



CHEERS TO
SUMMMER

Period 6: Marketing & Product Guide
August 12 - September 12, 2020

Period 6 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.

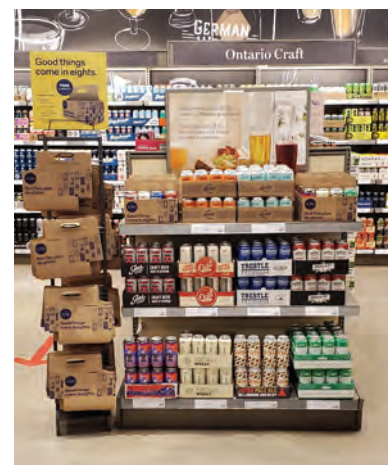
So whether it's the newest Ontario craft beers, ciders, VQA wines, or distilled spirits — let's support local industries. Cheers to the weekend, and cheers to Ontario — we'll get through this together.

George Soleas
President & CEO

Starting in P4, stores will receive 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 (refer to Ontario Wines section).
- Ontario Craft Cider Mini-Thematic with added BAM promotion (refer to End Aisles section)
- Expansion of the Ontario Vintages Essentials Core program
- P8 Ontario Craft Cider feature on the Beer Excitement Zone Plinth, with added charitable promotion

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

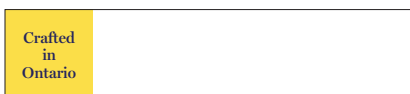


“NEW” Bin Ticket Underlay

- 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 P6 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 P6 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-P7 Cheers to Ontario Participating Stores list 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

Product Selection

- Choose local Ontario products to highlight according to your store's assortment.
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**



Local Products



Do not merchandise National brands such as Creemore & Mill Street

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-P7 Cheers to Ontario Participating Stores list 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)
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**

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.

Signage Components

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



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-P7 Cheers to Ontario Participating Stores list 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)
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**

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 (18×24):

- 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-P7 Cheers to Ontario Participating Stores list posted on the Portal for information.](#)

Product Selection

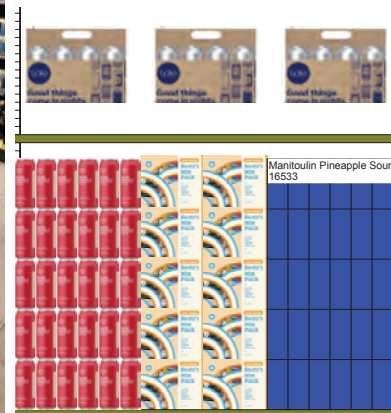
- Choose local Ontario products to highlight according to your store's assortment.
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**

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-EZ12)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)



Ensure National brands are not featured on this local End.

P6 Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
21B New/ Seasonal (EA - EZB)	16707	Beau's Mix Pack	275 - The Beer Store	
	16509	Collective Arts Hibiscus & Blood Orange Sour	4678 - Collective Arts Brewing Limited	
	16533	Manitoulin Pineapple Sour	402 - Manitoulin Brewing	

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 (August 16 - September 12)

Participating Stores

[Please refer to the P4-P7 Cheers to Ontario Participating Stores list posted on the Portal for information.](#)

Participating Products

LCBO#	Description	Format	Distributor
243741	Cameron's Lager	473 mL	413 - Cameron's Brewing Co.
10833	Railway City Brewing - Juice Caboose IPA	473 mL	8447 - Railway City Brewing Company
635375	Lake Of Bays Brewing Starboard New England IPA	473 mL	8958 - Lake Of Bays Brewing
10758	Maclean's Lazy Hazy Ipa	473 mL	9719 - Maclean's Ales
13814	Lagershed Original	1892 mL	902 - Shed Brewing Co
15878	Rainbow In The Dark	473 mL	295 - Redline Brewhouse - Barrie

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:

- Remove a shelf from the back End Aisle and move to the top of the front end with the 8-Pack merchandiser displayed beside it (use case cuts/stack outs on the back end)
- Display a fully-assembled 8-pack carrier, filled with local bestselling Ontario Craft Beer on the top shelf.
 - Choose products that are the most local to your market, highlighting near-by/ community breweries.
- Up to 10 skus may be featured on this end (2 on top shelf in assembled 8-Pack carriers, 4 on each of the bottom 2 shelves).



Signage Components

- End Aisle Backer card ENG/BIL (Re-order # OCBEA01)
- Pre-Printed Shelf talkers
ENG (Re-order #P6-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

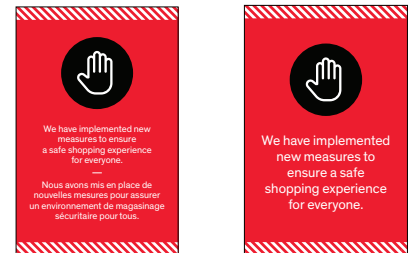
Reorder Codes: ENG (Re-order # OP21-DD3) /BIL (Re-order # OP21-DD4)



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 floor, indicating the direction customers should travel as they shop the store.
 - Each arrow should be 25" long
 - Each side of the arrow chevron (pointer) should be 5" in length
 - Use 2 arrows per 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)

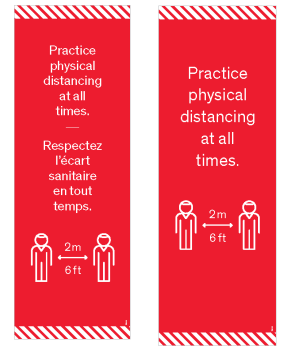


Reorder Code: (Re-order # OP21-FD6)

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)



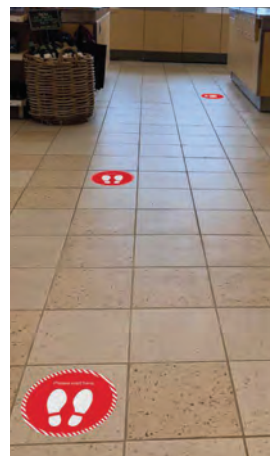
Physical/Social Distancing Floor Decal

- 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)

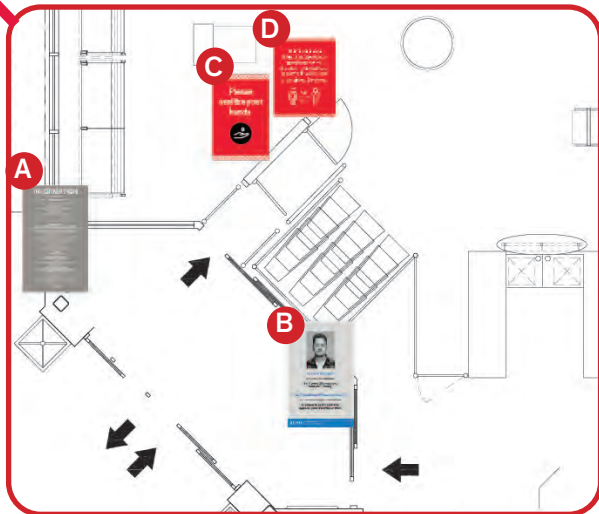
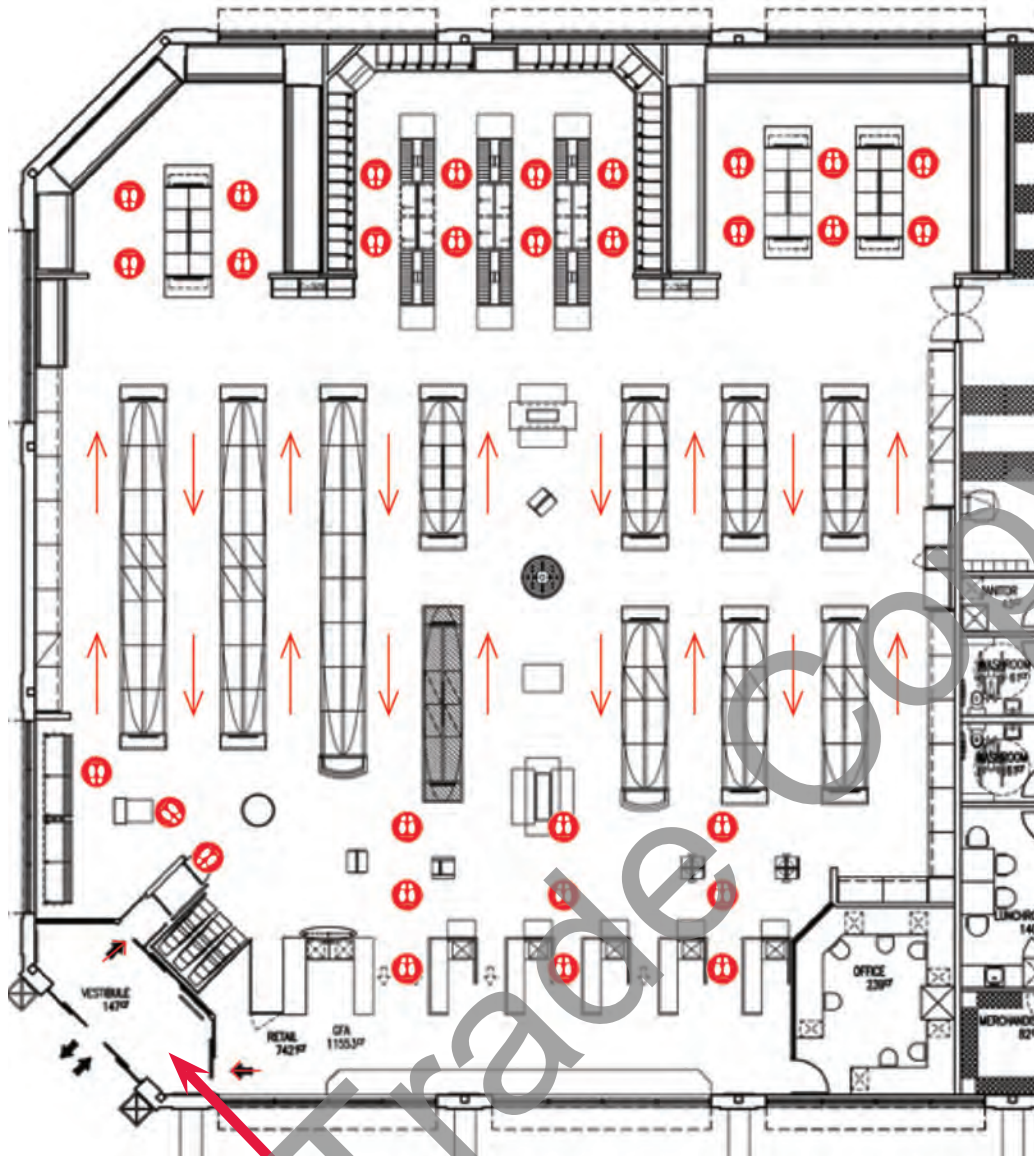


- **End Aisle Blade Signs** (alternate with P1 Food & Drink creative)



- **"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

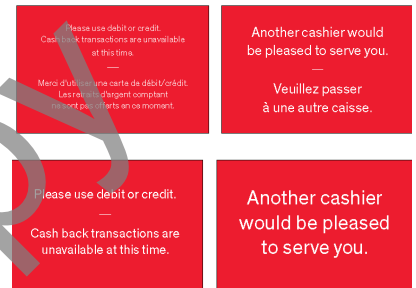
- Remove the Acrylic Gift Card merchandiser and any other fixtures or signage from the cash desk (remove Gift Card merchandiser to FEM)
- Remove any basket or riser/cut case display from the entrance to the cash desk.
- Position the POS machine at the opening of the Plexi.
- Clean both sides of the plexi 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 8.5x11 Sign

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

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



Store Staffed Store Temporarily Closed 8.5x11 Sign

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

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



Generic Store Hours Sign

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

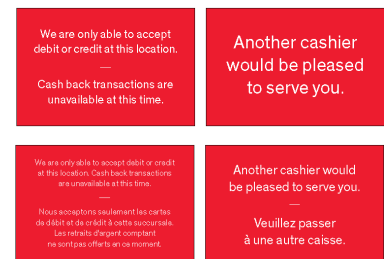
Reorder codes: BIL (Re-order # OP21-DD5)



No Cash Transactions Metal Frame Sign

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

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



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 6 signage components will be shipped to stores beginning **August 7th, 2020**.

All Period 6 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

Seasonal Banner Insert

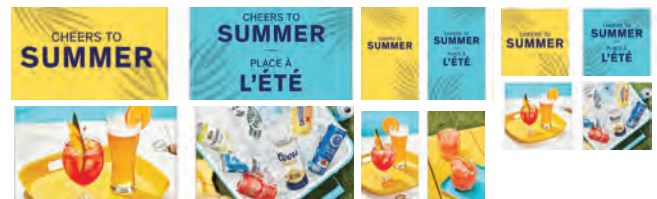
Dimensions: 20"w x 70"h



Perimeter and Exterior

Transparency (select stores)

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



Re-order# 21P3-WS1(text)

Re-order# 21P3-WS2 (lifestyle)

ENG Re-order# 21P3-SB1

BIL Re-order# 21P3-SB2





END AISLE PARTICIPATING PRODUCTS

Please refer to the End Aisles section for participating products.

Period 6 End Aisle 1-10 Backer Cards Re-order Codes

<p>21P6-BC1</p> <p>CHILL WITH LOCAL CIDER Buy 8 Oz. craft ciders and get 20.49 ML/oz. Green Mill®.</p> <p>DES CIDRES D'ICI SOUS LE SOLEIL Achetez 8 oz. cidres artisanaux et obtenez en cadeau 20.49 ml/oz. Green Mill®.</p> 	<p>21P6-BC2</p> <p>SUMMER VODKA-TONIC REMIX Get this FOODS@HOME recipe at kfc.com</p> <p>UNE VODKA-TONIC AUX COULEURS DE L'ÉTÉ Obtenez cette recette à kfc.com</p> 	<p>21P6-BC3</p> <p>MAKE SUMMER WHISKY A TRADITION Get this FOODS@HOME recipe at kfc.com</p> <p>WHISKY D'ÉTÉ. UNE TRADITION À ADOPTER. Obtenez cette recette à kfc.com</p> 	<p>21P6-BC4</p> <p>A TART TWIST ON A CLASSIC Get this FOODS@HOME recipe at kfc.com</p> <p>UNE VERSION ACIDULÉE D'UN GRAND CLASSIQUE Obtenez cette recette à kfc.com</p> 
<p>21P6-BC5</p> <p>SUMMER'S GO-TO SPRITZER Get this recipe at kfc.com</p> <p>LE COCKTAIL EFFERVESCENT DE L'ÉTÉ Obtenez cette recette à kfc.com</p> 	<p>21P6-BC6</p> <p>THE MARGARITA, REINVENTED Get this FOODS@HOME recipe at kfc.com</p> <p>LA MARGARITA, REVISITÉE! Obtenez cette recette à kfc.com</p> 	<p>21P6-BC7</p> <p>CALIFORNIA WINE AND CHEESE. PERFECTION. Get this FOODS@HOME recipe at kfc.com</p> <p>VIN CALIFORNIEN ET FROMAGE. UN ACCORD PARFAIT! Obtenez cette recette à kfc.com</p> 	<p>21P6-BC8</p> <p>ITALIAN REDS LOVE MEAT-FREE BURGERS Get this FOODS@HOME recipe at kfc.com</p> <p>DES VINS ROUGES ITALIENS ADORENT LES BURGERS VÉGÉTARIENS Obtenez cette recette à kfc.com</p> 
<p>21P6-BC9</p> <p>PUNCH UP YOUR GIN COCKTAILS Get this FOODS@HOME recipe at kfc.com</p> <p>RELEVEZ VOS COCKTAILS AU GIN Obtenez cette recette à kfc.com</p> 	<p>21P6-BC10</p> <p>THE GRILL LOVES LOCAL TOO! Get this FOODS@HOME recipe at kfc.com</p> <p>ACCOMPAGNEZ VOS GRILLADES DE VINS D'ICI! Obtenez cette recette à kfc.com</p> 		

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

<p>CHEERS TO SUMMER</p> 	<p>CHEERS TO SUMMER — PLACE À L'ÉTÉ</p> 		
<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

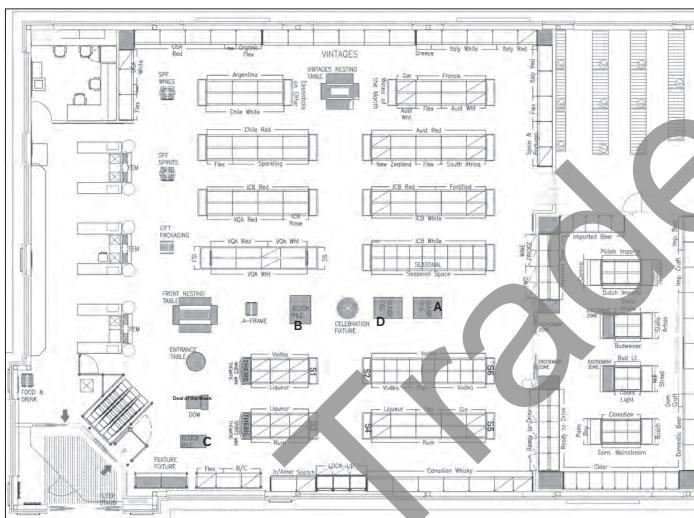
A-Frame Fixture: CM

Front Nesting Table: BS - BSF

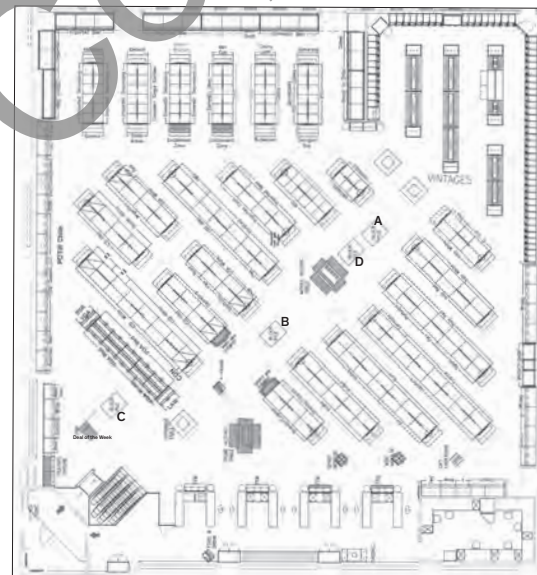
Middle Nesting Table : DD

Block Pile A (BP-SBA): Palm Bay

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



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

Grey Goose



Mix longer days with lighter cocktails. Offer customers simple and delicious low-cal vodka cocktails, just add your favourite flavoured soda water/Perrier. Please display the box signs as portrayed in the planogram.

This is a sold program. Participation is mandatory.

Participating Stores

Key Dates: (August 16 - September 12)

Please refer to the P6 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)	Offers
95935	Grey Goose Vodka	750	
413294	Grey Goose Le Citron Vodka	750	Value Add: Free Perrier® Sparkling Natural Spring Water (10 × 250 mL) with purchase of any participating products.
116327	Grey Goose La Poire Vodka	750	
574152	Grey Goose L'Orange Vodka	750	
417196	Grey Goose Vodka	1140	

Value Add: Free Perrier® Sparkling Natural Spring Water (10 × 250 mL) with the purchase of any participating products.

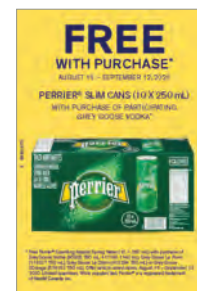
The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- 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 SKUs from the Brand Spotlight Feature.
- NOTE: If you are a Bilingual designated store, install all signage with the Bilingual side of shelf talkers, box signs and category signs.

Signage Components

- Category Sign ENG/BIL (21P6-FF1)
- Colour Fill (21P6-FF2)
- Box Sign ENG/BIL (Re-order numbers below)
 - Pear (21P6-FF3)
 - Lemon (21P6-FF4)
 - Grey Goose (21P6-FF5)
- Shelf Talkers ENG (21P6-FF6) / BIL (21P6-FF7)
- Perpendicular Shelf Talkers ENG (21P6-FF8) / BIL (21P6-FF9)



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

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.

Participating Stores

Please refer to the P6 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

- Rosé is In Category Sign ENG/BIL (Re-order # 21P5-NS1)
- Shelf Talkers: ENG/BIL (Re-order # 21P2-NS1)
- 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	13297	Whitecliff Hawkes Bay Rose	750
13486	Le Grand Filou Rose	750	159269	VOGA Rosa IGT Veneto	750
13488	Perrin Studio by Miraval	750	164343	The Beachhouse Rose	750
13489	Famiglia Pasqua Spumante Rose Romeo&Julie	750	234377	Villa Maria Private Bin Hawkes Bay Rose	750
13491	Sous La Mer Mediterranee Rose IGP	750	274399	Adobe Reserva Organic Rose	750
13497	Grand Sud Rose	1000	367375	La Farge Miraflores Rose Cotes Catalanes IGP	750
13522	Gran Passione Rosato IGT Veneto	750	369652	Cotton Candy Rose	750
13548	Chateau de Berne Romance IGP Mediteranee	750	404533	Gazela Rose Vinho Verde DO	750
13907	Jackson-Triggs Proprietors Selection Light Rose	750	404566	JP Azeitão Shiraz Rose Bacalhoa	750
14145	Toro Bravo Garnacha Shiraz Rosado	750	463281	Sogrape MATEUS ROSE Original	250
14673	Gris Blanc Rose (Gerard Bertrand)	750	483040	Francois Dulac Cotes de Provence Rose	750
14867	Sandbanks Summer Rose VQA	750	487132	Casillero del Diablo Reserva	750
14870	Wayne Gretzky Rose VQA	750	609545	13th Street Burger Blend Rose VQA	750
14981	Aria Sparkling Rose	750	632513	Lab Rose Lisboa VR	750
15568	Listel Rose	750	639856	Megalomaniac Homegrown Rose VQA	750
11597	Bella Sparkling Pinot Noir Rose VQA	750	640003	Three Thieves Rose	750
11222	Freixenet Italian Rose	750	640011	Lindeman's Sparkling Rose	750
13015	Yellow Tail Rose	750	642884	D'Ont Poke the Bear Rose VQA	750
13016	Jacob's Creek Moscato Rose	1500	642983	Barefoot Cellars Pink Moscato	750
13245	Bodega Argento Rose	750	647149	Calvet Rose Pouch	1500
13248	Woodbridge by Robert Mondavi Rose	750			

DEAL OF THE WEEK (DW)

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

This is a sold program. Participation is mandatory.

Key Dates (August 16 - September 12)

Participating Stores

Please refer to the P6 Participating Stores lists posted on the Portal for information.

Participating Products

Duration	LCBO#	Description	Size (mL)	SAVE
Aug 20 - Aug 26	492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$5.00
Aug 27 - Sept 2	363622	Bolla Pinot Grigio Delle Venezie	750	\$3.00
Sept 3 - Sept 9	216689	J.P. Wiser's Deluxe	1140	\$1.00
Sept 10 - Sept 16	370924	Trapiche PURE Malbec	750	\$4.00

Signage Components

- Week 1 Banner ENG (Re-order # 21P6-DW1)
BIL (Re-order # 21P6-DW1-BIL)
- Week 2 Banner ENG (Re-order # 21P6-DW2)
BIL (Re-order # 21P6-DW2-BIL)
- Week 3 Banner ENG (Re-order # 21P6-DW3)
BIL (Re-order # 21P6-DW3-BIL)
- Week 4 Banner ENG (Re-order # 21P6-DW4)
BIL (Re-order # 21P6-DW4-BIL)
- Deal of the Week Perpendicular Shelf Talkers
ENG (Re-order # DMS-21P6-ST14)
BIL (Re-order # DMS-21P6-ST15)
- Deal of the Week Pricer Cards
ENG (Re-order # DMS-21P6-ST16)
BIL (Re-order # DMS-21P6-ST17)
- Deal of the Week Shelf Talkers
ENG (Re-order # DMS-21P6-ST18)
BIL (Re-order # DMS-21P6-ST19)

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: Aug 20 - Aug 26



#2: Aug 27 - Sept 2



#3: Sept 3 - Sept 9



#4: Sept 10 - Sept 16

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

Colio Girls' Night Out



An integral part of any long weekend or the summer season as it kicks off, Girls' Night Out is the fun and great tasting wine choice for women that they can confidently share with their friends.

This is a sold program. Participation is mandatory.

Key Dates (August 16 - September 12)

Participating Stores

Please refer to the P6 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)	Offers
371872	Girls' Night Out Sangria	750	\$1.00 LTO
556712	Girls' Night Out White Sangria	750	\$1.00 LTO
577023	Girls' Night Out Rose VQA Can	250	\$0.25 LTO
214056	Girls' Night Out Pineapple Mango Tango	1500	\$1.00 LTO

Merchandising Instructions

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

Signage Components

- Square & Round Entrance Table Sign
ENG: (Re-order # DMS-21P6-ET1) /
BIL (Re-order # DMS-21P6-ET2)
- Shelf Talkers
ENG: (Re-order # DMS-21P6-ET3) /
BIL (Re-order # DMS-21P6-ET4)

CHECKLIST

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

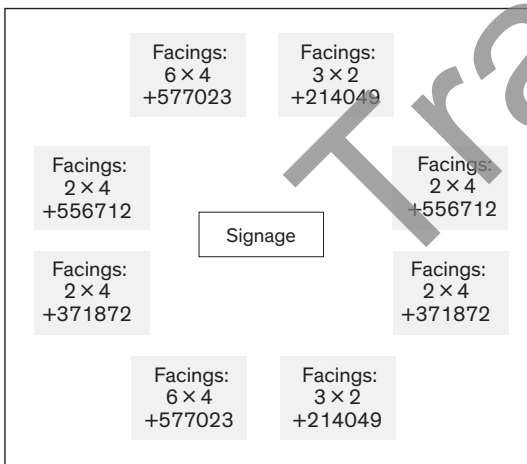
Planogram - Square Table



Planogram - Round Table



(Back View)



(Front View)

(Back View)



(Front View)

Spirits (MI-A) MINI THEMATIC A

With the end of summer approaching, let's celebrate with some great bourbons that pair well with everything BBQ! From cocktail options to tasty food pairings, bourbon and BBQ are sure to please everyone with recipes from F&D Summer.

This is a sold program. Participation is mandatory.

Participating Stores

Please refer to the P6 Participating Stores lists posted on the Portal for information.

Key Dates (August 16 - September 12)

Participating Products

LCBO#	Product Description	Size (mL)	Offers
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.00 LTO
103747	Maker's Mark Kentucky Bourbon	750	\$4.00 LTO
217786	Jim Beam White Label Bourbon	750	15 BAM
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	\$2.00 LTO
405845	Evan Williams Kentucky Straight Bourbon	750	BBAM - Buy 2, get 25 Bonus Miles
547729	Elijah Craig Small Batch Bourbon Whiskey	750	\$5.00 LTO
605063	Buffalo Trace Kentucky Straight Bourbon Whiskey	750	VA - Rep Applied BBQ Sauce

Value Add: Free Buffalo Trace BBQ Sauce with purchase of Buffalo Trace Kentucky Straight Bourbon Whiskey 750 mL (605063)* The supplier will be providing the value add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Merchandising Instructions

- 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-21P6-MTA1)
- Shelf talkers: ENG (DMS-21P6-MTA2) / BIL (DMS-21P6-MTA3)
- Box signs: ENG/BIL (DMS-21P6-MTA4)
- Backer card: ENG/BIL (DMS-21P6-MTA5)
- Transparency ENG (DMS-21P6-MTA6) / BIL (DMS-21P6-MTA7)



Wines (MI-B) MINI THEMATIC B

The end of summer is a great opportunity to showcase a variety of food-friendly Mediterranean wines that can be enjoyed indoors and out. These nine wines over-deliver on quality and taste at every price point, all with LTOs, and help showcase the region as a fantastic place for wines that are perfect for summer. All wines featured offer customers a savings of at least \$2.00. **This is a sold program. Participation is mandatory.**

Participating Stores

Please refer to the P6 Participating Stores lists posted on the Portal for information.

Key Dates (August 16 - September 12)

Participating Products - Period 6

LCBO#	Product Description	Size (mL)	LTO
33605	Chateau Puyfromage Francs Cotes De Bordeaux AOC	750	\$2.00
69377	Monte Antico	750	\$2.00
144493	Montecillo Rioja DOCa Crianza	750	\$2.00
213496	Pasqua Pinot Grigio Delle Venezie DOC	750	\$2.00
273748	Borsao Tres Picos Garnacha	750	\$3.00
317057	Masi Costasera Amarone Classico DOC	750	\$4.00
385385	Les Dauphins CdRhone Reserve Red AOC	750	\$2.00
394577	Fiol Prosecco DOC	750	\$2.00
428086	Grande Cuvee 1531 De Aimery Cremant De Limoux	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-21P6-MTB8) / Long (Re-order# DMS-21P6-MTB9)
- Shelf talkers: ENG (Re-order# DMS-21P6-MTB10) / Shelf talkers: BIL (Re-order # DMS-21P6-MTB11)
- Box signs: ENG/BIL (Re-order# DMS-21P6-MTB12)
- Backer card: ENG/BIL (Re-order# DMS-21P6-MTB13)
- Transparency ENG (Re-order# DMS-21P6-MTB14) / BIL (Re-order# DMS-21P6-MTB15)



FOOD & DRINK

Autumn Release Date

- The Autumn issue of *Food & Drink* should be distributed in stores starting Wednesday, September 9.
- **PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO SEPTEMBER 9.**
- If your store has remaining copies of past issues, please continue to make them available for customers where possible.
- We will communicate any updates in future Marketing & Product Guides, as well through the Store Operations & Support team and publicly through our social media channels.

Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at lcbo.com/fddigital. NOTE: myLCBO.com subscribers get early access to the digital edition, typically a few days before the in-store release date.

Social Media

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

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

Additional Copies

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

Merchandising Instructions

- Issues should be merchandised prominently in your *Food & Drink* magazine fixture.
- The fixture should be positioned in the selling area of the store.
- If your store does not have a stand, please display *Food & Drink* at all checkouts, customer service and the Info Centre.
- Once your supply has been depleted, please store the fixture and signage until the next issue arrives. Do not use the stand to display other materials.

Signage

- Autumn Food & Drink Metal Fixture Header Card (English/Bilingual)
(Re-order #DMS-21P6-FD1)
- Autumn Food & Drink A-Frame Fixture Header Card (English only)
(Re-order #DMS-21P6-FD2)
- Autumn Food & Drink A-Frame Fixture Header Card (English/French)
(Re-order #DMS-21P6-FD3)



COMING SOON

The Holiday 2020 issue will be available November 12, 2020.

The Spring 2021 issue will be available March 3, 2021.

Brand Spotlight (BS - BSF) FRONT NESTING TABLE

Appleton



Appleton Estate brands will have a brand new look in 2020. They will be displayed on the Front Nesting Table to formally launch the new look and create consumer buzz at LCBO Stores. Utilize all signage components to convey the Appleton story.

This is a sold program. Participation is mandatory.

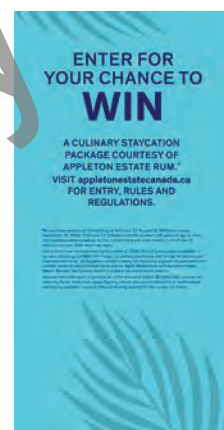
Participating Stores

Please refer to the P6 Participating Stores lists posted on the Portal for information.

Key Dates (August 16 - September 12)

Participating Products

LCBO#	Description	Size (mL)	Offers
14355	Appleton Estate 12 YO	750	
14354	Appleton Estate 8YO	750	15 BAM
177808	Appleton Estate Signature Blend	750	
223529	Appleton Estate Signature Blend	1140	Value Add: Plant Applied
390260	Appleton Estate Signature Blend	1750	Appleton Estate 8YO 50 mL



Appleton Contest

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

Signage Components

- Table Sign Large ENG (DMS-21P6-FNT1) / BIL (DMS-21P6-FNT2)
- Table Sign Small ENG (DMS-21P6-FNT3) / BIL (DMS-21P6-FNT4)
- Shelf Talkers ENG (DMS-21P6-FNT5) / BIL (DMS-21P6-FNT6)
- End Aisle Backer Card ENG/BIL (DMS-21P6-FNT7)
- Box Sign (Re-order numbers below)
 - Appleton Estate Daiquiri ENG (DMS-21P6-FNT8) / BIL (DMS-21P6-FNT9)
 - Jamaican Mule ENG (DMS-21P6-FNT10) / BIL (DMS-21P6-FNT11)
- Large 7ft Side Under Table Insert (DMS-21P6-FNT12)
- Small 5ft Side Under Table Insert (DMS-21P6-FNT13)

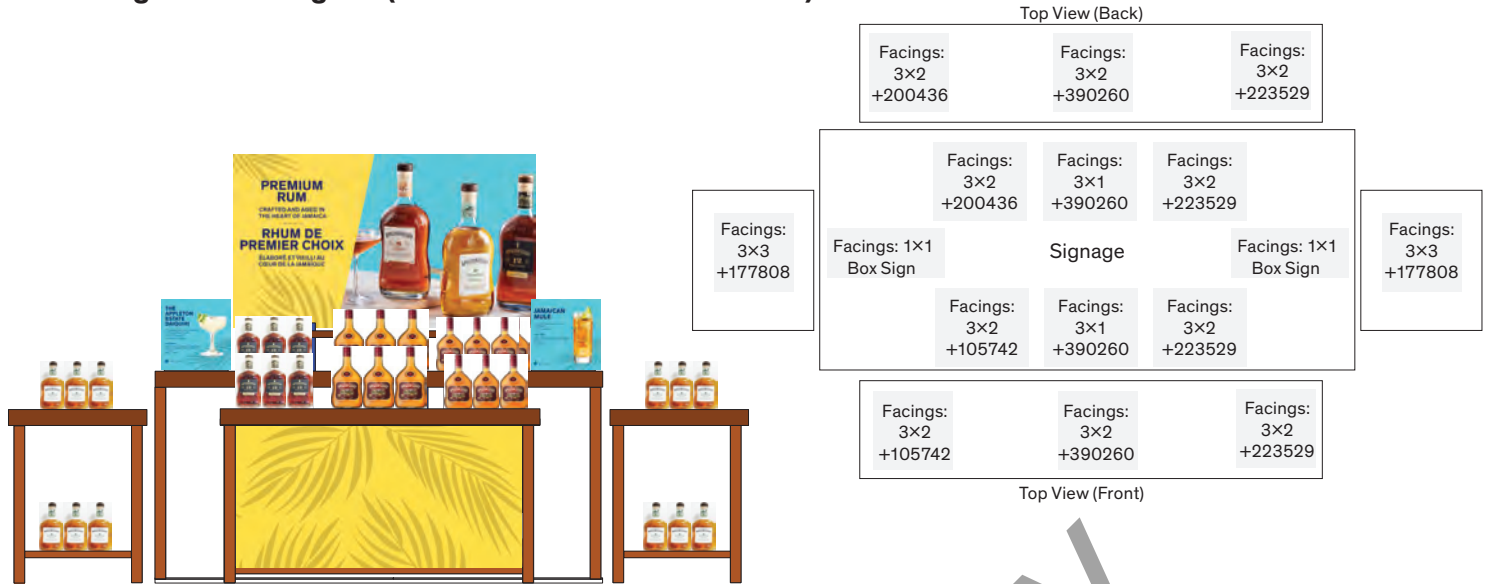
Merchandising Instructions

- 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.



End Aisle (Select Stores)

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



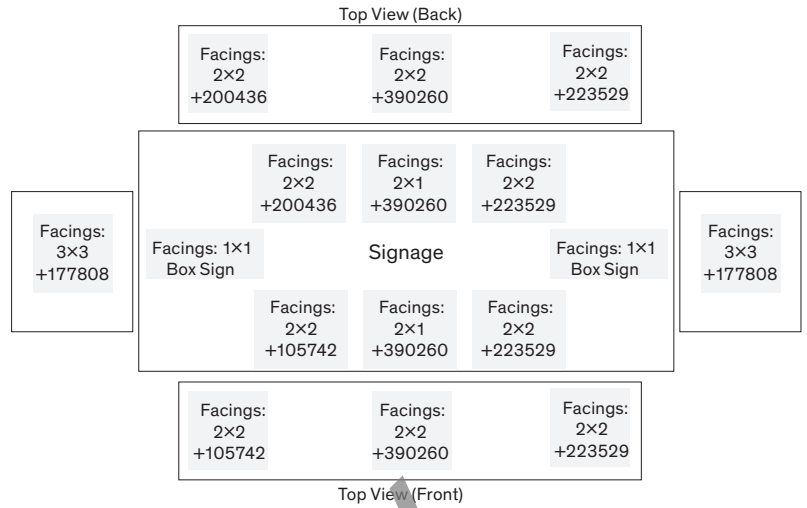
7Ft Nesting Table Planogram (For stores that do not have end tables)



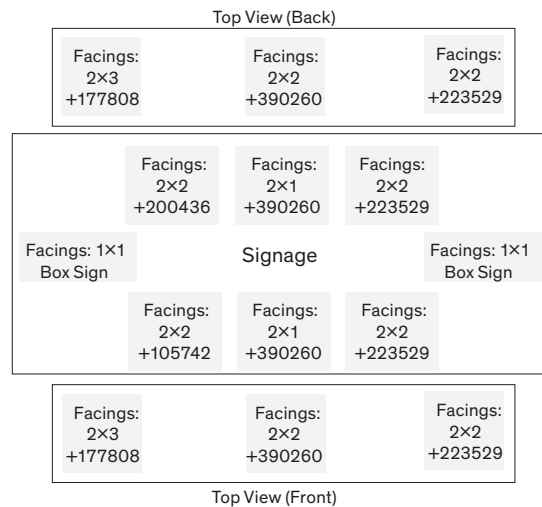
CHECKLIST

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

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

Stoli Mule



The Moscow Mule is credited for the incredible boom in vodka's popularity in North America. All participating stores must merchandise the perpendicular recipe card in-section (in front of participating products) and also on both sides of the A-Frame fixture. **This is a sold program. Participation is mandatory.**

Key Dates (August 16 - September 12)

Participating Stores

Please refer to the P6 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)	Offers
225250	Stolichnaya Vodka	1140	\$1.35 LTO + Value Add: Stoli® Mule Mug

Value Add: Free Stoli® Mule Mug with purchase of Stolichnaya Vodka 1140 mL (225250)* 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.



A-Frame Display



Cut-Case Display

Signage Components

- Value Add Version Cut-Case Backer Card ENG (DMS-21P6-AF1) / BIL (DMS-21P6-AF2)
- Cut-Case Backer Card ENG (DMS-21P6-AF3) / BIL (DMS-21P6-AF4)
- Value Add Version A-Frame Sign ENG (DMS-21P6-AF5) / BIL (DMS-21P6-AF6)
- A-Frame Sign ENG (DMS-21P6-AF7) / BIL (DMS-21P6-AF8)
- Pricer Card ENG (DMS-21P6-AF9) / BIL (DMS-21P6-AF10)
- Shelf Talker ENG (DMS-21P6-AF11) / BIL (DMS-21P6-AF12)
- Perpendicular Shelf Talkers (recipe) ENG (DMS-21P6-AF13) / BIL (DMS-21P6-AF14)
- Perpendicular Shelf Talkers (value add) ENG (DMS-21P6-AF15) / BIL (DMS-21P6-AF16)
- End Aisle Backer Card Value Add Version ENG/BIL (DMS-21P6-AF17)
- End Aisle Backer Card Without Value Add ENG/BIL (DMS-21P6-AF18)
- Riser Wrap (DMS-21P6-AF19)
- Recipe Case Card for Blockpiles ENG/BIL (DMS-21P6-AF20)

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 and the Recipe Case Card 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)

A

Display Program (BP-SBA)

BLOCK PILE A

Palm Bay

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 P6 Participating Stores lists posted on the Portal for information.

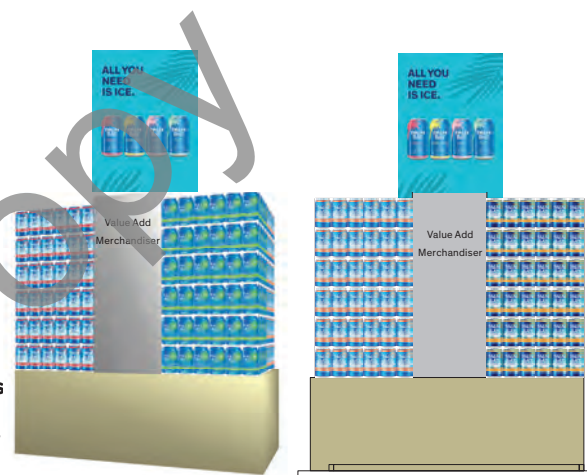
Key Dates (August 16 - September 12)

Participating Products - Period 6

LCBO#	Description	Format (mL)	Offers
211219	Palm Bay Pineapple Mandarin Orange	6 × 355	Value Add: Free pair of Palm Bay slides with purchase of any participating products.
211227	Palm Bay Ruby Grapefruit	6 × 355	
211235	Palm Bay Strawberry Pineapple	6 × 355	
225904	Palm Bay Key Lime Cherry	6 × 355	

Value Add: Free pair of Palm Bay slides with the purchase of any participating products

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



Front View

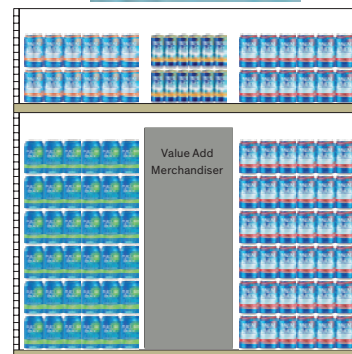
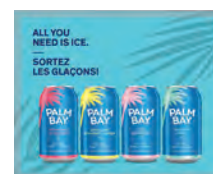
Back View

Signage Components

- Pricer Card
ENG (Re-order # DMS-21P6-BPA1) / BIL (Re-order # DMS-21P6-BPA2)
- Shelf Talkers
ENG (Re-order # DMS-21P6-BPA3) / BIL (Re-order # DMS-21P6-BPA4)
- Cut-Case Backer Card
ENG (Re-order # DMS-21P6-BPA5) / BIL (Re-order # DMS-21P6-BPA6)
- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P6-BPA7)

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 supplier-provided merchandiser and value adds.



Discretionary End Aisle

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 P6 Participating Stores lists posted on the Portal for information.

Key Dates (August 16 - September 12)

Participating Products - Period 6

LCBO#	Description	Size (mL)	LTO
15369	Mike's Hard Cranberry	2130	\$1.00
77933	Rev (P.E.T)	473	\$0.25
166090	Jack Daniel's And Cola Tall Can	473	
211185	Rockstar Original	473	
449157	Smirnoff Ice Tall Can	473	\$0.25
407775	Snapple Spiked Tea Vodka	473	\$0.25

Signage Components

New Signage for P6:

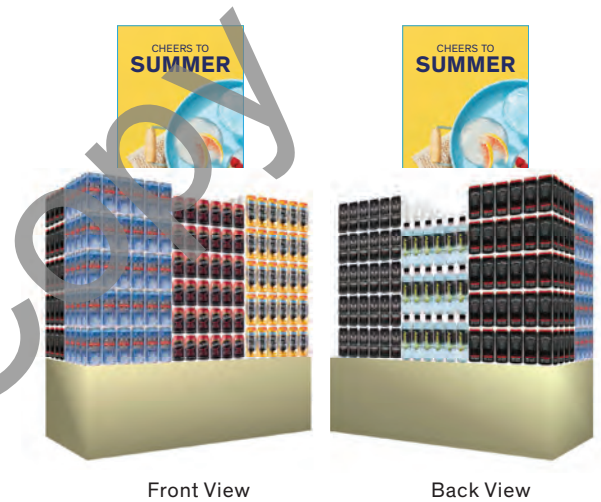
- Pricer Card ENG (DMS-21P6-BPB1) / BIL (DMS-21P6-BPB2)
- Shelf Talkers ENG (DMS-21P6-BPB3) / BIL (DMS-21P6-BPB4)
- Cut-Case Backer Card ENG (DMS-21P6-BPB5) / BIL (DMS-21P6-BPB6)

Products will change for P6 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)
- Block Pile Stores: Riser Wrap (DMS-21P4-BPB7)

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

Tito's



Pitcher-friendly craft cocktails, best made with Tito's Handmade Vodka.

This a sold program. Participation is mandatory.

Participating Stores

Please refer to the P6 Participating Stores lists posted on the Portal for information.

Key Dates (August 16 - September 12)

Participating products:

LCBO#	Description	Size (mL)	Offers
363812	Tito's Handmade Vodka	375	
545160	Tito's Handmade Vodka	1750	Value Add: Tito's Carafe (36 oz)
597559	Tito's Handmade Vodka	750	
638262	Tito's Handmade Vodka	200	
628990	Tito's Handmade Vodka	1140	\$3.00 LTO

Value Add: Free Tito's Carafe with purchase of Tito's Handmade Vodka (545160 1750 mL).

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-21P6-MNT1) / BIL (DMS-21P6-MNT2)
- Table Sign Small BIL (DMS-21P6-MNT3)
- Shelf Talkers ENG (DMS-21P6-MNT4) / BIL (DMS-21P6-MNT5)
- Box Sign (Re-order numbers below)
 - Tito's & Lemonade ENG (DMS-21P6-FNT8) / BIL (DMS-21P6-FNT10)
 - FREE Carafe with purchase ENG (DMS-21P6-FNT9) / BIL (DMS-21P6-FNT11)
- Perpendicular Shelf Talker ENG (DMS-21P6-MNT12) / BIL (DMS-21P6-MNT13)

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 perpendicular shelf talkers in-section with the clips provided.

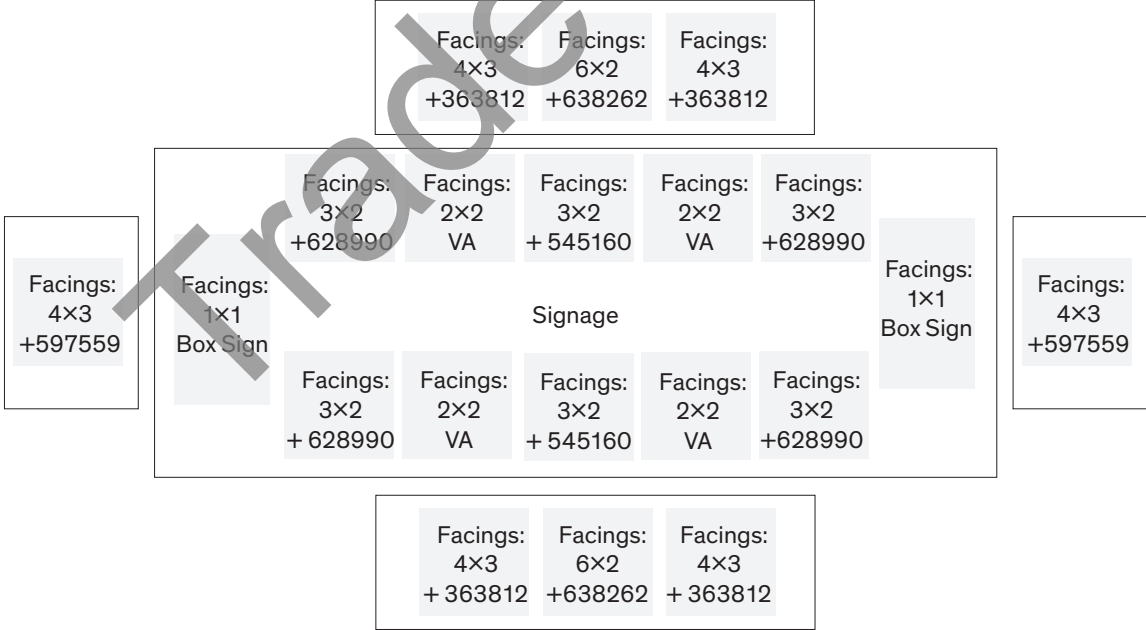


NOTE: Please ensure the Value Add Perpendicular Shelf Talkers are installed in-section.



Front & Back View

Top View (Back)



Top View (Front)

Brand Spotlight (DD)

CELEBRATION FIXTURE

Tito's

Pitcher-friendly craft cocktails, best made with Tito's Handmade Vodka.

This a sold program. Participation is mandatory.

Participating Stores

Please refer to the P6 Participating Stores lists posted on the Portal for information.

Key Dates (August 16 - September 12)

Participating products:

LCBO#	Description	Size (mL)	Offers
363812	Tito's Handmade Vodka	375	
545160	Tito's Handmade Vodka	1750	Value Add: Tito's Carafe (36 oz)
597559	Tito's Handmade Vodka	750	
638262	Tito's Handmade Vodka	200	
628990	Tito's Handmade Vodka	1140	\$3.00 LTO

Value Add: Free Tito's Carafe with purchase of Tito's Handmade Vodka (545160 1750 mL).

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

- Drum Sign ENG (DMS-21P6-MNT6) / BIL (DMS-21P6-MNT7)
- Shelf Talker ENG (DMS-21P6-MNT4) / BIL (DMS-21P6-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.



Front & Back View

Period 6 END AISLES

Beer/Cider Mini Thematic C End Aisle #1

LCBO#	Description	Size (mL)	Offers
13681	Collective Arts Circling The Sun Applecherry Cider	473	BAM
107342	Reinhart's Red Apple Strong Cider	473	BAM
333583	Thornbury Premium Apple Cider	473	BAM
374496	Forbidden Artisanal Cider	473	BAM
457358	Eden Grove Perfect Pear	473	LTO
515098	Shiny Apple Cider With Pinot	473	BAM
541219	KW Craft Cider Can	473	BAM
645978	Ernest Cider Impeachment	473	BAM
688572	Lost Craft Apple Cider	473	BAM



Merchandising Instructions

- Display a fully-assembled 8-pack carrier, filled with participating Ontario Craft Beer and Cider products on the top shelf.
- Install Air Miles Blade Sign on EA #1.
- Merchandise the perpendicular ST on EA #1 using a perpendicular shelf clip (PSTC201404).

Reorder Codes

- Air Miles Blade Sign ENG (Re-order # 21P6-BS1) / BIL (Re-order # 21P6-BS3)
- Perpendicular Shelf Talker ENG (Re-order # DMS-21P6-ST14) / BIL (Re-order # DMS-21P6-ST15)

End Aisle #2 (End Aisle S1)

LCBO#	Description	Size (mL)	Offers
13187	Absolut Juice Apple Edition	750	End Aisle
13188	Absolut Juice Strawberry Edition	750	End Aisle
110056	Absolut Vodka	750	LTO
209221	Absolut Vodka	1140	End Aisle



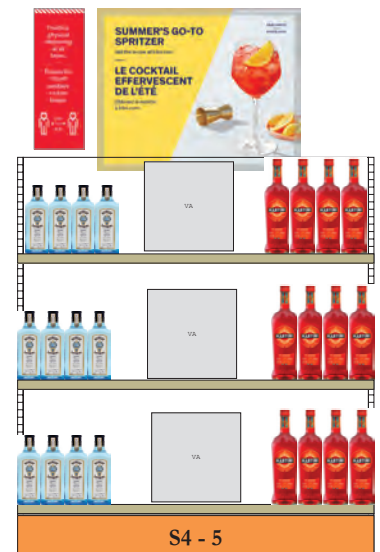
	LCBO#	Description	Size (mL)	Offers
End Aisle #3 (End Aisle S2)	893	J.P. Wiser's Deluxe	750	LTO
	536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	LTO
	625996	JP Wisers Old Fashioned Canadian Whisky	750	Value Add



	LCBO#	Description	Size (mL)	Offers
End Aisle #4 (End Aisle S3)	54213	Alberta Premium Whisky (P.E.T)	1750	Value Add
	216226	Alberta Premium Whisky	1140	End Aisle
	517136	Alberta Premium Whisky (P.E.T)	750	BAM



	LCBO#	Description	Size (mL)	Offers
End Aisle #5 (End Aisle S4)	16079	Martini Fiero	750	Value Add
	316844	Bombay Sapphire London Dry	750	Value Add
		Value Add - Martini Prosecco 200 mL		





End Aisle #6
(End Aisle S5)

LCBO#	Description	Size (mL)	Offers
34595	Patron Silver Tequila	750	LTO
34603	Patron Anejo Tequila	750	LTO
50088	Patron Reposado Tequila	750	LTO



End Aisle #7
(End Aisle W1)

LCBO#	Description	Size (mL)	Offers
27516	>(V) J Lohr Los Osos Merlot	750	
258699	> (V)Riverstone Chardonnay (J.Lohr)	750	End Aisle
656561	>(V)Cabernet Sauvignon Seven Oaks (J.Lohr)	750	LTO



End Aisle #8
(End Aisle W2)

LCBO#	Description	Size (mL)	Offers
828	Folonari Valpolicella Doc	750	LTO
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #9 (End Aisle S6)	216721	Tanqueray London Dry Gin	1140	LTO
	358184	Tanqueray Rangpur Gin	750	LTO
	570093	Tanqueray Malacca Gin	700	LTO



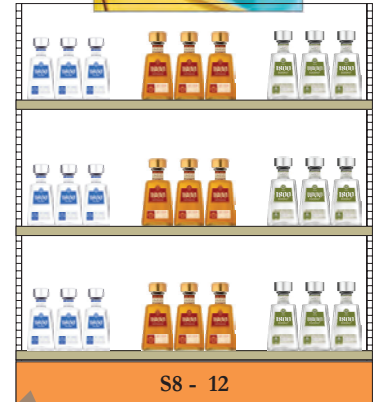
	LCBO#	Description	Size (mL)	Offers
End Aisle #10 (End Aisle W3)	132506	XOXO Pinot Grigio/Chardonnay	1500	LTO
	297119	Peller Family Vineyards Chard Bag In Box	4000	LTO
	399410	Jackson-Triggs Sauvignon Blanc	750	LTO



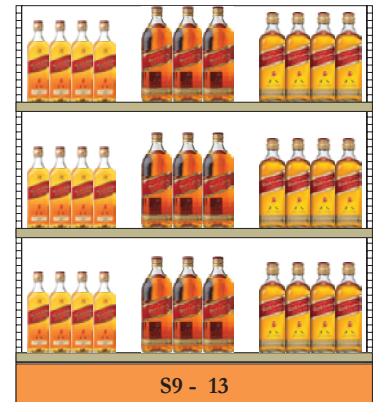
	LCBO#	Description	Size (mL)	Offers
End Aisle #11 (End Aisle S7)	312959	Ketel One	1750	LTO
	363770	Ketel One Vodka	1140	LTO
	456095	Ketel One Vodka	750	



	LCBO#	Description	Size (mL)	Offers
End Aisle #12 (End Aisle S8)	10232	1800 Silver Tequila	375	LTO
	398479	1800 Reposado	750	LTO
	492454	1800 Coconut Tequila	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #13 (End Aisle S9)	1099	Johnnie Walker Red Label	750	Value Add
	112896	Johnnie Walker Red Label	1750	Value Add
	217794	Johnnie Walker Red Label	1140	Value Add



	LCBO#	Description	Size (mL)	Offers
End Aisle #14 (End Aisle W4)	135939	Pelee Island Pinot Noir VQA	750	LTO
	270363	Castillo De Almansa Reserva, Almansa	750	LTO
	614651	Trapiche Reserve Malbec	750	LTO





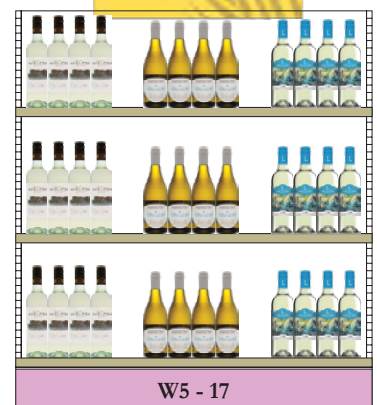
	LCBO#	Description	Size (mL)	Offers
End Aisle #15 (End Aisle S10)	53140	Havana Club Dry 7 Years Old	750	
	337667	Havana Club Anejo 3 Anos	750	LTO
	443903	Havana Club Anejo Reserva	750	LTO



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



	LCBO#	Description	Size (mL)	Offers
End Aisle #17 (End Aisle W5)	89995	Quinta Da Aveleda Vinho Verde	750	LTO
	303776	Rosehall Run Liberated VQA	750	LTO
	668947	Lindemans Bin 85 Pinot Grigio	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #18 (End Aisle S12)	158014	Flor De Cana Centenario 12 Rum	750	LTO
	402818	Flor De Cana Grand Reserva 7 Rum	750	Value Add
	602920	Flor De Cana Clasico 5 Rum	750	Value Add



	LCBO#	Description	Size (mL)	Offers
End Aisle #19 (End Aisle S13)	413104	Dillon's Dry Gin	750	LTO
	638130	Dillon's Vodka	750	LTO

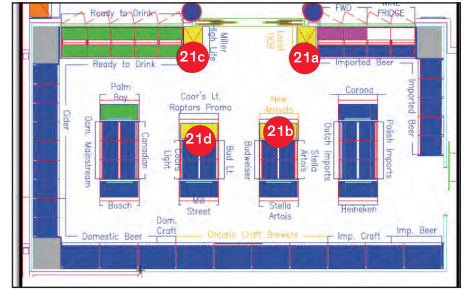


	LCBO#	Description	Size (mL)	Offers
End Aisle #20 (End Aisle W6)	308486	Angels Gate Pinot Noir VQA	750	LTO
	507467	Josh Cellars Legacy Red	750	LTO
	910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	LTO



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 P6 Participating Stores lists posted on the Portal for information.

Key Dates (August 16 - September 12)

Participating Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
21A Plinth (EA - EZA)	311779	Bud Light 6 × 473 mL	275 - The Beer Store	
	908665	Bud Light 6 × 355 mL	275 - The Beer Store	Value Add
	Value Add: Buy two 6-packs of 908665 Budweiser 6 × 355 mL cans get a free tumbler.			

Location	LCBO#	Description	Supplying Source / Distributor	Offers
21B New/ Seasonal (EA - EZB)	16707	Beau's Mix Pack 6 × 473 mL	275 - The Beer Store	
	16509	Collective Arts Hibiscus & Blood Orange Sour 473 mL	4678 - Collective Arts Brewing Limited	
	16533	Manitoulin Pineapple Sour 473 mL	402 - Manitoulin Brewing	

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)	186510	Corona Extra 6 × 330 mL	LCBO Warehouse	\$1.00 LTO
	460634	Corona Extra 6 × 473 mL	LCBO Warehouse	Value Add
	Value Add: Get a Corona citrus kit with the purchase of two 6-packs of of tall cans (460634 6 × 473 mL).			

Location	LCBO#	Description	Supplying Source / Distributor	Offers
21D End Aisle (EA - EZD)	14515	Amalfi Aperitivo Spritz 4 × 355 mL	LCBO Warehouse	
	14665	Good Vines White Wine Spritz 355 mL	LCBO Warehouse	
	15301	Somersby Spritz Cider 473 mL	LCBO Warehouse	\$0.25 LTO

21A: Bud Light

Keeping those brews chilly can be tricky in hot summer weather, so Budweiser is here to make you life a little easier. Purchase TWO 6-packs of Bud Light short cans and get a free insulated tumbler to keep those Buds ice cold.

21C: Corona

Corona is all about beach vibes, sunny weather and taking a moment to relax and unwind. This month, bring home a stylish Citrus cutting kit, when you purchase TWO 6-packs of Corona Extra tall cans and bring a slice of paradise to your own backyard.

21D: RTD

Get a taste of brand new local flavours! Enjoy pleasantly bittersweet citrus notes with Amalfi Aperitivo Spritz and Somersby Spritz Cider, or treat yourself to a light, sugar-free offering from Good Vines.

Signage Components

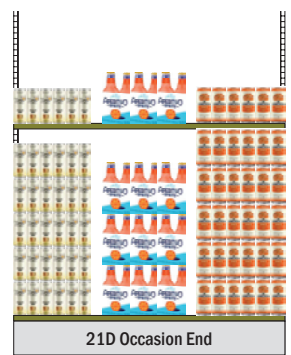
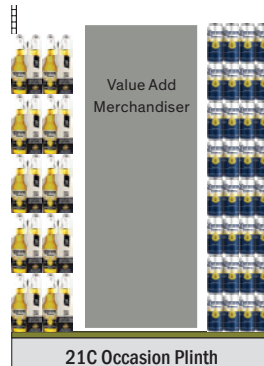
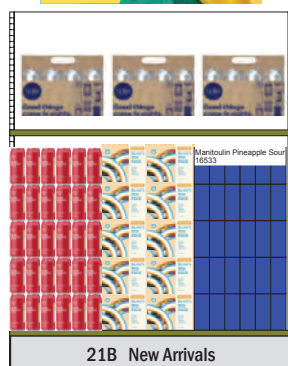
- P5 - P6: Generic Backer Card BIL (DMS-21P5-EZ4)
- P6 Only:
 - 21A Bud Light Backer Card BIL (DMS-21P6-EZ1)
 - 21A Bud Light Transparency ENG (DMS-21P6-EZ2) / BIL (DMS-21P6-EZ3)
 - 21C Corona Backer Card BIL (DMS-21P6-EZ4)
 - 21A, C, D Pricer Cards ENG (DMS-21P6-EZ5) / BIL (DMS-21P6-EZ6)
 - 21A, C, D Shelf Talkers ENG (DMS-21P6-EZ7) / BIL (DMS-21P6-EZ8)
 - 21D RTD Backer Card BIL (DMS-21P6-EZ9)
 - 21D RTD Transparency ENG (DMS-21P6-EZ10) / BIL (DMS-21P6-EZ11)

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 "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 6.

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)

P6 Signage Components:

- Corona Blade Sign ENG/BIL (21P6-BCB1) / BIL (21P6-BCB4)
- Heineken Blade Sign ENG/BIL (21P6-BCB2) / BIL (21P6-BCB5)
- Stella Artois Blade Sign ENG/BIL (21P6-BCB3) / BIL (21P6-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 IIPA	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-21P6-OWP2)

Participating Products

LCBO#	Description	Size (mL)	LTO
164087	Sandbanks Sleeping Giant VQA	750	\$2.00
260364	Megalomaniac Homegrown Red VQA	750	\$2.00
291211	Henry Of Pelham Chardonnay VQA	750	\$2.00
404939	Burnt Ship Bay Pinot Grigio VQA	750	\$2.00

Participating Stores

Please refer to the P6 Participating Stores lists posted on the Portal for information.

Key Dates: (August 16 - September 12)

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:

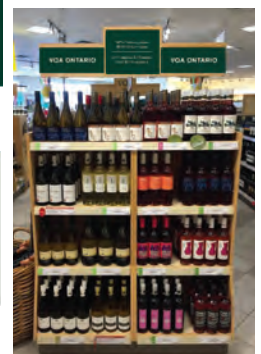
- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



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)
63826	Wayne Gretzky Chardonnay VQA	750
75689	Wayne Gretzky Cabernet Merlot VQA	750
233635	Cave Spring Riesling Dry VQA	750
295006	Cave Spring Dry Rose VQA	750

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 P6 Participating Stores lists posted on the Portal for information.

Key Dates: (August 16 - September 12)

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 6 Shelf Talkers ENG/BIL (Re-order # DMS-21P6-OWP1)

Merchandising Instructions:

A & B store locations will have new merchandising noted on their updated planograms. Refer to the Store Dashboard for details.



End Aisle
Backer Card

C & D stores that merchandise this promotion in a Cut Case Display will need to choose a new merchandising option from the list below:

NEW! 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. 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-21P6-OWP1)
- 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.

This is a sold program. Participation is mandatory.

Key Dates (August 16 - September 13)

Participating Stores

Please refer to the P6 Participating Stores lists posted on the Portal for information.

Participating Products

LCBO#	Description	Size (mL)	LTO
294298	Conundrum Red	750	\$3.00
552562	Three of Hearts Rosé	750	\$2.00

Signage Components



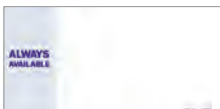
Branded Backer Card ENG/BIL (Re-order #DMS-21P6-VINT1)

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



Pre-printed Shelf Talker (Re-order #DMS-21P6-VINT1)

- Replace the P5 SAVE shelf talkers with the P6 Essentials Collection shelf talkers for both participating products.



Bin tag overlay

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

Re-order Codes

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

Program Schedule: Period 6 (Branded Backer Card with Offer)

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



Merchandising Instructions

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

V2

VINTAGES Wines of the Month

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

Key Dates (August 22 and September 5 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)
AUGUST 22 RELEASE		
636613	Alchymia Primitivo 2017	750
640854	Salentein Reserve Malbec 2018	750
SEPTEMBER 5 RELEASE		
13990	Tyrrell's Hunter Valley Shiraz 2017	750
575316	Ashley Mary Limited Edition M de Minuty Rosé 2019	750



Merchandising Instructions

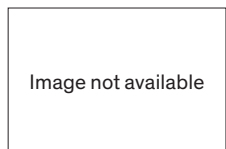
- Merchandise products together according to the planogram for each release.

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.



Pre-printed shelf talker ENG/BIL

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



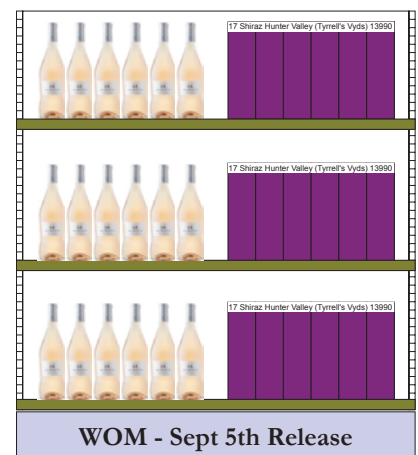
Bin tag overlay

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

Ensure the overlay message is still visible.

Re-order Codes

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



VINTAGES BAM & LTO Program

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

Key Dates

LTO (August 17 to Sept 13, 2020)



BAM (August 16 to Sept 12, 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
14061	Asbach Uralt Brandy	750		\$37.45	15 BAM
304469	Cloudy Bay Sauvignon Blanc	750		\$36.95	20 BAM
454876	Ghost Pines Merlot	750		\$21.95	15 BAM
544791	Reif Estate Vidal Icewine	200		\$24.95	10 BAM
324228	Stoneleigh Latitude Sauvignon Blanc	750		\$21.95	10 BAM
15285	Thalia Syrah/Kotsifali	750		\$10.95	10 BAM
342428	Bonterra Cabernet Sauvignon	750	\$21.95	\$19.95	\$2.00 LTO
273748	Borsao Tres Picos Garnacha	750	\$19.95	\$17.95	\$2.00 LTO
337238	Concha y Toro Marques de Casa Concha Cabernet Sauvignon	750	\$22.95	\$19.95	\$3.00 LTO
294298	Conundrum Red	750	\$24.95	\$21.95	\$3.00 LTO
167189	Dandelion Vineyards Lionheart of The Barossa Shiraz	750	\$21.95	\$19.95	\$2.00 LTO
43281	Flat Rock Riesling	750	\$17.95	\$16.95	\$1.00 LTO
521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750	\$24.95	\$22.95	\$2.00 LTO
656561	J. Lohr Seven Oaks Cabernet Sauvignon	750	\$23.95	\$21.95	\$2.00 LTO
650325	Kim Crawford Rosé	750	\$18.95	\$16.95	\$2.00 LTO
559088	Malivoire Ladybug Rosé	750	\$16.95	\$14.95	\$2.00 LTO
85126	Megalomaniac Pink Slip Rosé	750	\$19.95	\$17.95	\$2.00 LTO
69377	Monte Antico	750	\$15.95	\$13.95	\$2.00 LTO
350041	Paco & Lola Albariño	750	\$19.95	\$17.95	\$2.00 LTO
111641	Rocca delle Macie Riserva Chianti	750	\$15.95	\$13.95	\$2.00 LTO
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$59.95	\$54.95	\$5.00 LTO
314575	Sterling Napa Valley Cabernet Sauvignon	750	\$42.95	\$37.95	\$5.00 LTO
1834	Susana Balbo Crios Torrontés	750	\$14.95	\$12.95	\$2.00 LTO
89029	Tawse Sketches of Niagara Riesling	750	\$18.95	\$16.95	\$2.00 LTO
552562	Three of Hearts Rosé	750	\$19.95	\$17.95	\$2.00 LTO
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$23.95	\$21.95	\$2.00 LTO
660043	Two Hands Gnarly Dudes Shiraz	750	\$24.95	\$21.95	\$3.00 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 P6 Participating Stores lists posted on the Portal for information.

Key Dates: August 16 - September 12

Participating Product

LCBO#	Description	Size (mL)
461699	>(V)Baco Speck Family Reserve	750

Signage Components & Merchandising Instructions

Signage reorder code: DMS-21P6-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 September 12, 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 September 12, 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 September 12, 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






Shelf Talker




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



Please e-mail ordergiftcards@lcbo.com to request additional Gift Cards or Carriers

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
Year-around Small Acrylic Gift Card Merchandiser Insert Sign (LCBO) (2 pieces)	DMS-GFT108

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 12 YO Triple Cask	375

Core SKUs

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



Important Note:

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

Wine Impulse:

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

Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
Core SKUs			38810	Chateau Des Charmes Cabernet 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 Igt	375	297663	Masi Costasera Amarone Classico	375
297648	Voga Pinot Grigio Igt	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	111294	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	Joij 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

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

Full FEM Participating Products

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

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

Sample Full Wine In Cans FEM Planogram



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

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

Combined Wine FEM Participating Products

LCBO#	Description	Size (mL)
642850	Barefoot Spritzer Rose Can*	250
642843	Barefoot Spritzer Moscato Can*	250
14680	Spritzd Wine Spritzer Pinot Grigio	355
14685	Gaze Blueberry-Pomegranate Wine Cocktail	375
14686	Gaze Coconut Water Wine Cocktail	375
14847	Good Fortune Raspberry Hibiscus	355
14682	Babe Grigio with Bubbles	250
14681	Babe Rose 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 Cuvee* (Can)	250



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

Wine In Cans Front End Merchandiser Core List

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

Period 5 & Period 6 WINES FLEX SPACE

new
from south of the equator
nouveautés
du sud de l'équateur

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 P6 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 merchandised with Ontario sparklers under \$20
2. USA/Australia section merchandised with new products from New World
3. Italy/SE Europe section merchandised with Old World products

6 Flex Spaces – Participating Stores

Please refer to the P6 Participating Stores lists posted on the Portal for information.

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

- Sparkling section merchandised with Ontario sparklers under \$20
- USA section merchandised with new products from New World
- SE Europe section merchandised with Old World products
- Australia section
- New Zealand section
- Organic section - secondary location for all general list and Vintages organic products.

Merchandising Instructions

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


Signage Components

- Flex Space Signage Kit
(Re-order # DMS-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 "New from Italy under \$12"					
	13735	Provolo Soave Veneto DOC	Italy	750	\$11.95
	13602	Tavarnello, Sangiovese Cabernet	Italy	750	\$8.95
	14060	Tavarnello, Pinot Bianco Famoso	Italy	750	\$8.95
	13494	San Marzano Primitivo Puglia IGP	Italy	750	\$8.95
	13776	Arche Fiano	Italy	750	\$11.95
	14301	Riunite Moscato	Italy	750	\$9.95
	14949	Matteo Bianco	Italy	750	\$9.95
	14948	Matteo Sangiovese	Italy	750	\$9.95
	13459	Bio Bio Merlot	Italy	750	\$10.95
NOTE: Merchandise with Old World SKUs.					
USA Flex Space - New refreshing white wines from California "just in from Cali"					
	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
	11194	Sandpoint Chardonnay	California	750	\$16.95
	643114	Josh Cellars Sauvignon Blanc	California	750	\$18.00
	10886	Bar Dog Chardonnay	California	750	\$18.00
	633354	Longshot Pinot Grigio	California	750	\$16.00
	NOTE: Merchandise with New World SKUs.				
New Zealand Flex Space - "big value wines"					
	15888	OPEN Pinot Grigio VQA 3L	Canada	3000	\$39.95
	513622	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
	11597	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
New from Italy under \$12**



**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

September 4 - 6

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 (September 4 - September 6)

Participating Products

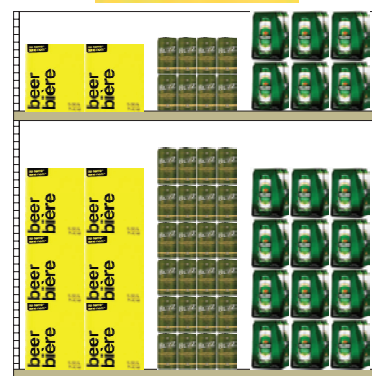
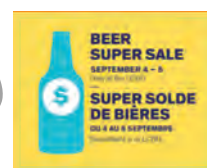
LCBO#	Description	Size (mL)	LTO Offers
110320	No Name Beer	6 × 341	\$3.30
11620	Millennium Buzz Beer	4 × 355	\$2.60
14996	Hollandia Lager	4 × 500	\$2.20

Signage Components

- Pricer Card ENG (Re-order # DMS-21P6-BAB1) / BIL (Re-order # DMS-21P6-BAB2)
- Shelf Talkers ENG (Re-order # DMS-21P6-BAB3) / BIL (Re-order # DMS-21P6-BAB4)
- Cut Case Backer Card ENG (Re-order # DMS-21P6-BAB5) / BIL (Re-order # DMS-21P6-BAB6)
- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P6-BAB7)

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



Discretionary End Aisle



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 (August 16 - September 12)

Participating Stores

Please refer to the P6 Participating Stores lists posted on the Portal for information.

Participating Products

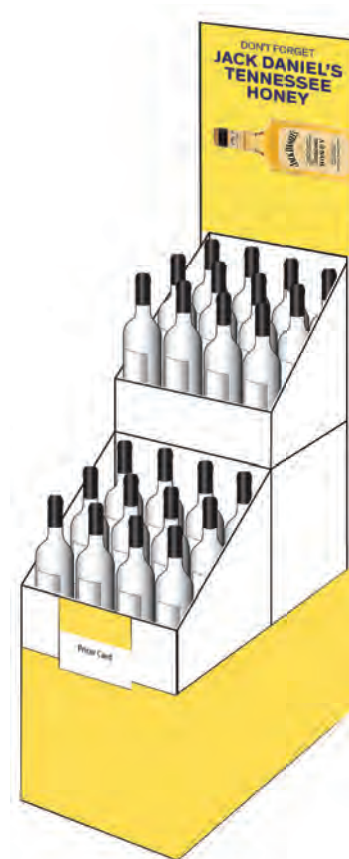
LCBO#	Description	Size (mL)	LTO Offer
276568	Jack Daniel's Tennessee Honey	375	\$2.00

Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-21P6-CRSD1) / BIL (Re-order # DMS-21P6-CRSD2)
- Riser Wrap (Re-order # DMS-21P6-CRSD3)
- Pricer Cards ENG (Re-order # DMS-21P6-CRSD4) / BIL (Re-order # DMS-21P6-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

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






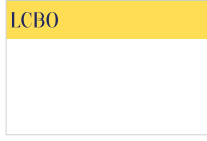



Merchandising Instructions









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

OTHER PROGRAMS

Program	Duration	Next Release
 <p>TURN 3 WINE FRIDGE WINE SPACE IMPLEMENTATION GUIDE</p>	<p>Wine Fridge</p> <p>February 2, 2020 - May 24, 2020 Period 3 - Period 6</p>	<p>Period 7</p>
 <p>LOVE WHISKY? TRY THIS! BASK HAYDEN'S CARIBBEAN RESERVE WHISKY Discover the inspiration for each of our award-winning spirits and the stories behind them. Complete with a guide to the best ways to enjoy your favorite spirits, this is the ultimate guide to the world of whisky.</p> <p>WHISKY SHOP</p>	<p>Whisky Shop</p> <p>February 2, 2020 - TBD Period 12 - TBD</p>	<p>Posted online</p>
 <p>GIN SHOP Discover more about the heritage of these spirit products at lcb.com/ginshop</p>	<p>Gin Shop</p> <p>March 29, 2020 - September 25, 2020 Period 1 - Period 7</p>	<p>Posted online</p>
 <p>RUM SHOP Explore the heritage of these spirit products at lcb.com/rumshop</p>	<p>Rum Shop</p> <p>March 29, 2020 - September 25, 2020 Period 1 - Period 7</p>	<p>Posted online</p>
 <p>TEQUILA SHOP Explore our exclusive collection of premium tequilas at lcb.com/tequilashop</p>	<p>Tequila Shop</p> <p>October 13, 2019 - February 1, 2020 Period 8 - Period 11</p>	<p>Information coming soon!</p>

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-21P6-ST1 BIL: DMS-21P6-ST2	
On Shelf	Regular Program Pre-printed Extender Strips (64 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P6-ST3 BIL: DMS-21P6-ST4	
On Shelf	Community Program Pre-printed Extender Strips (10 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P6-ST5 BIL: DMS-21P6-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips (9 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P6-ST7 BIL: DMS-21P6-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips (1 version)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P6-ST9 BIL: DMS-21P6-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-21P6-ST11	
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-21P6-ST12	
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-21P6-ST13	
On Shelf	BBAM Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P6-ST18 BIL: DMS-21P6-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-P6-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-P6-BNS	
On Shelf	"NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	"In The Spotlight" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h English/Price English/No Price		
On Shelf	"In The Spotlight/EN VEDETTE" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

Trade Copy

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.

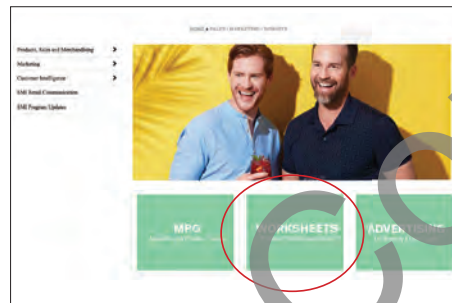
<p>1008 Fortana Di Papa Red, 1000 ml, 37.5M Fortana Di Papa Red, 2000 ml, Please be advised that due to ongoing supply issues due to a change in brand ownership of the Fortana Di Papa brand family, the above SKUs will be out of stock indefinitely. We will advise once the inventory becomes available in your supplying warehouse.</p>
<p>Wine Fridge Turn 2 Click here to read the guide</p>
<p>PT7 - Bring Local Home Marketing & Product Guide PT7 Worksheets Link</p>

Customer Experience Newsletter

Wine Fridge Turn 2
[Click here to read the guide](#)

PT7 - Bring Local Home
[Marketing & Product Guide](#)
[PT7 Worksheets Link](#)

REMINDER: Please direct
[Help](#)



Portal Site



Marketing & Product Guidelines Site

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

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

Display Programs

Location	LCBO#	Description	Size (mL)	Support Programs
DOTW #1	492520	Bacardi 8 Year Old Reserva Gold Rum	750	DOTW#1
DOTW #2	363622	Bolla Pinot Grigio Delle Venezie	750	DOTW#2
DOTW #3	216689	J.P. Wiser's Deluxe	1140	DOTW#3
DOTW #4	370924	Trapiche Pure Malbec	750	DOTW#4
1	13681	Collective Arts Circling The Sun Applecherry Cider	473	BAM
	107342	Reinhart's Red Apple Strong Cider	473	BAM
	333583	Thornbury Premium Apple Cider	473	BAM
	374496	Forbidden Artisanal Cider	473	BAM
	457358	Eden Grove Perfect Pear	473	LTO
	515098	Shiny Apple Cider With Pinot	473	BAM
	541219	KW Craft Cider Can	473	BAM
	645978	Ernest Cider Impeachment	473	BAM
	688572	Lost Craft Apple Cider	473	BAM
	2	13187	Absolut Juice Apple Edition	750
13188		Absolut Juice Strawberry Edition	750	End Aisle
110056		Absolut Vodka	750	LTO
209221		Absolut Vodka	1140	End Aisle
3	893	J.P. Wiser's Deluxe	750	LTO
	536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	LTO
	625996	JP Wisers Old Fashioned Canadian Whisky	750	Value Add
4	54213	Alberta Premium Whisky (P.E.T)	1750	Value Add
	216226	Alberta Premium Whisky	1140	End Aisle
	517136	Alberta Premium Whisky (P.E.T)	750	BAM
5	16079	Martini Fiero	750	Value Add
	316844	Bombay Sapphire London Dry	750	Value Add
6	34595	Patron Silver Tequila	750	LTO
	34603	Patron Anejo Tequila	750	LTO
	50088	Patron Reposado Tequila	750	LTO
7	27516	>(V) J Lohr Los Osos Merlot	750	
	258699	>(V)Riverstone Chardonnay (J.Lohr)	750	End Aisle
	656561	>(V)Cabernet Sauvignon Seven Oaks (J.Lohr)	750	LTO
8	828	Folonari Valpolicella Doc	750	LTO
	481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO
	621821	Folonari Pinot Grigio Delle Venezie Doc	1500	LTO
9	216721	Tanqueray London Dry Gin	1140	LTO
	358184	Tanqueray Rangpur Gin	750	LTO
	570093	Tanqueray Malacca Gin	700	LTO

Display Programs

Location	LCBO#	Description	Size (mL)	Support Programs
10	132506	XOXO Pinot Grigio/Chardonnay	1500	LTO
	297119	Peller Family Vineyards Chard Bag In Box	4000	LTO
	399410	Jackson-Triggs Sauvignon Blanc	750	LTO
11	312959	Ketel One	1750	LTO
	363770	Ketel One Vodka	1140	LTO
	456095	Ketel One Vodka	750	
12	10232	1800 Silver Tequila	375	LTO
	398479	1800 Reposado	750	LTO
	492454	1800 Coconut Tequila	750	LTO
13	1099	Johnnie Walker Red Label	750	Value Add
	112896	Johnnie Walker Red Label	1750	Value Add
	217794	Johnnie Walker Red Label	1140	Value Add
14	135939	Pelee Island Pinot Noir VQA	750	LTO
	270363	Castillo De Almansa Reserva, Almansa	750	LTO
	614651	Trapiche Reserve Malbec	750	LTO
15	53140	Havana Club Dry 7 Years Old	750	
	337667	Havana Club Anejo 3 Anos	750	LTO
	443903	Havana Club Anejo Reserva	750	LTO
16	388694	Casamigos Tequila Reposado	750	LTO
	425686	Casamigos Tequila Anejo	750	
	609362	Casamigos Mezcal	750	BAM
17	89995	Quinta Da Aveleda Vinho Verde	750	LTO
	303776	Rosehall Run Liberated VQA	750	LTO
	668947	Lindemans Bin 85 Pinot Grigio	750	LTO
18	158014	Flor De Cana Centenario 12 Rum	750	LTO
	402818	Flor De Cana Grand Reserva 7 Rum	750	Value Add
	602920	Flor De Cana Clasico 5 Rum	750	Value Add
19	413104	Dillon's Dry Gin	750	LTO
	638130	Dillon's Vodka	750	LTO
20	308486	Angels Gate Pinot Noir VQA	750	LTO
	507467	Josh Cellars Legacy Red	750	LTO
	910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	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

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R39 USA A	383885	The Show Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R40 USA B	572800	Beringer Brothers Bourbon Barrel Red Blend	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41 Chile A	553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	LTO								Y	Y	Y	
R42 Chile B	23606	Santa Rita 120 Reserva Especial Sauv Blanc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	523100	Passi Reali Vdt Appassimento, Montepulciano	750	LTO										Y	
R44 France Blend B	298505	La Vieille Ferme Luberon Blanc Aoc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	LTO, Wine Fridge									Y	Y	
R46 France South B	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/Burgundy A	527598	Amatore Rosso Verona Igt	750	LTO									Y	Y	
R48 Italy Central A	99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	LTO									Y	Y	
R49 Italy Central B	215012	Black Tower Rivaner	1000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	580183	Blu Giovello Pinot Grigio	750	LTO					Y	Y	Y	Y	Y	Y	
R51 Italy North B	122077	Georges Duboeuf Beaujolais-Villages	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	632471	Matervitae Falanghina Igt Puglia	750	LTO										Y	
R53 Southern Europe B	31062	Ruffino Orvieto Classico Doc	750	LTO									Y	Y	
R54 Germany A	253948	Martini & Rossi Asti	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	998351	JP Chenet Ice White	750	LTO									Y	Y	
R56 Sparkling B	265157	Jacob's Creek Moscato	750	LTO				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	12737	New Belgium Fat Tire Amber Ale	473	LTO									Y	Y	
R58 Ontario Beer B	140509	James Ready 5.5	6 x 473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	998138	Refined Fool Pouch Envy	473											Y	
R60 Beer 2	296244	Guinness Draught	4 x 440	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	478255	Cracked Canoe Single Can	473	LTO				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	568287	No Boats On Sunday Cider	500	LTO				Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	4606	Vodka Mudshake Creamy Vanilla	4 x 270	LTO				Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	14617	Smirnoff Vodka & Soda Raspberry Rose	4 x 355	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	649475	Aquarelle Passionfruit Sparkling Vodka Soda	355	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Community Extender 1	216820	Finlandia Vodka	1140	LTO	PMA Canada Ltd.
C2: Community Extender 2	438598	Dewar's 12 Year Old	750	LTO	Bacardi Canada Inc.
C3: Community Extender 3	485995	XOXO Red Sangria	750	LTO	Andrew Peller Limited
C4: Community Extender 4	29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	LTO	Joseph Cipelli Wines & Spirits
C5: Community Extender 5	251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	LTO	Mark Anthony Wine & Spirits
C6: Community Extender 6	181636	Sobieski Vodka	750	LTO	Glazer's Of Canada
C7: Community Extender 7	10558	Roe & Co Blended Irish Whiskey	750	LTO	Diageo Canada Inc.
C8: Community Extender 8	605857	Amarula Cream	1140	LTO	PMA Canada Ltd.
C9: Community Extender 9	58628	Peller Est. Family Series Cabernet Merlot VQA	750	BAM	Andrew Peller Limited
C10: Community Extender 10	19612	Jacob's Creek Shiraz/Cabernet	1500	LTO	Corby Spirit And Wine Limited

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	296574	Cottage Block Sauvignon Bl Riesling VQA	750	LTO	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	LTO	Woodman Wines & Spirits
D3: Discovery Wines 3	13686	Bread & Butter Pinot Noir	750	LTO	Dionysus Wines & Spirits Ltd.
D4: Discovery BSM 1	175810	Muskoka Craft Lager	473	LTO	Lakes Of Muskoka Cottage Brewery
D5: Discovery BSM 2	281907	Jaw Drop Sucking Lemons	473	LTO	Breakthru Beverage Canada Inc.
D6: Discovery BSM 3	491290	Pop Shoppe Hard Cream Soda	473	LTO	Dionysus Wines & Spirits Ltd.
D7: Discovery Spirits 1	360198	Tromba Anejo Tequila	750	LTO	PMA Canada Ltd.
D8: Discovery Spirits 2	517987	Ezra Brooks Black Label Bourbon Whiskey	750	BBAM	Glazer's Of Canada
D9: Discovery Spirits 3	319673	Bombay Sapphire East London Dry Gin	750	LTO	Bacardi Canada Inc.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	127456	Fuzion Organic Malbec Cabernet	750	LTO	Dionysus Wines & Spirits Ltd.

LCBO#	Description	Size (mL)	Support Program	Agent
12452	Bodega Toro Centenario Malbec	750		Unique Wines & Spirits
13687	Three Theives Red Blend	750		Philippe Dandurand Wines Ltd.
15761	Trinity Oaks Cabernet Sauvignon	750		Philippe Dandurand Wines Ltd.
16871	Collingwood Rockwell Pilsner	473		The Collingwood Brewery
114124	Ottakringer Helles	500		Fine Beers Agency Ltd.
124990	Smashed Apple Cider	473		Churchill Cellars Ltd.
160994	Trivento Malbec Reserve	750		Escalade Wine & Spirits
277954	Campari Aperitivo	750		Forty Creek Distillery Ltd
328419	Carib Lager	6 × 330		Geloso Beverage Group Canada
334052	Stiegl Grapefruit Radler	500		McClelland Premium Imports
387316	The Balvenie 12 Yr. Doublewood	750		PMA Canada Ltd.
621227	Straccali Chianti Docg	750		Profile Wine Group
638189	Prairie Organic Vodka	750		Glazer's Of Canada
676106	Stiegl Bier	500		McClelland Premium Imports

Trade Copy

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
117	Bacardi Superior White Rum	750	\$1.00	
828	Folonari Valpolicella Doc	750	\$2.00	End Aisle
893	J.P. Wiser's Deluxe	750	\$2.30	End Aisle
1834	>Torrantes Crios De Susana Balbo (Domino Plata)	750	\$2.00	
4606	Vodka Mudshake Creamy Vanilla	4 × 270	\$1.00	Shelf Extender
6395	20 Bees Cabernet Merlot VQA	750	\$2.00	
7187	KWV Roodeberg	750	\$2.00	
10232	1800 Silver Tequila	375	\$1.00	End Aisle
10427	Bodacious Bold & Buttery Chardonnay	750	\$1.00	
10558	Roe & Co Blended Irish Whiskey	750	\$5.00	Comm. Extender
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	\$5.00	Shelf Extender
10946	Fireball 6 Pack Carrier	6 × 50	\$1.00	
11917	Cameron's Jurassic IPA	473	\$0.25	
12172	Flying Monkeys Freakshow Crush Hazy IPA	473	\$0.20	
12676	Bodacious Cabernet Sauvignon	4000	\$2.00	
12737	New Belgium Fat Tire Amber Ale	473	\$0.25	Shelf Extender
13587	Bacardi Gold	1140	\$1.00	Shelf Extender
13610	Brave Italian Growers Organic And Vegan Bianco	750	\$1.50	
13641	Bench Brewing Short Hills East Coast IPA	473	\$0.20	
13686	Bread & Butter Pinot Noir	750	\$3.00	Discovery Extender
13735	Provolo Soave Veneto Doc	750	\$2.00	
14023	Tawse Gin	750	\$3.00	
14528	Splash Orange Mango	355	\$0.20	
14617	Smirnoff Vodka & Soda Raspberry Rose	4 × 355	\$1.00	Shelf Extender
14666	Nude Gin Soda Mixed Berry	473	\$0.20	
14706	Little Buddha CC Grilled Pineapple Rosemary-Vodka	355	\$0.20	
14953	Amsterdam Fria Cerveza	473	\$0.20	
15176	Thornbury Village Honeycrisp Apple Cider	473	\$0.25	
15301	Somersby Spritz Cider	473	\$0.25	EZD
15369	Mike's Hard Cranberry	6 × 355	\$1.00	Seasonal Blockpile B
15807	Skyvodka	1140	\$1.00	
16394	Peller Family Vineyards Pinot Grigio Crtn	1000	\$1.00	
19612	Jacob's Creek Shiraz/Cabernet	1500	\$2.00	Comm. Extender
22327	Jackson-Triggs Pinot Grigio	1500	\$1.50	
23606	Santa Rita 120 Reserva Especial Sauv Blanc	750	\$2.00	Shelf Extender
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	\$2.00	Comm. Extender
31062	Ruffino Orvieto Classico Doc	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
33605	Chateau Puyfromage Cotes De Bordeaux Aoc	750	\$2.00	Mini Thematic
34595	Patron Silver Tequila	750	\$3.00	End Aisle
34603	Patron Anejo Tequila	750	\$8.00	End Aisle
43281	>V) Flat Rock Cellars Estate Riesling	750	\$1.00	
50088	Patron Reposado Tequila	750	\$5.00	End Aisle
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.00	Mini Thematic
63305	Peller Family Vineyards Red Crtn	1000	\$1.00	Shelf Extender
63966	Wayne Gretzky Merlot VQA	750	\$1.00	Shelf Extender
65367	Eastdell Pinot Grigio VQA	750	\$2.00	
69377	> (V) Monte Antico Igt (Empson)	750	\$2.00	Mini Thematic
73809	Carlsberg Beer	500	\$0.25	
74096	Cavallina Nero D'Avola Shz Terre Sicilane Igt	750	\$1.75	
77933	Rev (P.E.T)	473	\$0.25	Seasonal Blockpile B
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	Shelf Extender
83196	Creekside Pinot Grigio VQA	750	\$2.00	
84210	Mill Street Original Organic Lager	6 × 341	\$1.50	
85126	V) Megalomaniac Pink Slip Rose (John Howard)	750	\$2.00	
89029	>V) Riesling Sketches Of Niagara (Tawse)	750	\$2.00	
89995	Quinta Da Aveleda Vinho Verde	750	\$1.50	End Aisle
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	\$2.00	Shelf Extender
99408	Woodbridge By Robert Mondavi Chardonnay	750	\$2.00	
103747	Maker's Mark Kentucky Bourbon	750	\$4.00	Mini Thematic
110056	Absolut Vodka	750	\$1.00	End Aisle
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	\$2.00	
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	Shelf Extender
115824	Snow Allure Vodka	750	\$5.00	
117101	Jagermeister	750	\$2.00	Shelf Extender
122077	Georges Duboeuf Beaujolais-Villages	750	\$2.00	Shelf Extender
127456	Fuzion Organic Malbec Cabernet	750	\$2.00	Green Extender
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	End Aisle
135939	Pelee Island Pinot Noir VQA	750	\$2.00	End Aisle
140509	James Ready 5.5	6 × 473	\$1.00	Shelf Extender
142000	Nickel Brook Zap Sour IPA	473	\$0.25	
144493	Montecillo Crianza Rioja	750	\$2.00	Mini Thematic
144865	Wayne Gretzky Riesling VQA	750	\$1.00	
145367	Lindemans Bin 50 Shiraz	750	\$1.00	Shelf Extender
145417	Pelee Island Lighthouse Riesling VQA	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
149567	Tag No. 5 Vodka	750	\$1.00	
158014	Flor De Cana Centenario 12 Rum	750	\$3.00	End Aisle
164087	Sandbanks Sleeping Giant VQA	750	\$2.00	goLOCAL
167189	>(V) Shiraz Lionheart Of The Barossa (Dandelion	750	\$2.00	
175810	Muskoka Craft Lager	473	\$0.20	Discovery Extender
180810	Bud Light Lime	473	\$0.20	
181636	Sobieski Vodka	750	\$1.00	Comm. Extender
186510	Corona Extra	6 x 330	\$1.00	EZH
189415	Wyndham Estate Bin 555 Shiraz	750	\$2.00	Shelf Extender
191866	Pknt Cabernet Sauvignon Reserve	750	\$1.00	
212282	Luksusowa Vodka	1140	\$1.00	Shelf Extender
213496	Pasqua Pinot Grigio Delle Venezie Doc	750	\$2.00	Mini Thematic
214056	Girls' Night Out Pineapple Mango Tango	1500	\$1.00	Entrance Table
215012	Black Tower Rivaner	1000	\$3.00	Shelf Extender
216655	Absolut Vodka	1750	\$1.55	
216721	Tanqueray London Dry Gin	1140	\$1.00	End Aisle
216820	Finlandia Vodka	1140	\$1.00	Comm. Extender
217802	Johnnie Walker Black Label	1140	\$4.00	Shelf Extender
225250	Stolichnaya Vodka	1140	\$1.35	Cocktail of the Month
232033	Vineland Estates Semi Dry Riesling VQA	750	\$2.00	Wine Fridge
232710	Hob Nob Chardonnay Pays D'Oc	750	\$1.00	
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	Comm. Extender
253948	Martini & Rossi Asti	750	\$2.00	Shelf Extender, Wine Fridge
260364	Megalomaniac Homegrown Red VQA	750	\$2.00	goLOCAL
263780	Licor 43	750	\$2.00	Shelf Extender
265157	Jacob's Creek Moscato	750	\$2.00	Shelf Extender
269753	Raymond Classic Chardonnay	750	\$3.00	
270363	Castillo De Almansa Reserva, Almansa	750	\$1.50	End Aisle
270934	Jackson-Triggs Shiraz Bag In Box	4000	\$3.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$2.00	
273748	>(V) Tres Picos Campo De Borja (Bodegas Borsao)	750	\$2.00	Mini Thematic
276568	Jack Daniel's Tennessee Honey	375	\$2.00	Spirit Cold Room
277657	Aquinas Pinot Noir	750	\$3.00	
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	\$2.00	Mini Thematic
281907	Jaw Drop Sucking Lemons	473	\$0.25	Discovery Extender
291211	Henry Of Pelham Chardonnay VQA	750	\$2.00	goLOCAL
294298	>(V) Conundrum Red (Wagner Family)	750	\$3.00	VL1

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
296244	Guinness Draught	4 × 440	\$1.00	Shelf Extender
296574	Cottage Block Sauvignon BI Riesling VQA	750	\$1.00	Discovery Extender
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	End Aisle
298505	La Vieille Ferme Luberon Blanc Aoc	750	\$1.50	Shelf Extender
300699	Molson Canadian	6 × 473	\$1.00	
302810	Heineken	6 × 500	\$1.55	
303776	Rosehall Run Liberated VQA	750	\$1.00	End Aisle
308163	Pepperwood Grove Old Vine Zinfandel	750	\$2.00	
308486	Angels Gate Pinot Noir VQA	750	\$2.00	End Aisle
311787	Budweiser	6 × 473	\$1.00	
312959	Ketel One	1750	\$4.00	End Aisle
314575	> (V)Cab Sauvignon Napa (Sterling Vineyards)	750	\$5.00	
315812	Beluga Russian Luxury Vodka	750	\$5.00	Shelf Extender
317057	Masi Costasera Amarone Classico Doc	750	\$4.00	Mini Thematic
319673	Bombay Sapphire East London Dry Gin	750	\$2.00	Discovery Extender
325787	McGuigan Black Label Shiraz	750	\$1.00	Shelf Extender
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	
331215	Angels Gate Pinot Gris VQA	750	\$1.50	Shelf Extender
337238	> (V)Cab Sauvignon Marques (Concha Y Toro)	750	\$3.00	
337667	Havana Club Anejo 3 Anos	750	\$1.00	End Aisle
338053	Alize Red Passion Liquor	750	\$5.00	
340398	Two Oceans Cabernet Sauvignon Merlot	750	\$1.00	
342006	Campo Viejo Rioja Tempranillo	750	\$2.00	
342428	> (V)Cab Sauvignon Organic (Bonterra)	750	\$2.00	
350041	> (V) Albarino (Paco Lola)	750	\$2.00	
357418	Megalomaniac Local Squeeze Riesling VQA	750	\$2.00	
358184	Tanqueray Rangpur Gin	750	\$2.00	End Aisle
360198	Tromba Anejo Tequila	750	\$5.00	Discovery Extender
363770	Ketel One Vodka	1140	\$3.00	End Aisle
363978	Miguel Torres Chile Pisco El Gobernador	700	\$3.00	Shelf Extender
371872	Girls' Night Out Sangria	750	\$1.00	Entrance Table
374231	Ungava Premium Gin	750	\$2.00	Shelf Extender
374546	Growers Honeycrisp Apple Cider	473	\$0.30	
377275	Innis & Gunn Lager	500	\$0.30	
379958	Kronenbourg 1664 Blanc	500	\$0.20	Necktag
381970	Smirnoff Lime Flavoured Vodka	750	\$1.00	Shelf Extender
383711	Jackson-Triggs Merlot	750	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
383885	The Show Cabernet Sauvignon	750	\$2.00	Shelf Extender
385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	\$2.00	Mini Thematic
388694	Casamigos Tequila Reposado	750	\$4.00	End Aisle
392647	Carnivor Cabernet Sauvignon	750	\$2.00	
394536	Bitburger Premium Pilsner	500	\$0.35	
394577	Fiol Prosecco Doc	750	\$2.00	Mini Thematic
398479	1800 Reposado	750	\$2.00	End Aisle
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	End Aisle
404939	Burnt Ship Bay Pinot Grigio VQA	750	\$2.00	goLOCAL
405472	Cliff 79 Cabernet Shiraz	750	\$1.00	
407775	Snapple Spiked Tea Vodka	458	\$0.25	Seasonal Blockpile B
410043	The Glenlivet Founder's Reserve Scotch Whisky	750	\$3.00	Shelf Extender
413104	Dillon's Dry Gin	750	\$4.00	End Aisle
413500	Rekorderlig Wild Berries Cider	500	\$0.30	
417295	Ciroc Original Unflavoured	750	\$3.00	Shelf Extender
418582	Pommies Farmhouse Cider	473	\$0.25	
418657	Lily Sparkling Wine VQA	750	\$1.00	
422345	Moosehead Lager	6 × 473	\$1.50	
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	\$3.00	Discovery Extender
428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	\$2.00	Mini Thematic
428599	Apothic Crush Red	750	\$2.00	
429795	Bodacious Cabernet Sauvignon	750	\$1.00	
438598	Dewar's 12 Year Old	750	\$5.00	Comm. Extender
443903	Havana Club Anejo Reserva	750	\$1.00	End Aisle
449157	Smirnoff Ice Tall Can	473	\$0.25	Seasonal Blockpile B
450312	Collective Arts Ransack The Universe IPA	473	\$0.25	
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00	
451476	Dixon's Silvercreek Vodka	750	\$2.20	
457358	Eden Grove Perfect Pear	473	\$0.25	Mini Thematic
457572	Gibson's Finest Bold 8YO	750	\$3.00	Shelf Extender
459537	Woodhouse Lager	473	\$0.20	
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	
463539	Aurora Crystal Head Vodka	750	\$10.00	
465385	Landshark Lager	6 × 473	\$1.00	
468868	Black Cellar Cabernet Sauvignon	750	\$1.00	Shelf Extender
476911	Crown Royal Vanilla	750	\$2.00	Shelf Extender
478255	Cracked Canoe Single Can	473	\$0.25	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
478909	Belgian Moon 473	473	\$0.25	
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	End Aisle
485995	XOXO Red Sangria	750	\$1.00	Comm. Extender
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$2.30	
486712	Noxx & Dunn Straight Barrel Florida Rum	750	\$4.00	Shelf Extender
487264	Stella Artois	500	\$0.20	
491290	Pop Shoppe Hard Cream Soda	473	\$0.25	Discovery Extender
491829	Southern Comfort	1140	\$4.00	Shelf Extender
492363	Bota Box Cabernet Sauvignon Bib	3000	\$5.00	
492454	1800 Coconut Tequila	750	\$2.00	End Aisle
496968	Michelob Ultra	6 × 473	\$1.00	
507467	Josh Cellars Legacy Red	750	\$2.00	End Aisle
512194	Larceny Kentucky Straight Bourbon	750	\$2.00	Shelf Extender
513044	Henderson's Brewing Co. Henderson's Best	473	\$0.20	
520304	Bacardi Gold	1140	\$1.00	
521021	> Cab Sauv Coppola Diamond (Francis Ford Coppola)	750	\$2.00	
523100	Passi Reali Vdt Appassimento, Montepulciano	750	\$2.00	Shelf Extender
527598	Amatore Rosso Verona Igt	750	\$1.00	Shelf Extender
535294	Grolsch Premium Pilsner	500	\$0.25	
536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	\$3.00	End Aisle
541243	Creemore Springs Premium Lager	6 × 473	\$0.90	
544155	Iceberg Vodka	1750	\$1.00	Shelf Extender
545343	Flor De Cana Anejo Clasico 5	1140	\$1.00	Shelf Extender
545459	Brugal Anejo	1140	\$1.20	
545780	Apothic Rose	750	\$2.00	
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	\$5.00	Mini Thematic
552562	>(V) Three Of Hearts Rose	750	\$2.00	VL1
553164	Nutrl Soda Lemon	473	\$0.15	
553305	Smirnoff Ice Light White Peach	4 × 355	\$1.00	
553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	\$2.00	Shelf Extender
556712	Girls' Night Out White Sangria	750	\$1.00	Entrance Table
559088	>(V) Rose Ladybug (Malivoire Wine Co.)	750	\$2.00	
560532	Strongbow Cider	500	\$0.20	
564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	\$2.00	Shelf Extender, Wine Fridge
568287	No Boats On Sunday Cider	500	\$0.30	Shelf Extender
570093	Tanqueray Malacca Gin	700	\$2.00	End Aisle
570366	Bacardi Spiced Rum	1140	\$3.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
572800	Beringer Brothers Bourbon Barrel Red Blend	750	\$3.00	Shelf Extender
573857	Niagara Falls Craft Vodka	750	\$2.00	
574509	Berliner Pilsner	500	\$0.30	
575639	Fern Walk Sauvignon Blanc VQA	750	\$2.00	Shelf Extender, Wine Fridge
577023	Girls' Night Out Rose VQA Can	250	\$0.25	Entrance Table
578641	Casillero Del Diablo Reserva Sauvignon Blanc	750	\$2.00	
580183	Blu Giovello Pinot Grigio	750	\$2.00	Shelf Extender
582825	Peller Estates Family Series Chardonnay VQA	750	\$1.00	Shelf Extender
587964	Trius Cabernet Franc VQA	750	\$2.00	Shelf Extender
589051	Peller Family Vineyards Dry White	4000	\$1.00	
591693	Argento Seleccion Malbec	750	\$1.50	
593905	Kittling Ridge White Zinfandel Vidal	1500	\$1.75	
594200	Peninsula Ridge Inox Chardonnay VQA	750	\$2.00	Wine Fridge
600981	Hpnotiq Liquor	750	\$3.00	Shelf Extender
605857	Amarula Cream	1140	\$5.00	Comm. Extender
605956	Baileys Irish Cream Liquor	1140	\$3.00	Shelf Extender
605972	Glenfiddich Single Malt 15 Year Old	750	\$5.00	
607903	Peller Family Vineyards Cabernet Merlot	1500	\$2.00	Shelf Extender
609875	Eastdell Black Cab VQA	750	\$2.00	
612259	Sleeman Original Draught	6 × 341	\$1.00	
614651	Trapiche Reserve Malbec	750	\$1.50	End Aisle
619452	Matua Hawke's Bay Sauvignon Blanc	750	\$3.00	Shelf Extender, Wine Fridge
621219	Pelee Island Pinot Grigio	750	\$1.00	Shelf Extender
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$3.00	End Aisle
628404	Open Pinot Grigio VQA	750	\$1.00	
628990	Tito's Handmade Vodka	1140	\$3.00	Middle Nesting Table
632471	Matervitae Falanghina Igt Puglia	750	\$2.25	Shelf Extender
633354	Longshot Pinot Grigio	750	\$2.00	Wine Fridge
637777	Steam Whistle Pilsner	12 × 341	\$2.00	
638130	Dillon's Vodka	750	\$5.00	End Aisle
639047	Wolfhead Grapefruit Vodka	750	\$2.00	
647859	Beaus Lug Tread	6 × 473	\$1.00	
649194	Twisted Tea Half & Half	473	\$0.20	
649400	Social Lite Spiked Peach Iced Tea	473	\$0.50	
649475	Aquarelle Passionfruit Sparkling Vodka Soda	355	\$0.25	Shelf Extender
649509	Founder's Original Tequila Paloma	473	\$0.15	
649673	Palm Bay White Peach Tangerine	6 × 355	\$1.25	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
650325	>Kim Crawford Hawke's Bay Rose	750	\$2.00	Wine Fridge
656561	>(V)Cabernet Sauvignon Seven Oaks (J.Lohr)	750	\$2.00	End Aisle
660043	> Shiraz Gnarly Dudes Barossa Vly (Two Hands)	750	\$3.00	
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00	End Aisle
697268	Belgian Moon Mango Wheat	473	\$0.25	
697698	Blanche De Chambly	473	\$0.20	
906628	Coors Light	6 × 355	\$1.45	
907147	Alexander Keith's India Pale Ale	473	\$0.20	
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.00	End Aisle
921478	Pabst Blue Ribbon	6 × 355	\$0.50	
996405	> Cab Sauv Stag's Leap Napa Vly (Treasury)	750	\$5.00	
998351	JP Chenet Ice White	750	\$2.00	Shelf Extender

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Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	
2089	Lamb's Palm Breeze	750	Lamb's Palm Breeze 50 mL	
34579	Prince Igor Extreme Vodka	1140	Forty Creek Spike 50 mL	
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 × 50 mL	
87015	Lamb's White Rum (P.E.T)	1750	Lamb's White Rum 2 × 50 mL	
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 100% Rye 50 mL	
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL	
242339	Alberta Pure Vodka	1140	Banff Ice 50 mL	
311779	Bud Light	6 × 473	Complimentary Bud Light Hard Coozie with the purchase of two Bud Light 6 × 473 mL	
314856	Fireball Whisky Shooter	1140	Twisted Tea	
350397	Banff Ice Vodka	750	Banff Ice 50 mL	
398016	Dr. McGillicuddy Intense Peach	750	Dr. McGillicuddy Butterscotch 50 mL	
401315	Jose Cuervo Especial Silver	1140	Sparkling Margarita	
447953	Fireball Whisky Shooter	750	Twisted Tea	
451195	Jose Cuervo Especial Gold Tequila	1750	Jose Cuervo Silver 50 mL	
454462	Banff Ice Vodka	1750	Banff Ice 2 × 50 mL	
460634	Corona	6 × 473	Buy 2 6 × 473 mL Shrink and receive Citrus Kit	
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 × 50 mL	
536805	Spirit Of York Gin	750	Spirit of York Vodka 50 mL	
541755	Spirit Of York Vodka	750	Spirit of York Gin 50 mL	
557462	Lamb's White Rum (P.E.T)	750	Lamb's White Rum 50 mL	
638197	Zirkova One Ultra Premium Vodka	750	Zirkova Minis	

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
18	Heineken Lager	6 × 330	Heineken 0.0 355 mL Can
42	Canadian Club Premium	750	Canadian Club 100% Rye 50 mL
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL
1099	Johnnie Walker Red Label	750	Iced Tea
1925	Courvoisier VS	750	Glass
6106	Kronenbourg 1664	6 × 330	Ungava 50 mL
7880	Johnnie Walker Black 12 Yr	750	Cardhu 50 mL
12050	Stock 84 XO	750	Stock 100 mL
13589	Bacardi Lime	750	Enviro Friendly Straws
14339	Danzka Vodka	750	Danzka Vodka 50 mL
16079	Martini Fiero	750	Martini Prosecco 200 mL
21378	Jim Beam White Label Bourbon	750	Jim Beam Black 50 mL
27235	Sauza Gold Tequila	750	Jim Beam Honey 50 mL
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 × 50 mL
54213	Alberta Premium Whisky (P.E.T)	1750	Jerky
95935	Grey Goose Vodka	750	10-pack Perrier cans
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 100% Rye 50 mL
112896	Johnnie Walker Red Label	1750	Iced Tea
114694	Crown Royal	1750	Crown Royal Rye 2 × 50 mL
116327	Grey Goose La Poire Vodka	750	10-pack Perrier cans
148007	Czechvar Premium Lager	500	Retro Cork Coaster
176834	Aperol	750	Cinzano Prosecco
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate 8YO 50 mL
184796	Strongbow Cider	8 × 440	Stemless Cider Glass
211219	Palm Bay Pineapple Mand Orange Spritz	6 × 355	Palm Bay Slides
211227	Palm Bay Ruby Grapefruit Sunrise Spritz	6 × 355	Palm Bay Slides
211235	Palm Bay Strawberry Pineapple	6 × 355	Palm Bay Slides
217794	Johnnie Walker Red Label	1140	Iced Tea
225250	Stolichnaya Vodka	1140	Stoli Moscow Mule Mug
225904	Palm Bay Key Lime Cherry	6 × 355	Palm Bay Slides
229583	Kronenbourg 1664 Blanc	6 × 330	Ungava 50 mL
253302	Luksusowa Vodka	750	Calvados 50 mL
273326	Jagermeister	1750	Pump
277186	Zonin Prosecco Brut 1821 Doc	750	Lucano Amaro 50 mL
311928	Canadian Club Classic 12 Year Old	750	Ginger Ale 222 mL
314856	Fireball Whisky Shooter	1140	Twisted Tea
316844	Bombay Sapphire London Dry	750	Martini Prosecco 200 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
324855	Espolon Tequila Reposado	750	Grand Marnier Cordon Rouge 50 mL
333070	Islay Mist Scotch 8 Year Old	750	Grand Macnish 50 mL
374520	Angry Orchard Hard Crisp Apple	6 × 355	Fireball 50 mL
392308	Baileys Vanilla Cinnamon	750	Baileys Espresso 50 mL
398016	Dr. McGillicuddy Intense Peach	750	Dr. McGillicuddy Butterscotch 50 mL
401315	Jose Cuervo Especial Silver	1140	Sparkling Margarita
402818	Flor De Cana Grand Reserva 7 Rum	750	Flor De Cana 12YO 50 mL
413294	Grey Goose Le Citron	750	10-pack Perrier cans
417196	Grey Goose Vodka	1140	10-pack Perrier cans
419986	Jacob's Creek Double Barrel Shiraz	750	Leather Wallet
425678	Jim Beam Honey	750	Jim Beam Black 50 mL
436279	Hornitos Plata	750	Rocks Glass
437772	Belvedere Vodka	750	Mixology Stirrer
447953	Fireball Whisky Shooter	750	Twisted Tea
451195	Jose Cuervo Especial Gold Tequila	1750	Jose Cuervo Silver 50 mL
459818	Sapporo	6 × 500	Wireless Ear Buds
460634	Corona	6 × 473	Buy 2 6 × 473 mL Shrink and receive Citrus Kit
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 × 50 mL
462432	Piper-Heidsieck Brut Champagne	750	Gift Packaging
469262	Gosser Beer	500	Key Chain
477836	Malibu Coconut Rum	750	Squishy Cup
483073	Greenall's Original London Dry Gin	750	Gin Jigger
491811	Southern Comfort	750	Patio Glass
519298	Wayne Gretzky Cream Whisky	750	Red Cask Whisky 50 mL
520353	Bacardi Spiced Rum	750	Enviro Friendly Straws
544833	Miller Genuine Draught	6 × 355	355 mL can of Aquarelle
545160	Tito's Handmade Vodka	1750	Tito's Pitcher
545335	Bacardi Banana Rum	750	Enviro Friendly Straws
573972	Kronenbourg Blanc Fruit Rouges	6 × 330	Ungava 50 mL
574152	Grey Goose Vodka L'Orange	750	10-pack Perrier cans
586750	Clarity Ruby Red VQA	750	Clarity Pop Socket
590463	Diplomatico Mantuano	750	Exclusiva 50ml Minis
602615	Angus The Bull Cabernet Sauvignon	750	BeeWax Abeego Wine Cover
602920	Flor De Cana Clasico 5 Rum	750	FDC 12YO 50 mL
605063	Buffalo Trace Bourbon	750	Buffalo Trace BBQ Sauce
605758	Bolivar Coffee Liqueur	1140	Prince Igor Extreme 50 mL
605881	Disaronno Originale Amaretto	1140	Gibsons Bold 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
625996	JP Wisers Old Fashioned Canadian Whisky	750	Cocktail Tool
633271	Gosling's Bermuda Black Seal Rum	750	TBD
633453	Jacob's Creek Double Barrel Chardonnay	750	Leather Wallet
649426	Social Lite Mixed Pack	12 × 355	Branded Cooler Bag
907758	Bulldog Gin	750	SKYY Vodka 50 mL
908665	Bud Light	6 × 355	Purchase 2 Bud Light 6 × 355 mL packs and receive a Koozie

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Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
4622	Newfoundland Screech Rum	750	10	
4788	Captain Morgan Gold Rum	750	8	
10177	Old Pulteney 12 Year Old Single Malt	750	30	
10417	Vinologist Sauvignon Blanc	750	5	
11945	Proper No. Twelve	750	20	
12385	Glenfiddich Single Malt 12 Year Old	750	10	
13681	Collective Arts Circling The Sun Applecherry Cider	473	1	Mini Thematic
14061	>Asbach Uralt Brandy	750	15	
14354	Appleton Estate 8YO Reserve	750	15	Front Nesting Table
15012	Northern Keep Vodka	750	18	
15282	18.8 Vodka	750	8	
15285	18 Thalia Red Syrah-Kotsifali	750	10	
15492	Eden Grove Hibiscus Blossom Cider	473	1	
15596	Michelob Ultra	30 × 355	20	
15765	Beefeater Blood Orange	750	10	
15852	Miller Lite	12 × 473	20	
15927	Gib Watermelon Lager	473	2	
22384	Chateau De Gourgazaud Minervois Aoc	750	6	
35840	Zubrowka Bison Vodka	750	10	
40626	Charm Soju Liquor	360	3	
53082	Alberta Pure Vodka (P.E.T)	1750	20	
56622	Beefeater Dry	1750	20	
58628	Peller Est. Family Series Cabernet Merlot VQA	750	8	Comm. Extender
61564	Royal Reserve (P.E.T)	1750	20	
68551	Peller Family Vineyards Rose Tetra	1000	5	Wine Fridge
81653	Chateau Des Charmes Barrel Fermentd Chard VQA	750	5	
85456	Colio Dry White	1500	5	
91702	Red Knot Cabernet Sauvignon	750	10	
107342	Reinhart's Red Apple Strong Cider	473	1	Mini Thematic
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750	5	
116426	Frontera Cabernet Sauvignon	750	5	
127787	Lonetree Authentic Dry Cider	473	1	
135566	Polar Ice Vodka	750	10	
137117	Russian Standard Vodka	750	10	
166348	Fazi Battaglia Verdicchiodei Castelli Di Jesi	1500	6	
175034	Girls' Night Out Strawberry Samba	750	3	

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
175042	Girls' Night Out Pineapple Mango Tango	750	3	
193821	Domaine D'Or Superior White	1500	5	
194878	White Owl Whisky	750	12	
195826	Tollo Colle Secco Montepulciano D'Abruzzo Doc	750	5	
208579	Zenato Rosso Veneto Igt	750	6	
211326	Dujardin VSOP Brandy	1140	18	
215020	El Dorado 5 Year Old Rum	1140	15	
215558	Cattos Rare Blended Scotch	1140	12	
217190	Grand Macnish	1140	12	
217786	Jim Beam White Label Bourbon	1140	15	Mini Thematic
217992	Dewar's White Label	1140	12	
223610	Fielding Pinot Grigio VQA	750	6	
225615	Brugal Anejo	750	12	
237644	Frisky Zebras Seductive Shiraz	750	4	
238964	Sogrape Grao Vasco Dao	1500	10	
259192	Santa Carolina Chardonnay	750	6	
278119	Santa Carolina Cabernet Sauvignon Reserva	1500	12	
291971	Villa Wolf Pinot Noir Pfalz	750	5	
292110	La Mascota Cabernet Sauvignon	750	5	
304469	>(V) Sauvignon Blanc Marlborough (Cloudy Bay)	750	20	
321794	Smirnoff Ice	24 x 330	20	
322792	Peller Family Vineyard Red	1500	8	
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	10	
333583	Thornbury Premium Apple Cider	473	1	Mini Thematic
348680	Bersano Costalunga Barbera D'Asti Docg	750	7	
358838	Wakefield Promised Land Cabernet Sauvignon	750	7	
370320	Chateau Des Charmes Cabernet Sauvignon VQA	750	5	
374496	Forbidden Artisanal Cider	473	1	Mini Thematic
390583	Canadian Club 100% Rye	750	10	Necktag
401307	Maestro Dobel Tequila	750	25	
413328	De Valcourt Napoleon Brandy VSOP	750	8	
438960	Canadian Club 100% Rye	1140	15	
439281	Konzelmann Merlot VQA	750	5	
441048	Aberfeldy 16 Year Old	750	30	
446575	Stolichnaya Premium Vodka	375	4	
454876	>(V)Ghost Pines Merlot	750	15	
470062	Yalumba Y Series Viognier	750	8	Wine Fridge

Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
471318	Remy Pannier Sauvignon Blanc Igp Val De Loire	750	4	
477885	Polar Ice Vodka (P.E.T)	1750	20	
478222	Laphroaig Select	750	20	
487660	Girls' Night Out Sangria Can	473	3	
507442	La Linda Private Selection Old Vines Malbec	750	8	
515098	Shiny Apple Cider With Pinot	473	1	Mini Thematic
517136	Alberta Premium Whisky (P.E.T)	750	10	End Aisle
535344	Santa Carolina Cabernet Sauvignon	750	5	
541011	Wayne Gretzky Red Cask Whisky	375	10	Shelf Extender
541219	KW Craft Cider Can	473	1	Mini Thematic
541607	The Sexton Single Malt Irish Whiskey	750	16	
542027	Post Game Brewing Locker Room Lager	473	1	
544080	Rymill The Yearling Cabernet Sauvignon Coonawarra	750	8	
544098	Rymill The Yearling Sauvignon Blanc Coonawarra	750	8	
544791	>Vidal Icewine (Reif Estate Winery)	200	10	
569830	Brock Street Pilsner	473	2	
573352	Aberlour A'Bunadh Scotch Whisky	750	30	
581645	Louis Bernard Cotes Du Rhone Aoc	750	7	
582817	Family Series Dry Riesling VQA Peller Estates	750	5	
586032	Clarity Crystal White VQA	750	5	Wine Fridge
590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	4	
603191	Leyenda Del Milagro Tequila Reposado	750	25	
609362	Casamigos Mezcal	750	30	End Aisle
611509	Wolf Blass Yellow Label Pinot Noir	750	6	
621151	Barone Montalto Nero D'Avola-Cab Ter Sicilane	750	3	
636035	Summit Vodka	750	10	
645606	Bolgare Cabernet Sauvignon Thracia	750	4	
645978	Ernest Cider Impeachment	473	1	Mini Thematic
669085	Blu Giovello Pinot Grigio	1500	8	
688572	Lost Craft Apple Cider	473	1	Mini Thematic

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
497438	Spearhead Hawaiian Pale Ale 473	473		1	2
620468	Spearhead Brewing Company Summer Ale	473		1	2

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
369967	Inception Deep Layered Red	750		15	15
405845	Evan Williams Black Label Bourbon Whiskey	750		25	25
517987	Ezra Brooks Black Label Bourbon Whiskey	750		50	50

Option 4

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

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
640920	Ketel One Botanical Cucumber And Mint	750		20	40
640995	Ketel One Botanical Peach And Orange Blossom	750		20	40
645499	Ketel One Botanical Grapefruit And Rose	750		20	40

Necktags

LCBO#	Description	Size (mL)	NT Approved
10882	Bar Dog Cabernet Sauvignon	750	Bar Dog Charity Program
11573	Vodkwo	750	Sustainable Vodka from a Cow
11929	Comuna Chardonnay Pinot Grigio	750	New/Vegan - Product Info
287409	Cortel Napoleon VSOP Brandy	750	Summer Recipe Necktag
379958	Kronenbourg 1664 Blanc	500	White Summer
390583	Canadian Club 100% Rye	750	Neck Tag
439828	Wells I.P.A.	500	Brewery Family NT
573972	Kronenbourg Blanc Fruit Rouges	6 × 330	White Summer
605881	Disaronno Originale Amaretto	1140	Fizz
618991	Mitchers US1 Small Batch Kentucky Bourbon	750	Bourbon Recipe Book

Trade Copy

PERIOD 6

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
AUGUST 16 Start of Period 6 INSTALL BRAND SPOTLIGHT NESTING TABLES BAM START DATE	17 LTO START DATE	18	19	20 DOTW WK 1 + 492520	21	22
23	24	25	26	27 DOTW WK 2 + 363622	28	29
30	31	SEPTEMBER 1	2	3 DOTW WK 3 + 216689	4 GREAT VALUE BEER BLOCK PILE START DATE 	5
6 GREAT VALUE BEER BLOCK PILE END DATE	7 Stores Closed	8	9 AUTUMN FOOD & DRINK RELEASE 	10 DOTW WK 4 + 370924	11	12 End of Period 6
13 Start of Period 7	14	15	16	17	18	19