

SPRING IS IN

**New Arrivals.
Latest Trends.**

**Period 2 Marketing & Product Guide
April 25 - May 22, 2021**

Period 2 Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 2

New for Period 2

Brand Spotlight Programs

- Feature Fixture:** New Wines Are In (New products for P2. Signage is to remain in place for P1-2)
- New & Seasonal Fixture:** Rosé Is In (Products stay the same as P1. A new set of shelf talkers will be sent to stores by the start of P2)
- Entrance Table/Cocktail of the Month:** Tequila Sour
- Mini Thematic A:** Need A Gift? Think Pink!
- Mini Thematic B:** Spring gifts (New products for P2. Signage is to remain in place for P1-2)
- Mini Thematic C:** Keeping it Local: Summer Styles
- Front Nesting Table Flight A:** Spring into Gin / **Flight B:** Rum Cocktail Versatility (Products stay the same as P1. A new set of shelf talkers will be sent to stores by the start of P2)
- Block Pile A:** New Flavours (Beer + RTD)
- Block Pile B:** RTD Variety Packs (New products for P2. Signage is to remain in place for P1-2)
- Block Pile C:** Great Deals on Classic Spirits (New products for P2. Signage is to remain in place for P1-2)
- Block Pile D:** Villa One Blanco
- Middle Nesting Table/Celebration Fixture:** Wines of California (New products for P2. Signage is to remain in place for P1-2)

Beer Programs

- Beer Excitement Zone
- Ontario Craft Beer End Aisle
- Beer Super Sale
- Craft Beer Imported Shelf Talkers

Other Programs

- Food & Drink:* Early Summer
- End Aisle 1A, 1B, 2A, 2B, 3A, 3B, 8, 9, 10 Backer Cards
- Front End Merchandiser
- P1-2 Flex Space
- The Cold Room Spirits Display
- P2-4 Fireball Whisky Merchandiser
- On Shelf

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

Unchanged from Period 1

Refer to the Period 1 MPG for signage and product information.

- P1-2 Shop Local Program
- P1-2 Exterior Banners, Window Show Cards, Transparencies, End Aisle Generic Backer Cards
- EA 4A, 4B, 5, 6, 7 Backer Cards are not changing
- Spring Gift Packaging & Signage
- Special Promotions Fixture
- 8-pack Beer Carrier
- Beer Branded Ends
- Beer Rated Perpendicular Shelf Talkers
- Beer Awards Perpendicular Shelf Talkers
- Responsible Service Program
- Shopping Cart Sign
- Operational Signage: COVID-19 & Social Distancing Signage (Search "COVID Jan2021" on the Portal for the latest instructions.)

Operational Signage COVID-19 & SOCIAL DISTANCING

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

Reference details on each sign, and instructions on how and where they should be placed on the Portal.



- **UPDATED Store Hours Decal to include Monday Store openings**
- **COVID-19 Notice Decal**
- **Exterior Springer Sign**
- **Black Line-Up Tape**



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



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

Period 1-2: Spring Is In SIGNAGE GALLERY



Spring is a breath of fresh air, a reset, an awakening of the senses and a season filled with energy and optimism.

The seasonal story will highlight what's new & trending including: new products, new flavours, product innovation, new ways to cocktail, botanicals, convenient formats.

Signage Ship Date

The Period 2 signage components will be shipped to stores beginning **April 16, 2021**.

All Period 2 Signage components are available for re-order using their corresponding re-order numbers.

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

Music CD Reorder# DMS-Music CD

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

Period 2 End Aisle 1-10 Backer Cards Re-order Codes

IMPORTANT NOTE

Due to overwhelming sales in P1, LCBO# 19517 Ciroc Summer Citrus product may experience inventory shortfall in P2. Stores are asked to display the Summer Citrus Backer Card and merchandise Summer Citrus product on the End Aisle, if available. If required, substitute with LCBO# 662379 Ciroc Watermelon on EA 2A, and display the generic "Ciroc is In" Backer Card.

Both backer cards (Re-order # 22P2-BC2A) will be included in the P2 Signage Kit.



Premium Flight EA 2A
Summer Citrus Backer Card



Premium Flight EA 2A
"Ciroc Is In" Backer Card

NEW Backer Cards for End Aisles 1A, 1B, 2A, 2B, 3A, 3B, 8, 9, 10

The following backer cards are new for Period 2:

22P2-BC1A



Premium Flight EA 1A

22P2-BC1B



Standard Flight EA 1B

22P2-BC2A



Premium Flight EA 2A
Summer Citrus Backer Card



Premium Flight EA 2A
"Ciroc Is In" Backer Card

22P2-BC2B



Standard Flight EA 2B

22P2-BC3A



Premium Flight EA 3A

22P2-BC3B



Standard Flight EA 3B

22P2-BC8



Common EA 8

22P2-BC9



Common EA 9

22P2-BC10



Common EA 10

Backer Cards for End Aisles 4A, 4B, 5, 6, 7 (Keep backer cards up from P1)

The following P1 backer cards are to remain in place for the duration of Period 2:

22P1-BC4A



Premium Flight EA 4A
(Keep up from P1)

22P1-BC4B



Standard Flight EA 4B
(Keep up from P1)

22P1-BC5



Common EA 5
(Keep up from P1)

22P1-BC6



Common EA 6
(Keep up from P1)

22P1-BC7



Common EA 7
(Keep up from P1)

STORE LAYOUT

Overview

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

ACTION

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

Entrance Table/Cocktail of the Month: BS - BSE

Feature Fixture: FF - FFA

Front Nesting Table: BS - BSF

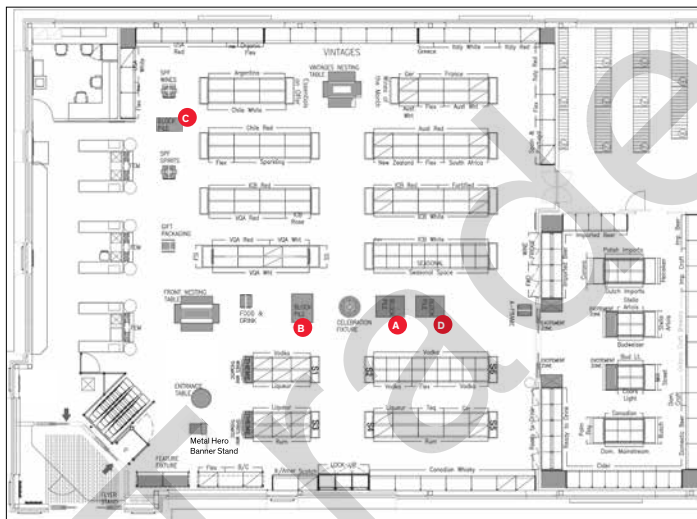
Middle Nesting Table/Celebration Fixture : DD

A Block Pile A (SBA): New Flavours (Beer + RTD)

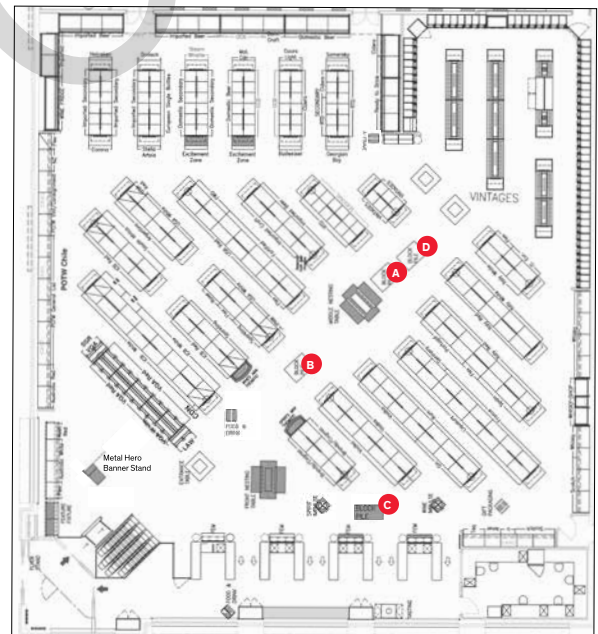
B Block Pile B (SBB): RTD Variety Packs

C Block Pile C (SBC): Great Deals on Classic Spirits

D Block Pile D (XBP): Villa One Blanco - Supplier Provided Merchandiser



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

We launched a new Default Management screen on the ISE system allowing stores to set default Mins. on numerous new promotional programs. Effective May 2019, new programs were made active in your Promotional Tree.

With the implementation of the additional Promo programs into the Promo Tree, Category Management will no longer be allocating inventory for these programs and stores will only receive inventory based on their Default Management settings.

Therefore, it is imperative you review your Min. settings on these programs to ensure a "Ready-for-Business" level of inventory. Please review the new Default Management screen and its' Min. settings. If left unadjusted all the new promo programs have a min setting of either 0 or 1 case which will result in the system suggesting only 1 or 2 cases. Consequently, it is essential these are reviewed and change if required.

Brand Spotlight (FF - FFA-A)

FEATURE FIXTURE

P1-2: New Wines Are In

NEW WINES
ARE IN
NOUVEAUX
ARRIVAGES

NOTE: There will be new products on the Feature Fixture in Period 2. A new set of shelf talkers will be shipped to participating stores by the start of the period. Please continue to display the P1 signage (category sign, box sign and bin strips) until the end of P2.

This is a sold program. Participation is mandatory.

Key Dates (Apr 25–May 22, 2021)

Participating Stores

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

NEW Period 2 Participating Products

LCBO#	Description	Size (mL)	Offers
16191	Toro Bravo Sparkling Secco White	750	\$1.00 LTO
16306	Segura Viudas Brut Rosé D.O. Cava	750	\$2.00 LTO
17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	\$1.00 LTO
17437	Woodbridge By Robert Mondavi Cab Sauvignon Tetra	500	\$1.00 LTO
17554	XOXO Botanicals Peach Orange Blossom	750	\$1.50 LTO
17555	XOXO Botanical Raspberry Rhubarb	750	\$1.50 LTO
17650	Smoky Bay Shiraz	750	
17654	Stel + Mar Premium Rosé Tetra	500	\$1.00 LTO
17753	Vida Organica Malbec	750	\$1.00 LTO
17779	Belleruche Rouge Cote Du Rhone	750	\$3.00 LTO
17900	J. Lebegue Lussac St-Emilion	750	\$2.00 LTO
18329	Lion And The Lily Red Blend	750	\$2.00 LTO
18116	19 Crimes Snoop Dogg Cali Red	750	
518407	Blue Nun 24k Gold Edition Sparkling	750	
642843	Barefoot Spritzer Moscato Can	250	\$0.20 LTO
642850	Barefoot Spritzer Rosé Can	250	\$0.20 LTO

“

Big brands and fun formats including cans and tetras will be on display. New products for P2. Signage must remain in place for P1-2.

The supplier delivered the merchandiser (19 Crimes Snoop Dogg Cali Red) in P1. Please maintain an impactful display throughout the duration of the promotion.

Signage Components

A new set of shelf talkers will be shipped to participating stores by the start of P2. Continue to display the P1 signage (category sign, box sign and bin strips) until the end of P2.

- **NEW** Shelf Talkers ENG (Re-order # 22P2-FF5) / BIL (Re-order # 22P2-FF6)
- Category Sign - New Wines Are In: ENG/BIL (Re-order # 22P1-FF1) Blank Solid Colour: (Re-order # 22P1-FF2)
- Box Sign ENG/BIL (Re-order # 22P1-FF3)
- Bin Strip - solid colour (Re-order # 22P1-FF7)
- Supplier Provided Merchandiser - 19 Crimes Snoop Dogg Cali Red

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- When merchandising the participating products, please display the signage as portrayed in the planogram (see images). Please ensure the correct products are on the correct shelf as per the planogram.
- Install the branded shelf talkers in front of the correct product on the feature fixture display and in section.
- The supplier delivered the merchandiser (19 Crimes Snoop Dogg Cali Red) to participating stores in P1. Please maintain an impactful display throughout the duration of P2.
- Continue to display the P1 category sign, box sign and bin strips.
- In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.
- **NOTE:** If you are a Bilingual designated store, install all signage with the Bilingual side of shelf talkers and category signs.

4ft. Feature Fixture



Supplied by Agent in P1 to
Participating Stores only (298, 627)

8ft. Feature Fixture



Rosé SKUs

For the remaining 4ft of this fixture, please merchandise Rosé skus.

Refer to the New & Seasonal section of this guide for merchandising instructions and planoguides (next page).



Supplied by Agent in P1 to Participating Stores only

12ft. Feature Fixture



Rosé SKUs

For the remaining 4ft of this fixture, please merchandise Rosé skus.

Refer to the New & Seasonal section of this guide for merchandising instructions and planoguides (next page).



Supplied by Agent in P1 to Participating Stores only

NEW & SEASONAL FIXTURE

P1-7: Rosé Is In

NOTE: Maintain the Category sign to promote Rosé SKUs that were shipped in P1. A new set of shelf talkers will be shipped to participating stores by the start of the period.

This is a sold program. Participation is mandatory.

Key Dates (P1-P7)

Participating Stores

Refer to the Participation Lookup page on the Portal for information.

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

“ Seasonal Rosé wines from around the world will be featured for the spring and summer season. Signage must remain in place for P1-7.

Signage and Merchandising instructions (signage must remain in place for P1-7)

- A new set of shelf talkers will be shipped to participating stores by the start of P2. Continue to display the P1 Category sign.
NEW Shelf Talkers ENG/BIL (Re-order # 22P2-NS1)
- Period 1 Signage Kit (Re-order # 22P1-NS1)
Category Sign ENG/BIL
Colour Fill - solid colour

Participating Products

Refer to the **P2 Worksheets** posted on the Portal for complete product details.

4ft. Feature Fixture



8ft. Feature Fixture



Brand Spotlight (BS - BSE)

ENTRANCE TABLE

Cocktail of the Month: Tequila Sour



This is a sold program. Participation is mandatory.

Key Dates (Apr 25–May 22, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
113241	Cazadores Anejo Tequila	750	Value-add: Authentic Clay Pitcher
125187	Cazadores Reposado Tequila	750	
363986	Cazadores Blanco Tequila	750	

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

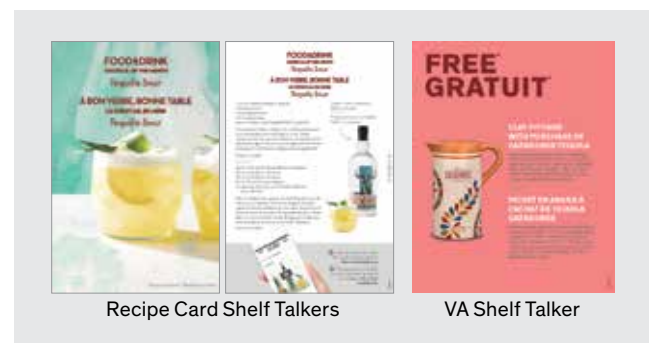
“ In partnership with Food & Drink, as we move into late Spring, marked by Cinco de Mayo, what better way to celebrate with something different than a frothy Pineapple Sour as our Cocktail of the Month. Cazadores, a popular pick, offers customers a clay pitcher VA to celebrate the festivities.

Signage Components

- Square Entrance Table Sign ENG (Re-order # DMS-22P2-ET1) / BIL (Re-order # DMS-22P2-ET2)
- Round Entrance Table Sign ENG (Re-order # DMS-22P2-ET3) / BIL (Re-order # DMS-22P2-ET4)
- Shelf Talkers ENG (Re-order # DMS-22P2-ET5) / BIL (Re-order # DMS-22P2-ET6)
- Recipe Card Shelf Talkers ENG (Re-order # DMS-22P2-ET7) / BIL (Re-order # DMS-22P2-ET8)
- Value-add Shelf Talkers ENG (Re-order # DMS-22P2-ET9) / BIL (Re-order # DMS-22P2-ET10)

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 and value-add according to the planogram.
- Install the table sign.
- Merchandise the pre-printed shelf talkers on the entrance table display.
- Install the recipe and value-add shelf talkers on the entrance table display.



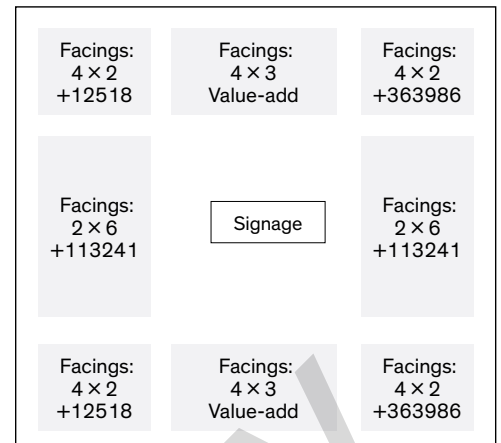
Recipe Card Shelf Talkers

VA Shelf Talker

Square Table Planogram



(Back View)

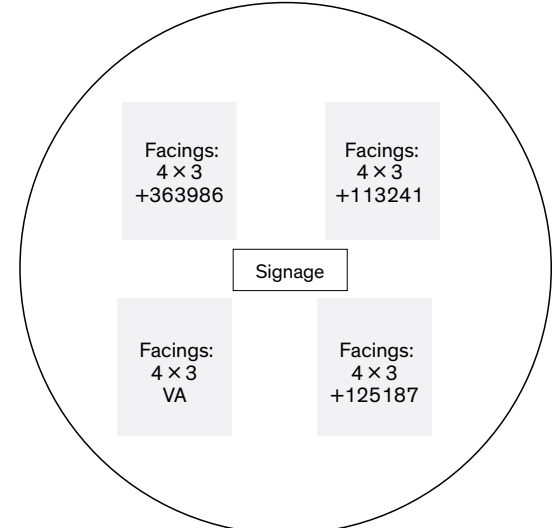


(Front View)

Round Table Planogram



(Back View)



(Front View)

Spirits (MI-A) MINI THEMATIC A

Need A Gift? Think Pink!



This is a sold program. Participation is mandatory.

Key Dates (Apr 25–May 22, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
13188	Absolut Juice Strawberry Edition	750	\$1.00 LTO
15009	New Amsterdam Pink Whitney Vodka	750	\$1.00 LTO
16099	Whitley Neill Pink Grapefruit Gin	750	Value-add: Recipe Book (rep applied)
113456	Collective Arts Rhubarb & Hibiscus Gin	750	\$2.00 LTO
382747	Tequila Rose Strawberry Cream Liqueur	750	\$1.00 LTO
400234	Dillon's Rose Gin	375	\$2.50 LTO
636068	Malfy Gin Con Rosa	750	\$2.00 LTO
636092	Gordon's Pink Gin	750	\$1.00 LTO
647982	Beefeater Pink	750	\$1.00 LTO

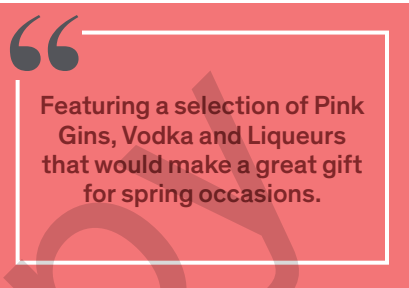
Value-add: The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components

- Category sign: Short (Re-order # DMS-22P2-MTA1)
- Shelf talkers ENG (Re-order # DMS-22P2-MTA2) / BIL (Re-order # DMS-22P2-MTA3)
- Backer card ENG/BIL (Re-order #DMS-22P2-MTA4)
- Transparency ENG (Re-order # DMS-22P2-MTA5) / BIL (Re-order # DMS-22P2-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. Please refer to the planogram.
- Merchandise the Spring Gift Bags on each shelf of the fixture. Please refer to the planogram.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.



Wines (MI-B)

MINI THEMATIC B

P1-2: Spring Gifts



NOTE: There will be new products featured on Mini Thematic B in Period 2. A new set of shelf talkers will be shipped to participating stores by the start of the period. Please continue to display the P1 signage until the end of P2.

This is a sold program. Participation is mandatory.

Key Dates (Apr 25–May 22, 2021)

Participating Stores

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

NEW Period 2 Participating Products

LCBO#	Description	Size (mL)	Offers
14955	Martini Sparkling Rosé	750	\$2.00 LTO
16789	Lazzara Bianco Secco Sparkling VQA	750	\$2.00 LTO
203125	Henkell Rosé	750	\$2.00 LTO
216960	Segura Viudas Brut Reserva Cava Sparkling	750	
229039	Yellow Tail Bubbles	750	\$2.00 LTO
487694	La Marca Prosecco Doc	750	\$2.00 LTO
536565	Lily Sparkling Rosé VQA	750	\$1.00 LTO
998351	JP Chenet Ice White	750	\$2.00 LTO

Signage Components

A new set of shelf talkers will be shipped to participating stores by the start of P2. Continue to display the P1 signage (category sign, backer card and transparency) until the end of P2.

- **NEW** Shelf talkers: ENG (Re-order# DMS-22P2-MTB7)
BIL (Re-order # DMS-22P2-MTB8)
- Category sign ENG/BIL: Short (Re-order# DMS-22P1-MTB7)
Long (Re-order# DMS-22P1-MTB8)
- Backer card: ENG/BIL (Re-order# DMS-22P1-MTB11)
- Transparency ENG (Re-order# DMS-22P1-MTB12)
BIL (Re-order# DMS-22P1-MTB13)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install pre-printed shelf talkers in front of each participating product.
- Merchandise the Spring Gift Bags on the middle and bottom shelves of the fixture.
- Continue to display the P1 signage.
- 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.

“As we move from winter to spring, seasonally relevant occasions and celebrations are a perfect time to give the gift of sparkling wine. New products for P2. Signage must remain in place for P1-2.”



Beer (MI-C)

MINI THEMATIC C

Keeping it Local: Summer Styles



This is a sold program. Participation is mandatory.

Key Dates (Apr 25–May 22, 2021)

Participating Stores

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



Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
15717	Flying Monkeys The Mutants Are Revolting	473	LTO	6309 - Flying Monkeys Craft Brewery
19607	Henderson's Radicle Salted Lime Gose	473		766 - Henderson Brewing Co
19659	Ace Hill Island Lager	355		196 - Ace Hill Beer Company
19677	Bench Brewing Berry Fields Sour Ale	473	LTO	798 - Bench Brewing Company
19682	Muskoka Brewery Mimosa	473		LCBO Warehouse
19969	Liberty Village Peach Cider	473		LCBO Warehouse
19998	Cowbell Brewing Rose Cider	473		458 - Cowbell Brewing Co.
20228	Lost Craft Fresh Cucumber Mint Radler	473		179 - Lost Craft
646620	Beyond The Pale Clean Cut	473	LTO	7672 - Beyond The Pale Brewing Company

Signage Components

- Backer card ENG/BIL (Re-order# 22P2-BC10)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.



FOOD & DRINK

Release Date

- The Early Summer issue of *Food & Drink* should be distributed in stores starting Wednesday, May 5.
- PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO MAY 5.

Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at lcbo.com/foodanddrink

NOTE: myLCBO.com subscribers get early access to the digital edition, typically a few days before the in-store release date.

Social Media

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

- Instagram: @lcbofoodanddrink
- Pinterest: www.pinterest.ca/lcbofoodanddrink

Additional Copies

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

Merchandising Instructions

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

Signage

- Early Summer *Food & Drink* Metal Fixture Header Card (English/Bilingual)
(Re-order #DMS-22P2-FD1)
- Early Summer *Food & Drink* A-Frame Fixture Header Card (English only)
(Re-order #DMS-22P2-FD2)
- Early Summer *Food & Drink* A-Frame Fixture Header Card (English/French)
(Re-order #DMS-22P2-FD3)



COMING SOON

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

The Autumn 2021 issue will be available September 15, 2021.

Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

P1-2: Flight A Premium (Spring into Gin) + Flight B Standard (Rum Cocktail Versatility)

NOTE: The products will remain the same as P1. A new set of shelf talkers will be shipped to stores by the start of the period. Please continue to display the P1 table sign and value-add shelf talkers until the end of P2.

This is a sold program. Participation is mandatory.

Key Dates (P1-P2) Signage must remain in place for P1-2.

Front Nesting Table Participating Stores

There are TWO flights of stores during P1-2. Please ensure you display the participating products and signage that your store is grouped in.

Flight A Premium (Spring into Gin):

1, 4, 10, 19, 21, 31, 38, 41, 51, 83, 102, 115, 130, 148, 149, 150, 156, 164, 187, 212, 217, 243, 248, 253, 288, 310, 326, 346, 355, 367, 371, 390, 391, 393, 394, 398, 404, 411, 412, 417, 437, 438, 445, 453, 485, 486, 495, 497, 499, 500, 511*, 523, 528, 554, 556, 573, 580, 585, 590, 619, 623, 624, 631, 632, 643, 649, 670, 699, 702, 741, 776

***Store 511 is participating on the Celebration Fixture**

Flight B Standard (Rum Cocktail Versatility):

22, 23, 44, 55, 74, 82, 90, 106, 145, 195, 198, 227, 250, 263, 265, 269, 279, 287, 298, 325, 329, 334, 351, 359, 373, 378, 385, 392, 401, 416, 428, 436, 459, 489, 490, 501, 522, 542, 545, 575, 579, 584, 587, 602, 618, 627, 633, 640, 652, 653, 655, 661, 667, 698, 748

“

Flight A Premium:

The fresh citrusy and floral flavours of Gin have customers thinking of easy spring cocktails. As consumers taste evolve, looking for less sugary cocktails, we will meet the consumers need by providing them with a 6-pack of Schweppes club soda to satisfy the emerging trend of Gin being mixed with club soda instead of tonic.

“

Flight B Standard:

The tropical flavours of Rum add fresh new ways to make classic recipes. Switching from the expected rum to new flavours or premium dark rums, classics like the Old Fashioned and Tom Collins get fresh takes. Value-add recipe neck tags and a 591 mL bottle of Schweppes Gingerale to complete the solution for the customer.

Participating Products

Flights	LCBO#	Description	Size (mL)	NEW LTO	Offers
Flight A Premium Spring into Gin	1040	Gordon's Dry Gin	750		Value-add: Schweppes Club Soda 6 × 220 mL
	2691	Tanqueray Dry Gin	750	\$1.00 LTO	
	19410	Gordon's Sicilian Lemon (New product)	750		
	96263	Tanqueray Dry Gin	1750	\$2.00 LTO	
	216721	Tanqueray London Dry Gin	1140		
	358184	Tanqueray Rangpur Gin	750		
	570093	Tanqueray Malacca Gin	700	\$2.00 LTO	
	573956	Tanqueray Flor De Sevilla	750	\$5.00 LTO	
	600163	Tanqueray No. Ten Gin	750		
636092	Gordon's Pink Gin	750	\$1.00 LTO		
Flight B Standard Rum Cocktail Versatility	935	Captain Morgan White Rum	750		Value-add: Schweppes Gingerale 591 mL
	2196	Captain Morgan Dark Rum	750		
	4788	Captain Morgan Gold Rum	750		
	17047	Captain Morgan Sliced Apple Spiced Rum	750	\$1.00 LTO	
	64659	Captain Morgan Private Stock Rum	750	\$1.00 LTO	
	217653	Captain Morgan Original Spiced Rum	1140		
	283929	Captain Morgan Black Spiced Rum	750	\$2.00 LTO	
	454686	Captain Morgan Bold Spiced Rum	750		
500512	Captain Morgan Original Spiced Rum	750	\$1.00 LTO		

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

Signage Components

A new set of shelf talkers will be shipped to participating stores by the start of P2. Please keep the table signs and value-add shelf talkers displayed until the end of P2.

Flight A Premium: Spring into Gin

- **NEW** Shelf Talkers ENG (Re-order# DMS-22P2-FNT5) / BIL (Re-order # DMS-22P2-FNT6)
- Table Sign Large ENG (Re-order #DMS-22P1-FNT1) / BIL (Re-order #DMS-22P1-FNT2)
- Table Sign Small ENG (Re-order #DMS-22P1-FNT3) / BIL (Re-order #DMS-22P1-FNT4)
- Value-add Shelf Talkers ENG/BIL (Re-order #DMS-22P1-FNT7)

Flight B Standard: Rum Cocktail Versatility

- **NEW** Shelf Talkers ENG (Re-order# DMS-22P2-FNT12) / BIL (Re-order # DMS-22P2-FNT13)
- Table Sign Large ENG (Re-order #DMS-22P1-FNT8) / BIL (Re-order #DMS-22P1-FNT9)
- Table Sign Small ENG (Re-order #DMS-22P1-FNT10) / BIL (Re-order #DMS-22P1-FNT11)
- Value-add Shelf Talkers ENG/BIL (Re-order #DMS-22P1-FNT14)

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product
- The products will remain the same as P1. Maintain an impactful display throughout the duration of P2.
- Continue to display the P1 table sign and value-add shelf talkers.
- Merchandise the pre-printed shelf talkers in-section and on the table.

A

Display Program (SBA)

BLOCK PILE A

Mix it Up with New Spring Flavours



This is a sold program. Participation is mandatory.

Key Dates (Apr 25–May 22, 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
19102	Vizzy Hard Seltzer Blueberry Pomegranate	473	
19167	Landshark Seltzer Pineapple Mango	473	
19544	Waterloo Watermelon Radler	473	
20075	Bud Light Mango	473	
19887	Coors Slice Grapefruit	473	
20095	Moosehead Shaker Sparkling Sunrise Chermimosa	473	\$0.25 LTO

Signage Components

- Pole Toppers ENG (Re-order # DMS-22P2-BPA1)
BIL (Re-order # DMS-22P2-BPA2)
- Riser Wrap - solid colour (Re-order # DMS-22P2-BPA3)
- Pricer Cards ENG (Re-order # DMS-22P2-BPA4)
BIL (Re-order # DMS-22P2-BPA5)
- Shelf Talkers ENG (Re-order # DMS-22P2-BPA6)
BIL (Re-order # DMS-22P2-BPA7)
- Cut Case Backer Card ENG (Re-order # DMS-22P2-BPA8)
BIL (Re-order # DMS-22P2-BPA9)
- End Aisle Backer Card BIL (Re-order # DMS-22P2-BPA10)

Merchandising Instructions

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

“

Featuring new & popular Beer and Ready-to-Drink products for springtime.



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

RTD Variety Packs

SPRINGTIME
FLAVOURS
ARE IN

This is a sold program. Participation is mandatory.

Key Dates (Apr 25–May 22, 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.

NEW Period 2 Participating Products

LCBO#	Description	Size (mL)	Offers
12171	Nude Vodka Soda 12 Can Mixer Pack*	12×355	Value-add
14994	Nutrl Vodka Soda Mixer Pack	12×355	\$2.00 LTO
15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	\$1.00 LTO
15368	Black Fly Vodka Soda Gin Soda Mixer Pack	12×355	
17068	Georgian Bay Smashed Soda Smash Pack	12×355	
19139	Smirnoff Vodka & Soda Rosé Variety Pack	12×355	

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

Signage Components

A new set of shelf talkers and pricer cards will be shipped to participating stores by the start of P2. Continue to display the P1 signage (cut case backer card, riser wrap and backer card) until the end of P2.

- **NEW** Pricer Cards ENG (Re-order # DMS-22P2-BPB2)
BIL (Re-order # DMS-22P2-BPB3)
- **NEW** Shelf Talkers ENG (Re-order# DMS-22P2-BPB4)
BIL (Re-order # DMS-22P2-BPB5)
- Riser Wrap - solid colour (Re-order # DMS-22P2-BPB1)
- Cut Case Backer Card ENG (Re-order # DMS-22P2-BPA8)
BIL (Re-order # DMS-22P2-BPA9)
- End Aisle Backer Card BIL (Re-order # DMS-22P2-BPA10)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Continue to display the cut case backer card, riser wrap and end aisle backer card.
- Merchandise the pricer cards and shelf talkers in front of the participating products.

“ The RTD program will be happening from P2-P7 in support of the category during high-volume spring and summer months. New products for P2. Signage must remain in place for P1-2.



NOTE: Participating stores with limited floor space have been selected based on their floor plans. These stores received a branded backer card in P1 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

P1-2: Great Deals on Classic Spirits



This is a sold program. Participation is mandatory.

Key Dates (Apr 25–May 22, 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.

NEW Period 2 Participating Products

LCBO#	Description	Size (mL)	Offers
7880	Johnnie Walker Black Label Scotch Whisky	750	\$3.00 LTO
103747	Maker's Mark Kentucky Bourbon	750	\$4.00 LTO
107359	Auchentoshan 12 Year Old Single Malt Scotch Whisky	750	\$5.00 LTO
129940	Aviation Gin	750	\$2.00 LTO
224352	Crown Royal Black	750	\$4.00 LTO
227678	1800 Silver Tequila	750	\$2.00 LTO
456095	Ketel One Vodka	750	\$4.00 LTO
492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$2.00 LTO

“

Great LTOs on classic Spirits. New products for P2. Signage must remain in place for P1-2.



Signage Components

A new set of shelf talkers and pricer cards will be shipped to participating stores by the start of P2. Continue to display the P1 signage (cut case backer card, riser wrap and backer card) until the end of P2.

- **NEW** Pricer Card ENG (Re-order # DMS-22P2-BPC5)
BIL (Re-order # DMS-22P2-BPC6)
- **NEW** Shelf Talkers ENG (Re-order # DMS-22P2-BPC7)
BIL (Re-order # DMS-22P2-BPC8)
- Cut Case Backer Card ENG (Re-order # DMS-22P1-BPC1)
BIL (Re-order # DMS-22P1-BPC2)
- Riser Wrap ENG (Re-order #DMS-22P1-BPC3)
BIL (Re-order # DMS-22P1-BPC4)
- End Aisle Backer Card BIL (Re-order # DMS-22P1-BPC9)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Continue to display the cut case backer card, riser wrap and end aisle backer card.
- Merchandise the pricer cards and shelf talkers in front of the participating products.

NOTE: Participating stores with limited floor space have been selected based on their floor plans. These stores received a branded backer card in P1 instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.



D

Display Program (XBP)

BLOCK PILE D

Villa One Blanco

This is a sold program. Participation is mandatory.

Key Dates (Apr 25–May 22, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
19427	Villa One Silver	750	\$5.00 LTO

Signage Components

- Pricer Card
ENG (Re-order # DMS-22P2-BPD1) / BIL (Re-order # DMS-22P2-BPD2)

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 P2.
- Merchandise pre-printed pricer cards for products provided.

“

A new deluxe Tequila created by Nick Jonas and John Varvatos. Beautiful merchandiser display featuring Villa One Blanco with a \$5.00 LTO.



Supplied by Agent

Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

P1-2: Wines of California

NOTE: There will be new products featured on the Middle Nesting Table in Period 2. A new set of shelf talkers and the Food & Drink Merchandiser will be shipped to participating stores by the start of the period. Please continue to display the P1 signage (table sign, drum sign and bin strips) until the end of P2.

This is a sold program. Participation is mandatory.

Key Dates (Apr 25–May 22, 2021)

Participating Stores

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

NEW Period 2 Participating Products

LCBO#	Description	Size (mL)	Offers
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	\$3.00 LTO
15761	Trinity Oaks Cabernet Sauvignon	750	
15762	Trinity Oaks Chardonnay	750	\$2.00 LTO
59311	(V) Seven Deadly Zins Old Vine Zinfandel	750	\$3.00 LTO
185249	Mirassou Pinot Noir	750	\$2.00 LTO
294298	(V) Conundrum Red	750	
342428	(V) Bonterra Cabernet Sauvignon Organic	750	\$2.00 LTO
507467	Josh Cellars Legacy Red	750	
552513	Canyon Road Chardonnay	750	\$1.00 LTO
639971	Barefoot Cellars Pink Pinot Grigio	750	\$1.00 LTO
643114	Josh Cellars Sauvignon Blanc	750	\$2.00 LTO
738823	(V) Liberty School Cabernet Sauvignon	750	\$2.00 LTO

“

Let's inspire customers to do some California dreamin' this Spring and bring home that Golden State of Mind: Fresh, Vibrant, Innovative, Sustainable. Our partner California Wines is launching a fresh new look and brand campaign. "California Wines. As alive as the place they're grown." New products for P2. Signage must remain in place for P1-2.

Signage Components

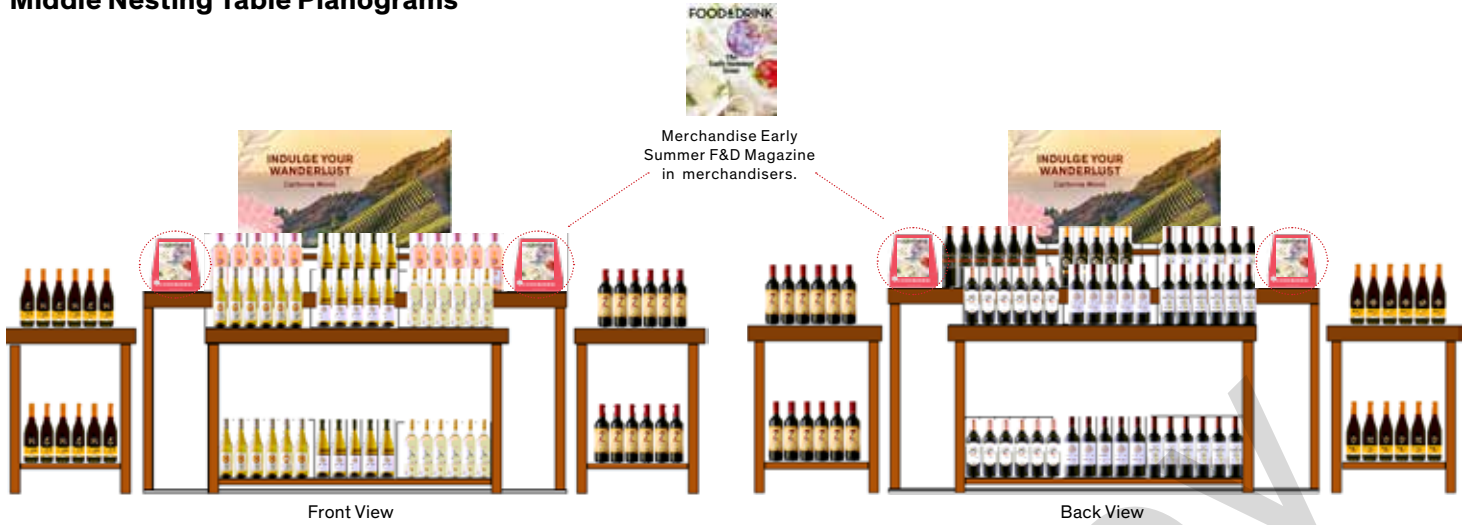
A new set of shelf talkers will be shipped to participating stores by the start of P2. Continue to display the P1 signage (table sign, drum sign and bin strips) until the end of P2.

- **NEW** Shelf Talkers ENG (Re-order #DMS-22P2-MNT4)
BIL (Re-order #DMS-22P2-MNT5)
- **NEW** Food & Drink Merchandiser ENG (Re-order #DMS-22P2-MNT9) / BIL (Re-order #DMS-22P2-MNT10)
- Table Sign Large ENG (Re-order #DMS-22P1-MNT1) / BIL (Re-order #DMS-22P1-MNT2)
- Table Sign Small BIL (Re-order #DMS-22P1-MNT3)
- Celebration Fixture Drum Sign ENG (Re-order #DMS-22P1-MNT6) / BIL ENG (Re-order #DMS-22P1-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order #DMS-22P1-MNT8)

Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Continue to display the P1 table sign, drum sign and bin strips.
- Merchandise the pre-printed shelf talkers in-section and on the table/celebration fixture.
- Install Food & Drink merchandiser on the nesting table. Please refer to the planogram.

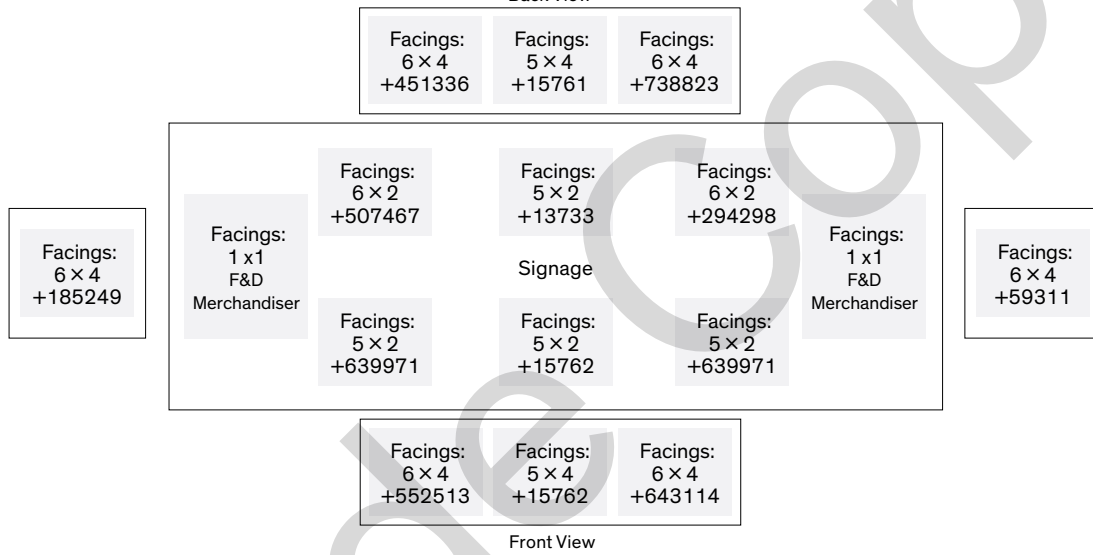
Middle Nesting Table Planograms



Front View

Back View

Back View



Celebration Fixture Planograms



Front View

Back View

Period 2 END AISLES

IMPORTANT NOTE: End Aisle #1 is Flighted A & B. Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #1A	19749	Teremana Blanco Tequila	750	Necktag
	19750	Teremana Reposado Tequila	750	Necktag



"Spring is In" Backer Card

IMPORTANT NOTE

Due to overwhelming sales in P1, LCBO# 19749 Teremana Blanco Tequila and LCBO# 19750 Teremana Reposado Tequila may experience inventory shortfall in P2.

Stores are asked to merchandise St Remy Brandy (LCBO #605816 and LCBO #8888), as well as another St Remy SKU if available, on the End until Teremana arrives.

Please order accordingly, and create the appropriate shelf talkers and display the generic "Spring is In" Backer card provided in the P1 signage kit (Re-Order # 22P1-BC-GEN1) until Teremana product arrives.

When Teremana is forced out, please switch the EA Backer Card to the Teremana Backer card provided, and merchandise the Teremana Blanco & Reposado on the End Aisle, and return St Remy to the Brandy section.



1A

	LCBO#	Description	Size (mL)	Offers
End Aisle #1B	386789	Casamigos Tequila Blanco	750	Value-add
	388694	Casamigos Tequila Reposado	750	Value-add
	425686	Casamigos Tequila Anejo	750	

Value-add Details

- Free Simply Cocktails Handcrafted Cocktail Mixer with purchase of 386789 Casamigos Tequila Blanco 750 mL & 388694 Casamigos Tequila Reposado 750 mL.
- Value-add is to be waterfallled down the fixture. Replenished from the bottom up.
- On-shelf signage support with VA shelf talker and VA 4 x 5 shelf talker displayed on each shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.
- Participating stores will receive three of each shelf talker.



1B

IMPORTANT NOTE: End Aisle #2 is Flighted A & B. Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #2A	14730	Ciroc Mango	750	Value-add (attached to product)
	19517	Ciroc Summer Citrus	750	
	417295	Ciroc Original Unflavoured	750	LTO



Summer Citrus Backer Card



"Ciroc Is In" Backer Card

IMPORTANT NOTE

Due to overwhelming sales in P1, LCBO# 19517 CitroC Summer Citrus product may experience inventory shortfall in P2 .

Stores are asked to display the Summer Citrus Backer Card and merchandise Summer Citrus product on the End Aisle, if available. If required, substitute with LCBO# 662379 CitroC Watermelon on EA 2A, and display the generic "Ciroc is In" Backer Card.

Both backer cards (Re-order # 22P2-BC2A) will be included in the P2 Signage Kit.

	LCBO#	Description	Size (mL)	Offers
End Aisle #2B	312959	Ketel One	1750	
	363770	Ketel One Vodka	1140	LTO
	640995	Ketel One Botanical Peach And Orange Blossom	750	LTO

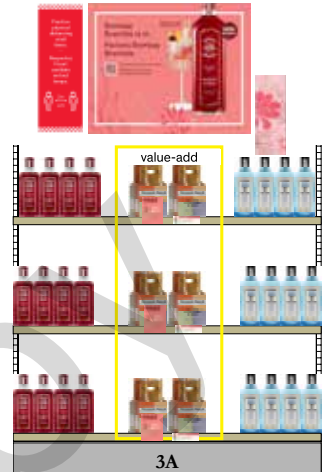


IMPORTANT NOTE: End Aisle #3 is Flighted A & B. Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #3A	19388	Bombay Bramble	750	Value-add
	217281	Bombay Sapphire London Dry	1140	Value-add
	316844	Bombay Sapphire London Dry	750	Value-add

Value-add Details

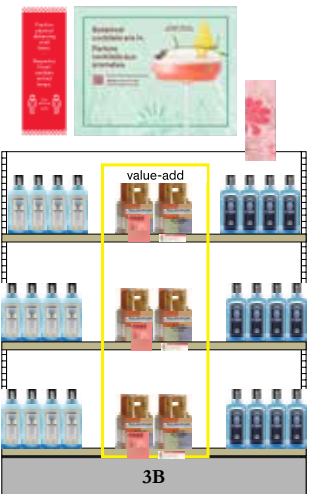
- Free Fever-Tree Mixer Pack with purchase of participating Bombay Sapphire products.
- Value-add is to be waterfallled down the fixture. Replenished from the bottom up.
- On-shelf signage support with VA shelf talker and VA 4 x 5 shelf talker displayed on each shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.
- Participating stores will receive three of each shelf talker.



	LCBO#	Description	Size (mL)	Offers
End Aisle #3B	217281	Bombay Sapphire London Dry	1140	Value-add
	316844	Bombay Sapphire London Dry	750	Value-add
	319673	Bombay Sapphire East London Dry Gin	750	Value-add

Value-add Details

- Free Fever-Tree Mixer Pack with purchase of participating Bombay Sapphire products.
- Value-add is to be waterfallled down the fixture. Replenished from the bottom up.
- On-shelf signage support with VA shelf talker and VA 4 x 5 shelf talker displayed on each shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.
- Participating stores will receive three of each shelf talker.



IMPORTANT NOTE: End Aisle #4 is Flighted A & B. Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #4A	893	J.P. Wiser's Deluxe	750	Value-add
	33928	J.P. Wiser's Deluxe	1750	Value-add
	216689	J.P. Wiser's Deluxe	1140	LTO



4A

Value-add Details

- Free Fever-Tree Mixer pack with purchase of 893 J.P. Wiser's Deluxe 750 mL & 33928 J.P. Wiser's Deluxe 1750 mL.
- Value-add is to be merchandised on the top shelf of the fixture.
- On-shelf signage support with VA shelf talker and VA 4 x 5 shelf talker displayed on the top shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.
- Participating stores will receive three of each shelf talker.



	LCBO#	Description	Size (mL)	Offers
End Aisle #4B	12865	J.P. Wiser's Manhattan Canadian Whisky	750	LTO
	474551	J.P. Wiser's Vanilla Whisky	750	Value-add (attached to product)
	625996	JP Wisers Old Fashioned Canadian Whisky	750	LTO



4B

IMPORTANT NOTE: End Aisle #5 is Flighted A & B. Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #5A	18869	Hornitos Black Barrel	750	LTO
	143040	Hornitos Reposado Tequila	750	LTO
	436279	Hornitos Plata	750	Value-add (attached to product)



	LCBO#	Description	Size (mL)	Offers
End Aisle #5B	2485	Sauza Silver	750	Value-add (attached to product)
	27235	Sauza Gold Tequila	750	LTO
	217133	Sauza Gold Tequila	1140	Value-add (attached to product)



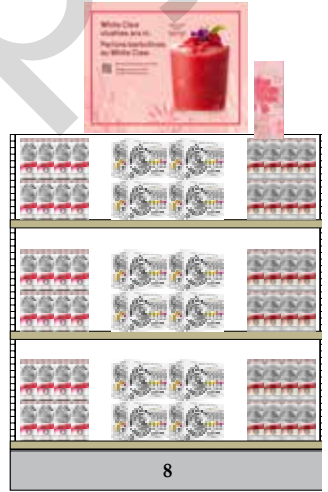
	LCBO#	Description	Size (mL)	Offers
End Aisle #6	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO, Wine Fridge
	669465	Peller Family Vineyards Pinot Grigio	4000	LTO
	337535	Santa Carolina Sauvignon Blanc Reserva	750	LTO



LCBO#	Description	Size (mL)	Offers
End Aisle #7			
42	Canadian Club Premium	750	Value-add (attached to product)
34637	Canadian Club Premium	1750	LTO
217687	Canadian Club Premium	1140	Value-add (attached to product)



LCBO#	Description	Size (mL)	Offers
End Aisle #8			
15373	White Claw Hard Seltzer Mixer	12 × 355	
19118	White Claw Hard Seltzer Raspberry	473	
19121	White Claw Hard Seltzer Watermelon	473	



LCBO#	Description	Size (mL)	Offers
End Aisle #9			
270439	Smithwick's Ale	500	
270447	Guinness Draught Beer	500	LTO
296244	Guinness Draught	4 × 440	Value-add (attached to product)
536227	Guinness Hop House 13	500	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #10	15717	Flying Monkeys The Mutants Are Revolting (Distributor code: 6309)	473	LTO
	19607	Henderson's Radicle Salted Lime Gose (Distributor code: 766)	473	
	19659	Ace Hill Island Island Lager (Distributor code: 196)	355	
	19677	Bench Brewing Berry Fields Sour Ale (Distributor code: 798)	473	LTO
	19682	Muksoka Brewery Mimosa (Distributor code: LCBO Warehouse)	473	
	19969	Liberty Village Peach Cider (Distributor code: LCBO Warehouse)	473	
	19998	Cowbell Rose Cider (Distributor code: 458)	473	
	20228	Fresh Cucumber Mint Radler (Distributor code: 179)	473	
	646620	Beyond The Pale Clean Cut (Distributor code: 7672)	473	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #11	267302	Crystal Head Vodka	750	Value-add
	463539	Aurora Crystal Head Vodka	750	Value-add

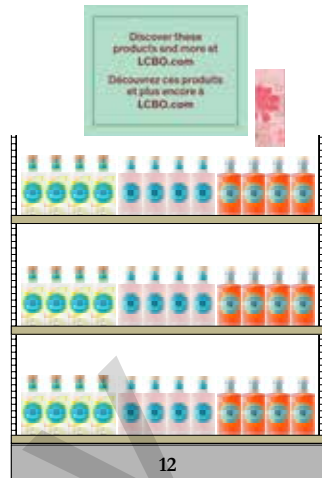


Value-add Details

- Free Mott's Clamato Reserve with purchase of participating Crystal Head Vodka products.
- Value-add is to be waterfalled down the fixture. Replenished from the bottom up.
- On-shelf signage support with VA shelf talker displayed on each shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.
- Participating stores will receive three of each shelf talker.



	LCBO#	Description	Size (mL)	Offers
End Aisle #12	10715	Malfy Gin Con Arancia	750	
	484204	Malfy Gin Con Limone	750	LTO
	636068	Malfy Gin Rosa	750	Thematic, LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	174466	Jose Cuervo Especial Silver	750	Value-add (attached to product)
	267245	Jose Cuervo Especial Gold Tequila	1140	Value-add (attached to product)
	450932	Jose Cuervo Tradicional Reposado	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	181636	Sobieski Vodka	750	LTO
	260869	Sobieski Vodka	1140	



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	LTO
	338855	Bodacious Smooth Red	750	LTO
	54353	Stoneleigh Marlborough Pinot Noir	750	LTO



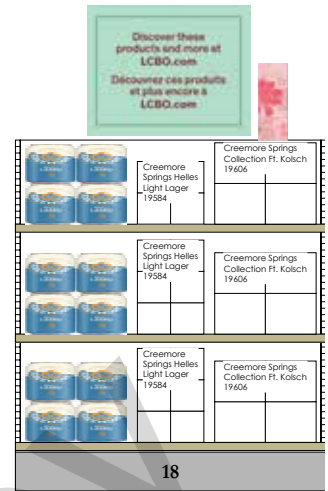
	LCBO#	Description	Size (mL)	Offers
End Aisle #16	15349	Jack Daniels Apple	750	LTO
	182931	Jack Daniel's Tennessee Whiskey	1750	
	380899	Jack Daniel's Tennessee Honey	1140	



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	11868	Whitley Neill Rhubarb & Ginger	750	
	16095	Whitley Neill Raspberry Gin	750	
	514463	Whitley Neill Handcrafted Dry Gin	750	



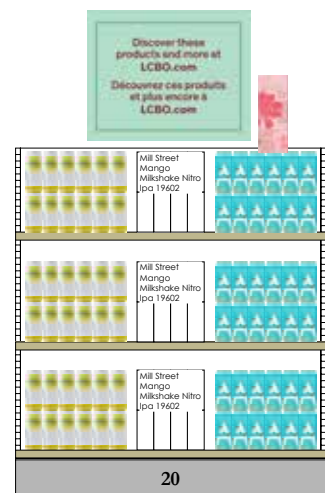
	LCBO#	Description	Size (mL)	Offers
End Aisle #18	19584	Creemore Springs Helles Light Lager	6 × 355	
	19606	Creemore Springs Collection Ft. Kolsch	6 × 473	LTO
	541243	Creemore Springs Premium Lager	6 × 473	



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	1784	Grand Marnier Cordon Rouge	750	Value-add (attached to product)
	324848	Espolon Tequila Blanco	750	LTO
	324855	Espolon Tequila Reposado	750	LTO, Value-add (attached to product)

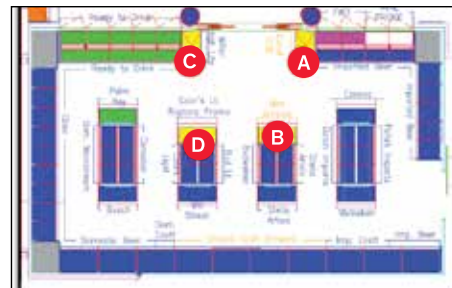


	LCBO#	Description	Size (mL)	Offers
End Aisle #20	15778	Steam Whistle Pilsner Shandy	473	
	19657	Ace Hill Lime Radler	355	
	19602	Mill Street Mango Milkshake Nitro IPA	440	



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 (Apr 25–May 22, 2021)

Participating Stores

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

Participating Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
A Plinth (EA - EZA)	496968	Michelob Ultra 6 × 473 mL	275 - The Beer Store	Contest
	697623	Michelob Ultra 6 × 355 mL	275 - The Beer Store	\$1.00 LTO
	Contest: Win 1 of 50 Exercise bikes.			
B New/Seasonal (EA - EZB)	20625	Lake Of Bays Tropical Storm Session Sour 473 mL	8958 - Lake Of Bays Brewing	
	20815	Cameron's Samurai Sour 473 mL	413 - Cameron's Brewing Co.	
	16768	Big Rig - Hazy Four Four Session IPA 473 mL	1188 - Big Rig Brewing Co.	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.				
C Plinth (EA - EZH)	300681	Coors Light 6 × 473 mL	275 - The Beer Store	Contest
	906560	Coors Light 6 × 341 mL	275 - The Beer Store	LTO
	906628	Coors Light 6 × 355 mL	275 - The Beer Store	Value-add
	Team LTD Sunglasses Value-add: The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock. Contest: Win 1 of 10 'Summer Made to Chill Tuxedos'.			
D End Aisle (EA - EZD)	311779	Bud Light 6 × 473 mL	275 - The Beer Store	Value-add
	908665	Bud Light 6 × 355 mL	275 - The Beer Store	LTO
		Near Pack Displayer		
Taco Kit Value-add: The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				

Beer Excitement Zone A:

Win 1 of 50 Exercise bikes. Look for a unique pin number on specially marked cases of Michelob Ultra and enter to win at www.shopbeergear.ca/ultra-bike.

Beer Excitement Zone B:

An assortment of new and seasonal local Ontario craft beers. Selection is at store's discretion.

Beer Excitement Zone C:

Find the Winning Can of Coors Light in specially marked packs, and get 1' of 10 'Summer Made to Chill Tuxedos'.

Beer Excitement Zone D:

Warmer weather calls for lighter brews. Get a free Tacos for 2 kit with the purchase of two 6-packs of Bud Light (311779 | 6 x 473 mL).

Signage Components

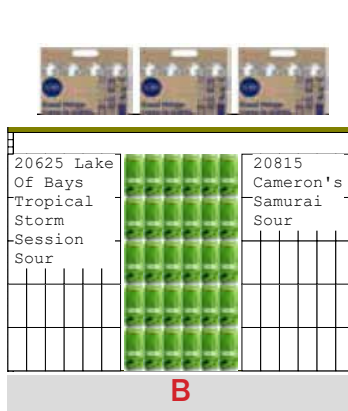
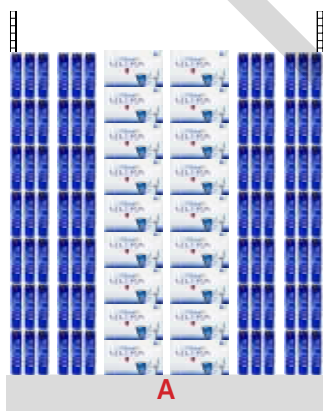
- Michelob Ultra Backer Card BIL (Re-order #DMS-22P2-EZ1)
- P1-2 Generic (B) Backer Card BIL (Re-order #DMS-22P1-EZ4)
- Coors Light Backer Card BIL (Re-order #DMS-22P2-EZ5)
- Pricer Cards ENG (Re-order #DMS-22P2-EZ3) / BIL (Re-order #DMS-22P2-EZ4)
- Shelf Talkers ENG (Re-order #DMS-22P2-EZ5) / BIL (Re-order #DMS-22P2-EZ6)
- Bud Light Backer Card BIL (Re-order #DMS-22P2-EZ7)
- Bud Light Transparency ENG (Re-order #DMS-22P2-EZ8) / BIL (Re-order #DMS-22P2-EZ9)
- Contest Perpendicular Shelf Talker ENG (Re-order #DMS-22P2-EZ10) / BIL (Re-order #DMS-22P2-EZ11)

Merchandising Instructions

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

Beer Excitement Zone B:

- Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf.
- Merchandise the generic beer excitement zone B backer card until the end of P2.



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 (Apr 25–May 22, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
15415	Muskoka Tread Lightly	473	LCBO Warehouse
20119	Collective Arts Matter of Fact	473	4678 - Collective Arts Brewing Limited
19266	Beau's Lug Tread	6 × 473	275 - The Beer Store
15881	Steam Whistle Session Lager	473	5577 - Steam Whistle Brewing
398693	Naughty Neighbour American Pale Ale	473	6699 - Nickel Brook Brewing Company
569913	Lake of The Woods Kolsch	473	4277 - Lake of The Woods Brewing Comp

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-P2-OCBEA-ST1)
- FLS designated stores must display the bilingual side of the product shelf talkers.



BEER SUPER SALE

May 21-23

From May 21-23, No Name Beer & Henninger Lager will be part of a beer super sale promotion for the Victoria Day long weekend. Products may be featured in section or on a Block Pile display in select stores.

Key Dates (May 21 - 23, 2021)

Participating Stores

2, 8, 10, 11, 14, 15, 17, 20, 22, 25, 27, 31, 32, 34, 35, 36, 38, 40, 45, 55, 57, 58, 60, 63, 64, 65, 68, 72, 73, 77, 81, 82, 84, 90, 97, 101, 102, 115, 130, 145, 153, 155, 156, 161, 163, 164, 167, 175, 187, 190, 191, 192, 195, 196, 198, 199, 200, 201, 209, 212, 217, 226, 227, 228, 242, 243, 244, 248, 252, 255, 263, 269, 270, 288, 295, 300, 325, 326, 329, 334, 340, 344, 346, 355, 359, 360, 367, 371, 378, 387, 388, 390, 392, 393, 397, 398, 400, 402, 404, 406, 407, 419, 427, 431, 438, 443, 444, 453, 454, 457, 459, 465, 469, 481, 484, 489, 491, 495, 501, 505, 511, 521, 523, 526, 528, 532, 539, 542, 544, 547, 554, 555, 571, 579, 580, 584, 585, 586, 609, 614, 616, 617, 618, 619, 623, 627, 629, 630, 634, 639, 641, 642, 643, 652, 654, 655, 658, 674, 684, 691, 703, 706, 748, 776

Participating Products

LCBO#	Description	Size (mL)	Was	Now	Save
110320	No Name Beer	6 x 341	\$9.90	\$6.60	\$3.30
666883	Henninger Lager	6 x 500	\$13.35	\$9.05	\$4.30



Signage Components

- Pricer Card
ENG (Re-order # DMS-22P2-BAB1) / BIL (Re-order # DMS-22P2-BAB2)
- Shelf Talkers
ENG (Re-order # DMS-22P2-BAB3) / BIL (Re-order # DMS-22P2-BAB4)
- Cut Case Backer Card
ENG (Re-order # DMS-22P2-BAB5) / BIL (Re-order # DMS-22P2-BAB6)

Merchandising Instructions

- Product will be force-allocated to participating stores.
NOTE: SKU is available for all stores to order.
- Product may be featured in section or on a Block Pile display in select stores.
- Use the cut case backer card to build a display with the participating product.
- Merchandise the pricer card in front of the participating product.
- Install the shelf talkers in front of the participating product in section.



Craft Beer Imported

SHELF TALKERS

Craft Beer Program (Imported)

Key Dates (ongoing)

Participating Stores

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

Participating Products

LCBO#	Description
10154	Founders Rubaeus Raspberry Ale
13343	Vox Populi Double Fruit Punch IPA
17833	Oskar Blues Can-O-Bliss Double IPA
356204	St Feuillien Saison
15604	Cigar City Margarita Gose
19045	La Vermontoise Saison
19367	Deschutes Wowza! Lo-Cal Hazy Pale Ale
19368	Sweetwater 420 Pale Ale
19369	Saison Du Tracteur American Saison
322529	Hofbrau Hefe Weizen

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
(ENG: DMS-FW-OCB1 / BIL: DMS-FW-OCB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

ONTARIO WINES

ON1: Go Local (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 (Apr 25–May 22, 2021)

Participating Products

LCBO#	Description	Size (mL)	Offers
89862	Girls' Night Out Rosé VQA	750	\$2.00 LTO
219022	White House Wine Co. Riesling Pinot Grigio VQA	750	\$2.00 LTO
295006	Cave Spring Dry Rosé VQA	750	\$2.00 LTO
518746	D'Ont Poke The Bear Red 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-22P2-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-22P2-ON1)

Merchandising Instructions

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



Backer Card
(Re-order# 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)

Going forward, the Ontario Buyer's Pick Backer Card will be updated seasonally and is no longer a permanent signage component. Continue to display the Spring backer card until the end of P2. **This is a sold program. Participation is mandatory.**

Key Dates (Apr 25–May 22, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
10485	Pelee Island Lola Pinot Grigio VQA	750
244616	Sandbanks Rosé VQA	750
75689	Wayne Gretzky Cabernet Merlot VQA	750
233635	Cave Spring Riesling Dry VQA	750

Signage Components

- **NEW** Shelf Talkers ENG/BIL (Re-order # DMS-22P2-OWP1)
- P1-2 Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # DMS-22P1-OWP2)

NOTE: The Ontario Buyer's Pick Backer Card is to remain in place until the end of P2.



P1-2 Spring Ontario Buyer's Pick Backer Card

Merchandising Instructions

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

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

Cut-Case Display Stores:

- **Option 1:** Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola with the supporting shelf talkers.
- **Option 2:** If no available VQA end, re-locate the products to a nearby discretionary end using the P1-2 Spring Buyer's Pick Backer Card (re-order# DMS-22P1-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 new P1-2 Spring Backer Card on a single End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display.

Shelf Talker Only Stores:

- **NEW** Shelf Talkers ENG/BIL (Re-order # DMS-22P2-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.

UPDATED Participating Stores

7, 33, 49, 55, 68, 82, 144, 177, 221, 227, 234, 250, 276, 278, 341, 364, 420, 425, 453, 457, 477, 500, 526, 537, 550, 554, 571, 580, 627, 640, 644, 645, 646, 649, 655, 657, 661, 695, 699

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 P2 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 (P1-P6)

Participating Products: Turn 1

LCBO#	Description	Size (mL)
20516	Casa-Dea Embrace Sparkling Riesling VQA	750
20515	The Hare Frontier Pinot Grigio VQA	750
20512	Fogolar Vidal VQA	750
20508	Marynissen Lokaal White VQA	750
20517	Alvento West Wind VQA	750
16296	Organized Crime Rosé VQA	750
20509	CREW Barrelman's Blend VQA	750
20514	Commisso Red VQA	750
20513	Stoney Ridge Patio Lanterns Red VQA	750

PARTICIPATING STORES – VQA GONDOLA END

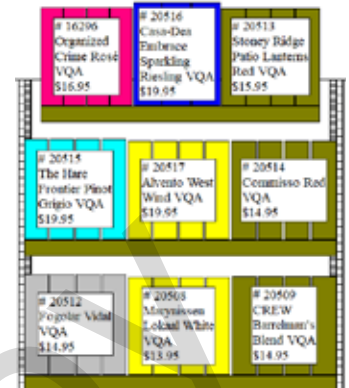
33, 40, 41, 51, 65, 84, 130, 164, 207, 211, 229, 233, 263, 351, 384, 391, 404, 417, 437, 443, 481, 485, 486, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

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

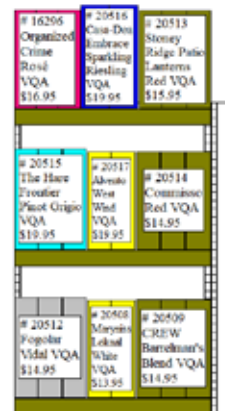
115, 187, 252, 300, 392, 401, 407, 412, 497

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

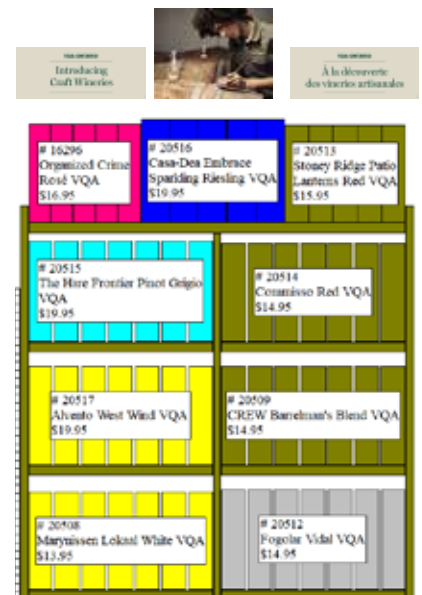
212, 359, 427, 459

Signage Components

- VQA Boutique End English: (Re-order # 22OP-VQACRAFT4)
- VQA Boutique 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 (April 26 – May 23, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
326728	Oyster Bay Chardonnay	750	\$3.00 LTO
24133	Thirty Bench Riesling	750	\$3.00 LTO

Program Schedule: Period 2 (Branded Backer Card)

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

Signage Components

- Signage Kit (Re-order # DMS-22P2-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 (May 1 and May 15, 2021 releases)

Mandatory Participation Stores

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

All other participating stores

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

Participating Products

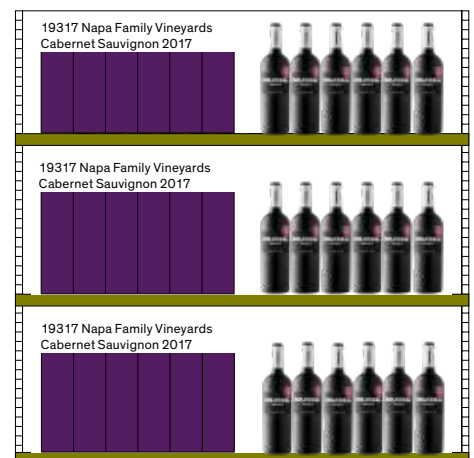
LCBO#	Description	Size (mL)
MAY 1, 2021 RELEASE		
17667	The Hunting Lodge Expressions Sauvignon Blanc 2019	750
282996	San Felice Chianti Classico 2018	750
MAY 15, 2021 RELEASE		
19317	Napa Family Vineyards Cabernet Sauvignon 2017	750
548867	Casa Santos Lima Colossal Reserva 2017	750

Signage Components

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

Merchandising Instructions

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



VINTAGES 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.

Key Dates (Apr 25–May 22, 2021)

Participating Stores

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

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
59311	7 Deadly Zins Old Vine Zinfandel	750	\$24.95	\$21.95	\$3.00
342428	Bonterra Cabernet Sauvignon Organic	750	\$21.95	\$19.95	\$2.00
621458	Bottega Gold Prosecco	750	\$27.95	\$24.95	\$3.00
478727	Catena Malbec	750	\$19.95	\$17.95	\$2.00
337238	Concha y Toro Marques De Casa Concha Cabernet Sauvignon	750	\$22.95	\$19.95	\$3.00
521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00
650325	Kim Crawford Rosé	750	\$18.95	\$16.95	\$2.00
158550	Laurent-Perrier Cuvée Brut Rosé Champagne	750	\$102.95	\$92.95	\$10.00
738823	Liberty School Cabernet Sauvignon	750	\$22.95	\$20.95	\$2.00
328831	M. Chapoutier Belleruche Côtes du Rhône Grenache/Syrah	750	\$16.95	\$13.95	\$3.00
559088	Malivoire Ladybug Rosé	750	\$16.95	\$14.95	\$2.00
69377	Monte Antico	750	\$15.95	\$13.95	\$2.00
326728	Oyster Bay Chardonnay	750	\$19.95	\$16.95	\$3.00
350041	Paco & Lola Albariño	750	\$20.95	\$18.95	\$2.00
449207	Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$19.95	\$16.95	\$3.00
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$59.95	\$54.95	\$5.00
370361	Tawse Spark Limestone Ridge Organic Brut Sparkling Riesling	750	\$20.95	\$18.95	\$2.00
24133	Thirty Bench Winemaker's Blend Riesling	750	\$22.95	\$19.95	\$3.00
303800	Trius Red	750	\$24.95	\$22.95	\$2.00
943787	Wakefield Estate Shiraz	750	\$19.95	\$17.95	\$2.00
11452	Willm Réserve Riesling	750	\$19.95	\$17.95	\$2.00
419770	Wines of Substance Cabernet Sauvignon	750	\$23.95	\$20.95	\$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.

Participating Stores

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

Key Dates (Apr 25–May 22, 2021)

Participating Product

LCBO#	Description	Size (mL)	Offers
559088	Malivoire Ladybug Rosé	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage reorder code: DMS-22P2-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 May 23, 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 May 23, 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 May 23, 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

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. A new strategy has been developed for our Front End Merchandisers and the products merchandised on them. **This is a sold program. Participation is mandatory.**

Stores with 2 FEMs will separate product by Category:

1. Spirits
2. Wines/Wines in Cans

Signage Components

- FEM Signage Kit:
Box Sign & Shelf Talkers
Re-order # DMS-22P2-FEM1

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

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

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.

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

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

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.

The previous participating store list has been terminated and replaced with the new list of participating stores below:

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

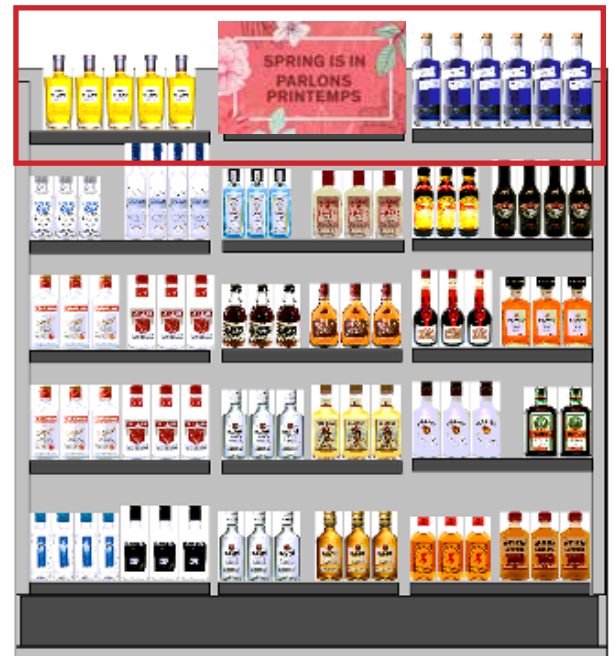
LCBO#	Description	Size (mL)	Offers
10232	1800 Silver Tequila	375	\$1.00 LTO
12596	Empress Gin	375	\$1.00 LTO

Signage Components

- **FEM Signage Kit:**
Box Sign & In-section Shelf Talkers
- Re-order # DMS-22P2-FEM1

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

UPDATED for Period 2 WINES FLEX SPACE



NOTE: There will be new products on Flex Space Australia and Flex Space Chile/Argentina in Period 2. Please continue to display the box sign from P1.

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. A handful of stores have been trying this new merchandising strategy, which resulted in increased sales of the featured products.

Key Dates (P1 - P2)

As communicated in the P1 MPG, the Flex Space program has been updated. There are now 4 Flex Spaces (USA, Europe, Australia/New Zealand and Chile/Argentina/South Africa) and **they are all sold to the Trade (participation is mandatory).** Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered to merchandise each section.

Merchandising Instructions

- Use the list of skus provided to select the products your store will merchandise in each flex space. Only select skus that are in your current assortment.
- 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.

Signage Components

Flex Space Signage Kit

- Box Signs
- Bin Strips
- (Re-order # DMS-22P1-FS1)

Box Sign	Producing Country	LCBO#	Description	Size (mL)	Price	Offers
No changes from P1 - USA - California Flex Space (FSB) - "Best Sellers from Cali"						
*Mandatory Participation: This is a SOLD promotion.						
	USA	14130	Apothic Cabernet Sauvignon	750	\$16.95	\$2.00 LTO
	USA	27516	(V) J.Lohr Los Osos Merlot	750	\$22.95	
	USA	234369	Apothic Red	750	\$16.95	
	USA	258699	(V) J. Lohr Riverstone Chardonnay	750	\$19.95	\$2.00 LTO
	USA	313817	(V) J.Lohr Seven Oaks Cabernet Sauvignon	375	\$14.95	
	USA	392654	Apothic Dark Red	750	\$13.95	\$2.00 LTO
	USA	545780	Apothic Rosé	750	\$16.95	
	USA	656561	(V) J.Lohr Seven Oaks Cabernet Sauvignon	750	\$23.95	
No changes from P1 - Europe - Italy/SE Flex Space (FSC) "Discover Wines of Portugal"						
*Mandatory Participation: This is a SOLD promotion.						
	Portugal	89995	Quinta Da Aveleda Vinho Verde	750	\$12.95	
	Portugal	141432	Sogrape Gazela Vinho Verde	750	\$9.95	
	Portugal	219816	Catedral Reserva Dao	750	\$12.45	
	Portugal	427377	Porta 6, Vr Lisboa	750	\$11.95	
	Portugal	462051	Bons-Ventos Lisboa	750	\$10.75	
	Portugal	533307	Silk & Spice Red	750	\$12.95	
	Portugal	535641	Vicente Faria Animus Douro, Do	750	\$11.95	
	Portugal	606590	(V) Esporao Red Reserve Alentejo (Finagra	750	\$26.95	
NEW products for P2 - Australia Flex Space (FSD) - "Best Sellers from Jacob's Creek"						
*Mandatory Participation: This is a SOLD promotion.						
	Australia	13016	Jacob's Creek Moscato Rosé	1500	\$23.95	
	Australia	106377	Jacob's Creek Shiraz/Cabernet	750	\$13.75	\$2.00 LTO
	Australia	210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	\$14.95	\$2.00 LTO
	Australia	367276	Jacob's Creek Moscato Rosé	750	\$13.75	\$2.00 LTO
NEW products for P2 - Chile/Argentina Flex Space (FSE) - "Sustainable South America"						
*Mandatory Participation: This is a SOLD promotion.						
	Argentina	11934	Zaphy Organic Cabernet Sauvignon	750	\$11.95	\$1.00 LTO
	Argentina	11935	Zaphy Organic Chardonnay	750	\$11.95	
	Argentina	234385	Trapiche Broquel Malbec	750	\$14.95	\$2.00 LTO
	Chile	407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	\$14.95	
	Argentina	507475	Trapiche Reserve Pinot Grigio	750	\$12.95	\$1.50 LTO
	Argentina	524322	Trapiche Reserve Malbec	1500	\$20.90	
	Argentina	614669	Trapiche Reserve Cabernet Sauvignon	750	\$12.95	\$1.50 LTO
	Chile	647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	\$11.90	

NOTE: New products on Flex Space Australia & Flex Space Chile/ Argentina for P2. Continue to merchandise the box sign that was shipped in P1.

Australia Flex Space

"Best Sellers from Jacob's Creek"



**Chile/Argentina Flex Space -
"Sustainable South America"**



**NOTE: No changes from P1 on Flex Space USA & Europe.
Continue to merchandise the P1 products and box sign.**

USA Flex Space

"Best Sellers from Cali"



**EUROPE - Italy/SE Flex Space
"Discover Wines of Portugal"**



THE COLD ROOM SPIRITS DISPLAY (CR)

NOTE: There will be new products featured on the Cold Room Spirits Display in Period 2. A new set of shelf talkers will be shipped to participating stores by the start of the period. Please continue to display the P1 a-frame sign until the end of P2.

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 (Apr 25–May 22, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
13589	Bacardi Lime	750	Value-add: 355 mL Bacardi Mojito Slim Can (attached to bottle)
446021	Bacardi Coconut Rum	750	

Signage Components

A new set of shelf talkers will be shipped to participating stores by the start of P2.

Continue to display the P1 A-frame fixture sign until the end of P2.

- **NEW** Shelf Talkers
ENG (Re-order # DMS-22P2-AF3) / BIL (Re-order # DMS-22P2-AF4)
- A-frame sign ENG (Re-order # DMS-22P2-AF1) / BIL (Re-order # DMS-22P2-AF2)

Merchandising Instructions

- Please order the required product, as it will not be force shipped (3 cases minimum).
- Ensure the fixture is by the beer cold room or beer section of the store.
- Merchandise the participating products according to the planogram.
- Install the pre-printed shelf talkers in front of the participating products.
- Continue to display the P1 A-frame fixture sign.



(FSG-A)

FIREBALL WHISKY MERCHANDISER

P2 - P4

This is a sold program. Participation is mandatory.

Key Dates (P2-4)

Participating Product

LCBO#	Description	Size (mL)
10946	Fireball Whisky	6 × 50

IMPORTANT NOTE: The participating product will not be forced-allocated. Please ensure the product is ordered and merchandised for the duration of the Promotion (P2 – P4).

UPDATED Participating Stores

10, 23, 25, 33, 35, 41, 51, 55, 57, 65, 74, 82, 83, 84, 93, 130, 139, 144, 149, 150, 156, 164, 187, 195, 198, 208, 209, 211, 221, 227, 228, 229, 233, 237, 244, 250, 263, 278, 279, 287, 288, 298, 300, 310, 329, 334, 351, 359, 360, 387, 391, 394, 401, 404, 407, 425, 427, 436, 443, 453, 459, 470, 481, 485, 490, 491, 495, 497, 500, 501, 522, 536, 554, 556, 564, 585, 587, 602, 605, 609, 627, 633, 640, 641, 649, 652, 653, 654, 655, 658, 661, 667, 670, 694, 695, 699, 702, 741, 748, 771

Signage Components

- Supplier Provided Merchandiser

Merchandising Instructions

- The participating product will not be forced-allocated. Please ensure the product is ordered and merchandised for the duration of the Promotion (P2 – P4).
- Agents will deliver the merchandiser to participating locations for the beginning of P2.
- A select number of stores will need to assemble the merchandiser on their own (store list will be communicated at a later date in the Weekly Priorities)
- Use the supplier provided merchandiser to display the product.
- Ensure the display is set up against the wall in the Beer Cold Room, allowing traffic to flow around the merchandiser.
- The merchandiser is to stay up for P2, P3 and P4.

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Now through the end of Period 4, a select number of stores will display a Fireball Whisky merchandiser in their Beer Cold Rooms. This merchandiser will house the Fireball 50mL 6-Pack format.



Supplied by Agent

ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Premium Flighted End Aisles 1 - 5A Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P2-ST14 BIL: DMS-22P2-ST15	
On Shelf	Premium Flighted Value-add 3A, 4A, 11 Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P2-STVA1 BIL: DMS-22P2-STVA2	
On Shelf	Premium Flighted Value-add 3A, 4A 4" x 5" Shelf Talkers	4" w x 5" h Shelf Talkers ENG/BIL	ENG: DMS-22P2-STVA3 BIL: DMS-22P2-STVA4	
On Shelf	Standard Flighted End Aisles 1 - 5B Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P2-ST16 BIL: DMS-22P2-ST17	
On Shelf	Standard Flighted Value-add 1B, 3B, 11 Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P2-STVA5 BIL: DMS-22P2-STVA6	
On Shelf	Standard Flighted Value-add 1B, 3B 4" x 5" Shelf Talkers	4" w x 5" h Shelf Talkers ENG/BIL	ENG: DMS-22P2-STVA7 BIL: DMS-22P2-STVA8	
On Shelf	Branded Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P2-ST1 BIL: DMS-22P2-ST2	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P2-ST3 BIL: DMS-22P2-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P2-ST5 BIL: DMS-22P2-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P2-ST7 BIL: DMS-22P2-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P2-ST9 BIL: DMS-22P2-ST10	
On Shelf	Generic Blank Pricer Cards (50 per bundle)	Pricer Cards 8" w x 7" h	DMS-22P1-ST11	
On Shelf	Generic Blank Extender Strips (50 per bundle)	Extender Strips 12" w x 2½" h	DMS-22P1-ST12	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Blank Bin Tags for General Use (50 per bundle)	Bin Tags 6" w x 1¾" h	DMS-22P1-ST13	
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h English/Price English/No Price	LTO Bundle DMS-P2-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		
On Shelf	"NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price	BNS Bundle DMS-P2-BNS	
On Shelf	"In The Spotlight" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h English/Price English/No Price		
On Shelf	"In The Spotlight/EN VEDETTE" Shelf Talkers Pre-Printed (IMAGE Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

Trade

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"/>	End Aisle 1A	19749	Teremana Blanco Tequila	750	Necktag
			19750	Teremana Reposado Tequila	750	Necktag
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1B	386789	Casamigos Tequila Blanco	750	Value Add
			388694	Casamigos Tequila Reposado	750	Value Add
			425686	Casamigos Tequila Anejo	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2A	14730	Ciroc Mango	750	Value Add
			19517	Ciroc Summer Citrus	750	
			417295	Ciroc Original Unflavoured	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2B	312959	Ketel One	1750	
			363770	Ketel One Vodka	1140	LTO
			640995	Ketel One Botanical Peach And Orange Blossom	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3A	19388	Bombay Bramble	750	Value Add
			217281	Bombay Sapphire London Dry	1140	Value Add
			316844	Bombay Sapphire London Dry	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3A	217281	Bombay Sapphire London Dry	1140	Value Add
			316844	Bombay Sapphire London Dry	750	Value Add
			319673	Bombay Sapphire East London Dry Gin	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4A	893	J.P. Wiser's Deluxe	750	Value Add
			33928	J.P. Wiser's Deluxe	1750	Value Add
			216689	J.P. Wiser's Deluxe	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4B	12865	J.P. Wiser's Manhattan Canadian Whisky	750	LTO
			474551	J.P. Wiser's Vanilla Whisky	750	Value Add
			625996	JP Wisers Old Fashioned Canadian Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5A	18869	Hornitos Black Barrel	750	LTO
			143040	Hornitos Reposado Tequila	750	LTO
			436279	Hornitos Plata	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5B	2485	Sauza Silver	750	Value Add
			27235	Sauza Gold Tequila	750	LTO
			217133	Sauza Gold Tequila	1140	Value Add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 6	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO, Wine Fridge
			669465	Peller Family Vineyards Pinot Grigio	4000	LTO
			337535	Santa Carolina Sauvignon Blanc Reserva	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 7	42	Canadian Club Premium	750	Value Add
			34637	Canadian Club Premium	1750	LTO
			217687	Canadian Club Premium	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8	15373	White Claw Hard Seltzer Mixer	12 × 355	
			19118	White Claw Hard Seltzer Raspberry	473	
			19121	White Claw Hard Seltzer Watermelon	473	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 9	270439	Smithwick's Ale	500	
			270447	Guinness Draught Beer	500	LTO
			296244	Guinness Draught	4 × 440	Value Add
			536227	Guinness Hop House 13	500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 10: Mini Thematic C	15717	Flying Monkeys The Mutants Are Revolting (6309)	473	LTO
			19607	Henderson's Radicle Salted Lime Gose (766)	473	
			19659	Ace Hill Island Island Lager (196)	355	
			19677	Bench Brewing Berry Fields Sour Ale (798)	473	LTO
			19682	Muksoka Brewery Mimosa (LCBO Warehouse)	473	
			19969	Liberty Village Peach Cider (LCBO Warehouse)	473	
			19998	Cowbell Rose Cider (458)	473	
			20228	Fresh Cucumber Mint Radler (179)	473	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 11	646620	Beyond The Pale Clean Cut (7672)	473	LTO
			267302	Crystal Head Vodka	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 12	463539	Aurora Crystal Head Vodka	750	Value Add
			10715	Malfy Gin Con Arancia	750	
			484204	Malfy Gin Con Limone	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 13	636068	Malfy Gin Rosa	750	Thematic, LTO
			174466	Jose Cuervo Especial Silver	750	Value Add
			267245	Jose Cuervo Especial Gold Tequila	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 14	450932	Jose Cuervo Tradicional Reposado	750	LTO
			181636	Sobieski Vodka	750	LTO
			260869	Sobieski Vodka	1140	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 15	338855	Bodacious Smooth Red	750	LTO
	54353		Stoneleigh Marlborough Pinot Noir	750	LTO	
	15349		Jack Daniels Apple	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 16	182931	Jack Daniel's Tennessee Whiskey	1750	
	380899		Jack Daniel's Tennessee Honey	1140		
	11868		Whitley Neill Rhubarb & Ginger	750		
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 17	16095	Whitley Neill Raspberry Gin	750	
	514463		Whitley Neill Handcrafted Dry Gin	750		
	19584		Creemore Springs Helles Light Lager	6 × 355		
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 18	19606	Creemore Springs Collection Ft. Kolsch	6 × 473	LTO
	541243		Creemore Springs Premium Lager	6 × 473		
	1784		Grand Marnier Cordon Rouge	750	Value Add	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 19	324848	Espolon Tequila Blanco	750	LTO
	324855		Espolon Tequila Reposado	750	LTO, Value Add	
	15778		Steam Whistle Pilsner Shandy	473		
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 20	19657	Ace Hill Lime Radler	355	
	19602		Mill Street Mango Milkshake Nitro IPA	440		

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			16191	Toro Bravo Sparkling Secco White	750	\$1.00 LTO
			16306	Segura Viudas Brut Rosé D.O. Cava	750	\$2.00 LTO
			17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	\$1.00 LTO
			17437	Woodbridge By Robert Mondavi Cab Sauvignon Tetra	500	\$1.00 LTO
			17554	XOXO Botanicals Peach Orange Blossom	750	\$1.50 LTO
			17555	XOXO Botanical Raspberry Rhubarb	750	\$1.50 LTO
			17650	Smoky Bay Shiraz	750	
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture	17654	Stel + Mar Premium Rosé Tetra	500	\$1.00 LTO
			17753	Vida Organica Malbec	750	\$1.00 LTO
			17779	Belleruche Rouge Cote Du Rhone	750	\$3.00 LTO
			17900	J. Lebegue Lussac St-Emilion	750	\$2.00 LTO
			18329	Lion And The Lily Red Blend	750	\$2.00 LTO
			518407	Blue Nun 24k Gold Edition Sparkling	750	
			642843	Barefoot Spritzer Moscato Can	250	\$0.20 LTO
			642850	Barefoot Spritzer Rosé Can	250	\$0.20 LTO
			18116	19 Crimes Snoop Dogg Cali Red	750	
<input type="checkbox"/>	<input type="checkbox"/>	New & Seasonal		Refer to the P1 portal worksheets		
			113241	Cazadores Anejo Tequila	750	Value-add:
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	125187	Cazadores Reposado Tequila	750	Authentic Clay Pitcher
			363986	Cazadores Blanco Tequila	750	
			13188	Absolut Juice Strawberry Edition	750	\$1.00 LTO
			15009	New Amsterdam Pink Whitney Vodka	750	\$1.00 LTO
			16099	Whitley Neill Pink Grapefruit Gin	750	Value-add: Recipe Book (rep applied)
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	113456	Collective Arts Rhubarb & Hibiscus Gin	750	\$2.00 LTO
			382747	Tequila Rose Strawberry Cream Liqueur	750	\$1.00 LTO
			400234	Dillon's Rose Gin	375	\$2.50 LTO
			636068	Malfy Gin Con Rosa	750	\$2.00 LTO
			636092	Gordon's Pink Gin	750	\$1.00 LTO
			647982	Beefeater Pink	750	\$1.00 LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			14955	Martini Sparkling Rosé	750	\$2.00 LTO
			16789	Lazzara Bianco Secco Sparkling VQA	750	\$2.00 LTO
			203125	Henkell Rosé	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	216960	Segura Viudas Brut Reserva Cava Sparkling	750	
			229039	Yellow Tail Bubbles	750	\$2.00 LTO
			487694	La Marca Prosecco Doc	750	\$2.00 LTO
			536565	Lily Sparkling Rosé VQA	750	\$1.00 LTO
			998351	JP Chenet Ice White	750	\$2.00 LTO
			1040	Gordon's Dry Gin	750	VA
			2691	Tanqueray Dry Gin	750	\$1.00 LTO + VA
			19410	Gordon's Sicilian Lemon (New product)	750	VA
			96263	Tanqueray Dry Gin	1750	\$2.00 LTO + VA
<input type="checkbox"/>	<input type="checkbox"/>	Flight A: Front Nesting Table	216721	Tanqueray Dry Gin	1140	VA
			358184	Tanqueray Rangpur Gin	750	VA
			570093	Tanqueray Malacca Gin	700	\$2.00 LTO + VA
			573956	Tanqueray Flor De Sevilla	750	\$5.00 LTO + VA
			600163	Tanqueray No. Ten Gin	750	VA
			636092	Gordon's Pink Gin	750	\$1.00 LTO + VA
			935	Captain Morgan White Rum	750	VA
			2196	Captain Morgan Dark Rum	750	VA
			4788	Captain Morgan Gold Rum	750	VA
			17047	Captain Morgan Sliced Apple Spiced Rum	750	\$1.00 LTO + VA
<input type="checkbox"/>	<input type="checkbox"/>	Flight B: Front Nesting Table	64659	Captain Morgan Private Stock Rum	750	\$1.00 LTO + VA
			217653	Captain Morgan Original Spiced Rum	1140	VA
			283929	Captain Morgan Black Spiced Rum	750	\$2.00 LTO + VA
			454686	Captain Morgan Bold Spiced Rum	750	VA
			500512	Captain Morgan Original Spiced Rum	750	\$1.00 LTO + VA
			19102	Vizzy Hard Seltzer Blueberry Pomegranate	473	
			19167	Landshark Seltzer Pinapple Mango	473	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	19544	Waterloo Watermelon Radler	473	
			20075	Bud Light Mango	473	
			19887	Coors Slice Grapefruit	473	
			20095	Moosehead Shaker Sparkling Sunrise Chermimosa	473	\$0.25 LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			12171	Nude Vodka Soda 12 Can Mixer Pack*		Value-add
			14994	Nutrl Vodka Soda Mixer Pack		\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	15311	Cottage Springs Weekender Mixed 8 Pack		\$1.00 LTO
			15368	Black Fly Vodka Soda Gin Soda Mixer Pack		
			17068	Georgian Bay Smashed Soda Smash Pack		
			19139	Smirnoff Vodka & Soda Rosé Variety Pack		
			7880	Johnnie Walker Black Label Scotch Whisky	750	\$3.00 LTO
			103747	Maker's Mark Kentucky Bourbon		\$4.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	107359	Auchentoshan 12 Year Old Single Malt Scotch Whisky	750	\$5.00 LTO
			129940	Aviation Gin	750	\$2.00 LTO
			224352	Crown Royal Black	750	\$4.00 LTO
			227678	1800 Silver Tequila	750	\$2.00 LTO
			456095	Ketel One Vodka	750	\$4.00 LTO
			492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	19427	Villa One Silver	750	\$5.00 LTO
			13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	\$3.00 LTO
			15761	Trinity Oaks Cabernet Sauvignon	750	
			15762	Trinity Oaks Chardonnay	750	\$2.00 LTO
			59311	(V) Seven Deadly Zins Old Vine Zinfandel	750	\$3.00 LTO
			185249	Mirassou Pinot Noir	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	294298	(V) Conundrum Red	750	
			342428	(V) Bonterra Cabernet Sauvignon Organic	750	\$2.00 LTO
			507467	Josh Cellars Legacy Red	750	
			552513	Canyon Road Chardonnay	750	\$1.00 LTO
			639971	Barefoot Cellars Pink Pinot Grigio	750	\$1.00 LTO
			643114	Josh Cellars Sauvignon Blanc	750	\$2.00 LTO
			738823	(V) Liberty School Cabernet Sauvignon	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21A	496968	Michelob Ultra	6 × 473	Contest
			697623	Michelob Ultra	6 × 355	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21B	20625	Lake Of Bays Tropical Storm Session Sour	473	
			20815	Cameron's Samurai Sour	473	
			16768	Big Rig - Hazy Four Four Session IPA	473	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21C	300681	Coors Light	6 × 473	Contest
<input type="checkbox"/>	<input type="checkbox"/>		906560	Coors Light	6 × 341	LTO
<input type="checkbox"/>	<input type="checkbox"/>		906628	Coors Light	6 × 355	Value-add
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone 21D	311779	Bud Light	6 × 473	Value-add
<input type="checkbox"/>	<input type="checkbox"/>		908665	Bud Light	6 × 355	LTO
				Near Pack Displayer		
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	15415	Muskoka Tread Lightly	473	
			20119	Collective Arts Matter of Fact	473	
<input type="checkbox"/>	<input type="checkbox"/>		19266	Beau's Lug Tread	6 × 473	
			15881	Steam Whistle Session Lager	473	
			398693	Naughty Neighbour American Pale Ale	473	
			569913	Lake of The Woods Kolsch	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Super Sale	110320	No Name Beer	6 × 341	LTO
			666883	Henninger Lager	6 × 500	LTO
			10154	Founders Rubaeus Raspberry Ale		
			13343	Vox Populi Double Fruit Punch IPA		
			17833	Oskar Blues Can-O-Bliss Double IPA		
			356204	St Feuillien Saison		
<input type="checkbox"/>	<input type="checkbox"/>	Craft Beer Imported Shelf Talkers	15604	Cigar City Margarita Gose		
			19045	La Vermontoise Saison		
			19367	Deschutes Wowza! Lo-Cal Hazy Pale Ale		
			19368	Sweetwater 420 Pale Ale		
			19369	Saison Du Tracteur American Saison		
			322529	Hofbrau Hefe Weizen		
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	89862	Girls' Night Out Rosé VQA	750	\$2.00 LTO
			219022	White House Wine Co. Riesling Pinot Grigio VQA	750	\$2.00 LTO
			295006	Cave Spring Dry Rosé VQA	750	\$2.00 LTO
			518746	D'Ont Poke The Bear Red VQA	750	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	10485	Pelee Island Lola Pinot Grigio VQA	750	
			244616	Sandbanks Rosé VQA	750	
			75689	Wayne Gretzky Cabernet Merlot VQA	750	
			233635	Cave Spring Riesling Dry VQA	750	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			20516	Casa-Dea Embrace Sparkling Riesling VQA	750	
			20515	The Hare Frontier Pinot Grigio VQA	750	
			20512	Fogolar Vidal VQA	750	
			20508	Marynissen Lokaal White VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	Craft VQA Wineries	20517	Alvento West Wind VQA	750	
			16296	Organized Crime Rosé VQA	750	
			20509	CREW Barrelman's Blend VQA	750	
			20514	Commisso Red VQA	750	
			20513	Stoney Ridge Patio Lanterns Red VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	326728	Oyster Bay Chardonnay	750	\$3.00 LTO
			24133	Thirty Bench Riesling	750	\$3.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: May 1	17667	The Hunting Lodge Expressions Sauvignon Blanc 2019	750	
			282996	San Felice Chianti Classico 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: May 15	19317	Napa Family Vineyards Cabernet Sauvignon 2017	750	
			548867	Casa Santos Lima Colossal Reserva 2017	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages LTO Program		Please refer to pg. 48 for products.		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	559088	Malivoire Ladybug Rosé	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks	10232	1800 Silver Tequila	375	\$1.00 LTO
			12596	Empress Gin	375	\$1.00 LTO
			13589	Bacardi Lime	750	Value-add: 355 mL
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	446021	Bacardi Coconut Rum	750	Bacardi Mojito Slim Can (attached to bottle)

FSI = Product is featured in the Free Standing Insert

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

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65				
R1	Vodka A	638197	Zirkova One Ultra Premium Vodka	750	LTO											Y	Y
R2	Vodka B	363507	Prince Igor Extreme Vodka	1750	Value Add							Y	Y	Y	Y	Y	Y
R3	Vodka C	545160	Tito's Handmade Vodka	1750	LTO							Y	Y	Y	Y	Y	Y
R4	Vodka D	400754	Iceberg Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	225250	Stolichnaya Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	894014	El Dorado Demerara 5 Year Old Rum	750	LTO												Y
R7	Rum B	369819	Mount Gay Eclipse Rum	1750	LTO										Y	Y	Y
R8	Rum C	19855	Kingston 62 Gold	750	Necktag, IMAGE Shelf Talker									Y	Y	Y	Y
R9	Rum D	602920	Flor De Cana 5 Year Rum Anejo Clasico	750	Value Add							Y	Y	Y	Y	Y	Y
R10	Rum E	225698	The Kraken Black Spiced Rum	750	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	512194	Larceny Kentucky Straight Bourbon	750	LTO											Y	Y
R12	Canadian Whisky B	397091	Forty Creek Copper Pot Reserve	1750	LTO									Y	Y	Y	Y
R13	Canadian Whisky C	541011	Wayne Gretzky Red Cask Whisky	375	LTO							Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	217950	Crown Royal	1140	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	480624	Woodford Reserve Distiller's Select Bourbon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	255281	Aberfeldy 12 Year Old	750	LTO							Y	Y	Y	Y	Y	Y
R17	Scotch B	1099	Johnnie Walker Red Label	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	374231	Ungava Premium Gin	750	LTO							Y	Y	Y	Y	Y	Y
R19	Liqueurs A	314856	Fireball Whisky Shooter	1140	Value Add									Y	Y	Y	Y
R20	Liqueurs B	462424	Cabot Trail Maple Cream	750	LTO									Y	Y	Y	Y
R21	Liqueurs C	6502	Cointreau	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	207514	Remy Martin 375	375	LTO												Y
R24	Brandy B	9902	Courvoisier VSOP	750	LTO							Y	Y	Y	Y	Y	Y
R25	Tequila A	173542	Tequila Don Julio Blanco	750	LTO										Y	Y	Y
R26	Ontario Blend A	14883	Pelee Island Lola Chardonnay VQA	750	LTO							Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	68551	Peller Family Vineyards Rosé Tetra	1000	LTO							Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	582825	Peller Estates Family Series Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	16785	Peller Family Vineyards Light Pinot Grigio	750	LTO									Y	Y	Y	Y
R30	Ontario Non-VQA B	341743	Trius Rosé VQA	750	LTO, Wine Fridge									Y	Y	Y	Y
R31	Ontario Non-VQA C	429811	Black Cellar Shiraz Cabernet	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	667089	Peller Family Vineyards Pinot Grigio	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	561076	Trius Pinot Grigio VQA	750	LTO										Y	Y	Y
R34	Ontario VQA B	228551	Cave Spring Chardonnay VQA	750	LTO									Y	Y	Y	Y
R35	Australia/New Zealand A	325787	McGuigan Black Label Shiraz	750	LTO										Y	Y	Y
R36	Australia/New Zealand B	369777	19 Crimes Shiraz Durif	750	LTO									Y	Y	Y	Y
R37	Australia/New Zealand C	293043	Stoneleigh Marlborough Sauvignon Blanc	750	LTO, Wine Fridge							Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	142117	Lindemans Bin 65 Chardonnay	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders									
					15	20	30	40	45	50	55	60	65	
R39 USA A	534263	Beringer Founders Estate Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R40 USA B	99408	Woodbridge By Robert Mondavi Chardonnay	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41 Chile A	122390	The Beachhouse Sauvignon Blanc	750	LTO						Y	Y	Y	Y	
R42 Chile B	275925	Santa Carolina Cabernet Sauvignon Reserva	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	527598	Amatore Rosso Verona Igt	750	LTO										Y
R44 France Blend B	897702	Bottega Vino Dei Poeti Prosecco Doc	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A		Manager's Discretion											Y	Y
R46 France South B	589010	Mezzacorona Pinot Grigio Trentino	1500	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/Burgundy A	165845	Gran Feudo Rosé	750	LTO								Y	Y	Y
R48 Italy Central A	635920	Felix & Lucie Cabernet-Syrah	750	LTO									Y	Y
R49 Italy Central B	270363	Castillo De Almansa Reserva, Almansa	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	51573	Bouchard Pere & Fils Macon-Lugny St-Pierre	750	LTO						Y	Y	Y	Y	Y
R51 Italy North B	394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	348680	Bersano Costalunga Barbera D'Asti Docg	750	LTO										Y
R53 Southern Europe B	385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	LTO									Y	Y
R54 Germany A	589101	Ruffino Lumina Pinot Grigio Igt	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	367276	Jacob's Creek Moscato Rosé	750	LTO, Flex Space									Y	Y
R56 Sparkling B	669200	Ciao Pinot Grigio Organic Carton	1000	LTO					Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	20137	Hop City Misfit Mango Passionfruit IPA (LCBO Warehouse)	473	LTO										Y
R58 Ontario Beer B	15881	Steam Whistle Session Lager (5577)	473	LTO, OCB	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	422121	Black Oak Nut Brown Ale (5262)	473											Y
R60 Beer 2	271619	Harp Lager (LCBO Warehouse)	500	LTO					Y	Y	Y	Y	Y	Y
R61 Beer 3	568287	No Boats On Sunday Cider (LCBO Warehouse)	500	LTO					Y	Y	Y	Y	Y	Y
R62 Beer 4	20071	Mill Street Watermelon Wheat (1950)	473						Y	Y	Y	Y	Y	Y
R63 Party Zone 1	14617	Smirnoff Vodka & Soda Raspberry Rosé	4 x 355	LTO					Y	Y	Y	Y	Y	Y
R64 Party Zone 2	14504	Palm Bay Zero Key Lime Cherry	473	LTO					Y	Y	Y	Y	Y	Y
R65 Party Zone 3	321786	Smirnoff Ice	4 x 330	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Community Extender 1	398552	Bacardi Limon	750	Value Add	Bacardi Canada Inc.
C2: Community Extender 2	10157	Jameson Irish Whiskey	750	LTO	Corby Spirit and Wine Limited
C3: Community Extender 3	14685	Gaze Blueberry Pomegranate Moscato Wine Cocktail	375		Azureau Wine Agency
C4: Community Extender 4	26278	Folonari Valpolicella Classico	1500	LTO	Philippe Dandurand Wines Ltd.
C5: Community Extender 5	553891	Smoky Bay Cabernet Sauvignon	750	LTO	Univins and Spirits Canada Inc.
C6: Community Extender 6	253302	Luksusowa Vodka	750	LTO	PMA Canada Ltd.
C7: Community Extender 7	497891	Kavi Reserve Coffee Blended Canadian Whisky	750	LTO	Boldworks Corporation
C8: Community Extender 8	117101	Jagermeister	750	LTO	PMA Canada Ltd.
C9: Community Extender 9	667105	Peller Family Vineyards Merlot	750	LTO	Andrew Peller Limited
C10: Community Extender 10	506691	Wolf Blass Yellow Label Shiraz	750	LTO	Mark Anthony Wine & Spirits

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	11572	XOXO Moscato	750	LTO	Andrew Peller Limited
D2: Discovery Wines 2	194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	LTO	Joseph Cipelli Wines & Spirits
D3: Discovery Wines 3	295931	Obsession Symphony White California	750	LTO	Lifford Wine & Spirits Inc.
D4: Discovery BSM 1	19019	Muskoka Chance Of Flowers (LCBO Warehouse)	473		Lakes of Muskoka Cottage Brewery
D5: Discovery BSM 2	697797	Salvador's Original Margarita (P.E.T)	1750	LTO	Glazer's of Canada
D6: Discovery BSM 3	281907	Jaw Drop Sucking Lemons	473	LTO	Breakthru Beverage Canada Inc.
D7: Discovery Spirits 1	379032	O'Casey's Irish Cream	750	Value Add	Sylvestre Wines & Spirits Inc.
D8: Discovery Spirits 2	211110	Wyborowa Vodka	1140	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	44784	Negrar Amarone Classico Docg	750	LTO	Allure Wine & Spirits

IMAGE Shelf Talkers

LCBO#	Description	Size (mL)	Support Program	Agent
19672	Jaja Reposado	750		Glazer's of Canada
19854	Kingston 62 Gold	1140	Necktag	Forty Creek Distillery Ltd
19855	Kingston 62 Gold	750	Shelf Extender, Necktag	Forty Creek Distillery Ltd
219279	Konzelmann Pinot Blanc VQA	750		Konzelmann Estate Winery
334052	Stiegl Grapefruit Radler	500		Mcclelland Premium Imports

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
1099	Johnnie Walker Red Label	750	\$1.50	Shelf Extender
2691	Tanqueray Dry Gin	750	\$1.00	Front Nesting Table
5959	Baileys Irish Cream	750	\$1.00	Shelf Extender
6502	Cointreau	750	\$2.00	Shelf Extender
7880	Johnnie Walker Black 12 Yr	750	\$3.00	Seasonal Block Pile C
9902	Courvoisier VSOP	750	\$10.00	Shelf Extender
10157	Jameson Irish Whiskey	750	\$1.50	Comm. Extender
10232	1800 Silver Tequila	375	\$1.00	CE1
11452	>(V) Riesling Reserve (Alsace Willm)	750	\$2.00	
11572	XOXO Moscato	750	\$1.00	Discovery Extender
11929	Comuna Chardonnay Pinot Grigio	750	\$1.00	
11934	Zaphy Organic Cabernet Sauvignon	750	\$1.00	Flex Space
11938	Off The Press Shiraz	750	\$2.00	
11942	Los Cardos Dona Paula Malbec	750	\$2.00	
12596	Empress Gin	375	\$1.00	CE1
12676	Bodacious Cabernet Sauvignon	4000	\$3.00	
12865	J.P. Wiser's Manhattan Canadian Whisky	750	\$1.00	End Aisle
13188	Absolut Juice Strawberry Edition	750	\$1.00	Mini Thematic
13609	Cancellor Malbec (Licensee Only Sku)	750	\$2.00	
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	\$3.00	Middle Nesting Table
13904	Henry Of Pelham Pinot Noir VQA	750	\$2.00	
13906	Unwined Smooth Rosé	750	\$1.00	
14400	Coors Original	6 × 473	\$1.00	
14334	Nikka Coffey Vodka	700	\$10.00	
14487	White Claw Hard Seltzer Mango	473	\$0.15	
14488	White Claw Hard Seltzer Natural Lime	473	\$0.15	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
14504	Palm Bay Zero Key Lime Cherry	473	\$0.25	Shelf Extender
14617	Smirnoff Vodka & Soda Raspberry Rosé	4 × 355	\$1.00	Shelf Extender
14664	Nude Vodka Soda Raspberry Lemon	473	\$0.15	
14714	Le Reservoir Pinot Noir	750	\$2.00	
14883	Pelee Island Lola Chardonnay VQA	750	\$2.00	Shelf Extender
14887	Pelee Island Bourbon Barrel Reserve Baco Noir VQA	750	\$2.00	
14938	American Vintage Blueberry	473	\$0.30	
14955	Martini Sparkling Rosé	750	\$2.00	Mini Thematic
14994	Nutrl Vodka Soda Mixed Pack	12 × 355	\$2.00	Seasonal Block Pile B
15004	Twisted Tea Mix	12 × 355	\$2.00	
15009	New Amsterdam Pink Whitney Vodka	750	\$1.50	Mini Thematic
15041	Innis & Gunn Original	6 × 500	\$1.00	
15100	Waterloo Pineapple Radler	473	\$0.20	
15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	\$1.00	Seasonal Block Pile B
15349	Jack Daniels Apple	750	\$3.00	End Aisle
15372	Mike's Hard Black Cherry	6 × 355	\$1.00	
15563	Somersby Apple Cider	473	\$0.25	
15717	Flying Monkeys The Mutants Are Revolting	473	\$0.20	Mini Thematic
15762	Trinity Oaks Chardonnay	750	\$2.00	Middle Nesting Table
15881	Steam Whistle Session Lager	473	\$0.25	Shelf Extender, OCB
16191	Toro Bravo Sparkling Secco White	750	\$1.00	Feature Fixture
16306	Segura Viudas Brut Rose D.O. Cava	750	\$2.00	Feature Fixture
16544	St Remy Signature	750	\$3.00	
16785	Peller Family Vineyards Light Pinot Grigio	750	\$1.00	Shelf Extender
16789	Lazzara Bianco Secco Sparkling VQA	750	\$2.00	Mini Thematic
17047	Captain Morgan Sliced Apple Spiced Rum	750	\$1.00	Front Nesting Table
17147	Junction Craft Pilsner	473	\$0.25	
17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	\$1.00	Feature Fixture
17437	Woodbridge By Robert Mondavi Cab Sauvignon Tetra	500	\$1.00	Feature Fixture
17554	XOXO Botanicals Peach Orange Blossom	750	\$1.50	Feature Fixture
17555	XOXO Botanical Raspberry Rhubarb	750	\$1.50	Feature Fixture
17654	Stel + Mar Premium Rosé Tetra	500	\$1.00	Feature Fixture
17753	Vida Organica Malbec	750	\$1.00	Feature Fixture
17779	Belleruche Rouge Cote Du Rhone	750	\$3.00	Feature Fixture
17818	Corona Extra	6 × 330	\$1.30	
17900	J. Lebegue Lussac St-Emilion	750	\$2.00	Feature Fixture
18329	Lion And The Lily Red Blend	750	\$2.00	Feature Fixture

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18391	Pelee Island Merlot Bag In Box	3000	\$3.00	
18869	Hornitos Black Barrel	750	\$5.00	End Aisle
19427	Villa One Silver	750	\$5.00	Seasonal Block Pile
19606	Creemore Springs Collection Ft. Kolsch	6 × 473	\$1.00	End Aisle
19677	Bench Brewing Berry Fields Sour Ale	473	\$0.20	Mini Thematic
19894	Cracked Canoe	6 × 473	\$1.50	
20095	Moosehead Shaker Sparkling Sunrise Chermimosa	473	\$0.25	Seasonal Block Pile A
20137	Hop City Misfit Mango Passionfruit IPA	473	\$0.20	Shelf Extender
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00	VL1
26278	Folonari Valpolicella Classico	1500	\$3.00	Comm. Extender
27235	Sauza Gold Tequila	750	\$2.00	End Aisle
34637	Canadian Club Premium	1750	\$1.05	End Aisle
44784	Negrar Amarone Classico Docg	750	\$2.50	Green Extender
51573	Bouchard Pere & Fils Macon-Lugny St-Pierre	750	\$3.00	Shelf Extender
53868	Jaffelin Bourgogne Aligote Aoc	750	\$2.50	
54353	Stoneleigh Marlborough Pinot Noir	750	\$2.00	End Aisle
57349	Chateau Des Charmes Gamay Noir VQA	750	\$1.00	
59311	>(V) Seven Deadly Zins Old Vine Zinfandel	750	\$3.00	Middle Nesting Table
60707	20 Bees Pinot Grigio VQA	750	\$2.00	
64659	Captain Morgan Private Stock Rum	750	\$1.00	Front Nesting Table
68551	Peller Family Vineyards Rosé Tetra	1000	\$1.00	Shelf Extender
69377	> (V) Monte Antico Igt (Empson)	750	\$2.00	
73809	Carlsberg Beer	500	\$0.20	
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	End Aisle
82636	Pasqua Soave Doc	1500	\$1.50	
89862	Girls' Night Out Rosé VQA	750	\$2.00	goLOCAL
96263	Tanqueray Dry Gin	1750	\$2.00	Front Nesting Table
99408	Woodbridge By Robert Mondavi Chardonnay	750	\$2.00	Shelf Extender
103747	Maker's Mark Kentucky Bourbon	750	\$4.00	Seasonal Block Pile C
106377	Jacob's Creek Shiraz/Cabernet	750	\$2.00	Flex Space
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$5.00	Seasonal Block Pile C
110056	Absolut Vodka	750	\$1.00	
111526	Nederburg Cabernet Sauvignon	750	\$2.00	
111930	Mezzomondo Negroamaro Puglia Igt	1500	\$2.00	
113456	Collective Arts Rhubarb & Hibiscus	750	\$2.00	Mini Thematic
114967	Finlandia Vodka	1750	\$1.00	Discovery Extender
117101	Jagermeister	750	\$3.00	Comm. Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
119743	Jack Daniel's Tennessee Whiskey	375	\$1.50	
122390	The Beachhouse Sauvignon Blanc	750	\$1.00	Shelf Extender
129940	Aviation Gin	750	\$2.00	Seasonal Block Pile C
134916	Ogier Cotes Du Ventoux Rosé Aoc	750	\$1.50	
134957	Open Cab 2 Merlot VQA	750	\$1.00	
140509	James Ready 5.5	6 × 473	\$1.00	
142117	Lindemans Bin 65 Chardonnay	750	\$1.50	Shelf Extender
143040	Hornitos Reposado Tequila	750	\$3.00	End Aisle
143891	Peroni Nastro Azzurro	500	\$0.25	
144337	Side Launch Hibiscus Sour	473	\$0.20	
145458	Inniskillin Riesling Pinot Grigio VQA	750	\$2.00	
145490	Cusumano Syrah	750	\$2.00	
148007	Czechvar Premium Lager	500	\$0.35	
158550	> Cuvee Rosé Brut (Champagne Laurent Perrier)	750	\$10.00	
165845	Gran Feudo Rosé	750	\$1.50	Shelf Extender
166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	\$2.00	End Aisle
173542	Tequila Don Julio Blanco	750	\$5.00	Shelf Extender
177477	Sandbanks Estate Shoreline White VQA	750	\$1.00	
181636	Sobieski Vodka	750	\$1.00	End Aisle
185249	Mirassou Pinot Noir	750	\$2.00	Middle Nesting Table
194118	Enzo Vincenzo Valpolicella Ripasso Doc	750	\$2.00	Discovery Extender
203125	Henkell Rosé	750	\$2.00	Mini Thematic, Wine Fridge
207514	Remy Martin 375	375	\$3.00	Shelf Extender
210633	Jacob's Creek Chardonnay Pinot Noir Sparkling	750	\$2.00	Flex Space
211110	Wyborowa Vodka	1140	\$1.00	Discovery Extender
214056	Girls' Night Out Pineapple Mango Tango	1500	\$1.00	
215012	Black Tower Rivaner	1000	\$2.50	
216689	J.P. Wiser's Deluxe	1140	\$1.00	End Aisle
216945	Freixenet Cordon Negro Brut Cava	750	\$1.50	Wine Fridge
216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$2.00	Mini Thematic, Wine Fridge
217125	Sauza Silver	1140	\$2.50	
217950	Crown Royal	1140	\$1.00	Shelf Extender
218644	Santa Rita 120 Reserva Especial Cab Sauv	750	\$2.00	
219022	White House Wine Co. Riesling P. Grigio VQA	750	\$2.00	goLOCAL
224352	Crown Royal Black	750	\$4.00	Seasonal Block Pile C
225250	Stolichnaya Vodka	1140	\$1.00	Shelf Extender
227678	1800 Silver Tequila	750	\$2.00	Seasonal Block Pile C

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
228551	Cave Spring Chardonnay VQA	750	\$2.00	Shelf Extender
229039	Yellow Tail Bubbles	750	\$2.00	Mini Thematic
229583	Kronenbourg 1664 Blanc	6 × 330	\$1.40	
234369	Apothic Red	750	\$2.00	Flex Space
234385	Trapiche Broquel Malbec	750	\$2.00	Flex Space
250498	Castello Del Poggio Moscato Frizzante	750	\$2.00	
253302	Luksusowa Vodka	750	\$1.00	Comm. Extender
255281	Aberfeldy 12 Year Old	750	\$2.00	Shelf Extender
270363	Castillo De Almansa Reserva, Almansa	750	\$1.50	Shelf Extender
270447	Guinness Draught Beer	500	\$0.25	End Aisle
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	
271619	Harp Lager	500	\$0.25	Shelf Extender
271643	Tequila Tromba Blanco	750	\$7.00	
275925	Santa Carolina Cabernet Sauvignon Reserva	750	\$2.00	Shelf Extender
276568	Jack Daniel's Tennessee Honey	375	\$2.00	
281907	Jaw Drop Sucking Lemons	473	\$0.25	Discovery Extender
283929	Captain Morgan Black Spiced Rum	750	\$2.00	Front Nesting Table
284539	Trius Brut VQA	750	\$3.00	
291211	Henry Of Pelham Chardonnay VQA	750	\$2.00	
292532	The Wolftrap Viognier Chenin Blanc Grenache Blanc	750	\$2.00	
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00	Shelf Extender, Wine Fridge
295006	Cave Spring Dry Rosé VQA	750	\$2.00	goLOCAL
295931	Obsession Symphony White California	750	\$2.00	Discovery Extender
300699	Molson Canadian	6 × 473	\$2.00	
303040	Fielding Fireside White VQA	750	\$1.00	
303800	>(V) Trius VQA Red (Andres Wines Ltd)	750	\$2.00	
315812	Beluga Russian Luxury Vodka	750	\$5.00	
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	
321786	Smirnoff Ice	4 × 330	\$1.00	Shelf Extender
324848	Espolon Tequila Blanco	750	\$1.50	End Aisle
324855	Espolon Tequila Reposado	750	\$1.50	End Aisle, Value Add
325787	McGuigan Black Label Shiraz	750	\$1.00	Shelf Extender
326009	Knob Creek Bourbon	750	\$5.00	
326728	>(V) Oyster Bay Chardonnay Marlborough	750	\$3.00	VL 1
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	
328831	17 Cotes Du Rhone Belleruche (Chapoutier)	750	\$3.00	
337238	>(V) Cab Sauvignon Marques (Concha Y Toro)	750	\$3.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
337535	Santa Carolina Sauvignon Blanc Reserva	750	\$2.00	End Aisle
337949	Heineken Lager	500	\$0.25	
338855	Bodacious Smooth Red	750	\$1.00	End Aisle
341743	Trius Rosé VQA	750	\$2.00	Shelf Extender, Wine Fridge
342428	>(V) Bonterra Cabernet Sauvignon Organic	750	\$2.00	Middle Nesting Table
348680	Bersano Costalunga Barbera D'Asti Docg	750	\$2.00	Shelf Extender
350041	>(V) Albarino (Paco Lola)	750	\$2.00	
350546	Root 1 Carmenere Colchagua	750	\$2.00	
350611	Bulleit Rye	750	\$5.00	
363770	Ketel One Vodka	1140	\$4.00	End Aisle
367276	Jacob's Creek Moscato Rosé	750	\$2.00	Shelf Extender, Flex Space
369777	19 Crimes Shiraz Durif	750	\$2.00	Shelf Extender
369819	Mount Gay Eclipse Rum	1750	\$4.00	Shelf Extender
370361	>Riesling Sparkling Limestone Ridge (Tawse)	750	\$2.00	
374231	Ungava Premium Gin	750	\$2.00	Shelf Extender
374520	Angry Orchard Hard Crisp Apple	6 × 355	\$1.00	
385385	Les Dauphins Cotes Du Rhone Reserve Red Aoc	750	\$2.00	Shelf Extender
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$2.00	Shelf Extender
395582	Auchentoshan American Oak, Lowland	750	\$3.00	
397091	Forty Creek Copper Pot Reserve	1750	\$1.60	Shelf Extender
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	
400234	Dillon's Rose Gin	375	\$2.50	Mini Thematic
400754	Iceberg Vodka	750	\$1.00	Shelf Extender
407775	Snapple Spiked Tea Vodka	458	\$0.25	
410852	Woodford Reserve Double Oaked	750	\$5.00	
417295	Ciroc Original Unflavoured	750	\$3.00	End Aisle
419770	>(V) Wines Of Substance Cabernet Sauvignon	750	\$3.00	
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	Shelf Extender
433714	Pelee Island Cabernet Franc VQA	750	\$1.00	
433961	Villa Annaberta Amarone Della Valpolicella Docg	750	\$3.00	
439828	Wells I.P.A.	500	\$0.20	
442582	Alexander Keiths IPA	6 × 473	\$1.00	
446567	Iceberg Vodka (P.E.T)	750	\$1.00	
449207	>(V) Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$3.00	Wine Fridge
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	End Aisle
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00	
456095	Ketel One Vodka	750	\$4.00	Seasonal Block Pile C

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
459818	Sapporo	6 × 500	\$2.00	
462424	Cabot Trail Maple Cream	750	\$2.00	Shelf Extender
464214	Anciano 7 Year Gran Reserva Tempranillo Valdepenas	750	\$2.00	
465146	Les Jamelles Sauvignon Blanc Pays Doc	750	\$2.00	
478727	>(V) Catena Malbec Mendoza	750	\$2.00	
479030	Railway City Orange Creamsicle Ale	473	\$0.20	
480624	Woodford Reserve Distiller's Select Bourbon	750	\$3.00	Shelf Extender
481614	Ciroc Apple	750	\$3.00	
484204	Malfy Gin Con Limone	750	\$2.00	End Aisle
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$1.80	
487694	La Marca Prosecco Doc	750	\$2.00	Mini Thematic, Wine Fridge
489351	Gahan Blueberry Ale	473	\$0.25	
492363	Bota Box Cabernet Sauvignon Bib	3000	\$4.00	
492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$2.00	Seasonal Block Pile C
497214	Ardiel Dry Apple Cider	473	\$0.25	
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	\$1.00	Comm. Extender
500504	Captain Morgan Original Spiced Rum	375	\$1.00	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	Front Nesting Table
506691	Wolf Blass Yellow Label Shiraz	750	\$2.50	Comm. Extender
507475	Trapiche Reserve Pinot Grigio	750	\$1.50	Flex Space
512194	Larceny Kentucky Straight Bourbon	750	\$3.00	Shelf Extender
516880	Mill Street Org Lager	6 × 473	\$1.25	
518746	D'Ont Poke The Bear Red VQA	750	\$1.00	goLOCAL
521021	>(V) Francis Coppola Diamond Coll Cab Sauv	750	\$2.00	
527598	Amatore Rosso Verona Igt	750	\$1.00	Shelf Extender
533026	Masi Modello Merlot Trevenezie Igt	750	\$2.00	
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
535294	Grolsch Premium Pilsner	500	\$0.25	
536227	Guinness Hop House 13	500	\$0.25	End Aisle
536565	Lily Sparkling Rosé VQA	750	\$1.00	Mini Thematic
541011	Wayne Gretzky Red Cask Whisky	375	\$3.00	Shelf Extender
542027	Post Game Brewing Locker Room Lager	473	\$0.25	
545160	Tito's Handmade Vodka	1750	\$4.00	Shelf Extender
545780	Apothic Rosé	750	\$2.00	Flex Space
549873	Collective Arts Jam Up The Mash	473	\$0.20	
552034	Megalomaniac Local Squeeze Red VQA	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
552513	Canyon Road Chardonnay	750	\$1.00	Middle Nesting Table
553891	Smoky Bay Cabernet Sauvignon	750	\$1.00	Comm. Extender
559088	>(V) Rosé Ladybug (Malivoire Wine Co.)	750	\$2.00	Ontario Wine Superstar
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	\$1.00	
561076	Trius Pinot Grigio VQA	750	\$2.00	Shelf Extender
561381	Pelee Island Pinot Grigio Bag In Box	3000	\$5.00	
568287	No Boats On Sunday Cider	500	\$0.25	Shelf Extender
570093	Tanqueray Malacca Gin	700	\$2.00	Front Nesting Table
573428	D'Ont Poke The Bear Cider	473	\$0.20	
573956	Tanqueray Flor De Sevilla	750	\$5.00	Front Nesting Table
574533	Magnotta Pinot Grigio Venture Series VQA	750	\$1.50	
576900	Cowbell Brewing Co. Shindig Huron County Craft Lag	473	\$0.20	
582825	Peller Estates Family Series Chardonnay VQA	750	\$1.00	Shelf Extender
589010	Mezzacorona Pinot Grigio Trentino	1500	\$3.00	Shelf Extender
589051	Peller Family Vineyards Dry White	4000	\$1.00	
589101	Ruffino Lumina Pinot Grigio Igt	750	\$2.00	Shelf Extender
589549	Clausthaler Premium Non Alcoholic	500	\$0.25	
594200	Peninsula Ridge Inox Chardonnay VQA	750	\$2.00	
601484	Amaro Montenegro Liqueur	750	\$2.00	
610972	Whitecliff Sauvignon Blanc Sacred Hill	750	\$2.00	
614669	Trapiche Reserve Cabernet Sauvignon	750	\$1.50	Flex Space
621458	>Bottega Gold Sparkling (Bottega Spa)	750	\$3.00	
621953	Casal Thaulero Mer-Cab Terre Di Chieti Igt	750	\$1.00	
623322	Peller Family Vineyards Sauvignon BI	4000	\$3.00	
625236	Brickworks Ciderhouse - Rosé Cider	473	\$0.20	
625996	JP Wisers Old Fashioned Canadian Whisky	750	\$1.00	End Aisle
635920	Felix & Lucie Cabernet-Syrah	750	\$2.00	Shelf Extender
636068	Malfy Gin Rosa	750	\$2.00	End Aisle, Mini Thematic
636092	Gordon's Pink Gin	750	\$1.00	Mini Thematic, Front Nesting Table
638197	Zirkova One Ultra Premium Vodka	750	\$2.00	Shelf Extender
639971	Barefoot Cellars Pink Pinot Grigio	750	\$1.00	Middle Nesting Table, Wine Fridge
640920	Ketel One Botanical Cucumber And Mint	750	\$2.00	
640995	Ketel One Botanical Peach And Orange Blossom	750	\$2.00	End Aisle
642843	Barefoot Spritzer Moscato Can	250	\$0.20	Feature Fixture
642850	Barefoot Spritzer Rosé Can	250	\$0.20	Feature Fixture
643114	Josh Cellars Sauvignon Blanc	750	\$2.00	Middle Nesting Table

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
645499	Ketel One Botanical Grapefruit And Rosé	750	\$2.00	
646620	Beyond The Pale Clean Cut	473	\$0.20	Mini Thematic
647859	Beaus Lug Tread	6 × 473	\$1.00	
647982	Beefeater Pink	750	\$1.00	Mini Thematic
649541	Seagram Island Time Anytime	6 × 355	\$1.00	
649673	Palm Bay White Peach Tangerine	6 × 355	\$1.00	
650325	>Kim Crawford Hawke's Bay Rosé	750	\$2.00	
666875	Dab Original	6 × 500	\$0.75	
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	Shelf Extender, Wine Fridge
667105	Peller Family Vineyards Merlot	750	\$1.00	Comm. Extender
669200	Ciao Pinot Grigio Organic Carton	1000	\$1.00	Shelf Extender
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	
669465	Peller Family Vineyards Pinot Grigio	4000	\$3.00	End Aisle
697409	Woody's Pink Grapefruit	4 × 330	\$0.25	
697623	Michelob Ultra	6 × 355	\$1.00	EZA
697797	Salvador's Original Margarita (P.E.T)	1750	\$2.00	Discovery Extender
699389	Magners Original Irish Cider	500	\$0.35	
738823	>(V) Liberty School Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
894014	El Dorado Demerara 5 Year Old Rum	750	\$2.00	Shelf Extender
897702	Bottega Vino Dei Poeti Prosecco Doc	750	\$1.50	Shelf Extender, Wine Fridge
906560	Coors Light	6 × 341	\$1.25	EZH
908665	Bud Light	6 × 355	\$1.00	EZD
943787	>(V) Wakefield Estate Shiraz Clare Valley	750	\$2.00	
996405	>(V) Stags' Leap Napa Vly Cabernet Sauvignon	750	\$5.00	
998351	JP Chenet Ice White	750	\$2.00	Mini Thematic

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
42	Canadian Club Premium	750	Canadian Club 1858 50 mL	42
8805	Forty Creek Barrel Select Whisky	1750	Forty Creek Copper Pot 2 × 50 mL	8805
17925	Somersby Cider Mixer Pack	6 × 473	New Somersby Hops & Apple	17925
19661	Veuve Clicquot Ponsardin Rosé	750	Ice Jacket	19661
19719	Stalinskaya Silver Vodka	750	Stalinskaya Silver 50 mL	19719
49726	Yukon Jack	750	Fireball 50 mL	49726
53082	Alberta Pure Vodka (P.E.T)	1750	Summit 2 × 50 mL	53082
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL	54213
88799	Alberta Pure Vodka (P.E.T)	750	Summit 50 mL	88799
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 1858 50 mL	103341
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL	190363
192922	Seagram's 83	1140	Fireball 50 mL	192922
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO Reserve 50 mL	223529
237792	Icebox Long Island Iced Tea	1140	Fireball 50 mL	237792
305607	Seagrams 83	750	Southern Comfort 50 mL	305607
314856	Fireball Whisky Shooter	1140	Fireball 50 mL	314856
350397	Banff Ice Vodka	750	Summit 50 mL	350397
363507	Prince Igor Extreme Vodka	1750	Forty Creek Barrel Select 2 × 50 mL	363507
398032	Dr. McGillicuddy Intense Butterscotch	750	Dr. Peach 50 mL	398032
461434	Alberta Springs Whisky	1750	Canadian Club 100% Rye 2 × 50 mL	461434

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
42	Canadian Club Premium	750	Canadian Club 1858 50 mL
117	Bacardi Superior White Rum	750	355 mL Bacardi Mojito RTD
893	J.P. Wiser's Deluxe	750	Fever Tree Mixer Pack
1784	Grand Marnier Cordon Rouge	750	Grand Margarita Salt
1925	Courvoisier VS	750	Glass
2485	Sauza Silver	750	Lime Margarita Mix
3871	Alberta Premium Whisky (P.E.T)	375	Jerky
8805	Forty Creek Barrel Select Whisky	1750	Forty Creek Copper Pot 2 × 50 mL
10393	Legent	750	Glass
10899	Jose Cuervo Tradicional Plata	750	Pineapple Sour Related Item

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
11945	Proper No. Twelve	750	Measuring Glass
12171	Nude Vodka Soda 12 Can Mixer Pack	12 × 355	Pop Socket w Block Pile
12329	Belgian Moon	4 × 473	Tote Bag
13610	Brave Italian Growers Organic And Vegan Bianco	750	Ecocube/Pouch Basil Planter
14730	Ciroc Mango	750	Ciroc 50 mL
15012	Northern Keep Vodka	750	Reusable Straw
15963	Luxardo Limoncello	750	Limoncello Spritz Glassware
16099	Whitley Neill Pink Grapefruit Gin	750	WNG Jigger & Recipe Book
16833	Goldschlager	750	Fireball 50 mL
17925	Somersby Cider Mixer Pack	6 × 473	New Somersby Hops & Apple
19388	Bombay Bramble	750	4 × 200 mL Fever Tree Assorted Pack
19514	Absolut Juice Pear And Elderflower	750	Absolut Juice Strawberry 50 mL
19661	Veuve Clicquot Ponsardin Rosé	750	Ice Jacket
20362	Finlandia Vodka	750	Jack Apple 50 mL
28506	Fat Bastard Cabernet Sauvignon Pays D'Oc	750	Garden Gloves with Seed Packet
33928	J.P. Wiser's Deluxe	1750	Fever Tree Mixer Pack
35840	Zubrowka Bison Vodka	750	Zu Biala 50 mL
38505	Smirnoff Vodka	1750	Smirnoff 50 mL
41384	Jack Daniel's Tennessee Whiskey	750	Gentleman Jack 50 mL
49726	Yukon Jack	750	Fireball 50 mL
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL
91751	Jacob's Creek Reserve Cabsauv Limestone Coast	750	Reusable Produce Bag
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 1858 50 mL
113241	Cazadores Anejo Tequila	750	Authentic Clay Pitcher
125187	Cazadores Reposado Tequila	750	Authentic Clay Pitcher
165308	Colio Extra Dry White	1500	Pot Holder
174466	Jose Cuervo Especial Silver	750	Collectable Marg Glassware
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL
192922	Seagram's 83	1140	Fireball 50 mL
209213	Beefeater London Dry Gin	1140	Beefeater Blood Orange 50 mL
209221	Absolut Vodka	1140	Absolut Juice Pear 50 mL
217133	Sauza Gold Tequila	1140	Lime Margarita Mix
217281	Bombay Sapphire London Dry	1140	Fever Tree 4-Pack Mixers
217687	Canadian Club Premium	1140	Glassware
217786	Jim Beam White Label Bourbon	1140	Jim Beam Honey 50 mL
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO Reserve 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
225698	The Kraken Black Spiced Rum	750	Kraken Hurricane Cocktail
231571	Seagrams 83 (P.E.T)	1750	Fireball 2 × 50 mL
237792	Icebox Long Island Iced Tea	1140	Fireball 50 mL
250266	Girls' Night Out Very Berry Bomba	1500	Softlips
260323	Jack Daniel's Honey	750	Jack Apple 50 mL
267187	Jose Cuervo Especial Gold	750	Collectable Glassware Value Add
267245	Jose Cuervo Especial Gold Tequila	1140	Collectable Marg Glassware
267302	Crystal Head Vodka	750	Motts Original 1L
273110	Canadian Club & Ginger Ale	473	Koozie
296244	Guinness Draught	4 × 440	Half & Half Spoon
305607	Seagrams 83	750	Southern Comfort 50 mL
306001	Colio Dry White Bag In Box	4000	Pot Holder
311779	Bud Light	6 × 473	Two Kits
314856	Fireball Whisky Shooter	1140	Fireball 50 mL
316844	Bombay Sapphire London Dry	750	4 × 200 mL Fever Tree Assorted Flavors
319673	Bombay Sapphire East London Dry Gin	750	4 × 200 mL Fever Tree Assorted Flavors
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	Beefeater Botanicals 50 mL
324855	Espolon Tequila Reposado	750	Grand Margarita Carrier
326025	Basil Hayden Straight Bourbon	750	Copper Bar Spoon
363986	Cazadores Blanco Tequila	750	Authentic Clay Pitcher
379032	O'Casey's Irish Cream	750	Fridge Magnet Recipe Card
386789	Casamigos Tequila Blanco	750	Meraca Cocktail Shaker
388694	Casamigos Tequila Reposado	750	Meraca Cocktail Shaker
391177	Sipsmith London Dry Gin	750	Tonic Syrup
398032	Dr. McGillicuddy Intense Butterscotch	750	Dr. Peach 50 mL
398552	Bacardi Limon	750	355 mL Bacardi Mojito Slim Can
398776	Fireball Whisky Shooter	375	Southern Comfort 50 mL
404566	JP Azeitao Shiraz Rosé Bacalhoa	750	Coasters
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	Cocktail Kit
436279	Hornitos Plata	750	Spicy Margarita Mix
439448	Luxardo Cherry Liqueur Sangue Morlacco	750	Limoncello 50 mL
446021	Bacardi Coconut Rum	750	355 mL Bacardi Mojito Slim Can
454710	The Kraken Black Spiced Rum	1750	Tiki Mug
456350	Fireball Cinnamon Whisky	1750	Southern Comfort 2 × 50 mL
461434	Alberta Springs Whisky	1750	Canadian Club 100% Rye 2 × 50 mL
463539	Aurora Crystal Head Vodka	750	Motts Original 1L

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
469643	Rossi D'Asiago Limoncello Snaps	750	Liqueur Glass-TBC
474502	The Glenlivet Founder's Reserve Scotch Whisky	375	David's Tea
474551	J.P. Wiser's Vanilla Whisky	750	JPW Deluxe 50 mL
486712	Noxx & Dunn Straight Barrel Florida Rum	750	TAG 50 mL
542969	Ungava Gin	375	Ungava Ginger 50 mL
563122	Fat Bastard Syrah Pays D'Oc	750	Garden Gloves with Seed Packet
571950	Canadian Club Apple	750	Canadian Club 100% Rye 50 mL
588780	Bottega Petalo Il Vino Dell' Amore Moscato	750	Gift Boxes
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	Flor De Cana 7YO 50 mL
633578	Jacob's Creek Pinot Grigio	750	Scrunchie
638734	Deep Eddy Lemon	750	Deep Eddy Lemon 50 mL
645929	Wolfhead Banana Caramel Vodka Ddp	375	Wolfhead 50mL
906628	Coors Light	6 × 355	Team LTD Sunglasses

Necktags

LCBO#	Description	Size (mL)	NT Approved
11705	Humante Garnacha	750	Toronto Life Review
19239	Porta 6 White	750	Necktag Porta 6 Info
19749	Teremana Blanco Tequila	750	Cocktail Necktag
19750	Teremana Reposado Tequila	750	Neck Tag
19854	Kingston 62 Gold	1140	New Product Necktag
19855	Kingston 62 Gold	750	New Product Necktag
80127	Sailor Jerry Spiced Rum	750	TBC
360552	Chateau De Courteillac Bordeaux Aoc	750	Macaroon
447953	Fireball Whisky Shooter	750	Made In Canada
468512	Reyka Small Batch Vodka	750	Made of Iceland
487181	Spier Signature Chardonnay	750	Spier Growing for Good
492207	Rodenbach Grand Cru	330	Scores

My Store #



Kudos to Store #195 for creating an engaging and inviting shopping experience!

PERIOD 2

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
APRIL 25 <i>Start of Period 2</i>  Install Brand Spotlight Nesting Tables BAM START DATE	26	27	28	29	30	MAY 1
2	3	4 <i>Food & Drink Release Date</i> 	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22 <i>End of Period 2</i> 