

MIX IT UP



Period 8 Marketing & Product Guide
OCTOBER 10 - NOVEMBER 6, 2021

Period 8

Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 8



New for Period 8

Promotional Programs

- Feature Fixture: Gifts for the Season
- New & Seasonal Fixture: Gifts for the Season
- Entrance Table: Coffee Manhattan
- Mini Thematic A: Gift-Worthy Scotch
- Mini Thematic B: Gift-Worthy Red Wines
- Mini Thematic C: Autumn Craft Beer
- Front Nesting Table: Mix It Up With Fall Flavours
- Middle Nesting Table: Premium & Standard Flights
- Block Pile A: Get Ready For Hockey Season
- Block Pile B: Mix It Up With Big Flavours
- Block Pile C: Mix It Up With Fall Savings
- Block Pile D: Woodbridge Wines
- Seasonal Gondola
- Halloween Block Piles
- Local Product Program
- Spirited Picks Display (FEM)
- Flex Space
- The Cold Room Spirits Display
- Shopping Cart Sign
- End Aisle Backer Cards
- Exterior Banners, Show Cards & Transparencies

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
- Beer Branded Ends
- 8-Pack Beer Carrier Signage
- Craft Beer Imported Shelf Talkers

Unchanged from Period 7

Refer to the Period 7 MPG for more details.

- Autumn Food & Drink
- Autumn Gifting
- Special Promotions Fixture
- Beer Rated Perpendicular Shelf Talkers
- Ontario Wines Awards Shelf Talkers
- 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.)

Period 8

LOCAL PRODUCT PROGRAM

Overview

Stores will receive a new P8 signage kit to highlight local products to our customers. We will engage employees and customers instore with Mix it Up support elements sharing what they're mixing up this fall! These signage components will help to support local Ontario products in stores.

Please refer to the following pages carefully for instructions on what products should be merchandised on each display.

These displays are mandatory for execution for the stores noted.

All Stores

Mix It Up With Local Flavours On-Shelf Merchandising (all stores)

United Way "I Support Community" Stickers (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)



United Way "I Support Community" Stickers

Overview

To support Ontario communities as they rebuild after COVID-19, the LCBO launched our annual Support Local fundraising campaign for United Way. This campaign will run from **Thursday, September 23 to Sunday, October 17** in LCBO stores across the province.

Beginning September 23, customers who are able to can donate \$2, \$5 or \$10 alongside their purchase at LCBO stores across Ontario. Customers will not be able to donate to this campaign when making online purchases on LCBO.com.

Funds raised will ensure 27 United Way agencies across the province can continue to deliver vital social services to those in need, sustaining our communities as they recover and rebuild from the effects of COVID-19. This campaign is rooted in LCBO's Spirit of Sustainability platform to improve the well-being of our customers, employees, and communities.

Key Dates (September 23 - October 17, 2021)

Participating Stores

All Stores

Merchandising Instructions

- The United Way "I Support Community" sticker is designed to be affixed to existing name tag, and hangs down about 1.5" to encourage/support local communities as we rebuild after COVID-19.



ENG (Re-order # 22P7-UW1)
FR (Re-order # 22P7-UW2)

Mix It Up With Local Flavours

ON-SHELF MERCHANDISING

Overview

This updated perpendicular shelf talker will be force allocated to all stores. This component may be used to feature any new and/or local product in-section, however stores are encouraged to use these to specifically highlight local Spirits.

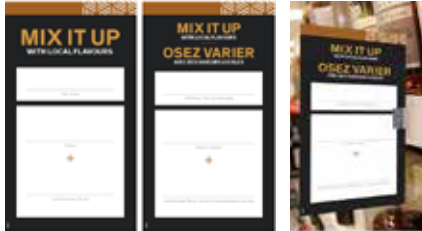
Participation is mandatory.

Participating Stores

All stores

Key Dates (October 10 - November 6, 2021)

Signage Components & Merchandising Instructions



“Mix It Up With Local Flavours” Perpendicular Shelf Talker

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

There are spaces for:

- Employee Name
- Product
- Local Business Pairing

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

- **Re-order Code: ENG (# 22P8-LP7) / BIL (# 22P8-LP8)**

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 (October 10 - November 6, 2021)

Participating Stores

1, 3, 4, 5, 6, 10, 11, 13, 14, 15, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 35, 38, 40, 41, 44, 49, 55, 57, 58, 59, 60, 62, 63, 64, 65, 68, 70, 74, 80, 82, 83, 84, 85, 90, 93, 95, 97, 101, 102, 106, 115, 125, 130, 132, 139, 140, 143, 144, 145, 148, 149, 150, 153, 154, 155, 156, 163, 164, 165, 167, 168, 171, 175, 179, 182, 187, 188, 191, 192, 195, 196, 198, 200, 201, 207, 208, 209, 210, 211, 212, 214, 217, 218, 221, 226, 227, 228, 229, 233, 234, 237, 242, 243, 244, 249, 250, 252, 253, 255, 260, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 310, 311, 312, 321, 324, 325, 326, 329, 334, 340, 343, 344, 345, 346, 351, 353, 355, 358, 359, 360, 361, 362, 366, 367, 368, 370, 371, 373, 378, 381, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 394, 397, 398, 400, 401, 402, 404, 407, 411, 412, 415, 416, 417, 425, 426, 427, 428, 431, 432, 434, 436, 437, 438, 443, 444, 445, 452, 453, 454, 456, 457, 459, 465, 469, 470, 485, 486, 489, 490, 491, 494, 495, 497, 499, 500, 501, 505, 509, 511, 515, 521, 522, 523, 526, 528, 532, 533, 534, 536, 537, 539, 540, 542, 544, 545, 546, 547, 549, 551, 553, 554, 555, 559, 563, 564, 566, 568, 569, 573, 575, 579, 580, 584, 585, 586, 587, 589, 590, 593, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 638, 639, 640, 641, 642, 643, 644, 645, 646, 648, 649, 651, 652, 653, 654, 655, 657, 658, 660, 661, 665, 667, 670, 671, 672, 675, 676, 677, 680, 684, 686, 691, 693, 694, 695, 697, 698, 699, 700, 702, 703, 706, 741, 747, 748, 749, 751, 755, 771, 776

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

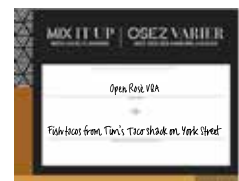
- Choose local Ontario wines to highlight on the end according to your store's assortment.
- Group products across multiple displays into stories (i.e. VQA Best sellers, Ontario VQA Essentials and front-line releases)

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) every 2-3 weeks.**

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # 22P8-LP9)



Local VQA Wines Example

Ontario Beer & Cider Displays

BEER COLD ROOM

Overview

Stores with a Beer Cold Room will receive signage 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 (October 10 - November 6, 2021)

Participating Stores

4, 6, 19, 23, 31, 33, 41, 43, 49, 51, 55, 57, 58, 65, 67, 74, 76, 78, 81, 82, 83, 84, 85, 90, 92, 93, 96, 98, 102, 104, 105, 107, 118, 119, 123, 124, 130, 139, 144, 150, 156, 157, 160, 161, 162, 164, 173, 175, 187, 188, 189, 195, 196, 198, 208, 209, 211, 213, 220, 221, 224, 227, 228, 229, 230, 232, 233, 234, 236, 237, 241, 244, 245, 250, 251, 254, 256, 258, 262, 263, 264, 267, 270, 272, 273, 274, 276, 279, 281, 283, 284, 287, 288, 291, 292, 293, 294, 296, 299, 300, 303, 304, 307, 308, 310, 313, 314, 315, 316, 318, 323, 328, 329, 330, 331, 334, 335, 336, 347, 349, 351, 352, 358, 359, 360, 363, 364, 368, 369, 370, 372, 374, 375, 380, 384, 387, 391, 394, 399, 401, 402, 403, 407, 413, 414, 421, 423, 424, 427, 429, 433, 435, 440, 441, 442, 443, 447, 448, 449, 450, 454, 455, 459, 461, 464, 466, 469, 470, 471, 472, 473, 474, 478, 479, 481, 482, 485, 487, 488, 489, 490, 491, 492, 495, 496, 497, 500, 501, 504, 509, 510, 514, 516, 519, 520, 522, 524, 530, 536, 537, 539, 541, 548, 550, 551, 552, 554, 556, 557, 560, 561, 562, 565, 567, 578, 580, 581, 585, 587, 588, 591, 594, 595, 596, 604, 605, 606, 609, 610, 613, 618, 621, 626, 627, 633, 638, 640, 641, 643, 644, 652, 653, 654, 655, 658, 660, 665, 667, 670, 671, 672, 674, 679, 680, 684, 691, 694, 695, 697, 699, 706, 741, 743, 747, 771

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 P8 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 # 22P8-LP1)
BIL (Re-order # 22P8-LP2)
- Blank Pricer Card
ENG (Re-order # 22P8-LP3)
BIL (Re-order # 22P8-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 (October 10 - November 6, 2021)

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

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 #22P8-EZ4)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)



Suggested Products

Location	LCBO#	Description	Supplying Source / Distributor
B New/Seasonal (EA - EZB)	21892	Muskoka IPA Mixer Pack 6 X 473 mL	LCBO Warehouse
	128009	Ernest Apple Strudel 473 mL	LCBO Warehouse
	22621	Flying Monkeys Theatre Of Madness Pumpkin Lager 473 mL	6309 - Flying Monkeys Craft Brewery

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 (October 10 - November 6, 2021)

Participating Stores

1, 5, 6, 9, 10, 14, 15, 18, 19, 21, 36, 57, 60, 106, 115, 143, 148, 154, 187, 212, 217, 243, 288, 295, 298, 324, 325, 334, 360, 371, 412, 417, 432, 452, 457, 486, 495, 499, 549, 556, 579, 619, 623, 624, 630

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
14988	Muskoka Detour	6 X 473	LCBO Warehouse
16007	Beau's Country Vibes Amber	473	275 - The Beer Store
20119	Collective Arts Matter Of Fact	473	4678 - Collective Arts Brewing Limited
453985	Walkerville Easy Stout	473	4643 - Walkerville Brewery
492009	Steam Whistle Can	473	5577 - Steam Whistle Brewing / 275 - The Beer Store
628875	Maclean's Cherry Porter	473	9719 - Maclean's Ales

Merchandising Instructions

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

8-Pack Carrier stores:

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



Signage Components

- End Aisle Backer card ENG/BIL (Re-order # DMS-OCBEA01)
- Pre-Printed Shelf talkers ENG (Re-order #DMS-22P8-OCBEA2) / BIL (Re-order #DMS-22P8-OCBEA3)
- FLS designated stores must display the bilingual side of the product shelf talkers.

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.



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



- **New** Hand Sanitizer Pumps
- **New** 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



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

Period 8 SIGNAGE GALLERY



Fall is all about change. The leaves change colours, the sun sets earlier, and we swap t-shirts for cozy sweaters. When the season changes, we change with it. And after a hard year, there's never been a better time to mix it up—and nobody can help Ontarians mix it up quite like the LCBO, by connecting them with this season's latest trends.

In fall, tequila days become whisky evenings. Pinot Grigios become Pinot Noirs. Crisp, light beers become fuller flavoured ales. And when you're ready to mix it up and say goodbye to summer for good, your local LCBO will be ready to mix it up with you, with all this season's flavours.

Signage Ship Date

The Period 8 signage components will be shipped to stores beginning **October 1, 2021**.

All Period 8 Signage components are available for re-order using their corresponding re-order numbers.

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

Music CD Reorder# DMS-Music CD

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

PT8 “Mix It Up” Exterior Banners

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

PRIORITY OF EXTERIOR BANNERS:

- 1 “Mix It Up” Version 1
- 2 ShopLCBO.com
- 3 “Mix It Up” Version 2



1 Mix It Up Version 1



Re-order#
 22P8-EB1
 (English)

Re-order#
 22P8-EB2
 (Bilingual)

2 ShopLCBO.com



Re-order#
 22P8-EB5
 (English)

Re-order#
 22P8-EB6
 (Bilingual)

3 Mix It Up Version 2



Re-order#
 22P8-EB3
 (English)

Re-order#
 22P8-EB4
 (Bilingual)

PT8 “Mix It Up” Window Show Card

Dimensions: 28”w x 45”h

Install: In the windows on the hanger.

NEW Mix It Up



Re-order# 22P8-WS1
(English + Bilingual)



ACTION: Recycle the “For the Love of Local OR Fall for Value” show card and **REPLACE** with the “Mix It Up” version.

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)

PT8 "Mix It Up" Transparencies

Perimeter Transparency Horizontal

Vendor installed



Mix It Up 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



Mix It Up ENG/BIL



Image



eComm ENG/BIL



Same Day Pickup ENG/FRE

Exterior Transparency

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



Mix It Up V1 ENG/BIL



Mix It Up V2 ENG/BIL



eComm ENG/BIL



Same Day Pickup ENG/BIL

Perimeter Transparency Vertical

Vendor installed

Medium Vertical Transparencies



Mix It Up V1 ENG/BIL



Mix It Up V2 ENG/BIL



eComm ENG/BIL



Same Day Pickup ENG/BIL

Large Vertical Transparencies



Mix It Up V1 BIL



Mix It Up V2 BIL



eComm BIL

Period 8

Seasonal Banner Insert

Dimensions: 20" w x 70" h

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



ENG Re-order #22P8-SB1
BIL Re-order #22P8-SB2



PT8 “Mix It Up” End Aisles 1-4 Backer Cards

The following end aisle backer cards are flighted Premium (A) & Standard (B):
1A, 1B, 2A, 2B, 3A, 3B, 4A, 4B

Ensure you display the backer card that your store is grouped in.

PREMIUM FLIGHT (A)

EA 1A Premium: 22P8-BC1A



EA 2A Premium: 22P8-BC2A



EA 3A Premium: 22P8-BC3A



EA 4A Premium: 22P8-BC4A



STANDARD FLIGHT (B)

EA 1B Standard: 22P8-BC1B



EA 2B Standard: 22P8-BC2B



EA 3B Standard: 22P8-BC3B



EA 4B Standard: 22P8-BC4B



QR Code is different for EA 3A & 3B

PT8 “Mix It Up” End Aisles 5-20 Generic Backer Cards

End Aisles 5 to 20 are each assigned to display a specific generic backer card. Refer to the information below to determine the assigned generic backer card for each end aisle.

Re-order Codes

- Mix It Up (EA 5AB, 9AB, 14, 18) ENG/BIL: 22P8-BC-GEN1
- Cocktail Image (EA 6AB, 13, 16, 19) ENG/BIL: 22P8-BC-GEN2
- eComm (EA 7AB, 11, 15) ENG/BIL: 22P8-BC-GEN3
- myLCBO.com (EA 8AB, 12, 17, 20) ENG/BIL: 22P8-BC-GEN4
- Beer (EA 10) ENG/BIL: 22P8-BC10

EA 5AB



Mix It Up: 22P8-BC-GEN1

EA 6AB



Cocktail Image: 22P8-BC-GEN2

EA 7AB



eComm: 22P8-BC-GEN3

EA 8AB



myLCBO.com: 22P8-BC-GEN4

EA 9AB



Mix It Up: 22P8-BC-GEN1

EA 10 - Beer MT



Beer: 22P8-BC10

EA 11



eComm: 22P8-BC-GEN3

EA 12



myLCBO.com: 22P8-BC-GEN4

EA 13



Cocktail Image: 22P8-BC-GEN2

EA 14



Mix It Up: 22P8-BC-GEN1

EA 15



eComm: 22P8-BC-GEN3

EA 16



Cocktail Image: 22P8-BC-GEN2

EA 17



myLCBO.com: 22P8-BC-GEN4

EA 18



Mix It Up: 22P8-BC-GEN1

EA 19



Cocktail Image: 22P8-BC-GEN2

EA 20



myLCBO.com: 22P8-BC-GEN4

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): Molson

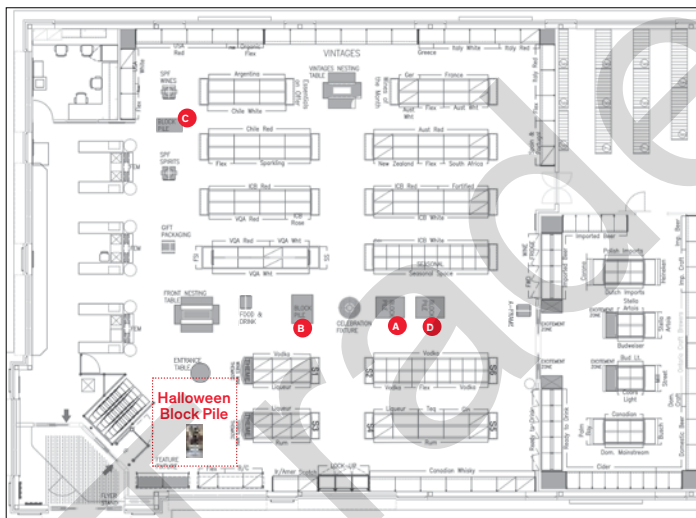
B Block Pile B (SBB): RTD

C Block Pile C (SBC): Spirits

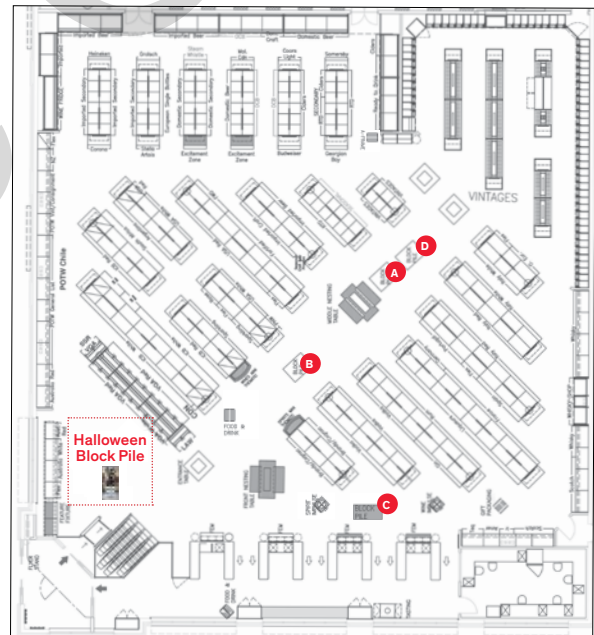
D Block Pile D (XBP): Wines

Halloween Block Piles

- Bacardi (EA-S1)
- Cazadores Tequila (EA-S2)
- Kraken Rum (EA-S3)
- 1800 Tequila (EA-S4)
- Espolon Tequila (EA-S5)
- Fireball Whisky (EA-S6)
- 19 Crimes (EA-W1)



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.

Brand Spotlight (FF - FFA-A)

FEATURE FIXTURE

Gifts of the Season: Halloween & Holiday Pre-Build

Important Note: Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive, condensing Halloween gifts on the top shelves as they sell-down. The P8 Category sign is double-sided: one side for the P8 theme, and one side for the P9 Holiday theme. Please flip the category sign over to the Holiday P9 Holiday theme after Halloween, on **Monday, November 1, 2021**.

This is a sold program. Participation is mandatory.

Key Dates (October 10 - November 6, 2021)

Note: On Monday, November 1, 2021 switch to Holiday category sign.

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Celebrate all things delicious and spooky this month! The Feature Fixture is being used to highlight Halloween themed products and to preset holiday gift packs.

Participating Products

LCBO#	Description	Size (mL)	LTO	LCBO#	Description	Size (mL)	LTO
16178	Crystal Head Onyx	750			Fireball Whisky Halloween Wrap		
16870	Great Lakes Brewery - Pumpkin Ale	473			Note: If 23386 sells down it can be replaced with 447953 or as instructed, begin to merchandise Seasonal Gifting items.		
21835	Kraken Unknown Deep Black Spiced Rum	750		23386		750	
122853	Rogue Dead Guy Ale	473		463539	Aurora Crystal Head Vodka	750	
225698	The Kraken Black Spiced Rum	750	\$2.00	479485	Big Rig Pumpkin Porter	473	
260463	Back From The Dead Red	750		480012	Lake Of Bays Pumpkin Ale	473	
267302	Crystal Head Vodka	750		518720	St-Ambroise Pumpkin Ale	473	
278416	Casillero Del Diablo Reserva Cabernet Sauvignon	750		533679	Grand River Highballer Pumpkin Ale	473	
369777	19 Crimes Shiraz Durif	750	\$2.00	548362	Notaboo E.T. 51 Premium Vodka	750	
436956	Casillero Del Diablo Devil's Collection Red	750	\$2.00	576942	Diabolica White VQA	750	\$2.00
				617662	Diabolica Red VQA	750	\$2.00

Merchandising Instructions

- Please refer to the Store Layout section for product inventory management and ensure merchandise the participating products according to the planogram.
- Install the category sign. Merchandise shelf talkers in front of the correct product on the feature fixture display and in section. Bilingual designated stores must display Bilingual signage.
- The Halloween Block Piles are to be displayed near the Feature Fixture. Refer to the Halloween block piles section for products and merchandising instructions.
- Please maintain an impactful display throughout the promotion. In stock out, increase the facings of the best-selling SKUs from the Brand Spotlight Feature.

Signage Components

- Category Sign Double-sided
ENG (Re-order # 22P8-FF1) / BIL (Re-order # 22P8-FF2)
- Category Sign - Solid Colour (Re-order # 22P8-FF3)
- Shelf Talkers (Halloween products)
ENG (Re-order # 22P8-FF4) / BIL (Re-order # 22P8-FF5)



Front Side: P8 "Gifts for the Season" Category Sign



Back Side: P9 "Gifts for the Season" Category Sign

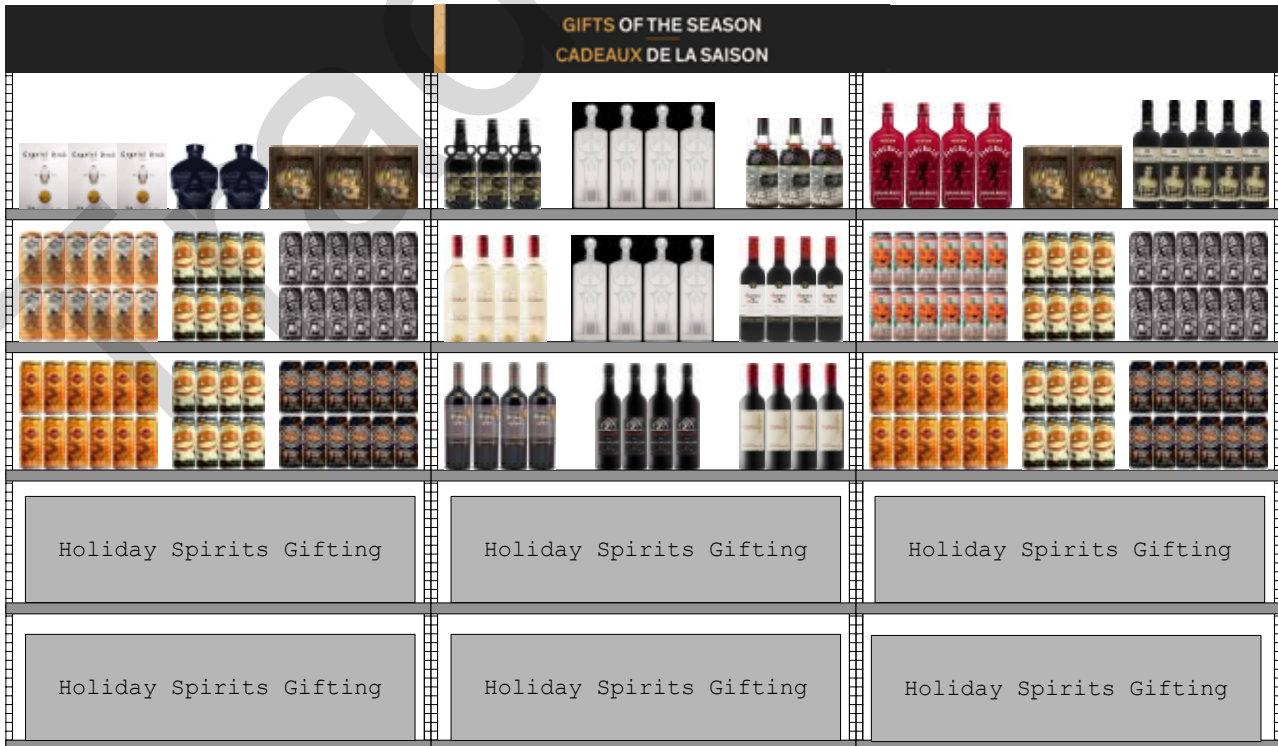
4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



NEW & SEASONAL FIXTURE

Important Note: Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. As Rosé SKUs sells down, condense product on one side of the fixture and begin to stage holiday gift packs on the other side as they arrive. The P8 Category sign is double-sided: one side for the P8 theme, and one side for the P9 Holiday theme. Please flip the category sign over to the Holiday P9 Holiday theme after Halloween, on **Monday, November 1, 2021**.

Key Dates (October 10 - November 6, 2021)

Note: On Monday, November 1, 2021 switch to Holiday category sign.

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Participating Products

Refer to the P8 Worksheets posted on the Portal for complete product details.

Merchandising Instructions

- Continue to merchandise Rosé SKUs during P8.
- **Important Note:** Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. As Rosé SKUs sells down, condense product on one side of the fixture and begin to stage holiday gift packs on the other side as they arrive. The P8 Category sign is double-sided: one side for the P8 theme, and one side for the P9 Holiday theme. Please flip the category sign over to the Holiday P9 Holiday theme after Halloween, on **Monday, November 1, 2021**.

Signage Components

- Category Sign Double-sided
ENG (Re-order # 22P8-NS1)
BIL (Re-order # 22P8-NS2)
- Category Sign - Solid Colour
(Re-order # 22P8-NS3)
- Shelf Talkers (Rosé products)
ENG (Re-order # 22P8-NS5)
BIL (Re-order # 22P8-NS6)



Front Side: P8 "Gifts for the Season" Category Sign



Back Side: P9 "Gifts for the Season" Category Sign

4ft. Feature Fixture



Example only

SEASONAL GONDOLA

Holiday Pre-Build

Important Note: Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the Seasonal Gondola as they arrive.

Key Dates (October 10 - November 6, 2021)

Participating Stores

Stores with a Convertible Seasonal Gondola will receive signage to support this program.

Participating Products

Please refer to the Seasonal Inventory Site for distribution details on the amount of gift packs your store will receive.

All Inventory has been allocated to stores, no additional inventory will be available to order.

Signage Components

- Category Sign BIL (Re-order # 22P8-SG-CATSIGN-1)

Merchandising Instructions

- Please remove all newly released products and place in appropriate locations within your store.
- Install the category sign. Merchandise shelf talkers in front of the correct product on the display.
- Stores will utilize their first Seasonal Gondola to merchandise beer gifts and their second Seasonal Gondola to showcase sparkling wine gifts. It is imperative that stores follow the planoguides in order to feature the holiday gift packs effectively.
- **Important Note:** Holiday Gift Packs will begin to arrive in stores during **WEEK 29**. Begin to stage holiday gift packs on the Seasonal Gondola as they arrive.



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

Seasonal Gondola #1

Beer Gifts

Larger stores will utilise their first Seasonal Gondola to merchandise beer gifts. Special bottles and cases are merchandised on top shelves for customers to easily see. As the gifts sell through, merchandise your top beer products.



Seasonal Gondola #2

Sparkling Gifts

Larger stores will use their second Seasonal Gondola to showcase sparkling gifts. Add Single bottle rigid gift boxes to promote our holiday packaging. As the gifts sell through, merchandise your top selling sparkling products.



NOTE: Include LCBO Holiday Gift Boxes in the merchandising to provide easy gift giving options for customers as well as to create an interesting display.

HALLOWEEN BLOCK PILES

Bacardi Block Pile (EA-S1) - select stores

Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

Key Dates (October 10 - November 6, 2021)

Participating Stores

33, 36, 44, 57, 63, 84, 132, 168, 171, 175, 191, 243, 252, 263, 298, 344, 367, 368, 373, 432, 438, 456, 458, 459, 465, 467, 555, 559, 575, 617, 624, 652, 694

Participating Products

LCBO#	Description	Size (mL)	Offers
117	Bacardi Superior White Rum	750	\$1 LTO + VA Glow In The Dark Cup Rep Applied
1206	Bacardi Gold Rum	750	\$1 LTO + VA Glow In The Dark Cup Rep Applied
520353	Bacardi Spiced Rum	750	\$1 LTO + VA Glow In The Dark Cup Rep Applied

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards
ENG (Re-order # DMS-22P8-BPH1)
BIL (Re-order # DMS-22P8-BPH8)

Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- Place the cardboard display near the Feature Fixture and merchandise the products beneath the display.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

Cazadores Tequila Block Pile (EA-S2) - select stores

Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

Key Dates (October 10 - November 6, 2021)

Participating Stores

4, 17, 31, 80, 106, 148, 164, 207, 212, 217, 226, 233, 248, 279, 324, 361, 391, 437, 444, 445, 457, 470, 485, 551, 553, 554, 623, 627, 630, 632

Participating Products

LCBO#	Description	Size (mL)	Offers
113241	Cazadores Anejo Tequila	750	\$2 LTO
125187	Cazadores Reposado Tequila	750	\$2 LTO
363986	Cazadores Blanco Tequila	750	VA: Cazadores Day of the Dead Skull Glass Rep Applied

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards
ENG (Re-order # DMS-22P8-BPH3)
BIL (Re-order # DMS-22P8-BPH10)

Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- Place the cardboard display near the Feature Fixture and merchandise the products inside the display.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

Kraken Rum Block Pile (EA-S3) - select stores

Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

Key Dates (October 10 - November 6, 2021)

Participating Stores

1, 22, 41, 55, 74, 125, 154, 167, 195, 209, 244, 255, 288, 340, 387, 388, 390, 398, 404, 416, 495, 500, 523, 544, 602, 618, 629, 633, 634, 654, 661, 699, 706, 741

Participating Products

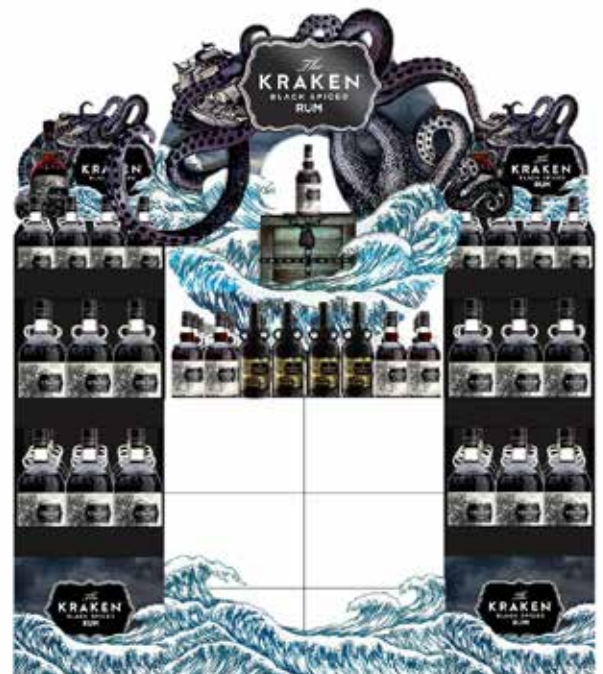
LCBO#	Description	Size (mL)	Offers
15281	Kraken Black Roast Rum	750	\$2 LTO
21835	Kraken Unknown Deep Black Spiced Rum	750	
225698	The Kraken Black Spiced Rum	750	\$2 LTO
318683	The Kraken Black Spiced Rum	1140	VA: Pour Spout Rep Applied
366534	The Kraken Black Spiced Rum	375	\$1 LTO
454710	The Kraken Black Spiced Rum	1750	VA: Pour Spout Rep Applied

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards
ENG (Re-order # DMS-22P8-BPH2)
BIL (Re-order # DMS-22P8-BPH9)

Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- Place the cardboard display near the Feature Fixture and merchandise the products beneath the display.
- Merchandise the pricer cards in front of the participating products.
- NOTE: The display sides feature signature cocktails with QR code to scan to access more recipes.



Supplied by Agent

1800 Tequila Block Pile (EA-S4) - select stores

Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

Key Dates (October 10 - November 6, 2021)

Participating Stores

10, 27, 82, 130, 140, 156, 198, 227, 310, 351, 370, 392, 394, 397, 407, 428, 534, 542, 545, 556, 590, 609, 640, 649, 667, 686, 698, 703, 771, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
227678	1800 Silver Tequila	750	\$2 LTO
398479	1800 Reposado	750	\$2 LTO
492454	1800 Coconut Tequila	750	VA: Glassware Rep Applied
549113	1800 Anejo Tequila	750	
10232	1800 Silver Tequila	375	

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards
ENG (Re-order # DMS-22P8-BPH5)
BIL (Re-order # DMS-22P8-BPH12)

Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- Place the cardboard display near the Feature Fixture and merchandise the cases below the arch.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

Espolon Tequila Block Pile (EA-S5) - select stores

Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

Key Dates (October 10 - November 6, 2021)

Participating Stores

21, 34, 40, 51, 95, 149, 150, 179, 187, 228, 250, 326, 359, 386, 412, 417, 427, 431, 436, 452, 536, 549, 568, 569, 616, 619, 648, 658, 670, 700, 748

Participating Products

LCBO#	Description	Size (mL)	Offers
324855	Espolon Tequila Reposado	750	\$1 LTO
324848	Espolon Tequila Blanco	750	\$1 LTO

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards
ENG (Re-order # DMS-22P8-BPH4)
BIL (Re-order # DMS-22P8-BPH11)

Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- Place the cardboard display near the Feature Fixture and merchandise the products inside the display.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

Fireball Whisky Block Pile (EA-S6) - select stores

Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

Key Dates (October 10 - November 6, 2021)

Participating Stores

18, 50, 64, 83, 101, 139, 145, 201, 211, 253, 265, 269, 300, 334, 360, 378, 393, 411, 443, 481, 489, 490, 494, 540, 564, 566, 579, 580, 601, 605, 631, 641, 653

Participating Products

LCBO#	Description	Size (mL)	Offers
10946	Fireball 50 ml 6 Pack Carrier	300	\$1 LTO
23386	Fireball Halloween Wrap	750	
314856	Fireball Whisky Shooter	1140	\$3 LTO
447953	Fireball Whisky	750	



+23386 Fireball Halloween Wrap

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards
ENG (Re-order # DMS-22P8-BPH6)
BIL (Re-order # DMS-22P8-BPH13)

Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- Place the cardboard display near the Feature Fixture and merchandise the products beneath the display.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

19 Crimes Wine Block Pile (EA-W1) - select stores

Overview

Select stores will receive a deep cardboard jail cell display for this block pile. Use a cut case display to merchandise the 4 participating products inside the jail cell. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

Key Dates (October 10 - November 6, 2021)

Participating Stores

19, 23, 65, 102, 115, 200, 221, 278, 325, 329, 371, 381, 383, 385, 401, 491, 497, 499, 501, 511, 546, 573, 584, 585, 587, 593, 655, 684, 702

Participating Products

LCBO#	Description	Size (mL)	Offers
17760	19 Crimes Pinot Noir	750	VA: Fanny Pack Rep Applied
18116	19 Crimes Snoop Dogg Cali Red	750	
369777	19 Crimes Shiraz Durif	750	\$2 LTO
633438	19 Crimes The Uprising Red Wine	750	\$2 LTO

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards
ENG (Re-order # DMS-22P8-BPH7)
BIL (Re-order # DMS-22P8-BPH14)

Merchandising Instructions

- The supplier will be providing the merchandiser to the selected stores in time for the start of the promotion (The cardboard display will be shipped to stores directly). At the end of the promotion, they will make arrangements to pick them up.
- Place the cardboard display near the Feature Fixture and build a cut case display to merchandise the participating products inside the jail cell.
- Merchandise the pricer cards in front of the participating products.



Supplied by Agent

Brand Spotlight (BS - BSE)

ENTRANCE TABLE

Cocktail of the Month: Coffee Manhattan



NEW! QR Code to replace Tear-Away Recipe Cards Booklets

Beginning in Period 8, the tear-away recipe cards will be replaced with QR code on the table sign. Customers can scan the QR code on the table sign for access to the full cocktail recipe. Stores will also receive an in-section 4" x 5" recipe shelf talker that is English over French and should also display that for customers.

This is a sold program. Participation is mandatory.

Key Dates (October 10 - November 6, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
570002	Averna Amaro	750	VA
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.50 LTO + VA
439075	Bulleit Bourbon 10 Year Old	750	\$5.00 LTO + VA

Value-add: Free Station One Cold Brew 330 mL with the purchase of any participating product. The supplier will be providing the value-add to all participating stores for the start of the promotion.

Mix it up and elevate your home bar. A twist to the Manhattan cocktail, inspired by the Toronto Cocktail. Receive a free Station Cold Brew with the purchase of any participating product.

Signage Components

- Square Entrance Table Sign ENG (Re-order # 22P8-ET1) / BIL (Re-order # 22P8-ET2)
- Round Entrance Table Sign ENG (Re-order # 22P8-ET3) / BIL (Re-order # 22P8-ET4)
- Pre-Printed Shelf Talkers ENG (Re-order # 22P8-ET5) / BIL (Re-order # 22P8-ET6)
- Recipe 4" x 5" Shelf Talkers ENG/BIL (Re-order # 22P8-ET7)
- Value-add 4" x 5" Shelf Talkers ENG/BIL (Re-order # 22P8-ET8)

Merchandising Instructions

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



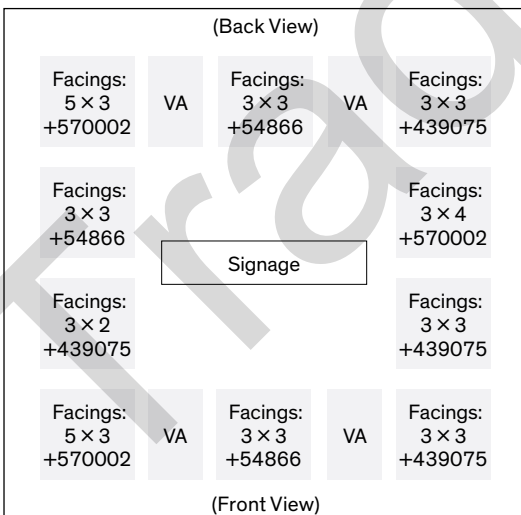
Recipe 4" x 5" Shelf Talker



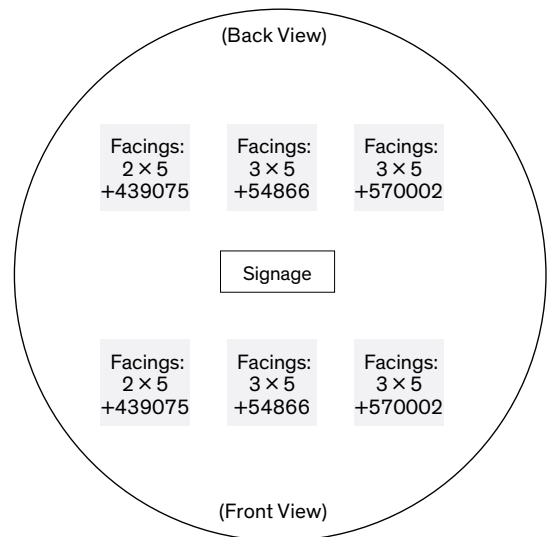
VA 4" x 5" Shelf Talker

NOTE: Ensure the value-add shelf talkers are installed in the bin strip channel on the table and in-section in front of the participating products

Square Table Planogram



Round Table Planogram



Spirits (MI-A) MINI THEMATIC A

Gift-Worthy Scotch



This is a sold program. Participation is mandatory.

Key Dates (October 10 - November 6, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Participating Products

LCBO#	Description	Size (mL)	Offers
31112	Grant's Family Reserve Scotch Whisky	750	\$3.00 LTO
238097	Dalwhinnie 15 Year Old Single Highland Malt Scotch Whisky	750	VA
255281	Aberfeldy 12 Year Old Scotch Whisky	750	\$2.00 LTO
289496	Cardhu 12 Year Old Single Malt Scotch Whisky	750	VA
409490	Singleton Of Dufftown 12 Year Old Single Malt Scotch Whisky	750	\$5.00 LTO + VA
438598	Dewar's 12 Year Old Scotch Whisky	750	\$3.00 LTO
468116	Johnnie Walker Green Label Scotch Whisky	750	VA
479881	Lagavulin 8 Year Old Islay Single Malt Scotch Whisky	750	VA
479980	Macallan 12 Year Old Double Cask Scotch Whisky	750	\$6.00 LTO
330803	Bowmore 12 Year Old Islay Single Malt Scotch Whisky	750	\$5.00 LTO
404160	McClelland's Single Malt Islay Scotch Whisky	750	\$5.00 LTO

Value-add: Magic Wallet (rep applied) The supplier will be providing the value-add to all participating stores for the start of the promotion.

Signage Components

- Category sign: Short (Re-order # 22P8-MTA1)
- Shelf talkers ENG (Re-order # 22P8-MTA2)/BIL (Re-order # 22P8-MTA3)
- Backer card ENG/BIL (Re-order # 22P8-MTA4)
- Transparency ENG (Re-order # 22P8-MTA5)/BIL (Re-order # 22P8-MTA6)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign and pre-printed shelf talkers in front of each participating product. Stores with regular end will need to install the backer card or transparency in the backer card frame.
- Continue to display the Autumn \$1.95 Gift Bags on each shelf of the fixture.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.

This display will feature a collection of Scotches perfect for gifts, whether the recipient is a longtime aficionado or curious novice.



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

Wines (MI-B)

MINI THEMATIC B

Gift-Worthy Red Wines



This is a sold program. Participation is mandatory.

Key Dates (October 10 - November 6, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Participating Products

LCBO#	Description	Size (mL)	Offers
15761	Trinity Oaks Cabernet Sauvignon	750	\$2.00 LTO
30072	Chateau Timberlay Bordeaux Superieur AOC	750	\$2.00 LTO
303800	Trius Red	750	\$3.00 LTO
335174	Errazuriz Max Reserva Cabernet Sauvignon	750	\$3.00 LTO
487819	Melini Chianti Classico Riserva DOCG	750	\$3.00 LTO
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauvignon	750	\$3.00 LTO
545319	Frescobaldi Castiglioni Chianti DOCG	750	\$2.00 LTO
572800	Beringer Brothers Bourbon Barrel Red Blend	750	\$3.00 LTO
621003	Montecillo Rioja Reserva	750	\$2.00 LTO

As we move into P8, the weather gets cooler, and we begin to think about holiday entertaining and gift giving. Our MT will focus on red wines. We will showcase benchmark wine varietals and styles from popular categories.

GIFT-WORTHY RED WINES
VINS ROUGES À OFFRIR EN CADEAU



Signage Components

- Category sign: (Re-order # 22P8-MTB7)
- Shelf talkers ENG (Re-order # 22P8-MTB8) / BIL (Re-order # 22P8-MTB9)
- Backer card ENG/BIL (Re-order # 22P8-MTB10)
- Transparency ENG (Re-order # 22P8-MTB11) / BIL (Re-order # 22P8-MTB12)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign and pre-printed shelf talkers in front of each participating product. Stores with regular end will need to install the backer card or transparency in the backer card frame.
- Continue to display the Autumn \$1.95 Gift Bags on each shelf of the fixture.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.



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

Beer (MI-C)

MINI THEMATIC C

Autumn Craft Beer



This is a sold program. Participation is mandatory.

Key Dates (October 10 - November 6, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Autumn is a season all craft brew fans look forward to. Savour the favourite flavours of Ontario fall with Autumn Ales crafted by our local brewers.

Participating Products

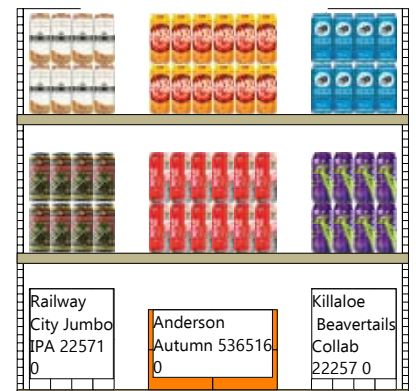
LCBO#	Description	Size (mL)	Supplying Source / Distributor
13641	Bench Brewing Short Hills East Coast IPA	473	798 - Bench Brewing Company
16896	Amsterdam Neon Haze	473	3842 - Amsterdam Brewing Company
17396	Cameron's Cruising Through The Galaxy Hazy	473	413 - Cameron's Brewing Co.
22257	Killaloe Sunrise (Beavertails Collaboration)	473	8454 - Whitewater Brewing Company
22571	Railway City - Jumbo IPA	473	8447 - Railway City Brewing Company
459537	Woodhouse Lager	473	189 - Woodhouse Brewing Co
536516	Anderson Autumn	6 x 355	791 - Anderson Craft Ales
549873	Collective Arts Jam Up The Mash	473	4678 - Collective Arts Brewing Limited
688507	Flying Monkeys Sparklepuff Triple IPA	473	6309 - Flying Monkeys Craft Brewery

Signage Components

- Backer card ENG/BIL (Re-order# 22P8-BC10)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the backer card and 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

Jack Daniel's: Mix It Up With Fall Flavours



This is a sold program. Participation is mandatory.

Key Dates (October 10 - November 6, 2021)

Participating Stores

Refer to the Participation Lookup page on the Portal for information

Participating Products

LCBO#	Description	Size (mL)	Offers
15349	Jack Daniel's Apple	750	\$3.00 LTO
41384	Jack Daniel's Tennessee Whiskey	750	\$3.00 LTO
215616	Jack Daniel's Tennessee Whiskey	1140	VA: Jack Daniel's T-shirt
245134	Jack Daniel's Tennessee Whiskey in Gift Tin with 2 Glasses	750	
260323	Jack Daniel's Tennessee Honey	750	\$3.00 LTO
377994	Gentleman Jack Tennessee Whiskey	750	\$3.00 LTO
380899	Jack Daniel's Tennessee Honey	1140	VA: Jack Daniel's T-shirt
416693	Jack Daniel's Tennessee Fire	750	\$3.00 LTO
245134	Jack Daniel's Double Tin Gift Pack w 2 Glasses	750	

Value-add/Merchandise: Free T-shirt with the purchase of Jack Daniel's Tennessee Whiskey (215616 | 1140 mL) or Jack Daniel's Honey (380899 | 1140 mL). The supplier will be providing the value-add/merchandise to all participating stores for the start of the promotion.

Signage Components

- Table Sign Large ENG (Re-order # 22P8-FNT1) / BIL (Re-order # 22P8-FNT2)
- Table Sign Small ENG (Re-order # 22P8-FNT3) / BIL (Re-order # 22P8-FNT4)
- Shelf Talkers ENG (Re-order # 22P8-FNT5) / BIL (Re-order # 22P8-FNT6)
- Value-add 4" x 5" Shelf Talkers ENG (Re-order # 22P8-FNT7) / BIL (Re-order # 22P8-FNT8)
- Value-add 4" x 5" Shelf Talkers ENG (Re-order # 22P8-FNT7) / BIL (Re-order # 22P8-FNT8)

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise participating products according to the planogram.
- Install the table sign.
- Merchandise the pre-printed shelf talkers and value-add shelf talkers in-section and on the table.
- Install the value-add shelf talkers in the bin strip channel on the table.
- The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion.

Mix it Up in Season. Playing up fall flavours of cider, apple and honey. Near pack Jack Daniels T-shirt VA with the purchase of 215616 Jack Daniel's Tennessee Whiskey OR 380899 Jack Daniel's Honey.



VA 4" x 5" Shelf Talker

NOTE: Ensure the value-add shelf talkers are installed in the bin strip channel on the table.

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



Front & Back View

Facings: 1x1 VA Display	Facings: 5x8 +416693	Facings: 4x11 +377994	Facings: 5x8 +15349	Facings: 1x1 VA Display
Facings: 3x8 +245134	Facings: 4x3 +41384	Facings: 4x4 +377994	Facings: 4x3 +260323	Facings: 4x9 +380899
	Facings: 4x9 +215616	Signage	Facings: 4x3 +260323	Facings: 3x8 +245134
Facings: 1x1 VA Display	Facings: 5x8 +416693	Facings: 4x11 +377994	Facings: 5x8 +15349	Facings: 1x1 VA Display

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



Front & Back View

Facings: 5x8 +416693	Facings: 4x11 +377994	Facings: 5x8 +15349		
Facings: 4x3 +41384	Facings: 4x4 +377994	Facings: 4x3 +260323		
Facings: 4x9 +215616	Signage	Facings: 4x3 +380899		
Facings: 4x3 +41384	Facings: 4x4 +377994	Facings: 4x3 +260323		
Facings: 1x1 VA Display	Facings: 5x8 +416693	Facings: 4x11 +377994	Facings: 5x8 +15349	Facings: 1x1 VA Display

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



Facings: 1x1 VA Display	Facings: 3x8 +416693	Facings: 3x11 +377994	Facings: 3x8 +15349	Facings: 1x1 VA Display
Facings: 3x6 +245134	Facings: 3x3 +41384	Facings: 4x5 +377994	Facings: 3x3 +260323	Facings: 4x9 +380899
	Facings: 2x9 +215616	Signage		Facings: 3x6 +245134
	Facings: 3x3 +41384	Facings: 4x5 +377994	Facings: 3x3 +260323	
Facings: 1x1 VA Display	Facings: 3x8 +416693	Facings: 3x11 +377994	Facings: 3x8 +15349	Facings: 1x1 VA Display

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



Facings: 1x1 VA Display	Facings: 3x8 +416693	Facings: 3x11 +377994	Facings: 3x8 +15349	Facings: 1x1 VA Display
Facings: 2x9 +215616	Facings: 3x3 +41384	Facings: 4x5 +377994	Facings: 3x3 +260323	Facings: 4x9 +380899
	Facings: 3x3 +41384	Signage		
	Facings: 3x8 +416693	Facings: 3x11 +377994	Facings: 3x8 +15349	Facings: 1x1 VA Display

A

Display Program (SBA)

BLOCK PILE A

Get Ready For Hockey Season



This is a sold program. Participation is mandatory.

Key Dates (October 10 - November 6, 2021)

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

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
14066	Molson Ultra	6 × 473	
17488	Molson Canadian Cold Shots	4 × 222	\$0.50 LTO
300699	Molson Canadian	6 × 473	\$1.00 LTO
900621	Molson Canadian	6 × 341	

Signage Components

- Pole Toppers ENG (Re-order # 22P8-BPA1)
BIL (Re-order # 22P8-BPA2)
- Riser Wrap - solid colour (Re-order # 22P8-BPA3)
- Pricer Cards ENG (Re-order # 22P8-BPA4)
BIL (Re-order # 22P8-BPA5)
- Shelf Talkers ENG (Re-order # 22P8-BPA6)
BIL (Re-order # 22P8-BPA7)
- Cut Case Backer Card ENG (Re-order # 22P8-BPA8)
BIL (Re-order # 22P8-BPA9)
- End Aisle Backer Card BIL (Re-order # 22P8-BPA10)

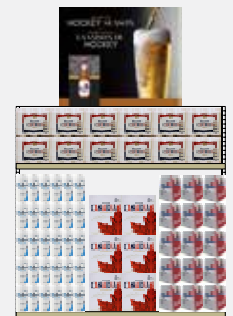
Merchandising Instructions

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

Hockey and Molson Canadian. Two of Canada's favourite things come together once again for fall. Featuring LTO's on 4 Molson SKU's plus a contest to win custom NHL team Adidas shoes.



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.



B

Display Program (SBB)

BLOCK PILE B

Mix It Up With Big Flavours



This is a sold program. Participation is mandatory.

Key Dates (October 10 - November 6, 2021)

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

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
19118	White Claw Hard Seltzer Raspberry	473
19121	White Claw Hard Seltzer Watermelon	473
19153	Cottage Springs Raspberry Lime Bag In Box	4000
19150	Cottage Springs Vodka Soda Raspberry Lemonade	355
19142	Cottage Springs Vodka Soda Wild Cherry	355
19144	Mike's Hard Peach Fuzz	473

Signage Components

- Pole Toppers ENG (Re-order # 22P8-BPB1)
BIL (Re-order # 22P8-BPB2)
- Riser Wrap - solid colour (Re-order # 22P8-BPB3)
- Pricer Cards ENG (Re-order # 22P8-BPB4)
BIL (Re-order # 22P8-BPB5)
- Shelf Talkers ENG (Re-order # 22P8-BPB6)
BIL (Re-order # 22P8-BPB7)
- Cut Case Backer Card ENG (Re-order # 22P8-BPB8)
BIL (Re-order # 22P8-BPB9)
- End Aisle Backer Card BIL (Re-order # 22P8-BPB10)

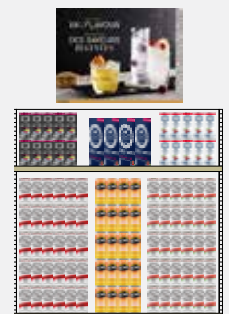
Merchandising Instructions

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

Mix it up with big RTD flavours!
Featuring a collection of
the greatest 2021 Ready-to-
drink cocktails.



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 (SBC)

BLOCK PILE C

Mix It Up With Fall Savings



This is a sold program. Participation is mandatory.

Key Dates (October 10 - November 6, 2021)

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

Capitalizing on the large format trend. Offering great value to our customers. Will focus on 1.14L size formats, with brands from all Spirits categories.

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
216655	Absolut Vodka	1750	\$1.50 LTO
217133	Sauza Gold Tequila	1140	\$3.00 LTO + VA
217257	Sailor Jerry Spiced Rum	1140	\$1.65 LTO
217646	J & B Rare Scotch Whisky	1140	
217653	Captain Morgan Original Spiced Rum	1140	\$1.50 LTO
247056	Grant's Family Reserve Scotch Whisky	1750	\$5.00 LTO
311936	Canadian Club Classic 12 Year Old	1140	\$1.95 LTO
628982	O'Casey's Irish Cream	1140	
Value-add: Jim Beam Black 50 mL (attached to bottle)			



Signage Components

- Cut Case Backer Card ENG (Re-order # 22P8-BPC1)
BIL (Re-order # 22P8-BPC2)
- Riser Wrap - solid colour (Re-order # 22P8-BPC3)
- Pricer Cards ENG (Re-order # 22P8-BPC4)
BIL (Re-order # 22P8-BPC5)
- Shelf Talkers ENG (Re-order # 22P8-BPC6)
BIL (Re-order # 22P8-BPC7)
- End Aisle Backer Card BIL (Re-order # 22P8-BPC8)
- Pole Toppers ENG (Re-order # 22P8-BPC9)
BIL (Re-order # 22P8-BPC10)

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.



Merchandising Instructions

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

Display Program (XBP)

BLOCK PILE D

Miss Vickie's & Woodbridge Wines

This is a sold program. Participation is mandatory.

Key Dates (October 10 - November 6, 2021)

Participating Stores

1, 10, 15, 21, 22, 31, 38, 115, 130, 148, 149, 154, 156, 164, 171, 187, 195, 198, 217, 226, 243, 253, 263, 288, 329, 334, 346, 355, 360, 371, 385, 390, 393, 394, 404, 412, 417, 437, 438, 443, 445, 452, 481, 486, 499, 500, 523, 545, 549, 555, 573, 590, 619, 623, 630, 631, 632, 641, 698, 703, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	
17437	Woodbridge By Robert Mondavi Cabernet Sauvignon Tetra	500	
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	VA: Miss Vickie's Chip
48611	Woodbridge By Robert Mondavi Cabernet Sauvignon	750	VA: Miss Vickie's Chip
99408	Woodbridge By Robert Mondavi Chardonnay	750	VA: Miss Vickie's Chip
494492	Woodbridge By Robert Mondavi Merlot	750	VA: Miss Vickie's Chip

The perfect pairing, chips and wine! Receive a FREE bag of Miss Vickie's potato chips when you purchase select bottles of Woodbridge.

Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Card
ENG (Re-order # 22P8-BPD1)
BIL (Re-order # 22P8-BPD2)
- Riser Wrap - solid colour (Re-order # 22P8-BPD3)

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- The supplier will deliver and assemble the merchandiser by the start of the period. Merchandise the participating products around the base of the display.
- Install riser wrap and merchandise the pricer cards in front of the corresponding products.



Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Premium Flight + Standard Flight

This is a sold program. Participation is mandatory.

Key Dates (October 10 - November 6, 2021)

Front Nesting Table Participating Stores

Premium Flight

1, 4, 10, 15, 17, 19, 21, 31, 38, 41, 51, 83, 102, 115, 130, 148, 149, 150, 156, 164, 187, 191, 211, 217, 221, 226, 243, 253, 288, 310, 326, 344, 346, 355, 367, 371, 383, 390, 391, 394, 397, 398, 404, 407, 411, 412, 437, 443, 445, 457, 481, 485, 486, 491, 497, 499, 500, 511, 523, 536, 551, 554, 556, 566, 569, 573, 580, 585, 590, 619, 623, 624, 630, 631, 632, 634, 641, 643, 649, 658, 670, 686, 694, 699, 702, 741, 776

Standard Flight

22, 25, 44, 55, 65, 74, 82, 90, 106, 171, 195, 198, 209, 227, 228, 233, 250, 252, 263, 279, 298, 300, 329, 334, 351, 359, 361, 373, 378, 381, 385, 401, 427, 436, 459, 470, 489, 490, 501, 522, 575, 579, 587, 602, 605, 609, 618, 627, 633, 640, 652, 653, 655, 661, 698, 700, 703, 706, 748

Premium Flight:

Canadian Club is an iconic Canadian Whisky brand and we will highlight the glamour of Canadian Club 44 Year Old in a glass case feature (23144).


Standard Flight:

Alberta Distillers has been quietly and humbly creating award-winning spirits since 1946, supporting local farmers using 100% Canadian Prairie grain. This spotlight aligns with the seasonal theme of local/Canadian brands who have been serving our communities for decades.

Participating Products

Flight	LCBO#	Description	Size (mL)	LTO	Offers
Premium Flight Mix It Up With Bold New Twists	42	Canadian Club Whisky	750	\$1.25	VA: Rocks Glass 
	23144	Canadian Club 44 Year Old (in glass case)	750		
	34637	Canadian Club Whisky (PET)	1750	\$1.05	
	103341	Canadian Club Whisky (PET)	750	\$1.25	
	217687	Canadian Club Whisky	1140	\$1.00	
	311928	Canadian Club Classic 12 Year Old	750	\$2.00	
	311944	Canadian Club Classic 12 Year Old	1750	\$2.5	
	390583	Canadian Club 100% Rye	750		
	438960	Canadian Club 100% Rye Whisky	1140	\$1.20	
	571950	Canadian Club Apple	750	\$1.25	

Value-add: Free rocks glass with the purchase of any participating Canadian Club product. The supplier will be providing the value-add to all participating stores for the start of the promotion.

Standard Flight Mix It Up With Smoky Sangria	984	Alberta Premium Whisky	750		VA: Fever Tree Club Soda or Ginger Ale 
	216226	Alberta Premium Whisky	1140		
	54213	Alberta Premium Whisky (PET)	1750		
	517136	Alberta Premium Whisky (PET)	750		
	53082	Alberta Pure Vodka (PET)	1750		
	15012	Northern Keep Vodka	750	\$2.75	
	14089	Alberta Premium Cask Strength (2021)	750	\$5.00	

Value-add: Free Fever Tree Club Soda or Ginger Ale with the purchase of any participating product. The supplier will be providing the value-add to all participating stores for the start of the promotion.

Signage Components

Premium Flight

- Table Sign Large ENG (Re-order # 22P8-MNT1) / BIL (Re-order # 22P8-MNT2)
- Table Sign Small BILL (Re-order # 22P8-MNT3)
- Shelf Talkers ENG (Re-order # 22P8-MNT4) / BIL (Re-order # 22P8-MNT5)
- Celebration Fixture Drum Sign ENG (Re-order # 22P8-MNT6) / BIL (Re-order # 22P8-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order # 22P8-MNT8)
- Premium VA Shelf Talker ENG (Re-order # 22P8-MNT17) / BIL (Re-order # 22P8-MNT18)



VA 4" x 5" Shelf Talker
Premium Flight

Standard Flight

- Table Sign Large ENG (Re-order # 22P8-MNT9) / BIL (Re-order # 22P8-MNT10)
- Table Sign Small BIL (Re-order # 22P8-MNT11)
- Shelf Talkers ENG (Re-order # 22P8-MNT12) / BIL (Re-order # 22P8-MNT13)
- Celebration Fixture Drum Sign ENG (Re-order # 22P8-MNT14) / BIL (Re-order # 22P8-MNT15)
- Celebration Fixture Bin Strip - solid colour (Re-order # 22P8-MNT16)



VA 4" x 5" Shelf Talker
Standard Flight

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the Table sign and box signs.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- Ensure the value-add shelf talkers is installed in the bin strip channel on the table.



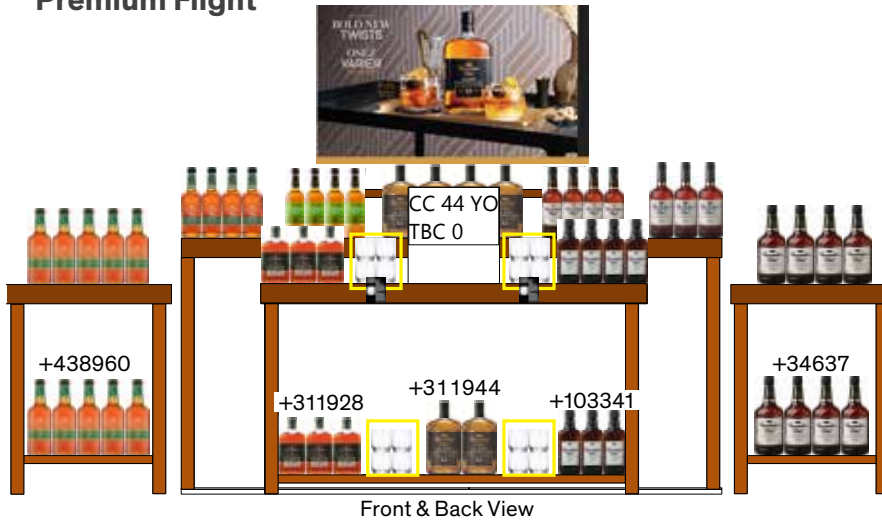
Table Sign
Premium Flight



Table Sign
Standard Flight

Middle Nesting Table Planograms

Premium Flight



Facings: 3x6 +311928	Facings: 2x5 VA	Facings: 1x1 +23144	Facings: 2x5 VA	Facings: 4x6 +103341
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Facings: 5x5 +438960

Facings: 4x4 +390583	Facings: 4x3 +571950	Facings: 4x3 +311944	Facings: 4x3 +42	Facings: 3x4 +217687
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Facings: 4x5 +34637

Signage				
Facings: 4x4 +390583	Facings: 4x3 +571950	Facings: 4x3 +311944	Facings: 4x3 +42	Facings: 3x4 +217687

Facings: 3x6 +311928	Facings: 2x5 VA	Facings: 1x1 +23144	Facings: 2x5 VA	Facings: 4x6 +103341
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Standard Flight



Facings: 5x6 +216226	Facings: 1x6 VA	Facings: 5x7 +14089	Facings: 1x6 VA	Facings: 5x7 +984
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Facings: 3x5 +53082

Facings: 4x2 +216226	Facings: 1x2 VA	Facings: 5x3 +14089	Facings: 1x2 VA	Facings: 4x3 +984	Facings: 4x12 +517136
Signage					
Facings: 4x2 +216226	Facings: 1x2 VA	Facings: 5x3 +14089	Facings: 1x2 VA	Facings: 4x3 +984	

Facings: 5x7 +15012

Facings: 5x6 +216226	Facings: 1x6 VA	Facings: 5x7 +14089	Facings: 1x6 VA	Facings: 5x7 +984
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Celebration Fixture Planograms

Premium Flight



Front View



Back View

Standard Flight



Front View



Back View

END AISLES

END AISLE 1

End Aisle #1 is Flighted Premium (A) & Standard (B). Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
Premium End Aisle #1A	382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	LTO
	428417	Gooderham & Worts Canadian Whisky	750	LTO
	482612	Pike Creek Double Barreled Canadian Whisky	750	



	LCBO#	Description	Size (mL)	Offers
Standard End Aisle #1B	893	J.P. Wiser's Deluxe Whisky	750	LTO
	33928	J.P. Wiser's Deluxe Whisky	1750	LTO
	216689	J.P. Wiser's Deluxe Whisky	1140	VA



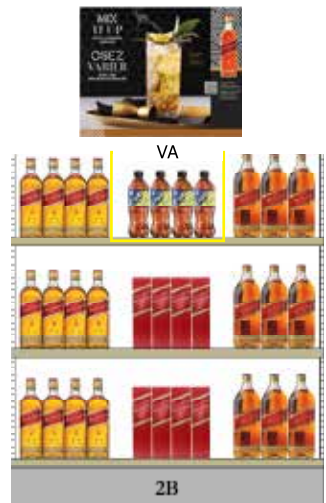
END AISLE 2

End Aisle #2 is Flighted Premium (A) & Standard (B). Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
Premium End Aisle #2A	7880	Johnnie Walker Black 12 Year Old Scotch Whisky	750	LTO
	217802	Johnnie Walker Black Label Scotch Whisky	1140	VA
	422006	Johnnie Walker Black Label Scotch Whisky	1750	VA



	LCBO#	Description	Size (mL)	Offers
Standard End Aisle #2B	1099	Johnnie Walker Red Label Scotch Whisky	750	VA
	112896	Johnnie Walker Red Label Scotch Whisky	1750	VA
	217794	Johnnie Walker Red Label Scotch Whisky	1140	LTO



END AISLE 3

End Aisle #3 is Flighted Premium (A) & Standard (B). Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
Premium End Aisle #3A	1487	Crown Royal Whisky	750	LTO
	114694	Crown Royal Whisky	1750	VA
	217950	Crown Royal Whisky	1140	



	LCBO#	Description	Size (mL)	Offers
Standard End Aisle #3B	1487	Crown Royal Whisky	750	LTO
	114694	Crown Royal Whisky	1750	VA
	217950	Crown Royal Whisky	1140	



END AISLE 4

End Aisle #4 is Flighted Premium (A) & Standard (B). Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
Premium End Aisle #4A	10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
	195651	Forty Creek Confederation Oak Reserve Whisky	750	LTO
	285254	Forty Creek Copper Pot Reserve Whisky	750	LTO



	LCBO#	Description	Size (mL)	Offers
Standard End Aisle #4B	20047	Forty Creek Foxheart	750	
	350629	Forty Creek Barrel Select Whisky	1140	
	550715	Forty Creek Barrel Select Whisky	750	VA



	LCBO#	Description	Size (mL)	Offers
End Aisle #5AB	21097	The Glenlivet 12 Year Old Single Malt Scotch Whisky	750	VA
	410043	The Glenlivet Founder's Reserve Scotch Whisky	750	VA
	635417	The Glenlivet Captain's Reserve Single Malt Scotch Whisky	750	VA



END AISLE 6

End Aisle #6 is Flighted Premium (A) & Standard (B). Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
Premium End Aisle #6A	513069	Glenfiddich IPA Experimental Series	750	LTO
	513077	Glenfiddich Project XX Experimental Series	750	
	629352	Glenfiddich Fire & Cane Experimental Series	750	LTO



	LCBO#	Description	Size (mL)	Offers
Standard End Aisle #6B	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	
	12385	Glenfiddich Single Malt 12 Year Old Single Malt Scotch Whisky	750	
	605972	Glenfiddich Single Malt 15 Year Old Single Malt Scotch Whisky	750	LTO



END AISLE 7

End Aisle #7 is Flighted Premium (A) & Standard (B). Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
Premium End Aisle #7A	224352	Crown Royal Black	750	LTO
	276618	Crown Royal Black	1140	
	434092	Crown Royal Northern Harvest Rye	750	LTO



	LCBO#	Description	Size (mL)	Offers
Standard End Aisle #7B	10357	Crown Royal Peach	750	LTO
	403519	Crown Royal Apple	750	
	476911	Crown Royal Vanilla	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #8AB	472332	Wayne Gretzky Red Cask Whisky	750	LTO
	519298	Wayne Gretzky Canadian Cream Whisky	750	LTO
	541094	Wayne Gretzky Ice Cask Whisky	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #9AB	10157	Jameson Irish Whiskey	750	LTO
	207613	Jameson Irish Whiskey	1140	VA
	292615	Jameson Black Barrel	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #10	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
	16896	Amsterdam Neon Hazy IPA (3842)	473	
	17396	Cameron's Cruising Through The Galaxy Hazy IPA (413)	473	LTO
	22257	Whitewater Brewing Company Killaloe Sunrise (8454)	473	
	22571	Railway City Jumbo IPA (8447)	473	
	459537	Woodhouse Lager (189)	473	LTO
	536516	Anderson Craft Ales Autumn (791)	6 × 355	
	549873	Collective Arts Jam Up The Mash (4678)	473	LTO
	688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473	LTO

Refer to the Mini Thematic C section for more details



	LCBO#	Description	Size (mL)	Offers
End Aisle #11	225698	The Kraken Black Spiced Rum	750	S3 Halloween BP, LTO
	318683	The Kraken Black Spiced Rum	1140	S3 Halloween BP, VA
	454710	The Kraken Black Spiced Rum	1750	S3 Halloween BP



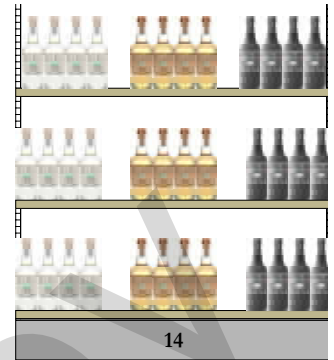
	LCBO#	Description	Size (mL)	Offers
End Aisle #12	11130	Dewar's White Label Scotch Whisky	750	VA
	20785	Dewar's Illegal Smooth Mezcal Cask Finish Blended Scotch	750	VA
	217992	Dewar's White Label Scotch Whisky	1140	VA



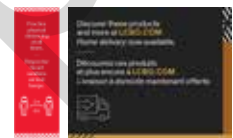
	LCBO#	Description	Size (mL)	Offers
End Aisle #13	95935	Grey Goose Vodka	750	VA
	417196	Grey Goose Vodka	1140	VA



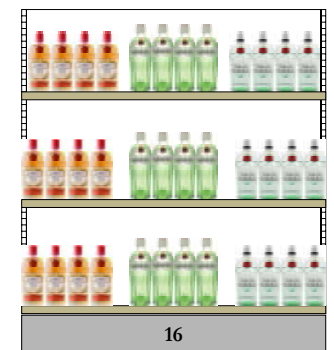
	LCBO#	Description	Size (mL)	Offers
End Aisle #14	386789	Casamigos Tequila Blanco	750	VA
	388694	Casamigos Tequila Reposado	750	LTO, VA
	609362	Casamigos Mezcal	750	VA



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	419986	Jacob's Creek Double Barrel Shiraz	750	LTO
	155051	Masi Campofiorin IGT	750	LTO
	669457	Peller Family Vineyards Shiraz Bag In Box	4000	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #16	358184	Tanqueray Rangpur Gin	750	LTO
	573956	Tanqueray Flor De Sevilla	750	LTO
	600163	Tanqueray No. Ten Gin	750	LTO



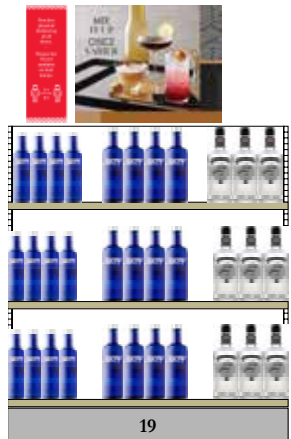
	LCBO#	Description	Size (mL)	Offers
End Aisle #17	307	Seagrams V.O.	750	VA
	31930	Seagrams V.O.	1750	VA
	216978	Seagrams V.O.	1140	VA



	LCBO#	Description	Size (mL)	Offers
End Aisle #18	14887	Pelee Island Bourbon Barrel Reserve Baco Noir VQA	750	LTO
	310391	The Dreaming Tree Crush Red Blend	750	LTO
	649749	Castillo De Almansa Reserva	1500	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	15806	Skyy Vodka	750	VA
	19535	Skyy Vodka	1140	LTO
	363507	Prince Igor Extreme Vodka (P.E.T)	1750	

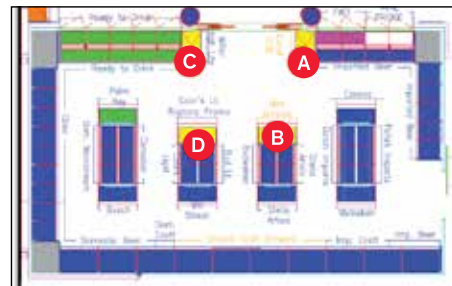


	LCBO#	Description	Size (mL)	Offers
End Aisle #20	437772	Belvedere Vodka	750	
	456095	Ketel One Vodka	750	LTO
	640995	Ketel One Botanical Peach And Orange Blossom	750	LTO



BEER EXCITEMENT ZONE

(A, B, C, D)



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

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

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

Key Dates (October 10 - November 6, 2021)

Participating Stores

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

Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source Distributor	Offers
A Plinth (EA - EZA)	17819	Stella Artois	6 × 473	275 - The Beer Store	\$1.00 LTO
	17820	Stella Artois	473	275 - The Beer Store	
	17823	Stella Artois	6 × 330	275 - The Beer Store	
B New/Seasonal (EA - EZB)	21892	Muskoka IPA Mixer Pack	2838	LCBO Warehouse	
	128009	Ernest Apple Strudel	473	LCBO Warehouse	
	22621	Flying Monkeys Theatre Of Madness Pumpkin Lager	473	6309 - Flying Monkeys Craft Brewery	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
C Plinth (EA - EZH)	311787	Budweiser	6 × 473	275 - The Beer Store	\$1.00 LTO + VA
	904334	Budweiser	6 × 355	275 - The Beer Store	
	Value-Add: Choose 1 of 2 free bags of Ruffles Chips with the purchase of two 6 × 473 mL can packs of Budwesier.				
D End Aisle (EA - EZD)	15041	Innis & Gunn Original	6 × 500	LCBO Warehouse	\$1.00 LTO
	377275	Innis & Gunn Lager	500	LCBO Warehouse	
	572008	Innis & Gun Blood Red Sky	6 × 330	LCBO Warehouse	

Beer Excitement Zone A: Complete your autumn meal with Stella Artois. Showcasing Stella's versatility as a partner to popular fall dishes.

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

Beer Excitement Zone C: Mix It Up On Game Day! Choose 1 of 2 free bags of Ruffles Chips with the purchase of two 6 × 473 mL can packs of Budwesier.

Beer Excitement Zone D: Featuring new design and label for Innis & Gunn The Original and Blood Red Sky.

Signage Components

- A. "Mix It Up At The Dinner Table" Backer Card BIL (Re-order # 22P8-EZ1)
- B. "Mix It Up With A Local Brew" Transparency ENG (Re-order # 22P8-EZ2) / BIL (Re-order # 22P8-EZ3)
- B. "Mix It Up With A Local Brew" Backer Card BIL (Re-order # 22P8-EZ4)
- C. "Mix It Up On Game Day" Backer Card BIL (Re-order # 22P8-EZ5)
- A, C, D Pricer Cards ENG (Re-order # 22P8-EZ6) / BIL (Re-order # 22P8-EZ7)
- A, C, D Shelf Talkers ENG (Re-order # 22P8-EZ8) / BIL (Re-order # 22P8-EZ9)
- D. "Mix It Up With A Scottish Brew" Backer Card BIL (Re-order # 22P8-EZ10)
- D. "Mix It Up With A Scottish Brew" Transparency ENG (Re-order # 22P8-EZ11) / BIL (Re-order # 22P8-EZ12)

Merchandising Instructions

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



BEER BRANDED ENDS

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 P8.

Key Dates (October 10 - November 6, 2021)

Participating Stores

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

Signage Components

- Corona Backer Card ENG/BIL (Re-order #22P8-BCB1)
- Heineken Backer Card ENG/BIL (Re-order #22P8-BCB2)
- Stella Artois Backer Card ENG/BIL (Re-order #22P8-BCB3)



NOTE: Images on the right are for references only.

NEW!

8-Pack Beer Carrier MERCHANDISER SIGN



As of P8 we are rolling out a year-round operational sign for the 8-Pack Beer Carrier. Install the year-round sign on top of the merchandiser for the launch of P8. New creative will be sent out for Holiday and the year-round sign will need to be stored in a safe place to be used in Period 11.

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.

Ship Date (October 1, 2021)

Participating Stores

001, 002, 003, 004, 005, 006, 007, 008, 009, 010, 011, 012, 013, 014, 015, 016, 017, 018, 019, 020, 021, 022, 023, 024, 025, 026, 027, 028, 029, 031, 033, 034, 035, 036, 038, 040, 041, 042, 043, 044, 045, 046, 047, 048, 049, 050, 051, 052, 053, 054, 055, 056, 057, 058, 060, 061, 062, 063, 064, 065, 066, 067, 068, 069, 070, 071, 072, 073, 074, 077, 078, 079, 080, 081, 082, 083, 084, 085, 086, 087, 088, 089, 091, 093, 095, 097, 098, 099, 101, 102, 105, 106, 108, 111, 112, 114, 115, 116, 119, 123, 125, 127, 128, 130, 132, 136, 137, 139, 140, 143, 144, 145, 146, 148, 149, 150, 151, 154, 155, 156, 157, 158, 163, 164, 167, 168, 169, 170, 171, 174, 175, 177, 178, 179, 182, 184, 186, 187, 188, 191, 192, 195, 196, 197, 198, 200, 202, 205, 207, 208, 209, 210, 211, 212, 214, 216, 217, 218, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 236, 237, 238, 240, 241, 242, 243, 244, 247, 249, 250, 251, 252, 253, 255, 258, 259, 260, 261, 262, 263, 266, 267, 268, 270, 278, 279, 283, 284, 285, 286, 287, 288, 289, 295, 298, 300, 303, 304, 305, 306, 307, 308, 310, 312, 313, 315, 316, 318, 320, 322, 323, 324, 325, 326, 327, 329, 331, 333, 334, 335, 340, 343, 344, 345, 346, 347, 351, 352, 354, 355, 358, 359, 360, 361, 362, 363, 366, 367, 368, 370, 371, 373, 376, 377, 378, 381, 382, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 409, 411, 412, 415, 417, 419, 420, 425, 426, 427, 431, 432, 434, 435, 436, 437, 438, 439, 441, 443, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 465, 466, 467, 468, 469, 470, 474, 481, 482, 483, 485, 486, 489, 490, 491, 494, 495, 496, 497, 498, 499, 500, 501, 504, 505, 507, 509, 511, 512, 515, 516, 517, 520, 521, 522, 523, 526, 528, 529, 531, 532, 534, 536, 537, 538, 539, 540, 542, 544, 545, 546, 547, 549, 550, 551, 552, 553, 554, 555, 556, 557, 559, 560, 561, 564, 566, 568, 569, 571, 573, 575, 576, 578, 579, 580, 581, 582, 585, 586, 587, 589, 590, 593, 599, 601, 602, 605, 606, 609, 614, 616, 617, 618, 619, 623, 624, 626, 627, 630, 631, 633, 634, 638, 639, 640, 641, 642, 643, 644, 645, 646, 648, 649, 650, 652, 653, 654, 655, 656, 657, 658, 660, 661, 665, 667, 669, 670, 671, 672, 673, 674, 677, 679, 684, 685, 691, 694, 695, 697, 698, 699, 702, 703, 706, 741, 743, 746, 749, 760, 771, 776

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

- Display the 8-pack carriers on the metal merchandiser.
- Install the year-round header card on top of the merchandiser for the launch of P8. New creative will be sent out for Holiday and the year-round sign will need to be stored in a safe place to be used in Period 11.
- 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

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

Participating Products

LCBO#	Description	Size (mL)
21053	Gahan Pumpkin Ale	473
16693	Flying Dog Gonzo Imperial Porter	355
21845	Rogue Ales Dead N Dead	473
21734	Houblon Chouffe Belgian Ipa	330
407981	Samuel Smith's Celebrated Oatmeal Stout	550
21058	Founders Porter	355
21059	Timothy Taylor Landlord	500
21061	Chimay Grande Reserve Barrel Aged	750
84889	Hofbrau Oktoberfestbier	500

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order # DMS-22P8-ICB1) / BIL (Re-order # DMS-22P8-ICB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers

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 (October 10 - November 6, 2021)

Participating Products

LCBO#	Description	Size (mL)	Offers
13904	Henry Of Pelham Pinot Noir VQA	750	\$2.00 LTO
65367	Eastdell Pinot Grigio VQA	750	\$2.00 LTO
164087	Sandbanks Sleeping Giant VQA	750	\$2.00 LTO
228551	Cave Spring Chardonnay VQA	750	\$1.00 LTO

Participating Stores

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

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- LTO Shelf Talkers ENG/BIL (Re-order # DMS-22P8-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 # DMS-22P8-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 P8.

Key Dates (October 10 - November 6, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
6395	20 Bees Cabernet Merlot VQA	750
308486	Angels Gate Pinot Noir VQA	750
587907	Trius Merlot VQA	750
609875	EastDell Black Cab VQA	750



Autumn Ontario Buyer's Pick Backer Card

Signage Components

- Shelf Talkers ENG/BIL (Re-order # DMS-22P8-OWP1)
- Autumn Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # DMS-22P6-OWP2)

NOTE: The Ontario Buyer's Pick Backer Card is to remain in place until the end of P8.

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# DMS-22P6-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# DMS-22P6-OWP2)

Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # DMS-22P8-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

10, 33, 40, 41, 51, 55, 65, 68, 82, 84, 115, 130, 139, 140, 144, 164, 187, 207, 211, 212, 221, 227, 229, 233, 234, 263, 276, 300, 351, 359, 364, 366, 384, 391, 392, 401, 404, 407, 412, 417, 427, 428, 437, 443, 453, 459, 477, 481, 485, 486, 497, 509, 537, 550, 551, 554, 556, 575, 580, 587, 602, 609, 627, 633, 640, 644, 649, 652, 653, 661, 694, 695, 699, 703, 706, 741

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 P8 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

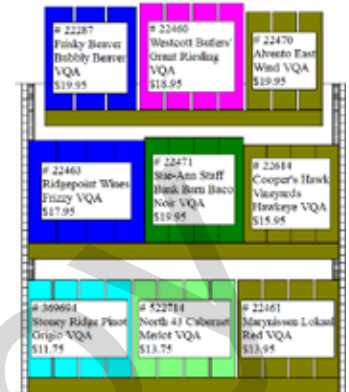
33, 40, 41, 51, 65, 84, 130, 164, 207, 211, 229, 233, 263, 351, 384, 391, 404, 417, 437, 443, 481, 485, 486, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

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

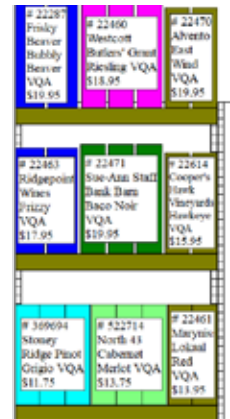
115, 187, 252, 300, 392, 401, 407, 412, 497

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

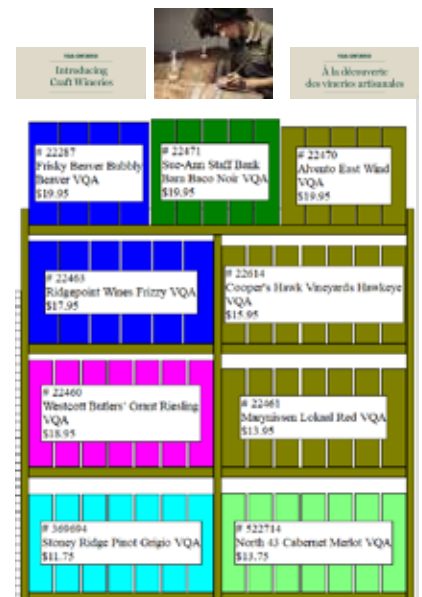
212, 359, 427, 459

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.**

Key Dates (October 11 - November 7, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
31898	Calvet Reserve des Remparts Saint-Émilion	750	\$2.00 LTO
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$3.00 LTO



Signage Components

- Signage Kit (Re-order # DMS-22P8-VINT1)
Branded Backer Card ENG/BIL
LTO Shelf Talkers 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 on a frontfacing/primary end aisle.
- Install the branded backer card and LTO offer shelf talkers.
- Use the bin tag overlays to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



V2

VINTAGES Wines of the Month

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

Key Dates (October 16 & October 30 Releases)

Mandatory Participation Stores

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

All other participating stores

If your store receives the corresponding signage components for this program, you are expected to merchandise it. If you do not have an available end, or sufficient inventory, install the pre-printed signage in front of the participating product(s) on-shelf.

Participating Products

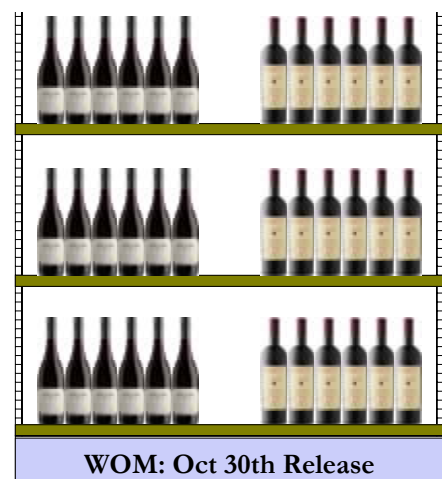
LCBO#	Description	Size (mL)
OCTOBER 16, 2021 RELEASE		
291666	Cannonball Cabernet Sauvignon 2018	750
320499	Bastide Miraflores Syrah/Vieilles Vignes Grenache 2018	750
OCTOBER 30, 2021 RELEASE		
20765	Meiomi Cabernet Sauvignon 2019	750
996553	Carpineto Farnito Cabernet Sauvignon 2015	750

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 Program

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

Participating Stores

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

Key Dates (October 11 - November 7, 2021)

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	LTO
177824	13th Street Gamay	750	\$19.95	\$17.95	\$2.00
229781	A to Z Wineworks Pinot Noir	750	\$27.95	\$24.95	\$3.00
948158	Anselmi San Vincenzo	750	\$16.95	\$14.95	\$2.00
352583	Beringer Knights Valley Cabernet Sauvignon	750	\$44.95	\$39.95	\$5.00
31898	Calvet Réserve des Remparts Saint-Émilion	750	\$23.95	\$21.95	\$2.00
478727	Catena Malbec	750	\$19.95	\$17.95	\$2.00
328567	Cathedral Cellar Cabernet Sauvignon	750	\$17.95	\$15.95	\$2.00
302018	Château Pipeau Saint-Émilion Grand Cru	750	\$43.95	\$39.95	\$4.00
294298	Conundrum Red	750	\$24.95	\$22.95	\$2.00
167189	Dandelion Vineyards Lionheart of The Barossa Shiraz	750	\$21.95	\$19.95	\$2.00
43281	Flat Rock Riesling	750	\$17.95	\$15.95	\$2.00
27516	J. Lohr Los Osos Merlot	750	\$22.95	\$20.95	\$2.00
444059	Joel Gott 815 Cabernet Sauvignon	750	\$24.95	\$22.95	\$2.00
166538	LAN Crianza	750	\$16.95	\$14.95	\$2.00
962886	La Crema Sonoma Coast Chardonnay	750	\$29.95	\$27.95	\$2.00
964221	Le Volte dell'Ornellaia	750	\$29.95	\$27.95	\$2.00
958975	Mer Soleil Reserve Chardonnay	750	\$29.95	\$27.95	\$2.00
82024	Monasterio de Las Viñas Gran Reserva	750	\$18.95	\$16.95	\$2.00
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$19.95	\$17.45	\$2.50
595280	Porcupine Ridge Syrah	750	\$16.95	\$14.95	\$2.00
177295	Rivera Il Falcone Riserva Castel del Monte	750	\$24.95	\$21.95	\$3.00
954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$29.95	\$26.95	\$3.00
324228	Stoneleigh Latitude Sauvignon Blanc	750	\$21.95	\$18.95	\$3.00
89037	Tawse Sketches of Niagara Chardonnay	750	\$19.95	\$17.95	\$2.00
149047	Taylor Fladgate 20-Year-Old Tawny Port	750	\$69.95	\$62.95	\$7.00
303800	Trius Red	750	\$24.95	\$21.95	\$3.00

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

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

Key Dates (October 10 - November 6, 2021)

Participating Stores

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

Participating Product

LCBO#	Description	Size (mL)	Offers
177824	13th Street Gamay	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage reorder code: DMS-22P8-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 November 6, 2021.

Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by November 6, 2021.

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

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by November 6, 2021.

Available Chilled Hot Button

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

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



Basket Sign



Pricer Card



Shelf Talker

AUTUMN GIFTING

AUTUMN \$1.95 GIFT BAG

The Autumn \$1.95 Gift bag was force allocated to participating stores in Period 7 and **are not available for re-order.**

Continue to display the Autumn gift bag on the Spirits and Wines Mini Thematic fixtures for the duration of P8. Extra inventory of the Autumn gift bags, may be displayed at the cash ends and end aisles as well.



Participating Stores

1, 3, 4, 5, 10, 14, 15, 17, 18, 19, 21, 22, 23, 25, 26, 27, 31, 33, 34, 36, 38, 40, 41, 44, 51, 55, 59, 60, 62, 63, 64, 65, 68, 72, 74, 82, 83, 85, 90, 93, 95, 97, 102, 106, 115, 125, 130, 132, 139, 140, 143, 145, 148, 149, 150, 153, 154, 155, 156, 164, 168, 171, 177, 179, 187, 188, 191, 192, 195, 198, 200, 201, 207, 209, 210, 211, 212, 217, 221, 226, 227, 228, 233, 237, 242, 243, 244, 248, 249, 250, 252, 253, 255, 260, 263, 265, 269, 278, 279, 287, 288, 298, 300, 310, 311, 312, 324, 325, 326, 329, 334, 340, 343, 344, 346, 351, 355, 359, 360, 361, 362, 366, 367, 371, 373, 378, 381, 382, 383, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 397, 398, 400, 401, 404, 407, 411, 412, 415, 416, 417, 425, 426, 427, 428, 431, 432, 434, 436, 437, 443, 444, 445, 452, 453, 456, 459, 465, 470, 481, 485, 486, 489, 490, 491, 495, 497, 499, 500, 501, 505, 509, 511, 521, 522, 523, 528, 532, 534, 536, 544, 545, 547, 549, 551, 553, 554, 555, 556, 559, 566, 568, 569, 573, 575, 579, 580, 584, 585, 587, 590, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 637, 638, 639, 640, 641, 643, 644, 649, 652, 653, 654, 655, 658, 660, 661, 667, 668, 670, 672, 675, 676, 680, 686, 693, 694, 698, 699, 700, 702, 703, 706, 741, 743, 746, 747, 748, 749, 753, 755, 756, 751, 771, 776

HOW TO MERCHANDISE

The Autumn \$1.95 Gift Bag

- Continue to display the Autumn \$1.95 gift bag on the Spirits and Wines Mini Thematic fixtures for the duration of P8.
- Refer to the Mini Thematic A/B sections of this guide for more details.
- The Autumn \$1.95 Hot Button signage was shipped to participating stores in P7.

NOTE: Extra inventory of the Autumn gift bags, may be displayed at the cash ends and end aisles as well.

Signage Re-order Codes

Signage	Description	Re-order #
	Autumn Gift Bag Hot Button Sign	DMS-22P7-GFT1
	Hot Button Sign Clip	NIHK102



HOW TO MERCHANDISE

Metal Reusable Bag Fixture

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.

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

LCBO#	Component	Case Pack	Retail
17361	Reusable 6 Bottle Bag (3V)	50	\$1.95
17362	Reusable Large Bottle Bag (3V)	50	\$1.95
688325	Reusable 2 Bottle Bag (3V)	50	\$1.50

Signage Re-order Codes

Signage	Description	Reorder #
	Year-Round Pole Topper Sign for Metal Reusable Bags Fixture	ENG: OP21-GFT 106 BIL: OP21-GFT 106B

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.



Reusable 6 Bottle Bag (3 Versions)
LCBO# 17361 • \$1.95

Reusable Large Bottle Bag (3 Versions)
LCBO# 17362 • \$1.95

Reusable 2 Bottle Bag (3 Versions)
LCBO# 688325 • \$1.50

HOW TO MERCHANDISE LCBO “Our Favourite” Gift Bags

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)

Install the gift bag Hot Buttons 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.



LCBO “Our Favourite” Gift Bag

Case packed 100
LCBO# 652842 • \$1.00

Signage Re-order Codes

Signage	Description	Re-order #
 	LCBO “Our Favourite” Gift Bag Hot Button Signs	DMS-GFT-116
	\$1.00 Bag Hot Button Sign Clip	NIHK102

**Cash End
(all stores)**



**End Aisle
(select stores)**



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



HOW TO MERCHANDISE

Vintages “Our Favourite” Gift Bags

Vintages “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)


Install the gift bag Hot Buttons 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.



Vintages “Our Favourite” Gift Bag
Case packed 100
LCBO# 11206 • \$1.00

Signage Re-order Codes

Signage	Description	Re-order #
	Vintages “Our Favourite” Gift Bag Hot Button Signs	DMS-GFT-035V
	\$1.00 Bag Hot Button Sign Clip	NIHK102

Cash End
(all stores)



End Aisle
(select stores)



Wooden Gift Packaging
Merchandiser (select stores)



HOW TO MERCHANDISE

Gift Packaging Floor Merchandiser (Wood)

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

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: OP21-GFT-120 BIL: OP21-GFT- 120 B

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.

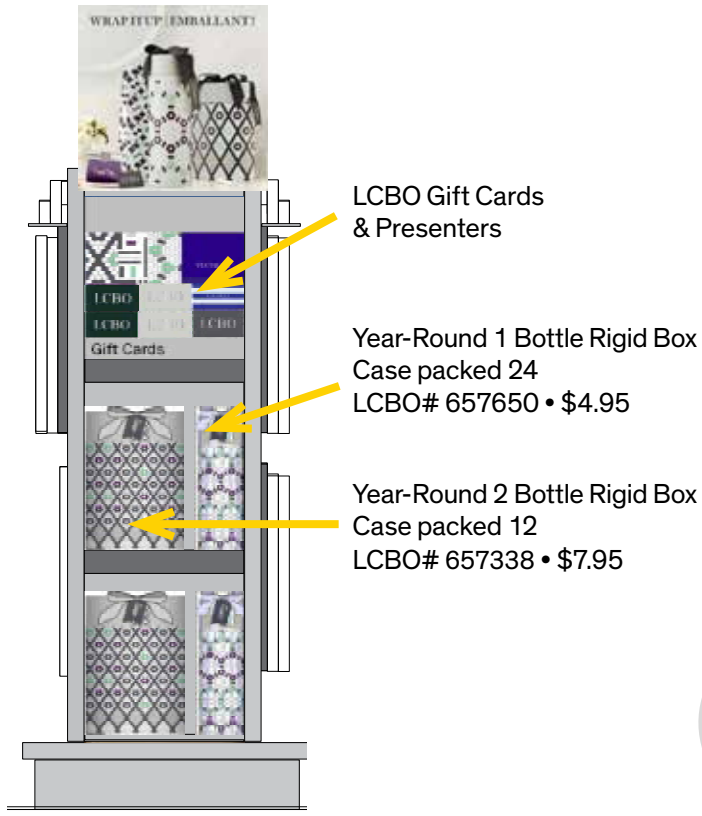


Front view

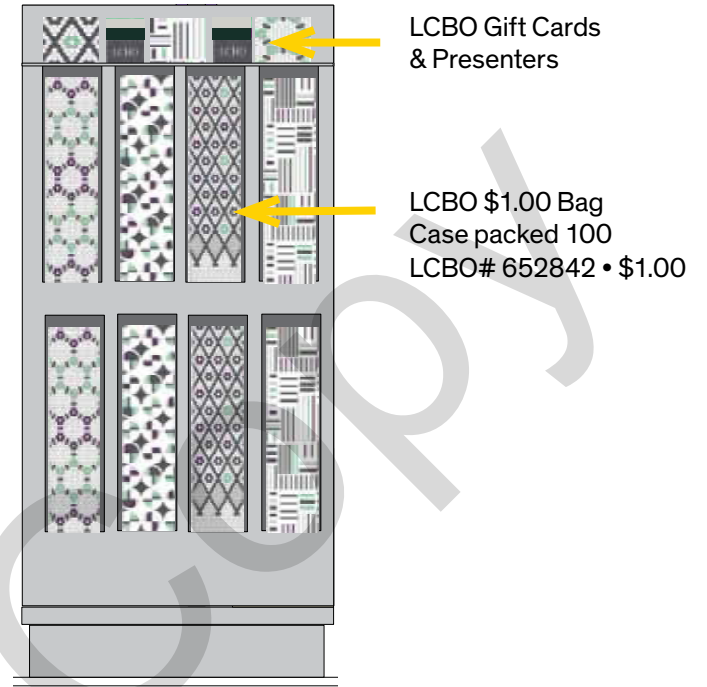


Back view

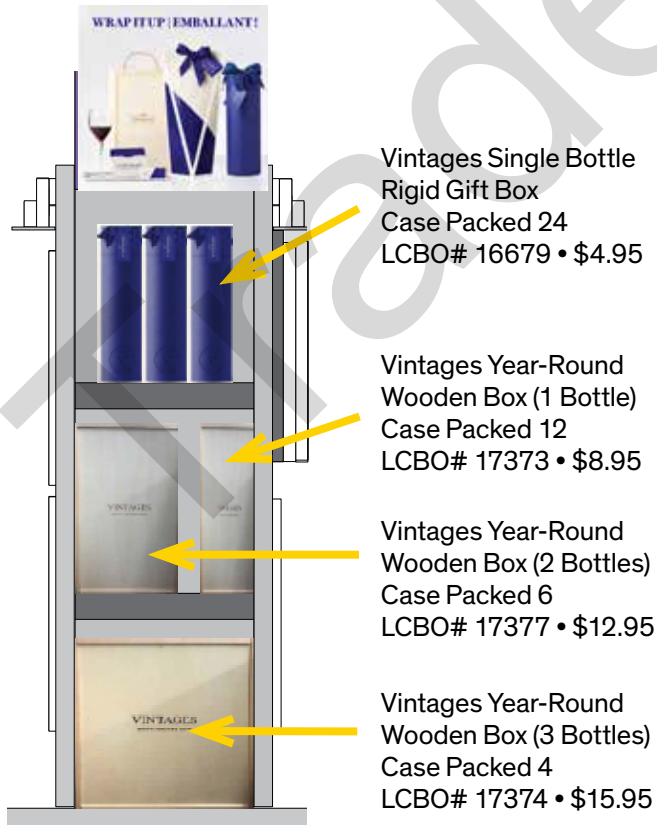
SIDE A:



SIDE B:



SIDE C:



SIDE D:





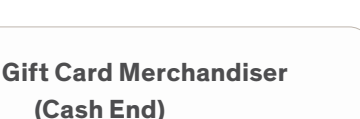



HOW TO MERCHANDISE LCBO Gift Cards

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
648808	Cheers (english) (all stores)	
648766	Cheers (french) (all stores)	
648865	Thank You (english) (all stores)	
648873	Thank You (french) (all stores)	
647271	Vintages (english) (all stores)	
657882	Vintages (french) (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 Summer Gift Cards and carriers should be carefully packaged and stored safely in your backroom/warehouse. They will be reused next year.
- Stores can merchandise a selection of Year-Round Gift Cards and Carriers.
- Stores may order additional Gift Cards and carriers by emailing ordergiftcards@lcbo.com

Signage Component for Gift Card Insert	Re-order#
Year-around Small Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	DMS-GFT108
Vintages Small Acrylic Gift Card Merchandiser insert sign (2 pieces)	DMS GFT 121V

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)

FRONT END MERCHANDISER

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

- Box Sign (Re-order # 22P8-FEM1)
- Shelf Talkers
ENG (Re-order # 22P8-FEM2)
BIL (Re-order # 22P8-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 (CE1)

The Spirited Picks program will now live on the top shelf of the Front End Merchandiser, merchandised with a box sign and shelf talkers. 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.

Participating Stores

1, 3, 4, 6, 10, 13, 17, 18, 22, 23, 25, 27, 35, 36, 41, 43, 44, 49, 51, 55, 58, 64, 65, 68, 73, 74, 82, 83, 84, 85, 93, 97, 102, 106, 115, 125, 130, 139, 144, 145, 148, 150, 153, 154, 155, 156, 163, 164, 168, 175, 179, 191, 195, 196, 198, 200, 207, 210, 211, 212, 214, 218, 221, 227, 228, 229, 233, 234, 237, 242, 243, 244, 248, 250, 252, 253, 255, 260, 263, 270, 278, 279, 287, 288, 295, 298, 300, 310, 321, 325, 326, 340, 343, 344, 351, 359, 361, 367, 368, 370, 373, 378, 381, 383, 384, 386, 387, 391, 393, 394, 397, 398, 401, 402, 403, 404, 407, 408, 411, 412, 415, 420, 425, 427, 431, 432, 434, 436, 437, 443, 444, 452, 453, 456, 458, 459, 465, 469, 470, 481, 483, 485, 486, 489, 490, 491, 495, 497, 499, 500, 501, 509, 511, 522, 523, 528, 534, 537, 544, 545, 546, 551, 554, 555, 556, 563, 566, 569, 571, 573, 575, 579, 580, 585, 587, 593, 601, 602, 605, 609, 614, 616, 617, 618, 619, 624, 627, 629, 630, 631, 632, 633, 634, 635, 637, 638, 640, 641, 642, 643, 644, 646, 649, 652, 653, 654, 655, 657, 658, 660, 661, 665, 667, 670, 671, 672, 674, 676, 677, 679, 684, 691, 694, 695, 698, 699, 702, 703, 706, 741, 743, 747, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
15537	Woodford Reserve Distiller's Select Bourbon	375	\$2.00 LTO
366534	The Kraken Black Spiced Rum	375	\$1.00 LTO

Signage Components

- Box Sign (Re-order # 22P8-FEM1)
- Shelf Talkers
ENG (Re-order # 22P8-FEM2)
BIL (Re-order # 22P8-FEM3)

Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser. Display the box sign in the middle of the shelf.
- Install the shelf talkers in section in front of the participating products.



Sample planogram with Spirited Picks Program

WINES 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 (October 10 - November 6, 2021)

Participating Stores

5, 10, 15, 21, 25, 31, 35, 36, 38, 40, 83, 115, 148, 149, 154, 156, 164, 187, 217, 226, 243, 252, 265, 278, 288, 310, 326, 344, 346, 355, 360, 367, 371, 390, 393, 394, 401, 404, 407, 412, 417, 432, 437, 443, 445, 452, 481, 486, 491, 495, 499, 511, 522, 523, 528, 556, 569, 590, 619, 623, 624, 630, 631, 632, 641, 702, 741, 776

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

- Prosecco Rosé Is Finally Here! Box Sign (Re-order # 22P8-FS1)
- Discover Cali Wines Box Sign (Re-order # 22P8-FS2)
- Food-friendly Folonari Box Sign (Re-order # 22P8-FS3)
- Explore Australia with Lindeman's Box Sign (Re-order # 22P8-FS4)
- Explore Sustainable Chilean Wines Box Sign (Re-order # 22P8-FS5)
- Shelf Talkers ENG (Re-order # 22P7-FS6) / BIL (Re-order # 22P8-FS7)
- Bin Strips - solid colour (Re-order # 22P8-FS8)

Participating Products

Box Sign	LCBO#	Description	Size (mL)	LTO
(FSB) USA - California Flex Space "Discover Cali Wines"				

***Mandatory Participation: This is a SOLD promotion.**



234369	Apothic Red	750	\$2.00
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(FSC) Europe - Italy/SE Flex Space "Food-friendly Folonari"				
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***Mandatory Participation: This is a SOLD promotion.**



828	Folonari Valpolicella Classico	750	\$2.00
19651	Folonari Chardonnay	750	
26278	Folonari Valpolicella Classico	1500	
32888	Folonari Pinot Noir	750	
176461	Folonari Soave	750	
229542	Folonari Pinot Grigio	750	
481838	Folonari Valpolicello Ripasso Classico Superiore	750	
621821	Folonari Pinot Grigio	1500	

(FSD) Australia/New Zealand Flex Space "Explore Australia with Lindeman's"				
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***Mandatory Participation: This is a SOLD promotion.**



142117	Lindeman's Bin 65 Chardonnay	750	\$1.00
181388	Lindeman's Bin 95 Sauvignon Blanc	750	\$1.00
458679	Lindeman's Bin 40 Merlot	750	\$1.00
119628	Lindeman's Bin 45 Cabernet Sauvignon	750	\$1.00

(FSE) Chile/Argentina Flex Space "Explore Sustainable Chilean Wines"				
-----------------------------------------------------------------------------	--	--	--	--

***Mandatory Participation: This is a SOLD promotion.**



218644	Santa Rita 120 Reserva Especial Cab Sauv	750	\$2.00
23606	Santa Rita 120 Reserva Especial Sauv Blanc	750	\$2.00
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	\$2.00
16189	Santa Rita Secret Reserve Sauvignon Blanc	750	\$2.00



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
“Discover Cali Wines”



EUROPE Italy/SE Flex Space
“Food-friendly Folonari”



Australia/New Zealand Flex Space
“Explore Australia with Lindeman’s”



Chile/Argentina Flex Space
“Explore Sustainable Chilean Wines”



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

1, 4, 17, 19, 22, 23, 41, 51, 55, 64, 65, 82, 102, 130, 150, 171, 191, 211, 227, 228, 233, 250, 253, 263, 279, 287, 298, 329, 334, 351, 359, 361, 378, 381, 385, 391, 398, 411, 416, 427, 436, 459, 470, 485, 489, 490, 497, 500, 536, 542, 544, 551, 554, 579, 580, 587, 602, 609, 627, 634, 640, 643, 649, 652, 653, 655, 658, 661, 670, 694, 698

Refer to your stores floorplan for the location of the Seasonal Rosé section. Merchandise the section with products from the list below (based on your store's assortment).

LCBO#	Description	Size (mL)
(FSA) Sparkling Flex Space "Prosecco Rosé Is Finally Here!"		
20799	La Marca Prosecco Rosé	750
20896	Ruffino Prosecco Rosé	750
20979	Juliet Prosecco Rosé DOC	750
20995	Bottega Prosecco Rosé Doc Spumante Brut, Veneto	750
Organic Flex Space		
Maintain regular merchandising of organic assortment (secondary location for all general list and Vintages organic products.)		



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 (October 10 - November 6, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	NEW Offers
12865	J.P. Wiser's Manhattan Canadian Whisky Cocktail	750	VA (rep applied)
18863	J.P. Wiser's Manhattan Canadian Whisky Cocktail	375	\$1.00 LTO
18864	J.P. Wiser's Old Fashioned Canadian Whisky Cocktail	375	VA (rep applied)
625996	J.P. Wiser's Old Fashioned Canadian Whisky Cocktail	750	\$1.00 LTO

Signage Components

- A-frame Sign
ENG (Re-order # 22P8-AF1) / BIL (Re-order # 22P8-AF2)
- Shelf Talkers
ENG (Re-order # 22P8-AF3) / BIL (Re-order # 22P8-AF4)

Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Install the A-frame sign and shelf talkers on the fixture.
- The products will remain the same as P7 with new offers for P8.

Everyone's favourite cocktail now in a bottle. 375 mL and 750 mL formats available: Manhattan and Old Fashioned. New offers on products for Period 8.



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 8.

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

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)

Home Delivery Message Shopping Cart Sign



Signage Component

- Home Delivery Message Shopping Cart Sign ENG/BIL (Re-order # DMS-22P8-SC1)

Merchandising Instructions

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

Turn 2

WINE FRIDGE

P7 to P11 (September 12, 2021 - January 29, 2022)

This is a Sold Program and participation is mandatory. Participating products have paid for premium shelf positioning. Stores must bring in participating products for display in the wine fridge. Refer to the Wine Fridge Turn 3 guide for participating products. **This is a sold program. Participation is mandatory.**

Participating Stores

Group A Stores

5, 10, 15, 18, 19, 25, 31, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 171, 182, 195, 207, 212, 214, 217, 226, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 362, 371, 384, 386, 388, 390, 391, 393, 394, 397, 398, 412, 428, 431, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 511, 528, 534, 536, 542, 545, 547, 555, 556, 566, 568, 569, 573, 601, 619, 624, 627, 630, 631, 632, 641, 653, 668, 672, 675, 680, 698, 741, 748, 751, 771, 776

Group B Stores

14, 20, 23, 24, 26, 27, 33, 45, 50, 51, 52, 55, 58, 59, 60, 61, 62, 63, 64, 68, 70, 72, 74, 77, 79, 80, 81, 86, 87, 90, 95, 97, 101, 110, 115, 124, 125, 130, 132, 139, 144, 152, 154, 155, 168, 177, 179, 183, 187, 190, 191, 192, 194, 196, 197, 200, 201, 202, 205, 208, 209, 210, 211, 216, 218, 219, 221, 222, 225, 229, 236, 244, 248, 249, 252, 255, 263, 266, 268, 270, 278, 287, 297, 300, 302, 310, 320, 321, 325, 340, 341, 343, 344, 351, 353, 358, 359, 361, 367, 368, 373, 378, 381, 382, 387, 392, 395, 399, 400, 401, 406, 407, 415, 416, 417, 427, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 502, 521, 526, 532, 533, 537, 539, 544, 549, 550, 553, 554, 559, 564, 579, 580, 582, 584, 586, 593, 602, 605, 614, 617, 629, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 744

Group C Stores

3, 4, 7, 9, 11, 12, 13, 32, 39, 43, 49, 57, 73, 82, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 193, 199, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 333, 335, 345, 349, 354, 366, 370, 372, 374, 380, 402, 403, 404, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 509, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 703, 706, 746, 749, 755, 756

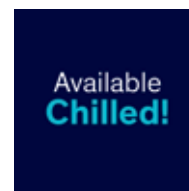
Group D Stores

1, 6, 17, 21, 22, 28, 29, 35, 42, 44, 46, 47, 48, 53, 54, 56, 65, 69, 71, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 128, 136, 145, 150, 158, 165, 166, 169, 174, 178, 188, 198, 220, 232, 237, 246, 247, 250, 258, 260, 265, 276, 293, 294, 296, 298, 301, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 411, 414, 420, 425, 426, 429, 446, 449, 450, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 519, 522, 523, 527, 529, 530, 540, 551, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 646, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753

Signage Component





- Available Chilled Hot Button (Re-order # DMS-Available Chilled Hot Button)

For additional signage, please call helloLCBO @ 416-365-5932 to place an order.



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: 22P8-ST1 BIL: 22P8-ST2	
On Shelf	Common End Aisle 13 Pre-printed Value-Add Shelf Talker	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P8-ST18 BIL: 22P8-ST19	
On Shelf	Premium Flighted End Aisles 1A - 9A Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P8-ST14 BIL: 22P8-ST15	
On Shelf	Standard Flighted End Aisles 1B - 9B Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P8-ST16 BIL: 22P8-ST17	
On Shelf	Standard Flighted End Aisle 2B Pre-printed Value-Add Shelf Talker	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P8-STVA5 BIL: 22P8-STVA6	
On Shelf	Standard Flighted End Aisle 2B Pre-printed Value-Add 4 x 5 Shelf Talker	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 22P8-STVA7 BIL: 22P8-STVA8	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P8-ST3 BIL: 22P8-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P8-ST5 BIL: 22P8-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P8-ST7 BIL: 22P8-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P8-ST9 BIL: 22P8-ST10	
On Shelf	Generic Blank Pricer Cards (25pk)	Pricer Cards 8" w x 7" h	22P8-ST11	
On Shelf	Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	22P8-ST12	
On Shelf	Blank Bin Tags for General Use (25pk)	Bin Tags 6" w x 1¾" h	749358	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h English/Price English/No Price	LTO Bundle DMS-P8-LTO	
On Shelf	"SAVE/ ÉPARGNEZ" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	"NEW" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h English/Price English/No Price	BNS Bundle DMS-P8-BNS	
On Shelf	"NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

Trade CORP

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"/>	Premium End Aisle 1A	382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	LTO
			428417	Gooderham & Worts Canadian Whisky	750	LTO
			482612	Pike Creek Double Barreled Canadian Whisky	750	
<input type="checkbox"/>	<input type="checkbox"/>	Standard End Aisle 1B	893	J.P. Wiser's Deluxe	750	LTO
			33928	J.P. Wiser's Deluxe	1750	LTO
			216689	J.P. Wiser's Deluxe	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	Premium End Aisle 2A	7880	Johnnie Walker Black 12 Year Old	750	LTO
			217802	Johnnie Walker Black Label	1140	VA
			422006	Johnnie Walker Black Label Scotch	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Standard End Aisle 2B	1099	Johnnie Walker Red Label	750	VA
			112896	Johnnie Walker Red Label	1750	VA
			217794	Johnnie Walker Red Label	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Premium End Aisle 3A	1487	Crown Royal	750	LTO
			114694	Crown Royal	1750	VA
			217950	Crown Royal	1140	
<input type="checkbox"/>	<input type="checkbox"/>	Standard End Aisle 3B	1487	Crown Royal	750	LTO
			114694	Crown Royal	1750	VA
			217950	Crown Royal	1140	
<input type="checkbox"/>	<input type="checkbox"/>	Premium End Aisle 4A	10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
			195651	Forty Creek Confederation Oak Reserve Whisky	750	LTO
			285254	Forty Creek Copper Pot Reserve	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Standard End Aisle 4B	20047	Forty Creek Foxheart	750	
			350629	Forty Creek Barrel Select Whisky	1140	
			550715	Forty Creek Barrel Select	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5AB	21097	The Glenlivet 12 Yr Malt	750	VA
			410043	The Glenlivet Founder's Reserve Scotch Whisky	750	VA
			635417	The Glenlivet Captain's Reserve Single Malt Scotch	750	VA

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Premium End Aisle 6A	513069	Glenfiddich IPA Experiment	750	LTO
			513077	Glenfiddich Project Xx Experimental Series	750	
			629352	Glenfiddich Exper Series #4 Fire & Cane	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Standard End Aisle 6B	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	
			12385	Glenfiddich Single Malt 12 Year Old	750	
			605972	Glenfiddich Single Malt 15 Year Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Premium End Aisle 7A	224352	Crown Royal Black	750	LTO
			276618	Crown Royal Black	1140	
			434092	Crown Royal Northern Harvest Rye	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Standard End Aisle 7B	10357	Crown Royal Peach	750	LTO
			403519	Crown Royal Apple	750	
			476911	Crown Royal Vanilla	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8AB	472332	Wayne Gretzky Red Cask Whisky	750	LTO
			519298	Wayne Gretzky Cream Whisky	750	LTO
			541094	Wayne Gretzky Ice Cask Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 9AB	10157	Jameson Irish Whiskey	750	LTO
			207613	Jameson Irish Whiskey	1140	VA
			292615	Jameson Black Barrel	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 10: Mini Thematic C	13641	Bench Brewing Short Hills East Coast IPA (798)	473	LTO
			16896	Amsterdam Neon Haze (3842)	473	
			17396	Cameron's Cruising Through The Galaxy Hazy (413)	473	LTO
			22257	Killaloe Sunrise (BeaverTails Collaboration) (8454)	473	
			22571	Railway City - Jumbo IPA (8447)	473	
			459537	Woodhouse Lager (189)	473	LTO
			536516	Anderson Autumn (791)	6 × 355	
			549873	Collective Arts Jam Up The Mash (4678)	473	LTO
			688507	Flying Monkeys Sparklepuff Triple IPA (6309)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 11	225698	The Kraken Black Spiced Rum	750	S3 Halloween BP, LTO
			318683	The Kraken Black Spiced Rum	1140	S3 Halloween BP, VA
			454710	The Kraken Black Spiced Rum	1750	S3 Halloween BP

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 12	11130	Dewar's White Label Whisky	750	VA
			20785	Dewar's Illegal Mezcal Smooth Cask Finish	750	VA
			217992	Dewar's White Label	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 13	95935	Grey Goose Vodka	750	VA
			417196	Grey Goose Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 14	386789	Casamigos Tequila Blanco	750	VA
			388694	Casamigos Tequila Reposado	750	LTO, VA
			609362	Casamigos Mezcal	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 15	419986	Jacob's Creek Double Barrel Shiraz	750	LTO
			155051	Masi Campofiorin Igt	750	LTO
			669457	Peller Family Vineyards Shiraz Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 16	358184	Tanqueray Rangpur Gin	750	LTO
			573956	Tanqueray Flor De Sevilla	750	LTO
			600163	Tanqueray No. Ten Gin	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 17	307	Seagrams V.O.	750	VA
			31930	Seagrams V.O.	1750	VA
			216978	Seagrams V.O.	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 18	14887	Pelee Island Bourbon Barrel Reserve Baco Noir VQA	750	LTO
			310391	The Dreaming Tree Crush Red Blend	750	LTO
			649749	Castillo De Almansa Reserva	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 19	15806	Skyy Vodka	750	VA
			19535	Skyy Vodka	1140	LTO
			363507	Prince Igor Extreme Vodka (P.E.T)	1750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 20	437772	Belvedere Vodka	750	
			456095	Ketel One Vodka	750	LTO
			640995	Ketel One Botanical Peach And Orange Blossom	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture		Refer to pg. 17 for a product list		
<input type="checkbox"/>	<input type="checkbox"/>	New & Seasonal		Refer to the P8 Portal Worksheets		
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	570002	Averna Amaro	750	VA
			54866	Bulleit Bourbon Frontier Whiskey	750	LTO + VA
			439075	Bulleit Bourbon 10 Year Old	750	LTO + VA

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			31112	Grant's Family Reserve Scotch Whisky	750	LTO
			238097	Dalwhinnie 15 Year Old Single Highland Malt Scotch Whisky	750	VA
			255281	Aberfeldy 12 Year Old Scotch Whisky	750	LTO
			289496	Cardhu 12 Year Old Single Malt Scotch Whisky	750	VA
			409490	Singleton Of Dufftown 12 Year Old Single Malt Scotch Whisky	750	LTO + VA
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	438598	Dewar's 12 Year Old Scotch Whisky	750	LTO
			468116	Johnnie Walker Green Label Scotch Whisky	750	VA
			479881	Lagavulin 8 Year Old Islay Single Malt Scotch Whisky	750	VA
			479980	Macallan 12 Year Old Double Cask	750	LTO
			330803	Bowmore 12 Year Old Islay Single Malt	750	LTO
			404160	McClelland's Single Malt Islay Scotch	750	LTO
			15761	Trinity Oaks Cabernet Sauvignon	750	LTO
			30072	Chateau Timberlay Bordeaux Superieur AOC	750	LTO
			303800	Trius Red	750	LTO
			335174	Errazuriz Max Reserva Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	487819	Melini Chianti Classico Riserva DOCG	750	LTO
			541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauvignon	750	LTO
			545319	Frescobaldi Castiglioni Chianti DOCG	750	LTO
			572800	Beringer Brothers Bourbon Barrel Red Blend	750	LTO
			621003	Montecillo Rioja Reserva	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			15349	Jack Daniel's Apple	750	LTO
			41384	Jack Daniel's Tennessee Whiskey	750	LTO
			215616	Jack Daniel's Tennessee Whiskey	1140	VA
			245134	Jack Daniel's Tennessee Whiskey in Gift Tin with 2 Glasses	750	
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table	260323	Jack Daniel's Tennessee Honey	750	LTO
			377994	Gentleman Jack Tennessee Whiskey	750	LTO
			380899	Jack Daniel's Tennessee Honey	1140	VA
			416693	Jack Daniel's Tennessee Fire	750	LTO
			245134	Jack Daniel's Double Tin Gift Pack w 2 Glasses	750	
			117	Bacardi Superior White Rum	750	LTO + VA
<input type="checkbox"/>	<input type="checkbox"/>	Halloween Block Pile: Bacardi	1206	Bacardi Gold Rum	750	LTO + VA
			520353	Bacardi Spiced Rum	750	LTO + VA
			113241	Cazadores Anejo Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Halloween Block Pile: Cazadores Tequila	125187	Cazadores Reposado Tequila	750	LTO
			363986	Cazadores Blanco Tequila	750	VA
			15281	Kraken Black Roast Rum	750	LTO
			21835	Kraken Unkown Deep Black Spiced Rum	750	
<input type="checkbox"/>	<input type="checkbox"/>	Halloween Block Pile: Kraken Rum	225698	The Kraken Black Spiced Rum	750	LTO
			318683	The Kraken Black Spiced Rum	1140	VA
			366534	The Kraken Black Spiced Rum	375	LTO
			454710	The Kraken Black Spiced Rum	1750	VA
			227678	1800 Silver Tequila	750	LTO
			398479	1800 Reposado	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Halloween Block Pile: 1800 Tequila	492454	1800 Coconut Tequila	750	VA
			549113	1800 Anejo Tequila	750	
			10232	1800 Silver Tequila	375	
<input type="checkbox"/>	<input type="checkbox"/>	Halloween Block Pile: Espolon Tequila	324855	Espolon Tequila Reposado	750	LTO
			324848	Espolon Tequila Blanco	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Halloween Block Pile: Fireball Whisky	10946	Fireball 50 ml 6 Pack Carrier	300	
			314856	Fireball Whisky Shooter	1140	
			447953	Fireball Whisky Shooter	750	
<input type="checkbox"/>	<input type="checkbox"/>	Halloween Block Pile: 19 Crimes Wine	17760	19 Crimes Pinot Noir	750	VA
			18116	19 Crimes Snoop Dogg Cali Red	750	
			369777	19 Crimes Shiraz Durif	750	LTO
			633438	19 Crimes The Uprising Red Wine	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	14066	Molson Ultra	6 × 473	
			17488	Molson Canadian Cold Shots	4 × 222	LTO
			300699	Molson Canadian	6 × 473	LTO
			900621	Molson Canadian	6 × 341	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	19118	White Claw Hard Seltzer Raspberry	473	
			19121	White Claw Hard Seltzer Watermelon	473	
			19153	Cottage Springs Raspberry Lime Bag In Box	4000	
			19150	Cottage Springs Vodka Soda Raspberry Lemonade	355	
			19142	Cottage Springs Vodka Soda Wild Cherry	355	
			19144	Mike's Hard Peach Fuzz	473	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	216655	Absolut Vodka	1750	LTO
			217133	Sauza Gold Tequila	1140	LTO + VA
			217257	Sailor Jerry Spiced Rum	1140	LTO
			217646	J & B Rare Scotch Whisky	1140	
			217653	Captain Morgan Original Spiced Rum	1140	LTO
			247056	Grant's Family Reserve Scotch Whisky	1750	LTO
			311936	Canadian Club Classic 12 Year Old	1140	LTO
			628982	O'Casey's Irish Cream	1140	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	
			17437	Woodbridge By Robert Mondavi Cabernet Sauvignon Tetra	500	
			40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	VA
			48611	Woodbridge By Robert Mondavi Cabernet Sauvignon	750	VA
			99408	Woodbridge By Robert Mondavi Chardonnay	750	VA
		494492	Woodbridge By Robert Mondavi Merlot	750	VA	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Premium Middle Nesting Table/ Celebration Fixture	42	Canadian Club Whisky	750	LTO + VA
			23144	Canadian Club 44 Year Old (in glass case)	750	VA
			34637	Canadian Club Whisky (PET)	1750	LTO + VA
			103341	Canadian Club Whisky (PET)	750	LTO + VA
			217687	Canadian Club Whisky	1140	LTO + VA
			311928	Canadian Club Classic 12 Year Old	750	LTO + VA
			311944	Canadian Club Classic 12 Year Old	1750	LTO + VA
			390583	Canadian Club 100% Rye	750	VA
			438960	Canadian Club 100% Rye Whisky	1140	LTO + VA
			571950	Canadian Club Apple	750	LTO + VA
<input type="checkbox"/>	<input type="checkbox"/>	Standard Middle Nesting Table/ Celebration Fixture	984	Alberta Premium Whisky	750	VA
			216226	Alberta Premium Whisky	1140	VA
			54213	Alberta Premium Whisky (PET)	1750	VA
			517136	Alberta Premium Whisky (PET)	750	VA
			53082	Alberta Pure Vodka (PET)	1750	VA
			15012	Northern Keep Vodka	750	LTO
			14089	Alberta Premium Cask Strength (2021)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	17819	Stella Artois	6 × 473	LTO
			17820	Stella Artois	473	
			17823	Stella Artois	6 × 330	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	21892	Muskoka IPA Mixer Pack	2838	
			128009	Ernest Apple Strudel	473	
			22621	Flying Monkeys Theatre Of Madness Pumpkin Lager	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	311787	Budweiser	6 × 473	LTO + VA
			904334	Budweiser	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	15041	Innis & Gunn Original	6 × 500	LTO
			377275	Innis & Gunn Lager	500	
			572008	Innis & Gun Blood Red Sky	6 × 330	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			14988	Muskoka Detour	6 X 473	
			16007	Beau's Country Vibes Amber	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	20119	Collective Arts Matter Of Fact	473	
			453985	Walkerville Easy Stout	473	
			492009	Steam Whistle Can	473	
			628875	Maclean's Cherry Porter	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	13904	Henry Of Pelham Pinot Noir VQA	750	LTO
			65367	Eastdell Pinot Grigio VQA	750	LTO
			164087	Sandbanks Sleeping Giant VQA	750	LTO
			228551	Cave Spring Chardonnay VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	6395	20 Bees Cabernet Merlot VQA	750	
			308486	Angels Gate Pinot Noir VQA	750	
			587907	Trius Merlot VQA	750	
			609875	EastDell Black Cab VQA	750	
			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	
<input type="checkbox"/>	<input type="checkbox"/>	Craft VQA Wineries	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	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	31898	Calvet Reserve des Remparts Saint-Émilion	750	LTO
			954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: October 16	291666	Cannonball Cabernet Sauvignon 2018	750	
			320499	Bastide Miraflores Syrah/Vieilles Vignes Grenache 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: Oct 30	20765	Meiomi Cabernet Sauvignon 2019	750	
			996553	Carpineto Farnito Cabernet Sauvignon 2015	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages LTO Program		Refer to pg. 66 for a product list		

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	177824	13th Street Gamay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	15537	Woodford Reserve Distiller's Select Bourbon	375	LTO
			366534	The Kraken Black Spiced Rum	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Flex Space		Refer to pg. 77 for a product list		
			12865	J.P. Wiser's Manhattan Canadian Whisky Cocktail	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	18863	J.P. Wiser's Manhattan Canadian Whisky Cocktail	375	LTO
			18864	J.P. Wiser's Old Fashioned Canadian Whisky Cocktail	375	VA
			625996	J.P. Wiser's Old Fashioned Canadian Whisky Cocktail	750	LTO

LTO = Limited Time Offer

ST = Shelf Talker

VA = Value-added

SCP = Shopping Cart Program

FNT = Front Nesting Table

BP = Block Pile

COTM = Cocktail of the Month

WF = Wine Fridge

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65	66			
R1	Vodka A	137117	Russian Standard Vodka	750	LTO											Y	Y
R2	Vodka B	253302	Luksusowa Vodka	750	LTO, Necktag							Y	Y	Y	Y	Y	Y
R3	Vodka C	227413	Iceberg Vodka	1140	LTO							Y	Y	Y	Y	Y	Y
R4	Vodka D	628990	Tito's Handmade Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	110056	Absolut Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	5202S	Bacardi Black	1140	LTO												Y
R7	Rum B	15038	Captain Morgan Orange Vanilla Twist	750	LTO							Y	Y	Y	Y	Y	Y
R8	Rum C	462309	Lamb's Spiced Rum	750	LTO							Y	Y	Y	Y	Y	Y
R9	Rum D	492520	Bacardi 8 Year Old Reserva Gold Rum	750	LTO							Y	Y	Y	Y	Y	Y
R10	Rum E	17047	Captain Morgan Sliced Apple Spiced Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	497891	Kavi Reserve Coffee Blended Canadian Whisky	750	LTO											Y	Y
R12	Canadian Whisky B	605063	Buffalo Trace Bourbon	750	LTO							Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	103747	Maker's Mark Kentucky Bourbon	750	LTO							Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	216671	Wisers Special Blend	1140	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	103341	Canadian Club Premium (P.E.T)	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	107359	Auchentoshan 12 Year Old Single Malt Scotch	750	LTO							Y	Y	Y	Y	Y	Y
R17	Scotch B	204560	Highland Park 12 Yr Old Single Malt	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	19388	Bombay Bramble	750	LTO							Y	Y	Y	Y	Y	Y
R19	Liqueurs A	630913	Tia Maria	750	LTO										Y	Y	Y
R20	Liqueurs B	460360	El Jimador Tequila Reposado	750	LTO							Y	Y	Y	Y	Y	Y
R21	Liqueurs C	462424	Cabot Trail Maple Cream	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	5959	Baileys Irish Cream	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	42911	Patron Silver Tequila	375	LTO												Y
R24	Brandy B	108357	Carolans Irish Cream	750	LTO							Y	Y	Y	Y	Y	Y
R25	Tequila A	173559	Tequila Don Julio Reposado	750	LTO										Y	Y	Y
R26	Ontario Blend A	63966	Wayne Gretzky Merlot VQA	750	LTO							Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	621219	Pelee Island Pinot Grigio	750	LTO							Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	289835	Peller Family Vineyards Dry White	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	587964	Trius Cabernet Franc VQA	750	LTO										Y	Y	Y
R30	Ontario Non-VQA B	648402	Bodacious Moscato	750	LTO							Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	132506	XOXO Pinot Grigio/Chardonnay	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	429811	Black Cellar Shiraz Cabernet	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	200584	Konzelmann Pinot Noir VQA	750	LTO										Y	Y	Y
R34	Ontario VQA B	617662	Diabolica Red VQA	750	LTO										Y	Y	Y
R35	Australia/New Zealand A	311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	LTO										Y	Y	Y
R36	Australia/New Zealand B	602615	Angus The Bull Cabernet Sauvignon	750	LTO										Y	Y	Y
R37	Australia/New Zealand C	499707	Brancott Marlborough Sauvignon Blanc	750	LTO							Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	367276	Jacob's Creek Moscato Rose	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	534263	Beringer Founders Estate Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R40	USA B	292128	Firestone Cabernet Sauvignon Santa Ynez Valley	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	614651	Trapiche Reserve Malbec	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	545707	Cigar Box Pinot Noir	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	178541	Batasiolo Barolo Docg	750	LTO										Y
R44 France Blend B	215343	Martini & Rossi Sweet Vermouth Red	1000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	490144	Cecchi Chianti Docg	750	LTO									Y	Y
R46 France South B	216960	Segura Viudas Brut Reserva Cava Sparkling	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/ Burgundy A	384651	Martini Prosecco Sparkling	750	LTO									Y	Y
R48 Italy Central A	293498	Brotte La Fiole Cote Du Rhone Aoc	750	LTO									Y	Y
R49 Italy Central B	263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	LTO					Y	Y	Y	Y	Y	Y
R51 Italy North B	253914	Martini Dry Vermouth White	1000	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	184069	Hob Nob Pinot Noir Pays D'Oc	750	LTO										Y
R53 Southern Europe B	166	Sogrape Mateus Rose	750	LTO									Y	Y
R54 Germany A	533307	Silk & Spice Red	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	LTO									Y	Y
R56 Sparkling B	141432	Sogrape Gazela Vinho Verde	750	LTO				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	194431	Duvel Beer (LCBO Warehouse)	330	LTO									Y	Y
R58 Ontario Beer B	535294	Grolsch Premium Pilsner (LCBO Warehouse)	500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	15876	Price Eddys So Many Friends IPA (1736)	473											Y
R60 Beer 2	516880	Mill Street Original Organic (1950)	6 × 473	LTO				Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	568287	No Boats On Sunday Cider (LCBO Warehouse)	473	LTO				Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	20037	No. 99 Amber Ale Wayne Gretzky Craft Brewing (275 TBS)	473	LTO				Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1		Store Manager's Discretion						Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	649251	Smirnoff Vodka & Soda Berry Lemon	4 × 355	LTO				Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	449793	Jose Cuervo Sparkling Classic Margarita	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	80127	Sailor Jerry Spiced Rum	750	LTO	PMA Canada Ltd.
C2: Canadian Whisky	13057	Writers Tears Copper Pot Irish Whiskey	700	LTO	Woodman Wines & Spirits
C3: Ontario Non VQA Blend	637199	Pelee Island Shiraz/Cabernet	750	LTO	Pelee Island Winery
C4: French Blend	122689	Henkell Trocken	750	LTO	Mark Anthony Wine & Spirits
C5: Fixed Store Location	19612	Jacob's Creek Shiraz/Cabernet	1500	LTO	Corby Spirit And Wine Limited
C6: Vodka	129940	Aviation Gin	750	LTO	Glazer's Of Canada
C7: Scotch	557108	St Remy XO Brandy	750	LTO	Glazer's Of Canada
C8: Liqueurs	10558	Roe & Co Blended Irish Whiskey	750	LTO	Diageo Canada Inc.
C9: Ontario Blends	667089	Peller Family Vineyards Pinot Grigio	750	LTO, Wine Fridge	Andrew Peller Limited
C10: France Red	226860	Wolf Blass Yellow Label Chardonnay	750	LTO, Wine Fridge	Mark Anthony Wine & Spirits

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	582817	Family Series Dry Riesling VQA Peller Estates	750	LTO	Andrew Peller Limited
D2: Discovery Wines 2	245324	Les Jamelles Merlot Vin De Pays D'Oc	750	LTO	Philippe Dandurand Wines Ltd.
D3: Discovery Wines 3	359257	Ravenswood Vintners Blend Zinfandel	750	LTO	E&J Gallo Winery Canada Ltd.
D4: Discovery BSM 1	22229	Muskoka Midnight Magic (LCBO Warehouse)	473		Lakes Of Muskoka Cottage Brewery
D5: Discovery BSM 2	37861	Pabst Blue Ribbon (275 TBS)	473	LTO	Sleeman Brewing & Malting Co.
D6: Discovery BSM 3	491514	Jaw Drop Flashing Peaches	473	LTO	Breakthru Beverage Canada Inc.
D7: Discovery Spirits 1	450932	Jose Cuervo Tradicional Reposado	750	LTO	Proximo Spirits Canada Inc.
D8: Discovery Spirits 2	21265	Gray Jay Deluxe Canadian Whisky Ddp	750	LTO	PMA Canada Ltd.
D9: Discovery Spirits 3	114967	Finlandia Vodka	1750	LTO	PMA Canada Ltd.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	348680	Bersano Costalunga Barbera D'Asti Docg	750	LTO	Barrique Wine Imports Ltd.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
42	Canadian Club Premium	750	\$1.25	Middle Nesting Table
117	Bacardi Superior White Rum	750	\$1.00	Halloween Block Pile
166	Sogrape Mateus Rose	750	\$1.50	Shelf Extender
828	Folonari Valpolicella Doc	750	\$2.00	Flex Space
893	J.P. Wiser's Deluxe	750	\$3.00	End Aisle
1206	Bacardi Gold Rum	750	\$1.00	Halloween Block Pile, Value Add
1487	Crown Royal	750	\$2.00	End Aisle, Flex Space
2527	Mouton Cadet Bordeaux White Aoc	750	\$2.00	Value Add
5959	Baileys Irish Cream	750	\$1.50	Shelf Extender
7880	Johnnie Walker Black 12 Yr	750	\$3.00	End Aisle
10157	Jameson Irish Whiskey	750	\$1.00	End Aisle
10357	Crown Royal Peach	750	\$1.50	End Aisle
10424	Three Thieves Pinot Noir	750	\$2.00	
10558	Roe & Co Blended Irish Whiskey	750	\$5.00	Comm. Extender
10937	Forty Creek Double Barrel Reserve Whisky	750	\$2.00	End Aisle, LTO
10946	Fireball 6 Pack Carrier	6 × 50	\$1.00	Halloween Block Pile
11194	Sand Point Chardonnay	750	\$2.00	
11927	La Linda Malbec	750	\$2.00	
13057	Writers Tears Copper Pot Irish Whiskey	700	\$5.00	Comm. Extender
13588	Bacardi Gold (P.E.T)	750	\$1.00	
13641	Bench Brewing Short Hills East Coast IPA	473	\$0.20	Mini Thematic
13686	Bread & Butter Pinot Noir	750	\$2.00	
13904	Henry Of Pelham Pinot Noir VQA	750	\$2.00	goLOCAL
14089	Alberta Premium Cask Strength Rye	750	\$5.00	Middle Nesting Table
14404	Jagermeister Cold Brew	750	\$3.00	
14493	Cottage Springs Raspberry Spiked Water	355	\$0.20	
14887	Pelee Island Bourbon Barrel Reserve Baco Noir VQA	750	\$2.00	End Aisle
14988	Muskoka Detour	6 × 473	\$1.25	OCB
14994	Nutrl Vodka Soda Mixed Pack	4260	\$2.00	
15012	Northern Keep Vodka	750	\$2.75	Middle Nesting Table
15038	Captain Morgan Orange Vanilla Twist	750	\$1.00	Shelf Extender
15041	Innis & Gunn Original	6 × 500	\$1.00	EZD
15281	Kraken Black Roast Rum	750	\$2.00	Halloween Block Pile
15310	Matt & Steve's Caesar Original Lightly Spiced	473	\$0.20	
15349	Jack Daniels Apple	750	\$3.00	Front Nesting Table
15537	Woodford Reserve Distiller's Select Bourbon	375	\$2.00	CE1, LTO

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
15563	Somersby Apple Cider	473	\$0.25	
15761	Trinity Oaks Cabernet Sauvignon	750	\$2.00	Mini Thematic
15807	Skyy Vodka	1140	\$1.00	
15884	Hucklejack Canadian Lager	473	\$0.15	
16007	Beau's Country Vibes Amber - Now 19269	473	\$0.20	OCB
16180	Carlo Pellegrino, Marsala Superiore	750	\$2.00	
16186	Santa Rita Secret Reserve Cabernet Sauvignon	750	\$2.00	Flex Space
16189	Santa Rita Secret Reserve Sauvignon Blanc	750	\$2.00	Flex Space
16225	Bees Knees	355	\$0.10	
16806	Tryst Smooth And Silky Red	750	\$1.00	
16858	Malivoire Che Bello Sparkling VQA	750	\$1.00	Wine Fridge
16936	Hacker Pschorr Keller Bier	500	\$0.20	
17047	Captain Morgan Sliced Apple Spiced Rum	750	\$1.00	Shelf Extender
17370	Sandbanks Route 33 Red VQA	750	\$2.00	
17396	Cameron's Cruising Through The Galaxy Hazy	473	\$0.20	Mini Thematic
17488	Molson Canadian Cold Shots	4 × 222	\$0.50	Seasonal Block Pile A
17537	Colio Cellar Door Series Sauvignon Blanc	750	\$1.00	
17818	Corona Extra	6 × 330	\$1.00	
17819	Stella Artois	6 × 473	\$1.00	EZA
18863	J.P. Wiser's Manhattan Canadian Whisky	375	\$1.00	
19130	Lemon Life Hard Lemonade Seltzer	6 × 355	\$1.00	
19131	No Boats On Sunday Wild Strawberry Rhubarb	355	\$0.20	
19303	Crown Royal Whisky & Cola	473	\$0.25	
19350	Founder's Original Tequila Paloma	355	\$0.15	
19388	Bombay Bramble	750	\$1.00	Shelf Extender
19403	Indoggo Gin	750	\$3.00	
19535	Skyy Vodka	1140	\$1.00	End Aisle
19612	Jacob's Creek Shiraz/Cabernet	1500	\$2.00	Comm. Extender
19953	Tommasi Le Rosse Pinot Grigio	750	\$2.00	
20037	No. 99 Amber Ale Wayne Gretzky Craft Brewing	473	\$0.25	Shelf Extender
20938	Red House Wine Co. Cabernet Merlot VQA	750	\$2.00	
21265	Gray Jay Deluxe Canadian Whisky Ddp	750	\$3.00	Discovery Extender
21692	Montenegro Select Aperitivo	750	\$1.00	
22035	Skrewball Peanut Butter Whiskey	750	\$5.00	
22571	Jumbo IPA	473	\$0.20	
23606	Santa Rita 120 Reserva Especial Sauv Blanc	750	\$2.00	Flex Space
27516	>(V) J.Lohr Los Osos Merlot	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
30072	Chateau Timberlay Bordeaux Superieur Aoc	750	\$2.00	Mini Thematic
31112	Grant's Family Reserve	750	\$3.00	Mini Thematic
31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	\$2.00	VL1
33928	J.P. Wiser's Deluxe	1750	\$1.00	End Aisle
34603	Patron Anejo Tequila	750	\$5.00	
34637	Canadian Club Premium	1750	\$1.05	Middle Nesting Table
37861	Pabst Blue Ribbon	473	\$0.25	Discovery Extender
41384	Jack Daniel's Tennessee Whiskey	750	\$3.00	Front Nesting Table
42911	Patron Silver Tequila	375	\$1.00	Shelf Extender
43281	>(V) Flat Rock Cellars Estate Riesling	750	\$2.00	
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.50	Front Entrance Table
61101	Peninsula Ridge Merlot VQA	750	\$2.00	
63966	Wayne Gretzky Merlot VQA	750	\$2.00	Shelf Extender
65367	Eastdell Pinot Grigio VQA	750	\$2.00	goLOCAL
68544	Sawmill Creek Dry Red Bag In Box	4000	\$1.00	
68924	Gnarly Head Cabernet Sauvignon	750	\$2.00	
73809	Carlsberg Beer	500	\$0.20	
74096	Cavallina Nero D'Avola Shz Terre Sicilane Igt	750	\$1.50	
78006	Cavaliere D'Oro Gabbiano Chianti Docg	750	\$2.00	Shelf Extender
80127	Sailor Jerry Spiced Rum	750	\$1.50	Comm. Extender
82024	>(V) Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	\$2.00	
89037	>Chardonnay Sketches Of Niagara (Tawse)	750	\$2.00	
97121	Barefoot Chardonnay	750	\$1.00	
103341	Canadian Club Premium (P.E.T)	750	\$1.25	Shelf Extender
103747	Maker's Mark Kentucky Bourbon	750	\$4.00	Shelf Extender
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$5.00	Shelf Extender
108357	Carolans Irish Cream	750	\$2.00	Shelf Extender
109959	Jackson-Triggs Reserve Merlot VQA	750	\$2.00	
110049	Sandbanks Estate Baco Noir VQA	750	\$2.00	
110056	Absolut Vodka	750	\$1.00	Shelf Extender
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	
113241	Cazadores Anejo Tequila	750	\$2.00	Halloween Block Pile
114967	Finlandia Vodka	1750	\$1.50	Discovery Extender
119628	Lindemans Bin 45 Cabernet Sauvignon	750	\$1.00	Flex Space
122689	Henkell Trocken	750	\$2.00	Comm. Extender
125187	Cazadores Reposado Tequila	750	\$2.00	Halloween Block Pile
129940	Aviation Gin	750	\$2.00	Comm. Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	Shelf Extender
134957	Open Cab 2 Merlot VQA	750	\$1.00	
137117	Russian Standard Vodka	750	\$1.50	Shelf Extender
139022	Sandbanks Riesling VQA	750	\$1.00	
140509	James Ready 5.5	6 × 473	\$1.00	
141432	Sogrape Gazela Vinho Verde	750	\$1.00	Shelf Extender
142117	Lindemans Bin 65 Chardonnay	750	\$1.00	Flex Space
142364	Side Launch Northbound Lager	473	\$0.30	
143040	Hornitos Reposado Tequila	750	\$4.00	
148007	Czechvar Premium Lager	500	\$0.35	
149047	> 20 Year Old Tawny Port (Taylor Fladgate)	750	\$7.00	
155051	Masi Campofiorin Igt	750	\$3.00	End Aisle
164087	Sandbanks Sleeping Giant VQA	750	\$2.00	goLOCAL
166538	>Crianza Rioja (Bodegas Lan)	750	\$2.00	
167189	>(V)Dandelion Lionheart Of The Barossa Shiraz	750	\$2.00	
173559	Tequila Don Julio Reposado	750	\$7.00	Shelf Extender
176834	Aperol	750	\$1.00	
177295	>(V)Riserva Il Falcone Castel Del Monte Docg(River	750	\$3.00	
177824	>(V)Gamay Noir (Thirteenth Street)	750	\$2.00	OWS
178541	Batasiolo Barolo Docg	750	\$4.00	Shelf Extender
181388	Lindemans Bin 95 Sauvignon Blanc	750	\$1.00	Flex Space
184069	Hob Nob Pinot Noir Pays D'Oc	750	\$2.00	Shelf Extender
194431	Duvel Beer	330	\$0.25	Shelf Extender
194878	White Owl Whisky	750	\$3.00	
195651	Forty Creek Confederation Oak Reserve Whisky	750	\$5.00	End Aisle
200584	Konzelmann Pinot Noir VQA	750	\$1.50	Shelf Extender
201723	Erdinger Dunkel	500	\$0.20	
204560	Highland Park 12 Yr Old Single Malt	750	\$6.00	Shelf Extender
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	\$2.00	Shelf Extender
211235	Palm Bay Strawberry Pineapple	6 × 355	\$1.00	
215343	Martini & Rossi Sweet Vermouth Red	1000	\$1.00	Shelf Extender
216028	Pelee Island Gamay Zweigelt Ruggles Run VQA	750	\$2.00	
216655	Absolut Vodka	1750	\$1.50	Seasonal Block Pile C
216945	Freixenet Cordon Negro Brut Cava	750	\$1.50	
216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$2.00	Shelf Extender
217133	Sauza Gold Tequila	1140	\$3.00	Seasonal Block Pile C, Value Add
217257	Sailor Jerry Spiced Rum	1140	\$2.00	Seasonal Block Pile C

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
217653	Captain Morgan Original Spiced Rum	1140	\$1.50	Seasonal Block Pile C
217687	Canadian Club Premium	1140	\$1.00	
217794	Johnnie Walker Red Label	1140	\$1.50	End Aisle
218644	Santa Rita 120 Reserva Especial Cab Sauv	750	\$2.00	Flex Space
224352	Crown Royal Black	750	\$3.00	End Aisle
225698	The Kraken Black Spiced Rum	750	\$2.00	End Aisle, Halloween Block Pile
226555	Hahn Pinot Noir	750	\$2.00	
226860	Wolf Blass Yellow Label Chardonnay	750	\$2.50	Comm. Extender, Wine Fridge
227413	Iceberg Vodka	1140	\$1.00	Shelf Extender
227678	1800 Silver Tequila	750	\$2.00	Halloween Block Pile
228551	Cave Spring Chardonnay VQA	750	\$2.00	goLOCAL
229781	>(V) A To Z Pinot Noir Ava Oregon	750	\$3.00	
234369	Apothic Red	750	\$2.00	Flex Space, Necktag
245324	Les Jamelles Merlot Vin De Pays D'Oc	750	\$2.00	Discovery Extender
247056	Grant's Family Reserve	1750	\$5.00	Seasonal Block Pile C
250498	Castello Del Poggio Moscato Frizzante	750	\$2.00	
251470	Trius Barrel Fermented Chardonnay VQA	750	\$2.00	
253302	Luksusowa Vodka	750	\$1.00	Shelf Extender, Necktag
253914	Martini Dry Vermouth White	1000	\$1.00	Shelf Extender
255281	Aberfeldy 12 Year Old	750	\$2.00	Mini Thematic
259333	McClelland's Single Malt Highland Scotch	750	\$4.00	
260323	Jack Daniel's Honey	750	\$3.00	Front Nesting Table
263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	\$1.50	Shelf Extender
270447	Guinness Draught Beer	500	\$0.25	
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	
275099	Jackson-Triggs Vidal Bag In Box	4000	\$2.00	
280081	Steam Whistle Premium Pilsner	6 × 355	\$1.50	
283846	Bombardier Ale	500	\$0.30	
285254	Forty Creek Copper Pot Reserve	750	\$1.50	End Aisle
285544	>(V)Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50	
289835	Peller Family Vineyards Dry White	1500	\$1.50	Shelf Extender
291674	Fetzer Chardonnay	750	\$2.00	
292128	Firestone Cabernet Sauvignon Santa Ynez Valley	750	\$2.00	Shelf Extender
292615	Jameson Black Barrel	750	\$3.00	End Aisle
293498	Brotte La Fiole Cote Du Rhone Aoc	750	\$2.00	Shelf Extender
294298	>(V) Conundrum California Red	750	\$2.00	
297119	Peller Family Vineyards Chard Bag In Box	4000	\$3.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
300699	Molson Canadian	6 × 473	\$2.00	Seasonal Block Pile A
302018	> Pipeau St. Emilion(Ch. Pipeau)	750	\$4.00	
302810	Heineken	6 × 500	\$1.20	
303800	>(V) Trius Vqa Red (Andres Wines Ltd)	750	\$3.00	Mini Thematic
310391	The Dreaming Tree Crush Red Blend	750	\$2.00	End Aisle
311787	Budweiser	6 × 473	\$1.00	EZH
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	\$2.00	Shelf Extender
311928	Canadian Club Classic 12 Year Old	750	\$2.00	Middle Nesting Table
311936	Canadian Club Classic 12 Year Old	1140	\$1.95	Seasonal Block Pile C
311944	Canadian Club Classic 12 Year Old	1750	\$2.50	Middle Nesting Table
314856	Fireball Whisky Shooter	1140	\$3.00	Halloween Block Pile
322362	Beck's	500	\$0.20	
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	\$3.00	
324848	Espolon Tequila Blanco	750	\$1.00	Halloween Block Pile
324855	Espolon Tequila Reposado	750	\$1.00	Halloween Block Pile
328526	Jackson-Triggs Chardonnay	1500	\$2.00	
328567	>(V) Cathedral Cellar Cabernet Sauvignon	750	\$2.00	
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00	Mini Thematic
334128	Ciroc Red Berry	750	\$3.00	
335174	Errazuriz Max Reserva Cabernet Sauvignon	750	\$3.00	Mini Thematic
348680	Bersano Costalunga Barbera D'Asti Docg	750	\$2.00	Green Extender
348979	Inniskillin Pinot Grigio VQA	750	\$2.00	
352583	>(V) Beringer Knight's Valley Cab Sauvignon	750	\$5.00	
357137	Jackson-Triggs Reserve Cabernet Shiraz VQA	750	\$1.00	
358184	Tanqueray Rangpur Gin	750	\$2.50	End Aisle
358911	Gnarly Head Pinot Noir	750	\$2.00	
359257	Ravenswood Vintners Blend Zinfandel	750	\$2.00	Discovery Extender
364349	Tomatin 12YO Highland Single Malt	750	\$3.00	
366534	The Kraken Black Spiced Rum	375	\$1.00	CE1, Halloween Block Pile
367151	Mill Street Vanilla Porter	440	\$0.20	
367276	Jacob's Creek Moscato Rose	750	\$2.00	Shelf Extender
369777	19 Crimes Shiraz Durif	750	\$2.00	Halloween Block Pile
374231	Ungava Gin	750	\$2.00	
377820	Jackson-Triggs Merlot	1500	\$2.00	
377994	Gentleman Jack Tennessee Whiskey	750	\$3.00	Front Nesting Table
379958	Kronenbourg 1664 Blanc	500	\$0.25	
382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	\$2.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
384651	Martini Prosecco Sparkling	750	\$2.00	Shelf Extender
387159	Bodacious Smooth Red	1500	\$2.00	
388694	Casamigos Tequila Reposado	750	\$5.00	End Aisle, Value Add
398479	1800 Reposado	750	\$2.00	Halloween Block Pile
404160	McClelland Single Malt Islay Scotch	750	\$5.00	Mini Thematic
407528	Philippe De Rothschild Chardonnay Pays D'Oc	750	\$2.00	
407551	Philippe De Rothschild Cab Sauv Pays D'Oc	750	\$2.00	
409490	Singleton Of Dufftown 12 Year Old	750	\$5.00	Mini Thematic, Value Add
416693	Jack Daniel's Tennessee Fire	750	\$3.00	Front Nesting Table
417600	Riverlore Sauvignon Blanc Marlborough	750	\$2.50	
417642	Cave Spring Pinot Noir VQA	750	\$2.00	
419986	Jacob's Creek Double Barrel Shiraz	750	\$3.00	End Aisle
422345	Moosehead Lager	6 × 473	\$1.50	
428417	Gooderham & Worts Canadian Whisky	750	\$5.00	End Aisle
429787	Bodacious Smooth White	1500	\$2.00	
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	Shelf Extender
434092	Crown Royal Northern Harvest Rye	750	\$2.00	End Aisle
436956	Casillero Del Diablo Devil's Collection Red	750	\$2.00	
438598	Dewar's 12 Year Old	750	\$3.00	Mini Thematic
438960	Canadian Club 100% Rye	1140	\$1.20	Middle Nesting Table
439075	Bulleit Bourbon 10 YO	750	\$5.00	Front Entrance Table
442582	Alexander Keiths IPA	6 × 473	\$1.00	
444059	>(V) Joel Gott 815 Cabernet Sauvignon	750	\$2.00	
449793	Jose Cuervo Sparkling Classic Margarita	4 × 355	\$1.00	Shelf Extender
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	Discovery Extender
456095	Ketel One Vodka	750	\$2.00	End Aisle
458679	Lindemans Bin 40 Merlot	750	\$1.00	Flex Space
459537	Woodhouse Lager	473	\$0.20	Mini Thematic
460360	El Jimador Tequila Reposado	750	\$2.00	Shelf Extender
462309	Lamb's Spiced Rum	750	\$1.00	Shelf Extender
462424	Cabot Trail Maple Cream	750	\$2.00	Shelf Extender
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	\$3.00	
465484	Toki	750	\$6.00	
472332	Wayne Gretzky Red Cask Whisky	750	\$3.00	End Aisle
476911	Crown Royal Vanilla	750	\$1.50	End Aisle
476986	Duxbury Cider Co Heritage 1650 Dry Cider	473	\$0.20	
478727	>(V) Catena Malbec Mendoza	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
478909	Belgian Moon 473	473	\$0.25	
479980	Macallan 12 YO Double Cask	750	\$6.00	Mini Thematic
486381	Tag No.5 Vodka (P.E.T)	1750	\$1.00	
487819	Melini Chianti Classico Riserva Docg	750	\$3.00	Mini Thematic
488411	Carling	6 × 473	\$1.00	
490144	Cecchi Chianti Docg	750	\$2.00	Shelf Extender
491118	Radio Boka Tempranillo Vdespana Bib	3000	\$5.00	
491514	Jaw Drop Flashing Peaches	473	\$0.25	Discovery Extender
492405	Smirnoff Ice Raspberry	6 × 355	\$1.00	
492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$2.00	Shelf Extender
493254	Roscato Rosso Igt Provincia Di Pavia	750	\$2.00	Wine Fridge
496968	Michelob Ultra	6 × 473	\$1.00	
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	\$1.00	Shelf Extender
499707	Brancott Marlborough Sauvignon Blanc	750	\$2.00	Shelf Extender
512194	Larceny Kentucky Straight Bourbon	750	\$3.00	
513069	Glenfiddich IPA Experiment	750	\$7.00	End Aisle
516880	Mill Street Original Organic	6 × 473	\$1.00	Shelf Extender
519298	Wayne Gretzky Cream Whisky	750	\$3.00	End Aisle
520270	Bacardi Black	1140	\$1.00	Shelf Extender
520353	Bacardi Spiced Rum	750	\$1.00	Halloween Block Pile, Value Add
533307	Silk & Spice Red	750	\$2.00	Shelf Extender
534230	Beringer Founders Estate Chardonnay	750	\$2.00	
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
535294	Grolsch Premium Pilsner	500	\$0.20	Shelf Extender
541094	Wayne Gretzky Ice Cask Whisky	750	\$8.00	End Aisle
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	Mini Thematic
545319	Frescobaldi Castiglioni Chianti Docg	750	\$2.00	Mini Thematic
545707	Cigar Box Pinot Noir	750	\$2.00	Shelf Extender
549030	Sombra Joven Mezcal	750	\$3.00	
549873	Collective Arts Jam Up The Mash	473	\$0.20	Mini Thematic
557108	St Remy XO Brandy	750	\$1.00	Comm. Extender
563601	Old Speckled Hen	4 × 500	\$1.50	
568287	No Boats On Sunday Cider (LCBO Warehouse)	500	\$0.30	Shelf Extender
568642	Sapporo Premium Lager	6 × 355	\$1.30	
570275	Twisted Tea Original	6 × 355	\$1.00	
571786	Thornbury Craft Cranberry Cider	473	\$0.25	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
571950	Canadian Club Apple	750	\$1.25	Middle Nesting Table
572008	Innis & Gun Blood Red Sky	6 × 330	\$1.00	EZD
572800	Beringer Brothers Bourbon Barrel Red Blend	750	\$3.00	Mini Thematic
573956	Tanqueray Flor De Sevilla	750	\$2.50	End Aisle
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	\$0.20	
576942	Diabolica White VQA	750	\$2.00	
582817	Family Series Dry Riesling VQA Peller Estates	750	\$1.00	Discovery Extender
582973	Bombay Sapphire London Dry	1750	\$2.00	
587964	Trius Cabernet Franc VQA	750	\$2.00	Shelf Extender
591693	Argento Seleccion Malbec	750	\$2.00	
595280	>(V) Porcupine Ridge Syrah	750	\$2.00	
600163	Tanqueray No. Ten Gin	750	\$5.00	End Aisle
602615	Angus The Bull Cabernet Sauvignon	750	\$3.50	Shelf Extender
605063	Buffalo Trace Bourbon	750	\$3.00	Shelf Extender
605162	Broker's Premium London Dry Gin	750	\$1.50	
605931	Grant's Family Reserve	1140	\$4.00	
605972	Glenfiddich Single Malt 15 Year Old	750	\$5.00	End Aisle
614651	Trapiche Reserve Malbec	750	\$1.50	Shelf Extender
617662	Diabolica Red VQA	750	\$2.00	Shelf Extender
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	\$1.50	
621003	Montecillo Rioja Reserva	750	\$2.00	Mini Thematic
621219	Pelee Island Pinot Grigio	750	\$1.00	Shelf Extender
625996	Jp Wisers Old Fashioned Canadian Whisky	750	\$1.00	
628206	Bodacious Bourbon Barrel Aged Red Blend	750	\$1.00	
628214	Black Cellar Whisky Aged Wine	750	\$1.00	
628990	Tito's Handmade Vodka	1140	\$2.00	Shelf Extender
629352	Glenfiddich Exper Series #4 Fire & Cane	750	\$7.00	End Aisle
630152	Jackson-Triggs Reserve Rich & Robust Red VQA	750	\$1.00	
630913	Tia Maria	750	\$2.00	Shelf Extender
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	
633438	19 Crimes The Uprising Red Wine	750	\$2.00	Halloween Block Pile
635920	Felix & Lucie Cabernet-Syrah	750	\$2.00	
636209	Roku Gin	750	\$6.00	Value Add
637199	Pelee Island Shiraz/Cabernet	750	\$1.00	Comm. Extender
637728	Jackson-Triggs Shiraz	1500	\$2.00	
638205	Zirkova Together Ultra Premium Vodka	750	\$2.00	
638221	Josh Cellars Merlot	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
640995	Ketel One Botanical Peach And Orange Blossom	750	\$2.00	End Aisle
648402	Bodacious Moscato	750	\$1.00	Shelf Extender
649186	Hey Y'All Southern Style Hard Iced Tea	458	\$0.25	
649251	Smirnoff Vodka & Soda Berry Lemon	4 × 355	\$1.00	Shelf Extender
649491	Cottage Springs Watermelon	355	\$0.20	
649749	Castillo De Almansa Reserva	1500	\$2.00	End Aisle
667006	Georgian Bay Smashed Ice Tea	473	\$0.20	
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	Comm. Extender, Wine Fridge
667113	Peller Family Vineyards Cabernet Sauvignon	750	\$1.00	
667790	Amsterdam Boneshaker IPA	6 × 473	\$1.50	
669085	Blu Giovello Pinot Grigio	1500	\$2.00	
669374	Vineland Estates Unoaked Chardonnay VQA	750	\$2.00	
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	End Aisle
669465	Peller Family Vineyards Pinot Grigio	4000	\$3.00	
688507	Flying Monkeys Sparklepuff Triple IPA	473	\$0.25	Mini Thematic
688531	Trius Late Autumn Off Dry Riesling VQA	750	\$2.00	
688549	Serenity By Lakeview Cellars Sauvignon BI VQA	750	\$2.00	
696468	Labatt Blue	473	\$0.15	
948158	>(V)San Vincenzo Vento Igt (Roberto Anselmi)	750	\$2.00	
954834	>(V)Rodney Strong Pinot Noir Russian River	750	\$3.00	VL1
958975	>Mer Soleil Chardonnay Oaked Monterey County	750	\$2.00	
962886	>(V)La Crema Sonoma Coast Chardonnay	750	\$2.00	
964221	>(V)Le Volte Dell'Ornellaia Igt Toscana	750	\$2.00	

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
307	Seagrams V.O.	750	Southern Comfort 50 mL	307
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	620
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL	984
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL	8219
11573	Vodkow	750	Vodkow Cream 50 mL	11573
53082	Alberta Pure Vodka (P.E.T)	1750	Summit 2 × 50 mL	53082
88799	Alberta Pure Vodka (P.E.T)	750	Summit 50 mL	88799
216226	Alberta Premium Whisky	1140	Canadian Club 100% Rye 50 mL	216226
216903	Banff Ice Vodka	1140	Banff Ice 50 mL	216903
216978	Seagrams V.O.	1140	Fireball 50 mL	216978
242339	Alberta Pure Vodka (P.E.T)	1140	Summit 50 mL	242339
390583	Canadian Club 100% Rye	750	Canadian Club 1858 50 mL	390583
397091	Forty Creek Copper Pot Reserve	1750	FC Double Barrel 2 × 50 mL	397091
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL	398016
398032	Dr. McGillicuddy Intense Butterscotch	750	Dr. Peach 50 mL	398032
447953	Fireball Whisky Shooter	750	Halloween Bottle	447953
454462	Banff Ice Vodka (P.E.T)	1750	Canadian Club 1858 2 × 50 mL	454462
456350	Fireball Cinnamon Whisky	1750	Fireball Mask	456350
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 × 50 mL	461434
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL	517136
550715	Forty Creek Barrel Select	750	Forager 50 mL	550715
604926	Prince Igor Extreme Vodka (P.E.T)	750	Forty Creek Barrel Select 50 mL	604926
904334	Budweiser	6 × 355	Purchase 2 Budweiser 6 × 355 mL and receive free Ruffles bag of chips	904334

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
307	Seagrams V.O.	750	Southern Comfort 50 mL
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL
943	Mouton Cadet Bordeaux Red Aoc	750	Cheese Spreader
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL
992	Royal Reserve	1140	JP Wiser's Deluxe 50 mL
1099	Johnnie Walker Red Label	750	Pepsi VA
1206	Bacardi Gold Rum	750	Bacardi Glow in the Dark Cup
1222	Wiser's Special Blend	750	JP Wiser's Deluxe 50 mL
2527	Mouton Cadet Bordeaux White Aoc	750	Cheese Spreader
6106	Kronenbourg 1664	6 × 330	Alcohol Mini (Vodka)
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL
10074	Canadian Mist Blended Whisky	750	Seagram's V.O. 50mL
10512	Dujardin VSOP Brandy	750	FDC 5YO 50 mL
11130	Dewar's White Label Whisky	750	Hot Toddy Syrup
11850	Buffalo Trace Bourbon	375	Buffalo Trace Bourbon Cream 50 mL
11934	Zaphy Organic Cabernet Sauvignon	750	Zaphy Wine Remover Pen
12865	J.P. Wiser's Manhattan Canadian Whisky	750	Old Fashioned 50 mL
13597	Bumbu XO Rum	750	Bumbu Pour Spout
13734	Robert Mondavi Priv. Sel. Rum Barrels Merlot	750	Glass
13915	The Forager Botanical Whisky	750	Fever Tree Tonic (Single)
14996	Hollandia Lager	4 × 500	Bonus Can
15440	Dab Ultimate Low Carb Beer	6 × 500	\$1 Off Pizza Voucher
15514	Frank Hellwig Shiraz Grenache	750	Camping Mug
15760	Slow Press Cabernet Sauvignon	750	BBQ Rub
15806	Skyy Vodka	750	Grapefruit Peeler
16178	Crystal Head Onyx	750	1888 Cocktail Syrup
16833	Goldschlager	750	Seagram's V.O. 50 mL
17760	19 Crimes Pinot Noir	750	Fanny Pack VA
17933	Top Shelf Vodka Ddp	1140	Top Shelf Gin 50 mL
18575	Jim Beam Red Stag	750	Jim Beam Black 50 mL
18828	Ardbeg Beastie 5 Year Old	750	Vintage Style Movie Poster Co Pack
18864	J.P. Wiser's Old Fashioned Canadian Whisky	375	Manhattan 50 mL
18869	Hornitos Black Barrel	750	Hornitos Reposado 50 mL
19461	Tequila Cobalto Organic Blanco	750	Day of the Dead Temp Tattoo
19563	Lot No. 40 Dark Oak Canadian Whisky	750	LOT 40 50 mL
19820	Havana Club Cuban Smoky	750	Havana Club 7YO 50 mL
20785	Dewar's Illegal Mezcal Smooth Cask Finish	750	Hot Toddy Syrup
21097	The Glenlivet 12 Yr Malt	750	Kahlua 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
21532	Grant's Sherry Cask 8YO Finish	750	Gift Box
21950	Forty Creek Taproom	750	Bench Lincoln Lager 473 mL
27235	Sauza Gold Tequila	750	Jim Beam Black 50 mL
31930	Seagrams V.O.	1750	Fireball 2 × 50 mL
40196	Luxardo Sambuca Dei Cesari	750	Gift Box
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	Miss Vickie's Chips Coupon
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	Miss Vickie's Chips Coupon
54213	Alberta Premium Whisky (P.E.T)	1750	Alberta Premium Whisky 200 mL
61564	Royal Reserve (P.E.T)	1750	JP Wiser's Deluxe 2 × 50 mL
95935	Grey Goose Vodka	750	750 mL Jackson Triggs Red Wine
95968	Royal Reserve (P.E.T)	750	JP Wiser's Deluxe 50 mL
96263	Tanqueray Dry Gin	1750	Liquid Value Add
99408	Woodbridge By Robert Mondavi Chardonnay	750	Miss Vickie's Chips Coupon
112672	Wiser's Special Blend (P.E.T)	1750	JP Wiser's Deluxe 2 × 50 mL
112896	Johnnie Walker Red Label	1750	Pepsi VA
114694	Crown Royal	1750	Crown Royal Rye 2 × 50 mL
117101	Jagermeister	750	Cold Brew 50 mL
131391	Smirnoff Vodka (P.E.T)	1140	Liquid value add
207613	Jameson Irish Whiskey	1140	Toque
216226	Alberta Premium Whisky	1140	Canadian Club 100% Rye 50 mL
216671	Wisers Special Blend	1140	JP Wiser's Deluxe 50 mL
216689	J.P. Wiser's Deluxe	1140	Ice Mould
216929	Smirnoff Vodka	1140	Liquid Value Add
216978	Seagrams V.O.	1140	Fireball 50 mL
217125	Sauza Silver	1140	Jim Beam Honey 50 mL
217133	Sauza Gold Tequila	1140	Jim Beam Black 50 mL
217190	Grand Macnish	1140	Islay Mist 50 mL
217687	Canadian Club Premium	1140	Canadian Club 100% Rye 50 mL
217786	Jim Beam White Label Bourbon	1140	Jim Beam Black 50 mL
217802	Johnnie Walker Black Label	1140	Cocktail Syrup VA
217992	Dewar's White Label	1140	Hot Toddy Syrup
225565	Maker's Mark 46	750	Maker's Mark 50 mL
229583	Kronenbourg 1664 Blanc	6 × 330	Alcohol Mini (Vodka)
237792	Icebox Long Island Iced Tea	1140	Fireball 50 mL
238097	Dalwhinnie 15 Yr Malt	750	Magic Wallet VA
239046	Quatro Ventos Douro	750	Coasters
254631	Stolichnaya Elit Vodka	750	Jigger
267302	Crystal Head Vodka	750	1888 Cocktail Syrup

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
273326	Jagermeister	1750	Pump
277186	Zonin Prosecco Brut 1821 Doc	750	Gift Box
281824	Wild Turkey 81 Proof Kentucky Straight Bourbon	750	Wild Turkey Rock Glass
289496	Cardhu Single Malt Scotch	750	Magic Wallet VA
291278	Johnnie Walker Gold Reserve	750	Magic Wallet VA
311910	Canadian Club Classic 12 Year Old	375	Canadian Club Apple 50 mL
312959	Ketel One	1750	Liquid Value Add
318683	The Kraken Black Spiced Rum	1140	Pour Spout
363770	Ketel One Vodka	1140	Liquid Value Add
363986	Cazadores Blanco Tequila	750	Cazadores Day of the Dead Skull Glass
368241	Banff Ice Vodka (P.E.T)	375	Banff Ice 50 mL
379180	Robert Mondavi Private Selection Chardonnay	750	Glass
380899	Jack Daniel's Tennessee Honey	1140	Jack Daniels 50 mL
381939	Smirnoff Cherry Flavoured Vodka	750	Liquid Value Add
386789	Casamigos Tequila Blanco	750	Muerte Mug
388694	Casamigos Tequila Reposado	750	Muerte Mug
390583	Canadian Club 100% Rye	750	Canadian Club 1858 50 mL
392225	Robert Mondavi Private Selection Cab/Sav	750	Glass
397091	Forty Creek Copper Pot Reserve	1750	FC Double Barrel 2 × 50 mL
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL
398024	Dr. McGillicuddy Intense Peach	1140	Moustache Wax
398032	Dr. McGillicuddy Intense Butterscotch	750	Dr. Peach 50 mL
409490	Singleton Of Dufftown 12 Year Old	750	Magic Wallet VA
410043	The Glenlivet Founder's Reserve Scotch Whisky	750	Kahlua 50 mL
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	Brass Monkey Cocktail Kit
417196	Grey Goose Vodka	1140	750 mL Jackson Triggs Red Wine
417295	Ciroc Original Unflavoured	750	Liquid VA
422006	Johnnie Walker Black Label Scotch	1750	Cocktail Syrup
447953	Fireball Whisky Shooter	750	Halloween Bottle
451195	Jose Cuervo Especial Gold Tequila	1750	Jose Cuervo 50 mL
451336	>(V) Tom Gore Cabernet Sauvignon	750	Mason Jar
454710	The Kraken Black Spiced Rum	1750	Kraken 50 mL
456350	Fireball Cinnamon Whisky	1750	Fireball Mask
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 × 50 mL
468116	Johnnie Walker Green Label	750	Magic Wallet VA
477885	Polar Ice Vodka (P.E.T)	1750	Polar Ice Vodka 2 × 50 mL
479881	Lagavulin 8 YO	750	Magic Wallet VA
479923	Stalk & Barrel Blue Blend	750	Stalk & Barrel 50 mL




Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
479949	Wild Turkey 101	750	Boulevardier Carrier
483263	Don David Reserve Malbec	750	Don David Wine Remover Pen
492454	1800 Coconut Tequila	750	Glassware
493072	Bowmore No. 1	750	Bowmore 12 YO 50 mL
494492	Woodbridge By Robert Mondavi Merlot	750	Miss Vickie's Chips Coupon
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	Liquid Value Add
510008	Luxardo Sambuca Dei Cesari	1140	Amaretto 50 mL
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL
520353	Bacardi Spiced Rum	750	Bacardi Glow in the Dark Cup
520692	Reunion 100 Proof Moonshine Ddp	750	Top Shelf Bitter 50 mL
536805	Spirit Of York Gin	750	Mini Bottle
541755	Spirit Of York Vodka	750	Mini Bottle
545194	Top Shelf Vodka	750	Top Shelf Bitter 50 mL
547646	Steam Whistle	6 x 341	Steam Whistle Session Lager 355 mL with purchase of 547646
549220	Cenote Tequila Anejo	750	Shot glass VA
550715	Forty Creek Barrel Select	750	Forager 50 mL
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	Magnum 50 mL
570002	Averna Amaro	750	Station One Cold Brew 333 mL
572552	Signal Hill Canadian Whisky	750	Signal Hill 50 mL
573972	Kronenbourg Blanc Fruit Rouges	6 x 330	Alcohol Min (Vodka)
603050	The Glenlivet French Oak Reserve 15 Year Old	750	Blanket
604926	Prince Igor Extreme Vodka (P.E.T)	750	Forty Creek Barrel Select 50 mL
609362	Casamigos Mezcal	750	Muerte Mug
616540	Dos Equis Lager	6 x 355	Hornitos Tequila 50 mL
635417	The Glenlivet Captain's Reserve Single Malt Scotch	750	Kahlua 50 mL
635938	Felix & Lucie Sauvignon Blanc	750	Couples Card Game
636035	Summit Vodka	750	Banff Ice 50 mL
636209	Roku Gin	750	Hornitos Reposado 50 mL
638734	Deep Eddy Lemon	750	Deep Eddy 50 mL
645895	Top Shelf Mint Ddp	750	Top Shelf Vodka 50 mL
646729	Bumbu Craft Rum	750	Bumbu Pour Spout
666867	Bavaria Premium Value Beer	6 x 500	Bonus Can
666875	Dab Original	6 x 500	Bonus Beanie
668228	Sangre De Toro Tempranillo	750	Sangre de Toro wine remover Pens
904334	Budweiser	6 x 355	Purchase 2 Budweiser 6 x 355 mL and receive free Ruffles bag of chips

Necktags

LCBO#	Description	Size (mL)	NT Approved
8532	Bols Advocaat	750	Bols Cocktail Academy
18329	Lion And The Lily Red Blend	750	No Added Sugar & Vegan Friendly
71746	Tullamore Dew Irish Whiskey	750	O'Everyone
85316	Blu Giovello Prosecco	750	SaputoInc. Partnership Tag
161141	Paso Creek Cabernet Sauvignon Paso Robles	750	NEW
234369	Apothic Red	750	Apothic Red Beyond Smooth Contest
253302	Luksusowa Vodka	750	Potato Hero
281378	Forty Creek Cream Liquor	750	Award NTG
296228	Calvados Boulard Pays D'Auge	750	Calvados @1 in Canada
308056	Mumm Grand Cordon Brut Champagne	750	CANFAR Donation
380865	Rumchata	750	Charity Necktag
580183	Blu Giovello Pinot Grigio	750	Saputo Inc. Partnership Tag

PERIOD 8

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
OCTOBER 10 Start of Period 8  Install Brand Spotlight Nesting Tables	11 <i>Happy Thanksgiving</i> <i>(Stores closed)</i>  LTO START DATE	12	13	14	15	16
17	18	19	20	21	22	23
<i>United Way Donation Campaign POS Prompt Ends</i>	<i>Preset Seasonal Sections for Holiday Gifts</i>					
24	25	26	27	28	29	30
31 <i>Happy Halloween</i> 	NOVEMBER 1 <i>Flip signage for Feature Fixture & Seasonal Gondola to Holiday side.</i> <i>Set Holiday Gift Packaging & Gift Cards</i>	2	3	4	5	6 <i>End of Period 8</i> 