

LCBO SUMMER HOT LIST

Period 3 Marketing & Product Guide
MAY 23 - JUNE 19, 2021

Period 3

Marketing & Product Guide

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<input type="checkbox"/> <input type="checkbox"/>	Local VQA Wines End Aisle	5	<input type="checkbox"/> <input type="checkbox"/>	Period 3 End Aisles 36
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WHAT'S NEW FOR PERIOD 3

Brand Spotlight Programs

- Feature Fixture:** New Summer Wines (Signage must remain in place for P3-4)
- New & Seasonal Fixture:** Summer Rosé (Products stay the same. New signage with seasonal colours for Summer)
- Entrance Table/COTM:** Canadian Frozen Habitant
- Mini Thematic A:** Premium Scotch for Dad
- Mini Thematic B:** Vintages Wines for Dad
- Mini Thematic C:** Keeping it Local: Summer Styles
- Front Nesting Table:** Baileys Deliciously Light
- Block Pile A:** Drinks for Pride
- Block Pile B:** New Summertime Flavours
- Block Pile C:** Hot Deals for your Patio Bar (Signage must remain in place for P3-4)
- Block Pile D:** The Glenlivet
- Middle Nesting Table/Celebration Fixture:** Tour New Zealand

Beer Programs

- Beer Excitement Zone
- Ontario Craft Beer End Aisle
- Craft Beer Imported Shelf Talkers
- 8-pack Beer Carrier
- Beer Branded Ends
- Beer Rated Perpendicular Shelf Talkers

Ontario Wines

- ON1:** Go Local
- ON2:** Our Buyer's Pick (VOA)
- 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

Other Program

- P3-6 Local Product Program
- Exterior Banners, Show Cards, Transparencies
- End Aisle Backer Cards
- Summer Gift Packaging & Signage
- Flex Space
- Front End Merchandiser
- Responsible Service Program (New signage)
- The Cold Room Spirits Display
- Shopping Cart Sign
- Wine Fridge Turn 1 (P3-P6)
- On Shelf
- P2-4 Fireball Whisky Merchandiser

Unchanged from Period 2 **NOTE:** Refer to the Period 1 & 2 MPG for signage and product information.

- Special Promotions Fixture
- COVID-19 & Social Distancing Operational Signage (Search "COVID Jan2021" on the Portal for the latest instructions.)

Period 3-6

UPDATED: LOCAL PRODUCT PROGRAM

Stores will receive a signage tool to highlight local products to our customers.

These signage components will help to support local Ontario products in stores. Please refer to the following pages carefully for instructions on what products should be merchandised on each display.

These displays are mandatory for execution for the stores noted.

- 1 Local Product On-Shelf Merchandising Toolkit (all stores)
- 2 Local Wines/VOA End Aisle (select stores)
- 3 Cold Room Cut Case Displays (select stores)
- 4 8-Pack Carriers with OCB products on “New” End Aisles in Beer Excitement Zones (select stores)
- 5 OCB End Aisles in Beer Sections (select stores)
- 6 “Ask Me!” Staff Name Stickers (all stores)



New & Local Product ON-SHELF MERCHANDISING TOOL KIT

Overview

This new merchandising tool kit will be force allocated to all stores. These components may be used to feature any new and/or local product in-section, however stores are encouraged to use these to specifically highlight local Spirits.

Participation is mandatory.

Participating Stores

All stores

Key Dates (P3 - P6)

Signage Components & Merchandising Instructions



“NEW” Bin Ticket Underlay

- Use these underlays to highlight products that are new to the LCBO.
- Pre-printed shelf talkers should be installed over top of the bin ticket and underlays using the shelf talker clip. Ensure the underlays message is still visible.
- Refer to the [P3 Worksheets](#) for a list of applicable “New” products.

Re-order Code: ENG/BIL (# 22P3-PIF12)



“CRAFTED IN ONTARIO” Bin Ticket Underlay

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

Re-order Code: ENG/BIL (# 22P3-PIF13)



“Local Hot List Picks” Perpendicular Shelf Talker

A great way to share your love for your community! Let customers know your favourite local products for summer. Use a black Sharpie Marker and clearly print all required information on the shelf talker. There are spaces for:

- Staff Name
- Product

Product recommendations **MUST** be Ontario made and should be inspired by the Hot List ideas featured below:

- Turn a humid day into a tropical vacay
- Book an afternoon hammock session
- Add some beach to your balcony
- Gift a locally made care package
- Enjoy sweet moments with sugarless cocktails
- Toast summer with local brews
- Break in your new deck furniture with these sunny sippers

This is the perfect tool to start a conversation and personally endorse local products that are perfect for summer.

Re-order Code: ENG (# 22P3-PIF16) / BIL (# 22P3-PIF17)

UPDATED Local VQA Wines

END AISLE

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

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

Participation is mandatory.



Key Dates (P3 - P6)

Products should be chosen at the store's discretion, inspired by the Hot List ideas featured below:

- Turn a humid day into a tropical vacay
- Book an afternoon hammock session
- Add some beach to your balcony
- Gift a locally made care package
- Enjoy sweet moments with low-sugar wine based cocktails
- Toast summer with local wines
- Break in your new deck furniture with these sunny sippers

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

Participating Stores

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

Product Selection

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

Merchandising Instructions

- Merchandise 9-12 local wines on the End Aisle. Planoguide is provided for inspiration only.
- **Use the black marker to communicate a local product and a great dish served at a local business, pub or restaurant.**
- Install the Backer Card and shelf talkers on the display.
- **Refresh recommendations (using a new backer card provided) every 2-3 weeks.**

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # 22P3-PIF18)



Local VQA Wines Example

UPDATED Ontario Beer & Cider Displays

BEER COLD ROOM

Overview

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

Key Dates (P3 - P6)

Participating Stores

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

Product Selection

- Choose local Ontario products to highlight according to your store's assortment.
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**
- **Refer to this [link](#) for a list of Canadian Craft skus that should not be merchandised on any local display.**

Merchandising Instructions

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

Signage Components

- Cut Case Backer Card ENG (Re-order # 22P3-PIF6) / BIL (Re-order # 22P3-PIF7)
- Blank Pricer Card ENG (Re-order # 22P3-PIF10) / BIL (Re-order # 22P3-PIF11)



Local OCB and/or Cider Products



Do not merchandise National brands such as Creemore & Mill Street

Ontario Craft Beer 8-PACK CARRIER

Overview

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

Participation is mandatory.

Key Dates (May 23 - Jun 19, 2021)

Participating Stores

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

Product Selection

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

Merchandising Instructions

- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer and Cider products in the middle of the top shelf.
- Merchandise the Beer Excitement Zone B End Aisle backer card until the end of Period 4.

NOTE: please refer to page 49 for 8-pack carrier distribution and signage information.

Signage Components

- P3-4 End Aisle Backer Card ENG / BIL (Re-order # DMS-22P3-EZ4)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

Merchandise the Beer Excitement Zone B End Aisle backer card until the end of P4.



LCBO#	Description	Supplier
20801	Nickel Brook Tongue Tied Ipa	6699 - Nickel Brook Brewing Company
20815	Cameron's Samurai Sour	413 - Cameron's Brewing Co.

Period 3 Products (Products will change in P4)

Location	LCBO#	Description	Supplying Source / Distributor
B New/Seasonal (EA - EZB)	19682	Muskoka Mimosa 473 mL	LCBO Warehouse
	20815	Cameron's Samurai Sour 473 mL	413 - Cameron's Brewing Co.
	20801	Nickel Brook Tongue Tied IPA 473 mL	6699 - Nickel Brook Brewing Company

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

Ontario Craft Beer

END AISLE

Overview

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

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

Participation is mandatory.

Key Dates (May 23 - Jun 19, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
10630	Sawdust City Passionfruit Guava Sour	473	1143 - Sawdust City Brewing Co.
14812	Great Lakes Brewery - Haze Mama	473	1929 - Great Lakes Brewing Co. Inc.
14953	Amsterdam Fria Cerveza	473	3842 - Amsterdam Brewing Company
15717	Flying Monkeys The Mutants Are Revolting	473	6309 - Flying Monkeys Craft Brewery
19727	Ten Mile Point Pilsner	473	402 - Manitoulin Brewing
513002	Henderson's Brewing Pearson Express IPA	473	766 - Henderson Brewing Co

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-22P3-OCBEA2) / BIL (Re-order #DMS-22P3-OCBEA3)
- FLS designated stores must display the bilingual side of the product shelf talkers.



“Have a Question? Ask Me!” NAME STICKERS

Overview

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

Key Dates (P3 - P6)

Participating Stores

All Stores

Signage Components

- ENG (Re-order #22P3-PIF14) / FR (Re-order #22P3-PIF15)

Merchandising Instructions

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



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 3-4 SIGNAGE GALLERY

LCBO SUMMER HOT LIST

The LCBO Summer Hot List is a thoughtful compilation of simple, fun, accessible, and COVID-friendly inspiration for every summer moment and occasion, through which customers will discover the vast product solutions at the LCBO.



Signage Ship Date

The Period 3 signage components will be shipped to stores beginning **May 14, 2021**.

All Period 3 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 3-4 Exterior Banners

NOTE: The following exterior banners will remain in place for P3 - P4.

PRIORITY OF EXTERIOR BANNERS FOR STORES:

Non-Same Day Pickup & Curbside Pickup stores:

- 1 LCBO Summer Hot List Version
- 2 Primary Thematic Image

Same Day Pickup & Curbside Pickup stores:

- 1 LCBO Summer Hot List Version
- 2 Same Day Pickup OR Curbside Pickup (depending on the service available at that store).
- 3 Primary Thematic Image



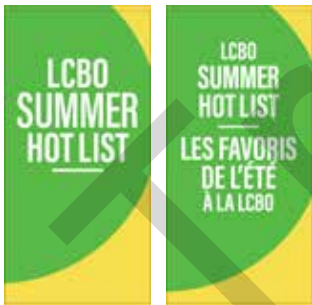
Same Day/Curbside Pickup Stores Example

Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

- 1 LCBO Summer Hot List Version
- 2 Primary Thematic Image



Re-order# 22P3-EB1 (English)
 Re-order# 22P3-EB2 (Bilingual)



Re-order# 22P3-EB3 (Primary Image English)
 Re-order# 22P3-EB4 (Primary Image Bilingual)

- 3 Same Day Pickup OR Curbside Pickup



Re-order# 22P3-EB5 (Same Day English)
 Re-order# 22P3-EB6 (Same Day Bilingual)
 Re-order# 22P3-EB7 (Curbside English)
 Re-order# 22P3-EB8 (Curbside Bilingual)

Same Day Pickup/Curbside Pickup stores only

Period 3-4 Transparencies

NOTE: The following transparencies will remain in place for the duration of P3 - P4.

Perimeter Transparency Horizontal

Vendor installed

NON-SDPU STORES



Promo Text ENG/BIL



Image ENG/BIL

SDPU/CSPU STORES



Promo Text ENG/BIL



Image ENG/BIL



Ecomm ENG/BIL



Same Day Pickup ENG/BIL



Curbside Pickup ENG

Only 1 version to be displayed in store depending on service available: Same Day **OR** Curbside Pickup version

Perimeter Transparency Square

Vendor installed



Promo Text ENG/BIL



Ecomm ENG/BIL



Same Day Pickup ENG/FRE



Image ENG/BIL

Exterior Transparency

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



Promo Text ENG/BIL



Ecomm ENG/BIL



Same Day Pickup ENG/BIL

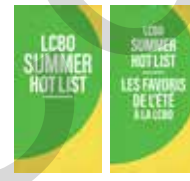


Image ENG/BIL

Perimeter Transparency Vertical

Vendor installed

Medium Vertical Transparencies



Promo Text ENG/BIL



Ecomm ENG/BIL



Same Day Pickup ENG/BIL



Curbside ENG

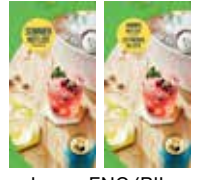


Image ENG/BIL

Large Vertical Transparencies



Promo Text BIL



Ecomm BIL

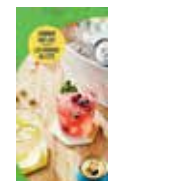


Image BIL

Period 3-4 Seasonal Banner Insert

NOTE: The following seasonal banner insert will remain in place for the duration of P3 - P4.

Seasonal Banner Insert

20" w x 70" h

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



ENG Re-order # 22P3-SB1
BIL Re-order # 22P3-SB2



Period 3-4 Window Show Cards

NOTE: The following window show cards will remain in place for P3 - P4.

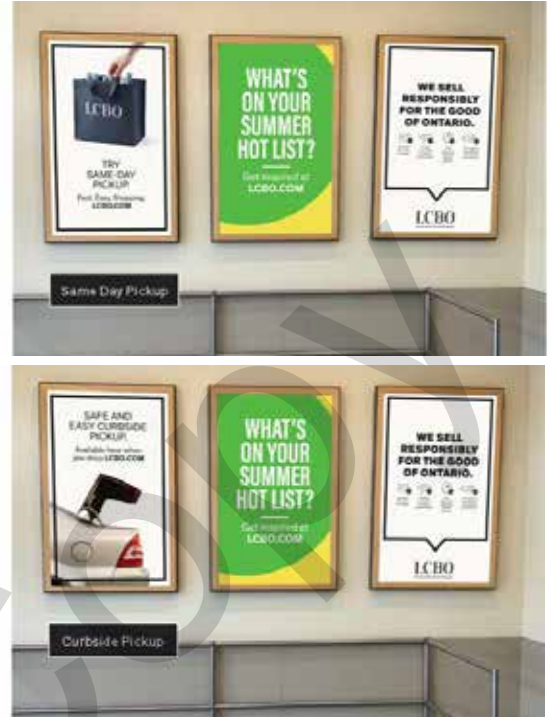
PRIORITY OF WINDOW SHOW CARDS FOR STORES:

Non-Same Day Pickup & Curbside Pickup stores:

- 1 LCBO Summer Hot List Version
- 2 Responsible Service Version
- 3A Generic eComm Version
- 4 COVID & Social Distancing Version

Same Day Pickup & Curbside Pickup stores:

- 1 LCBO Summer Hot List Version
- 2 Responsible Service Version
- 3B Same Day OR Curbside Pickup (depending on the service available at that store).
- 4 COVID & Social Distancing Version

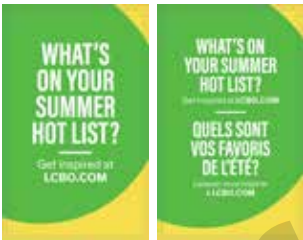


Window Show Cards

Dimensions: 28" w x 45" h

Install: In the windows on the hanger.

1 LCBO Summer Hot List Version



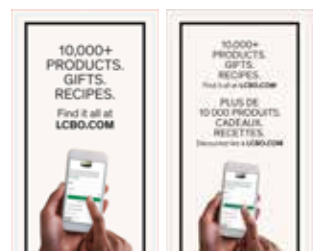
Re-order#
22P3-WS1
(English + Bilingual)

2 Responsible Service Version



Re-order#
22P1-WS2
(English + Bilingual)

3A Generic eComm Version



Re-order#
22P3-WS4
(English + Bilingual)

Continue to display the Responsible Service show card that was shipped in P1. This window show card will not be reprinted for P3 as there's no change being made to it.

3B Same Day Pickup OR Curbside Pickup



Re-order#
22P3-WS2
(Same Day Pickup Bilingual)

Re-order#
22P3-WS3
(Curbside Pickup Bilingual)

4 COVID & Social Distancing Version



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

Continue to display the COVID & Social Distancing show card. This window show card will not be reprinted for P3 as there's no change being made to it.

Same Day Pickup/Curbside Pickup stores only

End Aisles 1 - 4

Flighted Premium (A) & Standard (B) End Aisle Backer Cards

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

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

EA 1A Premium: 22P3-BC1A



EA 1B Standard: 22P3-BC1B



EA 2A Premium: 22P3-BC2A



EA 2B Standard: 22P3-BC2B



EA 3A Premium: 22P3-BC3A



EA 3B Standard: 22P3-BC3B



EA 4A Premium: 22P3-BC4A



EA 4B Standard: 22P3-BC4B



End Aisles 5 - 20

Generic End Aisle Backer Cards

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

IMPORTANT: These backer cards are to remain in place for the duration of the P3-4 promotion.

Re-order Codes

- Beer ENG/BIL 22P3-BC10
- E-comm ENG/BIL 22P3-BC-GEN1
- myLCBO.com ENG/BIL 22P3-BC-GEN2
- Don't Forget Ice ENG/BIL 22P3-BC-GEN3
- Wine, Beer, RTD ENG/BIL 22P3-BC-GEN4
- Cider, RTD, Sangria ENG/BIL 22P3-BC-GEN5
- RTD ENG/BIL 22P3-BC-GEN6
- Promo Title ENG/BIL: 22P3-BC-GEN7
- Hero Image ENG/BIL 22P3-BC-GEN8

EA 5



Promo Title

EA 6



Hero Image

EA 7



Wine, Beer, RTD

EA 8



myLCBO.com

EA 9



Don't Forget Ice / E-comm
Stores that aren't selling ice should use the E-comm sign for EA 9.

EA 10 - Beer MT



Beer

EA 11



Cider, RTD, Sangria

EA 12



Promo Title

EA 13



Don't Forget Ice / E-comm
Stores that aren't selling ice should use the E-comm sign for EA 13.

EA 14



Hero Image

EA 15



RTD

EA 16



E-comm

EA 17



Beer

EA 18



Cider, RTD, Sangria

EA 19



Promo Title

EA 20



Wine, Beer, RTD

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:

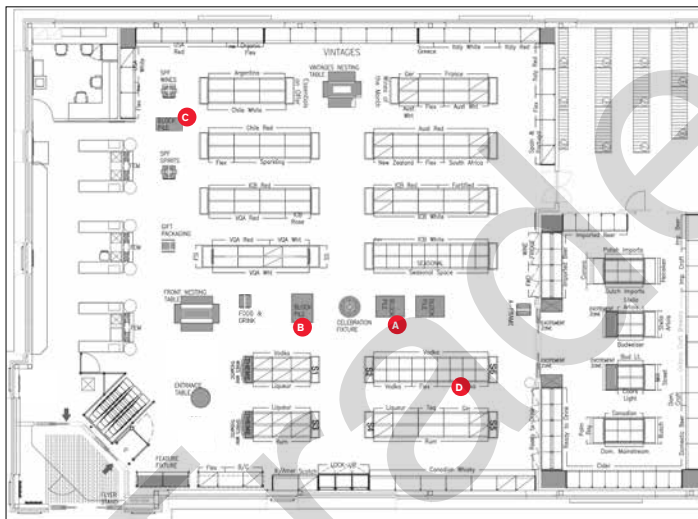
Entrance Table/Cocktail of the Month: BS - BSE

Feature Fixture: FF - FFA

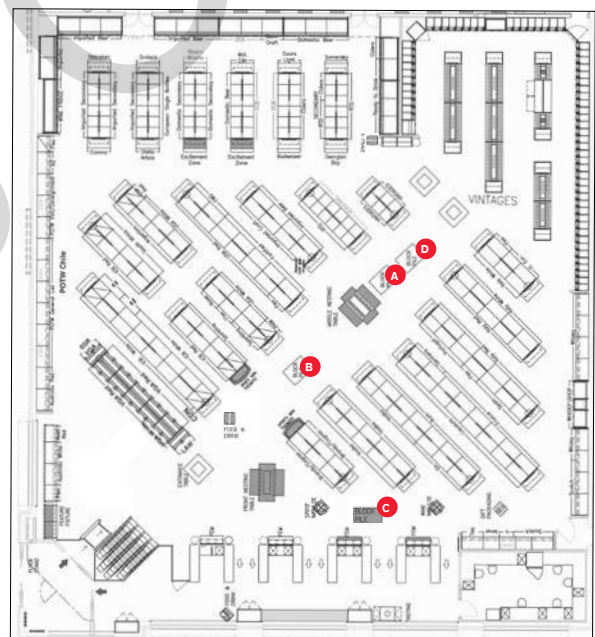
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

- A** Block Pile A (SBA): Drinks for Pride
- B** Block Pile B (SBB): New Summertime Flavours
- C** Block Pile C (SBC): Hot Deals for your Patio Bar
- D** Block Pile D (XBP): The Glenlivet



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

P3-4: New Summer Wines



NOTE: The P3 Feature Fixture signage kit will be shipped to stores by the start of the period. Please display the products, category sign, bin strips and box sign until the end of P4.

This is a sold program. Participation is mandatory.

Key Dates (P3-P4)

Participating Stores

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

“

New this year, we have an exciting collection of fresh flavours and seasonal innovation that will be merchandised on the feature fixture.

Period 3-4 Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
11222	Freixenet Italian Rosé	750	18954	Barefoot Bubbly Pink Moscato Sparkling	750
12618	Stoneleigh Lighter Sauvignon Blanc	750	18995	Bicycle Thief Red Blend	1500
13776	Arche Fiano IGT	750	19251	Henkell De-Alcoholized Sparkling	750
14388	Romeo Mimosa	750	19253	JP. Chenet Fashion Pineapple Sparkling	750
14955	Martini Sparkling Rosé	750	19297	Girls' Night Out Tropicolada	750
18931	Chacabuco Malbec	1500	19304	Cipriani Bellini	750
18942	Spade & Sparrows Rosé	750	19444	Spade & Sparrows Pinot Noir	750
18946	Sunny with a Chance of Flowers Pinot Noir	750	19534	Sun Goddess Sauvignon Blanc Friuli DOC	750
18947	Kim Crawford Illuminate Sauvignon Blanc	750	279455	Moët et Chandon Ice Imperial Champagne	750
18948	Darling Cellars De-Alcoholised Rosé	750	644526	Girls' Night Out Raspberry Rosé Lemonade	750
18949	Gato Negro Red Blend Light	750			
18950	Fresita Orange Sunset Sparkling Wine	750			
18953	Pure Bright Chardonnay	750			

Merchandising Instructions

Please keep the products, category sign, bin strips and box sign displayed until the end of P4.

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






Signage Components (signage must remain in place for P3-4)

- Category Sign ENG/BIL (Re-order # 22P3-FF1)
- Category Sign - blank solid colour (Re-order # 22P3-FF2)
- Box Sign ENG/BIL (Re-order # 22P3-FF3)
- Shelf Talkers ENG (Re-order # 22P3-FF4) / BIL (Re-order # 22P3-FF5)
- Bin Strip - solid colour (Re-order # 22P3-FF6)






4ft. Feature Fixture



8ft. Feature Fixture

NEW SUMMER WINES NOUVEAUX VINS D'ÉTÉ	SUMMER ROSÉ ROSÉ ESTIVAL	
	<p>Rosé SKUs For the remaining 4ft of this fixture, please merchandise Rosé skus.</p> <p>Refer to the New & Seasonal section of this guide for merchandising instructions and planoguides (next page).</p>	
		
		
		
 <table border="1" data-bbox="418 739 490 856"> <tr> <td>Bicycle Thief Red Blend*</td> <td>18995</td> </tr> </table>		Bicycle Thief Red Blend*
Bicycle Thief Red Blend*	18995	

12ft. Feature Fixture

NEW SUMMER WINES NOUVEAUX VINS D'ÉTÉ	SUMMER ROSÉ ROSÉ ESTIVAL	
	<p>Rosé SKUs For the remaining 4ft of this fixture, please merchandise Rosé skus.</p> <p>Refer to the New & Seasonal section of this guide for merchandising instructions and planoguides (next page).</p>	
		
		
		
 <table border="1" data-bbox="716 1770 841 1875"> <tr> <td>Bicycle Thief Red Blend*</td> <td>18995</td> </tr> </table>		Bicycle Thief Red Blend*
Bicycle Thief Red Blend*	18995	

NEW & SEASONAL FIXTURE

Summer Rosé

NOTE: A new signage kit with seasonal colours will be shipped to stores by the start of the period. Please display the category sign and box sign until the end of P6.

This is a sold program. Participation is mandatory.

Key Dates (P1-P6)

Participating Stores

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

NOTE: The Brand Spotlight Feature Fixture stores 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 summer season. New P3-P6 signage kit with seasonal colours.

Signage and Merchandising instructions

- A new signage kit with seasonal colours will be shipped to stores by the start of the period. Please display the category sign, colour fill and box sign until the end of P6.
- Shelf Talkers ENG (Re-order # 22P3-NS1) / BIL (Re-order # 22P3-NS2)
- Category Sign ENG/BIL (Re-order # 22P3-NS3)
- Category Sign - blank solid colour (Re-order # 22P3-NS4)
- Bin Strips - solid colour (Re-order # 22P3-NS5)

Participating Products

Refer to the [P3 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: Canadian Frozen Habitant



A new signage component is being tested in Period 3 on the Entrance Table. A booklet with tear-away recipe cards is being sent to all participating stores. This piece is to be installed in the bin strip channel on the table. Beginning in Period 4, this tear-away booklet will replace the Perpendicular Recipe Shelf-Talker (both will be merchandised in P3).

English stores will receive 3 booklets and Bilingual stores will receive 2 English and 1 Bilingual booklet. If needed, re-order using the codes provided below.

English (Re-order # DMS-22P3-ET11) / Bilingual (Re-order # DMS-22P3-ET12)



This is a sold program. Participation is mandatory.

Key Dates (May 23 - Jun 19, 2021)

Participating Stores

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

“

A refreshing frozen adaptation of a classic Canadian cocktail to kick off your summer. Mix Crown Royal with sweet maple syrup, tart lemon juice and a perfect maraschino cherry on top.

Participating Products

LCBO#	Description	Size (mL)	LTO	Offers
1487	Crown Royal Whisky	750	\$1.50	Value-add: Rocks Glass (rep applied) 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.
217950	Crown Royal Whisky	1140		
312801	Crown Royal Maple Finished	750	\$1.50	
434092	Crown Royal Northern Harvest Rye	750	\$2.00	

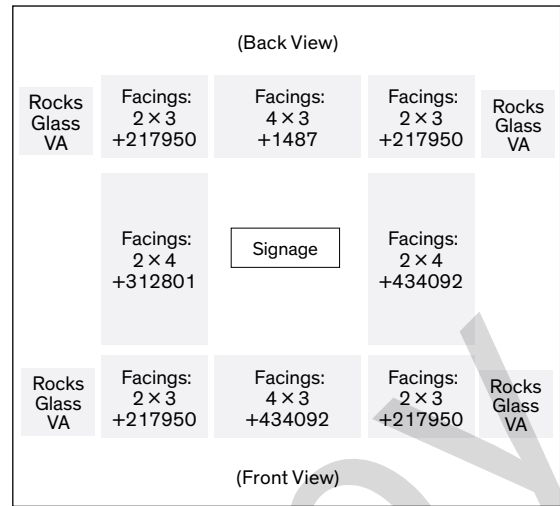
Signage Components

- Square Entrance Table Sign ENG (Re-order # DMS-22P3-ET1) / BIL (Re-order # DMS-22P3-ET2)
- Round Entrance Table Sign ENG (Re-order # DMS-22P3-ET3) / BIL (Re-order # DMS-22P3-ET4)
- Shelf Talkers ENG (Re-order # DMS-22P3-ET5) / BIL (Re-order # DMS-22P3-ET6)
- Recipe Card Shelf Talkers ENG (Re-order # DMS-22P3-ET7) / BIL (Re-order # DMS-22P3-ET8)
- Value-add Shelf Talkers ENG (Re-order # DMS-22P3-ET9) / BIL (Re-order # DMS-22P3-ET10)
- **NEW Component** Tear-Pad (50 sheets) ENG (Re-order # DMS-22P3-ET11) / BIL (Re-order # DMS-22P3-ET12)

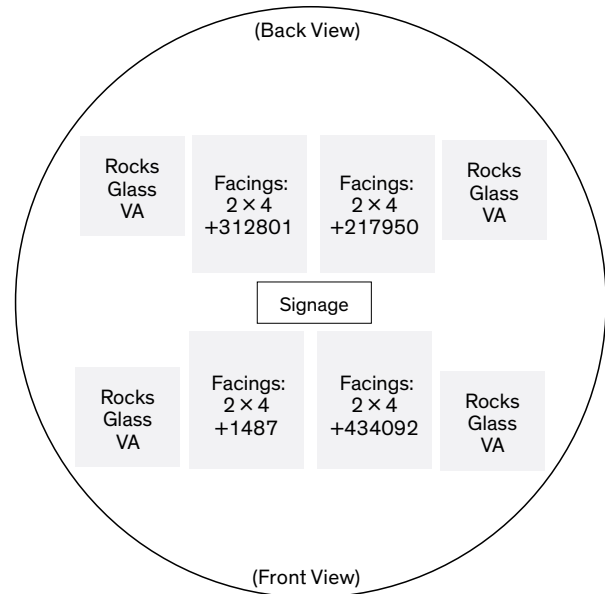
Merchandising Instructions

- 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 and pre-printed shelf talkers.
- Merchandise the recipe card and value-add shelf talkers on the entrance table display.
- Install the tear-pad in the bin strip channel on the table.

Square Table Planogram



Round Table Planogram



Spirits (MI-A) MINI THEMATIC A

Premium Scotch for Dad



This is a sold program. Participation is mandatory.

Key Dates (May 23 - Jun 19, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
38927	Jura 12 Year Old Single Malt	750	\$10.00 LTO
255281	Aberfeldy 12 Year Old	750	VA - attached to bottle
438598	Dewar's 12 Year Old Scotch Whisky	750	\$3.00 LTO
19158	Laphroaig Otr. Cask	750	\$5.00 LTO
330803	Bowmore 12 Year Old	750	\$5.00 LTO
204560	Highland Park 12 Year Old	750	\$5.00 LTO
479980	Macallan Double Cask 12 Year Old	750	\$5.00 LTO
107359	Auchentoshan 12 Year Old	750	VA - attached to bottle
31112	Grant's Family Reserve (E-forecast)	750	VA - Gift Box (rep applied)

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.

“

Featuring a selection of Whisky Scotch skus for Father's Day. Products will have LTOs and Value-add offers on select products.

PREMIUM SCOTCH FOR DAD
SCOTCH HAUT DE GAMME POUR PAPA



Signage Components

- Category sign: Short (Re-order # DMS-22P3-MTA1)
- Shelf talkers ENG (Re-order # DMS-22P3-MTA2)/BIL (Re-order # DMS-22P3-MTA3)
- Backer card ENG/BIL (Re-order #DMS-22P3-MTA4)
- Transparency ENG (Re-order # DMS-22P3-MTA5)/BIL (Re-order # DMS-22P3-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 Summer 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

Vintages Wines for Dad



This is a sold program. Participation is mandatory.

Key Dates (May 23 - Jun 19, 2021)

Participating Stores

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

“

Featuring a selection of Vintages Wines for Father's Day

Participating Products

LCBO#	Description	Size (mL)	Offers
626390	Kim Crawford Pinot Noir	750	\$2.00 LTO
292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$3.00 LTO
462846	Columbia Crest Grand Estates Chardonnay	750	\$2.00 LTO
985002	Catena Cabernet Sauvignon	750	\$2.00 LTO
121749	Taylor Fladgate 10-Year-Old Tawny Port	750	\$5.00 LTO
145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	\$3.00 LTO
443945	El Gorú Monastrell/Syrah/Petit Verdot	750	\$1.00 LTO
452672	Luigi Bosca Malbec	750	\$2.00 LTO
479766	Zenato Ripassa Valpolicella Superiore	750	\$3.00 LTO

Signage Components

- Category sign:
Short (Re-order # DMS-22P3-MTB7) Long: (Re-order # DMS-22P3-MTB8)
- Shelf talkers ENG (Re-order # DMS-22P3-MTB9)/BIL (Re-order # DMS-22P3-MTB10)
- Backer card ENG/BIL (Re-order #DMS-22P3-MTB11)
- Transparency
ENG (Re-order # DMS-22P3-MTB12)/BIL (Re-order # DMS-22P3-MTB13)

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 Summer 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.



Beer (MI-C) MINI THEMATIC C

Keeping it Local: Summer Styles



This is a sold program. Participation is mandatory.

Key Dates (May 23 - Jun 19, 2021)

Participating Stores

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

“
Featuring a selection of new local craft beer and cider for summer.”

Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
15415	Muskoka Tread Lightly	473	LTO	LCBO Warehouse
16465	Ace Hill Low-Cal Mexican Lager	1420		196 - Ace Hill Beer Company
16769	Railway City - Train Reaction Cerveza	473	LTO	8447 - Railway City Brewing Company
19608	Henderson Society Of Beer Drinking Ladies Pale Ale	473	LTO	766 - Henderson Brewing Co
20454	Cowbell Brewing Co. Passion Fruit Punch	473		458 - Cowbell Brewing Co.
21271	Downhill Pale Ale	473	LTO	4205 - The Collingwood Brewery
481515	Bench Brewing Balls Falls Session Ipa	473	LTO	798 - Bench Brewing Company
576892	Beyond The Pale Brewing Co. Yummy!	473	LTO	7672 - Beyond The Pale Brewing Company
921296	Wellington Helles Lager	473	LTO	4826 - Wellington County Brewery Inc

Signage Components

- Backer card ENG/BIL (Re-order# 22P3-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.



Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

Baileys Deliciously Light

This is a sold program. Participation is mandatory.

Key Dates (May 23 - Jun 19, 2021)

Participating Stores

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

“

Highlighting the launch of the new, permanent SKU Baileys Deliciously Light—a lower calorie/sugar alternative to classic Baileys. Products will have a VA of Station Cold Brew Coffee.

Participating Products

LCBO#	Description	Size (mL)	LTO	Offers
19419	Baileys Deliciously Light (new product)	750		
5959	Baileys Original Irish Cream	750		Value-add: Station Cold Brew Coffee (330 mL tetra pack)
11248	Baileys Espresso	750		
193490	Baileys Original Irish Cream	1750		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.
392308	Baileys Vanilla Cinnamon	750		
400259	Baileys Salted Caramel	750		
605956	Baileys Original Irish Cream	1140	\$2.00	

Signage Components

- Table Sign Large ENG (Re-order #DMS-22P3-FNT1) / BIL (Re-order #DMS-22P3-FNT2)
- Table Sign Small ENG (Re-order #DMS-22P3-FNT3) / BIL (Re-order #DMS-22P3-FNT4)
- Shelf Talkers ENG (Re-order #DMS-22P3-FNT5) / BIL (Re-order #DMS-22P3-FNT6)
- Value-add Shelf Talkers ENG (Re-order #DMS-22P3-FNT7) / BIL (Re-order #DMS-22P3-FNT8)

Merchandising Instructions

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

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



Front & Back View

Top View (Back)

Facings: 4x3 +392308	Facings: 4x3 +19419	Facings: 4x3 +400259
----------------------------	---------------------------	----------------------------

Facings: 4x3 VA	Facings: 6x2 +11248	Facings: 4x2 +19419	Facings: 6x2 +5959	Facings: 4x3 VA
-----------------------	---------------------------	---------------------------	--------------------------	-----------------------

Facings:
4x3
+193490

Signage

Facings: 4x3 VA	Facings: 6x2 +11248	Facings: 4x2 +19419	Facings: 6x2 +5959	Facings: 4x3 VA
-----------------------	---------------------------	---------------------------	--------------------------	-----------------------

Facings:
4x3
+605956

Facings: 4x3 +392308	Facings: 4x3 +19419	Facings: 4x3 +400259
----------------------------	---------------------------	----------------------------

Top View (Front)

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



Top View (Back)

Facings: 4x3 +392308	Facings: 4x3 +19419	Facings: 4x3 +400259
----------------------------	---------------------------	----------------------------

Facings: 4x3 VA	Facings: 6x2 +11248	Facings: 4x2 +605956	Facings: 6x2 +5959	Facings: 4x3 VA
-----------------------	---------------------------	----------------------------	--------------------------	-----------------------

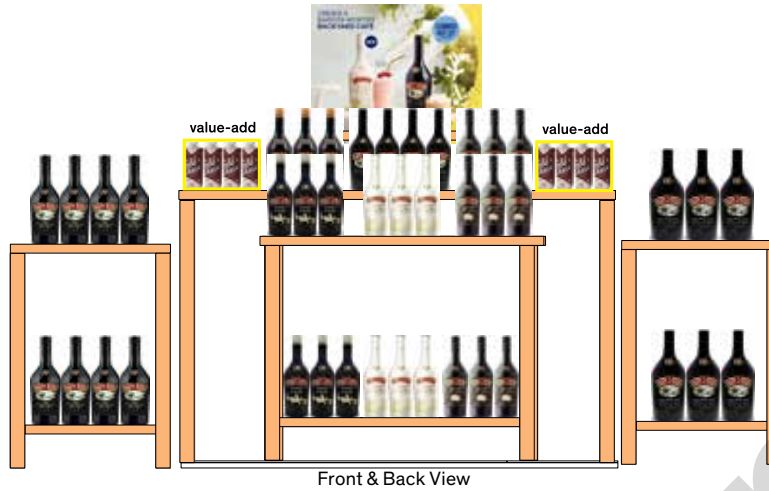
Signage

Facings: 4x3 VA	Facings: 6x2 +11248	Facings: 4x2 +193490	Facings: 6x2 +5959	Facings: 4x3 VA
-----------------------	---------------------------	----------------------------	--------------------------	-----------------------

Facings: 4x3 +392308	Facings: 4x3 +19419	Facings: 4x3 +400259
----------------------------	---------------------------	----------------------------

Top View (Front)

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



Front & Back View

Top View (Back)

	Facings: 3x4 +392308	Facings: 3x4 +19419	Facings: 3x4 +11248	
Facings: 4x3 +605956	Facings: 4x3 VA +605956	Facings: 3x4 +400259	Facings: 4x4 +5959	Signage
	Facings: 4x3 VA +605956	Facings: 4x2 +605956	Facings: 3x4 +11248	Facings: 4x3 VA +193490
	Facings: 4x3 VA +605956	Facings: 3x4 +400259	Facings: 4x4 +5959	Facings: 3x4 +11248
	Facings: 3x4 +392308	Facings: 3x4 +19419	Facings: 3x4 +11248	

Top View (Front)

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



Top View (Back)

	Facings: 3x4 +392308	Facings: 3x4 +19419	Facings: 3x4 +11248	
Facings: 4x3 VA +605956	Facings: 3x3 +400259	Facings: 4x3 +5959	Facings: 3x3 +11248	Facings: 4x3 VA +193490
Facings: 6x2 +605956		Signage		Facings: 6x2 +193490
Facings: 4x3 VA +605956	Facings: 3x3 +400259	Facings: 4x3 +5959	Facings: 3x3 +11248	Facings: 4x3 VA +193490
	Facings: 3x4 +392308	Facings: 3x4 +19419	Facings: 3x4 +11248	

Top View (Front)

Display Program (SBA)

BLOCK PILE A

Drinks for Pride



This is a sold program. Participation is mandatory.

Key Dates (May 23 - Jun 19, 2021)

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

Participating Stores

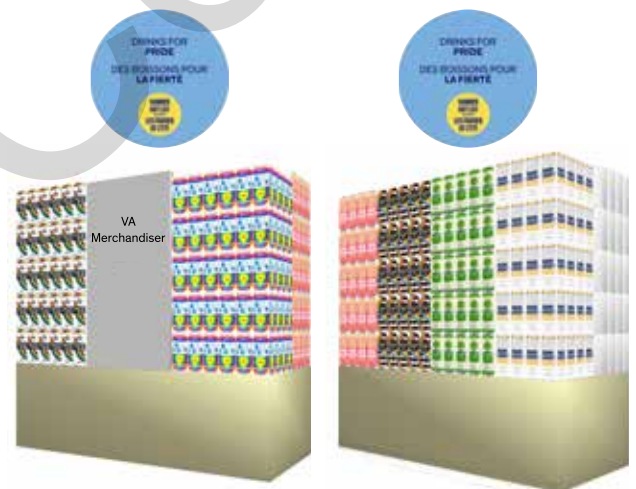
Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers
15563	Somersby Apple Cider	473	
15695	Bud Light Strawberry Lemonade	473	\$0.20 LTO
15994	Muskoka Born This Way IPA	473	
20075	Bud Light Mango	473	
311779	Bud Light	6 × 473	\$1.00 LTO + VA
466292	Ernest Dry Cider	473	

Value-add Merchandiser: Bud Light Pride Sunglasses with the purchase of two 6×473 mL Bud Light flash packs.

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



“

Celebrate Pride with limited time flash packaging and exciting summer flavours.

Signage Components

- Pole Toppers ENG (Re-order # DMS-22P3-BPA1)
BIL (Re-order # DMS-22P3-BPA2)
- Riser Wrap - solid colour (Re-order # DMS-22P3-BPA3)
- Pricer Cards ENG (Re-order # DMS-22P3-BPA4)
BIL (Re-order # DMS-22P3-BPA5)
- Shelf Talkers ENG (Re-order # DMS-22P3-BPA6)
BIL (Re-order # DMS-22P3-BPA7)
- Cut Case Backer Card ENG (Re-order # DMS-22P3-BPA8)
BIL (Re-order # DMS-22P3-BPA9)
- End Aisle Backer Card BIL (Re-order # DMS-22P3-BPA10)

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



Merchandising Instructions

- Merchandise the participating products and value-add 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.

B

Display Program (SBB)

BLOCK PILE B

New Summertime Flavours



This is a sold program. Participation is mandatory.

Key Dates (May 23 - Jun 19, 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 (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)
19121	White Claw Hard Seltzer Watermelon	473
19151	Palm Bay Banana Berry	6 × 355
19110	Seagram Island Time Coconut Lime	355
19142	Cottage Springs Vodka Soda Wild Cherry	6 × 355
19252	Muskoka Spirits Peach & Blackcurrant	473
19156	Blue Lobster Vodka Soda Sour Cherry Lime	473

Signage Components

- Pole Toppers ENG (Re-order # DMS-22P3-BPB1)
BIL (Re-order # DMS-22P3-BPB2)
- Riser Wrap - solid colour (Re-order # DMS-22P3-BPB3)
- Pricer Cards ENG (Re-order # DMS-22P3-BPB4)
BIL (Re-order # DMS-22P3-BPB5)
- Shelf Talkers ENG (Re-order # DMS-22P3-BPB6)
BIL (Re-order # DMS-22P3-BPB7)
- Cut Case Backer Card ENG (Re-order # DMS-22P3-BPB8)
BIL (Re-order # DMS-22P3-BPB9)
- End Aisle Backer Card BIL (Re-order # DMS-22P3-BPB10)

Merchandising Instructions

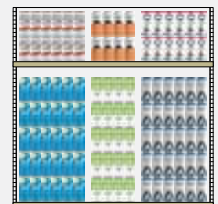
- Merchandise the participating products according to the planogram.
- Install the pole topper, riser wrap, pricer cards and end aisle backer card.
- Merchandise the shelf talkers in front of the participating products in section.

“

Featuring a selection of new and exciting summer flavours.



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



Display Program (SBC) BLOCK PILE C

Hot Deals for your Patio Bar



NOTE: The Block Pile C signage kit will be shipped to stores by the start of the period. Please display the pole topper, cut case backer card, riser wrap and end aisle backer card until the end of P4. The product assortment will change in P4 and a new set of shelf talkers will be shipped to participating stores in P4.

This is a sold program. Participation is mandatory.

Key Dates (May 23 - Jun 19, 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 (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Participating Products

LCBO#	Description	Size (mL)	Offers
45898	Bacardi Superior White Rum (PET)	1750	\$1.00 LTO
520312	Bacardi Gold Rum (PET)	1750	\$1.00 LTO
617688	Captain Morgan Original Spiced Rum	1140	\$1.50 LTO

Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-22P3-BPC1)
BIL (Re-order # DMS-22P3-BPC2)
- Riser Wrap - solid colour (Re-order # DMS-22P3-BPC3)
- Pricer Cards ENG (Re-order # DMS-22P3-BPC4)
BIL (Re-order # DMS-22P3-BPC5)
- Shelf Talkers ENG (Re-order # DMS-22P3-BPC6)
BIL (Re-order # DMS-22P3-BPC7)
- End Aisle Backer Card BIL (Re-order # DMS-22P3-BPC8)
- Pole Topper BIL (Re-order # DMS-22P3-BPC9)

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.

“Great offers on classic Spirits. Signage must remain in place for P3-4.”



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



Display Program (XBP)

BLOCK PILE D

The Glenlivet

This is a sold program. Participation is mandatory.

Key Dates (May 23 - Jun 19, 2021)

Participating Stores

1, 10, 15, 19, 21, 22, 31, 38, 40, 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)	LTO	Offers
21097	The Glenlivet 12 YO	750	\$3.00	
603050	The Glenlivet 15 YO	750		
635417	The Glenlivet Captains Reserve	750		
410043	The Glenlivet Founders Reserve	750	\$1.00	
21309	The Glenlivet Caribbean Reserve	750		VA
474528	The Glenlivet Founder's Reserve	1140		

Value-add: David's Tea Mango Punch tea leaves (rep applied, attached to bottle)

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

- Pricer Card
ENG (Re-order # DMS-22P3-BPD1) / BIL (Re-order # DMS-22P3-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 the period.
- Merchandise pre-printed pricer cards for products provided.

“

Glenlivet making finding a gift for Father's day easy. Products will have LTOs and value-add on select products.



Supplied by Agent

Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Summer Sippers – Tour New Zealand

This is a sold program. Participation is mandatory.

Key Dates (May 23 - Jun 19, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
650325	Kim Crawford Rosé	750	
13293	Villa Maria Private Bin Chardonnay East Coast	750	\$2.00 LTO
13295	Matua Hawke's Bay Sauvignon Blanc	1500	
146548	Villa Maria Private Bin Pinot Noir Marlborough	750	\$3.00 LTO
277731	Yealands Sauvignon Blanc Marlborough	750	\$2.00 LTO
304469	Cloudy Bay Sauvignon Blanc	750	
308288	Whitehaven Sauvignon Blanc	750	\$2.00 LTO
316570	Oyster Bay Sauvignon Blanc	750	\$3.00 LTO
324228	Stoneleigh Latitude Sauvignon Blanc	750	\$3.00 LTO
417600	Riverlore Sauvignon Blanc Marlborough	750	\$2.80 LTO
489112	Sacred Hill Marlborough Sauvignon Blanc	750	\$3.00 LTO
620054	Babich Sauvignon Blanc	750	\$2.00 LTO

“

New Zealand is a leader in sustainable winemaking and famous for their racy style of sauvignon blanc. The MNT will showcase not only their signature varietal sauvignon blanc but some other crowd pleasing wines for customers to discover.

Signage Components

- Table Sign Large ENG (Re-order #DMS-22P3-MNT1) / BIL (Re-order #DMS-22P3-MNT2)
- Table Sign Small BIL (Re-order #DMS-22P3-MNT3)
- Shelf Talkers ENG (Re-order #DMS-22P3-MNT4) / BIL (Re-order #DMS-22P3-MNT5)
- Celebration Fixture Drum Sign ENG (Re-order #DMS-22P3-MNT6) / BIL ENG (Re-order #DMS-22P3-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order #DMS-22P3-MNT8)

Merchandising Instructions

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

Middle Nesting Table Planograms



Front View

Back View

Top View (Back)

Facings: 6×3 +324228	Facings: 5×3 +13295	Facings: 6×3 +417600
Facings: 8×2 +489112	Facings: 6×2 +13295	Facings: 8×2 +316570
Facings: 6×3 +146548	Signage	Facings: 6×3 +650325
Facings: 8×2 +13293	Facings: 8×2 +620054	Facings: 8×2 +277731
Facings: 6×3 +308288	Facings: 5×3 +620054	Facings: 6×3 +304469

Top View (Front)

Celebration Fixture Planograms



Front View

Back View

Period 3 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	19516	Smirnoff Peach	750	
	381970	Smirnoff Lime Flavoured Vodka	750	LTO
	382002	Smirnoff Raspberry Flavoured Vodka	750	Value-add



	LCBO#	Description	Size (mL)	Offers
End Aisle #1B	31757	Smirnoff Vodka (P.E.T)	750	Value-add
	38505	Smirnoff Vodka	1750	
	131391	Smirnoff Vodka (P.E.T)	1140	Value-add



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	289496	Cardhu Single Malt Scotch	750	LTO
	409490	Singleton Of Dufftown 12 Year Old	750	LTO
	479881	Lagavulin 8 YO	750	Value-add



	LCBO#	Description	Size (mL)	Offers
End Aisle #2B	7880	Johnnie Walker Black 12 Yr	750	Value-add
	217794	Johnnie Walker Red Label	1140	Value-add
	291278	Johnnie Walker Gold Reserve	750	LTO

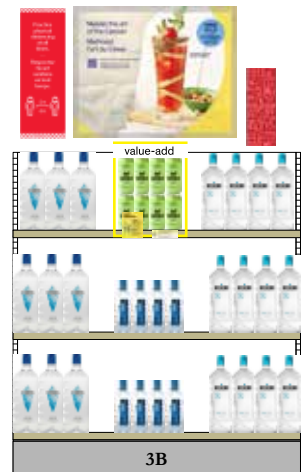


IMPORTANT NOTE: End Aisle #3 is Flighted A & B. Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #3A	16249	Crystal Head Pride Edition	750	
	439620	Sour Puss Pineapple Coconut Liquor	750	Value-add
	518670	Sour Puss Raspberry Liquor	750	Value-add
	518688	Sour Puss Apple Liquor	750	Value-add
	581256	Absolut Rainbow Limited Edition Bottle	750	
	601518	Sour Puss Blue Liquor	750	Value-add

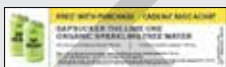


	LCBO#	Description	Size (mL)	Offers
End Aisle #3B	227413	Iceberg Vodka	1140	LTO
	385286	Iceberg Vodka (P.E.T)	375	Necktag
	544155	Iceberg Vodka	1750	Value-add



Value-add Details

- Two free 355 mL cans of Sapsucker with purchase of participating Iceberg Vodka products.
- Value-add is to be merchandised on the top shelf of the fixture.
- On-shelf signage support with VA shelf talker and VA 4 × 5 shelf talker displayed on the top shelf. Shelf talkers are to be merchandised flat in the plastic bin channel.

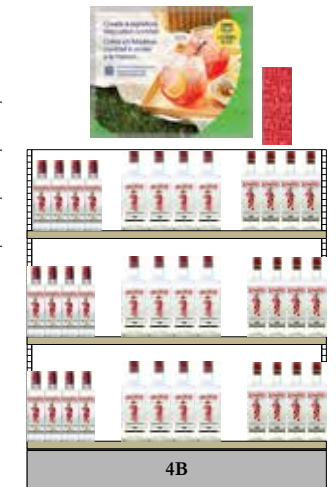


IMPORTANT NOTE: End Aisle #4 is Flighted A & B. Ensure you display the participating product and backer card that your store is grouped in.

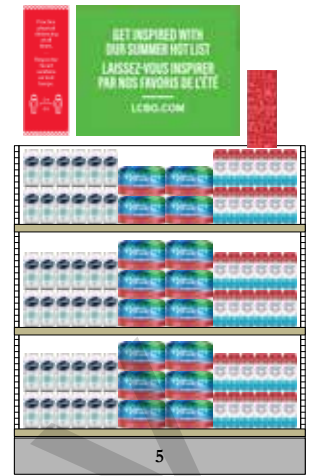
	LCBO#	Description	Size (mL)	Offers
End Aisle #4A	570	Beefeater Dry	750	LTO
	18279	Beefeater Botanics Lemon & Ginger	750	LTO
	209213	Beefeater London Dry Gin	1140	Value-add



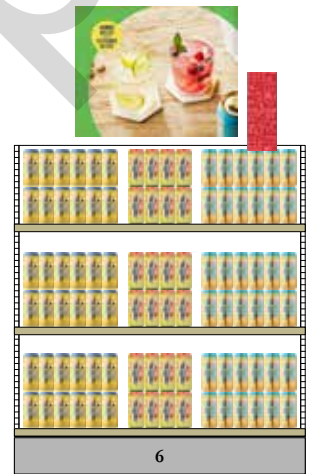
	LCBO#	Description	Size (mL)	Offers
End Aisle #4B	570	Beefeater Dry	750	LTO
	56622	Beefeater Dry	1750	LTO
	209213	Beefeater London Dry Gin	1140	Value-add



	LCBO#	Description	Size (mL)	Offers
End Aisle #5	19145	Mike's Hard White Freeze	473	
	19146	Palm Bay Rainbow Twist	473	
	553339	Smirnoff Berry Blast	473	



	LCBO#	Description	Size (mL)	Offers
End Aisle #6	14534	Twisted Tea Peach	473	LTO
	570283	Twisted Tea Original	473	LTO
	649194	Twisted Tea Half & Half	473	LTO



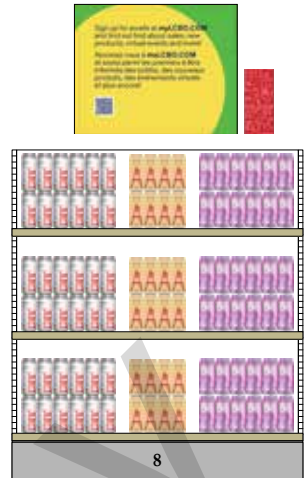
	LCBO#	Description	Size (mL)	Offers
End Aisle #7	18	Heineken Lager (LCBO Warehouse)	6 × 330	Value Add
	302810	Heineken (LCBO Warehouse)	6 × 500	LTO



Value-add/Merchandiser Details

- Free Euro Cup Glass with purchase of participating Heineken products.
- Value-add will be merchandised in a supplier merchandiser. The agent will deliver and assemble the merchandiser.

LCBO#	Description	Size (mL)	Offers
End Aisle #8			
19148	Nutrl Vodka Soda Juic'D Blood Orange	473	
19152	Sway Vodka Soda Raspberry Shimmy	355	
19155	Ace Hill Strawberry Grapefruit Vodka Soda	355	



LCBO#	Description	Size (mL)	Offers
End Aisle #9			
19980	Brickworks Ciderhouse Mix Pack (1950)	6 × 473	Value Add
394015	Brickworks Batch:1904 Cider (1950)	473	
697318	Brickworks Ciderhouse Batch 1904 (1950)	6 × 473	Value Add

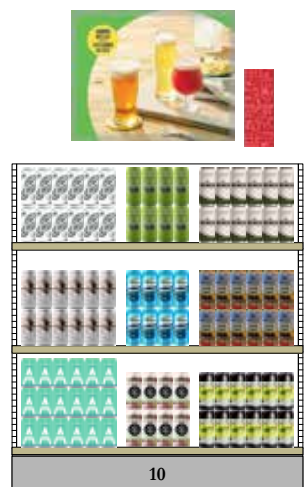


Value-add/Merchandiser Details

- Free tote bag with purchase of participating Brickworks products.
- Value-add will be merchandised in a supplier merchandiser. The agent will deliver and assemble the merchandiser.

LCBO#	Description	Size (mL)	Offers
End Aisle #10			
15415	Muskoka Tread Lightly (LCBO Warehouse)	473	LTO
16465	Ace Hill Mexican Lager (196)	4 × 355	
16769	Railway City - Train Reaction Cerveza (8447)	473	LTO
19608	Henderson Society Of Beer Drinking Ladies Pale Ale (766)	473	LTO
20454	Cowbell Brewing Co. Passion Fruit Punch (458)	473	
21271	Collingwood Downhill Pale Ale (4205)	473	LTO
481515	Bench Brewing Ball's Falls Session IPA (798)	473	LTO
576892	Beyond The Pale Brewing Co. Yummy! (7672)	473	LTO
921296	Wellington Helles Lager (4826)	473	LTO

Refer to the Mini Thematic C section for more details



	LCBO#	Description	Size (mL)	Offers
End Aisle #11	34595	Patron Silver Tequila	750	LTO
	34603	Patron Anejo Tequila	750	LTO
	50088	Patron Reposado Tequila	750	LTO



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



	LCBO#	Description	Size (mL)	Offers
End Aisle #13	217554	Captain Morgan Dark Rum	1140	Value-add
	217653	Captain Morgan Original Spiced Rum	1140	LTO
	217745	Captain Morgan White Rum	1140	Value-add



	LCBO#	Description	Size (mL)	Offers
End Aisle #14	189217	Gibson's Finest Sterling Edition	750	LTO
	215038	Gibson's Finest Sterling Edition	1750	LTO
	215889	Gibson's Finest Sterling Edition Whisky	1140	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #15	225243	Stolichnaya Vodka	750	LTO
	254631	Stolichnaya Elit Vodka	750	LTO
	272716	Stolichnaya Vodka	1750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #16	18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	LTO
	481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO
	647644	Bread & Butter Cabernet Sauvignon	750	



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	496968	Michelob Ultra (275 TBS)	6 × 473	LTO
	558940	Miller Lite (275 TBS)	6 × 473	LTO
	617720	Corona Light (LCBO Warehouse)	6 × 330	



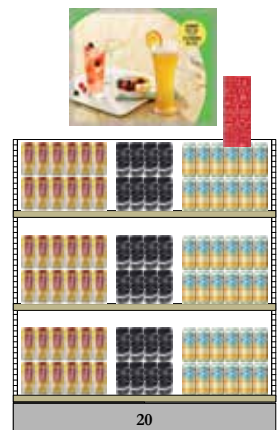
	LCBO#	Description	Size (mL)	Offers
End Aisle #18	11423	Dillon's The Professors Negroni	4 × 125	LTO
	358556	Dillon's Gin 22 Unfiltered	750	LTO
	460071	Dillon's Cherry Gin	375	



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	LTO
	336529	Black Tower Rivaner	1500	LTO
	429787	Bodacious Smooth White	1500	LTO

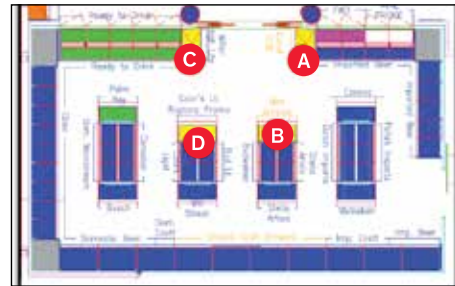


	LCBO#	Description	Size (mL)	Offers
End Aisle #20	12858	Waterloo Grapefruit Radler (275 TBS)	473	LTO
	139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing (27 TBS)	473	LTO
	697268	Belgian Moon Mango Wheat (275 TBS)	473	LTO



BEER EXCITEMENT ZONE

(A, B, C, D)



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

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

This is a sold program. Participation is mandatory.

Products will not be forced, please order as necessary to support the display.

Key Dates (May 23 - Jun 19, 2021)

Participating Stores

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

IMPORTANT NOTE: Beer Excitement Zone A is Flighted (A) & (B). Ensure you display the participating products and backer card that your store is grouped in.

Flight A (Landshark):

33, 74, 82, 98, 130, 139, 150, 156, 175, 187, 196, 208, 221, 229, 237, 250, 263, 278, 279, 287, 298, 359, 370, 373, 401, 404, 407, 427, 436, 454, 459, 470, 489, 490, 491, 496, 497, 509, 529, 536, 539, 551, 580, 585, 587, 605, 609, 633, 640, 641, 644, 649, 652, 653, 655, 658, 665, 667, 674, 679, 684, 691, 695, 702, 706, 741, 746, 747

Flight B (OCB):

4, 6, 23, 25, 35, 41, 43, 49, 55, 57, 65, 83, 84, 85, 93, 144, 149, 164, 195, 209, 211, 227, 228, 233, 234, 270, 300, 310, 312, 351, 355, 358, 360, 368, 384, 391, 394, 402, 420, 425, 443, 453, 481, 485, 500, 501, 511, 522, 554, 556, 564, 602, 616, 618, 627, 638, 643, 654, 660, 661, 670, 672, 680, 694, 699, 743, 748



Flight A



Flight B

Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source Distributor	Offers
IMPORTANT NOTE: Beer Excitement Zone A is Flighted (A) & (B). Ensure you display the participating products and backer card that your store is grouped in.					
A Plinth (EA - EZA)	Flight (A) Products:				
	465385	Landshark Lager	6 × 473	275 - The Beer Store	\$1.00 LTO + VA
	19167	Landshark Seltzer Pinapple Mango	473	LCBO Warehouse	\$0.20 LTO + VA
	Value-add/Merchandiser:				
	Free Paddle ball set with the purchase of any 12 LandShark tall cans (19167 473 mL), (465385 6 × 473 mL). The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
	Flight (B) Products:				
	20265	Flying Monkeys Worlds Away Lager	473	6309 - Flying Monkeys Craft Brewery	
20121	GLB Lagers	473	1929 - Great Lakes Brewing Co. Inc.		
617647	Amsterdam Blonde	568	3842 - Amsterdam Brewing Company		
B New/Seasonal (EA - EZB)	19682	Muskoka Mimosa	473	LCBO Warehouse	
	20815	Cameron's Samurai Sour	473	413 - Cameron's Brewing Co.	
	20801	Nickel Brook Tongue Tied IPA	473	6699 - Nickel Brook Brewing Company	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
C Plinth (EA - EZH)	17846	Corona Extra	6 × 355	275 - The Beer Store	\$1.00 LTO
	17817	Corona Extra	6 × 473		VA
	Value-add/Merchandiser: Buy 2 Corona 6 × 473 mL & receive a free Corona Hammock				
The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.					
D End Aisle (EA - EZD)	20181	Steam Whistle Partnership Pack	6 × 473	5577 - Steam Whistle Brewing or 275 - The Beer Store	
	15778	Steam Whistle Pilsner Shandy	473		
	492017	Steam Whistle	6 × 473		\$1.00 LTO

Beer Excitement Zone A

Flight A: Bring summer beach vibes to your own backyard with Landshark, and get a free paddle ball set with the purchase of any 12 tall cans of lager or seltzer.

Flight B: Introducing light and crisp lagers from your favourite Ontario breweries. Craft a local beer flight from the comfort of home!

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

Beer Excitement Zone C: Receive a branded Corona hammock with the purchase of two 473 mL Corona Extra 6-packs

Beer Excitement Zone D: Toronto's own Steam Whistle brewery has your summer cravings covered. Sip a zesty Lemon Shandy, a classic Pilsner, or explore some new flavours with the Colorado meets Canada partnership pack.

Signage Components

- A. Premium Backer Card BIL (Re-order #DMS-22P3-EZ1L)
- A. Standard Backer Card BIL (Re-order #DMS-22P3-EZ1C)
- B. Transparency ENG (Re-order # DMS-22P3-EZ2) / BIL (Re-order # DMS-22P3-EZ3)
- B. Backer Card BIL (Re-order #DMS-22P3-EZ4)
- C. Backer Card BIL (Re-order #DMS-22P3-EZ5)
- A, C, D Pricer Cards ENG (Re-order #DMS-22P3-EZ6) BIL (Re-order #DMS-22P3-EZ7)
- A, C, D Shelf Talkers ENG (Re-order #DMS-22P3-EZ8) BIL (Re-order #DMS-22P3-EZ9)
- D. Backer Card BIL (Re-order #DMS-22P3-EZ10)
- D. Transparency ENG (Re-order #DMS-22P3-EZ11) / BIL (Re-order #DMS-22P3-EZ12)

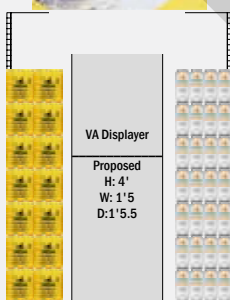
Merchandising Instructions

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

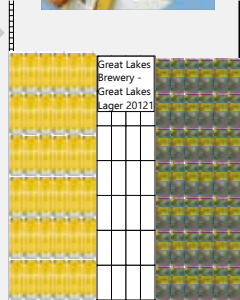
Beer Excitement Zone B:

- Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf.
- Merchandise the generic beer excitement zone B backer card until the end of P4.

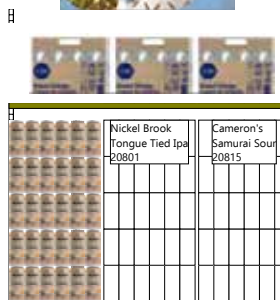
NOTE: Beer Excitement Zone A is Flighted (A) & (B). Ensure you display the participating products and backer card that your store is grouped in.



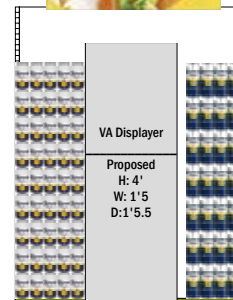
Beer Excitement Zone A Flight A



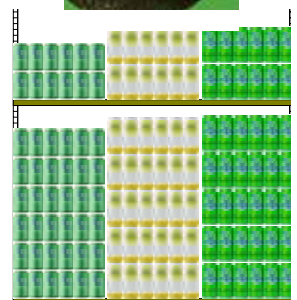
Beer Excitement Zone A Flight B



Beer Excitement Zone B



Beer Excitement Zone C



Beer Excitement Zone D

BEER BRANDED ENDS

P3 - 4

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

These are sold spaces and participation is mandatory.

Backer Cards MUST remain in place for the duration of P3-4.

Key Dates (P3-4)

Participating Stores

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

Signage Components

- Corona Backer Card ENG/BIL (22P3-BCB1)
- Stella Artois Backer Card ENG/BIL (22P3-BCB2)
- Heineken Backer Card ENG/BIL (22P3-BCB3)



NOTE: Images on the right are for references only.

8-PACK CARRIER

GOOD THINGS
COME IN EIGHTS.

FREE
CARRIER

INSTRUCTIONS

1. Slide the carrier into the slots.
2. Push the carrier down.
3. Flip the carrier up and the carrier is ready for use.
4. Fill with your favorite Ontario craft beer.



HUIT FOIS PLUS
DE PLAISIR.

CARTON
GRATUIT

INSTRUCTIONS

1. Slide the carrier into the slots.
2. Push the carrier down.
3. Flip the carrier up and the carrier is ready for use.
4. Remplir le carton avec votre bière préférée.



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

Key Dates (ongoing)

Participating Stores

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

Signage Components

- Summer Header Card ENG (Re-order # DMS-22P3-SMB1) / BIL Header Card (Re-order # DMS-22P3-SMB2)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

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

Merchandising Instructions

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

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

Additional Merchandising: Excitement Zone B “New” End Aisle

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

Beer Rated PERPENDICULAR SHELF TALKERS

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

Key Dates (ongoing)

Participating Stores

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

Participating Products

LCBO#	Description	Rating
10296	High Road Brewing Bronan - Vermont style IPA	98
14280	Bellwoods Jelly King	99
16051	Bellwoods Brewery Jutsu Pale Ale	97
194431	Duvel Beer	98
357236	Chimay Blue Cap	100
385674	Side Launch Wheat Beer	97
414946	Brewdog Punk IPA	96
442319	Collective Arts Stranger Than Fiction	96
480368	Muskoka Twice As Mad Tom IPA	97
483388	Beyond The Pale Aromatherapy IPA	99
556688	Collective Arts Life In The Clouds	95
575365	Beau's Full Time IPA	96
645416	Left Field Greenwood IPA	97



Signage and Merchandising Instructions

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

Craft Beer Imported

SHELF TALKERS

Craft Beer Program (Imported)

Key Dates (ongoing)

Participating Stores

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

Participating Products

LCBO#	Description
19366	Renaissance Voyager IPA
13343	Vox Populi Double Fruit Punch IPA
10153	Dubuisson Peche Mel Scaldis
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 (May 23 - Jun 19, 2021)

Participating Products

LCBO#	Description	Size (mL)	Offers
244616	Sandbanks Rosé VQA	750	\$1.00 LTO
250217	Henry Of Pelham Pinot Grigio VQA	750	\$2.00 LTO
469304	13th Street Burger Blend Riesling Pinot Grigio VQA	750	\$2.00 LTO
529354	Pelee Island Pelee Pink VQA	750	\$2.00 LTO

Participating Stores

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

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- LTO Shelf Talkers ENG/BIL (Re-order # DMS-22P3-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-22P3-ON1)

Merchandising Instruction

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



Backer Card
(Re-order# NIVQA066)



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

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

NOTE: The Ontario Buyer's Pick Backer Card is to remain in place until the end of P6.

Key Dates (May 23 - Jun 19, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750
303776	Rosehall Run Chardonnay VQA Liberated	750
613471	Henry Of Pelham Rosé VQA	750
648642	Sandbanks Smugglers White VQA	750



Summer Ontario Buyer's Pick Backer Card

Signage Components

- Shelf Talkers ENG/BIL (Re-order # DMS-22P3-OWP1)
- P3-6 Summer Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # DMS-22P3-OWP2)

NOTE: The Ontario Buyer's Pick Backer Card is to remain in place until the end of P6.

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 Summer Buyer's Pick Backer Card (re-order# DMS-22P3-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 Summer Backer Card on a single End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display.

Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # DMS-22P3-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 [P3 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

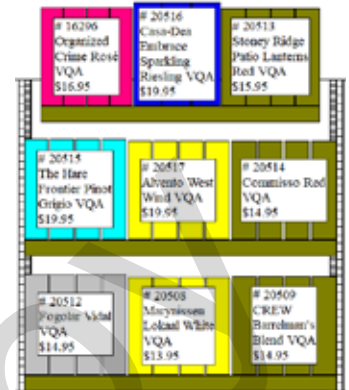
33, 40, 41, 51, 65, 84, 130, 164, 207, 211, 229, 233, 263, 351, 384, 391, 404, 417, 437, 443, 481, 485, 486, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

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

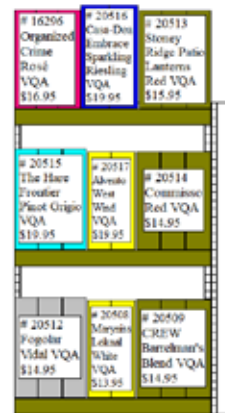
115, 187, 252, 300, 392, 401, 407, 412, 497

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

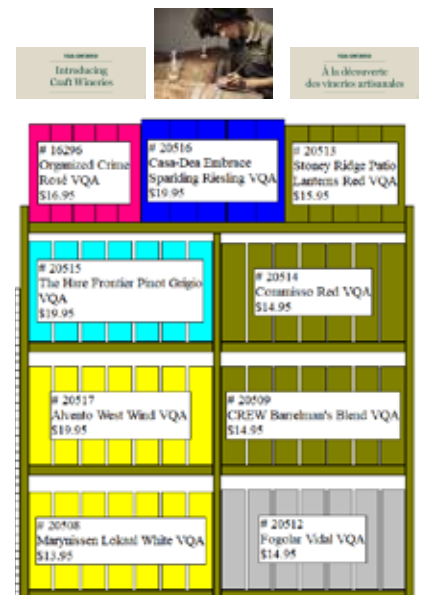
212, 359, 427, 459

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.



2020/21 Ontario Wine Awards (P11 - P6)

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

Key Dates (P11-P6)

Participating Stores

All Stores

Participating Products

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



Signage

NOTE: Signage is to remain up until P6.

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

Merchandising Instructions

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

VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

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

Key Dates (May 24 - Jun 20, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
360222	Seven Falls Cellars Cabernet Sauvignon	750	\$3.00 LTO
425488	Sella & Mosca Riserva Cannonau di Sardegna	750	\$2.50 LTO

Signage Components

- Signage Kit (Re-order # DMS-22P3-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.

Program Schedule: Period 3 (Branded Backer Card)

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



V2

VINTAGES Wines of the Month

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

Key Dates (May 29 & June 12 releases)

Mandatory Participation Stores

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

All other participating stores

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

Participating Products

LCBO#	Description	Size (mL)
MAY 29, 2021 RELEASE		
18411	Altus Rise Wildlight Shiraz 2018	750
23259	Tommasi Rafaël Valpolicella Classico Superiore 2018	750
JUNE 12, 2021 RELEASE		
437673	Balbás Crianza 2016	750
453647	William Hill Cabernet Sauvignon 2018	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 (May 23 - Jun 19, 2021)

Participating Stores

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

Signage Components

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



Participating Products

LCBO#	Description	Size (mL)	Price	Now	LTO
951319	Bollini Pinot Grigio	750	\$18.95	\$16.95	\$2.00
985002	Catena Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00
462846	Columbia Crest Grand Estates Chardonnay	750	\$17.95	\$15.95	\$2.00
443945	El Gorú Monastrell/Syrah/Petit Verdot	750	\$13.95	\$12.95	\$1.00
64618	Featherstone Cabernet Franc	750	\$19.95	\$18.95	\$1.00
164491	Fielding Unoaked Chardonnay	750	\$15.95	\$14.95	\$1.00
1578	Flat Rock Twisted White	750	\$17.95	\$15.95	\$2.00
991950	Kim Crawford Chardonnay	750	\$19.95	\$17.95	\$2.00
626390	Kim Crawford Pinot Noir	750	\$22.95	\$20.95	\$2.00
365924	Louis Jadot Beaujolais-Villages	750	\$18.95	\$16.95	\$2.00
292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$24.95	\$21.95	\$3.00
452672	Luigi Bosca Malbec	750	\$18.95	\$16.95	\$2.00
573147	Malivoire Estate Grown Chardonnay	750	\$19.95	\$17.95	\$2.00
145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	\$21.95	\$18.95	\$3.00
958975	Mer Soleil Reserve Chardonnay	750	\$29.95	\$27.95	\$2.00
545004	Mission Hill Reserve Chardonnay	750	\$24.95	\$21.95	\$3.00
316570	Oyster Bay Sauvignon Blanc	750	\$19.95	\$16.95	\$3.00
425488	Sella & Mosca Riserva Cannonau di Sardegna	750	\$18.45	\$15.95	\$2.50
360222	Seven Falls Cellars Cabernet Sauvignon	750	\$21.95	\$18.95	\$3.00
324228	Stoneleigh Latitude Sauvignon Blanc	750	\$21.95	\$18.95	\$3.00
172643	Tawse Sketches of Niagara Rosé	750	\$17.95	\$15.95	\$2.00
121749	Taylor Fladgate 10-Year-Old Tawny Port	750	\$35.95	\$30.95	\$5.00
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$19.95	\$17.95	\$2.00
413179	Zenato Amarone della Valpolicella Classico	750	\$52.95	\$49.95	\$3.00
479766	Zenato Ripassa Valpolicella Superiore	750	\$27.95	\$24.95	\$3.00

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

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

Key Dates (May 23 - Jun 19, 2021)

Participating Stores

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

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

Participating Product

LCBO#	Description	Size (mL)	Offers
1578	Flat Rock Twisted White	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage reorder code: DMS-22P3-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 June 20, 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 June 20, 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 June 20, 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

Period 3 Gifting SUMMER

Summer \$1.95 Enhanced Gift Bag

The Summer Enhanced Gift Bag will ship to participating stores for set up with the start of P3.

Please refer to the P3 online worksheets ([click here to view the P3 online worksheets](#)) posted on the portal for information on Summer Enhanced Gift Bag stores & allocation.



LCBO# 20178
Enhanced Gift Bag
\$1.95

How to Merchandise THE SUMMER ENHANCED GIFT BAG

Front Facing End Aisle

- Merchandise the Summer Enhanced Gift Bags on the front facing end aisles.
- Install Gift Bag Hot Button using the Hot Button sign clip.

Cash End

- Merchandise the Summer Enhanced Gift Bag and Reusable Tote Bag on the cash end.
- Install Gift Bag Hot Button using the Hot Button sign clip.

Mini Thematic A/B Stores

- Merchandise the Summer Enhanced Gift Bags on the fixture (refer to the Mini Thematic A/B sections of this guide for more details).

Signage Re-order Codes

Signage	Description	Re-order #
	Summer Enhanced Gift Bag Hot Button Signs	ENG/BIL: DMS-22P3-GFT 1
	Hot Button Sign Clip	NIHK102

Front Facing End Aisle



Cash End



Mini Thematic A/B



MTA

MTB

Summer \$1.95 Reusable Tote Bags

The Summer Reusable Tote Bags will ship to participating stores for set up with the start of P3.

Please refer to the P3 online worksheets ([click here to view the P3 online worksheets](#)) posted on the portal for information on Summer Reusable Tote Bag stores & allocation.



LCBO#20048
Reusable 6 Bottle Bag
\$1.95

LCBO#20050
Reusable Large Tote Bag
\$1.95

How to Merchandise THE REUSABLE TOTE BAG

Metal Stand Merchandiser

- Install the Summer “Reusble Bags” metal stand merchandiser sign insert.
- Merchandise Summer Reusable Tote Bags (front & back of fixture)

Metal Gift Bag Stand

- Install the Summer pole topper sign.
- Merchandise the Summer Reusable Tote Bags on the fixture (top and bottom arms)

Cash End

- Merchandise the Summer Enhanced Gift Bag and Reusable Tote Bag on the cash end.
- Install Gift Bag Hot Button using the Hot Button sign clip.

Summer 2020 Gifting Packaging

- Stores with residual inventory of the Summer 2020 Reusable Gift Bag designs may bring them to the floor for merchandising to encourage sell-through.

Metal Stand Merchandiser

Stores with the Metal Stand Merchandiser MUST follow the planoguide above to merchandise the Reusable Tote Bags.

Metal Gift Bag Stand

Stores that do not have the Metal Stand Merchandiser can utilize the Metal Gift Bag Stand by following the planoguide above to create an impactful display.

Signage Re-order Codes

Signage	Description	Re-order #
	Metal Stand Merchandiser Sign Insert	ENG/ENG: 22P3-GFT10
	Metal Stand Merchandiser Sign Insert	BIL/BIL: 22P3-GFT11
	Blank Solid Insert	22P3-GFT14
	Pole Topper Sign for Metal Gift Bag Stand	ENG: 22P3-GFT6 BIL: 22P3-GFT7

Cash End

Stores that do not have the Metal Stand Merchandiser may display the Reusable Tote Bags at Cash End.

Summer Gift Cards

Summer is here! The new design of the Summer Gift Cards will serve multi tactical purpose - Summer, Father's Day and Canada's Day. Summer Gift Cards and Carriers have only been allocated to stores with high Gift Card sales transactions.

Limited inventory is available. Distribution for Summer 2021 Gift Cards was based on sales of Gift Cards from P3-P6 last year and any remaining inventory of those designs.

Cards and Carriers will arrive in stores by the start of Period 3. Please refer to the P3 online worksheets ([click here to view the P3 online worksheets](#)) posted on the portal for information on the Summer gift cards & allocation.

IMPORTANT: The Large Acrylic Gift Card Merchandiser has been phased out. Stores with Large Merchandisers were sent Small Merchandisers as replacements. Please store the Large Gift Card Merchandisers safely in your backroom/warehouse until notified with next steps.

ONLY SMALL ACRYLIC GIFT CARD MERCHANDISERS SHOULD BE USED ON THE SALES FLOOR FROM P3 ON.

Gift Cards			Gift Card Carrier		
LCBO#	Description	Image	LCBO#	Description	Image
20558	Summer Gift Card (Canadian Icons)		20561	Summer Gift Card Carrier	
20559	Summer Gift Card (Maple Leaf)				

Receiving Instructions

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

Merchandising Instructions

- Remove the Year-Round gift card merchandiser inserts and store it in a safe place. Install the Summer gift card merchandiser inserts.
- Vintages Gift Card Merchandiser:** There will not be a dedicated Vintages Summer gift card insert. Stores will either mix the Vintages gift card in with the LCBO Summer gift cards in the merchandiser OR if select stores want to feature only Vintages gift cards in a merchandiser they can use the Vintages Year-Round sign insert.
- Summer 2020 Gift Card/Carriers:** Stores with residual inventory of the Summer 2020 Gift Card and carrier designs may bring them to the floor for merchandising to encourage sell-through.
- There is limited availability of this year's Summer Gift Card designs. Stores may order additional Gift Cards and carriers by emailing ordergiftcards@lcbo.com

Signage Component for Gift Card Insert	Re-order#
LCBO Summer Small Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	DMS-22P3-GFT3

Gift Card Merchandiser	Re-order#
Small Acrylic Gift Card Merchandiser (for cash desk)	GFT 105

Acrylic Gift Card Merchandiser (Cash End)



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)



Vintages Small Acrylic Gift Card Merchandiser with Year-Round Signage

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

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

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

Signage Components

- Box Sign (Re-order #DMS-22P3-FEM1)
- Shelf Talkers
ENG (Re-order #DMS-22P3-FEM2)
BIL (Re-order #DMS-22P3-FEM3)

Merchandising Instructions

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

Sample 3 FEM Planogram



Sample 4 FEM Planogram



Spirited Picks Program (CE1)

The Spirited Picks program will now live on the top shelf of the Front End Merchandiser, merchandised with a box sign and shelf talkers. Stores with 2 or more full-sized FEM fixtures will merchandise the Spirited Picks products on the fixture closest to the entrance of the store.

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
515205	St Germain Elderflower Liqueur	200	\$1.00 LTO
604934	Grey Goose Vodka	375	

Signage Components

- Box Sign (Re-order #DMS-22P3-FEM1)
- Shelf Talkers
ENG (Re-order #DMS-22P3-FEM2)
BIL (Re-order #DMS-22P3-FEM3)

Merchandising Instructions

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



Sample planogram with Spirited Picks Program

NEW RESPONSIBLE SERVICE PROGRAM

Updated with LCBO new brand colours

Overview

The Responsible Service Program signage package is updated with LCBO new brand colour – white background with black text copy. The new signage package will be rolling out to all stores in May.

Ship Date: May 14th, 2021 | **Participating Stores:** All Stores

ACTION: All old Signage (beige background with green text copy) should be recycled and replaced with the new Responsible Service Program Signage.



The LCBO is committed to the responsible sale of beverage alcohol and we appreciate the critical role our frontline employees play in helping keep our communities and customers safe.

This past year, the Sustainability team identified a need to evolve the current **Challenge & Refusal Program**, to the **Responsible Service Program**, to further prioritize inclusion, health and well-being of our customers and employees and to ensure clear and concise in-store messaging. While the policies are not changing, we are updating how we communicate, which will result in clearer messaging to our customers and better support for our frontline employees responsible for enforcing them.

Signage Components & Merchandising Instructions

Component

Image

Window Show Card (English/Bilingual) (Re-order# 22OP-RSP1)

- Install the sign on every third show card as part of the rotation with the current promotion turn's show cards.
- Do not discard or replace this show card at the end of the promotional turn; it is to stay installed until further notice.

Note: The Window Showcard was included in the P1 POP Package that was shipped to all stores. All overs of this signage will be available to order by contacting HelloLCBO.



Signage Components & Merchandising Instructions

Component

Image

Metal Floor Stand Sign (Bilingual) (Re-order# 22OP-RSP2)

- Place metal stand with the Responsible Service sign in a prominent location near the entrance of the store (but not in the vestibule as that's where the parking lot sign is sometimes displayed) or at the front of the cash.
- The stand should not go behind the cash, but rather in front of the cash as customers approach to check out.



Front End Merchandiser Sign (Bilingual) (Re-order# 22OP-RSP3)

- Peel off the release strip from the double sided tape and stick the adhesive side on the wall of the Front End Merchandiser Fixture.



Perpendicular Shelf Talkers (Bilingual)

- At Store Manager's discretion, display the Perpendicular Shelf Talkers (5 Versions) in sections where customers 25 years of age and younger most frequently shop.
- Perpendicular Shelf Talker Clips (PSTC201404) can be ordered through helloLCBO.
- The perpendicular shelf talkers will be bundled per version of 10 for store ordering.



V1 Re-order # 22OP-RSP4 V2 Re-order # 22OP-RSP5 V3 Re-order # 22OP-RSP6 V4 Re-order # 22OP-RSP7 V5 Re-order # 22OP-RSP8

Shopping Cart Sign (Select Stores) (Bilingual) (Re-order# 22OP-RSP9)

- Display the Responsible Service sign in the Shopping Cart frame.



Period 3-4

WINES FLEX SPACE



Overview

Flex Space is a dedicated display space in the Wines section that draws customers' attention to featured products (e.g. new arrivals, LTOs, label changes, Vintages Essentials, etc.) and creates an engaging shopping experience.

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.**

Key Dates (P3 - P4)

Participating Stores

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



Merchandising Instructions

- **Stores will not be forced allocated inventory. Please ensure sufficient stock is ordered to merchandise each section.**
- 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

- Box Sign Re-order Codes
 - Laid-back Cali Wines (Re-order # DMS-22P3-FS1)
 - Elegant French Whites (Re-order # DMS-22P3-FS2)
 - New Zealand Wines (Re-order # DMS-22P3-FS3)
 - South African Wines (Re-order # DMS-22P3-FS4)
 - Rosés of the World (Re-order # DMS-22P3-FS5)
- Bin Strips - solid colour (Re-order # DMS-22P3-FS6)

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

Box Sign	LCBO#	Description	Size (mL)	Price	Offers
USA - California Flex Space (FSB) - "Laid-back Cali Wines"					
*Mandatory Participation: This is a SOLD promotion.					
	10717	Carnivor Shiraz	750	\$17.95	\$2.00 LTO
	18483	Longshot Rosé	750	\$16.00	
	392647	Carnivor Cabernet Sauvignon	750	\$15.95	\$2.00 LTO
	569905	Carnivor Zinfandel	750	\$17.95	\$2.00 LTO
	633347	Longshot Cabernet Sauvignon	750	\$16.00	
	633354	Longshot Pinot Grigio	750	\$16.00	
Europe - Italy/SE Flex Space (FSC) "Elegant French Wines"					
*Mandatory Participation: This is a SOLD promotion.					
	11452	Willm Réserve Riesling	750	\$19.95	
	481424	Famille Cattin Pinot Gris Alsace Aoc	750	\$15.15	
	253229	Bougrier Vouvray Chenin Blanc	750	\$17.00	
	269852	Willm Gewurztraminer Reserve Alsace	750	\$17.95	
	323816	Heritage du Cleray Muscadet Sevre et Maine	750	\$15.10	
	373373	Pierre Sparr Gewurztraminer	750	\$17.95	
	471318	Remy Pannier Sauvignon Blanc Val De Loire IGP	750	\$13.25	
	542548	Henri Bourgeois Les Baronnes Sancerre	750	\$31.95	
Australia Flex Space (FSD) - "New Zealand Wines"					
*Mandatory Participation: This is a SOLD promotion.					
	35386	Kim Crawford Sauvignon Blanc	750	\$17.95	
	160085	Kim Crawford Sauvignon Blanc	750	\$9.95	
	626390	Kim Crawford Pinot Noir	750	\$22.95	\$2.00 LTO
	991950	Kim Crawford Chardonnay	750	\$19.95	\$2.00 LTO
	650325	Kim Crawford Rosé	750	\$18.95	
Chile/Argentina Flex Space (FSE) - "South African Wines"					
*Mandatory Participation: This is a SOLD promotion.					
	295022	Two Oceans Pinot Grigio	750	\$10.95	
	340380	Two Oceans Sauvignon Blanc	750	\$8.95	
	340398	Two Oceans Cabernet Sauvignon Merlot	750	\$10.95	
	413062	Two Oceans Cabernet Sauvignon Merlot	1500	\$18.95	
	413070	Two Oceans Sauvignon Blanc	1500	\$18.95	\$2.00 LTO
	420463	Two Oceans Moscato	750	\$10.95	\$2.00 LTO



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

USA Flex Space “Laid-back Cali Wines”



EUROPE - Italy/SE Flex Space “Elegant French Wines”



Australia Flex Space “New Zealand Wines”



Chile/Argentina Flex Space - “South African Wines”



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

1, 4, 17, 19, 22, 23, 41, 51, 55, 64, 65, 82, 102, 130, 150, 171, 191, 211, 227, 228, 233, 250, 253, 263, 279, 287, 298, 329, 334, 351, 359, 361, 378, 381, 385, 391, 398, 411, 416, 427, 436, 459, 470, 485, 489, 490, 497, 500, 536, 542, 544, 551, 554, 566, 579, 580, 587, 602, 609, 627, 634, 640, 643, 649, 652, 653, 655, 658, 661, 670, 694, 698

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

Producing Country	LCBO#	Description	Size (mL)
Sparkling Flex Space (FSA) - "Rosés of the World"			
Canada	11597	Bella Rosé	750
Australia	13015	Yellow Tail Rosé	750
Argentina	13245	Bodega Argento Rosé	750
USA	13248	Woodbridge by Robert Mondavi Rosé	750
New Zealand	13297	Whitecliff Hawkes Bay Rosé	750
France	13497	Grand Sud Rosé	1000
Italy	13522	Gran Passione Rosato IGT Veneto	750
France	13548	Chateau de Berne	750
Canada	13907	Jackson-Triggs Proprietors Selection Light Rosé	750
Spain	14145	Toro Bravo Garnacha Shiraz Rosado	750
Canada	14867	Sandbanks Summer Rosé	750
Canada	14981	Aria Rosé	750
France	15568	Listel Rosé	750
Italy	19481	Sun Goddess (Mary J Blige)	750
France	20188	Maison No. 9 (Post Malone)	750
South Africa	164343	The Beachhouse Rosé	750
France	367375	Cotes Catalanes Rosé 'Miraflores'	750
Canada	369652	Cotton Candy Rosé	750
Portugal	404533	Gazela Vinho Verde Rosé	750
Italy	445627	Giovello Rosé Venezia Igt	750
France	483040	Francois Dulac Cotes de Provence	750
New Zealand	484618	Matua Regional Rosé	750
Canada	609545	Burger Blend Rosé	750
Portugal	632513	Lab Rose Lisboa	750
Australia	640011	Lindeman's Bin 30 Sparkling Rosé	750
Canada	642884	D'Ont Poke the Bear Rosé	750
France	647149	Calvet Pouch 1.5l Terres Du Midi Rosé	1500



Organic Flex Space

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

THE COLD ROOM SPIRITS DISPLAY (CM)

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

Key Dates (May 23 - Jun 19, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	LTO	Offers
61408	Jagermeister	375	\$1.00	
117101	Jagermeister	750		Value-add: Steam Whistle 355 mL can (Rep applied)
280081	Steam Whistle Cans	6 x 355		Value-add: Jagermeister 50 mL (Rep applied)

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

- P3-4 A-frame Sign
ENG (Re-order # DMS-22P3-AF1) / BIL (Re-order # DMS-22P3-AF2)
- Shelf Talkers
ENG (Re-order # DMS-22P3-AF3) / BIL (Re-order # DMS-22P3-AF4)

Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Merchandise the participating products and value-add according to the planogram.
- Install the fixture sign on top of the A-frame fixture.
- Install the value-add shelf talker on the fixture.

“

New partnership between Jagermeister and Steam Whistle. There will be two rep applied value-adds.

TAKE HOME A HOT FAVOURITE
ADOPTÉZ UN GRAND FAVORI



(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

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

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).

- Agents delivered the merchandiser to participating stores in P2.
- Continue to merchandise the Fireball Whisky in the display.
- 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.

“

Now through the end of Period 4, a select number of stores will display a Fireball Whisky merchandiser in their Beer Cold Rooms. The display is to remain in place for P2-P4.



Supplied by Agent

SHOPPING CART SIGN

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

Key Dates

Responsible Service: Keep installed until further notice

Thematic Shopping Cart Sign: Keep Installed until Period 4.

Participating Stores

All stores that have shopping cart frames MUST install both the Thematic and Responsible Service Signs.

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

Responsible Service Program Shopping Cart Sign



Signage Component

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

Merchandising Instructions

- Continue to display the Responsible Service shopping cart sign.

Thematic Shopping Cart Sign



Signage Component

- Thematic Shopping Cart Sign ENG/BIL (Re-order #DMS-22P3-SC1)

Merchandising Instructions

- Install the P3 Thematic sign on the inside of the shopping cart.

Turn 3

WINE FRIDGE

P3 to P6 (May 23 - September 11, 2021)

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

Participating Stores

Group A Stores

5, 10, 15, 18, 19, 25, 31, 36, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 171, 182, 195, 207, 212, 214, 217, 226, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 362, 371, 384, 386, 388, 390, 391, 393, 394, 397, 398, 412, 428, 431, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 511, 528, 534, 536, 542, 545, 547, 555, 556, 566, 568, 569, 573, 601, 619, 624, 627, 630, 631, 632, 641, 653, 672, 675, 680, 698, 741, 748, 751, 771, 776

Group B Stores

14, 20, 23, 24, 26, 27, 33, 34, 45, 50, 51, 52, 55, 58, 59, 60, 61, 62, 63, 64, 68, 70, 72, 74, 77, 79, 80, 81, 86, 87, 90, 95, 97, 101, 110, 115, 124, 125, 130, 132, 139, 144, 152, 154, 155, 168, 177, 179, 183, 187, 190, 191, 192, 194, 196, 197, 200, 201, 202, 205, 208, 209, 210, 211, 216, 218, 219, 221, 222, 225, 229, 236, 244, 248, 249, 252, 255, 263, 266, 268, 270, 278, 287, 297, 300, 302, 310, 320, 321, 325, 340, 341, 343, 344, 351, 353, 358, 359, 361, 367, 368, 373, 378, 381, 382, 387, 392, 395, 399, 400, 401, 406, 407, 415, 416, 417, 427, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 502, 521, 526, 532, 533, 537, 539, 544, 549, 550, 553, 554, 559, 564, 579, 580, 582, 584, 586, 593, 602, 605, 614, 617, 629, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 744

Group C Stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 82, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 193, 199, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 327, 333, 335, 345, 349, 354, 366, 370, 372, 374, 380, 402, 403, 404, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 509, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 703, 706, 746, 749, 755, 756

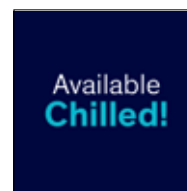
Group D Stores

1, 6, 17, 21, 22, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 65, 69, 71, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 128, 136, 145, 150, 158, 165, 166, 169, 174, 178, 188, 198, 220, 232, 237, 246, 247, 250, 258, 260, 265, 276, 293, 294, 296, 298, 301, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 411, 414, 420, 425, 426, 429, 446, 449, 450, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 519, 522, 523, 527, 529, 530, 540, 551, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 646, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753













Signage Component







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

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



ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Premium Flighted End Aisles 1-4A Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P3-ST14 BIL: DMS-22P3-ST15	
On Shelf	Standard Flighted End Aisles 1-4B Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P3-ST16 BIL: DMS-22P3-ST17	
On Shelf	End Aisle Value-add Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P3-STVA1 BIL: DMS-22P3-STVA2	
On Shelf	End Aisle Value-add 4" x 5" Shelf Talkers	4" w x 5" h Shelf Talkers ENG/BIL	ENG: DMS-22P3-STVA3 BIL: DMS-22P3-STVA4	
On Shelf	Branded Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P3-ST1 BIL: DMS-22P3-ST2	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P3-ST3 BIL: DMS-22P3-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P3-ST5 BIL: DMS-22P3-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P3-ST7 BIL: DMS-22P3-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P3-ST9 BIL: DMS-22P3-ST10	
On Shelf	Generic Blank Pricer Cards (25pk)	Pricer Cards 8" w x 7" h	DMS-22P3-ST11	
On Shelf	Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	DMS-22P3-ST12	
On Shelf	Blank Bin Tags for General Use (25pk)	Bin Tags 6" w x 1¾" h	DMS-22P3-ST13	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h English/Price English/No Price	LTO Bundle DMS-P3-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-P3-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

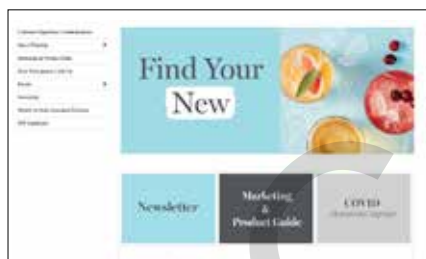
Sold Space WORKSHEETS

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
			19516	Smirnoff Peach	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1A	381970	Smirnoff Lime Flavoured Vodka	750	LTO
			382002	Smirnoff Raspberry Flavoured Vodka	750	Value Add
			31757	Smirnoff Vodka (P.E.T)	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1B	38505	Smirnoff Vodka	1750	
			131391	Smirnoff Vodka (P.E.T)	1140	Value Add
			289496	Cardhu Single Malt Scotch	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2A	409490	Singleton Of Dufftown 12 Year Old	750	LTO
			479881	Lagavulin 8 YO	750	Value Add
			7880	Johnnie Walker Black 12 Yr	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2B	217794	Johnnie Walker Red Label	1140	Value Add
			291278	Johnnie Walker Gold Reserve	750	LTO
			16249	Crystal Head Pride Edition	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3A	439620	Sour Puss Pineapple Coconut Liquor	750	Value Add
			518670	Sour Puss Raspberry Liquor	750	Value Add
			518688	Sour Puss Apple Liquor	750	Value Add
			581256	Absolut Rainbow Limited Edition Bottle	750	
			601518	Sour Puss Blue Liquor	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3A	227413	Iceberg Vodka	1140	LTO
			385286	Iceberg Vodka (P.E.T)	375	Necktag
			544155	Iceberg Vodka	1750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4A	570	Beefeater Dry	750	LTO
			18279	Beefeater Botanics Lemon & Ginger	750	LTO
			209213	Beefeater London Dry Gin	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4B	570	Beefeater Dry	750	LTO
			56622	Beefeater Dry	1750	LTO
			209213	Beefeater London Dry Gin	1140	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5	19145	Mike's Hard White Freeze	473	
			19146	Palm Bay Rainbow Twist	473	
			553339	Smirnoff Berry Blast	473	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 6	14534	Twisted Tea Peach	473	LTO
			570283	Twisted Tea Original	473	LTO
			649194	Twisted Tea Half & Half	473	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 7	18	Heineken Lager (LCBO Warehouse)	6 × 330	Value Add	
			302810	Heineken (LCBO Warehouse)	6 × 500	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8	19148	Nutrl Vodka Soda Juic'D Blood Orange	473		
			19152	Sway Vodka Soda Raspberry Shimmy	355		
			19155	Ace Hill Strawberry Grapefruit Vodka Soda	355		
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 9	19980	Brickworks Ciderhouse Mix Pack (1950)	6 × 473	Value Add	
			394015	Brickworks Batch:1904 Cider (1950)	473		
			697318	Brickworks Ciderhouse Batch 1904 (1950)	6 × 473	Value Add	
			15415	Muskoka Tread Lightly (LCBO Warehouse)	473	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 10: Mini Thematic C	16465	Ace Hill Low-Cal Mexican Lager (196)	4 × 355		
			16769	Railway City - Train Reaction Cerveza (8447)	473	LTO	
			19608	Henderson Society Of Beer Drinking Ladies Pale Ale (766)	473	LTO	
			20454	Cowbell Brewing Co. Passion Fruit Punch (458)	473		
			21271	Downhill Pale Ale (4205)	473	LTO	
			481515	Bench Brewing Balls Falls Session IPA (798)	473	LTO	
			576892	Beyond The Pale Brewing Co. Yummy! (7672)	473	LTO	
			921296	Wellington Helles Lager (4826)	473	LTO	
<input type="checkbox"/>	<input type="checkbox"/>		End Aisle 11	34595	Patron Silver Tequila	750	LTO
				34603	Patron Anejo Tequila	750	LTO
		50088		Patron Reposado Tequila	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 12	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750		
			12385	Glenfiddich Single Malt 12 Year Old	750		
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 13	605972	Glenfiddich Single Malt 15 Year Old	750	LTO	
			217554	Captain Morgan Dark Rum	1140	Value Add	
			217653	Captain Morgan Original Spiced Rum	1140	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 14	217745	Captain Morgan White Rum	1140	Value Add	
			189217	Gibson's Finest Sterling Edition	750	LTO	
			215038	Gibson's Finest Sterling Edition	1750	LTO	
			215889	Gibson's Finest Sterling Edition Whisky	1140	LTO	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			225243	Stolichnaya Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 15	254631	Stolichnaya Elit Vodka	750	LTO
			272716	Stolichnaya Vodka	1750	LTO
			18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 16	481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO
			647644	Bread & Butter Cabernet Sauvignon	750	LTO
			496968	Michelob Ultra (275 TBS)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 17	558940	Miller Lite (275 TBS)	6 × 473	LTO
			617720	Corona Light (LCBO Warehouse)	6 × 330	
			11423	Dillon's The Professors Negroni 4 × 125 mL	500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 18	358556	Dillon's Gin 22 Unfiltered	750	LTO
			460071	Dillon's Cherry Gin	375	
			40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 19	336529	Black Tower Rivaner	1500	LTO
			429787	Bodacious Smooth White	1500	LTO
			12858	Waterloo Grapefruit Radler (275 TBS)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 20	139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing (27 TBS)	473	LTO
			697268	Belgian Moon Mango Wheat (275 TBS)	473	LTO
			11222	Freixenet Italian Rosé	750	
			12618	Stoneleigh Lighter Sauvignon Blanc	750	
			13776	Arche Fiano IGT	750	
			14388	Romeo Mimosa	750	
			14955	Martini Sparkling Rosé	750	
			18931	Chacabuco Malbec	1500	
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture	18942	Spade & Sparrows Rosé	750	
			18946	Sunny with a Chance of Flowers Pinot Noir	750	
			18947	Kim Crawford Illuminate Sauvignon Blanc	750	
			18948	Darling Cellars De-Alcoholised Rosé	750	
			18949	Gato Negro Red Blend Light	750	
			18950	Fresita Orange Sunset Sparkling Wine	750	
			18953	Pure Bright Chardonnay	750	
			18954	Barefoot Bubbly Pink Moscato Sparkling	750	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			18995	Bicycle Thief Red Blend	1500	
			19251	Henkell De-Alcoholized Sparkling	750	
			19253	JP. Chenet Fashion Pineapple Sparkling	750	
			19297	Girls' Night Out Tropicolada	750	
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture	19304	Cipriani Bellini	750	
			19444	Spade & Sparrows Pinot Noir	750	
			19534	Sun Goddess Sauvignon Blanc Friuli DOC	750	
			279455	Moët et Chandon Ice Imperial Champagne	750	
			644526	Girls' Night Out Raspberry Rosé Lemonade	750	
<input type="checkbox"/>	<input type="checkbox"/>	New & Seasonal		Please refer to the P3 worksheets		
			1487	Crown Royal Whisky	750	\$1.50 LTO + VA
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	217950	Crown Royal Whisky	1140	VA
			312801	Crown Royal Maple Finished	750	\$1.50 LTO + VA
			434092	Crown Royal Northern Harvest Rye	750	\$2.00 LTO + VA
			38927	Jura 12 Year Old Single Malt	750	\$10.00 LTO
			255281	Aberfeldy 12 Year Old	750	VA - attached to bottle
			438598	Dewar's 12 Year Old Scotch Whisky	750	\$3.00 LTO
			19158	Laphroaig Qtr. Cask	750	\$5.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	330803	Bowmore 12 Year Old	750	\$5.00 LTO
			204560	Highland Park 12 Year Old	750	\$5.00 LTO
			479980	Macallan Double Cask 12 Year Old	750	\$5.00 LTO
			107359	Auchentoshan 12 Year Old	750	VA - attached to bottle
			31112	Grant's Family Reserve (E-forecast)	750	VA - Gift Box (rep applied)

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			626390	Kim Crawford Pinot Noir	750	\$2.00 LTO
			292151	Louis M. Martini Sonoma County Cabernet Sauvignon	750	\$3.00 LTO
			462846	Columbia Crest Grand Estates Chardonnay	750	\$2.00 LTO
			985002	Catena Cabernet Sauvignon	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	121749	Taylor Fladgate 10-Year-Old Tawny Port	750	\$5.00 LTO
			145920	Marchesi de' Frescobaldi Tenuta di Castiglioni	750	\$3.00 LTO
			443945	El Gorú Monastrell/Syrah/Petit Verdot	750	\$1.00 LTO
			452672	Luigi Bosca Malbec	750	\$2.00 LTO
			479766	Zenato Ripassa Valpolicella Superiore	750	\$3.00 LTO
			19419	Baileys Deliciously Light (new product)	750	VA
			5959	Baileys Original Irish Cream	750	VA
			11248	Baileys Espresso	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table	193490	Baileys Original Irish Cream	1750	VA
			392308	Baileys Vanilla Cinnamon	750	VA
			400259	Baileys Salted Caramel	750	VA
			605956	Baileys Original Irish Cream	1140	\$2.00 LTO + VA
			15563	Somersby Apple Cider	473	
			15695	Bud Light Strawberry Lemonade	473	\$0.20 LTO
			15994	Muskoka Born This Way IPA	473	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	20075	Bud Light Mango	473	
			311779	Bud Light	6 × 473	\$1.00 LTO + VA
			466292	Ernest Dry Cider	473	
			19121	White Claw Hard Seltzer Watermelon	473	
			19151	Palm Bay Banana Berry	6 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	19110	Seagram Island Time Coconut Lime	355	
			19142	Cottage Springs Vodka Soda Wild Cherry	6 × 355	
			19252	Muskoka Spirits Peach & Blackcurrant	473	
			19156	Blue Lobster Vodka Soda Sour Cherry Lime	473	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Block Pile C	45898	Bacardi Superior White Rum (PET)	1750	\$1.00 LTO + VA
<input type="checkbox"/>	<input type="checkbox"/>		520312	Bacardi Gold Rum (PET)	1750	\$1.00 LTO + VA
			617688	Captain Morgan Original Spiced Rum	1140	\$1.50 LTO + VA
			492256	Tag No. 5 Vodka (PET)	1140	\$1.00 LTO + VA
		Block Pile D	21097	The Glenlivet 12 YO	750	\$3.00 LTO
			603050	The Glenlivet 15 YO	750	
<input type="checkbox"/>	<input type="checkbox"/>		635417	The Glenlivet Captains Reserve	750	
			410043	The Glenlivet Founders Reserve	750	\$1.00 LTO + VA
			21309	The Glenlivet Caribbean Reserve	750	VA
			474528	The Glenlivet Founder's Reserve	1140	VA
		Middle Nesting Table/ Celebration Fixture	650325	Kim Crawford Rosé	750	
			13293	Villa Maria Private Bin Chardonnay East Coast	750	\$2.00 LTO
			13295	Matua Hawke's Bay Sauvignon Blanc	1500	
			146548	Villa Maria Private Bin Pinot Noir Marlborough	750	\$3.00 LTO
			277731	Yealands Sauvignon Blanc Marlborough	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>		304469	Cloudy Bay Sauvignon Blanc	750	
			308288	Whitehaven Sauvignon Blanc	750	\$2.00 LTO
			316570	Oyster Bay Sauvignon Blanc	750	\$3.00 LTO
			324228	Stoneleigh Latitude Sauvignon Blanc	750	\$3.00 LTO
			417600	Riverlore Sauvignon Blanc Marlborough	750	\$2.80 LTO
		489112	Sacred Hill Marlborough Sauvignon Blanc	750	\$3.00 LTO	
		620054	Babich Sauvignon Blanc	750	\$2.00 LTO	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Flight A Beer Excitement Zone A	19167	Landshark Seltzer Pinapple Mango (LCBO Warehouse)	473	LTO + VA
			465385	Landshark Lager (275 TBS)	6 × 473	LTO + VA
<input type="checkbox"/>	<input type="checkbox"/>	Flight B Beer Excitement Zone A	20121	Great Lakes Brewery - Great Lakes Lager (1929)	473	
			20265	Flying Monkeys Worlds Away Modern Lager (6309)	473	
			617647	Amsterdam Blonde (3842)	568	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	19682	Muskoka Mimosa	473	
			20815	Cameron's Samurai Sour	473	
			20801	Nickel Brook Tongue Tied IPA	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	17846	Corona Extra	6 × 355	\$1.00 LTO
			17817	Corona Extra	6 × 473	VA
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	15778	Steam Whistle Pilsner Shandy (5577)	473	
			20181	Steam Whistle Partnership Pack (5577)	6 × 473	
			492017	Steam Whistle (5577)	6 × 473	LTO
			10296	High Road Brewing Bronan - Vermont style IPA	98	
			14280	Bellwoods Jelly King	99	
			16051	Bellwoods Brewery Jutsu Pale Ale	97	
			194431	Duvel Beer	98	
			357236	Chimay Blue Cap	100	
			385674	Side Launch Wheat Beer	97	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Rated Perpendicular Shelf Talkers	414946	Brewdog Punk IPA	96	
			442319	Collective Arts Stranger Than Fiction	96	
			480368	Muskoka Twice As Mad Tom IPA	97	
			483388	Beyond The Pale Aromatherapy IPA	99	
			556688	Collective Arts Life In The Clouds	95	
			575365	Beau's Full Time IPA	96	
			645416	Left Field Greenwood IPA	97	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			19366	Renaissance Voyager IPA		
			13343	Vox Populi Double Fruit Punch IPA		
			10153	Dubuisson Peche Mel Scaldis		
			356204	St Feuillien Saison		
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	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		
			244616	Sandbanks Rosé VQA	750	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	250217	Henry Of Pelham Pinot Grigio VQA	750	\$2.00 LTO
			469304	13th Street Burger Blend Riesling Pinot Grigio VQA	750	\$2.00 LTO
			529354	Pelee Island Pelee Pink VQA	750	\$2.00 LTO
			58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	303776	Rosehall Run Chardonnay VQA Liberated	750	
			613471	Henry Of Pelham Rosé VQA	750	
			648642	Sandbanks Smugglers White VQA	750	
			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	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	360222	Seven Falls Cellars Cabernet Sauvignon	750	\$3.00 LTO
			425488	Sella & Mosca Riserva Cannonau di Sardegna	750	\$2.50 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: May 29	18411	Altus Rise Wildlight Shiraz 2018	750	
			23259	Tommasi Rafaël Valpolicella Classico Superiore 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: June 12	437673	Balbás Crianza 2016	750	
			453647	William Hill Cabernet Sauvignon 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages LTO Program		Please refer to pg. 60 for participating products		
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	1578	Flat Rock Twisted White	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	515205	St Germain Elderflower Liqueur	200	\$1.00 LTO
			604934	Grey Goose Vodka	375	
<input type="checkbox"/>	<input type="checkbox"/>	Flex Space		Please refer to pg. 67 for participating products		
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	61408	Jagermeister	375	\$1.00 LTO + VA
			117101	Jagermeister	750	VA
			547646	Steam Whistle	6 × 341	
<input type="checkbox"/>	<input type="checkbox"/>	P2-4 Fireball Whisky Merchandiser	10946	Fireball Whisky	6 × 50	

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	95		
R1	Vodka A	486241 Nutrl Vodka	750	LTO											Y	Y
R2	Vodka B	137117 Russian Standard Vodka	750	LTO						Y	Y	Y	Y	Y	Y	Y
R3	Vodka C	53082 Alberta Pure Vodka (P.E.T)	1750	Value Add					Y	Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	216903 Banff Ice Vodka	1140	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	628990 Tito's Handmade Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	13589 Bacardi Lime	750	Value Add												Y
R7	Rum B	225698 The Kraken Black Spiced Rum	750	LTO							Y	Y	Y	Y	Y	Y
R8	Rum C	617688 Captain Morgan Original Spiced Rum	1140	LTO, Seasonal Block Pile C							Y	Y	Y	Y	Y	Y
R9	Rum D	398552 Bacardi Limon	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R10	Rum E	13588 Bacardi Gold	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	375568 Deanston Virgin Oak	750	LTO											Y	Y
R12	Canadian Whisky B	382861 Lot No. 40 Single Copper Pot Still Canadian Whsky	750	LTO							Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	573402 Bearface 7YO Triple Oak Canadian Whisky	750	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	472332 Wayne Gretzky Red Cask Whisky	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	403519 Crown Royal Apple	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	438598 Dewar's 12 Year Old	750	Mini Thematic, LTO							Y	Y	Y	Y	Y	Y
R17	Scotch B	217802 Johnnie Walker Black Label	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	216721 Tanqueray London Dry Gin	1140	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	535179 Carolans Irish Cream	375	LTO									Y	Y	Y	Y
R20	Liqueurs B	176834 Aperol	750	LTO, Value Add							Y	Y	Y	Y	Y	Y
R21	Liqueurs C	519298 Wayne Gretzky Cream Whisky	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	267187 Jose Cuervo Especial Gold	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	384867 Cognac Gautier VS	750	LTO												Y
R24	Brandy B	2253 Disaronno Amaretto	750	LTO, Value Add					Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	398479 1800 Reposado	750	LTO									Y	Y	Y	Y
R26	Ontario Blend A	289835 Peller Family Vineyards Dry White	1500	LTO							Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	669440 Peller Family Vineyards Shiraz	1500	LTO							Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	486001 XOXO Pinot Grigio Sangria	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	497248 Trius Chardonnay VQA	750	LTO									Y	Y	Y	Y
R30	Ontario Non-VQA B	470823 Pelee Island Merlot	750	LTO									Y	Y	Y	Y
R31	Ontario Non-VQA C	326256 Wayne Gretzky Pinot Grigio VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	355933 Black Cellar Shiraz Cabernet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	609875 Eastdell Black Cab VQA	750	LTO											Y	Y
R34	Ontario VQA B	414748 Sandbanks Summer White VQA	750	LTO										Y	Y	Y
R35	Australia/New Zealand A	226860 Wolf Blass Yellow Label Chardonnay	750	LTO											Y	Y
R36	Australia/New Zealand B	461525 19 Crimes Cabernet Sauvignon	750	LTO										Y	Y	Y
R37	Australia/New Zealand C	251876 Wolf Blass Yellow Label Cabernet Sauvignon	750	LTO							Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	265157 Jacob's Creek Moscato	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	541979 Three Thieves Pinot Grigio	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	
R40 USA B	308007	Menage A Trois Red	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41 Chile A	295139	Alamos Malbec	750	LTO								Y	Y	Y
R42 Chile B	647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	426718	Cesari Amarone Classico Doc	750	LTO										Y
R44 France Blend B	46946	Taylor Fladgate Late Bottled Vintage Port	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	472555	F Lurton Fumees Blanches Sauv BI Vdfrance	750	LTO									Y	Y
R46 France South B	99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	LTO, Wine Fridge				Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/Burgundy A	216887	Freixenet Carta Nevada Brut Cava	750	LTO									Y	Y
R48 Italy Central A	36822	Marques De Riscal White, Rueda	750	LTO									Y	Y
R49 Italy Central B	218040	Martini Bianco Vermouth	1000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	43588	Folonari Pink Pinot Grigio Venezia Igt	750	LTO					Y	Y	Y	Y	Y	Y
R51 Italy North B	122077	Georges Duboeuf Beaujolais-Villages	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	535641	Vicente Faria Animus Douro, Do	750	LTO										Y
R53 Southern Europe B	530261	Casal Garcia Vinho Verde, Do	750	LTO									Y	Y
R54 Germany A	141432	Sogrape Gazela Vinho Verde	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	253948	Martini & Rossi Asti	750	LTO								Y	Y	Y
R56 Sparkling B	639880	Bodacious Rosé	750	LTO				Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	17926	Sleeman 5 Point Citrus 0.5% (275 TBS)	6 × 355	LTO									Y	Y
R58 Ontario Beer B	296244	Guinness Draught (LCBO Warehouse)	4 × 440	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	13814	Shawn & Ed Lagershed Original (902)	473											Y
R60 Beer 2	15733	Mill Street Organic Pilsner (1950)	473					Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	16976	Budweiser Zero (275 TBS)	473	LTO				Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	15178	No Boats On Sunday Cider (LCBO Warehouse)	4 × 473	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	14618	Smirnoff Vodka & Soda White Peach Rosé	4 × 355	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	649442	Rev Grapefruit Watermelon	473	LTO				Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	14666	Nude Gin Soda Mixed Berry	473	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Community Extender 1	316844	Bombay Sapphire London Dry	750	LTO	Bacardi Canada Inc.
C2: Community Extender 2	54866	Bulleit Bourbon Frontier Whiskey	750	LTO	Diageo Canada Inc.
C3: Community Extender 3	6395	20 Bees Cabernet Merlot VQA	750	LTO	Trajectory Beverage Partners
C4: Community Extender 4	215343	Martini & Rossi Sweet Vermouth Red	1000	LTO	Bacardi Canada Inc.
C5: Community Extender 5	358838	Wakefield Promised Land Cabernet Sauvignon	750	LTO	Vin Vino Wine Merchants Inc.
C6: Community Extender 6	20362	Finlandia Vodka	750	LTO	PMA Canada Ltd.
C7: Community Extender 7	342246	Amarula Cream	750	LTO	PMA Canada Ltd.
C8: Community Extender 8	14910	Bushmills Irish Whiskey	750	LTO	Proximo Spirits Canada Inc.
C9: Community Extender 9	411751	Family Series Chardonnay VQA Peller Estates	1500	LTO	Andrew Peller Limited
C10: Community Extender 10	335174	Errazuriz Max Reserva Cabernet Sauvignon	750	LTO	Philippe Dandurand Wines Ltd.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	296574	Cottage Block Sauvignon BI Riesling VQA	750	LTO	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	593855	Astoria Prosecco La Robinia	750	LTO	Lifford Wine & Spirits Inc.
D3: Discovery Wines 3	15514	Frank Hellwig Shiraz Grenache	750	LTO	Arterra Wines Canada Inc.
D4: Discovery BSM 1	11300	Louis Cifer Coconut Lemongrass Thai-Pa (LCBO Warehouse)	473	LTO	Lifford Wine & Spirits Inc.
D5: Discovery BSM 2	4606	Vodka Mudshake Creamy Vanilla	4 x 270	LTO	Glazer's of Canada
D6: Discovery BSM 3	14918	Well Hibiscus Infused Lemonade	355	LTO	Sinnott Road Inc.
D7: Discovery Spirits 1	16549	Rumchata Limon	750	LTO	Glazer's of Canada
D8: Discovery Spirits 2	10393	Legent	750	LTO	Beam Suntory
D9: Discovery Spirits 3	397539	Boodles Gin	750	LTO	Proximo Spirits Canada Inc.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	322024	Adobe Reserva Merlot Organic	750	LTO	PMA Canada Ltd.

IMAGE Shelf Talkers

LCBO#	Description	Size (mL)	Support Program	Agent
18485	Stel + Mar California Rosé	750	Feature Fixture	Churchill Cellars Ltd.
19749	Teremana Blanco Tequila	750		Glazer's of Canada
19750	Teremana Reposado Tequila	750		Glazer's of Canada
19856	Kingston 62 White	1140		Forty Creek Distillery Ltd
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750		Konzelmann Estate Winery
198069	Chimay Premiere	750		Mcclelland Premium Imports
237644	Frisky Zebras Seductive Shiraz	750		Colio Estate Wines
277954	Campari Aperitivo	750	Value Add	Forty Creek Distillery Ltd
468512	Reyka Small Batch Vodka	750		PMA Canada Ltd.
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750		Authentic Seacoast Distilling Compa
541375	Erdinger Weissebier Can Format	500		Mcclelland Premium Imports
676106	Stiegl Bier	500		Mcclelland Premium Imports

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
570	Beefeater Dry	750	\$1.00	End Aisle
1487	Crown Royal	750	\$1.50	Entrance Table
1578	>(V)Twisted (Flat Rock Cellars)	750	\$2.00	Vintages Ontario Superstar
1743	Ruffino Chianti	750	\$2.00	
2253	Disaronno Amaretto	750	\$2.00	Shelf Extender, Value Add
4606	Vodka Mudshake Creamy Vanilla	4 × 270	\$1.00	Discovery Extender
4705	20 Bees Chardonnay Unoaked VQA	750	\$1.00	
6395	20 Bees Cabernet Merlot VQA	750	\$2.00	Comm. Extender
10393	Legent	750	\$5.00	Discovery Extender
10717	Carnivor Shiraz	750	\$2.00	Flex Space, Value Add
10886	Bar Dog Chardonnay	750	\$2.00	
11194	Sand Point Chardonnay	750	\$2.00	
11300	Louis Cifer Coconut Lemongrass Thai-Pa	473	\$0.25	Discovery Extender
11423	Dillon's The Professors Negroni 4 × 125 mL	500	\$2.00	End Aisle
11562	Niagara Cider Company No. 1 Dry Apple Cider	473	\$0.25	
11571	XOXO Rosé	750	\$1.00	Wine Fridge
12048	Bottega Grappa Alexander, Veneto, Italy	700	\$3.00	
12452	Bodega Toro Centenario Malbec	750	\$1.00	
12576	The Botanist	375	\$2.00	
12589	Canyon Road Sauvignon Blanc	750	\$1.00	
12649	Unwined Smooth Red	750	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
12858	Waterloo Grapefruit Radler	473	\$0.20	End Aisle
13293	Villa Maria Private Bin Chardonnay	750	\$2.00	Middle Nesting Table
13305	Solid Ground Cabernet Sauvignon	750	\$2.00	
13538	Mezzacorona Pinot Noir Vigneti Delle Dol Igt	750	\$3.00	
13588	Bacardi Gold	750	\$1.00	Shelf Extender
14353	Heretic Spirits Gin #1	750	\$3.00	
14479	Social Lite Bold Orange Vodka Soda	6 × 355	\$1.00	
14484	Arizona Hard Green Tea	473	\$0.25	
14534	Twisted Tea Peach	473	\$0.20	End Aisle
14618	Smirnoff Vodka & Soda White Peach Rosé	4 × 355	\$1.00	Shelf Extender
14666	Nude Gin Soda Mixed Berry	473	\$0.15	Shelf Extender
14681	Babe Rosé With Bubbles	250	\$0.25	FEM3
14910	Bushmills Irish Whiskey	750	\$1.50	Comm. Extender
14918	Well Hibiscus Infused Lemonade	355	\$0.50	Discovery Extender
15162	Reinhart's Strawberry Hibiscus Cider	473	\$0.30	
15178	No Boats On Sunday Cider	4 × 473	\$2.00	Shelf Extender
15415	Muskoka Tread Lightly	473	\$0.20	Mini Thematic
15514	Frank Hellwig Shiraz Grenache	750	\$2.00	Discovery Extender
15695	Bud Light Strawberry Lemonade	473	\$0.20	Seasonal Block Pile A
15880	Refined Fool Ontario Craft Lager	473	\$0.30	
15943	The Fishwives Club Sauvignon Blanc	750	\$1.00	
16079	Martini Fiero	750	\$2.00	Value Add
16549	Rumchata Limon	750	\$2.50	Discovery Extender
16769	Railway City - Train Reaction Cerveza	473	\$0.20	Mini Thematic
16778	Bask Crisp Rosé	750	\$1.00	
16976	Budweiser Zero	473	\$0.20	Shelf Extender
17472	Trius Baco Noir VQA	750	\$1.00	
17536	Colio Cellar Door Series Cabernet Sauvignon	750	\$1.00	
17819	Stella Artois	6 × 473	\$1.00	
17846	Corona Extra	6 × 355	\$1.00	EZH
17926	Sleeman 5 Point Citrus 0.5%	6 × 355	\$1.00	Shelf Extender
17932	Swish Gin Ddp	750	\$3.00	
18279	Beefeater Botanics Lemon & Ginger	750	\$2.00	End Aisle
18389	Girls' Night Out Rose VQA Bag In Box	3000	\$3.00	
18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	\$3.00	End Aisle
19158	Laphroaig Quarter Cask Single Islay Malt	750	\$5.00	Mini Thematic
19167	Landshark Seltzer Pinapple Mango	473	\$0.20	EZA

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
19608	Henderson Society Of Beer Drinking Ladies Pale Ale	473	\$0.25	Mini Thematic
20362	Finlandia Vodka	750	\$1.25	Comm. Extender
21097	The Glenlivet 12 Yr Malt	750	\$3.00	
21271	Downhill Pale Ale	473	\$0.20	Mini Thematic
22327	Jackson-Triggs Pinot Grigio	1500	\$1.50	
26906	Danzante Pinot Grigio Delle Venezie Igt	750	\$2.00	Wine Fridge
34595	Patron Silver Tequila	750	\$3.00	End Aisle
34603	Patron Anejo Tequila	750	\$5.00	End Aisle
36822	Marques De Riscal White, Rueda	750	\$2.00	Shelf Extender
38117	>V) Riesling Elevation St Urban (Vineland)	750	\$2.00	
38927	Jura 12 Year Old Single Malt	750	\$10.00	Mini Thematic
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	\$2.00	End Aisle
43588	Folonari Pink Pinot Grigio Venezia Igt	750	\$1.00	Shelf Extender
43703	Hennessy VSOP Cognac	750	\$5.00	
45898	Bacardi Superior White Rum (P.E.T)	1750	\$1.00	Seasonal Block Pile C
46946	Taylor Fladgate Late Bottled Vintage Port	750	\$2.00	Shelf Extender
50088	Patron Reposado Tequila	750	\$4.00	End Aisle
53678	Peninsula Ridge Sauvignon Blanc VQA	750	\$2.00	
54866	Bulleit Bourbon Frontier Whiskey	750	\$1.50	Comm. Extender
56622	Beefeater Dry	1750	\$1.00	End Aisle
61408	Jagermeister	375	\$1.00	Spirit Cold Room
64618	>Cabernet Franc (Featherstone)	750	\$1.00	
73148	Montalto Pinot Grigio Igt Sicily	750	\$1.00	
84210	Mill Street Original Organic Lager	6 × 341	\$1.50	
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	\$2.00	Shelf Extender, Wine Fridge
110031	Sandbanks Estate Dunes White VQA	750	\$1.00	
116327	Grey Goose La Poire Vodka	750	\$3.00	
121749	> 10 Years Old Tawny Port (Taylor Fladgate)	750	\$5.00	Mini Thematic
122077	Georges Duboeuf Beaujolais-Villages	750	\$2.00	Shelf Extender
129726	Fish Hoek Sauvignon Blanc	750	\$1.00	
134965	Open Riesling-Gewurztraminer VQA	750	\$1.00	Wine Fridge
137117	Russian Standard Vodka	750	\$1.50	Shelf Extender
139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing	473	\$0.20	End Aisle
141432	Sogrape Gazela Vinho Verde	750	\$1.00	Shelf Extender
141952	Pasqua Passimento Rosso Igt	750	\$2.00	
145417	Pelee Island Lighthouse Riesling VQA	750	\$2.00	
145920	>Tenuta Frescobaldi Di Castiglioni Toscana (Fre	750	\$3.00	Mini Thematic

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
146548	Villa Maria Private Bin Pinot Noir	750	\$3.00	Middle Nesting Table
164491	>(V) Chardonnay Unoaked (Fielding Estate)	750	\$1.00	
172643	>(V) Sketches Of Niagara Rosé (Tawse)	750	\$2.00	
176834	Aperol	750	\$2.00	Shelf Extender, Value Add
189217	Gibson's Finest Sterling Edition	750	\$2.50	End Aisle
204560	Highland Park 12 Yr Old Single Malt	750	\$5.00	Mini Thematic
209221	Absolut Vodka	1140	\$1.00	
210286	Russian Standard Vodka	1140	\$1.75	
211185	Rockstar Original	473	\$0.55	
212282	Luksusowa Vodka	1140	\$1.10	Value Add
215038	Gibson's Finest Sterling Edition	1750	\$2.55	End Aisle
215343	Martini & Rossi Sweet Vermouth Red	1000	\$1.00	Comm. Extender
215889	Gibson's Finest Sterling Edition Whisky	1140	\$2.20	End Aisle
215988	Luxardo Amaretto Di Saschira	750	\$3.00	
216721	Tanqueray London Dry Gin	1140	\$1.00	Shelf Extender
216887	Freixenet Carta Nevada Brut Cava	750	\$1.00	Shelf Extender
217653	Captain Morgan Original Spiced Rum	1140	\$1.50	End Aisle
217802	Johnnie Walker Black Label	1140	\$4.00	Shelf Extender
218040	Martini Bianco Vermouth	1000	\$1.00	Shelf Extender
225243	Stolichnaya Vodka	750	\$1.00	End Aisle
225698	The Kraken Black Spiced Rum	750	\$1.50	Shelf Extender
226860	Wolf Blass Yellow Label Chardonnay	750	\$2.50	Shelf Extender
227413	Iceberg Vodka	1140	\$1.00	End Aisle
244186	Collingwood Whisky	750	\$3.00	
244616	Sandbanks Rosé VQA	750	\$1.00	goLOCAL
250134	Sortilege	750	\$3.00	
250217	Henry Of Pelham Pinot Grigio VQA	750	\$2.00	goLOCAL
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	Shelf Extender
253856	Luccarelli Primitivo Puglia Igt	750	\$1.00	
253948	Martini & Rossi Asti	750	\$1.50	Shelf Extender
254631	Stolichnaya Elit Vodka	750	\$10.00	End Aisle
260307	Hollandia Lager Beer	500	\$0.20	
265157	Jacob's Creek Moscato	750	\$2.00	Shelf Extender
267187	Jose Cuervo Especial Gold	750	\$2.00	Shelf Extender
268375	Henry Of Pelham Riesling VQA	750	\$2.00	
270934	Jackson-Triggs Shiraz Bag In Box	4000	\$3.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
272716	Stolichnaya Vodka	1750	\$1.45	End Aisle
273110	Canadian Club & Ginger Ale	473	\$0.25	
275099	Jackson-Triggs Vidal Bag In Box	4000	\$1.00	
276170	Pelee Island Blanc De Blanc VQA	750	\$1.00	
277731	Yealands Sauvignon Blanc Marlborough	750	\$2.00	Middle Nesting Table, Wine Fridge
279521	Red House Wine Co. Baco Cabernet Sauv VQA	750	\$2.00	
289496	Cardhu Single Malt Scotch	750	\$5.00	End Aisle
289835	Peller Family Vineyards Dry White	1500	\$1.50	Shelf Extender
291278	Johnnie Walker Gold Reserve	750	\$5.00	End Aisle
292151	>(V) Cab Sauvignon Sonoma Louis M. Martini	750	\$3.00	Mini Thematic
295139	Alamos Malbec	750	\$2.00	Shelf Extender
296244	Guinness Draught	4 × 440	\$1.00	Shelf Extender
296574	Cottage Block Sauvignon BI Riesling VQA	750	\$1.00	Discovery Extender
298505	La Vieille Ferme Luberon Blanc Aoc	750	\$1.50	
300681	Coors Light	6 × 473	\$1.55	
302810	Heineken	6 × 500	\$1.20	End Aisle
307744	O'Leary Cabernet Merlot VQA	750	\$1.00	
308007	Menage A Trois Red	750	\$2.00	Shelf Extender
308288	Whitehaven Sauvignon Blanc	750	\$2.00	Middle Nesting Table, Wine Fridge
311779	Bud Light	6 × 473	\$1.00	Seasonal Block Pile A
311928	Canadian Club Classic 12 Year Old	750	\$3.00	Value Add
312801	Crown Royal Maple Finished	750	\$1.50	Entrance Table
316570	>(V) Oyster Bay Sauvignon Blanc Marlborough	750	\$3.00	Middle Nesting Table
316844	Bombay Sapphire London Dry	750	\$1.00	Comm. Extender
322024	Adobe Reserva Merlot Organic	750	\$2.00	Green Extender
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	\$3.00	Middle Nesting Table, Wine Fridge
326256	Wayne Gretzky Pinot Grigio VQA	750	\$1.00	Shelf Extender
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00	Mini Thematic
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	
331280	Zywiec Beer	500	\$0.20	
335174	Errazuriz Max Reserva Cabernet Sauvignon	750	\$3.00	Comm. Extender
336529	Black Tower Rivaner	1500	\$2.00	End Aisle
338343	St-Ambroise Apricot Wheat Ale	473	\$0.35	
342246	Amarula Cream	750	\$3.00	Comm. Extender
355933	Black Cellar Shiraz Cabernet	750	\$1.00	Shelf Extender
358184	Tanqueray Rangpur Gin	750	\$3.00	
358556	Dillon's Gin 22 Unfiltered	750	\$5.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
358754	Flagstone Poetry Cabernet Sauvignon	750	\$2.00	
358838	Wakefield Promised Land Cabernet Sauvignon	750	\$2.00	Comm. Extender
360222	>Ste Michelle Seven Falls Cabernet Sauvignon	750	\$3.00	VL1
364349	Tomatin 12YO Highland Single Malt	750	\$5.00	
365924	>(V)Combe Aux Jacques Beauj-Vill (Jadot)	750	\$2.00	
375568	Deanston Virgin Oak	750	\$5.00	Shelf Extender
377275	Innis & Gunn Lager	500	\$0.30	
381970	Smirnoff Lime Flavoured Vodka	750	\$1.00	End Aisle
382861	Lot No. 40 Single Copper Pot Still Canadian Whisky	750	\$3.00	Shelf Extender
384867	Cognac Gautier VS	750	\$3.00	Shelf Extender
386789	Casamigos Tequila Blanco	750	\$5.00	
391300	Ch Des Charmes Sauvignon Blanc VQA	750	\$1.00	
392225	Robert Mondavi Private Selection Cab/Sav	750	\$3.00	
392647	Carnivor Cabernet Sauvignon	750	\$2.00	Flex Space, Value Add
397539	Boodles Gin	750	\$1.00	Discovery Extender
398479	1800 Reposado	750	\$2.00	Shelf Extender
398552	Bacardi Limon	750	\$1.00	Shelf Extender
398693	Naughty Neighbour American Pale Ale	473	\$0.25	
400598	Norton Privada Lic	750	\$2.00	
401315	Jose Cuervo Especial Silver	1140	\$3.00	
402818	Flor De Cana Grand Reserva 7 Rum	750	\$2.00	Value Add
403519	Crown Royal Apple	750	\$2.00	Shelf Extender
409490	Singleton Of Dufftown 12 Year Old	750	\$4.00	End Aisle
411751	Family Series Chardonnay VQA Peller Estates	1500	\$2.00	Comm. Extender
413070	Two Oceans Sauvignon Blanc	1500	\$2.00	Flex Space, Wine Fridge
413179	>(V) Amarone CI Valpolicella (Zenato)	750	\$3.00	
413294	Grey Goose Le Citron	750	\$3.00	
414748	Sandbanks Summer White VQA	750	\$2.00	Shelf Extender
417600	Riverlore Sauvignon Blanc Marlborough	750	\$2.80	Middle Nesting Table
420463	Two Oceans Moscato	750	\$2.00	Flex Space
425488	>(V)Cannonau Riserva Sardinia (Sella& Mosca)	750	\$2.50	VL1
426718	Cesari Amarone Classico Doc	750	\$4.00	Shelf Extender
429787	Bodacious Smooth White	1500	\$2.00	End Aisle
434092	Crown Royal Northern Harvest Rye	750	\$2.00	Entrance Table
438598	Dewar's 12 Year Old	750	\$3.00	Mini Thematic, Shelf Extender
443945	>(V) Goru (Gsd Winesl)	750	\$1.00	Mini Thematic
445825	Jacob's Creek Moscato Rosé Sparkling	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
446559	Georgian Bay Vodka	750	\$1.50	Value Add
447953	Fireball Whisky Shooter	750	\$3.00	
448779	Crazy Uncle Hard Root Beer For Grown Ups	473	\$0.25	
452615	Herradura Reposado Tequila	750	\$5.00	
452672	>(V) Luigi Bosca Malbec	750	\$2.00	Mini Thematic
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	Shelf Extender
462846	>Columbia Crest Grand Estates Chardonnay	750	\$2.00	Mini Thematic
463521	Dixon's Wicked Licorice Gin Ddp	750	\$5.00	
465385	Landshark Lager	6 × 473	\$1.00	EZA, Value Add
469304	13th Street Burger Blend Ries. P. Grigio VQA	750	\$2.00	goLOCAL
470823	Pelee Island Merlot	750	\$1.00	Shelf Extender
472332	Wayne Gretzky Red Cask Whisky	750	\$5.00	Shelf Extender
472555	F Lurton Fumees Blanches Sauv BI Vdfrance	750	\$2.00	Shelf Extender
479766	> (V) Ripassa Valpolicella Sup (Zenato)	750	\$3.00	Mini Thematic
479980	Macallan 12 YO Double Cask	750	\$5.00	Mini Thematic
481515	Bench Brewing Balls Falls Session IPA	473	\$0.20	Mini Thematic
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	End Aisle
485144	Inniskillin Sauvignon Blanc Niagara Est Series VQA	750	\$2.00	
485169	Colio Blush Rosé	1500	\$1.00	
486001	XOXO Pinot Grigio Sangria	750	\$1.00	Shelf Extender
486241	Nutrl Vodka	750	\$3.00	Shelf Extender
489112	Sacred Hill Marlborough Sauvignon Blanc	750	\$3.00	Middle Nesting Table
491514	Jaw Drop Flashing Peaches	473	\$0.25	
491746	Cabana Coast Moscow Mule	473	\$0.25	
492017	Steam Whistle	6 × 473	\$1.00	EZD
492256	Tag No.5 Vodka (P.E.T)	1140	\$1.00	Seasonal Block Pile C
492355	Long Weekend Chardonnay Pinot Grigio VQA Bib	3000	\$5.00	
493098	Dillon's Absinthe	750	\$5.00	
493486	Breezer Tropical Orange Smoothie	6 × 355	\$1.00	
496968	Michelob Ultra	6 × 473	\$1.00	End Aisle
497248	Trius Chardonnay VQA	750	\$1.00	Shelf Extender
497487	Sierra Nevada Ale	473	\$0.20	
498279	El Jimador Reposado	1140	\$3.00	
498386	Bacardi Raspberry	750	\$1.00	
506741	Kronenbourg 1664	500	\$0.25	
507467	Josh Cellars Legacy Red	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
515205	St Germain Elderflower Liqueur	200	\$1.00	CE1
518753	D'Ont Poke The Bear White VQA	750	\$1.00	
519298	Wayne Gretzky Cream Whisky	750	\$3.00	Shelf Extender
520312	Bacardi Gold	1750	\$1.00	Seasonal Block Pile C
525188	Peroni Nastro Azzurro	6 × 330	\$1.00	
529354	Pelee Island Pelee Pink VQA	750	\$2.00	goLOCAL
530261	Casal Garcia Vinho Verde, Do	750	\$1.00	Shelf Extender
533307	Silk & Spice Red	750	\$2.00	
534925	Grolsch Pilsner	6 × 500	\$1.00	
535179	Carolans Irish Cream	375	\$1.00	Shelf Extender
535641	Vicente Faria Animus Douro, Do	750	\$2.00	Shelf Extender
536789	Golden Pheasant Beer	500	\$0.25	
537605	Nicolas Feuillatte Brut Champagne	750	\$5.00	
541243	Creemore Springs Premium Lager	6 × 473	\$1.25	
541979	Three Thieves Pinot Grigio	750	\$2.00	Shelf Extender
544833	Miller Genuine Draught	6 × 355	\$1.30	
545004	>(V) Mission Hill Reserve Chardonnay VQA	750	\$3.00	
556712	Girls' Night Out White Sangria	750	\$1.00	
558940	Miller Lite	6 × 473	\$1.00	End Aisle
560532	Strongbow Cider	500	\$0.25	
563122	Fat Bastard Syrah Pays D'Oc	750	\$2.00	
564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	\$2.00	Wine Fridge
569905	Carnivor Zinfandel	750	\$2.00	Flex Space, Value Add
570283	Twisted Tea Original	473	\$0.20	End Aisle
572800	Beringer Brothers Bourbon Barrel Red Blend	750	\$3.00	
573147	>(V)Chardonnay VQA Niagara (Malivoire)	750	\$2.00	
573402	Bearface 7YO Triple Oak Canadian Whisky	750	\$5.00	Shelf Extender
575001	Wild Turkey Longbranch	750	\$5.00	
575662	Revel Cab Noir Dark Red VQA	750	\$2.00	
576892	Beyond The Pale Brewing Co. Yummy!	473	\$0.20	Mini Thematic
582775	Baf Heritage Du Conseiller Pinot Noir	750	\$2.00	
589028	Peller Family Vineyards Rosé Bag In Box	4000	\$1.45	
593855	Astoria Prosecco La Robinia	750	\$2.00	Discovery Extender
593905	Kittling Ridge White Zinfandel Vidal	1500	\$1.25	
603050	The Glenlivet French Oak Reserve 15 Year Old	750	\$5.00	Block Pile D
605063	Buffalo Trace Bourbon	750	\$3.00	
605600	Grand Marnier Cordon Rouge	1140	\$4.00	
605956	Baileys Irish Cream Liqueur	1140	\$2.00	Front Nesting Table, Value Add

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
605972	Glenfiddich Single Malt 15 Year Old	750	\$5.00	End Aisle
609875	Eastdell Black Cab VQA	750	\$2.00	Shelf Extender
611392	Mott's Clamato Caesar Extra Spicy	6 × 341	\$1.00	
613497	Moosehead Lager	473	\$0.25	
617688	Captain Morgan Original Spiced Rum	1140	\$1.50	Shelf Extender, Seasonal Block Pile C
620054	Babich Sauvignon Blanc	750	\$2.00	Middle Nesting Table
620096	Angels Gate Cabernet Merlot VQA	750	\$2.00	
620617	Collavini Pinot Grigio	1500	\$3.50	
620989	Hoya De Cadenas Reserva, Utiel-Requena	750	\$1.50	
626390	>Kim Crawford Marlborough Pinot Noir	750	\$2.00	Mini Thematic, Flex Space
628289	Philippe De Rothschild Pinot Noir Pays D'Oc	750	\$2.00	
628990	Tito's Handmade Vodka	1140	\$2.00	Shelf Extender
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	Value Add
633305	Woodbridge By Robert Mondavi Chardonnay	1500	\$3.00	
634899	Dixon's Wicked Citrus Gin	750	\$2.00	
635227	Liberty Village Dry Cider	473	\$0.25	
638130	Dillon's Vodka	750	\$4.00	
638189	Prairie Organic Vodka	750	\$5.00	
639880	Bodacious Rosé	750	\$1.00	Shelf Extender
647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	\$2.00	Shelf Extender
649186	Hey Y'All Southern Style Hard Iced Tea	458	\$0.25	
649194	Twisted Tea Half & Half	473	\$0.20	End Aisle
649343	Smirnoff Ice Light Original	4 × 355	\$1.00	
649442	Rev Grapefruit Watermelon	473	\$0.25	Shelf Extender
666040	Nutrl Vodka Soda Pineapple	473	\$0.15	
669440	Peller Family Vineyards Shiraz	1500	\$2.00	Shelf Extender
676775	Lech Beer	500	\$0.15	
695080	Hardys Stamp Series Shiraz/Cabernet	1500	\$2.00	
697268	Belgian Moon Mango Wheat	473	\$0.25	End Aisle
905976	Budweiser	473	\$0.20	
921296	Wellington Helles Lager	473	\$0.25	Mini Thematic
921478	Pabst Blue Ribbon	6 × 355	\$0.55	
951319	>(V) Pinot Grigio Bollini (Empson)	750	\$2.00	Wine Fridge
958975	> Mer Soleil Chardonnay Oaked Monterey County	750	\$2.00	
985002	>(V) Catena Cabernet Sauvignon Mendoza	750	\$2.00	Mini Thematic
991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	\$2.00	Flex Space

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
307	Seagrams V.O.	750	Southern Comfort 50 mL	307
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	620
2196	Captain Morgan Dark Rum	750	Liquid VA	2196
6106	Kronenbourg 1664	6 × 330	L'atelier Concept	6106
12476	Prince Igor Vodka (P.E.T)	1140	Prince Igor Extreme 50 mL	12476
14915	Dillon's Rye Whisky	750	Bitters	14915
17817	Corona Extra	6 × 473	Buy 2 Corona 6 × 473 mL & receive a free Corona Hammock	17817
19894	Cracked Canoe	6 × 473	Bacardi Value Add	19894
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 × 50 mL	34637
53082	Alberta Pure Vodka (P.E.T)	1750	Canadian Club 1858 2 × 50 mL	53082
216903	Banff Ice Vodka	1140	Canadian Club 1858 2 × 50 mL	216903
216978	Seagrams V.O.	1140	Fireball 50 mL	216978
217554	Captain Morgan Dark Rum	1140	Liquid VA	217554
229583	Kronenbourg 1664 Blanc	6 × 330	L'atelier Concept	229583
242339	Alberta Pure Vodka	1140	Canadian Club 1858 50 mL	242339
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	Liquid VA	318709
350207	Forty Creek Copper Pot Reserve Whisky	1140	Appleton Estate 8YO 50 mL	350207
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL	398016
422345	Moosehead Lager	6 × 473	Bacardi 50 mL	422345
454462	Banff Ice Vodka	1750	Summit 2 × 50 mL	454462
481614	Ciroc Apple	750	Liquid VA	481614
500546	Captain Morgan Original Spiced Rum	1750	Liquid VA	500546
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL	517136
550715	Forty Creek Barrel Select	750	Forty Creek Copper Pot 50 mL	550715
573972	Kronenbourg Blanc Fruit Rouges	6 × 330	L'atelier Concept	573972

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
18	Heineken Lager	6 × 330	Euro Glass
307	Seagrams V.O.	750	Southern Comfort 50 mL
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL
984	Alberta Premium Whisky	750	Flask
2253	Disaronno Amaretto	750	Disaronno Velvet 50 mL
5959	Baileys Irish Cream	750	Spotlight Coffee VA
6106	Kronenbourg 1664	6 × 330	L'atelier Concept
7880	Johnnie Walker Black 12 Yr	750	Father's VA
10717	Carnivor Shiraz	750	Carnivor Grill Mat
11248	Baileys Espresso	750	Spotlight Coffee VA
11850	Buffalo Trace Bourbon	375	Wheatley 50 mL
12476	Prince Igor Vodka (P.E.T)	1140	Prince Igor Extreme 50 mL
13295	Matua Hawke's Bay Sauvignon Blanc	1500	Wireless Speaker
13589	Bacardi Lime	750	355 mL Bacardi Mojito Slim Can
13909	Georgian Bay Canadian Whisky Ddp	750	Smash RTD Can Gift with Purchase or Glassware
14915	Dillon's Rye Whisky	750	Bitters
15440	Dab Ultimate Low Carb Beer	3000	Beer Can Coozie
16079	Martini Fiero	750	200 mL Martini Prosecco
17817	Corona Extra	6 × 473	Buy 2 Corona 6 × 473 mL & receive a free Corona Hammock
18574	Jim Beam Honey	750	Jim Beam Honey 50 mL
18575	Jim Beam Red Stag	750	Jim Beam Honey 50 mL
18859	Silent Pool Gin	750	Silent Pool Gin 50 mL
19167	Landshark Seltzer Pinapple Mango	473	Beach Paddle Ball Set
19239	Porta 6 White	750	Pic Nic Wine Glass
19419	Baileys Deliciously Light	750	Spotlight Coffee VA
19894	Cracked Canoe	6 × 473	Bacardi Value Add
19980	Brickworks Ciderhouse Mix Pack	6 × 473	Free Tote Bag with Purchase
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	David's Tea
31112	Grant's Family Reserve	750	Father's Day Gift Bag
31757	Smirnoff Vodka (P.E.T)	750	Liquid VA
31930	Seagrams V.O.	1750	Fireball 2 × 50 mL
34637	Canadian Club Premium	1750	Canadian Club 100% Rye 2 × 50 mL
40196	Luxardo Sambuca Dei Cesari	750	Amaretto 50 mL
53082	Alberta Pure Vodka (P.E.T)	1750	Canadian Club 1858 2 × 50 mL
53140	Havana Club 7 Years Old	750	Havana Club Smoky 50 mL
71647	Polar Ice Vodka (P.E.T)	750	BBQ Apron

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
366633	Ron Diplomatico Reserva Exclusiva Rum	750	Free Gift Tin
369801	Mount Gay Eclipse Rum	1 140	VA Boat Key Chain
381228	Ciroc Coconut	750	Liquid VA
381954	Smirnoff Citrus Flavoured Vodka	750	Liquid VA
382002	Smirnoff Raspberry Flavoured Vodka	750	Liquid VA
382580	Meukow Cognac VS	750	Cocktail Reipe
383059	Sleeman Original Draught	6 × 473	Sleeman Clear 2.0 Peach 355 mL
390583	Canadian Club 100% Rye	750	Golf Tee's
392308	Baileys Vanilla Cinnamon	750	Spotlight Coffee VA
392647	Carnivor Cabernet Sauvignon	750	Carnivor Grill Mat
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL
400259	Baileys Salted Caramel	750	Spotlight Coffee VA
402818	Flor De Cana Grand Reserva 7 Rum	750	Sugar Cane Straws
405845	Evan Williams Black Label Bourbon Whiskey	750	Carolans 50 mL
408286	Lolea No 1 Red Sangria Spain	750	Neck hanger w/ Bottle Opener
410043	The Glenlivet Founder's Reserve Scotch Whisky	750	David's Tea
417576	Stock 84 Spirit	1 140	Flask
419515	Smirnoff Grapefruit	750	Liquid VA
420083	Jim Beam Red Stag Black Cherry	750	Jim Beam Honey 50 mL
422345	Moosehead Lager	6 × 473	Bacardi 50 mL
425678	Jim Beam Honey	750	Jim Beam Honey 50 mL
432732	Bodacious Smooth Red Bag In Box	4000	Receive a Free Bodacious Moscato Rose 250 mL can with the purchase of select 4L Bodacious wines
438960	Canadian Club 100% Rye	1 140	Golf Tees
439620	Sour Puss Pineapple Coconut Liquor	750	VA Drink Pouch
446559	Georgian Bay Vodka	750	Smash Can RTD Gift with Purchase OR Glassware Collectible Designed by Local Artist
446823	Ciroc Pineapple	750	Liquid VA
451195	Jose Cuervo Especial Gold Tequila	1 750	Jose Cuervo 2 × 50 mL
465385	Landshark Lager	6 × 473	Beach Paddle Ball Set
474528	The Glenlivet Founder's Reserve Scotch Whisky	1 140	David's Tea
479881	Lagavulin 8 YO	750	Nosing Glass
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	Sleeman Clear 2.0 Peach 355 mL
486712	Noxx & Dunn Straight Barrel Florida Rum	750	TAG 50 mL
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL
518670	Sour Puss Raspberry Liquor	750	VA Drink Pouch
518688	Sour Puss Apple Liquor	750	VA Drink Pouch

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
523688	Bodacious Smooth White Bag In Box	4000	Receive a Free Bodacious Moscato Rose 250 mL can with the purchase of select 4L Bodacious wines
542910	Top Shelf Gin	750	Top Shelf Vodka 50 mL
544155	Iceberg Vodka	1750	Can of Sapsucker
545194	Top Shelf Vodka	750	Top Shelf Gin 50 mL
550715	Forty Creek Barrel Select	750	Forty Creek Copper Pot 50 mL
569905	Carnivor Zinfandel	750	Carnivor Grill Mat
573972	Kronenbourg Blanc Fruit Rouges	6 × 330	L'atelier Concept
600833	Pitu Cachaca	750	TBC
601518	Sour Puss Blue Liquor	750	VA Drink Pouch
605956	Baileys Irish Cream Liquor	1140	Spotlight Coffee VA
628214	Black Cellar Whisky Aged Wine	750	Wayne Gretzky Red Cask Whisky 50 mL
633271	Gosling's Bermuda Black Seal Rum	750	Ginger Beer
636209	Roku Gin	750	Hibiscus Cocktail Mix
638486	Haku Vodka	750	Bamboo Straws
666867	Bavaria Premium Value Beer	6 × 500	Beer Can Coozie
666875	Dab Original	6 × 500	Bonus Nab can with Purchase
669408	Wolfhead Coffee Whisky Liqueur	750	Mini Bottle
697318	Brickworks Ciderhouse Batch 1904	6 × 473	Free Tote Bag with Purchase
698159	Magnotta Pinot Noir Venture Series VQA	750	187 mL bottle Venture Pinot Grigio
907758	Bulldog Gin	750	Buy with Campari & Cinzano, receive \$10 LCBO Gift Card

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
75663	Alianca Vinho Verde	750	Coasters
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	Auchentoshan American Oak 50 mL
114934	Golden Wedding (P.E.T)	1750	xxxx 50 mL
129940	Aviation Gin	750	VA Sunglasses
131391	Smirnoff Vodka (P.E.T)	1140	Liquid VA
176834	Aperol	750	Riccadonna Prosecco 200 ml
187088	PJ's Original Cream (Panama)	750	Whisky 50 mL
193490	Baileys Irish Cream	1750	Spotlight Coffee VA
209213	Beefeater London Dry Gin	1140	Beefeater Botanics 50 mL
214056	Girls' Night Out Pineapple Mango Tango	1500	Facemask
215251	Cinzano Rosso Sweet Vermouth	1000	Buy with Campari & Bulldog, Recieve \$10 LCBO Gift Card
215616	Jack Daniel's Tennessee Whiskey	1140	Woodford Reserve 50 mL
216226	Alberta Premium Whisky	1140	Flask
216655	Absolut Vodka	1750	Absolut Juice Pear 2 × 50 mL
216820	Finlandia Vodka	1140	Jack Apple 50 mL
216978	Seagrams V.O.	1140	Fireball 50 mL
217745	Captain Morgan White Rum	1140	Liquid VA
217794	Johnnie Walker Red Label	1140	Liquid VA
225250	Stolichnaya Vodka	1140	Pride Mule Mug with cocktail recipe
229583	Kronenbourg 1664 Blanc	6 × 330	L'atelier Concept
255281	Aberfeldy 12 Year Old	750	Bespoke Aberfeldy Cocktail Vessel
263780	Licor 43	750	Mini-Beer Glasses 5cl
277954	Campari Aperitivo	750	Buy with Bulldog & Cinzano, recieve \$10 LCBO Gift Card
293043	Stoneleigh Marlborough Sauvignon Blanc	750	McEwan Salt
295022	Two Oceans Pinot Grigio	750	Wine Glass
304469	>(V) Cloudy Bay Sauvignon Blanc Marlborough	750	Stemless Wine Glass
311928	Canadian Club Classic 12 Year Old	750	Canadian Club 100% Rye 50 mL
311936	Canadian Club Classic 12 Year Old	1140	Canadian Club Apple 50 mL
311944	Canadian Club Classic 12 Year Old	1750	Canadian Club 1858 50 mL
324863	Jim Beam Black Kentucky Bourbon Aged 6 Years	750	Jim Beam Honey 50 mL
326009	Knob Creek Bourbon	750	Bandana
334110	Ciroc Peach	750	Liquid VA
334128	Ciroc Red Berry	750	Liquid VA
340398	Two Oceans Cabernet Sauvignon Merlot	750	Wine Glass
350207	Forty Creek Copper Pot Reserve Whisky	1140	Appleton Estate 8YO 50 mL
350397	Banff Ice Vodka	750	Canadian Club 1858 50 mL

Necktags

LCBO#	Description	Size (mL)	NT Approved
17437	Woodbridge By Robert Mondavi Cab Sauvignon Tetra	500	New!
17559	Disaronno Velvet	750	Drink Serve
18483	Longshot Rosé	750	Longshot + YETI Father's Day Contest
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	New 500mL Tetra Size
211110	Wyborowa Vodka	1140	Meet the Polish Rye, DOC
212282	Luksusowa Vodka	1140	Luksusonic, DOC
215814	Codorniu Brut Clasico Sparkling	750	Tapas Day Pairing
217257	Sailor Jerry Spiced Rum	1140	Tiki Theme
314856	Fireball Whisky Shooter	1140	Made In Canada
385286	Iceberg Vodka (P.E.T)	375	Text to Win
442491	Fantini Farnese Numero Uno Primitivo Igp	750	New Package/New Low Price
456350	Fireball Cinnamon Whisky	1750	Made In Canada
572453	Adesso Merlot D'Italia	750	New Low Price
572461	Adesso Chardonnay D'Italia	750	New Low Price
591701	Argento Chardonnay	750	New Low Price
633347	Longshot Cabernet Sauvignon	750	Longshot + YETI Father's Day Contest
633354	Longshot Pinot Grigio	750	Longshot + YETI Contest
943787	>(V) Wakefield Estate Shiraz Clare Valley	750	Ultimate Staycation Paddleboard & Kayak Contest

My Store #



Kudos to Store #411 for creating an engaging and inviting shopping experience!

PERIOD 3

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MAY 23 Start of Period 3  Install Brand Spotlight Nesting Tables	24  Victoria Day Stores Closed LTO START DATE	25	26	27	28	29
30	31	JUNE 1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19 End of Period 3 

LCBO