

CHEERS TO
SUMMMER

Trade CORP

Period 5: Marketing & Product Guide
July 19 - August 15, 2020

Period 5 Marketing & Product Guide

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NEW!

CHEERS TO ONTARIO

LET'S TOAST TO
LOCALLY MADE
UN TOAST AUX
PRODUITS LOCAUX

As you will all know, COVID-19 has had a profound impact on business and industries across Ontario, and that includes our Ontario suppliers. In line with our mandate to promote local products, LCBO and the provincial government have been supporting businesses in our local beer, wine, cider and spirits industries. Now that the economy is reopening, we're taking the opportunity to remind our customers that there's no better time to shop local.

The initiatives below are designed to show LCBO customers the best of our Ontario products, and are being implemented on a temporary basis from now until the end of P7 in October.

These measures are in addition to the work LCBO is already doing to support Ontario suppliers through the COVID-19 pandemic. Keeping our stores and online channels open to serve Ontarians has been an essential lifeline for our local wineries, distilleries, breweries and cideries and their employees, and we are glad to be able to continue supporting them.

So whether it's the newest Ontario craft beers, ciders, VQA wines, or distilled spirits – let's support local industries. Cheers to the weekend, and cheers to Ontario – we'll get through this together.

George Soleas
President & CEO

Starting in P4, stores received a "Local" in-store signage Tool Kit and display options to help customers easily identify local products.

These signage components will help to highlight and support local Ontario products in-stores. See the following pages for more details on each program.

- 1 Local Product On-Shelf Merchandising Toolkit
- 2 Made In Ontario & Small Distillers On-shelf Toolkit
- 3 OCB Cold Room Cut Case Displays
- 4 Local Product Discretionary End Aisle (select stores)
- 5 Local Product Discretionary Tables (select stores)
- 6 8-Pack Carriers with OCB products on "New" End Aisles in Beer Excitement Zones
- 7 OCB End Aisles in Beer Sections



8-Pack Merchandiser
with OCB

Shelf Level components will be sent to all stores and participation will be highly encouraged.

Additional future support will include:

- VQA Our Buyer's Picks Increase from 2 to 4 products per period.
- Expansion of the Ontario Vintages Essentials Core program
- P6 Ontario Craft Cider Mini-Thematic with added BAM promotion
- P8 Ontario Craft Cider feature on the Beer Excitement Zone Plinth, with added charitable promotion

Details will be shared in future Marketing & Product Guides

New & Local Product ON-SHELF MERCHANDISING TOOL KIT

Overview

This new merchandising tool kit will be force allocated to all stores. These components will enable stores to highlight “New” and local Ontario products in-section.

Key Dates (P4-P6: June 21 - September 12)

Participating Stores

All stores

Signage Components & Merchandising Instructions

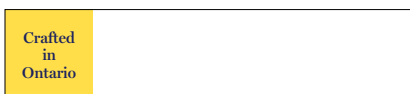


“NEW” Bin Ticket Underlay

- Use these underlays to highlight products that are new to the LCBO.
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays using the shelf talker clip.
- Ensure the underlays message is still visible.
- **Refer to the P4 Worksheets for a list of applicable “New” products.**

Re-order Code

- ENG/BIL (# DMS-21P4-OCB4)



“CRAFTED IN ONTARIO” Bin Ticket Underlay

- Use these to highlight Ontario-made products
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays using the shelf talker clip.
- Ensure the underlays message is still visible.

Re-order Code

- ENG/BIL (# DMS-21P4-OCB5)



“MY LOCAL PICK” Perpendicular Shelf Talker

- Install the perpendicular shelf talkers in front applicable products in-section using the perpendicular shelf talker clip (PSTC201404).
- Staff are to neatly write the product name, a brief endorsement of the product (if they wish), and their own name.
- **All staff are encouraged to highlight a favourite Ontario pick!**

Re-order Code

- ENG (# DMS-21P4-OCB7)
- BIL (# DMS-21P4-OCB8)

Display Program

MADE IN ONTARIO & SMALL DISTILLERS

Craft Spirits are thriving here in Ontario. In support of these local Distilleries we have created new on shelf signage to help customers find products easily.

There are two categories:

1. Small Distillers Program

These are producers that do not have a large distribution and will be highlighted to celebrate the efforts and craftsmanship from small distillers.

2. Made in Ontario Spirits Program

In support of our local spirits industry, we will draw attention to products made right here in Ontario. As there are some sections that have numerous products, please bookend brand families.

Key Dates (ongoing)

Participating Stores

All Stores

Participating Products

Refer to the P4 Worksheets posted on the Portal for complete product details.

Signage Components

Made In Ontario Perpendicular Shelf Talker

- ENG (Re-order # DMS-21P3-MIO1)
- ENG/FRE (Re-order # DMS-21P3-MIO2)
- Small Distillers Perpendicular Shelf Talker
- ENG (Re-order # DMS-21P3-OSD1)
- ENG/FRE (Re-order # DMS-21P3-OSD2)

Merchandising Instructions

- Install the Made in Ontario and Ontario Small Distillers perpendicular shelf talkers in front of respective products using a perpendicular shelf clip (PSTC201404).

NOTE: Suppliers have been given additional Ontario Small Distillers signage and Bottle Neck-tags to affix to products prior to shipping to stores, with the intention of identifying local products and ease of customer shopping.



Ontario Craft Beer Displays

BEER COLD ROOM

Overview

Stores with a Beer Cold Room will receive signage to support 2 Cut Case Displays of Ontario Craft Beer, to be positioned on either side of the entrance to the Cold Room.

Key Dates (P4-P6: June 21 - September 12)

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Signage Components

- Ontario Craft Beer Cut Case Backer Card ENG (Re-order # ENG DMS-21P4-OCB1) / BIL (Re-order # DMS-21P4-OCB2)
- Blank Pricer Card (Re-order # DMS-21P4-OCB3)

Merchandising Instructions

- Using the backer cards provided, create 2 cut case displays on either side of the entrance to the Beer Cold Room with Ontario Craft Beer products (to be determined at the store's discretion).
- Install the pricer cards in front of corresponding products on the display



Example Only

Local Product DISCRETIONARY END AISLE

Overview

Discretionary End Aisles have been identified at select stores, where local Ontario products may be showcased. Products should be chosen at the store's discretion, highlighting local best sellers.

Key Dates (P4-P6: June 21 - September 12)

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Product Selection

- Choose local Ontario products to highlight on the end according to your store's assortment.
- Group products across multiple displays into stories (i.e. Ontario Craft Beer or Cider, Local Distilleries, VQA Best sellers, Ontario VQA Essentials and front-line releases)

Signage Components

- End Aisle Backer Card - ENG / BIL (Re-order # 21P4-LPBC-1)



Merchandising Instructions

- Merchandise the local products on the End Aisle
- Planoguides are provided for inspiration only.
- Install the Backer Card.
- Merchandise shelf talkers on the display.

Local Beer End
Local Craft Beer End Aisle Example

Local Cider End
Local Craft Cider End Aisle Example

Craft Distilleries End
Local Craft Distilleries End Aisle Example

Local Wine End
Local Wine End Aisle Example

Local Product DISCRETIONARY TABLES

Overview

Discretionary Entrance and Nesting Tables have been identified at select stores, where local Ontario products may be showcased. Products should be chosen at the store's discretion, highlighting local best sellers.

Key Dates (P4-P6: June 21 - September 12)

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Product Selection

- Choose local Ontario products to highlight on the table according to your store's assortment.
- Group products across multiple displays into stories (i.e. Ontario Craft Beer, VQA Favourites, Ontario VQA Essentials and front-line releases)

Merchandising Instructions

- Merchandise the local products on the table
- Planoguides are provided for inspiration only.
- Install the table sign.
- Merchandise shelf talkers on the table display.

Signage Components

Large Nesting Table Sign:

- ENG (Re-order # 21P4-LPTS-1)
- BIL (Re-order # 21P4-LPTS-2)

Small Nesting Table Sign:

- ENG (Re-order # 21P4-LPTS-3)
- BIL (Re-order # 21P4-LPTS-4)

Entrance Table Sign (18x24):

- ENG (Re-order # 21P4-LPTS-5)
- BIL (Re-order # 21P4-LPTS-6)



Local Craft Beer Entrance Table Example



VQA Sparkling Wines Entrance Table Example

Local Craft Beer Nesting Table Example



Front



Back

Local Wine Nesting Table Example



Front



Back

Ontario Craft Beer 8-PACK CARRIER

Overview

Using our new 8-Pack Beer Carrier, we will be supporting Ontario Craft Beers and Ciders by filling pre-assembled carriers on the top shelf of the New & Seasonal End Aisle in the Beer Excitement Zone with local products.

Key Dates (P4-P6: June 21 - September 12)

Participating Stores

Stores that participate in both the 8-Pack beer program and End Aisle 21B in the Beer Excitement Zone. Please refer to the P4 Participating Stores lists posted on the Portal for information.

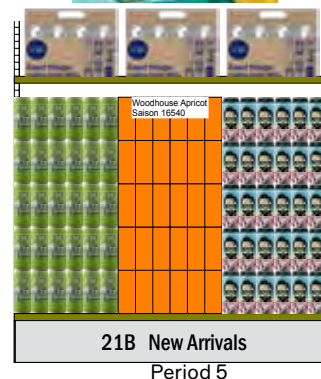
Merchandising Instructions

- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer and Cider products in the middle of the top shelf.
- Continue to use the “Craft your summer 8-Pack” End Aisle backer card



Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # DMS-21P5-EZ4)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)



Period 5 Participating Products

Location	LCBO#	Description		Supplying Source / Distributor	Offers
21B New/ Seasonal (EA - EZB)	16540	Woodhouse Apricot Saison	4 73 mL	189 - Woodhouse Brewing Co	
	16173	Beau's Tom Green Summer Stout	4 73 mL	275 - The Beer Store	
	16769	Railway City - Train Reaction Cerveza	4 73 mL	8447 - Railway City Brewing Company	

NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.

Ontario Craft Beer

END AISLE

Overview

This program is currently running in select stores, highlighting local Ontario Craft Beer on End Aisles. Participating stores should ensure this program is executed as per the directions below to support these local breweries.

Where space exists to meet social distancing guidelines, stores participating in the 8-Pack carrier program may merchandise their metal merchandiser adjacent to this End Aisle to encourage customers to fill their carrier with these products.

Key Dates (July 19 - August 15)

Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Format	Offers	Distributor
404368	Muskoka Detour Can	473 mL	LTO	LCBO Warehouse
688515	Beau's Good Time Session IPA	473 mL		275 - The Beer Store
10815	Collective Arts Hazy State	473 mL		4678 - Collective Arts Brewing Limited
15881	Steam Whistle Session Lager	473 mL	LTO	5577 - Steam Whistle Brewing
15389	Side Launch Margarita Gose	473 mL		3827 - Side Launch Brewing
422113	Black Oak Pale Ale	473 mL		5262 - Black Oak Brewing Company Ltd

Merchandising Instructions

- Merchandise participating products on the End Aisle
- Install pre-printed shelf talkers in front of products.
- Continue to use the "Ontario Craft Beer" End Aisle backer card

8-Pack Carrier stores:

- Display the metal 8-Pack Carrier merchandiser next to the End Aisle.
- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer products on the top shelf.

Signage Components

- End Aisle Backer card ENG/BIL (Re-order # DMS-OCBEA01)
- Pre-Printed Shelf talkers
ENG (Re-order #DMS-P5-OCBEA-ST1)

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



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

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.**

Image



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

Front Door COVID-19 Notice Decal

- Display on the inside of your front window next to the Store Hours sign

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



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.

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



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
- Black Line-Up Tape

Components

Image

“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)



Metal Floor Stand

- Replace the Check 25 Social Responsibility message with this new 22×28 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)



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 you 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 flow, 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 valley, 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)



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

End Aisle Blade Signs

- Install the Blade Sign on every other End Aisle, alternating with the P1 Food & Drink sign

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



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.
- Clean floors before application of decals.

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

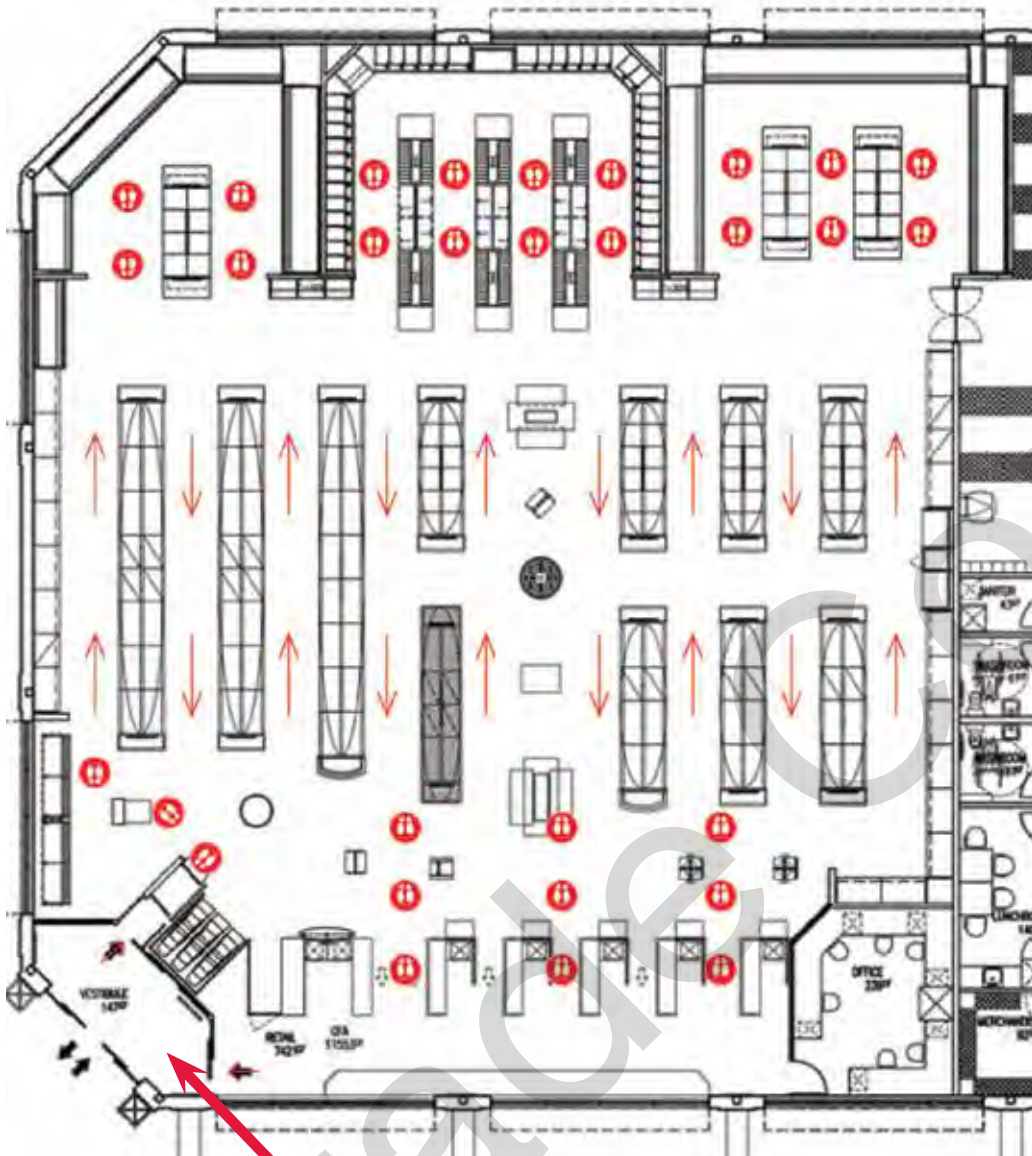


- **End Aisle Blade Signs (alternate with P1 Food & Drink creative)**



- **"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 DESK

Components

Image

Plexi Shields

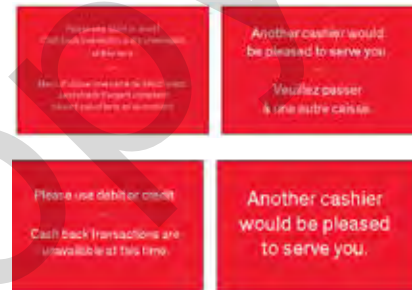
- Remove the Acrylic Gift Card merchandiser and any other fixtures or signage from the cash desk (remove Gift Card merchandiser to FEM)
- Remove any basket or riser/cut case display from the entrance to the cash desk.
- Position the POS machine at the opening of the Plexi.
- Clean both sides of the plexi throughout the day
- Do not place any signs on the plexi shield.** The surface must remain clear at all times.



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

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



Cash Desk Decal

- 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

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



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 be spaced at least 2 metres apart, showing customers how far apart they should be from the person in front of them
- Clean floors before application of decals.

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



"Place Items within Easy Reach" Cash Desk Decal

- This decal replaces the temporary printable 8.5×11 previously provided.
- The decal should be placed on the Cash Counter so that the "X" is positioned where the product is placed (within easy reach of the cashier)

Reorder Codes: ENG (Re-order # OP21-CDD3) /BIL (Re-order # OP21-CDD4)



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

ADDITIONAL COMPONENTS

Additional components have been produced for all stores to help with Seasonal Hiring and Employee education.

Store Exit Component

Image

We're Hiring Decal

- This decal is to be installed in the window as customers exit the store (entering the vestibule).
- It should be visible from inside the store.



Employee Sign-In Declaration Decal

- This decal is to be installed where the employee signs in for their shift.
- This is not a customer facing sign.**
- The declaration confirms that by signing-in the employee is feeling well for their shift and haven't experienced any symptoms or generally feel unwell.



The following 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 8.5×11 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 8.5×11 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)



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

Period 3 - Period 6 CHEERS TO SUMMER SIGNAGE GALLERY



Signage **MUST** remain in place for P3 - P6

Signage Ship Date

The Period 5 signage components will be shipped to stores beginning **July 10, 2020**.

All Period 5 Signage components are available for re-order using their corresponding re-order numbers.

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

Music CD Reorder# DMS-Music CD

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

P3 - P6 Promotional Signage:

Exterior Banners: "Order Online at LCBO.com"

Dimensions: 43½"w x 90"h

Install: Exterior on building.

Re-order# ENG: 21P4-EB1 / FR: 21P4-EB2



NOTE: Same Day/Curbside Pickup stores will not receive "Order Online" banners and should only display the banners for Same Day or Curbside Pickup previously provided..

Window Show Cards

Dimensions: 28"w x 45"h



Re-order# 21P3-WS1 (text)
Re-order# 21P3-WS2 (lifestyle)

Seasonal Banner Insert

Dimensions: 20"w x 70"h

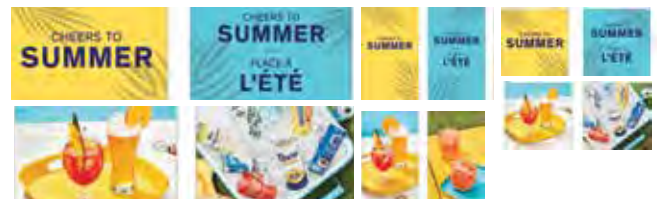


ENG Re-order# 21P3-SB1
BIL Re-order# 21P3-SB2

Perimeter and Exterior

Transparency (select stores)

(Installed the week of May 24th by External installer)







END AISLE PARTICIPATING PRODUCTS

Please refer to the End Aisles section for participating products.

Period 5 End Aisle 1-10 Backer Cards Re-order Codes

<p>21P5-BC1</p> <p>A LOW-CAL SIDE OF LOCAL</p> 	<p>21P5-BC2</p> <p>THE ULTIMATE SUMMER COCKTAIL</p> <p>Get this FOOD&DRINK recipe at lcbo.com</p> 	<p>21P5-BC3</p> <p>REINVENT LEMONADE</p> <p>Get this FOOD&DRINK recipe at lcbo.com</p> 	<p>21P5-BC4</p> <p>SAVOUR A CLASSIC</p> <p>Get this FOOD&DRINK recipe at lcbo.com</p> 
<p>21P5-BC5</p> <p>AUSSIE WINES LOVE THE GRILL</p> <p>Get this FOOD&DRINK recipe at lcbo.com</p> 	<p>21P5-BC6</p> <p>SUMMER SIMPLICITY</p> <p>Get this FOOD&DRINK recipe at lcbo.com</p> 	<p>21P5-BC7</p> <p>DELICIOUS WITH ITALIAN WINES</p> <p>Get this FOOD&DRINK recipe at lcbo.com</p> 	<p>21P5-BC8</p> <p>WHISKY MEETS SUMMER</p> <p>Get this FOOD&DRINK recipe at lcbo.com</p> 
<p>21P5-BC9</p> <p>A TROPICAL DELIGHT</p> <p>Get this FOOD&DRINK recipe at lcbo.com</p> 	<p>21P5-BC10</p> <p>ONTARIO WHITES FOR SUMMER</p> <p>Get this FOOD&DRINK recipe at lcbo.com</p> 		

End Aisle 11-20 Generic Backer Cards (Period 3 - Period 6)

			
<p>BIL: Re-order# 21P3-BC-GEN1</p>		<p>Lifestyle: Re-order# 21P3-BC-GEN2</p>	

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

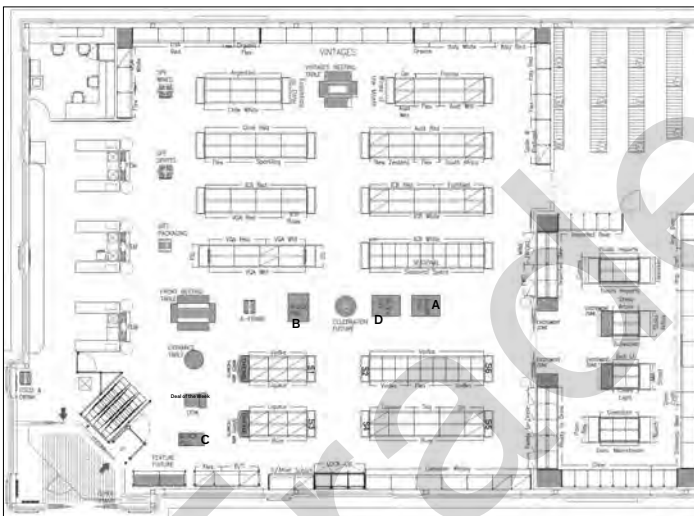
Middle Nesting Table : DD

Block Pile A (BP-SBA): Molson Canadian:

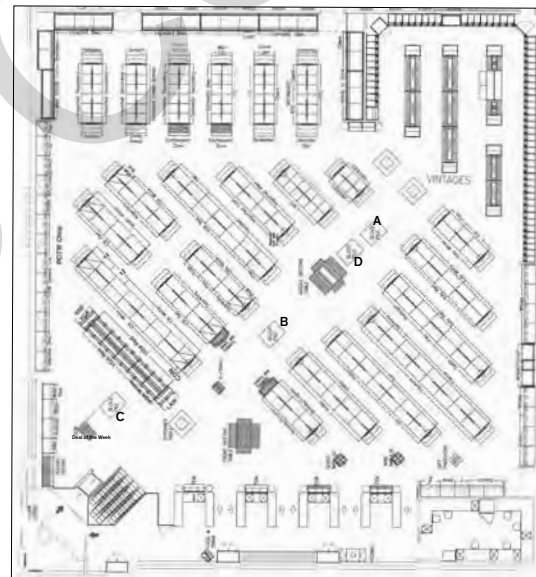
Block Pile B (BP-SBB): RTD Season Launch

Block Pile C (BP-SBC): Super Sale

Block Pile D (SB): Hennessy & Moët Ice Imperial



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle 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.

Brand Spotlight (FF - FFA-A)

FEATURE FIXTURE

Guinness



Guinness cocktails for summer? We're introducing customers to five simple ways to turn their favourite Irish brew into a zesty and refreshing summer cocktail using cider, ale, IPA, local brew or Hop House. Please display the box signs as portrayed in the planogram. **This is a sold program. Participation is mandatory.**

Participating Stores

Key Dates: July 19 - August 15

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)	LTO Offers
270447	Guinness Draught Beer	500	\$0.25
296244	Guinness Draught	4 x 440	Value Add: Cocktail Pouring Spoon
554469	Guinness Draught	8 x 440	Value Add : Glass
536227	Guinness Hop House 13	500	\$0.25
270439	Smithwick's Ale	500	
698415	Creemore India Pale Ale	473	\$0.25 LTO
12041	Steam Whistle Pale Ale	473	\$0.25 LTO
453118	Pommies Cider	473	

Value Add: Free Guinness 16 oz pint glass with every purchase of Guinness Draught 8-pk Cans (+554469) & Free Cocktail Pouring Spoon for every purchase of Guinness Draught 4-pk of cans (+296244)

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. Spoons should be merchandised in the merchandiser that is provided in your signage package. If value adds run out, please merchandise Guinness Draught in place of value adds until the agent can get more to you.

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 and colour fill.
- 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 SKU's 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 Sign (ENG/BIL 21P5-FF1)
- Colour Fill (21P5-FF2)
- Box Sign (Re-order numbers below)
 - Guinness Snake Bite (21P5-FF3)
 - Guinness & Local (21P5-FF4)
 - Guinness Hopper(21P5-FF5)
 - Guinness Black & Gold (21P5-FF6)
 - Guinness Blacksmith (21P5-FF7)
- Value Add Merchandiser ENG (21P5-FF8)/ BIL (21P5-FF9)
- Shelf Talkers ENG (21P5-FF10)/ BIL (21P5-FF11)
- Perpendicular Shelf Talkers ENG (21P5-FF12)/ BIL (21P5-FF13)
- Bin Strip Solid Colour (21P5-FF14)



Perpendicular Shelf Talker

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



Rosé SKUs

For the remaining 4ft of this fixture, please merchandise Rosé SKUs.

Refer to the New & Seasonal section of this guide for a list of Rosé products (next page).

New & Seasonal (FF - FFB-A) FEATURE FIXTURE

(P1 - P6)

Stores that are not participating in the Brand Spotlight Feature Fixture Program, maintain the Category sign to promote Rosé. Stores will receive a new "Rosé is In" Category sign by the start of P5.

Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

NOTE: The Brand Spotlight Feature Fixture stores will also receive the Rosé SKUs, please refer to the Feature Fixture section for merchandising instructions.

Signage and Merchandising Instructions

- **New!** Rosé is In Category Sign ENG/BIL (Re-order # 21P5-NSI)
- Shelf Talkers: ENG/BIL (Re-order # 21P2-NSI)
- Maintain the Category sign and shelf talkers to promote Rosé SKUs.



Example Only

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	159269	VOGA Rosa IGT Veneto	750
13489	Famiglia Pasqua Spumante Rose Romeo&Juliet	750	164343	The Beachhouse Rose	750
13491	Sous La Mer Mediterranee Rose IGP	750	234377	Villa Maria Private Bin Hawkes Bay Rose	750
13497	Grand Sud Rose	1000	274399	Adobe Reserva Organic Rose	750
13522	Gran Passione Rosato IGT Veneto	750	367375	La Farge Miraflo s Rose Cotes Catalanes IGP	750
13548	Chateau de Berne Romance IGP Mediteranee	750	369652	Cotton Candy Rose	750
13907	Jackson-Triggs Proprietors Selection Light Rose	750	404533	Gazela Rose Vinho Verde DO	750
14146	Toro Bravo Garnacha Shiraz Rosado	750	404566	JP Azeitão Shiraz Rose Bacalhoa	750
14673	Gris Blanc Rose (Gerard Bertrand)	750	463281	Sogrape MATEUS ROSE Original	250
14867	Sandbanks Summer Rose VQA	750	483040	Francois Dulac Cotes de Provence Rose	750
14870	Wayne Gretzky Rose VQA	750	487132	Casillero del Diablo Reserva	750
14981	Aria Sparkling Rose	750	609545	13th Street Burger Blend Rose VQA	750
15568	Listel Rose	750	632513	Lab Rose Lisboa VR	750
11597	Bella Sparkling Pinot Noir Rose VQA	750	639856	Megalomaniac Homegrown Rose VQA	750
11222	Freixenet Italian Rose	750	640003	Three Thieves Rose	750
13015	Yellow Tail Rose	750	640011	Lindeman's Sparkling Rose	750
13016	Jacob's Creek Moscato Rose	1500	642884	D'Ont Poke the Bear Rose VQA	750
13245	Bodega Argento Rose	750	642983	Barefoot Cellars Pink Moscato	750
			647149	Calvet Rose Pouch	1500

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 (July 19 - August 15)

Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Participating Products

Duration	LCBO#	Description	Size (mL)	SAVE	Support Program
July 23 - July 29	229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$3.00	Wine Fridge
July 30 - Aug 5	324228	Stoneleigh Latitude Marlborough Sauv Blanc	750	\$4.00	
Aug 6 - Aug 12	597559	Tito's Handmade Vodka	750	\$4.00	
Aug 13 - Aug 19	426601	Villa Maria Private Bin Sauvignon Blanc	750	\$4.00	Wine Fridge

Signage Components

- Week 1 Banner ENG (Re-order # 21P5-DW1)
BIL (Re-order # 21P5-DW1-BIL)
- Week 2 Banner ENG (Re-order # 21P5-DW2)
BIL (Re-order # 21P5-DW2-BIL)
- Week 3 Banner ENG (Re-order # 21P5-DW3)
BIL (Re-order # 21P5-DW3-BIL)
- Week 4 Banner ENG (Re-order # 21P5-DW4)
BIL (Re-order # 21P5-DW4-BIL)
- Deal of the Week Pricer Cards
ENG (Re-order # DMS-21P5-ST14)
BIL (Re-order # DMS-21P5-ST15)
- Deal of the Week Shelf Talkers
ENG (Re-order # DMS-21P5-ST16)
BIL (Re-order # DMS-21P5-ST17)

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: July 23 - July 29



#2: July 30 - Aug 5



#3: Aug 6 - Aug 12



#4: Aug 13 - Aug 19



Save Big This Week - Cut Case Display (Period 5 - Period 6)

All stores are encouraged to build cut-case displays to promote the weekly deals (**Please build the cut case display ONLY if space permits, 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.
- Display the P5 Backer Card and Riser Wrap.

Signage Components

- Generic Cut Case Backer card
ENG (21P5-BPDW1)/
BIL (21P5-BPDW2)
- Case Savings Cut Case Backer card
ENG (21P5-BPDW3)/
BIL (21P5-BPDW4)
- Riser Wrap
ENG (21P5-BPDW5)/
BIL (21P5-BPDW6)



Cut-case display



Cut-case display (Case Savings)

Brand Spotlight (BS-BSE)

ENTRANCE TABLE

CORONA

Offering both refreshment and support for sustainability, this is the first beer feature on the Entrance Table. Display includes a free glass reusable bottle value add and a focus on their new plastic-free packaging.

This is a sold program. Participation is mandatory.

Key Dates (July 19 - August 15)

Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)	Offers
460634	Corona 6 Pk-Tall Cans	6 x 473	\$100 LTO
186510	Corona Extra 6 Pk-B	6 x 330	Value Add
617720	Corona Light 6 Pk-B	6 x 330	
56804	Corona Extra 6pk Slim Cans	6 x 355	

Value Add: Buy 2 Corona Extra 6 PK-B for water bottle.

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

- Square & Round Entrance Table Sign
ENG: (Re-order # DMS-21P5-ET1)
BIL (Re-order # DMS-21P5-ET2)
- Shelf Talkers
ENG: (Re-order # DMS-21P5-ET3)/
BIL (Re-order # DMS-21P5-ET4)
- Perpendicular Shelf Talkers
ENG: (Re-order # DMS-21P5-ET5)/
BIL (Re-order # DMS-21P5-ET6)

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.
- Install the Value Add Perpendicular Shelf Talkers on all four sides of the Entrance Table.



Perpendicular Shelf Talker

CHECKLIST

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

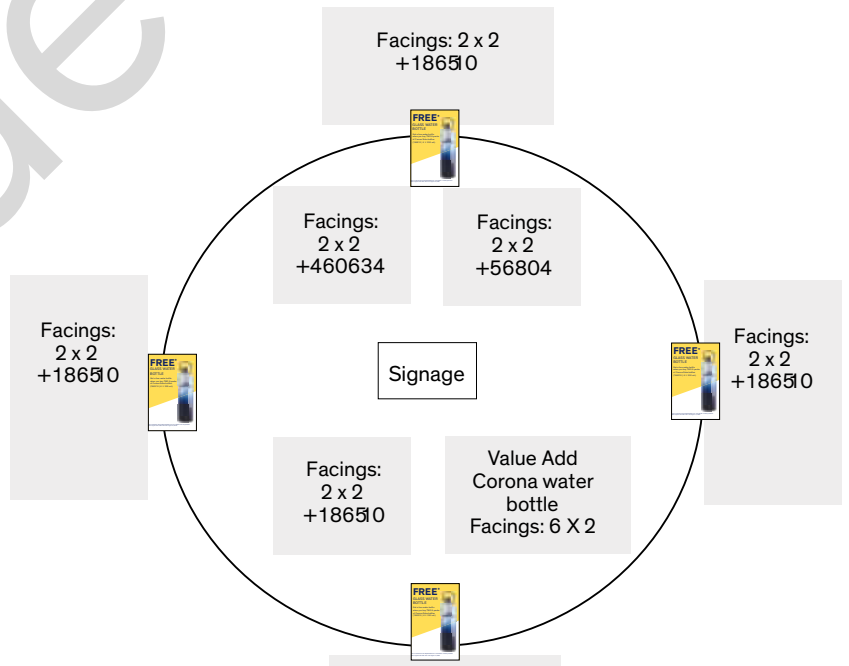
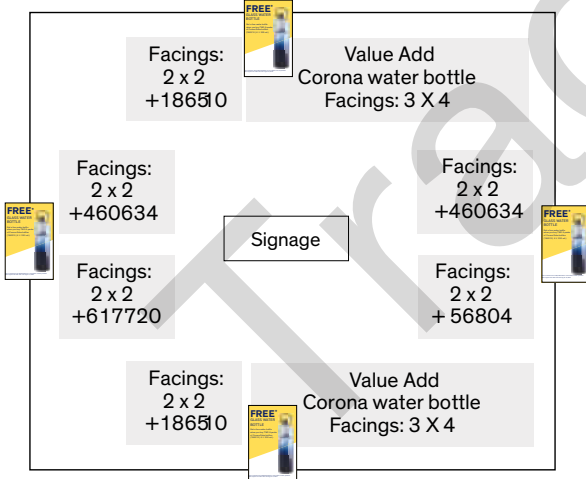
Planogram - Square Table

Planogram - Round Table



(Back View)

(Back View)



(Front View)

(Front View)

FREE*
GLASS WATER BOTTLE

NOTE: Please ensure the Perpendisular Shelf Talkers are installed on all four sides of the table

Spirits (MI-A) MINI THEMATIC A

Showcasing Award Winning Spirits from around the world! Focused on Gold Medal winning products from reputable competitions to communicate the quality and international recognition of these Spirits competitions and the products they praise! Looking to capitalize on the prestigious aspects of the awards and indulge the customer by emphasizing on this.

This is a sold program. Participation is mandatory.

Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Key Dates (July 19 - August 15)

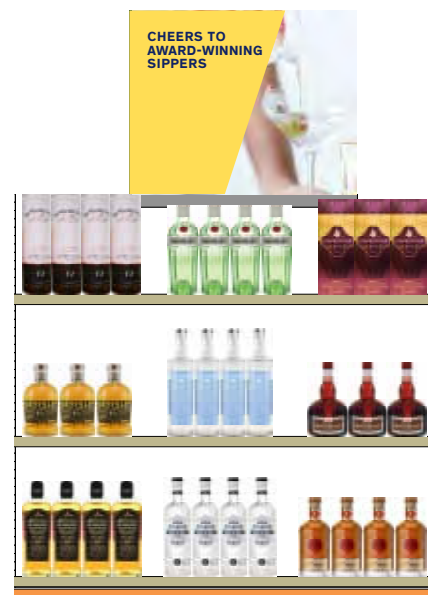
Participating Products

LCBO#	Product Description	Size (mL)	Offers
446559	Georgian Bay Vodka	750	
9902	Courvoisier VSOP	750	\$8.00 LTO
10899	Jose Cuervo Tradicional Plata	750	20 BAM
131870	Bushmills Malt 10 Year Old	750	29 BAM
255281	Aberfeldy 12 Year Old	750	20 BAM
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00 LTO
1784	Grand Marnier	750	\$5.00 LTO
600163	Tanqueray No. Ten Gin	750	\$5.00 LTO
492520	Bacardi 8 Year Old Reserva Gold Rum	750	



Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign, pre-printed shelf talkers in front of each participating product
- There will be one box sign that should be merchandised in the middle of the top shelf. Please refer to the planogram.
- Stores with regular end will need to install the backer card or transparency in the backer card frame. Do not install the box sign. Please refer to the planogram.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply.
- If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.



Signage Components

- Category sign: Short (DMS-21P5-MTA1)
- Shelf talkers: ENG (DMS-21P5-MTA2) / BIL (DMS-21P5-MTA3)
- Backer card: ENG/BIL (DMS-21P5-MTB5)
- Box signs: ENG/BIL (DMS-21P5-MTA4)
- Transparency ENG (DMS-21P5-MTA6) /BIL (DMS-21P5-MTA7)

Wines (MI-B)

MINI THEMATIC B

Summer is the time for grilling outdoors. The Wines Mini Thematic program will present a great selection of new world red and white wines that are the perfect match to popular BBQ fare. All wines featured are boldly flavored and offer customers a savings of at least \$2.00.

This is a sold program. Participation is mandatory.

Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Key Dates (July 19 - August 15)

Participating Products - Period 5

LCBO#	Product Description	Size (mL)	LTO
10717	Carnivor Shiraz	750	\$2.00
230565	Cono Sur Chardonnay Organic	750	\$2.00
311795	Wolf Blass Red Label Shiraz Cabernet Sauvignon	750	\$2.00
328567	Cathedral Cellar Cabernet Sauvignon	750	\$2.00
369777	19 Crimes Shiraz Durif	750	\$2.00
392654	Apothic Dark Red	750	\$2.00
400556	Bodega Norton Barrel Select Malbec	750	\$3.00
451336	Tom Gore Cabernet Sauvignon	750	\$2.00
633594	Smoking Loon Chardonnay	750	\$2.00

Merchandising Instructions

- Merchandise participating products according to the planogram.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply.
- If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.

Signage Components

- Category sign: Short (Re-order# DMS-21P5-MTB8)/ Long (Re-order# DMS-21P5-MTB9)
- Shelf talkers: ENG (Re-order# DMS-21P5-MTB10)/ Shelf talkers: BIL (Re-order # DMS-21P5-MTB11)
- Backer card: ENG/BIL (Re-order# DMS-21P5-MTB13)
- Box signs: ENG/BIL (Re-order# DMS-21P5-MTB12)
- Transparency ENG (Re-order# DMS-21P5-MTB14)/ BIL (Re-order# DMS-21P5-MTB15)



Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

Bacardi

The Mojito is a classic Cuban cocktail, and Bacardi Superior is the perfect rum to mix it with. Follow the planogram to display all products, value-adds and signage components to the full effect.

This is a sold program. Participation is mandatory.

Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Key Dates (July 19 - August 15)

Participating Products

LCBO#	Description	Size (mL)
117	Bacardi Superior	750
548412	Bacardi Anejo 4 Year Old	750
520353	Bacardi Spiced	750
545335	Bacardi Banana	750
13589	Bacardi Lime	750
446021	Bacardi Coconut	750

Value Add: Free sound amplifier with purchase of any participating products.

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

Signage Components

- Table Sign Large ENG (DMS-21P5-FNT1)/ BIL (DMS-21P5-FNT2)
- Table Sign Small ENG (DMS-21P5-FNT3) / BIL (DMS-21P5-FNT4)
- Shelf Talkers ENG (DMS-21P5-FNT5)/ BIL (DMS-21P5-FNT6)
- End Aisle Backer Card ENG/BIL (DMS-21P5-FNT7)
- Perpendicular Shelf Talker ENG (DMS-21P5-FNT8)/ BIL (DMS-21P5-FNT9)
- Box Sign Mojito ENG (DMS-21P5-FNT10)/ BIL (DMS-21P5-FNT11)
- Box Sign VA ENG (DMS-21P5-FNT12)/ BIL (DMS-21P5-FNT13)
- Under Table Sign BIL
 - Large 7Ft (DMS-21P5-FNT14)
 - Small 5Ft (DMS-21P5-FNT15)

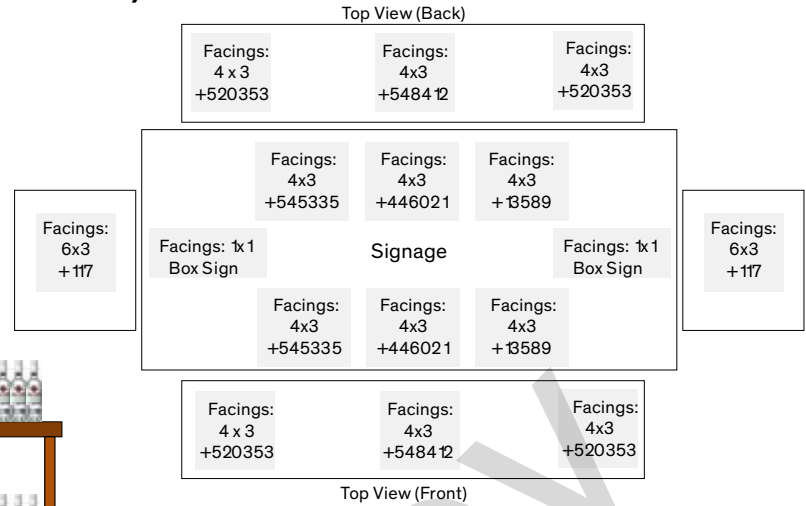
Merchandising Instructions

- 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.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- Install the perpendicular shelf talkers in-section.

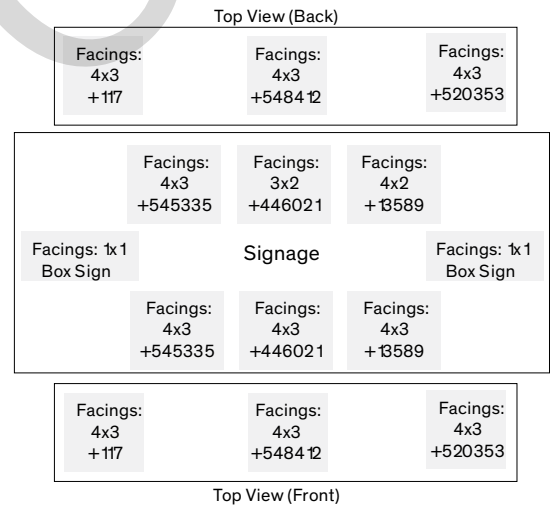


End Aisle (Select Stores)

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



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



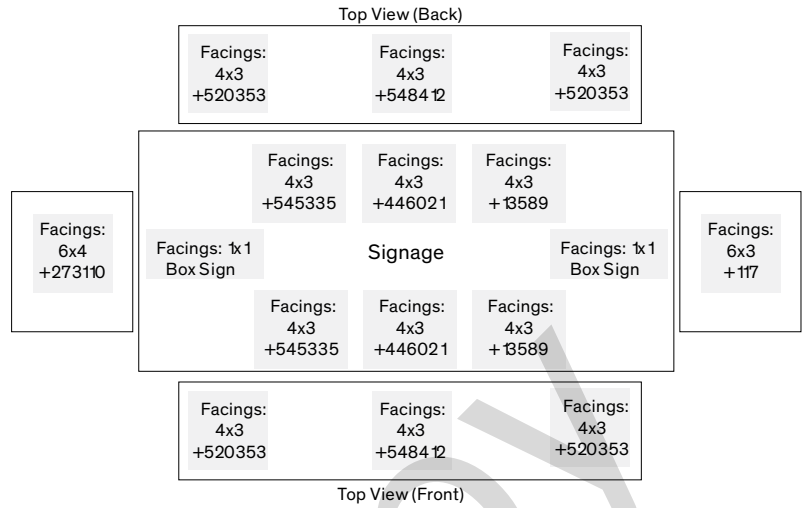
CHECKLIST

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

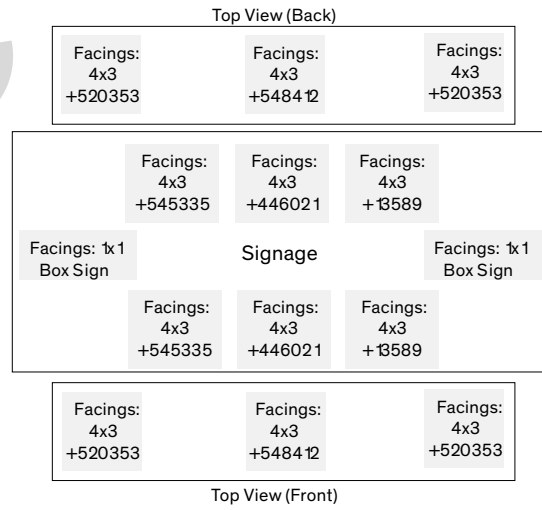


NOTE: Please ensure the Value Add Perpendicular Shelf Talkers are installed in-section.

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



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



Cocktail of the Month (CM)

A-FRAME FIXTURE

Aperol



Celebrating Summer of the Spritz - so far this summer Aperol is growing over last year by nearly 100%.

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.**

Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Key Dates (July 19 - August 15)

Participating Products

LCBO#	Description	Size (mL)	Offer
176834	Aperol	750	Value Add: 750 mL Cinzano Prosecco

NOTE: In addition to supplying the Value Add, the supplier will also provide carrying cases for both the Aperol and the Cinzano Prosecco.

Signage Components

- Pricer Cards ENG (DMS-21P5-AF9) / BIL (DMS-21P5-AF10)
- Shelf Talkers ENG (DMS-21P5-AF11) / BIL (DMS-21P5-AF12)
- NEW! Recipe Case Card ENG/BIL (DMS-21P5-AF20)
- Perpendicular Shelf Talker (recipe)ENG (DMS-21P5-AF13) / BIL (DMS-21P5-AF14)
- Perpendicular Shelf Talker (value add)ENG (DMS-21P5-AF15) / BIL (DMS-21P5-AF16)
- A-Frame Value Add Version Sign ENG (DMS-21P5-AF5) / BIL (DMS-21P5-AF6)
- A-Frame Sign ENG (DMS-21P5-AF7) / BIL (DMS-21P5-AF8)
- Riser Wrap (solid colour) (DMS-21P5-AF19)
- Cut-Case Backer Card ENG (DMS-21P5-AF1) / BIL (DMS-21P5-AF2)
- Value Add Version Cut-Case Backer Card ENG (DMS-21P5-AF3) / BIL (DMS-21P5-AF4)
- Eng Aisle Backer Card ENG/BIL VA(DMS-21P5-AF17) / Non-VA (DMS-21P5-AF18)

Merchandising Instructions

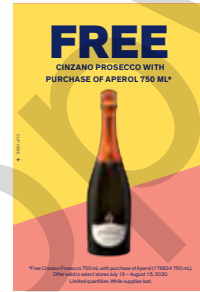
A-Frame Display

- 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).

NOTE: Install the non-value add version of signage (included in the signage kit) upon the depletion of value add items.

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).
- Option: Stores may choose to execute this display using the backer card provided to merchandise the products on a discretionary end aisle. (Manager's discretion)



Perpendicular Shelf Talkers

Aperol and Cinzano Carrying Case Assembly Instructions

In addition to supplying the Value Add, the supplier will also provide carrying cases for both the Aperol and the Cinzano Prosecco.

Step #1

- 3 Box Components:
- 1 x Handle
- 1 x Base Tray
- 1 x Gift Box



Step #2

- Fold Down Flaps of Base Tray
- Fold Flaps to Assemble Box
- *Make Sure to Insert Locking Tab at Bottom of Box



Step #3

- Place Base Tray at Bottom of Box



Step #4

- Place Bottles in Gift Box, Fold Front Flap Down to Secure Bottles in Place.
- *Make Sure Caps Pop Through Holes



Step #5

- Insert Handle into the Top 2 Holes
- Insert Locking Tab into Top Lid



Step #6

- Finished Product!



A

Display Program (BP-SBA)

BLOCK PILE A

Molson Canadian (P 4 - P5)

Show your Canadian pride with Molson Canadian. Cheers to you, Canada! **For P5, the 6-pack bottles are replaced with the +904144 6-x355 cans. Stores will receive a new signage kit that includes shelf talkers and pricer cards for P5, but will not receive a new backer card.** This is a sold program. Participation is mandatory.

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

Participating Stores

Key Dates (June 21 - August 15)

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Participating Products - Period 5

LCBO#	Description	Format (mL)	Offers
300699	Molson Canadian Tall Cans	6 x 473	Contest
904144	Molson Canadian Cans	6 x 355	*Value Add
15699	Molson Golden Ale	625	Limited-Edition Packaging

* Value Add & Supplier-Provided Merchandiser: Molson Canadian signature glass. The merchandiser will be shipped to stores to assemble, along with the value adds. Please ensure that there is sufficient value add inventory on the display.

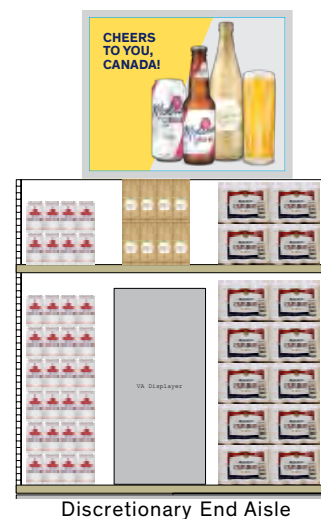
Signage Components

- Pricer Card
ENG (Re-order # DMS-21P5-BFA1) / BIL (Re-order # DMS-21P5-BFA2)
- Shelf Talkers
ENG (Re-order # DMS-21P5-BFA3) / BIL (Re-order # DMS-21P5-BFA4)
- Perpendicular Shelf Talkers
ENG (Re-order # DMS-21P5-BFA5) / BIL (Re-order # DMS-21P5-BFA6)
- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P4-BPA7)
- Cut Case Backer Card ENG/BIL (Re-order # DMS-21P4-BPA8)



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**
- **NOTE: Only merchandise in section if there is no directional End Aisle Available.**
- Install the perpendicular shelf talkers in-section using a perpendicular shelf clip (PSTC201404).



B Display Program (BP-SBB) BLOCK PILE B

Ready-to-Drink (P2 - P7)

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.

Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Key Dates (July 19 - August 15)

Participating Products - Period 5

LCBO#	Description	Size (mL)	LTO
211227	Palm Bay Ruby Grapefruit Sunrise Spritz	6 x 355	\$1.25
31944	Mike's Hard Lemonade	6 x 355	\$1.25
321786	Smirnoff Ice	4 x 330	\$1.00
492405	Smirnoff Ice Raspberry	6 x 355	\$1.00
611392	Mott's Clamato Caesar Extra Spicy	6 x 341	\$1.25
649541	Seagram Island Time Anytime	6 x 355	\$1.00

Signage Components

New Signage for P5:

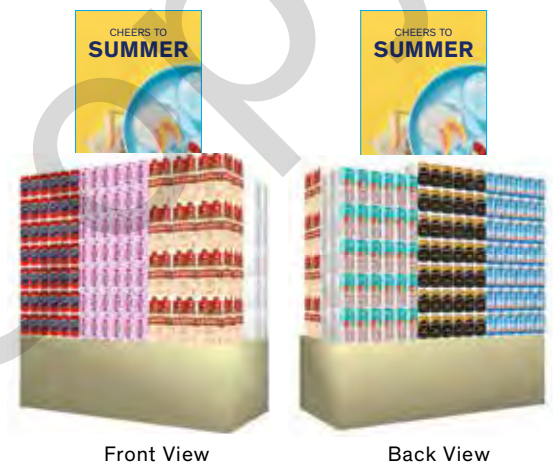
- Pricer Card ENG (DMS-21P5-BPB1)/ BIL (DMS-21P5-BPB2)
- Shelf Talkers ENG (DMS-21P5-BPB3)/ BIL (DMS-21P5-BPB4)

Products will change for P5 Block Pile B, but the backer cards and block pile signage components will remain the same.

- End Aisle Backer Card ENG/BIL (DMS-21P4-BPB12)
- Cut Case Backer Card ENG/BIL (DMS-21P4-BPB13)
- Block Pile Stores: Riser Wrap (DMS-21P4-BPB7)
- Block Pile Stores: Pole Toppers
 1. Ice Tea ENG (DMS-21P4-BPB1)/BIL(DMS-21P4-BPB4)
 2. Seltzer with Lemon ENG (DMS-21P4-BPB2)/ BIL(DMS-21P4-BPB5)
 3. Seltzer with Mint ENG (DMS-21P4-BPB3) / BIL (DMS-21P4-BPB6)

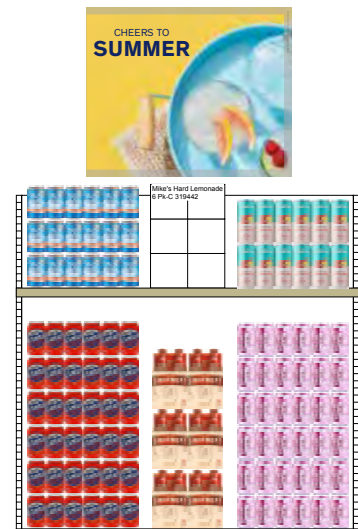
Merchandising Instructions

- **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 - Please merchandise product across two end aisles if space permits.**
- **NOTE: Only merchandise in section if there is no directional End Aisle Available.**



Front View

Back View



Discretionary End Aisle

Brand Spotlight (DD)

MIDDLE NESTING TABLE

Asado & Argentine Wine

Argentina is world-renowned for 'Asado' or BBQ as its known in Canada. During the peak of summer when Canadians are enjoying their outdoor space, let's provide some BBQ inspiration, Argentine-style, with a perfect selection of wines to serve to friends and family outdoors. **This a sold program. Participation is mandatory.**

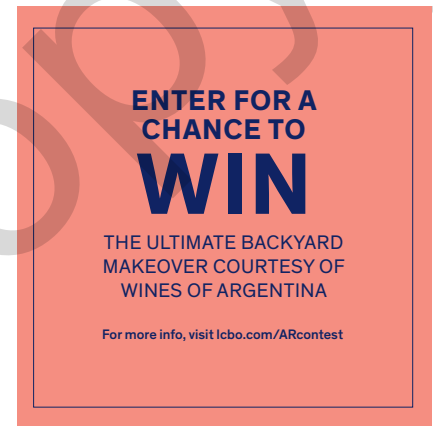
Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Key Dates (July 19 - August 15)

Participating products:

LCBO#	Description	Size (mL)	LTO Offers
11935	Zaphy Organic Chardonnay	750	100
11943	Los Cardos Doña Paula Sauvignon Blanc	750	2.00
12454	Callia Alta Cabernet Sauvignon	750	100
58339	Kaiken Malbec	750	2.00
164756	Graffigna Pinot Grigio	750	2.00
292110	La Mascota Cabernet Sauvignon	750	1.50
295139	Alamos Malbec	750	2.00
429761	Santa Julia Reserva Malbec	750	2.00
478727	Catena Malbec	750	2.00
553818	Fuzion Organic Chardonnay Torrontes	750	2.00
614669	Trapiche Reserve Cabernet Sauvignon	750	1.50
620492	Argento Seleccion Pinot Grigio	750	1.50
620880	Masi Tupungato Passo Doble Organic	750	2.00



Wines of Argentina Contest
(Contest Information will be communicated through in-store signage)

Signage Components

- Table Sign Large ENG (DMS-21P5-MNT1) / BIL (DMS-21P5-MNT2)
- Table Sign Small BIL (DMS-21P5-MNT3)
- Shelf Talkers ENG (DMS-21P5-MNT4) / BIL (DMS-21P5-MNT5)
- Box Sign ENG (DMS-21P5-MNT9) / BIL (DMS-21P5-MNT10)
- Blade Sign ENG (DMS-21P5-MNT11) / BIL (DMS-21P5-MNT12)
- Perpendicular Shelf Talker ENG (DMS-21P5-MNT13) / BIL (DMS-21P5-MNT14)

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise the participating products according to the planogram.
- Install table sign, box signs and pre-printed shelf talkers.
- Merchandise the blade sign in-section with the clips provided, and ensure the perpendicular shelf talkers are installed in-section as well.



Front View



Back View

Top View (Back)

Facings: 4x3 +295139	Facings: 4x3 +614669	Facings: 4x3 +429761
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Facings: 1x1 Box Sign	Facings: 4x3 +295139	Facings: 4x3 +292110	Facings: 4x3 +12454	Facings: 1x1 Box Sign
	Signage			
	Facings: 4x3 +553818	Facings: 4x3 +11943	Facings: 4x3 +11935	

Facings: 4x3 +620492

Facings: 4x3 +164756

Facings: 4x3 +620880	Facings: 4x3 +58339	Facings: 4x3 +478727
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Top View (Front)

Brand Spotlight (DD)

CELEBRATION FIXTURE

Asado & Argentine Wine

Argentina is world-renowned for 'Asado' or BBQ as its known in Canada. During the peak of summer when Canadians are enjoying their outdoor space, let's provide some BBQ inspiration, Argentine-style, with a perfect selection of wines to serve to friends and family outdoors. **This a sold program. Participation is mandatory.**

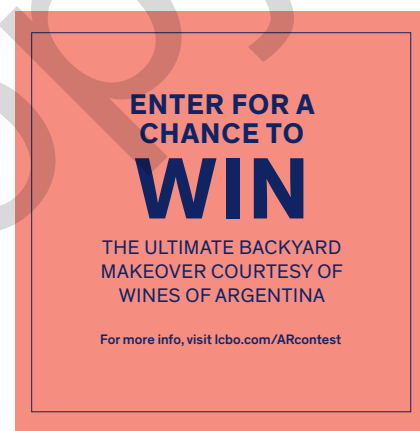
Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Key Dates (July 19 - August 15)

Participating products:

LCBO#	Description	Size (mL)	LTO Offers
11935	Zaphy Organic Chardonnay	750	100
11943	Los Cardos Doña Paula Sauvignon Blanc	750	2.00
12454	Callia Alta Cabernet Sauvignon	750	100
58339	Kaiken Malbec	750	2.00
164756	Graffigna Pinot Grigio	750	2.00
292110	La Mascota Cabernet Sauvignon	750	1.50
295139	Alamos Malbec	750	2.00
429761	Santa Julia Reserva Malbec	750	2.00
478727	Catena Malbec	750	2.00
553818	Fuzion Organic Chardonnay Torrontes	750	2.00
614669	Trapiche Reserve Cabernet Sauvignon	750	1.50
620492	Argento Seleccion Pinot Grigio	750	1.50
620880	Masi Tupungato Passo Doble Organic	750	2.00



Wines of Argentina Contest
(Contest Information will be communicated through in-store signage)

Signage Components

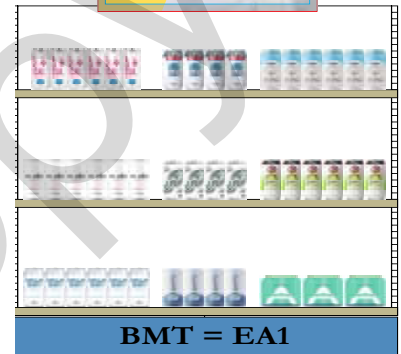
- Drum Sign ENG (DMS-21P5-MNT6) / BIL (DMS-21P5-MNT7)
- Bin Strip (DMS-21P5-MNT8)
- Shelf Talker ENG (DMS-21P5-MNT4) / BIL (DMS-21P5-MNT5)

Merchandising Instructions

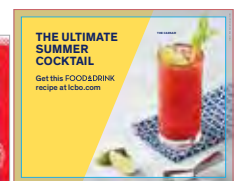
- Please refer to the Store Layout section for inventory management of product.
- Merchandise the participating products according to the planogram.
- Install drum sign, and pre-printed shelf talkers.



Period 5 END AISLES



	LCBO#	Description	Size (mL)	Offers
Beer/Cider Mini Thematic C End Aisle #1	14496	Black Fly Local 55 Vodka Soda Raspberry (LCBO Warehouse)	4 x 355	
	14504	Palm Bay Zero Key Lime Cherry (LCBO Warehouse)	473	
	14664	Nude Vodka Soda Raspberry Lemon (LCBO Warehouse)	493	LTO
	15415	Muskoka Tread Lightly (LCBO Warehouse)	473	IMAGE Shelf Talker
	15476	Belgian Moon Light Sky (275 TBS)	473	
	15928	Mill St Big Little Lager (1950)	473	
	16367	Brickworks Ciderhouse Cider Spritz (1950)	473	
	16465	Ace Hill Low-Cal Mexican Lager (196)	4 x 355	
	635227	Liberty Village Dry Cider (LCBO Warehouse)	473	



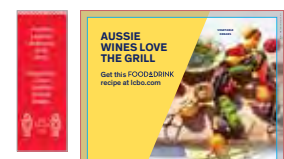
	LCBO#	Description	Size (mL)	Offers
End Aisle #2 (End Aisle S1)	225243	Stolichnaya Vodka	750	LTO
	225250	Stolichnaya Vodka	1140	
	272716	Stolichnaya Vodka	1750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #3 (End Aisle S2)	34579	Prince Igor Extreme Vodka	1140	LTO
	363507	Prince Igor Extreme Vodka	1750	LTO
	604926	Prince Igor Extreme Vodka	750	



	LCBO#	Description	Size (mL)	Offers
End Aisle #4 (End Aisle S3)	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



	LCBO#	Description	Size (mL)	Offers
End Aisle #5 (End Aisle W1)	350504	Yellow Tail Big Bold Red	750	LTO
	572164	Yellow Tail Cabernet Sauvignon	1500	LTO
	625350	Yellow Tail Merlot	750	LTO





End Aisle #6
(End Aisle S4)

LCBO#	Description	Size (mL)	Offers
14731	Smirnoff Infusions Cucumber & Lime	750	LTO
14732	Smirnoff Infusions Watermelon & Mint	750	LTO
14733	Smirnoff Infusions Strawberry & Rose	750	LTO



S4 - 6



End Aisle #7
(End Aisle W2)

LCBO#	Description	Size (mL)	Offers
155051	Masi Campofiorin gt	750	LTO
533026	Masi Modello Merlot Trevenezie Igt	750	LTO
620773	Masi Masianco Pinot Grigio	750	LTO Wine Fridge



W2 - 7



End Aisle #8
(End Aisle S5)

LCBO#	Description	Size (mL)	Offers
285254	Forty Creek Copper Pot Reserve	750	LTO
350207	Forty Creek Copper Pot Reserve Whisky	1140	LTO
397091	Forty Creek Copper Pot Reserve	1750	LTO



S5 - 8



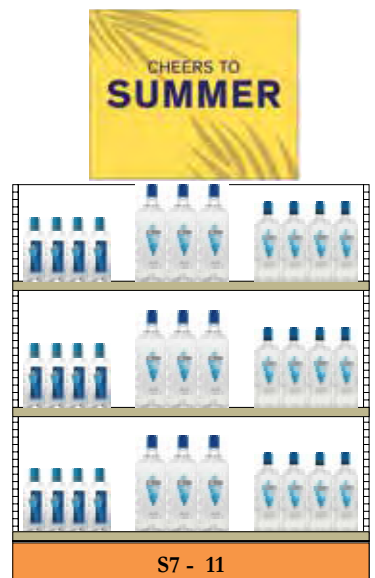
	LCBO#	Description	Size (mL)	Offers
End Aisle #9 (End Aisle S6)	64659	Captain Morgan Private Stock Rum	750	
	133439	Captain Morgan White Rum (P.E.T)	1750	BBAM
	617688	Captain Morgan Original Spiced Rum	1140	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #10 (End Aisle W3)	226969	Pelee Pebbles Vidal-Hibernal	1500	LTO
	621110	Jackson-Triggs Pinot Grigio	750	LTO Wine Fridge
	669465	Peller Family Vineyards Pinot Grigio	4000	LTO

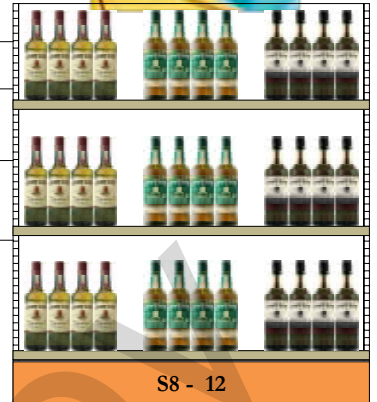


	LCBO#	Description	Size (mL)	Offers
End Aisle #11 (End Aisle S7)	385286	Iceberg Vodka (P.E.T)	375	
	400754	Iceberg Vodka	750	LTO
	544155	Iceberg Vodka	1750	Value Add

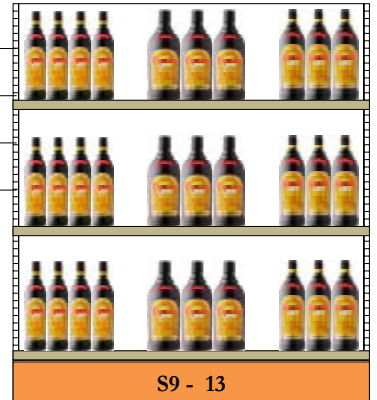




	LCBO#	Description	Size (mL)	Offers
End Aisle #12 (End Aisle S8)	10157	Jameson Irish Whiskey	750	LTO
	429258	Jameson Caskmates Stout Irish Whiskey	750	LTO
	635391	Jameson Caskmates IPA Irish Whiskey	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #13 (End Aisle S9)	10213	Kahlua Coffee Liquor	750	
	10216	Kahlua Coffee Liquor	1140	LTO
	10217	Kahlua Coffee Liquor	1750	



	LCBO#	Description	Size (mL)	Offers
End Aisle #14 (End Aisle W4)	10886	Bar Dog Chardonnay	750	LTO, Flex Space
	459917	Peller Family Vineyards Rose	1500	LTO
	632307	Era Sauvignon Blanc Organic Terre Siciliane Igt	750	LTO





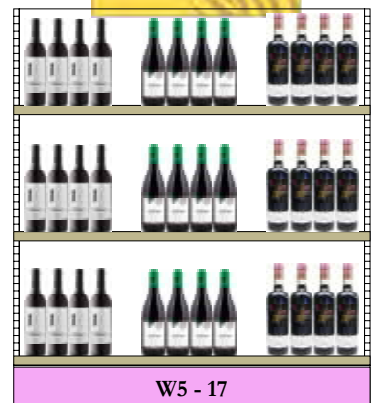
	LCBO#	Description	Size (mL)	Offers
End Aisle #15 (End Aisle S10)	570	Beefeater Dry	750	LTO
	56622	Beefeater Dry	1750	
	209213	Beefeater London Dry Gin	1140	BAM
	647982	Beefeater Pink	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #16 (End Aisle S11)	388694	Casamigos Tequila Reposado	750	
	425686	Casamigos Tequila Anejo	750	LTO
	609362	Casamigos Mezcal	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #17 (End Aisle W5)	219808	Cavaliere D'Oro Gabbiano Chian ti Classic Docg	750	LTO
	454967	Chateau Des Charmes Pinot Noir Estate Bottled VQA	750	LTO
	633347	Longshot Cabernet Sauvignon	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #18 (End Aisle S12)	15806	Skyy Vodka	750	LTO
	15807	Skyy Vodka	1140	
	615153	Skyy Vodka	375	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #19 (End Aisle S13)	60608	El Dorado 12Year Old Rum	750	LTO
	366666	El Dorado 8 YO Cask Aged Demerara Rum	750	BAM
	894014	El Dorado Demerara 5 Year Old Rum	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #20 (End Aisle W6)	279455	Moet & Chandon Ice Imperial Champagne	750	
	417642	Cave Spring Pino t Noir VQA	750	LTO
	541946	Stave & Steel Bourbon Barr el Aged Cabernet Sauv	750	LTO



BEER EXCITEMENT ZONE

(21A, B, C, D)



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. Products will not be forced, please order as necessary to support the display.**

Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Key Dates (July 19 - August 15)

Participating Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
21A Plinth (EA - EZA)	71126	Heineken Lager Bottles 6 x 330 mL	LCBO Warehouse	\$1.00 LTO
	302810	Heineken Large Tall Cans 6 x 500 mL	LCBO Warehouse	Value Add
	Value Add: Buy a 6-pack of tall cans and get a free Heineken-branded baseball cap.			

Location	LCBO#	Description	Supplying Source / Distributor	Offers
21B New/ Seasonal (EA - EZB)	16540	Woodhouse Apricot Saison 473 mL	189 - Woodhouse Brewing Co	
	16173	Beau's Tom Green Summer Stout 473 mL	275 - The Beer Store	
	16769	Railway City - Train Reaction Cerveza 473 mL	8447 - Railway City Brewing Company	

NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.

Location	LCBO#	Description	Supplying Source / Distributor	Offers
21C Plinth (EA - EZH)	15524	Budweiser Nitro Gold Cans 6 x 355 mL	LCBO Warehouse	LTO
	311787	Budweiser Tall Cans 6 x 473 mL	275 - The Beer Store	Value Add
	Value Add: Buy a 6-pack of tall cans and get a free t-shirt.			

Location	LCBO#	Description	Supplying Source / Distributor	Offers
21D End Aisle (EA - EZD)	14987	Muskoka Craft Lager 6 x 473 mL	LCBO Warehouse	
	14989	Muskoka Mad Tom 6 x 473 mL	LCBO Warehouse	
	14988	Muskoka Detour 6 x 473 mL	LCBO Warehouse	

21A: Heineken

This summer, reach for a Heineken lager for a taste of Amsterdam from your own backyard. Best paired with saucy, sticky, grilled ribs or mushroom burgers, keep your head cool with a FREE baseball cap (with the purchase of a 6-pack of tall cans) when you hit the backyard barbecue.

21C: Budweiser

Budweiser is all about showing your love for the home team while hitting the grill. Rep the Jays with a FREE t-shirt when you buy TWO 6-packs of Budweiser tall cans, and watch the game from your backyard grill.

21D: Muskoka Brewery

We're all about supporting local, whether it's our local craft brewers or our local heroes like front-line workers. This period, for every ten 6-packs sold, Muskoka Brewery will donate one 4-pack to our front-line heroes. On each #FrontlineFriday follow along @MuskokaBrewery to see how many packs we get to give back.

Signage Components

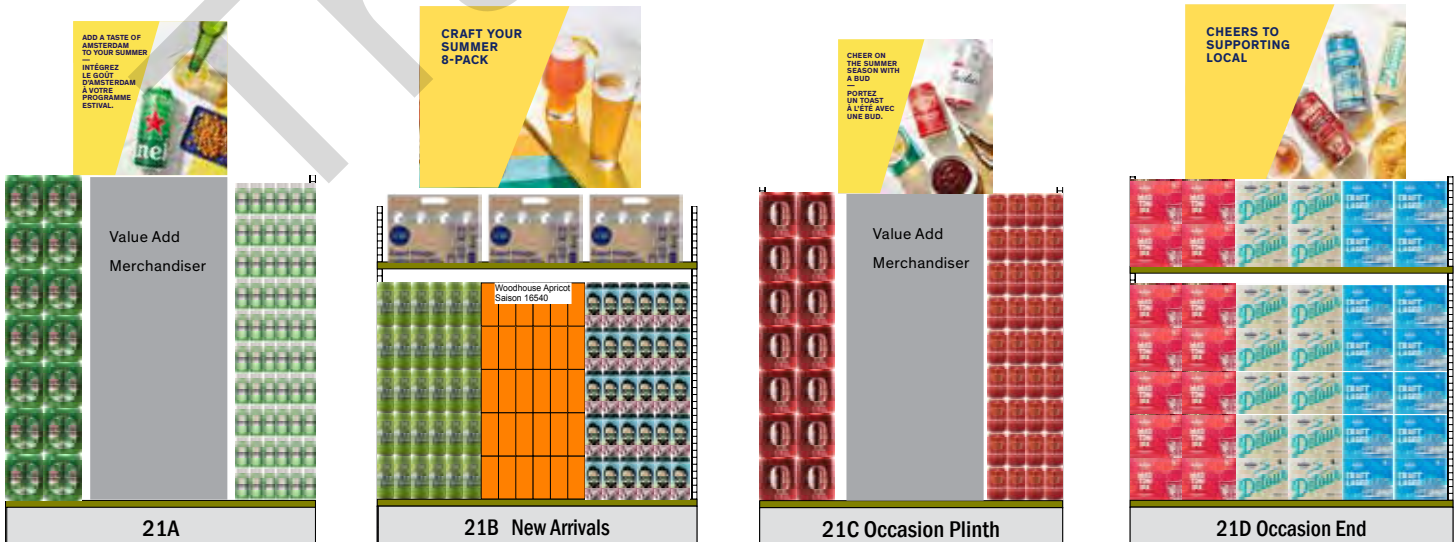
- P5 - P6: Generic Backer Card BIL (DMS-21P5-EZ4)
- P5 Only:
 - 21A Heineken Backer Card BIL (DMS-21P5-EZ1)
 - 21A Heineken Transparency ENG (DMS-21P5-EZ2) / BIL (DMS-21P5-EZ3)
 - 21C Budweiser Backer Card BIL (DMS-21P5-EZ5)
 - 21C Budweiser Transparency ENG (DMS-21P5-EZ2) / BIL (DMS-21P5-EZ3)
 - 21D Muskoka Backer Card BIL (DMS-21P4-EZ10)
 - 21D Muskoka Transparency ENG (DMS-21P4-EZ11) / BIL (DMS-21P4-EZ12)
 - 21A, C, D Pricer Cards ENG (DMS-21P5-EZ6) / BIL (DMS-21P5-EZ7)
 - 21A, C, D Shelf Talkers ENG (DMS-21P4-EZ8) / BIL (DMS-21P4-EZ9)

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.

21B:

- Display a fully-assembled 8-pack carrier, filled with participating Ontario Craft Beer and Cider products in the middle of the top shelf.
- Merchandise new P5 "Craft your summer 8-pack" End Aisle Backer Card until the end of P6.



BEER BRANDED ENDS

P3 - P6

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 P3 - 6.

NEW blade signs will be shipped to all participating stores by the start of Period 5.

Key Dates (P3 - P6)

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

P3-6 Signage Components:

- Corona Backer Card ENG/BIL (21P3-BCB1)
- Heineken Backer Card ENG/BIL (21P3-BCB2)
- Stella Artois Backer Card ENG/BIL (21P3-BCB3)

P5 Signage Components:

- Corona Blade Sign ENG/BIL (21P5-BCB1) / BIL (21P5-BCB4)
- Heineken Blade Sign ENG/BIL (21P5-BCB2) / BIL (21P5-BCB5)
- Stella Artois Blade Sign ENG/BIL (21P5-BCB3) / BIL (21P5-BCB6)

NOTE: Images on the right are for references only.



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 (ongoing)

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
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
16051	Bellwoods Jutsu	97
556688	Collective Arts Life In The Clouds	95
483388	Aromatherapy IPA	99
575365	Beau's Full Time IPA	96
645424	Left Field Vermont Style IPA	97



Signage and Merchandising Instruction

- Beer Rated perpendicular shelf talkers.
- ENG (Re-order # BCRRB-Summer1) / BIL (Re-order # BCRRB-Summer2)
- Install the perpendicular shelf talker in front of the corresponding beer products in-section using the perpendicular shelf talker clip (PSTC201404).

CRAFT BEER

Imported

Craft Beer Program (Imported)

Key Dates (May 24 - September 12)

Participating Stores

Please refer to the P4 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)
15598	Kuchlbauer Turmweisse	500
15599	Billy Bishop Double IPA	473
15600	Omer Vander Ghinste Rose Max des Jacobins	250
15603	Deschutes Da Shootz! American Pilsner	568
15604	Cigar City Margarita Gose	1420
15605	Harviestoun Bitter & Twisted	330
15606	Kona Hanalei IPA	2130
15607	Lickinghole Creek Sunflower Saison	750
15609	Lost Lager	473
15611	Stone Tropic of Thunder Lager	568
15641	Trou du Diable L'Ours Barrel-Aged	750
15645	Trou du Diable MacTavish in Memoriam	600
15662	Oshlag Vox Populi Kettle Sour Brunch Berliner	355
211284	Gouden Carolus Hopsinjoor	330

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

ONTARIO WINES

ON1: Go-Local (formerly Our Wine Country) (EA-GL)

This is a sold program. Participation is mandatory. This 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 this 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-21P5-OWP3)

Participating Products

LCBO#	Description	Size (mL)	LTO
145458	Inniskillin Riesling Pinot t Grigio VQA	750 mL	\$2.00
341776	Fresh Beginnings Moscato VQA	750 mL	\$2.00
419945	13th Street Burger Blend Gamay Pinot Noir VQA	750 mL	\$2.00
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750 mL	\$2.00

Participating Stores

Key Dates: July 19 - August 15

Please refer to the P5 Participating Stores lists posted on the Portal for information.

PARTICIPATING STORES – VQA CUBE FIXTURE

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:

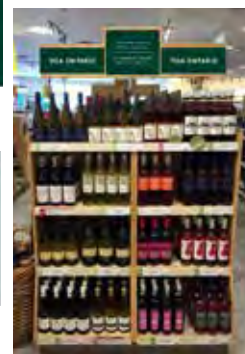
- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



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



Cube Sign
(Re-order# OWSIGN-002)



PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES:

Signage Components

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

Merchandising Instructions:

- Keep the backer card in place.
- Merchandise the participating products on the top shelf of the VQA Gondola along with the pre-printed LTO Shelf Talkers.



ON2: VQA Our Buyer's Pick (formerly Superstars) (OWC)

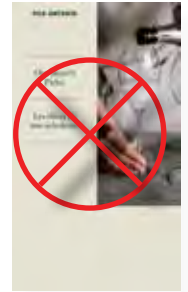
Starting Period 5, this program will place spotlights on **FOUR (4) Ontario VQA wines** every period. The Our Wine Country Ontario Buyer's Pick Program is updated every promotional Period.

This is a sold program. Participation is mandatory.

Participating Products

LCBO#	Description	Size (mL)
250217	Henry Of Pelham Pinot Grigio VQA	750 mL
450981	Pelee Island Lola Blush Sparkling VQA	750 mL
10486	Pelee Island Lola Merlot VQA	750 mL
270926	Henry Of Pelham Baco Noir VQA	750 mL

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



Recycle
Cut-Case Backer Card

Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Key Dates: July 19 - August 15

Signage Components

- Ontario Buyer's Pick Backer Card - this sign is an operational sign, please reuse the sign from period to period. ENG/BIL (Re-order # NIVQA066)
- Period 5 Shelf Talkers ENG/BIL (Re-order # DMS-21P5-OWP2)



End Aisle
Backer Card

Merchandising Instructions:

Cut-Case Display Stores:

- **Option 1:**
Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola with the supporting shelf talkers.
- **Option 2:**
If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card (re-order# NIVQA066)
- **Option 3:**
If no available nearby discretionary end, install the shelf talkers in-section in front of the participating products.

End Aisle Display Stores:

- 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 display.

Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # DMS-21P5-OWP2)
- Install the shelf talkers in-section in front of the participating products.

ON3: Ontario Staff Pick Backer Card Program (Permanent)

Signage

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

Merchandising Instructions:

- Keep the backer card in place.
- Bilingual designated stores must display the bilingual side of the sign facing customer.

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



2019 Ontario Wine Awards (Permanent)

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

Participating Stores

All Stores

Participating Products

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



Signage

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

Merchandising Instructions

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

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

This bi-monthly program leverages the tried-and-true customer favourites in the Essentials Collection to attract new customers to Vintages. Each turn of the program spans two promotional periods and features two products on a front-facing end aisle display. **For Period 5, the Oyster Bay SKU will continue to be on LTO for \$3.00.**

This is a sold program. Participation is mandatory.

Key Dates (July 19 - August 15)

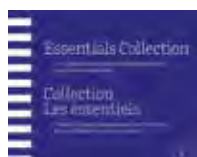
Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)	LTO
31657D	Oyster Bay Sauvignon Blanc	750	\$3.00
951319	Bollini Pinot Grigio	750	

Signage Components



Generic Backer Card
Vintages Size - ENG/BIL (VBC028)
LCBO Size - ENG/BIL (VBCL051)

- Leave the year-round themed backer card from P4 installed to set up the Essentials end aisle.



Blank LTO Shelf Talker
Vintages Size - ENG(748962) BIL(691345)
LCBO Size - ENG/BIL(691899)

- Use blank SAVE shelf talker to print the \$3.00 LTO offer for the Oyster Bay SKU.



Generic shelf talker
ENG: VIN-EST-052
BIL: VIN-EST-053

- Leave the year-round Essentials shelf talkers from P4 installed for the Bollini SKU.



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
- 176" English: VBTC009
- 2" French: VBTC004
- 176" French: VBTC010

Program Schedule Period 5 (Generic Backer Card)

- Stores will use the year-around generic Essentials backer card during P5.
- The Oyster Bay LTO shelf talker must be printed in-store to highlight the offer.
- Install the no-offer pre-printed shelf talker for the Bollini sku.



Merchandising Instructions

- Merchandise products together on a front-facing/primary end aisle for three periods (P3, P4 and P5).
- Stores will use the year-around generic Essentials backer card during P5.
- Use blank SAVE shelf talker to print the \$3.00 LTO offer for the Oyster Bay sku.
- Install the no-offer pre-printed shelf talker for the Bollini sku.

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 (July 25 and August 8 Releases)

Mandatory Participation Stores

Please refer to the online worksheets for store participation list.

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)
JULY 25 RELEASE		
113191	El Esteco Malbec 2017	750
452573	Mimi en Provence Grande Réserve Rosé	750
AUGUST 8 RELEASE		
10421	Astrolabe Sauvignon Blanc 2019	750
11109	Ambrogio e Giovanni Folonari Nozzole Chianti Classico Riserva 2015	750



WOM - July 25th Release

Merchandising Instructions

- Merchandise products together according to the planogram 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.

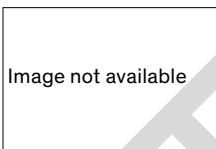


Image not available

Pre-printed shelf talker ENG/BIL

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



Bin tag overlay

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

Re-order Codes

2" English: VBTC001

1.76" English: VBTC009

2" French: VBTC004

1.76" French:1 VBTC010



WOM - Aug 8th Release

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 (July 20 to August 16, 2020)



BAM (July 19 to August 15, 2020)



Participating Stores

Please refer to the online worksheets for store participation list.

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	BAM/LTO
891671	Baron Herzog White Zinfandel Kpm	750		\$1395	4 BAM
659607	Mitolo Jester Shiraz	750		\$22.95	10 BAM
59311	7 Deadly Zins Old Vine Zinfandel	750	\$24.95	\$2195	\$3.00 LTO
342436	Bonterra Chardonnay	750	\$1995	\$1795	\$2.00 LTO
367698	Boschendal 1685 Chardonnay	750	\$1595	\$1395	\$2.00 LTO
478727	Catena Malbec	750	\$1995	\$1795	\$2.00 LTO
328567	Cathedral Cellar Cabernet Sauvignon	750	\$1795	\$1595	\$2.00 LTO
30957	Concha Y Toro Winemaker's Lot 148 Carmenère	750	\$1895	\$1595	\$3.00 LTO
571133	Dillon's Vermouth	750	\$1995	\$1795	\$2.00 LTO
80234	Featherstone Black Sheep Riesling	750	\$1895	\$1795	\$100 LTO
149302	Featherstone Canadian Oak Chardonnay	750	\$2195	\$20.95	\$100 LTO
131540	Featherstone Red Tail Merlot	750	\$1995	\$1895	\$100 LTO
286278	Flat Rock Chardonnay	750	\$1995	\$1895	\$100 LTO
58339	Kaiken Malbec	750	\$1595	\$1395	\$2.00 LTO
962886	La Crema Sonoma Coast Chardonnay	750	\$29.95	\$27.95	\$2.00 LTO
738823	Liberty School Cabernet Sauvignon	750	\$22.95	\$20.95	\$2.00 LTO
168716	M. Chapoutier Les Vignes de Bila-Haut Côtes du Roussillon-Villages	750	\$1595	\$1295	\$3.00 LTO
220343	Mer Soleil Silver Unoaked Chardonnay	750	\$24.95	\$22.45	\$2.50 LTO
31657	Oyster Bay Sauvignon Blanc	750	\$1995	\$1695	\$3.00 LTO
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$1995	\$1745	\$2.50 LTO
226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$27.95	\$24.95	\$3.00 LTO
186346	Sidewood Chardonnay	750	\$1895	\$1695	\$2.00 LTO
142935	Small Gully The Formula Robert's Shiraz	750	\$1995	\$1795	\$2.00 LTO
451336	Tom Gore Cabernet Sauvignon	750	\$1995	\$1795	\$2.00 LTO
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$1995	\$1795	\$2.00 LTO

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.

Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Key Dates: July 19 - August 15

Participating Product

LCBO#	Description	Size (mL)
1578	(V)Twisted (Flat Rock Cellars)	750 mL

Signage Components & Merchandising Instructions

Signage reorder code: DMS-21P5-VBP

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 August 15, 2020

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 August 15, 2020

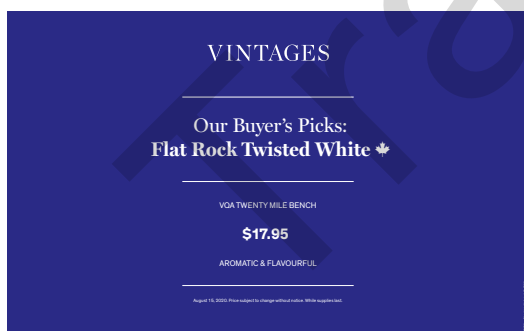
Basket Sign Insert ENG/BIL (Our Wine Country stores only)

- 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 August 15, 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.



Basket Sign



Pricer Card




Summer Gifting

REUSABLE BAGS & GIFT CARDS

How to Merchandise

SUMMER REUSEABLE BAGS

LCBO#	Description	Retail	
16085	Reusable 2 Bottle Bag	\$1.50	
16107	Reusable 6 Bottle Bag	\$1.95	
16108	Reusable Large Bottle Bag	\$1.95	

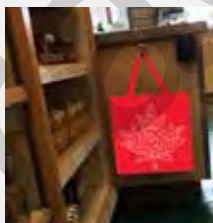
Signage	Description	Reorder #
	Year-around Pole Topper Sign for Metal Bag Fixture	GFT 106 GFT 106 BIL
	Metal Stand Merchandiser Sign Insert Kit- Eng/Eng (2 pieces - Blank Insert and Sign)	DMS-21P3-GFT1
	Metal Stand Merchandiser Sign Insert Kit- Bil/Bil (2 pieces - Blank Insert and Sign)	DMS-21P3-GFT3
	Metal Stand Sign Insert (back insert)	DMS-21P3-GFT2

Merchandising Options:

1. Metal Stand Merchandiser
2. Cash End



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



Stores that don't have the Metal Gift Merchandisers can display the Canada Day Reusable bags at Cash End. DO NOT mix with other programs.

Metal Gift Bag fixture



Stores that have the Metal Stand Merchandiser, continue to merchandise the fixture with residual Spring bags and year-around bags.

How to Merchandise SUMMER GIFT CARDS

Summer is here! The new design of the Summer Gift Cards will serve multi tactical purpose - Summer , Father's Day and Canada's Day. Summer 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 3.

ACTION Carefully pack-up residual Spring Gift Cards & Carrier and store safely in the warehouse. They will be used in 2021.

Summer Gift Card

Summer Gift Card Carrier



2019 Maple Leaf Gift Card & Carrier



All stores with residual stock of the 2019 Maple Leaf/Canada Day Gift Card & Carrier should also merchandise these designs with the aim of selling through this stock.

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)

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.

Signage Component for Gift Card Inserts

Re-order#

Year-around Large Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	DMS-GFT113
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Year-around Small Acrylic Gift Card Merchandiser Insert Sign (LCBO) (2 pieces)	DMS-GFT108
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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
265199	Absolut Vodka	375
596	Bacardi Superior (P.E.T)	375
74393	Bailey's Irish Cream	375
110221	St Remy Brandy	375
61408	Jagermeister	375
500504	Captain Morgan Spiced Rum	375
9043	Crown Royal	375
9522	J.P. Wiser's Deluxe	375
463	Canadian Club Premium	375
637058	Bombay Sapphire London Dry Gin	375
604934	Grey Goose Vodka	375
245688	Hennessy Vs Cognac.	375
669002	Casamigos Reposado Tequila	375
11850	Buffalo Trace Bourbon 375ml	375
TBD	Macallan 12YO Triple Cask	375

Core SKUs

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



Important Note:

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

Wine Impulse:

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

Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
Core SKUs			38810	Chateau Des Charmes Caberne t Merlot VQA	375
10425	Bodacious Smooth Red Can	250	577023	Girls' Night Out Rose VQA Can	250
10426	Bodacious Pinot Grigio Can	250	462507	Trapiche Pure Malbec	375
647719	Lindeman's Shiraz Can*	250	302612	Wyhdham Estate Bin 555 Shiraz	375
15941	Wolf Blass Yellow Label Cabernet Sauvignon	375	424630	Villa Maria Private Bin Sauvignon Blanc	375
16253	Wolf Blass Yellow Label Chardonnay	375	160085	>Sauvignon Blanc Kim Crawford 375 (Constellation)	375
647701	Lindeman's Pinot Grigio Can *	250	313817	>(V)Seven Oaks Cabernet Sauvignon 375ml (J Lohr)	375
444760	Big House Cardinal Zin Can	250	11989	Sterling Vineyards Cabernet Sauvignon Aluminum Bottle	375
444778	Big House The Birdman Pinot Grigio Can	250	11988	Sterling Vineyards Chardonnay Aluminum Bottle	375
389866	Santa Carolina Cabernet Sauvignon Reserva	375	156190	Fat Bastard Syrah Pays D'Oc	250
389858	Santa Carolina Chardonnay	375	464669	Cellier Des Dauphins Prestige Red Cotes Du Rh	250
302570	Casillero Del Diablo Reserva Sauvignon Blanc	375	297630	Latour Pinot Noir	375
6254	Folonari Valpolicella Classico	375	496349	Cellier Des Dauphins Pres Wht Cdr Aoc	250
297655	Masi Campofiorin gt	375	297663	Masi Costasera Amarone Classico	375
297648	Voga Pinot Grigio lgt	375	687558	(V) P.Grigio Valdadige Doc 375ml (Sta Margherita)	375
253930	Martini & Rossi Asti	375	389056	Veuve Clicquot Brut Champagne	375
197954	Peller Family Vineyards Cabernet-Merlot	200	11294	Moet & Chandon Imperial Champagne	200
197962	Peller Family Vineyards Chardonnay	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) – 200P-SPF1
- Category Sign Spirits (Bilingual) – 200P-SPF2
- Wine Poster Sign (Bilingual) – 200P-SPF3
- Spirits Poster Sign (Bilingual) – 200P-SPF4

Display Program (BP-SBC)

CIVIC HOLIDAY SUPER SALE

July 30 - August 5

Just in time to celebrate Civic Holiday long weekend! Merchandise the following products on an discretionary end aisle and in-section with a shelf talker and shelf talker overlay.

Participating Stores

All Stores

Key Dates (July 30 - August 5)

Participating Products

LCBO#	Description	Format	WAS	NOW	SAVE
1925	Courvoisier VSOP	750	\$6195	\$54.95	\$7.00
14130	Apothic Cabernet Sauvignon	750	\$1695	\$1295	\$4.00
15004	Twisted Tea Mix	12 x 355	\$28.05	\$24.05	\$4.00
25999	Jagermeister	1140	\$46.25	\$37.75	\$8.50
297119	Peller Family Vineyards Chard Bag In Box	4000	\$43.95	\$38.95	\$5.00
369793	Mount Gay Eclipse Rum	750	\$35.15	\$30.15	\$5.00
426528	Wayne Gretzky Baco Noir VQA	750	\$1595	\$1295	\$3.00
487694	La Marca Prosecco Doc	750	\$1795	\$1395	\$4.00



Discretionary End Aisle

Signage Components

- SAVE Big This Week Cut Case Backer Card ENG (DMS-21P5-BPC1)/ BIL (DMS-21P5-BPC2)
- Case Savings End Aisle Backer Card ENG (DMS-21P5-BPC3) / BIL (DMS-21P5-BPC4)
- Pricer Cards ENG (DMS-21P5-BPC5) / BIL (DMS-21P5-BPC6)
- Case Savings Pricer Cards ENG (DMS-21P5-BPC7) / BIL (DMS-21P5-BPC8)
- Shelf Talkers ENG (DMS-21P5-BPC9) / BIL (Re-order # DMS-21P5-BPC10)
- Bin Ticket Extension ENG (DMS-21P5-BPC11) / BIL (DMS-21P5-BPC12)
- Pole Topper ENG/BIL (DMS-21P5-BPC15)
- Riser Wrap ENG (DMS-21P5-BPC13) BIL (DMS-21P5-BPC14)



Front View

Back View

Merchandising Instructions

- 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. Discretionary End Aisle
 2. Cut Case display or Block Pile display
 3. In-section Display

Display Program (SB)

CHEERS TO STYLISH SIPPING

Hennessy and Moët & Chandon

Summer is finally here! We know things may be different this year, but the arrival of warm weather is still something to celebrate. Let's raise a glass in style to celebrate the brighter days ahead. Toast to sunshine!

Participating Stores

1, 1038, 164, 195, 198, 21279, 329, 346, 385, 394, 398, 412, 486, 500, 511, 555, 632, 70

Participating Products

Key Dates (July 19 - August 15)

LCBO#	Description	Format
8284	Hennessy VS Cognac	750
279455	Moët & Chandon Ice Imperial Champagne	750

Signage Components

- Cut-Case Backer Card ENG (DMS-21P5-BPD1)/ BIL (DMS-21P5-BPD2)
- Riser Wrap Solid Colour (DMS-21P5-BPD3)
- Pricer Cards ENG (DMS-21P5-BPD4) / BIL (DMS-DMS-21P5-BPD5)
- Pole Topper Sign ENG (DMS-21P5-BPD6) / BIL (DMS-21P5-BPD7)

Merchandising Instructions

- 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 Display
2. Cut Case Display



Block pile Display

FRONT END MERCHANDISER

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, Perpendicular Shelf Talkers and in-section Shelf Talkers.
- Re-order # DMS-21P3-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, 1015, 23, 25, 31, 38, 82, 83, 130164, 187198, 201, 209228, 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



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 with Bubbles	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 Sauvignon Blanc	250
647313	Joiy Rose Sparkling *	250



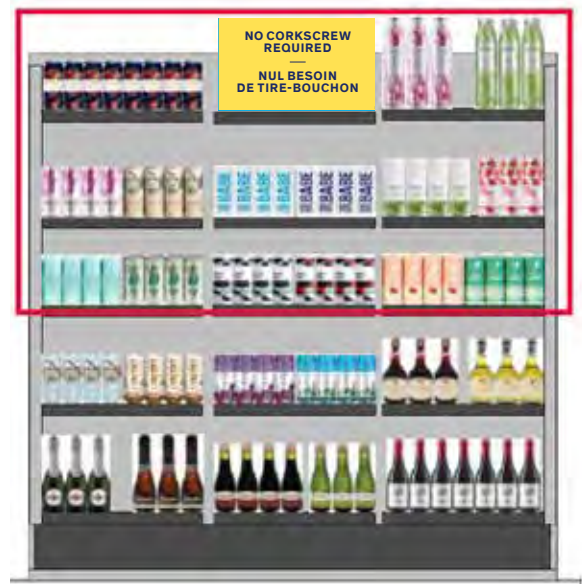
Sample Half Wine In Cans FEM Planogram

Combined Wine FEM Participating Stores

1722, 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 with Bubbles	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 Sauvignon Blanc	250
647313	Joiy Rose Sparkling *	250
15530	Lola Blush Can VQA	250
14826	Stella Rosa Pink	250
647792	Bollicini Sparkling Cuv ee* (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 Sauvignon Blanc	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
15929	JP Chenet Rose Can	200
15499	Pink House Wine Co. Rose VQA	250
647792	Bollicini Sparkling Cuv ee 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

Period 5 & Period 6 WINES FLEX SPACE



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.

Key Dates: P5 - P6

3 Flex Spaces – Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

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 mer chandised with Ontario sparklers under \$20
2. USA/Australia section mer chandised with new products from New World
3. Italy/SE Europe section mer chandised with Old World products

6 Flex Spaces – Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

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

- Sparkling section mer chandised with Ontario sparklers under \$20
- USA section mer chandised with new products from New World
- SE Europe section mer chandised 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 mer chandised 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.

**Flex Space
Europe - Sippers
from Germany is
a sold program.
Participation is
mandatory.**


Signage Components

- Flex Space Signage Kit
(Re-order # DMS-21P5-FS1)
Including Box Signs and Bin Strips

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

Box Sign	LCBO#	Description	Producing Country	Size (mL)	Retail	
Australia Flex Space - "new from south of the equator"						
	16362	Santa Julia+ Chenin Blanc	Argentina	750	\$11.95	
	11935	Zaphy Chardonnay Organic	Argentina	750	\$11.95	
	12452	Bodega Toro Centenario Malbec	Argentina	750	\$9.45	
	15514	Frank Hellwig Shiraz Grenache	Australia	750	\$17.95	
	11939	Victoria Park Cabernet Sauvignon	Australia	750	\$14.95	
	16363	Cono Sur Organic Pinot Noir	Chile	750	\$13.95	
	13293	Villa Maria Private Bin Chardonnay	New Zealand	750	\$17.95	
	16361	Robertson Winery Chapel Red	South Africa	750	\$9.95	
	15943	The Fishwives Club Sauvignon Blanc	South Africa	750	\$11.95	
EUROPE - Italy/SE Flex Space "Sippers from Germany"						
 <p>NOTE: Merchandise with Old World SKUs.</p>	9118	Henkell Trocken Piccolo 3x200	Germany	600	\$12.95	
	203125	Henkell Rose	Germany	750	\$12.95	
	291971	Villa Wolf Pinot Noir Pfalz	Germany	750	\$13.95	
	488593	Relax Bubbles	Germany	750	\$13.95	
	501080	Bend In The River Riesling	Germany	750	\$11.95	
	539536	Dachshund Pinot Grigio, Rheinhessen	Germany	750	\$13.00	
	621888	Relax Riesling, Mosel	Germany	750	\$12.95	
	* This is a SOLD promotion with Wines of Germany, and continues on for P5 with no changes from P4.					
	USA Flex Space - New refreshing white wines from California "just in from Cali"					
 <p>NOTE: Merchandise with New World SKUs.</p>	12589	Canyon Road Sauvignon Blanc	California	750	\$9.95	
	15754	Josh Cellars Pinot Grigio	California	750	\$18.95	
	15752	Farmhouse White	California	750	\$16.95	
	14678	Barefoot Moscato	California	1500	\$19.95	
	1194	Sandpoint Chardonnay	California	750	\$16.95	
	6431 #	Josh Cellars Sauvignon Blanc	California	750	\$18.00	
	10886	Bar Dog Chardonnay	California	750	\$18.00	
	633354	Longshot Pinot Grigio	California	750	\$16.00	
	New Zealand Flex Space - "big value wines"					
	15888	OPEN Pinot Grigio VQA 3L	Canada	3000	\$39.95	
	51322	Girls' Night Out Peach Raspberry Rumba Astrapouch	Canada	3000	\$24.95	
	12676	Bodacious Cabernet Sauvignon	Canada	4000	\$42.95	
	11928	Gato Negro Chardonnay	Chile	1500	\$15.00	
	10233	Oggi Botter Pinot Grigio	Italy	1500	\$17.95	
	13295	Matua Hawkes Bay Sauvignon blanc	New Zealand	1500	\$31.95	
	13700	Beachouse Sauvignon Blanc	South Africa	1500	\$19.95	
10422	Barefoot Merlot	USA	1500	\$19.95		

SPARKLING Flex Space - "local sparklers under \$20"

 <p>NOTE: Merchandise with Residual Holiday Gifting and Sparkling</p>	645309	Kew Vineyards Organic Riesling Sparkling VQA	Ontario	750	\$ 19.95
	14884	Lola Secco Sparkling VQA	Ontario	750	\$ 14.95
	1597	Bella Sparkling Pinot Noir VQA	Ontario	750	\$ 18.95
	14981	Aria Sparkling Rosé	Ontario	750	\$ 14.95
	418657	Lily Sparkling Wine VQA	Ontario	750	\$ 17.95
	515452	XOXO Pinot Grigio+Chardonnay Sparkling	Ontario	750	\$ 11.95
	579979	Bodacious Bubbles	Ontario	750	\$ 12.95
	341347	Fresh Sparkling Rosé VQA	Ontario	750	\$ 16.95
492959	Rosehall Run Pixie Sparkling Rosé VQA	Ontario	750	\$ 19.95	

Organic Flex Space

Maintain regular merchandising of organic assortment (secondary location for all general list and Vintages organic products.)

Australia Flex Space New From South of the Equator



EUROPE - Italy/SE Flex Space Sippers from Germany



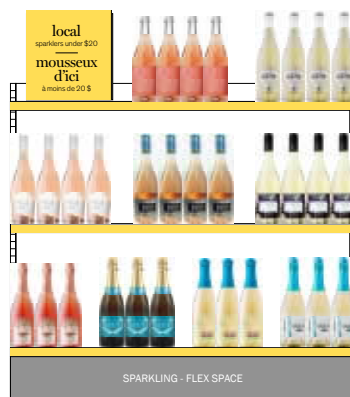
USA Flex Space Just In from Cali



New Zealand Flex Space - Big Value Wines



Sparkling Flex Space - Local Sparklers Under \$20



The planoguides 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

July 31 - August 2

All stores will have the opportunity to participate in this promotion. Details on ordering and distribution will be communicated through the Retail Administrator Blast.

Participating Stores

All Stores

Key Dates (July 31 - August 2)

Participating Products

LCBO#	Description	Size (mL)	Was	NOW	SAVE
110320	No Name Beer	6 x 341	\$9.90	\$6.60	\$3.30
139089	Cool Larger	4 x 341	\$5.40	\$4.40	\$1.00
66867	Bavaria Premium	6 x 500	\$13.30	\$9.05	\$4.25



Signage Components

- Pricer Card ENG (Re-order # DMS-21P5-BAB1) / BIL (Re-order # DMS-21P5-BAB2)
- Shelf Talkers ENG (Re-order # DMS-21P5-BAB3) / BIL (Re-order # DMS-21P5-BAB4)
- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P5-BAB5)
- Cut Case Backer Card ENG/BIL (Re-order # DMS-21P5-BAB6)



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. Discretionary End Aisle
 2. Cut Case display
 3. In-section Display



Cut Case 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 (July 19 - August 15)

Participating Stores

Please refer to the P5 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)	LTO Offer
342386	Sailor Jerry Spiced Rum	375	\$100

Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-21P5-CRSD1)
BIL (Re-order # DMS-21P5-CRSD2)
- Riser Wrap (Re-order # DMS-21P5-CRSD3)
- Pricer Cards ENG (Re-order # DMS-21P5-CRSD4) /
BIL (Re-order # DMS-21P5-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. **Participation is mandatory.**

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.

Please refer to the online worksheets for store participation list.

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

The E-Commerce Shopping Cart sign will be shipped to participating stores by the start of Period 5.

- E-Commerce Shopping Cart Sign
ENG/BIL (Re-order #DMS-21P5-SC1)






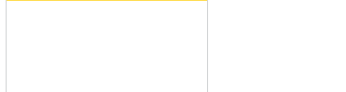



Merchandising Instructions

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

OTHER PROGRAMS

Program	Duration	Next Release	
	Wine Fridge	February 2, 2020 - May 24, 2020 Period 3 - Period 6	Period 7
	Whisky Shop	February 2, 2020 - TBD Period 12 - TBD	Posted online
	Gin Shop	March 29, 2020 - September 25, 2020 Period 1 - Period 7	Posted online
	Rum Shop	March 29, 2020 - September 25, 2020 Period 1 - Period 7	Posted online
	Tequila Shop	October 13, 2019 - February 1, 2020 Period 8 - Period 11	<i>Information coming soon!</i>

ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Branded Pre-printed Shelf Talkers EA 1-20	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P5-ST1 BIL: DMS-21P5-ST2	
On Shelf	Regular Program Pre-printed Extender Strips (64 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P5-ST3 BIL: DMS-21P5-ST4	
On Shelf	Community Program Pre-printed Extender Strips (10 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P5-ST5 BIL: DMS-21P5-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips (9 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P5-ST7 BIL: DMS-21P5-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips (1 version)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P5-ST9 BIL: DMS-21P5-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-21P5-ST11	
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-21P5-ST12	
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-21P5-ST13	
On Shelf	BBAM Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P5-ST18 BIL: DMS-21P5-ST19	

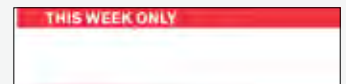
Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h English/Price English/No Price	LTO Bundle DMS-P5-LTO	
On Shelf	"SAVE/ ÉPARGNEZ" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w 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-P5-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		

This Week Only LTO

The following product will be on LTO for one week only during Period 5. Please print 'This Week Only' shelf talkers in-store.

Participating Products

LCBO#	Description	Size (mL)	SAVE	Duration
11930	Comuna Shiraz Malbec	750	\$100	July 23 - July 29



Signage Components

'This Week Only' blank shelf talker ENG/BIL (Re-order# 733333)

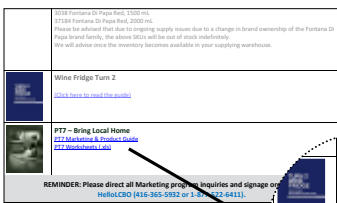
Merchandising

- Print the 'This Week Only' shelf talker in store using the AccessVia deSign Shop application.
- Ensure the shelf talkers are displayed in front of the product in their regular shelf location. Remove the shelf talker at the end of the weekly sale.

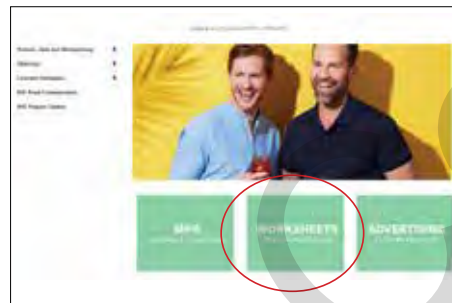
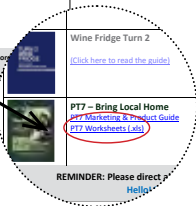
SOLD SPACE WORKSHEETS

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 = BonusAIR MILES® Reward Miles
BBAM = Bundled BonusAIR MILES® Reward Miles
SCP = Shopping Cart Program

Display Programs

Location	LCBO#	Description	Size (mL)	Support Programs
DOTW #1	229542	Folonari Pinot Grigio Delle Venezie Doc	750	Wine Fridge
DOTW #2	324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	
DOTW #3	597559	Tito's Handmade Vodka	750	
DOTW #4	426601	Villa Maria Private Bin Sauvignon Blanc	750	Wine Fridge
1	14496	Black Fly Local 55 Vodka Soda Raspberry (LCBO Warehouse)	4 × 355	
	14504	Palm Bay Zero Key Lime Cherry (LCBO Warehouse)	473	
	14664	Nude Vodka Soda Raspberry Lemon (LCBO Warehouse)	493	LTO
	15415	Muskoka Tread Lightly (LCBO Warehouse)	473	IMAGE Shelf Talker
	15476	Belgian Moon Light Sky (275 TBS)	473	
	15928	Mill St Big Little Lager (1950)	473	
	16367	Brickworks Ciderhouse Cider Spritz (1950)	473	
	16465	Ace Hill Low-Cal Mexican Lager (196)	4 × 355	
	635227	Liberty Village Dry Cider (LCBO Warehouse)	473	
	2	225243	Stolichnaya Vodka	750
225250		Stolichnaya Vodka	1140	
272716		Stolichnaya Vodka	1750	LTO
3	34579	Prince Igor Extreme Vodka	1140	LTO
	363507	Prince Igor Extreme Vodka	1750	LTO
4	604926	Prince Igor Extreme Vodka	750	
	189217	Gibson's Finest Sterling Edition	750	LTO
	215038	Gibson's Finest Sterling Edition	1750	LTO
5	215889	Gibson's Finest Sterling Edition Whisky	1140	LTO
	350504	Yellow Tail Big Bold Red	750	LTO
	572164	Yellow Tail Cabernet Sauvignon	1500	LTO
6	625350	Yellow Tail Merlot	750	LTO
	14731	Smirnoff Infusions Cucumber & Lime	750	LTO
	14732	Smirnoff Infusions Watermelon & Mint	750	LTO
7	14733	Smirnoff Infusions Strawberry & Rose	750	LTO
	155051	Masi Campofiorin Igt	750	LTO
	533026	Masi Modello Merlot Trevenezie Igt	750	LTO
8	620773	Masi Masianco Pinot Grigio	750	LTO, Wine Fridge
	285254	Forty Creek Copper Pot Reserve	750	LTO
	350207	Forty Creek Copper Pot Reserve Whisky	1140	LTO
9	397091	Forty Creek Copper Pot Reserve	1750	LTO
	64659	Captain Morgan Private Stock Rum	750	
	133439	Captain Morgan White Rum (P.E.T)	1750	BBAM
	617688	Captain Morgan Original Spiced Rum	1140	LTO

Location	LCBO#	Description	Size (mL)	Support Programs
10	226969	Pelee Pebbles Vidal-Hibernal	1500	LTO
	621110	Jackson-Triggs Pinot Grigio	750	LTO, Wine Fridge
	669465	Peller Family Vineyards Pinot Grigio	4000	LTO
11	385286	Iceberg Vodka (P.E.T)	375	
	400754	Iceberg Vodka	750	LTO
	544155	Iceberg Vodka	1750	Value Add
12	10157	Jameson Irish Whiskey	750	LTO
	429258	Jameson Caskmates Stout Irish Whiskey	750	LTO
	635391	Jameson Caskmates IPA Irish Whiskey	750	LTO
13	10213	Kahlua Coffee Liquor	750	
	10216	Kahlua Coffee Liquor	1140	LTO
	10217	Kahlua Coffee Liquor	1750	
14	10886	Bar Dog Chardonnay	750	LTO, Flex Space
	459917	Peller Family Vineyards Rose	1500	LTO
	632307	Era Sauvignon Blanc Organic Terre Siciliane Igt	750	LTO
15	570	Beefeater Dry	750	LTO
	56622	Beefeater Dry	1750	
	209213	Beefeater London Dry Gin	1140	BAM
	647982	Beefeater Pink	750	LTO
16	388694	Casamigos Tequila Reposado	750	
	425686	Casamigos Tequila Anejo	750	LTO
	609362	Casamigos Mezcal	750	LTO
17	219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	LTO
	454967	Chateau Des Charmes Pinot Noir Estate Bottled VQA	750	LTO
	633347	Longshot Cabernet Sauvignon	750	LTO
18	15806	Skyy Vodka	750	LTO
	15807	Skyy Vodka	1140	
	615153	Skyy Vodka	375	LTO
19	60608	El Dorado 12 Year Old Rum	750	LTO
	366666	El Dorado 8 YO Cask Aged Demerara Rum	750	BAM
	894014	El Dorado Demerara 5 Year Old Rum	750	LTO
20	279455	Moet & Chandon Ice Imperial Champagne	750	
	417642	Cave Spring Pinot Noir VQA	750	LTO
	541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	LTO

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

Shelf Extenders

Refer to the Participating Stores Section of this guide to determine how many extenders your store implements.

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65	66			
R1	Vodka A	267302	Crystal Head Vodka	750	LTO											Y	Y
R2	Vodka B	638205	Zirkova Together Ultra Premium Vodka	750	LTO								Y	Y	Y	Y	Y
R3	Vodka C	253302	Luksusowa Vodka	750	LTO								Y	Y	Y	Y	Y
R4	Vodka D	493999	Absolut Lime Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	137117	Russian Standard Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	366633	Ron Diplomático Reserva Exclusiva Rum	750	LTO												Y
R7	Rum B	402818	Flor De Cana Grand Reserva 7 Rum	750	LTO									Y	Y	Y	Y
R8	Rum C	217422	Havana Club Anejo Reserva	1140	LTO								Y	Y	Y	Y	Y
R9	Rum D	13591	Baron Samedi Rum	375	LTO								Y	Y	Y	Y	Y
R10	Rum E	13588	Bacardi Gold	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	479923	Stalk & Barrel Blue Blend	750	LTO											Y	Y
R12	Canadian Whisky B	243824	Oban 14 Yr Old Single Malt	750	LTO									Y	Y	Y	Y
R13	Canadian Whisky C	474585	J.P. Wiser's Apple Whisky	750	LTO								Y	Y	Y	Y	Y
R14	Canadian Whisky D	434092	Crown Royal Northern Harvest Rye	750	LTO								Y	Y	Y	Y	Y
R15	Canadian Whisky E	605931	Grant's Family Reserve	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	387423	Bruichladdich The Classic Laddie Scottish Barley	750	LTO									Y	Y	Y	Y
R17	Scotch B	255281	Aberfeldy 12 Year Old	750	Mini Thematic, BAM	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	316844	Bombay Sapphire London Dry	750	LTO								Y	Y	Y	Y	Y
R19	Liqueurs A	11248	Baileys Espresso	750	LTO										Y	Y	Y
R20	Liqueurs B	630913	Tia Maria	750	Value Add									Y	Y	Y	Y
R21	Liqueurs C	2253	Disaronno Amaretto	750	LTO								Y	Y	Y	Y	Y
R22	Liqueurs D	477836	Malibu Coconut Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	410803	D'Usse VSOP	750	BAM												Y
R24	Brandy B	180695	St-Germain Elderflower Liqueur	750	LTO									Y	Y	Y	Y
R25	Tequila A	173617	El Jimador Tequila Blanco	750	LTO										Y	Y	Y
R26	Ontario Blend A	486001	XOXO Pinot Grigio Sangria	750	LTO									Y	Y	Y	Y
R27	Ontario Blend B	63313	Peller Family Vineyards Dry White Crtn	1000	LTO									Y	Y	Y	Y
R28	Ontario Blend C	470823	Pelee Island Merlot	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	441519	Pelee Pebbles Red	1500	LTO									Y	Y	Y	Y
R30	Ontario Non-VQA B	628214	Black Cellar Whisky Aged Wine	750	LTO									Y	Y	Y	Y
R31	Ontario Non-VQA C	63826	Wayne Gretzky Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	667097	Peller Family Vineyards Sauvignon Blanc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	457341	Muskoka Lakes Blueberry Wine	750	LTO										Y	Y	Y
R34	Ontario VQA B	177477	Sandbanks Estate Shoreline White VQA	750	LTO										Y	Y	Y
R35	Australia/New Zealand A	620054	Babich Sauvignon Blanc	750	LTO										Y	Y	Y
R36	Australia/New Zealand B	405514	Yellow Tail Sangria	750	LTO										Y	Y	Y
R37	Australia/New Zealand C	506691	Wolf Blass Yellow Label Shiraz	750	LTO								Y	Y	Y	Y	Y
R38	Australia/New Zealand D	406843	Jacob's Creek Moscato	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	534263	Beringer Founders Estate Cabernet Sauvignon	750	LTO								Y	Y	Y	Y	Y
R40	USA B	462853	Menage A Trois Silk Red Wine	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Refer to the Participating Stores Section of this guide to determine how many extenders your store implements.

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65				
R41 Chile A	10406	Gato Negro 9 Lives Reserve Cabernet Sauvignon	750	LTO										Y	Y	Y	Y
R42 Chile B	304022	Santa Carolina Chardonnay Reserva	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	416487	The Wanted Zin Old Vines Zinfandel Igt	750	LTO													Y
R44 France Blend B	5322	Aveleda Vinho Verde	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	LTO												Y	Y
R46 France South B	589101	Ruffino Lumina Pinot Grigio Igt	750	LTO, Wine Fridge				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/Burgundy A	545319	Frescobaldi Castiglioni Chianti Docg	750	LTO											Y	Y	Y
R48 Italy Central A	293498	Brotte La Fiole Cote Du Rhone Aoc	750	LTO												Y	Y
R49 Italy Central B	302380	Mezzacorona Pinot Grigio Trentino	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	134916	Ogier Cotes Du Ventoux Rose Aoc	750	LTO						Y	Y	Y	Y	Y	Y	Y	Y
R51 Italy North B	85316	Blu Giovello Prosecco	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	12063	El Gringo Dark Red Tempranillo	750	LTO													Y
R53 Southern Europe B	176461	Folonari Soave Doc	750	LTO											Y	Y	Y
R54 Germany A	245340	Chapoutier Belleruche Cdr White Aoc	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	539312	Josh Cellars Rose	750	LTO, Wine Fridge											Y	Y	Y
R56 Sparkling B	384651	Martini Prosecco Sparkling	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	15435	Schneider Helle Weisse (LCBO Warehouse)	500	LTO												Y	Y
R58 Ontario Beer B	15186	Coors Organic (275 TBS)	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	917872	Stonehooker Broad Reach	473														Y
R60 Beer 2	37861	Pabst Blue Ribbon (275 TBS)	473	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	15881	Steam Whistle Session Lager (5577)	473	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	514851	Okanagan Apple Cider (LCBO Warehouse)	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	14529	Muskoka Spirits Hard Sparkling Water Mix Pack	4 × 355	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	491662	Smirnoff White Sangria	473	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	14997	Splash Mixed Berry	355	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

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	403519	Crown Royal Apple	750	LTO	Diageo Canada Inc.
C3: Community Extender 3	669440	Peller Family Vineyards Shiraz	1500	LTO	Andrew Peller Limited
C4: Community Extender 4	427377	Porta 6, Vr Lisboa	750	LTO	Boldworks Corporation
C5: Community Extender 5	340380	Two Oceans Sauvignon Blanc	750	LTO, Wine Fridge	PMA Canada Ltd.
C6: Community Extender 6	225615	Brugal Anejo	750	LTO	Beam Suntory
C7: Community Extender 7	248997	Laphroaig 10 Year Old	750	LTO	Beam Suntory
C8: Community Extender 8	227405	Olmecca Tequila Gold	1140	LTO	Corby Spirit And Wine Limited
C9: Community Extender 9	139022	Sandbanks Riesling VQA	750	LTO	Arterra Wines Canada Inc.
C10: Community Extender 10	647644	Bread & Butter Cabernet Sauvignon	750	LTO	Dionysus Wines & Spirits Ltd.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	522730	Strewn Chardonnay Barrel-Aged VQA	750	LTO, Wine Fridge	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	372391	Leonardo Chianti Fiasco	750	LTO	Dionysus Wines & Spirits Ltd.
D3: Discovery Wines 3	142117	Lindemans Bin 65 Chardonnay	750	LTO	Mark Anthony Wine & Spirits
D4: Discovery BSM 1	143891	Peroni Nastro Azzurro (LCBO Warehouse)	500	LTO	Mark Anthony Wine & Spirits
D5: Discovery BSM 2	688630	Muskoka Lakes Cliff Jump Cranberry Cider (LCBO Warehouse)	473	LTO	Muskoka Lake Winery
D6: Discovery BSM 3	14482	Jaw Drop Biting Cherries	473	LTO	Breakthru Beverage Canada Inc.
D7: Discovery Spirits 1	16549	Rumchata Limon	750	Value Add	Glazer's Of Canada
D8: Discovery Spirits 2	600163	Tanqueray No. Ten Gin	750	Mini Thematic, LTO	Diageo Canada Inc.
D9: Discovery Spirits 3	573956	Tanqueray Flor De Sevilla	750	LTO	Diageo Canada Inc.

Green Shelf Extender

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	245324	Les Jamelles Merlot Vin De Pays D'Oc	750	LTO	Philippe Dandurand Wines Ltd.

IMAGE Shelf Talkers

LCBO#	Description	Size (mL)	Support Program	Agent
15415	Muskoka Tread Lightly	473	Mini Thematic	Lakes Of Muskoka Cottage Brewery
15476	Belgian Moon Light Sky	473		Molson Coors Canada
15884	Hucklejack Lager	473		Mark Anthony Wine & Spirits
15928	Mill St Big Little Lager	473		Trillium Beverage Inc.
16367	Brickworks Ciderhouse Cider Spritz	473		Trillium Beverage Inc.
16465	Ace Hill Low-Cal Mexican Lager	4 × 355		Ace Hill Beer Company
71746	Tullamore Dew Irish Whiskey	750		PMA Canada Ltd.
487710	Piccini Chianti Orange Docg	750		Wine Lovers Agency Inc.
559740	Muskoka Summerweiss Tropical Wheat	473		Lakes Of Muskoka Cottage Brewery
635227	Liberty Village Dry Cider	473		Iconic Brewing Company Inc.
645713	Spring Mill Distillery Vodka	750		Sleeman Brewing & Malting Co.
697680	Original Organic Lager	4 × 355		Trillium Beverage Inc.
697698	Blanche De Chambly	473		Sleeman Brewing & Malting Co.

LCBO#	Description	Size (mL)	LTO	Display Program
570	Beefeater Dry	750	\$1.40	End Aisle
1206	Bacardi Gold Rum	750	\$1.00	
1784	Grand Marnier	750	\$5.00	Mini Thematic
2253	Disaronno Amaretto	750	\$2.00	Shelf Extender
5322	Aveleda Vinho Verde	750	\$1.00	Shelf Extender, Wine Fridge
6502	Cointreau	750	\$1.00	
9902	Courvoisier VSOP	750	\$8.00	Mini Thematic
10157	Jameson Irish Whiskey	750	\$1.50	End Aisle
10216	Kahlua Coffee Liqueur	1140	\$3.00	End Aisle
10406	Gato Negro 9 Lives Reserve Cabernet Sauvignon	750	\$2.00	Shelf Extender
10485	Pelee Island Lola Pinot Grigio VQA	750	\$2.00	
10717	Carnivor Shiraz	750	\$2.00	Mini Thematic
10886	Bar Dog Chardonnay	750	\$2.00	End Aisle, Flex Space
11081	Skipping Stone White VQA	750	\$2.00	Wine Fridge
11248	Baileys Espresso	750	\$1.00	Shelf Extender
11564	The Audacity Of Thomas G. Bright Merlot Cab VQA	750	\$2.00	
11943	Los Cardos Dona Paula Sauvignon Blanc	750	\$2.00	Middle Nesting Table
12041	Steam Whistle Pale Ale	473	\$0.25	Feature Fixture
12063	El Gringo Dark Red Tempranillo	750	\$2.00	Shelf Extender
12329	Belgian Moon	4 x 473	\$1.00	
12454	Callia Alta Cabernet Sauvignon	750	\$1.00	Middle Nesting Table
12649	Unwined Smooth Red	750	\$1.00	
12854	Collective Arts Audio Visual Lager	473	\$0.25	
13588	Bacardi Gold	750	\$1.00	Shelf Extender
13591	Baron Samedi Rum	375	\$1.00	Shelf Extender
14136	Coors Original	473	\$0.25	
14473	Bacardi Rum Punch	355	\$0.15	
14482	Jaw Drop Biting Cherries	473	\$0.25	Discovery Extender
14484	Arizona Hard Green Tea	473	\$0.25	
14491	Beach Bum Lemon Coconut	473	\$0.25	
14502	Snapple Spiked Sparkling Lemon Tea	473	\$0.25	
14503	Mott's Clamato Caesar Sweet & Spicy	458	\$0.25	
14516	Rilli Brilli Pink Lemonade Rose	355	\$0.20	
14526	Hey Y'All Green Tea & Honey Hard Iced Tea	458	\$0.25	FEM
14529	Muskoka Spirits Hard Sparkling Water Mix Pack	4 x 355	\$0.75	Shelf Extender
14664	Nude Vodka Soda Raspberry Lemon	473	\$0.20	Mini Thematic
14731	Smirnoff Infusions Cucumber & Lime	750	\$1.00	End Aisle
14732	Smirnoff Infusions Watermelon & Mint	750	\$1.00	End Aisle
14733	Smirnoff Infusions Strawberry & Rose	750	\$1.00	End Aisle
14770	Gordon's Gin & Soda	355	\$0.25	
14991	Spiked Seltzer Cranberry	355	\$0.25	
14997	Splash Mixed Berry	355	\$0.25	Shelf Extender
15186	Coors Organic	473	\$0.25	Shelf Extender
15402	Old Milwaukee	6 x 473	\$1.00	
15406	Sleeman Clear 2.0	473	\$0.20	
15435	Schneider Helle Weisse	500	\$0.30	Shelf Extender
15440	Dab Ultimate Low Carb Beer	6 x 500	\$1.00	
15524	Budweiser Nitro Gold	6 x 355	\$1.00	EZH
15563	Somersby Apple Cider	473	\$0.25	
15695	Bud Light Strawberry Lemonade	473	\$0.20	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
15697	Bench Brewing Green Fields Sour Ale	473	\$0.20	
15806	Skyy Vodka	750	\$1.00	End Aisle
15881	Steam Whistle Session Lager	473	\$0.25	Shelf Extender
30957	> Carmenere Winemaker's Lot 148 (Concha Y Toro)	750	\$3.00	
33928	J.P. Wiser's Deluxe	1750	\$1.55	
34579	Prince Igor Extreme Vodka	1140	\$1.00	End Aisle
37861	Pabst Blue Ribbon	473	\$0.20	Shelf Extender
38117	>(V) Riesling Elevation St Urban (Vineland)	750	\$2.00	
43703	Hennessy VSOP Cognac	750	\$8.00	
58339	>(V) Malbec Kaiken (Montes S.A.)	750	\$2.00	Middle Nesting Table
58677	XOXO Pinot Grigio/Chardonnay	750	\$1.00	
59311	> Seven Deadly Zins (The Wine Group)	750	\$3.00	
60608	El Dorado 12 Year Old Rum	750	\$3.00	End Aisle
63313	Peller Family Vineyards Dry White Crtn	1000	\$1.00	Shelf Extender
63826	Wayne Gretzky Chardonnay VQA	750	\$1.50	Shelf Extender
71126	Heineken Lager	6 × 330	\$1.00	EZA
80234	>(V) Riesling Black Sheep (Featherstone)	750	\$1.00	
85316	Blu Giovello Prosecco	750	\$2.00	Shelf Extender
103747	Maker's Mark Kentucky Bourbon	750	\$4.00	
107342	Reinhart's Red Apple Strong Cider	473	\$0.25	
107714	Angels Gate Gamay Noir VQA	750	\$1.00	
114967	Finlandia Vodka	1750	\$1.30	Comm. Extender
116038	Metaxa Seven Star	750	\$2.00	
131540	17 Merlot Red Tail (Featherstone)	750	\$1.00	
134916	Ogier Cotes Du Ventoux Rose Aoc	750	\$1.50	Shelf Extender
135970	Pelee Island Gewurztraminer	750	\$1.00	
137117	Russian Standard Vodka	750	\$1.50	Shelf Extender
139022	Sandbanks Riesling VQA	750	\$2.00	Comm. Extender
142117	Lindemans Bin 65 Chardonnay	750	\$1.00	Discovery Extender
142935	>The Formula Robert's Shiraz (Small Gully)	750	\$2.00	
143164	Cusumano Nero D'Avola Terre Sicilane Igt	750	\$2.00	
143891	Peroni Nastro Azzurro	500	\$0.20	Discovery Extender
145458	Inniskillin Riesling Pinot Grigio VQA	750	\$2.00	goLOCAL
148007	Czechvar Premium Lager	500	\$0.35	
149302	(V) Chardonnay Canadian Oak (Featherstone)	750	\$1.00	
155051	Masi Campofiorin Igt	750	\$3.00	End Aisle
164756	Graffigna Pinot Grigio	750	\$2.00	Middle Nesting Table
166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	\$2.00	Shelf Extender
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$3.00	
173617	El Jimador Tequila Blanco	750	\$2.00	Shelf Extender
176461	Folonari Soave Doc	750	\$1.00	Shelf Extender
177477	Sandbanks Estate Shoreline White VQA	750	\$2.00	Shelf Extender
180695	St-Germain Elderflower Liqueur	750	\$3.00	Shelf Extender
189217	Gibson's Finest Sterling Edition	750	\$2.20	End Aisle
209221	Absolut Vodka	1140	\$1.00	
211227	Palm Bay Ruby Grapefruit Sunrise Spritz	6 × 355	\$1.25	Seasonal Block Pile
214049	Girls' Night Out Strawberry Samba	1500	\$1.00	
215038	Gibson's Finest Sterling Edition	1750	\$3.00	End Aisle
215889	Gibson's Finest Sterling Edition Whisky	1140	\$2.20	End Aisle
217125	Sauza Silver	1140	\$2.50	
217422	Havana Club Anejo Reserva	1140	\$1.30	Shelf Extender

LCBO#	Description	Size (mL)	LTO	Display Program
217653	Captain Morgan Original Spiced Rum	1140	\$1.80	
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	\$3.00	End Aisle
225243	Stolichnaya Vodka	750	\$1.00	End Aisle
225615	Brugal Anejo	750	\$1.20	Comm. Extender
226944	>(V) Cab Sauv Sonoma County (Rodney Strong)	750	\$3.00	
226969	Pelee Pebbles Vidal-Hibernal	1500	\$1.00	End Aisle
227405	Olmecca Tequila Gold	1140	\$2.00	Comm. Extender
230565	Cono Sur Chardonnay Organic	750	\$2.00	Mini Thematic
243824	Oban 14 Yr Old Single Malt	750	\$5.00	Shelf Extender
245324	Les Jamelles Merlot Vin De Pays D'Oc	750	\$2.00	Green Extender
245340	Chapoutier Belleruche Cdr White Aoc	750	\$3.00	Shelf Extender
247627	Mill Street Original Organic Lager	473	\$0.20	
248997	Laphroaig 10 Year Old	750	\$5.00	Comm. Extender
250381	Francois Lurton Sauvignon Blanc Bordeaux Aoc	750	\$2.00	
253302	Luksusowa Vodka	750	\$1.00	Shelf Extender
265199	Absolut Vodka	375	\$0.50	
267302	Crystal Head Vodka	750	\$5.00	Shelf Extender
270447	Guinness Draught Beer	500	\$0.25	Feature Fixture
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$2.00	
272716	Stolichnaya Vodka	1750	\$1.45	End Aisle
273110	Canadian Club & Ginger Ale	473	\$0.25	
275099	Jackson-Triggs Vidal Bag In Box	4000	\$2.00	
279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	\$2.00	
285254	Forty Creek Copper Pot Reserve	750	\$1.50	End Aisle
285544	>(V)Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50	
286278	>(V) Flat Rock Cellars Chardonnay	750	\$1.00	
292110	La Mascota Cabernet Sauvignon	750	\$1.50	Middle Nesting Table
293498	Brotte La Fiole Cote Du Rhone Aoc	750	\$2.00	Shelf Extender
295139	Alamos Malbec	750	\$2.00	Middle Nesting Table
300681	Coors Light	6 x 473	\$1.00	
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	Shelf Extender
304022	Santa Carolina Chardonnay Reserva	750	\$2.00	Shelf Extender
311779	Bud Light	6 x 473	\$1.00	
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	\$2.00	Mini Thematic
316570	> (V) Sauvignon Blanc Oyster Bay (Delegat's)	750	\$3.00	VL1, LTO
316844	Bombay Sapphire London Dry	750	\$1.00	Shelf Extender
319442	Mike's Hard Lemonade	6 x 355	\$1.25	Seasonal Block Pile
321786	Smirnoff Ice	4 x 330	\$1.00	Seasonal Block Pile
324855	Espolon Tequila Reposado	750	\$2.00	
328567	> (V) Cathedral Cellars Cab Sauv Paarl (Kwv)	750	\$2.00	Mini Thematic
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00	Mini Thematic
334037	Innis & Gunn The Original	500	\$0.20	
337949	Heineken Lager	500	\$0.25	
338079	Alize Gold Passion Liquor	750	\$5.00	
340380	Two Oceans Sauvignon Blanc	750	\$2.00	Comm. Extender, Wine Fridge
341610	Megalomaniac Pompous VQA	750	\$2.00	
341776	Fresh Beginnings Moscato VQA	750	\$2.00	goLOCAL
342386	Sailor Jerry Spiced Rum	375	\$1.00	Spirit Cold Room
342436	> (V) Chardonnay Organic (Bonterra)	750	\$2.00	
350207	Forty Creek Copper Pot Reserve Whisky	1140	\$2.00	End Aisle
350504	Yellow Tail Big Bold Red	750	\$2.00	End Aisle
351429	Amsterdam Boneshaker	473	\$0.25	
363507	Prince Igor Extreme Vodka	1750	\$1.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
366633	Ron Diplomatico Reserva Exclusiva Rum	750	\$5.00	Shelf Extender
367698	> (V) Boschendal 1685 Chardonnay	750	\$2.00	
369777	19 Crimes Shiraz Durif	750	\$2.00	Mini Thematic
372219	Sandbanks Pinot Grigio VQA	750	\$2.00	
372391	Leonardo Chianti Fiasco	750	\$2.00	Discovery Extender
377820	Jackson-Triggs Merlot	1500	\$1.50	
379180	Robert Mondavi Private Selection Chardonnay	750	\$3.00	
383059	Sleeman Original Draught	6 x 473	\$1.00	
384651	Martini Prosecco Sparkling	750	\$2.00	Shelf Extender
387423	Bruichladdich The Classic Laddie Scottish Barley	750	\$5.00	Shelf Extender
392654	Apothic Dark Red	750	\$2.00	Mini Thematic
397091	Forty Creek Copper Pot Reserve	1750	\$2.50	End Aisle
398693	Naughty Neighbour American Pale Ale	473	\$0.25	
399428	Jackson-Triggs Sauvignon Blanc	1500	\$1.50	
400556	Bodega Norton Barrel Select Malbec	750	\$3.00	Mini Thematic
400754	Iceberg Vodka	750	\$1.00	End Aisle
402818	Flor De Cana Grand Reserva 7 Rum	750	\$2.00	Shelf Extender
403519	Crown Royal Apple	750	\$2.00	Comm. Extender
404368	Muskoka Detour	473	\$0.25	
405514	Yellow Tail Sangria	750	\$1.00	Shelf Extender
406843	Jacob's Creek Moscato	1500	\$2.00	Shelf Extender
411553	Girls' Night Out Peach Raspberry Rumba	1500	\$1.00	
415745	Nobilo Sauvignon Blanc Marlborough	750	\$3.00	Wine Fridge
416487	The Wanted Zin Old Vines Zinfandel Igt	750	\$2.00	Shelf Extender
417642	Cave Spring Pinot Noir VQA	750	\$2.00	End Aisle
419945	13th Street Burger Blend Gamay Pinot Noir VQA	750	\$2.00	goLOCAL
425686	Casamigos Tequila Anejo	750	\$6.00	End Aisle
427377	Porta 6, Vr Lisboa	750	\$2.00	Comm. Extender
429258	Jameson Caskmates Stout Irish Whiskey	750	\$3.00	End Aisle
429761	Santa Julia Reserva Malbec	750	\$2.00	Middle Nesting Table
430546	Henry Of Pelham Sauvignon Blanc VQA	750	\$2.00	
432732	Bodacious Smooth Red Bag In Box	4000	\$3.00	
434092	Crown Royal Northern Harvest Rye	750	\$3.00	Shelf Extender
441519	Pelee Pebbles Red	1500	\$1.00	Shelf Extender
446567	Iceberg Vodka (P.E.T)	750	\$1.00	
446625	Beatties Farm Crafted Vodka	750	\$4.00	
451336	>(V)Cabernet Sauvignon Tom Gore(Constellation Us)	750	\$2.00	Mini Thematic
454967	Chateau Des Charmes Pinot Noir Estate Bottled VQA	750	\$2.00	End Aisle
456731	Growers Pear Cider	473	\$0.30	
457341	Muskoka Lakes Blueberry Wine	750	\$2.00	Shelf Extender
459917	Peller Family Vineyards Rose	1500	\$1.00	End Aisle
460634	Corona	6 x 473	\$1.00	Entrance Table
462853	Menage A Trois Silk Red Wine	750	\$2.00	Shelf Extender
463521	Dixon's Wicked Licorice Gin	750	\$5.00	
470823	Pelee Island Merlot	750	\$1.00	Shelf Extender
473090	G. Marquis The Red Line Cabernet Sauvignon VQA	750	\$1.50	
474585	J.P. Wiser's Apple Whisky	750	\$2.00	Shelf Extender
475145	Zonin Valpolicella Classico Doc	750	\$2.50	
477836	Malibu Coconut Rum	750	\$1.00	Shelf Extender
478727	>(V)Catena Malbec (Bodegas Esmeralda)	750	\$2.00	Middle Nesting Table
479923	Stalk & Barrel Blue Blend	750	\$2.00	Shelf Extender
479980	Macallan 12 YO Double Cask	750	\$5.00	

LCBO#	Description	Size (mL)	LTO	Display Program
481366	High River Canadian Whisky	750	\$3.00	
485128	Pelee Island Baco Noir VQA	750	\$1.00	
486001	XOXO Pinot Grigio Sangria	750	\$1.00	Shelf Extender
487256	Stella Artois	6 × 330	\$1.00	
491118	Radio Boka Tempranillo Vdespana Bib	3000	\$6.00	
491662	Smirnoff White Sangria	473	\$0.25	Shelf Extender
492405	Smirnoff Ice Raspberry	6 × 355	\$1.00	Seasonal Block Pile
493999	Absolut Lime Vodka	750	\$1.00	Shelf Extender
497214	Ardiel Dry Apple Cider	473	\$0.25	
506691	Wolf Blass Yellow Label Shiraz	750	\$3.00	Shelf Extender
514851	Okanagan Apple Cider	473	\$0.30	Shelf Extender
515205	St Germain Elderflower Liqueur	200	\$1.00	CE1
520312	Bacardi Gold	1750	\$1.00	
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00	Discovery Extender, Wine Fridge
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	\$2.00	Wine Fridge
533026	Masi Modello Merlot Trevenezie Igt	750	\$2.00	End Aisle
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
536227	Guinness Hop House 13	500	\$0.25	Feature Fixture
538538	Woodhouse IPA	473	\$0.20	
539312	Josh Cellars Rose	750	\$2.00	Shelf Extender, Wine Fridge
541219	Kw Craft Cider Can	473	\$0.25	
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	End Aisle
544833	Miller Genuine Draught	6 × 355	\$1.30	
545194	Top Shelf Vodka	750	\$1.50	
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00	Shelf Extender
553156	Russian Standard Moscow Mule	473	\$0.30	
553818	Fuzion Organic Chardonnay Torrontes	750	\$2.00	Middle Nesting Table
554436	Crafty Elk Hard Juice Cranberry, Blueberry & Acai	355	\$0.20	
560243	Estdell Rose VQA	750	\$2.00	Wine Fridge
561050	The Glenlivet Founder's Reserve Scotch Whisky	1750	\$5.00	
568337	Founder's Original Bourbon Sour	473	\$0.20	
571133	>Dillon's Vermouth	750	\$2.00	
572164	Yellow Tail Cabernet Sauvignon	1500	\$2.00	End Aisle
573956	Tanqueray Flor De Sevilla	750	\$2.00	Discovery Extender
582841	Family Series Baco Noir VQA Peller Estates	750	\$1.00	
589101	Ruffino Lumina Pinot Grigio Igt	750	\$2.00	Shelf Extender, Wine Fridge
600163	Tanqueray No. Ten Gin	750	\$5.00	Mini Thematic, Discovery Extender
605931	Grant's Family Reserve	1140	\$5.00	Shelf Extender
609362	Casamigos Mezcal	750	\$6.00	End Aisle
611392	Mott's Clamato Caesar Extra Spicy	6 × 341	\$1.25	Seasonal Block Pile
611467	Peter Lehmann Clancy's Red Blend Barossa	750	\$2.00	
613497	Moosehead Lager	473	\$0.25	
614669	Trapiche Reserve Cabernet Sauvignon	750	\$1.50	Middle Nesting Table
615153	Skyy Vodka	375	\$1.00	End Aisle
617688	Captain Morgan Original Spiced Rum	1140	\$1.80	End Aisle
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$2.00	goLOCAL
620054	Babich Sauvignon Blanc	750	\$2.00	Shelf Extender
620492	Argento Seleccion Pinot Grigio	750	\$1.50	Middle Nesting Table
620773	Masi Masiatico Pinot Grigio	750	\$2.00	End Aisle, Wine Fridge
620880	Masi Tupungato Passo Doble Organic	750	\$2.00	Middle Nesting Table
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	End Aisle, Wine Fridge
625350	Yellow Tail Merlot	750	\$1.50	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
628214	Black Cellar Whisky Aged Wine	750	\$1.00	Shelf Extender
632307	Era Sauvignon Blanc Organic Terre Siciliane Igt	750	\$1.00	End Aisle
633347	Longshot Cabernet Sauvignon	750	\$2.00	End Aisle
633594	Smoking Loon Chardonnay	750	\$2.00	Mini Thematic
633602	Gnarly Head Sauvignon Blanc	750	\$2.00	
634899	Dixon's Wicked Citrus Gin	750	\$2.00	
635391	Jameson Caskmates IPA Irish Whiskey	750	\$3.00	End Aisle
638205	Zirkova Together Ultra Premium Vodka	750	\$2.00	Shelf Extender
647644	Bread & Butter Cabernet Sauvignon	750	\$3.00	Comm. Extender
647982	Beefeater Pink	750	\$2.00	End Aisle
649541	Seagram Island Time Anytime	6 × 355	\$1.00	Seasonal Block Pile
666560	Naked Grape Pinot Grigio Chardonnay	1000	\$1.00	
666966	Creemore Lot 9 Pilsner	473	\$0.25	
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	Shelf Extender
667808	Hoegaarden	500	\$0.20	
669440	Peller Family Vineyards Shiraz	1500	\$2.00	Comm. Extender
669465	Peller Family Vineyards Pinot Grigio	4000	\$1.00	End Aisle
676106	Stiegl Bier	500	\$0.15	
676775	Lech Beer	500	\$0.15	
676841	Red Stripe Lager	6 × 330	\$1.00	
688523	Chateau Des Charmes Atelier Red Estate Grown VQA	750	\$1.00	
688630	Muskoka Lakes Cliff Jump Cranberry Cider	473	\$0.75	Discovery Extender
697797	Salvador's Original Margarita (P.E.T)	1750	\$2.00	
698415	Creemore India Pale Ale	473	\$0.25	Feature Fixture
698449	Waterloo Raspberry Radler	473	\$0.20	
738823	>(V)Cab.Sauvignon Liberty School (Treana)	750	\$2.00	
894014	El Dorado Demerara 5 Year Old Rum	750	\$1.60	End Aisle
962886	>(V) Chardonnay La Crema Sonoma Coast(Jackson)	750	\$2.00	

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
893	J.P. Wiser's Deluxe	750	JP Wiser's Old Fashioned 50 mL	
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL	
6106	Kronenbourg 1664	6 × 330	Mini Absolut Vodka	
12476	Prince Igor Vodka (P.E.T)	1140	Prince Igor Extreme 50 mL	
53082	Alberta Pure Vodka (P.E.T)	1750	Banff Ice 2 × 50 mL	
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL	
57893	Lamb's Palm Breeze (P.E.T)	1750	Lamb's Palm Breeze 2 × 50 mL	
87015	Lamb's White Rum (P.E.T)	1750	Lamb's White Rum 2 × 50 mL	
88799	Alberta Pure Vodka (P.E.T)	750	Banff Ice 50 mL	
135566	Polar Ice Vodka	750	Polar Ice Vodka 50 mL	
186510	Corona Extra	6 × 330	Purchase 2 6 × 330 mL packs of Corona and receive a free water bottle	
216689	J.P. Wiser's Deluxe	1140	JP Wiser's Manhattan 50 mL	
229583	Kronenbourg 1664 Blanc	6 × 330	Absolut Vodka 50 mL	
240150	Polar Ice Vodka	1140	Polar Ice Vodka Arctic Extreme 50 mL	
311787	Budweiser	6 × 473	Complimentary BBQ sauce with the purchase of two Budweiser 6 × 473 mL packs	
390583	Canadian Club 100% Rye	750	Canadian Club 100% Rye 50 mL	
437772	Belvedere Vodka	750	Summer Bottle Wrap	
454462	Banff Ice Vodka	1750	Banff Ice 2 × 50 mL	
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL	
550715	Forty Creek Barrel Select	750	Forty Creek Copper Pot 50 mL	
573972	Kronenbourg Blanc Fruit Rouges	6 × 330	Absolut Vodka 50 mL	

Value Added Program – Sales Applied

LCBO#	Description	Size (mL)	VA Approved
117	Bacardi Superior White Rum	750	Portable Speaker for Mobile Device
6106	Kronenbourg 1664	6 × 330	Mini Absolut Vodka
12476	Prince Igor Vodka (P.E.T)	1140	Prince Igor Extreme 50 mL
12865	J.P. Wiser's Manhattan Canadian Whisky	750	Cocktail Tool
13589	Bacardi Lime	750	Portable Speaker for Mobile Device
14400	Coors Original	6 × 473	Coasters
15012	Northern Keep Vodka	750	Seed Matchstick Book
16345	Peller Family Vineyards Cab Merlot Crtn	1000	Carabiner - Take Me Camping
16549	Rumchata Limon	750	Lemon Waffer
61374	Bushmills Black Bush	750	Black Bush
80127	Sailor Jerry Spiced Rum	750	Air Freshener
83444	Leyenda Del Milagro Tequila Silver	750	Measuring Glass
112979	Bacardi Superior White Rum (P.E.T)	750	Portable Speaker for Mobile device
117101	Jagermeister	750	1 330 mL can of Innis & Gunn Original
131391	Smirnoff Vodka (P.E.T)	1140	Smirnoff Infusions 50 mL
143040	Hornitos Reposado Tequila	750	Rocks Glass
186510	Corona Extra	6 × 330	Purchase 2 6 × 330 mL packs of Corona and receive a free water bottle
193821	Domaine D'Or Superior White	1500	Glass
214056	Girls' Night Out Pineapple Mango Tango	1500	Soft Lips
216929	Smirnoff Vodka	1140	Smirnoff Infusions 50 mL
217448	Malibu Coconut Rum	1140	Bucket Hat
224352	Crown Royal Black	750	Crown Royal Rye 50 mL
226555	Hahn Pinot Noir Monterey	750	BeeWax Abbego Wine Cover
229583	Kronenbourg 1664 Blanc	6 × 330	Absolut Vodka 50 mL
242107	No. 3 London Dry Gin	750	Lavender Cocktail Syrup
250134	Sortilege	750	50 ML
260323	Jack Daniel's Honey	750	JD Apple Jack 50 mL
263780	Licor 43	750	Licor 43 Glassware (single)
265157	Jacob's Creek Moscato	750	Scrunchie
267245	Jose Cuervo Especial Gold Tequila	1140	Sprakling Margarita
277954	Campari Aperitivo	750	Wild Turkey 101 50 mL
296244	Guinness Draught 4 Pack	4 × 440	Guinness Pouring Spoon
302810	Heineken	6 × 500	Heineken Branded Hat
311787	Budweiser	6 × 473	Complimentary BBQ sauce with the purchase of two Budweiser 6 × 473 mL packs
311910	Canadian Club Classic 12 Year Old	375	Canadian Club 100% Rye 50 mL
312801	Crown Royal Maple Finished	750	Crown Royal Rye 50 mL
341347	Fresh Sparkling Rose VQA	750	Tequila Rose 50 mL
367276	Jacob's Creek Moscato Rose	750	Scrunchie
382028	Smirnoff Vanilla Flavoured Vodka	750	Smirnoff 50 mL
382036	Smirnoff Watermelon Flavoured Vodka	750	Smirnoff 50 mL
391177	Sipsmith London Dry Gin	750	Swan Socks
398024	Dr. McGillicuddy Intense Peach	1140	Fireball 50 mL
398032	Dr. McGillicuddy Intense Butterscotch	750	Dr. McGillicuddy Peach 50 mL
405845	Evan Williams Black Label Bourbon Whiskey	750	Carolan's 50 mL
441428	Pasqua Sangiovese Puglia	1500	Reusable Wine Bag

LCBO#	Description	Size (mL)	VA Approved
462432	Piper-Heidsieck Brut Champagne	750	Gift Packaging
467811	Ruffino Prosecco	750	Ruffino Prosecco Resusable Straw
468868	Black Cellar Cabernet Sauvignon	750	Wooden BBQ Cleaning
469643	Rossi D'Asiago Limoncello Snaps	750	Broker's Gin 50 mL
483537	Fresh Adventures Crisp White VQA	750	Tequila Rose 50 mL
520353	Bacardi Spiced Rum	750	Portable Speaker for Mobile Device
520684	Reunion Maple Moonshine	750	Top Shelf Gin 50 mL
520692	Reunion 100 Proof Moonshine	750	Top Shelf Vodka 50 mL
525188	Peroni Nastro Azzurro	6 × 330	Glassware
541011	Wayne Gretzky Red Cask Whisky	375	Wayne Gretzky 50 mL
544155	Iceberg Vodka	1750	Iceberg 50 mL
554469	Guinness Draught 8 Pack	8 × 440	Guinness Glass
545335	Bacardi Banana Rum	750	Portable Speaker for Mobile Device
548412	Bacardi 4 Year Old Anejo Rum	750	Portable Speaker for Mobile Device
550715	Forty Creek Barrel Select	750	Forty Creek Copper Pot 50 mL
573972	Kronenbourg Blanc Fruit Rouges	6 × 330	Absolut Vodka 50 mL
586032	Clarity Crystal White VQA	750	Clarity Pop Socket
623678	Carolans Irish Cream	1140	Carolans 50 mL
630913	Tia Maria	750	FDC 5YO 50 mL
631176	McGuinness Triple Sec	750	Metal Straw
631218	McGuinness Creme De Banane	750	Metal Straw
633578	Jacob's Creek Pinot Grigio	750	Scrunchie
636035	Summit Vodka	750	Retractable Straw
638189	Prairie Organic Vodka	750	Coors Banquet Can
646729	Bumbu Craft Rum	750	Bumbu "X" Keychain
688606	Royal Centenario 9YO Rum	750	Centenario 7YO 50 mL
904144	Molson Canadian	6 × 355	Glass
906560	Coors Light	6 × 341	Inflatable Cooler

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	Display Program	BAM
604	Chiarli Castelvetro Lambrusco	750		4
1818	Angels Gate Chardonnay VQA	750		5
2196	Captain Morgan Dark Rum	750		8
10320	Phillips Electric Unicorn White IPA	473		1
10899	Jose Cuervo Tradicional Plata	750	Mini Thematic	20
11130	Dewar's White Label Whisky	750		8
11705	Humante Garnacha	750		7
12197	Five Farms Single Batch Irish Cream Liqueur	750		15
13459	Bio Bio Organic Merlot	750	Flex Space	6
13571	Collective Arts Nature Of Things Dry Cider	473		1
14339	Danzka Vodka	750		15
15628	Bols Apricot Brandy	750		10
21378	Jim Beam White Label Bourbon	750		12
31112	Grant's Family Reserve	750		10
45641	Beringer Founders Estate Pinot Grigio	750		6
52050	The Famous Grouse	750		12
57349	Chateau Des Charmes Gamay Noir VQA	750		5
63305	Peller Family Vineyards Red Crtn	1000		5
91751	Jacob's Creek Reserve Cabsauv Limestone Coast	750		10
129726	Fish Hoek Sauvignon Blanc	750		5
131870	Bushmills Malt 10 Year Old	750	Mini Thematic	29
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750		5
158303	Copper Moon Pinot Grigio	750		5
187088	PJ's Original Cream (Panama)	750		10
191858	Pknt Carmenere Reserve	750		4
200584	Konzelmann Pinot Noir VQA	750		6
209213	Beefeater London Dry Gin	1140	End Aisle	12
210286	Russian Standard Vodka	1140		15
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750		10
216903	Banff Ice Vodka	1140		12
217067	Galliano Vanilla	375		10
217687	Canadian Club Premium	1140		15
222299	The Pavillion Shiraz Cabernet Sauvignon	750		5
227678	1800 Silver Tequila	750		16
239046	Alianca Foral Douro	750		4
242339	Alberta Pure Vodka	1140		15
245944	Alberta Premium	200		4
255281	Aberfeldy 12 Year Old	750	Mini Thematic, Shelf Extender	20
258954	Spicebox	750		10
269852	Alsace Willm Gewurztraminer Reserve	750		5
275925	Santa Carolina Cabernet Sauvignon Reserva	750		8
295105	Alamos Cabernet Sauvignon	750		5
295931	Obsession Symphony White California	750		8
302679	Hayman's Sloe Gin	700		10
303040	Fielding Fireside White VQA	750		5
306001	Colio Dry White Bag In Box	4000		10
308486	Angels Gate Pinot Noir VQA	750		5
324590	Santa Carolina Merlot Reserva	750		8
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750		15
331215	Angels Gate Pinot Gris VQA	750		5
336735	Baden Gewurztraminer	750		7
337667	Havana Club Anejo 3 Anos	750		8
350819	Casarsa Chardonnay	1500		5
358960	Fleur Du Cap Chardonnay	750		10

LCBO#	Description	Size (mL)	Display Program	BAM
361741	Santa Carolina Merlot	750		5
363911	Pierre Ferrand Dry Curacao	750		10
366666	El Dorado 8 YO Cask Aged Demerara Rum	750	End Aisle	10
391300	Ch Des Charmes Sauvignon Blanc VQA	750		5
392597	Chloe Chardonnay	750		10
396648	Cape Bay Cabernet Sauvignon-Shiraz	750		4
397539	Boodles Gin	750		8
397976	Dr. McGillicuddy Intense Peach	375		4
398479	1800 Reposado	750		16
401745	Russian Standard Gold Vodka	750		15
410803	D'Usse VSOP	750	Shelf Extender	30
417840	Aultmore 12YO	750		25
421420	Fielding Estate Fireside Red VQA	750		5
438069	Raven Conspiracy Deep Dark Red VQA	750		10
440867	Honoro Vera Garnacha Do Calatayud	750		8
441543	Wakefield Promised Land Shiraz	750		7
445882	Root 1 Sauvignon Blanc	750		5
448548	Hardys Stamp Series Riesling/Gewurztraminer	750		6
457101	Fleur Du Cap Cabernet Sauvignon	750		10
472555	F Lurton Fumees Blanches Sauv BI Vdfrance	750		6
485169	Colio Blush Rose	1500	Wine Fridge	5
486258	Sid The Handcrafted Vodka	750		19
486456	Joiy White Sparkling	250	BBAM	1
489351	Gahan Blueberry Ale	473		1
492454	1800 Coconut Tequila	750		16
494047	Broker's Premium London Dry Gin	1140		15
508606	Waltzing Matilda Shiraz Grenache	750		10
528844	Cantine Due Palme Brindisi Rosso Dop	2000		8
536805	Spirit Of York Gin	750		25
538926	Relax Red Blend, Rheinhessen	750		6
541755	Spirit Of York Vodka	750		25
542910	Top Shelf Gin	750		12
543850	G. Meffre Hommage Cotes Du Rhone Aop	750		8
573634	Nickel Brook Raspberry Uber Sour Beer	500		3
586750	Clarity Ruby Red VQA	750		5
604934	Grey Goose Vodka	375		10
605667	Bouchard Pere & Fils Pinot Noir Bourgogne	750		12
611475	Wolf Blass Yellow Label Sauvignon Blanc	750		6
612788	Fantini Casale Vecchio Lot 23 Mont D'Abruzzo	750		5
617167	Caorunn Small Batch Scottish Gin	750		20
620096	Angels Gate Cabernet Merlot VQA	750		5
620104	Angels Gate Sussreserve Riesling VQA	750		5
634394	Vina Casablanca Reserva Ayra Sauvignon Blanc	750		8
638171	Stolichnaya Vodka	200		3
638288	Santa Rita Cavanza Sauvignon Blanc	750		4
645614	Bolgare Sauvignon Blanc Thracia	750		4
647313	Joiy Rose Sparkling	250	BBAM	1
647628	Vina Casablanca Reserva Ayra Cabernet Sauv	750		8
659607	>(V)Jester Shiraz (Mitolo Wines)	750		10
665471	Jacob's Creek Reserve Shiraz	750		10
666917	Creemore Premium Lager	473		2
891671	Baron Herzog Dry White Zinfandel Kp M	750		4

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
111526	Nederburg The Winemaster's Cabernet Sauvignon	750		15	15
382713	Nederburg The Winemaster's Sauvignon Blanc	750			
486456	Joiy White Sparkling	250	1	2	5
647313	Joiy Rose Sparkling	250	1	2	5

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
67	Smirnoff Vodka	750		15	15
31757	Smirnoff Vodka (P.E.T)	750			
133439	Captain Morgan White Rum (P.E.T)	1750		50	50
444760	Big House Cardinal Zin Can	250		5	5
444778	Big House The Birdman Pinot Grigio Can	250		5	5

Necktags

LCBO#	Description	Size (mL)	NT Approved
13907	Jackson-Triggs Proprietors Selection Light Rose	750	NEW! Jackson-Triggs Light Rose
14678	Barefoot Moscato	1500	Available in Moscato Spritzer Can
14882	Saintly Rose VQA	750	NEW! Saintly Rose
115824	Snow Allure Vodka	750	Gold Maple Leaf pendant
175349	Open Rose VQA	750	NEW! Open Rose
215814	Codorniu Brut Clasico Sparkling	750	Codorniu Recipe Tag
218032	Domaine Chandon Brut	750	Shared Recipe booklet
234351	Barefoot Moscato	750	Available in Moscato Spritzer Can
254912	Codorniu Brut Clasico Sparkling	3 × 200	Codorniu Recipe
338855	Bodacious Smooth Red	750	Summer Necktag
342246	Amarula Cream	750	Cocktail Recipe
392647	Carnivor Cabernet Sauvignon	750	Carnivor Wine + Weber Grill Academy Contest
437772	Belvedere Vodka	750	Recipe Booklet
438960	Canadian Club 100% Rye	1140	Necktag
446559	Georgian Bay Vodka	750	Gold Medal Winners P5
473223	Bodacious Pinot Grigio	750	Summer Necktag
632471	Matervitae Falanghina Igt Puglia	750	Join the Fight Against Breast Cancer
639880	Bodacious Rose	750	NEW! Bodacious Rose
639971	Barefoot Cellars Pink Pinot Grigio	750	Available in Rose Spritzer Can
642983	Barefoot Cellars Pink Moscato	750	Available in Rose Spritzer Can

PERIOD 5

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JULY 19 <i>Start of Period 5</i> INSTALL BRAND SPOTLIGHT NESTING TABLES BAM START DATE	20 LTO START DATE	21	22	23 DOTW WK 1 + 229542	24	25
26	27	28	29	30 DOTW WK 2 + 324228	31	AUGUST 1
2	3 <i>Stores Closed</i>	4	5	6 DOTW WK 3 + 597559	7	8
9	10	11	12	13 DOTW WK 4 + 426601	14	15 <i>End of Period 5</i>
16 <i>Start of Period 6</i>	17	18	19	20	21	22

LCBO