

TOGETHER FOR  
**Ontario**



**[lcboproducts.com/PairItForward](https://lcboproducts.com/PairItForward)**

**Period 7: Marketing & Product Guide**  
September 13 - October 10, 2020

# Period 7 Marketing & Product Guide

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# PERIOD 7 PARTICIPATING STORES

This year, stores will again fall into two groups based on their sales data. This will better serve customers in your local community. On-shelf signage and name stickers will provide you with the opportunity to personalize the promotion and engage customers.

**Stores that are not on the following lists will receive VQA signage and are strongly encouraged to display these signage components to promote VQA wines.**

## VQA Participating Stores

3, 4, 5, 7, 10, 11, 12, 15, 17, 18, 19, 21, 25, 26, 30, 31, 35, 36, 38, 40, 41, 51, 60, 67, 72, 80, 83, 84, 85, 87, 90, 96, 98, 101, 102, 105, 106, 107, 111, 114, 115, 117, 119, 120, 124, 125, 129, 130, 131, 137, 138, 140, 141, 143, 146, 148, 149, 150, 154, 156, 160, 161, 162, 164, 168, 173, 174, 177, 179, 180, 182, 187, 188, 189, 191, 197, 202, 203, 207, 208, 210, 211, 212, 213, 214, 217, 218, 219, 220, 221, 226, 232, 234, 237, 238, 241, 243, 245, 248, 251, 252, 253, 254, 255, 256, 257, 258, 260, 264, 265, 267, 271, 272, 273, 274, 275, 276, 277, 278, 280, 282, 283, 284, 286, 288, 289, 290, 292, 293, 294, 295, 296, 299, 300, 307, 308, 310, 311, 314, 316, 318, 319, 321, 323, 326, 332, 333, 335, 339, 341, 344, 346, 347, 352, 353, 354, 355, 358, 360, 364, 367, 369, 370, 371, 372, 374, 379, 383, 384, 386, 388, 389, 390, 391, 392, 393, 394, 397, 398, 399, 401, 404, 407, 409, 410, 412, 413, 414, 415, 417, 420, 421, 423, 429, 431, 432, 437, 438, 439, 440, 443, 445, 446, 448, 449, 450, 452, 453, 455, 456, 457, 460, 462, 463, 471, 472, 473, 474, 475, 476, 477, 479, 480, 481, 482, 483, 485, 486, 489, 490, 491, 494, 495, 496, 497, 499, 500, 501, 503, 504, 509, 510, 511, 516, 519, 520, 521, 522, 523, 527, 528, 529, 530, 532, 533, 534, 536, 540, 541, 547, 548, 550, 551, 553, 554, 556, 557, 558, 562, 566, 569, 570, 573, 580, 585, 589, 590, 593, 594, 597, 598, 607, 610, 611, 612, 615, 619, 621, 623, 624, 626, 629, 630, 631, 632, 634, 635, 636, 637, 638, 639, 641, 643, 646, 648, 649, 650, 651, 656, 657, 658, 665, 669, 670, 671, 672, 673, 674, 675, 676, 677, 679, 684, 690, 691, 693, 694, 695, 697, 699, 702, 741, 743, 744, 747, 748, 776

## IDB Participating Stores

1, 2, 6, 8, 9, 13, 14, 16, 20, 22, 23, 24, 27, 28, 29, 32, 33, 34, 39, 42, 43, 44, 45, 46, 47, 48, 49, 50, 52, 53, 54, 55, 56, 57, 58, 59, 61, 62, 63, 64, 65, 66, 68, 69, 70, 71, 73, 74, 75, 76, 77, 78, 79, 81, 82, 86, 88, 89, 91, 92, 93, 94, 95, 97, 99, 103, 104, 108, 109, 110, 112, 113, 116, 118, 121, 122, 123, 126, 127, 128, 132, 133, 135, 136, 139, 142, 144, 145, 147, 151, 152, 153, 155, 157, 158, 159, 163, 165, 166, 167, 169, 170, 171, 172, 175, 176, 178, 181, 183, 184, 186, 190, 192, 193, 194, 195, 196, 198, 199, 200, 201, 205, 209, 216, 222, 223, 224, 225, 227, 228, 229, 230, 231, 233, 235, 236, 239, 240, 242, 244, 246, 247, 249, 250, 259, 261, 262, 263, 266, 268, 269, 270, 279, 281, 285, 287, 291, 297, 298, 301, 302, 303, 304, 305, 306, 309, 312, 313, 315, 317, 320, 322, 324, 325, 327, 328, 329, 330, 331, 334, 336, 337, 338, 340, 343, 345, 348, 349, 350, 351, 359, 361, 362, 363, 366, 368, 373, 375, 377, 378, 380, 381, 382, 385, 387, 395, 400, 402, 403, 405, 406, 408, 411, 416, 418, 419, 422, 424, 425, 426, 427, 428, 430, 433, 434, 435, 436, 441, 442, 444, 447, 451, 454, 458, 459, 461, 464, 465, 466, 467, 468, 469, 470, 478, 484, 487, 488, 492, 502, 505, 506, 507, 512, 513, 514, 515, 517, 524, 526, 531, 535, 537, 538, 539, 542, 544, 545, 546, 549, 552, 555, 559, 560, 561, 563, 564, 565, 567, 568, 571, 574, 575, 576, 577, 578, 579, 581, 582, 583, 584, 586, 587, 588, 591, 595, 596, 599, 601, 602, 603, 604, 605, 606, 608, 609, 613, 614, 616, 617, 618, 622, 627, 633, 640, 642, 644, 645, 652, 653, 654, 655, 660, 661, 667, 685, 687, 698, 700, 703, 706, 746, 749, 771

# NEW! PAIR IT FORWARD



“Pair It Forward” is a province-wide initiative designed to help rebuild our industry during these challenging times by celebrating small businesses all across Ontario.

Starting with great local alcohol producers, and the LCBO will create a chain reaction as we “Pair it Forward” to local farmers, growers, makers, bars and restaurants across the province - showing the world what Ontario is truly made of!

We'll launch the external portion of the campaign with social videos, and support with PR, with digital and printed components across all our channels. In-store engagement will give every one of our colleagues an opportunity to take part in and shape this initiative. You will see the “Pair it Forward” tagline on various Signage Components this period. Use these items to highlight local products, partners and community members.

Starting in P7, stores will receive a “Shop Local” in-store signage Tool Kit and display options to help customers easily identify local products.

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

## These displays are mandatory for execution for the stores noted.

- 1 Local Product On-Shelf Merchandising Toolkit (all stores)
- 2 Made In Ontario & Small Distillers On-shelf Toolkit (all stores)
- 3 OCB Cold Room Cut Case Displays (select stores)
- 4 Local Product Discretionary End Aisle (select stores)
- 5 Local Product Discretionary Tables (select stores)
- 6 8-Pack Carriers with OCB products on “New” End Aisles in Beer Excitement Zones (select stores)
- 7 OCB End Aisles in Beer Sections (select stores)
- 8 “Ask Me!” Staff Name Stickers (all stores)
- 9 Ontario Wine Sales Tracker (all stores)
- 10 Local Cut Case Display (all stores)



8-Pack Merchandiser with OCB



# New & Local Product ON-SHELF MERCHANDISING TOOL KIT

## Overview

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

## Key Dates (September 13 - October 10)

## Participating Stores

All stores

## Signage Components & Merchandising Instructions



### “NEW” Bin Ticket Underlay

- Use these underlays to highlight products that are new to the LCBO.
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays using the shelf talker clip.
- Ensure the underlays message is still visible.
- Refer to the [P7 Worksheets](#) for a list of applicable “New” products.

### Re-order Code

- **ENG/BIL (# 21P7-LP12)**



### “CRAFTED IN ONTARIO” Bin Ticket Underlay

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

### Re-order Code

- **ENG/BIL (# 21P7-LP13)**



### “MY LOCAL PICK” Perpendicular Shelf Talker

A great way to share your love for your community! Let customers know your favourite VQA wine (whether by varietal or style), or a specific Ontario product, and a great dish served at a local business, pub or restaurant. Use a black Sharpie Marker and clearly print all required information on the shelf talker. There are spaces for:

- Staff Name
- Product
- Local Business Pairing

Product recommendations **MUST** be Ontario made. This is the perfect tool to start a conversation and personally endorse VQA wines, local producers and community businesses for customers.

Stores will receive 50 shelf talkers to cover Periods 7 and 8, and are asked to make new recommendations every 2 weeks.

### Re-order Code

- **ENG (# 21P7-PIF-3)**
- **BIL (# 21P7-PIF-4)**

# Display Program

## MADE IN ONTARIO & SMALL DISTILLERS

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

There are two categories:

### 1. Small Distillers Program

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

### 2. Made in Ontario Spirits Program

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

### Key Dates (ongoing)

### Participating Stores

All Stores

### Participating Products

Refer to the [P7 Worksheets](#) posted on the Portal for complete product details.

### Signage Components

#### Made In Ontario Perpendicular Shelf Talker

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

### Merchandising Instructions

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

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



# Ontario Craft Beer Displays

## BEER COLD ROOM

### Overview

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

### Key Dates (September 13 - October 10)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Signage Components

- Celebrate Ontario Craft Beer Cut Case Backer Card ENG (Re-order # 21P7-LP8) / BIL (Re-order # 21P7-LP9)
- Blank Pricer Card ENG (Re-order # 21P7-LP10) / BIL (Re-order # 21P7-LP11)

### Merchandising Instructions

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

### Product Selection

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



Local Products



Do not merchandise National brands such as Creemore & Mill Street

# Local Product END AISLE

## Overview

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

Let customers know your favourite local product and a great dish served at a local business, pub or restaurant. Use a White Sharpie/Marker and clearly/legibly print all required information on the backer card. There are spaces for:

- Product
- Local Business Pairing

**Participation is mandatory.**

## Key Dates (September 13 - October 10)

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

If needed, white markers may be ordered via Hamster.

<https://www.hamster.ca/en/white-100w-s-paint-marker-532143>

**White 100W S Paint Marker**  
Medium point.,  
532143 (756-X100WM)

## Product Selection

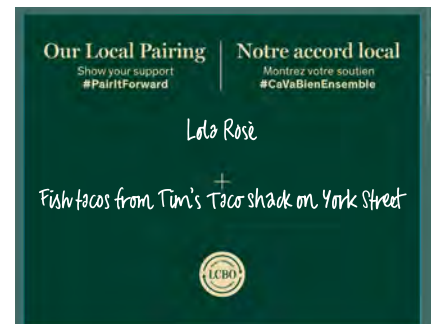
- Choose local Ontario products to highlight on the end according to your store's assortment.
- Group products across multiple displays into stories (i.e. Ontario Craft Beer or Cider, Local Distilleries, VQA Best sellers, Ontario VQA Essentials and front-line releases)
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**

## Merchandising Instructions

- Merchandise the local products on the End Aisle
- Planoguides are provided for inspiration only.
- Use the white marker to communicate local recommendations.
- Install the Backer Card.
- Merchandise shelf talkers on the display.
- **Refresh recommendations (using a new backer card provided) every 2 weeks.**

## Signage Components

- End Aisle Backer Card - ENG / BIL  
(Re-order # 21P7-PIF-5)

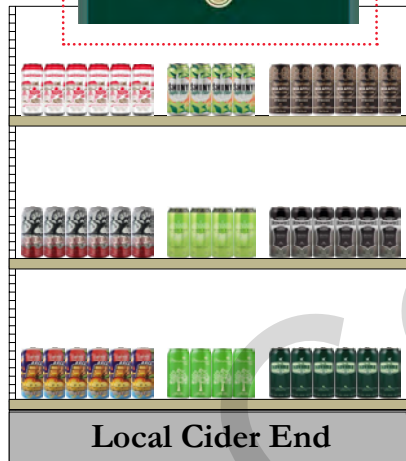
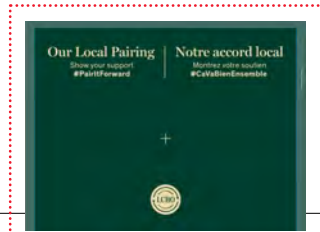


Backer Card with product and local business pairing example



**Local Beer End**

Local Craft Beer End Aisle Example



**Local Cider End**

Local Craft Cider End Aisle Example



Backer Card with product and local business pairing example



**Craft Distilleries End**

Local Craft Distilleries End Aisle Example



**Local Wine End**

Local Wine End Aisle Example



# Local Product TABLES

## Overview

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

**Participation is mandatory.**

## Key Dates (September 13 - October 10)

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Product Selection

- Choose local Ontario products to highlight on the table according to your store's assortment.
- Group products across multiple displays into stories (i.e. Ontario Craft Beer, VQA Favourites, Ontario VQA Essentials and front-line releases)
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**

## Merchandising Instructions

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

## Signage Components

Large Nesting Table Sign:

- ENG (Re-order # 21P7-LP1)
- BIL (Re-order # 21P7-LP2)

Small Nesting Table Sign:

- BIL (Re-order # 21P7-LP3)

Entrance Table Sign (18x24):

- ENG (Re-order # 21P7-LP4)
- BIL (Re-order # 21P7-LP5)



Local Craft Beer Entrance Table Example



VQA Sparkling Wines Entrance Table Example



## Local Craft Beer Nesting Table Example



Front



Back

## Local Wine Nesting Table Example



Front



Back

# Ontario Craft Beer 8-PACK CARRIER

## Overview

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

**Participation is mandatory.**

## Key Dates (September 13 - October 10)

## Participating Stores

Stores that participate in both the 8-Pack beer program and End Aisle 21B in the Beer Excitement Zone. Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Product Selection

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

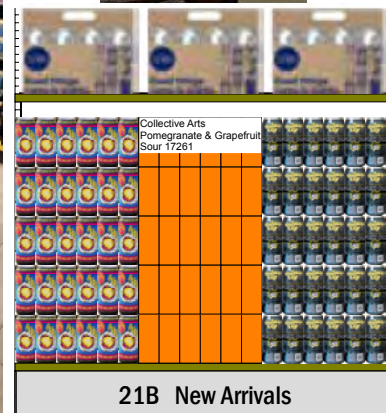
## Merchandising Instructions

- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer and Cider products in the middle of the top shelf.
- Merchandise the "Fall for local flavour" End Aisle backer card.

NOTE: please refer to page 70 for 8-pack carrier distribution and signage information.

## Signage Components

- End Aisle Backer Card  
ENG / BIL (Re-order # DMS-21P7-EZ4)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)



Ensure National brands are not featured on this local End.

## P7 Products

Location	LCBO#	Description	Supplying Source / Distributor
<b>21B</b>	17261	Collective Arts Pomegranate & Grapefruit Sour 473 mL	4678 - Collective Arts Brewing Limited
<b>New/ Seasonal</b>	17641	Railway City Brewing - Steampunk Mixed Berry 473 mL	8447 - Railway City Brewing Company
(EA - EZB)	16897	Great Lakes Brewery - Burst! 473 mL	1929 - Great Lakes Brewing Co. Inc.

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

# Ontario Craft Beer

## END AISLE

### Overview

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

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

### Key Dates (September 13 - October 10)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
14677	Big Rig Brewery Shakedown Apa	473	1188 - Big Rig Brewing Co.
15872	Sawdust City Everyday Magic Hazy IPA	473	1143 - Sawdust City Brewing Co.
441717	Class V IPA	473	8454 - Whitewater Brewing Company
498691	Monty's Aged Ale	473	4275 - Old Tomorrow Ltd.
513044	Henderson's Brewing Co. Henderson's Best	473	766 - Henderson Brewing Co
508580	Wellington Upside IPA	473	4826 - Wellington County Brewery Inc

### Merchandising Instructions

- Merchandise participating products on the End Aisle
- Install pre-printed shelf talkers in front of products.
- Merchandise the "Discover Ontario Craft Perfection" 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-P7-OCBEA-ST1)
- FLS designated stores must display the bilingual side of the product shelf talkers.



## 8 “Have a Question? Ask Me!” Name Sticker

The “Ask Me!” Name Sticker gives you a great opportunity to identify yourself as an Ontario expert and help customers find the perfect Ontario selection. It is also a good way for you to start a conversation about Ontario products with your customers.

**Key Dates (September 13 - October 10)**

### Participating Stores

All Stores

### Signage Components

- ENG (Re-order #21P7-PIF-1) / FR (Re-order #21P7-PIF-2)



### Merchandising Instructions

- Encourage Our Wine Country Ambassadors, Spirit Ambassadors, product consultants or any staff who share a strong understanding and passion for Ontario products to wear the Name Sticker.
- The Name Sticker is designed to be affixed to existing name tag, and hangs down about 1.5”.

## 9 Ontario Wines Sales Tracker

A Wine Glass Sales Tracker will be sent to stores to drive excitement about the promotion and to see how your store ranks with our Ontario Wines Sales goal. Track your store's Ontario wine sales using this tracker on a weekly basis.

**Key Dates (September 13 - October 10)**

### Participating Stores

All Stores

### Signage Components

Wines Sales Tracker Poster

- ENG/BIL (Re-order #DMS-21P7-ONT1)

### Merchandising Instructions

- Place the poster in your lunch room. Use the poster to track Ontario wine sales for the month by setting targets, and colouring in the wine glass (using a red Sharpie) as you work towards achieving that goal.



# Local Product CUT CASE DISPLAY

## Overview

Local product displays may be merchandised around the perimeter of the store, using the signage provided.

**Participation is mandatory.**

## Key Dates (September 13 - October 10)

## Participating Stores

All Stores

## Signage Components

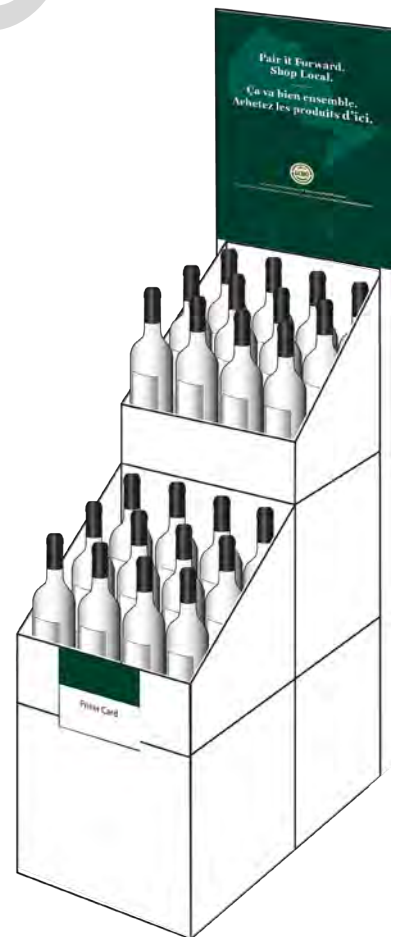
- Pair it Forward Shop Local Cut Case Backer Card ENG (Re-order # 21P7-LP6) / BIL (Re-order # 21P7-LP7)

## Merchandising Instructions

- Using the backer cards provided, create cut case displays around the perimeter of the store using local Ontario products (to be determined at the store's discretion).
- Install the pricer cards in front of corresponding products on the display

## Product Selection

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





# Operational Signage

## COVID-19 & SOCIAL DISTANCING

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

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

### Entrance Components

#### Components

#### Front Door Store Hours Decal

- Display on the inside of your front window in place of the regular (and previously supplied green) Store Hours sign
- Ensure the green version and the temporary black & white Store Hours signs are removed when the new Front Door Decal is installed.

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

#### Front Door COVID-19 Notice Decal

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

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

#### Exterior Springer Sign

- Remove the current Check 25 sign and store it in a safe place.
- Implement the COVID-19 springer sign until further notice.

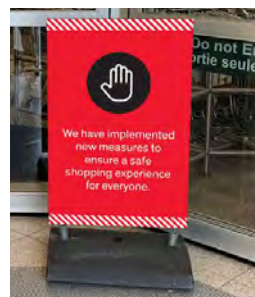
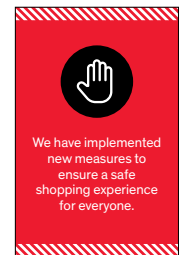
Reorder Codes: ENG (Re-order # OP21-ES1) /BIL (Re-order # OP21-ES2)

#### Exterior Line-Up Boundary Tape

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

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

#### Image



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



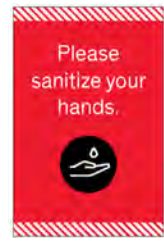
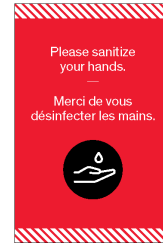
## Entrance Components

### Components

### Image

#### “SANITIZE YOUR HANDS” Backlit Tasting Bar/Sanitizer Station Sign

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



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

#### Metal Floor Stand

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



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

#### Social Distancing Showcards

Two showcard creatives have been provided

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



Re-order Codes:

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



- Metal Stand Sign
- Tasting Bar/Sanitization Sign

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

## Sales Floor Components

### Components

### Image

#### Store Traffic Flow Directional Arrows

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



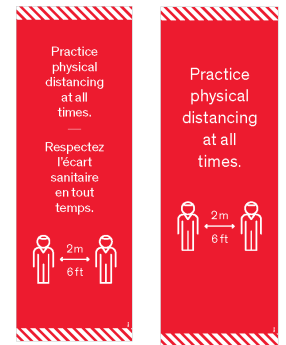
Reorder Code: (Re-order # OP21-FD6)

#### End Aisle Blade Signs

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

#### Reorder Codes:

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



#### Physical/Social Distancing Floor Decal

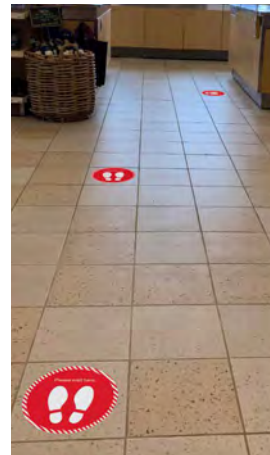
- Physical Distancing floor decals should be installed at the back of the store, in areas not using directional arrow flow tape.
- Clean floors before application of decals.

#### Reorder Codes:

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



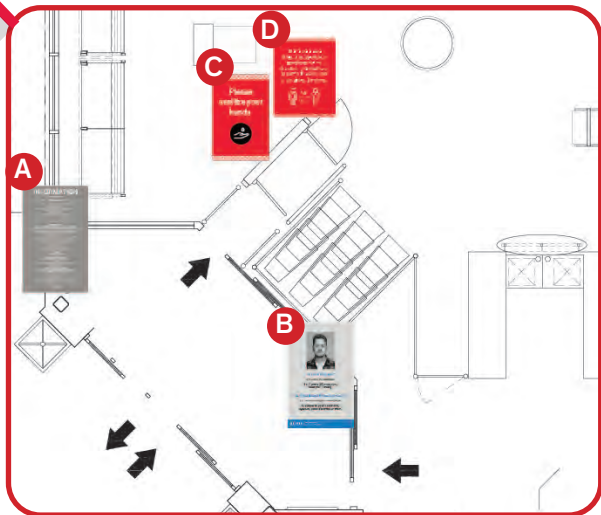
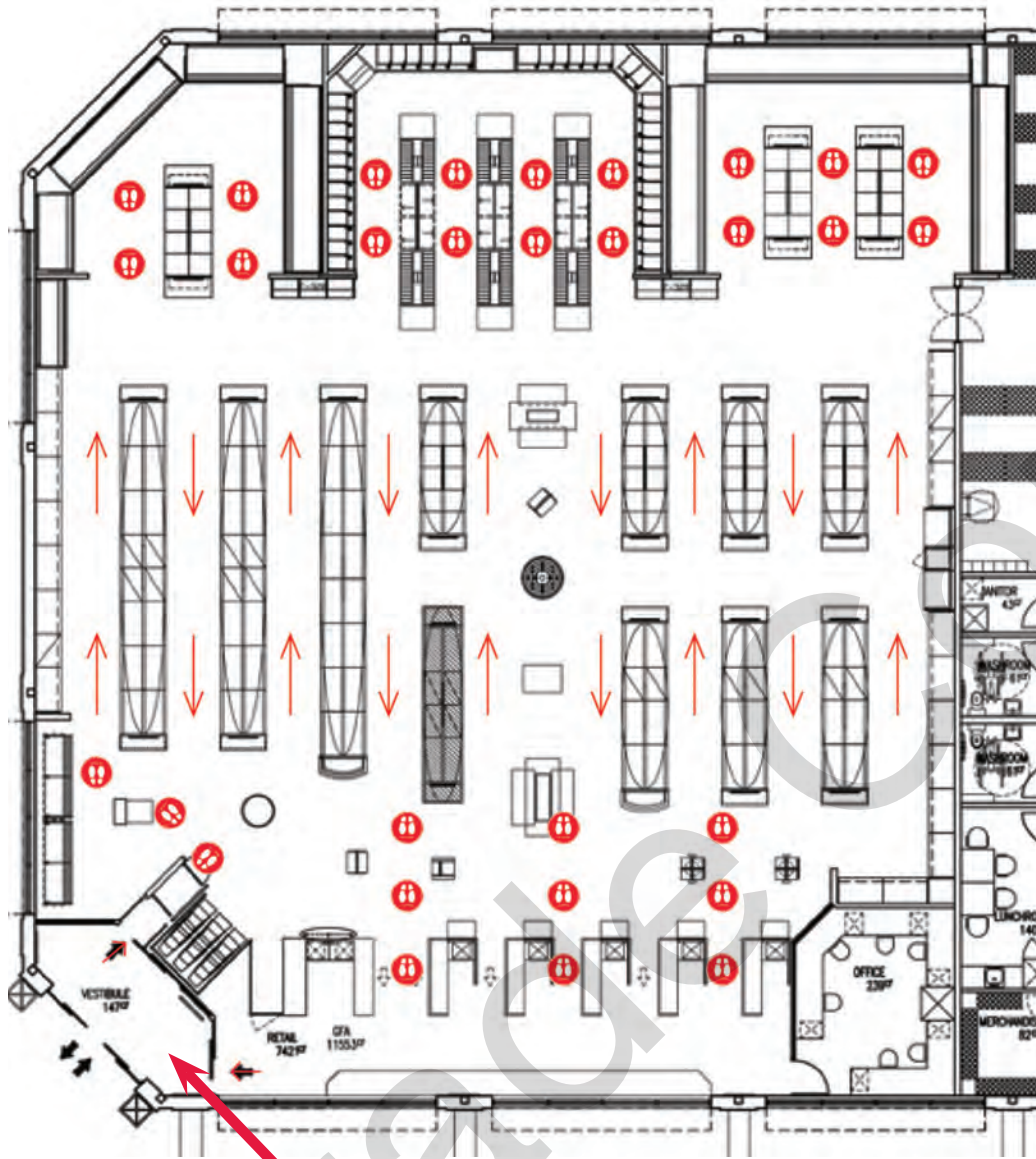
- End Aisle Blade Signs



- "Line Up Here" Floor Decals



**SAMPLE FLOORPLAN WITH DECAL EXAMPLES**



**Vestibule:**

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

## Cash Desk Components

### Components

#### Plexi Shields

- Remove any basket or riser/cut case display from the entrance to the cash desk.
- Position the POS machine at the opening of the Plexi.
- Clean both sides of the plexi throughout the day
- **Do not place any signs on the plexi shield.** The surface must remain clear at all times.

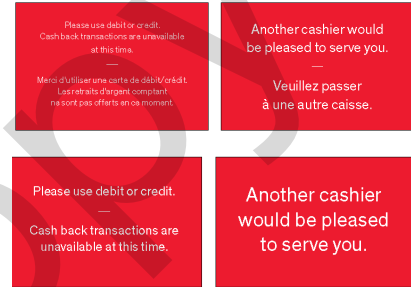
### Image



#### Metal Frame "Debit/Credit" Sign

- Display the "Debit/Credit" metal frame creative at all OPEN desks, encouraging the use of contactless payment options
- Metal Frame should be placed on top of the cash register, facing the customer.
- This new sign replaces the green Metal Frame sign and the temporary printable sign provided previously

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



#### Cash Desk Decal

- Use a ruler for installing the decal to ensure it is placed straight and level (1" from the edge of the desk)
- Decal should be installed after the cashier, at the far side after the POS machine

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



#### Cash Line Floor Decal

- "Please wait here" floor decals should be installed at the far end of the cash desk (after the plexi-shield), indicating where the customer should stand while completing their transaction
- Decals should be spaced at least 2 metres apart, showing customers how far apart they should be from the person in front of them
- Clean floors before application of decals.

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



#### "Place Items within Easy Reach" Cash Desk Decal

- This decal replaces the temporary printable 8.5x11 previously provided.
- The decal should be placed on the Cash Counter so that the "X" is positioned where the product is placed (within easy reach of the cashier)


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






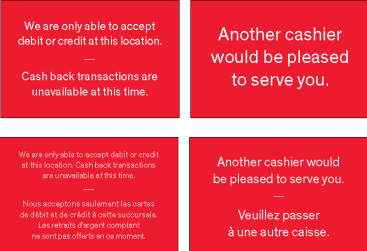
- Plexi Shield
- Cash Desk Decal
- Metal Frame Sign
- "Stand Here" Floor Decal
- "Easy Reach" Cash Desk Decal

## Additional Components

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

Store Exit Component	Image
<p><b>Employee Sign-In Declaration Decal</b></p> <ul style="list-style-type: none"> <li>This decal is to be installed where the employee signs in for their shift.</li> <li>This is not a customer facing sign.</li> <li>The declaration confirms that by signing-in the employee is feeling well for their shift and haven't experienced any symptoms or generally feel unwell.</li> </ul>	

The following items should be received and stored safely until they are needed in case of temporary store closures.

Additional Components for Select Stores	Image
<p><b>Generic Store Temporarily Closed 8.5X11 Sign</b></p> <ul style="list-style-type: none"> <li>To be displayed in the front window, in the plastic protector and attached to the glass with suction cups.</li> </ul> <p>Reorder Code: BIL (Re-order # OP21-DD6)</p>	
<p><b>Store Staffed Store Temporarily Closed 8.5X11 Sign</b></p> <ul style="list-style-type: none"> <li>To be displayed in the front window, in the plastic protector and attached to the glass with suction cups.</li> </ul> <p>Reorder Code: BIL (Re-order # OP21-DD6)</p>	
<p><b>Generic Store Hours Sign</b></p> <ul style="list-style-type: none"> <li>Display on the inside of your front window in place of the regular (and previously supplied green) Store Hours sign.</li> </ul> <p>Reorder codes: BIL (Re-order # OP21-DD5)</p>	
<p><b>No Cash Transactions Metal Frame Sign</b></p> <ul style="list-style-type: none"> <li>Display the "No Cash" metal frame creative at all OPEN desks, limiting transactions to the use of contactless payment options</li> <li>Metal Frame should be placed on top of the cash register, facing the customer.</li> </ul> <p>Reorder Codes: ENG (Re-order # OP21-CDS3) /BIL (Re-order # OP21-CDS4)</p>	

To re-order any signage please email [hello\\_lcbo@lcbo.com](mailto:hello_lcbo@lcbo.com)



# Period 7-8: Together for Ontario SIGNAGE GALLERY

TOGETHER FOR  
**Ontario**

## Signage Ship Date

The Period 7 signage components will be shipped to stores beginning **September 4th, 2020**  
All Period 7 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.

## Period 7 - 8 Promotional Signage

**NOTE: The following exterior banners "Together for Ontario" and "Generic eComm OR Same Day Pickup OR Curbside Pickup" will remain in place for the duration of P7 - P8. The thematic exterior banners will be updated in P8.**

### Priority of exterior banners for stores:

- 1 Together for Ontario Version
- 2 Generic eComm OR Same Day Pickup OR Curbside Pickup (depending on the service available at that store).
- 3 Primary Thematic Image
- 4 Secondary Thematic Image

### 1 Together for Ontario Exterior Banners

Dimensions: 28"w x 45"h

Install: Exterior on building



BIL Re-order#  
21P7-EB1



ENG Re-order#  
21P7-EB2



FRE Re-order#  
21P7-EB3



Exterior Banners example



**NOTE: The following exterior banners will remain in place for the duration of P7 - P8.**

**2 e-Comm Generic Exterior Banners**

**Dimensions:** 28"w x 45"h

**Install:** Exterior on building



BIL Re-order#  
21P7-EB4



ENG Re-order#  
21P7-EB5



FRE Re-order#  
21P7-EB6

**Same Day Pickup Exterior Banners**

**Dimensions:** 28"w x 45"h

**Install:** Exterior on building



BIL Re-order#  
21P7-EB9



ENG Re-order#  
21P7-EB10



FRE Re-order#  
21P7-EB11

**Curbside Pickup Exterior Banners**

**Dimensions:** 28"w x 45"h

**Install:** Exterior on building



ENG Re-order#  
21P7-EB12



FRE Re-order#  
21P7-EB13

**NOTE: The following Thematic banners are for Period 7 only and will change in Period 8.**

**3 Thematic Exterior Banner (Primary)**

**Dimensions:** 28"w x 45"h

**Install:** Exterior on building



Re-order#  
21P7-EB7

**4 Thematic Exterior Banner (Secondary)**

**Dimensions:** 28"w x 45"h

**Install:** Exterior on building



Re-order#  
21P7-EB8

**Window Show Cards**

**Dimensions:** 28" w x 45" h

**Install:** In the windows on the hanger.



ENG/BIL  
Re-order # 21P7-WS1

ENG/BIL  
Re-order # 21P7-WS2

ENG/BIL  
Re-order #21P7-WS3

**Seasonal Banner Insert**

20" w x 70" h

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



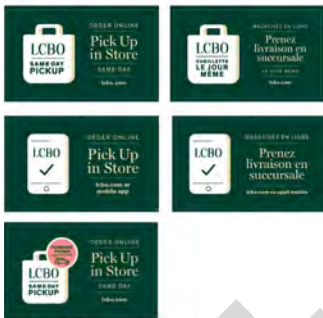
ENG Re-order # 21P7-SB1  
BIL Re-order # 21P7-SB2

**NOTE:** Transparencies will be installed between September 13-16th.

**Perimeter Transparency Horizontal**

45" w x 28" h

Vendor installed



**Perimeter Transparency Vertical**

28" w x 54" h

Vendor installed



**Perimeter Transparency Square**

28 1/2" w x 28 1/2" h

Vendor installed



**Exterior Transparency**

28" w x 45" h

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

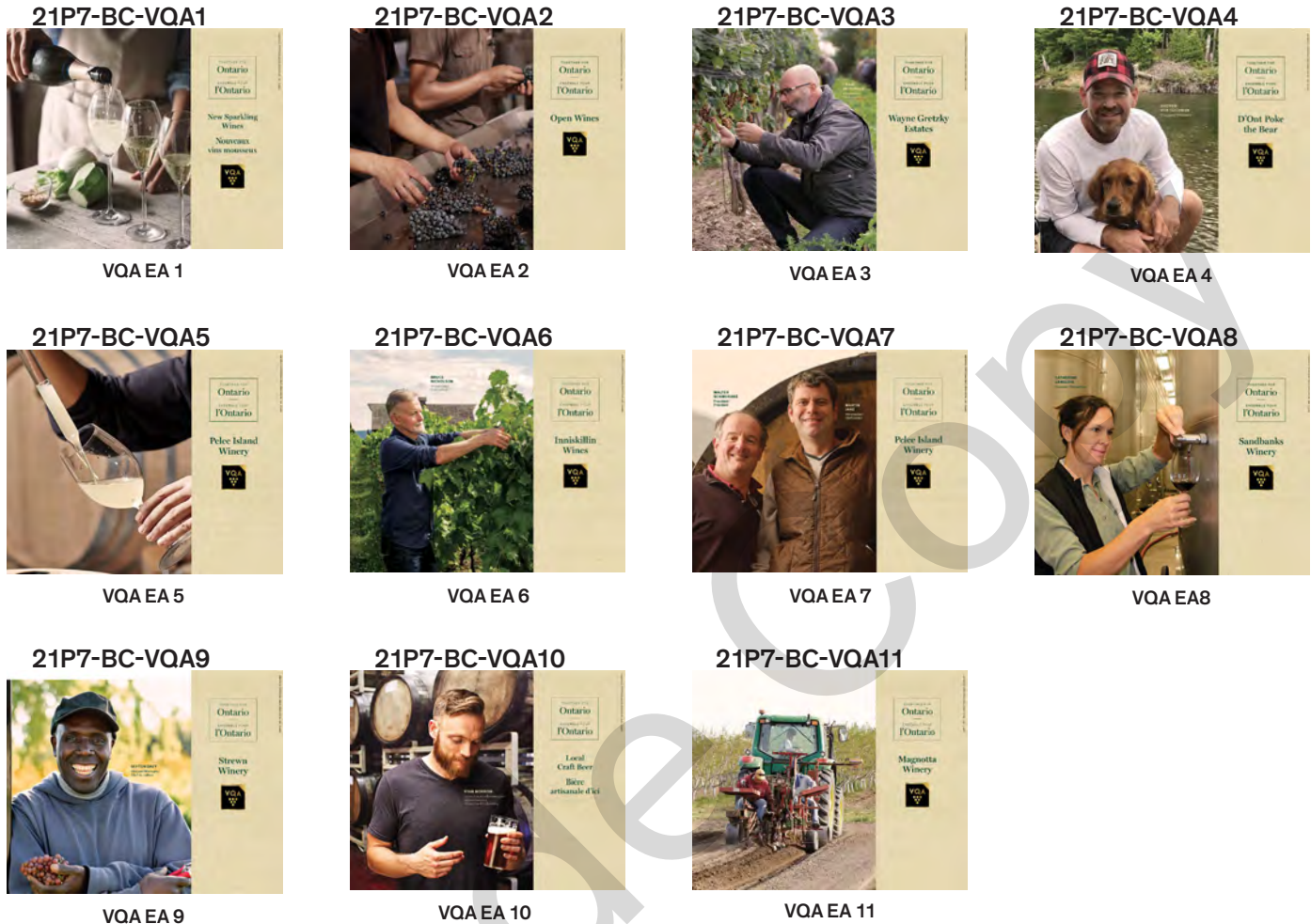


**Promotional signage MUST remain in place for Period 7 & Period 8**

## VQA END AISLE PARTICIPATING PRODUCTS

Please refer to the VQA End Aisles section for participating products.

### Period 7 VQA End Aisle 1-11 Backer Cards Re-order Codes



Beer Mini Thematic Backer Card

**NOTE: Effective P7  
Mini-Thematic C will  
move from EA 1 to EA 10.**

### End Aisle 12-20 Generic Backer Cards (Common)

**NOTE: Signage must remain in place for P7-P8**



BIL: Re-order# 21P7-BC-GEN1



**IDB END AISLE PARTICIPATING PRODUCTS**

Please refer to the IDB End Aisles section for participating products.


**Period 7 IDB End Aisle 1-11 Backer Cards Re-order Codes**

<p>21P7-BC-IDB12</p>  <p>IDB EA 1</p>	<p>21P7-BC-IDB13</p>  <p>IDB EA 2</p>	<p>21P7-BC-IDB14</p>  <p>IDB EA 3</p>	<p>21P7-BC-IDB15</p>  <p>IDB EA 4</p>
<p>21P7-BC-IDB16</p>  <p>IDB EA 5</p>	<p>21P7-BC-IDB17</p>  <p>IDB EA 6</p>	<p>21P7-BC-IDB18</p>  <p>IDB EA 7</p>	<p>21P7-BC-IDB19</p>  <p>IDB EA 8</p>
<p>21P7-BC-IDB20</p>  <p>IDB EA 9</p>	<p>21P7-BC-IDB21</p>  <p>VQA EA 10</p>	<p>21P7-BC-IDB22</p>  <p>IDB EA 11</p>	

Beer Mini Thematic Backer Card

**NOTE: Effective P7 Mini-Thematic C will move from EA 1 to EA 10.**

**End Aisle 12-20 Generic Backer Cards (Common)**  
**NOTE: Signage must remain in place for P7-P8**

BIL: Re-order# 21P7-BC-GEN1

# FALL SHOPPING GUIDE

Together for Ontario



## Overview

Select stores will be receiving an allotment of *Together for Ontario* printed guides. The 24-page guide is all about Ontario and encouraging customers to SHOP LOCAL. From 100% VQA wines to Ontario craft beers and spirits, we're showcasing new and innovative products to tried-and-true favourites with helpful tips to make choosing local easy for our customers.

Stores have been selected to receive these guides based on participation in the Same-Day Pickup or Curbside Pickup program, or are planned to participate in the near future.

These stores are required to include a copy of the guide in each online order fulfilled.

**Participation is mandatory.**

## Same-Day Pickup/Curbside Pickup Stores

1, 3, 4, 5, 6, 10, 15, 18, 21, 25, 31, 35, 38, 40, 41, 84, 102, 106, 115, 149, 154, 156, 163, 164, 187, 211, 212, 214, 217, 226, 227, 233, 243, 253, 263, 265, 288, 300, 325, 326, 344, 355, 359, 367, 370, 371, 373, 378, 383, 384, 385, 387, 393, 394, 398, 401, 404, 407, 412, 417, 427, 437, 438, 443, 445, 452, 481, 485, 486, 490, 497, 499, 509, 511, 522, 523, 532, 534, 540, 544, 551, 556, 569, 573, 579, 580, 587, 590, 593, 602, 616, 619, 623, 624, 630, 631, 632, 641, 652, 671, 702, 741, 748, 776

## Participating Products

Refer to the [P7 Worksheets](#) posted on the Portal for complete product information.

## Distribution Details

- All stores will be sent 15 copies for staff reference.
- Curbside/Same-Day Pickup Stores will be sent a bulk shipment of copies, based on order history, to be included with all pickup orders.
- 720,000 households have been identified based on their close proximity to select locations and will receive this guide via unaddressed mail by Canada Post.
- If a customer receives the guide but does not want it, please accept it back.

## ACTION

- Include one copy of the Together for Ontario guide in each Same Day/Curbside Pickup online order fulfilled
- Guides are not to be merchandised on the floor or left at the front for customers to pick up. These are specifically for customers to receive with their online orders.
- You may provide to customers and suppliers if requested.

# STORE LAYOUT

## Overview

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

## ACTION

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

Deal of the Week: DW

Entrance Table: BS - BSE

Feature Fixture: FF - FFA

A-Frame Fixture: CM

Front Nesting Table: BS - BSF

Middle Nesting Table : DD

Block Pile A (BP-SBA): Ontario Craft Beer

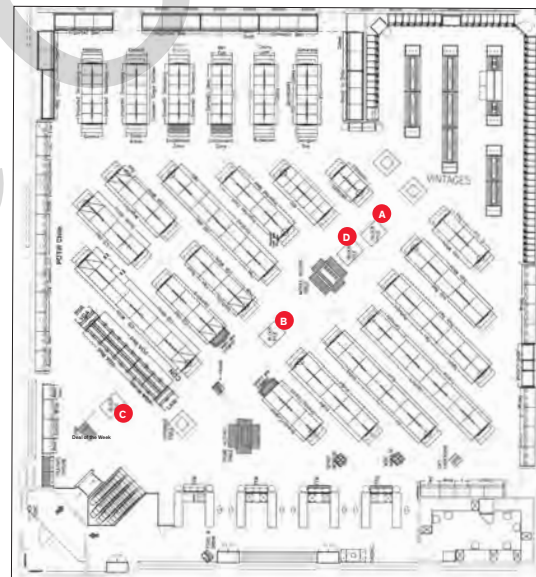
Block Pile B (BP-SBB): Ready-to-Drink

Block Pile C (BP-SBC): Rosé + Rewards

Block Pile D (BP): The Audacity of Thomas Bright



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

New Wines for Entertaining



We have a curated selection of NEW wines for customers to discover at affordable price points - all under \$20! These wines are our big bets for the season and we think that they will quickly become a hit with customers. Please note that this program continues until the end of P8 - signage will remain the same but participating products will change in P8.

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

### Key Dates (September 13 - October 10)

**NOTE: Signage will remain the same for P7 and P8 but participating products will change in P8.**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

Box Sign Theme	LCBO#	Description	Size (mL)	Offers
	14948	Matteo Sangiovese	750	
	14949	Matteo Bianco	750	
New Wines Under \$15	13776	Arche Fiano Igt	750	\$1.00 LTO
	15761	Trinity Oaks Cabernet Sauvignon	750	
	15762	Trinity Oaks Chardonnay	750	\$2.00 LTO
New Wines Under \$20	15754	Josh Cellars Pinot Grigio	750	\$2.00 LTO
	15514	Frank Hellwig Shiraz Grenache	750	\$2.00 LTO
	15760	Slow Press Cabernet Sauvignon	750	\$2.00 LTO

### Merchandising Instructions

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

### Signage Components

- Category Sign ENG/BIL (21P7-FF1)
- Category sign - blank fill (21P7-FF2)
- Box Sign ENG/BIL (Re-order numbers below)
  - Under \$15 (21P7-FF3)
  - Under \$20 (21P7-FF4)
- Shelf Talkers ENG (21P7-FF5) / BIL (21P7-FF6)

**4ft. Feature Fixture**



**8ft. Feature Fixture**



**12ft. Feature Fixture**



**Rosé SKUs**

For the remaining 4ft of this fixture, please merchandise Rosé SKUs. Refer to the New & Seasonal section of this guide for a list of Rosé products (next page).

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

Stores that are not participating in the Brand Spotlight Feature Fixture program will receive a “Rosé is in” category sign at the start of the P7 promotion.

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

## Key Dates (September 13 - October 10)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

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

### Signage and Merchandising Instructions

- Rosé Category Sign ENG/BIL (Re-order # 21P7-NS1)
- Shelf Talkers ENG/BIL (Re-order # 21P2-NS1)
- Install the P7 Category sign and shelf talkers to promote Rosé SKUs.



Example Only

### Participating Products

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

# DEAL OF THE WEEK (DW)

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

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

## Key Dates (September 13 - October 10)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

Duration	LCBO#	Description	Size (mL)	Offers
Sept 17 - Sept 23	456095	Ketel One	750	\$5.00 LTO
Sept 24 - Sept 30	575662	Revel Cab Noir	750	\$3.50 LTO
Oct 1 - Oct 7	462424	Cabot Trail Maple Cream	750	\$4.00 LTO
Oct 8 - Oct 14	24133	Thirty Bench WM Riesling	750	\$4.00 LTO

### Signage Components

- Week 1 Banner ENG (Re-order # 21P7-DW1) / BIL (Re-order # 21P7-DW1-BIL)
- Week 2 Banner ENG (Re-order # 21P7-DW2) / BIL (Re-order # 21P7-DW2-BIL)
- Week 3 Banner ENG (Re-order # 21P7-DW3) / BIL (Re-order # 21P7-DW3-BIL)
- Week 4 Banner ENG (Re-order # 21P7-DW4) / BIL (Re-order # 21P7-DW4-BIL)
- Deal of the Week Pricer Cards ENG (Re-order # DMS-21P7-ST14) / BIL (Re-order # DMS-21P7-ST15)
- Deal of the Week Shelf Talkers ENG (Re-order # DMS-21P7-ST16) / BIL (Re-order # DMS-21P7-ST17)

### Merchandising Instructions

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

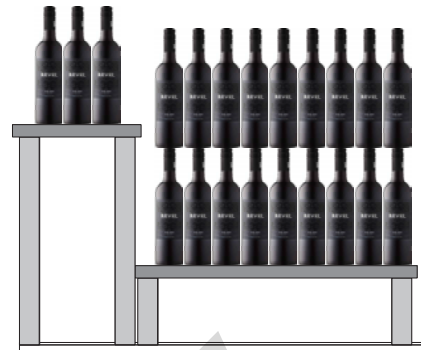




#1: Sept 17 - Sept 23



#2: Sept 24 - Sept 30



#3: Oct 1 - Oct 7



#4: Oct 8 - Oct 14



## Save Big This Week - Cut Case Display (Period 7 - Period 8)

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

### Participating Stores

All Stores

### Participating Products

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

### Merchandising Instructions

#### (For stores that have available floor space)

- Please set up a cut-case display using the provided generic signage.
- Merchandise pricer cards in front of products.
- Display the P7 Backer Card and Riser Wrap.

### Signage Components

- Generic Cut Case Backer card  
ENG ( 21P7-BPDW1) /  
BIL ( 21P7-BPDW2)
- Case Savings Cut Case Backer card  
ENG (21P7-BPDW3) /  
BIL ( 21P7-BPDW4)
- Riser Wrap  
ENG ( 21P7-BPDW5) /  
BIL (21P7-BPDW6)



Cut-case display



Cut-case display (Case Savings)

# Brand Spotlight (BS-BSE) ENTRANCE TABLE



Trius brands will have a brand new look in 2020. They will be displayed on the Entrance Table to focus on the launch of the new Trius labels and re-branding. **This is a sold program. Participation is mandatory.**

## Key Dates (September 13 - October 10)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers
221804	Trius Sauvignon Blanc VQA	750	\$1.00 LTO
251470	Trius Barrel Fermented Chardonnay VQA	750	\$2.00 LTO
284539	Trius Brut VQA	750	\$3.00 LTO
587956	Trius Cabernet Sauvignon VQA	750	\$2.00 LTO

### Signage Components

- Square & Round Entrance Table Sign ENG (Re-order # DMS-21P7-ET1) / BIL (Re-order # DMS-21P7-ET2)
- Shelf Talkers ENG (Re-order # DMS-21P7-ET3) / BIL (Re-order # DMS-21P7-ET4)

### Merchandising Instructions

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

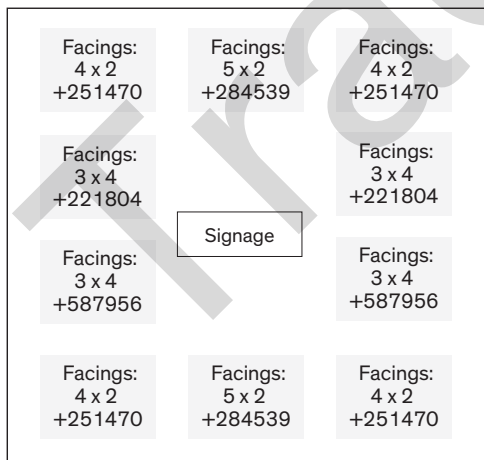
### CHECKLIST

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

### Planogram - Square Table



(Back View)



(Front View)

### Planogram - Round Table



(Back View)



(Front View)

# Spirits (MI-A)

## MINI THEMATIC A

Canadian Whisky is underrated in the world of whisky and we want to change that perception. Canadian whisky offers so much variety, heritage and flavours that many of our customers may not know. What better way to educate them than promoting our great assortment of deluxe Canadian whiskies.

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

### Key Dates (September 13 - October 10)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers
10937	Forty Creek Double Barrel Reserve Whisky	750	\$3.00 LTO
194878	White Owl Whisky	750	\$3.00 LTO
207639	J.P. Wiser's 18 YO Canadian Whisky	750	
434092	Crown Royal Northern Harvest Rye	750	\$2.00 LTO
572552	Signal Hill Canadian Whisky	750	\$3.00 LTO
573402	Bearface 7 YO Triple Oak Canadian Whisky	750	\$5.00 LTO

### Signage Components

- Category sign: Short (Re-order # DMS-21P7-MTA1)
- Shelf talkers: ENG (Re-order # DMS-21P7-MTA2) / BIL (Re-order # DMS-21P7-MTA3)
- Box signs: ENG/BIL (Re-order # DMS-21P7-MTA4)
- Backer card: ENG/BIL (Re-order # DMS-21P7-MTA5)
- Transparency ENG (Re-order # DMS-21P7-MTA6) /BIL (Re-order # DMS-21P7-MTA7)

### Merchandising Instructions

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





# Spirits (MI-B)

## MINI THEMATIC B

Ontario is home to an array of locally made and crafted Spirits sure to excite! From iconic whiskies with innovative extensions, to up-and-coming locally sourced and produced gins, vodkas, whiskies and liqueurs. We're inviting customers to learn the stories behind these local 'home made' products are where they are from.

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

### Key Dates (September 13 - October 10)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers
11423	Dillon's The Professors Negroni	500	\$2.00 LTO
11573	Vodkow	750	\$3.00 LTO
14915	Dillon's Rye Whisky	750	\$5.00 LTO
244186	Collingwood	750	
350561	Forty Creek Cream Liqueur	1140	\$1.50 LTO
472332	Wayne Gretzky Red Cask Whisky	750	\$4.00 LTO
492256	Tag No.5 Vodka (P.E.T)	1140	\$1.00 LTO

### Signage Components

- Category sign:  
Short (Re-order# DMS-21P7-MTB8) / Long (Re-order# DMS-21P7-MTB9)
- Shelf talkers:  
ENG (Re-order# DMS-21P7-MTB10) / BIL (Re-order # DMS-21P7-MTB11)
- Box signs: ENG/BIL (Re-order# DMS-21P7-MTB12)
- Backer card: ENG/BIL (Re-order# DMS-21P7-MTB13)
- Transparency ENG (Re-order# DMS-21P7-MTB14) /
- BIL (Re-order# DMS-21P7-MTB15)

### 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.



# Beer (MI-C)

## MINI THEMATIC C

The Beer Mini Thematic is an industry association supported feature. The display features a selection of nine products from nine different breweries, emphasizing the quality and breadth of the local craft assortment, while as the same time showing LCBO support of the local industry. **This is a sold program. Participation is mandatory.**

**NOTE: Effective P7 Mini-Thematic C will move from EA 1 to EA 10. End Aisle 1 will now be used as a Specialty End.**

### Key Dates (September 13 - October 10)

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### Participating Products

LCBO#	Description	Size (mL)	LTO	Supplying Source/Distributor
10833	Juice Caboose IPA	473	\$0.20	8447 - Railway City Brewing Company
481515	Balls Falls Session IPA	473	\$0.20	798 - Bench Brewing Company
12172	Flying Monkeys Freakshow Crush Hazy IPA	473		6309 - Flying Monkeys Craft Brewery
14812	Haze Mama	473		1929 - Great Lakes Brewing Co. Inc.
15964	Muskoka Brewery Hopsonic Pack	6 x 473		LCBO Warehouse
142364	Side Launch Northbound Lager	473		3827 - Side Launch Brewing
243741	Cameron's Lager	473		413 - Cameron's Brewing Co.
547646	Steam Whistle Premium Pilsner	6 x 341		5577 - Steam Whistle Brewing
549873	Collective Arts Jam Up The Mash	473		4678 - Collective Arts Brewing Limited
647859	Beaus Lug Tread	6 x 473		275 - The Beer Store

#### Signage Components

- VQA Backer card: ENG/BIL (Re-order# 21P7-BC-VQA10)
- IDB Backer card: ENG/BIL (Re-order# 21P7-BC-IDB21)

#### 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

## Autumn Release Date

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

## Digital/Online Edition

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

## Social Media

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

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

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

## Signage

- Autumn *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #DMS-21P7-FD1)
- Autumn *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #DMS-21P7-FD2)
- Autumn *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #DMS-21P7-FD3)



## COMING SOON

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

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

# Brand Spotlight (BS - BSF)

## FRONT NESTING TABLE

VQA & IDB



The VQA Flight will be a multi-brand story highlighting Ontario wine pioneers. The IDB flight will showcase the line up of Peller Family Vineyards, one of Canada's favourite and most trusted brands. Keep this table full for the duration of the period. There are great LTOs which can encourage multiple bottle purchases.

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

### Key Dates (September 13 - October 10)

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### Participating Products

Flight	LCBO#	Description	Size (mL)	Offers
VQA Flight	14887	Pelee Island Bourbon Barrel Reserve Baco Noir VQA	750	\$2.00 LTO
	57349	Château des Charmes Gamay Noir VQA	750	\$1.00 LTO
	219543	Inniskillin Late Autumn Riesling VQA	750	\$1.00 LTO
	228551	Cave Spring Chardonnay VQA	750	\$2.00 LTO
	234583	Cave Spring Riesling VQA	750	\$2.00 LTO
	261099	Inniskillin Pinot Noir VQA	750	\$2.00 LTO
	268342	Henry of Pelham Estate Chardonnay	750	\$3.00 LTO
	391300	Château des Charmes Sauvignon Blanc VQA	750	\$1.00 LTO
	458521	Pelee Island Pinot Noir Reserve VQA	750	\$2.00 LTO
	459966	Henry of Pelham Baco Noir Old Vines VQA	750	\$2.00 LTO
IDB Flight	16785	Peller Family Vineyards Light Pinot Grigio <b>NEW</b>	750	\$1.00 LTO
	16810	Peller Family Vineyards Light Cabernet Sauvignon <b>NEW</b>	750	\$1.00 LTO
	623322	Peller Family Vineyards Sauvignon Bag In Box	4000	\$3.00 LTO
	589028	Peller Family Vineyards Rosé Bag In Box	4000	\$2.00 LTO
	589069	Peller Family Vineyards Red Bag In Box	4000	\$1.00 LTO
	669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00 LTO
	669440	Peller Family Vineyards Shiraz	1500	\$2.00 LTO
	411751	Family Series Chardonnay VQA Peller Estates	1500	\$2.00 LTO
	63313	Peller Family Vineyards Dry White Crtn	1000	\$1.00 LTO
	58628	Peller Est. Family Series Cabernet Merlot VQA	750	\$1.00 LTO



## Signage Components - VQA Flight

- Table Sign Large ENG DMS-21VQA-FNT1) / BIL (DMS-21VQA-FNT2)
- Table Sign Small ENG (DMS-21VQA-FNT5) / BIL (DMS-21VQA-FNT6)
- Shelf Talkers ENG (DMS-21VQA-FNT9) / BIL (DMS-21VQA-FNT10)
- End Aisle Backer Card ENG/BIL (DMS-21VQA-FNT13)
- Box Sign (Re-order numbers below)
  - Box Sign 1 ENG (DMS-21P7-FNT15) / BIL (DMS-21P7-FNT16)
  - Box Sign 2 ENG (DMS-21P7-FNT17) / BIL (DMS-21P7-FNT18)

## Signage Components - IDB Flight

- Table Sign Large ENG (DMS-21IDB-FNT3) / BIL (DMS-21IDB-FNT4)
- Table Sign Small ENG (DMS-21IDB-FNT7) / BIL (DMS-21IDB-FNT8)
- Shelf Talkers ENG (DMS-21IDB-FNT11) / BIL (DMS-21IDB-FNT12)
- End Aisle Backer Card ENG/BIL (DMS-21IDB-FNT14)
- Box Sign (Re-order numbers below)
  - Lighter/Low Alc ENG (DMS-21P7-FNT19) / BIL (DMS-21P7-FNT20)
  - Big value/Big fl your ENG (DMS-21P7-FNT21) / BIL (DMS-21P7-FNT22)

## Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram
- Install the Table Box Sign/Backer Card.
- Merchandise the pre-printed shelf talkers in-section and on the table.

VQA End Aisle (Select Stores)

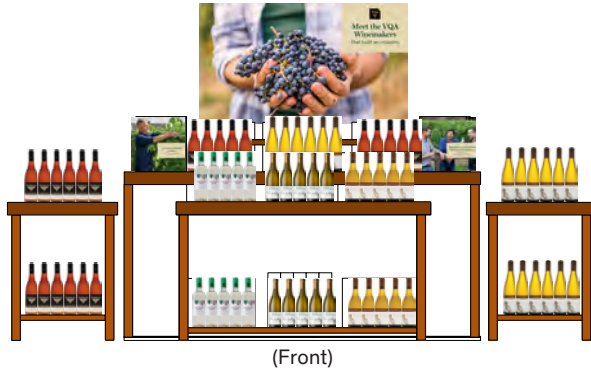


IDB End Aisle (Select Stores)



## VQA Planogram

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



Top View (Back)

Facings: 5x 3 +57349	Facings: 5x 3 +459966	Facings: 5x2 +14887
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Facings: 1x 1 Box Sign	Facings: 5x2 +261099	Facings: 5x2 +458521	Facings: 5x2 +261099	Facings: 1x 1 Box Sign
	Signage			
	Facings: 5x2 +219543	Facings: 6x2 +234583	Facings: 5x2 +219543	

Facings: 6x 3 +219543
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Facings: 6x 3 +234583
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Facings: 5x 4 +391300	Facings: 5x 4 +268342	Facings: 5x 4 +228551
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Top View (Front)

## IDB Planogram

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



Top View (Back)

Facings: +589036 1 case deep x 3 cases high
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Facings: 4x3 +58628	Facings: 2x 2 +589036	Facings: 4x3 +667113
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Facings: +589069 1 case deep x 3 cases high
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Facings: 2x 2 +589028
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Facings: 1x 1 Box Sign	Facings: 4x3 +16810	Facings: 4x2 +669440	Facings: 4x3 +16810	Facings: 1x 1 Box Sign
	Signage			
	Facings: 4x3 +16785	Facings: 5x 3 +63313	Facings: 4x3 +16785	

Facings: 2x 2 +589069
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Facings: +623322 1 case deep x 3 cases high
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Facings: 4x3 +669473	Facings: 2x 2 +623322	Facings: 4x3 +411751
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Facings: +63313 1 case deep x 3 cases high
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Top View (Front)

## VQA Planogram

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



(Front)



(Back)

Top View (Back)

Facings: 5x 3 +57349	Facings: 5x 3 +459966	Facings: 5x2 +14887
----------------------------	-----------------------------	---------------------------

Facings: 5x2 +261099	Facings: 5x2 +458521	Facings: 5x2 +261099
Facings: 1x 1 Box Sign	Signage	Facings: 1x 1 Box Sign
Facings: 5x2 +219543	Facings: 6x2 +234583	Facings: 5x2 +219543

Facings: 5x 4 +391300	Facings: 5x 4 +268342	Facings: 5x 4 +228551
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Top View (Front)

## IDB Planogram

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



(Front)



(Back)

Top View (Back)

Facings: +589028 1 case deep x 3 cases high	Facings: 4x3 +58628	Facings: 2x 2 +589036	Facings: 4x3 +667113	Facings: +589069 1 case deep x 3 cases high
--	---------------------------	-----------------------------	----------------------------	--

Facings: 4x3 +16810	Facings: 4x2 +669440	Facings: 4x3 +16810
Facings: 1x 1 Box Sign	Signage	Facings: 1x 1 Box Sign
Facings: 4x3 +16785	Facings: 5x 3 +63313	Facings: 4x3 +16785

Facings: +623322 1 case deep x 3 cases high	Facings: 4x3 +669473	Facings: 2x 2 +623322	Facings: 4x3 +411751	Facings: +63313 1 case deep x 3 cases high
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Top View (Front)

# Cocktail of the Month (CM) A-FRAME FIXTURE

Empress 75



Empress is one of the top growing Deluxe Gins and Canadian made! Once you add any acidic product (Tonic, citrus juice etc.), the gin changes colour! All participating stores must merchandise the perpendicular recipe card in-section (in front of participating products) and also on both sides of the A-Frame fixture. **This is a sold program. Participation is mandatory.**

## Key Dates (September 13 - October 10)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers
557470	Empress 1908 Gin	750	\$3.00 LTO + Value Add: 200 mL Bottega Prosecco

**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

- Cut Case Backer Card (value add) ENG (Re-order #DMS-21P7-AF1) / BIL (Re-order #DMS-21P7-AF2)
- Cut Case Backer Card (no value add) ENG (Re-order #DMS-21P7-AF3) / BIL (Re-order #DMS-21P7-AF4)
- A-Frame Sign (value add) ENG (Re-order #DMS-21P7-AF5) / BIL (Re-order #DMS-21P7-AF6)
- A-Frame Sign (no value add) ENG (Re-order #DMS-21P7-AF7) / BIL (Re-order #DMS-21P7-AF8)
- Pricer Cards ENG (Re-order # DMS-21P7-AF9) / BIL (Re-order # DMS-21P7-AF10)
- NEW! Recipe Pricer Card ENG/BIL (Re-order # DMS-21P7-AF11)
- Shelf Talker ENG (Re-order # DMS-21P7-AF12) / BIL (Re-order # DMS-21P7-AF13)
- Recipe Perpendicular Shelf Talker ENG (Re-order # DMS-21P7-AF14) / BIL (Re-order # DMS-21P7-AF15)
- Value Add Perpendicular Shelf Talker ENG (Re-order # DMS-21P7-AF16) / BIL (Re-order # DMS-21P7-AF17)
- Backer Cards ENG (Re-order #DMS-21P7-AF18) / BIL (Re-order #DMS-21P7-AF19)
- Riser Wrap (DMS-21P7-AF20)

### Merchandising Instructions

#### A-Frame Display

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

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

#### Cut-Case Display

- Use the cut-case mini backer card to build a display (near the front of the store) with the participating products and value add.
- Merchandise the Pricer Cards and the Recipe Case Card in front of the corresponding products.
- Install the recipe shelf talker in-section using a perpendicular shelf clip (PSTC201404).
- Option: Stores may choose to execute this display using the backer card provided to merchandise the products on a discretionary end aisle. (Manager's discretion)



A

# Display Program (BP-SBA)

## BLOCK PILE A

Ontario Craft Beer



Celebrate your corner of Ontario, as we highlight the diversities of Craft Beers being produced in each Region. Northern, Western, Eastern and Central Region stores will each have their own local assortment of products to merchandise for this Block Pile – giving customers a taste of what’s being created in their corner of the province.

Create your OCB Block Pile based on your store’s assortment, for a localized customer experience. Each Pole Topper should accommodate only 1 Pole Topper sign. Pole Topper sign should be flush with the top of product being displayed (do not allow any gaps between product and sign). Each store will receive a complete set of Pricer Cards & Shelf Talkers. Please select and merchandise only the signage applicable to your region. **This is a sold program. Participation is mandatory.**

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

### Key Dates (September 13 - October 10)

#### Participating Stores

##### Group 1 - Northern Region

22, 31, 102, 106, 130, 187, 209, 227, 287, 288, 300, 407, 501, 579, 602, 605, 145, 360, 616, 652

##### Group 2 - Western Region

23, 44, 74, 110, 115, 150, 233, 250, 252, 326, 346, 362, 367, 381, 401, 427, 438, 459, 490, 491, 495, 497, 522, 544, 586, 617, 634, 641, 706, 741, 21, 27, 33, 34, 47, 93, 95, 101, 160, 166, 200, 249, 268, 278, 310, 312, 373, 392, 393, 417, 481, 509, 539, 545, 549, 566, 573, 593

##### Group 3 - Eastern Region

38, 55, 65, 82, 90, 132, 191, 211, 212, 243, 263, 344, 355, 394, 412, 443, 499, 587, 609, 670, 694, 699, 776, 36, 41, 49, 83, 221, 378, 386, 388, 400, 431, 432, 517, 556, 569, 624, 771

##### Group 4 - Central Region

1, 10, 15, 17, 148, 149, 156, 164, 168, 171, 195, 198, 217, 253, 265, 279, 298, 329, 334, 351, 359, 361, 383, 385, 390, 391, 397, 404, 416, 436, 445, 470, 511, 523, 542, 554, 580, 590, 619, 623, 627, 630, 631, 632, 640, 655, 658, 748, 183, 226, 228, 242, 408, 411, 418, 428, 444, 452, 485, 536, 553, 564, 599, 635, 642, 649, 685, 703

#### Merchandising Instructions

- Use the pole topper or cut case backer card to build a display with the participating products (based on your store’s assortment).
- Merchandise the Pricer Cards in front of the corresponding products.
- If your store is limited in floor space, you may select a discretionary end aisle to feature the skus participating in the Sold Block Pile programs for the Period. Stores will need to select a discretionary end that is closest to the featured products (i.e. the beer products on display should be on discretionary end close to the Beer section within the store).

#### Signage Components

- Pole Topper ENG (Re-order # DMS-21P7-BPA1) / BIL (Re-order # DMS-21P7-BPA2)
- Riser Wrap ENG (Re-order # DMS-21P7-BPA3) / BIL (Re-order # DMS-21P7-BPA4)
- Pricer Cards ENG (Re-order # DMS-21P7-BPA5) / BIL (Re-order # DMS-21P7-BPA6)
- Shelf Talkers ENG (Re-order # DMS-21P7-BPA7) / BIL (Re-order # DMS-21P7-BPA8)
- Cut Case Backer Card ENG (Re-order # DMS-21P7-BPA9) / BIL (Re-order # DMS-21P7-BPA10)
- Backer Card ENG/BIL (Re-order # DMS-21P7-BPA11)

## Group 1 - Northern Region

22, 31, 102, 106, 130, 187, 209, 227, 287, 288, 300, 407, 501, 579, 602, 605, 145, 360, 616, 652

### Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source/Distributor
508572	Flying Monkeys Juicy Ass IPA	473	\$0.20 LTO	6309 - Flying Monkeys Craft Brewery
10076	Side Launch Dry-Hopped Sour	473		3827 - Side Launch Brewing
15823	Lake Of Bays Off The Grid Hazy Pale Ale	473		8958 - Lake Of Bays Brewing
110148	Trestle Brewing 30,000 Islands IPA	473		1701 - Trestle Brewing Company Limited
159772	Muskoka Hazed And Confused	473	\$0.25 LTO	Lcbo Warehouse
569913	Lake Of The Woods Kolsch	473		4277 - Lake Of The Woods Brewing Comp

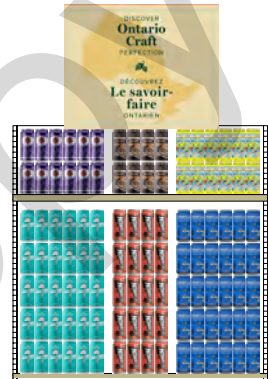


Northern Block Pile Example (Front) Northern Block Pile Example (Back)

Northern Top View (Back)

+10076 1 case deep x 5 cases high	+508572 1 case deep x 5 cases high	+159772 1 case deep x 5 cases high
+569913 1 case deep x 5 cases high	+110148 1 case deep x 5 cases high	+15823 1 case deep x 5 cases high

Northern Top View (Front)



Northern Discretionary End Aisle

## Group 2 - Western Region

23, 44, 74, 110, 115, 150, 233, 250, 252, 326, 346, 362, 367, 381, 401, 427, 438, 459, 490, 491, 495, 497, 522, 544, 586, 617, 634, 641, 706, 741, 21, 27, 33, 34, 47, 93, 95, 101, 160, 166, 200, 249, 268, 278, 310, 312, 373, 392, 393, 417, 481, 509, 539, 545, 549, 566, 573, 593

### Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source/Distributor
13661	Refined ool Zane Lost His Avocado Bag, Brut IPA	473		5732 - Refined ool Brewing Company
13815	Bench Brewing Jordan Harbour Belgian Pale Ale	473		798 - Bench Brewing Company
15116	Cowbell Brewing Co. Hazy Days IPA	473		458 - Cowbell Brewing Co.
15861	Sons Of Kent Juice Box IPA	473	\$0.25 LTO	2218 - Sons Of Kent
398693	Naughty Neighbour American Pale Ale	473	\$0.25 LTO	6699 - Nickel Brook Brewing Company
556688	Collective Arts Life In The Clouds	473		4678 - Collective Arts Brewing Limited



Western Block Pile Example (Front) Western Block Pile Example (Back)

Western Top View (Back)

+13815 1 case deep x 5 cases high	+15861 1 case deep x 5 cases high	+13661 1 case deep x 5 cases high
+15116 1 case deep x 5 cases high	+398693 1 case deep x 5 cases high	+556688 1 case deep x 5 cases high

Western Top View (Front)



Western Discretionary End Aisle

### Group 3 - Eastern Region

38, 55, 65, 82, 90, 132, 191, 211, 212, 243, 263, 344, 355, 394, 412, 443, 499, 587, 609, 670, 694, 699, 776, 36, 41, 49, 83, 221, 378, 386, 388, 400, 431, 432, 517, 556, 569, 624, 771

### Participating Products

LCBO#	Description	Size (mL)	Supplying Source/Distributor
446955	Big Rig Alpha Bomb IPA	473	1188 - Big Rig Brewing Co.
450239	Whitewater Brewing Farmer's Daughter	473	8454 - Whitewater Brewing Company
468181	Brock Street Blonde	473	397 - Brock Street Brewing
497438	Spearhead Hawaiian Pale Ale	473	86 - Spearhead Brewing Company
576926	Beau's Lug Tread Lagered Ale	473	275 - The Beer Store
646620	Beyond The Pale Clean Cut	473	7672 - Beyond The Pale Brewing Company



Eastern Block Pile Example (Front) Eastern Block Pile Example (Back)

Eastern Top View (Back)

+646620 1 case deep x 5 cases high	+576926 1 case deep x 5 cases high	+446955 1 case deep x 5 cases high
+497438 1 case deep x 5 cases high	+450239 1 case deep x 5 cases high	+468181 1 case deep x 5 cases high

Eastern Top View (Front)



Eastern Discretionary End Aisle

### Group 4 - Central Region

1, 10, 15, 17, 148, 149, 156, 164, 168, 171, 195, 198, 217, 253, 265, 279, 298, 329, 334, 351, 359, 361, 383, 385, 390, 391, 397, 404, 416, 436, 445, 470, 511, 523, 542, 554, 580, 590, 619, 623, 627, 630, 631, 632, 640, 655, 658, 748, 183, 226, 228, 242, 408, 411, 418, 428, 444, 452, 485, 536, 553, 564, 599, 635, 642, 649, 685, 703

### Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source/Distributor
11917	Cameron's Jurassic IPA	473		413 - Cameron's Brewing Co.
16897	Great Lakes Brewery - Burst!	473		1929 - Great Lakes Brewing Co. Inc.
492009	Steam Whistle Can	473	\$0.25 LTO	5577 - Steam Whistle Brewing
513036	Henderson Brewing Co. Food Truck Beer	473		766 - Henderson Brewing Co
573576	Amsterdam Space Invader	473		3842 - Amsterdam Brewing Company
508572	Flying Monkeys Juicy Ass IPA	473	\$0.20 LTO	6309 - Flying Monkeys Craft Brewery

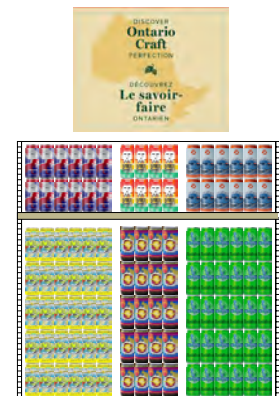


Central Block Pile Example (Front) Central Block Pile Example (Back)

Central Top View (Back)

+513036 1 case deep x 5 cases high	+16897 1 case deep x 5 cases high	+11917 1 case deep x 5 cases high
+508572 1 case deep x 5 cases high	+492009 1 case deep x 5 cases high	+573576 1 case deep x 5 cases high

Central Top View (Front)



Central Discretionary End Aisle



# Display Program (BP-SBB)

## BLOCK PILE B

Ready-to-Drink (Period 2 - 7)

The RTD program will be happening from P2-P7 in support of the category during high-volume spring and summer months.  
**This is a sold program. Participation is mandatory.**

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

### Key Dates (Period 2 - Period 7)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source/ Distributor
448779	Crazy Uncle Hard Root Beer For Grown Ups	473		LCBO Warehouse
553529	Cottage Springs Lemon Lime	355		LCBO Warehouse
667006	Georgian Bay Smashed Ice Tea	473	\$0.15 LTO	LCBO Warehouse
448613	Black Fly Sour Raspberry	473	\$0.25 LTO	LCBO Warehouse
491191	Social Lite Pineapple Mango	4x355		LCBO Warehouse



Discretionary End Aisle

### Signage Components

- Pole Topper Signs ENG (Re-order #DMS-21P7-BPB1) / BIL (Re-order #DMS-21P7-BPB2)
- Riser Wrap ENG (Re-order #DMS-21P7-BPB3) / BIL (Re-order #DMS-21P7-BPB11)
- Pricer Card ENG (Re-order #DMS-21P7-BPB4) / BIL (Re-order # DMS-21P7-BPB5)
- Shelf Talkers ENG (Re-order #DMS-21P7-BPB6) / BIL (Re-order #DMS-21P7-BPB7)
- Cut Case Backer Card ENG (Re-order #DMS-21P7-BPB8) / BIL (Re-order #DMS-21P7-BPB9)
- End Aisle Backer Card ENG/BIL (Re-order #DMS-21P7-BPB10)



Front View

Back View

### Merchandising Instructions

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

VQA & IDB

The VQA table and Celebration Fixture will be a multi-brand story focusing on harvest dinner solutions for customers – From Sparkling to Gamay to Chardonnay to Icewine, Ontario is home to world class wines and Thanksgiving is the perfect time to come together and experience the beautiful wines we have to offer. Ontario VQA has your meal covered from appetizers to dessert.

The IDB table and Celebration Fixture will be merchandised with both IDB and VQA wines from Jackson Triggs providing an approachable solution for a night at home or an everyday occasion.

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

### Key Dates (September 13 - October 10)

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### Participating Products

Flight	LCBO#	Description	Size (mL)	Offers
VQA Flight	1578	(V)Twisted (Flat Rock Cellars)	750	\$1.00 LTO
	16792	Speck Bros. 'The Goat Lady' Chardonnay VQA	750	\$2.00 LTO
	38117	Riesling Elevation St Urban (Vineland)	750	\$2.00 LTO
	149237	The Conspiracy Ripasso Style (Foreign Affai	750	\$3.00 LTO
	177824	(V)Gamay Noir (Thirteenth Street)	750	\$2.00 LTO
	244616	Sandbanks Rose VQA	750	\$2.00 LTO
	258673	Pinot Noir G Marquis Slvr Ln Stone Rd	750	\$2.00 LTO
	303800	(V) Trius Vqa Red (Andres Wines Ltd)	750	\$2.00 LTO
	522672	(V)Vidal Icewine VQA Nia(Lakeview Cellars)	200	\$2.00 LTO
	536565	Lily Sparkling Rose VQA	750	\$1.00 LTO
IDB Flight	12287	Jackson-Triggs Cabernet Sauvignon Light	750	
	16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	
	270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00
	270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00
	389411	(V)Prop Res Vidal Icewine VQA	375	\$5.00
	399428	Jackson-Triggs Sauvignon Blanc	1500	\$1.50
	526228	Jackson-Triggs Reserve Meritage VQA	750	\$1.00
	535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	\$2.00
	619791	Jackson-Triggs Rose*	750	VA: Tumbler Wine Glass (Attached to bottle)
	637728	Jackson-Triggs Shiraz	1500	\$2.00

\* 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 - VQA Flight

- Table Sign Large ENG (DMS-21VQA-MNT1) / BIL (DMS-21VQA-MNT2)
- Shelf Talkers ENG (DMS-21VQA-MNT6) / BIL (DMS-21VQA-MNT7)
- Food & Drink Merchandiser ENG (DMS-21P7-MNT16) / BIL (DMS-21P7-MNT17)
- Celebration Fixture Drum Sign ENG (DMS-21VQA-MNT10) / BIL (DMS-21VQA-MNT11)
- Celebration Fixture Bin Strip (DMS-21VQA-MNT14)

### Signage Components - IDB Flight

- Table Sign Large ENG (DMS-21IDB-MNT3) / BIL (DMS-21IDB-MNT4)
- Table Sign Small BIL (DMS-21IDB-MNT5)
- Shelf Talkers ENG (DMS-21IDB-MNT8) / BIL (DMS-21IDB-MNT9)
- Food & Drink Merchandiser ENG (DMS-21P7-MNT16) / BIL (DMS-21P7-MNT17)
- Celebration Fixture Drum Sign ENG (DMS-21IDB-MNT12) / BIL (DMS-21IDB-MNT13)
- Celebration Fixture Bin Strip (DMS-21IDB-MNT15)

### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram
- Install the Table Box Sign.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- Install Food & Drink merchandisers according to the planogram.

**NOTE: For stores that are part of the Gifting program and have the Metal Bag Merchandiser Stand, please ensure the Fixture is merchandised with the Middle Nesting Table. For stores without the fixture, Cotton Bags may be merchandised at Cash Ends. See page 80 for details on How to Merchandise the Cotton Bags.**



# VQA Planograms - Middle Nesting Table

## Cotton Bag Fixture



Merchandise Autumn F&D Magazine in merchandisers.



(Front)

**Cotton Bag Fixture**  
**NOTE:** For stores that are part of the Gifting program and have the Metal Bag Merchandiser Stand, please ensure the Fixture is merchandised with the Middle Nesting Table. For stores without the fixture, Cotton Bags may be merchandised at Cash Ends. See page 80 for details on How to Merchandise the Cotton Bags.



(Back)

Top View (Back)

Facings: 5x 3 +536565	Facings: 6x2 +522672	Facings: 6x2 +244616
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Facings: 5x2 +258673	Facings: 6x2 + 303800	Facings: 5x2 +177824
Signage		
Facings: 5x2 +149237	Facings: 6x2 + 303800	Facings: 5x2 +149237

Facings: 6x 3 +38117
----------------------------

Facings: 1x 1  
F&D  
Merchandiser

Facings: 1x 1  
F&D  
Merchandiser

Facings: 6x2 +1578
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Cotton Bag  
Fixture

Facings: 5x 3 + 536565	Facings: 6x 3 +16792	Facings: 6x2 +244616
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Top View (Front)

# IDB Planograms - Middle Nesting Table



Merchandise Autumn F&D Magazine in merchandisers



(Front)



(Back)

Top View (Back)

Facings: 6x 3 +526228	Facings: 4x3 +637728	Facings: 6x 3 +526228
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Facings:  
2x 2  
+270892

Facings: 6x 3 +12287	Facings: 6x 3 + 619791	Facings: 6x 3 +12287
Facings: 1x 1 F&D Merchandiser	Signage	Facings: 1x 1 F&D Merchandiser
Facings: 6x 3 +16775	Facings: 6x 3 + 619791	Facings: 6x 3 +16775

Facings:  
2x 2  
+270959

Facings: 6x 3 + 535682	Facings: 6x 3 +389411	Facings: 4x2 +399428
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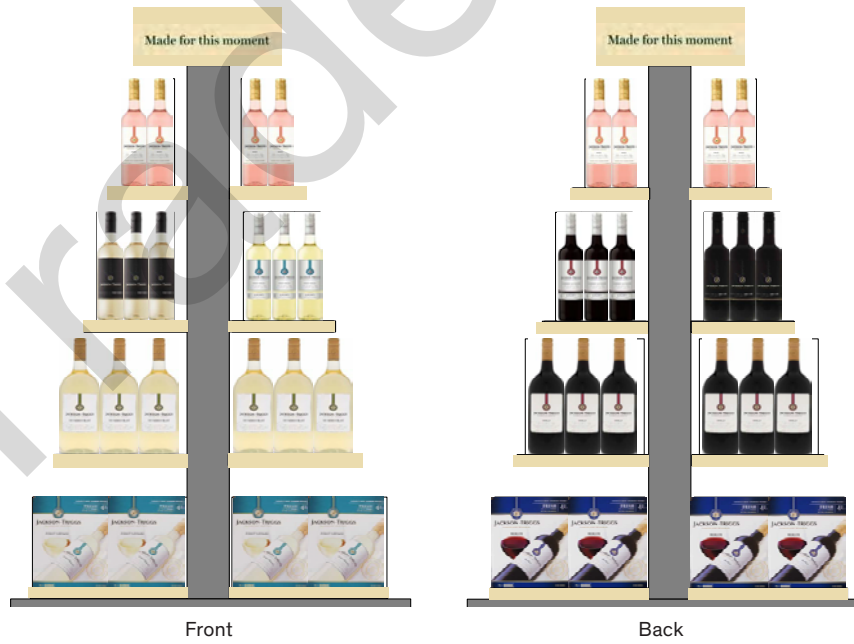
Top View (Front)



## VQA Planograms - Celebration Fixture



## IDB Planograms - Celebration Fixture



# Period 7 VQA END AISLES

**NOTE: Refer to Mini Thematic C section or EA 10 section of this guide for product information.**

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1</b>	14884	Pelee Island Lola Secco Sparkling VQA	750	LTO
	16767	Saintly Sparkling Rose VQA	750	LTO
	16789	Lazzara Bianco Secco Sparkling VQA	750	LTO, Wine Fridge
	16858	Malivoire Che Bello Sparkling VQA	750	LTO
	492959	Rosehall Run Pixie Sparkling Rosé VQA	750	LTO
	645309	Kew Vineyards Organic Riesling Sparkling VQA	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2</b> (End Aisle W1)	15888	Open Pinot Grigio VQA Bag In Box	3000	LTO
	357145	Open Smooth Red VQA	750	LTO
	387050	Open Smooth White VQA	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3</b> (End Aisle W2)	75689	Wayne Gretzky Cabernet Merlot VQA	750	LTO
	326256	Wayne Gretzky Pinot Grigio VQA	750	LTO, Wine Fridge
	426528	Wayne Gretzky Baco Noir VQA	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #4</b> (End Aisle W3)	518746	D'Ont Poke The Bear Red VQA	750	LTO
	518753	D'Ont Poke The Bear White VQA	750	LTO
	573428	D'Ont Poke The Bear Cider	473	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5</b> (End Aisle W4)	136044	Pelee Island Chardonnay VQA	750	LTO
	276170	Pelee Island Blanc De Blanc VQA	750	LTO
	433714	Pelee Island Cabernet Franc VQA	750	LTO





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6</b> (End Aisle W5)	145458	Inniskillin Riesling Pinot Grigio VQA	750	LTO
	388306	>(V) Vidal Icewine VQA (Inniskillin.	375	LTO
	508721	Inniskillin Baco Noir VQA	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b> (End Aisle W6)	10485	Pelee Island Lola Pinot Grigio VQA	750	LTO
	618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	LTO
	618231	Pelee Island Lola Gewurztraminer VQA	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b> (End Aisle W7)	159962	Sandbanks Shoreline Cabernet Merlot VQA	750	LTO
	361881	Sandbanks French Kiss VQA	750	LTO
	459982	Sandbanks Riesling-Gewurztraminer VQA	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b> (End Aisle W8)	65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA	750	LTO
	467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	LTO, Wine Fridge
	522730	Strewn Chardonnay Barrel-Aged VQA	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>Beer/Cider Mini Thematic C End Aisle #10</b>	10833	Railway City Brewing Juice Caboose IPA (8447)	473	LTO
	12172	Flying Monkeys Freakshow Crush Hazy IPA (6309)	473	
	14812	Great Lakes Brewery Haze Mama (1929)	473	
	15964	Muskoka Brewery Hopsonic Pack (LCBO Warehouse)	6 x 4 73	
	142364	Side Launch Northbound Lager (3827)	473	
	243741	Cameron's Lager (413)	473	
	481515	Balls Falls Session IPA (798)	473	LTO
	547646	Steam Whistle Premium Pilsner (5577)	6 x 3 41	
	549873	Collective Arts Jam Up The Mash (4678)	473	
	647859	Beaus Lug Tread (275 TBS)	6 x 4 73	

**NOTE: Refer to the Mini Thematic C section for more details.**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b> (End Aisle W9)	574533	Magnotta Pinot Grigio Venture Series VQA	750	LTO
	574541	Magnotta Cabernet Sauvignon Venture Series VQA	750	LTO
	698159	Magnotta Pinot Noir Venture Series VQA	750	LTO





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b> (End Aisle S1)	3558	Gibson's Finest Rare 12 Years Old	750	LTO
	200741	Gibson's Finest Rare 12 Years Old	1750	LTO
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b> (End Aisle S2)	64659	Captain Morgan Private Stock Rum	750	
	454686	Captain Morgan Bold Spiced Rum	750	LTO
	500512	Captain Morgan Original Spiced Rum	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b> (End Aisle S3)	491803	Southern Comfort	375	
	491811	Southern Comfort	750	
	491829	Southern Comfort	1140	LTO

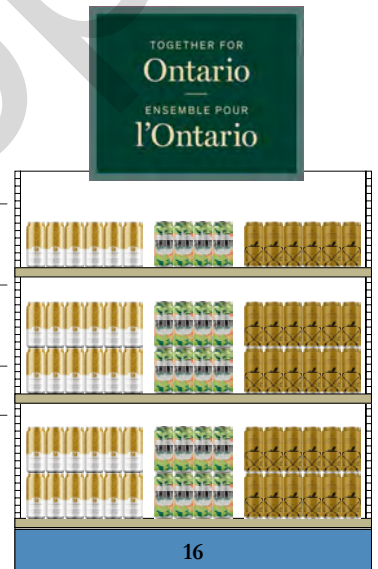




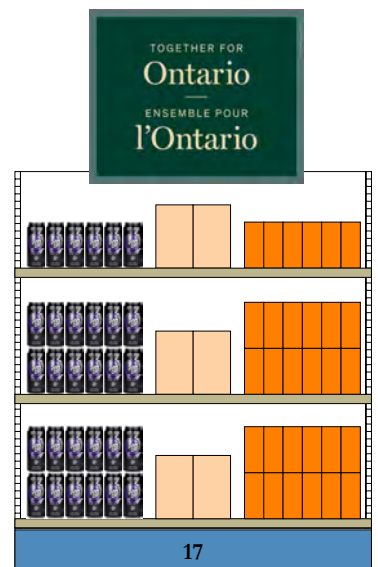
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b> (End Aisle S4)	314856	Fireball Whisky Shooter	1140	LTO
	398776	Fireball Whisky Shooter	375	Value Add
	456350	Fireball Cinnamon Whisky	1750	Value Add



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	11562	Niagara Cider Company No. 1 Dry Apple Cider (LCBO Warehouse)	473	LTO
	407668	Shiny Apple Cider (LCBO Warehouse)	473	LTO
	688572	Lost Craft Apple Cider (179)	473	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	16883	Lost Craft Skyline (179)	473	
	16892	Wellington Collab Mix Pack (4826)	4 x 473	
	574905	Nickel Brook Lost In Orbit IPA (6699)	473	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	10815	Collective Arts Hazy State (4678)	473	
	14303	Jacobsen X Henderson Nordic Lager (766)	473	
	450312	Collective Arts Ransack The Universe IPA (4678)	473	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	15928	Mill St Big Little Lager (1950)	473	
	267773	Hop City Barking Squirrel Lager (LCBO Warehouse)	473	LTO
	666917	Creemore Premium Lager (1757)	473	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	15406	Sleeman Clear 2.0 (275 TBS)	473	
	383059	Sleeman Original Draught (275 TBS)	6 x 4 73	LTO
	698209	Sleeman Clear (275 TBS)	6 x 3 41	LTO





# Period 7 IDB END AISLES

**NOTE: NOTE: Refer to Mini Thematic C section or EA 10 section of this guide for product information.**

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1</b>	16776	Tryst Fresh & Clean White	750	LTO
	16780	XOXO Pinot Grigio Chardonnay Tetra	250	LTO
	16783	XOXO Rose Tetra	250	LTO
	16784	Graffiti Pinot Grigio	750	LTO
	16806	Tryst Smooth And Silky Red	750	LTO
	16809	Graffiti Cabernet Sauvignon	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2</b>	11572	XOXO Moscato	750	LTO
	430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO
	581124	XOXO Light Pinot Grigio	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3</b>	338855	Bodacious Smooth Red	750	LTO
	339168	Bodacious Smooth White	750	LTO
	523563	Bodacious Cabernet Sauvignon	1500	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #4</b>	589036	Peller Family Vineyards Cab Merlot	4000	LTO
	667097	Peller Family Vineyards Sauvignon Blanc	750	LTO
	667113	Peller Family Vineyards Cabernet Sauvignon	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5</b>	328534	Jackson-Triggs Cabernet Sauvignon	750	LTO
	377820	Jackson-Triggs Merlot	1500	LTO
	621110	Jackson-Triggs Pinot Grigio	750	LTO, Wine Fridge





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6</b>	165308	Colio Extra Dry White	1500	LTO
	306019	Colio Extra Dry White Bag In Box	4000	Value Add
	485169	Colio Blush Rose	1500	LTO

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b>	17118	Black Cellar Amber	750	
	355933	Black Cellar Shiraz Cabernet	750	LTO
	558841	Black Cellar Shiraz Cabernet Bag In Box	3000	LTO

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b>	16777	Bask Sauvignon Blanc	750	LTO
	16778	Bask Crisp Rose	750	LTO
	16779	Bask Pinot Noir	750	LTO

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	214049	Girls' Night Out Strawberry Samba	1500	LTO
	250266	Girls' Night Out Very Berry Bomba	1500	LTO
	411553	Girls' Night Out Peach Raspberry Rumba	1500	LTO



	LCBO#	Description	Size (mL)	Offers
<b>Beer/Cider Mini Thematic C End Aisle #10</b>	10833	Railway City Brewing Juice Caboose IPA (8447)	473	LTO
	12172	Flying Monkeys Freakshow Crush Hazy IPA (6309)	473	
	14812	Great Lakes Brewery Haze Mama (1929)	473	
	15964	Muskoka Brewery Hopsonic Pack (LCBO Warehouse)	6 x 473	
	142364	Side Launch Northbound Lager (3827)	473	
	243741	Cameron's Lager (413)	473	
	481515	Balls Falls Session IPA (798)	473	LTO
	547646	Steam Whistle Premium Pilsner (5577)	6 x 341	
	549873	Collective Arts Jam Up The Mash (4678)	473	
	647859	Beaus Lug Tread (275 TBS)	6 x 473	

**NOTE: Refer to the Mini Thematic C section for more details.**



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	393769	Pelee Island Cabernet Sauvignon	1500	LTO
	594168	Pelee Island Merlot	1500	LTO
	614826	Pelee Island Pinot Grigio	1500	LTO







	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b> (End Aisle S1)	3558	Gibson's Finest Rare 12 Years Old	750	LTO
	200741	Gibson's Finest Rare 12 Years Old	1750	LTO
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b> (End Aisle S2)	64659	Captain Morgan Private Stock Rum	750	
	454686	Captain Morgan Bold Spiced Rum	750	LTO
	500512	Captain Morgan Original Spiced Rum	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b> (End Aisle S3)	491803	Southern Comfort	375	
	491811	Southern Comfort	750	
	491829	Southern Comfort	1140	LTO

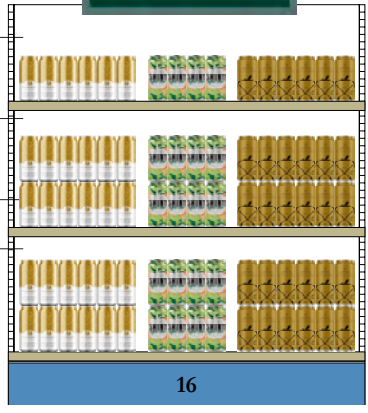




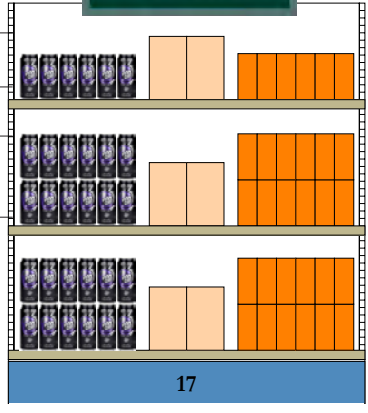
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b> (End Aisle S4)	314856	Fireball Whisky Shooter	1140	LTO
	398776	Fireball Whisky Shooter	375	Value Add
	456350	Fireball Cinnamon Whisky	1750	Value Add



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	11562	Niagara Cider Company No. 1 Dry Apple Cider (LCBO Warehouse)	473	LTO
	407668	Shiny Apple Cider (LCBO Warehouse)	473	LTO
	688572	Lost Craft Apple Cider (179)	473	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	16883	Lost Craft Skyline (179)	473	
	16892	Wellington Collab Mix Pack (4826)	4 x 4 73	
	574905	Nickel Brook Lost In Orbit IPA (6699)	473	LTO



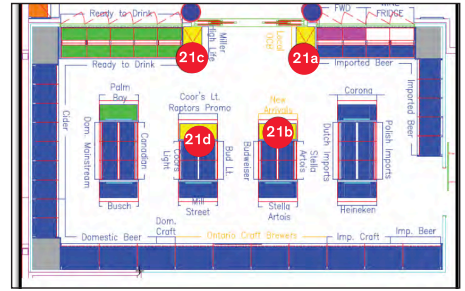
	LCBO#	Description	Size (mL)	Offers	
<b>End Aisle #18</b>	10815	Collective Arts Hazy State (4678)	473		
	14303	Jacobsen X Henderson Nordic Lager (766)	473		
	450312	Collective Arts Ransack The Universe IPA (4678)	473		

	LCBO#	Description	Size (mL)	Offers	
<b>End Aisle #19</b>	15928	Mill St Big Little Lager (1950)	473		
	267773	Hop City Barking Squirrel Lager (LCBO Warehouse)	473	LTO	
	666917	Creemore Premium Lager (1757)	473	LTO	

	LCBO#	Description	Size (mL)	Offers	
<b>End Aisle #20</b>	15406	Sleeman Clear 2.0 (275 TBS)	473		
	383059	Sleeman Original Draught (275 TBS)	6 x 4 73	LTO	
	698209	Sleeman Clear (275 TBS)	6 x 3 41	LTO	

# BEER EXCITEMENT ZONE

(21A, B, C, D)



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

**NEW!** Starting this fiscal, three displays are **sold programs (21A, 21C and 21D)**, and the remaining 21B is a generic display end for merchandising new, seasonal products at store manager's discretion. Refer to your planogram for the location of each display. **This is a sold program. Participation is mandatory. Products will not be forced, please order as necessary to support the display.**

## Key Dates (September 13 - October 10)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
<b>21A</b> Plinth (EA - EZA)	698415	Creemore India Pale Ale 473 mL	1757 - Creemore Springs Brewery	\$0.25 LTO
	15119	Creemore Springs Lager 6x355 m L		2 BAM
	666966	Creemore Lot 9 Pilsner 473 mL		
<b>21B</b> New/Seasonal (EA - EZB)	17261	Collective Arts Pomegranate & Grapefruit Sour 473 mL	4678 - Collective Arts Brewing Limited	
	17641	Railway City Brewing - Steampunk Mixed Berry 473 mL	8447 - Railway City Brewing Company	
	16897	Great Lakes Brewery - Burst! 473 mL	1929 - Great Lakes Brewing Co. Inc.	
<b>NOTE:</b> These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.				
<b>21C</b> Plinth (EA - EZH)	15733	Mill Street Organic Pilsner 473 mL	1950 - Trillium Beverage Inc.	\$0.25 LTO
	516880	Mill Street Organic Lager 6 x 473 m L		Value Add
<b>Value Add: Buy two 6-packs of Mill Street Organic Lager tall cans (516880   6 x 473 mL) and get a free bag of Neal Brother's Organic Chips.</b>				
<b>21D</b> End Aisle (EA - EZD)	12041	Steam Whistle Pale Ale 473 mL	5577 - Steam Whistle Brewing	
	15881	Steam Whistle Session Lager 473 mL		\$0.25 LTO
	492017	Steam Whistle 6 x 473 m L		\$1.50 LTO



**21A:**

Founded in 1987, Creemore brewery is a true Ontario staple. Every beer is crafted in small batches, with local spring water and fire brewed in a copper kettle for a distinctively authentic taste.

**21C:**

What would be better than a fresh cold one, from Canada's first Organic brewery? A free bag of Neal Brothers chips to go along with with! Purchase two 6-packs of Mill Street Organic Lager tall cans (516880 | 6 x 473 mL) and receive a free bag of Neal Brothers Organic chips.

**21D:**

Steam Whistle has done one thing really well for many years, but the assortment has seen some welcome additions over the past years. Try a lighter session lager, a pale ale, or stick to the iconic Steam Whistle pilsner. There is no wrong choice here!

**Signage Components**

- 21A Creemore Backer Card BIL (DMS-21P7-EZ1)
- 21A Creemore Transparency ENG (DMS-21P7-EZ2) / BIL (DMS-21P7-EZ3)
- 21B Generic Backer Card BIL (DMS-21P7-EZ4)
- 21C Crafted Locally Backer Card BIL (DMS-21P7-EZ5)
- 21A, C, D Pricer Cards ENG (DMS-21P7-EZ6) / BIL (DMS-21P7-EZ7)
- 21A, C, D Shelf Talkers ENG (DMS-21P7-EZ8) / BIL (DMS-21P7-EZ9)
- 21D Steam Whistle Backer Card BIL (DMS-21P7-EZ10)
- 21D Steam Whistle Transparency ENG (DMS-21P7-EZ11) / BIL (DMS-21P7-EZ12)

**Merchandising Instructions**

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

**21B:**

- Display a fully-assembled 8-pack carrier, filled with participating Ontario Craft Beer and Cider products in the middle of the top shelf.
- Please continue to merchandise the generic 21B backer card until the end of P8.

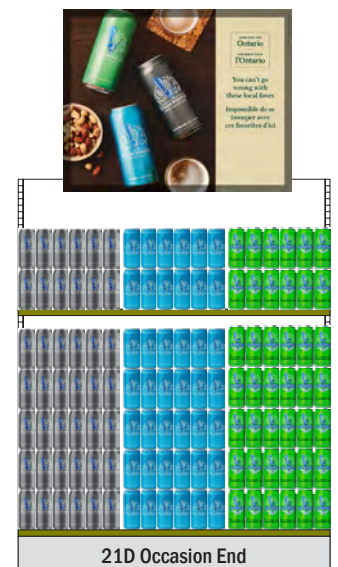
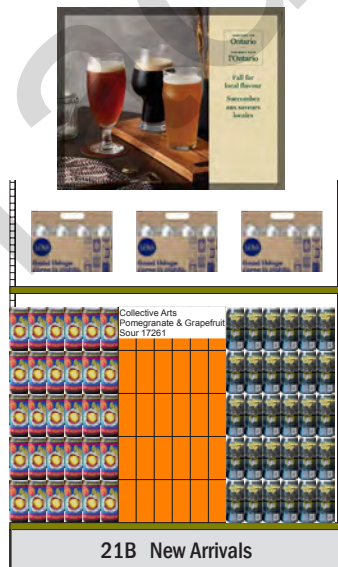
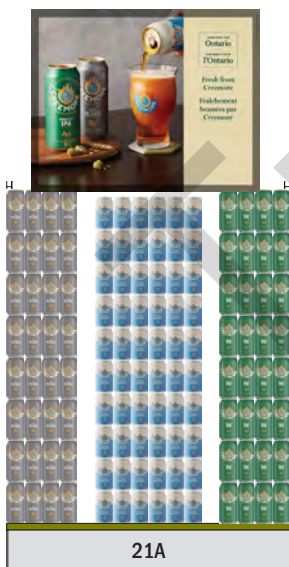


Image of merchandiser is not fin I

# BEER BRANDED ENDS

P7 - 8

The Beer Branded End Aisles are permanently dedicated to the brands Heineken, Stella Artois and Corona Extra. End Aisle Backer Cards will be printed seasonally to match the look and feel of the thematic, while End Aisle Blade Signs will only be printed to highlight any savings, bonus AIR MILES®, or special campaigns that the brand is participating in that period. Blade signs will not be produced if there are no offer messages to share. **These are sold spaces and participation is mandatory.**

**Backer Cards MUST remain in place for the duration of P7 - 8.**

## Key Dates (P7 - 8)

### Participating Stores

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

## Signage Components

### P7-8 Signage Components:

- Corona Backer Card ENG/BIL (21P7-BCB1)
- Stella Artois Backer Card ENG/BIL (21P7-BCB2)
- Heineken Backer Card ENG/BIL (21P7-BCB3)

### P7 Signage Components:

- Corona Blade Sign ENG (21P7-BCB4) / BIL (21P7-BCB7)
- Stella Artois Blade Sign ENG (21P7-BCB5) / BIL (21P7-BCB8)
- Heineken Blade Sign ENG (21P7-BCB6) / BIL (21P7-BCB9)

**NOTE: Images on the right are for references only.**



# 8-PACK CARRIER

Good things  
come in eights.

FREE  
CARRIER

INSTRUCTIONS

1. Identify pull tabs on the sides.
2. Flatten the bottom.
3. Flip the hook on the bottom upside to stabilize.
4. Fill with your favorite 8-packs.



Huit fois plus  
de plaisir.

CARTON  
GRATUIT

INSTRUCTIONS

1. Trouvez les tabourets sur les côtés pour ouvrir le carton.
2. Aplatissez le fond.
3. Retournez le crochet du fond à l'envers pour stabiliser le carton.
4. Remplissez-le avec vos 8-packs préférés.



Building on our 6-Pack program from last year, this summer we introduced an 8-Pack carrier to an expanded list of stores. The goal of this initiative is to enhance the customer experience through a convenient carrier solution, all while increasing basket size and encouraging exploration/trial.

## Key Dates (ongoing)

### Participating Stores

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

### Signage Components

- Header Card ENG (Re-order # DMS-21P7-SMB1) / BIL Header Card (Re-order # DMS-21P7-SMB2)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

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

### Merchandising Instructions

- Display the 8-pack carriers on the metal merchandiser.
- Install the “Fall” metal merchandiser header card on top of the merchandiser
- Fill the merchandiser with flat, unfolded carriers on all hooks, on both sides.
- Position the metal merchandiser in a prominent location near the front of your beer or RTD sections.

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



### Additional Merchandising: 21B “New” End Aisle

- Stores with End Aisle 21B in the Beer Excitement Zone are to merchandise participating products on the “New” End Aisle (21B).
- Display a fully-assembled 8-pack carrier, filled with participating Ontario Craft Beer and Cider products in the middle of the top shelf.
- Merchandise the “Fall for local flavour” End Aisle backer card.
- **Refer to the Beer Excitement Zone pages for complete information.**

# Beer Rated PERPENDICULAR SHELF TALKERS

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

## Key Dates (ongoing)

### Participating Stores

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

### Participating Products

LCBO#	Description	Rating
522839	Lindemans Gueuze Cuvee Rene	96
194431	Duvel Beer	98
357236	Chimay Blue Cap	100
414946	Brewdog Punk IPA	96
10296	High Road Brewing Bronan - Vermont style IPA	98
14280	Bellwoods Jelly King	99
480368	Muskoka Twice As Mad Tom IPA	97
645416	Left Field Greenwood IPA	97
385674	Side Launch Wheat Beer	97
16051	Bellwoods Jutsu	97
556688	Collective Arts Life In The Clouds	95
483388	Aromatherapy IPA	99
575365	Beau's Full Time IPA	96
645424	Left Field Vermont Style IIPA	97
17428	Great Lakes Brewery Thrust an IPA	99
485367	Great Lakes Brewery Karma Citra IPA	99
442319	Collective Arts Stranger Than Fiction	96



### Signage and Merchandising Instructions

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



# Craft Beer Imported

## SHELF TALKERS

### Craft Beer Program (Imported)

**Key Dates: (September 13 - October 10)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Retail	Size (mL)
16685	Cigar City White Oak Jai Alai IPA	\$14.25	1420
407999	Samuel Smiths Taddy Porter	\$4.60	550
84889	Hofbrau Oktoberfest	\$3.65	500
16689	Renaissance Stonecutter Scotch Ale	\$2.95	440
16693	Flying Dog Gonzo Imperial Porter	\$4.95	355
107672	Ola Dubh 12 year old	\$6.45	330
16694	Harviestoun Old Engine Oil	\$3.25	330

### 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.**

Shelf Talkers (English/Bilingual): (Re-order # DMS-21P7-OWP2)

### Participating Products

LCBO#	Description	Size (mL)	Offers
307769	Rosehall Run Defiant Pinot Noir VQA	750	\$2.00 LTO
326413	Pelee Island Pinot Grigio VQA	750	\$2.00 LTO
609701	Muskoka Lakes Cranberry Wine	750	\$1.00 LTO
613471	Henry Of Pelham Rose VQA	750	\$2.00 LTO

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

**Key Dates: (September 13 - October 10)**

### PARTICIPATING STORES – VQA CUBE FIXTURE

#### Signage Components

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

#### Merchandising Instructions

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



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



Cube Sign  
(Re-order# OWSIGN-002)



### PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES:

#### Signage Components

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

#### Merchandising Instructions

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



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

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

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

### Participating Products

LCBO#	Description	Size (mL)
89862	Girls Night Out Rose VQA	750
134965	Open Riesling-Gewurztraminer VQA	750
219030	Red House Wine Co. Cabernet Shiraz VQA	750
346445	Sandbanks Dunes 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 (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

**Key Dates: (September 13 - October 10)**

### Signage Components

- Ontario Buyer's Pick Backer Card - this sign is an operational sign, please reuse the sign from period to period. ENG/BIL (Re-order # NIVQA066)
- Period 7 Shelf Talkers ENG/BIL (Re-order # DMS-21P7-OWP1)

### 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:

#### NEW! Cut-Case Display Stores:

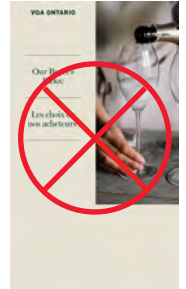
- Option 1:**  
Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola with the supporting shelf talkers.
- Option 2:**  
If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card (re-order# NIVQA066)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

#### End Aisle Display Stores:

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

#### Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # DMS-21P7-OWP1)
- Install the shelf talkers in-section in front of the participating products.



Recycle Cut-Case Backer Card



End Aisle Backer Card

## ON3: Ontario Staff Pick Backer Card Program (Permanent)

### Signage

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

### Merchandising Instructions

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



### Participating Stores

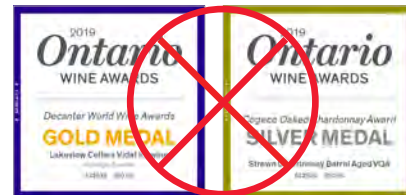
7, 33, 41, 49, 51, 55, 65, 68, 82, 130, 144, 177, 207, 211, 221, 227, 229, 233, 234, 250, 263, 276, 278, 341, 351, 364, 384, 391, 404, 420, 425, 437, 443, 453, 457, 477, 485, 500, 509, 526, 537, 550, 551, 554, 556, 571, 580, 587, 602, 609, 627, 633, 640, 644, 645, 646, 649, 652, 653, 654, 655, 657, 661,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

## UPDATE

## 2020/21 Ontario Wine Awards (Postponed)

The 2020 Ontario Wine Awards program has been postponed indefinitely due to COVID and there will not be a replacement for this calendar year. Stores are to recycle and remove all signage pertaining to the program. When/if the program returns new signage will be sent to the stores.

**ACTION: Recycle and remove all signage pertaining to the 2019 Ontario Wine Awards. When/if the program returns new signage will be sent to the stores.**



Recycle Perpendicular Shelf Talkers



# VINTAGES

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

This bi-monthly program leverages the tried-and-true customer favourites in the Essentials Collection to attract new customers to Vintages. Each turn of the program spans two promotional periods and features two products on a front-facing end aisle display.

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

### Key Dates (September 13 - October 10)

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### Participating Products

LCBO#	Description	Size (mL)
294298	Conundrum Red	750
552562	Three of Hearts Rosé	750

#### Signage Components

- Generic Backer Card ENG/BIL (Re-order# VBC028)
- Pre-printed shelf talker ENG (Re-order# VIN-EST-052) / BIL (Re-order# VIN-EST-053)
- 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 for two periods (P6 and P7). The LTO (and associated program signage) is valid for the first period (P6) onl .
- Remove the branded backer card and install generic backer card.
- Remove the LTO offer shelf talkers and install the no 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.

#### Program Schedule: Period 7 (Generic Backer Card)

- Stores will install the generic backer card and pre-printed shelf talkers to highlight the participating SKUs.



**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 (Sept 19 and Oct 3 Releases)**

**Mandatory Participation Stores**

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

**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>SEPT 19 RELEASE</b>		
17234	Wayne Gretzky Whisky Oak Aged Chardonnay 2018	750
486761	Cap Royal Rouge 2016	750
<b>OCT 3 RELEASE</b>		
57901	Montgras Intriga Cabernet Sauvignon 2016	750
368043	Godelia Mencia Red 2015	750

**Signage Components**

- Year-round backer card kit ENG/BIL: Vintages fixtu es (Re-order# VBC042) LCBO fixtu es (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 (Sept 14 to Oct 11, 2020)



BAM (no BAMS for P7)



## Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## 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	LTO
177824	13th Street Gamay	750	\$19.95	\$17.95	\$2.00
59311	7 Deadly Zins Old Vine Zinfandel	750	\$24.95	\$21.95	\$3.00
84988	Beringer Napa Valley Chardonnay	750	\$25.95	\$22.95	\$3.00
31898	Calvet Reserve des Remparts Saint-Émilion	750	\$23.95	\$21.95	\$2.00
394718	Erath Pinot Noir	750	\$24.95	\$21.95	\$3.00
1578	Flat Rock Twisted White	750	\$17.95	\$16.95	\$1.00
258673	G. Marquis The Silver Line Pinot Noir	750	\$19.95	\$17.95	\$2.00
413237	Gérard Bertrand Languedoc	750	\$16.95	\$14.95	\$2.00
268342	Henry of Pelham Estate Chardonnay	750	\$21.95	\$18.95	\$3.00
388306	Inniskillin Vidal Icewine	375	\$49.95	\$44.95	\$5.00
389411	Jackson-Triggs Reserve Vidal Icewine	375	\$39.95	\$34.95	\$5.00
444059	Joel Gott 815 Cabernet Sauvignon	750	\$24.95	\$22.95	\$2.00
522672	Lakeview Cellars Vidal Icewine	200	\$22.95	\$20.95	\$2.00
162073	Louis Jadot Bourgogne Pinot Noir	750	\$26.95	\$24.95	\$2.00
933077	Louis Jadot Chardonnay Bourgogne	750	\$24.95	\$22.95	\$2.00
587154	Magnotta Vidal Icewine	375	\$33.95	\$30.95	\$3.00
145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	\$21.95	\$18.95	\$3.00
322586	Montes Alpha Cabernet Sauvignon	750	\$19.95	\$16.95	\$3.00
326090	Oyster Bay Pinot Grigio	750	\$19.95	\$17.95	\$2.00
606624	Ringbolt Cabernet Sauvignon	750	\$21.95	\$19.95	\$2.00
449207	Rodney Strong Charlotte'S Home Sauvignon Blanc	750	\$19.95	\$16.95	\$3.00
106450	Santa Margherita Pinot Grigio	750	\$19.95	\$17.95	\$2.00
360222	Seven Falls Cellars Cabernet Sauvignon	750	\$21.95	\$18.95	\$3.00
121749	Taylor Fladgate 10-Year-Old Tawny Port	750	\$35.95	\$30.95	\$5.00
727636	Tenuta Sette Ponti Crognolo	750	\$34.95	\$31.95	\$3.00
149237	The Foreign Affair The Conspiracy	750	\$19.95	\$16.95	\$3.00
303800	Trius Red	750	\$24.95	\$22.95	\$2.00
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$19.95	\$17.95	\$2.00
943787	Wakefield state Shiraz	750	\$19.95	\$16.95	\$3.00
377036	Wakefield Jaraman Shiraz	750	\$24.95	\$22.95	\$2.00
11452	Willm Réserve Riesling	750	\$19.95	\$17.95	\$2.00

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

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

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

**Key Dates: September 13 - October 10**

### Participating Product

LCBO#	Description	Size (mL)	Offers
587154	(V)Vidal Icewine VQA Ltd Edition(Magnotta	750	\$3.00 LTO

### Signage Components & Merchandising Instructions

#### Signage reorder code: DMS-21P7-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 October 10, 2020.

#### Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by October 10, 2020.

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

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by October 10, 2020.

#### Available Chilled Hot Button

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

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



Basket Sign



Pricer Card



Shelf Talker

# AUTUMN GIFTING

Organic Cotton & Year-Round Reusable Bags

Cotton  
Bags

Sacs  
en coton

## NEW! ORGANIC COTTON BAGS

With the launch of Period 7, a new gifting item is being made available, giving customers another reason to go reusable! These new Organic Cotton bags are fair trade and locally produced! This limited edition design will be available in select locations and is sure to be a favourite.

**Bags are expected to arrive in participating stores by mid-end of September. Updates will be provided in the Weekly Merchandising Communications.**

LCBO#	Description	Retail
16877	Organic Cotton Canvas 4 Pocket Bag	\$9.95



Please refer to the P7 Participating Stores (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>) lists posted on the Portal for information on Cotton Bag stores & allocation.

## How to Merchandise THE ORGANIC COTTON BAGS

### Metal Gift Bag Stand:

- Install the “Cotton Bags” Pole Topper on the Stand
- Merchandise Organic Cotton Bags on the fixture (top and bottom arms)
- Stand should be placed next to the Middle Nesting Table

### Cash Ends (do not mix designs on a single end)

- Organic Cotton Bag (only if store has no Metal Stand)
- Residual Summer/Canada Reusable Bags
- LCBO Year-Round Reusable Bags
- LCBO \$1.00 “Our Favourite Gift Bags”



### Signage Re-order Codes

Signage	Description	Re-order #
	Cotton Bags Pole Topper Sign for Metal Bag Fixture	ENG: DMS-21P7-GFT2 BIL: DMS-21P7-GFT
	Cotton Bag Hot Button Signs	ENG/BIL: DMS-21P7-GFT1
	Hot Button Sign Clip	NIHK102



# NEW YEAR-ROUND REUSABLE BAGS

The 6-Bottle and Large Bottle Reusable bags have undergone a sku change. **Stores are asked to reorder, using the new LCBO#s below, when existing inventory is depleted.**

LCBO#	Description	Retail
17361 (old sku 688374)	Reusable 6 Bottle Bag (3 Versions)	\$1.95
17362 (old sku 688473)	Reusable Large Bottle Bag (3 Versions)	\$1.95



## How to Merchandise THE REUSABLE BAGS

### Metal Gift Bag Stand:

- Continue to use the “Reusable Bags” Pole Topper previously provided.
- Merchandise LCBO Year-Round Reusable Bags on the fixture (both top and bottom arms)

### Metal Gift Packaging Merchandiser

- Continue to use the “Reusable Bags” Sign previously provided.
- Merchandise LCBO Year-Round Reusable Bags (front & back of fixture)
- Residual LCBO Folding Gift Boxes may be merchandised on one side of this fixture until sold through.

### Cash Ends (do not mix designs on a single end)

- Residual Summer/Canada Reusable Bags
- LCBO Year-Round Reusable Bags
- LCBO \$1.00 “Our Favourite Gift Bags”

### Signage Re-order Codes

Signage	Description	Re-order #
	Pole Topper Sign for Metal Bag Fixture	ENG: GFT 106 BIL: GFT 106 BIL
	Metal Stand Merchandiser Sign Insert Kit (2 pieces - Blank Insert and Sign)	ENG/ENG: DMS-21P3-GFT1
	Metal Stand Merchandiser Sign Insert Kit (2 pieces - Blank Insert and Sign)	BIL/BIL: DMS-21P3-GFT3
	Metal Stand Sign Insert (back insert)	DMS-21P3-GFT2

**Metal Gift Packaging Merchandiser**

Stores with the Metal Gift Packaging MUST follow the planogram above to merchandise the new Year Round Reusable bags.

**Cash End**

Stores that do not have the Metal Gift Stand Merchandiser may display bags at Cash End.

**DO NOT display multiple designs on a single end.**

**Metal Gift Bag Stand**

Stores that have the Metal Stand Merchandiser are to merchandise the fixture with year-round reusable bags.

# How to Merchandise SUMMER GIFT CARDS

The Summer Gift Cards and Carriers were allocated to top selling gift card stores, in Period 3. No additional inventory is available.

## Receiving Instructions

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

Summer Gift Card



Summer Gift Card Carrier



2019 Maple Leaf Gift Card & Carrier



Please e-mail [ordergiftcards@lcbo.com](mailto:ordergiftcards@lcbo.com) to request additional Gift Cards or Carriers

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

## Acrylic Gift Card Merchandiser (Cash End)



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



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

## Merchandising Instructions

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

### Signage Component for Gift Card Inserts

Signage Component for Gift Card Inserts	Re-order#
Year-around	DMS-GFT113
Large Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	

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

### Gift Card Merchandisers

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

Small Acrylic Gift Card Merchandiser (for cash desk)	GFT 105
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# Wine and Spirits

## SPECIAL PROMOTIONS FIXTURE

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

### Participating Stores

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

### Spirits Impulse:

This fixture will focus on merchandising a core assortment of ten (10) 375 mL spirit products and six (6) additional discretionary SKUs. When choosing the 6 additional discretionary skus prioritize any new skus in the count. This fixture holds 16 SKUs in total. The core SKUs below are to remain constant throughout each period. Any changes to the core assortment will be communicated.

### Participating Products

LCBO#	Description	Size (mL)	
240	Smirnoff Vodka	375	Core SKUs
265199	Absolut Vodka	375	
596	Bacardi Superior (P.E.T)	375	
74393	Bailey's Irish Cream	375	
110221	St Remy Brandy	375	
61408	Jagermeister	375	
500504	Captain Morgan Spiced Rum	375	
9043	Crown Royal	375	
9522	J.P. Wiser's Deluxe	375	
463	Canadian Club Premium	375	
637058	Bombay Sapphire London Dry Gin	375	Stores are to select 6 products to be merchandised on the back side of the fixture (Store discretion)
604934	Grey Goose Vodka	375	
245688	Hennessy Vs Cognac.	375	
669002	Casamigos Reposado Tequila	375	
11850	Buffalo Trace Bourbon 375ml	375	
TBD	Macallan 12 YO Triple Cask	375	



### Important Note:

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

# Wine Impulse:

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

## Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
Core SKUs			197962	Peller Family Vineyards Chardonnay	200
10425	Bodacious Smooth Red Can	250	38810	Chateau Des Charmes Cabernet Merlot VQA	375
10426	Bodacious Pinot Grigio Can	250	577023	Girls' Night Out Rose VQA Can	250
647719	Lindeman's Shiraz Can*	250	462507	Trapiche Pure Malbec	375
15941	Wolf Blass Yellow Label Cabernet Sauvignon	375	302612	Wyhdham Estate Bin 555 Shiraz	375
16253	Wolf Blass Yellow Label Chardonnay	375	424630	Villa Maria Private Bin Sauvignon Blanc	375
647701	Lindeman's Pinot Grigio Can*	250	160085	>Sauvignon Blanc Kim Crawford 375 (Constellation)	375
444760	Big House Cardinal Zin Can	250	313817	>(V)Seven Oaks Cabernet Sauvignon 375ml (J Lohr)	375
444778	Big House The Birdman Pinot Grigio Can	250	11989	Sterling Vineyards Cabernet Sauvignon Aluminum Bottle	375
389866	Santa Carolina Cabernet Sauvignon Reserva	375	11988	Sterling Vineyards Chardonnay Aluminum Bottle	375
389858	Santa Carolina Chardonnay	375	156190	Fat Bastard Syrah Pays D'Oc	250
302570	Casillero Del Diablo Reserva Sauvignon Blanc	375	464669	Cellier Des Dauphins Prestige Red Cotes Du Rh	250
6254	Folonari Valpolicella Classico	375	297630	Latour Pinot Noir	375
297655	Masi Campofiorin gt	375	496349	Cellier Des Dauphins Pres Wht Cdr Aoc	250
297648	Voga Pinot Grigio lgt	375	297663	Masi Costasera Amarone Classico	375
253930	Martini & Rossi Asti	375	687558	(V) P.Grigio Valdadige Doc 375ml (Sta Margherita)	375
197954	Peller Family Vineyards Cabernet-Merlot	200	389056	Veuve Clicquot Brut Champagne	375
			111294	Moet & Chandon Imperial Champagne	200
			453076	Moet & Chandon Imperial Champagne	375
			493304	Outset Sparkling Wine VQA Can	250
			194191	Villa Sandi Prosecco Doc	375
			361790	Martini & Rossi Asti	200
			167791	Freixenet Cordon Negro Brut Cava	200
			40469	Henkell Trocken	375
			486456	Joiy White Sparkling	250



## Merchandising Instructions

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

## Signage Components

- Category Sign Wine (Bilingual) – 20OP-SPF1
- Category Sign Spirits (Bilingual) – 20OP-SPF2
- Wine Poster Sign (Bilingual) – 20OP-SPF3
- Spirits Poster Sign (Bilingual) – 20OP-SPF4



# Display Program (BP-SBC)

## BLOCK PILE C

Rosé + Rewards

Blockpile C is a display space to feature our strongest AIR MILES® offers. P7 will feature exciting rewards on Rosé. Participating stores will receive a discretionary backer card, cut case backer card, pole toppers, riser wrap, pre-printed pricer cards and pre-printed shelf talkers to build the displays.

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

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

### Key Dates (September 13 - October 10)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers
13906	Unwined Smooth Rosé	750	10 BAM
341743	Trius Rosé VQA	750	15 BAM
279661	L'Orangerie Rosé Pays D'OC	750	5 BAM
13015	Yellow Tail Rosé	750	7 BAM
13248	Woodbridge By Robert Mondavi Rosé	750	4 BAM
13486	Le Grand Filou Rosé	750	4 BAM
13489	Famiglia Pasqua Spumante Rosé Romeo & Juliet	750	9 BAM
13491	Sous La Mer Mediterranee Rosé IGP	750	5 BAM
14681	Babe Rosé With Bubbles <i>*in-section only</i>	250	1 BAM
14873	Girls' Night Out Rosé Sangria <i>*in-section only</i>	473	2 BAM

### Signage Components

- Cut Case Backer Card ENG (Re-order #DMS-21P7-BPC1) / BIL (Re-order #DMS-21P7-BPC2)
- Riser Wrap ENG (Re-order #DMS-21P7-BPC3) / BIL (Re-order #DMS-21P7-BPC4)
- Pricer Cards ENG (Re-order #DMS-21P7-BPC5) / BIL (Re-order #DMS-21P7-BPC6)
- Shelf Talkers ENG (Re-order #DMS-21P7-BPC7) / BIL (Re-order #DMS-21P7-BPC8)
- End Aisle Backer Card ENG/BIL (Re-order #DMS-21P7-BPC9)
- Pole Toppers ENG (Re-order #DMS-21P7-BPC10) / BIL (Re-order #DMS-21P7-BPC11)

### Merchandising Instructions

- Use the cut case backer card and riser wrap to build a display with the participating products.
- Install the pre-printed pricer cards in front of the participating products.
- Use the planogram provided for direction.
- Merchandise the pre-printed shelf talkers in-section.
- **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.**



Front View

Back View



Discretionary End Aisle



# Display Program (BP)

## BLOCK PILE D

The Audacity of Thomas Bright

Since the release of the Audacity brand, we have continued to make a mark on the Ontario Local movement and bring in younger consumers to a fun, edgy premium VQA (LOCAL) wine. This brand resonates with the younger customers and is not sold in the Grocery Channel. **This is a sold program. Participation is mandatory.**

### Key Dates (September 13 - October 10)

### 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
11564	The Audacity Of Thomas G. Bright Merlot Cab VQA	750	\$2.00 LTO
11565	The Audacity Of Thomas G. Bright Chardonnay VQA	750	\$2.00 LTO
16878	The Audacity Of Thomas G. Bright Orange	750	

### Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Cards  
ENG (DMS-21P7-BPD1) / BIL (DMS-21P7-BPD2)

### Merchandising Instructions

- The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion.
- Merchandise the pricer cards in front of the participating products. Pricer cards will be supplied by LCBO.



Supplied by Agent

# FRONT END MERCHANDISER

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

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

1. Spirits
2. Wines

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

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

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

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

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

## Signage Components

### FEM Signage Kit:

- Box Sign, Perpendicular Shelf Talkers and in-section Shelf Talkers.
- Re-order # DMS-21P7-FEM1



Perpendicular Shelf Talker

## Merchandising Instructions

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

## Sample 4 FEM Planogram



## WINE IN CANS

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

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

### Full FEM Stores

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

### Full FEM Participating Products

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

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

### Sample Full Wine In Cans FEM Planogram



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

## Half FEM Participating Stores

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

## Half FEM Participating Products

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



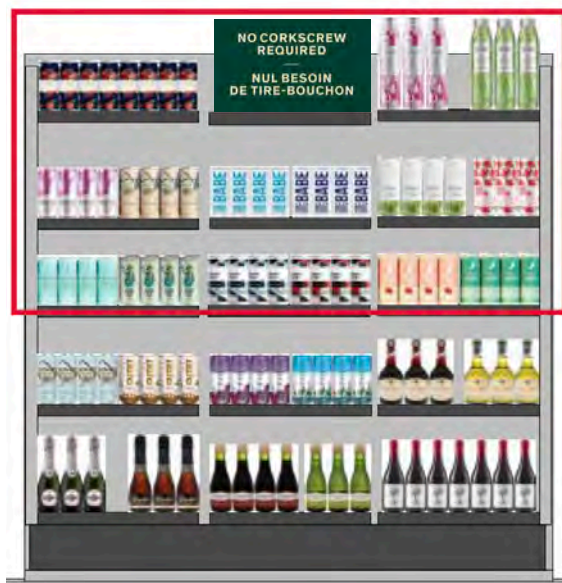
Sample Half Wine In Cans FEM Planogram

## Combined Wine FEM Participating Stores

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

## Combined Wine FEM Participating Products

LCBO#	Description	Size (mL)
642850	Barefoot Spritzer Rose Can*	250
642843	Barefoot Spritzer Moscato Can*	250
14680	Spritzd Wine Spritzer Pinot Grigio	355
14685	Gaze Blueberry-Pomegranate Wine Cocktail	375
14686	Gaze Coconut Water Wine Cocktail	375
14847	Good Fortune Raspberry Hibiscus	355
14682	Babe Grigio with Bubbles	250
14681	Babe Rose with Bubbles	250
14776	Stel + Mar Premium White Wine	250
14775	Stel + Mar Premium Red Wine	250
14868	Bodacious Moscato Rose Can	250
14801	Joy - Savvy Society Sauvignon Blanc	250
647313	Joy Rose Sparkling *	250
15530	Lola Blush Can VQA	250
14826	Stella Rosa Pink	250
647792	Bollicini Sparkling Cuvee* (Can)	250



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



## Wine In Cans Front End Merchandiser Core List

LCBO#	Description	Size (mL)
<b>WINES IN CANS</b>		
642850	Barefoot Spritzer Rose Can*	250
642843	Barefoot Spritzer Moscato Can*	250
14680	Spritzd Wine Spritzer Pinot Grigio	355
14685	Gaze Blueberry-Pomegranate Wine Cocktail	375
14686	Gaze Coconut Water Wine Cocktail	375
14847	Good Fortune Raspberry Hibiscus	355
14682	Babe Grigio with Bubbles	250
14681	Babe Rose	250
14776	Stel + Mar Premium White Wine	250
14775	Stel + Mar Premium Red Wine	250
14868	Bodacious Moscato Rose Can	250
486456	Joiy White Sparkling	250
14801	Joiy - Savvy Society Sauvignon Blanc	250
647313	Joiy Rose Sparkling *	250
577023	Girls' Night Out Rose VQA Can	250
15530	Lola Blush Can VQA	250
14826	Stella Rosa Pink	250
15929	JP Chenet Rose Can	200
15499	Pink House Wine Co. Rose VQA	250
647792	Bollicini Sparkling Cuvee Can*	250
14873	Girls' Night Out Rose Sangria	473
10119	Girls' Night Out White Sangria Can	473
15089	Ciao Sangria Can	200
487660	Girls' Night Out Sangria Can	473
444778	Big House The Birdman Pinot Grigio Can	250
444760	Big House Cardinal Zin Can	250
647701	Lindeman's Pinot Grigio Can*	250
647719	Lindeman's Shiraz Can*	250
11988	Sterling Vineyards Chardonnay Aluminum Can	375
11989	Sterling Vineyards Cabernet Sauvignon Aluminum Can	375
10426	Bodacious Pinot Grigio Can	250
10425	Bodacious Smooth Red Can	250
14791	Outset Sparkling Wine VQA Can	250



# Period 7 - 8

## 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.

### **Mandatory Participation:**

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

Flex Space USA - Mondavi: Legendary California

Flex Space Europe - Italian Wine, American Style

### **Key Dates (P7 - P8)**

#### **3 Flex Spaces – Participating Stores**

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

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

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

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

#### **6 Flex Spaces – Participating Stores**

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

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

- Sparkling section merchandised with new Sparkling Wines
- USA section merchandised with Robert Mondavi products
- SE Europe section merchandised with The Wanted
- Australia section
- South America 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 South America.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- Use the list of skus provided to select the products your store will merchandise in each flex space.
- Only select skus that are in your current assortment.
- Please refer to the planoguides for product placement.
- Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.

## Signage Components

Flex Space Signage Kit (Re-order # DMS-21P7-FS1)

Kit contains 2 sets of signage:

### 1. Wood Panelling Bin Strips + Box Signs

Wood Panelling Bin Strip pairs with the following box signs:

Version 2 (Mondavi: Legendary California)

Version 3 (Italian Wine, American Style)



Wood Panelling Bin Strip

### 2. Regular Bin Strips + Box Signs

Regular Bin Strip pairs with the following box signs:

Version 1 (New Sparklers)

Version 4 (Fall for New Reds)


Version 5 (Great New Whites)



Regular Bin Strip

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

Box Sign	LCBO#	Description	Producing Country	Size (mL)	Retail
<b>SPARKLING Flex Space - "New Sparklers"</b>					
 <b>Version 1</b>	16767	Saintly Sparkling Rosé VQA	Canada	750	\$18.95
	645309	KEW Organic Riesling Sparkling	Canada	750	\$19.95
	16396	GH Martel Champagne VICTOIRE Brut Rosé	France	750	\$45.95
	518407	Blue Nun 24K Gold Edition Sparkling	Germany	750	\$14.95
	16191	Toro Bravo Sparkling Secco White	Spain	750	\$12.95
	16306	Segura Viudas Brut Rosé D.O. Cava	Spain	750	\$15.95
<b>USA Flex Space - "Mondavi: Legendary California"</b>					
 <b>Version 2</b>	379180	Robert Mondavi PS Chardonnay	USA	750	\$17.45
	392225	Robert Mondavi PS Cabernet Sauvignon	USA	750	\$18.45
	13734	Robert Mondavi PS Rum Barrel Aged Merlot	USA	750	\$19.95
	464149	Robert Mondavi PS Bourbon Barrel Aged Cab Sauv	USA	750	\$20.95
<b>*Mandatory Participation: This is a SOLD promotion. Products will be forced to participating stores.</b>					
<b>EUROPE - Italy/SE Flex Space "Italian Wine, American Style"</b>					
 <b>Version 3</b>	416487	The Wanted Zin Old Vines Zinfandel	Italy	750	\$14.95
	13634	The Wanted Chard Chardonnay	Italy	750	\$13.95
	626309	The Wanted Cab Cabernet Sauvignon, Vd'Italia	Italy	750	\$14.95
<b>*Mandatory Participation: This is a SOLD promotion. Products will be forced to participating stores.</b>					
<b>Australia Flex Space - "Fall for New Reds"</b>					
 <b>Version 4</b>	15514	Frank Hellwig Shiraz Grenache	Australia	750	\$17.95
	311258	Wits End Luna Shiraz	Australia	750	\$17.95
	16648	Jackson-Triggs Reserve Baco Noir VQA	Canada	750	\$13.95
	16791	Speck Brothers Family Tree 'The Bootlegger' Baco VQA	Canada	750	\$17.95
	16363	Cono Sur Organic Pinot Noir	Chile	750	\$13.95
	16361	Robertson Winery Chapel Red	South Africa	750	\$9.95
	15751	Farmhouse California Red	USA	750	\$16.95
	15760	Slow Press Cabernet Sauvignon	USA	750	\$18.95

Box Sign	LCBO#	Description	Producing Country	Size (mL)	Retail
<b>South America Flex Space - "Great New Whites"</b>					
 <b>Version 5</b>	16362	Santa Julia+ Chenin Blanc	Argentina	750	\$11.95
	16189	Santa Rita Secret Reserve Sauvignon Blanc	Chile	750	\$14.95
	14060	Tavarnello, Pinot Bianco Famoso	Italy	750	\$8.95
	13776	Arche Fiano	Italy	750	\$11.95
	15513	Marlborough Ridge Sauvignon Blanc	New Zealand	750	\$13.95
	15943	The Fishwives Club Sauvignon Blanc	South Africa	750	\$11.95
	15752	Farmhouse California White	USA	750	\$16.95
	15754	Josh Cellars Pinot Grigio	USA	750	\$18.95

**Organic Flex Space**

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

**Australia Flex Space  
Fall for New Reds**



**EUROPE - Italy/SE Flex Space  
Italian Wine, American Style**



**Mandatory Participation:**

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

- Flex Space USA - Mondavi: Legendary California
- Flex Space Europe - Italian Wine, American Style

**USA Flex Space  
Mondavi: Legendary California**



The Wooden Panelling Bin Strips **MUST** be installed for the following sold Flex Spaces:

- Flex Space USA - Mondavi: Legendary California
- Flex Space Europe - Italian Wine, American Style

**South America Flex Space -  
Great New Whites**



**Sparkling Flex Space -  
New Sparklers**



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

# Display Program

## GREAT VALUE BEER

October 9 - 11

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

### Key Dates (October 9 - October 11)

#### Participating Stores

All Stores

#### Participating Products

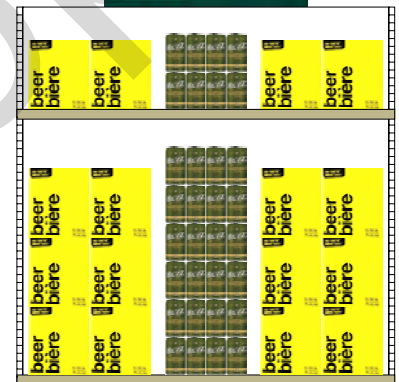
LCBO#	Description	Size (mL)	Offers
110320	No Name Beer	6 x 341	\$3.30 LTO
11620	Buzz Hemp Beer	4 x 341	\$2.60 LTO

#### Signage Components

- Pole Toppers  
ENG (Re-order # DMS-21P7-BAB1) / BIL (Re-order # DMS-21P7-BAB2)
- Riser Wrap  
ENG (Re-order # DMS-21P7-BAB3) / BIL (Re-order # DMS-21P7-BAB4)
- Pricer Cards  
ENG (Re-order # DMS-21P7-BAB5) / BIL (Re-order # DMS-21P7-BAB6)
- Shelf Talkers  
ENG (Re-order # DMS-21P7-BAB7) / BIL (Re-order # DMS-21P7-BAB8)
- Cut Case Backer Card  
ENG (Re-order # DMS-21P7-BAB9) / BIL (Re-order # DMS-21P7-BAB10)
- End Aisle Backer Card ENG/BIL (Re-order # DMS-21P7-BAB11)

#### Merchandising Instructions

- Products will be force-allocated to all participating stores.
- Use the cut case backer card to build a display with the participating products.
- Use the planogram provided for direction.
- If inventory depletes, product is to be moved in-section along with the provided on-shelf components.
- **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.**



Discretionary End Aisle



Cut Case Display

# The Cold Room (CR) SPIRITS DISPLAY

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

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

## Key Dates (September 13 - October 10)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers
61408	Jägermeister	375	\$1.00 LTO

### Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-21P7-CRSD1) / BIL (Re-order # DMS-21P7-CRSD2)
- Riser Wrap (Re-order # DMS-21P7-CRSD3)
- Pricer Cards ENG (Re-order # DMS-21P7-CRSD4) / BIL (Re-order # DMS-21P7-CRSD5)

### Merchandising Instructions

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





# SHOPPING CART SIGN

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

## Key Dates

Check 25: Keep Installed until further notice

Pair it Forward: Remain in place for the duration of P7-P8.

## Participating Stores

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

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Corporate Social Responsibility Shopping Cart Sign



## Pair it Forward Shopping Cart Sign

Signage is to remain in place for the duration of P7-P8.



## Signage Component

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

## Merchandising Instructions

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






## Signage Component

- Pair it Forward Shopping Cart Sign ENG/BIL (Re-order #DMS-21P7-SC1)





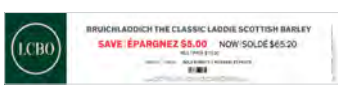






## Merchandising Instructions





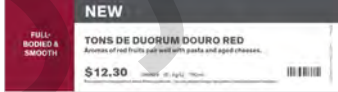



- Display the “Pair it Forward” sign on the inside of the shopping cart.

# OTHER PROGRAMS

Program	Duration	Next Release
 <p><b>Wine Fridge</b></p>	September 13, 2020 - January 30, 2021 Period 7 - Period 11	Period 7
 <p><b>Whisky Shop</b></p>	February 2, 2020 - TBD Period 12 - TBD	Posted online
 <p><b>Gin Shop</b></p>	March 29, 2020 - September 25, 2020 Period 1 - Period 7	Posted online
 <p><b>Rum Shop</b></p>	March 29, 2020 - September 25, 2020 Period 1 - Period 7	Posted online
 <p><b>Tequila Shop</b></p>	October 13, 2019 - February 1, 2020 Period 8 - Period 11	Information coming soon!

# ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	<b>Common</b> <b>Branded Pre-printed Shelf Talkers</b> Branded Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P7-ST1 BIL: DMS-21P7-ST2	
On Shelf	<b>VQA Branded Pre-printed Shelf Talkers</b> Branded Pre-printed Shelf Talkers EA 1-20	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21VQA-ST20 BIL: DMS-21VQA-ST21	
On Shelf	<b>IDB Branded Pre-printed Shelf Talkers</b> Branded Pre-printed Shelf Talkers EA 1-20	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21IDB-ST22 BIL: DMS-21IDB-ST23	
On Shelf	Regular Program Pre-printed Extender Strips (64 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P7-ST3 BIL: DMS-21P7-ST4	
On Shelf	Community Program Pre-printed Extender Strips (10 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P7-ST5 BIL: DMS-21P7-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips (9 versions)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P7-ST7 BIL: DMS-21P7-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips (1 version)	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-21P7-ST9 BIL: DMS-21P7-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-21P7-ST11	
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-21P7-ST12	
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-21P7-ST13	
On Shelf	<b>BBAM</b> Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-21P7-ST18 BIL: DMS-21P7-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-P7-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-P7-BNS	
On Shelf	"NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	"In The Spotlight" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h English/Price English/No Price		
On Shelf	"In The Spotlight/EN VEDETTE" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

# Sold Space WORKSHEETS

An electronic version (MS Excel format) of these worksheets is available on the [Customer Experience Portal Site](#).

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

<p>2023 Fortana Di Pisa Win, 2020-ml 37.684 Fortana Di Pisa Pin, 2020-ml Please be advised that due to ongoing supply issues due to a change in brand ownership of the Fortana Di Pisa brand family, the above SKUs will be out of stock indefinitely. We will advise once the inventory becomes available to your supplying warehouse.</p>	<p>Wine Fridge Turn 2 <a href="#">Click here to read the guide</a></p>
<p>PT7 - Bring Local Home <a href="#">Click Marketing &amp; Product Guide</a> <a href="#">Click Worksheets</a></p>	<p>Wine Fridge Turn 2 <a href="#">Click here to read the guide</a></p>

REMINDER: Please direct all Marketing program inquiries and signage or  
[Retail CDO \(416-365-5932\)](#) or [7-11 \(416-227-4811\)](#)

Customer Experience Newsletter

REMINDER: Please direct  
[Click Marketing & Product Guide](#)  
[Click Worksheets](#)

Portal Site

Marketing & Product Guidelines Site



## Display Programs - VQA End Aisles

Location	LCBO#	Description	Size (mL)	Support Programs
DOTW #1	456095	Ketel One Vodka	750	
DOTW #2	575662	Revel Cab Noir Dark Red VQA	750	
DOTW #3	462424	Cabot Trail Maple Cream	750	
DOTW #4	24133	> Riesling Thirty Bench (Andrew Peller)	750	
1	14884	Pelee Island Lola Secco Sparkling VQA	750	LTO
	16767	Saintly Sparkling Rose VQA	750	LTO
	16789	Lazzara Bianco Secco Sparkling VQA	750	LTO, Wine Fridge
	16858	Malivoire Che Bello Sparkling VQA	750	LTO
	492959	Rosehall Run Pixie Sparkling Rose VQA	750	LTO
	645309	Kew Vineyards Organic Riesling Sparkling VQA	750	LTO
2	15888	Open Pinot Grigio VQA Bag In Box	3000	LTO
	357145	Open Smooth Red VQA	750	LTO
	387050	Open Smooth White VQA	750	LTO
3	75689	Wayne Gretzky Cabernet Merlot VQA	750	LTO
	326256	Wayne Gretzky Pinot Grigio VQA	750	LTO, Wine Fridge
	426528	Wayne Gretzky Baco Noir VQA	750	LTO
4	518746	D'Ont Poke The Bear Red VQA	750	LTO
	518753	D'Ont Poke The Bear White VQA	750	LTO
	573428	D'Ont Poke The Bear Cider	473	LTO
5	136044	Pelee Island Chardonnay VQA	750	LTO
	276170	Pelee Island Blanc De Blanc VQA	750	LTO
	433714	Pelee Island Cabernet Franc VQA	750	LTO
6	145458	Inniskillin Riesling Pinot Grigio VQA	750	LTO
	388306	>(V) Vidal Icewine VQA (Inniskillin.	375	LTO
	508721	Inniskillin Baco Noir VQA	750	LTO
7	10485	Pelee Island Lola Pinot Grigio VQA	750	LTO
	618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	LTO
	618231	Pelee Island Lola Gewurztraminer VQA	750	LTO
8	159962	Sandbanks Shoreline Cabernet Merlot VQA	750	LTO
	361881	Sandbanks French Kiss VQA	750	LTO
	459982	Sandbanks Riesling-Gewurztraminer VQA	750	LTO
9	65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA	750	LTO
	467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	LTO, Wine Fridge
	522730	Strewn Chardonnay Barrel-Aged VQA	750	LTO

**FSI** = Product is featured in the Free Standing Insert

**LTO** = Limited Time Offer

**ST** = Shelf Talker

**VA** = Value Added

**BAM** = Bonus AIR MILES® Reward Miles

**BBAM** = Bundled Bonus AIR MILES® Reward Miles

**SCP** = Shopping Cart Program

## Display Programs - VQA End Aisles

Location	LCBO#	Description	Size (mL)	Support Programs
10	10833	Railway City Brewing - Juice Caboose IPA (8447)	473	LTO
	12172	Flying Monkeys Freakshow Crush Hazy IPA (6309)	473	
	14812	Great Lakes Brewery - Haze Mama (1929)	473	
	15964	Muskoka Brewery Hopsonic Pack (LCBO Warehouse)	6 x 473	
	142364	Side Launch Northbound Lager (3827)	473	
	243741	Cameron's Lager (413)	473	
	481515	Balls Falls Session IPA (798)	473	LTO
	547646	Steam Whistle Premium Pilsner (5577)	6 x 341	
	549873	Collective Arts Jam Up The Mash (4678)	473	
	647859	Beaus Lug Tread (275 TBS)	6 x 473	
11	574533	Magnotta Pinot Grigio Venture Series VQA	750	LTO
	574541	Magnotta Cabernet Sauvignon Venture Series VQA	750	LTO
	698159	Magnotta Pinot Noir Venture Series VQA	750	LTO
12	3558	Gibson's Finest Rare 12 Years Old	750	LTO
	200741	Gibson's Finest Rare 12 Years Old	1750	LTO
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
13	64659	Captain Morgan Private Stock Rum	750	
	454686	Captain Morgan Bold Spiced Rum	750	LTO
	500512	Captain Morgan Original Spiced Rum	750	LTO
14	491803	Southern Comfort	375	
	491811	Southern Comfort	750	
	491829	Southern Comfort	1140	LTO
15	314856	Fireball Whisky Shooter	1140	LTO
	398776	Fireball Whisky Shooter	375	Value Add
	456350	Fireball Cinnamon Whisky	1750	Value Add
16	11562	Niagara Cider Company No. 1 Dry Apple Cider (LCBO Warehouse)	473	LTO
	407668	Shiny Apple Cider (LCBO Warehouse)	473	LTO
	688572	Lost Craft Apple Cider (179)	473	
17	16883	Lost Craft Skyline (179)	473	
	16892	Wellington Collab Mix Pack (4826)	4 x 473	
	574905	Nickel Brook Lost In Orbit IPA (6699)	473	LTO
18	10815	Collective Arts Hazy State (4678)	473	
	14303	Jacobsen X Henderson Nordic Lager (766)	473	
	450312	Collective Arts Ransack The Universe IPA (4678)	473	
19	15928	Mill St Big Little Lager (1950)	473	
	267773	Hop City Barking Squirrel Lager (LCBO Warehouse)	473	LTO
	666917	Creemore Premium Lager (1757)	473	LTO
20	15406	Sleeman Clear 2.0 (275 TBS)	473	
	383059	Sleeman Original Draught (275 TBS)	6 x 473	LTO
	698209	Sleeman Clear (275 TBS)	6 x 341	LTO

## Display Programs - IDB End Aisles

Location	LCBO#	Description	Size (mL)	Support Programs
DOTW #1	456095	Ketel One Vodka	750	
DOTW #2	575662	Revel Cab Noir Dark Red VOA	750	
DOTW #3	462424	Cabot Trail Maple Cream	750	
DOTW #4	24133	> Riesling Thirty Bench (Andrew Peller)	750	
1	16776	Tryst Fresh & Clean White	750	LTO
	16780	XOXO Pinot Grigio Chardonnay Tetra	250	LTO
	16783	XOXO Rose Tetra	250	LTO
	16784	Graffiti Pinot Grigio	750	LTO
	16806	Tryst Smooth And Silky Red	750	LTO
	16809	Graffiti Cabernet Sauvignon	750	LTO
	11572	XOXO Moscato	750	LTO
2	430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO
	581124	XOXO Light Pinot Grigio	750	LTO
3	338855	Bodacious Smooth Red	750	LTO
	339168	Bodacious Smooth White	750	LTO
	523563	Bodacious Cabernet Sauvignon	1500	LTO
4	589036	Peller Family Vineyards Cab Merlot	4000	LTO
	667097	Peller Family Vineyards Sauvignon Blanc	750	LTO
	667113	Peller Family Vineyards Cabernet Sauvignon	750	LTO
5	328534	Jackson-Triggs Cabernet Sauvignon	750	LTO
	377820	Jackson-Triggs Merlot	1500	LTO
	621110	Jackson-Triggs Pinot Grigio	750	LTO, Wine Fridge
6	165308	Colio Extra Dry White	1500	LTO
	306019	Colio Extra Dry White Bag In Box	4000	Value Add
	485169	Colio Blush Rose	1500	LTO
7	17118	Black Cellar Amber	750	
	355933	Black Cellar Shiraz Cabernet	750	LTO
	558841	Black Cellar Shiraz Cabernet Bag In Box	3000	LTO
8	16777	Bask Sauvignon Blanc	750	LTO
	16778	Bask Crisp Rose	750	LTO
	16779	Bask Pinot Noir	750	LTO
9	214049	Girls' Night Out Strawberry Samba	1500	LTO
	250266	Girls' Night Out Very Berry Bomba	1500	LTO
	411553	Girls' Night Out Peach Raspberry Rumba	1500	LTO

**FSI** = Product is featured in the Free Standing Insert

**LTO** = Limited Time Offer

**ST** = Shelf Talker

**VA** = Value Added

**BAM** = Bonus AIR MILES® Reward Miles

**BBAM** = Bundled Bonus AIR MILES® Reward Miles

**SCP** = Shopping Cart Program

## Display Programs - IDB End Aisles

Location	LCBO#	Description	Size (mL)	Support Programs
10	10833	Railway City Brewing - Juice Caboose IPA (8447)	473	LTO
	12172	Flying Monkeys Freakshow Crush Hazy IPA (6309)	473	
	14812	Great Lakes Brewery - Haze Mama (1929)	473	
	15964	Muskoka Brewery Hopsonic Pack (LCBO Warehouse)	6 × 473	
	142364	Side Launch Northbound Lager (3827)	473	
	243741	Cameron's Lager (413)	473	
	481515	Balls Falls Session IPA (798)	473	LTO
	547646	Steam Whistle Premium Pilsner (5577)	6 × 341	
	549873	Collective Arts Jam Up The Mash (4678)	473	
	647859	Beaus Lug Tread (275 TBS)	6 × 473	
11	393769	Pelee Island Cabernet Sauvignon	1500	LTO
	594168	Pelee Island Merlot	1500	LTO
	614826	Pelee Island Pinot Grigio	1500	LTO
12	3558	Gibson's Finest Rare 12 Years Old	750	LTO
	200741	Gibson's Finest Rare 12 Years Old	1750	LTO
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
13	64659	Captain Morgan Private Stock Rum	750	
	454686	Captain Morgan Bold Spiced Rum	750	LTO
	500512	Captain Morgan Original Spiced Rum	750	LTO
14	491803	Southern Comfort	375	
	491811	Southern Comfort	750	
	491829	Southern Comfort	1140	LTO
15	314856	Fireball Whisky Shooter	1140	LTO
	398776	Fireball Whisky Shooter	375	Value Add
	456350	Fireball Cinnamon Whisky	1750	Value Add
16	11562	Niagara Cider Company No. 1 Dry Apple Cider (LCBO Warehouse)	473	LTO
	407668	Shiny Apple Cider (LCBO Warehouse)	473	LTO
	688572	Lost Craft Apple Cider (179)	473	
17	16883	Lost Craft Skyline (179)	473	
	16892	Wellington Collab Mix Pack (4826)	4 × 473	
	574905	Nickel Brook Lost In Orbit IPA (6699)	473	LTO
18	10815	Collective Arts Hazy State (4678)	473	
	14303	Jacobsen X Henderson Nordic Lager (766)	473	
	450312	Collective Arts Ransack The Universe IPA (4678)	473	
19	15928	Mill St Big Little Lager (1950)	473	
	267773	Hop City Barking Squirrel Lager (LCBO Warehouse)	473	LTO
	666917	Creemore Premium Lager (1757)	473	LTO
20	15406	Sleeman Clear 2.0 (275 TBS)	473	
	383059	Sleeman Original Draught (275 TBS)	6 × 473	LTO
	698209	Sleeman Clear (275 TBS)	6 × 341	LTO





## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R42 Chile B	275925	Santa Carolina Cabernet Sauvignon Reserva	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	243055	Beronia Tempranillo Rioja	750	LTO										Y
R44 France Blend B	1743	Ruffino Chia ti	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	LTO									Y	Y
R46 France South B	388710	Tenuta S. Anna Prosecco Extra-Dry	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/ Burgundy A	26906	Danzante Pinot Grigio Delle Venezie Igt	750	LTO									Y	Y
R48 Italy Central A	216887	Freixenet Carta Nevada Brut Cava	750	LTO									Y	Y
R49 Italy Central B	285585	Masi Bonacosta Valpolicella Classico Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	588962	Mezzomondo Negroamaro Pugli Igt	750	LTO					Y	Y	Y	Y	Y	Y
R51 Italy North B	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	588780	Bottega Petalo Il Vino Dell' Amore Moscato	750	LTO										Y
R53 Southern Europe B	649749	Castillo De Almansa Reserva	1500	LTO									Y	Y
R54 Germany A	212480	Georges Duboeuf Beaujolais Aoc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	609719	Muskoka Lakes Cranberry/Blueberry Wine	750	LTO									Y	Y
R56 Sparkling B	367276	Jacob's Creek Moscato Rose	750	LTO				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	538538	Woodhouse IPA (189)	473	LTO										Y
R58 Ontario Beer B	365601	Samuel Adams Boston Lager (LCBO Warehouse)	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	14657	Magnotta Brewery 3 Threads Porter (270)	473	LTO										Y
R60 Beer 2	15564	Somersby Blackberry Cider (LCBO Warehouse)	473	LTO				Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	15041	Innis & Gunn Original (LCBO Warehouse)	6 x 500	LTO				Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	14400	Coors Original (275 TBS)	6 x 473	LTO				Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	492397	Smirnoff Ice Peach Bellini	6 x 355	LTO				Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	15372	Mike's Hard Black Cherry	6 x 355	LTO				Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	649186	Hey Y'All Southern Style Hard Iced Tea	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	15012	Northern Keep Vodka	750	LTO	Beam Suntory
C2: Community Extender 2	403519	Crown Royal Apple	750	LTO	Diageo Canada Inc.
C3: Community Extender 3		SM's discretion VQA wine			
C4: Community Extender 4	46946	Taylor Fladgate Late Bottled Vintage Port	750	LTO	Sylvestre Wines & Spirits Inc.
C5: Community Extender 5	483263	Don David Reserve Malbec	750	LTO	Philippe Dandurand Wines Ltd.
C6: Community Extender 6	211110	Wyborowa Vodka	1140	LTO	PMA Canada Ltd.
C7: Community Extender 7	387423	Bruichladdich The Classic Laddie Scottish Barley	750	LTO	Glazer's Of Canada
C8: Community Extender 8	522359	Torres Brandy 10	750	LTO	Philippe Dandurand Wines Ltd.
C9: Community Extender 9	556951	Chateau Des Charmes Cabernet Merlot VQA	750	LTO	Chateau Des Charmes
C10: Community Extender 10	541979	Three Thieves Pinot Grigio	750	LTO, Wine Fridge	Philippe Dandurand Wines Ltd.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	404947	Burnt Ship Bay Cabernet Merlot VQA	750	LTO	Burnt Ship Bay Estate Winery Ltd.
D2: Discovery Wines 2	391631	Fantini Farnese Pinot Grigio	750	LTO, Wine Fridge	Barrique Wine Imports Ltd.
D3: Discovery Wines 3	230474	Graffigna albec	750	LTO	Mark Anthony Wine & Spirits
D4: Discovery BSM 1	418848	Thornbury Village Ladder Run Amber Lager (8609)	473		Colio Estate Wines
D5: Discovery BSM 2	16887	Muskoka Munich To My Ears (LCBO Warehouse)	473		Lakes of Muskoka Cottage Brewery
D6: Discovery BSM 3	407478	Jaw Drop Squirting Oranges	473	LTO	Breakthru Beverage Canada Inc.
D7: Discovery Spirits 1	108100	Martell VS Fine Cognac (In Box)	750	LTO	Corby Spirit And Wine Limited
D8: Discovery Spirits 2	401828	Polar Ice Arctic Extreme	750	LTO	Corby Spirit And Wine Limited
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	112946	Konzelmann Cabernet Sauvignon Reserve VQA	750	LTO	Konzelmann Estate Winery

## IMAGE Shelf Talkers

LCBO#	Description	Size (mL)	Support Program	Agent
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750		PMA Canada Ltd.
12385	Glenfiddich Single alt 12 Year Old	750		PMA Canada Ltd.
45195	Ruffino Chia ti Classico Riserva Ducale Docg	750		Arterra Wines Canada
341115	Rendola Rosso Toscano	750		Wilson Wine & Spirits Inc.
487710	Piccini Chianti Orange Organic Docg	750		Wine Lovers Agency Inc.
513069	Glenfiddich I A Experiment	750		PMA Canada Ltd.
513077	Glenfiddich roject Xx Experimental Series	750		PMA Canada Ltd.
545269	Legend Of Kremlin Premium Russian Vodka	750		81750 Canada Ltd.
605972	Glenfiddich Single alt 15 Year Old	750		PMA Canada Ltd.
629352	Glenfiddich Expe Series #4 Fire & Cane	750		PMA Canada Ltd.
659904	Wheatley Vodka	750		Charton Hobbs

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 x 330	\$1.45	
596	Bacardi Superior White Rum (P.E.T)	375	\$0.50	
1578	>(V)Twisted (Flat Rock Cellars)	750	\$1.00	Middle Nesting Table
1743	Ruffino Chia ti	750	\$2.00	Shelf Extender
2253	Disaronno Amaretto	750	\$2.00	Shelf Extender
2527	Mouton Cadet Bordeaux White Aoc	750	\$3.00	
3558	Gibson's Finest Rare 12 Years Old	750	\$3.00	End Aisle
9902	Courvoisier VSOP	750	\$5.00	
10213	Kahlua Coffee Liqueur	750	\$2.00	Shelf Extender
10403	35 South Red Blend Organic	750	\$2.00	
10416	Vinologist Cabernet Sauvignon	750	\$2.00	
10485	Pelee Island Lola Pinot Grigio VQA	750	\$2.00	End Aisle
10833	Railway City Brewing - Juice Caboose IPA	473	\$0.20	Mini Thematic
10937	Forty Creek Double Barrel Reserve Whisky	750	\$3.00	Mini Thematic
11081	Skipping Stone White VQA	750	\$2.00	Wine Fridge
11423	Dillon's The Professors Negroni	4 x 125	\$2.00	Mini Thematic
11431	Black Cellar Chardonnay	750	\$1.00	Shelf Extender
11452	>(V) Riesling Reserve (Alsace Willm)	750	\$2.00	
11562	Niagara Cider Company No. 1 Dry Apple Cider	473	\$0.25	End Aisle
11564	The Audacity Of Thomas G. Bright Merlot Cab VQA	750	\$2.00	Seasonal Block Pile
11565	The Audacity Of Thomas G. Bright Chardonnay VQA	750	\$2.00	Seasonal Block Pile
11572	XOXO Moscato	750	\$1.00	End Aisle
11573	Vodkow	750	\$3.00	Mini Thematic
11937	The Magic Box Wondrous Chardonnay	750	\$3.00	
12329	Belgian Moon	4 x 473	\$1.00	
13293	Villa Maria Private Bin Chardonnay	750	\$2.00	
13734	Robert Mondavi Priv. Sel. Rum Barrels Merlot	750	\$3.00	Flex Space, Necktag
13776	Arche Fiano Igt	750	\$1.00	Feature Fixture
14066	Molson Ultra	6 x 473	\$1.00	
14354	Appleton Estate 8YO Reserve	750	\$4.00	
14400	Coors Original	6 x 473	\$1.00	Shelf Extender
14657	Magnotta Brewery 3 Threads Porter	473	\$0.30	Shelf Extender
14731	Smirnoff Infusions Cucumber & Lime	750	\$1.00	
14732	Smirnoff Infusions Watermelon & Mint	750	\$1.00	
14733	Smirnoff Infusions Strawberry & Rose	750	\$1.00	
14884	Pelee Island Lola Secco Sparkling VQA	750	\$2.00	End Aisle
14887	Pelee Island Bourbon Barrel Reserve Baco Noir VQA	750	\$2.00	Front Nesting Table
14910	Bushmills Irish Whiskey	750	\$2.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
14915	Dillon's Rye Whisky	750	\$5.00	Mini Thematic
15012	Northern Keep Vodka	750	\$2.00	Comm. Extender
15041	Innis & Gunn Original	6 x 500	\$1.00	Shelf Extender
15372	Mike's Hard Black Cherry	6 x 355	\$1.25	Shelf Extender
15514	Frank Hellwig Shiraz Grenache	750	\$2.00	Feature Fixture, Necktag
15524	Budweiser Nitro Gold	6 x 355	\$1.00	
15564	Somersby Blackberry Cider	473	\$0.25	Shelf Extender
15751	Farmhouse California Red	750	\$2.00	
15754	Josh Cellars Pinot Grigio	750	\$2.00	Feature Fixture
15760	Slow Press Cabernet Sauvignon	750	\$2.00	Feature Fixture
15762	Trinity Oaks Chardonnay	750	\$2.00	Feature Fixture
15861	Sons Of Kent Juice Box IPA	473	\$0.25	Seasonal Block Pile A
15881	Steam Whistle Session Lager	473	\$0.25	EZD, LTO
15888	Open Pinot Grigio VQA Bag In Box	3000	\$2.00	End Aisle
16767	Saintly Sparkling Rose VQA	750	\$2.00	End Aisle
16776	Tryst Fresh & Clean White	750	\$1.00	End Aisle
16777	Bask Sauvignon Blanc	750	\$1.00	End Aisle
16778	Bask Crisp Rose	750	\$1.00	End Aisle
16779	Bask Pinot Noir	750	\$1.00	End Aisle
16780	XOXO Pinot Grigio Chardonnay Tetra	250	\$0.50	End Aisle
16783	XOXO Rose Tetra	250	\$0.50	End Aisle
16784	Graffiti Pin t Grigio	750	\$2.00	End Aisle
16785	Peller Family Vineyards Light Pinot Grigio	750	\$1.00	Front Nesting Table
16789	Lazzara Bianco Secco Sparkling VQA	750	\$2.00	End Aisle, LTO, Wine Fridge
16792	Speck Bros. 'The Goat Lady' Chardonnay VQA	750	\$2.00	Middle Nesting Table
16806	Tryst Smooth And Silky Red	750	\$1.00	End Aisle
16809	Graffiti Cabern t Sauvignon	750	\$2.00	End Aisle
16810	Peller Family Vineyards Light Cabernet Sauvignon	750	\$1.00	Front Nesting Table
16840	Bolla Valpolicella Classico	750	\$2.00	
16858	Malivoire Che Bello Sparkling VQA	750	\$2.00	End Aisle
21097	The Glenlivet 12 Yr Malt	750	\$3.00	Shelf Extender
24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	\$2.00	
26906	Danzante Pinot Grigio Delle Venezie Igt	750	\$2.00	Shelf Extender
27235	Sauza Gold Tequila	750	\$2.00	
31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	\$2.00	
33928	J.P. Wiser's Deluxe	1750	\$1.55	
34637	Canadian Club Premium	1750	\$1.05	Shelf Extender
38117	>(V) Riesling Elevation St Urban (Vineland)	750	\$2.00	Middle Nesting Table



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
38927	Jura 12 Year Old Single Malt	750	\$10.00	
46946	Taylor Fladgate Late Bottled Vintage Port	750	\$2.50	Comm. Extender
56622	Beefeater Dry	1750	\$1.80	
57349	Chateau Des Charmes Gamay Noir VQA	750	\$1.00	Front Nesting Table
58628	Peller Est. Family Series Cabernet Merlot VQA	750	\$1.00	Front Nesting Table
59311	> Seven Deadly Zins (The Wine Group)	750	\$3.00	
60004	Deinhard Dry Riesling Rheinhessen	750	\$2.00	
61408	Jagermeister	375	\$1.00	Spirit Cold Room
63313	Peller Family Vineyards Dry White Crtn	1000	\$1.00	Front Nesting Table
65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA	750	\$1.00	End Aisle
75689	Wayne Gretzky Cabernet Merlot VQA	750	\$1.50	End Aisle
76521	Santa Cristina Rosso Toscana Igt	750	\$2.00	
81653	Chateau Des Charmes Barrel Fermentd Chard VQA	750	\$1.00	Shelf Extender
84988	>(V) Beringer Chardonnay Napa Valley (Treasury)	750	\$3.00	Wine Fridge
86421	Oggi Botter Primitivo Puglia Igt	750	\$1.00	
89912	Loios Red	750	\$1.00	
106377	Jacob's Creek Shiraz/Cabernet	750	\$2.00	
106450	> (V)Pinot Grigio Valdadige (S Margherita)	750	\$2.00	
108100	Martell VS Fine Cognac (In Box)	750	\$4.00	Discovery Extender
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750	\$1.50	Green Extender
114967	Finlandia Vodka	1750	\$1.55	Discovery Extender
119628	Lindemans Bin 45 Cabernet Sauvignon	750	\$1.00	
121749	> 10 Years Old Tawny Port (Taylor Fladgate)	750	\$5.00	
123166	Cavallina Grillo Pinot Grigio	750	\$1.75	
129734	Fish Hoek Shiraz	750	\$1.00	
136044	Pelee Island Chardonnay VQA	750	\$1.00	End Aisle
137810	Campo Viejo Rioja Reserva	750	\$3.00	
145458	Inniskillin Riesling Pinot Grigio VQA	750	\$2.00	End Aisle
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00	
149237	>The Conspiracy Ripasso Style (Foreign Affai	750	\$3.00	Middle Nesting Table
159772	Muskoka Hazed And Confused	473	\$0.25	Seasonal Block Pile A
159962	Sandbanks Shoreline Cabernet Merlot VQA	750	\$2.00	End Aisle
162073	>(V) Bourgogne Pinot Noir (Jadot)	750	\$2.00	
165308	Colio Extra Dry White	1500	\$1.00	End Aisle
168419	Fuzion Alta Torrontes Pinot Grigio	750	\$2.00	Shelf Extender
177485	Sandbanks Cabernet Franc VQA	750	\$2.00	Shelf Extender
177824	>(V)Gamay Noir (Thirteenth Street)	750	\$2.00	Middle Nesting Table
181388	Lindemans Bin 95 Sauvignon Blanc	750	\$1.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
185249	Mirassou Pinot Noir	750	\$2.00	
194878	White Owl Whisky	750	\$3.00	Mini Thematic
200741	Gibson's Finest Rare 12 Years Old	1750	\$6.00	End Aisle
207613	Jameson Irish Whiskey	1140	\$2.00	
209221	Absolut Vodka	1140	\$1.00	Shelf Extender
211110	Wyborowa Vodka	1140	\$1.20	Comm. Extender
212480	Georges Duboeuf Beaujolais Aoc	750	\$2.00	Shelf Extender
214049	Girls' Night Out Strawberry Samba	1500	\$1.00	End Aisle
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$4.50	End Aisle
216887	Freixenet Carta Nevada Brut Cava	750	\$1.50	Shelf Extender
219543	Inniskillin Late Autumn Riesling VQA	750	\$1.00	Front Nesting Table, Wine Fridge
221804	Trius Sauvignon Blanc VQA	750	\$1.00	Entrance Table
225904	Palm Bay Key Lime Cherry	6 x 355	\$1.25	
228551	Cave Spring Chardonnay VQA	750	\$2.00	Front Nesting Table
230474	Graffigna albec	750	\$2.00	Discovery Extender
234583	Cave Spring Riesling VQA	750	\$2.00	Front Nesting Table, Wine Fridge
243055	Beronia Tempranillo Rioja	750	\$2.00	Shelf Extender
244616	Sandbanks Rose VQA	750	\$2.00	Middle Nesting Table
250266	Girls' Night Out Very Berry Bomba	1500	\$1.00	End Aisle
250498	Castello Del Poggio Moscato Frizzante	750	\$2.75	
251470	Trius Barrel Fermented Chardonnay VQA	750	\$2.00	Entrance Table
257329	Caliterra Cabernet Sauvignon	750	\$1.00	
258673	>Pinot Noir G Marquis Slvr Ln Stone Rd	750	\$2.00	Middle Nesting Table
260372	Pondview Dragonfl Pinot Grigio VQA	750	\$2.00	Wine Fridge
261099	Inniskillin Pinot Noir VQA	750	\$2.00	Front Nesting Table
263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	\$1.50	Shelf Extender
267302	Crystal Head Vodka	750	\$5.00	
267773	Hop City Barking Squirrel Lager	473	\$0.20	End Aisle
268342	>V)Chardonnay Estate (Henry Of Pelham)	750	\$3.00	Front Nesting Table
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	Middle Nesting Table
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	Middle Nesting Table
275925	Santa Carolina Cabernet Sauvignon Reserva	750	\$2.00	Shelf Extender
276170	Pelee Island Blanc De Blanc VQA	750	\$1.00	End Aisle
276501	G. Marquis The Red Line Pinot Grigio VQA	750	\$2.00	Wine Fridge
284539	Trius Brut VQA	750	\$3.00	Front Nesting Table, Wine Fridge
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$2.00	Shelf Extender
292128	Firestone Cabernet Sauvignon Santa Ynez Valley	750	\$2.00	
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00	Wine Fridge

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
300681	Coors Light	6 x 473	\$1.00	
302349	Rosemount Diamond Shiraz	750	\$2.00	Shelf Extender
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$2.00	Middle Nesting Table
307769	Rosehall Run Defiant Pinot Noir VQA	750	\$2.00	goLOCAL
308288	Whitehaven Sauvignon Blanc	750	\$2.00	Shelf Extender, Wine Fridge
311779	Bud Light	6 x 473	\$1.00	
314856	Fireball Whisky Shooter	1140	\$2.00	End Aisle
316323	Motts Original Caesar	458	\$0.25	Seasonal Block Pile B
316844	Bombay Sapphire London Dry	750	\$1.00	Shelf Extender
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	
322586	> Cabernet Sauvignon Alpha (Montes Sa)	750	\$3.00	
324848	Espolon Tequila Blanco	750	\$2.00	
326090	> Oyster Bay Pinot Grigio (Delegat)	750	\$2.00	
326256	Wayne Gretzky Pinot Grigio VQA	750	\$1.00	End Aisle, Wine Fridge
326413	Pelee Island Pinot Grigio VQA	750	\$2.00	goLOCAL
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	End Aisle
335059	Super Bock	6 x 330	\$1.00	
338855	Bodacious Smooth Red	750	\$1.00	End Aisle
339168	Bodacious Smooth White	750	\$1.00	End Aisle
341602	Cono Sur Bicicleta Pinot Noir	750	\$2.00	
342386	Sailor Jerry Spiced Rum	375	\$1.00	
350561	Forty Creek Cream Liquor	1140	\$1.50	Mini Thematic
355933	Black Cellar Shiraz Cabernet	750	\$1.00	End Aisle
357145	Open Smooth Red VQA	750	\$1.00	End Aisle
360222	>(V) Cabernet Sauvign Seven Falls (Ste Michelle)	750	\$3.00	
361881	Sandbanks French Kiss VQA	750	\$2.00	End Aisle
363812	Tito's Handmade Vodka	375	\$1.00	Shelf Extender
365601	Samuel Adams Boston Lager	473	\$0.20	Shelf Extender
367276	Jacob's Creek Moscato Rose	750	\$2.00	Shelf Extender
370320	Chateau Des Charmes Cabernet Sauvignon VQA	750	\$1.00	Shelf Extender
376756	Peninsula Ridge Pinot Grigio VQA	750	\$2.00	Wine Fridge
377820	Jackson-Triggs Merlot	1500	\$2.00	End Aisle
382002	Smirnoff Raspberry Flavoured Vodka	750	\$1.00	Shelf Extender
383059	Sleeman Original Draught	6 x 473	\$1.00	End Aisle
387050	Open Smooth White VQA	750	\$1.00	End Aisle
387423	Bruichladdich The Classic Laddie Scottish Barley	750	\$5.00	Comm. Extender
388306	>(V) Vidal Icewine VQA (Inniskillin.	375	\$5.00	End Aisle
388710	Tenuta S. Anna Prosecco Extra-Dry	750	\$2.00	Shelf Extender, Wine Fridge

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
389411	>(V)Prop Res Vidal Icewine VQA (Jackson T.	375	\$5.00	Middle Nesting Table
391300	Ch Des Charmes Sauvignon Blanc VQA	750	\$1.00	Front Nesting Table
391631	Fantini Farnese Pinot Grigio	750	\$1.50	Discovery Extender, Wine Fridge
393769	Pelee Island Cabernet Sauvignon	1500	\$1.00	End Aisle
394718	>(V)Erath Pinot Noir	750	\$3.00	
397091	Forty Creek Copper Pot Reserve	1750	\$2.50	Shelf Extender
398693	Naughty Neighbour American Pale Ale	473	\$0.25	Seasonal Block Pile A
399428	Jackson-Triggs Sauvignon Blanc	1500	\$1.50	Middle Nesting Table
400259	Baileys Salted Caramel	750	\$1.00	Shelf Extender
401828	Polar Ice Arctic Extreme	750	\$1.00	Discovery Extender
402818	Flor De Cana Grand Reserva 7 Rum	750	\$2.00	Shelf Extender
403519	Crown Royal Apple	750	\$2.00	Comm. Extender
404947	Burnt Ship Bay Cabernet Merlot VQA	750	\$2.00	Discovery Extender
407478	Jaw Drop Squirting Oranges	473	\$0.25	Discovery Extender
407668	Shiny Apple Cider	473	\$0.20	End Aisle
408286	Lolea No 1 Red Sangria Spain	750	\$2.00	
411553	Girls' Night Out Peach Raspberry Rumba	1500	\$1.00	End Aisle
411751	Family Series Chardonnay VQA Peller Estates	1500	\$2.00	Front Nesting Table
413237	>15 Terroir Languedoc (Gerard Bertrand)	750	\$2.00	
426528	Wayne Gretzky Baco Noir VQA	750	\$1.00	End Aisle
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$3.00	End Aisle
433714	Pelee Island Cabernet Franc VQA	750	\$1.00	End Aisle
434092	Crown Royal Northern Harvest Rye	750	\$2.00	Mini Thematic
441543	Wakefield Promised Land Shiraz	750	\$2.00	
444059	>(V)Cabernet Sauvignon Joel Gott 815 (Sutter Home)	750	\$2.00	
445882	Root 1 Sauvignon Blanc	750	\$2.00	
446625	Beatties Farm Crafted Vodka	750	\$4.00	Shelf Extender
446823	Ciroc Pineapple	750	\$3.00	
448613	Black Fly Vodka Sour Raspberry	473	\$0.25	Seasonal Block Pile B
449207	>(V)Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$3.00	
453118	Pommies Cider Can	473	\$0.25	
454686	Captain Morgan Bold Spiced Rum	750	\$2.00	End Aisle
458521	Pelee Island Pinot Noir Reserve VQA	750	\$2.00	Front Nesting Table
459818	Sapporo	6 x 500	\$2.00	
459966	Henry Of Pelham Baco Noir Old Vines VQA	750	\$2.00	Front Nesting Table
459982	Sandbanks Riesling-Gewurztraminer VQA	750	\$2.00	End Aisle
460634	Corona	6 x 473	\$1.00	
462051	Bons-Ventos Lisboa	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
463521	Dixon's Wicked Licorice Gin	750	\$5.00	
467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	\$1.00	End Aisle, Wine Fridge
472332	Wayne Gretzky Red Cask Whisky	750	\$5.00	Mini Thematic
481515	Balls Falls Session IPA	473	\$0.20	Mini Thematic
483263	Don David Reserve Malbec	750	\$2.00	Comm. Extender
485169	Colio Blush Rose	1500	\$1.00	End Aisle
486001	XOXO Pinot Grigio Sangria	750	\$1.00	Shelf Extender
486381	Tag No.5 Vodka	1750	\$1.00	
487256	Stella Artois	6 x 330	\$1.00	
487728	Melini Chianti Docg	750	\$2.00	
491829	Southern Comfort	1140	\$3.00	End Aisle
492017	Steam Whistle	6 x 473	\$1.50	EZD, LTO
492256	Tag No.5 Vodka (P.E.T)	1140	\$1.00	Mini Thematic
492397	Smirnoff Ice Peach Bellini	6 x 355	\$1.00	Shelf Extender
492959	Rosehall Run Pixie Sparkling Rose VQA	750	\$2.00	End Aisle
497339	Kona Big Wave Golden Ale	6 x 355	\$1.00	
497651	Reinhart's Red Apple Light Cider	473	\$0.30	
497719	Family Tree Apple Cider Puddicombe	473	\$0.25	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	End Aisle
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$3.00	Shelf Extender
508150	Sortilege Blueberry	750	\$2.00	
508572	Flying Monkeys Juicy Ass IPA	473	\$0.20	Seasonal Block Pile A
508580	Wellington Upside IPA	473	\$0.25	OCB
508721	Inniskillin Baco Noir VQA	750	\$2.00	End Aisle
513036	Henderson Brewing Co. Food Truck Beer	473	\$0.20	Seasonal Block Pile A
514463	Whitley Neill Handcrafted Dry Gin	750	\$5.00	
517185	Burnt Ship Bay Sauvignon Blanc VQA	750	\$2.00	Wine Fridge
518746	D'Ont Poke The Bear Red VQA	750	\$1.00	End Aisle
518753	D'Ont Poke The Bear White VQA	750	\$1.00	End Aisle
520288	Bacardi Black	750	\$1.00	Shelf Extender
520312	Bacardi Gold	1750	\$1.00	
522359	Torres Brandy 10	750	\$2.00	Comm. Extender
522672	> (V)Vidal Icewine VQA Nia(Lakeview Cellars)	200	\$2.00	Middle Nesting Table
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00	End Aisle
523563	Bodacious Cabernet Sauvignon	1500	\$2.00	End Aisle
526228	Jackson-Triggs Reserve Meritage VQA	750	\$1.00	Middle Nesting Table
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	\$2.00	Middle Nesting Table
536565	Lily Sparkling Rose VQA	750	\$1.00	Middle Nesting Table



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
536805	Spirit Of York Gin	750	\$3.00	
538538	Woodhouse IPA	473	\$0.20	Shelf Extender
541011	Wayne Gretzky Red Cask Whisky	375	\$3.00	
541755	Spirit Of York Vodka	750	\$3.00	
541979	Three Thieves Pinot Grigio	750	\$2.00	Comm. Extender, Wine Fridge
556951	Chateau Des Charmes Cabernet Merlot VQA	750	\$1.00	Comm. Extender
557108	St Remy XO Brandy	750	\$1.00	
557470	Empress 1908 Gin	750	\$3.00	Cocktail of the Month, Value Add
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	\$2.00	End Aisle
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	\$3.00	Shelf Extender
563601	Old Speckled Hen	4 x 500	\$1.65	
571786	Thornbury Craft Cranberry Cider	473	\$0.25	
571901	Tequila Rose Strawberry Cream	1140	\$3.00	
572552	Signal Hill Canadian Whisky	750	\$3.00	Mini Thematic
573402	Bearface 7YO Triple Oak Canadian Whisky	750	\$5.00	Mini Thematic
573428	D'Ont Poke The Bear Cider	473	\$0.20	End Aisle
574533	Magnotta Pinot Grigio Venture Series VQA	750	\$2.00	End Aisle
574541	Magnotta Cabernet Sauvignon Venture Series VQA	750	\$2.00	End Aisle
574905	Nickel Brook Lost In Orbit IPA	473	\$0.25	End Aisle
575357	3 Speed Lager 568	568	\$0.25	
577148	Villa Conchi Brut Seleccion	750	\$2.00	
580449	XOXO Simply Smooth Red	750	\$1.50	Shelf Extender
581124	XOXO Light Pinot Grigio	750	\$1.00	End Aisle
586750	Clarity Ruby Red VQA	750	\$2.00	Shelf Extender
587154	> (V) Vidal Icewine VQA Ltd Edition (Magnotta)	375	\$3.00	Ontario Wine Superstar
587956	Trius Cabernet Sauvignon VQA	750	\$2.00	Entrance Table
588780	Bottega Petalo Il Vino Dell' Amore Moscato	750	\$1.50	Shelf Extender, Wine Fridge
588962	Mezzomondo Negroamaro Pugli Igt	750	\$1.00	Shelf Extender
589028	Peller Family Vineyards Rose Bag In Box	4000	\$1.45	Front Nesting Table
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	End Aisle
589069	Peller Family Vineyards Red Bag In Box	4000	\$1.00	Front Nesting Table
594168	Pelee Island Merlot	1500	\$2.00	End Aisle
602755	Olmecca Tequila Gold	750	\$2.00	
606624	> V Cab Sauv Ringbolt Marg Riv (Negoc Int'L)	750	\$2.00	
609701	Muskoka Lakes Cranberry Wine	750	\$1.00	goLOCAL
609719	Muskoka Lakes Cranberry/Blueberry Wine	750	\$1.00	Shelf Extender
613471	Henry Of Pelham Rose VQA	750	\$2.00	goLOCAL
614826	Pelee Island Pinot Grigio	1500	\$2.00	End Aisle

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$2.00	End Aisle
618231	Pelee Island Lola Gewurztraminer VQA	750	\$1.00	End Aisle
620104	Angels Gate Sussreserve Riesling VQA	750	\$1.50	Shelf Extender
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	End Aisle, Wine Fridge
621623	Yellow Tail Cabernet Sauvignon	750	\$2.00	Shelf Extender
623322	Peller Family Vineyards Sauvignon BI	4000	\$3.00	Front Nesting Table
627257	Mott's Clamato Caesar Original	12 x 355	\$2.00	
634857	Muskoka Legendary Oddity Gin	750	\$3.00	
634899	Dixon's Wicked Citrus Gin	750	\$2.00	
635938	Felix & Lucie Sauvignon Blanc	750	\$2.00	
637728	Jackson-Triggs Shiraz	1500	\$2.00	Middle Nesting Table
639971	Barefoot Cellars Pink Pinot Grigio	750	\$1.00	Shelf Extender
643882	Menage A Trois Decadence Cabernet Sauvignon	750	\$2.00	Shelf Extender
645309	Kew Vineyards Organic Riesling Sparkling VQA	750	\$1.00	End Aisle
649186	Hey Y'All Southern Style Hard Iced Tea	458	\$0.25	Shelf Extender
649749	Castillo De Almansa Reserva	1500	\$2.00	Shelf Extender
665299	Stormy Bay Cabernet Sauvignon	750	\$1.50	
666040	Nutrl Vodka Soda Pineapple	473	\$0.15	
666719	Beaulieu Vineyards Coastal Estates Cab Sauv	750	\$1.50	
666917	Creemore Premium Lager	473	\$0.25	EZA
667006	Georgian Bay Smashed Ice Tea	473	\$0.15	Seasonal Block Pile B
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	End Aisle
667113	Peller Family Vineyards Cabernet Sauvignon	750	\$1.00	End Aisle
669440	Peller Family Vineyards Shiraz	1500	\$2.00	Front Nesting Table
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	Front Nesting Table
698159	Magnotta Pinot Noir Venture Series VQA	750	\$2.00	End Aisle
698209	Sleeman Clear	6 x 341	\$1.00	End Aisle
698415	Creemore India Pale Ale	473	\$0.25	End Aisle
727636	(V) Crognolo Igt Toscana (Tenuta Sette Ponti)	750	\$3.00	
894014	El Dorado Demerara 5 Year Old Rum	750	\$2.00	Shelf Extender
904144	Molson Canadian	6 x 355	\$1.45	
933077	>(V)Bourgogne Chardonnay (Jadot)	750	\$2.00	
943787	>(V) Shiraz Estate Clare Valley (Wakefield)	750	\$3.00	

## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL	984
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL	8219
8805	Forty Creek Barrel Select Whisky	1750	Forty Creek Copper Pot 100 mL	8805
53082	Alberta Pure Vodka (P.E.T)	1750	Banff Ice 2 x 50 mL	53082
88799	Alberta Pure Vodka (P.E.T)	750	Banff Ice 50 mL	88799
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO 50 mL	223529
285254	Forty Creek Copper Pot Reserve	750	Appleton Estate 8 YO 50 mL	285254
363507	Prince Igor Extreme Vodka	1750	Forty Creek Barrel Select 2 x 50 ml	363507
398776	Fireball Whisky Shooter	375	Southern Comfort	398776
456350	Fireball Cinnamon Whisky	1750	Wheatley Vodka 50 mL	456350
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL	517136

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL
2485	Sauza Silver	750	Jim Beam Honey 50 mL
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL
8599	Bell's Original Scotch Whisky	750	JW Red 50 mL
8805	Forty Creek Barrel Select Whisky	1750	Forty Creek Copper Pot 100 mL
13587	Bacardi Gold	1140	Bacardi 4Yr 50 mL
15806	Skyy Vodka	750	Skyy Speakers
80127	Sailor Jerry Spiced Rum	750	Car Freshener
103747	Maker's Mark Kentucky Bourbon	750	Northern Keep 50 mL
143040	Hornitos Reposado Tequila	750	Northern Keep 50 mL
180695	St-Germain Elderflower Liqueur	750	Martini Balloon Glass
183582	Captain Morgan Dark Rum	1750	Captain Morgan Original Spiced 2 x 50 mL
215251	Cinzano Rosso Sweet Vermouth	1000	Wild Turkey 101 50 mL
215616	Jack Daniel's Tennessee Whiskey	1140	Jack Daniels Apple 50 mL
215814	Codorniu Brut Clasico Sparkling	750	Pop Socket for Cell Phone hanging on bottle neck
217190	Grand Macnish	1140	Islay Mist 50 mL
217257	Sailor Jerry Spiced Rum	1140	Car Freshener
217687	Canadian Club Premium	1140	Canadian Club 1858 50 mL
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO 50 mL
225698	The Kraken Black Spiced Rum	750	Tiki Glass
250134	Sortilege	750	Ceramic Mug
285254	Forty Creek Copper Pot Reserve	750	Appleton Estate 8 YO 50 mL
304469	>(V) Sauvignon Blanc Marlborough (Cloudy Bay)	750	Stemless Wine Glass
306019	Colio Extra Dry White Bag In Box	4000	Pot Holder
326025	Basil Hayden Straight Bourbon	750	Timeless Rocks Glass
334151	Bacardi Superior White Rum (P.E.T)	1140	Bacardi Spiced 50 mL
369009	Pinnacle Vodka	750	Canadian Club Apple 50 mL
369793	Mount Gay Eclipse Rum	750	Black Barrel 50 mL
379032	O'Casey's Irish Cream	750	Greenall's Gin 50 mL
382028	Smirnoff Vanilla Flavoured Vodka	750	Smirnoff 50 mL
384651	Martini Prosecco Sparkling	750	Martini Balloon Glass
394577	Fiol Prosecco Doc	750	Cherry Blossom Spritz Recipe & Liqueur
398776	Fireball Whisky Shooter	375	Southern Comfort
417576	Stock 84 Spirit	1140	Stock 50 mL
438069	Raven Conspiracy Deep Dark Red VQA	750	Gift Bag
438960	Canadian Club 100% Rye	1140	T-Shirt
456350	Fireball Cinnamon Whisky	1750	Wheatley Vodka 50 mL

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
464214	Anciano 7 Year Gran Reserva Tempranillo Valdepenas	750	Wodden Anciano Coasters
494047	Broker's Premium London Dry Gin	1 140	Brokers Gin 50 mL or Limoncello 50 mL
500546	Captain Morgan Original Spiced Rum	1750	Captain Morgan Original Spiced Rum 2 x 50 m L
516880	Mill Street Org Lager	6 x 473	Neal Brother's Organic Chips
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL
520304	Bacardi Gold	1 140	Bacardi 4Yr 50 mL
520320	Bacardi Superior	1 140	Bacardi Spiced 50 mL
547679	>Wodka Zoladkowa Gorzka	750	TBD
557470	Empress 1908 Gin	750	Orange
601518	Sour Puss Blue Liquor	750	Sour Puss Ras 50 mL
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	Becherovka 50 mL
619791	Jackson-Triggs Rose	750	Drinkware
636035	Summit Vodka	750	Canadian Club 100% Rye 50 mL
666875	Dab Original	6 x 500	500 mL Can Clausthaler
921478	Pabst Blue Ribbon	6 x 355	Pabst Blue Ribbon Air Freshener
998351	JP Chenet Ice White	750	Ice Cube Tray



## Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
42	Canadian Club Premium	750	10	
1503	Alberta Pure Vodka (P.E.T)	375	5	
3871	Alberta Premium Whisky (P.E.T)	375	5	Shelf Extender
10414	Stormy Bay Sauvignon Blanc	750	5	
10415	Spier Signature Cabernet Sauvignon	750	5	
11130	Dewar's White Label Whisky	750	8	
11928	Gato Negro Chardonnay	1500	5	
13015	Yellow Tail Rose	750	7	Blockpile C
13248	Woodbridge By Robert Mondavi Rose	750	4	Blockpile C
13486	Le Grand Filou Rose	750	4	Seasonal Block Pile C
13489	Famiglia Pasqua Spumante Rose Romeo & Juliet*	750	9	Seasonal Block Pile C
13491	Sous La Mer Mediterranee Rose Igp	750	9	Seasonal Block Pile C
13906	Unwined Smooth Rose	750	10	Seasonal Block Pile C
14681	Babe Rose With Bubbles Can	250	1	Blockpile C
14873	Girls' Night Out Rose Sangria Can	473	2	Seasonal Block Pile C
14977	Sogrape Grao Vasco Dao	750	5	
15282	18.8 Vodka	750	8	
20263	G.A. Schmitt Winzertanz	1500	4	
86439	Waterloo Dark	473	1	
93401	Wyndham Estate Bin 222 Chardonnay	750	10	
94060	Casillero Del Diablo Rsv Malbec	750	6	
103341	Canadian Club Premium (P.E.T)	750	10	
129726	Fish Hoek Sauvignon Blanc	750	5	
137125	Russian Standard Vodka	1750	20	
142745	Waterloo Craft Lager	473	1	
143735	Fantini Farnese Negroamaro Puglia Igp	750	5	
146761	Fielding Riesling VQA	750	6	
157883	Montes Reserva Cabernet Sauvignon	750	6	
158303	Copper Moon Pinot Grigio	750	5	
174466	Jose Cuervo Especial Silver	750	12	Shelf Extender
175026	Funf 5 German Riesling Rhein	750	6	
187088	PJ's Original Cream (Panama)	750	12	
210286	Russian Standard Vodka	1140	15	
216671	Wisers Special Blend	1140	12	
217067	Galliano Vanilla	375	10	
218644	Santa Rita 120 Reserva Especial Cab Sauv	750	8	
237255	Saint Clair Family Estate Sauvignon Blanc	750	8	

## Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
245282	Santa Carolina Cabernet Sauvignon/Merlot	750	5	
253302	Luksusowa Vodka	750	10	
267070	Tommasi II Sestante Valpolicella Rip Sup Doc	750	6	
279661	L'Orangerai Rose Pays D'Oc	750	5	Seasonal Block Pile C
285163	Amaro Lucano	750	10	Shelf Extender
286898	Jacob's Creek Chardonnay	750	10	
292615	Jameson Black Barrel	750	20	
295931	Obsession Symphony White California	750	7	
324590	Santa Carolina Merlot Reserva	750	8	
337535	Santa Carolina Sauvignon Blanc Reserva	750	7	
341743	Trius Rose VQA	750	15	Seasonal Block Pile C
350397	Banff Ice Vodka	750	8	
400564	Bodega Norton Barrel Select Sauvignon Blanc	750	10	
410803	D'Usse VSOP	750	30	Shelf Extender
417196	Grey Goose Vodka	1140	25	
421420	Fielding Estate Fireside Red VQA	750	5	
426718	Cesari Amarone Classico Doc	750	12	
427088	Casillero Del Diablo Rsv Merlot	750	6	
430413	Stranahan's Colorado Whiskey	750	30	
445015	Casarsa Cabernet Sauvignon Delle Venezie Igt	1500	5	
447060	Deakin Estate Sauvignon Blanc	750	7	
454462	Banff Ice Vodka	1750	20	
454710	The Kraken Black Spiced Rum	1750	20	
464743	Angove Organic Cabernet Sauvignon	750	5	
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	5	
486712	Noxx & Dunn Straight Barrel Florida Rum	750	15	
495507	Robertson Winery Chenin Blanc	750	3	
522615	Iron Maiden Trooper Ale	500	1	
538975	Black Forest Cuvee Noir, Baden	750	6	
542969	Ungava Gin	375	6	
545368	Santa Teresa 1796 Solera Rum	750	20	
553859	Angove Organic Chardonnay	750	5	
553917	Frontera After Midnight Dark Red Blend	750	6	
560474	Ardbeg 10 YO Islay Scotch Whisky	750	30	Shelf Extender
560821	Deakin Estate Shiraz	750	7	
571950	Canadian Club Apple	750	10	
621862	Bonpas Chateauneuf Du Pape Bonus Passus	750	20	

## Bonus AIR MILES® Reward Miles

LCBO#	Description	Size (mL)	BAM	Display Program
645713	Spring Mill Distillery Vodka	750	12	
666966	Creemore Lot 9 Pilsner	473	2	EZA
669200	Ciao Pinot Grigio Organic Carton	1000	5	Wine Fridge
697698	Blanche De Chambly	473	1	

## 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 2

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

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

## Necktags

LCBO#	Description	Size (mL)	NT Approved
10946	Fireball 6 Pack Carrier	6 x 50	Fire & Beer Necktag
13248	Woodbridge By Robert Mondavi Rose	750	NEW!
13734	Robert Mondavi Private Selection Rum Barrels Merlot	750	NEW!
15514	Frank Hellwig Shiraz Grenache	750	NEW!
31112	Grant's Family Reserve	750	Triple Wood Triple Good
47068	Strega Alberti Benevento	750	Recipe Booklet
99184	Naked Grape Pinot Grigio	750	New Campaign
115824	Snow Allure Vodka	750	Gold Maple Leaf pendant
217588	Kamora Coffee Liquor	1140	Winter Cocktails
469643	Rossi D'Asiago Limoncello Snaps	750	Awards + Recipe NT
600833	Pitu Cachaca	750	TBD
628180	Umberto Cesari Love Rosso Igt	750	Children's Hospital Donation
639971	Barefoot Cellars Pink Pinot Grigio	750	Barefoot Drink Pink Contest
642850	Barefoot Spritzer Rose Can	250	Barefoot Drink Pink Contest
642983	Barefoot Cellars Pink Moscato	750	Barefoot Drink Pink Contest
659904	Wheatley Vodka	750	Wheatley Vodka Easy Cocktails
665216	Naked Grape Shiraz	750	New Campaign

# PERIOD 7

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
SEPTEMBER 13 <b>Start of Period 7</b> INSTALL BRAND SPOTLIGHT NESTING TABLES BAM START DATE	14 <b>LTO START DATE</b>	15	16	17 DOTW WK 1 + 456095	18	19
20	21	22	23	24 DOTW WK 2 + 575662	25	26
27	28	29	30	OCTOBER 1 DOTW WK 3 + 462424	2	3
4	5	6	7	8 DOTW WK 4 + 24133	9 GREAT VALUE BEER BLOCK PILE START DATE 	10 <b>End of Period 7</b>
11 GREAT VALUE BEER BLOCK PILE END DATE <b>Start of Period 8</b>	12 <i>Thanksgiving Stores Closed</i> 	13	14	15	16	17