kirk & Sweeney 23 Year Old Dominican Rum	750
13593	The Real McCoy 12 Year Old Rum	750
648311	Diplomatico Distillery Collection No.1 Batch Kettle	750
10202	Autentico Nativo Rum 15 YO	700
12548	Goslings Papa Seal Single Barrel Bermuda Rum	750

OTHER PROGRAMS

Program		Duration	Next Release
	<p>NEW! Wine Fridge</p>	<p>February 2, 2020 - May 24, 2020 Period 12 - Period 2</p>	<p>Period 3</p>
	<p>NEW! Whisky Shop</p>	<p>February 2, 2020 - TBD Period 12 - TBD</p>	<p>Posted online</p>
	<p>Gin Shop</p>	<p>March 29, 2020 - September 25, 2020 Period 1 - Period 7</p>	
	<p>Rum Shop</p>	<p>March 29, 2020 - September 25, 2020 Period 1 - Period 7</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

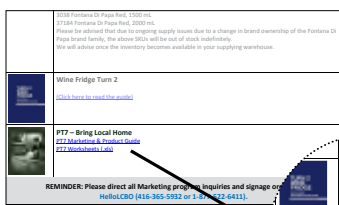
Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Branded Pre-printed Shelf Talkers EA 1-20 (Set of 63)	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P2-ST1 BIL: DMS-21P2-ST2	
On Shelf	Regular Program Pre-printed Extender Strips (65 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P2-ST3 BIL: DMS-21P2-ST4	
On Shelf	Community Program Pre-printed Extender Strips (10 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P2-ST5 BIL: DMS-21P2-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips (9 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P2-ST7 BIL: DMS-21P2-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips (1 version)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P2-ST9 BIL: DMS-21P2-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-21P2-ST11	
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-21P2-ST12	
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-21P2-ST13	
On Shelf	BBAM Pre-printed Shelf Talkers (5 versions)	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P2-ST18 BIL: DMS-21P2-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-P2-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-P2-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		

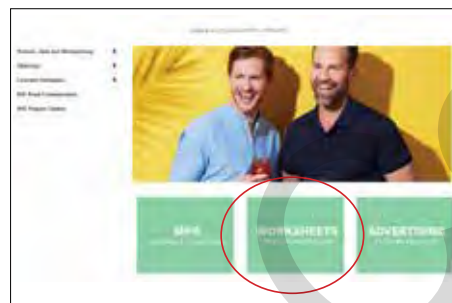
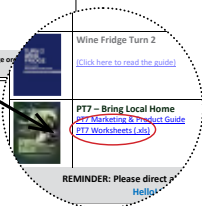
SOLD SPACE WORKSHEETS

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.



Customer Experience Newsletter



Portal Site



Marketing & Product Guidelines Site

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	10899	Jose Cuervo Tradicional Plata	750	
DOTW #2	321794	Smirnoff Ice	24 x 330	
DOTW #3	384651	Martini Prosecco Sparkling	750	
DOTW #4	492363	Bota Box Cabernet Sauvignon Bib	3000	
1	14677	Big Rig Brewery Shakedown APA (1188)	473	
	14691	Welly Mix Volume 8 (4826)	4 x 473	
	15175	Ernest Bumbleberry Cider (LCBO Warehouse)	473	
	15176	Thornbury Village Honeycrisp Apple Cider (LCBO Warehouse)	473	
	15415	Muskoka Tread Lightly (LCBO Warehouse)	473	
	15697	Bench Brewing Green Fields Sour Ale (798)	473	LTO
	15823	Lake Of Bays Off The Grid Hazy Pale Ale (8958)	473	LTO
	15881	Steam Whistle Session Lager (5577)	473	IMAGE Shelf Talker
	16233	Pomegranate Honeysuckle Fruit Sour (458)	473	
	2	13589	Bacardi Lime	750
520353		Bacardi Spiced Rum	750	Value Add
545335		Bacardi Banana Rum	750	Value Add
3	216945	Freixenet Cordon Negro Brut Cava	750	LTO, Wine Fridge
	487694	La Marca Prosecco Doc	750	LTO
	243055	Beronia Tempranillo Rioja	750	LTO
4	318014	Cono Sur Bicicleta Pinot Noir Rose	750	LTO
	506691	Wolf Blass Yellow Label Shiraz	750	LTO
5	633347	Longshot Cabernet Sauvignon	750	LTO
	42	Canadian Club Premium	750	Value Add
	34637	Canadian Club Premium	1750	LTO
6	217687	Canadian Club Premium	1140	Value Add
	589051	Peller Family Vineyards Dry White	4000	LTO
	623322	Peller Family Vineyards Sauvignon Bl	4000	LTO
7	669457	Peller Family Vineyards Shiraz Bag In Box	4000	LTO
	27235	Sauza Gold Tequila	750	LTO
	143040	Sauza Hornitos Reposado Tequila	750	LTO
8	217125	Sauza Silver	1140	LTO
	144493	Montecillo Crianza Rioja	750	LTO
	614826	Pelee Island Pinot Grigio	1500	LTO
	643882	Menage A Trois Decadence Cabernet Sauvignon	750	LTO

Display Programs

Location	LCBO#	Description	Size (mL)	Support Programs
9	64659	Captain Morgan Private Stock Rum	750	LTO
	500512	Captain Morgan Original Spiced Rum	750	LTO
	617688	Captain Morgan Original Spiced Rum	1140	
10	640920	Ketel One Botanical Cucumber And Mint	750	LTO
	640995	Ketel One Botanical Peach And Orange Blossom	750	LTO
	645499	Ketel One Botanical Grapefruit And Rose	750	LTO
11	227413	Iceberg Vodka	1140	LTO
	385286	Iceberg Vodka (P.E.T)	375	
	446567	Iceberg Vodka (P.E.T)	750	Value Add
12	1784	Grand Marnier	750	LTO, IMAGE Shelf Talker
	324855	Espolon Tequila Reposado	750	LTO
	605600	Grand Marnier	1140	
13	387159	Bodacious Smooth Red	1500	LTO
	528844	Cantine Due Palme Brindisi Rosso Dop	2000	LTO
	634410	Yellow Tail Pinot Grigio	1500	LTO
14	110056	Absolut Vodka	750	LTO
	209221	Absolut Vodka	1140	Value Add
	216655	Absolut Vodka	1750	LTO
15	166	Sogrape Mateus Rose	750	LTO
	367276	Jacob's Creek Moscato Rose	750	LTO
	619791	Jackson-Triggs Rose	750	LTO
16	125187	Cazadores Reposado Tequila	750	Value Add
	363986	Cazadores Blanco Tequila	750	Value Add
17	181636	Sobieski Vodka	750	LTO
	260869	Sobieski Vodka	1140	Value Add
18	10427	Bodacious Bold & Buttery Chardonnay	750	LTO
	11934	Zaphy Organic Cabernet Sauvignon	750	LTO
	582783	Les Tannes En Occitanie Merlot Igp	750	LTO
19	189217	Gibson's Finest Sterling Edition	750	LTO
	215038	Gibson's Finest Sterling Edition	1750	LTO
	215889	Gibson's Finest Sterling Edition Whisky	1140	LTO
20	12650	Unwined Smooth White	750	LTO
	647651	Rosemount Diamond Cabernet Sauvignon	750	LTO
	668228	Sangre De Toro Tempranillo	750	LTO

FSI = Product is featured in the Free Standing Insert

LTO = Limited Time Offer

ST = Shelf Talker

VA = Value Added

90 | Period 2 Spring Is In

BAM = Bonus AIR MILES® Reward Miles

BBAM = Bundled Bonus AIR MILES® Reward Miles

SCP = Shopping Cart Program

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R39 USA A	534263	Beringer Founders Estate Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R40 USA B	392654	Apothic Dark Red	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41 Chile A	164756	Graffigna Pinot Grigio	750	LTO						Y	Y	Y	Y		
R42 Chile B	275677	Santa Rita Reserva Sauvignon Blanc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	143735	Fantini Farnese Negroamaro Puglia Igp	750	LTO										Y	
R44 France Blend B	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	426718	Cesari Amarone Classico Doc	750	LTO									Y	Y	
R46 France South B	589101	Ruffino Lumina Pinot Grigio Igt	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/Burgundy A	20214	Fontanafredda Barolo Docg	750	LTO									Y	Y	
R48 Italy Central A	219816	Catedral Reserva Dao	750	LTO									Y	Y	
R49 Italy Central B	122689	Henkell Trocken	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	544031	Chateau D'Aigueville Cdr Villages Red Aoc	750	LTO					Y	Y	Y	Y	Y	Y	
R51 Italy North B	55533	Latour Chardonnay Bourgogne	750	LTO, Wine Fridge		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	165845	Gran Feudo Rose	750	LTO, Wine Fridge										Y	
R53 Southern Europe B	157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	LTO									Y	Y	
R54 Germany A	73148	Montalto Pinot Grigio Igt Sicily	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	56697	Fresita Sparkling Wine	750	LTO							Y	Y	Y		
R56 Sparkling B	38026	Negrar Valpolicella Doc	1500	LTO				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	15406	Sleeman Clear 2.0 (275 TBS)	473	LTO									Y	Y	
R58 Ontario Beer B	666917	Creemore Premium Lager (1757)	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	486472	The Sociable Pilsner (1100)	473											Y	
R60 Beer 2	270447	Guinness Draught Beer (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	15733	Mill St Organic Pilsner (1950)	473					Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	11562	Niagara Cider Company No. 1 Dry Apple Cider (LCBO Warehouse)	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	14528	Splash Orange Mango	355	BAM			Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	649475	Aquarelle Passionfruit Sparkling Vodka Soda	355	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	321786	Smirnoff Ice	4 x 330	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	114967	Finlandia Vodka	1750	LTO	PMA Canada Ltd.
C2: Community Extender 2	397109	Forty Creek Spike Honey Spiced	750	LTO	Forty Creek Distillery Ltd
C3: Community Extender 3	667097	Peller Family Vineyards Sauvignon Blanc	750	LTO, Wine Fridge	Andrew Peller Limited
C4: Community Extender 4	588962	Mezzomondo Negroamaro Puglia Igt	750	LTO	Glazer's Of Canada
C5: Community Extender 5	106377	Jacob's Creek Shiraz/Cabernet	750	LTO	Corby Spirit And Wine Limited
C6: Community Extender 6	521963	Chopin Potato Vodka	750		Charton Hobbs Inc
C7: Community Extender 7	517987	Ezra Brooks Black Label Bourbon Whiskey	750	BBAM	Glazer's Of Canada
C8: Community Extender 8	34595	Patron Silver Tequila	750	Value Add	Bacardi Canada Inc.
C9: Community Extender 9	536565	Lily Sparkling Rose VQA	750	LTO	Colio Estate Wines
C10: Community Extender 10	99408	Woodbridge By Robert Mondavi Chardonnay	750	LTO	Arterra Wines Canada Inc.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	LTO, Wine Fridge	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	142406	J.P. Chenet Pinot Noir Reserve Vin De France	750	LTO	Mark Anthony Wine & Spirits
D3: Discovery Wines 3	11943	Los Cardos Dona Paula Sauvignon Blanc	750	LTO	Select Wine Merchants Inc.
D4: Discovery BSM 1	609248	Moosehead Radler (275 TBS)	473	LTO	The Premium Beer Company Inc.
D5: Discovery BSM 2	77933	Rev (P.E.T)	473	LTO	Bacardi Canada Inc.
D6: Discovery BSM 3	649442	Rev Grapefruit Watermelon	473	LTO	Bacardi Canada Inc.
D7: Discovery Spirits 1	13510	Herradura Silver Tequila	750	LTO	PMA Canada Ltd.
D8: Discovery Spirits 2	34579	Prince Igor Extreme Vodka	1140	LTO	Forty Creek Distillery Ltd
D9: Discovery Spirits 3	636035	Summit Vodka	750	LTO	Beam Suntory

Green Shelf Extender

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	26278	Folonari Valpolicella Classico	1500	LTO	Philippe Dandurand Wines Ltd.

IMAGE Shelf Talkers

LCBO#	Description	Size (mL)	Support Program	Agent
1784	Grand Marnier	750	End Aisle, LTO	Forty Creek Distillery Ltd
13858	Jumping Goat Coffee Infused Vodka	700		Loyal Imports
15881	Steam Whistle Session Lager (5577)	473	Mini Thematic	Steam Whistle Brewing
15884	HuckleJack Lager	473		Mark Anthony Wine & Spirits
16143	Lost Craft Daylite Session IPA	473		Lost Craft
71746	Tullamore Dew Irish Whiskey	750		PMA Canada Ltd.
231779	Bartenura Moscato- Kpm lgt	750		81750 Canada Ltd.
334052	Stiegl Grapefruit Radler	500		McClelland Premium Imports
492520	Bacardi 8 Year Old Reserva Gold Rum	750		Bacardi Canada Inc.
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750		Bacardi Canada Inc.
645721	Spring Mill Distillery Gin	750		Sleeman Brewing & Malting Co.
646729	Bumbu Craft Rum	750		Christopher Stewart Wine & Spirits
676106	Stiegl Bier	500		McClelland Premium Imports

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
166	Sogrape Mateus Rose	750	\$1.50	End Aisle
1107	Bud Light	473	\$0.20	EZA
1578	>(V)Twisted (Flat Rock Cellars)	750	\$2.00	
1784	Grand Marnier	750	\$4.00	End Aisle, IMAGE Shelf Talker
1834	>Torrantes Crios De Susana Balbo (Domino Plata)	750	\$2.00	
2691	Tanqueray Dry Gin	750	\$1.00	
5959	Baileys Irish Cream	750	\$1.00	Shelf Extender
6502	Cointreau	750	\$2.00	Shelf Extender
9902	Courvoisier VSOP	750	\$10.00	Shelf Extender
10427	Bodacious Bold & Buttery Chardonnay	750	\$1.00	End Aisle
10946	Fireball 50 mL 6 Pack Carrier	300	\$1.00	
11452	>(V) Riesling Reserve (Alsace Willm)	750	\$2.00	
11562	Niagara Cider Company No. 1 Dry Apple Cider	473	\$0.25	Shelf Extender
11934	Zaphy Organic Cabernet Sauvignon	750	\$1.00	End Aisle
11943	Los Cardos Dona Paula Sauvignon Blanc	750	\$2.00	Discovery Extender
12596	Empress Gin	375	\$2.00	Spirited Pick
12650	Unwined Smooth White	750	\$1.00	End Aisle
12865	J.P. Wiser's Manhattan Canadian Whisky	750	\$2.00	
13293	Villa Maria Private Bin Chardonnay	750	\$2.00	Feature Fixture
13459	Bio Bio Organic Merlot	750	\$1.00	
13510	Herradura Silver Tequila	750	\$5.00	Discovery Extender
13538	Mezzacorona Pinot Noir Vigneti Delle Dol Igt	750	\$3.00	
13591	Baron Samedi Rum	375	\$1.00	Shelf Extender
14400	Coors Original	6 x 473	\$1.00	Block Pile
15179	Coors Organic	6 x 355	\$1.00	Block Pile
15400	Old Milwaukee Ice	6 x 473	\$1.00	
15406	Sleeman Clear 2.0	473	\$0.20	Shelf Extender
15563	Somersby Apple Cider	473	\$0.25	
15646	Coors Slice Lime	473	\$0.25	Block Pile
15697	Bench Brewing Green Fields Sour Ale	473	\$0.15	Mini Thematic
15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	\$0.30	Mini Thematic
16394	Peller Family Vineyards Pinot Grigio	1000	\$1.00	
20214	Fontanafredda Barolo Docg	750	\$4.00	Shelf Extender
26278	Folonari Valpolicella Classico	1500	\$3.00	Green Extender
27235	Sauza Gold Tequila	750	\$2.00	End Aisle
33928	J.P. Wiser's Deluxe	1750	\$1.55	
34579	Prince Igor Extreme Vodka	1140	\$1.00	Discovery Extender
34637	Canadian Club Premium	1750	\$1.05	End Aisle
38026	Negrar Valpolicella Doc	1500	\$3.00	Shelf Extender
45898	Bacardi Superior White Rum (P.E.T)	1750	\$1.00	
54262	Jose Cuervo Golden Margarita	750	\$1.00	
54353	Stoneleigh Marlborough Pinot Noir	750	\$2.00	Feature Fixture
55533	Latour Chardonnay Bourgogne	750	\$2.00	Shelf Extender, Wine Fridge
56697	Fresita Sparkling Wine	750	\$1.00	Shelf Extender
58677	XOXO Pinot Grigio/Chardonnay	750	\$1.00	Mini Thematic
64659	Captain Morgan Private Stock Rum	750	\$1.00	End Aisle
68551	Peller Family Vineyards Rose Tetra	1000	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
73148	Montalto Pinot Grigio Igt Sicily	750	\$1.00	Shelf Extender, Wine Fridge
77933	Rev (P.E.T)	473	\$0.25	Discovery Extender
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	Shelf Extender, Wine Fridge
79301	Mezzomondo Pinot Grigio Chardonnay Igt	750	\$1.85	Mini Thematic
82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	\$2.00	
89029	>V) Riesling Sketches Of Niagara (Tawse)	750	\$2.00	
99408	Woodbridge By Robert Mondavi Chardonnay	750	\$2.00	Comm. Extender
106377	Jacob's Creek Shiraz/Cabernet	750	\$2.00	Comm. Extender
110056	Absolut Vodka	750	\$1.00	End Aisle
114967	Finlandia Vodka	1750	\$1.30	Comm. Extender
122390	The Beachhouse Sauvignon Blanc	750	\$1.00	Mini Thematic, Wine Fridge
122689	Henkell Trocken	750	\$2.00	Shelf Extender
127787	Lonetree Authentic Dry Cider	473	\$0.25	
134957	Open Cab 2 Merlot VQA	750	\$1.00	
135939	Pelee Island Pinot Noir VQA	750	\$2.00	
140509	James Ready 5.5	6 x 473	\$1.00	
142406	J.P. Chenet Pinot Noir Reserve Vin De France	750	\$2.00	Discovery Extender
143040	Sauza Hornitos Reposado Tequila	750	\$3.00	End Aisle
143735	Fantini Farnese Negroamaro Puglia Igp	750	\$1.00	Shelf Extender
143891	Peroni Nastro Azzurro	500	\$0.20	
144493	Montecillo Crianza Rioja	750	\$2.00	End Aisle
145417	Pelee Island Lighthouse Riesling VQA	750	\$2.00	
148007	Czechvar Premium Lager	500	\$0.35	
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	\$1.50	Shelf Extender
158550	> Cuvee Rose Brut(Champagne Laurent Perrier)	750	\$10.00	
164756	Graffigna Pinot Grigio	750	\$2.00	Shelf Extender
165845	Gran Feudo Rose	750	\$1.50	Shelf Extender, Wine Fridge
166637	Pelee Island Rouge	1500	\$1.00	
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$3.00	
173542	Tequila Don Julio Blanco	750	\$5.00	A Frame
177485	Sandbanks Cabernet Franc VQA	750	\$2.00	Shelf Extender
181636	Sobieski Vodka	750	\$1.00	End Aisle
186510	Corona Extra	6 x 330	\$1.55	
189217	Gibson's Finest Sterling Edition	750	\$2.20	End Aisle
194878	White Owl Whisky	750	\$3.00	
207514	Remy Martin 375	375	\$5.00	Shelf Extender
210047	>Cab Sauv Col Crest Horse Heaven Hills H3 (Stemic	750	\$2.00	
215038	Gibson's Finest Sterling Edition	1750	\$2.55	End Aisle
215889	Gibson's Finest Sterling Edition Whisky	1140	\$2.20	End Aisle
216655	Absolut Vodka	1750	\$1.55	End Aisle
216689	J.P. Wiser's Deluxe	1140	\$1.00	Shelf Extender
216945	Freixenet Cordon Negro Brut Cava	750	\$1.50	End Aisle, Wine Fridge
217125	Sauza Silver	1140	\$2.50	End Aisle
217794	Johnnie Walker Red Label	1140	\$2.00	Shelf Extender
217950	Crown Royal	1140	\$2.00	Shelf Extender
219022	White House Wine Co. Riesling P. Grigio VQA	750	\$2.00	
219816	Catedral Reserva Dao	750	\$2.00	Shelf Extender
225250	Stolichnaya Vodka	1140	\$1.35	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
225698	The Kraken Black Spiced Rum	750	\$1.50	Shelf Extender
227413	Iceberg Vodka	1140	\$1.00	End Aisle
227678	1800 Silver Tequila	750	\$2.50	Shelf Extender
229583	Kronenbourg 1664 Blanc	6 x 330	\$1.40	
243055	Beronia Tempranillo Rioja	750	\$2.00	
247627	Mill Street Original Organic Lager	473	\$0.20	
253302	Luksusowa Vodka	750	\$1.00	Shelf Extender
254300	Torrevento Matervitae Negroamaro	750	\$1.25	
267161	Jose Cuervo Especial Gold	375	\$1.00	
270447	Guinness Draught Beer	500	\$0.25	Shelf Extender
270892	Jackson-Triggs Merlot	4000	\$3.00	
271619	Harp Lager	500	\$0.25	
272807	Crabbies Original Alcoholic Ginger Beer	500	\$0.90	
275172	Nickel Brook Headstock IPA	473	\$0.25	
275677	Santa Rita Reserva Sauvignon Blanc	750	\$2.00	Shelf Extender
277194	Batasiolo Bosc D'La Rei Moscato D'Asti Docg	750	\$2.00	
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00	Feature Fixture, Wine Fridge
298505	La Vieille Ferme Luberon Blanc Aoc	750	\$1.50	
300699	Molson Canadian	6 x 473	\$1.00	
308288	Whitehaven Sauvignon Blanc	750	\$2.00	Feature Fixture
311787	Budweiser	6 x 473	\$1.00	
318014	Cono Sur Bicicleta Pinot Noir Rose	750	\$1.50	End Aisle
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	
321786	Smirnoff Ice	4 x 330	\$1.00	Shelf Extender
324558	Pink House Wine Co. Rose VQA	750	\$2.00	goLOCAL
324855	Espolon Tequila Reposado	750	\$3.00	End Aisle
326090	> Oyster Bay Pinot Grigio (Delegat)	750	\$2.00	Feature Fixture
326728	> (V)Chardonnay Marlborough (Oyster Bay)	750	\$3.00	Feature Fixture
328526	Jackson-Triggs Chardonnay	1500	\$2.00	
331215	Angels Gate Pinot Gris VQA	750	\$1.50	Shelf Extender
334110	Ciroc Peach	750	\$3.00	Middle Nesting Table
336503	Black Tower Rivaner	750	\$1.00	Mini Thematic
337949	Heineken Lager	500	\$0.25	
339168	Bodacious Smooth White	750	\$1.00	Mini Thematic
341743	Trius Rose VQA	750	\$2.00	Wine Fridge
361501	Carpineto Dogajolo Rosso Toscano lgt	750	\$2.50	
363770	Ketel One Vodka	1140	\$4.00	Shelf Extender
367276	Jacob's Creek Moscato Rose	750	\$2.00	End Aisle
369777	19 Crimes Shiraz Durif	750	\$2.00	Shelf Extender
369801	Mount Gay Eclipse Rum	1140	\$3.00	Shelf Extender
370361	>Riesling Sparkling Limestone Ridge (Tawse)	750	\$1.00	
371872	Girls' Night Out Sangria	750	\$1.00	
372219	Sandbanks Pinot Grigio VQA	750	\$2.00	goLOCAL
374231	Ungava Premium Gin	750	\$2.00	Shelf Extender
378976	Jever Pilsener	500	\$0.30	
381939	Smirnoff Cherry Flavoured Vodka	750	\$1.00	Middle Nesting Table
381970	Smirnoff Lime Flavoured Vodka	750	\$1.00	Middle Nesting Table
383059	Sleeman Original Draught	6 x 473	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
387159	Bodacious Smooth Red	1500	\$2.00	End Aisle
392654	Apothic Dark Red	750	\$2.00	Shelf Extender
397109	Forty Creek Spike Honey Spiced	750	\$1.50	Comm. Extender
400234	Dillon's Rose Gin	375	\$2.50	Mini Thematic
409581	Tyskie Beer	500	\$0.15	
426718	Cesari Amarone Classico Doc	750	\$4.00	Shelf Extender
430017	XOXO Pinot Grigio Chardonnay	4000	\$3.00	
439828	Wells I.P.A.	500	\$0.15	
440867	Honoro Vera Garnacha Do Calatayud	750	\$2.50	
446021	Bacardi Coconut Rum	750	\$1.00	Shelf Extender
447763	Jaw Drop Tickling Pink Lemonade	473	\$0.25	
449207	>(V)Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$3.00	Wine Fridge
450130	Smirnoff Ice Light Raspberry & Soda	4 x 355	\$1.00	
460360	El Jimador Tequila Reposado	750	\$2.00	
462424	Cabot Trail Maple Cream	750	\$2.00	
467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	\$1.00	Discovery Extender, Wine Fridge
470062	Yalumba Y Series Viognier	750	\$1.00	
470823	Pelee Island Merlot	750	\$1.00	Shelf Extender
480624	Woodford Reserve Distiller's Select Bourbon	750	\$3.00	
481614	Ciroc Apple	750	\$3.00	Middle Nesting Table
485128	Pelee Island Baco Noir VQA	750	\$1.00	goLOCAL
485417	Menage A Trois Gold Chardonnay	750	\$2.00	Mini Thematic
487496	Lefffield Nelson Sauvignon Blanc	750	\$3.00	Feature Fixture
487694	La Marca Prosecco Doc	750	\$2.00	End Aisle
491431	Palm Bay Raspberry Passionfruit Vodka Soda	6 x 355	\$1.00	
491654	Smirnoff Red Sangria	473	\$0.25	
491829	Southern Comfort	1140	\$3.00	
497396	Bavaria Premium	500	\$0.30	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	End Aisle
504241	Henry Of Pelham Cabernet/Merlot VQA	750	\$2.00	
506691	Wolf Blass Yellow Label Shiraz	750	\$2.50	End Aisle
508572	Flying Monkeys Juicy Ass IPA	473	\$0.20	
518746	D'Ont Poke The Bear Red VQA	750	\$2.00	
520312	Bacardi Gold	1750	\$1.00	
521021	> Cab Sauv Coppola Diamond (Francis Ford Coppola)	750	\$2.00	
522946	Bodacious Dark	750	\$1.00	
522979	Cave Spring Pinot Gris VQA	750	\$2.00	
524355	McGuigan Black Label Cabernet Sauvignon	750	\$1.00	Shelf Extender
525188	Peroni Nastro Azzurro	6 x 330	\$1.00	
528844	Cantine Due Palme Brindisi Rosso Dop	2000	\$3.00	End Aisle
529354	Pelee Island Pelee Pink VQA	750	\$1.00	Shelf Extender
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
534925	Grolsch Lager	6 x 500	\$1.00	
536565	Lily Sparkling Rose VQA	750	\$1.00	Comm. Extender
541011	Wayne Gretzky Red Cask Whisky	375	\$2.00	Shelf Extender
544031	Chateau D'Aigueville Cdr Villages Red Aoc	750	\$2.00	Shelf Extender
544114	Smoking Loon Sauvignon Blanc	750	\$2.00	
545160	Tito's Handmade Vodka	1750	\$5.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
545301	Stolichnaya Gluten Free Vodka	750	\$1.00	Shelf Extender
545368	Santa Teresa 1796 Solera Rum	750	\$1.00	Shelf Extender
553156	Russian Standard Moscow Mule	473	\$0.25	
553214	Social Lite Grapefruit Pomelo	4 x 355	\$1.00	
553388	Snapple Spiked Tea & Lemonade	458	\$0.25	
553859	Angove Organic Chardonnay	750	\$2.00	
557520	Rood Apples Cider	473	\$0.30	
568287	No Boats On Sunday Cider	500	\$0.40	
568337	Founder's Original Bourbon Sour	473	\$0.15	
569004	Ace Hill Radler	473	\$0.25	
570283	Twisted Tea Original	473	\$0.20	
573428	D'Ont Poke The Bear Cider	473	\$0.20	
575357	3 Speed Lager 568	568	\$0.30	
580449	XOXO Simply Smooth Red	750	\$1.50	Shelf Extender
581124	XOXO Light Pinot Grigio	750	\$1.00	Shelf Extender
582783	Les Tannes En Occitanie Merlot Igp	750	\$3.00	End Aisle
586032	Clarity Crystal White VQA	750	\$2.00	Shelf Extender
588962	Mezzomondo Negroamaro Puglia Igt	750	\$1.85	Comm. Extender
589051	Peller Family Vineyards Dry White	4000	\$1.00	End Aisle
589101	Ruffino Lumina Pinot Grigio Igt	750	\$2.00	Shelf Extender
591313	>Gamay VQA (Malivoire Wine Co.)	750	\$2.00	Ontario Vintages Superstar
601146	Glen Breton Rare Canadian Single Malt	750	\$10.00	
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	\$3.00	
605063	Buffalo Trace Bourbon	750	\$3.00	
605881	Disaronno Originale Amaretto	1140	\$3.00	Shelf Extender
609248	Moosehead Radler	473	\$0.25	Discovery Extender
609875	Estdell Black Cab VQA	750	\$2.00	goLOCAL
610972	Whitecliff Sauvignon Blanc Sacred Hill	750	\$2.00	Feature Fixture
611483	Wolf Blass Red Label Cabernet/Merlot	750	\$2.00	Shelf Extender
613471	Henry Of Pelham Rose VQA	750	\$2.00	
613497	Moosehead Lager	473	\$0.25	
614826	Pelee Island Pinot Grigio	1500	\$2.00	End Aisle
619791	Jackson-Triggs Rose	750	\$1.00	End Aisle
620054	Babich Sauvignon Blanc	750	\$3.00	Feature Fixture, Wine Fridge
621458	>Bottega Gold Sparkling (Bottega Spa)	750	\$3.00	Front Entrance Table
621557	Howitzer Canadian Whisky	750	\$5.00	
622068	Pelee Island Gewurztraminer	1500	\$2.00	
623322	Peller Family Vineyards Sauvignon Bl	4000	\$3.00	End Aisle
625236	Brickworks Ciderhouse - Rose Cider	473	\$0.30	
630160	Jackson-Triggs Reserve Crisp & Lively White VQA	750	\$2.00	
630186	Bulleit Bourbon	1140	\$5.00	Shelf Extender
633347	Longshot Cabernet Sauvignon	750	\$2.00	End Aisle
634410	Yellow Tail Pinot Grigio	1500	\$2.00	End Aisle
635920	Felix & Lucie Cabernet-Syrah	750	\$2.00	
636035	Summit Vodka	750	\$1.00	Discovery Extender
637728	Jackson-Triggs Shiraz	1500	\$2.00	
638189	Prairie Organic Vodka	750	\$5.00	Shelf Extender
638221	Josh Cellars Merlot	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
640920	Ketel One Botanical Cucumber And Mint	750	\$2.00	End Aisle
640995	Ketel One Botanical Peach And Orange Blossom	750	\$2.00	End Aisle
643882	Menage A Trois Decadence Cabernet Sauvignon	750	\$2.00	End Aisle
645499	Ketel One Botanical Grapefruit And Rose	750	\$2.00	End Aisle
647651	Rosemount Diamond Cabernet Sauvignon	750	\$2.00	End Aisle
648642	Sandbanks Smugglers White VQA	750	\$2.00	Mini Thematic
649442	Rev Grapefruit Watermelon	473	\$0.25	Discovery Extender
649475	Aquarelle Passionfruit Sparkling Vodka Soda	355	\$0.25	Shelf Extender
650325	> Kim Crawford Rose (Constellation Nz)	750	\$2.00	Feature Fixture
650432	>(V) Castelgiocondo Brunello (Marchesi Frecoba)	750	\$5.00	
666032	Nutrl Vodka Soda Grapefruit	473	\$0.15	
666578	Naked Grape Unoaked Cabernet Sauvignon	1000	\$1.50	
666917	Creemore Premium Lager	473	\$0.25	Shelf Extender
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	Comm. Extender, Wine Fridge
668228	Sangre De Toro Tempranillo	750	\$2.00	
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00	Mini Thematic
669002	Casamigos Reposado Tequila	375	\$2.00	Spirited Pick
669457	Peller Family Vineyards Shiraz	4000	\$3.00	End Aisle
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	Shelf Extender
688515	Beau's Good Time Session IPA	473	\$0.20	
688556	Serenity By Lakeview Cellars Baco Noir VQA	750	\$2.00	
695080	Hardys Stamp Series Shiraz/Cabernet	1500	\$2.00	Shelf Extender
697623	Michelob Ultra	6 x 355	\$1.00	EZH
897702	Bottega Vino Dei Poeti Prosecco Doc	750	\$1.50	Front Entrance Table, Wine Fridge
906669	Coors Light	473	\$0.20	
943787	>(V) Shiraz Estate Clare Valley (Wakefield)	750	\$2.00	
948158	> (V)San Vincenzo Vento Igt (Roberto Anselmi)	750	\$2.00	

Value Added Program – Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
42	Canadian Club Premium	750	Canadian Club 1858 50 mL	42
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme Vodka 50 mL	8219
8805	Forty Creek Barrel Select Whisky	1750	Forty Creek Spike 50 mL	8805
11868	Whitley Neill Rhubarb & Ginger	750	Free Fever Tree Tonic	11868
34595	Patron Silver Tequila	750	Patron Silver with Heritage Tin	34595
53082	Alberta Pure Vodka (P.E.T)	1750	Banff Ice Summit 2 x 50 mL	53082
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 x 50 mL	54213
88799	Alberta Pure Vodka (P.E.T)	750	Banff Ice 50 mL	88799
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 1858 50 mL	103341
311779	Bud Light	6 x 473	Headphones/Signs/ Cards	311779
350397	Banff Ice Vodka	750	Banff Ice 50 mL	350397
390583	Canadian Club 100% Rye	750	Canadian Club 100% Rye 50 mL	390583
437772	Belvedere Vodka	750	Summer Sleeve	437772
451195	Jose Cuervo Especial Gold Tequila	1750	Jose Cuervo 50mL	451195
461434	Alberta Springs Whisky	1750	Canadian Club 100% Rye 50 mL	461434
496968	Michelob Ultra	6 x 473	Purchase 2 6 x 473 mL of Michelob Ultra and receive a free cap	496968
550715	Forty Creek Barrel Select	750	Forty Creek Spike 50 mL	550715
638205	Zirkova Together Ultra Premium Vodka	750	Zirkova 50 mL	638205

Value Added Program – Sales Applied

LCBO#	Description	Size (mL)	VA Approved
42	Canadian Club Premium	750	Canadian Club 1858 50 mL
893	J.P. Wiser's Deluxe	750	JP Wiser's 15YO 50 mL
6106	Kronenbourg 1664	6 x 330	Cooler Bags
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme Vodka 50 mL
8805	Forty Creek Barrel Select Whisky	1750	Forty Creek Spike 50 mL
10569	Alumni Whisky Series - Darryl Sittler	750	JP Wiser's Triple Barrel 50 mL
11868	Whitley Neill Rhubarb & Ginger	750	Free Fever Tree Tonic
11945	Proper No. Twelve	750	Shot Glass
13589	Bacardi Lime	750	Reusable Straws
14910	Bushmills Irish Whiskey	750	Bushmills Black Bush
15807	Skyy Vodka	1140	Forty Creek Spike 50 mL
34595	Patron Silver Tequila	750	Patron Silver with Heritage Tin
40196	Luxardo Sambuca Dei Cesari	750	Luxardo 50 mL
41384	Jack Daniel's Tennessee Whiskey	750	JD Honey 50 mL
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 x 50 mL
75689	Wayne Gretzky Cabernet Merlot VQA	750	Red Cask Whisky 50 mL
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 1858 50 mL
125187	Cazadores Reposado Tequila	750	Pitcher
129726	Fish Hoek Sauvignon Blanc	750	Chocolate
129734	Fish Hoek Shiraz	750	Chocolate
173559	Tequila Don Julio Reposado	750	COTM Liquid Value Add
184796	Strongbow Cider	8 x 440	Stemless Cider Glass
209221	Absolut Vodka	1140	Absolut Grapefruit 50 mL
213900	Alpenbitter No 7	750	Prince Igor Extreme Vodka 50 mL
216937	Skyy Vodka	1140	Forty Creek Spike
217281	Bombay Sapphire London Dry	1140	Fever Tree 4-pack
217687	Canadian Club Premium	1140	Ginger Ale 222 mL
217786	Jim Beam White Label Bourbon	1140	Jim Beam Honey 2 x 50 mL
217992	Dewar's White Label	1140	Dewar's White Label 50 mL
226555	Hahn Pinot Noir Monterey	750	Wine Glass Flower Charms
229583	Kronenbourg 1664 Blanc	6 x 330	Cooler Bags
242107	No. 3 London Dry Gin	750	No.3 Gin 100 mL
260869	Sobieski Vodka	1140	Sobieski 50 mL
267187	Jose Cuervo Especial Gold	750	Tajin Salt Rimmer
285254	Forty Creek Copper Pot Reserve	750	Appleton Estate Reserve 50 mL
291195	Moet & Chandon Imperial Rose Diamond Suit	750	M&C Diamond Suit Rose
311779	Bud Light	6 x 473	Headphones/Signs/ Cards
311928	Canadian Club Classic 12 Year Old	750	Canadian Club 100% Rye 50 mL
314856	Fireball Whisky Shooter	1140	Angry Orchard Tall Can
316844	Bombay Sapphire London Dry	750	Fever Tree 4-pack
319673	Bombay Sapphire East London Dry Gin	750	Fever Tree 4-pack
334110	Ciroc Peach	750	Spotlight VA

Value Added Program – Sales Applied

LCBO#	Description	Size (mL)	VA Approved
334128	Ciroc Red Berry	750	Spotlight VA
338053	Alize Red Passion Liquor	750	Stainless Steel Sangria Straws
363986	Cazadores Blanco Tequila	750	Pitchers
375667	Viticoltori Acquesi Brachetto D'Acqui Spkng	750	TBA
381939	Smirnoff Cherry Vodka	750	Spotlight VA
381962	Smirnoff Green Apple Vodka	750	Spotlight VA
381970	Smirnoff Lime Vodka	750	Spotlight VA
381988	Smirnoff Orange Flavoured Vodka	750	Spotlight VA
382002	Smirnoff Raspberry Flavoured Vodka	750	Spotlight VA
382036	Smirnoff Watermelon Flavoured Vodka	750	Spotlight VA
390583	Canadian Club 100% Rye	750	Canadian Club 100% Rye 50 mL
398370	Sauza Hornitos Black Barrel	750	Glass
401315	Jose Cuervo Especial Silver	1140	Sparkling Rose Marg
419515	Smirnoff Grapefruit	750	Spotlight VA
425678	Jim Beam Honey	750	Jim Beam Honey 50 mL
436279	Sauza Hornitos Plata	750	Glass
439448	Luxardo Cherry Liqueur Sangue Morlacco	750	Stainless Steel Cocktail Straws
446526	Star Of Bombay	750	Fever Tree with necktag
446567	Iceberg Vodka (P.E.T)	750	IVA 50 mL
446823	Ciroc Pineapple Spirit Drink	750	Spotlight VA
451195	Jose Cuervo Especial Gold Tequila	1750	Jose Cuervo 50mL
453084	Moet & Chandon Imperial Champagne	750	M&C Diamond Suit Brut
454710	The Kraken Black Spiced Rum	1750	Bushmills Black Bush 2 x 50 mL
459396	Czechvar Dark Lager	500	Retro Cork Coaster
461434	Alberta Springs Whisky	1750	Canadian Club 100% Rye 50 mL
469643	Rossi D'Asiago Limoncello Snaps	750	360 Double Chocolate 50 mL
475145	Zonin Valpolicella Classico Doc	750	Amaro Lucano 50 mL
481614	Ciroc Apple	750	Spotlight VA
491811	Southern Comfort	750	Easy Cocktails Mix - Fever Tree Lemon
496968	Michelob Ultra	6 x 473	Purchase 2 6 x 473 mL of Michelob Ultra and receive a free cap
498071	20 Bees Sauvignon Blanc VQA	750	Tequila Rose 50 mL
516880	Mill Street Org Lager	6 x 473	Organic Lager 16oz Glass in Box
520353	Bacardi Spiced Rum	750	Sorbos Straws
520692	Reunion 100 Proof Moonshine	750	Top Shelf Gin
536805	Spirit Of York Gin	750	Spirit of York Glass
544833	Miller Genuine Draught	6 x 355	NBA Socks
545335	Bacardi Banana Rum	750	Sorbos Straws
550715	Forty Creek Barrel Select	750	Forty Creek Spike 50 mL
556621	Belvedere Pure	1140	Flower Pot / Seeds
560474	Ardbeg 10 Yo Islay Scotch Whisky	750	Taster 2pk
568642	Sapporo Premium Lager	6 x 355	Katana Bottle Opener

Value Added Program – Sales Applied

LCBO#	Description	Size (mL)	VA Approved
571901	Tequila Rose Strawberry Cream	1140	360 Double Chocolate 50 mL
573972	Kronenbourg Blanc Fruit Rouges	6 x 330	Cooler Bags
588780	Bottega Petalo Il Vino Dell' Amore Moscato	750	Gift box
634477	Alumni Whisky Series Wendel Clark (Wisers)	750	JP Wiser's Triple Barrel 50 mL
639047	Wolfhead Grapefruit Vodka	750	Grapefruit Vodka 50 mL
644302	Alumni Whisky Series - Lanny McDonald	750	JP Wiser's Triple Barrel 50 mL
649426	Social Lite Mixed Pack	12 x 355	SL Cooler Bag
659904	Wheatley Vodka	750	Buffalo Trace Bourbon 50 mL
662379	Ciroc Watermelon	750	Spotlight VA
666883	Henninger Lager	6 x 500	Boxed Glass
925685	Absolut Grapefruit Vodka	750	Absolut Vodka 50 mL

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	Display Program	BAM
10912	Gran Centenario Anejo	750		20
11300	Louis Cifer Coconut Lemongrass Thai-Pa	473		1
11942	Los Cardos Dona Paula Malbec	750		4
12452	Bodega Toro Centenario Malbec	750		3
12569	Oxley Gin	750		15
13019	Pendleton Original Whiskey	750		10
14528	Splash Orange Mango	355	Shelf Extender	1
15119	Creemore Springs Lager	6 x 355		4
15655	Granville Island Northwest IPA	473		2
15960	Creemore Springs Helles Lager	473		1
28506	Fat Bastard Cabernet Sauvignon Pays D'Oc	750		8
40626	Charm Soju Liquor	360		3
47316	Los Arango Reposado Tequila	750		15
52050	The Famous Grouse	750	Shelf Extender	12
58339	>(V) Malbec Kaiken (Montes S.A.)	750		8
73163	Casal Thaulero Pinot Grigio lgt	750		5
85464	Colio Dry Red	1500		5
114124	Ottakringer Helles	500		1
121491	Hops & Robbers Sucker Punch IPA	473		1
137125	Russian Standard Vodka	1750		20
142745	Waterloo Craft Lager	473		1
191866	Pknt Cabernet Sauvignon Reserve	750		4
201251	Glayva	750		15
211326	Dujardin VSOP Brandy	1140		18
216226	Alberta Premium Whisky	1140		15
216671	Wisers Special Blend	1140		12
216952	Barefoot Bubbly Pinot Grigio	750		6
219790	Ascheri Barbera D'Alba Doc	750		5
223545	20 Bees Grower's Red VQA	1500		5
227082	Gordon's Dry Gin	375		8
239046	Alianca Foral Douro	750		4
245944	Alberta Premium	200		4
269761	Raymond Classic Cabernet Sauvignon	750		10
273748	>(V) Tres Picos Campo De Borja (Bodegas Borsao)	750		10
277657	Aquinas Pinot Noir	750		6
306001	Colio Dry White	4000		10
318683	The Kraken Black Spiced Rum	1140		18
321448	Cono Sur Bicicleta Chardonnay	750	Wine Fridge	5
322792	Peller Family Vineyards Red	1500		8
324590	Santa Carolina Merlot Reserva	750		8
335422	Dunavar Pinot Grigio	750		4
335638	Hardys Stamp Series Chardonnay/Semillon	750		6
358960	Fleur Du Cap Chardonnay	750	Wine Fridge	8
369009	Pinnacle Vodka	750		10
369967	Inception Deep Layered Red	750		10
391300	Ch Des Charmes Sauvignon Blanc VQA	750		5
400069	Craigellachie 13 Year Old	750		35
401307	Maestro Dobel Tequila	750		25

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	Display Program	BAM
401745	Russian Standard Gold Vodka	750		20
417600	Riverlore Sauvignon Blanc Marlborough	750		8
425488	> (V)Cannonau Riserva Sardinia (Sella& Mosca	750	VL1	6
427088	Casillero Del Diablo Rsv Merlot	750		6
445833	Astica Malbec Rose	750		4
446468	Ketel One	375		8
450932	Jose Cuervo Tradicional Reposado	750		15
454462	Banff Ice Vodka	1750		20
477885	Polar Ice Vodka (P.E.T)	1750		20
507442	La Linda Private Selection Old Vines Malbec	750		8
514729	Hops & Robbers Grapefruit IPA	473		1
515098	Shiny Apple Cider With Pinot	473		1
516088	Leblon Cachaca	750		10
527598	Amatore Rosso Verona lgt	750		4
535344	Santa Carolina Cabernet Sauvignon	750		5
541607	The Sexton Single Malt Irish Whiskey	750		16
545723	Santa Julia Pinot Grigio Del Mercado	750		7
553917	Frontera After Midnight Dark Red Blend	750		6
603191	Leyenda Del Milagro Tequila Reposdo	750		25
604868	Grey Goose Vodka	1750		30
617167	Caorunn Small Batch Scottish Gin	750		20
620724	Creekside Sauvignon Blanc VQA	750		5
668954	Banrock Station Chardonnay Carton	1000		7
669085	Blu Giovello Pinot Grigio	1500		8
710426	> Cabernet Sauvignon Cakebread (Kobrand)	750		30

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
12190	Yago Bio Rose Sangria	750		3	3
12193	Yago Bio Red Sangria	750			

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
122952	Hpnotiq Liquor	375		20	20
129940	Aviation Gin	750		40	40
512194	Larceny Kentucky Straight Bourbon	750		25	25
517987	Ezra Brooks Black Label Bourbon Whiskey	750		25	25

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
14153	19 Thalia Rose Kotsifali-Madilaria (Kolonaki	750		15	15

Option 4

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

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
463398	Dillon's Bitters Orange	100		14	14
463406	Dillon's Bitters Lime	100			
574871	Dillon's Bitters Ginger	100			

Necktags

LCBO#	Description	Size (mL)	NT Approved
12564	Hendrick's Midsummer Solstice	750	Deliciously Floral
13305	Solid Ground Cabernet Sauvignon	750	New
94060	Casillero Del Diablo Rsv Malbec	750	Legendary Tacos Contest
95935	Grey Goose Vodka	750	Quality Credentials Necktag
160994	Trivento Malbec Reserva	750	Parasailing Experience Contest
260323	Jack Daniel's Honey	750	Stampede Contest
363192	Argento Malbec Reserva	750	Vegan Friendly
382747	Tequila Rose Strawberry Cream Liqueur	750	Delicious Cocktails Made With Tequila Rose
452615	Herradura Reposado Tequila	750	Cocktail Recipe
605162	Broker's Premium London Dry Gin	750	Broker's Premium Gin Recipes
632471	Matervitae Falanghina Igt Puglia	750	Donation to The Canadian Breast Cancer Society
637504	Hendrick's Gin	750	Infused with Rose & Cucumber
639971	Barefoot Cellars Pink Pinot Grigio	750	Drink Pink Contest

Questions?

HelloLCBO Contact Centre: 1-877-522-6411 (or dial #5226 on cell phones) or
hello_lcbo@lcbo.com ACSSS Store Support: 416-864-6787 or email acsss@lcbo.com



Trade Copy

Produced by the Communications team.



This guide is printed on 100% recycled paper by the LCBO's Print Digital Copy Centre

PERIOD 2

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
April 26 Start of Period 2 INSTALL BRAND SPOTLIGHT NESTING TABLES	27	28	29	30 DOTW WK 1 +10899	May 1	2
3	4	5 Cinco de Mayo 	6	7 DOTW WK 2 +384651	8	9
10 Mother's Day 	11	12	13	14 DOTW WK 3 +321794	15	16
17	18 Victoria Day 	19	20	21 DOTW WK 4 +492363	22	23 End of Period 2
24 Start of Period 3	25	26	27	28	29	30
31						