



# Find Your New

**PT13: Marketing & Product Guide  
February 28 – March 27, 2021**

# Period 13

## Marketing & Product Guide

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# WHAT'S NEW FOR PERIOD 13

## New Signage and Product Information

### New for Period 13

#### Brand Spotlight Programs

- Feature Fixture: Big wine, Big value.
- Entrance Table/Cocktail of the Month: Carolans Latte
- Front Nesting Table: Cheers to all things Irish
- Middle Nesting Table/Celebration Fixture: Wines for Easter
- Beer Excitement Zone

#### Block Piles

- Block Pile A: Cheers to Irish Beers
- Block Pile B: Big flavour, Less sugar
- Block Pile C: Spirits + Rewards
- Block Pile: Wines + Rewards
- Block Pile D: Diageo/MLSE (New value-adds on products)

#### Mini Thematics

- Mini Thematic A: Gifts for the Bar Cart
- Mini Thematic B: Gift-worthy Wines
- Mini Thematic C: Find your craft IPA

#### Other Programs

- Smart Buys Perpendicular Shelf Talkers
- New & Seasonal Fixture
- Food & Drink
- End Aisles
- Ontario Craft Beer End Aisle
- Craft Beer Imported Shelf Talkers
- Ontario Wines
- Vintages
- On Shelf

### Unchanged from Period 12

#### Refer to the Period 11/12 MPG for signage and product information.

- Pair it Forward (P11-13)
- Operational Signage: COVID-19 & Social Distancing Signage (Search "COVID Jan2021" on the Portal for the latest instructions.)
- Exterior Banners, Window Show Cards, Transparencies, End Aisle Generic Backer Cards (P11-13)
- Seasonal Gondola
- 8-pack Beer Carrier
- Beer Branded Ends
- Beer Rated Perpendicular Shelf Talkers
- Beer Awards Perpendicular Shelf Talkers
- Year-Round Gift Packaging & Signage
- Special Promotions Fixture
- Cold Room Spirits
- Front End Merchandiser
- Shopping Cart Sign
- Flex Space
- Responsible Service Program

# Operational Signage

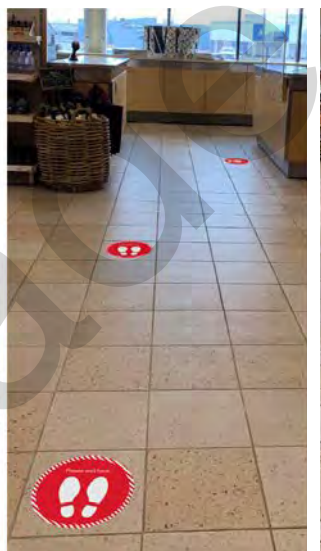
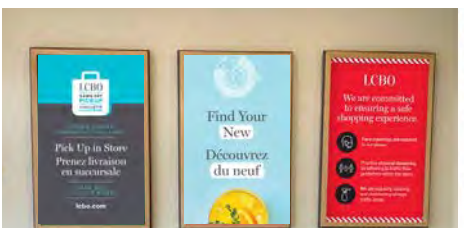
## COVID-19 & SOCIAL DISTANCING

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.

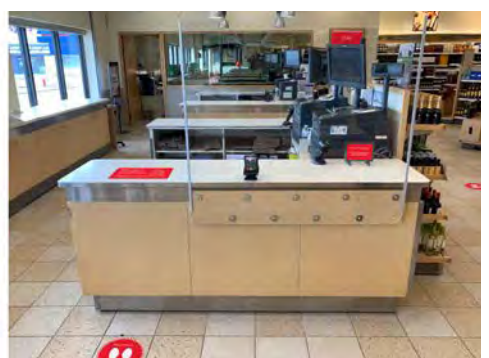
[Reference details on each sign, and instructions on how and where they should be placed on the Portal.](#)



- Store Hours Decal
- COVID-19 Notice Decal
- Exterior Springer Sign
- Black Line-Up Tape



- Metal Stand Sign
- Tasting Bar/ Sanitization Sign
- LCBO Safe Shopping Commitment Showcard
- Social Distancing Showcard
- Thematic Showcard
- End Aisle Blade Signs
- Traffic Flow Floor Decals



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

# Period 11-13: Find Your New SIGNAGE GALLERY



After a very challenging 2020, people are looking for more than the usual new year change. They want this year to be a year of better – better health, better choices and better times. Especially when it comes to wellness and being wise with our wallets. It's the time to make mindful choices. It's time for something new.

At the LCBO, there's more new than ever to discover. From better for you to great value – from local creations to special occasions – there is something new for everyone. So...we're shining a light on everything you didn't think you'd find at the LCBO: lower alc, low cal, low sugar AND great value on products for every taste.

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## Signage Ship Date

The Period 13 signage components will be shipped to stores beginning **February 19, 2021.**

All Period 13 Signage components are available for re-order using their corresponding re-order numbers.

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

## Music CD Reorder# DMS-Music CD

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

## END AISLE PARTICIPATING PRODUCTS

Please refer to the End Aisles section for participating products.

### Period 13 End Aisle 1-10 Backer Cards Re-order Codes



Period 13 EA1



Period 13 EA2



Period 13 EA3



Period 13 EA 4A/4B



Period 13 EA5



Period 13 EA6



Period 13 EA7



Period 13 EA8



Period 13 EA9



Period 13 EA10

### End Aisle 11-20 Generic Backer Cards (Signage must remain in place for P11-P13)



Find Your New



eComm



Cocktail Image

# Smart Buys

## PERPENDICULAR SHELF TALKERS

### Overview

To promote the Smart Buys theme of our Find Your New campaign, each store will receive “My Smart Buy” perpendicular shelf-talkers in the **January 25 mailbag**. Your personal recommendation will help customers make informed choices and find good value products easily.

### Key Dates (P11 - P13)

### Participating Stores

All Stores

### Participating Products

Products to be chosen at store staff discretion that fit the theme of “Smart Buys”.

### Components and Re-order Codes

All stores will receive 60 shelf talkers that can be merchandised through to the end of Period 13.

Display up to 12 shelf talkers and refresh the recommendations every two weeks. Perpendicular Shelf Talker Clips (PSTC201404) can be ordered through helloLCBO.

- Perpendicular Shelf Talker - English (DMS-21P12-SBP1)
- Perpendicular Shelf Talker - French (DMS-21P12-SBP2)

### Merchandising Instructions

1. Select products that you feel really provide great value based on the criteria below:
  - **Good value** for the price
  - **Overdelivers on quality** for the price point (don't forget to provide **the how!**)
  - **Tastes amazing**
2. Using a black sharpie, neatly complete the details listed below, and display in-section:
  - Name
  - Product
  - This is a Smart Buy because:

### IMPORTANT NOTE

Giving specific rationales for why products are chosen is really helpful for customers.

For example:

*“I picked this because it’s Great Value for Under \$20” vs.  
“I picked this because it’s great value”.*



Perpendicular Shelf Talker Example

# 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 and the Feature Fixture display; 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:**

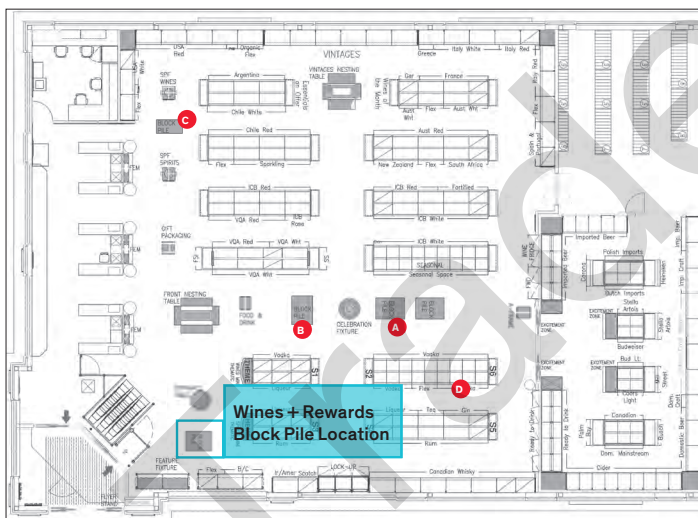
Entrance Table/Cocktail of the Month: BS - BSE

Feature Fixture: FF - FFA

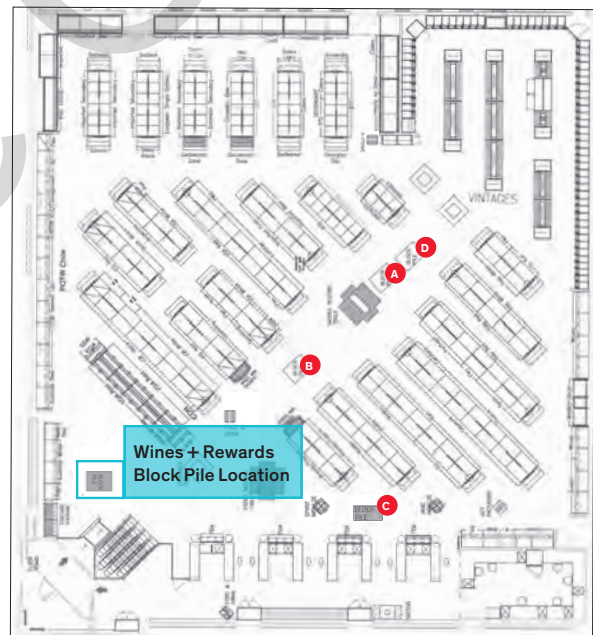
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

- A** Block Pile A (SBA): Cheers to Irish Beers
- B** Block Pile B (SBB): Big flavour, less sugar
- C** Block Pile C (SBC): Spirits + Rewards
- D** P12-13 Special Block Pile D (XBP): Diageo/MLSE  
Block Pile (FSG-A): Wines + Rewards



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

Big wine, Big value.



**This is a sold program. Participation is mandatory.**

## Key Dates (February 28 – March 27)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

LCBO#	Description	Size (mL)	Offers
10233	Oggi Botter Pinot Grigio Doc	1500	\$2.00 LTO
18389	Girls' Night Out Rose VQA Bag In Box	3000	\$3.00 LTO
18391	Pelee Island Merlot Bag In Box	3000	\$3.00 LTO
18392	Sandbanks Baco Noir VQA Bag In Box	3000	\$3.00 LTO
18393	Wayne Gretzky Estate Cabernet Merlot VQA Bag In Box	3000	\$3.00 LTO
18412	D'Ont Poke The Bear Red VQA Bag In Box	3000	\$3.00 LTO
20289	Yellow Tail Shiraz	1500	\$3.50 LTO
27854	Masi Modello Merlot Trevenezie Igt	1500	\$3.00 LTO
109017	L'Epayrie Blanc	1500	
280719	Gato Negro Cabernet Sauvignon	1500	6 BAM
413070	Two Oceans Sauvignon Blanc	1500	\$2.00 LTO
465849	Frontera Chardonnay	1500	6 BAM
528844	Cantine Due Palme Brindisi Rosso Dop	2000	\$1.50 LTO
649749	Castillo De Almansa Reserva	1500	\$2.00 LTO
695080	Hardys Stamp Series Shiraz/Cabernet	1500	\$3.00 LTO

“ COVID-19 has significantly altered how customers shop for wine and is driving the trend towards big formats.

### Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- When merchandising the participating products, please display the signage as portrayed in the planogram (see images). Please ensure the correct products are on the correct shelf 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 and category signs.

### Signage Components

- Category Sign  
ENG/BIL (Re-order # 21P13-FF1)
- Colour Fill - solid colour  
(Re-order # 21P13-FF2)
- Smart Buys Box Sign (Beige)  
ENG/BIL (Re-order # 21P13-FF3)
- Smart Buys Box Sign (Blue)  
ENG/BIL (Re-order # 21P13-FF4)
- Shelf Talkers  
ENG (Re-order # 21P13-FF5)  
BIL (Re-order # 21P13-FF6)

### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# NEW & SEASONAL FIXTURE

Big wine, Big value.



Stores that are not participating in the Brand Spotlight Feature Fixture Program, will receive a Category sign, box signs and shelf talkers to promote new large format wines with great value.

**This is a sold program. Participation is mandatory.**

## Key Dates (February 28 – March 27)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

LCBO#	Description	Size (mL)	Offers
12676	Bodacious Cabernet Sauvignon	4000	\$3.00 LTO
15888	Open Pinot Grigio VQA Bag In Box	3000	\$2.00 LTO
17560	Santa Carolina Sauvignon Blanc	1500	6 BAM
153379	Martini & Rossi Asti	1500	\$3.00 LTO
215012	Black Tower Rivaner	1000	\$2.00 LTO
407866	Lindemans Bin 85 Pinot Grigio	1500	
545871	Ruffino umina Pinot Grigio lgt	1500	
582411	Gato Negro Merlot	1500	6 BAM
623322	Peller Family Vineyards Sauvignon	4000	\$3.00 LTO

### Signage and Merchandising instructions

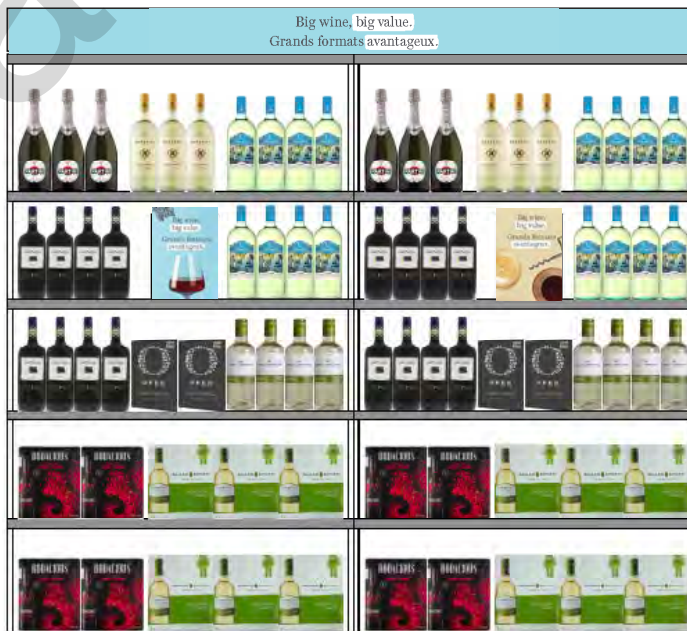
- Maintain the Category sign, box signs and shelf talkers to promote new wine with great value SKUs.
- **New & Seasonal Signage Kit (Re-order # 21P13-NS1)**
  - Category Sign ENG/BIL
  - Colour Fill - solid colour
  - Shelf Talkers ENG/BIL
  - Smart Buys Box Sign (Beige) ENG/BIL
  - Smart Buys Box Sign (Blue) ENG/BIL

“ COVID-19 has significantly altered how customers shop for wine and is driving the trend towards big formats.

### 4ft. Feature Fixture



### 8ft. Feature Fixture



# Brand Spotlight (BS - BSE) ENTRANCE TABLE

Cocktail of the Month: Carolans Latte



**This is a sold program. Participation is mandatory.**

## Key Dates (February 28 – March 27)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

LCBO#	Description	Size (mL)	Offers
20768	Irish Mist	750	
108357	Carolans Irish Cream	750	\$2.00 LTO
535179	Carolans Irish Cream	375	20 BBAM
623678	Carolans Irish Cream	1140	Value-add: Ground Coffee (attached to product)

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

“ Carolans Irish Cream is the perfect liqueur for those cozy evenings, splashed in a warm drink to give it a bit of a kick and sweetness. PLUS it’s a great brand to tie into St. Patrick’s Day given the Irish Heritage!

### Signage Components

- Square Entrance Table Sign ENG (Re-order # DMS-21P13-ET1) / BIL (Re-order # DMS-21P13-ET2)
- Round Entrance Table Sign ENG (Re-order # DMS-21P13-ET3) / BIL (Re-order # DMS-21P13-ET4)
- Shelf Talkers ENG (Re-order # DMS-21P13-ET5) / BIL (Re-order # DMS-21P13-ET6)
- Recipe Perpendicular Shelf Talkers ENG (Re-order # DMS-21P13-ET7) / BIL (Re-order # DMS-21P13-ET8)

### Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Please review your floor plan and ensure the fixture is by the entrance of your store. Please be mindful of which table you have and merchandise accordingly.
- Merchandise the participating products according to the planogram.
- Install the table sign.
- Install the perpendicular shelf talkers on the Entrance table and in-section using a perpendicular shelf clip (PSTC201404).
- Merchandise the pre-printed shelf talkers on the entrance table display.



**NOTE:** Please ensure the Perpendicular Shelf Talkers are installed on all four sides of the table.

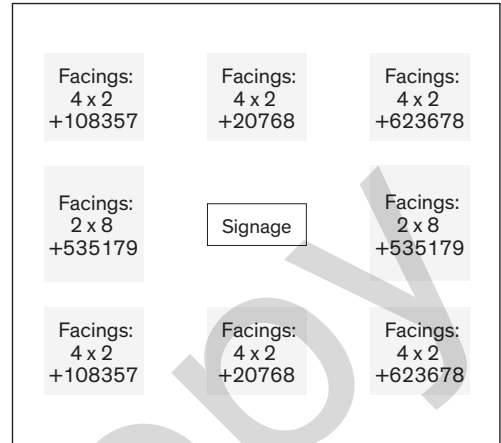
## Square Table Planogram



Recipe  
Perpendicular  
Shelf Talker



(Back View)



(Front View)

## Round Table Planogram



Recipe  
Perpendicular  
Shelf Talker



(Back View)



(Front View)

# Spirits (MI-A) MINI THEMATIC A

Gifts for the Bar Cart



**This is a sold program. Participation is mandatory.**

**Key Dates (February 28 – March 27)**

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information

## Participating Products

LCBO#	Description	Size (mL)	Offers
1487	Crown Royal Deluxe	750	
2691	Tanqueray Dry Gin	750	
7880	Johnnie Walker Black	750	
54866	Bulleit Bourbon	750	\$1.50 LTO
173542	Don Julio Blanco Tequila	750	
409490	Singleton Of Dufftown 12yo	750	
456095	Ketel One Vodka	750	\$3.00 LTO
600163	Tanqueray No. Ten Gin	750	

## Signage Components

- Category sign: Short (Re-order # DMS-21P13-MTA1)
- Shelf talkers ENG (Re-order # DMS-21P13-MTA2)  
BIL (Re-order # DMS-21P13-MTA3)
- Backer card ENG/BIL (Re-order #DMS-21P13-MTA4)
- Transparency ENG (Re-order # DMS-21P13-MTA5)  
BIL (Re-order # DMS-21P13-MTA6)

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- There is **NO box sign** for this Period. Please refer to the planogram.
- Install category sign and pre-printed shelf talkers in front of each participating product.
- Stores with regular end will need to install the backer card or transparency in the backer card frame. Please refer to the planogram.
- Merchandise LCBO Year-Round Gift Bags on the middle and bottom shelves of the fixture.
- 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.

“ Give the gift of World Class Cocktails at home. ”

Gifts for the bar cart.  
Cadeaux pour le chariot-bar.



# Wines (MI-B)

## MINI THEMATIC B

Gift-worthy Wines



**This is a sold program. Participation is mandatory.**

**Key Dates (February 28 – March 27)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

LCBO#	Description	Size (mL)	Offers
215525	(V) La Chablisienne Les Venerables Vieilles	750	\$3.50 LTO
217679	Jackson-Triggs Methode Cuve Close Sparkling VQA	750	\$1.00 LTO
295105	Alamos Cabernet Sauvignon	750	\$2.00 LTO
310391	The Dreaming Tree Crush Red Blend	750	\$2.00 LTO
341743	Trius Rose VQA	750	\$2.00 LTO
430546	Henry Of Pelham Sauvignon Blanc VQA	750	\$2.00 LTO
479014	(V) Gran Feudo Reserva	750	\$2.00 LTO
479766	(V) Ripassa Valpolicella Sup (Zenato)	750	\$3.00 LTO
619452	Matua Hawke's Bay Sauvignon Blanc	750	\$3.00 LTO

“ Showcasing lighter wines that would make a great hostess gift or would be great pairing for Easter. ”

### Signage Components

- Category sign ENG/BIL:  
Short (Re-order# DMS-21P13-MTB7) / Long (Re-order# DMS-21P13-MTB8)
- Shelf talkers:  
ENG (Re-order# DMS-21P13-MTB9) / BIL (Re-order # DMS-21P13-MTB10)
- Backer card: ENG/BIL (Re-order# DMS-21P13-MTB11)
- Transparency ENG (Re-order# DMS-21P13-MTB12) / BIL (Re-order# DMS-21P13-MTB13)

### Merchandising Instructions

- Merchandise participating products according to the planogram.
- There is **NO box sign** for this Period. Please refer to the planogram.
- Stores with regular end will need to install the backer card or transparency in the backer card frame. Please refer to the planogram.
- Merchandise LCBO Year-Round Gift Bags on the top shelf of the fixture.
- 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.

### Gift-worthy Wines



# Beer (MI-C)

## MINI THEMATIC C

Find your craft IPAs



**This is a sold program. Participation is mandatory.**

**Key Dates (February 28 – March 27)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
13641	Bench Brewing Short Hills East Coast IPA	473	LTO	798 - Bench Brewing Company
15116	Cowbell Brewing Co. Hazy Days IPA	473		458 - Cowbell Brewing Co.
15887	Elora Brewing Shine IPA	473		855 - Elora Brewing Company
458273	Glb Octopus Wants To Fight IPA	473	LTO	1929 - Great Lakes Brewing Co. Inc.
494633	Anderson IPA	2130		791 - Anderson Craft Ales
508572	Flying Monkeys Juicy Ass IPA	473	LTO	6309 - Flying Monkeys Craft Brewery
518795	Omnipollo IPA	473	LTO	1812 - Craft Brand Co
538538	Woodhouse IPA	473		189 - Woodhouse Brewing Co
573576	Amsterdam Space Invader	473	LTO	3842 - Amsterdam Brewing Company

“

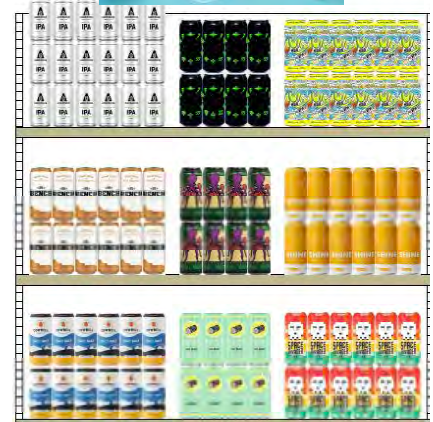
This evergreen display always supports local. It will feature all IPAs this month. IPA is the most popular style of craft beer and one that local producers are increasingly becoming more recognized for.

### Signage Components

- Backer card ENG/BIL (Re-order# 21P13-BC10)

### 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.





# FOOD & DRINK

## Release Date

- The Spring issue of *Food & Drink* should be distributed in stores starting Wednesday, March 3.
- PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO MARCH 3.

## Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at [lcbo.com/foodanddrink](http://lcbo.com/foodanddrink)

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
- Pinterest: [www.pinterest.ca/lcbofoodanddrink](http://www.pinterest.ca/lcbofoodanddrink)

## Additional Copies

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

## Merchandising Instructions

- This issue should be merchandised prominently in your *Food & Drink* magazine fixture.
- The fixture should be positioned in the selling area of the store.
- 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

- Spring *Food & Drink* Metal Fixture Header Card (English/Bilingual)  
(Re-order #DMS-21P13-FD1)
- Spring *Food & Drink* A-Frame Fixture Header Card (English only)  
(Re-order #DMS-21P13-FD2)
- Spring *Food & Drink* A-Frame Fixture Header Card (English/French)  
(Re-order #DMS-21P13-FD3)



## COMING SOON

The Early Summer 2021 issue will be available May 5, 2021.

The Summer 2021 issue will be available June 30, 2021.

# Brand Spotlight (BS - BSF) FRONT NESTING TABLE

Cheers to all things Irish



**This is a sold program. Participation is mandatory.**

**Key Dates (February 28 – March 27)**

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information

## Participating Products

LCBO#	Description	Size (mL)	Offers
10157	Jameson	750	\$1.00 LTO
17055	Jameson Cold Brew	750	\$2.00 LTO
207613	Jameson Irish Whiskey	1140	Value-add: Near pack Jameson Tumbler
292615	Jameson Black Barrel	750	\$2.00 LTO
429258	Jameson Caskmates Stout	750	
635391	Jameson Caskmates IPA	750	
636845	Redbreast 12 Year Old	750	10 BAM

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

## Signage Components

- Table Sign Large ENG (Re-order #DMS-21P13-FNT1) / BIL (Re-order #DMS-21P13-FNT2)
- Table Sign Small ENG (Re-order #DMS-21P13-FNT3) / BIL (Re-order #DMS-21P13-FNT4)
- Shelf Talkers ENG (Re-order #DMS-21P13-FNT5) / BIL (Re-order #DMS-21P13-FNT6)
- End Aisle Backer Card ENG/BIL (Re-order #DMS-21P13-FNT7)

## 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 sign and end aisle backer card.
- Merchandise the pre-printed shelf talkers and value-add shelf talker in-section and on the table.

“Celebrate St. Patrick’s Day with this iconic brand. The green bottle of Jameson Irish Whiskey is a customer favourite, however the brand has more to offer and discover with new innovations! From IPA finishes to cold brew, this is the Irish Whiskey for you!”



End Aisle (Select Stores)

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



Front & Back View

Top View (Back)

Facings: 5x 3 +635391	Facings: 5x 3 +17055	Facings: 5x 3 +429258
-----------------------------	----------------------------	-----------------------------

Facings: 5x2 +10157	Facings: 3x2 VA	Facings: 6x2 +207613	Facings: 3x2 VA	Facings: 5x2 +10157
Signage				
Facings: 5x2 +10157	Facings: 3x2 VA	Facings: 6x2 +207613	Facings: 3x2 VA	Facings: 5x2 +10157

Facings: 5x2 +292615
----------------------------

Facings: 5x2 +636845
----------------------------

Facings: 5x 3 +635391	Facings: 5x 3 +17055	Facings: 5x 3 +429258
-----------------------------	----------------------------	-----------------------------

Top View (Front)

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



Top View (Back)

Facings: 5x 3 +10157	Facings: 3x2 VA	Facings: 4x2 +207613
----------------------------	-----------------------	----------------------------

Facings: 5x2 +292615	Facings: 6x2 +636845	Facings: 4x2 +292615	Facings: 6x2 +636845	
Signage				
Facings: 5x2 +292615	Facings: 5x2 +635391	Facings: 5x2 +17055	Facings: 5x2 +429258	Facings: 5x2 +292615



Facings: 5x 3 +635391	Facings: 5x 3 +17055	Facings: 5x 3 +429258
-----------------------------	----------------------------	-----------------------------

Top View (Front)

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



Front & Back View

Facings:  
5x2  
+292615

Top View (Back)

Facings: 3x 3 +635391	Facings: 4x3 +17055	Facings: 3x 3 +429258
-----------------------------	---------------------------	-----------------------------

Facings: 3x 3 +10157	Facings: 2x 2 VA	Facings: 4x2 +207613	Facings: 2x 2 VA	Facings: 3x 3 +10157
Signage				
Facings: 3x 3 +10157	Facings: 2x 2 VA	Facings: 4x2 +207613	Facings: 2x 2 VA	Facings: 3x 3 +10157

Facings:  
4x2  
+636845

Top View (Top)

Facings: 3x 3 +635391	Facings: 4x3 +17055	Facings: 3x 3 +429258
-----------------------------	---------------------------	-----------------------------

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



Front View



Back View

Top View (Back)

Facings: 3x 3 +10157	Facings: 2x 2 VA	Facings: 3x2 +207613
----------------------------	------------------------	----------------------------

Facings: 6x2 +292615	Facings: 4x2 +636845	Facings: 6x2 +292615
Signage		
Facings: 6x2 +292615	Facings: 5x2 +17055	Facings: 6x2 +292615

Facings: 3x 3 +635391	Facings: 4x3 +17055	Facings: 3x 3 +429258
-----------------------------	---------------------------	-----------------------------

Top View (Top)

A

# Display Program (SBA)

## BLOCK PILE A

Cheers to Irish Beer



**This is a sold program. Participation is mandatory.**

**Key Dates (February 28 – March 27)**

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

### Participating Stores - Block Pile Merchandiser

15, 17, 22, 23, 31, 38, 44, 55, 65, 74, 82, 90, 102, 106, 110, 115, 130, 132, 145, 148, 149, 150, 156, 168, 191, 198, 209, 211, 212, 227, 233, 243, 250, 252, 253, 263, 265, 279, 287, 288, 298, 300, 326, 329, 344, 346, 351, 355, 359, 361, 362, 381, 383, 390, 391, 394, 397, 401, 404, 407, 412, 416, 427, 436, 438, 443, 445, 459, 470, 490, 491, 495, 497, 499, 501, 505, 511, 522, 523, 544, 554, 573, 579, 580, 586, 590, 602, 605, 609, 617, 623, 627, 632, 634, 640, 641, 655, 658, 670, 694, 699, 706, 741, 748, 776

### Participating Stores - End Aisle

21, 27, 33, 34, 36, 41, 47, 49, 83, 93, 95, 101, 160, 166, 183, 200, 221, 226, 228, 242, 249, 268, 278, 310, 312, 360, 373, 378, 386, 388, 392, 393, 400, 408, 411, 417, 418, 428, 431, 432, 444, 452, 481, 485, 509, 517, 536, 539, 545, 549, 553, 556, 564, 566, 569, 593, 599, 616, 635, 642, 649, 652, 685, 703, 771

### Participating Stores - Enhanced Display

1, 10, 164, 171, 187, 195, 217, 334, 385, 542, 587, 619, 624, 630, 631

### Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
270447	Guinness Draught	500		LCBO Warehouse
296244	Guinness Draught	4 x 440	\$1.00 LTO	
536227	Guinness Hop House 13	500	\$0.25 LTO	
554469	Guinness Draught	8 x 440	Value-add: branded glass	
270439	Smithwick's Ale	500		
442731	Kilkenny Traditional Cream Ale	4 x 500		

**Value-add/merchandiser:** 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.

“ This evergreen display will highlight popular Irish beers for St. Patrick’s Day. Program will include a supplier-produced display featuring a branded Guinness glass value-add and a contest with the chance to win 1 of 5 Guinness branded mini fridges. A select number of stores will activate an enhanced Guinness arch display.

**Contest:** Enter for a chance to win 1 of 5 branded mini fridges

Visit <http://diageocontests.com> and Enter the keyword “MINIFRIDGE” to win.

**NOTE:** Please ensure the Perpendicular Shelf Talkers are installed in section to highlight the contest.



Perpendicular Shelf Talkers

## BLOCK PILE PLANOGRAM



Front View

Back View

## SUPPLIER-PROVIDED MERCHANDISER (BLOCK PILE STORES)

Use the supplier-provided merchandiser to build a display with the participating products.



Supplier-provided merchandiser

## ENHANCED DISPLAY (SELECT STORES)

The supplier will deliver and assemble the enhanced Guinness display by the start of P13.



Enhanced Display

## Signage Components

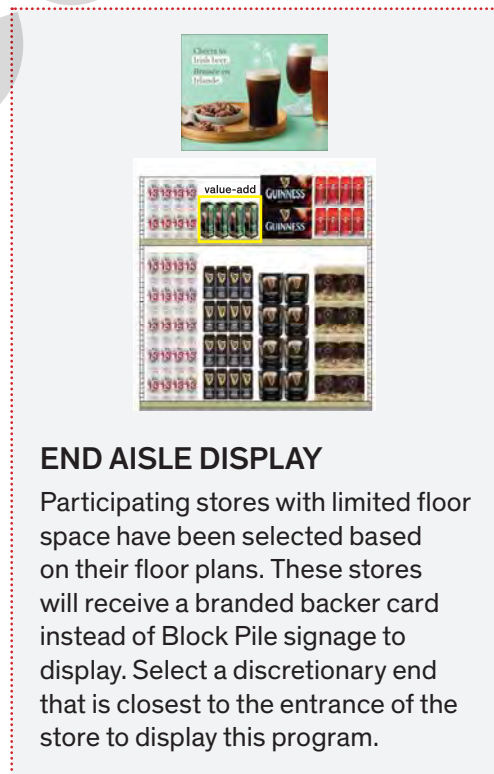
- Pricer Cards ENG (Re-order # DMS-21P13-BPB1) / BIL (Re-order # DMS-21P13-BPB2)
- Shelf Talkers ENG (Re-order # DMS-21P13-BPB3) / BIL (Re-order # DMS-21P13-BPB4)
- End Aisle Backer Card BIL (Re-order # DMS-21P13-BPB10)

## Merchandising Instructions

- Use the supplier-provided merchandiser to build a display with the participating products.
- Use the planogram provided for direction.
- Install supplier-provided value-adds and merchandiser.
- Merchandise pre-printed pricer cards for products provided.
- Install perpendicular shelf talker in section using the perpendicular shelf talker clip (PSTC201404). Contest will be promoted on the perpendicular shelf talker.

## Enhanced Display

- The supplier will deliver and assemble the enhanced arch Guinness display by the start of P13.
- Merchandise pre-printed pricer cards for products provided.



## END AISLE DISPLAY

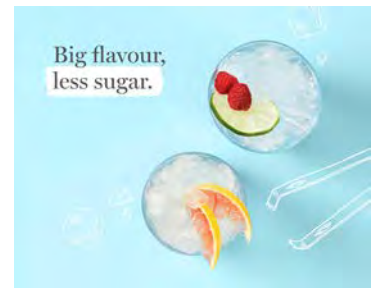
Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

**B**

# Display Program (SBB)

## BLOCK PILE B

Big flavour, less sugar.



**This is a sold program. Participation is mandatory.**

### Key Dates (February 28 – March 27)

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

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

LCBO#	Description	Size (mL)
14483	Ace Hill Raspberry Vodka Soda	355
14485	Ace Hill Lemon Vodka Soda	355
14664	Nude Vodka Soda Raspberry Lemon	473
14666	Nude Gin Soda Mixed Berry	473

### Signage Components

**Continue to display the P11-P12 signage until the end of P13. A new set of shelf talkers and pricer cards will be shipped to participating stores by the start of P13.**

- Pricer Cards ENG (Re-order # DMS-21P13-BPB1) / BIL (Re-order # DMS-21P13-BPB2)
- Shelf Talkers ENG (Re-order # DMS-21P13-BPB3) / BIL (Re-order # DMS-21P13-BPB4)
- Pole Topper ENG (Re-order # DMS-21P11-BPB1) / BIL (Re-order # DMS-21P11-BPB2)
- Riser Wrap - solid colour (Re-order # DMS-21P11-BPB3)
- Cut Case Backer Card ENG (Re-order # DMS-21P11-BPB8) / BIL (Re-order # DMS-21P11-BPB9)
- End Aisle Backer Card BIL (Re-order # DMS-21P11-BPB10)

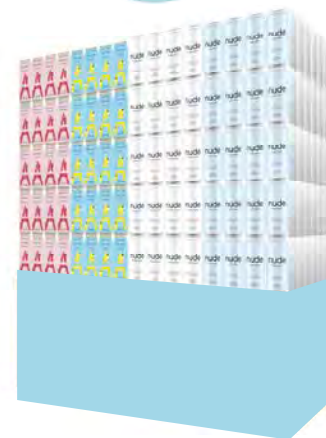
### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Continue to merchandise the P11-12 signage (pole topper sign, riser wrap, cut case backer card and end aisle backer card)
- Merchandise the P13 shelf talkers in front of the participating products in section.

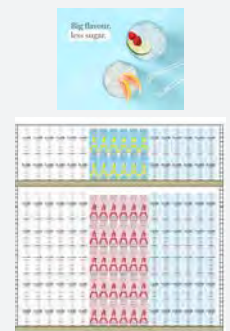
“

Continuing with the ‘better for you’ product focus of Period 11 and 12, Period 13 will highlight hard seltzer and other light style Ready-to-Drinks featuring Ace Hill and Nude.

Big flavour,  
less sugar.



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



# Brand Spotlight (DD)

## MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Wines for Easter

**This is a sold program. Participation is mandatory.**

### Key Dates (February 28 – March 27)

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information



#### Participating Products

LCBO#	Description	Size (mL)	Offers
15761	Trinity Oaks Cabernet Sauvignon	750	\$2.00 LTO
168716	(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$3.00 LTO
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00 LTO
244616	Sandbanks Rose VQA	750	\$2.00 LTO
413237	15 Terroir Languedoc (Gerard Bertrand)	750	\$2.00 LTO
419986	Jacob's Creek Double Barrel Shiraz	750	\$3.00 LTO
462846	Columbia Crest GE Chardonnay	750	\$2.00 LTO
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00 LTO
522672	(V) Vidal Icewine VQA Nia(Lakeview Cellars)	200	\$3.00 LTO
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00 LTO

#### Signage Components

- Table Sign Large ENG (Re-order #1 DMS-21P13-MNT1) / BIL (Re-order #1 DMS-21P13-MNT2)
- Table Sign Small BIL (Re-order #3 DMS-21P13-MNT3)
- Shelf Talkers ENG (Re-order #DMS-21P13-MNT4) / BIL (Re-order #DMS-21P13-MNT5)
- Celebration Fixture Drum Sign ENG (Re-order #DMS-21P13-MNT6) / BIL ENG (Re-order #DMS-21P13-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order #DMS-21P13-MNT8)
- Food & Drink Merchandiser ENG (Re-order #DMS-21P13-MNT9) / BIL (Re-order #DMS-21P13-MNT10)

#### 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 sign and drum sign.
- Merchandise the pre-printed shelf talkers in-section and on the table/celebration fixture.
- Install Food & Drink merchandisers according to the planogram.





# Period 13

## END AISLES



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1</b>	225243	Stolichnaya Vodka	750	LTO
	225250	Stolichnaya Vodka	1140	End Aisle
	272716	Stolichnaya Vodka	1750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2</b> (End Aisle S1)	217950	Crown Royal	1140	LTO
	434092	Crown Royal Northern Harvest Rye	750	LTO

**PRODUCT UPDATE:**

+114694 Crown Royal 1750 mL - *cancelled from EA2*

**ACTION:** Increase facings of +217950 Crown Royal 1140 mL





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3</b> (End Aisle S2)	110056	Absolut Vodka	750	LTO
	209221	Absolut Vodka	1140	VA
	216655	Absolut Vodka	1750	VA



**IMPORTANT NOTE:**

End Aisle #4 is Flighted A & B. Ensure you display the participating product that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
<b>FLIGHT A</b> <b>End Aisle #4A</b> (End Aisle S3)	10157	Jameson Irish Whiskey	750	LTO, FNT
	17055	Jameson Cold Brew Irish Whiskey	750	LTO, FNT
	207613	Jameson Irish Whiskey	1140	VA, FNT



	LCBO#	Description	Size (mL)	Offers
<b>FLIGHT B</b> <b>End Aisle #4B</b> (End Aisle S3)	382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	VA
	482612	Pike Creek Double Barreled Canadian Whisky	750	LTO
	536946	J.P. Wiser's 15 YO Canadian Whisky	750	LTO





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5</b> (End Aisle S4)	10212	Kahlua Coffee Liquor	375	BAM
	10213	Kahlua Coffee Liquor	750	LTO
	10216	Kahlua Coffee Liquor	1140	VA



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6</b> (End Aisle W1)	234369	Apothic Red	750	LTO, Necktag
	285585	Masi Bonacosta Valpolicella Classico Doc	750	LTO
	589069	Peller Family Vineyards Red Bag In Box	4000	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b> (End Aisle W2)	270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	LTO
	272609	Las Mulas Sauvignon Blanc Reserva Organic	750	LTO
	363622	Bolla Pinot Grigio Delle Venezie	750	LTO

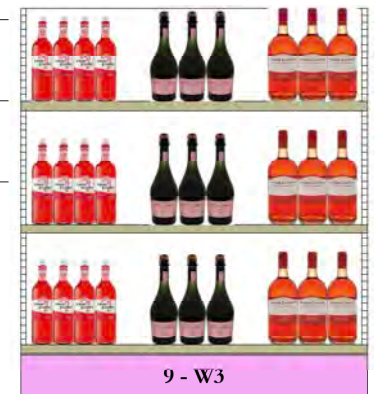




	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b> (End Aisle S5)	314856	Fireball Whisky Shooter	1140	BAM
	398776	Fireball Whisky Shooter	375	VA, Spirit Cold Room
	447953	Fireball Whisky Shooter	750	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b> (End Aisle W3)	165845	Gran Feudo Rose	750	LTO
	365205	Cono Sur Sparkling Rose	750	LTO, Wine Fridge
	459917	Peller Family Vineyards Rose	1500	LTO, Wine Fridge



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>  Refer to the Mini Thematic C section for more details	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
	15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	
	15887	Elora Brewing Shine IPA (855)	473	
	458273	GLB Octopus Wants To Fight IPA (1929)	473	LTO
	494633	Anderson IPA (791)	6 x 355	
	508572	Flying Monkeys Juicy Ass IPA (6309)	473	LTO
	518795	Omnipollo IPA (1812)	473	LTO
	538538	Woodhouse IPA (189)	473	
	573576	Amsterdam Space Invader (3842)	473	LTO





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b> (End Aisle S6)	10937	Forty Creek Double Barrel Reserve Whisky	750	Necktag
	285254	Forty Creek Copper Pot Reserve	750	LTO, Necktag
	550715	Forty Creek Barrel Select	750	Value Add, Necktag



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b> (End Aisle S7)	283929	Captain Morgan Black Spiced Rum	750	LTO
	454686	Captain Morgan Bold Spiced Rum	750	LTO
	500512	Captain Morgan Original Spiced Rum	750	Seasonal Block Pile



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b> (End Aisle W4)	341602	Cono Sur Bicicleta Pinot Noir	750	LTO, Flex Space
	441519	Pelee Pebbles Red	1500	LTO
	620989	Hoya De Cadenas Reserva, Utiel-Requena	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b> (End Aisle S8)	14910	Bushmills Irish Whiskey	750	VA
	61374	Bushmills Black Bush	750	LTO
	131870	Bushmills Malt 10 Year Old	750	BAM



14 - S8

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b> (End Aisle W5)	15875	Moselland Bernkasteler Kurfurstlay Riesling	750	LTO
	526251	Jackson-Triggs Reserve Chardonnay VQA	750	LTO
	620054	Babich Sauvignon Blanc	750	LTO, Wine Fridge



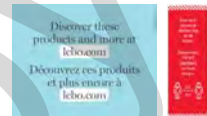
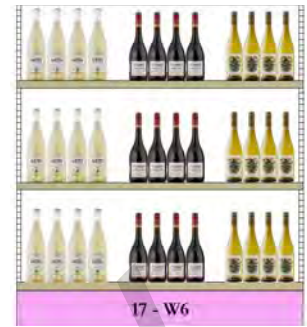
15 - W5

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b> (End Aisle S9)	405845	Evan Williams Black Label Bourbon Whiskey	750	BBAM
	512194	Larceny Kentucky Straight Bourbon	750	LTO
	547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	



16 - S9

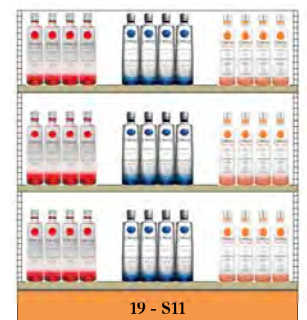
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b> (End Aisle W6)	90472	J.P. Chenet Cabernet Syrah Organic Pays D'Oc	750	LTO
	553818	Fuzion Organic Chardonnay Torrontes	750	LTO, Flex Space
	645309	Kew Vineyards Organic Riesling Sparkling VQA	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b> (End Aisle S10)	217448	Malibu Coconut Rum	1140	LTO
	477836	Malibu Coconut Rum	750	Value Add
	601765	Malibu Coconut Rum	375	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b> (End Aisle S11)	14730	Ciroc Mango	750	Value Add
	334128	Ciroc Red Berry	750	LTO
	417295	Ciroc Original Unflavoured	750	LTO



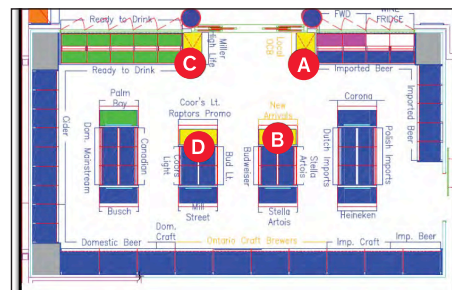
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b> (End Aisle W7)	36483	(V) Torres Gran Coronas Reserva (Miguel Torres)	750	LTO
	228569	Cave Spring Gamay VQA	750	LTO
	457119	Big Bill Cabernet Sauvignon	750	LTO





# BEER EXCITEMENT ZONE

(A, B, C, D)



The Beer Excitement Zone has four displays to highlight engaging offers on popular products. The three displays are **sold programs (A, C and D)**, and the remaining B 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.**

## Key Dates (February 28 – March 27)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
<b>A</b> Plinth (EA - EZA)	15119	Creemore Springs Lager 6 x 355 m L	1757 - Creemore Springs Brewery	
	19584	Creemore Springs Helles Light Lager 2130 mL	1757 - Creemore Springs Brewery	
	541243	Creemore Springs Premium Lager 2838 mL	1757 - Creemore Springs Brewery	
	<b>With every 6-pack purchased \$0.15 will be donated to the Nature Conservancy of Canada.</b>			
<b>B</b> New/Seasonal (EA - EZB)	19358	Beau's Local Organic 473 mL	275 - The Beer Store	
	19610	Steam Whistle Dry Hopped Pilsner 473 mL	5577 - Steam Whistle Brewing / 275 - The Beer Store	
	19758	Sawdust City Binary System 473 mL	1143 - Sawdust City Brewing Co.	
<b>NOTE:</b> These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.				
<b>C</b> Plinth (EA - EZH)	17819	Stella Artois 6 x 473 m L	275 - The Beer Store	\$1.00 LTO
	17823	Stella Artois 6 x 330 m L	275 - The Beer Store	Value-add
	Value-add Merchandiser			
<b>*Value-add: Buy two Stella 6-pack bottles (+17823) and get a free Stella Chalice.</b>				
<b>D</b> End Aisle (EA - EZD)	300681	Coors Light 6 x 473 m L	275 - The Beer Store	Value-add
	906628	Coors Light 6 x 355 m L	275 - The Beer Store	
	Value-add Merchandiser			
<b>*Value-add: Buy two Coors Light 6-pack cans (+300681) and get free branded sweat pants.</b>				

### Excitement Zone A:

Creemore Springs is the OG of the local craft beer movement and will be supported with LTOs to tie into smart buys. The brewer's 6-pack packaging is biodegradable, and with every 6-pack purchased \$0.15 will be donated to the Nature Conservancy of Canada.

### Excitement Zone B:

Remember to merchandise 8-pack carriers on the top shelf to encourage purchasing multiple units and discovery of new products.

### Excitement Zone C:

Continuing the theme of the excitement zone with high volume brands and exclusive offers by featuring the number one import.

### Excitement Zone D:

Let's celebrate the Raptors with the number one beer brand - Coors Light - and an exclusive value-add.

### Signage Components

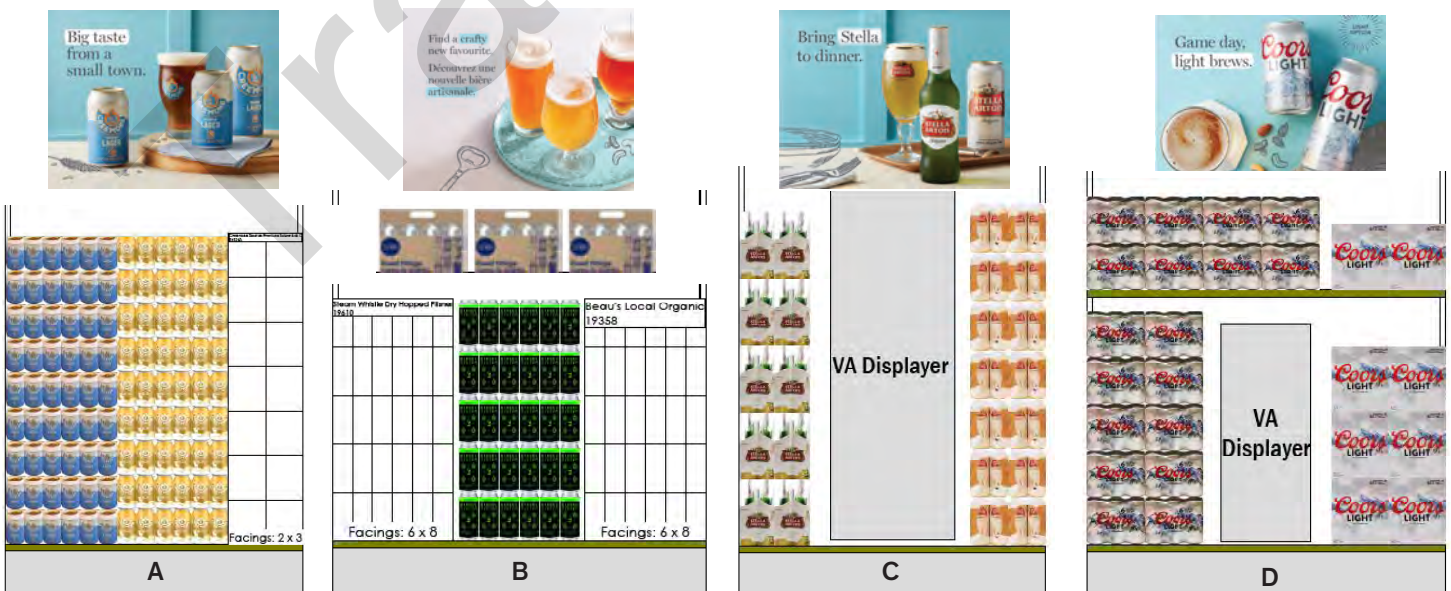
- A Backer Card BIL (DMS-21P13-EZ1)
- B Generic Backer Card BIL (DMS-21P12-EZ4)
- C Backer Card BIL (DMS-21P13-EZ2)
- A, C, D Pricer Cards  
ENG (DMS-21P13-EZ3) / BIL (DMS-21P13-EZ4)
- A, C, D Shelf Talkers  
ENG (DMS-21P13-EZ5) / BIL (DMS-21P13-EZ6)
- D Backer Card BIL (DMS-21P13-EZ7)
- D Transparency  
ENG (DMS-21P13-EZ8) / BIL (DMS-21P13-EZ9)

### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value-adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.

### Excitement Zone B:

- Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf.
- Merchandise the generic excitement zone B backer card until the end of P13.



# 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.

**Participation is mandatory.**

### Key Dates (February 28 – March 27)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
13660	Royal City Exhibition Session IPA	473	6040 - Royal City Brewing Co. Inc.
15872	Sawdust City Everyday Magic Hazy IPA	473	1143 - Sawdust City Brewing Co.
17396	Cameron's Cruising Through The Galaxy Hazy	473	413 - Cameron's Brewing Co.
120626	Northern Lights Hazy IPA	473	462 - Bobcaygeon Brewing Company Limited
468181	Brock Street Blonde	473	397 - Brock Street Brewing
471474	Bobcaygeon Brewing Common Loon IPA	473	462 - Bobcaygeon Brewing Company Limited
638874	Macleans Scotch Ale	473	9719 - Maclean's Ales

### Merchandising Instructions

- Merchandise participating products on the End Aisle
- Install pre-printed shelf talkers in front of products.
- Merchandise 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 # DMS-OCBEA01)
- Pre-Printed Shelf talkers ENG (Re-order #DMS-P13-OCBEA-ST1)
- FLS designated stores must display the bilingual side of the product shelf talkers.

# Craft Beer Imported

## SHELF TALKERS

### Craft Beer Program (Imported)

### Key Dates (ongoing)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

LCBO#	Description	Size (mL)
17829	Snowbird Juicy IPA	473
492041	Doppel Hirsch Doppel Bock	500
17831	Russell - A Wee Angry Scotch Ale	473
356204	St.feullien Saison	330
18474	La Moneuse - Saison	375
10154	Rubaeus Raspberry Ale	2130
17832	Cigar City Florida Man Double IPA	1420
17833	Oskar Blues Can-O-Bliss DIPA	1420
13343	Vox Populi Double Fruit Punch IPA	355

### Signage and Merchandising Instructions

- 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.

### Key Dates (February 28 – March 27)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	\$2.00 LTO
136044	Pelee Island Chardonnay VQA	750	\$1.00 LTO
284539	Trius Brut VQA	750	\$3.00 LTO
587956	Trius Cabernet Sauvignon VQA	750	\$2.00 LTO

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

#### PARTICIPATING STORES – VQA CUBE FIXTURE

##### Signage Components

- LTO Shelf Talkers ENG/BIL (Re-order # DMS-21P13-OWP2)

##### 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# NIVQA0662)
- LTO Shelf Talkers ENG/BIL (Re-order # DMS-21P13-OWP2)

##### 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.



Backer Card  
(Re-order# NIVQA0662)



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

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.**

### Key Dates (February 28 – March 27)

#### Participating Products

LCBO#	Description	Size (mL)
326413	Pelee Island Pinot Grigio VQA	750
459966	Henry Of Pelham Baco Noir Old Vines VQA	750
467662	Strewn Two Vines Riesling Gewürztraminer VQA	750
617662	Diabolica Red VQA	750

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

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

#### 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)
- Shelf Talkers ENG/BIL (Re-order # DMS-21P13-OWP1)



End Aisle Backer Card

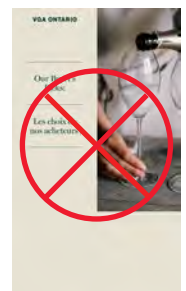
#### Merchandising Instructions

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

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

#### 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.



Recycle Cut-Case Backer Card

#### 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-21P13-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, 655, 657, 661, 694, 695, 699, 706, 741

## 2020/21 Ontario Wine Awards (P11 - P6)

The following Ontario VQA wines (Angel's Gate Estate Winery) have recently been recognized by the 2020 Ontario Wine Awards. The Shelf Talkers are to support the 2020 Ontario Wine Award winners for both LCBO and Vintages products. Please highlight these VQA wines in stores with shelf talkers.

### Key Dates (P11-P6)

### Participating Stores

All Stores

### Participating Products

LCBO#	Description	Size (mL)
1818	Angels Gate Chardonnay VQA	750
58594	Angels Gate Gewürztraminer VQA	750
107714	Angels Gate Gamay Noir VQA	750
308486	Angels Gate Pinot Noir VQA	750
331215	Angels Gate Pinot Gris VQA	750
620096	Angels Gate Cabernet Merlot VQA	750
620104	Angels Gate Sussreserve Riesling VQA	750



### Signage

**NOTE: Signage is to remain up until P6.**

- P11-P6 Perpendicular Shelf Talker ENG (Re-order# DMS-OP21-OWA1) BIL (Re-order# DMS-OP21-OWA2)

### Merchandising Instructions

- Install the perpendicular in front of corresponding products using a perpendicular shelf talker clip.
- Signage is to remain up until P6.

# VINTAGES

## V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

This program leverages the tried-and-true customer favourites in the Essentials Collection to attract new customers to Vintages. Each turn of the program now spans one promotional period and features two products on LTO on a front-facing end aisle display. **This is a sold program. Participation is mandatory.**

### Key Dates (February 29 - March 31, 2021)

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

#### Program Schedule: Period 13 (Branded Backer Card)

- Stores will install the branded backer card and LTO offer shelf talkers to highlight the participating SKUs.

#### Participating Products

LCBO#	Description	Size (mL)	Offers
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$3.00 LTO
177295	Rivera Il Falcone Riserva Castel del Monte	750	\$2.00 LTO

#### Signage Components

- Branded Backer Card ENG/BIL (Re-order # DMS-21P13-VINT1)
- LTO Shelf Talkers ENG/BIL (Re-order # DMS-21P13-VINT1)
- Bin tag overlay:  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010



#### Merchandising Instructions

- Merchandise products together on a frontfacing/primary end aisle.
- Remove the generic backer card and install the branded backer card.
- Remove the no offer shelf talkers and install the LTO offer shelf talkers.
- Use the bin tag overlays 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.





**V2 VINTAGES Wines of the Month**

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

**Key Dates (March 6<sup>th</sup> and 20<sup>th</sup>, 2021 releases)**

**Mandatory Participation Stores**

Please refer to the Participation Lookup page on the Portal for information

**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)
<b>MARCH 6, 2021 RELEASE</b>		
17451	Proemio Reserve Cabernet Sauvignon 2016	750
18502	La Chevalière Rasteau 2017	750
<b>MARCH 20, 2021 RELEASE</b>		
25080	Hess Select Cabernet Sauvignon 2017	750
288530	Mazzei Ser Lapo Riserva Chianti Classico 2017	750

**Signage Components**

- Year-round backer card kit ENG/BIL:  
Vintages fixtures (Re-order# VBC042)  
LCBO fixtures (Re-order# VBCL056)
- Pre-printed shelf talker ENG/BIL
- Bin tag overlay:  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

**Merchandising Instructions**

- Merchandise products together according to the planogram for each release.
- Install the Wines of the Month backer card from your year-round kit.
- Install the pre-printed shelf talkers in front of the participating products.
- Use the Bin tag overlay 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.



## 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 (Feb 29 to Mar 28, 2021)**



**BAM (Feb 28 to Mar 27, 2021)**



### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Signage Components

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

### Participating Products

LCBO#	Description	Size (mL)	Price	Now	Offers
898569	Baron Herzog Cabernet Sauvignon Kpm	750		\$17.95	6 BAM
206995	Baron Herzog Chenin Blanc Kpm	750		\$15.20	5 BAM
78071	Don Alfonso Cabernet Sauvignon Kpm	750		\$12.95	4 BAM
78063	Jeunesse Cabernet Sauvignon Kpm	750		\$19.45	6 BAM
547679	Wódka Żoładkowa Gorzka	750		\$28.95	12 BAM
342436	Bonterra Chardonnay	750	\$19.95	\$17.95	\$2.00 LTO
462846	Columbia Crest Grand Estates Chardonnay	750	\$17.95	\$15.95	\$2.00 LTO
337238	Concha y Toro Marques de Casa Concha Cabernet Sauvignon	750	\$22.95	\$19.95	\$3.00 LTO
80234	Featherstone Black Sheep Riesling	750	\$18.95	\$17.95	\$1.00 LTO
454876	Ghost Pines Merlot	750	\$21.95	\$19.95	\$2.00 LTO
308122	Ghost Pines Winemaker's Blend Chardonnay	750	\$21.95	\$19.95	\$2.00 LTO
479014	Gran Feudo Reserva	750	\$18.95	\$16.95	\$2.00 LTO
413237	Gérard Bertrand Languedoc	750	\$16.95	\$14.95	\$2.00 LTO
215525	La Chablisienne Les Vénérables Vieilles Vignes Chablis	750	\$27.95	\$24.45	\$3.50 LTO
719435	La Crema Sonoma Coast Pinot Noir	750	\$34.95	\$31.95	\$3.00 LTO
522672	Lakeview Cellars Vidal Icewine	200	\$22.95	\$19.95	\$3.00 LTO
964221	Le Volte dell'Ornellaia	750	\$29.95	\$27.95	\$2.00 LTO
168716	M. Chapoutier Les Vignes de Bila-Haut Côtes du Roussillon-Villages	750	\$15.95	\$12.95	\$3.00 LTO
545004	Mission Hill Reserve Chardonnay	750	\$24.95	\$21.95	\$3.00 LTO
659607	Mitolo Jester Shiraz	750	\$22.95	\$20.95	\$2.00 LTO
326090	Oyster Bay Pinot Grigio	750	\$19.95	\$17.95	\$2.00 LTO
606624	Ringbolt Cabernet Sauvignon	750	\$21.95	\$19.95	\$2.00 LTO

## Participating Products

LCBO#	Description	Size (mL)	Price	Now	Offers
177295	Rivera Il Falcone Riserva Castel Del Monte	750	\$24.95	\$22.95	\$2.00 LTO
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$29.95	\$26.95	\$3.00 LTO
408658	Santa Carolina Reserva de Familia Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00 LTO
425488	Sella & Mosca Riserva Cannonau di Sardegna	750	\$18.45	\$15.95	\$2.50 LTO
608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$27.95	\$24.95	\$3.00 LTO
89029	Tawse Sketches of Niagara Riesling	750	\$18.95	\$15.95	\$3.00 LTO
354761	Terra Vega Carmenère KPM	750	\$9.95	\$8.95	\$1.00 LTO
156968	Terra Vega Sauvignon Blanc KPM	750	\$9.95	\$8.95	\$1.00 LTO
149237	The Foreign Affair The Conspiracy	750	\$19.95	\$17.95	\$2.00 LTO
24133	Thirty Bench Winemaker's Blend Riesling	750	\$22.95	\$19.95	\$3.00 LTO
36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00 LTO
303800	Trius Red	750	\$24.95	\$22.95	\$2.00 LTO
479766	Zenato Ripassa Valpolicella Superiore	750	\$27.95	\$24.95	\$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 four Ontario Our Buyer's Picks: two LCBO wines and one VINTAGES Essential. Participation is mandatory.

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Key Dates (February 28 – March 27)

### Participating Product

LCBO#	Description	Size (mL)	Offers
149237	The Foreign Affair The Conspiracy	750	\$2.00 LTO

### Signage Components & Merchandising Instructions

#### Signage reorder code: DMS-21P13-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 March 28, 2021.

#### 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 March 28, 2021.

#### 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 March 28, 2021.

#### 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

# Display Program (SBC) BLOCK PILE C

Cocktails + Rewards



**This is a sold program. Participation is mandatory.**

## Key Dates (February 28 – March 27)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### Participating Products

LCBO#	Description	Size (mL)	Offers
240	Smirnoff Vodka	375	Buy 2 and get 15 BBAMs + Value-add: Pepsi
31757	Smirnoff Vodka	750	Buy 2 and get 20 BBAMs + Value-add: Pepsi
38505	Smirnoff Vodka	1750	Buy 2 and get 45 BBAMs + Value-add: Pepsi
131391	Smirnoff Vodka	1140	Buy 2 and get 30 BBAMs + Value-add: Pepsi
545392	Smirnoff Berry Blast	750	Buy 2 and get 20 BBAMs + Value-add: Pepsi

**Value-add/merchandise:** The supplier will be providing the value-adds and merchandise 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

- Cut Case Backer Card ENG (Re-order # DMS-21P13-BPC1) / BIL (Re-order # DMS-21P13-BPC2)
- Riser Wrap ENG (Re-order #DMS-21P13-BPC3)/ BIL (Re-order # DMS-21P13-BPC4)
- Pricer Card ENG (Re-order # DMS-21P13-BPC5) / BIL (Re-order # DMS-21P13-BPC6)
- Shelf Talkers ENG (Re-order # DMS-21P13-BPC7) / BIL (Re-order # DMS-21P13-BPC8)
- End Aisle Backer Card BIL (Re-order # DMS-21P13-BPC9)
- Pole Topper BIL (Re-order # DMS-21P13-BPC10)

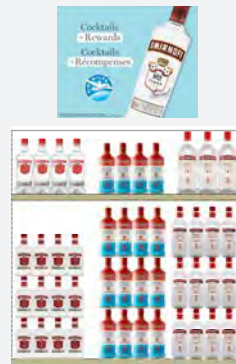
### Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value-adds, pole topper, pricer cards and pre-printed shelf talkers.

Block Pile C features an assortment of Smirnoff products and bundled AIR MILES® offers, as well as a mix and match Diageo Pepsi partnership.



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



# Display Program (FSG-A) BLOCK PILE

Wines + Rewards



**This is a sold program. Participation is mandatory.**

## Key Dates (February 28 – March 27)

### Participating Stores

1, 4, 5, 10, 11, 15, 17, 18, 19, 20, 21, 22, 23, 26, 31, 33, 34, 35, 36, 38, 40, 41, 44, 51, 55, 57, 64, 65, 68, 74, 82, 83, 84, 90, 95, 101, 102, 106, 115, 125, 130, 132, 139, 143, 145, 148, 149, 150, 154, 156, 164, 165, 167, 168, 171, 175, 179, 182, 187, 190, 191, 195, 198, 207, 209, 211, 212, 216, 217, 218, 221, 226, 227, 228, 233, 242, 243, 244, 249, 250, 252, 253, 263, 265, 269, 278, 279, 287, 288, 298, 300, 310, 311, 324, 325, 326, 329, 334, 340, 344, 346, 351, 355, 359, 360, 361, 362, 366, 367, 371, 373, 378, 381, 383, 385, 386, 387, 388, 390, 391, 392, 393, 394, 397, 401, 403, 404, 407, 411, 412, 416, 417, 425, 427, 428, 432, 434, 436, 437, 438, 443, 445, 452, 456, 457, 458, 459, 465, 470, 481, 485, 489, 490, 491, 494, 495, 497, 499, 500, 501, 505, 511, 521, 523, 528, 534, 536, 540, 542, 544, 545, 546, 549, 551, 553, 554, 555, 556, 559, 564, 566, 568, 569, 573, 575, 579, 580, 584, 585, 587, 590, 593, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 640, 641, 643, 649, 652, 653, 654, 655, 658, 661, 667, 670, 694, 698, 699, 700, 702, 703, 706, 741, 748, 771, 776

### Participating Products

LCBO#	Description	Size (mL)	Offers
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	7 BAM
53991	Barefoot Merlot	750	5 BAM
245282	Santa Carolina Cabernet Sauvignon/Merlot	750	5 BAM
306001	Colio Dry White Bag In Box	4000	20 BAM
348680	Bersano Costalunga Barbera D'Asti Docg	750	7 BAM
448548	Hardys Stamp Series Riesling/Gewurztraminer	750	6 BAM
532358	Julia Florista Red	750	4 BAM
620617	Collavini Pinot Grigio	1500	8 BAM

“

The wines block pile offers a destination to deliver an assortment of food-friendly, fireside sippers, while also rewarding customers for their purchase. With the combination of great affordable prices, and compelling BAM offers, this block pile should drive sales in the wines category overall.

### Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-21P13-BPC11) / BIL (Re-order # DMS-21P13-BPC12)
- Riser Wrap ENG (Re-order # DMS-21P13-BPC13) / BIL (Re-order # DMS-21P13-BPC14)
- Pricer Card ENG (Re-order # DMS-21P13-BPC15) / BIL (Re-order # DMS-21P13-BPC16)
- Shelf Talkers ENG (Re-order # DMS-21P13-BPC17) / BIL (Re-order # DMS-21P13-BPC18)
- Pole Topper BIL (Re-order # DMS-21P13-BPC19)



D

# Display Program (XBP)

## BLOCK PILE D

Diageo/MLSE

### Products & Signage MUST remain in place for P12 - P13

#### IMPORTANT NOTE:

Final direction on merchandising the value-adds will be communicated via the P13 Highlights and Updates document sent in the Weekly Priorities in mid-February.

**This is a sold program. Participation is mandatory.**

#### Key Dates (P12 - P13)

#### Participating Stores

1, 10, 15, 19, 21, 22, 31, 38, 40, 83, 102, 115, 130, 148, 149, 154, 164, 187, 195, 198, 217, 226, 228, 243, 253, 263, 288, 310, 329, 334, 346, 355, 360, 367, 385, 390, 393, 394, 398, 412, 417, 438, 443, 445, 452, 486, 495, 499, 500, 511, 523, 542, 549, 555, 573, 590, 619, 623, 624, 630, 631, 632, 703, 741, 776

#### Participating Products

LCBO#	Description	Size (mL)	Offers (New value-adds for P13)
500512	Captain Morgan Spiced Rum	750	Value-add: Toronto Football Club Toque
217653	Captain Morgan Spiced Rum	1140	
67	Smirnoff Red	750	Value-add: Toronto Raptors socks
216929	Smirnoff Red	1140	
114694	Crown Royal Whisky *Note: Leave any existing 1750 mL inventory carried forward from P12. Please substitute with 1140 mL where needed*	1750	Value-add: Maple Leafs Jersey bag (in stores within 75 km from Scotiabank Arena)
1487	Crown Royal Whisky	750	<b>Participating Stores</b> 1, 10, 15, 19, 21, 148, 149, 164, 195, 198, 217, 226, 228, 253, 263, 329, 334, 346, 355, 360, 385, 390, 398, 445, 452, 486, 495, 511, 523, 542, 555, 573, 590, 619, 623, 630, 631, 632, 703, 776

“ This enhanced display will allow consumers to celebrate their sports fandom with brands that have phenomenal partnerships with their favorite teams. The supplier delivered the merchandiser display at the start of P12. Install the new P13 value-adds and continue to merchandise the P12 products.

**Value-adds:** The supplier will be providing the value-adds 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

**NOTE: Please keep the merchandiser displayed until the end of P13. A new set of pricer cards will be shipped to participating stores by the start of P13.**

- Pricer Cards ENG (Re-order #DMS-21P13-BPD1) / BIL (Re-order #DMS-21P13-BPD2)

## Merchandising Instructions

- Final direction on merchandising the value-adds will be communicated via the P13 Highlights and Updates document sent in the Weekly Priorities in mid-February.
- Please keep the merchandiser displayed until the end of P13.
- Install supplier-provided value-adds.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

# Period 11-13

## FLEX SPACE



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

### Key Dates (P11 - P13)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information

### 3 Flex Spaces

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 new sparkling wines
2. USA/Australia section merchandised with new products from New World
3. Italy/SE Europe section merchandised with Old World products

### 6 Flex Spaces

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

- Sparkling section merchandised with new sparkling wines
- USA section merchandised with California wines
- SE Europe section merchandised with new wines from Europe
- Australia section
- Chile/Argentina 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, Italy/SE Europe, Australia and Chile/Argentina.
- 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.

### Mandatory Participation:

The following Flex Space is sold to the trade, store participation is mandatory:

**Flex Space Australia - Explore Australian Wines**

### Signage Components

Flex Space Signage Kit

- Box Signs
- Bin Strips
- (Re-order # DMS-21P11-FS1)

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

Box Sign	Producing Country	LCBO#	Description	Size (mL)	Price	Offers
<b>Sparkling Flex Space (FSA) - "New Sparkling Wines"</b>						
	Spain	16191	Toro Bravo Sparkling Secco White	750	\$12.95	
	Spain	16306	Segura Viudas Brut Rose D.O. Cava	750	\$15.95	
	France	16396	GH Martel Champagne VICTOIRE Brut Rose	750	\$45.95	
	Germany	518407	Blue Nun 24K Gold Edition Sparkling	750	\$14.95	
	Canada	16858	Malivoire Che Bello Sparkling VQA	750	\$17.95	
	Canada	515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$11.95	
<b>USA - California Flex Space (FSB) - "Great Value California Wines"</b>						
	USA	13686	Bread & Butter Pinot Noir	750	\$15.95	\$3.00
	USA	15761	Trinity Oaks Cabernet Sauvignon	750	\$17.95	\$2.00
	USA	216952	Barefoot Bubbly Pinot Grigio	750	\$14.95	\$1.00
	USA	226555	Hahn Pinot Noir Monterey	750	\$19.95	\$2.00
	USA	295931	Obsession Symphony White California	750	\$15.95	
	USA	392597	Chloe Chardonnay	750	\$19.95	\$3.00
	USA	638221	Josh Cellars Merlot	750	\$19.95	\$2.00
<b>Europe - Italy/SE Flex Space (SFC) "New Wines from Europe"</b>						
	France	69914	La Tour Pinot Noir	750	\$24.95	
	Italy	111641	Rocca delle Macie Riserva Chianti (Vintages)	750	\$15.95	
	France	152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	\$16.95	
	Spain	622010	Lan Crianza (Vintages)	750	\$16.95	
	France	363457	Famille Perrin Réserve Côtes du Rhône (Vintages)	750	\$16.95	
	Italy	433961	Villa Annaberta Amarone Della Valpolicella	750	\$38.95	
	Italy	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$19.95	
	Italy	650432	Castelgiocondo Brunello di Montalcino (Vintages)	750	\$52.95	
<b>Australia Flex Space (FSD) - "Explore Australian Wines"</b>						
<b>*Mandatory Participation: This is a SOLD promotion.</b>						
	Australia	91702	Red Knot Cabernet	750	\$19.05	\$2.00 LTO
	Australia	142018	Majella Musician	750	\$19.95	
	Australia	441543	Promised Land Shiraz	750	\$14.95	BAM
	Australia	606624	Ringbolt Cabernet Sauvignon 2018, Margaret River.	750	\$21.95	\$2.00 LTO
	Australia	621623	Yellow Tail Cabernet Sauvignon	750	\$12.95	\$2.00 LTO
	Australia	627802	Yellow Tail Chardonnay	750	\$11.95	
	Australia	659607	Mitolo Jester Shiraz, Shiraz	750	\$22.95	\$2.00 LTO
Australia	925453	Kilikanoon Killerman's Run Shiraz 2018	750	\$19.95		

## Chile/Argentina Flex Space (FSE) - "Save on New World Wines"



Argentina	16362	Santa Julia Chenin Blanc	750	\$11.95	\$2.00
South Africa	292557	The Wolftrap Syrah Mourvedre Viognier	750	\$13.95	\$2.00
Argentina	295105	Alamos Cabernet Sauvignon	750	\$15.95	\$2.00
Chile	341602	Cono Sur Bicicleta Pinot Noir	750	\$11.95	\$2.00
Chile	436956	Casillero Del Diablo Devil's Collection Red	750	\$16.00	\$2.00
Argentina	553818	Fuzion Organic Chardonnay Torrontes	750	\$12.95	\$2.00
Argentina	614651	Trapiche Reserve Malbec	750	\$11.45	\$1.50
South Africa	718940	Goats Do Roam Red	750	\$13.95	\$1.50

## Organic Flex Space

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

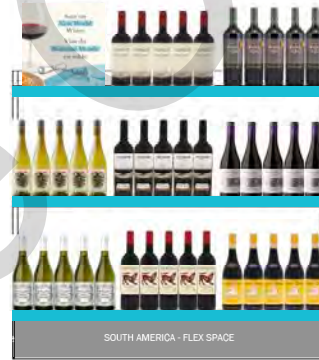
### EUROPE - Italy/SE Flex Space "New Wines from Europe"



### USA Flex Space "Great Value California Wines"



### Chile/Argentina Flex Space - "Save on New World Wines"



### Sparkling Flex Space - "New Sparkling Wines"



### Australia Flex Space "Explore Australian Wines"



#### Mandatory Participation:



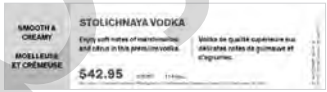








The following Flex Space is sold to the trade, store participation is mandatory:

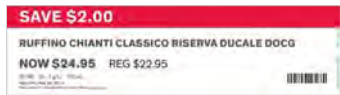



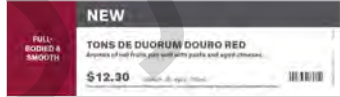



Flex Space Australia - Explore Australian Wines



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.

# ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	<b>EA4 Flight B (Standard)</b> Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P13-ST14 BIL: DMS-21P13-ST15	
	<b>EA4 Flight A (Premium)</b> Pre-printed Shelf Talkers		ENG: DMS-21P13-ST16 BIL: DMS-21P13-ST17	
On Shelf	Branded Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P13-ST1 BIL: DMS-21P13-ST2	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P13-ST3 BIL: DMS-21P13-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P13-ST5 BIL: DMS-21P13-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P13-ST7 BIL: DMS-21P13-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P13-ST9 BIL: DMS-21P13-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-21P13-ST11	
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-21P13-ST12	
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-21P13-ST13	
On Shelf	BBAM Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P13-ST18 BIL: DMS-21P13-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-P13-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-P13-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		



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1	225243	Stolichnaya Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		225250	Stolichnaya Vodka	1140	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>		272716	Stolichnaya Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2	114694	Crown Royal	1750	Seasonal Block Pile
<input type="checkbox"/>	<input type="checkbox"/>		217950	Crown Royal	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		434092	Crown Royal Northern Harvest Rye	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3	110056	Absolut Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		209221	Absolut Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		216655	Absolut Vodka	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4A	10157	Jameson Irish Whiskey	750	LTO, FNT
<input type="checkbox"/>	<input type="checkbox"/>		17055	Jameson Cold Brew Irish Whiskey	750	LTO, FNT
<input type="checkbox"/>	<input type="checkbox"/>		207613	Jameson Irish Whiskey	1140	VA, FNT
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4B	382861	Lot No. 40 Single Copper Pot Still Canadian Whsky	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		482612	Pike Creek Double Barreled Canadian Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		536946	J.P. Wiser's 15 YO Canadian Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5	10212	Kahlua Coffee Liqueur	375	BAM
<input type="checkbox"/>	<input type="checkbox"/>		10213	Kahlua Coffee Liqueur	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		10216	Kahlua Coffee Liqueur	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 6	234369	Apothic Red	750	LTO, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		285585	Masi Bonacosta Valpolicella Classico Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		589069	Peller Family Vineyards Red Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 7	270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>		272609	Las Mulas Sauvignon Blanc Reserva Organic	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		363622	Bolla Pinot Grigio Delle Venezie	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8	314856	Fireball Whisky Shooter	1140	BAM
<input type="checkbox"/>	<input type="checkbox"/>		398776	Fireball Whisky Shooter	375	VA, Spirit Cold Room
<input type="checkbox"/>	<input type="checkbox"/>		447953	Fireball Whisky Shooter	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 9	165845	Gran Feudo Rose	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		365205	Cono Sur Sparkling Rose	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>		459917	Peller Family Vineyards Rose	1500	LTO, Wine Fridge



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 10: Mini Thematic C	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
			15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	
			15887	Elora Brewing Shine IPA (855)	473	
			458273	GLB Octopus Wants To Fight IPA (1929)	473	LTO
			494633	Anderson IPA (791)	6 x 355	
			508572	Flying Monkeys Juicy Ass IPA (6309)	473	LTO
			518795	Omnipollo IPA (1812)	473	LTO
			538538	Woodhouse IPA (189)	473	
			573576	Amsterdam Space Invader (3842)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 11	10937	Forty Creek Double Barrel Reserve Whisky	750	Necktag
			285254	Forty Creek Copper Pot Reserve	750	LTO, Necktag
			550715	Forty Creek Barrel Select	750	VA, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 12	283929	Captain Morgan Black Spiced Rum	750	LTO
			454686	Captain Morgan Bold Spiced Rum	750	LTO
			500512	Captain Morgan Original Spiced Rum	750	Seasonal Block Pile
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 13	341602	Cono Sur Bicicleta Pinot Noir	750	LTO, Flex Space
			441519	Pelee Pebbles Red	1500	LTO
			620989	Hoya De Cadenas Reserva, Utiel-Requena	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 14	14910	Bushmills Irish Whiskey	750	VA
			61374	Bushmills Black Bush	750	LTO
			131870	Bushmills Malt 10 Year Old	750	BAM
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 15	15875	Moselland Bernkasteler Kurfurstlay Riesling	750	LTO
			526251	Jackson-Triggs Reserve Chardonnay VQA	750	LTO
			620054	Babich Sauvignon Blanc	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 16	405845	Evan Williams Black Label Bourbon Whiskey	750	BBAM
			512194	Larceny Kentucky Straight Bourbon	750	LTO
			547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	End Aisle
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 17	90472	J.P. Chenet Cabernet Syrah Organic Pays D'Oc	750	LTO
			553818	Fuzion Organic Chardonnay Torrontes	750	LTO, Flex Space
			645309	Kew Vineyards Organic Riesling Sparkling VQA	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 18	217448	Malibu Coconut Rum	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		477836	Malibu Coconut Rum	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		601765	Malibu Coconut Rum	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 19	14730	Ciroc Mango	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>		334128	Ciroc Red Berry	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		417295	Ciroc Original Unflavored	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 20	36483	> (V) Torres Gran Coronas Reserva (Miguel Torres)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		228569	Cave Spring Gamay VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		457119	Big Bill Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	20768	Irish Mist	750	
<input type="checkbox"/>	<input type="checkbox"/>		108357	Carolans Irish Cream	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>		535179	Carolans Irish Cream	375	20 BBAM
<input type="checkbox"/>	<input type="checkbox"/>		623678	Carolans Irish Cream	1140	VA: Ground Coffee
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	1487	Crown Royal Deluxe	750	
<input type="checkbox"/>	<input type="checkbox"/>		2691	Tanqueray Dry Gin	750	
<input type="checkbox"/>	<input type="checkbox"/>		7880	Johnnie Walker Black	750	
<input type="checkbox"/>	<input type="checkbox"/>		54866	Bulleit Bourbon	750	\$1.50 LTO
<input type="checkbox"/>	<input type="checkbox"/>		173542	Don Julio Blanco Tequila	750	
<input type="checkbox"/>	<input type="checkbox"/>		409490	Singleton Of Dufftown 12yo	750	
<input type="checkbox"/>	<input type="checkbox"/>		456095	Ketel One Vodka	750	\$3.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>		600163	Tanqueray No. Ten Gin	750	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	215525	(V) La Chablisienne Les Venerables Vieilles	750	\$3.50 LTO
<input type="checkbox"/>	<input type="checkbox"/>		217679	Jackson-Triggs Methode Cuve Close Sparkling VQA	750	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>		295105	Alamos Cabernet Sauvignon	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>		310391	The Dreaming Tree Crush Red Blend	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>		341743	Trius Rose VQA	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>		430546	Henry Of Pelham Sauvignon Blanc VQA	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>		479014	(V) Gran Feudo Reserva	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>		479766	(V) Ripassa Valpolicella Sup (Zenato)	750	\$3.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>		619452	Matua Hawke's Bay Sauvignon Blanc	750	\$3.00 LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table	10157	Jameson	750	\$1.00 LTO
			17055	Jameson Cold Brew	750	\$2.00 LTO
			207613	Jameson Irish Whiskey	1140	VA: Near pack Jameson Tumbler
			292615	Jameson Black Barrel	750	\$2.00 LTO
			429258	Jameson Caskmates Stout	750	VA: Jameson Cold Brew 50 mL
			635391	Jameson Caskmates IPA	750	VA: Jameson Cold Brew 50 mL
			636845	Redbreast 12 Year Old	750	10 BAM
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	270447	Guinness Draught	500	
			296244	Guinness Draught	4 x 440	\$1.00 LTO
			536227	Guinness Hop House 13	500	\$0.25 LTO
			554469	Guinness Draught	8 x 440	VA: branded glass
			270439	Smithwick's Ale	500	
			442731	Kilkenny Traditional Cream Ale	4 x 500	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	14483	Ace Hill Raspberry Vodka Soda	355	
			14485	Ace Hill Lemon Vodka Soda	355	
			14664	Nude Vodka Soda Raspberry Lemon	473	
			14666	Nude Gin Soda Mixed Berry	473	
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	15761	Trinity Oaks Cabernet Sauvignon	750	\$2.00 LTO
			168716	(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$3.00 LTO
			229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00 LTO
			244616	Sandbanks Rose VQA	750	\$2.00 LTO
			413237	15 Terroir Languedoc (Gerard Bertrand)	750	\$2.00 LTO
			419986	Jacob's Creek Double Barrel Shiraz	750	\$3.00 LTO
			462846	Columbia Crest GE Chardonnay	750	\$2.00 LTO
			483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00 LTO
			522672	(V) Vidal Icewine VQA Nia(Lakeview Cellars)	200	\$3.00 LTO
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00 LTO			

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21A	15119	Creemore Springs Lager 6 x 355 m L		
			19584	Creemore Springs Helles Light Lager 2130 mL		
			541243	Creemore Springs Premium Lager 2838 mL		
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21B	19358	Beau's Local Organic 473 mL		
			19610	Steam Whistle Dry Hopped Pilsner 473 mL		
			19758	Sawdust City Binary System 473 mL		
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21C	17819	Stella Artois 6 x 473 m L		\$1.00 LTO
			17823	Stella Artois 6 x 330 m L		Value-add
				Value-add Merchandiser		
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21D	300681	Coors Light 6 x 473 m L		Value-add
			906628	Coors Light 6 x 355 m L		
				Value-add Merchandiser		
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	13660	Royal City Exhibition Session IPA	473	
			15872	Sawdust City Everyday Magic Hazy IPA	473	
			17396	Cameron's Cruising Through The Galaxy Hazy	473	
			120626	Northern Lights Hazy IPA	473	
			468181	Brock Street Blonde	473	
			471474	Bobcaygeon Brewing Common Loon IPA	473	
			638874	Macleans Scotch Ale	473	
<input type="checkbox"/>	<input type="checkbox"/>	Craft Beer Imported Shelf Talkers	17829	Snowbird Juicy IPA	473	
			492041	Doppel Hirsch Doppel Bock	500	
			17831	Russell - A Wee Angry Scotch Ale	473	
			356204	St.feueillien Saison	330	
			18474	La Moneuse - Saison	375	
			10154	Rubaeus Raspberry Ale	2130	
			17832	Cigar City Florida Man Double IPA	1420	
			17833	Oskar Blues Can-O-Bliss DIPA	1420	
			13343	Vox Populi Double Fruit Punch IPA	355	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	\$2.00 LTO
			136044	Pelee Island Chardonnay VQA	750	\$1.00 LTO
			284539	Trius Brut VQA	750	\$3.00 LTO
			587956	Trius Cabernet Sauvignon VQA	750	\$2.00 LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	326413	Pelee Island Pinot Grigio VQA	750		
			459966	Henry Of Pelham Baco Noir Old Vines VQA	750		
			467662	Strewn Two Vines Riesling Gewürztraminer VQA	750		
			617662	Diabolica Red VQA	750		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$3.00 LTO	
			177295	Rivera Il Falcone Riserva Castel del Monte	750	\$2.00 LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: Mar 6	17451	Proemio Reserve Cabernet Sauvignon 2016	750		
			18502	La Chevalière Rasteau 2017	750		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: Mar 20	25080	Hess Select Cabernet Sauvignon 2017	750		
			288530	Mazzei Ser Lapo Riserva Chianti Classico 2017	750		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages BAM/LTO Program		Refer to pg. 41 for a list of products			
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	149237	The Foreign Affair The Conspiracy	750	\$2.00 LTO	
			240	Smirnoff Vodka	375	15 BBAMs + VA: Pepsi	
			31757	Smirnoff Vodka	750	20 BBAMs + VA: Pepsi	
<input type="checkbox"/>	<input type="checkbox"/>		Block Pile C: Spirits	38505	Smirnoff Vodka	1750	45 BBAMs + VA: Pepsi
				131391	Smirnoff Vodka	1140	30 BBAMs + VA: Pepsi
				545392	Smirnoff Berry Blast	750	20 BBAMs + VA: Pepsi
		29090		Ciao Sang Organic Carton Terra De Chieti Igp	1000	7 BAM	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile: Wines	53991	Barefoot Merlot	750	5 BAM	
			245282	Santa Carolina Cabernet Sauvignon/Merlot	750	5 BAM	
			306001	Colio Dry White Bag In Box	4000	20 BAM	
			348680	Bersano Costalunga Barbera D'Asti Docg	750	7 BAM	
			448548	Hardys Stamp Series Riesling/Gewurztraminer	750	6 BAM	
			532358	Julia Florista Red	750	4 BAM	
			620617	Collavini Pinot Grigio	1500	8 BAM	

## Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		500512	Captain Morgan Spiced Rum	750	VA: Toronto Football Club Toque
		217653	Captain Morgan Spiced Rum	1140	VA: Toronto Raptors socks
<input type="checkbox"/>	<input type="checkbox"/> Block Pile D: MLSE	67	Smirnoff Red	750	VA: Toronto Raptors socks
		216929	Smirnoff Red	1140	VA: Toronto Raptors socks
		114694	Crown Royal Whisky	1750	VA: Maple Leafs Jersey bag
		1487	Crown Royal Whisky	750	VA: Maple Leafs Jersey bag
<input type="checkbox"/>	<input type="checkbox"/> Flex Space	Refer to pg. 49 for a list of products			

**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

**FNT** = Front Nesting Table

**BP** = Block Pile

**COTM** = Cocktail of the Month

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65				
R1	Vodka A	211110	Wyborowa Vodka	1140	LTO											Y	Y
R2	Vodka B	34579	Prince Igor Extreme Vodka	1140	Value Add							Y	Y	Y	Y	Y	Y
R3	Vodka C	253302	Luksusowa Vodka	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	597559	Tito's Handmade Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	456095	Ketel One Vodka	750	Mini Thematic, LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	545343	Flor De Cana Anejo Clasico 5	1140	LTO												Y
R7	Rum B	4622	Newfoundland Screech Rum	750	BAM							Y	Y	Y	Y	Y	Y
R8	Rum C	366534	The Kraken Black Spiced Rum	375	BAM							Y	Y	Y	Y	Y	Y
R9	Rum D	492520	Bacardi 8 Year Old Reserva Gold Rum	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R10	Rum E	112979	Bacardi Superior White Rum (P.E.T)	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	667071	Green Spot Irish Whiskey	750	BAM											Y	Y
R12	Canadian Whisky B	541011	Wayne Gretzky Red Cask Whisky	375	LTO							Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	211334	The Famous Grouse	1140	BAM					Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	311928	Canadian Club Classic 12 Year Old	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	457572	Gibson's Finest Bold 8YO	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	330803	Bowmore 12 Year Old Islay Single Malt	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	11945	Proper No. Twelve	750	BAM	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	536805	Spirit Of York Gin	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	122952	Hpnotiq Liqueur	375	LTO							Y	Y	Y	Y	Y	Y
R20	Liqueurs B	17469	Rumchata	1750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	605956	Baileys Irish Cream Liqueur	1140	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	398016	Dr. McGillicuddy Intense Peach	750	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	522359	Torres Brandy 10	750	LTO												Y
R24	Brandy B	282277	Pimm's No. 1 Cup	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	450932	Jose Cuervo Tradicional Reposado	750	LTO									Y	Y	Y	Y
R26	Ontario Blend A	135970	Pelee Island Gewurztraminer	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	607903	Peller Family Vineyards Cabernet Merlot	1500	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	289835	Peller Family Vineyards Dry White	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	667089	Peller Family Vineyards Pinot Grigio	750	LTO, Wine Fridge							Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	322792	Peller Family Vineyard Red	1500	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	355933	Black Cellar Shiraz Cabernet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	582825	Peller Estates Family Series Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	439281	Konzelmann Merlot VQA	750	LTO									Y	Y	Y	Y
R34	Ontario VQA B	16777	Bask Sauvignon Blanc	750	LTO									Y	Y	Y	Y
R35	Australia/New Zealand A	119628	Lindemans Bin 45 Cabernet Sauvignon	750	LTO										Y	Y	Y
R36	Australia/New Zealand B	251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	LTO										Y	Y	Y
R37	Australia/New Zealand C	633578	Jacob's Creek Pinot Grigio	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	461525	19 Crimes Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R39 USA A	541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R40 USA B	56366	Sterling Vintner's Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R41 Chile A	168419	Fuzion Alta Torrontes Pinot Grigio	750	LTO, Wine Fridge							Y	Y	Y	Y	
R42 Chile B	278416	Casillero Del Diablo Reserva Cab Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	20214	Fontanafredda Barolo Docg	750	LTO										Y	
R44 France Blend B	216945	Freixenet Cordon Negro Brut Cava	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	16840	Bolla Valpolicella Classico	750	LTO									Y	Y	
R46 France South B	302380	Mezzacorona Pinot Grigio Trentino	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/Burgundy A	372391	Leonardo Chianti Fiasco	750	LTO									Y	Y	Y
R48 Italy Central A	543850	G. Meffre Hommage Cotes Du Rhone Aop	750	LTO									Y	Y	
R49 Italy Central B	462085	Grand Sud Chardonnay Vdfrance	1000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	LTO						Y	Y	Y	Y	Y	
R51 Italy North B	416487	The Wanted Zin Old Vines Zinfandel Igt	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	191239	Grahams Late Bottled Vintage Port	750	LTO										Y	
R53 Southern Europe B	267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	LTO									Y	Y	Y
R54 Germany A	943	Mouton Cadet Bordeaux Red Aoc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	11572	XOXO Moscato	750	LTO									Y	Y	Y
R56 Sparkling B	265157	Jacob's Creek Moscato	750	LTO				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	13445	Henderson's Brewing Co. Export Stout (766)	473	LTO										Y	Y
R58 Ontario Beer B	13618	Innis & Gunn Irish Whiskey Cask (LCBO Warehouse)	500		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	560102	Tree Topper Red Ale (600)	473											Y	
R60 Beer 2	546408	Dragon Stout (LCBO Warehouse)	4 x 426	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	699389	Magners Original Irish Cider (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	271619	Harp Lager (LCBO Warehouse)	500	LTO			Y	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	Y	
R64 Party Zone 2	14515	Amalfi Aperitivo Spritz	4 x 355	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	14503	Mott's Clamato Caesar Sweet & Spicy	458	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	64659	Captain Morgan Private Stock Rum	750	LTO	Diageo Canada Inc.
C2: Community Extender 2	103747	Maker's Mark Kentucky Bourbon	750	LTO	Beam Suntory
C3: Community Extender 3	383711	Jackson-Triggs Merlot	750	LTO	Arterra Wines Canada Inc.
C4: Community Extender 4	143735	Fantini Farnese Negroamaro Puglia Igp	750	LTO	Barrique Wine Imports Ltd.
C5: Community Extender 5	436956	Casillero Del Diablo Devil's Collection Red	750	LTO, Flex Space	Escalade Wine & Spirits
C6: Community Extender 6	225615	Brugal Anejo	750	LTO	Beam Suntory
C7: Community Extender 7	479980	Macallan 12 YO Double Cask	750	BAM	Beam Suntory
C8: Community Extender 8	13057	Writers Tears Copper Pot Irish Whiskey	700	LTO	Woodman Wines & Spirits
C9: Community Extender 9	667105	Peller Family Vineyards Merlot	750	LTO	Andrew Peller Limited
C10: Community Extender 10	611483	Wolf Blass Red Label Cabernet Merlot	750	LTO	Mark Anthony Wine & Spirits

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	417642	Cave Spring Pinot Noir VQA	750	LTO	Cave Spring Cellars Ltd.,
D2: Discovery Wines 2	13459	Bio Bio Organic Merlot	750	LTO	Trajectory Beverage Partners
D3: Discovery Wines 3	647644	Bread & Butter Cabernet Sauvignon	750	LTO	Dionysus Wines & Spirits Ltd.
D4: Discovery BSM 1	531400	Estrella Damm (LCBO Warehouse)	500	LTO	The Premium Beer Company Inc.
D5: Discovery BSM 2	15928	Mill St Big Little Lager (1950)	473	BAM	Trillium Beverage Inc.
D6: Discovery BSM 3	491514	Jaw Drop Flashing Peaches	473	LTO	Breakthru Beverage Canada Inc.
D7: Discovery Spirits 1	10946	Fireball 50 mL 6 Pack Carrier	6 x 50	LTO	Charton Hobbs Inc
D8: Discovery Spirits 2	369009	Pinnacle Vodka	750	BAM	Beam Suntory
D9: Discovery Spirits 3	114967	Finlandia Vodka	1750	LTO	PMA Canada Ltd.

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	472555	F Lurton Fumees Blanches Sauv BI Vdfrance	750	LTO	Trajectory Beverage Partners

## IMAGE Shelf Talkers

LCBO#	Description	Size (mL)	Support Program	Agent
16111	Volcan Cristalino Tequila	750		Charton Hobbs Inc
18828	Ardbeg Beastie 5 Year Old	750		Charton Hobbs Inc
19016	Muskoka Blue Buried Treasure	473		Lakes Of Muskoka Cottage Brewery
131490	Muskoka Cream Ale	473		Lakes Of Muskoka Cottage Brewery
298638	Glenmorangie Original Single Malt Scotch Whisky	750		Charton Hobbs Inc
479949	Wild Turkey 101	750		Forty Creek Distillery Ltd
575001	Wild Turkey Longbranch	750		Forty Creek Distillery Ltd
903021	Volcan Blanco	750		Charton Hobbs Inc

Trade Copy

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
117	Bacardi Superior White Rum	750	\$1.00	
943	Mouton Cadet Bordeaux Red Aoc	750	\$2.00	Shelf Extender
4101	Remy Martin VSOP	750	\$5.00	
4606	Vodka Mudshake Creamy Vanilla	4 x 270	\$1.00	Shelf Extender
10157	Jameson Irish Whiskey	750	\$1.00	End Aisle, Front Nesting Table
10213	Kahlua Coffee Liqueur	750	\$1.00	End Aisle
10233	Oggi Botter Pinot Grigio Doc	1500	\$2.00	Feature Fixture A
10946	Fireball 50 mL 6 Pack Carrier	6 x 50	\$2.00	Discovery Extender
11572	XOXO Moscato	750	\$1.00	Shelf Extender
12676	Bodacious Cabernet Sauvignon	4000	\$3.00	Feature Fixture B
13057	Writers Tears Copper Pot Irish Whiskey	700	\$3.00	Comm. Extender
13445	Henderson's Brewing Co. Export Stout	473	\$0.30	Shelf Extender
13459	Bio Bio Organic Merlot	750	\$1.00	Discovery Extender
13493	Trementi Bar Veneto Igp Appassimento	750	\$2.00	
13641	Bench Brewing Short Hills East Coast IPA	473	\$0.20	Mini Thematic
13686	Bread & Butter Pinot Noir	750	\$3.00	Flex Space
14400	Coors Original	6 x 473	\$1.45	
14503	Mott's Clamato Caesar Sweet & Spicy	458	\$0.25	Shelf Extender
14515	Amalfi Aperitivo Spritz	4 x 355	\$1.00	Shelf Extender
14534	Twisted Tea Peach	473	\$0.20	
14988	Muskoka Detour	6 x 473	\$1.50	
15009	Pink Whitney	750	\$1.50	
15119	Creemore Springs Lager	6 x 355	\$1.00	EZA
15761	Trinity Oaks Cabernet Sauvignon	750	\$2.00	Middle Nesting Table, Flex Space
15875	Moselland Bernkasteler Kurfurstlay Riesling	750	\$1.50	End Aisle, Wine Fridge
15888	Open Pinot Grigio VQA Bag In Box	3000	\$2.00	Feature Fixture B
16329	Abbot Ale	500	\$0.25	
16362	Santa Julia Chenin Blanc	750	\$2.00	Flex Space
16777	Bask Sauvignon Blanc	750	\$1.00	Shelf Extender
16791	Speck Bros. F. Tree The Bootlegger Baco Noir VQA	750	\$2.00	goLOCAL
16840	Bolla Valpolicella Classico	750	\$2.00	Shelf Extender
17055	Jameson Cold Brew Irish Whiskey	750	\$2.00	End Aisle, Front Nesting Table
17396	Cameron's Cruising Through The Galaxy Hazy	473	\$0.20	OCB
17469	Rumchata	1750	\$4.00	Shelf Extender
17554	XOXO Botanicals Peach Orange Blossom	750	\$1.00	
17783	Lake Of Bays Foghorn Juicy IPA	473	\$0.30	
17817	Corona Extra	6 x 473	\$1.00	
17819	Stella Artois	6 x 473	\$1.00	EZH

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18392	Sandbanks Baco Noir VQA Bag In Box	3000	\$3.00	Feature Fixture A
18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	\$3.00	Feature Fixture A
18412	D'Ont Poke The Bear Red VQA Bag In Box	3000	\$3.00	Feature Fixture A
18869	Hornitos Black Barrel	750	\$5.00	
20214	Fontanafredda Barolo Docg	750	\$4.00	Shelf Extender
20289	Yellow Tail Shiraz	1500	\$3.50	Feature Fixture A
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00	
27854	Masi Modello Merlot Trevenezie Igt	1500	\$3.00	Feature Fixture A
34579	Prince Igor Extreme Vodka	1140	\$1.00	Shelf Extender
36483	> (V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$2.00	End Aisle
37861	Pabst Blue Ribbon	473	\$0.25	
38901	Dalmore 12 Yr Old	750	\$10.00	
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.50	Mini Thematic
56366	Sterling Vintner's Cabernet Sauvignon	750	\$2.00	Shelf Extender
61374	Bushmills Black Bush	750	\$3.00	End Aisle
64659	Captain Morgan Private Stock Rum	750	\$1.00	Comm. Extender
66654	Creekside Syrah/Shiraz VQA	750	\$1.00	
68577	Sawmill Creek Dry White Bag In Box	4000	\$1.00	
71746	Tullamore Dew Irish Whiskey	750	\$3.00	
74393	Baileys Irish Cream	375	\$1.00	
75689	Wayne Gretzky Cabernet Merlot VQA	750	\$1.00	
80234	>(V) Riesling Black Sheep (Featherstone)	750	\$1.00	
89029	>(V) Riesling Sketches Of Niagara (Tawse)	750	\$3.00	
90472	J.P. Chenet Cabernet Syrah Organic Pays D'Oc	750	\$1.00	End Aisle
91702	Red Knot Cabernet Sauvignon	750	\$2.00	Flex Space
103747	Maker's Mark Kentucky Bourbon	750	\$4.00	Comm. Extender
108357	Carolans Irish Cream	750	\$2.00	Entrance Table
110056	Absolut Vodka	750	\$1.00	End Aisle
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750	\$2.00	
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	Shelf Extender
114967	Finlandia Vodka	1750	\$1.85	Discovery Extender
119628	Lindemans Bin 45 Cabernet Sauvignon	750	\$1.00	Shelf Extender
120626	Northern Lights Hazy IPA	473	\$0.20	OCB
122952	Hpnotiq Liqueur	375	\$2.00	Shelf Extender
127787	Lonetree Authentic Dry Cider	473	\$0.25	
135970	Pelee Island Gewurztraminer	750	\$1.00	Shelf Extender
136044	Pelee Island Chardonnay VQA	750	\$1.00	goLOCAL
137125	Russian Standard Vodka	1750	\$1.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
140509	James Ready 5.5	6 x 473	\$1.00	
143735	Fantini Farnese Negroamaro Puglia Igp	750	\$1.00	Comm. Extender
143891	Peroni Nastro Azzurro	500	\$0.20	
144493	Montecillo Crianza Rioja	750	\$2.00	
145417	Pelee Island Lighthouse Riesling VQA	750	\$2.00	
146761	Fielding Riesling VQA	750	\$2.00	
149237	>The Conspiracy Ripasso Style (Foreign Affai	750	\$2.00	OWS
153379	Martini & Rossi Asti	1500	\$3.00	Feature Fixture B
156968	>(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E	750	\$1.00	
165845	Gran Feudo Rose	750	\$1.50	End Aisle
168419	Fuzion Alta Torrontes Pinot Grigio	750	\$2.00	Shelf Extender, Wine Fridge
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$3.00	Middle Nesting Table
177295	>(V)Riserva Il Falcone Castel Del Monte Docg(River	750	\$2.00	VL1
191239	Grahams Late Bottled Vintage Port	750	\$3.00	Shelf Extender
211110	Wyborowa Vodka	1140	\$1.20	Shelf Extender
211235	Palm Bay Strawberry Pineapple	6 x 355	\$1.00	
215012	Black Tower Rivaner	1000	\$2.00	Feature Fixture B
215525	>(V) La Chablisienne Les Venerables Vieilles	750	\$3.50	Mini Thematic
216945	Freixenet Cordon Negro Brut Cava	750	\$2.00	Shelf Extender, Wine Fridge
216952	Barefoot Bubbly Pinot Grigio	750	\$1.00	Flex Space
217448	Malibu Coconut Rum	1140	\$2.00	End Aisle
217679	Jackson-Triggs Methode Cuve Close Sparklg VQA	750	\$1.00	Mini Thematic
217802	Johnnie Walker Black Label	1140	\$4.00	
217950	Crown Royal	1140	\$1.00	End Aisle
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	\$3.00	Shelf Extender
225243	Stolichnaya Vodka	750	\$1.30	End Aisle
225615	Brugal Anejo	750	\$1.00	Comm. Extender
226555	Hahn Pinot Noir Monterey	750	\$2.00	Flex Space
228569	Cave Spring Gamay VQA	750	\$2.00	End Aisle
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00	Middle Nesting Table, Wine Fridge
230987	Jameson Irish Whiskey	375	\$1.00	Spirit Cold Room
231779	Bartenura Moscato- Kpm Igt	750	\$1.00	
234369	Apothic Red	750	\$2.00	End Aisle, Necktag
244616	Sandbanks Rose VQA	750	\$2.00	Middle Nesting Table
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	Shelf Extender
253302	Luksusowa Vodka	750	\$1.00	Shelf Extender
260307	Hollandia Lager Beer	500	\$0.20	
265157	Jacob's Creek Moscato	750	\$2.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750	\$2.00	Shelf Extender
270363	Castillo De Almansa Reserva, Almansa	750	\$1.50	
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	End Aisle
271619	Harp Lager	500	\$0.25	Shelf Extender
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$2.00	End Aisle
272716	Stolichnaya Vodka	1750	\$1.45	End Aisle
275172	Nickel Brook Headstock IPA	473	\$0.25	
278416	Casillero Del Diablo Reserva Cab Sauvignon	750	\$2.00	Shelf Extender
280081	Steam Whistle Premium Pilsner	6 x 355	\$1.50	
282277	Pimm's No. 1 Cup	750	\$1.00	Shelf Extender
283929	Captain Morgan Black Spiced Rum	750	\$2.00	End Aisle
284539	Trius Brut VQA	750	\$3.00	goLOCAL
285254	Forty Creek Copper Pot Reserve	750	\$1.50	End Aisle, Necktag
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$2.00	End Aisle
289835	Peller Family Vineyards Dry White	1500	\$1.50	Shelf Extender
292557	The Wolftrap Syrah Mourvedre Viognier	750	\$2.00	Flex Space
292615	Jameson Black Barrel	750	\$2.00	Front Nesting Table
295105	Alamos Cabernet Sauvignon	750	\$2.00	Mini Thematic, Flex Space, Necktag
296244	Guinness Draught	4 x 440	\$1.00	Seasonal Block Pile A
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	Shelf Extender
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$2.00	
308122	>(V)Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00	Wine Fridge
310391	The Dreaming Tree Crush Red Blend	750	\$2.00	Mini Thematic
311928	Canadian Club Classic 12 Year Old	750	\$2.00	Shelf Extender
319442	Mike's Hard Lemonade	6 x 355	\$1.00	
322792	Peller Family Vineyard Red	1500	\$1.50	Shelf Extender
326090	>(V) Oyster Bay Pinot Grigio Hawke's Bay	750	\$2.00	
326256	Wayne Gretzky Pinot Grigio VQA	750	\$1.00	
328526	Jackson-Triggs Chardonnay	1500	\$2.00	
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00	Shelf Extender
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	
334037	Innis & Gunn The Original	500	\$0.20	
334045	Kilbeggan	750	\$5.00	
334128	Ciroc Red Berry	750	\$3.00	End Aisle
337238	> (V)Cab Sauvignon Marques (Concha Y Toro)	750	\$3.00	
341602	Cono Sur Bicicleta Pinot Noir	750	\$2.00	End Aisle, Flex Space
341743	Trius Rose VQA	750	\$2.00	Mini Thematic, Wine Fridge
342436	>(V) Bonterra Chardonnay Organic	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
354761	>(V) Carmenere Terra Vega (Kpm) (Luis F. Edwards)	750	\$1.00	
355933	Black Cellar Shiraz Cabernet	750	\$1.00	Shelf Extender
363622	Bolla Pinot Grigio Delle Venezie	750	\$2.00	End Aisle
365205	Cono Sur Sparkling Rose	750	\$2.00	End Aisle, Wine Fridge
371500	Pelee Island Lighthouse Sauvignon Blanc VQA	750	\$1.00	
372391	Leonardo Chianti Fiasco	750	\$2.00	Shelf Extender
374546	Growers Honeycrisp Apple Cider	473	\$0.30	
383711	Jackson-Triggs Merlot	750	\$1.00	Comm. Extender
387423	Bruichladdich The Classic Laddie Scottish Barley	750	\$5.00	
391631	Fantini Farnese Pinot Grigio	750	\$1.50	
392597	Chloe Chardonnay	750	\$3.00	Flex Space
398370	Hornitos Black Barrel	750	\$5.00	
398677	St Ambrose Oatmeal Stout	473	\$0.35	
408658	> Cab Sauv Reserva De Familia (Vina Santa Carolina	750	\$2.00	
413070	Two Oceans Sauvignon Blanc	1500	\$2.00	Feature Fixture A, Wine Fridge
413237	>15 Terroir Languedoc (Gerard Bertrand)	750	\$2.00	Middle Nesting Table
416487	The Wanted Zin Old Vines Zinfandel Igt	750	\$2.00	Shelf Extender
417295	Ciroc Original Unfl voured	750	\$3.00	End Aisle
417642	Cave Spring Pinot Noir VQA	750	\$2.00	Discovery Extender
419986	Jacob's Creek Double Barrel Shiraz	750	\$3.00	Middle Nesting Table
425488	> (V)Cannonau Riserva Sardinia (Sella& Mosca)	750	\$2.50	
426718	Cesari Amarone Classico Doc	750	\$4.00	
429795	Bodacious Cabernet Sauvignon	750	\$1.00	
430025	Peller Family Vineyards Merlot Bag In Box	4000	\$3.00	
430546	Henry Of Pelham Sauvignon Blanc VQA	750	\$2.00	Mini Thematic
434092	Crown Royal Northern Harvest Rye	750	\$2.00	End Aisle
436956	Casillero Del Diablo Devil's Collection Red	750	\$2.00	Comm. Extender, Flex Space
439075	Bulleit Bourbon 10 YO	750	\$5.00	
439281	Konzelmann Merlot VQA	750	\$1.50	Shelf Extender
441519	Pelee Pebbles Red	1500	\$1.00	End Aisle
444497	American Vintage Lemon Hard Iced Tea	6 x 355	\$1.00	
446468	Ketel One	375	\$1.00	
449157	Smirnoff Ice Tall Can	473	\$0.25	
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	Shelf Extender
454686	Captain Morgan Bold Spiced Rum	750	\$1.00	End Aisle
454876	>(V)Ghost Pines Merlot	750	\$2.00	
456095	Ketel One Vodka	750	\$3.00	Mini Thematic, Shelf Extender
457119	Big Bill Cabernet Sauvignon	750	\$2.00	End Aisle

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
457572	Gibson's Finest Bold 8YO	750	\$3.00	Shelf Extender
458273	Glb Octopus Wants To Fight IPA	473	\$0.20	Mini Thematic
459917	Peller Family Vineyards Rose	1500	\$1.50	End Aisle, Wine Fridge
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	Shelf Extender
462085	Grand Sud Chardonnay Vdfrance	1000	\$1.50	Shelf Extender
462846	>Columbia Crest Grand Estates Chardonnay	750	\$2.00	Middle Nesting Table, Wine Fridge
472555	F Lurton Fumees Blanches Sauv BI Vdfrance	750	\$2.00	Green Extender
479014	> (V) Gran Feudo Reserva	750	\$2.00	Mini Thematic
479766	> (V) Ripassa Valpolicella Sup (Zenato)	750	\$3.00	Mini Thematic
480616	Jack Daniel's Single Barrel Whiskey	750	\$5.00	
482612	Pike Creek Double Barreled Canadian Whisky	750	\$3.00	End Aisle
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	Middle Nesting Table
491290	Pop Shoppe Hard Cream Soda	473	\$0.25	
491514	Jaw Drop Flashing Peaches	473	\$0.25	Discovery Extender
491829	Southern Comfort	1140	\$4.00	
492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$2.00	Shelf Extender
496968	Michelob Ultra	6 x 473	\$1.00	
500504	Captain Morgan Original Spiced Rum	375	\$1.00	
506741	Kronenbourg 1664	500	\$0.25	
508572	Flying Monkeys Juicy Ass IPA	473	\$0.20	Mini Thematic
508580	Wellington Upside IPA	473	\$0.25	
512194	Larceny Kentucky Straight Bourbon	750	\$3.00	End Aisle
516880	Mill Street Org Lager	6 x 473	\$1.00	
518795	Omnipollo IPA	473	\$0.20	Mini Thematic
522359	Torres Brandy 10	750	\$2.00	Shelf Extender
522672	> (V)Vidal Icewine VQA Nia(Lakeview Cellars)	200	\$3.00	Middle Nesting Table
526251	Jackson-Triggs Reserve Chardonnay VQA	750	\$1.00	End Aisle
528844	Cantine Due Palme Brindisi Rosso Dop	2000	\$1.50	Feature Fixture A
531400	Estrella Damm	500	\$0.20	Discovery Extender
535294	Grosch Premium Pilsner	500	\$0.20	
536227	Guinness Hop House 13	500	\$0.25	Seasonal Block Pile A
536805	Spirit Of York Gin	750	\$3.00	Shelf Extender
536946	J.P. Wiser's 15 YO Canadian Whisky	750	\$5.00	End Aisle
541011	Wayne Gretzky Red Cask Whisky	375	\$3.00	Shelf Extender
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	Shelf Extender
543850	G. Meffre Hommage Cotes Du Rhone Aop	750	\$2.00	Shelf Extender
545004	> (V) Chardonnay Mission Hill Reserve	750	\$3.00	
545343	Flor De Cana Anejo Clasico 5	1140	\$1.00	Shelf Extender



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
546408	Dragon Stout	4 x 426	\$1.00	Shelf Extender
553818	Fuzion Organic Chardonnay Torrontes	750	\$2.00	End Aisle, Flex Space
557827	Stolichnaya Gold Vodka	750	\$3.00	
572594	Duntroon Cyder House Standing Rock	473	\$0.20	
573576	Amsterdam Space Invader	473	\$0.20	Mini Thematic
574509	Berliner Pilsner	500	\$0.30	
582825	Peller Estates Family Series Chardonnay VQA	750	\$1.00	Shelf Extender
587956	Trius Cabernet Sauvignon VQA	750	\$2.00	goLOCAL
589069	Peller Family Vineyards Red Bag In Box	4000	\$1.00	End Aisle
597559	Tito's Handmade Vodka	750	\$2.00	Shelf Extender
601765	Malibu Coconut Rum	375	\$1.00	End Aisle
605956	Baileys Irish Cream Liquor	1140	\$2.00	Shelf Extender
606624	>Ringbolt Cabernet Sauvignon Marg River	750	\$2.00	Flex Space
607903	Peller Family Vineyards Cabernet Merlot	1500	\$1.50	Shelf Extender
608653	>Sonoma Cutrer Chardonnay Rus River Ranches	750	\$3.00	
611483	Wolf Blass Red Label Cabernet Merlot	750	\$2.00	Comm. Extender
612259	Sleeman Original Draught	6 x 341	\$1.50	
614651	Trapiche Reserve Malbec	750	\$1.50	Flex Space
614826	Pelee Island Pinot Grigio	1500	\$2.00	
617233	Haymans London Dry Gin	750	\$6.00	
619452	Matua Hawke's Bay Sauvignon Blanc	750	\$2.00	Mini Thematic, Wine Fridge
620054	Babich Sauvignon Blanc	750	\$2.00	End Aisle, Wine Fridge
620724	Creekside Sauvignon Blanc VQA	750	\$1.00	
620989	Hoya De Cadenas Reserva, Utiel-Requena	750	\$1.50	End Aisle
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00	Middle Nesting Table, Flex Space
623322	Peller Family Vineyards Sauvignon BI	4000	\$3.00	Feature Fixture B
629865	Negrar Appassimento Veneto Igt	750	\$2.00	
632471	Torrevento Matervitae Falanghina Puglia Igt	750	\$2.00	
633578	Jacob's Creek Pinot Grigio	750	\$2.00	Shelf Extender
636035	Summit Vodka	750	\$1.00	
638221	Josh Cellars Merlot	750	\$2.00	Flex Space
645309	Kew Vineyards Organic Riesling Sparkling VQA	750	\$1.00	End Aisle
647644	Bread & Butter Cabernet Sauvignon	750	\$3.00	Discovery Extender
649749	Castillo De Almansa Reserva	1500	\$2.00	Feature Fixture A
659607	>(V) Mitolo Jester Shiraz	750	\$2.00	Flex Space
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	Shelf Extender, Wine Fridge
667105	Peller Family Vineyards Merlot	750	\$1.00	Comm. Extender
695080	Hardys Stamp Series Shiraz/Cabernet	1500	\$3.00	Feature Fixture A

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
697318	Brickworks Ciderhouse Batch 1904	6 x 473	\$1.00	
699389	Magners Original Irish Cider	500	\$0.35	Shelf Extender
718940	Goats Do Roam Red	750	\$1.50	Flex Space
719435	>(V) La Crema Sonoma Coast Pinot Noir	750	\$3.00	
900621	Molson Canadian	6 x 341	\$1.30	
907147	Alexander Keith's India Pale Ale	473	\$0.20	
908665	Bud Light	6 x 355	\$1.00	
925685	Absolut Grapefruit Vodka	750	\$1.00	
954834	>(V) Rodney Strong Pinot Noir Russian River	750	\$3.00	VL1
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	\$2.00	

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## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
17823	Stella Artois	6 x 330	Purchase 2 Stella Artois 6 x 330 m L bottles and receive a free chalice	17823
34579	Prince Igor Extreme Vodka	1140	Forty Creek Barrel Select 50 mL	34579
53082	Alberta Pure Vodka (P.E.T)	1750	Summit 2 x 50 m L	53082
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 x 50 m L	54213
88799	Alberta Pure Vodka (P.E.T)	750	Summit 50 mL	88799
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 x 50 m L	190363
216226	Alberta Premium Whisky	1140	Canadian Club 100% Rye 50 mL	216226
237792	Icebox Long Island Iced Tea	1140	Fireball 50 mL	237792
454462	Banff Ice Vodka	1750	Summit 2 x 50 m L	454462
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL	517136
550715	Forty Creek Barrel Select	750	Forty Creek Copper Pot 50 mL	550715

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
18	Heineken Lager	6 x 330	Heineken Bucket Hat
1206	Bacardi Gold Rum	750	Bacardi 4 YO 50 mL
3871	Alberta Premium Whisky (P.E.T)	375	Canadian Club 100% Rye 50 mL
10216	Kahlua Coffee Liquor	1140	Polar Ice Arctic Extreme 50 mL
11868	Whitley Neill Rhubarb & Ginger	750	WNG Original Gin 50 mL
14730	Ciroc Mango	750	Liquid Value Add
14731	Smirnoff Infusions Cucumber & Lime	750	Liquid Value Add
14732	Smirnoff Infusions Watermelon & Mint	750	Liquid Value Add
14733	Smirnoff Infusions Strawberry & Rose	750	Liquid Value Add
14910	Bushmills Irish Whiskey	750	Lavazza 50 gram bag
15179	Coors Organic	6 x 355	Prairie Vodka 50 mL
16833	Goldschlager	750	Southern Comfort 50 mL
17823	Stella Artois	6 x 330	Purchase 2 Stella Artois 6 x 330 m L bottles and receive a free chalice
20362	Finlandia Vodka	750	Jack Apple 50 mL
27235	Sauza Gold Tequila	750	Jim Beam Honey 50 mL
35840	Zubrowka Bison Vodka	750	Zubrowka Bison Grass Vodka 50 mL
41384	Jack Daniel's Tennessee Whiskey	750	Gentleman Jack 50 mL
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 x 50 m L
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 x 50 m L

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
207613	Jameson Irish Whiskey	1140	Tumbler
209221	Absolut Vodka	1140	Absolut Juice Apple 50 mL
213900	Alpenbitter No 7	750	Prince Igor Extreme 50 mL
216226	Alberta Premium Whisky	1140	Canadian Club 100% Rye 50 mL
216655	Absolut Vodka	1750	Absolut Lime 2 x 50 mL
217125	Sauza Silver	1140	Jim Beam Honey 50 mL
217786	Jim Beam White Label Bourbon	1140	Jim Beam Black 50 mL
237792	Icebox Long Island Iced Tea	1140	Fireball 50 mL
245944	Alberta Premium	200	Beef Jerky
259432	Belvedere Pure Vodka	1750	Shot Glass and Spoon
300681	Coors Light	6 x 473	Buy two 6-packs get free track pants
311910	Canadian Club Classic 12 Year Old	375	Canadian Club 100% Rye 50 mL
311936	Canadian Club Classic 12 Year Old	1140	Canadian Club 100% Rye 50 mL
312801	Crown Royal Maple Finished	750	Liquid VA
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	NLVA
350397	Banff Ice Vodka	750	Canadian Club 100% Rye 50 mL
363986	Cazadores Blanco Tequila	750	Cazadores Reposado 50 mL
382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	Lot 40 50 mL
397976	Dr. McGillicuddy Intense Peach	375	Wheatley 50 mL
398016	Dr. McGillicuddy Intense Peach	750	Southern Comfort 50 mL
398776	Fireball Whisky Shooter	375	Wheatley 50 mL
400754	Iceberg Vodka	750	Iceberg 50 mL
416693	Jack Daniel's Tennessee Fire	750	Jack Apple 50 mL
429258	Jameson Caskmates Stout Irish Whiskey	750	Jameson Cold Brew 50 mL
454462	Banff Ice Vodka	1750	Summit 2 x 50 mL
462424	Cabot Trail Maple Cream	750	Maple Syrup
477836	Malibu Coconut Rum	750	Absolut Juice Strawberry 50 mL
488429	Hobgoblin Ruby Ale	500	Branded Koozie
491811	Southern Comfort	750	Fireball 50 mL
510008	Luxardo Sambuca Dei Cesari	1140	Limoncello 50 mL
514463	Whitley Neill Handcrafted Dry Gin	750	WNG Mini Rhubarb and Ginger
516096	Glendalough Double Barrel Irish Whiskey	750	Ceramic Shot Glass
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL
517987	Ezra Brooks Black Label Bourbon Whiskey	750	LVA
518688	Sour Puss Apple Liquor	750	St. Patrick's VA
534925	Grolsch Pilsner	6 x 500	Grolsch Baseball Cap
542910	Top Shelf Gin	750	Top Shelf Lavendar Bitter
545186	Dixon's Flaming Caesar Vodka Ddp	750	Mini's

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
550715	Forty Creek Barrel Select	750	Forty Creek Copper Pot 50 mL
554469	Guinness Draught	8 x 440	Pint Glass Value Add
560912	Miller High Life	6 x 355	Magnet
605063	Buffalo Trace Bourbon	750	Wheatley 50 mL
623678	Carolans Irish Cream	1140	Coffee VA for the Brand Spotlight
635391	Jameson Caskmates IPA Irish Whiskey	750	Jameson Cold Brew 50 mL
638197	Zirkova One Ultra Premium Vodka	750	Mini Bottle
638205	Zirkova Together Ultra Premium Vodka	750	Mini Bottle
666875	Dab Original	6 x 500	Bonus DAB Boxed Glass
921478	Pabst Blue Ribbon	6 x 355	St. Pabst Day Wearables
943787	>(V) Shiraz Estate Clare Valley (Wakefield	750	Gift Box

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## Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
42	Canadian Club Premium	750	10	
620	Silk Tassel Canadian Whisky	750	10	
729	Blue Nun Deutscher Tafelwein	750	5	
2485	Sauza Silver	750	15	
4465	Teacher's Highland Cream	750	10	
4622	Newfoundland Screech Rum	750	10	Shelf Extender
9902	Courvoisier VSOP	750	40	
10212	Kahlua Coffee Liquor	375	5	End Aisle
11130	Dewar's White Label Whisky	750	8	
11945	Proper No. Twelve	750	20	Shelf Extender
13019	Pendleton Original Whiskey	750	10	
14714	Le Reservoir Pinot Noir	750	4	
14944	Marquis De Villard Brandy	750	8	
15282	18.8 Vodka	750	15	
15435	Schneider Helle Weisse	500	1	
15928	Mill St Big Little Lager	473	1	Discovery Extender
16580	Maker's Mark	1140	15	
17560	Santa Carolina Sauvignon Blanc	1500	6	Feature Fixture B
18574	Jim Beam Honey	750	10	
18575	Jim Beam Red Stag	750	10	
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	7	Seasonal Block Pile C
53991	Barefoot Merlot	750	5	Seasonal Block Pile C
57133	Santa Carolina Carmenera Reserva	750	9	
71647	Polar Ice Vodka (P.E.T)	750	8	
78063	Baron Herzog Jeunesse Kpm	750	6	
103341	Canadian Club Premium (P.E.T)	750	10	
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	20	
111799	Reif Riesling VQA	750	5	
116426	Frontera Cabernet Sauvignon	750	5	
129726	Fish Hoek Sauvignon Blanc	750	6	
129734	Fish Hoek Shiraz	750	6	
131870	Bushmills Malt 10 Year Old	750	25	End Aisle
135566	Polar Ice Vodka	750	8	
158741	Alianca Bairrada Reserva	750	4	
176834	Aperol	750	8	
191866	Pknt Cabernet Sauvignon Reserve	750	4	
194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	6	

## Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
204560	Highland Park 12 Yr Old Single Malt	750	18	
206995	>12 Chenin BI Baron Herzog Kpm (Royal Wines)	750	5	
210252	Glen Garioch Founder's Reserve	750	20	
211326	Dujardin VSOP Brandy	1140	18	
211334	The Famous Grouse	1140	18	Shelf Extender
215558	Cattos Rare Blended Scotch	1140	12	
216903	Banff Ice Vodka	1140	15	
217190	Grand MacNish	1140	12	
237313	Goats Do Roam White	750	6	
237644	Frisky Zebras Seductive Shiraz	750	4	
242339	Alberta Pure Vodka	1140	15	
245282	Santa Carolina Cabernet Sauvignon/Merlot	750	5	Seasonal Block Pile C
269597	Santa Carolina Sauvignon Blanc	750	5	
269753	Raymond Classic Chardonnay	750	10	
269852	Alsace Willm Gewurztraminer Reserve	750	5	
269985	Illuminati Riparosso Mont D'Abruzzo Doc	750	6	
280719	Gato Negro Cabernet Sauvignon	1500	6	Feature Fixture A
287409	Cortel Napoleon VSOP Brandy	750	10	
296228	Calvados Boulard Pays D'Auge	750	15	
303040	Fielding Fireside White VQA	750	5	
306001	Colio Dry White Bag In Box	4000	20	Seasonal Block Pile C
314856	Fireball Whisky Shooter	1140	12	End Aisle
323816	Heritage Du Cleray Muscadet Sevre Et Maine	750	6	
326009	Knob Creek Bourbon	750	18	
335638	Hardys Stamp Series Chardonnay/Semillon	750	6	
339895	Waterloo IPA	473	1	
348235	Knob Creek Rye	750	15	
348680	Bersano Costalunga Barbera D'Asti Docg	750	7	Seasonal Block Pile C
366534	The Kraken Black Spiced Rum	375	10	Shelf Extender
369009	Pinnacle Vodka	750	15	Discovery Extender
390583	Canadian Club 100% Rye	750	15	
401745	Russian Standard Gold Vodka	750	15	
402792	Zaya Gran Reserva Rum	750	30	
413328	De Valcourt Napoleon Brandy VSOP	750	8	
420083	Jim Beam Red Stag Black Cherry	750	10	
425678	Jim Beam Honey	750	10	
439661	Fireball (P.E.T)	200	3	

## Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
441543	Wakefield Promised Land Shiraz	750	7	Flex Space
448548	Hardys Stamp Series Riesling/Gewurztraminer	750	6	Seasonal Block Pile C
449777	Lacheteau Sauvignon Blanc Touraine	750	5	
454744	Saint James Royal Ambre Agricole Rum	750	10	
465849	Frontera Chardonnay	1500	6	Feature Fixture A
478222	Laphroaig Select	750	20	
479980	Macallan 12 YO Double Cask	750	20	Comm. Extender
492017	Steam Whistle	6 x 473	5	
494047	Broker's Premium London Dry Gin	1140	15	
494369	Southern Comfort	200	3	
524355	McGuigan Black Label Cabernet Sauvignon	750	5	
527598	Amatore Rosso Verona Igt	750	4	
532358	Julia Florista Red	750	4	Seasonal Block Pile C
538975	Black Forest Cuvee Noir, Baden	750	6	
542027	Post Game Brewing Locker Room Lager	473	1	BBAM
545368	Santa Teresa 1796 Solera Rum	750	20	
547679	>Wodka Zoladkowa Gorzka	750	12	
551416	Cabo Wabo Reposado Tequila	750	30	
553933	Chateau Labarrade Malbec Cahors Aop	750	8	
568287	No Boats On Sunday Cider	500	3	
581645	Louis Bernard Cotes Du Rhone Aoc	750	7	
582411	Gato Negro Merlot	1500	6	Feature Fixture B
590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	4	
600833	Pitu Cachaca	750	12	
605667	Bouchard Pere & Fils Pinot Noir Bourgogne	750	12	
605758	Bolivar Coffee Liqueur	1140	12	
620617	Collavini Pinot Grigio	1500	8	Seasonal Block Pile C
620666	Casillero Del Diablo Reserva Carmenere	750	6	
621862	Bonpas Chateauneuf Du Pape Bonus Passus	750	20	
621953	Casal Thaulero Mer-Cab Terre Di Chieti Igt	750	5	
636845	Redbreast 12 Year Old Irish Whiskey	750	10	Front Nesting Table
667071	Green Spot Irish Whiskey	750	10	Shelf Extender
669200	Ciao Pinot Grigio Organic Carton	1000	6	
898569	Baron Herzog Cabernet Sauvignon Kp M	750	6	



## 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
392647	Carnivor Cabernet Sauvignon	750		8	8
569905	Carnivor Zinfandel	750			

### Option 2

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

LCBO#	Description	Size (mL)	BAM	BBAM Amount	Total BAM
240	Smirnoff Vodka	375		15	15
31757	Smirnoff Vodka (P.E.T)	750		20	20
38505	Smirnoff Vodka	1750		45	45
131391	Smirnoff Vodka (P.E.T)	1140		30	30
405845	Evan Williams Black Label Bourbon Whiskey	750		25	25
535179	Carolans Irish Cream	375		20	20
542027	Post Game Brewing Locker Room Lager	473	1	1	2
545392	Smirnoff Berry Blast	750		20	20

## Necktags

LCBO#	Description	Size (mL)	NT Approved
10937	Forty Creek Double Barrel Reserve Whisky	750	Canadian Whisky Award Necktag
14569	Glenmorangie Quinta Ruban Whisky 14Yr	750	Communicate New Age Statement
115824	Snow Allure Vodka	750	Maple Leaf Pendant
234369	Apothic Red	750	Apothic Beyond Smooth Scratch N Win Contest
241943	Glenmorangie Lasanta Extra Matured Scotch White	750	Communicate Recipes & Liquid Info (Sherry Cask Finish)
247056	Grant's Family Reserve	1750	New Look
285254	Forty Creek Copper Pot Reserve	750	Canadian Whisky Award Necktag
295105	Alamos Cabernet Sauvignon	750	Alamos Cab Gifting Necktag
440867	Honoro Vera Garnacha Organic Do Calatayud	750	New Price/New Package/Organic
486241	NutrI Vodka	750	New Bottle Announcement
550715	Forty Creek Barrel Select	750	Canadian Whisky Awards Necktag
552265	Tullamore Dew XO Rum Cask Irish Whiskey	750	O' Everyone
618991	Michters US1 Small Batch Kentucky Bourbon	750	Recipe Necktag
624544	Yellow Tail Shiraz	750	AUS Bushfire Support

# PERIOD 13

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
FEBRUARY 28 <i>Start of Period 13</i>  Install Brand Spotlight Nesting Tables BAM START DATE	MARCH 1 LTO START DATE	2	3 <i>Food &amp; Drink Release Date</i> 	4	5	6
7	8	9	10	11	12	13
14	15	16	17 <i>Happy St' Patrick's Day!</i>	18	19	20
21	22	23	24	25	26	27 <i>End of Period 13</i> 

# LCBO