

BRIGHT IDEAS



Period 11 Marketing & Product Guide
JANUARY 2 - 29, 2022

Period 11 Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 11



New for Period 11

Promotional Programs

Feature Fixture A: Lighter Red & White Wines

New & Seasonal Fixture: Smart Wine Buys Under \$15

Entrance Table: Classic Martini

Mini Thematic A: Cozy Gifts

Mini Thematic B: Thoughtful Wine Gifts

Mini Thematic C: Host A Winter Tasting

Front Nesting Table: Whisky Highball/Lunar New Year

Middle Nesting Table: Low Sugar Wines

Block Pile A: Pick-Up A Fan Favourite For Game Day

Block Pile B: Discover Lighter Options

Block Pile C: Bright Idea - Earn Points Now

Block Pile D: Cozy Warmers

Shop Local Program

Exterior Banners/Show Cards/Transparencies

Seasonal Banner Insert

End Aisle Backer Cards

Seasonal Gondola

Ask Me About Our Lighter Choices Stickers

Gifting

Flex Space

Spirited Picks (FEM)

Special Promotions Fixture

The Cold Room Spirits Display

Shopping Cart Sign

Ontario Wines

ON1: Go Local

ON2: Our Buyer's Pick (VQA)

ON3: Ontario Staff Pick

ON3B: Craft VQA Wineries

Vintages

Vintages Essentials On Offer End

Vintages Wines of the Month End

Vintages LTO Program

Vintages Our Buyer's Pick

Beer

Beer Excitement Zone

Ontario Craft Beer End Aisle

8-Pack Beer Carrier Signage

Beer Branded Ends

Craft Beer Imported Shelf Talkers



Unchanged from Period 10

Refer to the Period 10 MPG for more details.

Responsible Service Program

Wine Fridge Turn 2 (P7-P11)

Operational Signage: COVID-19 & Social Distancing Signage (Search "COVID Aug2021" on the Portal for the latest instructions.)



Bright Ideas: Buy Local, Support Local

MERCHANDISING INSTRUCTIONS

Overview

Stores will receive a signage kit in P11 to highlight local products to our customers. **Please refer to the following pages carefully for instructions on what products should be merchandised on each display.**

All Stores

Bright Ideas: Buy Local, Support Local Perpendicular Shelf Talker (all stores)

Select Stores

Local Wines/VQA End Aisle (select stores)

Cold Room Cut Case Displays (select stores)

8-Pack Carriers with OCB products on “New” End Aisles in Beer Excitement Zones (select stores)

OCB End Aisles in Beer Sections (select stores)



“Bright Ideas: Buy Local, Support Local” 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.

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.

Key Dates (Period 11 - 13)

Participating Stores - All Stores

Use a black Sharpie Marker and clearly print all required information on the shelf talker. There are spaces for: Employee Name, Product and Local Business Pairing.

- **Re-order Code ENG (# 22P11-LP5) / BIL (# 22P11-LP6)**

Local VQA Wines

END AISLE

Overview

Discretionary End Aisles have been identified at select stores, where local Ontario wines are now to be showcased.

Participation is mandatory.

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



Key Dates (Period 11 -13)

Participating Stores

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

NOTE: Any store may still participate in this program by using a Discretionary End Aisle and ordering the appropriate Backer Card using the information below.

Product Selection

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

Merchandising Instructions

- Merchandise 9-12 local wines on the End Aisle. Planoguide is provided for inspiration only.
- Use the black marker to communicate a local product and a great dish served at a local business, pub or restaurant.
- Install the Backer Card and shelf talkers on the display.
- Refresh recommendations (using a new backer card provided) once per period.



Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # 22P11-LP7)



Local VQA Wines Example

Ontario Beer & Cider Displays

BEER COLD ROOM

Overview

Stores with a Beer Cold Room will receive signage in Period 11 to support 2 Cut Case Displays of Ontario Craft Beer and Cider products to be positioned on either side of the entrance to the Cold Room. **Participation is mandatory.**

Key Dates (Period 11 -13)

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 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.**
- **Refer to the [P11 Worksheets](#) for a list of Canadian Craft skus that should not be merchandised on any local display.**

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 and/or Cider products (to be determined at the store's discretion).
- Install the pricer cards in front of corresponding products on the display.

Signage Components

- Cut Case Backer Card
ENG (Re-order # 22P11-LP1)
BIL (Re-order # 22P11-LP2)
- Blank Pricer Card
ENG (Re-order # 22P11-LP3)
BIL (Re-order # 22P11-LP4)



Local OCB and/or Cider Products



Do not merchandise National brands such as Creemore & Mill Street

Ontario Craft Beer 8-PACK CARRIER

Overview

Merchandise a selection of new and seasonal local Ontario craft. Remember to merchandise 8-pack carriers on the top shelf to encourage purchasing multiple units and discovery of new products. **Participation is mandatory.**

Key Dates (January 2 - January 29, 2022)

Participating Stores

Stores that participate in both the 8-Pack beer program and End Aisle B 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 backer card.

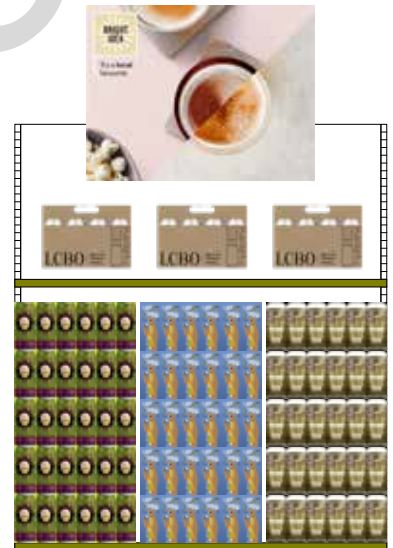
Signage Components

- Backer Card Card BIL (Re-order #22P11-EZ4)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

Suggested Products

Location	LCBO#	Description	Supplying Source / Distributor
B New/Seasonal (EA - EZB)	23547	Sawdust City Lusciousness Imperial Milk Stout 473 mL	1143 - Sawdust City Brewing Co.
	23552	That's When Ted Fought The Mailman West Coast DIPA 473 mL	5732 - Refined Fool Brewing Company
	23505	Elora Brewing Lady Friend Ipa 473 mL	855 - Elora Brewing Company

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



Ontario Craft Beer

END AISLE

Overview

This program is currently running in select stores, highlighting local Ontario Craft Beer on End Aisles. Participating stores should ensure this program is executed as per the directions below to support these local breweries. Where space exists to meet social distancing guidelines, stores participating in the 8-Pack carrier program may merchandise their metal merchandiser adjacent to this End Aisle to encourage customers to fill their carrier with these products. **Participation is mandatory.**

Key Dates (January 2 - January 29, 2022)

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
22571	Railway City - Jumbo Ipa	473	8447 - Railway City Brewing Company
445577	Great Lakes Brewery Lake Effect	473	1929 - Great Lakes Brewing Co. Inc.
548313	Cowbell Doc Perdue's Boxing Bruin	473	458 - Cowbell Brewing Co.
552687	Nickel Brook Black Light All Night Stout	473	6699 - Nickel Brook Brewing Company
575357	3 Speed Lager 568	568	3842 - Amsterdam Brewing Company
688507	Flying Monkeys Sparklepuff Triple Ipa	473	6309 - Flying Monkeys Craft Brewery

Merchandising Instructions

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

8-Pack Carrier stores:

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

Signage Components

- End Aisle Backer card ENG/BIL (Re-order # DMS-OCBEA01)
- Pre-Printed Shelf talkers ENG (Re-order #AIIIM-22P11-OCBEA2) / BIL (Re-order #AIIIM-22P11-OCBEA3)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Ask Me About Our Lighter Choices NAME BADGE STICKERS

Overview

Coming off the holiday season, the start of a new year signals a renewed commitment to making better lifestyle choices. The “Ask Me About Our Lighter Choices” stickers gives you a great opportunity to help customers discover a range of lighter options (Low Cal, Low Alc, Low Sugar) and position the LCBO as go-to experts for helping them make choices that matter to them.

Key Dates (January 2 - January 29, 2022)

Participating Stores

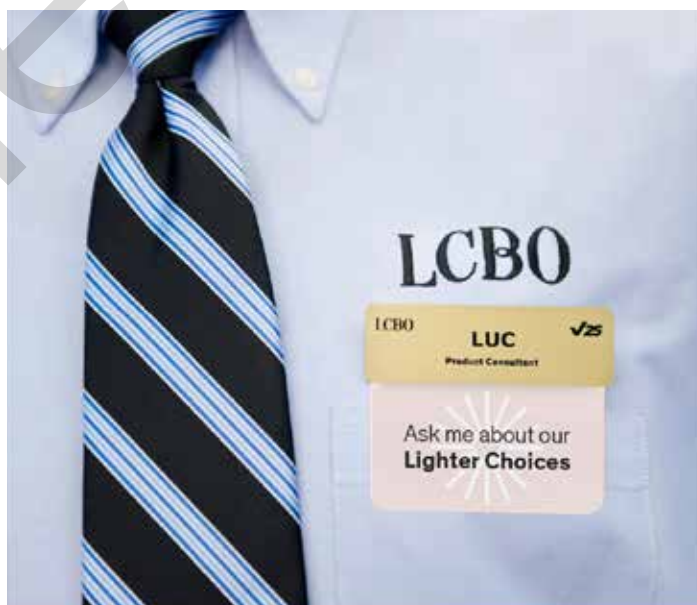
All Stores

Merchandising Instructions

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

Re-order Code

- Name Badge Stickers ENG (Re-order # 22P11-HNT1) / BIL (Re-order # 22P11-HNT2)



Operational Signage

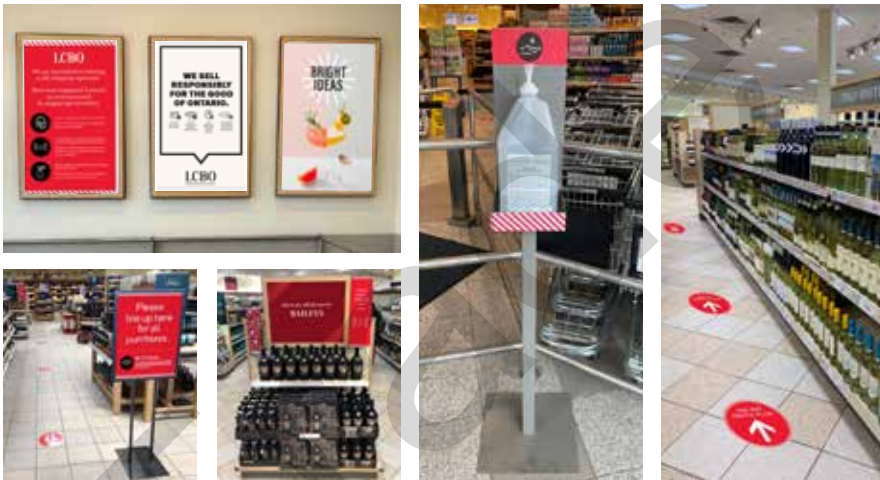
COVID-19 & SOCIAL DISTANCING

As more signage is required to communicate various messages to customers, we are setting new standards on how these signs should be displayed. These standards will create consistency across the network and ensure customers are greeted with similar experiences, no matter the location they visit.

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



- Pre-Printed Store Hours Sign
- Pre-Printed Customer Capacity Sign
- QR Code Screening Sign
- Window Sign Suction Cups & Holders
- COVID-19 Notice Decal
- Exterior Springer Sign
- Black Line-Up Tape



- Hand Sanitizer Pumps
- Hand Sanitizer Pump Decals
- Metal Stand Sign
- LCBO Safe Shopping Commitment Showcard
- Social Distancing Showcard
- Thematic Showcard
- End Aisle Blade Signs
- Traffic Flow Floor Decals



- "Place Items Here" Cash Desk Decal
(with updated placement direction)
- Plexi Shield
- "Stand Here" Floor Decal

Aeroplan LOYALTY PROGRAM (LP)

Overview

The Aeroplan loyalty program is a key initiative for LCBO and as such will be supported in all LCBO channels, including stores. Below details the printed components that will be used for the upcoming period changeover.

Aeroplan will continue to support the launch through dedicated emails, paid external marketing and using their internal channels.

Signage to remain consistent for all three periods (P11-P13). The P11-13 Aeroplan signage kit will replace all Aeroplan signage received for P9 & 10.

Key Dates

Signage Ship Date: Dec.21-23. Arriving in stores starting Dec. 29, 2021 | Install: January 2, 2022

Participating Stores

All Stores

Signage Components & Merchandising Instructions

Exterior Banners (English/Bilingual)

- Display in the empty Exterior Banner placement outside the store.
- The Aeroplan exterior banners will arrive with the thematic banners by Dec. 24.

English Re-order# 22P11-EB3

Bilingual Re-order# 22P11-EB4



Front Door Decal (English/Bilingual)

- 8x8 decal should be installed on the left side of the second door.

English Re-order# 22P11-AP4

Bilingual Re-order# 22P11-AP5



Signage Components & Merchandising Instructions

End Aisle Blade Sign (English/Bilingual)

- Install the Blade Signs on every other End Aisle, beginning at End Aisle #2 (alternating with the existing COVID-19 Operational blade sign).

English Re-order# 22P11-AP2
Bilingual Re-order# 22P11-AP3



End Aisle Backer Card (English/Bilingual)

- Use in conjunction with other generic thematic backer cards provided for End Aisles 11-20

English/Bilingual Re-order# 22P11-AP1



Perpendicular Shelf Talker (English/Bilingual)

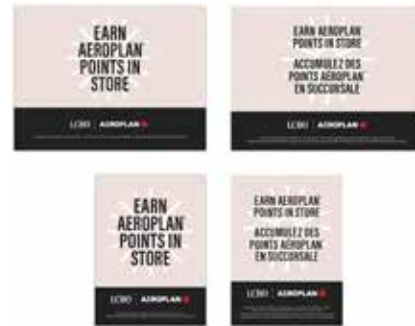
- Install perpendicular shelf talkers in-section - throughout the store, using a perpendicular shelf clip (PSTC201404).
- Shelf Talkers should be installed every 12' on each gondola run.

English Re-order# 22P11-AP8
Bilingual Re-order# 22P11-AP9

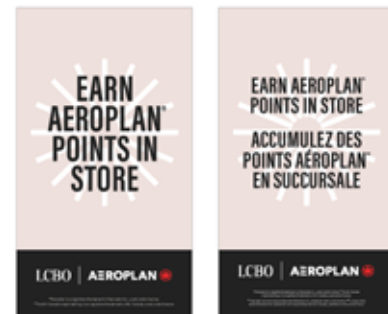


POS Screens (English/Bilingual)

- POS screens displaying the the Aeroplan message as part of the existing rotation.



Digital Screen (Store 217 + 511) (English/Bilingual)



Signage Components & Merchandising Instructions

Floor Decal (English/Bilingual) Bundles of 12

- Two Aeroplan floor decals should be installed per line-up at each cash desk (after the plexi-shield)
- *Aeroplan decals should be displayed with existing COVID-19 "Please wait here" decals, as per the example shown at right.*

English Re-order# 22P11-AP10
Bilingual Re-order# 22P11-AP11

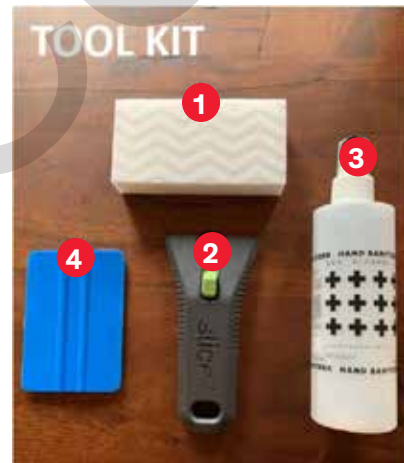
Installation Tools & Instructions

- Decal Hand Applicator Tool (included in each COVID-19 Decal signage package sent November 2020)
- [Decal Installation Instructions](#):
 - Remove existing decals (if applicable)
 - Wash floors
 - Carefully scrape off any residual adhesive from floors
 - Let floor dry
 - Install new decals in locations noted on floorplan example

Toolkit includes the following items:

1. Mr. Clean Magic Eraser
2. Slice Floor Scraper
3. Iso-propyl Alcohol
4. Squeegee

Reorder Code: (Re-order # OP21-FD8)



Aeroplan Offers

Pre-Printed Aeroplan Point Offer Shelf Talkers (English/Bilingual)

- Pre-Printed Aeroplan Point Offer Shelf Talkers
ENG/BIL (Re-order # AIM-22P11-ANS)



Aeroplan Point Offer Blank Shelf Talkers (English/Bilingual)

- Generic Aeroplan sheets (Re-order # 749359)



LCBO#	Description	Size (mL)	Aeroplan Points
935	Captain Morgan White Rum	750	50
1040	Gordons Gin	750	50
1222	Wiser's Special Blend	750	50
2089	Lamb's Palm Breeze	750	50
2196	Captain Morgan Dark Rum	750	50
3558	Gibson's Finest Rare 12 Years Old	750	75
4788	Captain Morgan Gold Rum	750	50
13538	Mezzacorona Pinot Noir Vigneti Delle Dol Igt	750	120
14130	Apothic Cabernet Sauvignon	750	80
14400	Coors Original	6 x 473	150
15012	Northern Keep Vodka	750	200
15806	Skyy Vodka	750	50
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	50
16840	Bolla Valpolicella Classico	750	80
17528	Just Merlot	750	50
18391	Pelee Island Merlot Bag In Box	3000	250
18403	Big Drop Brewing Co. Galactic Dark	355	15
18404	Big Drop Brewing Co. Paradiso Citra IPA	355	15
19535	Skyy Vodka	1140	75
19651	Folonari Chardonnay	750	80
20806	Buena Vista Legendary Badge Zinfandel	750	60
21532	Grant's Sherry Cask 8YO Finish	750	75
23366	Sandeman Ruby Port	750	80
27854	Masi Modello Merlot Trevenezie Igt	1500	150
34579	Prince Igor Extreme Vodka (P.E.T)	1140	75
107763	Pelee Island Monarch Red VQA	750	100
112672	Wiser's Special Blend (P.E.T)	1750	120
133439	Captain Morgan White Rum (P.E.T)	1750	120
183582	Captain Morgan Dark Rum (P.E.T)	1750	120
192922	Seagram's 83	1140	75
200741	Gibson's Finest Rare 12 Years Old	1750	125

LCBO#	Description	Size (mL)	Aeroplan Points
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	100
217042	Bell's Original Scotch Whisky	1140	75
223529	Appleton Estate V/X Signature Blend	1140	75
225086	(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	175
231571	Seagrams 83 (P.E.T)	1750	140
234039	Captain Morgan Gold Rum (P.E.T)	1750	120
234815	Gerard Bertrand Cabernet Sauvignon Pays D'Oc	750	50
240143	Lamb's Classic White Rum (P.E.T)	1140	75
240150	Polar Ice Vodka	1140	75
254722	Silent Sam Vodka	1140	75
305607	Seagrams 83	750	50
311928	Canadian Club Classic 12 Year Old	750	150
350629	Forty Creek Barrel Select Whisky	1140	75
363622	Bolla Pinot Grigio Delle Venezie	750	80
382747	Tequila Rose Strawberry Cream Liqueur	750	100
398016	Dr. McGillicuddy Intense Peach	750	40
485169	Colio Blush Rose	1500	125
486316	Bacardi Spiced Rum (P.E.T)	375	40
487819	Melini Chianti Classico Riserva Docg	750	80
517904	Wiser's Special Blend Canadian Whisky	750	50
536227	Guinness Hop House 13	500	10
550715	Forty Creek Barrel Select	750	50
604926	Prince Igor Extreme Vodka (P.E.T)	750	50
621003	Montecillo Rioja Reserva	750	100
649269	Smirnoff Vodka & Soda Cranberry Lime	4 × 355	40
649343	Smirnoff Ice Light Original	4 × 355	50
688671	Thornbury Craft Wild Blueberry Elderflower Cider	473	30
906628	Coors Light	6 × 355	120

P11-13 Bright Ideas SIGNAGE GALLERY

Overview

Winter can feel dark, heavy, and foreboding. What we need this time of year is a way to feel lighter, brighter, and excited about making better choices that will help us get back in the groove and refocus our goals - whatever they may be. There has been an increased movement toward changing habits and personal growth.

There's a demand for ways people can feel better about their choices without compromising what they love. Thankfully, the LCBO is always at the ready with expert guidance, inspiration, and a wide selection of products that will help brighten the start to your year.



Signage Ship Date

The Period 11 signage components will be shipped to stores beginning **December 24, 2021.**

All Period 11 Signage components are available for re-order using their corresponding re-order numbers.

If a sign component is missing or damaged, please call Customer Care Retail Field Store Support: 416-864-6787 or email acsss@lcbo.com 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 Customer Care Retail Field Store Support.

NOTE: Signage is to remain in place for the duration of P11 - P13.

PT11-PT13 Exterior Banners

Dimensions: 28”w x 45”h
Install: Exterior on building

PRIORITY OF EXTERIOR BANNERS:

- 1 Bright Ideas
- 2 Aeroplan Rewards
- 3 ShopLCBO.com
- 4 Repeat Thematic (if applicable)



1 Bright Ideas



Re-order#
22P11-EB1
(English)



Re-order#
22P11-EB2
(Bilingual)

2 Aeroplan Rewards



Re-order#
22P11-EB3
(English)



Re-order#
22P11-EB4
(Bilingual)

3 ShopLCBO.com



Re-order#
22P11-EB5
(English)



Re-order#
22P11-EB6
(Bilingual)

NOTE: Signage is to remain in place for the duration of P11 - P13.

PT11-PT13 Window Show Cards

Dimensions: 28" w x 45" h

Install: In the windows on the hanger.

Bright Ideas



Re-order# 22P11-WS1
(English + Bilingual)



Operational Window Show Cards:

REMINDER: The Info Board, Responsible Service, Generic eComm and/or Same Day Pickup and COVID versions are to remain displayed.

ACTION: Continue to display these as they are operational.

Information Board (Operational Signage)



Re-order# 22OP-INFOB
(English + Bilingual)

Responsible Service (Operational Signage)



Re-order# 22OP-RSP1
(English + Bilingual)

Generic eComm (Operational Signage)



Re-order# 22OP-SC2
(English + Bilingual)

Same Day Pickup (Operational Signage)



Re-order# 22OP-SD16
(English + Bilingual)

COVID (Operational Signage)



Re-order# OP21-SC1
(English + Bilingual)

NOTE: Signage is to remain in place for the duration of P11 - P13.

PT11-PT13 Transparencies

Perimeter Transparency Horizontal

Vendor installed



Bright Ideas ENG/BIL



Image



eComm ENG/BIL



Same Day Pickup ENG/BIL

Only 1 version to be displayed in store depending on service available:
eCOMM generic message OR Same Day Pickup version

Perimeter Transparency Square

Vendor installed



Bright Ideas ENG/BIL



Image



eComm ENG/BIL



Same Day Pickup ENG/FRE

Exterior Transparency

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



Bright Ideas ENG/BIL



eComm ENG/BIL



Same Day Pickup ENG/BIL

Perimeter Transparency Vertical

Vendor installed

Medium Vertical Transparencies



Bright Ideas ENG/BIL



eComm ENG/BIL



Same Day Pickup ENG/BIL

Large Vertical Transparencies



Bright Ideas BIL

eComm BIL

PT11-PT13 Seasonal Banner Insert

Dimensions: 20" w x 70" h

Install: In the Metal Hero Banner Stand (store entrance).



ENG Re-order #22P11-SB1
BIL Re-order #22P11-SB2



PT11 End Aisle 1-20 Backer Cards

End Aisle Participating Products

Please refer to the End Aisles section for participating products.

End Aisles 1A, 1B, 2A, 2B, 3, 4A, 4B, 10 Backer Cards

Important Note: Only EA 2 + 4 backer cards will be replaced in P12. Please keep up EA 1, 3 + 10 backer cards for both P11 and P12.

22P11-BC1A



Premium EA 1A
(Keep up backer card for both P11 and P12)

22P11-BC1B



Standard EA 1B
(Keep up backer card for both P11 and P12)

22P11-BC2



EA 2AB

22P11-BC3



EA 3
(Keep up backer card for both P11 and P12)

22P11-BC4



EA 4AB

22P11-BC10



EA 10 - Mini Thematic C
(Keep up backer card for both P11 and P12)

End Aisles 5-20 Backer Cards (Signage must remain in place for P11-13)

22P11-BC-GEN1



Bright Ideas ENG/BIL

22P11-BC-GEN2



Generic Wine Image ENG/BIL

22P11-BC-GEN3



Generic Spirits Image ENG/BIL

22P11-BC-GEN4



Generic eComm ENG/BIL

22P11-AP1



Aeroplan Loyalty ENG/BIL

STORE LAYOUT

Overview

For Brand Spotlight Programs, there are three table display points and the Feature Fixture display; most stores will have one or two display points, and some larger stores may have all displays.

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

Entrance Table/Cocktail of the Month: BS - BSE

Feature Fixture: FF - FFA

Front Nesting Table: BS - BSF

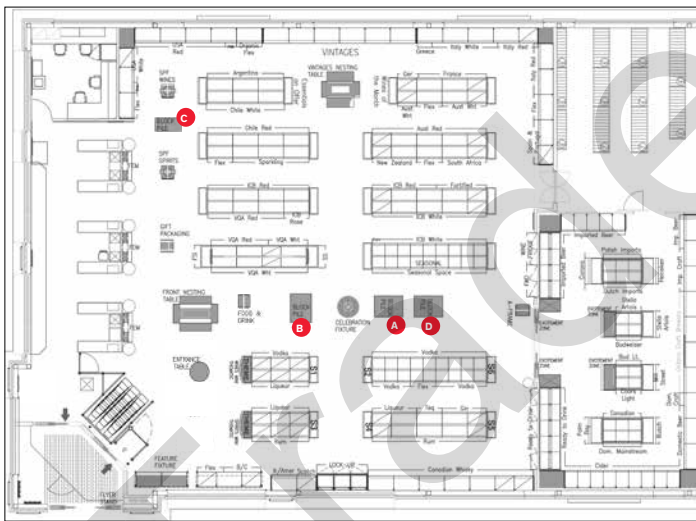
Middle Nesting Table/Celebration Fixture : DD

A Block Pile A (SBA): Pick-Up A Fan Favourite For Game Day

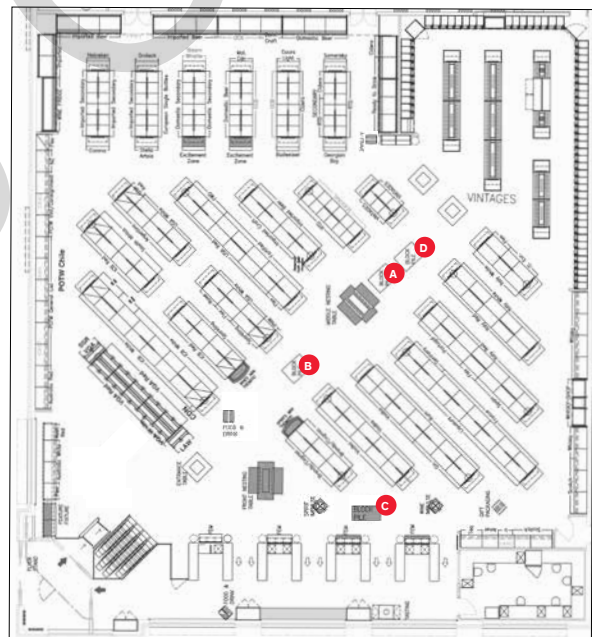
B Block Pile B (SBB): Discover Lighter Options

C Block Pile C (SBC): Bright Idea - Earn Points Now

D Block Pile D (XBP): Cozy Warmers



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

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.

SEASONAL GONDOLA RESET

During Period 11, stores are to merchandise Ready-to-Drink products, Top Selling Wines and any residual supplier gift packs on the Seasonal Gondola.

Participating Products

Ready-to-Drink products, Top Selling Wines and any residual supplier gift packs (based on store's assortment)

Merchandising Instructions

- Remove and recycle the holiday category signs and replace with one of the Year-Round category signs for Wine/RTD. The Seasonal Gondola Category sign should revert back to one of the following categories depending on your store's assortment: Wine or RTD.
- Use the fixture to merchandise Ready-to-Drink products, Top Selling Wines and any residual supplier gift packs.
- Products are merchandised at manager's discretion, based on store's assortment.
- 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.

Ready-to-Drink Seasonal Gondola Planoguide



(example only)

Top Selling Wines Seasonal Gondola Planoguide



(example only)

Brand Spotlight (FF - FFA-A) FEATURE FIXTURE

Lighter Red & White Wines



This is a sold program. Participation is mandatory.

Key Dates (January 2 - January 29, 2022)

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
12287	Jackson-Triggs Cabernet Sauvignon Light	750	\$1.00 LTO
16775	Jackson-Triggs Ps Light Pinot Grigio	750	\$1.00 LTO
16785	Peller Family Vineyards Light Pinot Grigio	750	\$1.00 LTO
16810	Peller Family Vineyards Light Cabernet Sauvignon	750	\$1.00 LTO
22267	Santa Carolina Cabernet Sauvignon Low Alcohol	750	
22303	Barefoot Fruitscato Strawberry	750	\$0.50 LTO
22500	Bottega Rose, Piedmont, Veneto	750	
175026	Funf 5 Riesling Rhein	750	\$2.00 LTO
581124	XOXO Light Pinot Grigio	750	\$1.00 LTO

As customers look to moderate in January, the LCBO will make it easy to discover our selection of lighter red & white wines.

Signage Components

- Category Sign "Lighter Red And White Wines" ENG/BIL (Re-order # 22P11-FF1)
- Category Sign Solid Colour (Re-order # 22P11-FF2)
- Box Sign ENG (Re-order # 22P11-FF3) / BIL (Re-order # 22P11-FF4)
- Shelf Talkers ENG (Re-order # 22P11-FF5) / BIL (Re-order # 22P11-FF6)
- Bin Strips - solid colour (Re-order # 22P11-FF7)

Merchandising Instructions

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

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



NEW & SEASONAL FIXTURE

Smart Wine Buys Under \$15

Stores that are not participating in the Brand Spotlight Feature Fixture Program, will receive a Category sign, box signs and shelf talkers to promote smart wine buys under \$15.

This is a sold program. Participation is mandatory.

Key Dates (January 2 - January 29, 2022)

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)
15761	Trinity Oaks Cabernet Sauvignon	750
19276	Jacob's Creek Moscato Lower Sugar	750
19779	Cusumano Merlot	750
21379	Yellow Tail Cabernet Sauvignon Whiskey Barrel Aged	750
28506	Fat Bastard Cabernet Sauvignon Pays D'Oc	750
45641	Beringer Founders' Estate Pinot Grigio	750
68924	Gnarly Head Cabernet Sauvignon	750
219816	Catedral Reserva Dao	750
250381	Francois Lurton Sauvignon Blanc Bordeaux Aoc	750
308163	Pepperwood Grove Old Vine Zinfandel	750
633594	Smoking Loon Chardonnay	750

Signage Components

NOTE: The category sign and bin strips will stay up until the end of P12. Products and on shelf signage will change in P12.

- Category Sign "Smart Wine Buys Under \$15" ENG/BIL (Re-order # 22P11-NS1)
- Category Sign Solid Colour (Re-order # 22P11-NS2)
- Shelf Talkers ENG (Re-order # 22P11-NS3) / BIL (Re-order # 22P11-NS4)
- Bin Strips - solid colour (Re-order # 22P11-NS5)

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Merchandise the participating products according to the planogram.
- Install the category sign and colour fill. **Signage is to remain in place until the end of P12. Products and on shelf signage will change in P12.**
- Merchandise branded shelf talkers in front of the correct product on the feature fixture display and in section.

The New & Seasonal Fixture will feature Smart Wine Buys for a great price/quality value under \$15. Signage is to remain in place until the end of P12. Products and on shelf signage will change in P12.



Brand Spotlight (BS-BSE) ENTRANCE TABLE

Classic Martini with Dirty Martini Ice



This is a sold program. Participation is mandatory.

Key Dates (January 2 - January 29, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
15806	Skyvodka	750	50 Aeroplan Points
110056	Absolut Vodka	750	
456095	Ketel One Vodka	750	
604934	Grey Goose Vodka	375	

A classic Martini is considered the ultimate in style and taste. As we garnered a taste for quality and simplicity, creating the perfect Martini became a symbol of refinement and of a good bartender

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 and recipe shelf talkers on the entrance table display.
- Add cut cases around the table to bring volume of product out onto the floor.

Signage Components

- Square Entrance Table Sign
ENG (Re-order # 22P11-ET1) / BIL (Re-order # 22P11-ET2)
- Round Entrance Table Sign
ENG (Re-order # 22P11-ET3) / BIL (Re-order # 22P11-ET4)
- Shelf Talkers
ENG (Re-order # 22P11-ET5) / BIL (Re-order # 22P11-ET6)
- Recipe Shelf Talkers
ENG (Re-order # 22P11-ET7) / FRE (Re-order # 22P11-ET8)

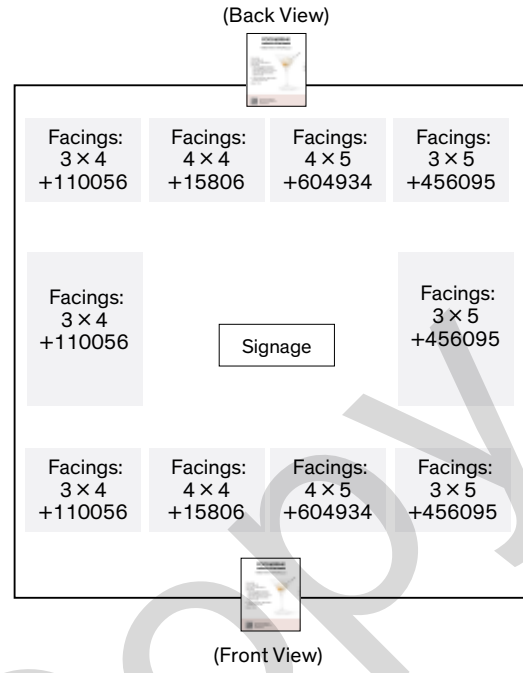


Recipe Shelf Talker

Planogram - Square Table



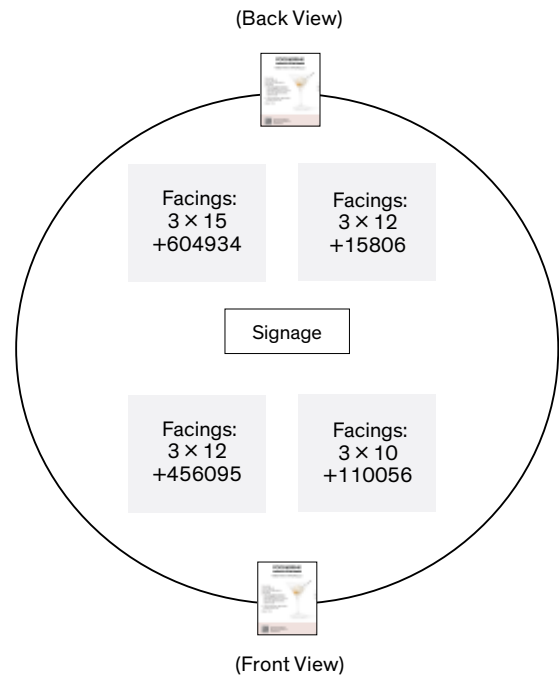
Front & Back View



Planogram - Round Table



Front & Back View



Our table planograms are designed with the minimum SKU quantity for each table. This gives you the flexibility to increase the depth of the product to drive volume specific to your sales.

Spirits (MI-A)

MINI THEMATIC A

Cozy Gifts For Fireside Sipping

This is a sold program. Participation is mandatory.

Key Dates (January 2 - January 29, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
10357	Crown Royal Peach	750
10558	Roe & Co. Blended Irish Whiskey	750
14404	Jagermeister Cold Brew	750
17047	Captain Morgan Sliced Apple Spiced Rum	750
17465	Mount Gay Black Barrel Double Cask Blend	750
19419	Baileys Deliciously Light	750
80127	Sailor Jerry Spiced Rum	750
108357	Carolans Irish Cream	750
249680	Talisker 10 Year Old Single Malt Scotch Whisky	750
630913	Tia Maria	750

Signage Components

- Category sign: Short (Re-order # 22P11-MTA1)
- Shelf talkers: ENG (Re-order # 22P11-MTA2) / BIL (Re-order # 22P11-MTA3)
- Backer card: ENG/BIL (Re-order # 22P11-MTA4)
- Transparency ENG (Re-order # 22P11-MTA5) / BIL (Re-order # 22P11-MTA6)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign, pre-printed shelf talkers in front of each participating product.
- Stores with regular end will need to install the backer card or transparency in the backer card frame.
Please refer to the planogram.
- Merchandise the Year-Round Single Bottle Gift Box on each shelf of the fixture. 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.

A selection of cozy gifts to keep you warm this winter. Merchandise LCBO Year-Round single bottle gift bags on the fixture.

COZY GIFTS FOR FIRESIDE SIPPING
CADEAUX RECONFORTANTS A SIROTER AU COIN DU FEU



ACTION: Stores with regular end aisle will need to install the backer card or transparency in the backer card frame.

Wines (MI-B)

MINI THEMATIC B

Thoughtful Wine Gifts

This is a sold program. Participation is mandatory.

Key Dates (January 2 - January 29, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
14884	Pelee Island Lola Secco Sparkling VQA	750	\$2.00 LTO
42606	Ruffino Chianti	1500	\$2.00 LTO
162610	Pascual Toso Limited Edition Malbec	750	\$2.00 LTO
214957	Pelee Island Cabernet Sauvignon VQA	750	\$2.00 LTO
225920	Sandbanks Baco Noir Reserve VQA	750	\$2.00 LTO
426981	Beronia Elaboración Especial Tempranillo	750	\$3.00 LTO
444059	Joel Gott 815 Cabernet Sauvignon	750	\$2.00 LTO
602615	Angus The Bull Cabernet Sauvignon	750	\$2.00 LTO

Signage Components

- Category sign: Short (Re-order# 22P11-MTB7)
- Shelf talkers:
ENG (Re-order# 22P11-MTB8) / BIL (Re-order #22P11-MTB9)
- Backer card: ENG/BIL (Re-order# 22P11-MTB10)
- Transparency
ENG (Re-order# 22P11-MTB11) / BIL (Re-order# 22P11-MTB12)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign, pre-printed shelf talkers in front of each participating product.
- Stores with regular end will need to install the backer card or transparency in the backer card frame. Please refer to the planogram.
- 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.

A selection of premium Red and Sparkling wines perfect for winter gifts. Merchandise LCBO Year-Round gift bags on the fixture.

THOUGHTFUL WINE GIFTS
VINS QUI FONT GRANDEMENT PLAISIR



ACTION: Stores with regular end aisle will need to install the backer card or transparency in the backer card frame.

Beer (MI-C)

MINI THEMATIC C

Host A Winter Tasting At Home

This is a sold program. Participation is mandatory.

Key Dates (January 2 - January 29, 2022)

Participating Stores

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

Warm up your winter
with these tasty local
brews.

Participating Products

LCBO#	Description	Size (mL)	LTO	Supplying Source / Distributor
15116	Cowbell Brewing Co. Hazy Days Ipa	473	\$0.20	458 - Cowbell Brewing Co.
15415	Muskoka Tread Lightly 4	473	\$0.20	LCBO Warehouse
15979	Furnace Room Beardmore Kolsch	473		3267 - Furnace Room Brewery Inc
20870	Van Full Of Weirdos Ipa	473	\$0.25	5732 - Refined Fool Brewing Company
21891	Waterloo Signature Series	6 x 473		LCBO Warehouse
24507	Cowbell Brewing Co. Draught Nitro Stout	473		458 - Cowbell Brewing Co.
481515	Bench Brewing Balls Falls Session Ipa	473	\$0.20	798 - Bench Brewing Company
508572	Flying Monkeys Juicy Ass Ipa	473	\$0.20	6309 - Flying Monkeys Craft Brewery
531251	Amsterdam Imperial Fracture Ipa	473		3842 - Amsterdam Brewing Company

Signage Components

- Backer card ENG/BIL (Re-order# 22P11-BC10)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the backer card and merchandise pre-printed shelf talkers in front of each participating product.
- 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.



Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

Whisky Highball + Lunar New Year

This is a sold program. Participation is mandatory.

Key Dates (P11 - P12)

Participating Stores

1, 4, 10, 19, 21, 22, 23, 31, 38, 41, 44, 51, 55, 74, 82, 83, 90, 102, 106, 115, 130, 145, 148, 149, 150, 156, 164, 187, 195, 198, 227, 243, 250, 253, 263, 265, 269, 279, 287, 288, 298, 325, 326, 329, 334, 346, 351, 355, 359, 367, 371, 373, 378, 385, 391, 392, 393, 394, 398, 401, 404, 412, 416, 417, 428, 436, 437, 438, 445, 453, 459, 485, 486, 489, 490, 495, 497, 499, 500, 501, 511, 522, 545, 554, 556, 573, 575, 579, 587, 602, 618, 624, 627, 630, 631, 632, 633, 640, 643, 649, 652, 653, 655, 661, 667, 670, 698, 699, 702, 703, 741, 748, 776

Whisky Highball:

The highball is one of the most iconic and classic cocktails due to this drink's ability to have a lower abv, and the simplicity.

Lunar New Year Program

Select stores will merchandise the Lunar New Year products on the Front Nesting Table or on a Discretionary End Aisle.

Please refer to the Lunar New Year Program section of this guide for more details.

Front Nesting Table Participating Stores

310, 390, 411, 523, 580, 585, 590, 619, 623

Discretionary End Aisle Participating Stores

14, 16, 177, 360, 444, 546, 564, 568, 584, 629, 630, 637, 700, 703, 760

Participating Products

LCBO#	Description	Size (mL)	Offers	Value-Add
1487	Crown Royal Whisky	750		
21378	Jim Beam White Label Bourbon	750	Jim Beam Black 50 mL (attached)	Fever Tree 4x200mL rep applied, near pack
53140	Havana Club 7 Year Old	750	Havana Club Smoky 50 mL (attached)	
110056	Absolut Vodka	750		
216689	J.P. Wiser's Deluxe Whisky	1140	\$1.00 LTO	
217687	Canadian Club Whisky	1140	\$1.00 LTO	
217794	Johnnie Walker Red Label Scotch Whisky	1140		
358184	Tanqueray Rangpur Gin	750		
382861	Lot No. 40 Singl Copper Pot Still Canadian Whisky	750		
640995	Ketel One Botanical Peach And Orange Blossom	750	\$2.00 LTO	



Signage Components

- Table Sign Large ENG (Re-order# 22P11-FNT1)
BIL (Re-order# 22P11-FNT2)
- Table Sign Small ENG (Re-order# 22P11-FNT3)
BIL (Re-order# 22P11-FNT4)
- Shelf Talkers ENG (Re-order# 22P11-FNT5)
BIL (Re-order# 22P11-FNT6)
- Flat VA Shelf Talkers ENG (Re-order# 22P11-FNT7)
BIL (Re-order# 22P11-FNT8)

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the table sign.
- Merchandise the pre-printed shelf talkers and flat VA shelf talkers on the table display.

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



(Front)



(Back)

Top View (Back)

Facings: 5×7 +216689	Facings: 6×9 +217794	Facings: 5×8 +21378
Facings: 5×7 +216689	Facings: 4×9 +1487	Facings: 5×8 +21378

Facings: 5×7 +217794
Facings: 5×7 +217794

Facings: 6×3 +216689	Facings: 5×2 +217687	Facings: 4×3 +382861	Facings: 6×3 +21378
Signage			
Facings: 6×3 +110056	Facings: 6×3 +110056	Facings: 6×2 +358184	

Facings: 5×8 +53140
Facings: 5×8 +53140

Facings: 4×7 +110056	Facings: 5×9 +640995	Facings: 4×7 +358184
Facings: 5×7 +110056	Facings: 5×9 +640995	Facings: 5×8 +358184

Top View (Front)

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



(Front)



(Back)

Top View (Back)

Facings: 4×7 +216689	Facings: 5×9 +217794	Facings: 4×8 +21378
Facings: 4×7 +216689	Facings: 4×9 +1487	Facings: 4×8 +21378

Facings: 5×3 +216689	Facings: 5×2 +217687	Facings: 5×3 +382861	Facings: 5×3 +21378	
Signage				
Facings: 4×4 +217794	Facings: 4×3 +110056	Facings: 5×3 +640995	Facings: 4×2 +358184	Facings: 4×4 +53140

Facings: 5×7 +110056	Facings: 5×9 +640995	Facings: 5×7 +358184
Facings: 4×7 +110056	Facings: 5×9 +640995	Facings: 4×8 +358184

Top View (Front)

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

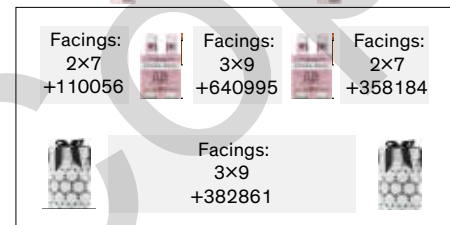
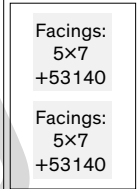
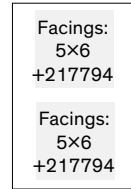
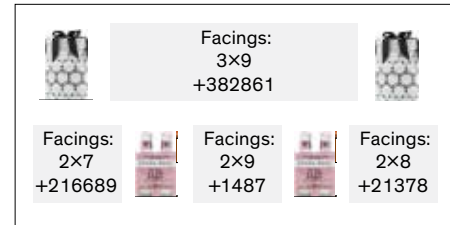


(Front)



(Back)

Top View (Back)

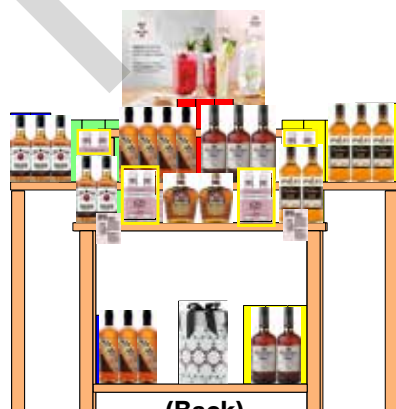


Top View (Front)

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

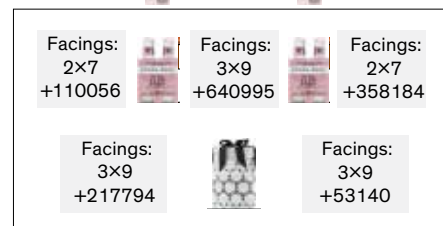
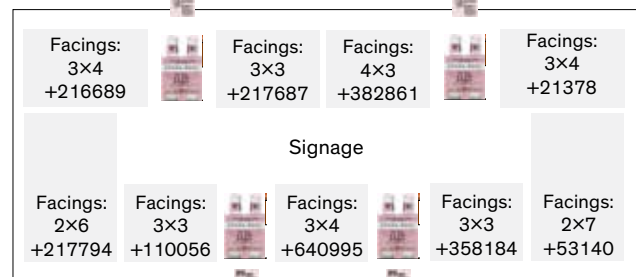
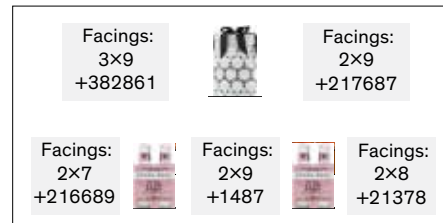


(Front)



(Back)

Top View (Back)



Top View (Front)

Brand Spotlight (BS - BSF)

LUNAR NEW YEAR

Front Nesting Table + Discretionary End Aisle

Lunar New Year 2022 (the year of Tiger) falls on Tuesday, the 1st of February. The Lunar New Year is a time of family reunion; family member gathers at each other's homes for visits and shared meals.

Participating stores will merchandise the Lunar New Year products on the Front Nesting Table or on a Discretionary End Aisle.

This is a sold program. Participation is mandatory.

Key Dates (P11 - P12)

Front Nesting Table Participating Stores

310, 390, 411, 523, 580, 585, 590, 619, 623

Discretionary End Aisle Participating Stores

14, 16, 177, 360, 444, 546, 564, 568, 584, 629, 630, 637, 700, 703, 760

Participating Products

LCBO#	Description	Size (mL)	Offers
1784	Grand Marnier Cordon Rouge	750	VA: Rep Applied Lunar New Year Envelope
4101	Remy Martin VSOP Cognac	750	
15516	The Macallan Sherry Oak 12-Year-Old	750	
23055	Hennessy VSOP Lunar New Year Gift Box Edition	750	
292615	Jameson Black Barrel	750	\$2.00 LTO
292805	Johnnie Walker 18 Year Old Scotch Whisky	750	
388306	Inniskillin Vidal Icewine	375	
410803	D'Ussé VSOP Cognac	750	
417196	Grey Goose Vodka	1140	
492520	Bacardi 8 Year Old Reserva Gold Rum	750	
541615	Johnnie Walker Blue Label Chinese New Year Edition	750	
636845	Redbreast 12 Year Old Irish Whiskey	750	
648881	Grand Marnier Louis Alexandre	750	\$8.00 LTO

Lunar New Year:
The Lunar New year presents a great opportunity to offer customers thoughtful and deluxe gifting solutions to celebrate the year of the Tiger.



Signage Components

- Table Sign Large ENG (Re-order# 22P11-LNY1) / BIL (Re-order# 22P11-LNY2)
- Table Sign Small ENG (Re-order# 22P11-LNY3) / BIL (Re-order# 22P11-LNY4)
- End Aisle Backer Card ENG/BIL (Re-order# 22P11-LNY5)
- Shelf Talkers ENG (Re-order# 22P11-LNY6) / BIL (Re-order# 22P11-LNY7)

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram
- Install the table sign. Merchandise the pre-printed shelf talkers in-section and on the table.
- **Discretionary End Aisle:** Merchandise the participating products according to the planogram. Install the backer card and shelf talkers on the display.



Discretionary End Aisle

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



(Front)



(Back)

Top View (Back)

Facings: 3x5 +492520		Facings: 3x5 +410803		Facings: 3x5 +4101
Facings: 7x7 +603050		Facings: 7x5 +636845		

Facings: 6x3 +15516		Facings: 5x2 +292805		Facings: 6x3 +541615
Facings: 6x4 +537258	Signage			Facings: 6x4 +537258
Facings: 4x3 +492520		Facings: 6x2 +410803		Facings: 4x3 +4101

Facings: 8x8 +388306
Facings: 8x8 +388306

Facings: 6x8 +95935
Facings: 6x8 +95935

Facings: 6x5 +1784		Facings: 6x5 +648881
Facings: 3x5 +1784		Facings: 4x5 +95935
		Facings: 4x5 +648881

Top View (Front)

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



(Front)



(Back)

Top View (Back)

Facings: 3x5 +95935		Facings: 4x5 +4101		Facings: 3x5 +492520
Facings: 7x7 +603050		Facings: 7x5 +636845		

Facings: 6x3 +15516		Facings: 7x2 +292805		Facings: 6x3 +541615
Facings: 6x4 +537258	Signage			Facings: 6x4 +537258
Facings: 8x5 +388306		Facings: 4x2 +492520	Facings: 4x2 +4101	Facings: 6x3 +95935

Facings: 4x5 +1784		Facings: 4x5 +410803		Facings: 4x5 +648881
Facings: 3x5 +492520		Facings: 4x5 +4101		Facings: 3x5 +95935

Top View (Front)

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

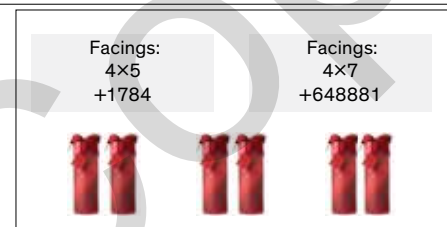
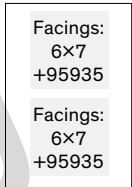
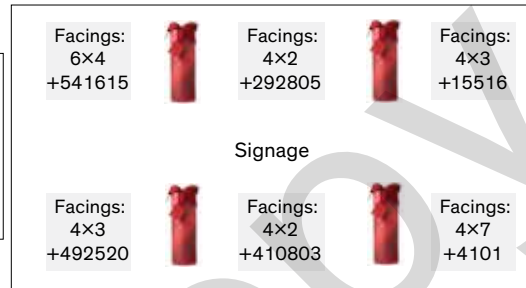
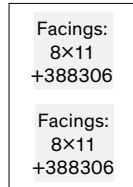
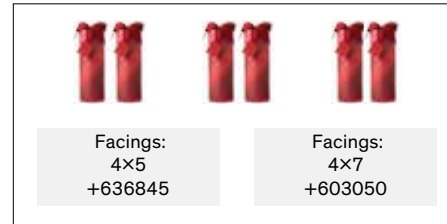


(Front)



(Back)

Top View (Back)



Top View (Front)

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

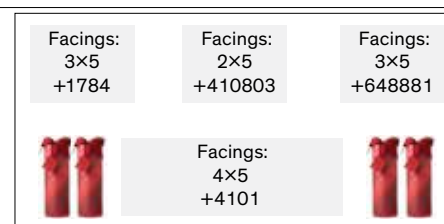
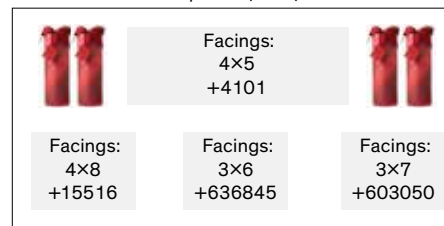


(Front)



(Back)

Top View (Back)



Top View (Front)

Display Program (BP-SBA)

BLOCK PILE A

Pick-Up A Fan Favourite For Game Day

This is a sold program. Participation is mandatory.

Key Dates (January 2 - January 29, 2022)

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

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
284562	Michelob Ultra (275)	473	
311779	Bud Light (275)	6 × 473	VA
311787	Budweiser (275)	6 × 473	VA
496968	Michelob Ultra (275)	6 × 473	\$1.00 LTO
904334	Budweiser (275)	6 × 355	\$1.00 LTO
908665	Bud Light (275)	6 × 355	\$1.00 LTO

VA/Merchandise: Buy 2 Budweiser 6 × 473 mL and receive a free Budweiser NFL collectible glassware. The supplier will be providing the value add and merchandise to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.



(Example only - Artwork is subject to change)
Supplied by Agent

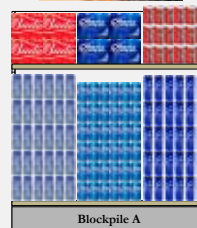
Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Cards
ENG (Re-order # 22P11-BPA4) / BIL (Re-order # 22P11-BPA5)
- Shelf Talkers
ENG (Re-order # 22P11-BPA6) / BIL (Re-order # 22P11-BPA7)
- End Aisle Backer Card BIL (Re-order # 22P11-BPA10)

Merchandising Instructions

- The supplier will be providing and setting up the merchandisers to the selected stores in time for the start of the promotion.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.

Celebrate the big game with Budweiser, Bud Light & Michelob Ultra. Receive a Budweiser NFL collectible glass with select products.



Blockpile A

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

Display Program (BP-SBB)

BLOCK PILE B

Discover Lighter Options That Always Leave Room For Dessert

This is a sold program. Participation is mandatory.

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

Key Dates (January 2 - January 29, 2022)

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)
14483	Ace Hill Raspberry Vodka Soda	355
14486	White Claw Hard Seltzer Black Cherry	473
15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355
19139	Smirnoff Vodka & Soda Rosé Variety Pack	12 × 355
20351	Bud Light Seltzer Mango	473
666032	Nutrl Vodka Soda Grapefruit	473

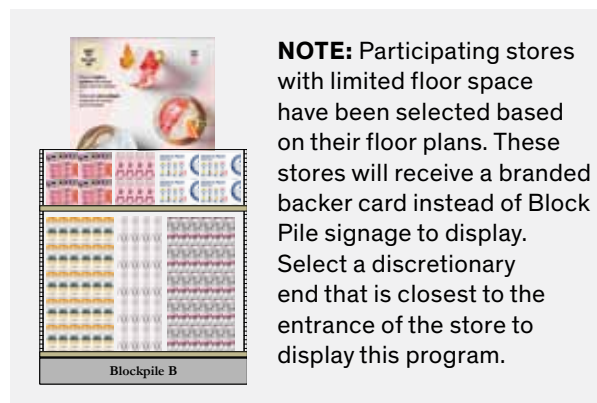
Signage Components

- Pole Toppers
ENG (Re-order # 22P11-BPB1) / BIL (Re-order # 22P11-BPB2)
- Riser Wrap - solid colour (Re-order # 22P11-BPB3)
- Pricer Cards
ENG (Re-order # 22P11-BPB4) / BIL (Re-order # 22P11-BPB5)
- Shelf Talkers
ENG (Re-order # 22P11-BPB6) / BIL (Re-order # 22P11-BPB7)
- Cut Case Backer Card
ENG (Re-order # 22P11-BPB8) / BIL (Re-order # 22P11-BPB9)
- End Aisle Backer Card BIL (Re-order # 22P11-BPB10)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign and riser wrap.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.

Tap into the health and wellness trend post-holiday with the Ready-to-Drink category. The display will feature our lighter RTD choices.



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.

C

Display Program (BP-SBC)

BLOCK PILE C

Bright Idea - Earn Points Now.

This is a sold program. Participation is mandatory.

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

Key Dates (January 2 - January 29, 2022)

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
15806	SKYYVodka	750	50 Aeroplan Points
19535	SKYYVodka	1140	75 Aeroplan Points
19856	Kingston 62 White	1140	75 Aeroplan Points
34579	Prince Igor Extreme	1140	75 Aeroplan Points
223529	Appleton Estate	1140	75 Aeroplan Points
350629	Forty Creek Barrel Select	1140	75 Aeroplan Points
550715	Forty Creek Barrel Select	750	50 Aeroplan Points
604926	Prince Igor Extreme	750	50 Aeroplan Points

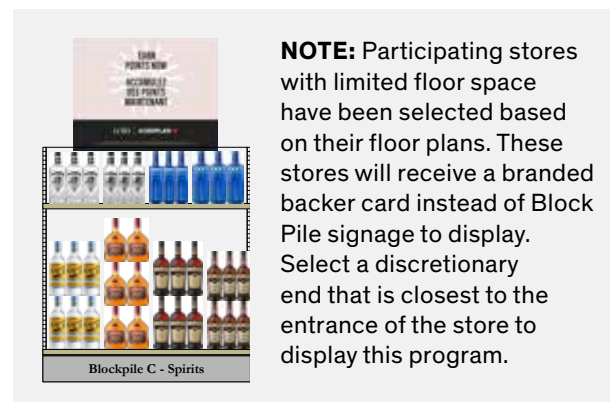
Signage Components

- Cut Case Backer Card
ENG (Re-order # 22P11-BPC1) / BIL (Re-order # 22P11-BPC2)
- Pole Toppers
ENG (Re-order # 22P11-BPC3) / BIL (Re-order # 22P11-BPC4)
- Riser Wrap - solid colour (Re-order # 22P11-BPC5)
- Pricer Cards
ENG (Re-order # 22P11-BPC6) / BIL (Re-order # 22P11-BPC7)
- Shelf Talkers
ENG (Re-order # 22P11-BPC8) / BIL (Re-order # 22P11-BPC9)
- End Aisle Backer Card BIL (Re-order # 22P11-BPC10)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign, backer card and riser wrap.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.

Popular spirits with great Aeroplan offers. The display will feature a mix of 750 mL and 1140 mL formats.



D

Display Program (XBP)

BLOCK PILE D

Cozy Warmers

This is a sold program. Participation is mandatory.

Key Dates (January 2 - January 29, 2022)

Participating Stores

1, 10, 15, 21, 22, 31, 38, 115, 130, 148, 149, 154, 156, 164, 171, 187, 195, 198, 226, 243, 253, 263, 288, 329, 334, 346, 360, 371, 385, 390, 393, 394, 404, 412, 417, 437, 438, 443, 445, 452, 481, 486, 499, 500, 523, 545, 555, 573, 590, 619, 623, 630, 631, 632, 641, 698, 703, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
215343	Martini & Rossi Sweet Vermouth Red	1000	
438598	Dewar's 12 Year Old	750	
446021	Bacardi Coconut	750	VA: Glass Mug - Rep Applied
520353	Bacardi Spiced	750	

Block Pile D will feature a supplier displayer and a value add glass mug and recipe for preparing hot cocktails.

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Card
ENG (Re-order # 22P11-BPD1)
BIL (Re-order # 22P11-BPD2)

Merchandising Instructions

- The supplier will be providing and setting up the merchandisers 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.



(Example only)
Supplied by Agent

Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Low-Sugar Wines

This is a sold program. Participation is mandatory.

Key Dates (January 2 - January 29, 2022)

Participating Stores

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

Participating Product

LCBO#	Description	Size (mL)	Offers
16777	Bask Sauvignon Blanc	750	\$1.00 LTO
16778	Bask Rose	750	\$1.00 LTO
16779	Bask Pinot Noir	750	
19725	Cupcake Lighthearted	750	\$2.00 LTO
21441	Honest Lot Sauvignon Blanc	750	\$1.00 LTO
21442	Honest Lot Cabernet Sauvignon	750	\$1.00 LTO
21523	On Point Red	750	\$1.00 LTO
21524	On Point White	750	
22543	Fitvine Cabernet Sauvignon	750	\$2.00 LTO
22544	Fitvine Pinot Grigio	750	\$2.00 LTO
42606	Ruffino Chianti	1500	\$2.00 LTO
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	
614651	Trapiche Reserve Malbec	750	\$1.50 LTO

Customers are always looking for ways to make better choices for themselves, whether it's resolutions at the start of a new year or a lifestyle choice. The LCBO can help with a wide selection of better for you products to meet their needs like wines low in sugar (5g of sugar or less).

Signage Components

- Table Sign Large ENG (Re-order # 22P11-MNT1) / BIL (Re-order # 22P11-MNT2)
- Table Sign Small BIL (Re-order # 22P11-MNT3)
- Shelf Talkers ENG (Re-order # 22P11-MNT4) / BIL (Re-order # 22P11-MNT5)
- Celebration Fixture Drum Sign ENG (Re-order # 22P11-MNT6) / BIL (Re-order # 22P11-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order # 22P11-MNT8)

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the table sign, drum sign and bin strips.
- Merchandise the pre-printed shelf talkers in-section and on the table.

Middle Nesting Table



Front View



Back View

Top View (Back)

Facings: 5×8 +22543	Facings: 5×8 +22544	Facings: 5×8 +99218
Facings: 6×8 +22543	Facings: 6×8 +22544	Facings: 6×8 +99218

Facings: 4×6 +42606	Facings: 6×3 +614651	Facings: 6×3 +19725	Facings: 6×3 +19725	Facings: 6×3 +614651	Facings: 4×6 +42606
Signage					
Facings: 4×6 +42606	Facings: 6×3 +21441	Facings: 6×3 +21442	Facings: 6×3 +21523	Facings: 6×3 +21524	Facings: 4×6 +42606

Facings: 6×6 +16777	Facings: 6×6 +16778	Facings: 6×6 +16779
Facings: 5×6 +16777	Facings: 5×6 +16778	Facings: 5×6 +16779

Top View (Front)

Celebration Fixture



Front View



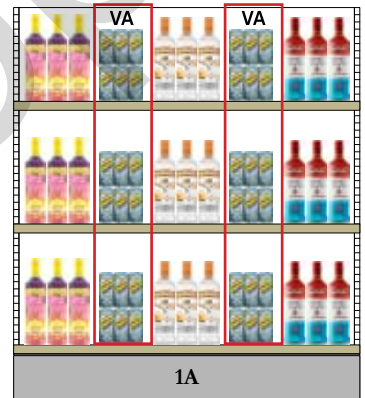
Back View

Period 11 END AISLES

End Aisle #1A Premium

LCBO#	Description	Size (mL)	Offers
19516	Smirnoff Peach	750	VA
21544	Smirnoff Pink Lemonade	750	VA
545392	Smirnoff Berry Blast	750	VA

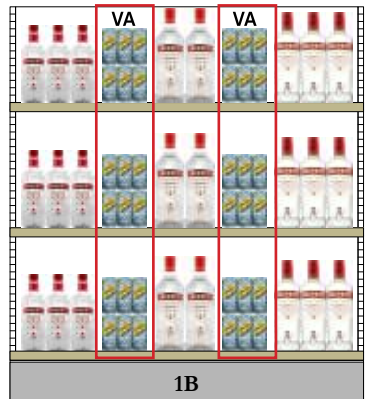
Maintain the display for the duration of **P11 & P12**.
Keep up backer card for both **P11 & P12**.



End Aisle #1B Standard

LCBO#	Description	Size (mL)	Offers
22017	Smirnoff Vodka (P.E.T)	750	VA
38505	Smirnoff Vodka (P.E.T)	1750	VA
216929	Smirnoff Vodka	1140	VA

Maintain the display for the duration of **P11 & P12**.
Keep up backer card for both **P11 & P12**.





End Aisle #2A
Premium

LCBO#	Description	Size (mL)	Offers
22192	Grant's Triplewood 12YO	750	LTO
31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO

All products on this end will change in P12.



End Aisle #2B
Standard

LCBO#	Description	Size (mL)	Offers
31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
247056	Grant's Triple Wood Blended Scotch Whisky	1750	LTO
605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO

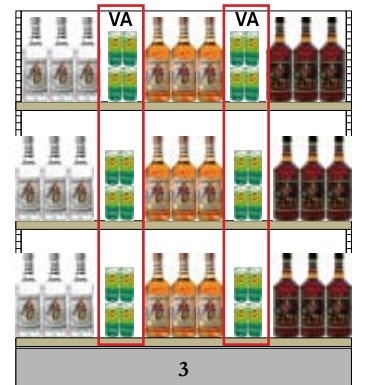
All products on this end will change in P12.



End Aisle #3

LCBO#	Description	Size (mL)	Offers
217554	Captain Morgan Dark Rum	1140	VA
217653	Captain Morgan Original Spiced Rum	1140	LTO, VA
217745	Captain Morgan White Rum	1140	VA

Maintain the display for the duration of P11 & P12.
Keep up backer card for both P11 & P12.

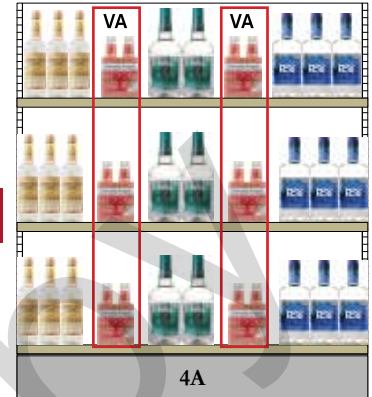




**End Aisle #4A
Premium**

LCBO#	Description	Size (mL)	Offers
15012	Northern Keep Vodka	750	VA
53082	Alberta Pure Vodka (P.E.T)	1750	VA
216903	Banff Ice Vodka	1140	VA

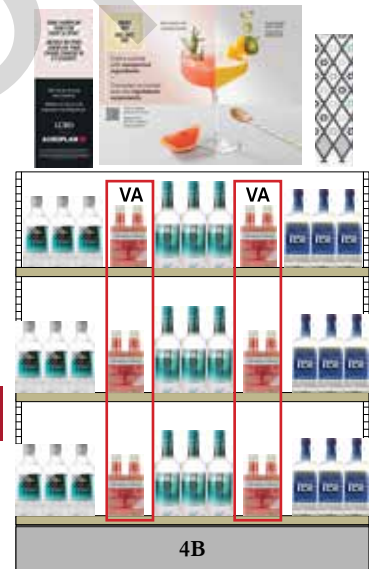
All products on this end will change in P12.



**End Aisle #4B
Standard**

LCBO#	Description	Size (mL)	Offers
88799	Alberta Pure Vodka (P.E.T)	750	VA
242339	Alberta Pure Vodka (P.E.T)	1140	VA
350397	Banff Ice Vodka	750	VA

All products on this end will change in P12.



End Aisle #5

LCBO#	Description	Size (mL)	Offers
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	LTO
665471	Jacob's Creek Reserve Shiraz	750	LTO

All products on this end will change in P12.





	LCBO#	Description	Size (mL)	Offers
End Aisle #6	20260	Wayne Gretzky Sauvignon Blanc VQA	750	LTO
	73163	Casal Thaulero Pinot Grigio Igt	750	LTO
	164756	Graffigna Pinot Grigio	750	LTO

All products on this end will change in **P12**.



	LCBO#	Description	Size (mL)	Offers
End Aisle #7A Premium	3558	Gibson's Finest Rare 12 Years Old	750	
	200741	Gibson's Finest Rare 12 Years Old	1750	
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	

The products will remain the same as **P11** with new offers for **P12**.



	LCBO#	Description	Size (mL)	Offers
End Aisle #7B Standard	189217	Gibson's Finest Sterling Edition	750	LTO
	215038	Gibson's Finest Sterling Edition	1750	LTO
	215889	Gibson's Finest Sterling Edition Whisky	1140	LTO

The products will remain the same as **P11** with new offers for **P12**.





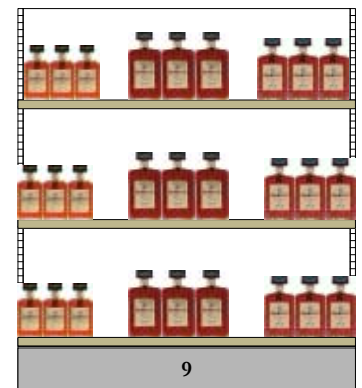
	LCBO#	Description	Size (mL)	Offers
End Aisle #8	135475	Fuzion Alta Reserve Malbec	750	LTO, Flex Space
	492223	Pelee Island Rouge Bag In Box	3000	LTO

All products on this end will change in **P12**.



	LCBO#	Description	Size (mL)	Offers
End Aisle #9	2253	Disaronno Amaretto	750	VA
	31864	Disaronno Amaretto	375	
	605881	Disaronno Originale Amaretto	1140	LTO

All products on this end will change in **P12**.



	LCBO#	Description	Size (mL)	Offers
Beer/Cider Mini Thematic C End Aisle #10	15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	LTO
	15415	Muskoka Tread Lightly (LCBO Warehouse)	473	LTO
	15979	Furnace Room Beardmore Kolsch (3267)	473	MT
	20870	Van Full Of Weirdos IPA (5732)	473	LTO
	21891	Waterloo Signature Series (LCBO Warehouse)	6 × 473	MT
	24507	Cowbell Brewing Co. Draught Nitro Stout (458)	473	MT
	481515	Bench Brewing Balls Falls Session IPA (798)	473	LTO
	508572	Flying Monkeys Juicy Ass IPA (6309)	473	LTO
	531251	Amsterdam Imperial Fracture IPA (3842)	473	MT

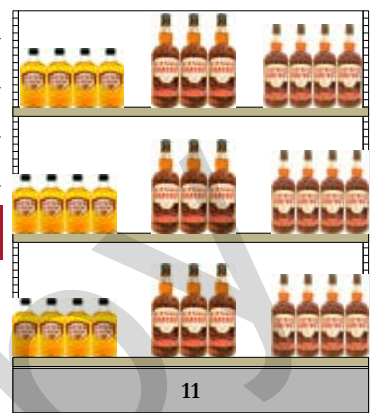
All products on this end will change in **P12**.
Keep up backer card for both **P11 & P12**.





	LCBO#	Description	Size (mL)	Offers
End Aisle #11	491803	Southern Comfort (P.E.T)	375	LTO
	491811	Southern Comfort	750	VA
	491829	Southern Comfort	1140	LTO

The products will remain the same as P11 with new offers for P12.



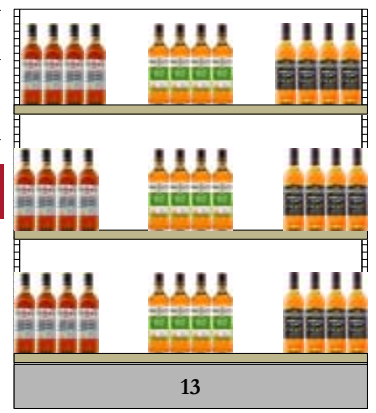
	LCBO#	Description	Size (mL)	Offers
End Aisle #12	311928	Canadian Club Classic 12 Year Old	750	
	311936	Canadian Club Classic 12 Year Old	1140	VA
	311944	Canadian Club Classic 12 Year Old	1750	VA

The products will remain the same as P11 with new offers for P12.



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	474551	J.P. Wiser's Vanilla Whisky	750	LTO
	474585	J.P. Wiser's Apple Whisky	750	
	625996	JP Wisers Old Fashioned Canadian Whisky	750	LTO

The products will remain the same as P11 with new offers for P12.





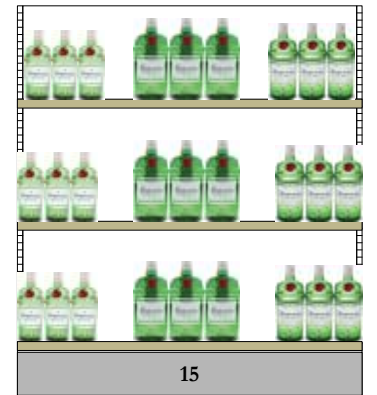
	LCBO#	Description	Size (mL)	Offers
End Aisle #14	12452	Bodega Toro Centenario Malbec	750	LTO
	140129	Open Merlot VQA	750	LTO
	171314	Grand Sud Merlot	1000	LTO

All products on this end will change in P12.



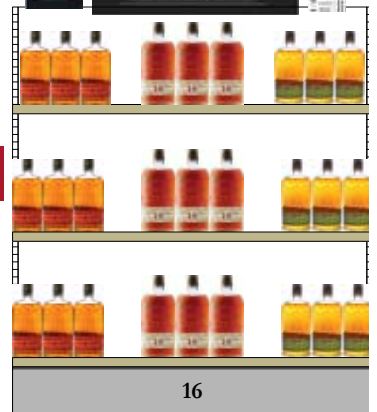
	LCBO#	Description	Size (mL)	Offers
End Aisle #15	2691	Tanqueray Dry Gin	750	LTO
	96263	Tanqueray Dry Gin	1750	VA
	216721	Tanqueray London Dry Gin	1140	VA

The products will remain the same as P11 with new offers for P12.



	LCBO#	Description	Size (mL)	Offers
End Aisle #16	54866	Bulleit Bourbon Frontier Whiskey	750	
	350611	Bulleit Rye	750	VA
	439075	Bulleit Bourbon 10 YO	750	VA

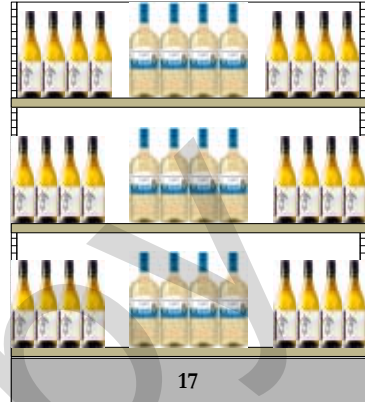
The products will remain the same as P11 with new offers for P12.





	LCBO#	Description	Size (mL)	Offers
End Aisle #17	487496	Leftfield Sauvignon Blanc	750	LTO, Wine Fridge
	669473	Peller Family Vineyards Pinot Grigio	1500	LTO

All products on this end will change in **P12**.



	LCBO#	Description	Size (mL)	Offers
End Aisle #18	225698	The Kraken Black Spiced Rum	750	VA
	318683	The Kraken Black Spiced Rum	1140	LTO
	366534	The Kraken Black Spiced Rum	375	LTO

The products will remain the same as **P11** with new offers for **P12**.



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	173617	El Jimador Tequila Blanco	750	
	460360	El Jimador Tequila Reposado	750	
	498279	El Jimador Reposado	1140	LTO

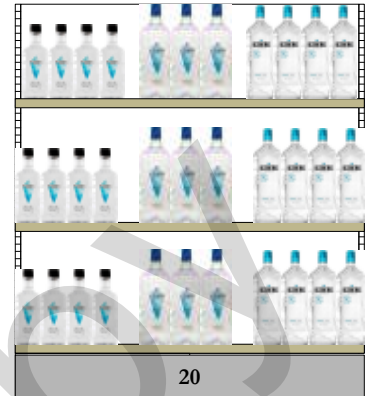
All products on this end will change in **P12**.





	LCBO#	Description	Size (mL)	Offers
End Aisle #20	227413	Iceberg Vodka	1140	LTO
	446567	Iceberg Vodka (P.E.T)	750	VA
	544155	Iceberg Vodka (P.E.T)	1750	

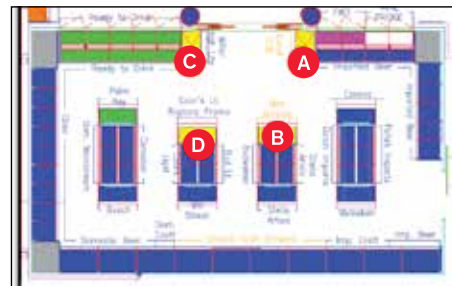
SKU 227413 Iceberg Vodka 1140 mL and SKU 544155 Iceberg Vodka (P.E.T) 1750 mL will be on promotion for the duration of **P11 & P12.**



Trade Corp

BEER EXCITEMENT ZONE

(A, B, C, D)



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

The three displays are **sold programs (A, C and D)**, and the remaining (B) is a generic display end for merchandising new, seasonal products at store manager's discretion. Refer to your planogram for the location of each display.

This is a sold program. Participation is mandatory. Products will not be forced, please order as necessary to support the display.

Key Dates (January 2 - January 29, 2022)

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
A Plinth (EA - EZA)	492017	Steam Whistle 6 × 473 mL	5577 - Steam Whistle	VA
	547646	Steam Whistle Premium Pilsner 6 × 341 mL	Brewing/275 - The Beer Store	
	VA: Purchase two Steam Whistle Pilsner (492017 6 × 473 mL) and get a free toque. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.			
B New/Seasonal (EA - EZB)	23547	Sawdust City Lusciousness Imperial Milk Stout 473 mL	1143 - Sawdust City Brewing Co.	
	23552	That's When Ted Fought The Mailman West Coast DIPA 473 mL	5732 - Refined Fool Brewing Company	
	23505	Elora Brewing Lady Friend Ipa 473 mL	855 - Elora Brewing Company	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.				
C Plinth (EA - EZH)	300681	Coors Light 6 × 473 mL	275 - The Beer Store	Contest
	906560	Coors Light 6 × 341 mL		VA + \$1.00 LTO
	VA: Free pair of Raptors Socks with the purchase of Coors Light (906560 6 × 341 mL). The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.			
D End Aisle (EA - EZD)	284562	Michelob Ultra 473 mL	275 - The Beer Store	
	496968	Michelob Ultra 6 × 473 mL		\$1.00 LTO
	697623	Michelob Ultra 6 × 355 mL		Contest

Beer Excitement Zone A: Receive free toque with the purchase of every two 6-packs of Steam Whistle Pilsner.

Beer Excitement Zone B: An assortment of new and seasonal local Ontario craft beers. Selection is at store's discretion.

Beer Excitement Zone C: For a limited time only, enter a contest for a chance to win Raptor tickets. Contest will be promoted on the 6 × 473 mL pack.

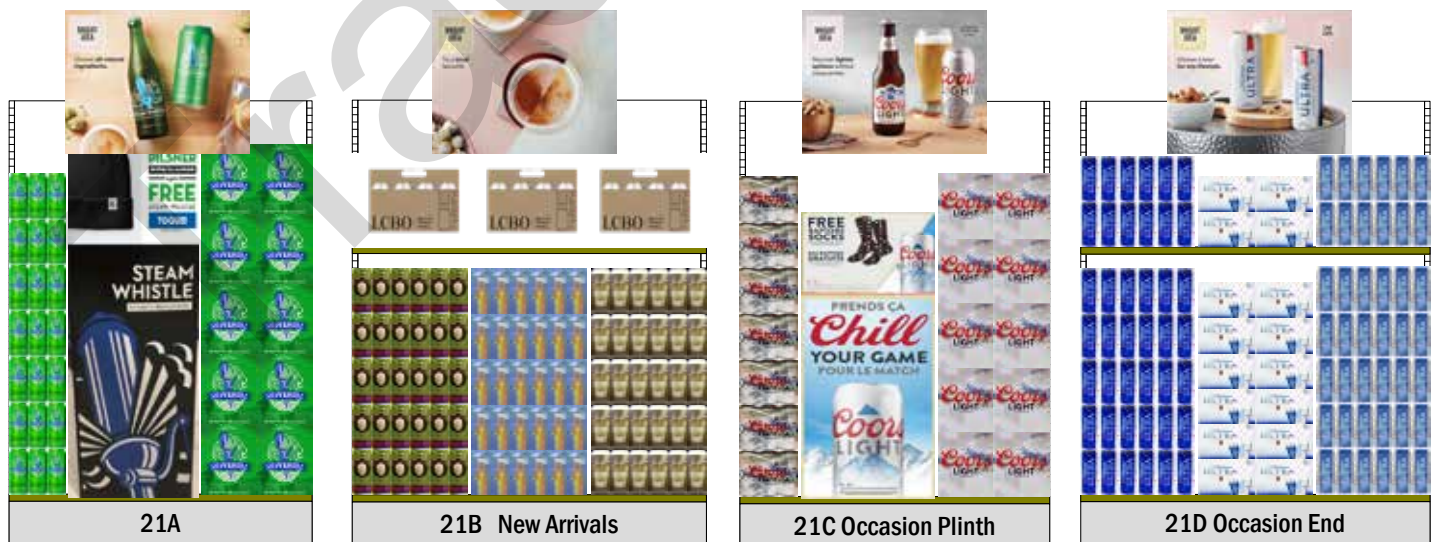
Beer Excitement Zone D: A lighter brew for a lighter lifestyle. For a limited time only, enter a contest for a chance to win 1 of 50 Echelon Spin Bikes. Contest will be promoted on the perpendicular shelf talker.

Signage Components

- A. "Discover Lighter Options Without Compromise" Backer Card BIL (Re-order # 22P11-EZ1)
- A. "Discover Lighter Options Without Compromise" Transparency ENG (Re-order # 22P11-EZ2) / BIL (Re-order # 22P11-EZ3)
- B. P11-13 "Try A Local Favourite" Backer Card Card BIL (Re-order # 22P11-EZ4)
- C. "Choose All-Natural Ingredients" Backer Card BIL (Re-order # 22P11-EZ5)
- A, C, D Pricer Cards ENG (Re-order # 22P11-EZ6) / BIL (Re-order # 22P11-EZ7)
- A, C, D Shelf Talkers ENG (Re-order # 22P11-EZ8) / BIL (Re-order # 22P11-EZ9)
- D. "Choose A Beer For Any Lifestyle" Backer Card BIL (Re-order # 22P11-EZ10)
- D. "Choose A Beer For Any Lifestyle" Transparency ENG (Re-order # 22P11-EZ11) / BIL (Re-order # 22P11-EZ12)
- D. Perpendicular Shelf Talker ENG (Re-order # 22P11-EZ13) / BIL (Re-order # 22P11-EZ14)

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



BEER BRANDED ENDS

P11 - P13

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 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 P11 - P13.

Key Dates (P11 - P13)

Participating Stores

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

Signage Components

- Corona Backer Card ENG/BIL (Re-order # 22P11-BCB1)
- Heineken Backer Card ENG/BIL (Re-order # 22P11-BCB2)
- Stella Artois Backer Card ENG/BIL (Re-order # 22P11-BCB3)



NOTE: Images on the right are for references only.

8-Pack Beer Carrier MERCHANDISER SIGN



The goal of this initiative is to enhance the customer experience through a convenient carrier solution, all while increasing basket size and encouraging exploration/trial.

NOTE: A limited quantity of carriers will be shipped to participating stores each period. Participating stores should re-order carriers as required – no additional inventory will be force shipped until the following period. **Only store's participating in the program can order additional carriers.**

Key Dates (ongoing)

Participating Stores

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

Signage Components

- Year-Round Header Card ENG (Re-order # 22OP-BCS-1) / BIL (Re-order # 22OP-BCS-2)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

Merchandising Instructions

- Remove and recycle the Holiday header card and replace with the year-round header card.
- Display the 8-pack carriers on the metal 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.

Additional Merchandising: Excitement Zone B “New” End Aisle

- 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 Beer Excitement Zone B End Aisle backer card.
- **Refer to the Beer Excitement Zone pages for complete information.**

Craft Beer Imported

SHELF TALKERS

Craft Beer Program (Imported)

Key Dates (ongoing)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
20067	Gib Cranberry Orange Wheat Ale	473
21056	Tynt Meadow	330
22527	Caribbean Chocolate Cake	330
22528	St Feuillien Cuvee De Noel	330
22625	Left Hand Galactic Cowboy Imperial Stout Nitr	4 × 404
22626	Elemental Porter Ale	440
22627	Deschutes Jubelale Winter Ale	4 × 355
22628	Great Divide Mexican Chocolate Yeti	568
97469	Samichlaus	330
254656	Ayinger Celebrator Doppelbock	330
407981	Samuel Smith's Celebrated Oatmeal Stout	550
538629	Backwoods Bastard Bourbon Barrel Aged	355

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order # AIIM-22P11-ICB1) / BIL (Re-order # AIIM-22P11-ICB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

ONTARIO WINES

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

This is a sold program. Participation is mandatory. This Program is updated every promotional Period, supported by a LTO offer. Stores must order products required (minimum of one (1) cases per SKU).

NOTE: Stores on this Program will receive 2 sets of pre-printed shelf talkers to promote the products on the VQA Cube and Gondola fixtures. This will arrive in the mailbag.

Key Dates (January 2 - January 29, 2022)

Participating Products

LCBO#	Description	Size (mL)	Offers
279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	\$2.00 LTO
303792	Trius Riesling VQA	750	\$2.00 LTO
331215	Angels Gate Pinot Gris VQA	750	\$1.50 LTO
648592	Frisky Beaver Red VQA	750	\$1.00 LTO

Participating Stores

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

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- LTO Shelf Talkers ENG/BIL (Re-order # AIIM-22P11-ON1)

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 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)
- LTO Shelf Talkers ENG/BIL (Re-order # AIIM-22P11-ON1)

Merchandising Instruction

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



Backer Card
(Re-order#
NIVQA066)



ON2: Our Buyer's Pick (VQA) - (OWC) *(formerly known as Ontario Superstars)*

This program will place spotlights on **FOUR (4) Ontario VQA** wines every period promotional Period. Stores must order products required (minimum of three (3) cases per SKU) **This is a sold program. Participation is mandatory.**

NOTE: The Ontario Buyer's Pick Backer Card is to remain in place until the end of P13.

Key Dates (January 2 - January 29, 2022)

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)
16878	The Audacity Of Thomas G. Bright Orange VQA	750
107763	Pelee Island Monarch Red VQA	750
431106	Creekside Cabernet Merlot VQA	750
575662	Revel Cab Noir Dark Red VQA	750

Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIIM-22P11-OWP1)
- Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # AIIM-22P11-OWP2)

NOTE: The Ontario Buyer's Pick Backer Card is to remain in place until the end of P13.

Merchandising Instructions

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

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

Cut-Case Display Stores:

- **Option 1:** Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola, with the supporting shelf talkers.
- **Option 2:** If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card (re-order# AIIM-22P11-OWP2)
- **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. If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card (re-order# AIIM-22P11-OWP2)

Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # AIIM-22P11-OWP1)
- Install the shelf talkers in-section in front of the participating products.

ON3: Ontario Staff Pick Backer Card Program (Permanent)

Signage

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



Merchandising Instructions

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

Participating Stores

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

ON3B: Craft VQA Wineries (Permanent)

The LCBO is committed to continuing to support small Ontario businesses during the COVID-19 pandemic. As we look for new ways to showcase Ontario VQA Wines to our customers, we are pleased to introduce a new program specifically focused on small VQA producers. Through this program we are looking to showcase a selection of new wines (not currently available at LCBO) from small VQA producers for a seasonal duration. We will rotate the assortment twice this year giving more opportunities to small suppliers. Turn 1 will run from Period 1 to P6 2021/22 while Turn 2 will run from Period 7 to 13.

Stores will be forced allocated the inventory prior to the start of the program. As product sells down, fill the display with other product from Small VQA Wineries. Refer to the [Worksheets](#) for a list of applicable wineries.

Participating Stores

33, 40, 41, 51, 65, 84, 115, 130, 164, 187, 207, 211, 212, 229, 233, 252, 263, 300, 351, 359, 384, 391, 392, 401, 404, 407, 412, 417, 427, 437, 443, 459, 481, 485, 486, 497, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

Key Dates (P7-P13)

Participating Products: Turn 2

LCBO#	Description	Size (mL)
22287	Frisky Beaver Bubbly Beaver VQA	750
22460	Westcott Vineyards Butlers' Grant Riesling VQA	750
22461	Marynissen Estates Lokaal Red VQA	750
22463	Ridgepoint Wines Frizzy VQA	750
22470	Alvento East Wind VQA	750
22471	Sue-Ann Staff Bank Barn Baco Noir	750
22614	Cooper's Hawk Vineyards Hawkeye VQA	750
369694	Stoney Ridge Pinot Grigio VQA	750
522714	North 43 Cab Merlot	750

PARTICIPATING STORES – VQA GONDOLA END

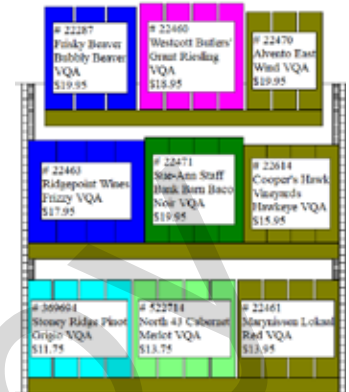
33, 40, 41, 51, 65, 84, 130, 164, 207, 211, 229, 233, 263, 351, 384, 391, 404, 417, 437, 443, 481, 485, 486, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

Signage Components

- VQA Gondola End ENG/BIL (Re-order # 22OP-VQACRAFT1)

Merchandising Instructions

- Install Craft Wineries Backer Card.
- Merchandise the participating products on the VQA Gondola End.



PARTICIPATING STORES – BOUTIQUE STYLE END

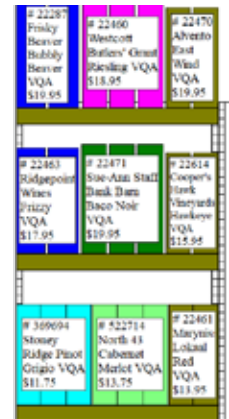
115, 187, 252, 300, 392, 401, 407, 412, 497

Signage Components

- VQA Boutique End English: (Re-order # 22OP-VQACRAFT2)
- VQA Boutique End Bilingual: (Re-order # 22OP-VQACRAFT3)

Merchandising Instructions

- Install Craft Wineries Backer Card.
- Merchandise the participating products on the fixture.
- **NOTE: Stores with Boutique Style Ends should continue to merchandise ON3B products and signage on one side of the display, with ON3A (Ontario Staff Pick) products and signage on the other.**



PARTICIPATING STORES – CUBED END

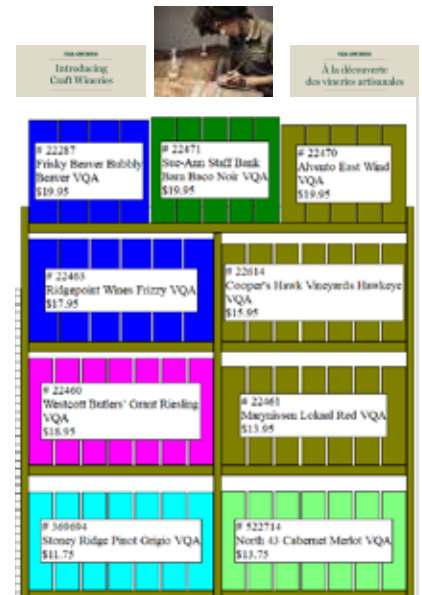
212, 359, 427, 459

Signage Components

- VQA Cubed End English: (Re-order # 22OP-VQACRAFT4)
- VQA Cubed End Bilingual: (Re-order # 22OP-VQACRAFT5)

Merchandising Instructions

- Install Craft Wineries Backer Card and the two cube signs.
- Merchandise the participating products on the Cubed End.



VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

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

NOTE: Continue to merchandise the P10 products together on a frontfacing/primary end aisle. Stores will not be receiving a new branded backer card for P11. Display the generic Vintages Essentials Collection backer card and shelf talker for both participating SKUs.

Key Dates (January 2 - January 29, 2022)

Participating Stores

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

P10/P11 Participating Products

LCBO#	Description	Size (mL)
326728	Oyster Bay Chardonnay	750
425488	Sella & Mosca Riserva Cannonau di Sardegna	750

Signage Components

- Shelf Talkers
ENG (Re-order #VIN-EST-052)
BIL (Re-order #VIN-EST-053)
- Vintages Generic Backer Card ENG/BIL (Re-order # VBC028)
- Bin tag overlay
2" English: VBTC001 / 2" French: VBTC004
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

Merchandising Instructions

- Continue to merchandise the P10 products together on a frontfacing/primary end aisle.
- Replace the Holiday themed backer card with the generic Vintages Essentials Collection backer card while maintaining the frontfacing/primary end aisle display previously created.
- Use the bin tag overlays to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



V2

VINTAGES Wines of the Month

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

Key Dates (January 8 & January 22, 2022)

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)
JANUARY 8 RELEASE		
21087	Château La Pirouette 2016	750
22602	689 Cellars Submission Red 2019	750
JANUARY 22 RELEASE		
22606	VDR Very Dark Red 2018	750
91694	Santa Margherita Chianti Classico 2019	750

Signage Components

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

Merchandising Instructions

- Merchandise products together according to the planogram for each release.
- Install the Wines of the Month backer card from your year-round kit.
- Install the pre-printed shelf talkers in front of the participating products.
- Use the Bin tag overlay to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



VINTAGES LTO/Aeroplan Program

The 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 Customer Care Retail Field Store Support to request one.

Key Dates (January 3 - January 30, 2022)

Participating Stores

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

Signage Components

- The 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 LTO shelf talker generic template to reprint any damaged signage.



Participating Products

LCBO#	Description	Size (mL)	Price	Now	Offers
225086	Umberto Cesari Liano Sangiovese/Cabernet Sauvignon	750			175 Aeroplan Points
286377	Cave Spring Estate Riesling	750	\$19.95	\$17.95	\$2.00 LTO
19838	Château Paradis Terre des Anges Rosé	750	\$27.95	\$25.95	\$2.00 LTO
19573	Château De Manissy Le Moulin de Notre Dame Tavel	750	\$19.95	\$18.95	\$1.00 LTO
30957	Concha y Toro Winemaker's Lot 148 Carmenère	750	\$18.95	\$15.95	\$3.00 LTO
444059	Joel Gott 815 Cabernet Sauvignon	750	\$24.95	\$22.95	\$2.00 LTO
168716	M. Chapoutier Les Vignes de Bila-Haut Côtes du Roussillon-Villages	750	\$15.95	\$13.95	\$2.00 LTO
10573	Mission de Picpus Malbec	750	\$17.95	\$15.95	\$2.00 LTO
18564	Peller Estates Private Reserve Vidal Icewine	200	\$27.95	\$24.95	\$3.00 LTO
111641	Rocca delle Macie Riserva Chianti	750	\$15.95	\$13.95	\$2.00 LTO
195107	Saint-Roch Vieilles Vignes Syrah/Grenache	750	\$16.95	\$14.95	\$2.00 LTO
343509	Tessellae Vieilles Vignes Carignan	750	\$18.95	\$16.95	\$2.00 LTO

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

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

Key Dates (January 2 - January 29, 2022)

Participating Stores

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

(<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Product

LCBO#	Description	Size (mL)	Offers
286377	Cave Spring Estate Riesling	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage reorder code: AIIM-22P11-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 January 30, 2022.

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 January 30, 2022.

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 January 30, 2022.

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

GIFTING

ACTION:

Stores are to pack up and box any residual Holiday gifting (packaging and/or cards/carriers), marked clearly for use next year. Only Year-Round packaging and gift cards/presenters are to be displayed on the designated fixtures.

Please note that a new signage package containing the Year-Round signage will be shipped to participating stores for the start of Period 11. Refer to the next pages for more details.

LCBO#	Component	Case Pack	Retail	LCBO#	Component
Gift Packaging				Gift Cards & Presenters	
652842	LCBO "Our Favourite" Bag (4V)	100	\$1.00	22104	NEW LCBO Grey
657650	Year-Round 1 Bottle Rigid Box (2V)	24	\$4.95	22105	NEW LCBO Mint
657338	Year-Round 2 Bottle Rigid Box (2V)	12	\$7.95	22106	NEW LCBO Charcoal Version 1
688325	Reusable 2 Bottle Bag (3V)	50	\$1.50	22107	NEW LCBO Charcoal Version 2
17361	Reusable 6 Bottle Bag (3V)	50	\$1.95	648808	Cheers Gift Card Carrier (English)
17362	Reusable Large Bottle Bag (3V)	50	\$1.95	648766	Cheers Gift Card Carrier (French)
11206	Vintages "Our Favourite" Gift Bag	100	\$1.00	648865	Thank You Gift Card Carrier (English)
16679	Vintages Single Bottle Rigid Gift Box	24	\$4.95	648873	Thank You Gift Card Carrier (French)
17373	Vintages Wooden 1 Bottle Box	12	\$8.95	647271	Vintages Gift Card Carrier (English)
17377	Vintages Wooden 2 Bottle Box	6	\$12.95	657882	Vintages Gift Card Carrier (French)
17374	Vintages Wooden 3 Bottle Box	4	\$15.95	648790	Charcoal Gift Card
17378	Vintages Wooden 6 Bottle Box	2	\$24.95	648824	Corporate Green Gift Card
				648816	Cool Grey Gift Card
				647222	Vintages Gift Card

HOW TO MERCHANDISE LCBO “Our Favourite” Gift Bags

ACTION: Please remove and recycle the Holiday “Our Favourite” Gift Bag Hot Buttons. All stores will receive a new signage package containing the LCBO “Our Favourite” Gift Bag Hot Buttons that will be shipped to stores for the start of PT11.

LCBO “Our Favourite” Gift Bags will be merchandised in three (3) areas:

- Cash Ends (all stores)
- End Aisles (select stores)
- Wooden Gift Packaging Fixtures (select stores)



LCBO “Our Favourite” Gift Bag
Case packed 100
LCBO# 652842 • \$1.00

All stores will receive the Year-Round Hot Buttons to be installed at each merchandising location in the store.

Replacement signs and clips can be ordered from helloLCBO 416-365-5932. Stores in FLS designated areas MUST display the bilingual side of the sign.

Signage Re-order Codes

Signage	Description	Re-order #
	LCBO “Our Favourite” Gift Bag Hot Button Signs	OP22-GFT1
	Hot Button Sign Clip (bundles of 10)	NIHK102
	Metal Bag End Aisle Holder	749390

**Cash End
(all stores)**



**End Aisle
(select stores)**



**Wooden Gift Packaging
Merchandiser (select stores)**






HOW TO MERCHANDISE

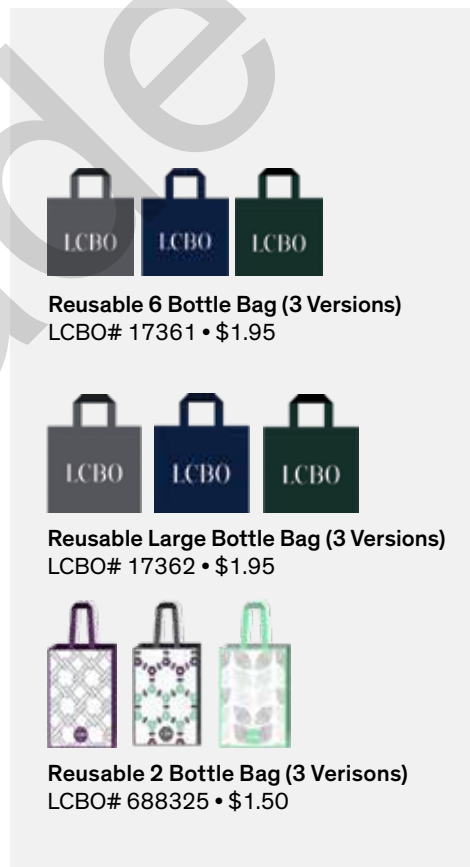
Gift Packaging Floor Merchandiser (Metal)

ACTION: Please ensure all Holiday gift packaging items are removed from the Gift Packaging Floor Merchandiser. Stores are to pack up and box any residual Holiday packaging, marked clearly for use next year. **Only Year-Round gift packaging are to be displayed on the fixture.**

Remove and recycle the Holiday Gift Packaging Floor Merchandiser (Metal) signage and replace with the Year-Round packaging and signage. Participating stores will receive a new signage kit containing the Year-Round LCBO signage that will be shipped to stores for the start of PT11.

Signage Re-order Codes

Signage	Description	Reorder #
		Insert Sign ENG/ENG: OP22-GFT9 BIL/BIL: OP22-GFT11
		Metal Stand Bottom (solid black) OP22-GFT10



HOW TO MERCHANDISE

Metal Reusable Bag Fixture

ACTION: Please ensure all Holiday gift packaging items are removed from the Metal Reusable Bag Fixture. Stores are to pack up and box any residual Holiday packaging, marked clearly for use next year. **Only Year-Round gift packaging are to be displayed on the fixture.**

Remove and recycle the Holiday pole topper sign currently merchandised on the fixture and replace with the Year-Round packaging and pole topper sign. Please note that a new signage package containing the Year-Round signage will be shipped to participating stores for the start of Period 11.

Place the merchandiser in a prominent, high-traffic location near the front of the store. Please note that this fixture has TWO (2) metal arms, allowing 4 merchandising opportunities. Please continue to replenish throughout the promotion.

Signage Re-order Codes

Signage	Description	Reorder #
	Year-Round Pole Topper Sign for Metal Reuseable Bags Fixture	ENG: OP22-GFT5 BIL: OP22-GFT6

Replacement signs and clips can be ordered from helloLCBO 416-365-5932. Stores in FLS designated areas MUST display the bilingual side of the sign.



HOW TO MERCHANDISE

Gift Packaging Floor Merchandiser (Wood)

ACTION: Please ensure all Holiday gift packaging and gift cards/presenters are removed from the Wooden Gift Packaging Floor Merchandiser. Stores are to pack up and box any residual Holiday packaging, marked clearly for use next year. **Only Year-Round gift packaging and gift cards/presenters are to be displayed on the fixture.**

Remove and recycle the Holiday insert sign currently merchandised on the fixture and replace with the Year-Round packaging and sign insert. Please note that a new signage package containing the Year-Round signage will be shipped to participating stores for the start of Period 11. The Year-Round Gift Boxes WILL NOT be allocated to you. Please order from your supplying warehouse.

The following Year-Round gift packaging items will be merchandised on this fixture:

LCBO#	Component	Case Pack	Retail
652842	LCBO "Our Favourite" Bag (4V)	100	\$1.00
657650	Year-Round 1 Bottle Rigid Box (2V)	24	\$4.95
657338	Year-Round 2 Bottle Rigid Box (2V)	12	\$7.95
11206	Vintages "Our Favourite" Gift Bag	100	\$1.00
16679	Vintages Single Bottle Rigid Gift Box	24	\$4.95
17373	Vintages Wooden 1 Bottle Box	12	\$8.95
17377	Vintages Wooden 2 Bottle Box	6	\$12.95
17374	Vintages Wooden 3 Bottle Box	4	\$15.95
17378	Vintages Wooden 6 Bottle Box	2	\$24.95



Front view

Delist Gift Packaging (Previous Years)

666727	Year-Round 1 Bottle Folding Gift Box	24	\$2.95
666735	Year-Round 2 Bottle Folding Gift Box	12	\$3.95
11202	Vintages 1 Bottle Folding Gift Box	24	\$2.95
11203	Vintages 2 Bottle Folding Gift Box	12	\$3.95

NOTE: Stores may continue to merchandise any residual packaging from previous years on this fixture.

Signage Re-order Codes

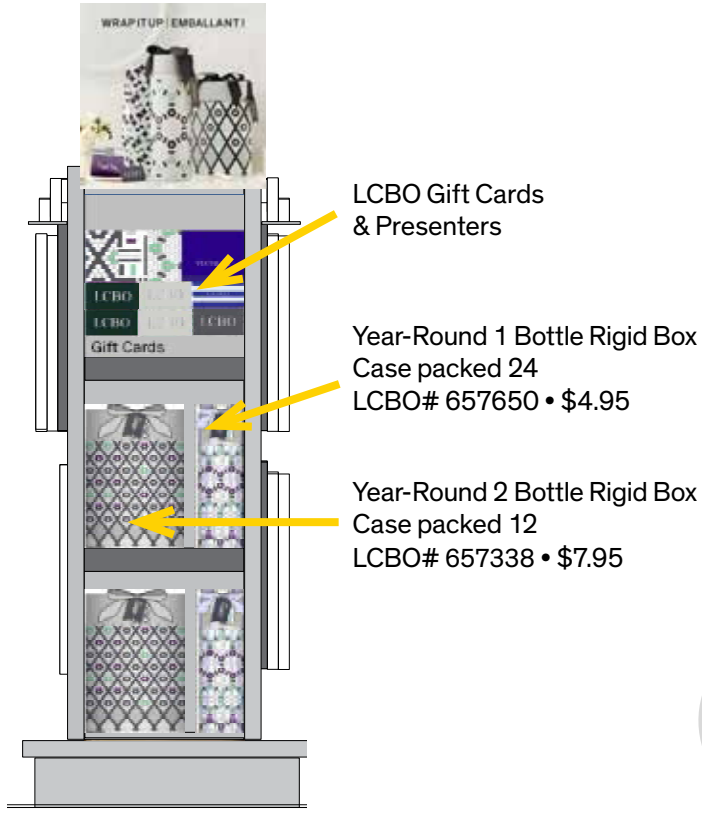
Signage	Description	Reorder #
	LCBO/Vintages Gift Packaging Floor Merchandiser Sign	ENG: OP22-GFT7 BIL: OP22-GFT8

Replacement signs and clips can be ordered from helloLCBO 416-365-5932. Stores in FLS designated areas MUST display the bilingual side of the sign.

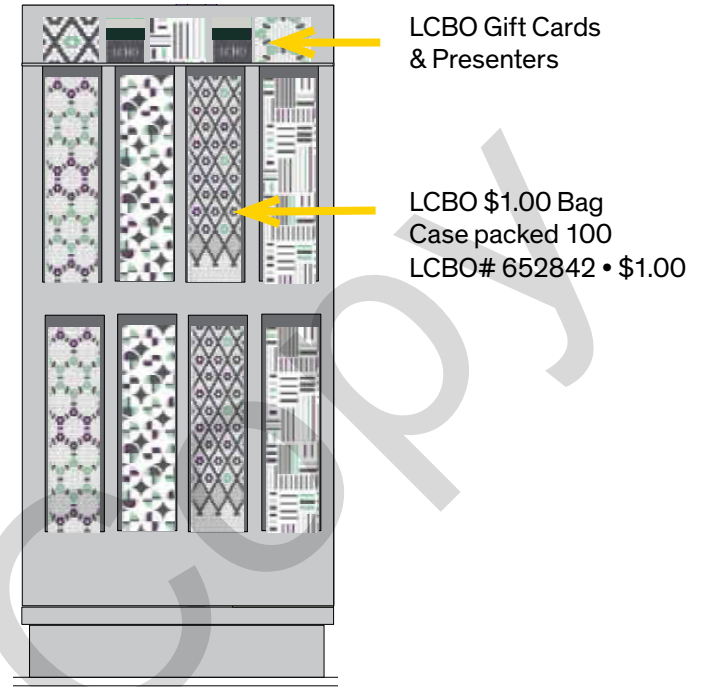


Back view

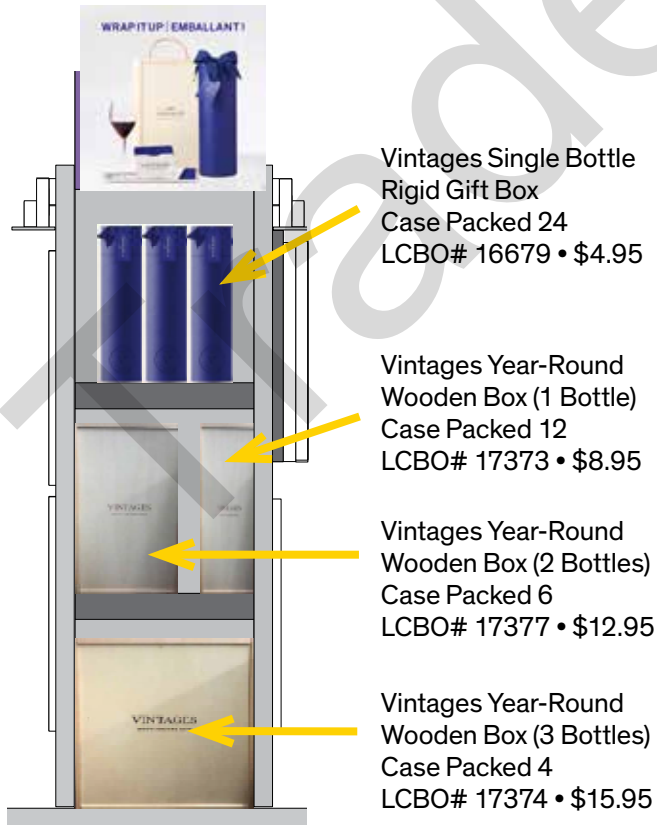
SIDE A:



SIDE B:



SIDE C:



SIDE D:



HOW TO MERCHANDISE

LCBO Gift Cards

ACTION: Please ensure all Holiday gift cards and presenters are removed from the Gift Card Merchandisers and Wooden Gift Packaging Floor Merchandiser. Stores are to pack up and box any residual Holiday gift cards and presenters, marked clearly for use next year. **Only Year-Round gift cards and presenters are to be displayed on the designated fixtures.**

Please note that a new signage package containing the Year-Round and Vintages gift card insert signs will be shipped to participating stores for the start of Period 11.

NEW Gift Card Carrier Designs








There will be four new Gift Card Carrier designs introduced in P11. **Stores are asked to reorder, using the LCBO#s below, when existing inventory is depleted.**

The current Gift Card Carrier designs should continue to be used until depleted. The new designs will only be shipped once a stores' inventory of the current designs are depleted.

Gift Cards

LCBO#	Description	Image
648790	Charcoal (all stores)	
648824	Corporate Green (all stores)	
648816	Cool Grey (all stores)	
647222	Vintages (all stores)	

Gift Card Carriers

LCBO#	Description	Image
22104	NEW LCBO Grey	
22105	NEW LCBO Mint	
22106	NEW LCBO Charcoal Version 1	
22107	NEW LCBO Charcoal Version 2	
648808	Cheers ENG (all stores)	
648766	Cheers FRE (all stores)	
648865	Thank You ENG (all stores)	
648873	Thank You FRE (all stores)	
647271	Vintages ENG (all stores)	
657882	Vintages FRE (all stores)	

Receiving Instructions

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

Merchandising Instructions

- Residual Holiday Gift Cards and carriers should be carefully packaged and stored safely in your backroom/warehouse. They will be reused next year.
- Recycle the Holiday insert sign and replace with the Year-Round insert sign.
- Merchandise a selection of Year-Round Gift Cards and Carriers.
- New Gift Card Carrier Designs:** The current Gift Card Carrier designs should continue to be used until depleted. The new designs will only be shipped once a stores’ inventory of the current designs are depleted.
- Stores may order additional Gift Cards and carriers by emailing ordergiftcards@lcbo.com

Signage	Description	Reorder #
	Year-around Small Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	OP22-GFT3
	Vintages Small Acrylic Gift Card Merchandiser insert sign (2 pieces)	OP22-GFT4
	Gift Card Merchandiser	Re-order#
	Small Acrylic Gift Card Merchandiser (for cash desk)	GFT 105

Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)



Vintages Small Acrylic Gift Card Merchandiser (2 pieces)

Wine and Spirits

SPECIAL PROMOTIONS FIXTURE (CE2)

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.

This is a sold program. Participation is mandatory.

Key Dates (ongoing)

Participating Stores

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

Merchandising Instructions

- Remove and recycle all holiday signage. Install the year-round category sign and poster sign.
- 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.
- 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)
Re-order #22OP-SPF1
- Category Sign Spirits (Bilingual)
Re-order #22OP-SPF2
- Wine Poster Sign (Bilingual)
Re-order #22OP-SPF3
- Spirits Poster Sign (Bilingual)
Re-order #22OP-SPF4



Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

Participating Products

	LCBO#	Description	Size (mL)
Whisky	230987	Jameson Irish Whiskey	375
	74393	Baileys Irish Cream	375
	12195	Grand Marnier Cordon Rouge	375
Brown Spirits	31864	Disaronno Amaretto	375
	61408	Jagermeister	375
	398776	Fireball Whisky Shooter	375
	2808	Bacardi Gold Rum (P.E.T)	375
White Spirits	265199	Absolut Vodka	375
	417261	Hendrick's Gin	375
	446468	Ketel One	375
	604934	Grey Goose Vodka	375



Wine Impulse - Half Bottles:

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)
6254	Folonari Valpolicella Classico	375
11989	Sterling Vineyards Cabernet Sauvignon	375
38810	Chateau Des Charmes Cabernet Merlot VQA	375
40469	Henkell Trocken	375
160085	>Kim Crawford Marlborough Sauvignon Blanc	375
194191	Villa Sandi Prosecco Il Fresco, Doc Treviso	375
253930	Martini & Rossi Asti	375
297630	Latour Pinot Noir	375
297648	Voga Pinot Grigio Igt	375
297655	Masi Campofiorin Igt	375
297663	Masi Costasera Amarone Classico	375
302612	Wyhdham Estate Bin 555 Shiraz	375
313817	>(V) J.Lohr Seven Oaks Cabernet Sauvignon	375
486456	Joij White Sparkling	250
687558	>(V) P.Grigo Valdadige Doc 375ml (Sta Margherita)	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.

FLEX SPACE



Overview

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.

There are 4 Flex Spaces (USA, Europe, Australia/New Zealand and Chile/Argentina/South Africa) and **they are all sold to the Trade (participation is mandatory).**

The four Flex Spaces that are sold to the Trade will be Promo Forced. SOQs of all participating stores will reflect minimum case orders for paid SKUs. Please continue to order healthy stock to support FSA and FSF as required.

Key Dates (January 2 - January 29, 2022)

Participating Stores

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

Merchandising Instructions

- The four Flex Spaces that are sold to the Trade will be Promo Forced. SOQs of all participating stores will reflect minimum case orders for paid SKUs. Please continue to order healthy stock to support FSA and FSF as required.
- Use the list of skus provided to select the products your store will merchandise in each flex space.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- 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.
- The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.

Signage Components

- Sparkling Flex Space Box Sign (Re-order # 22P11-FS1)
- USA Flex Space Box Sign (Re-order # 22P11-FS2)
- Europe Flex Space Box Sign (Re-order # 22P11-FS3)
- Australia/New Zealand Flex Space Box Sign (Re-order # 22P11-FS4)
- Chile/Argentina/South Africa Flex Space Box Sign (Re-order # 22P11-FS5)
- Shelf Talkers ENG (Re-order # 22P11-FS6) / BIL (Re-order # 22P11-FS7)
- Bin Strips - solid colour (Re-order # 22P11-FS8)

Participating Products

Box Sign	LCBO#	Description	Size (mL)	LTO
(FSB) USA - California Flex Space "Cali Wines Under \$10"				
*Mandatory Participation: This is a SOLD promotion.				
	12588	Canyon Road Pinot Noir	750	
	12589	Canyon Road Sauvignon Blanc	750	
	552505	Canyon Road Cabernet Sauvignon	750	\$1.00
	552513	Canyon Road Chardonnay	750	\$1.00
(FSC) Europe - Italy/SE Flex Space "Save On Italian Favourites"				
*Mandatory Participation: This is a SOLD promotion.				
	134940	Adesso Chardonnay D'Italia	1500	
	572453	Adesso Merlot D'Italia	750	
	572461	Adesso Chardonnay D'Italia	750	
	649723	Adesso Merlot D'Italia	1500	
(FSD) Australia/New Zealand Flex Space "Explore Australian Wines"				
*Mandatory Participation: This is a SOLD promotion.				
	17650	Smoky Bay Shiraz	750	\$1.00
	142018	Majella The Musician	750	
	142117	Lindemans Bin 65 Chardonnay	750	
	189415	Wyndham Estate Bin 555 Shiraz	750	\$2.00
	602615	Angus the Bull	750	\$2.00
	606624	Ringbolt Cabernet Sauvignon	750	
	619395	Red Knot Shiraz	750	
	625350	Yellow Tail Merlot	750	\$1.50
	(FSE) Chile/Argentina Flex Space "Discover Value Argentinian Wines"			
*Mandatory Participation: This is a SOLD promotion.				
	83188	Fuzion Shiraz Malbec	750	
	119800	Fuzion Chenin Chardonnay	750	
	127456	Fuzion Organic Malbec Cab	750	\$2.00
	135475	Fuzion Alta Reserve Malbec	750	\$2.00
	168419	Fuzion Alta Torrontes PG	750	\$2.00
	401323	Fuzion Shiraz Malbec	1500	
	443465	Fuzion Chenin Chardonnay	1500	
	553818	Fuzion Organic Chardonnay Torrontes	750	\$1.00



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

USA Flex Space “Cali Wines Under \$10”



EUROPE Italy/SE Flex Space “Save On Italian Favourites”



Australia/New Zealand Flex Space “Explore Australian Wines”




Chile/Argentina Flex Space “Discover Value Argentinian Wines”



The following stores will participate in both the Sparkling/Rosé and Organic flex space:

1, 4, 10, 15, 17, 18, 19, 21, 22, 23, 25, 26, 31, 33, 34, 35, 38, 41, 44, 51, 55, 57, 65, 68, 74, 77, 82, 83, 84, 90, 95, 102, 106, 115, 125, 130, 132, 139, 141, 143, 145, 148, 149, 150, 154, 156, 158, 164, 166, 167, 168, 171, 179, 184, 187, 191, 195, 198, 207, 209, 211, 212, 216, 218, 221, 226, 227, 228, 233, 242, 243, 244, 250, 252, 253, 258, 263, 269, 270, 278, 279, 287, 288, 298, 300, 310, 325, 326, 329, 334, 340, 344, 346, 351, 359, 360, 361, 362, 367, 371, 373, 378, 381, 383, 385, 386, 387, 390, 391, 392, 393, 394, 397, 401, 404, 405, 407, 411, 412, 416, 417, 425, 427, 428, 431, 432, 434, 436, 437, 443, 445, 452, 456, 458, 459, 461, 465, 470, 481, 485, 489, 490, 491, 494, 495, 497, 499, 500, 501, 502, 505, 510, 511, 521, 523, 534, 536, 544, 545, 546, 549, 551, 553, 554, 555, 556, 564, 566, 568, 569, 573, 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, 644, 649, 652, 653, 654, 655, 658, 661, 665, 667, 670, 694, 698, 699, 700, 702, 703, 706, 741, 748, 771, 776

Refer to your stores floorplan for the location of the Sparkling/Rosé section. Merchandise a section of Sparkling/Rosé products (manager's discretion).

Box Sign	LCBO#	Description	Size (mL)	Offers
Sparkling/Rosé Flex Space "Great Sparklers For Less"				
		Products Featured At Manager's Discretion		
Organic Flex Space				
		Maintain regular merchandising of organic assortment (secondary location for all general list and Vintages organic products.)		

FRONT END MERCHANDISER

Spirited Picks

The Front End Merchandiser program (FEM) has proven to generate incremental sales, create consistency across the stores, and encourage customers to discover new products. **This is a sold program. Participation is mandatory.**

Stores with 2 FEMs will separate product by Category:

1. Spirit
2. Wines/Wines in Cans

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

1. White Spirits + Spirited Picks Program (top shelf of the fixture)
2. Brown Spirits
3. Wines/Wines in Cans

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

1. White Spirits + Spirited Picks Program (top shelf of the fixture)
2. Brown Spirits
3. Brown Spirits/Liqueurs
4. Wines/Wines in Cans

Signage Components

- P11-12 Spirited Picks Box Sign
ENG/BIL (Re-order #22P11-FEM1)
- Spirited Picks Shelf Talkers
ENG (Re-order #22P11-FEM2)
BIL (Re-order #22P11-FEM3)

Merchandising Instructions

- Stores that currently merchandise their FEM fixtures by PPG skus should remerchandise their current assortment by Category (and set if applicable).
- Contact Facilities to order additional shelving if your fixtures do not currently have 5 tiers.

Sample 3 FEM Planogram



Sample 4 FEM Planogram



Spirited Picks Program

Stores with 2 or more full-sized FEM fixtures will merchandise the Spirited Picks products on the fixture closest to the entrance of the store.

Key Dates (January 2 - January 29, 2022)

Participating Stores

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

Participating Products

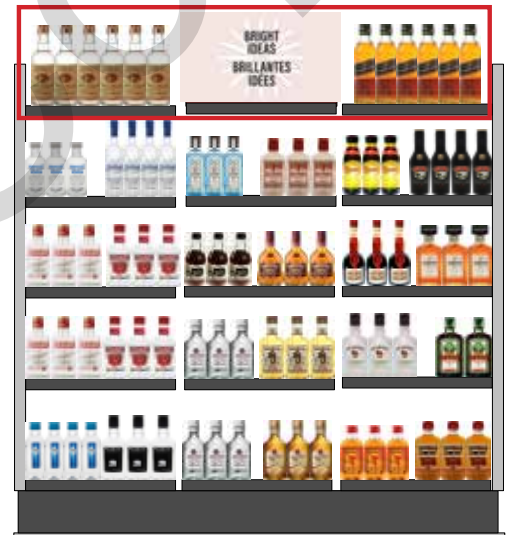
LCBO#	Description	Size (mL)	Offers
187047	Johnnie Walker Black Label	375	\$1.00 LTO
363812	Tito's Handmade Vodka	375	\$2.00 LTO

Signage Components

- P11-12 Spirited Picks Box Sign ENG/BIL (Re-order #22P11-FEM1)
- Spirited Picks Shelf Talkers
ENG (Re-order #22P11-FEM2) / BIL (Re-order #22P11-FEM3)

Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.
- Display the box sign in the middle of the shelf. **Signage will stay up for both P11 and P12.**



Sample planogram with Spirited Picks Program

THE COLD ROOM SPIRITS DISPLAY (CM)

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 (January 2 - January 29, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
398479	1800 Reposado Tequila	750	\$2.00 LTO
10232	1800 Silver Tequila	375	VA: Jarritos Soda 4-pack
492454	1800 Coconut Tequila	750	

Signage Components

- P11-12 A-Frame Sign
ENG (Re-order#22P11-AF1) / BIL (Re-order#22P11-AF2)
- Shelf Talker
ENG (Re-order# 22P11-AF3) / BIL (Re-order# 22P11-AF4)

Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Install the A-frame sign. **Signage will stay up for both P11 and P12.**
- Merchandise the shelf talkers on the fixture.



SHOPPING CART SIGN

The inside of the shopping cart will feature the Home Delivery messaging and the outside will feature the Responsible Service messaging. The Responsible Service sign is bilingual. The Home Delivery sign is English and Bilingual, and you are to merchandise the appropriate side depending on the language designation of your store. Signs are to be installed by the start of the promotion. **Participation is mandatory.**

Key Dates

Responsible Service Shopping Cart Sign: Keep installed until further notice.

Home Delivery Message Shopping Cart Sign: Keep installed until the end of Period 13.

Participating Stores

All stores that have shopping cart frames MUST install both Shopping Cart Signs.

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

Responsible Service Shopping Cart Sign



Signage Component

- Responsible Service Shopping Cart Sign BIL (Re-order# 22OP-RSP9)

Merchandising Instructions

- Install the Responsible Service shopping cart sign on the outside of the shopping cart.
- NOTE:** The Responsible Service shopping cart signs are in bundles of 20 (1 order = 20 signs)

P11-13 Home Delivery Shopping Cart Sign












Signage Component






- P11-13 Home Delivery Shopping Cart Sign ENG/BIL (Re-order # AIM-22P11-SC1)

Merchandising Instructions

- Install the Home Delivery message shopping cart sign on the inside of the shopping cart.

ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Common End Aisles 10-20 Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P11-ST1 BIL: 22P11-ST2	
On Shelf	Premium Flighted End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P11-ST14 BIL: 22P11-ST15	
On Shelf	Premium Flighted Value Add Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P11-STVA5 BIL: 22P11-STVA6	
On Shelf	Premium Flighted Value Add Perpendicular Shelf Talkers	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 22P11-STVA7 BIL: 22P11-STVA8	
On Shelf	Standard Flighted End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P11-ST16 BIL: 22P11-ST17	
On Shelf	Standard Flighted Value Add Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P11-STVA9 BIL: 22P11-STVA10	
On Shelf	Standard Flighted Value Add Perpendicular Shelf Talkers	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 22P11-STVA11 BIL: 22P11-STVA12	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P11-ST3 BIL: 22P11-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P11-ST5 BIL: 22P11-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P11-ST7 BIL: 22P11-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P11-ST9 BIL: 22P11-ST10	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Generic Blank Pricer Cards (25pk)	Pricer Cards 8" w x 7" h	22P11-ST11	
On Shelf	Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	22P11-ST12	
On Shelf	Blank Bin Tags for General Use (25pk)	Bin Tags 6" w x 1¾" h	749358	
On Shelf	Pre-Printed Aeroplan Points Offer Shelf Talkers (English/Bilingual)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	AIM-22P11-ANS	
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	LTO Bundle AIM-P11-LTO	

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/CustomerExperience/Pages/Marketing-and-Product-Guidelines.aspx> page on the Portal.



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1A	19516	Smirnoff Peach	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		21544	Smirnoff Pink Lemonade	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		545392	Smirnoff Berry Blast	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	1B	22017	Smirnoff Vodka (P.E.T)	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		38505	Smirnoff Vodka (P.E.T)	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		216929	Smirnoff Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	2A	22192	Grant's Triplewood 12YO	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	2B	31112	Grant's Triple Wood Blended Scotch Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		247056	Grant's Triple Wood Blended Scotch Whisky	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		605931	Grant's Triple Wood Blended Scotch Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	3A	217554	Captain Morgan Dark Rum	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		217653	Captain Morgan Original Spiced Rum	1140	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		217745	Captain Morgan White Rum	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	4A	15012	Northern Keep Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		53082	Alberta Pure Vodka (P.E.T)	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		216903	Banff Ice Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	4B	88799	Alberta Pure Vodka (P.E.T)	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		242339	Alberta Pure Vodka (P.E.T)	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		350397	Banff Ice Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	5A 5B	560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		665471	Jacob's Creek Reserve Shiraz	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6A 6B	20260	Wayne Gretzky Sauvignon Blanc VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		73163	Casal Thaulero Pinot Grigio Igt	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		164756	Graffigna Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7A	3558	Gibson's Finest Rare 12 Years Old	750	
<input type="checkbox"/>	<input type="checkbox"/>		200741	Gibson's Finest Rare 12 Years Old	1750	
<input type="checkbox"/>	<input type="checkbox"/>		215871	Gibson's Finest Rare 12 Years Old Whisky	1140	
<input type="checkbox"/>	<input type="checkbox"/>	7B	189217	Gibson's Finest Sterling Edition	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		215038	Gibson's Finest Sterling Edition	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		215889	Gibson's Finest Sterling Edition Whisky	1140	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	8A 8B	135475	Fuzion Alta Reserve Malbec	750	LTO, Flex Space
			492223	Pelee Island Rouge Bag In Box	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	9A 9B	2253	Disaronno Amaretto	750	VA
			31864	Disaronno Amaretto	375	
			605881	Disaronno Originale Amaretto	1140	LTO
			15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	LTO
			15415	Muskoka Tread Lightly (LCBO Warehouse)	473	LTO
			15979	Furnace Room Beardmore Kolsch (3267)	473	MT
			20870	Van Full Of Weirdos IPA (5732)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	10	21891	Waterloo Signature Series (LCBO Warehouse)	6 × 473	MT
			24507	Cowbell Brewing Co. Draught Nitro Stout (458)	473	MT
			481515	Bench Brewing Balls Falls Session IPA (798)	473	LTO
			508572	Flying Monkeys Juicy Ass IPA (6309)	473	LTO
			531251	Amsterdam Imperial Fracture IPA (3842)	473	MT
			491803	Southern Comfort (P.E.T)	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	11	491811	Southern Comfort	750	VA
			491829	Southern Comfort	1140	LTO
			311928	Canadian Club Classic 12 Year Old	750	
<input type="checkbox"/>	<input type="checkbox"/>	12	311936	Canadian Club Classic 12 Year Old	1140	VA
			311944	Canadian Club Classic 12 Year Old	1750	VA
			474551	J.P. Wiser's Vanilla Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	13	474585	J.P. Wiser's Apple Whisky	750	
			625996	JP Wisers Old Fashioned Canadian Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	14	12452	Bodega Toro Centenario Malbec	750	LTO
			140129	Open Merlot VQA	750	LTO
			171314	Grand Sud Merlot	1000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	15	2691	Tanqueray Dry Gin	750	LTO
			96263	Tanqueray Dry Gin	1750	VA
			216721	Tanqueray London Dry Gin	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	16	54866	Bulleit Bourbon Frontier Whiskey	750	
			350611	Bulleit Rye	750	VA
			439075	Bulleit Bourbon 10 YO	750	VA

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	17	487496	Leftfield Nelson Sauvignon Blanc	750	LTO, Wine Fridge
			669473	Peller Family Vineyards Pinot Grigio	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	225698	The Kraken Black Spiced Rum	750	VA
			318683	The Kraken Black Spiced Rum	1140	LTO
			366534	The Kraken Black Spiced Rum	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	19	173617	El Jimador Tequila Blanco	750	
			460360	El Jimador Tequila Reposado	750	
			498279	El Jimador Reposado	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	20	227413	Iceberg Vodka	1140	LTO
			446567	Iceberg Vodka (P.E.T)	750	VA
			544155	Iceberg Vodka (P.E.T)	1750	
			12287	Jackson-Triggs Cabernet Sauvignon Light	750	LTO
			16775	Jackson-Triggs Ps Light Pinot Grigio	750	LTO
			16785	Peller Family Vineyards Light Pinot Grigio	750	LTO
			16810	Peller Family Vineyards Light Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture	22267	Santa Carolina Cabernet Sauvignon Low Alcohol	750	
			22303	Barefoot Fruitscato Strawberry	750	LTO
			22500	Bottega Rose, Piedmont, Veneto	750	
			175026	Funf 5 Riesling Rhein	750	LTO
			581124	XOXO Light Pinot Grigio	750	LTO
			15761	Trinity Oaks Cabernet Sauvignon	750	
			19276	Jacob's Creek Moscato Lower Sugar	750	
		19779	Cusumano Merlot	750		
		21379	Yellow Tail Cabernet Sauvignon Whiskey Barrel Aged	750		
		28506	Fat Bastard Cabernet Sauvignon Pays D'Oc	750		
<input type="checkbox"/>	<input type="checkbox"/>	New & Seasonal	45641	Beringer Founders' Estate Pinot Grigio	750	
			68924	Gnarly Head Cabernet Sauvignon	750	
			219816	Catedral Reserva Dao	750	
			250381	Francois Lurton Sauvignon Blanc Bordeaux Aoc	750	
			308163	Pepperwood Grove Old Vine Zinfandel	750	
		633594	Smoking Loon Chardonnay	750		

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			15806	Sky Vodka	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	110056	Absolut Vodka	750	
			456095	Ketel One Vodka	750	
			604934	Grey Goose Vodka	375	
			10357	Crown Royal Peach	750	
			10558	Roe & Co. Blended Irish Whiskey	750	
			14404	Jagermeister Cold Brew	750	
			17047	Captain Morgan Sliced Apple Spiced Rum	750	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	17465	Mount Gay Black Barrel Double Cask Blend	750	
			19419	Baileys Deliciously Light	750	
			80127	Sailor Jerry Spiced Rum	750	
			108357	Carolans Irish Cream	750	
			249680	Talisker 10 Year Old Single Malt Scotch Whisky	750	
			630913	Tia Maria	750	
			14884	Pelee Island Lola Secco Sparkling VQA	750	LTO
			42606	Ruffino Chianti	1500	LTO
		162610	Pascual Toso Limited Edition Malbec	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	214957	Pelee Island Cabernet Sauvignon VQA	750	LTO
			225920	Sandbanks Baco Noir Reserve VQA	750	LTO
			426981	Beronia Elaboración Especial Tempranillo	750	LTO
			444059	Joel Gott 815 Cabernet Sauvignon	750	LTO
			602615	Angus The Bull Cabernet Sauvignon	750	LTO
			1487	Crown Royal Whisky	750	VA
			21378	Jim Beam White Label Bourbon	750	VA
		53140	Havana Club 7 Year Old	750	VA	
			110056	Absolut Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Whisky Highball Front Nesting Table	216689	J.P. Wiser's Deluxe Whisky	1140	VA + LTO
			217687	Canadian Club Whisky	1140	VA + LTO
			217794	Johnnie Walker Red Label Scotch Whisky	1140	VA
			358184	Tanqueray Rangpur Gin	750	VA
			382861	Lot No. 40 Singl Copper Pot Still Canadian Whsky	750	VA
			640995	Ketel One Botanical Peach And Orange Blossom	750	VA + LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			1784	Grand Marnier Cordon Rouge	750	
			4101	Remy Martin VSOP Cognac	750	
			15516	The Macallan Sherry Oak 12-Year-Old	750	
			23055	Hennessy VSOP Lunar New Year Gift Box Edition	750	
			292615	Jameson Black Barrel	750	LTO
			292805	Johnnie Walker 18 Year Old Scotch Whisky	750	
<input type="checkbox"/>	<input type="checkbox"/>	Lunar New Year Front Nesting Table	388306	Inniskillin Vidal Icewine	375	
			410803	D'Ussé VSOP Cognac	750	
			417196	Grey Goose Vodka*	1140	
			492520	Bacardi 8 Year Old Reserva Gold Rum	750	
			541615	Johnnie Walker Blue Label Chinese New Year Edition	750	
			636845	Redbreast 12 Year Old Irish Whiskey	750	
			648881	Grand Marnier Louis Alexandre	750	LTO
			284562	Michelob Ultra	473	
			311779	Bud Light	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	311787	Budweiser	6 × 473	
			496968	Michelob Ultra	6 × 473	LTO
			904334	Budweiser	6 × 355	LTO
			908665	Bud Light	6 × 355	LTO
			14483	Ace Hill Raspberry Vodka Soda	355	
			14486	White Claw Hard Seltzer Black Cherry	473	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	
			19139	Smirnoff Vodka & Soda Rosé Variety Pack	12 × 355	
			20351	Bud Light Seltzer Mango	473	
			666032	Nutrl Vodka Soda Grapefruit	473	
			15806	SKYY Vodka	750	APP
			19535	SKYY Vodka	1140	APP
			19856	Kingston 62 White	1140	APP
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	34579	Prince Igor Extreme	1140	APP
			223529	Appleton Estate	1140	APP
			350629	Forty Creek Barrel Select	1140	APP
			550715	Forty Creek Barrel Select	750	APP
			604926	Prince Igor Extreme	750	APP

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	215343	Martini & Rossi Sweet Vermouth Red	1000	VA
<input type="checkbox"/>	<input type="checkbox"/>		438598	Dewar's 12 Year Old	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		446021	Bacardi Coconut	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		520353	Bacardi Spiced	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	16777	Bask Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		16778	Bask Rose	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		16779	Bask Pinot Noir	750	
<input type="checkbox"/>	<input type="checkbox"/>		19725	Cupcake Lighthearted	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		21441	Honest Lot Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		21442	Honest Lot Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		21523	On Point Red	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		21524	On Point White	750	
<input type="checkbox"/>	<input type="checkbox"/>		22543	Fitvine Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		22544	Fitvine Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		42606	Ruffino Chianti	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	99218	Cavit Collection Pinot Grigio Delle Venez Igt	750		
<input type="checkbox"/>	<input type="checkbox"/>	614651	Trapiche Reserve Malbec	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	492017	Steam Whistle	6 × 473	VA
<input type="checkbox"/>	<input type="checkbox"/>		547646	Steam Whistle Premium Pilsner	6 × 341	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	23547	Sawdust City Lusciousness Imperial Milk Stout	473	
<input type="checkbox"/>	<input type="checkbox"/>		23552	That's When Ted Fought The Mailman West Coast Dipa	473	
<input type="checkbox"/>	<input type="checkbox"/>		23505	Elora Brewing Lady Friend Ipa	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	300681	Coors Light	6 × 473	Contest
<input type="checkbox"/>	<input type="checkbox"/>		906560	Coors Light	6 × 341	VA + LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	284562	Michelob Ultra	473	
<input type="checkbox"/>	<input type="checkbox"/>		496968	Michelob Ultra	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		697623	Michelob Ultra	6 × 355	Contest

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			20067	Gib Cranberry Orange Wheat Ale	473		
			21056	Tynt Meadow	330		
			22527	Caribbean Chocolate Cake	330		
			22528	St Feuillien Cuvee De Noel	330		
			22625	Left Hand Galactic Cowboy Imperial Stout Nitr	4 × 404		
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	22626	Elemental Porter Ale	440		
			22627	Deschutes Jubelale Winter Ale	4 × 355		
			22628	Great Divide Mexican Chocolate Yeti	568		
			97469	Samichlaus	330		
			254656	Ayinger Celebrator Doppelbock	330		
			407981	Samuel Smith's Celebrated Oatmeal Stout	550		
			538629	Backwoods Bastard Bourbon Barrel Aged	355		
				279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		Ontario Go-Local	303792	Trius Riesling VQA	750	LTO
				331215	Angels Gate Pinot Gris VQA	750	LTO
		648592		Frisky Beaver Red VQA	750	LTO	
			16878	The Audacity Of Thomas G. Bright Orange VQA	750		
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	107763	Pelee Island Monarch Red VQA	750		
			431106	Creekside Cabernet Merlot VQA	750		
			575662	Revel Cab Noir Dark Red VQA	750		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	326728	Oyster Bay Chardonnay	750		
			425488	Sella & Mosca Riserva Cannonau di Sardegna	750		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: Jan 8	21087	Château La Pirouette 2016	750		
			22602	689 Cellars Submission Red 2019	750		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: Jan 22	22606	VDR Very Dark Red 2018	750		
			91694	Santa Margherita Chianti Classico 2019	750		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	286377	Cave Spring Estate Riesling	750	LTO	
				187047	Johnnie Walker Black Label	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	363812	Tito's Handmade Vodka	375	LTO	
				398479	1800 Reposado Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	10232	1800 Silver Tequila	375	VA	
			492454	1800 Coconut Tequila	750		

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65				
R1	Vodka A	35840	Zubrowka Bison Vodka	750	LTO											Y	Y
R2	Vodka B	260869	Sobieski Vodka	1140	Value Add								Y	Y	Y	Y	Y
R3	Vodka C	32425	Tanqueray Dry Gin	375	LTO								Y	Y	Y	Y	Y
R4	Vodka D	446468	Ketel One	375	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	253302	Luksusowa Vodka	750	Shelf Extender	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	215020	El Dorado 5 Year Old Rum	1140	LTO												Y
R7	Rum B	273516	Ron Zacapa 23 Centenario Rum	750	LTO								Y	Y	Y	Y	Y
R8	Rum C	19820	Havana Club Cuban Smoky	750	LTO								Y	Y	Y	Y	Y
R9	Rum D	14354	Appleton Estate 8YO Reserve	750	Shelf Extender								Y	Y	Y	Y	Y
R10	Rum E	520288	Bacardi Black	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	575001	Wild Turkey Longbranch	750	LTO											Y	Y
R12	Canadian Whisky B	14915	Dillon's Rye Whisky	750	LTO, Necktag								Y	Y	Y	Y	Y
R13	Canadian Whisky C	244186	Collingwood Whisky	750	LTO								Y	Y	Y	Y	Y
R14	Canadian Whisky D	390583	Canadian Club 100% Rye	750	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	216689	J.P. Wiser's Deluxe	1140	LTO, Front Nesting Table	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	217992	Dewar's White Label	1140	Value Add								Y	Y	Y	Y	Y
R17	Scotch B	457572	Gibson's Finest Bold 8YO	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	19410	Gordon's Sicilian Lemon Gin	750	LTO								Y	Y	Y	Y	Y
R19	Liqueurs A	522359	Torres Brandy 10	750	LTO										Y	Y	Y
R20	Liqueurs B	292177	Phillips Butter Ripple Schnapps	750	Value Add								Y	Y	Y	Y	Y
R21	Liqueurs C	16833	Goldschlager	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	267245	Jose Cuervo Especial Gold Tequila	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	417576	Stock 84 Spirit	1140	Value Add												Y
R24	Brandy B	286807	Buton Vecchia Romagna Brandy	750	LTO								Y	Y	Y	Y	Y
R25	Tequila A	398016	Dr. McGillicuddy Intense Peach	750	APP										Y	Y	Y
R26	Ontario Blend A	441519	Pelee Pebbles Red	1500	LTO								Y	Y	Y	Y	Y
R27	Ontario Blend B	85456	Colio Dry White	1500	LTO								Y	Y	Y	Y	Y
R28	Ontario Blend C	63305	Peller Family Vineyards Red Crtn	1000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQAA	561076	Trius Pinot Grigio VQA	750	LTO										Y	Y	Y
R30	Ontario Non-VQAB		Store Managers Discretion - display Ontario Product												Y	Y	Y
R31	Ontario Non-VQAC	21387	Peller Family Vineyards Pinot Noir	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQAD	20258	Hopetown Wine Co. Hill House Craft Red VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQAA	19928	Persona Cabernet Merlot VQA	750	LTO										Y	Y	Y
R34	Ontario VQAB	587907	Trius Merlot VQA	750	LTO										Y	Y	Y
R35	Australia/New Zealand A	499707	Brancott Marlborough Sauvignon Blanc	750	LTO										Y	Y	Y
R36	Australia/New Zealand B	625350	Yellow Tail Merlot	750	LTO, Flex Space										Y	Y	Y
R37	Australia/New Zealand C	524355	McGuigan Black Label Cabernet Sauvignon	750	LTO								Y	Y	Y	Y	Y
R38	Australia/New Zealand D	189415	Wyndham Estate Bin 555 Shiraz	750	LTO, Flex Space	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	462853	Menage A Trois Silk Red Wine	750	LTO								Y	Y	Y	Y	Y
R40	USA B	383885	The Show Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	495507	Robertson Winery Chenin Blanc	750	LTO										Y	Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R42 Chile B	169052	Carmen Reserva 1850 Premier Carmenere	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	73395	Castillo De Monseran Garn, Carinena	750	LTO										Y	
R44 France Blend B	589010	Mezzacorona Pinot Grigio Trentino	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	LTO									Y	Y	
R46 France South B	481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/ Burgundy A	245324	Les Jamelles Merlot Vin De Pays D'Oc	750	LTO									Y	Y	
R48 Italy Central A	33605	Chateau Puyfromage Cotes De Bordeaux Aoc	750	LTO									Y	Y	
R49 Italy Central B	376145	Radio Boka Tempranillo Vdt Castilla	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	545319	Frescobaldi Castiglioni Chianti Docg	750	LTO					Y	Y	Y	Y	Y	Y	
R51 Italy North B	78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	105429	Frescobaldi Remole Toscana Igt	750	LTO										Y	
R53 Southern Europe B	263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	LTO									Y	Y	
R54 Germany A	621821	Folonari Pinot Grigio Delle Venezie Doc	1500	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	19276	Jacob's Creek Moscato Lower Sugar	750	LTO, Feature Fixture									Y	Y	
R56 Sparkling B	122077	Georges Duboeuf Beaujolais-Villages	750	LTO				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	433623	Guinness Blonde American Lager (LCBO Warehouse)	473	LTO									Y	Y	
R58 Ontario Beer B	20871	Mill Street Juice Cloud IPA (1950)	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	20034	Radical Road 4-Track IPA (203)	355											Y	
R60 Beer 2	312850	Mill Street Cobblestone Stout (1950)	440	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	255380	Pilsner Urquell (LCBO Warehouse)	500	LTO				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	15881	Steam Whistle Session Lager (5577/275 TBS)	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	16225	Bees Knees	355	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	450452	Smirnoff Ice Light Black Cherry & Soda	4 × 355	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	240150	Polar Ice Vodka	1140		Corby Spirit And Wine Limited
C2: Canadian Whisky	465484	Toki	750	LTO	Beam Suntory
C3: Ontario Non VQA Blend	522946	Bodacious Dark	750	LTO	Arterra Wines Canada Inc.
C4: French Blend	279661	L'Orangeraiie Rose Pays D'Oc	750	LTO	Vinexx
C5: Fixed Store Location	695080	Hardys Stamp Series Shiraz/ Cabernet	1500	LTO	The Bacchus Group Inc.
C6: Vodka	545194	Top Shelf Vodka	750		Top Shelf Distillers
C7: Scotch	540120	Rumchata Cream Liqueur	375	LTO	Glazer's Of Canada
C8: Liqueurs	324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	LTO	Beam Suntory
C9: Ontario Blends	17537	Colio Cellar Door Series Sauvignon Blanc	750	LTO	Colio Estate Wines
C10: France Red	16361	Robertson Winery Chapel Red	750	LTO	Univins And Spirits Canada Inc.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA	750	LTO	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	142406	J.P. Chenet Pinot Noir Reserve Vin De France	750	LTO	Mark Anthony Wine & Spirits
D3: Discovery Wines 3	638270	Santa Rita Cavanza Cabernet Sauvignon	750	LTO	E&J Gallo Winery Canada Ltd.
D4: Discovery BSM 1	12169	Flying Monkeys Killer Cupcake Panda Double IPA (6309)	473	LTO	Flying Monkeys Craft Brewery
D5: Discovery BSM 2	470757	Fullers London Pride (LCBO Warehouse)	500	LTO	Asahi Canada
D6: Discovery BSM 3	491514	Jaw Drop Flashing Peaches	473	LTO	Breakthru Beverage Canada Inc.
D7: Discovery Spirits 1	18877	Cabot Trail Maple Cream	1140	LTO	Corby Spirit And Wine Limited
D8: Discovery Spirits 2	19855	Kingston 62 Gold	750	Value Add	Forty Creek Distillery Ltd
D9: Discovery Spirits 3	15765	Beefeater Blood Orange	750	LTO	Corby Spirit And Wine Limited

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	70052	Peninsula Ridge Shiraz VQA	750	LTO	M.andrew Fine Wines,Beers&Spirits

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
596	Bacardi Superior White Rum (P.E.T)	375	\$1.00	
1099	Johnnie Walker Red Label	750	\$1.50	
2691	Tanqueray Dry Gin	750	\$1.00	End Aisle
5959	Baileys Irish Cream	750	\$1.00	
10573	18 Cahors Malbec Mission De Picpus (Didier Parnac)	750	\$2.00	
12169	Flying Monkeys Killer Cupcake Panda Double IPA	473	\$0.20	Discovery Extender
12287	Jackson-Triggs Cabernet Sauvignon Light	750	\$1.00	Feature Fixture A
12452	Bodega Toro Centenario Malbec	750	\$1.00	End Aisle
13565	Williams & Humbert Dry Sack Sherry	750	\$1.50	
13571	Collective Arts Nature Of Things Dry Cider	473	\$0.20	
13654	Partake Brewing Non-Alcoholic IPA	355	\$0.10	
14066	Molson Ultra	6 × 473	\$1.00	
14884	Pelee Island Lola Secco Sparkling VQA	750	\$2.00	Mini Thematic
14915	Dillon's Rye Whisky	750	\$2.00	Shelf Extender, Necktag
15116	Cowbell Brewing Co. Hazy Days IPA	473	\$0.20	Mini Thematic
15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	\$1.00	Seasonal Block Pile B
15406	Sleeman Clear 2.0	473	\$0.25	
15415	Muskoka Tread Lightly	473	\$0.20	Mini Thematic
15761	Trinity Oaks Cabernet Sauvignon	750	\$3.00	Feature Fixture B
15765	Beefeater Blood Orange	750	\$1.00	Discovery Extender
15881	Steam Whistle Session Lager	473	\$0.25	Shelf Extender
16225	Bees Knees	355	\$0.10	Shelf Extender
16345	Peller Family Vineyards Cab Merlot Crtn	1000	\$1.00	
16361	Robertson Winery Chapel Red	750	\$1.50	Comm. Extender
16775	Jackson-Triggs Proprietors Sel. Light Pinot Grigio	750	\$1.00	Feature Fixture A, Wine Fridge
16777	Bask Sauvignon Blanc	750	\$1.00	Middle Nesting Table
16778	Bask Crisp Rose	750	\$1.00	Middle Nesting Table
16785	Peller Family Vineyards Light Pinot Grigio	750	\$1.00	Feature Fixture A
16810	Peller Family Vineyards Light Cabernet Sauvignon	750	\$1.00	Feature Fixture A
16833	Goldschlager	750	\$3.00	Shelf Extender
16868	18.8 Gin Ddp	750	\$2.00	
17370	Sandbanks Route 33 Red VQA	750	\$1.00	
17472	Trius Baco Noir VQA	750	\$2.00	
17537	Colio Cellar Door Series Sauvignon Blanc	750	\$1.50	Comm. Extender
17650	Smoky Bay Shiraz	750	\$1.00	Flex Space
17820	Stella Artois 473	473	\$0.20	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18170	Czechvar Dark Lager	500	\$0.35	
18564	>(V)Private Reserve Icewine Ontario (Peller E)	200	\$3.00	
18877	Cabot Trail Maple Cream	1140	\$2.00	Discovery Extender
19035	St. Remy XO	375	\$1.00	
19168	Muskoka Spirits Hard Sparkling Water Mixer Pack	4 × 355	\$0.75	
19276	Jacob's Creek Moscato Lower Sugar	750	\$2.00	Shelf Extender, Feature Fixture B
19410	Gordon's Sicilian Lemon Gin	750	\$1.00	Shelf Extender
19459	El Tequileno Gran Reserva Reposado	750	\$5.00	
19592	Ren Ultra Premium Vodka Ddp	750	\$2.00	
19725	Cupcake Light Hearted Chardonnay	750	\$2.00	Middle Nesting Table
19779	Cusumano Merlot	750	\$2.00	Feature Fixture B
19820	Havana Club Cuban Smoky	750	\$3.00	Shelf Extender
19838	20 Coteaux D'Aix Terre Des Anges Rose(Ch. Paradis)	750	\$2.00	
19894	Cracked Canoe	6 × 473	\$1.50	
19928	Persona Cabernet Merlot VQA	750	\$2.00	Shelf Extender
19954	Tommasi Valpolicella Doc	750	\$2.00	
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	\$1.00	Shelf Extender
20260	Wayne Gretzky Sauvignon Blanc VQA	750	\$2.00	End Aisle
20351	Bud Light Seltzer Mango	473	\$0.15	Seasonal Block Pile B
20362	Finlandia Vodka	750	\$1.75	
20652	Coteaux Bourguignons Rouge	750	\$2.00	
20870	Van Full Of Weirdos IPA	473	\$0.25	Mini Thematic
20871	Mill Street Juice Cloud IPA	473	\$0.25	Shelf Extender
21258	Dixon's Wicked Raspberry Gin Ddp	750	\$2.00	
21387	Peller Family Vineyards Pinot Noir	750	\$1.00	Shelf Extender
21441	Honest Lot Sauvignon Blanc	750	\$1.00	Middle Nesting Table
21442	Honest Lot Cabernet Sauvignon	750	\$1.00	Middle Nesting Table
21523	On Point Smooth Red	750	\$1.00	Middle Nesting Table
22192	Grant's Triplewood 12YO	750	\$5.00	End Aisle
22303	Barefoot Fruitscato Strawberry	750	\$0.50	Feature Fixture A
22543	Fitvine Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
22544	Fitvine Pinot Grigio	750	\$2.00	Middle Nesting Table
28506	Fat Bastard Cabernet Sauvignon Pays D'Oc	750	\$2.00	
30957	>Concha Y Toro Winemaker's Lot 148 Carmenere	750	\$3.00	
31112	Grant's Triple Wood Blended Scotch Whisky	750	\$3.00	End Aisle
32425	Tanqueray Dry Gin	375	\$1.00	Shelf Extender
33605	Chateau Puyfromage Cotes De Bordeaux Aoc	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
35840	Zubrowka Bison Vodka	750	\$1.50	Shelf Extender
42606	Ruffino Chianti	1500	\$2.00	Mini Thematic, Middle Nesting Table
45641	Beringer Founders Estate Pinot Grigio	750	\$2.00	Feature Fixture B
63305	Peller Family Vineyards Red Crtn	1000	\$1.00	Shelf Extender
65342	Strewn Rogue's Lot C. Sauv/Cabernet Franc VQA	750	\$1.00	Discovery Extender
68577	Sawmill Creek Dry White Bag In Box	4000	\$1.00	
68924	Gnarly Head Cabernet Sauvignon	750	\$3.00	Feature Fixture B
70052	Peninsula Ridge Shiraz VQA	750	\$2.00	Green Extender
73163	Casal Thaulero Pinot Grigio Igt	750	\$1.00	End Aisle
73395	Castillo De Monseran Garn, Carinena	750	\$1.00	Shelf Extender
78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	\$2.00	Shelf Extender
84210	Mill Street Original Organic Lager	6 x 341	\$1.00	
85456	Colio Dry White	1500	\$1.00	Shelf Extender
105429	Frescobaldi Remole Toscana Igt	750	\$2.00	Shelf Extender
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	\$2.00	Shelf Extender
111930	Mezzomondo Negroamaro Puglia Igt	1500	\$2.00	
114694	Crown Royal	1750	\$2.00	
122077	Georges Duboeuf Beaujolais-Villages	750	\$2.00	Shelf Extender
125260	Konzelmann Canada Red VQA	750	\$2.00	
127456	Fuzion Organic Malbec Cabernet	750	\$2.00	Flex Space
135475	Fuzion Alta Reserve Malbec	750	\$2.00	End Aisle, Flex Space
137125	Russian Standard Vodka	1750	\$1.50	
140129	Open Merlot VQA	750	\$1.00	End Aisle
142406	J.P. Chenet Pinot Noir Reserve Vin De France	750	\$2.50	Discovery Extender
162610	Pascual Toso Malbec Limited Edition	750	\$2.00	Mini Thematic
164756	Graffigna Pinot Grigio	750	\$2.00	End Aisle
165308	Colio Extra Dry White	1500	\$1.00	
168419	Fuzion Alta Torrontes Pinot Grigio	750	\$2.00	Flex Space
169052	Carmen Reserva 1850 Premier Carmenere	750	\$2.00	Shelf Extender
171314	Grand Sud Merlot	1000	\$1.50	End Aisle
175026	Funf 5 German Riesling Rhein	750	\$2.00	Feature Fixture A
187047	Johnnie Walker Black 12 YO	375	\$1.00	CE1
189217	Gibson's Finest Sterling Edition	750	\$2.00	End Aisle
189415	Wyndham Estate Bin 555 Shiraz	750	\$2.00	Shelf Extender, Flex Space
213496	Pasqua Pinot Grigio Delle Venezie Doc	750	\$2.00	
214957	Pelee Island Cabernet Savignon VQA	750	\$2.00	Mini Thematic
215020	El Dorado 5 Year Old Rum	1140	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
215038	Gibson's Finest Sterling Edition	1750	\$2.50	End Aisle
215889	Gibson's Finest Sterling Edition Whisky	1140	\$2.25	End Aisle
216689	J.P. Wiser's Deluxe	1140	\$1.00	Shelf Extender, Front Nesting Table
217133	Sauza Gold Tequila	1140	\$5.00	Shelf Extender
217190	Grand Macnish	1140	\$4.00	
217331	Grolsch Premium Pilsner	4 x 450	\$2.00	
217653	Captain Morgan Original Spiced Rum	1140	\$1.50	End Aisle, Value Add
217687	Canadian Club Premium	1140	\$1.00	Front Nesting Table, Value Add
219816	Catedral Reserva Dao	750	\$2.00	Feature Fixture B
225920	Sandbanks Baco Noir Reserve VQA	750	\$2.00	Mini Thematic
227413	Iceberg Vodka	1140	\$1.00	End Aisle
244186	Collingwood Whisky	750	\$3.00	Shelf Extender
245324	Les Jamelles Merlot Vin De Pays D'Oc	750	\$2.00	Shelf Extender
247056	Grant's Triple Wood Blended Scotch Whisky	1750	\$5.00	End Aisle
250381	Francois Lurton Sauvignon Blanc Bordeaux Aoc	750	\$2.00	
255380	Pilsner Urquell	500	\$0.20	Shelf Extender
263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	\$2.00	Shelf Extender
267245	Jose Cuervo Especial Gold Tequila	1140	\$3.00	Shelf Extender
269589	Rocca Delle Macie Chianti Vernaiolo Docg	750	\$2.00	
270439	Smithwick's Ale	500	\$0.25	
273516	Ron Zacapa 23 Centenario Rum	750	\$5.00	Shelf Extender
275172	Nickel Brook Head Stock IPA	473	\$0.25	
276170	Pelee Island Blanc De Blanc VQA	750	\$1.00	
276501	G. Marquis The Red Line Pinot Grigio VQA	750	\$1.50	Wine Fridge
279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	\$2.00	goLOCAL
279661	L'Orangerie Rose Pays D'Oc	750	\$2.00	Comm. Extender
286377	>(V)Riesling Res VQA Niagara (Cave Spring)	750	\$2.00	OWS
286807	Buton Vecchia Romagna Brandy	750	\$1.00	Shelf Extender
292615	Jameson Black Barrel	750	\$2.00	Front Nesting Table
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	
303792	Trius Riesling VQA	750	\$2.00	goLOCAL
307744	O'Leary Cabernet Merlot VQA	750	\$2.00	
308163	Pepperwood Grove Old Vine Zinfandel	750	\$2.00	Feature Fixture B
312850	Mill Street Cobblestone Stout	440	\$0.25	Shelf Extender
318683	The Kraken Black Spiced Rum	1140	\$2.00	End Aisle
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	\$3.00	Comm. Extender
331215	Angels Gate Pinot Gris VQA	750	\$1.50	goLOCAL

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
331371	Peller Family Vineyards Cabernet Sauv 4l	4000	\$3.00	
333591	Innis & Gunn The Original	6 × 330	\$1.00	
337949	Heineken Lager	500	\$0.20	
341115	Rendola Rosso Toscano	750	\$2.00	
341610	Megalomaniac Pompous VQA	750	\$2.00	
363812	Tito's Handmade Vodka	375	\$2.00	CE1
366534	The Kraken Black Spiced Rum	375	\$1.50	End Aisle
376145	Radio Boka Tempranillo Vdt Castilla	750	\$2.00	Shelf Extender
383885	The Show Cabernet Sauvignon	750	\$2.00	Shelf Extender
398479	1800 Reposado	750	\$2.00	
405241	Ironwood Hard Cider	473	\$0.25	
405472	Cliff 79 Cabernet Shiraz	750	\$1.00	
413575	La Trappe Tripel	750	\$1.00	
426981	Beronia, Rioja, Tempranillo Elaboracion Especial	750	\$3.00	Mini Thematic
433623	Guinness Blonde American Lager	473	\$0.25	Shelf Extender
433714	Pelee Island Cabernet Franc VQA	750	\$1.00	
441519	Pelee Pebbles Red	1500	\$1.00	Shelf Extender
444059	>(V) Joel Gott 815 Cabernet Sauvignon	750	\$2.00	Mini Thematic
446468	Ketel One	375	\$1.00	Shelf Extender
450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	\$1.00	Shelf Extender
450452	Smirnoff Ice Light Black Cherry & Soda	4 × 355	\$1.00	Shelf Extender
451195	Jose Cuervo Especial Gold Tequila	1750	\$5.00	
451476	Dixon's Silvercreek Vodka Ddp	750	\$2.00	
457572	Gibson's Finest Bold 8YO	750	\$3.00	Shelf Extender
462432	Piper-Heidsieck Brut Champagne	750	\$5.00	
462853	Menage A Trois Silk Red Wine	750	\$2.00	Shelf Extender
465484	Toki	750	\$5.00	Comm. Extender
470757	Fullers London Pride	500	\$0.20	Discovery Extender
474551	J.P. Wiser's Vanilla Whisky	750	\$1.00	End Aisle
481515	Bench Brewing Balls Falls Session IPA	473	\$0.20	Mini Thematic
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	Shelf Extender
487496	Leftfield Nelson Sauvignon Blanc	750	\$2.00	End Aisle, Wine Fridge
488411	Carling	6 × 473	\$1.00	
488429	Hobgoblin Ruby Ale	500	\$0.40	
491514	Jaw Drop Flashing Peaches	473	\$0.25	Discovery Extender
491803	Southern Comfort (P.E.T)	375	\$2.00	End Aisle
491829	Southern Comfort	1140	\$4.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
492223	Pelee Island Rouge Bag In Box	3000	\$1.00	End Aisle
492355	Long Weekend Chardonnay Pinot Grigio VQA Bib	3000	\$2.00	
495507	Robertson Winery Chenin Blanc	750	\$1.50	Shelf Extender
496950	Rolling Rock	6 × 473	\$1.00	
496968	Michelob Ultra	6 × 473	\$1.00	EZD, Seasonal Block Pile A
498279	El Jimador Reposado	1140	\$4.00	End Aisle
499707	Brancott Marlborough Sauvignon Blanc	750	\$2.00	Shelf Extender
504241	Henry Of Pelham Cabernet/Merlot VQA	750	\$2.00	
508572	Flying Monkeys Juicy Ass IPA	473	\$0.20	Mini Thematic
518795	Omnipollo IPA	473	\$0.30	
520288	Bacardi Black	750	\$1.00	Shelf Extender
522359	Torres Brandy 10	750	\$2.00	Shelf Extender
522946	Bodacious Dark	750	\$1.00	Comm. Extender
524355	Mcguigan Black Label Cabernet Sauvignon	750	\$1.00	Shelf Extender
525188	Peroni Nastro Azzurro	6 × 330	\$1.00	
535179	Carolans Irish Cream	375	\$1.00	
540120	Rumchata Cream Liqueur	375	\$1.00	Comm. Extender
542910	Top Shelf Gin	750	\$2.00	
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00	Shelf Extender
549162	Aguamiel Tequila 100% Agave	750	\$5.00	
552034	Megalomaniac Local Squeeze Red VQA	750	\$2.00	
552505	Canyon Road Cabernet Sauvignon	750	\$1.00	Flex Space
552513	Canyon Road Chardonnay	750	\$1.00	Flex Space
553818	Fuzion Organic Chardonnay	750	\$1.00	Flex Space
558940	Miller Lite	6 × 473	\$1.00	
559765	Collingwood Whites Bay IPA	473	\$0.25	
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	\$1.00	End Aisle
561076	Trius Pinot Grigio VQA	750	\$2.00	Shelf Extender
575001	Wild Turkey Longbranch	750	\$5.00	Shelf Extender
575357	3 Speed Lager 568	568	\$0.30	OCB
581124	XOXO Light Pinot Grigio	750	\$1.00	Feature Fixture A
587907	Trius Merlot VQA	750	\$2.00	Shelf Extender
589010	Mezzacorona Pinot Grigio Trentino	1500	\$3.00	Shelf Extender
589549	Clausthaler Premium Non Alcoholic	500	\$0.25	
594168	Pelee Island Merlot	1500	\$1.00	
602615	Angus The Bull Cabernet Sauvignon	750	\$2.00	Mini Thematic, Flex Space
605881	Disaronno Originale Amaretto	1140	\$3.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
605931	Grant's Triple Wood Blended Scotch Whisky	1140	\$4.00	End Aisle
614651	Trapiche Reserve Malbec	750	\$1.50	Middle Nesting Table
614909	Kozel Beer	500	\$0.20	
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$1.50	
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$3.00	Shelf Extender
625350	Yellow Tail Merlot	750	\$1.50	Shelf Extender, Flex Space
625996	JP Wisers Old Fashioned Canadian Whisky	750	\$1.00	End Aisle
633594	Smoking Loon Chardonnay	750	\$2.00	Feature Fixture B
636068	Malfy Gin Rosa	750	\$2.00	
638270	Santa Rita Cavanza Cabernet Sauvignon	750	\$1.00	Discovery Extender
640995	Ketel One Botanical Peach And Orange Blossom	750	\$2.00	Front Nesting Table
648592	Frisky Beaver Red VQA	750	\$1.00	goLOCAL
648881	Grand Marnier Louis Alexandre	750	\$8.00	Front Nesting Table
665471	Jacob's Creek Reserve Shiraz	750	\$3.00	End Aisle
666032	Nutrl Vodka Soda Grapefruit	473	\$0.15	Seasonal Block Pile B
666743	Spaten	473	\$0.25	
666875	Dab Original	6 × 500	\$1.00	
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	End Aisle
695080	Hardys Stamp Series Shiraz/Cabernet	1500	\$3.00	Comm. Extender
900621	Molson Canadian	6 × 341	\$1.00	
904334	Budweiser	6 × 355	\$1.00	Seasonal Block Pile A
906560	Coors Light	6 × 341	\$1.00	EZH, Value Add
908665	Bud Light	6 × 355	\$1.00	Seasonal Block Pile A
921478	Pabst Blue Ribbon	6 × 355	\$0.55	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
935	Captain Morgan White Rum	750	50	
1040	Gordons Gin	750	50	
1222	Wiser's Special Blend	750	50	
2089	Lamb's Palm Breeze	750	50	
2196	Captain Morgan Dark Rum	750	50	
3558	Gibson's Finest Rare 12 Years Old	750	75	End Aisle
4788	Captain Morgan Gold Rum	750	50	
13538	Mezzacorona Pinot Noir Vigneti Delle Dol Igt	750	120	
14130	Apothic Cabernet Sauvignon	750	80	
14400	Coors Original	6 × 473	150	
15012	Northern Keep Vodka	750	200	End Aisle, Value Add
15806	Skyy Vodka	750	50	Front Entrance Table, Seasonal Block Pile C
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	50	
16840	Bolla Valpolicella Classico	750	80	
17528	Just Merlot	750	50	
18391	Pelee Island Merlot Bag In Box	3000	250	
18403	Big Drop Brewing Co. Galactic Dark	355	15	
18404	Big Drop Brewing Co. Paradiso Citra IPA	355	15	
19535	Skyy Vodka	1140	75	Seasonal Block Pile C
19651	Folonari Chardonnay	750	80	
20806	Buena Vista Legendary Badge Zinfandel	750	60	
21532	Grant's Sherry Cask 8YO Finish	750	75	
23366	Sandeman Ruby Port	750	80	
27854	Masi Modello Merlot Trevenezie Igt	1500	150	
34579	Prince Igor Extreme Vodka (P.E.T)	1140	75	Seasonal Block Pile C
107763	Pelee Island Monarch Red VQA	750	100	OWS
112672	Wiser's Special Blend (P.E.T)	1750	120	
133439	Captain Morgan White Rum (P.E.T)	1750	120	
183582	Captain Morgan Dark Rum (P.E.T)	1750	120	
192922	Seagram's 83	1140	75	
200741	Gibson's Finest Rare 12 Years Old	1750	125	End Aisle
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	100	End Aisle
217042	Bell's Original Scotch Whisky	1140	75	
223529	Appleton Estate V/X Signature Blend	1140	75	Seasonal Block Pile C
225086	>(V) Sangiovese Cab Sauv Liano (Umberto Ce	750	175	
231571	Seagrams 83 (P.E.T)	1750	140	
234039	Captain Morgan Gold Rum (P.E.T)	1750	120	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
234815	Gerard Bertrand Cabernet Sauvignon Pays D'Oc	750	50	
240143	Lamb's Classic White Rum (P.E.T)	1140	75	
240150	Polar Ice Vodka	1140	75	Comm. Extender
254722	Silent Sam Vodka	1140	75	
305607	Seagrams 83	750	50	
311928	Canadian Club Classic 12 Year Old	750	150	End Aisle
350629	Forty Creek Barrel Select Whisky	1140	75	Seasonal Block Pile C
363622	Bolla Pinot Grigio Delle Venezie	750	80	
382747	Tequila Rose Strawberry Cream Liqueur	750	100	
398016	Dr. McGillicuddy Intense Peach	750	40	Shelf Extender
485169	Colio Blush Rose	1500	125	
486316	Bacardi Spiced Rum (P.E.T)	375	40	
487819	Melini Chianti Classico Riserva Docg	750	80	
517904	Wiser's Special Blend Canadian Whisky	750	50	
536227	Guinness Hop House 13	500	10	
550715	Forty Creek Barrel Select `	750	50	Seasonal Block Pile C
604926	Prince Igor Extreme Vodka (P.E.T)	750	50	Seasonal Block Pile C
621003	Montecillo Rioja Reserva	750	100	
649269	Smirnoff Vodka & Soda Cranberry Lime	4 × 355	40	
649343	Smirnoff Ice Light Original	4 × 355	50	
688671	Thornbury Craft Wild Blueberry Elderflower Cider	473	30	
906628	Coors Light	6 × 355	120	

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
984	Alberta Premium Whisky	750	Canadian Club 1858 50 mL	984
88799	Alberta Pure Vodka (P.E.T)	750	Fever Tree Grapefruit	88799
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL	190363
216226	Alberta Premium Whisky	1140	Canadian Club 1858 50 mL	216226
216903	Banff Ice Vodka	1140	CC 1858 2 × 50 mL + Fever Tree Grapefruit	216903
242339	Alberta Pure Vodka (P.E.T)	1140	Canadian Club 1858 2 × 50 mL + Fever Tree Grapefruit	242339
311787	Budweiser	6 × 473	Buy 2 Budweiser 6 × 473 mL and receive a free Budweiser NFL collectible glassware	311787
363507	Prince Igor Extreme Vodka (P.E.T)	1750	Forty Creek Barrel Select 2 × 50 mL	363507
390583	Canadian Club 100% Rye	750	Canadian Club 1858 50 mL	390583
438960	Canadian Club 100% Rye	1140	Canadian Club 1858 50 mL	438960
454462	Banff Ice Vodka (P.E.T)	1750	Alberta Pure 200 mL	454462
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 × 50 mL + Fever Tree Grapefruit	461434
491811	Southern Comfort	750	Fireball 50 mL	491811
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 1858 50 mL	517136
906560	Coors Light	6 × 341	Raptors Socks	906560

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
570	Beefeater Dry	750	Beefeater Botanics 50 mL
984	Alberta Premium Whisky	750	Canadian Club 1858 50 mL
1784	Grand Marnier Cordon Rouge	750	Lunar New Year Envelope
2253	Disaronno Amaretto	750	Disaronno Velvet 50 mL
3871	Alberta Premium Whisky (P.E.T)	375	Canadian Club 1858 50 mL
10232	1800 Silver Tequila	375	Jarritos Soda 4-pack
10512	Dujardin VSOP Brandy	750	Flor De Cana 5YO mL
14404	Jagermeister Cold Brew	750	Hot Chocolate
14977	Sogrape Grao Vasco Dao	750	Glassware
14996	Hollandia Lager	4 × 500	Bonus Beer Can
15012	Northern Keep Vodka	750	Fever Tree Grapefruit 4 pk
15282	18.8 Vodka	750	18.8 Gin 50 mL
15514	Frank Hellwig Shiraz Grenache	750	Socks
15862	Zubrowka Biala Vodka	750	Signal Hill Whisky 50 mL
16079	Martini Fiero	750	Glass Mug
17047	Captain Morgan Sliced Apple Spiced Rum	750	Crown Royal Peach 50 mL
18426	Forty Creek Nanaimo Bar Cream	750	Forty Creek Barrel Select 50 mL
19419	Baileys Deliciously Light	750	Glass Mug
19516	Smirnoff Peach	750	Schweppes Soda Water 6Pk
19855	Kingston 62 Gold	750	Forty Creek Barrel Select 50 mL
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	Fever Tree
21378	Jim Beam White Label Bourbon	750	Jim Beam Black 50 mL
21544	Smirnoff Pink Lemonade	750	Schweppes Soda Water 6Pk
21555	Tia Maria Matcha Cream Liqueur	750	Tia Maria 50 mL
21578	PJ's Craft Cream Liquor Espresso	750	Red Cask Whisky 50 mL
21692	Montenegro Select Aperitivo	750	Select Retro Headband
22017	Smirnoff Vodka (P.E.T)	750	Schweppes
38505	Smirnoff Vodka (P.E.T)	1750	Schweppes Soda Water 6Pk
53082	Alberta Pure Vodka (P.E.T)	1750	Fever Tree Grapefruit
53140	Havana Club 7 Years Old	750	Havana Club Smoky 50 mL
96263	Tanqueray Dry Gin	1750	Ciroc 50 mL
108357	Carolans Irish Cream	750	Gourmet Coffee
143040	Hornitos Reposado Tequila	750	Hornitos Reposado 50 mL
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL
210286	Russian Standard Vodka	1140	Russian Standard 50 mL
215343	Martini & Rossi Sweet Vermouth Red	1000	Glass Mug
216226	Alberta Premium Whisky	1140	Canadian Club 1858 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
216721	Tanqueray London Dry Gin	1140	Coupe Glass
216820	Finlandia Vodka	1140	Apple 50 mL
216929	Smirnoff Vodka	1140	Schweppes Soda Water 6Pk
217216	Myers Planters Punch	1140	Fireball 50 mL
217554	Captain Morgan Dark Rum	1140	Schweppes Soda Water 6Pk
217653	Captain Morgan Original Spiced Rum	1140	Schweppes Ginger Ale 6Pk
217687	Canadian Club Premium	1140	Fever Tree
217745	Captain Morgan White Rum	1140	Schweppes Soda Water 6Pk
217992	Dewar's White Label	1140	Dewar's 12 50 mL
225698	The Kraken Black Spiced Rum	750	Kraken 50 mL
227678	1800 Silver Tequila	750	Jarritos Soda 4-pack
260869	Sobieski Vodka	1140	Sobieski 50 mL
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	Wild Turkey 101 50 mL
285544	>(V)Penfolds Koonunga Hill Shiraz/Cabernet	750	Lunar New Year Red Envelope
292177	Phillips Butter Ripple Schnapps	750	NLVA - Mini Mug
311787	Budweiser	6 × 473	Buy 2 Budweiser 6 × 473 mL and receive a free Budweiser NFL collectible glassware
311936	Canadian Club Classic 12 Year Old	1140	Canadian Club 100% Rye 50 mL
311944	Canadian Club Classic 12 Year Old	1750	Canadian Club 100% Rye 2 × 50 mL
333070	Islay Mist Scotch 8 Year Old	750	Islay Mist 50 mL
335638	Hardys Stamp Series Chardonnay/Semillon	750	Hardys Wine Tumbler
338012	Hardys Stamp Series Shiraz/Cabernet	750	Hardys Wine Tumbler
350397	Banff Ice Vodka	750	Fever Tree Grapefruit
350611	Bulleit Rye	750	Bulleit 50 mL
363457	>(V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	Silicone Wine Charms
363507	Prince Igor Extreme Vodka (P.E.T)	1750	Forty Creek Barrel Select 2 × 50 mL
368241	Banff Ice Vodka (P.E.T)	375	Canadian Club 1858 50 mL
369009	Pinnacle Vodka	750	Glass
390583	Canadian Club 100% Rye	750	Canadian Club 1858 50 mL
417576	Stock 84 Spirit	1140	Fentimans Ginger Beer
436279	Hornitos Plata	750	Hornitos Reposado 50 mL
438598	Dewar's 12 Year Old	750	Glass Mug
438960	Canadian Club 100% Rye	1140	Canadian Club 1858 50 mL
439075	Bulleit Bourbon 10 YO	750	Bulleit 50 mL
446021	Bacardi Coconut Rum	750	Glass Mug
446567	Iceberg Vodka (P.E.T)	750	Iceberg 50 mL
454462	Banff Ice Vodka (P.E.T)	1750	Alberta Pure 200 mL
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 × 50 mL + Fever Tree Grapefruit

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
491811	Southern Comfort	750	Fireball 50 mL
492017	Steam Whistle	6 × 473	Purchase two Steam Whistle Pilsner 6 × 473 mL packs and get a free toque
492454	1800 Coconut Tequila	750	Jarritos 4-pack
500512	Captain Morgan Original Spiced Rum	750	Baileys Deliciously Light 50 mL
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 1858 50 mL
520353	Bacardi Spiced Rum	750	Glass Mug
542969	Ungava Gin	375	Ungava Gin 50 mL
545392	Smirnoff Berry Blast	750	Schweppes Soda Water 6Pk
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	Flor De Cana 7YO 50 mL
630913	Tia Maria	750	Matcha 50 mL
666883	Henninger Lager	6 × 500	Bonus Beer Can
906560	Coors Light	6 × 341	Raptors Socks

Necktags

LCBO#	Description	Size (mL)	NT Approved
4606	Vodka Mudshake Creamy Vanilla	4 × 270	Try it Hot
5280	Vodka Mudshake Chocolate	4 × 270	Try it Hot
14915	Dillon's Rye Whisky	750	Cocktail Necktag
80127	Sailor Jerry Spiced Rum	750	Winter Warmer
134940	Adesso Chardonnay D'Italia	1500	New Design - New Look
630913	Tia Maria	750	Coffee cocktail recipe
649723	Adesso Merlot D'Italia	1500	New Label - New Look

PERIOD 11

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JANUARY 2 Start of P11  Install Brand Spotlight Nesting Tables  Install Aeroplan Signage	3 LTO START DATE	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29 End of P11 

LCBO