



**SUMMER
HOT LIST**

**Period 5 Marketing & Product Guide
JULY 18 - AUGUST 14, 2021**

Period 5

Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 5

New for Period 5

Brand Spotlight Programs

- Feature Fixture:** New Summer Wines (New signage and products for P5)
- New & Seasonal Fixture:** Summer Rosé (New signage for P5)
- Entrance Table/Cocktail of the Month:** Jungle Bird
- Mini Thematic A:** Hot Gift: Trendy Gin
- Mini Thematic B:** Hot Gift: Cool White Wine
- Mini Thematic C:** Keeping it Local: Summer Styles
- Front Nesting Table:** Summer by the Batch (Signage and products must remain in place for P5-6)
- Block Pile A:** Guinness + BBQ
- Block Pile B:** RTD
- Block Pile C:** Hot Deals for your Patio Bar (New products for P5. Signage must remain in place for P5-6)
- Block Pile D:** Go Natural
- Middle Nesting Table/Celebration Fixture:** Bring Australia To Your Barbecue

Beer Programs

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

Other Programs

- Premium & Standard EA1-4 Backer Cards
- Exterior Banners, Window Show Cards, Transparencies
- EA 5-20 Backer Cards
- Flex Space
- Front End Merchandiser
- The Cold Room Spirits Display
- On Shelf

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

Unchanged from Period 4

Refer to the Period 3/4 MPG for signage and product information.

- P3-6 Local Product Program
- Special Promotions Fixture
- 8-pack Beer Carrier
- Beer Branded Ends
- Beer Rated Perpendicular Shelf Talkers
- Shopping Cart Sign
- Wine Fridge Turn 1 (P3-P6)
- Responsible Service Program
- Operational Signage: COVID-19 & Social Distancing Signage (Search "COVID Jan2021" on the Portal for the latest instructions.)

Period 3-6

LOCAL PRODUCT PROGRAM

Continue to display the Local in-store signage that was sent out to stores in PT3.

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/VQA 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 P5 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)

Local VQA Wines END AISLE

Overview

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

Key Dates (P3 - P6)

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**.

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



Participating Stores

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

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

Product Selection

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



Merchandising Instructions

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



Local VQA Wines Example

Signage Components

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

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.

Participating Stores

Stores that participate in both the 8-Pack beer program and End Aisle B in the Beer Excitement Zone. Please refer to the Participation Lookup page on the Portal for information.

Product Selection

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

Merchandising Instructions

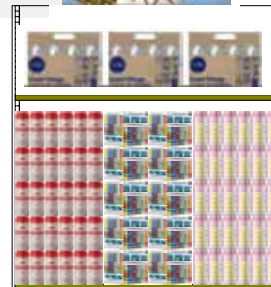
- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer and Cider products in the middle of the top shelf.
- Continue to merchandise the "Beers For Your Hot List" backer card until the end of Period 6.

Key Dates (July 18 - August 14, 2021)

Signage Components

- "Beers For Your Hot List" Backer Card
ENG / BIL (Re-order # DMS-22P3-EZ4)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

Continue to merchandise the "Beers For Your Hot List" backer card until the end of Period 6.



Period 5 Products (Product assortment will change in P6)

Location	LCBO#	Description	Supplying Source / Distributor
B New/Seasonal (EA - EZB)	20831	Refined Fool, Ipa Fun Box, Summer Edition 6 X 473 mL	5732 - Refined Fool Brewing Company
	20844	Bobber 100 Calorie Hazy IPA 473 mL	462 - Bobcaygeon Brewing Company Limited
	21689	Zap! Pink Lemonade Sour 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 (July 18 - August 14, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
12172	Flying Monkeys Freakshow Crush Hazy IPA	473	6309 - Flying Monkeys Craft Brewery
16896	Amsterdam Hazy Town IPA	473	3842 - Amsterdam Brewing Company
16897	Great Lakes Brewery - Burst!	473	1929 - Great Lakes Brewing Co. Inc.
17406	Side Launch Any Day Light IPA	473	3827 - Side Launch Brewing
19258	Nickel Brook Jamstand Raspberry	473	6699 - Nickel Brook Brewing Company
20454	Cowbell Brewing Co. Passion Fruit Punch	473	458 - Cowbell 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-22P5-OCBEA2) / BIL (Re-order #DMS-22P5-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.



- Store Hours Decal
- 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 5-6 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 5 signage components will be shipped to stores beginning **July 9, 2021**.

All Period 5 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 5-6 Exterior Banners (Signage is to remain in place for the duration of P5/P6)

NOTE: New Image Exterior Banner for P5/6. The LCBO Summer Hot List and Same Day Pickup Exterior Banners will be reprinted due to concern of wear and tear. Ensure you recycle and replace with the updated version.

PRIORITY OF EXTERIOR BANNERS FOR STORES:

Non-Same Day Pickup stores:

- 1 LCBO Summer Hot List
- 2 Image (New version for P5/6)

Same Day Pickup stores:

- 1 LCBO Summer Hot List
- 2 Same Day Pickup
- 3 Image (New version for P5/6)



Same Day Pickup Stores Example

Exterior Banners

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

- 1 **LCBO Summer Hot List**
(Re-print for P5/6)



Re-order# 22P5-EB1 (English)
 Re-order# 22P5-EB2 (Bilingual)

- 2 **Image**
(New version for P5/6)



Re-order# 22P5-EB3 (Image English)
 Re-order# 22P5-EB4 (Image Bilingual)

- 3 **Same Day Pickup**
(Re-print for P5/6)



Re-order# 22P5-EB5 (Same Day English)
 Re-order# 22P5-EB6 (Same Day Bilingual)



NOTE: Curbside Pickup will no longer be promoted on the Exterior Banners. All Curbside Pickup signage is to be replaced by Same Day Pickup.

Period 5/6 Window Show Cards (Signage is to remain in place for the duration of P5/P6)

NOTE: The Summer Hot List, Generic eComm and Same Day Pickup show cards will be reprinted due to concern of wear and tear. Ensure you recycle and replace with the updated version. The Responsible Service and COVID show cards will remain up as there was no change from P3.

PRIORITY OF WINDOW SHOW CARDS FOR STORES:

Non-Same Day Pickup stores:

- 1 LCBO Summer Hot List
- 2 Responsible Service (No changes from P3)
- 3A Generic eComm
- 4 COVID & Social Distancing (No changes from P3)

Same Day Pickup stores:

- 1 LCBO Summer Hot List
- 2 Responsible Service (No changes from P3)
- 3B Same Day Pickup
- 4 COVID & Social Distancing (No changes from P3)

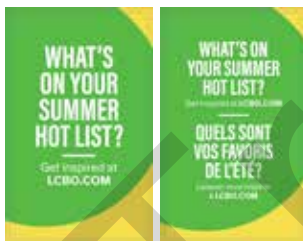


Window Show Cards

Dimensions: 28" w x 45" h

Install: In the windows on the hanger.

- 1 LCBO Summer Hot List
(Re-print for P5/6)



Re-order# 22P5-WS1
(English + Bilingual)

- 3A Generic eComm
(Re-print for P5/6)



Re-order# 22P5-WS4
(English + Bilingual)

- 3B Same Day Pickup
(Re-print for P5/6)



Re-order# 22P5-WS3
(English + Bilingual)

NOTE: Curbside Pickup will no longer be promoted on the Window Show Cards. All Curbside Pickup signage is to be replaced by Same Day Pickup.

- 2 Responsible Service
(No Changes from P3)



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

- 4 COVID & Social Distancing
(No Changes from P3)



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

Period 5/6 Transparencies (Signage is to remain in place for the duration of P5/P6)

NOTE: New Image Transparency for P5/6. All text versions will remain up as there was no change from P3.

Perimeter Transparency Horizontal

Vendor installed

NON-SDPU STORES



Promo Text ENG/BIL

New version for P5/6



Image ENG/BIL

SDPU STORES



Promo Text ENG/BIL

New version for P5/6

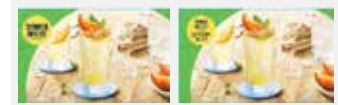


Image ENG/BIL



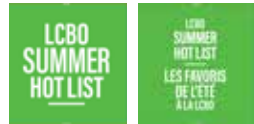
Ecomm ENG/BIL



Same Day Pickup ENG/BIL

Perimeter Transparency Square

Vendor installed



Promo Text ENG/BIL



Ecomm ENG/BIL



Same Day Pickup ENG/FRE



New version for P5/6
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



New version for P5/6
Image ENG/BIL

Perimeter Transparency Vertical

Vendor installed

Medium Vertical Transparencies



Promo Text ENG/BIL



Ecomm ENG/BIL



Same Day Pickup
ENG/BIL



New version for P5/6
Image ENG/BIL

Large Vertical Transparencies



Promo Text
BIL



Ecomm
BIL



New version for P5/6
Image BIL

Period 5-6 Seasonal Banner Insert (Signage is to remain in place for the duration of P5/P6)

NOTE: The Summer Hot List Seasonal Banner Insert will be reprinted due to concern of wear and tear. Ensure you recycle and replace with the updated version.

Seasonal Banner Insert

20"w x 70"h

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



ENG Re-order # 22P5-SB1
BIL Re-order # 22P5-SB2



NEW Period 5 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.

PREMIUM FLIGHT (A)

EA 1A Premium: 22P5-BC1A



EA 2A Premium: 22P5-BC2A



EA 3A Premium: 22P5-BC3A



EA 4A Premium: 22P5-BC4A



STANDARD FLIGHT (B)

EA 1B Standard: 22P5-BC1B



EA 2B Standard: 22P5-BC2B



EA 3B Standard: 22P5-BC3B



EA 4B Standard: 22P5-BC4B



NEW Period 5/6 End Aisles 5-20: Generic End Aisle Backer Cards
(Signage is to remain in place for the duration of P5/P6)

NOTE: The Generic Backer cards will be reprinted due to concern of wear and tear. Ensure you recycle and replace with the updated version.

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.

Re-order Codes

- E-comm ENG/BIL: 22P5-BC-GEN1
- myLCBO.com ENG/BIL: 22P5-BC-GEN2
- Don't Forget Ice ENG/BIL: 22P5-BC-GEN3
- Wine, Beer, RTD ENG/BIL: 22P5-BC-GEN4
- Cider, RTD, Sangria ENG/BIL: 22P5-BC-GEN5
- RTD ENG/BIL: 22P5-BC-GEN6
- Wine ENG/BIL: 22P5-BC-GEN7
- Lab Awareness Campaign ENG/BIL: 22P5-BC-GEN8
- Promo Title ENG/BIL: 22P5-BC-GEN9
- Hero Image ENG/BIL: 22P5-BC-GEN10
- Beer ENG/BIL: 22P5-BC10

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 13.	EA 10 - Beer MT  Beer	EA 11  Cider, RTD, Sangria	EA 12  Promo Title
EA 13  Don't Forget Ice / myLCBO.com Stores that aren't selling ice should use the myLCBO.com sign for EA 13.	EA 14  Wine	EA 15  Hero Image	EA 16  RTD
EA 17  Beer	EA 18  Lab Awareness Campaign	EA 19  Promo Title	EA 20  Beer

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

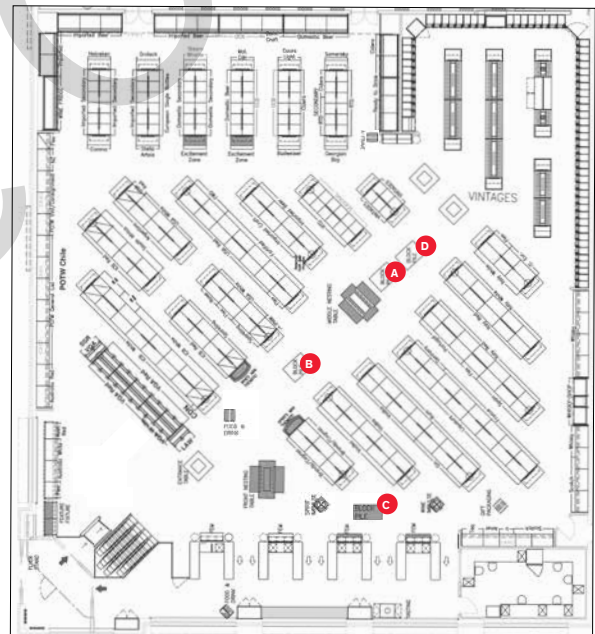
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

- A** Block Pile A (SBA): Guinness + BBQ
- B** Block Pile B (SBB): RTD
- C** Block Pile C (SBC): Hot Deals for your Patio Bar
- D** Block Pile D (XBP): Go Natural



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

P5-6: Hot Summer Wines



NOTE: The P5 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 P6.

This is a sold program. Participation is mandatory.

Key Dates (P5-P6)

Participating Stores

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

Participating Products

“
We will continue to showcase our exciting collection of fresh flavours and seasonal innovation on the Feature Fixture in P5-6. Use the fixture to merchandise the new wines for P5 and residual seasonal innovation wines from P3/4.

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
New Wines for Period 5			18931	Chacabuco Malbec	1500
14678	Barefoot Moscato	1500	18946	Sunny with a Chance of Flowers Pinot Noir	750
19725	Cupcake Light Hearted Chardonnay	750	18947	Kim Crawford Illuminate Sauvignon Blanc	750
19780	Tavernello Pinot Grigio Delle Venezie DOC	750	18948	Darling Cellars De-Alcoholised Rosé	750
19928	Persona Cabernet Merlot VQA	750	18949	Gato Negro Red Blend Light	750
19953	Tommasi Le Rosse Pinot Grigio	750	18950	Fresita Orange Sunset Sparkling Wine	750
20054	Mare Di Sirena Pinot Grigio	750	18953	Pure Bright Chardonnay	750
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	18954	Barefoot Bubbly Pink Moscato Sparkling	750
20259	Grow Wild Enchanting White VQA	750	18995	Bicycle Thief Red Blend	1500
493254	Roscato Rosso IGT Provincia Di Pavia	750	19251	Henkell De-Alcoholized Sparkling	750
642983	Barefoot Cellars Pink Moscato	750	19253	JP. Chenet Fashion Pineapple Sparkling	750
11222	Freixenet Italian Rosé	750	19297	Girls' Night Out Tropicolada	750
12618	Stoneleigh Lighter Sauvignon Blanc	750	19304	Cipriani Bellini	750
13776	Arche Fiano IGT	750	19534	Sun Goddess Sauvignon Blanc Friuli DOC	750
14388	Romeo Mimosa	750	279455	Moët et Chandon Ice Imperial Champagne	750
14955	Martini Sparkling Rosé	750	644526	Girls' Night Out Raspberry Rosé Lemonade	750

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Use the fixture to merchandise the new wines for P5 and any residual seasonal innovation wines from P3/4.
- Install the category sign, bin strip and box sign.
- Merchandise 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.

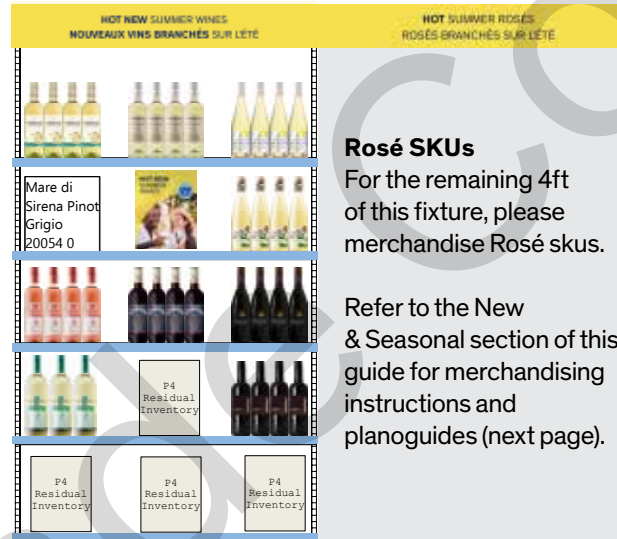
Signage Components

- Category Sign ENG/BIL (Re-order # 22P5-FF1)
- Category Sign - blank solid colour (Re-order # 22P5-FF2)
- Box Sign ENG/BIL (Re-order # 22P5-FF3)
- Shelf Talkers ENG (Re-order # 22P5-FF4) / BIL (Re-order # 22P5-FF5)
- Bin Strip - solid colour (Re-order # 22P5-FF6)

4ft. Feature Fixture



8ft. Feature Fixture



12ft. Feature Fixture



NEW & SEASONAL FIXTURE

Summer Rosé

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

Key Dates (P1-P6)

Participating Stores

Refer to the Participation Lookup page on the Portal for information

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

Signage and Merchandising instructions

- A new signage kit 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.
- Category Sign ENG/BIL (Re-order # 22P5-NS1)
- Category Sign - blank solid colour (Re-order # 22P5-NS2)
- Bin Strips - solid colour (Re-order # 22P5-NS3)
- Shelf Talkers ENG (Re-order # 22P5-NS4) / BIL (Re-order # 22P5-NS5)

Participating Products

Refer to the P5 Worksheets posted on the Portal for complete product details.

“
Seasonal Rosé wines from around the world will be featured for the summer season. New category sign “Hot Summer Rosé Wines” will be shipped to stores by the start of the period.

4ft. Feature Fixture



8ft. Feature Fixture



Brand Spotlight (BS - BSE)

ENTRANCE TABLE

Cocktail of the Month: Jungle Bird



This is a sold program. Participation is mandatory.

Key Dates (July 18 - August 14, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	LTO	Offers
16079	Martini Fiero	750	\$2.00	
369793	Mount Gay Eclipse Rum	750	\$2.00	
369801	Mount Gay Eclipse Rum	1140		Value-add: Cointreau 50 mL (rep applied)
520270	Bacardi Black	1140		Value-add: 60 mL Martini Fiero (rep applied)
520288	Bacardi Black	750		
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	

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

“

The Jungle Bird is a tiki cocktail made with dark rum, aperitivo, pineapple juice and lime juice. Garnish with a pineapple wedge (cut to resemble a bird's plumage), and pineapple leaves.

Signage Components

- Square Entrance Table Sign ENG (Re-order # DMS-22P5-ET1) / BIL (Re-order # DMS-22P5-ET2)
- Round Entrance Table Sign ENG (Re-order # DMS-22P5-ET3) / BIL (Re-order # DMS-22P5-ET4)
- Shelf Talkers ENG (Re-order # DMS-22P5-ET5) / BIL (Re-order # DMS-22P5-ET6)
- Tear-Away Recipe Card Booklet (50 Sheets) ENG (Re-order # DMS-22P5-ET7) / BIL (Re-order # DMS-22P5-ET8)

Merchandising Instructions

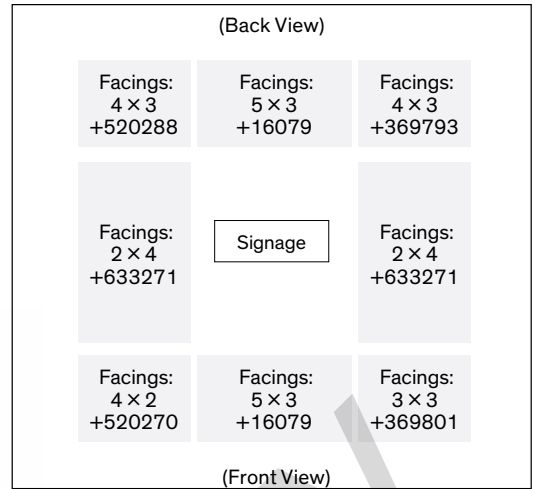
- Please refer to the Store Layout section for inventory management of product.
- Please review your floor plan and ensure the fixture is by the entrance of your store. Please be mindful of which table you have and merchandise accordingly.
- Merchandise the participating products according to the planogram.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

Square Table Planogram



Tear-Away Recipe Cards

NOTE: Merchandise the tear-away recipe cards in the bin strip channel on the table.

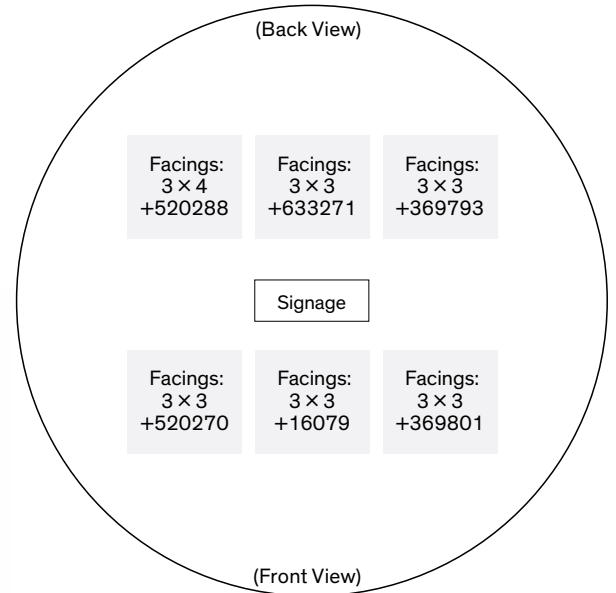


Round Table Planogram



Tear-Away Recipe Cards

NOTE: Merchandise the tear-away recipe cards in the bin strip channel on the table.



Spirits (MI-A)

MINI THEMATIC A

Hot Gift: Trendy Gin



This is a sold program. Participation is mandatory.

Key Dates (July 18 - August 14, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	LTO	Offers
129940	Aviation Gin	750	\$2.00	
242107	No. 3 London Dry Gin	750	\$5.00	
316844	Bombay Sapphire London Dry	750	\$1.00	
358192	Bruichladdich The Botanist Islay Dry Gin	750	\$3.00	
358556	Dillon's Gin 22 Unfiltered	750	\$5.00	
557470	Empress 1908 Gin	750	\$3.00	
600163	Tanqueray No. Ten Gin	750	\$5.00	
617233	Haymans London Dry Gin	750	\$4.00	
636209	Roku Gin	750	\$6.00	VA

Value-add (Rep applied - attached to bottle): Free Branded Paper Fan with the purchase of Roku Gin (617233 | 750 mL) The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

Signage Components

- Category sign: Short (Re-order # DMS-22P5-MTA1)
- Shelf talkers ENG (Re-order # DMS-22P5-MTA2)/BIL (Re-order # DMS-22P5-MTA3)
- Backer card ENG/BIL (Re-order #DMS-22P5-MTA4)
- Transparency ENG (Re-order # DMS-22P5-MTA5)/BIL (Re-order # DMS-22P5-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.
- 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

Hot Gift: Cool White Wine



SIGNAGE MUST REMAIN IN PLACE FOR P5-6

Please display the P5 Mini Thematic B category sign, backer card and transparency until the end of P6. The product assortment will change in P6 and a new set of shelf talkers will be shipped to participating stores.

This is a sold program. Participation is mandatory.

Key Dates (July 18 - August 14, 2021)

Participating Stores

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

Period 5 Participating Products (product assortment will change in P6)

LCBO#	Description	Size (mL)	LTO
55533	Latour Chardonnay Bourgogne	750	\$2.00
65367	Eastdell Pinot Grigio VQA	750	\$2.00
164756	Graffigna Pinot Grigio	750	\$2.00
176461	Folonari Soave Doc	750	\$1.00
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00
303792	Trius Riesling VQA	750	\$1.00
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00
621888	Relax Riesling, Mosel	750	\$1.50
633578	Jacob's Creek Pinot Grigio	750	\$2.00

Signage Components

- Category sign: Short (Re-order # DMS-22P5-MTB7)
Long: (Re-order # DMS-22P5-MTB8)
- Shelf talkers ENG (Re-order # DMS-22P5-MTB9)/ BIL (Re-order # DMS-22P5-MTB10)
- Backer card ENG/BIL (Re-order #DMS-22P5-MTB11)
- Transparency ENG (Re-order # DMS-22P5-MTB12)/BIL (Re-order # DMS-22P5-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 display the category sign, backer card and transparency until the end of P6.
- 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.

“

It's the heat of the summer and what better way to cool off with our top white wine gift picks from around the world. Signage must remain in place for P5/P6. Product assortment will rotate between P5 and P6.

HOT GIFT: COOL WHITE WINE
PASSION CADEAU - UN VIN BLANC FRAIS



Beer (MI-C)

MINI THEMATIC C

Keeping it Local: Summer Styles



This is a sold program. Participation is mandatory.

Key Dates (July 18 - August 14, 2021)

Participating Stores

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

“
Support the local industry and engage customers by highlighting a selection of new and seasonally relevant craft beers.”

Participating Products

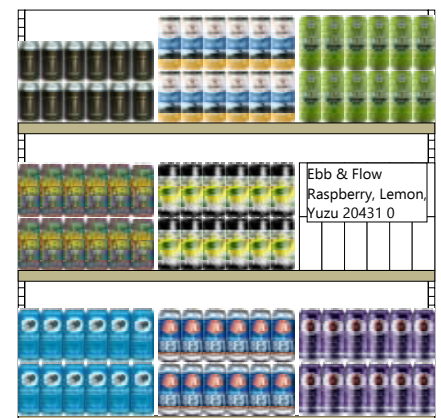
LCBO#	Description	Size (mL)	LTO	Supplying Source / Distributor
15116	Cowbell Brewing Co. Hazy Days IPA	473		458 - Cowbell Brewing Co.
15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	\$0.20	8958 - Lake Of Bays Brewing
16769	Railway City - Playa Cerveza	473	\$0.20	8447 - Railway City Brewing Company
19681	Indie Ale House Marco Polo	355		789 - Indie Ale House
20265	Flying Monkeys Worlds Away Modern Lager	473	\$0.20	6309 - Flying Monkeys Craft Brewery
459537	Woodhouse Lager	473	\$0.20	189 - Woodhouse Brewing Co
513044	Henderson's Brewing Co. Henderson's Best	473		766 - Henderson Brewing Co
576892	Beyond The Pale Brewing Co. Yummy!	473	\$0.20	7672 - Beyond The Pale Brewing Company
20431	Ebb & Flow Raspberry, Lemon, Yuzu	473		LCBO Warehouse

Signage Components

- Backer card ENG/BIL (Re-order# 22P5-BC10)

Merchandising Instructions

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

P5 & 6: Summer by the Batch

SIGNAGE MUST REMAIN IN PLACE FOR P5-6

Please display the P5 Front Nesting Table sign until the end of P6. The product assortment will change in P6 and a new set of shelf talkers will be shipped to participating stores.

This is a sold program. Participation is mandatory.

Key Dates (July 18 - August 14, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	LTO	Offers
67	Smirnoff Vodka	750		
1099	Johnnie Walker Red Label Scotch Whisky	750		
2691	Tanqueray Dry Gin	750		
10357	Crown Royal Peach	750		Value-add: Free Jug/Carafe with the purchase of any participating product.
17047	Captain Morgan Sliced Apple Spiced Rum	750		
21544	Smirnoff Pink Lemonade	750		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.
173542	Don Julio Blanco Tequila	750	\$5.00	
382002	Smirnoff Raspberry Flavoured Vodka	750		
403519	Crown Royal Apple	750	\$2.00	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	

“
This Summer, we're showing shoppers how easy it is to make batch cocktails—all with very simple ingredients. With the purchase of participating spirit products, customers will receive a free Jug/Carafe and recipes on how to create their favourite batch cocktail.

Signage Components

- P5-6 Table Sign Large ENG (Re-order #DMS-22P5-FNT1) / BIL (Re-order #DMS-22P5-FNT2)
- P5-6 Table Sign Small ENG (Re-order #DMS-22P5-FNT3) / BIL (Re-order #DMS-22P5-FNT4)
- Shelf Talkers ENG (Re-order #DMS-22P5-FNT5) / BIL (Re-order #DMS-22P5-FNT6)
- Value-add Shelf Talkers ENG (Re-order #DMS-22P5-FNT7) / BIL (Re-order #DMS-22P5-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.
- Display the table sign for the duration of P5 & P6 (NOTE: The product assortment will change in P6 and a new set of shelf talkers will be shipped to participating stores)
- 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)



Top View (Back)

Facings: 3x6 +10357		Facings: 4x2 +173542		Facings: 3x3 +403519			
Facings: 4x3 +382002		Value-add	Facings: 4x2 +2691	Facings: 4x3 +17047	Facings: 4x2 +1099	Value-add	Facings: 4x3 +21544
Facings: 6x4 +67		Signage				Value-add	
Value-add		Facings: 4x3 +382002		Facings: 4x2 +2691		Facings: 4x3 +17047	
Facings: 4x3 +382002		Value-add	Facings: 4x2 +2691	Facings: 4x3 +17047	Facings: 4x2 +1099	Value-add	Facings: 4x3 +21544
Facings: 3x9 +10357		Facings: 4x6 +173542		Facings: 3x9 +403519		Facings: 6x4 +500512	

Top View (Front)

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

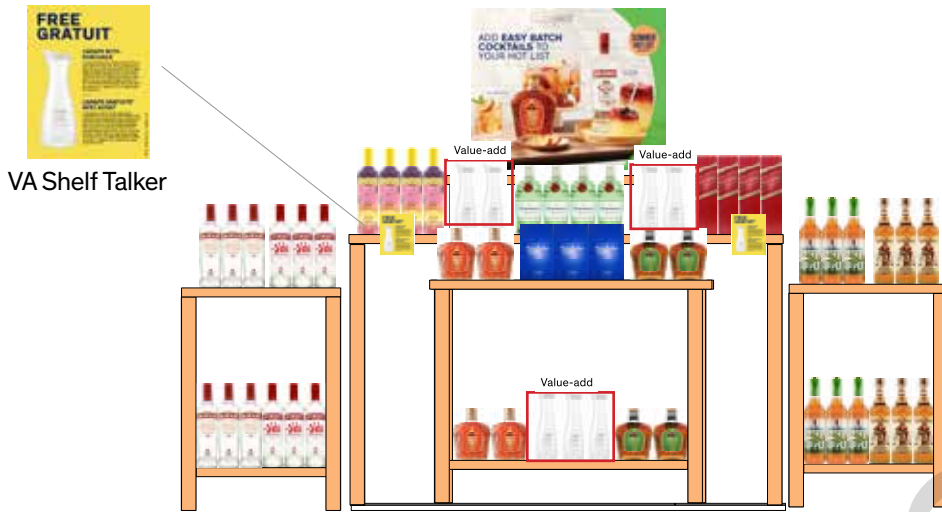


Top View (Back)

Facings: 2x6 +10357		Value-add	Facings: 3x4 +173542		Facings: 2x6 +403519	
Facings: 3x4 +67	Facings: 3x3 +382002	Facings: 3x3 +21544	Facings: 3x2 +2691	Facings: 3x3 +1099	Facings: 3x3 +17047	Facings: 3x4 +500512
Signage						
Facings: 3x4 +67	Facings: 3x3 +382002	Facings: 3x3 +21544	Facings: 3x2 +2691	Facings: 3x3 +1099	Facings: 3x3 +17047	Facings: 3x4 +500512
Facings: 2x6 +10357		Value-add	Facings: 3x4 +173542		Facings: 2x6 +403519	

Top View (Front)

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



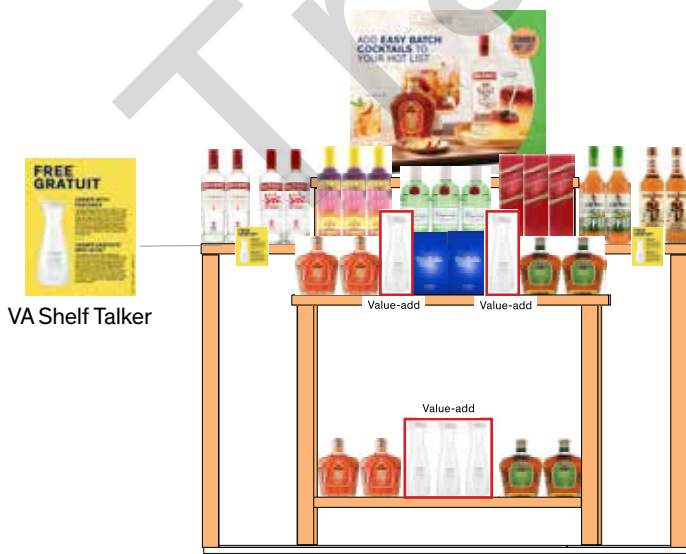
Front & Back View

Top View (Back)

Facings: 3x4 +67		Facings: 3x4 +382002		Facings: 4x4 +21544		Value-add		Facings: 3x4 +2691		Value-add		Facings: 3x4 +1099		Facings: 3x4 +17047		Facings: 3x4 +500512	
Facings: 2x6 +10357		Facings: 3x4 +173542		Facings: 2x6 +403519		Value-add		Signage		Value-add		Facings: 3x3 +21544		Facings: 3x4 +2691		Facings: 3x4 +1099	
Facings: 2x6 +10357		Facings: 3x4 +173542		Facings: 2x6 +403519		Facings: 2x6 +10357		Facings: 3x4 +173542		Facings: 2x6 +403519		Facings: 2x6 +10357		Facings: 2x4 +173542		Facings: 2x6 +403519	

Top View (Front)

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



Front & Back View

Top View (Back)

Facings: 2x6 +10357		Facings: 2x4 +173542		Facings: 2x6 +403519		Facings: 2x4 +67		Facings: 2x4 +382002		Facings: 3x3 +21544		Facings: 3x2 +2691		Facings: 3x3 +1099		Facings: 2x3 +17047		Facings: 2x4 +500512	
Facings: 2x4 +67		Facings: 2x4 +382002		Facings: 3x3 +21544		Facings: 3x2 +2691		Facings: 3x3 +1099		Facings: 2x3 +17047		Facings: 2x4 +500512		Value-add		Signage		Value-add	
Facings: 2x6 +10357		Facings: 2x4 +173542		Facings: 2x6 +403519		Facings: 2x4 +67		Facings: 2x4 +382002		Facings: 3x3 +21544		Facings: 3x2 +2691		Facings: 3x3 +1099		Facings: 2x3 +17047		Facings: 2x4 +500512	
Facings: 2x6 +10357		Facings: 2x4 +173542		Facings: 2x6 +403519		Facings: 2x6 +10357		Facings: 2x4 +173542		Facings: 2x6 +403519		Facings: 2x6 +10357		Facings: 2x4 +173542		Facings: 2x6 +403519		Facings: 2x6 +403519	

Top View (Front)

A

Display Program (SBA)

BLOCK PILE A

Guinness + BBQ



This is a sold program. Participation is mandatory.

Key Dates (July 18 - August 14, 2021)

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

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
270447	Guinness Draught Beer	500	\$0.25 LTO
271619	Harp	500	
296244	Guinness Draught	4 × 440	VA
442731	Kilkenny	4 × 500	
536227	Guinness Hop House	500	\$0.25 LTO
554469	Guinness	8 × 440	

Value-add: Free Guinness BBQ Sauce with the purchase of Guinness Draught (296244 | 4x440 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.

Signage Components

- Pole Toppers ENG (Re-order # DMS-22P5-BPA1)
BIL (Re-order # DMS-22P5-BPA2)
- Riser Wrap - solid colour (Re-order # DMS-22P5-BPA3)
- Pricer Cards ENG (Re-order # DMS-22P5-BPA4)
BIL (Re-order # DMS-22P5-BPA5)
- Shelf Talkers ENG (Re-order # DMS-22P5-BPA6)
BIL (Re-order # DMS-22P5-BPA7)
- Cut Case Backer Card ENG (Re-order # DMS-22P5-BPA8)
BIL (Re-order # DMS-22P5-BPA9)
- End Aisle Backer Card BIL (Re-order # DMS-22P5-BPA10)

Merchandising Instructions

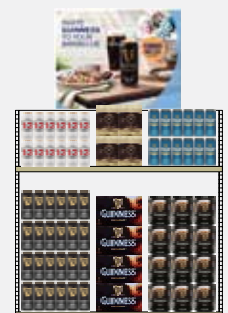
- Merchandise the participating products and value-add according to the planogram.
- Install the pole topper, riser wrap, pricer cards and end aisle backer card.
- Merchandise the shelf talkers in front of the participating products in section.

“

Educate customers about the natural affinity between Guinness and BBQ food. Offer a value add of Bulls-Eye Guinness BBQ Sauce, a BBQ recipes necktag, and an online contest to win one of four Guinness branded BBQ smokers.



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



B

Display Program (SBB)

BLOCK PILE B

Summer Favorites (Seltzers)



This is a sold program. Participation is mandatory.

Key Dates (July 18 - August 14, 2021)

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

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
15373	White Claw Hard Seltzer Mixer	12 × 355	
20369	Bud Light Seltzer Mixer	6 × 473	
553537	Cottage Springs Ontario Peach	355	
649376	Social Lite Field Strawberry	4 × 355	VA
14664	Nude Vodka Soda Raspberry Lemon	473	
14617	Smirnoff Vodka & Soda Raspberry Rose	4 × 355	\$1.00 LTO

Value-add: Free 4 Pk Can Koozie with the purchase of Social Lite Field Strawberry (649376 | 4x355 mL) 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.

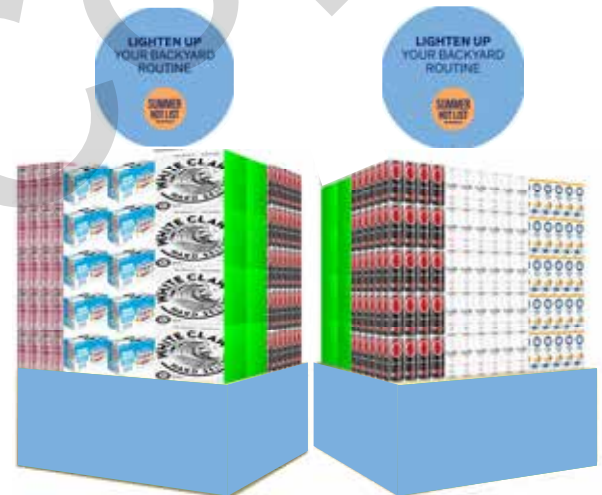
Signage Components

- Pole Toppers ENG (Re-order # DMS-22P5-BPB1)
BIL (Re-order # DMS-22P5-BPB2)
- Riser Wrap - solid colour (Re-order # DMS-22P5-BPB3)
- Pricer Cards ENG (Re-order # DMS-22P5-BPB4)
BIL (Re-order # DMS-22P5-BPB5)
- Shelf Talkers ENG (Re-order # DMS-22P5-BPB6)
BIL (Re-order # DMS-22P5-BPB7)
- Cut Case Backer Card ENG (Re-order # DMS-22P5-BPB8)
BIL (Re-order # DMS-22P5-BPB9)
- End Aisle Backer Card BIL (Re-order # DMS-22P5-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 summer cocktails with less sugar/calories.”



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



C

Display Program (SBC) BLOCK PILE C

Hot Deals for your Patio Bar



NOTE: There will be new products featured for Block Pile C in Period 5. A new signage package will be shipped to participating stores by the start of the period.

This is a sold program. Participation is mandatory.

Key Dates (July 18 - August 14, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	LTO
18877	Cabot Trail Maple Cream	1140	\$2.00
33928	J.P. Wiser's Deluxe	1750	\$1.00
45898	Bacardi Superior White Rum (PET)	1750	\$1.00
216655	Absolut Vodka	1750	\$1.50
216721	Tanqueray London Dry Gin	1140	\$1.00
311944	Canadian Club Classic 12 Year Old	1750	\$3.00
451195	Jose Cuervo Especial Gold Tequila	1750	\$6.00
520312	Bacardi Gold	1750	\$1.00

Signage Components

- Cut Case Backer Card ENG (Re-order # DMS-22P5-BPC1)
BIL (Re-order # DMS-22P5-BPC2)
- Riser Wrap - solid colour (Re-order # DMS-22P5-BPC3)
- Pricer Cards ENG (Re-order # DMS-22P5-BPC4)
BIL (Re-order # DMS-22P5-BPC5)
- Shelf Talkers ENG (Re-order # DMS-22P5-BPC6)
BIL (Re-order # DMS-22P5-BPC7)
- End Aisle Backer Card BIL (Re-order # DMS-22P5-BPC8)
- Pole Topper BIL (Re-order # DMS-22P5-BPC9)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pricer cards and shelf talkers in front of the participating products.
- Install the "Hot Deals for your Patio Bar" pole topper, riser wrap and backer card.

“
Great offers on classic Spirits. There will be new products for P5. Stores are to continue to display the "Hot Deals for your Patio Bar" signage until the end of P6.



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.



D

Display Program (XBP)

BLOCK PILE D

Go Natural

This is a sold program. Participation is mandatory.

Key Dates (July 18 - August 14, 2021)

Participating Stores

1, 10, 15, 21, 22, 31, 38, 40, 115, 130, 148, 149, 154, 156, 164, 171, 187, 195, 198, 217, 226, 228, 243, 253, 263, 288, 329, 334, 346, 355, 360, 371, 390, 393, 394, 404, 412, 417, 437, 438, 443, 445, 452, 481, 486, 499, 500, 523, 542, 545, 549, 555, 573, 590, 619, 623, 630, 631, 632, 641, 698, 703, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
117	Bacardi Superior White Rum	750	VA: Perrier® (4 × 330 mL)
34595	Patron Silver	750	VA: Fever-Tree® Sparkling Pink Grapefruit Soda (4 × 200 mL)
95935	Grey Goose Vodka	750	VA: Perrier® Slim Cans (10 × 250 mL)
316844	Bombay Sapphire London Dry	750	VA: Fever-Tree® Refreshingly Light Tonic Water (4 × 200 mL)

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

- Pricer Card
ENG (Re-order # DMS-22P5-BPD1) / BIL (Re-order # DMS-22P5-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.

“

Multi-category display with premium leading brands. High quality, high value, healthy mixers merchandised under the corresponding spirit for a convenient and simple cocktail solution. This display features healthy and refreshing summer mixers with Fever Tree and Perrier as the value add items.



Supplied by Agent

BEER SUPER SALE

Civic Holiday July 30 - August 2

From July 30 - August 2, No Name Beer & Berliner Pilsner will be part of a beer super sale promotion for the Civic Holiday. Product may be featured in section or on a Block Pile display in select stores.

Key Dates (July 30 - August 2)

Participating Stores

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

Participating Product

LCBO#	Description	Size (mL)	Was	Now	Save
110320	No Name Beer	6 × 341	\$9.90	\$6.60	\$3.30
574509	Berliner Pilsner	500	\$2.30	\$1.55	\$0.75

Signage Components

- Pricer Card
ENG (Re-order # DMS-22P5-BAB1) / BIL (Re-order # DMS-22P5-BAB2)
- Shelf Talkers
ENG (Re-order # DMS-22P5-BAB3) / BIL (Re-order # DMS-22P5-BAB4)
- Cut Case Backer Card
ENG (Re-order # DMS-22P5-BAB5) / BIL (Re-order # DMS-22P5-BAB6)

Merchandising Instructions

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



Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Bring Australia To Your Barbecue

This is a sold program. Participation is mandatory.

Key Dates (July 18 - August 14, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	LTO
11939	Victoria Park Cabernet Sauvignon	750	\$2.00
17650	Smoky Bay Shiraz	750	\$1.00
142018	Majella The Musician Cabernet/Shiraz	750	\$2.00
189415	Wyndham Estate Bin 555 Shiraz	750	\$2.00
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50
302349	Rosemount Diamond Shiraz	750	\$2.00
311795	Wolf Blass Red Label Shiraz Cabernet Sauvignon	750	\$2.00
350504	Yellow Tail Big Bold Red	750	\$2.00
419986	Jacob's Creek Double Barrel Shiraz	750	\$3.00
464743	Angove Organic Cabernet Sauvignon	750	\$2.00
659607	Mitolo Jester Shiraz	750	
943787	Wakefield Estate Shiraz Clare Valley	750	\$2.00

“
Far from ordinary, Australia has one of the most diverse wine scenes in the world. So let's bring these wines to our backyard! This display will offer customers a journey of discovery and exploration of notably rich and robust red wines that are a perfect pairing for an Aussie-style summer BBQ.”

Signage Components

- Table Sign Large ENG (Re-order #DMS-22P5-MNT1) / BIL (Re-order #DMS-22P5-MNT2)
- Table Sign Small BIL (Re-order #DMS-22P5-MNT3)
- Shelf Talkers ENG (Re-order #DMS-22P5-MNT4) / BIL (Re-order #DMS-22P5-MNT5)
- Celebration Fixture Drum Sign ENG (Re-order #DMS-22P5-MNT6) / BIL ENG (Re-order #DMS-22P5-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order #DMS-22P5-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 & Back View

Top View (Back)

Facings: 3x4 +189415		Facings: 3x4 +302349		Facings: 5x6 +464743		Facings: 5x6 +285544		Facings: 5x6 +17650		Facings: 3x4 +311795		Facings: 3x4 +350504	
Facings: 4x3 +419986		Facings: 4x3 +659607		Facings: 4x3 +943787		Facings: 4x3 +142018		Facings: 4x3 +11939		Signage			
Facings: 4x3 +419986		Facings: 4x3 +659607		Facings: 4x3 +943787		Facings: 4x3 +142018		Facings: 4x3 +11939					
Facings: 5x6 +464743		Facings: 5x6 +285544		Facings: 5x6 +17650									

Top View (Front)

Celebration Fixture Planograms



Front View

Back View

Period 5 END AISLES

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

	LCBO#	Description	Size (mL)	Offers
End Aisle #1A	10157	Jameson Irish Whiskey	750	Value Add
	17055	Jameson Cold Brew Irish Whiskey	750	LTO
	275933	Jameson Irish Whiskey	1750	LTO

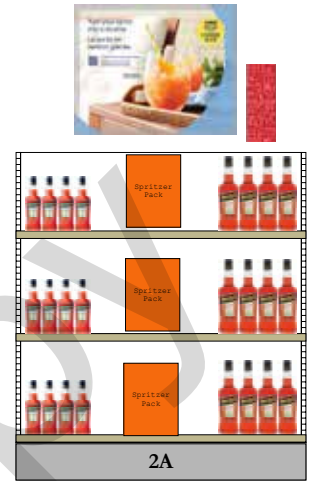


	LCBO#	Description	Size (mL)	Offers
End Aisle #1B	10157	Jameson Irish Whiskey	750	Value Add
	17055	Jameson Cold Brew Irish Whiskey	750	LTO
	275933	Jameson Irish Whiskey	1750	LTO

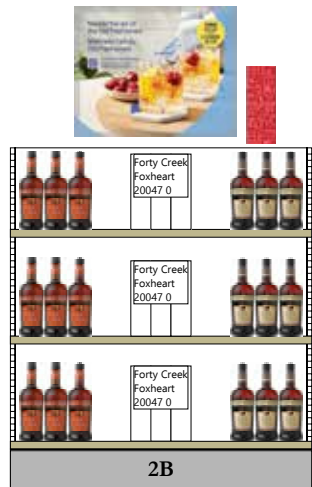


IMPORTANT NOTE: End Aisle #2 is Flighted Premium (A) & Standard (B). Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #2A	20926	Aperol	375	
	20927	Aperol Spritz Kit	750	
	176834	Aperol	750	Value Add



	LCBO#	Description	Size (mL)	Offers
End Aisle #2B	20047	Forty Creek Foxheart	750	
	350207	Forty Creek Copper Pot Reserve Whisky	1140	LTO
	350629	Forty Creek Barrel Select Whisky	1140	Value Add

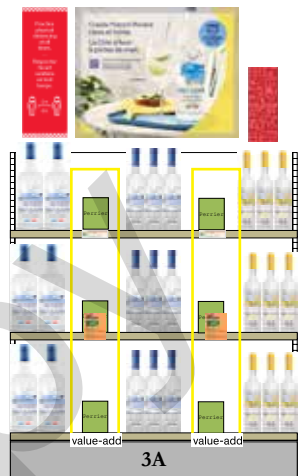


IMPORTANT NOTE: End Aisle #3 is Flighted Premium (A) & Standard (B). Ensure you display the participating product and backer card that your store is grouped in.

	LCBO#	Description	Size (mL)	Offers
End Aisle #3A	95935	Grey Goose Vodka	750	Value Add, Seasonal Block Pile
	413294	Grey Goose Le Citron	750	Value Add
	417196	Grey Goose Vodka	1140	Value Add

Value-add Details

- Free Perrier 10 Pack with the purchase of one Grey Goose Vodka (95935 | 750 mL) or Grey Goose Le Citron (413294 | 750 mL) or Grey Goose Vodka (417196 | 750 mL).
- Value-add is to be waterfalled down the fixture. Replenished from the bottom up.
- Install the VA shelf talkers in front of the participating products.



	LCBO#	Description	Size (mL)	Offers
End Aisle #3B	13588	Bacardi Gold	750	Value Add
	112979	Bacardi Superior White Rum (P.E.T)	750	Value Add
	520353	Bacardi Spiced Rum	750	Value Add

Value-add Details

- Value-add shelf talkers will be shipped to participating stores to highlight the following offers:
 - Free 4 × 237 mL Canada Dry Ginger Ale with purchase of one Bacardi Gold (13588 | 750 mL) or Bacardi Superior (112979 | 750 mL).
 - Free 4 × 237 mL Canada Dry Ginger Beer with purchase of one Bacardi Spiced Rum (520353 | 750 mL).
- Merchandise the Value-adds according to the planogram. Install both VA shelf talkers in front of the participating products.



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

	LCBO#	Description	Size (mL)	Offers
End Aisle #4A	19820	Havana Club Cuban Smoky	750	LTO
	217422	Havana Club Anejo Reserva	1140	
	53140	Havana Club 7 Year Old Rum	750	



	LCBO#	Description	Size (mL)	Offers
End Aisle #4B	53140	Havana Club 7 Year Old Rum	750	
	158014	Flor de Caña Centenario 12 Year Rum	750	
	894014	El Dorado 5 Year Old Rum	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #5	29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	LTO
	35170	Pascual Toso Malbec	750	LTO
	331371	Peller Family Vineyards Cabernet Sauv	4000	LTO



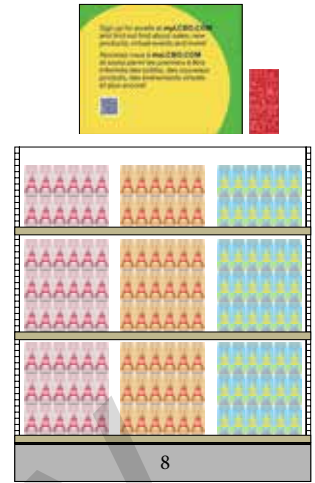
	LCBO#	Description	Size (mL)	Offers
End Aisle #6	545160	Tito's Handmade Vodka	1750	LTO
	597559	Tito's Handmade Vodka	750	LTO
	628990	Tito's Handmade Vodka	1140	



	LCBO#	Description	Size (mL)	Offers
End Aisle #7	17817	Corona Extra (275 TBS)	6 × 473	LTO
	17818	Corona Extra (275 TBS)	6 × 330	Value Add



	LCBO#	Description	Size (mL)	Offers
End Aisle #8	14483	Ace Hill Raspberry Vodka Soda	355	Value Add
	14485	Ace Hill Lemon Vodka Soda	355	Value Add
	19155	Ace Hill Strawberry Grapefruit Vodka Soda	355	Value Add

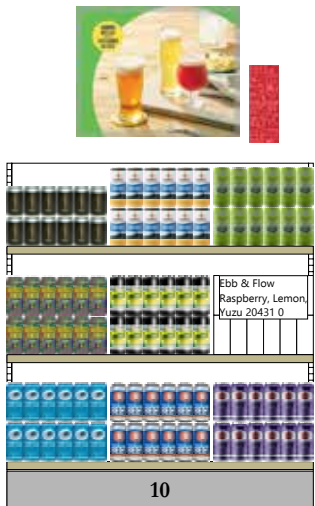


	LCBO#	Description	Size (mL)	Offers
End Aisle #9	225243	Stolichnaya Vodka	750	LTO
	225250	Stolichnaya Vodka	1140	
	272716	Stolichnaya Vodka	1750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #10	15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	
	15823	Lake Of Bays Off The Grid Hazy Pale Ale (8958)	473	LTO
	16769	Railway City - Train Reaction Cerveza (8447)	473	LTO
	19681	Indie Ale House Marco Polo (789)	355	
	20265	Flying Monkeys Worlds Away Modern Lager (6309)	473	LTO
	20431	Ebb & Flow Raspberry, Lemon, Yuzu (LCBO Warehouse)	473	
	459537	Woodhouse Lager (189)	473	LTO
	513044	Henderson's Brewing Co. Henderson's Best (766)	473	
	576892	Beyond The Pale Brewing Co. Yummy! (7672)	473	LTO

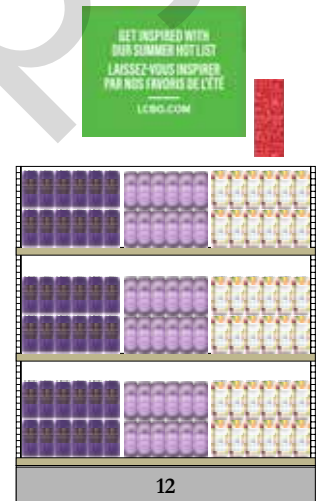
Refer to the Mini Thematic C section for more details



	LCBO#	Description	Size (mL)	Offers
End Aisle #11	14354	Appleton Estate 8YO Reserve	750	LTO
	14355	Appleton Estate 12YO Rare	750	
	177808	Appleton Estate V/X Signature Blend	750	Value Add



	LCBO#	Description	Size (mL)	Offers
End Aisle #12	19098	Founder's Original Gin Bramble	355	LTO
	19159	Tempo Gin Smash Mango Peach	473	LTO
	19303	Crown Royal Whisky & Cola	473	LTO



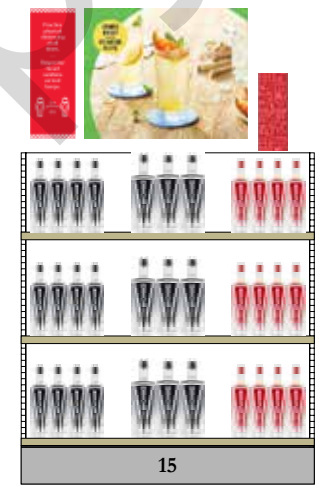
	LCBO#	Description	Size (mL)	Offers
End Aisle #13	31112	Grant's Family Reserve	750	LTO
	247056	Grant's Family Reserve	1750	LTO
	605931	Grant's Family Reserve	1140	LTO



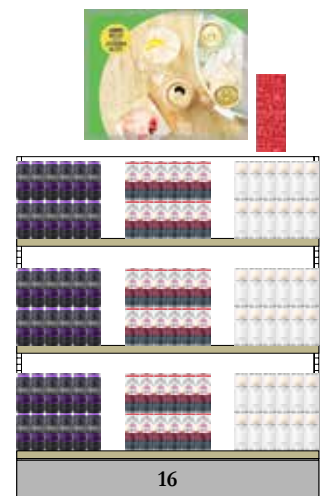
	LCBO#	Description	Size (mL)	Offers
End Aisle #14	13700	The Beachhouse Sauvignon Blanc	1500	LTO, Flex Space
	339168	Bodacious Smooth White	750	LTO
	620773	Masi Masi Pinot Grigio	750	LTO, Wine Fridge



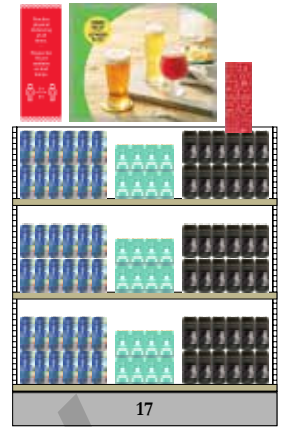
	LCBO#	Description	Size (mL)	Offers
End Aisle #15	19480	Zirkova One Ultra Premium Vodka	1140	
	638197	Zirkova One Ultra Premium Vodka	750	LTO
	638205	Zirkova Together Ultra Premium Vodka	750	Value Add



	LCBO#	Description	Size (mL)	Offers
End Aisle #16	19131	No Boats On Sunday Wild Strawberry Rhubarb	355	
	19152	Sway Vodka Soda Raspberry Shimmy	355	LTO
	19474	Tag No.5 Vodka Soda Blackberry Sour	473	LTO



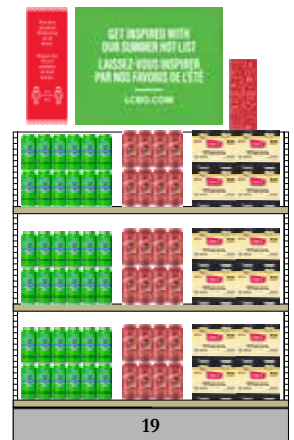
	LCBO#	Description	Size (mL)	Offers
End Aisle #17	16465	Ace Hill Low-Cal Mexican Lager (196)	4 × 355	
	398693	Naughty Neighbour American Pale Ale (6699)	473	LTO
	556688	Collective Arts Life In The Clouds (4678)	473	LTO



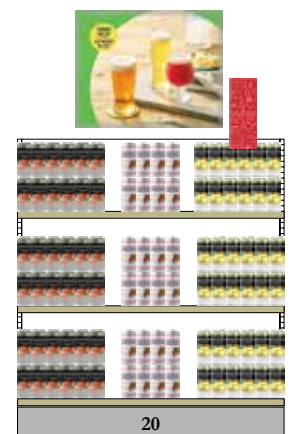
	LCBO#	Description	Size (mL)	Offers
End Aisle #18	43703	Hennessy VSOP Cognac	750	
	245688	Hennessy VS Cognac	375	LTO
	279455	Moët & Chandon Ice Imperial Champagne	750	Feature Fixture



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	19581	Mill Street Original Organic Lagerb(1950)	6 × 355	LTO
	334037	Innis & Gunn The Original (LCBO Warehouse)	500	LTO
	492017	Steam Whistle (5577/275 TBS)	6 × 473	LTO

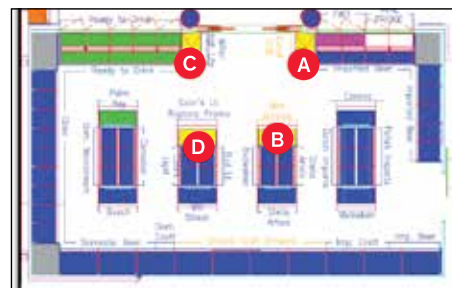


	LCBO#	Description	Size (mL)	Offers
End Aisle #20	374546	Growers Honeycrisp Apple Cider (LCBO Warehouse)	473	
	456731	Growers Pear Cider (LCBO Warehouse)	473	LTO
	568436	Growers Cider Stone Fruit (LCBO Warehouse)	473	



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 (July 18 - August 14, 2021)

Participating Stores

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

Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source Distributor	Offers
A Plinth (EA - EZA)	300681	Coors Light	6 × 473	275 - The Beer Store	LTO
	906628	Coors Light	6 × 355		VA
Value-add/Merchandiser: Get a Silver Bullet Sleeve with the purchase of one Coors Light 6-pack (906628 6 × 355 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.					
B New/Seasonal (EA - EZB)	20831	Refined Fool, Ipa Fun Box, Summer Edition	6 × 473	5732 - Refined Fool Brewing Company	
	20844	Bobber 100 Calorie Hazy IPA	473	462 - Bobcaygeon Brewing Company Limited	
	21689	Zap! Pink Lemonade Sour 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)	311779	Bud Light	6 × 473	275 - The Beer Store	LTO
	311787	Budweiser	6 × 473		VA
Value-add/Merchandiser: Get a Budweiser BBQ sauce with the purchase of two Budweiser 6-packs (311787 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.					
D End Aisle (EA - EZD)	14987	Muskoka Craft Lager	6 × 473	LCBO Warehouse	VA
	14988	Muskoka Detour	6 × 473		
	14989	Muskoka Mad Tom	6 × 473		
Value-add/Merchandiser: Get a Anniversary pint glass with the purchase of any 2 Muskoka brand 6-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.					

Beer Excitement Zone A: Classic and crisp, Coors Light is made for hot summer days. Get a Silver Bullet Sleeve with the purchase of one 6-pack.

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

Beer Excitement Zone C: Pair an ice-cold Bud with your barbecue this summer and get one of two signature BBQ sauces for free.

Beer Excitement Zone D: Celebrate the 25th anniversary of Muskoka Brewery and try an assortment of local brews. A limited edition vintage pint glass is free with the purchase of any two 6-packs of Muskoka beer.

Signage Components

- **NEW** A. Backer Card BIL (Re-order #DMS-22P5-EZ1)
- **NEW** C. Backer Card BIL (Re-order #DMS-22P5-EZ2)
- **NEW** A, C, D Pricer Cards ENG (Re-order #DMS-22P5-EZ3) BIL (Re-order #DMS-22P5-EZ4)
- **NEW** A, C, D Shelf Talkers ENG (Re-order #DMS-22P5-EZ5) BIL (Re-order # DMS-22P5-EZ6)
- **NEW** D. Backer Card BIL (Re-order #DMS-22P5-EZ7)
- **NEW** D. Transparency ENG (Re-order #DMS-22P5-EZ8) / BIL (Re-order #DMS-22P5-EZ9)
- B. Transparency ENG (Re-order # DMS-22P3-EZ2) / BIL (Re-order # DMS-22P3-EZ3) (no changes from P3)
- B. Backer Card BIL (Re-order #DMS-22P3-EZ4) (no changes from P3)

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 "Beers For Your Hot List" backer card until the end of P6.



Craft Beer Imported

SHELF TALKERS

Craft Beer Program (Imported)

Key Dates (ongoing)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
21481	Heavy Seas TropiCannon Citrus IPA	473
19369	Saison du Tracteur American Saison	600
19368	Sweetwater 420 Pale Ale	473
15604	Cigar City Margarita Gose	1420
19367	Deschutes Wowza! Lo-Cal Hazy Pale Ale	4 × 355
19366	Renaissance Voyager IPA	440
322529	Hofbrau Hefe Weizen	500
19045	La Vermontoise - Saison	375

8-PACK CARRIER

GOOD THINGS
COME IN EIGHTS.

FREE
CARRIER

INSTRUCTIONS
1. Slide back
2. Push the carrier
3. Flip the carrier
4. Fill with your
favorite product



HUIT FOIS PLUS
DE PLAISIR.

CARTON
GRATUIT

INSTRUCTIONS
1. Faire glisser
2. Pousser le
3. Retourner le
4. Remplir avec
votre produit préféré



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.

A limited quantity of carriers will be shipped to participating stores each period. Stores should re-order carriers as required – no additional inventory will be force shipped until the following period. Additional inventory is available for ALL stores to order at Marco. Note that re-orders will contain 125 units per box.

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, 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)

A limited quantity of carriers will be shipped to participating stores each period. Stores should re-order carriers as required – no additional inventory will be force shipped until the following period. Additional inventory is available for ALL stores to order at Marco. 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.**

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 (July 18 - August 14, 2021)

Participating Products

LCBO#	Description	Size (mL)	LTO
232033	Vineland Estates Semi-Dry Riesling VQA	750	\$2.00
430546	Henry Of Pelham Sauvignon Blanc VQA	750	\$2.00
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	\$1.00

Participating Stores

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

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- LTO Shelf Talkers ENG/BIL (Re-order # DMS-22P5-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-22P5-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.

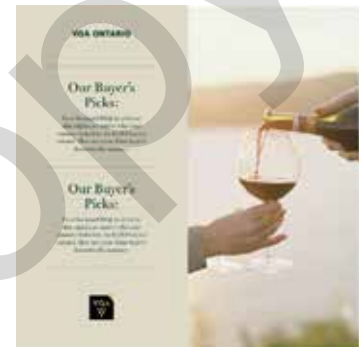
Key Dates (July 18 - August 14, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
60707	20 Bees Pinot Grigio VQA	750
109959	Jackson-Triggs Reserve Merlot VQA	750
145417	Pelee Island Lighthouse Riesling VQA	750
341743	Trius Rosé VQA	750



Summer Ontario Buyer's Pick Backer Card

Signage Components

- Shelf Talkers ENG/BIL (Re-order # DMS-22P5-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-22P5-OWP1)
- Install the shelf talkers in-section in front of the participating products.

ON3: Ontario Staff Pick Backer Card Program (Permanent)

Signage

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



Merchandising Instructions

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

Participating Stores

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 P5 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, 7411

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

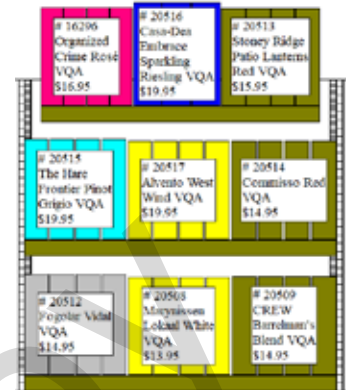
33, 40, 41, 51, 65, 84, 130, 164, 207, 211, 229, 233, 263, 351, 384, 391, 404, 417, 437, 443, 481, 485, 486, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

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

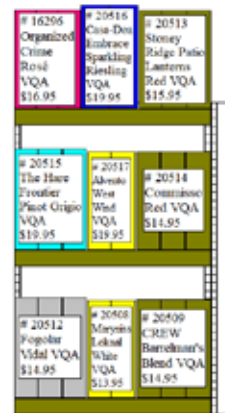
115, 187, 252, 300, 392, 401, 407, 412, 497

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

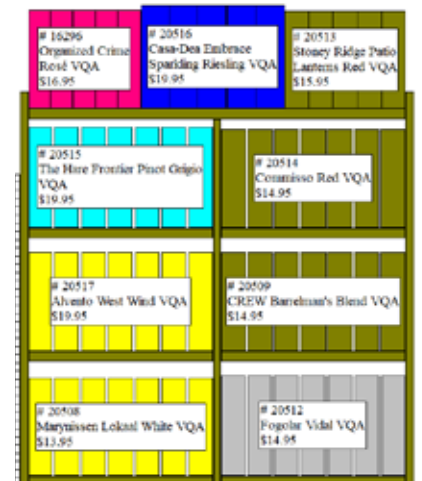
212, 359, 427, 459

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 (July 19 - August 15, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	LTO
316570	Oyster Bay Sauvignon Blanc	750	\$3.00
50203	Beronia Reserva	750	\$2.00

Signage Components

- Signage Kit (Re-order # DMS-22P5-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 5 (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 (July 24 Release & August 7 Release)

Mandatory Participation Stores

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

All other participating stores

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

Participating Products

LCBO#	Description	Size (mL)
JULY 24, 2021 RELEASE		
74229	Ferraton Père & Fils Plan de Dieu Côtes du Rhône-Villages 2019	750
514166	Lapostolle Gran Selección Cabernet Sauvignon 2018	750
AUGUST 7, 2021 RELEASE		
212936	Zonte's Footstep Baron Von Nemesis Shiraz 2018	750
384271	Château Magnol 2016 750 mL	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 (July 19 – August 15, 2021)

Participating Stores

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

Signage Components

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



Participating Products

LCBO#	Description	Size (mL)	Price	Now	LTO
59311	7 Deadly Zins Old Vine Zinfandel	750	\$24.95	\$21.95	\$3.00
250696	Banfi Principessa Gavia Gavi	750	\$19.95	\$17.95	\$2.00
50203	Beronia Reserva	750	\$21.95	\$19.95	\$2.00
342436	Bonterra Chardonnay	750	\$19.95	\$17.95	\$2.00
367698	Boschendal 1685 Chardonnay	750	\$16.95	\$14.95	\$2.00
328567	Cathedral Cellar Cabernet Sauvignon	750	\$17.95	\$15.95	\$2.00
286278	Flat Rock Chardonnay	750	\$19.95	\$17.95	\$2.00
521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750	\$24.95	\$22.95	\$2.00
962886	La Crema Sonoma Coast Chardonnay	750	\$29.95	\$27.95	\$2.00
142018	Majella The Musician Cabernet/Shiraz	750	\$19.95	\$17.95	\$2.00
591313	Malivoire Gamay	750	\$19.95	\$17.95	\$2.00
316570	Oyster Bay Sauvignon Blanc	750	\$19.95	\$16.95	\$3.00
285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$19.95	\$17.45	\$2.50
226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$27.95	\$24.95	\$3.00
444455	Shingleback Davey Estate Single Vineyard Cabernet Sauvignon	750	\$22.95	\$19.95	\$3.00
89029	Tawse Sketches of Niagara Riesling	750	\$18.95	\$16.95	\$2.00
943787	Wakefield Estate Shiraz Clare Valley	750	\$19.95	\$17.95	\$2.00
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 (July 18 - August 14, 2021)

Participating Stores

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

Participating Product

LCBO#	Description	Size (mL)	LTO
591313	Malivoire Gamay	750	\$2.00

Signage Components & Merchandising Instructions

Signage reorder code: DMS-22P5-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 August 19, 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 August 19, 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 August 19, 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

SUMMER GIFTING

How to Merchandise THE ENHANCED GIFT BAGS


Front Facing End Aisle

- Continue to use the Summer \$1.95 Gift Bag Hot Button Sign previously provided.
- Merchandise the Summer gift bags on the front facing end aisles.

Cash End

- Summer Enhanced Gift Bag
- Year-Round & Summer Reusable Tote Bags

Signage Re-order Codes

Signage	Description	Re-order #
	Summer Enhanced Gift Bag Hot Button Signs	ENG/BIL: DMS-22P3-GFT1
	Hot Button Sign Clip	NIHK102

Front Facing End Aisle



Cash End



How to Merchandise THE REUSABLE TOTE BAGS

Metal Stand Merchandiser

- Continue to use the “Reusable Bags” Sign previously provided.
- Stores can merchandise a selection of Summer and Year-Round Reusable Tote Bags on the front & back of the fixture.

Metal Gift Bag Stand

- Continue to use the “Reusable Bags” Pole Topper previously provided.
- Stores can merchandise a selection of Summer and Year-Round Reusable Tote Bags on the fixture (top and bottom arms)

Cash End

- Summer Enhanced Gift Bag
- Year-Round & Summer Reusable Tote Bags

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.

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

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.

Cash End





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


How to Merchandise THE 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** were allocated to stores with high Gift Card sales transactions. **No additional inventory is available.**

Gift Cards

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

Gift Card Carrier

LCBO#	Description	Image
20561	Summer Gift Card Carrier	

Receiving Instructions

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

Merchandising Instructions

- Continue to display the Summer gift card merchandiser inserts.
- Stores can merchandise a selection of Summer and Year-Round Gift Cards and Carriers.
- 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. **This is a sold program. Participation is mandatory.**

Stores with 2 FEMs will separate product by Category:

1. Spirit
2. Wines/Wines in Cans

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

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

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

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

Signage Components

A new set of shelf talkers will be shipped to participating stores by the start of P5. Continue to display the "LCBO Summer Hot List" box sign until the end of P6.

- **NEW** Shelf Talkers
ENG (Re-order #DMS-22P5-FEM1)
BIL (Re-order #DMS-22P5-FEM2)
- Box Sign (Re-order #DMS-22P3-FEM1)

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)

NOTE: There will be new products featured on the Spirited Picks display for P5. A new set of shelf talkers will be shipped to participating stores by the start of the period. Please continue to display the “LCBO Summer Hot List” box sign until the end of P6.

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)
479899	Crown Royal Apple	375
381996	Smirnoff Raspberry	375

Signage Components

A new set of shelf talkers will be shipped to participating stores by the start of P5. Continue to display the “LCBO Summer Hot List” box sign until the end of P6.

- **NEW** Shelf Talkers
ENG (Re-order #DMS-22P5-FEM1)
BIL (Re-order #DMS-22P5-FEM2)
- Box Sign (Re-order #DMS-22P3-FEM1)

Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.
- Continue to display the “LCBO Summer Hot List” box sign in the middle of the shelf.



Sample planogram with Spirited Picks Program

Period 5-6

WINES FLEX SPACE



Overview

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

There are 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)**. Participating stores are required to order sufficient stock of all participating SKUs to maintain a full display for the duration of the promotion, including ordering in any SKUs that are not currently listed.

Key Dates (P5 - P6)

Participating Stores

5, 10, 15, 21, 25, 31, 35, 36, 38, 40, 83, 115, 148, 149, 154, 156, 164, 187, 217, 226, 243, 252, 265, 278, 288, 310, 326, 344, 346, 355, 360, 367, 371, 390, 393, 394, 401, 404, 407, 412, 417, 432, 437, 438, 443, 445, 452, 481, 486, 491, 495, 499, 511, 522, 523, 528, 556, 569, 590, 619, 623, 624, 630, 631, 632, 641, 702, 741, 776

Merchandising Instructions

- 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.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- Please refer to the planoguides for product placement. Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.
- The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.

Signage Components

- Box Sign Re-order Codes
 - Hot Cali Wines (Re-order # DMS-22P5-FS2)
 - Smart Buys from Rioja (Re-order # DMS-22P5-FS3)
 - Break Out Something New (Re-order # DMS-22P5-FS4)
 - Wines from South Africa (Re-order # DMS-22P5-FS5)
 - Rosés of the World (Re-order # DMS-22P3-FS5)
- Shelf Talkers ENG (Re-order # DMS-22P5-FS6) / BIL (Re-order # DMS-22P5-FS7)
- Bin Strips - solid colour (Re-order # DMS-22P5-FS8)

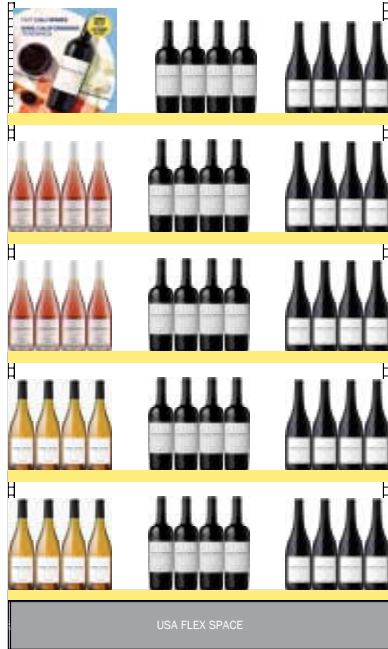
Participating Products

Box Sign	LCBO#	Description	Size (mL)	LTO
USA - California Flex Space (FSB) "Hot Cali Wines"				
*Mandatory Participation: This is a SOLD promotion.				
	13686	Bread & Butter Pinot Noir	750	\$2.00
	18486	Bread & Butter Rosé	750	
	19261	Bread & Butter Chardonnay	750	
	647644	Bread & Butter Cabernet Sauvignon	750	
Europe - Italy/SE Flex Space (FSC) "Smart Buys From Rioja"				
*Mandatory Participation: This is a SOLD promotion.				
	32656	Marques De Riscal Rioja Reserva	750	
	50203	Beronia Reserva	750	\$2.00
	137810	Campo Viejo Rioja Reserva	750	
	166538	LAN Crianza	750	
	177345	Muga Reserva	750	
	603795	Muga Rosé	750	
	621003	Montecillo Rioja Reserva	750	
	976662	Faustino I Gran Reserva	750	
Australia Flex Space (FSD) "Break Out Something New"				
*Mandatory Participation: This is a SOLD promotion.				
	17760	19 Crimes Pinot Noir The Punishment	750	\$2.00
	18116	19 Crimes Snoop Dogg Cali Red	750	
	369777	19 Crimes Shiraz Durif	750	\$2.00
	461525	19 Crimes Cabernet Sauvignon	750	\$2.00
	633438	19 Crimes The Uprising Red Wine	750	
Chile/Argentina Flex Space (FSE) "Wines From South Africa"				
*Mandatory Participation: This is a SOLD promotion.				
	10418	Big Bill Shiraz	750	\$2.00
	13700	The Beachhouse Sauvignon Blanc	750	\$2.00
	281311	The Pavillion Chenin Blanc	750	\$1.50
	292557	The Wolftrap Syrah Mourvèdre Viognier	750	
	358960	Fleur Du Cap Chardonnay	750	\$2.00
	367698	Boschendal 1685 Chardonnay	750	\$2.00
	382713	Nederburg Sauvignon Blanc	750	\$2.00
495507	Robertson Winery Chenin Blanc	750	\$1.00	



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

USA Flex Space “Hot Cali Wines”



EUROPE - Italy/SE Flex Space “Smart Buys from Rioja”



Australia Flex Space “Break Out Something New”



Chile/Argentina Flex Space “Wines from South Africa”



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).

LCBO#	Description	Size (mL)
Sparkling Flex Space (FSA) "Rosés of the World"		
11597	Pelee Island Bella Sparkling Pinot Noir Rosé VQA	750
13015	Yellow Tail Rosé	750
13245	Argento Rosé	750
13248	Woodbridge by Robert Mondavi Rosé	750
13297	Whitecliff Rosé	750
13497	Grand Sud Rosé	1000
13522	Gran Passione Rosato IGT Veneto	750
13548	Château De Berne Romance IGP Méditerranée	750
13907	Jackson-Triggs Proprietors Selection Light Rosé	750
14145	Toro Bravo Shiraz Garnacha Rosado	750
14867	Sandbanks Summer Rosé VQA	750
14981	Aria Sparkling Rosé VQA	750
15568	Listel Gris Rosé	750
19481	Sun Goddess Pinot Grigio Ramato DOC Friuli	750
20188	Maison No 9.	750
164343	The Beachhouse Rosé	750
367375	La Fage Miraflores Rosé Côtes-du-Roussillon AOC	750
369652	Cotton Candy Rosé	750
404533	Sogrape Gazela Vinho Verde Rosé DO	750
445627	Blu Giovello Rosé IGT Trevenezie	750
483040	François Dulac Côtes De Provence	750
484618	Matua Pinot Noir Rosé	750
609545	13th Street Burger Blend Rosé VQA	750
632513	Lab Rosé Lisboa VR	750
640011	Lindeman's Bin 30 Sparkling Rosé	750
642884	D'Ont Poke the Bear Rosé VQA	750
Organic Flex Space		
Maintain regular merchandising of organic assortment (secondary location for all general list and Vintages organic products.)		



THE COLD ROOM SPIRITS DISPLAY (CM)

SIGNAGE MUST REMAIN IN PLACE FOR P5-6

Please display the P5 Cold Room Spirits A-frame sign until the end of P6. The product assortment will change in P6 and a new set of shelf talkers will be shipped to participating stores.

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 (July 18 - August 14, 2021)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
398776	Fireball Cinnamon Whisky (PET)	375	Value-add: Twisted Tea
447953	Fireball Cinnamon Whisky	750	(355 mL can) Near pack

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

- P5-6 A-frame Sign
ENG (Re-order # DMS-22P5-AF1) / BIL (Re-order # DMS-22P5-AF2)
- Shelf Talkers
ENG (Re-order # DMS-22P5-AF3) / BIL (Re-order # DMS-22P5-AF4)
- 4x5 VA Shelf Talker
ENG (Re-order # DMS-22P5-AF5) / BIL (Re-order # DMS-22P5-AF6)

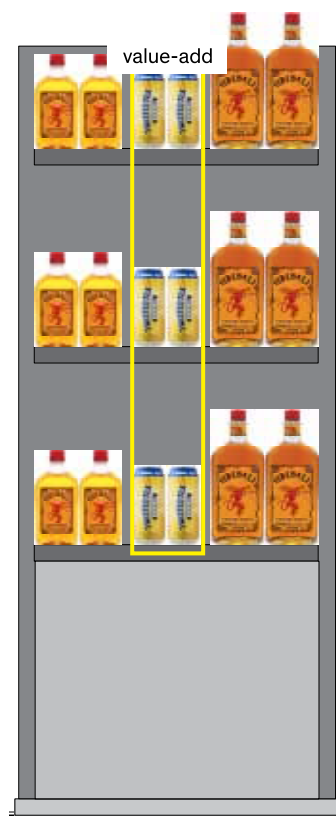
Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Merchandise the participating products according to the planogram.
- Install the A-frame sign and shelf talkers on the fixture. Please display the P5 Cold Room Spirits A-frame sign until the end of P6.

“

Fireball Cold Room takeover. There will be a near pack VA of 355 mL Twisted Tea with the purchase of participating products. Signage must remain in place for P5/P6. Product assortment will rotate between P5 and P6.

SPICE THINGS UP WITH CINNAMON WHISKY
AJOUTEZ DU PIQUANT AVEC DU WHISKY À LA CANNELLE



SHOPPING CART SIGN

The inside of the shopping cart will feature the “myLCBO.com Sign Up” messaging and the outside will feature the LCBO Lab messaging. Both shopping cart signs are 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

LCBO Lab Shopping Cart Sign: Keep installed until further notice.

“myLCBO.com Sign Up” Shopping Cart Sign: Keep Installed until Period 6.

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.

LCBO Lab Shopping Cart Sign



Signage Component

- LCBO Lab Shopping Cart Sign
ENG/BIL (Re-order# DMS-22P5-SC1)

Merchandising Instructions

- Install the LCBO Lab sign on the outside of the shopping cart.

“myLCBO.com Sign Up” Shopping Cart Sign














Signage Component








- “myLCBO.com Sign Up” Shopping Cart Sign
ENG/BIL (Re-order #DMS-22P5-SC2)

Merchandising Instructions

- Install the “myLCBO.com Sign Up” sign on the inside of the shopping cart.

ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Premium Flighted End Aisles 1A-4A Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P5-ST14 BIL: DMS-22P5-ST15	
On Shelf	Premium Flighted End Aisles 3A Value-add Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P5-STVA1 BIL: DMS-22P5-STVA2	
On Shelf	Premium Flighted End Aisles 3A Value-add 4" x 5" Shelf Talkers	4" w x 5" h Shelf Talkers ENG/BIL	ENG: DMS-22P5-STVA3 BIL: DMS-22P5-STVA4	
On Shelf	Standard Flighted End Aisles 1B-4B Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P5-ST16 BIL: DMS-22P5-ST17	
On Shelf	Standard Flighted End Aisles 3B Value-add Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P5-STVA5 BIL: DMS-22P5-STVA6	
On Shelf	Standard Flighted End Aisles 3B Value-add 4" x 5" Shelf Talkers	4" w x 5" h Shelf Talkers ENG/BIL	ENG: DMS-22P5-STVA7 BIL: DMS-22P5-STVA8	
On Shelf	Common End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: DMS-22P5-ST1 BIL: DMS-22P5-ST2	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P5-ST3 BIL: DMS-22P5-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P5-ST5 BIL: DMS-22P5-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P5-ST7 BIL: DMS-22P5-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: DMS-22P5-ST9 BIL: DMS-22P5-ST10	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Generic Blank Pricer Cards (25pk)	Pricer Cards 8" w x 7" h	DMS-22P5-ST11	
On Shelf	Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	DMS-22P5-ST12	
On Shelf	Blank Bin Tags for General Use (25pk)	Bin Tags 6" w x 1¾" h	DMS-22P5-ST13	
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h English/Price English/No Price	LTO Bundle DMS-P5-LTO	
On Shelf	"SAVE/ ÉPARGNEZ" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	"NEW" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h English/Price English/No Price	BNS Bundle DMS-P5-BNS	
On Shelf	"NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

Trade

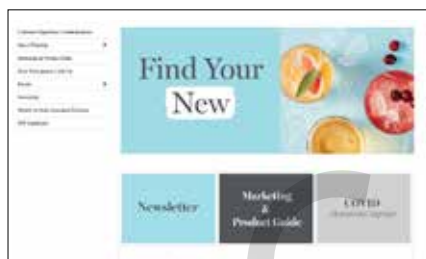
Sold Space WORKSHEETS

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
			10157	Jameson Irish Whiskey	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1A	17055	Jameson Cold Brew Irish Whiskey	750	LTO
			275933	Jameson Irish Whiskey	1750	LTO
			10157	Jameson Irish Whiskey	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1B	17055	Jameson Cold Brew Irish Whiskey	750	LTO
			275933	Jameson Irish Whiskey	1750	LTO
			20926	Aperol	375	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2A	20927	Aperol Spritz Kit	750	
			176834	Aperol	750	Value Add
			20047	Forty Creek Foxheart	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2B	350207	Forty Creek Copper Pot Reserve Whisky	1140	LTO
			350629	Forty Creek Barrel Select Whisky	1140	Value Add
			95935	Grey Goose Vodka	750	Value Add, Seasonal Block Pile
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3A	413294	Grey Goose Le Citron	750	Value Add
			417196	Grey Goose Vodka	1140	Value Add
			13588	Bacardi Gold	750	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 3B	112979	Bacardi Superior White Rum (P.E.T)	750	Value Add
			520353	Bacardi Spiced Rum	750	Value Add
			19820	Havana Club Cuban Smoky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4A	217422	Havana Club Anejo Reserva	1140	
			53140	Havana Club 7 Year Old Rum	750	
			53140	Havana Club 7 Year Old Rum	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4B	158014	Flor de Caña Centenario 12 Year Rum	750	
			894014	El Dorado 5 Year Old Rum	750	LTO
			29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5	35170	Pascual Toso Malbec	750	LTO
			331371	Peller Family Vineyards Cabernet Sauv	4000	LTO
			545160	Tito's Handmade Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 6	597559	Tito's Handmade Vodka	750	LTO
			628990	Tito's Handmade Vodka	1140	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 7	17817	Corona Extra (275 TBS)	6 × 473	LTO
			17818	Corona Extra (275 TBS)	6 × 330	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 8	14483	Ace Hill Raspberry Vodka Soda	355	Value Add
			14485	Ace Hill Lemon Vodka Soda	355	Value Add
			19155	Ace Hill Strawberry Grapefruit Vodka Soda	355	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 9	225243	Stolichnaya Vodka	750	LTO
			225250	Stolichnaya Vodka	1140	
			272716	Stolichnaya Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 10: Mini Thematic C	15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	
			15823	Lake Of Bays Off The Grid Hazy Pale Ale (8958)	473	LTO
			16769	Railway City - Train Reaction Cerveza (8447)	473	LTO
			19681	Indie Ale House Marco Polo (789)	355	
			20265	Flying Monkeys Worlds Away Modern Lager (6309)	473	LTO
			20431	Ebb & Flow Raspberry, Lemon, Yuzu (LCBO Warehouse)	473	
			459537	Woodhouse Lager (189)	473	LTO
			513044	Henderson's Brewing Co. Henderson's Best (766)	473	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 11	576892	Beyond The Pale Brewing Co. Yummy! (7672)	473	LTO
			14354	Appleton Estate 8YO Reserve	750	LTO
			14355	Appleton Estate 12YO Rare	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 12	177808	Appleton Estate V/X Signature Blend	750	Value Add
			19098	Founder's Original Gin Bramble	355	LTO
			19159	Tempo Gin Smash Mango Peach	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 13	19303	Crown Royal Whisky & Cola	473	LTO
			31112	Grant's Family Reserve	750	LTO
			247056	Grant's Family Reserve	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 14	605931	Grant's Family Reserve	1140	LTO
			13700	The Beachhouse Sauvignon Blanc	1500	LTO, Flex Space
			339168	Bodacious Smooth White	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 15	620773	Masi Masianco Pinot Grigio	750	LTO, Wine Fridge
			19480	Zirkova One Ultra Premium Vodka	1140	
			638197	Zirkova One Ultra Premium Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		638205	Zirkova Together Ultra Premium Vodka	750	Value Add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			19131	No Boats On Sunday Wild Strawberry Rhubarb	355	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 16	19152	Sway Vodka Soda Raspberry Shimmy	355	LTO
			19474	Tag No.5 Vodka Soda Blackberry Sour	473	LTO
			16465	Ace Hill Low-Cal Mexican Lager (196)	4 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 17	398693	Naughty Neighbour American Pale Ale (6699)	473	LTO
			556688	Collective Arts Life In The Clouds (4678)	473	LTO
			43703	Hennessy VSOP Cognac	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 18	245688	Hennessy VS Cognac	375	LTO
			279455	Moet & Chandon Ice Imperial Champagne	750	Feature Fixture
			19581	Mill Street Original Organic Lagerb(1950)	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 19	334037	Innis & Gunn The Original (LCBO Warehouse)	500	LTO
			492017	Steam Whistle (5577/275 TBS)	6 × 473	LTO
			374546	Growers Honeycrisp Apple Cider (LCBO Warehouse)	473	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 20	456731	Growers Pear Cider (LCBO Warehouse)	473	LTO
			568436	Growers Cider Stone Fruit (LCBO Warehouse)	473	
<input type="checkbox"/>	<input type="checkbox"/>		Feature Fixture	Refer to pg. 18 for participating products		
<input type="checkbox"/>	<input type="checkbox"/>	New & Seasonal	Refer to the P5 Portal Worksheets			
			16079	Martini Fiero	750	\$2.00 LTO
			369793	Mount Gay Eclipse Rum	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	369801	Mount Gay Eclipse Rum	1140	VA
			520270	Bacardi Black	1140	VA
			520288	Bacardi Black	750	
			633271	Gosling's Bermuda Black Seal Rum	750	\$2.00 LTO
			129940	Aviation Gin	750	\$2.00 LTO
			242107	No. 3 London Dry Gin	750	\$5.00 LTO
			316844	Bombay Sapphire London Dry	750	\$1.00 LTO
			358192	Bruichladdich The Botanist Islay Dry Gin	750	\$3.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	358556	Dillon's Gin 22 Unfiltered	750	\$5.00 LTO
			557470	Empress 1908 Gin	750	\$3.00 LTO
			600163	Tanqueray No. Ten Gin	750	\$5.00 LTO
			617233	Haymans London Dry Gin	750	\$4.00 LTO
			636209	Roku Gin	750	VA+ \$6.00 LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			55533	Latour Chardonnay Bourgogne	750	\$2.00 LTO
			65367	Eastdell Pinot Grigio VQA	750	\$2.00 LTO
			164756	Graffigna Pinot Grigio	750	\$2.00 LTO
			176461	Folonari Soave Doc	750	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00 LTO
			303792	Trius Riesling VQA	750	\$1.00 LTO
			522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00 LTO
			621888	Relax Riesling, Mosel	750	\$1.50 LTO
			633578	Jacob's Creek Pinot Grigio	750	\$2.00 LTO
			67	Smirnoff Vodka	750	VA
			1099	Johnnie Walker Red Label Scotch Whisky	750	VA
			2691	Tanqueray Dry Gin	750	VA
			10357	Crown Royal Peach	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table	17047	Captain Morgan Sliced Apple Spiced Rum	750	VA
			21544	Smirnoff Pink Lemonade	750	VA
			173542	Don Julio Blanco Tequila	750	VA + \$5.00 LTO
			382002	Smirnoff Raspberry Flavoured Vodka	750	VA
			403519	Crown Royal Apple	750	VA + \$2.00 LTO
			500512	Captain Morgan Original Spiced Rum	750	VA + \$1.00 LTO
			270447	Guinness Draught Beer	500	\$0.25 LTO
			271619	Harp	500	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	296244	Guinness Draught	4 × 440	VA
			442731	Kilkenny	4 × 500	
			536227	Guinness Hop House	500	\$0.25 LTO
			554469	Guinness	8 × 440	
			15373	White Claw Hard Seltzer Mixer	12 × 355	
			20369	Bud Light Seltzer Mixer	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	553537	Cottage Springs Ontario Peach	355	
			649376	Social Lite Field Strawberry	4 × 355	VA
			14664	Nude Vodka Soda Raspberry Lemon	473	
			14617	Smirnoff Vodka & Soda Raspberry Rose	4 × 355	\$1.00 LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			18877	Cabot Trail Maple Cream	1140	\$2.00 LTO
			33928	J.P. Wiser's Deluxe	1750	\$1.00 LTO
			45898	Bacardi Superior White Rum (PET)	1750	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	216655	Absolut Vodka	1750	\$1.50 LTO
			216721	Tanqueray London Dry Gin	1140	\$1.00 LTO
			311944	Canadian Club Classic 12 Year Old	1750	\$3.00 LTO
			451195	Jose Cuervo Especial Gold Tequila	1750	\$6.00 LTO
			520312	Bacardi Gold	1750	\$1.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	117	Bacardi Superior White Rum	750	VA
			34595	Patron Silver	750	VA
			95935	Grey Goose Vodka	750	VA
			316844	Bombay Sapphire London Dry	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Beer Super Sale	110320	No Name Beer	6 × 341	\$3.30 LTO
			574509	Berliner Pilsner	500	\$0.75 LTO
			11939	Victoria Park Cabernet Sauvignon	750	\$2.00 LTO
			17650	Smoky Bay Shiraz	750	\$1.00 LTO
			142018	Majella The Musician Cabernet/Shiraz	750	\$2.00 LTO
			189415	Wyndham Estate Bin 555 Shiraz	750	\$2.00 LTO
			285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	302349	Rosemount Diamond Shiraz	750	\$2.00 LTO
			311795	Wolf Blass Red Label Shiraz Cabernet Sauvignon	750	\$2.00 LTO
			350504	Yellow Tail Big Bold Red	750	\$2.00 LTO
			419986	Jacob's Creek Double Barrel Shiraz	750	\$3.00 LTO
			464743	Angove Organic Cabernet Sauvignon	750	\$2.00 LTO
			659607	Mitolo Jester Shiraz	750	
			943787	Wakefield Estate Shiraz Clare Valley	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	300681	Coors Light (275 TBS)	6 × 473	LTO
			906628	Coors Light (275 TBS)	6 × 355	Value Add

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	20831	Refined Fool, IPA Fun Box, Summer Edition (5732)	6 × 473	
			20844	Bobber 100 Calorie Hazy IPA (462)	473	
			21689	Zap! Pink Lemonade Sour IPA (6699)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	311779	Bud Light (275 TBS)	6 × 473	LTO
			311787	Budweiser (275 TBS)	6 × 473	Value Add
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	14987	Muskoka Craft Lager (LCBO Warehouse)	6 × 473	
			14988	Muskoka Detour (LCBO Warehouse)	6 × 473	Value Add
			14989	Muskoka Mad Tom (LCBO Warehouse)	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>	Craft Beer Imported Shelf Talkers	21481	Heavy Seas TropiCannon Citrus IPA	473	
			19369	Saison du Tracteur American Saison	600	
			19368	Sweetwater 420 Pale Ale	473	
			15604	Cigar City Margarita Gose	1420	
			19367	Deschutes Wowza! Lo-Cal Hazy Pale Ale	4 × 355	
			19366	Renaissance Voyager IPA	440	
			322529	Hofbrau Hefe Weizen	500	
			19045	La Vermontoise - Saison	375	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	12172	Flying Monkeys Freakshow Crush Hazy IPA	473	
			16896	Amsterdam Hazy Town IPA	473	
			16897	Great Lakes Brewery - Burst!	473	
			17406	Side Launch Any Day Light IPA	473	
			19258	Nickel Brook Jamstand Raspberry	473	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	20454	Cowbell Brewing Co. Passion Fruit Punch	473	
			232033	Vineland Estates Semi-Dry Riesling VQA	750	\$2.00 LTO
			430546	Henry Of Pelham Sauvignon Blanc VQA	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	\$1.00 LTO
			60707	20 Bees Pinot Grigio VQA	750	
			109959	Jackson-Triggs Reserve Merlot VQA	750	
			145417	Pelee Island Lighthouse Riesling VQA	750	
			341743	Trius Rosé VQA	750	

Display Programs

Participating Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		20516	Casa-Dea Embrace Sparkling Riesling VQA	750	
		20515	The Hare Frontier Pinot Grigio VQA	750	
		20512	Fogolar Vidal VQA	750	
		20508	Marynissen Lokaal White VQA	750	
<input type="checkbox"/>	<input type="checkbox"/> Craft VQA Wineries	20517	Alvento West Wind VQA	750	
		16296	Organized Crime Rosé VQA	750	
		20509	CREW Barrelman's Blend VQA	750	
		20514	Commisso Red VQA	750	
		20513	Stoney Ridge Patio Lanterns Red VQA	750	
<input type="checkbox"/>	<input type="checkbox"/> Vintages Essentials on Offer	316570	Oyster Bay Sauvignon Blanc	750	\$3.00 LTO
		50203	Beronia Reserva	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/> Vintages Wine of the Month: July 24	74229	Ferraton Père & Fils Plan de Dieu Côtes du Rhône-Villages 2019	750	
		514166	Lapostolle Gran Selección Cabernet Sauvignon 2018	750	
<input type="checkbox"/>	<input type="checkbox"/> Vintages Wine of the Month: August 7	212936	Zonte's Footstep Baron Von Nemesis Shiraz 2018	750	
		384271	Château Magnol 2016	750	
<input type="checkbox"/>	<input type="checkbox"/> Vintages LTO Program		Refer to pg. 56 for participating products		
<input type="checkbox"/>	<input type="checkbox"/> Vintages Our Buyer's Picks	591313	Malivoire Gamay	750	\$2.00 LTO
<input type="checkbox"/>	<input type="checkbox"/> Spirited Picks Display	479899	Crown Royal Apple	375	
		381996	Smirnoff Raspberry	375	
<input type="checkbox"/>	<input type="checkbox"/> Flex Space		Refer to pg. 64 for participating products		
<input type="checkbox"/>	<input type="checkbox"/> The Cold Room Spirits	398776	Fireball Cinnamon Whisky (PET)	375	VA: Twisted Tea (355 mL can)
		447953	Fireball Cinnamon Whisky	750	Near pack

FSI = Product is featured in the Free Standing Insert

LTO = Limited Time Offer

ST = Shelf Talker

VA = Value-added

SCP = Shopping Cart Program

FNT = Front Nesting Table

BP = Block Pile

COTM = Cocktail of the Month

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R1	Vodka A	116327 Grey Goose La Poire Vodka	750	LTO										Y	Y
R2	Vodka B	545392 Smirnoff Berry Blast	750	LTO					Y	Y	Y	Y	Y	Y	Y
R3	Vodka C	114967 Finlandia Vodka	1750	LTO				Y	Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	211110 Wyborowa Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	149567 Tag No. 5 Vodka	750	Shelf Extender	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	13589 Bacardi Lime	750	LTO											Y
R7	Rum B	366666 El Dorado 8 YO Cask Aged Demerara Rum	750	LTO						Y	Y	Y	Y	Y	Y
R8	Rum C	225615 Brugal Anejo	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y
R9	Rum D	570366 Bacardi Spiced Rum	1140	Value Add				Y	Y	Y	Y	Y	Y	Y	Y
R10	Rum E	492520 Bacardi 8 Year Old Reserva Gold Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	16580 Maker's Mark	1140	LTO										Y	Y
R12	Canadian Whisky B	631853 Maverick Barnburner Whisky	750	LTO						Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	472332 Wayne Gretzky Red Cask Whisky	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	434092 Crown Royal Northern Harvest Rye	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	311928 Canadian Club Classic 12 Year Old	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	21309 The Glenlivet Caribbean Reserve Single Malt Scotch	750	LTO						Y	Y	Y	Y	Y	Y
R17	Scotch B	330803 Bowmore 12 Year Old Islay Single Malt	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	316844 Bombay Sapphire London Dry	750	Mini Thematic, Seasonal Block Pile, LTO					Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	11248 Baileys Espresso	750	LTO								Y	Y	Y	Y
R20	Liqueurs B	605881 Disaronno Originale Amaretto	1140	LTO					Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	477836 Malibu Coconut Rum	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	281378 Forty Creek Cream Liqueur	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	410803 D'Usse VSOP	750	Value Add											Y
R24	Brandy B	9902 Courvoisier VSOP	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	551416 Cabo Wabo Reposado Tequila	750	LTO								Y	Y	Y	Y
R26	Ontario Blend A	617662 Diabolica Red VQA	750	LTO						Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	289835 Peller Family Vineyards Dry White	1500	LTO				Y	Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	326413 Pelee Island Pinot Grigio VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	144865 Wayne Gretzky Riesling VQA	750	LTO								Y	Y	Y	Y
R30	Ontario Non-VQA B	234583 Cave Spring Riesling VQA	750	LTO, Wine Fridge							Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	135939 Pelee Island Pinot Noir VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	485128 Pelee Island Baco Noir VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	200535 Konzelmann Chardonnay Unoaked VQA	750	LTO										Y	Y
R34	Ontario VQA B	457341 Muskoka Lakes Blueberry Wine	750	LTO										Y	Y
R35	Australia/New Zealand A	461525 19 Crimes Cabernet Sauvignon	750	LTO, Flex Space										Y	Y
R36	Australia/New Zealand B	68254 Yellow Tail Pinot Grigio	750	LTO, Wine Fridge										Y	Y
R37	Australia/New Zealand C	406843 Jacob's Creek Moscato	1500	LTO			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			
R38	Australia/New Zealand D	506691	Wolf Blass Yellow Label Shiraz	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	534263	Beringer Founders Estate Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R40	USA B	383885	The Show Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	665299	Stormy Bay Cabernet Sauvignon	750	LTO						Y	Y	Y	Y		
R42	Chile B	191866	Pknt Cabernet Sauvignon Reserve	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43	France Blend A	464776	Louis Bouillot Perle Noire	750	LTO											Y
R44	France Blend B	464388	Sogrape Vila Regia, Douro	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45	France South A	19239	Porta 6 White	750	LTO										Y	Y
R46	France South B	545319	Frescobaldi Castiglioni Chianti Docg	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R47	France Bordeaux/ Burgundy A	668228	Sangre De Toro Tempranillo	750	LTO									Y	Y	Y
R48	Italy Central A	293498	Brotte La Fiole Cote Du Rhone Aoc	750	LTO										Y	Y
R49	Italy Central B	487694	La Marca Prosecco Doc	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50	Italy North A	152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	LTO					Y	Y	Y	Y	Y	Y	Y
R51	Italy North B	588962	Mezzomondo Negroamaro Puglia Igt	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52	Southern Europe A	166	Sogrape Mateus Rosé	750	LTO											Y
R53	Southern Europe B	336503	Black Tower Rivaner	750	LTO									Y	Y	Y
R54	Germany A	394577	Fiol Prosecco Doc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R55	Sparkling A	218032	Domaine Chandon Brut	750										Y	Y	Y
R56	Sparkling B	669200	Ciao Pinot Grigio Organic Carton	1000	LTO				Y	Y	Y	Y	Y	Y	Y	Y
R57	Ontario Beer A	15435	Schneider Helle Weisse (LCBO Warehouse)	500											Y	Y
R58	Ontario Beer B	676841	Red Stripe Lager (LCBO Warehouse)	6 × 330	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59	Beer 1	16434	Brock Street Strawberry Blonde (397)	473												Y
R60	Beer 2	394015	Brickworks Batch: 1904 Cider (1950)	473	LTO				Y	Y	Y	Y	Y	Y	Y	Y
R61	Beer 3	15261	Angry Orchard Crisp Apple (LCBO Warehouse)	473	LTO				Y	Y	Y	Y	Y	Y	Y	Y
R62	Beer 4	20035	No. 99 Hazy IPA Wayne Gretzky Craft Brewing Ip (275 TBS)	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R63	Party Zone 1	54262	Jose Cuervo Golden Margarita	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y
R64	Party Zone 2	14488	White Claw Hard Seltzer Natural Lime	473	LTO				Y	Y	Y	Y	Y	Y	Y	Y
R65	Party Zone 3	77933	Rev (P.E.T)	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	486241	Nutrl Vodka	750	LTO	RTD CANADA INC.
C2: Canadian Whisky	41384	Jack Daniel's Tennessee Whiskey	750	LTO	PMA CANADA LTD.
C3: Ontario Non VQA Blend		Store Manager's Discretion to display VQA wine			
C4: French Blend		Store Manager's Discretion			
C5: Fixed Store Location	295022	Two Oceans Pinot Grigio	750	LTO	PMA CANADA LTD.
C6: Vodka	636092	Gordon's Pink Gin	750	LTO	DIAGEO CANADA INC.
C7: Scotch	108357	Carolans Irish Cream	750	LTO	GLAZER'S OF CANADA
C8: Liqueurs	248997	Laphroaig 10 Year Old	750	LTO	BEAM SUNTORY
C9: Ontario Blends	13906	Unwined Smooth Rosé	750	LTO	COLIO ESTATE WINES
C10: France Red	405514	Yellow Tail Sangria	750	LTO	PHILIPPE DANDURAND WINES LTD.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	370320	Chateau Des Charmes Cabernet Sauvignon VQA	750	LTO	CHATEAU DES CHARMES
D2: Discovery Wines 2	219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	LTO	MARK ANTHONY WINE & SPIRITS
D3: Discovery Wines 3	295931	Obsession Symphony White California	750	LTO	LIFFORD WINE & SPIRITS INC.
D4: Discovery BSM 1	20697	Muskoka Seanic Route IPA (LCBO Warehouse)	473		LAKES OF MUSKOKA COTTAGE BREWERY
D5: Discovery BSM 2	697698	Blanche De Chambly (275 TBS)	473	LTO	SLEEMAN BREWING & MALTING CO.
D6: Discovery BSM 3	14487	White Claw Hard Seltzer Mango	473	LTO	MARK ANTHONY WINE & SPIRITS
D7: Discovery Spirits 1	600981	Hpnotiq Liquor	750	LTO	GLAZER'S OF CANADA
D8: Discovery Spirits 2	545194	Top Shelf Vodka	750	Value Add	TOP SHELF DISTILLERS
D9: Discovery Spirits 3	647982	Beefeater Pink	750	LTO	CORBY SPIRIT AND WINE LIMITED

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	LTO	PHILIPPE DANDURAND WINES LTD.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
166	Sogrape Mateus Rosé	750	\$1.50	Shelf Extender
570	Beefeater Dry	750	\$1.00	
1867	Drambuie	750	\$4.00	
9902	Courvoisier VSOP	750	\$8.00	Shelf Extender
10216	Kahlua Coffee Liqueur	1140	\$1.00	
10322	Cointreau	375	\$1.00	
10418	Big Bill Shiraz	750	\$2.00	Flex Space
11248	Baileys Espresso	750	\$1.00	Shelf Extender
11267	Ciroc White Grape	750	\$5.00	
11939	Victoria Park Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
12641	Remy Pannier Rose D'Anjou	750	\$1.00	
12858	Waterloo Grapefruit Radler	473	\$0.20	
13589	Bacardi Lime	750	\$1.00	Shelf Extender
13686	Bread & Butter Pinot Noir	750	\$2.00	Flex Space
13700	The Beachhouse Sauvignon Blanc	1500	\$2.00	End Aisle, Flex Space
13735	Provolo Soave Veneto Doc	750	\$1.00	
13906	Unwined Smooth Rosé	750	\$1.00	Comm. Extender
14136	Coors Original	473	\$0.25	
14334	Nikka Coffey Vodka	700	\$10.00	
14354	Appleton Estate 8YO Reserve	750	\$2.00	End Aisle
14487	White Claw Hard Seltzer Mango	473	\$0.15	Discovery Extender
14488	White Claw Hard Seltzer Natural Lime	473	\$0.15	Shelf Extender
14491	Beach Bum Lemon Coconut	473	\$0.25	
14617	Smirnoff Vodka & Soda Raspberry Rosé	4 × 355	\$1.00	Seasonal Block Pile B
14673	Gerard Bertrand Gris Blanc Rosé	750	\$2.00	Feature Fixture
14678	Barefoot Moscato	1500	\$2.00	Wine Fridge, Feature Fixture
14681	Babe Rosé With Bubbles	250	\$0.25	FEM3
14847	Good Fortune Raspberry Hibiscus SprkIng Wine Bev	355	\$0.30	Wine Fridge
14915	Dillon's Rye Whisky	750	\$5.00	
14996	Hollandia Lager	4 × 500	\$1.00	
15261	Angry Orchard Crisp Apple	473	\$0.25	Shelf Extender
15628	Bols Apricot Brandy	750	\$2.00	
15695	Bud Light Strawberry Lemonade	473	\$0.20	
15754	Josh Cellars Pinot Grigio	750	\$2.00	Wine Fridge
15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	\$0.20	Mini Thematic
16079	Martini Fiero	750	\$2.00	Entrance Table

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16363	Cono Sur Pinot Noir Organic	750	\$2.00	
16580	Maker's Mark	1140	\$5.00	Shelf Extender
16769	Railway City - Train Reaction Cerveza	473	\$0.20	Mini Thematic
16777	Bask Sauvignon Blanc	750	\$1.00	
16784	Graffiti Pinot Grigio	750	\$2.00	
16809	Graffiti Cabernet Sauvignon	750	\$2.00	
17055	Jameson Cold Brew Irish Whiskey	750	\$2.00	End Aisle
17555	XOXO Botanical Raspberry Rhubarb	750	\$1.00	Wine Fridge
17650	Smoky Bay Shiraz	750	\$1.00	Middle Nesting Table
17654	Stel + Mar Premium Rose Tetra	500	\$1.00	
17760	19 Crimes Pinot Noir	750	\$2.00	Flex Space
17817	Corona Extra	6 × 473	\$1.00	End Aisle
17823	Stella Artois	6 × 330	\$1.00	
18391	Pelee Island Merlot Bag In Box	3000	\$3.00	
18877	Cabot Trail Maple Cream	1140	\$2.00	Seasonal Block Pile C
19096	Matt & Steve's Caesar - Hot & Spicy	473	\$0.20	
19097	Mott's Clamato Caesar Sriracha	458	\$0.25	
19098	Founder's Original Gin Bramble	355	\$0.15	End Aisle
19100	Canada Dry Classics Gin & Tonic	473	\$0.25	
19106	Good Sunday Lemon Gin Soda	473	\$0.25	
19114	Pink Gin & Soda With Raspberry & Bitter Orange	355	\$0.10	
19115	Social Lite Mango Lemonade	473	\$0.15	
19128	Crown Royal Cranberry Apple	473	\$0.25	
19143	Tempo Gin Smash Strawberry Lemon	473	\$0.25	
19152	Sway Vodka Soda Raspberry Shimmy	355	\$0.25	End Aisle
19159	Tempo Gin Smash Mango Peach	473	\$0.25	End Aisle
19239	Porta 6 White	750	\$1.00	Shelf Extender
19303	Crown Royal Whisky & Cola	473	\$0.25	End Aisle
19338	Good Natured Crisp Chardonnay VQA	750	\$1.00	Flex Space
19339	Good Natured Merlot Gamay Noir VQA	750	\$1.00	Flex Space
19440	Coco Vodka	473	\$0.25	
19459	El Tequileno Gran Reserva Reposado	750	\$5.00	
19474	Tag No.5 Vodka Soda Blackberry Sour	473	\$0.25	End Aisle
19581	Mill Street Original Organic Lager	6 × 355	\$1.00	End Aisle
19820	Havana Club Cuban Smoky	750	\$1.00	End Aisle, Value Add
19923	Peroni Nastro Azzurro	6 × 330	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
19928	Persona Cabernet Merlot VQA	750	\$2.00	Feature Fixture
20035	No. 99 Hazy IPA Wayne Gretzky Craft Brewing Ip	473	\$0.45	Shelf Extender
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	\$2.00	Feature Fixture
20259	Grow Wild Enchanting White VQA	750	\$2.00	Feature Fixture
20261	Strewn Nurture White Blend VQA	750	\$1.00	
20264	Popcorn Chardonnay VQA	750	\$2.00	
20265	Flying Monkeys Worlds Away Modern Lager	473	\$0.20	Mini Thematic
20928	Mighty Moose Canadian Vodka	750	\$2.00	
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	\$2.00	Shelf Extender
25999	Jagermeister	1140	\$4.00	
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	\$1.00	End Aisle
31112	Grant's Family Reserve	750	\$3.00	End Aisle
33928	J.P. Wiser's Deluxe	1750	\$1.00	Seasonal Block Pile C
35170	Pascual Toso Malbec	750	\$2.00	End Aisle
41384	Jack Daniel's Tennessee Whiskey	750	\$2.00	Comm. Extender
45898	Bacardi Superior White Rum (P.E.T)	1750	\$1.00	Seasonal Block Pile C
50203	> Beronia Reserva (Gonzales Byass)	750	\$2.00	VL 1, Flex Space
54262	Jose Cuervo Golden Margarita	750	\$1.00	Shelf Extender
55533	Latour Chardonnay Bourgogne	750	\$2.00	Mini Thematic
59311	>(V) Seven Deadly Zins Old Vine Zinfandel	750	\$3.00	
61101	Peninsula Ridge Merlot VQA	750	\$2.00	
63305	Peller Family Vineyards Red Crtn	1000	\$1.00	
65367	Eastdell Pinot Grigio VQA	750	\$2.00	Mini Thematic
68254	Yellow Tail Pinot Grigio	750	\$1.00	Shelf Extender, Wine Fridge
77933	Rev (P.E.T)	473	\$0.25	Shelf Extender
85316	Blu Giovello Prosecco	750	\$2.50	
89029	>(V) Riesling Sketches Of Niagara (Tawse)	750	\$2.00	
107342	Reinhart's Red Apple Strong Cider	473	\$0.25	
108357	Carolans Irish Cream	750	\$2.00	Comm. Extender
114967	Finlandia Vodka	1750	\$1.50	Shelf Extender
116038	Metaxa Seven Star	750	\$2.00	
116327	Grey Goose La Poire Vodka	750	\$3.00	Shelf Extender
129940	Aviation Gin	750	\$2.00	Mini Thematic
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
135939	Pelee Island Pinot Noir VQA	750	\$2.00	Shelf Extender
137117	Russian Standard Vodka	750	\$1.50	
142018	>The Musician By Majella Cab Shiraz	750	\$2.00	Middle Nesting Table
142117	Lindemans Bin 65 Chardonnay	750	\$1.00	
143164	Cusumano Nero D'Avola Terre Sicilane Igt	750	\$2.00	
144865	Wayne Gretzky Riesling VQA	750	\$2.00	Shelf Extender
148007	Czechvar Premium Lager	500	\$0.35	
152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	\$2.00	Shelf Extender
164756	Graffigna Pinot Grigio	750	\$2.00	Mini Thematic
165308	Colio Extra Dry White	1500	\$1.00	
166637	Pelee Island Rouge	1500	\$0.85	
173542	Tequila Don Julio Blanco	750	\$5.00	Front Nesting Table
176461	Folonari Soave Doc	750	\$1.00	Mini Thematic
180695	St-Germain Elderflower Liqueur	750	\$3.00	
189415	Wyndham Estate Bin 555 Shiraz	750	\$2.00	Middle Nesting Table
191866	Pknt Cabernet Sauvignon Reserve	750	\$2.00	Shelf Extender
200535	Konzelmann Chardonnay Unoaked VQA	750	\$2.00	Shelf Extender
209221	Absolut Vodka	1140	\$1.00	
211110	Wyborowa Vodka	1140	\$1.20	Shelf Extender
214049	Girls' Night Out Strawberry Samba	1500	\$1.00	
216655	Absolut Vodka	1750	\$1.50	Seasonal Block Pile C
216721	Tanqueray London Dry Gin	1140	\$1.00	Seasonal Block Pile C
217067	Galliano Vanilla	375	\$2.00	
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	\$3.00	Discovery Extender
225243	Stolichnaya Vodka	750	\$1.00	End Aisle
225615	Brugal Anejo	750	\$1.20	Shelf Extender
226944	>(V) Rodney Strong Cab Sauv Sonoma County	750	\$3.00	
232033	Vineland Estates Semi Dry Riesling VQA	750	\$2.00	goLOCAL, Wine Fridge
234583	Cave Spring Riesling VQA	750	\$2.00	Shelf Extender, Wine Fridge
242107	No. 3 London Dry Gin	750	\$5.00	Mini Thematic
245688	Hennessy VS Cognac	375	\$5.00	End Aisle
247056	Grant's Family Reserve	1750	\$5.00	End Aisle
248997	Laphroaig 10 Year Old	750	\$5.00	Comm. Extender
250696	>(V) Principessa Gavia Gavi (Banfi)	750	\$2.00	
267245	Jose Cuervo Especial Gold Tequila	1140	\$3.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
270447	Guinness Draught Beer	500	\$0.25	Seasonal Block Pile A
270934	Jackson-Triggs Shiraz Bag In Box	4000	\$3.00	
272609	Las Mulas Sauvignon Blanc Reserva Organic	750	\$2.00	Wine Fridge
272716	Stolichnaya Vodka	1750	\$1.45	End Aisle
275933	Jameson Irish Whiskey	1750	\$2.00	End Aisle
281311	The Pavillion Chenin Blanc	750	\$1.50	Flex Space
281378	Forty Creek Cream Liquor	750	\$1.00	Shelf Extender
285544	>(V)Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50	Middle Nesting Table
286278	>V) Flat Rock Cellars Chardonnay	750	\$2.00	
289835	Peller Family Vineyards Dry White	1500	\$1.50	Shelf Extender
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00	Mini Thematic, Wine Fridge
293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	\$2.00	Green Extender
293498	Brotte La Fiole Cote Du Rhone Aoc	750	\$2.00	Shelf Extender
295022	Two Oceans Pinot Grigio	750	\$2.00	Comm. Extender
295931	Obsession Symphony White California	750	\$2.00	Discovery Extender
300681	Coors Light	6 × 473	\$1.00	EZA, Contest
302349	Rosemount Diamond Shiraz	750	\$2.00	Middle Nesting Table
303792	Trius Riesling VQA	750	\$1.00	Mini Thematic
304022	Santa Carolina Chardonnay Reserva	750	\$2.00	
305144	Jackson-Triggs Chardonnay Bag In Box	4000	\$3.00	
311779	Bud Light	6 × 473	\$1.00	EZH
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	\$2.00	Middle Nesting Table
311928	Canadian Club Classic 12 Year Old	750	\$2.75	Shelf Extender
311944	Canadian Club Classic 12 Year Old	1750	\$3.00	Seasonal Block Pile C
316570	>(V) Oyster Bay Sauvignon Blanc Marlborough	750	\$3.00	VL 1
316844	Bombay Sapphire London Dry	750	\$1.00	Mini Thematic, Shelf Extender, Seasonal Block Pile
324558	Pink House Wine Co. Rosé VQA	750	\$2.00	
326413	Pelee Island Pinot Grigio VQA	750	\$2.00	Shelf Extender
328567	>(V) Cathedral Cellar Cabernet Sauvignon	750	\$2.00	
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00	Shelf Extender
331371	Peller Family Vineyards Cabernet Sauv	4000	\$3.00	End Aisle
334037	Innis & Gunn The Original	500	\$0.20	End Aisle
336503	Black Tower Rivaner	750	\$1.00	Shelf Extender
337949	Heineken Lager	500	\$0.25	
339168	Bodacious Smooth White	750	\$1.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
342436	>(V) Bonterra Chardonnay Organic	750	\$2.00	
350207	Forty Creek Copper Pot Reserve Whisky	1140	\$1.00	End Aisle
350504	Yellow Tail Big Bold Red	750	\$2.00	Middle Nesting Table
358192	Bruichladdich The Botanist Islay Dry Gin	750	\$3.00	Mini Thematic
358556	Dillon's Gin 22 Unfiltered	750	\$5.00	Mini Thematic
358960	Fleur Du Cap Chardonnay	750	\$2.00	Flex Space
359257	Ravenswood Vintners Blend Zinfandel	750	\$2.00	
366666	El Dorado 8 YO Cask Aged Demerara Rum	750	\$2.00	Shelf Extender
367698	>(V) Boschendal 1685 Chardonnay	750	\$2.00	Flex Space
369777	19 Crimes Shiraz Durif	750	\$2.00	Flex Space
369793	Mount Gay Eclipse Rum	750	\$2.00	Entrance Table
370320	Chateau Des Charmes Cabernet Sauvignon VQA	750	\$2.00	Discovery Extender
370924	Trapiche Pure Malbec	750	\$2.00	
379180	Robert Mondavi Private Selection Chardonnay	750	\$2.00	
379958	Kronenbourg 1664 Blanc	500	\$0.25	Necktag
382713	Nederburg Sauvignon Blanc	750	\$2.00	Flex Space
383885	The Show Cabernet Sauvignon	750	\$2.00	Shelf Extender
387050	Open Smooth White VQA	750	\$1.00	
387423	Bruichladdich The Classic Laddie Scottish Barley	750	\$5.00	
394015	Brickworks Batch:1904 Cider	473	\$0.30	Shelf Extender
394577	Fiol Prosecco Doc	750	\$2.00	Shelf Extender
398693	Naughty Neighbour American Pale Ale	473	\$0.35	End Aisle
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	
403519	Crown Royal Apple	750	\$2.00	Front Nesting Table
405514	Yellow Tail Sangria	750	\$1.00	Comm. Extender
406843	Jacob's Creek Moscato	1500	\$2.00	Shelf Extender
406934	OPI Chardonnay	750	\$2.00	
407551	Philippe De Rothschild Cab Sauv Pays D'Oc	750	\$2.00	
407668	Shiny Apple Cider	473	\$0.20	
419986	Jacob's Creek Double Barrel Shiraz	750	\$3.00	Middle Nesting Table
425686	Casamigos Tequila Anejo	750	\$6.00	
426528	Wayne Gretzky Baco Noir VQA	750	\$1.00	
427377	Porta 6, Vr Lisboa	750	\$1.50	
430546	Henry Of Pelham Sauvignon Blanc VQA	750	\$2.00	goLOCAL
432732	Bodacious Smooth Red Bag In Box	4000	\$3.00	
434092	Crown Royal Northern Harvest Rye	750	\$3.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
439661	Fireball (P.E.T)	200	\$1.00	
451195	Jose Cuervo Especial Gold Tequila	1750	\$6.00	Seasonal Block Pile C
453506	Megalomaniac Selfie VQA	750	\$2.00	
456731	Growers Pear Cider	473	\$0.25	End Aisle
457341	Muskoka Lakes Blueberry Wine	750	\$1.00	Shelf Extender
459537	Woodhouse Lager	473	\$0.20	Mini Thematic
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	Shelf Extender, Flex Space
462853	Menage A Trois Silk Red Wine	750	\$2.00	
464388	Sogrape Vila Regia, Douro	750	\$1.00	Shelf Extender
464743	Angove Organic Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
464776	Louis Bouillot Perle Noire	750	\$2.00	Shelf Extender
472332	Wayne Gretzky Red Cask Whisky	750	\$3.00	Shelf Extender
473090	G. Marquis The Red Line Cabernet Sauvignon VQA	750	\$1.50	
477836	Malibu Coconut Rum	750	\$1.00	Shelf Extender
479899	Crown Royal Apple	375	\$1.00	CE1
479923	Stalk & Barrel Blue Blend	750	\$2.00	
479980	Macallan 12 YO Double Cask	750	\$5.00	
480616	Jack Daniel's Single Barrel Whiskey	750	\$5.00	
481366	High River Canadian Whisky	750	\$3.00	
485128	Pelee Island Baco Noir VQA	750	\$1.00	Shelf Extender
486241	Nutrl Vodka	750	\$3.00	Comm. Extender
487694	La Marca Prosecco Doc	750	\$2.00	Shelf Extender, Wine Fridge
489351	Gahan Blueberry Ale	473	\$0.25	
492017	Steam Whistle	6 × 473	\$1.00	End Aisle
492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$2.00	Shelf Extender
493668	Unapologetically Sinful Red VQA	750	\$2.00	
493676	Unapologetically Brash White VQA	750	\$1.00	
495507	Robertson Winery Chenin Blanc	750	\$1.00	Flex Space
500512	Captain Morgan Original Spiced Rum	750	\$1.00	Value Add, Front Nesting Table
504241	Henry Of Pelham Cabernet/Merlot VQA	750	\$2.00	
506691	Wolf Blass Yellow Label Shiraz	750	\$3.00	Shelf Extender
514851	Okanagan Apple Cider	473	\$0.30	
520312	Bacardi Gold	1750	\$1.00	Seasonal Block Pile C
521021	>(V) Francis Coppola Diamond Coll Cab Sauv	750	\$2.00	
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00	Mini Thematic

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
522979	Cave Spring Pinot Gris VQA	750	\$2.00	
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	\$2.00	Wine Fridge
533026	Masi Modello Merlot Trevenezie Igt	750	\$2.00	
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
534693	Kittling Ridge White Zinfandel/Vidal	750	\$1.00	
534925	Grolsch	6 × 500	\$1.00	
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	\$1.00	goLOCAL
536227	Guinness Hop House 13	500	\$0.25	Seasonal Block Pile A
536565	Lily Sparkling Rosé VQA	750	\$1.00	
541672	Basil Hayden's Bourbon	375	\$2.00	
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	
544114	Smoking Loon Sauvignon Blanc	750	\$2.00	
544833	Miller Genuine Draught	6 × 355	\$1.30	
545160	Tito's Handmade Vodka	1750	\$4.00	End Aisle
545319	Frescobaldi Castiglioni Chianti Docg	750	\$3.00	Shelf Extender
545392	Smirnoff Berry Blast	750	\$1.00	Shelf Extender
549030	Sombra Joven Mezcal	750	\$5.00	
551416	Cabo Wabo Reposado Tequila	750	\$5.00	Shelf Extender
556688	Collective Arts Life In The Clouds	473	\$0.20	End Aisle
556720	Warsteiner Premium Pilsener	500	\$0.20	
557470	Empress 1908 Gin	750	\$3.00	Mini Thematic
558841	Black Cellar Shiraz Cabernet Bag In Box	3000	\$3.00	
568642	Sapporo Premium Lager	6 × 355	\$1.45	
572313	Asahi Super Dry	500	\$0.20	
575357	3 Speed Lager	568	\$0.30	
576892	Beyond The Pale Brewing Co. Yummy!	473	\$0.20	Mini Thematic
588962	Mezzomondo Negroamaro Puglia Igt	750	\$1.00	Shelf Extender
591313	>Gamay VQA (Malivoire Wine Co.)	750	\$2.00	OWS
594127	Vineland Cabernet Franc VQA	750	\$2.00	
597559	Tito's Handmade Vodka	750	\$2.00	End Aisle
600163	Tanqueray No. Ten Gin	750	\$5.00	Mini Thematic
600981	HpnotiQ Liquor	750	\$3.00	Discovery Extender
605667	Bouchard Pere & Fils Pinot Noir Bourgogne	750	\$3.00	
605881	Disaronno Originale Amaretto	1140	\$3.00	Shelf Extender
605931	Grant's Family Reserve	1140	\$4.00	End Aisle
613497	Moosehead Lager	473	\$0.25	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
614826	Pelee Island Pinot Grigio	1500	\$2.00	
615211	Zywiec Beer	500	\$0.20	
617233	Haymans London Dry Gin	750	\$4.00	Mini Thematic
617662	Diabolica Red VQA	750	\$2.00	Shelf Extender
620773	Masi Masianco Pinot Grigio	750	\$2.00	End Aisle, Wine Fridge
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	Wine Fridge
621888	Relax Riesling, Mosel	750	\$1.50	Mini Thematic, Wine Fridge, Flex Space
626309	The Wanted Cab Cabernet Sauvignon, Vd'Italia	750	\$2.00	
631853	Maverick Barnburner Whisky	750	\$3.00	Shelf Extender
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	Entrance Table
633578	Jacob's Creek Pinot Grigio	750	\$2.00	Mini Thematic
636092	Gordon's Pink Gin	750	\$1.00	Comm. Extender
636209	Roku Gin	750	\$6.00	Mini Thematic, Value Add
638197	Zirkova One Ultra Premium Vodka	750	\$2.00	End Aisle
642983	Barefoot Cellars Pink Moscato	750	\$1.00	Feature Fixture
647982	Beefeater Pink	750	\$1.00	Discovery Extender
665299	Stormy Bay Cabernet Sauvignon	750	\$2.00	Shelf Extender
666966	Creemore Lot 9 Pilsner	473	\$0.25	
668228	Sangre De Toro Tempranillo	750	\$2.00	Shelf Extender
669200	Ciao Pinot Grigio Organic Carton	1000	\$1.00	Shelf Extender
669242	Sterling Vintner's Chardonnay	750	\$2.00	
669465	Peller Family Vineyards Pinot Grigio	4000	\$3.00	
676106	Stiegl Bier	500	\$0.20	
676775	Lech Beer	500	\$0.15	
676841	Red Stripe Lager	6 x 330	\$1.00	Shelf Extender
697698	Blanche De Chambly	473	\$0.20	Discovery Extender
894014	El Dorado Demerara 5 Year Old Rum	750	\$1.00	End Aisle
904409	Molson Canadian	473	\$0.20	
905976	Budweiser	473	\$0.20	
943787	>(V) Wakefield Estate Shiraz Clare Valley	750	\$2.00	Middle Nesting Table
962886	>(V) La Crema Sonoma Coast Chardonnay	750	\$2.00	

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
307	Seagrams V.O.	750	Southern Comfort 50 mL	307
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL	984
17818	Corona Extra	6 × 330	Buy 2 Corona 6 × 330 mL & receive a Free Beach Towel	17818
35386	Kim Crawford Marlborough Sauvignon Blanc	750	Stackable Wine Rack	35386
88799	Alberta Pure Vodka (P.E.T)	750	Banff Ice 50 mL	88799
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate 8YO 50 mL	177808
216226	Alberta Premium Whisky	1140	Canadian Club 1858 50 mL	216226
216978	Seagrams V.O.	1140	Fireball 50 mL	216978
311787	Budweiser	6 × 473	Buy 2 Budweiser 6 × 473 mL and receive a Free BBQ Sauce	311787
350629	Forty Creek Barrel Select Whisky	1140	FC Copper Pot 50 mL	350629
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL	398016
438960	Canadian Club 100% Rye	1140	Canadian Club 1858 50 mL	438960
454462	Banff Ice Vodka	1750	Banff Ice 2 × 50 mL	454462
491811	Southern Comfort	750	Fireball 50 mL	491811
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL	517136
600551	Meukow Feline VSOP Cognac	750	Bitters w/ Cocktail	600551
626390	>Kim Crawford Marlborough Pinot Noir	750	Stackable Wine Rack	626390
650325	>Kim Crawford Hawke's Bay Rosé	750	Stackable Wine Rack	650325
991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	Stackable Wine Rack	991950

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
18	Heineken Lager	6 × 330	Free can of Heineken 0.0 VA
67	Smirnoff Vodka	750	Carafe
117	Bacardi Superior White Rum	750	Canada Dry Ginger Ale 4 × 237 mL
307	Seagrams V.O.	750	Southern Comfort 50 mL
620	Silk Tassel Canadian Whisky	750	LCBO Gift Card
893	J.P. Wiser's Deluxe	750	Wisers Manhattan 50 mL
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL
1099	Johnnie Walker Red Label	750	Carafe
2089	Lamb's Palm Breeze	750	Lamb's Palm Breeze 50 mL
2485	Sauza Silver	750	Jim Beam Black 50 mL
2691	Tanqueray Dry Gin	750	Carafe
8219	Prince Igor Vodka (P.E.T)	750	Soda GWP
10074	Canadian Mist Blended Whisky	750	Fireball 50 mL
10157	Jameson Irish Whiskey	750	Beach Towel

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
10357	Crown Royal Peach	750	Carafe
10899	Jose Cuervo Tradicional Plata	750	Reusable
11935	Zaphy Organic Chardonnay	750	Zaphy Cup
12476	Prince Igor Vodka (P.E.T)	1140	Soda GWP
12865	J.P. Wiser's Manhattan Canadian Whisky	750	Wisers Old Fashioned 50 mL
13588	Bacardi Gold	750	Canada Dry Ginger Ale 4 × 237 mL
14135	Coors Original	6 × 355	Country Liberty Hat
14483	Ace Hill Raspberry Vodka Soda	355	Cooler Bag
14485	Ace Hill Lemon Vodka Soda	355	Cooler Bag
14569	Glenmorangie Quinta Ruban Whisky 14Yr	750	Gourmet Luxardo Maraschino Cherry
14988	Muskoka Detour	6 × 473	Vintage 25th Anniversary Glass
15012	Northern Keep Vodka	750	Northern Keep 50 mL
15281	Kraken Black Roast Rum	750	Tiki Mug
15501	Coors Light	30 × 355	Polar Ice Vodka 200 mL
15806	Skyy Vodka	750	Soda GWP
15807	Skyy Vodka	1140	Soda GWP
16052	Veuve Clicquot Gift Retro Tape Metal Box	750	Retro Chic Cassettes
17047	Captain Morgan Sliced Apple Spiced Rum	750	Carafe
17818	Corona Extra	6 × 330	Buy 2 Corona 6 × 330 mL & receive a Free Beach Towel
18574	Jim Beam Honey	750	Jim Beam Black 50 mL
18859	Silent Pool Gin	750	Silent Pool Gin 50 mL
19155	Ace Hill Strawberry Grapefruit Vodka Soda	355	Cooler Bag
19820	Havana Club Cuban Smoky	750	Glassware
20289	Yellow Tail Shiraz	1500	Popsicle Mold
20321	Yellow Tail Chardonnay	1500	Popsicle Mold
21544	Smirnoff Pink Lemonade	750	Summer by the Batch Carafe
22384	Chateau De Gourgazaud Minervois Aoc	750	Drop Stop
31930	Seagrams V.O.	1750	Fireball 2 × 50 mL
34595	Patron Silver Tequila	750	Fever Tree Grapefruit 4-Pack
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	Stackable Wine Rack
35840	Zubrowka Bison Vodka	750	Zubrowka Biala 50 mL
53140	Havana Club 7 Years Old	750	Glassware
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	Winery Visit - Neck Tag
63826	Wayne Gretzky Chardonnay VQA	750	Beeswax Cloth
71647	Polar Ice Vodka (P.E.T)	750	Polar Ice 50 mL
95935	Grey Goose Vodka	750	Perrier 10-Pack
103341	Canadian Club Premium (P.E.T)	750	Glass
103747	Maker's Mark Kentucky Bourbon	750	Maker's Mark 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
110056	Absolut Vodka	750	Absolut Juice Strawberry 50 mL
112979	Bacardi Superior White Rum (P.E.T)	750	Canada Dry Ginger Ale 4 × 237 mL
125187	Cazadores Reposado Tequila	750	Authentic Jarrito Cup
131391	Smirnoff Vodka (P.E.T)	1140	Infusions 50 mL
135566	Polar Ice Vodka	750	Polar Ice 50 mL
137125	Russian Standard Vodka	1750	Russian Standard Original 50 mL
158014	Flor De Cana Centenario 12 Rum	750	TBD
173542	Tequila Don Julio Blanco	750	Carafe
176834	Aperol	750	Riccadonna 200 mL
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate 8YO 50 mL
187088	PJ's Original Cream (Panama)	750	Whisky 50 mL
190363	Prince Igor Vodka (P.E.T)	1750	Soda GWP
191858	Pknt Carmenere Reserve	750	Dixon's Wicked Blueberry Gin 50 mL
213496	Pasqua Pinot Grigio Delle Venezie Doc	750	Acrylic Wine Glass
216226	Alberta Premium Whisky	1140	Canadian Club 1858 50 mL
216689	J.P. Wiser's Deluxe	1140	Wisers Old Fashioned 50 mL
216903	Banff Ice Vodka	1140	Canadian Club Apple 50 mL
216929	Smirnoff Vodka	1140	Infusions 50 mL
216960	Segura Viudas Brut Reserva Cava Sparkling	750	Tote Bag VA
216978	Seagrams V.O.	1140	Fireball 50 mL
217422	Havana Club Anejo Reserva	1140	Havana Club Smoky 50 mL
217448	Malibu Coconut Rum	1140	Bucket Hat
219543	Inniskillin Late Autumn Riesling VQA	750	Winery Visit - Neck Tag
224352	Crown Royal Black	750	Crown Royal 50 mL
225698	The Kraken Black Spiced Rum	750	Tiki Mug
225920	Sandbanks Baco Noir Reserve VQA	750	Winery Visit - Neck Tag
225938	Lucid Absinthe Superieure	750	Absinthe Spoon
226555	Hahn Pinot Noir Monterey	750	Sunglass Cloth
240150	Polar Ice Vodka	1140	Polar Ice 50 mL
241943	Glenmorangie Lasanta Extra Matured Scotch Whi	750	Gourmet Bitters Mixology Pack
242339	Alberta Pure Vodka	1140	Canadian Club 1858 50 mL
255380	Pilsner Urquell	500	Vintage Coasters
259432	Belvedere Pure Vodka	1750	Hennessy VS 50 mL
260869	Sobieski Vodka	1140	Sobieski 50 mL
261099	Inniskillin Pinot Noir VQA	750	Winery Visit Neck Tag
277186	Zonin Prosecco Brut 1821 Doc	750	Plastic Ice Bag
280719	Gato Negro Cabernet Sauvignon	1500	Gato Negro Tumbler
278119	Santa Carolina Cabernet Sauvignon Reserva	1500	Nestle L'Atelier Chocolate Coupon Offer

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
292557	The Wolftrap Syrah Mourvedre Viognier	750	Tag Vodka 50 mL
296244	Guinness Draught	4 × 440	Guinness BBQ Sauce
306001	Colio Dry White Bag In Box	4000	Pot Holder
311787	Budweiser	6 × 473	Buy 2 Budweiser 6 × 473 mL and receive a Free BBQ Sauce
312801	Crown Royal Maple Finished	750	Crown Royal 50 mL
316844	Bombay Sapphire London Dry	750	Fever Tree 4-Pack
326223	Wray & Nephew White Overproof Rum	750	Sunglasses
338079	Alize Gold Passion Liquor	750	Diplomatico 50 mL
348979	Inniskillin Pinot Grigio VQA	750	Winery Visit Neck Tag
350397	Banff Ice Vodka	750	Canadian Club Apple 50 mL
350629	Forty Creek Barrel Select Whisky	1140	FC Copper Pot 50 mL
363986	Cazadores Blanco Tequila	750	Authentic Jarrito Cup
365270	Crystal Head Vodka	1750	Skull Shot Glasses x 2
369009	Pinnacle Vodka	750	Canadian Club 1858 50 mL
369652	Cotton Candy Rosé	750	Edinburgh Gin 50 mL
369801	Mount Gay Eclipse Rum	1140	Cointreau 50 mL
372219	Sandbanks Pinot Grigio VQA	750	Winery Visit Neck Tag
380865	Rumchata	750	Camping Mug
382002	Smirnoff Raspberry Flavoured Vodka	750	Carafe
382028	Smirnoff Vanilla Flavoured Vodka	750	Infusions 50 mL
382036	Smirnoff Watermelon Flavoured Vodka	750	Infusions 50 mL
397976	Dr. McGillicuddy Intense Peach	375	Southern Comfort 50 mL
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL
398552	Bacardi Limon	750	Bacardi Fanny Pack
398776	Fireball Whisky Shooter	375	Twisted Tea 355 mL
400754	Iceberg Vodka	750	VA Glass Straw
402818	Flor De Cana Grand Reserva 7 Rum	750	Sugarcane Straws
403519	Crown Royal Apple	750	Carafe
410803	D'Usse VSOP	750	D'Usse Branded Molded Cubes
411553	Girls' Night Out Peach Raspberry Rumba	1500	Mask
413294	Grey Goose Le Citron	750	Perrier 10-Pack
417196	Grey Goose Vodka	1140	Perrier 10-Pack
425678	Jim Beam Honey	750	Jim Beam Black 50 mL
437772	Belvedere Vodka	750	Hennessy VS 50 mL
438960	Canadian Club 100% Rye	1140	Canadian Club 1858 50 mL
439448	Luxardo Cherry Liqueur Sangue Morlacco	750	Glassware
439950	Asahi Super Dry	6 × 330	Backpack
441576	McGuigan Black Label Pinot Grigio	750	Acrylic Wine Glass

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
446021	Bacardi Coconut Rum	750	Bacardi Fanny Pack
446567	Iceberg Vodka (P.E.T)	750	VA Glass Straw
447953	Fireball Whisky Shooter	750	Twisted Tea 355 mL
450932	Jose Cuervo Tradicional Reposado	750	Reusable Tote Bags
467811	Ruffino Prosecco	750	Reuseable Straw
469643	Rossi D'Asiago Limoncello Snaps	750	Cocktail Solution VA
486142	Sleeman Clear Shrink Pack	6 × 473	Sleeman Clear Ear Buds
491191	Social Lite Pineapple Mango	4 × 355	4 Pk Can Koozie
491811	Southern Comfort	750	Fireball 50 mL
498386	Bacardi Raspberry	750	Bacardi Fanny Pack
500512	Captain Morgan Original Spiced Rum	750	Carafe
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL
520270	Bacardi Black	1140	Martini Fiero 60 mL
520288	Bacardi Black	750	Martini Fiero 60 mL
520320	Bacardi Superior	1140	Perrier 4-Pack
520353	Bacardi Spiced Rum	750	Canada Dry Ginger Beer 4 × 237 mL
526228	Jackson-Triggs Reserve Meritage VQA	750	Winery Visit Neck Tag
526251	Jackson-Triggs Reserve Chardonnay VQA	750	Winery Visit Neck tag
542969	Ungava Gin	375	Ungava Ginger 50 mL
545194	Top Shelf Vodka	750	Top Shelf Gin 50 mL
545459	Brugal Anejo	1140	Glass
561076	Trius Pinot Grigio VQA	750	Beeswax cloth
570366	Bacardi Spiced Rum	1140	Fanny Pack
572164	Yellow Tail Cabernet Sauvignon	1500	Popsicle Mold
573857	Niagara Falls Craft Vodka	750	Infusions VA
574541	Magnotta Cabernet Sauvignon Venture Series VQA	750	Venture Pinot Grigio 187 mL
582817	Family Series Dry Riesling VQA Peller Estates	750	Beeswax cloth
589101	Ruffino Lumina Pinot Grigio lgt	750	Gift Box
600551	Meukow Feline VSOP Cognac	750	Bitters w/ Cocktail
600833	Pitu Cachaca	750	Muddler
601518	Sour Puss Blue Liquor	750	VA Frosh Week
625996	Jp Wisers Old Fashioned Canadian Whisky	750	Wisers Manhattan 50 mL
626390	>Kim Crawford Marlborough Pinot Noir	750	Stackable Wine Rack
633438	19 Crimes The Uprising Red Wine	750	Branded Bucket Hat
634410	Yellow Tail Pinot Grigio	1500	Popsicle Mold
636209	Roku Gin	750	Paper Fan
638205	Zirkova Together Ultra Premium Vodka	750	LVA 50 mL
645713	Spring Mill Distillery Vodka Ddp	750	Spring Mill Branded Coasters

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
645721	Spring Mill Distillery Gin Ddp	750	Spring Mill Branded Coasters
649376	Social Lite Field Strawberry	4 × 355	4 Pk Can Koozie
650325	>Kim Crawford Hawke's Bay Rosé	750	Stackable Wine Rack
666867	Bavaria Premium Value Beer	6 × 500	Bonus Nab Beer Can
666875	Dab Original	6 × 500	Bonus Boxed Soccer Glass
668947	Lindemans Bin 85 Pinot Grigio	750	Jays Socks VA
697797	Salvador's Original Margarita (P.E.T)	1750	Ezra Brooks Bourbon 50 mL
906628	Coors Light	6 × 355	Biodegradable Cooler with a Dump Bin
991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	Stackable Wine Rack

Necktags



LCBO#	Description	Size (mL)	NT Approved
15806	Skyy Vodka	750	New Product Necktag
15807	Skyy Vodka	1140	New Product Necktag
18116	19 Crimes Snoop Dogg Cali Red	750	NEW to the Family
19856	Kingston 62 White	1140	NEW Product NTG
21692	Montenegro Select Aperitivo	750	Select Aperitivo Neck Tag
80127	Sailor Jerry Spiced Rum	750	Contest
212282	Luksusowa Vodka	1140	National Summer Cocktail Booklet
217257	Sailor Jerry Spiced Rum	1140	Contest
253302	Luksusowa Vodka	750	National Summer Cocktail Booklet
306431	>Arak Of Lebanon (Gantous & Abou Raad)	750	Use instructions and recipe
379958	Kronenbourg 1664 Blanc	500	Sunrise
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	Made for Mixing
439828	Wells I.P.A.	500	Snowdonia Cross Promotion Cheese Coupon
468736	Hounds Black Vodka Ddp	750	Cocktail Recipe NT
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	Tutle Jacks - Free Appetizer
487496	Leftfield Nelson Sauvignon Blanc	750	Leftfield 93 pt Decanter
532358	Julia Florista Red	750	Necktag JF Info

My Store #



Kudos to Store #385 for creating an engaging and inviting shopping experience!

PERIOD 5

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JULY 18 Start of Period 4 Install Brand Spotlight Nesting Tables 	19	20	21	22	23	24
	LTO START DATE					
25	26	27	28	29	30	31
AUGUST 1	2	3	4	5	6	7
	CIVIC HOLIDAY SELECT STORES OPEN					
8	9	10	11	12	13	14
						End of Period 4 

LCBO