



THE
GIFT OF
GOOD
CHEERS

Period 10 Marketing & Product Guide
NOVEMBER 28, 2021 - JANUARY 1, 2022

My Store #



Kudos to Store #528 for creating an engaging and inviting shopping experience!

Period 10 Marketing & Product Guide

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WHAT'S NEW FOR PERIOD 10



New for Period 10

Promotional Programs

- Feature Fixture: Sparkling Wines
- Entrance Table: Hot Chocolate Bar
- Mini Thematic A: Give The Gift Of Cognac
- Mini Thematic B: Gifts That Sparkle
- Mini Thematic C: Local Beer Gift Ideas
- Front Nesting Table: Johnnie Walker
- Middle Nesting Table: Vintages Essentials
- Block Pile A: Cheers To The Classics
- Block Pile B: Less Mixing, More Mingling
- Block Pile C: Crown Royal
- Block Pile D: Baileys (P9-10), Kim Crawford, Santa Margarita, La Marca, Ruffino
- Local Product Program
- End Aisle #10 Backer Card
- Revised Generic Ecomm Backer Card
- Boxing Day One Day Only Super Sale
- Spirited Picks (FEM)
- Flex Space
- The Cold Room Spirits Display

Unchanged from Period 9

Refer to the Period 9 MPG for more details.

- P9-10 Exterior Banners, Transparencies, End Aisle Backer Cards
- Holiday Gifting
- Holiday Food & Drink
- Seasonal Gondola
- Stocking Stuffers (FEM)
- Operational Signage: COVID-19 & Social Distancing Signage (Search "COVID Aug2021" on the Portal for the latest instructions.)
- Special Promotions Fixture
- Shopping Cart Sign
- Beer Branded Ends
- 8-Pack Beer Carrier Signage
- Responsible Service Program
- Wine Fridge Turn 2 (P7-P11)

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

Beer

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

Holiday 2021 GIFT PACKAGING

All inventory has been allocated to stores, no additional inventory will be available to order. For up-to-date Quantity & Delivery Schedules, please visit: <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx>

Holiday 2021 Gift Packaging:

LCBO#	Component	Case Pack	Retail
16621	Holiday "Our Favourite" Gift Bags (3 Versions)	100	\$1.00
16612	Holiday Reusable Double Bottle Bag (1 Version)	50	\$1.50
21541	NEW! LCBO Double Bottle Bag (2 Versions)	24	\$2.95
16680	LCBO Single Bottle Rigid Gift Box (2 Versions)	24	\$4.95
11206	Vintages "Our Favourite" Gift Bags	100	\$1.00
16679	Vintages Single Bottle Rigid Gift Box (1 Version)	24	\$4.95
17373	Vintages Wooden Box - 1 Bottle Box	12	\$8.95
17377	Vintages Wooden Box - 2 Bottle Box	6	\$12.95
17374	Vintages Wooden Box - 3 Bottle Box	4	\$15.95
17378	Vintages Wooden Box - 6 Bottle Box	2	\$24.95

Gifting Champions

Ensure Holiday Gifting SKUs are merchandised on the floor and that all guidelines and standards are met. This will help to encourage sell-through.

For complete merchandising instructions refer to the Period 9 Marketing & Product Guide. If Holiday designs sell-through, bring forward Year-Round designs to fill any gaps.

Residual Gift Packaging

Our holiday packaging designs are the consistent with last year's design to help support the sell-through of your residual holiday gift packaging. Locate ALL residual inventory from last year and use this to set-up you store for the season.

REMINDER:

2020 Holiday Keepsake Box – 50% off

- 2020 Holiday Keepsake Box (LCBO No: 16681) is now discounted to \$4.95 (Reg Price \$8.95)
- Highlight this SKU with sale signage to encourage sell-through.

Great value on a Beautiful Box!



Pre-2019 Holiday Packaging – 50% off

- All Holiday packaging from 2019 or before is currently markdown at 50% off.
- Create a condensed display of these gift packaging items to sell through these goods.
- Highlight these SKUs with sale signage to encourage sell-through.

HOLIDAY 2021 GIFT PACKAGING

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

<http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx>



Holiday "Our Favourite" Gift Bags

Case packed 100
LCBO# 16621 • \$1.00



NEW! Holiday Double Bottle Bag

Case packed 24
LCBO# 21541 • \$2.95



Holiday Reusable Double Bottle Bag

Case packed 50
LCBO# 16612 • \$1.50



Holiday Single Bottle Rigid Gift Box

Case packed 24
LCBO# 16680 • \$4.95



Vintages "Our Favourite" Gift Bag

Case Packed 100
LCBO# 11206 • \$1.00



Vintages Single Bottle Rigid Gift Box

Case Packed 24
LCBO# 16679 • \$4.95



Vintages Year-Round Wooden Box (1 Bottle)

Case Packed 12
LCBO# 17373 • \$8.95



Vintages Year-Round Wooden Box (2 Bottles)

Case Packed 6
LCBO# 17377 • \$12.95



Vintages Year-Round Wooden Box (3 Bottles)

Case Packed 4
LCBO# 17374 • \$15.95










Vintages Year-Round Wooden Box (6 Bottles)

Case Packed 2
LCBO# 17378 • \$24.95

MERCHANDISING OPTIONS

	Cash Ends	Every other EA - except those in the BCRTD Section	Wooden Gift Packaging Fixture	Metal Gift Packaging Fixture	Metal Reusable Bag Fixture	Small Acrylic Gift Card Merchandiser
Gifting Items						
+16621 Holiday "Our Favourite" Gift Bags	✓	✓	✓			
+21541 Holiday Double Bottle Bag		✓	✓			
+16612 Holiday Reusable Double Bottle Bag			✓	✓	✓	
+16680 Holiday Single Bottle Rigid Gift Box			✓			
+11206 Vintages "Our Favourite" Gift Bags	✓	✓	✓			
+16679 Vintages Single Bottle Rigid Gift Box			✓			
+17373 Vintages Year-Round Wooden Box (1 Bottle)			✓			
+17377 Vintages Year-Round Wooden Box (2 Bottles)			✓			
+17374 Vintages Year-Round Wooden Box (3 Bottles)			✓			
+17378 Vintages Year-Round Wooden Box (6 Bottles)			✓			
Gift Cards & Carriers						
+16557 Holiday Gift Card Red			✓			✓
+16560 Holiday Gift Card Presenter			✓			✓
+647222 Vintages Gift Card			✓			✓
+647271 Vintages Gift Card Presenter (ENG)			✓			✓
+657882 Vintages Gift Card Presenter (FR)			✓			✓

SIGNAGE COMPONENTS

Image	Description	Re-order Code
	\$1.00 Gift Bag Hot Button Sign	22P9-GFT1
	\$2.95 Gift Bag Hot Button Sign	22P9-GFT2
	Hot Button Sign Clip (bundles of 10)	NIHK102
	Reusable Bags Pole Topper Sign	ENG 22P9-GFT5 BIL 22P9-GFT6
	Metal Stand Merchandiser Insert Sign	ENG: 22P9-GFT9 BIL: 22P9-GFT11
	Metal Stand Merchandiser Bottom	22P9-GFT10
	LCBO & Vintages Wooden Gift Packaging Floor Merchandiser Sign	ENG 22P9-GFT7 BIL 22P9-GFT8
	Small Acrylic Gift Card Merchandiser Insert Sign (2 pieces)	22P9-GFT3

Give The Gift Of Local

MERCHANDISING INSTRUCTIONS

Overview

Stores received a Holiday signage kit in Period 9 to highlight local products to our customers. Please refer to the following pages carefully for instructions on what products should be merchandised on each display.

All Stores

Give The Gift Of Local Perpendicular Shelf Talker (all stores)

Select Stores

Local Wines/VQA End Aisle (select stores)

Cold Room Cut Case Displays (select stores)

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

NEW OCB End Aisles in Beer Sections (select stores)



“Give The Gift Of Local” Perpendicular Shelf Talker



“Give The Gift Of Local” Perpendicular Shelf Talker

A great way to share your love for your community! Let customers know your favourite VQA wine (whether by varietal or style), or a specific Ontario product, and a great dish served at a local business, pub or restaurant.

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

Key Dates (Period 9 - 10)

Participating Stores - All Stores

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

- Re-order Code ENG (# 22P9-LP5) / BIL (# 22P9-LP6)

Local VQA Wines

END AISLE

Overview

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

Participation is mandatory.

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



Key Dates (Period 9 -10)

Participating Stores

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

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

Product Selection

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

Merchandising Instructions

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

Signage Components

- End Aisle Backer Card ENG / BIL (Re-order # 22P9-LP7)



Local VQA Wines Example

Ontario Beer & Cider Displays

BEER COLD ROOM

Overview

Stores with a Beer Cold Room received Holiday signage in Period 9 to support 2 Cut Case Displays of Ontario Craft Beer and Cider products to be positioned on either side of the entrance to the Cold Room. **Participation is mandatory.**

Key Dates (Period 9 -10)

Participating Stores

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

Product Selection

- Choose local Ontario products to highlight according to your store's assortment.
- **Ensure national craft brands such as Creemore and Mill Street, as well as out-of-country contract brands like Omnipolo and Fat Tire are not featured on these local displays.**
- **Refer to the [P9 Worksheets](#) for a list of Canadian Craft skus that should not be merchandised on any local display.**

Merchandising Instructions

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

Signage Components

- Cut Case Backer Card
ENG (Re-order # 22P9-LP1)
BIL (Re-order # 22P9-LP2)
- Blank Pricer Card
ENG (Re-order # 22P9-LP3)
BIL (Re-order # 22P9-LP4)



Local OCB and/or Cider Products



Do not merchandise National brands such as Creemore & Mill Street

Ontario Craft Beer 8-PACK CARRIER

Overview

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

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

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

Product Selection

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

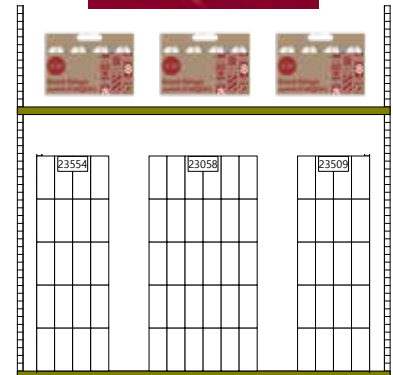


Merchandising Instructions

- Display a fully-assembled 8-pack carrier, filled with Ontario Craft Beer and Cider products in the middle of the top shelf.
- Merchandise the backer card.

Signage Components

- P9-10 "The Gift Of Good Cheers" Backer Card Card BIL (Re-order #22P9-EZ4)
- 8-Pack Carrier BIL (Re-order # 22P9-8PK)



Suggested Products

Location	LCBO#	Description	Supplying Source / Distributor
B New/Seasonal (EA - EZB)	23058	Zap! Cranberry Ginger Sour - 473 mL	6699 - Nickel Brook Brewing Company
	23509	Cowbell. Papaya Peach Hazy Ipa - 473 mL	458 - Cowbell Brewing Co.
	23554	Woodhouse Double Ipa - 473 mL	189 - Woodhouse Brewing Co

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 (November 28, 2021 - January 1, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
11917	Cameron's Jurassic Ipa	473	413 - Cameron's Brewing Co.
15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	8958 - Lake Of Bays Brewing
19995	Whitewater Brewing High Tide Neipa	473	8454 - Whitewater Brewing Company
20043	Bench Brewing Mountainview Stout	473	798 - Bench Brewing Company
20870	Van Full Of Weirdos Ipa	473	5732 - Refined Fool Brewing Company
508580	Wellington Upside Ipa	473	4826 - Wellington County Brewery Inc

Merchandising Instructions

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

8-Pack Carrier stores:

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



Signage Components

- End Aisle Backer card ENG/BIL (Re-order # DMS-OCBEA01)
- Pre-Printed Shelf talkers ENG (Re-order #AIIIM-22P10-OCBEA2) / BIL (Re-order #AIIIM-22P10-OCBEA3)
- FLS designated stores must display the bilingual side of the product shelf talkers.

ASK ME STICKERS

Support Your Local Children's Hospital

Overview

The "Support your local children's hospital" sticker supports our prompted giving campaign and is a reminder to Just Ask. It's something our employees take great pride in and is a great visual to encourage our customers to make a donation.

Key Dates (December 1 - 31, 2021)

Participating Stores

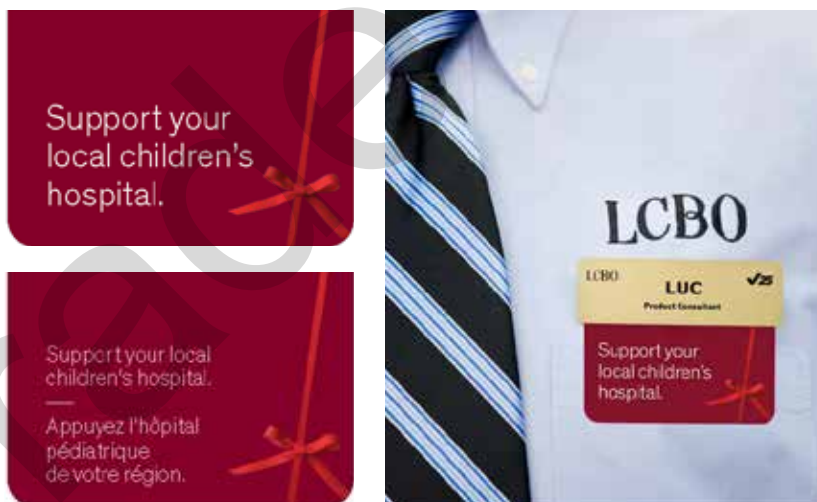
All Stores

Merchandising Instructions

- Encourage all team members to wear the sticker as a way to keep our giving campaign top-of-mind. It is designed to be affixed to existing name tag, and hangs down about 1.5".

Signage Components

- Ask Me Sticker ENG (Re-order # 22P10-HNT1) / BIL (Re-order # 22P10-HNT2)

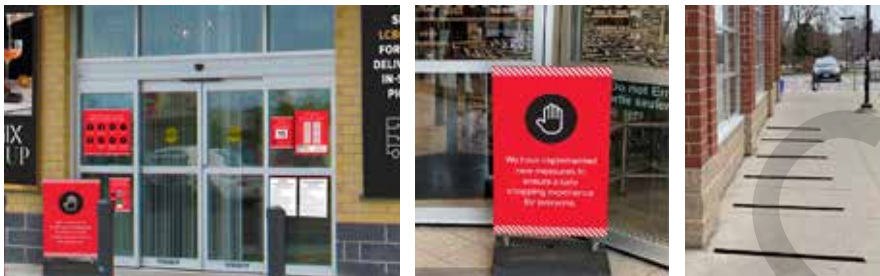


Operational Signage

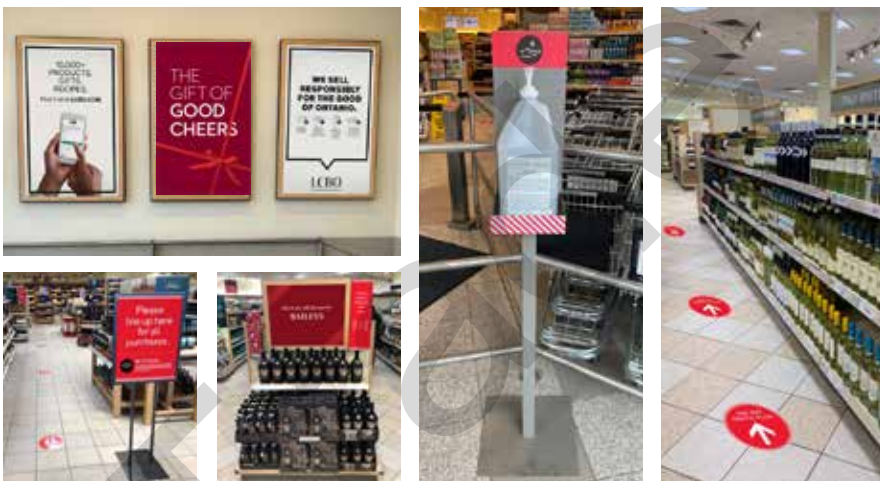
COVID-19 & SOCIAL DISTANCING

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

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



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



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



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

NEW LOYALTY PROGRAM (GF)

CHEERS TO NEW REWARDS

Now earn Aeroplan points on purchases* in store.

LCBO | AEROPLAN

*Terms and conditions apply. Visit LCBO.COM/Aeroplan for details. *Aeroplan is a registered trademark of Aeroplan Inc. and its affiliate. **The LCBO Canada logo and sign is a registered trademark of LCBO Canada, used under license.

Overview

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

Extending the P9 launch plan, new offers on specific products will be introduced in Period 10.

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

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores - All Stores

Signage Components & Merchandising Instructions

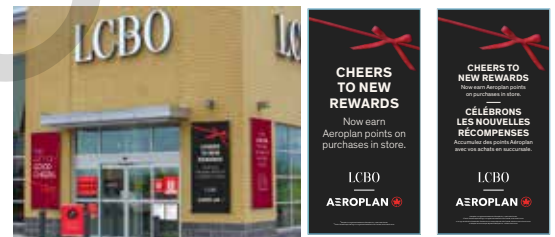
Exterior Banners (English/Bilingual)

Participating Stores

- Continue to display the Exterior Banner in the placement designated for the Period 9 launch.
- The Banner will be displayed until the end of Period 10.

English Re-order# 22P9-AP14

Bilingual Re-order# 22P9-AP15



Front Door Decal (English/Bilingual)

- Continue to display the Front Door Decal in the placement designated for the Period 9 launch.

English Re-order# 22P9-AP4

Bilingual Re-order# 22P9-AP5

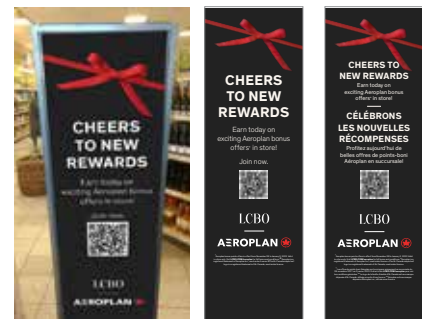


Seasonal Hero Banner Stand Insert (English/Bilingual)

- Continue to display the Seasonal Hero Banner in the placement designated for the Period 9 launch.

English Re-order# 22P9-AP16

Bilingual Re-order# 22P9-AP17



Signage Components & Merchandising Instructions

End Aisle Blade Sign (English/Bilingual)

- Replace the Blade Signs provided for the P9 launch with the new signs for Period 10.
- Install the Blade Signs on every other End Aisle, beginning at End Aisle #2 (alternating with the existing COVID-19 Operational blade sign).

English Re-order# 22P10-AP2

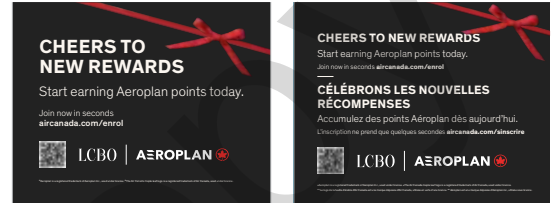
Bilingual Re-order# 22P10-AP3



End Aisle Backer Card (English/Bilingual)

- Continue to use in conjunction with other generic thematic backer cards provided for Holiday on End Aisles 11-20

English/Bilingual Re-order# 22P9-AP1

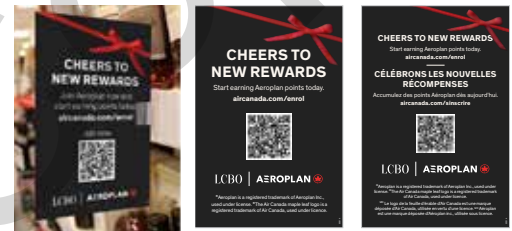


Perpendicular Shelf Talker (English/Bilingual)

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

English Re-order# 22P9-AP8

Bilingual Re-order# 22P9-AP9



Cash End Sign (English/Bilingual)

- Replace the Cash End Sign provided for the P9 launch with the new sign for Period 10.
- Install the sign on the top ledge of the Front End Merchandiser, in front of the POS display (facing the customer)
- This sign replaces the Responsible Service message until the end of Period 10.

English Re-order# 22P10-AP6

Bilingual Re-order# 22P10-AP7



Name Tag Sticker (English/Bilingual)

- Continue to encourage all team members to wear the sticker as a way to keep our new customer loyalty program top-of-mind.
- It is designed to be affixed to the lower portion of the back of the existing name tag, and hangs down about 1.5".

English Re-order# 22P9-AP12

Bilingual Re-order# 22P9-AP13



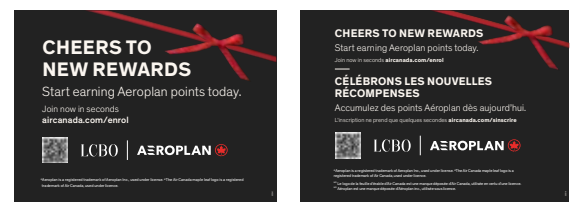
Shopping Cart Sign (English/Bilingual)

Participating Stores

- Continue using the Aeroplan message shopping cart sign on the inside of the shopping cart.

English Re-order# AIIM-22P9-SC1

Bilingual Re-order# AIIM-22P9-SC2



Signage Components & Merchandising Instructions

Floor Decal (English/Bilingual) Bundles of 12

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



English Re-order# 22P9-AP10
Bilingual Re-order# 22P9-AP11

Installation Tools & Instructions

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



Toolkit includes the following items:

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

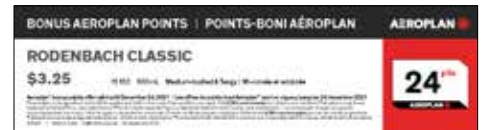


Re-order # OP21-FD8

Aeroplan Offers

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

- The product offers will be issued in 2 phases:
Phase 1 Double Point Offers: November 28-December 24, 2021.
Phase 2 Regular Point Offers: December 26, 2021 - January 2, 2022.
- The set of SKUs will remain the same, however the earned points change over the 2 phases.
- Stores will receive a set of pre-printed shelf talkers for the Double Point offers the week of November 22nd.
- An updated set of pre-reprinted shelf talkers will be sent via courier the week of December 20th to replace the Phase 1 shelf talkers with the updated points offer.
- Phase 1 shelf talkers will need to be removed and replaced with Phase 2 shelf talkers on December 26th. **For stores that are closed on the 26th, please replace the shelf talkers on Monday December 27th.**
- Pre-Printed Aeroplan Point Offer Shelf Talkers
 ENG/BIL (Re-order # AIM-22P10-ANS)



Aeroplan Point Offer Blank Shelf Talkers (English/Bilingual)

- Generic Aeroplan sheets (Re-order # 749359)

LCBO#	Description	Size (mL)	Phase 1	Phase 2
			Double Points Nov. 28 - Dec. 24	Regular Points Dec. 26 - Jan. 2
67	Smirnoff Vodka	750	100	50
307	Seagrams V.O. Whisky	750	100	50
620	Silk Tassel Canadian Whisky (PET)	750	100	50
984	Alberta Premium Whisky	750	100	50
5132	Silent Sam Vodka	750	100	50
10212	Kahlua Coffee Flavoured Liquor	375	60	30
10422	Barefoot Merlot	1500	180	90
10946	Fireball 50ml 6 Pack Carrier	6 x 50	50	25
11193	Sand Point Cabernet Sauvignon	750	120	60
12195	Grand Marnier Cordon Rouge	375	100	50
12476	Prince Igor Vodka (PET)	1140	240	120
12588	Canyon Road Pinot Noir	750	80	40
12865	J.P. Wiser's Manhattan Canadian Whisky Cocktail	750	100	50
14883	Pelee Island Lola Chardonnay VQA	750	150	75
15152	Rodenbach Classic	500	24	12
15176	Thornbury Village Honeycrisp Apple Cider	473	40	20
15281	Kraken Black Roast Rum	750	280	140
15349	Jack Daniel's Apple	750	200	100
15761	Trinity Oaks Cabernet Sauvignon	750	120	60
15765	Beefeater Blood Orange	750	120	60
15963	Luxardo Limoncello	750	200	100
16551	Olmecca Altos Reposado Tequila	750	150	75

LCBO#	Description	Size (mL)	Phase 1	Phase 2
			Double Points Nov. 28 - Dec. 24	Regular Points Dec. 26 - Jan. 2
17117	Rally Beer Co Trail Blazer	473	40	20
17559	Disaronno Velvet	750	150	75
17652	Kirin Ichiban	473	20	10
17747	Ménage à Trois Cabernet Sauvignon	750	120	60
18319	Thornbury Craft Brewing Clark is in Session IPA	473	40	20
18575	Jim Beam Red Stag	750	200	100
18717	Adnams Ghost Ship Pale Ale 0.5%	4 × 330	80	40
19149	Nutrl Vodka Soda Juic'D Fruit Punch	473	20	10
19159	Tempo Gin Smash Mango Peach	473	20	10
19303	Crown Royal Whisky & Cola	473	20	10
19543	Twisted Tea Original	12 × 355	468	234
19563	Lot No.40 Dark Oak Canadian Whisky	750	240	120
19725	Cupcake Light Hearted Chardonnay	750	160	80
19826	Appleton Estate 15 Year Old	750	300	150
19854	Kingston 62 Gold	1140	150	75
19980	"Brickworks Ciderhouse Mix Pack	"	6 × 473	90
20069	Goose Island Beer Co. Juice Island Hazy IPA	473	20	10
20233	Mill Street Essentials Mixed Pack	6 × 473	90	45
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	120	60
20807	Tribute Cabernet Sauvignon	750	240	120
21969	Longshot Pinot Noir	750	150	75
22017	Smirnoff Vodka PET	750	100	50
31930	Seagrams V.O. Whisky	1750	240	120
38505	Smirnoff Vodka (PET)	1750	240	120
61374	Bushmills Black Bush Irish Whiskey	750	360	180
89862	Girls' Night Out Rosé VQA	750	120	60
111021	Gordon's Dry Gin (PET)	1750	240	120
135970	Pelee Island Gewüztraminer	750	120	60
153965	Mcguinness Amaretto Dell Amorosa	750	80	40
170142	Zonin Ripasso Valpolicella Superiore DOC	750	150	75
189217	Gibson's Finest Sterling Edition Whisky	750	150	75
195651	Forty Creek Confederation Oak Reserve Whisky	750	240	120
214049	Girls' Night Out Strawberry Samba	1500	120	60
214056	Girls' Night Out Pineapple Mango Tango	1500	120	60
215889	Gibson's Finest Sterling Edition Whisky	1140	200	100
216978	Seagrams V.O. Whisky	1140	150	75
217216	Myer's Planters Punch	1140	150	75
217554	Captain Morgan Dark Rum	1140	150	75
217596	Captain Morgan Gold Rum	1140	150	75
217745	Captain Morgan White Rum	1140	150	75
218032	Domaine Chandon Brut	750	200	100
227082	Gordon's Dry Gin (PET)	375	60	30

LCBO#	Description	Size (mL)	Phase 1	Phase 2
			Double Points Nov. 28 - Dec. 24	Regular Points Dec. 26 - Jan. 2
250134	Sortilège	750	100	50
258673	G. Marquis The Silver Line Pinot Noir VQA	750	190	95
268375	Henry Of Pelham Riesling VQA	750	80	40
271619	Harp Lager	500	20	10
276501	G. Marquis The Red Line Pinot Grigio VQA	750	120	60
277186	Zonin Prosecco Brut 1821 DOC	750	150	75
306001	Colio Dry White	4000	360	180
311944	Canadian Club Classic 12 Year Old	1750	240	120
315564	McGuinness Peppermint Schnapps	750	80	40
337949	Heineken	500	52	26
350561	Forty Creek Cream Liquor	1140	150	75
360222	Seven Falls Cellars Cabernet Sauvignon	750	150	75
369009	Pinnacle Vodka	750	200	100
382028	Smirnoff Vanilla Flavoured Vodka	750	100	50
382036	Smirnoff Watermelon Flavoured Vodka	750	100	50
393090	Monasterio De Las Vinas Crianza Carinena	1500	80	40
394718	Erath Pinot Noir	750	150	75
396671	360 Double Chocolate Vodka	375	120	60
402578	Rodenbach Vintage	750	98	49
411553	Girls' Night Out Peach Raspberry Rumba	1500	120	60
413575	La Trappe Tripel	750	64	32
418657	Lily Sparkling Wine VQA	750	150	75
419515	Smirnoff Grapefruit	750	100	50
419770	Wines of Substance Cabernet Sauvignon	750	160	80
421966	Tincup American Whiskey	750	360	180
438598	Dewar's 12 Year Old Scotch Whisky	750	200	100
438960	Canadian Club 100% Rye Whisky	1140	300	150
439281	Konzelmann Merlot VQA	750	50	25
450114	Smirnoff Ice	6 × 355	40	20
451476	Dixon's Silvercreek Vodka	750	300	150
457572	Gibson's Finest Bold 8 Year Old Whisky	750	150	75
468512	Reyka Small Batch Vodka	750	284	142
469114	Gibson's Finest Venerable 18 Year Old Whisky	750	1498	749
481366	High River Canadian Whisky	750	120	60
491654	Smirnoff Red Sangria	473	20	10
491811	Southern Comfort	750	100	50
492207	Rodenbach Grand Cru	330	22	11
496844	Glynnevan Double Barrelled Canadian Rye Whisky	750	200	100
497339	Kona Big Wave Golden Ale	6 × 355	120	60
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	160	80
499384	Kacaba Cabernet VQA	750	60	30
517136	Alberta Premium Whisky (PET)	750	100	50

LCBO#	Description	Size (mL)	Phase 1	Phase 2
			Double Points Nov. 28 - Dec. 24	Regular Points Dec. 26 - Jan. 2
518795	Omnipollo Zodiak IPA	473	40	20
541607	The Sexton Single Malt Irish Whiskey	750	440	220
542969	Ungava Premium Gin	375	80	40
558940	Miller Lite	6 × 473	80	40
571786	Thornbury Craft Cranberry Cider	473	40	20
571901	Tequila Rose Strawberry Cream	1140	320	160
572552	Signal Hill Canadian Whisky	750	300	150
573428	D'ont Poke The Bear Cider	473	20	10
574152	Grey Goose L'Orange Vodka	750	200	100
575001	"Wild Turkey Longbranch	"	750	240
590463	Diplomatico Mantuano	750	720	360
593905	Kittling Ridge White Zinfandel Vidal	1500	150	75
605162	Broker's Premium London Dry Gin	750	160	80
618223	Pelee Island Lola Cabernet Franc Cabernet Sauvignon VQA	750	150	75
633289	Gosling's Black Seal Rum 151 Proof	750	300	150
635466	Romeo's Gin	750	360	180
637199	Pelee Island Shiraz Cabernet	750	120	60
638221	Josh Cellars Merlot	750	100	50
667014	Fortress Rum	750	200	100
719435	La Crema Sonoma Coast Pinot Noir	750	120	60
226555	Hahn Pinot Noir	750	190	95

Period 9-10: The Gift of Good Cheers

SIGNAGE GALLERY

Overview

Last year was anything but a traditional holiday season in Ontario. And this year won't be either. This year, we're more excited than ever to make holiday moments with the people we care about. And those moments will be made even more special thanks to meaningful gifts from the LCBO. Because the right wine, whisky or festive beer isn't just another gift, it's the gift of time together.



Signage Ship Date

The Period 10 signage components will be shipped to stores beginning **November 19, 2021**.

All Period 10 Signage components are available for re-order using their corresponding re-order numbers.

If a sign component is missing or damaged, please call Customer Care Retail Field Store Support: 416-864-6787 or email acsss@lcbo.com and quote the re-order number provided in this guide. Please have a copy of this Marketing & Product Guide on hand for reference.

Music CD Reorder# DMS-Music CD

We would like to hear your comments about this Period's music. Please provide your feedback to Customer Care Retail Field Store Support.

NOTE: Signage is to remain in place for the duration of P9 - P10.

PT9-PT10 Exterior Banners

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

PRIORITY OF EXTERIOR BANNERS:

- 1 The Gift Of Good Cheers
- 2 Cheers To New Rewards
- 3 ShopLCBO.com
- 4 Repeat Thematic (if applicable)



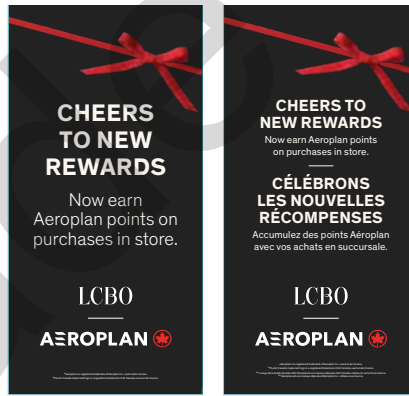
1 The Gift Of Good Cheers



Re-order#
22P9-EB1
(English)

Re-order#
22P9-EB2
(Bilingual)

2 Cheers To New Rewards



Re-order#
22P9-AP14
(English)

Re-order#
22P9-AP15
(Bilingual)

3 ShopLCBO.com



Re-order#
22P9-EB3
(English)

Re-order#
22P9-EB4
(Bilingual)

NOTE: Signage is to remain in place for the duration of P9 - P10.

PT9-PT10 Window Show Cards

Dimensions: 28" w x 45" h

Install: In the windows on the hanger.

The Gift Of Good Cheer



Re-order# 22P9-WS1
(English + Bilingual)



ACTION: Continue to display the P9 "The Gift Of Good Cheers" window show card.

OPERATIONAL WINDOW SHOW CARDS:

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

ACTION: Continue to display these as they are operational.

Information Board (Operational Signage)



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

Responsible Service (Operational Signage)



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

Generic eComm (Operational Signage)



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

Same Day Pickup (Operational Signage)



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

COVID (Operational Signage)



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

NOTE: Signage is to remain in place for the duration of P9 - P10.

PT9-PT10 Transparencies

Perimeter Transparency Horizontal

Vendor installed



Mix It Up ENG/BIL



Image



eComm ENG/BIL



Same Day Pickup ENG/BIL

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

Perimeter Transparency Square

Vendor installed



The Gift Of Good Cheer ENG/BIL



Image



eComm ENG/BIL



Same Day Pickup ENG/FRE

Exterior Transparency

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



The Gift Of Good Cheer ENG/BIL



Image



eComm ENG/BIL

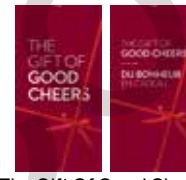


Same Day Pickup ENG/BIL

Perimeter Transparency Vertical

Vendor installed

Medium Vertical Transparencies



The Gift Of Good Cheer ENG/BIL



Image



eComm ENG/BIL



Same Day Pickup ENG/BIL

Large Vertical Transparencies



The Gift Of Good Cheer BIL



Image



eComm BIL

PT9-PT10 Seasonal Banner Insert

Dimensions: 20" w x 70" h

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



ENG Re-order #22P9-AP16
BIL Re-order #22P9-AP17



NOTE: Signage is to remain in place for the duration of P9 - P10.

PT9-PT10 End Aisles Backer Cards

End Aisle Participating Products

Please refer to the End Aisles section for participating products.

22P9-BC1



Period 9-10 EA1

22P9-BC2



Period 9-10 EA2

22P9-BC3



Period 9-10 EA3

22P9-BC4



Period 9-10 EA4

22P9-BC5



Period 9-10 EA5

22P9-BC6



Period 9-10 EA6

22P9-BC7



Period 9-10 EA7

22P9-BC8



Period 9-10 EA8

22P9-BC9



Period 9-10 EA9

22P10-BC10



NEW Period 10 EA10

New! End Aisle #10 Backer Card

Recycle the P9 EA10 backer card and replace with the new backer card for P10.

End Aisle 11-20 Generic Backer Cards **(Signage must remain in place for P9-10)**

22P9-BC-GEN1



P9-10 The Gift of Good Cheer ENG/BIL

22P9-BC-GEN2



P9-10 Cocktail Image

22P10-BC-GEN3



NEW P10 eComm ENG/BIL

New! P10 eComm Backer Card

Recycle the P9 eComm backer card and replace with the new backer card for P10.

22P9-BC-GEN4



P9-10 CRM Sign Up ENG/BIL

22P9-BC-GEN5



P9-10 Lighter Choices For Entertaining ENG/BIL

STORE LAYOUT

Overview

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

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

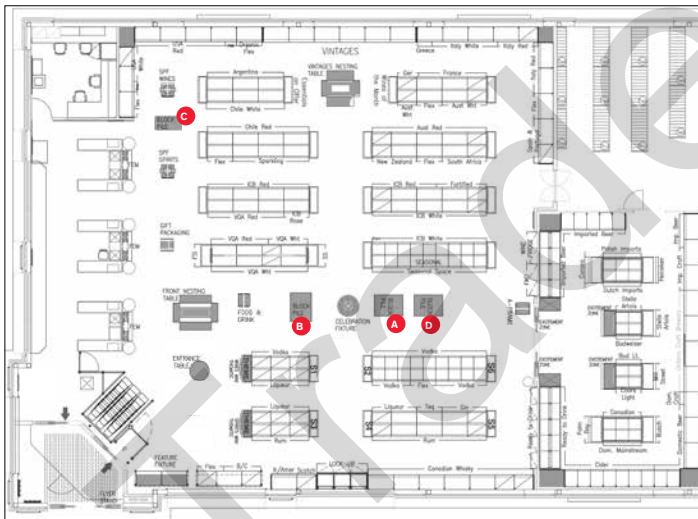
Entrance Table/Cocktail of the Month: BS - BSE

Feature Fixture: FF - FFA

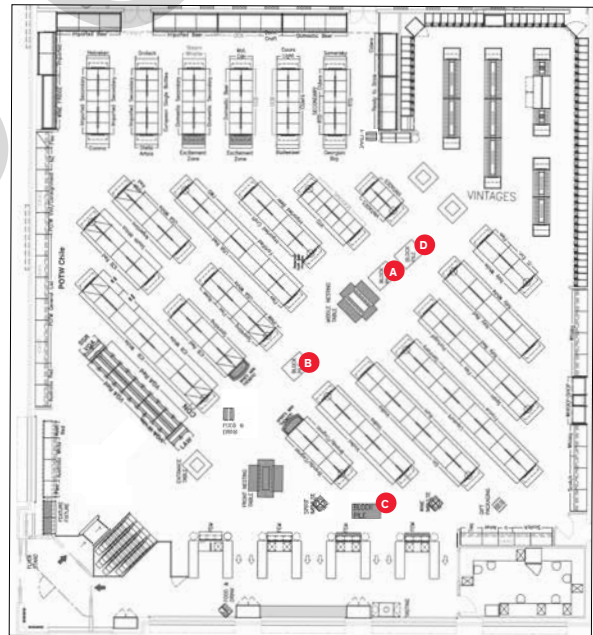
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

- A** Block Pile A (SBA): Cheers To The Classics
- B** Block Pile B (SBB): Less Mixing, More Mingling
- C** Block Pile C (SBC): Crown Royal
- D** Block Pile D: P9-10 Baileys (FSN-B) La Marca (W2)
Santa Margarita (XBP) Kim Crawford (W3)
Ruffino (W1)



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

Effective May 2019, new programs were made active in your Promotional Tree. With the implementation of the additional Promo programs into the Promo Tree, Category Management will no longer be allocating inventory for these programs and stores will only receive inventory based on their Default Management settings.

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

BOXING DAY ONE DAY SALE

December 26, 2021

Select stores open on Boxing Day will be participating in the One Day Sale taking place in-section on **December 26th**. These are great buys that will be sure to entice consumers. Ensure the in-section shelf talkers are displayed in front of the participating products.

Key Date: December 26th, 2021 (One Day Only)

Participating Stores

1, 10, 19, 21, 23, 31, 35, 38, 57, 64, 148, 154, 156, 164, 171, 187, 195, 199, 200, 217, 228, 233, 243, 252, 265, 326, 329, 344, 346, 355, 360, 367, 371, 373, 378, 383, 385, 390, 391, 393, 394, 397, 398, 404, 407, 416, 417, 427, 428, 438, 443, 445, 459, 470, 481, 486, 490, 495, 499, 511, 522, 523, 544, 545, 549, 555, 575, 586, 590, 602, 617, 619, 623, 624, 630, 632, 641, 703, 741, 776

Merchandising Instructions

- Install the pre-printed shelf talkers in front of the participating products in section.

Participating Products

LCBO#	Description	Size (mL)	LTO	LCBO#	Description	Size (mL)	LTO
10422	Barefoot Merlot	1500	\$3.00	221887	Robert Mondavi Fumé Blanc	750	\$5.00
13597	Bumbu Xo Rum	750	\$5.00	255513	Robert Mondavi Napa Valley Cabernet Sauvignon	750	\$5.00
14994	Nutrl Vodka Soda Mixed Pack	12 x 355	\$2.00	260323	Jack Daniel's Honey	750	\$6.00
15004	Twisted Tea Mix	12 x 355	\$2.00	288563	Canadian Club Premium	750	\$15.00
16833	Goldschlager	750	\$5.00	289496	Cardhu Single Malt Scotch	750	\$8.00
17068	Georgian Bay Smashed Soda Smash Pack	12 x 355	\$6.00	312959	Ketel One	1750	\$7.00
17747	Ménage à Trois Cabernet Sauvignon	750	\$2.00	324228	Stoneleigh Latitude Sauvignon Blanc	750	\$4.00
19153	Cottage Springs Raspberry Lime Bag In Box	4000	\$5.00	334128	Ciroc Red Berry	750	\$5.00
19357	SoCIAL LITE Mixed Pack	12 x 355	\$2.00	374231	Ungava Gin	750	\$3.00
19954	Tommasi Valpolicella DOC	750	\$2.00	406884	Barefoot Pinot Grigio	1500	\$3.00
20369	Bud Light Seltzer Mixer	6 x 473	\$1.00	410852	Woodford Double Oaked	750	\$10.00
21555	Tia Maria Matcha	750	\$3.00	439075	Bulleit Bourbon 10 Year Old	750	\$7.00
21582	Grant's Sherry Cask 8 Year Old	750	\$4.00	452615	Herradura Reposado	750	\$10.00
23606	Santa Rita 120 Reserva Especial Sauvignon Blanc	750	\$2.00	480616	Jack Daniel's Single Barrel	750	\$10.00
44784	Negrar Amarone Classico DOCG	750	\$5.00	527598	Amatore Rosso Verona IGT	750	\$2.00
104299	The Prisoner	750	\$5.00	630913	Tia Maria	750	\$3.00
218644	Santa Rita 120 Reserva Especial Cabernet Sauvignon	750	\$2.00	633305	Woodbridge By Robert Mondavi Chardonnay	1500	\$5.00
				646729	Bumbu Craft Rum	750	\$3.00

SEASONAL GONDOLA

Key Dates (November 7, 2021 - January 1, 2022)

Participating Stores

Stores with a Convertible Seasonal Gondola received signage in P9 to support this program for the Holiday promotion.

Participating Products

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

All Inventory has been allocated to stores, no additional inventory will be available to order. <http://home.lcbo.com/SAM/Merchandising/HolidayGiftingProgram/Pages/Default.aspx>

Signage Components

- Category Sign BIL (Re-order # 22P9-SG-CATSIGN-1)



GIFTS OF THE SEASON
CADEAUX DE LA SAISON

Merchandising Instructions

- Continue to display the P9 category sign. Merchandise shelf talkers in front of the correct product on the display.
- Stores will utilize their first Seasonal Gondola to merchandise beer gifts and their second Seasonal Gondola to showcase sparkling wine gifts. It is imperative that stores follow the planoguides in order to feature the holiday gift packs effectively.
- Include LCBO Holiday Gift Boxes in the merchandising to provide easy gift giving options for customers as well as to create an interesting display.

Beer Gifts

16ft Seasonal Gondola

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



Example Only

12ft Seasonal Gondola



Example Only

Wine Gifts

16ft Seasonal Gondola

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



Example Only

SUGGESTED DISCRETIONARY ENDS

These are suggested product groupings that stores should implement on discretionary ends around the perimeter of the store. Items are grouped with an intent to tell a story – keep brand families together for ease of shopability of our customers.

Key Dates (November 7, 2021 - January 1, 2022)

Merchandising Instructions

- Merchandise products on an available Discretionary End along the perimeter of the store close to the category section (i.e. High End Spirits near the Spirits section or Wine Gifts near the Wines section).

Signage Components

- “The Gift of Good Cheers” Generic End Aisle Backer Card ENG/BIL (Re-order # 22P9-BC-GEN1)
- “Cocktail Image” Generic End Aisle Backer Card ENG/BIL (Re-order # 22P9-BC-GEN2)
- “Ecomm” Generic End Aisle Backer Card ENG/BIL (Re-order # 22P10-BC-GEN3)
- “CRM” Generic End Aisle Backer Card ENG/BIL (Re-order # 22P9-BC-GEN4)
- “Lighter Choices For Entertaining” Generic End Aisle Backer Card ENG/BIL (Re-order # 22P9-BC-GEN5)

Holiday Wines



Example Only

New World Wine Gifts



Example Only

Specialty Wine Gifts



Example Only

Sparkling Gifts



Example Only

VQA Wine Gifts



Example Only

Baileys Gifts



Example Only

Crown Royal Gifts



Example Only

Brand Spotlight (FF - FFA-A)

FEATURE FIXTURE

Sparkling Wines

During Period 10 the Feature Fixture will transition to Sparkling Wines. The fixture will transition back to Brand Spotlight Feature Fixture and New & Seasonal fixture in Period 11.

Bottega Products - Mandatory Participation: This is a SOLD promotion.

Participating stores will merchandise Bottega products on the top two shelves of the Feature Fixture (highlighted in red in planoguide shown).

Residual Holiday/Sparkling Wines:

Use the fixture to merchandise any residual Holiday/Sparkling Wines inventory from the previous period on the bottom shelves of the Feature Fixture.

Building on already a strong performance of champagne and sparkling wines, we will use the Bottega brand with its beautiful bottles and strong brand presence to drive excitement around an array of sparkling wines for celebrations and gifting on the Feature Fixture.

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

All Feature Fixture and New & Seasonal Fixture Stores

Participating Products

LCBO#	Description	Size (mL)	Notes
20995	Bottega Prosecco Rose Doc Spumante Brut, Veneto	750	
621458	Bottega Gold Sparkling (Bottega Spa)	750	*Mandatory Participation: This is a SOLD promotion.
897702	Bottega Vino Dei Poeti Prosecco Doc	750	
277202	Bottega Rose Vino Dei Poeti Sparkling	750	
	Residual Holiday/Sparkling Inventory		

Signage Components

New signage for P10:

- Shelf Talkers ENG (Re-order # 22P10-FF1) / BIL (Re-order # 22P10-FF2)

Continue to display the below signage from P9:

- Bin Strips - solid colour (Re-order # 22P9-FF3)
- Category Sign Double-sided ENG (Re-order # 22P8-FF1) / BIL (Re-order # 22P8-FF2)
- Category Sign - Solid Colour (Re-order # 22P8-FF3)

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Use the fixture to merchandise the Bottega products on the top shelves of the fixture and any residual Holiday/Sparkling Wines inventory on the bottom shelves.
- Merchandise shelf talkers in front of the correct product on the feature fixture display and in section.
- Continue to merchandise the category sign and bin strips from P9.



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

12ft Feature Fixture



Bottega products
**PARTIALLY
SOLD SPACE**

8ft Feature Fixture



Bottega products
**PARTIALLY
SOLD SPACE**

4ft Feature Fixture



Bottega products
**PARTIALLY
SOLD SPACE**

Brand Spotlight (BS-BSE) ENTRANCE TABLE

Hot Chocolate Bar



Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

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

This is a sold program. Participation is mandatory.

Participating Products

LCBO#	Description	Size (mL)	Offers
380865	Rumchata Cream Liqueur	750	\$2.50 LTO
400259	Baileys Salted Caramel	750	\$1.00 LTO
462424	Cabot Trail Maple Cream	750	\$2.00 LTO
519298	Wayne Gretzky Canadian Cream Whisky	750	\$3.00 LTO

Hot Chocolate Cream Liqueur Bar with Toasted Italian Meringue Garnish. Features RumChata, Wayne Gretzky Cream Liqueur, Cabot Trail Maple Cream & Baileys Salted Caramel. Participating products will feature an LTO.

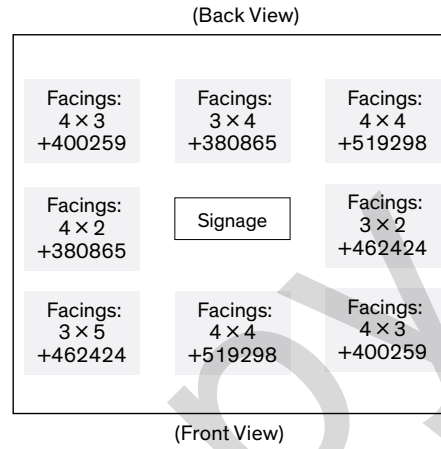
Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- Please review your floor plan and ensure the fixture is by the entrance of your store. Please be mindful of which table you have and merchandise accordingly.
- Merchandise the participating products according to the planogram.
- Install the table sign. Merchandise the pre-printed shelf talkers and recipe shelf talkers on the entrance table display.
- Add cut cases around the table to bring volume of product out onto the floor.

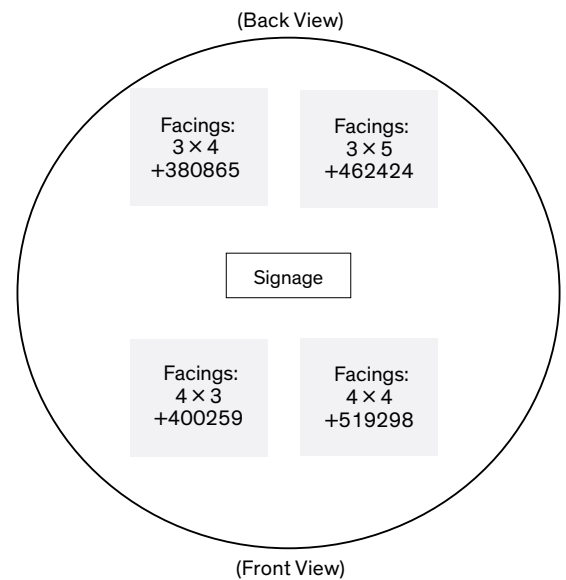
Signage Components

- Square Entrance Table Sign ENG (Re-order # 22P10-ET1) / BIL (Re-order # 22P10-ET2)
- Round Entrance Table Sign ENG (Re-order # 22P10-ET3) / BIL (Re-order # 22P10-ET4)
- Shelf Talkers ENG (Re-order # 22P10-ET5) / BIL (Re-order # 22P10-ET6)
- Recipe Shelf Talkers ENG (Re-order # 22P10-ET7) / BIL (Re-order # 22P10-ET8)

Planogram - Square Table



Planogram - Round Table



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

Spirits (MI-A)

MINI THEMATIC A

Give The Gift Of Cognac

This is a sold program. Participation is mandatory.

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
8284	Hennessy VS Cognac	750
43703	Hennessy VSOP Cognac	750
245688	Hennessy VS Cognac	375
492884	Hennessy VSOP Cognac	375
605576	Hennessy VS Cognac	200
21853	Hennessy XO Holiday 2021 Offer*	750
21897	Hennessy VSOP Holiday 2021 Deluxe Offer*	750
622357	Hennessy VS Cognac Holiday Edition*	750

*21853 Hennessy XO Holiday 2021 Offer, 21897 Hennessy VSOP Holiday 2021 Deluxe Offer & 622357 Hennessy VS Cognac Holiday Edition may be merchandised on MTA at the manager's discretion. At minimum, please display an empty box to showcase the product availability.

Signage Components

- Category sign: Short (Re-order # 22P10-MTA1)
- Shelf talkers: ENG (Re-order # 22P10-MTA2) / BIL (Re-order # 22P10-MTA3)
- Backer card: ENG/BIL (Re-order # 22P10-MTA4)
- Transparency ENG (Re-order # 22P10-MTA5) / BIL (Re-order # 22P10-MTA6)

Merchandising Instructions

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

Showcasing a range of Hennessy core products, perfect for giving as gifts. Holiday gift boxes will also be on the display.

GIVE THE GIFT OF COGNAC



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

Wines (MI-B)

MINI THEMATIC B

Gifts That Sparkle

This is a sold program. Participation is mandatory.

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
16396	Champagne Victoire Brut Rose	750	\$3.00 LTO
16789	Lazzara Bianco Secco VQA	750	\$2.00 LTO
21434	Romeo Prosecco	750	\$2.00 LTO
48793	Perle D'Aurore Rose Cremant Bourg (L.Bouillot)	750	\$2.00 LTO
216945	Freixenet Cordon Negro Brut Cava	750	\$1.50 LTO
229039	Yellow Tail Bubbles	750	\$2.00 LTO
284539	Trius Brut VQA	750	\$3.00 LTO
483339	Mionetto Prestige Prosecco Brut DOC Treviso	750	\$2.00 LTO
518407	Blue Nun 24k Gold Edition Sparkling	750	

Signage Components

- Category sign: Short (Re-order# 22P10-MTB7)
- Shelf talkers:
ENG (Re-order# 22P10-MTB8) / BIL (Re-order #22P10-MTB9)
- Backer card: ENG/BIL (Re-order# 22P10-MTB10)
- Transparency
ENG (Re-order# 22P10-MTB11) / BIL (Re-order# 22P10-MTB12)

Merchandising Instructions

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

The P10 MTB will feature a selection of Sparkling wines (prosecco, VQA and champagne) Holiday gift boxes will also be on the display.



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

Beer (MI-C)

MINI THEMATIC C

Local Beer Gift Ideas

This is a sold program. Participation is mandatory.

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

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



Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
15117	Muskoka Survival Pack	2838	LCBO Warehouse
17906	Great Lakes-Hanlan's Point Coconut Coffee Porter	473	1929 - Great Lakes Brewing Co. Inc.
19003	Manifesto	473	6309 - Flying Monkeys Craft Brewery
19609	Henderson X Rush Canadian Golden Ale	473	766 - Henderson Brewing Co
21269	Amsterdam Winter Flight Pack	1892	3842 - Amsterdam Brewing Company
22222	Wellington Boutique Mixer	2838	4826 - Wellington County Brewery Inc
22742	Collective Arts Mix 6 Pack	2838	4678 - Collective Arts Brewing Limited
23007	Peanut Butter & Raspberry Shake	473	8454 - Whitewater Brewing Company
23500	Jelly King With Cranberry And Tangerine	500	2990 - Bellwoods Brewery

Signage Components

- Backer card ENG/BIL (Re-order# 22P10-BC10)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Recycle the P9 EA10 backer card and replace with the new backer card for P10.
- Merchandise pre-printed shelf talkers in front of each participating product.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.



Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

Johnnie Walker

This is a sold program. Participation is mandatory.

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

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

Johnnie Walker has a new look for holiday to play up the giftability and collectability of Johnnie Walker Red, Black and Gold.

Participating Products

LCBO#	Description	Size (mL)	Offers
7880	Johnnie Walker Black Label Scotch Whisky	750	\$3.00 LTO
18306	Johnnie Walker Double Black	750	
21706	Johnnie Walker Black - Icon	750	
21707	Johnnie Walker Gold - Icon	750	
21710	Johnnie Walker Red - Icon	750	
217794	Johnnie Walker Red Label	1140	\$2.00 LTO
217802	Johnnie Walker Black Label Scotch Whisky	1140	
291278	Johnnie Walker Gold Label Reserve Scotch Whisky	750	
292805	Johnnie Walker 18 Year Old Scotch Whisky	750	
308155	Johnnie Walker Blue Label Scotch Whisky	750	
422006	Johnnie Walker Black Label Scotch Whisky	1750	\$5.00 LTO
468116	Johnnie Walker Green Label Scotch Whisky	750	

Signage Components

- Table Sign Large ENG (Re-order# 22P10-FNT1) / ENG (Re-order# 22P10-FNT2)
- Table Sign Small ENG (Re-order# 22P10-FNT3) / ENG (Re-order# 22P10-FNT4)
- Shelf Talkers ENG (Re-order# 22P10-FNT5) / ENG (Re-order# 22P10-FNT6)

Merchandising Instructions

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

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

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



Front & Back View




Top View (Back)

	Facings: 3x8 +21710		Facings: 4x8 +21707		Facings: 3x8 +21706	
	Facings: 4x8 +21710		Facings: 4x8 +21707		Facings: 4x8 +21706	

Facings: 3x7 +291278	Facings: 3x7 +217794
Facings: 4x7 +217794	

Facings: 4x3 +292805	Facings: 3x3 +468116	Facings: 4x2 +308155	Facings: 3x3 +422006	Facings: 3x3 +217802
Signage				
Facings: 4x3 +292805	Facings: 3x3 +468116	Facings: 4x2 +308155	Facings: 3x3 +422006	Facings: 3x3 +217802

Facings: 3x7 +7880	Facings: 3x7 +18306
Facings: 4x7 +7880	

	Facings: 4x8 +21710		Facings: 4x8 +21707		Facings: 4x8 +21706	
	Facings: 3x8 +21710		Facings: 4x8 +21707		Facings: 3x8 +21706	





Top View (Front)

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







Front & Back View

Top View (Back)

Facings: 3x5 +217794		Facings: 3x5 +422006		Facings: 3x5 +7880
Facings: 4x5 +21710		Facings: 4x5 +21707		Facings: 4x5 +21706

Facings: 3x3 +291278	Facings: 3x3 +292805	Facings: 3x2 +308155	Facings: 3x3 +18306	Facings: 3x7 +217802
Signage				
Facings: 3x3 +291278	Facings: 3x3 +292805	Facings: 3x2 +308155	Facings: 3x3 +18306	

Facings: 4x5 +21710		Facings: 4x5 +21707		Facings: 4x5 +21706
Facings: 3x5 +217794		Facings: 3x5 +422006		Facings: 3x5 +7880

Top View (Front)

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



Front & Back View

Top View (Back)

Facings: 2x7 +21710	Facings: 2x7 +21707	Facings: 2x7 +21706
Facings: 3x7 +21710	Facings: 3x7 +21707	Facings: 3x7 +21706

Facings: 2x7 +468116	Facings: 3x6 +217794
Facings: 2x7 +468116	Facings: 2x6 +217794

Facings: 3x4 +292805	Facings: 2x2 +308155	Facings: 3x3 +18306	Facings: 2x8 +422006
Facings: 3x12 +291278	Signage		Facings: 2x8 +422006
Facings: 3x4 +292805	Facings: 2x2 +308155	Facings: 3x3 +18306	

Facings: 2x4 +217802	Facings: 3x7 +7880
Facings: 2x4 +217802	Facings: 2x7 +7880

Facings: 3x7 +21710	Facings: 3x7 +21707	Facings: 3x7 +21706
Facings: 2x7 +21710	Facings: 2x7 +21707	Facings: 2x7 +21706

Top View (Front)

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



Front & Back View

Top View (Back)

Facings: 2x7 +468116	Facings: 2x7 +217794	Facings: 2x7 +7880
Facings: 3x7 +21710	Facings: 3x7 +21707	Facings: 3x7 +21706

Facings: 2x4 +292805	Facings: 2x3 +18306	Facings: 2x2 +308155	Facings: 2x2 +217802	Facings: 2x8 +422006
Facings: 2x12 +291278	Signage			Facings: 2x8 +422006
Facings: 2x4 +292805	Facings: 2x3 +18306	Facings: 2x2 +308155	Facings: 2x2 +217802	

Facings: 3x7 +21710	Facings: 3x7 +21707	Facings: 3x7 +21706
Facings: 2x7 +468116	Facings: 2x7 +217794	Facings: 2x7 +7880

Top View (Front)

A

Display Program (BP-SBA)

BLOCK PILE A

Cheers to the Classics

This is a sold program. Participation is mandatory.

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

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
17818	Corona Extra	6 × 330	\$1.25 LTO	275 - The Beer Store
17819	Stella Artois	6 × 473	\$1.00 LTO	
300681	Coors Light	6 × 473	\$1.00 LTO	
300699	Molson Canadian	6 × 473	\$1.00 LTO	
311787	Budweiser	6 × 473	\$1.00 LTO	
459818	Sapporo	6 × 500	\$2.00 LTO	

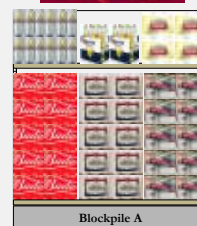
Signage Components

- Pole Toppers
ENG (Re-order # 22P10-BPA1) / BIL (Re-order # 22P10-BPA2)
- Riser Wrap - solid colour (Re-order # 22P10-BPA3)
- Pricer Cards
ENG (Re-order # 22P10-BPA4) / BIL (Re-order # 22P10-BPA5)
- Shelf Talkers
ENG (Re-order # 22P10-BPA6) / BIL (Re-order # 22P10-BPA7)
- Cut Case Backer Card
ENG (Re-order # 22P10-BPA8) / BIL (Re-order # 22P10-BPA9)
- End Aisle Backer Card BIL (Re-order # 22P10-BPA10)

Merchandising Instructions

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

Block Pile A features big beer brands that are tried and true, all with great LTOs.



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

Display Program (BP-SBB)

BLOCK PILE B

Less Mixing, More Mingling

This is a sold program. Participation is mandatory.

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

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
12171	Nude Vodka Soda 12 Can Mixer Pack	12 × 355	\$2.00 LTO
19145	Mike's Hard White Freeze	473	\$0.15 LTO
21938	White Claw Mixer	12 × 355	
112318	Palm Bay Variety Pack	12 × 355	\$2.00 LTO
166090	Jack Daniel's And Cola	473	\$0.25 LTO
570705	Georgian Bay Cranberry Gin Smash	473	

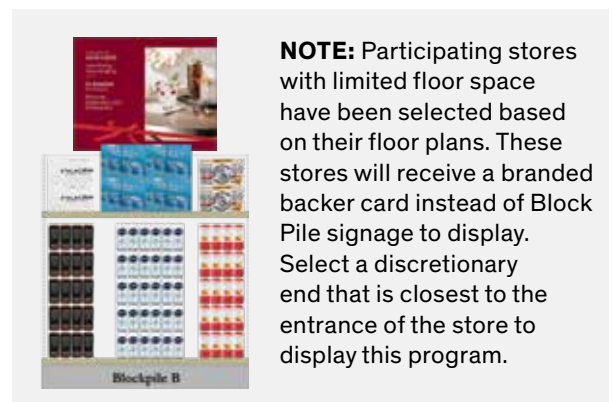
Signage Components

- Pole Toppers
ENG (Re-order # 22P10-BPB1) / BIL (Re-order # 22P10-BPB2)
- Riser Wrap - solid colour (Re-order # 22P10-BPB3)
- Pricer Cards
ENG (Re-order # 22P10-BPB4) / BIL (Re-order # 22P10-BPB5)
- Shelf Talkers
ENG (Re-order # 22P10-BPB6) / BIL (Re-order # 22P10-BPB7)
- Cut Case Backer Card
ENG (Re-order # 22P10-BPB8) / BIL (Re-order # 22P10-BPB9)
- End Aisle Backer Card BIL (Re-order # 22P10-BPB10)

Merchandising Instructions

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

Block Pile B features seasonal Ready-to-Drink favourites and mixer packs.



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

Display Program (BP-SBC)

BLOCK PILE

Crown Royal

This is a sold program. Participation is mandatory.

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

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
1487	Crown Royal Whisky	750	\$3.00 LTO + VA
10357	Crown Royal Peach	750	\$1.50 LTO
114694	Crown Royal Whisky	1750	
224352	Crown Royal Black	750	VA
403519	Crown Royal Apple	750	
434092	Crown Royal Northern Harvest Rye	750	\$2.00 LTO + VA
476911	Crown Royal Vanilla	750	

VA: Rep Applied Crown Royal Purple Bag

A Canadian Classic: Crown Royal. BPC features the Crown Royal brand family with LTOs and/or the classic Crown Royal Purple Bag as a Value Add on select skus.



Signage Components

- Cut Case Backer Card
ENG (Re-order # 22P10-BPC1) / BIL (Re-order # 22P10-BPC2)
- Pole Toppers
ENG (Re-order # 22P10-BPC3) / BIL (Re-order # 22P10-BPC4)
- Riser Wrap - solid colour (Re-order # 22P10-BPC5)
- Pricer Cards
ENG (Re-order # 22P10-BPC6) / BIL (Re-order # 22P10-BPC7)
- Shelf Talkers
ENG (Re-order # 22P10-BPC8) / BIL (Re-order # 22P10-BPC9)
- End Aisle Backer Card BIL (Re-order # 22P10-BPC10)

Merchandising Instructions

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



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

Display Program

BLOCK PILE D

Baileys (FSN-B)

This is a sold program. Participation is mandatory.

Key Dates (Period 9 - 10)

Participating Stores

1, 22, 23, 25, 27, 31, 33, 34, 36, 38, 41, 51, 55, 65, 74, 82, 83, 90, 106, 132, 145, 148, 150, 156, 164, 168, 171, 191, 198, 200, 209, 211, 212, 221, 226, 227, 243, 250, 263, 265, 287, 298, 300, 325, 329, 334, 346, 351, 358, 359, 360, 361, 373, 381, 383, 386, 391, 392, 394, 401, 404, 407, 412, 416, 417, 427, 428, 431, 432, 437, 438, 443, 445, 459, 481, 485, 490, 491, 497, 499, 501, 523, 536, 545, 551, 555, 556, 566, 569, 575, 590, 602, 605, 609, 617, 619, 623, 631, 632, 633

Participating Products

LCBO#	Description	Size (mL)	Offers
5959	Baileys Original Irish Cream	750	VA: Rep Applied Gold Bow
19419	Baileys Deliciously Light	750	VA: Rep Applied Gold Bow
605956	Baileys Original Irish Cream	1140	\$2.00 LTO + VA: Rep Applied Baileys Gift Box

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Card
ENG (Re-order # AIM-22P10-BBP1)
BIL (Re-order # AIM-22P10-BBP2)

Merchandising Instructions

- The supplier will be providing and setting up the merchandisers to the selected stores in time for the start of the promotion.
- Merchandise the pricer cards in front of the participating products. Pricer cards will be supplied by LCBO.



(Example only)
Supplied by Agent

Santa Margarita (XBP)

This is a sold program. Participation is mandatory.

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

10, 15, 21, 31, 38, 40, 115, 148, 149, 154, 156, 164, 187, 217, 226, 243, 288, 346, 355, 360, 371, 390, 393, 394, 404, 412, 417, 437, 443, 445, 452, 481, 486, 499, 523, 590, 619, 623, 630, 631, 632, 641, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
106450	(V)Santa Margherita Pinot Grigio Valdadige	750	
687558	Santa Margherita Pinot Grigio	375	
687582	Santa Margherita Prosecco	750	\$2.00 LTO

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Card (Re-order # 22P10-BPD5) / BIL (Re-order # 22P10-BPD6)

Merchandising Instructions

- The supplier will be providing and setting up the merchandisers to the selected stores in time for the start of the promotion.
- Merchandise the pricer cards in front of the participating products. Pricer cards will be supplied by LCBO.



(Example only)
Supplied by Agent

Ruffino (W1)

This is a sold program. Participation is mandatory.

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

1, 22, 130, 171, 195, 198, 228, 253, 263, 329, 334, 438, 500, 542, 545, 549, 555, 573, 698, 703

Participating Products

LCBO#	Description	Size (mL)	Offers
1743	Ruffino Chianti	750	\$2.00 LTO
467811	Ruffino Prosecco	750	\$2.00 LTO + VA: Gift Box
589101	Ruffino Lumina Pinot Grigio lgt	750	\$2.00 LTO
20896	Ruffino Sparkling Rosé	750	\$2.00 LTO + VA: Gift Box

Signage Components

- Pole Topper Sign - supplied by Agent
- Pricer Card
ENG (Re-order # 22P10-BPD3) / BIL (Re-order # 22P10-BPD4)

Merchandising Instructions

- The supplier will be providing the pole topper sign to the selected stores in time for the start of the promotion.
- Merchandise the participating products according to the planogram.
- Install the pole topper sign and pricer cards.



La Marca (W2)

This is a sold program. Participation is mandatory.

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

10, 31, 38, 149, 164, 217, 486, 511, 634, 641

Participating Products

LCBO#	Description	Size (mL)	Offers
487694	La Marca Prosecco	750	VA: Gift Bag & Bow

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Card
ENG (Re-order # 22P10-BPD7)
BIL (Re-order # 22P10-BPD8)

Merchandising Instructions

- The supplier will be providing and setting up the merchandisers to the selected stores in time for the start of the promotion.
- Merchandise the pricer cards in front of the participating products. Pricer cards will be supplied by LCBO.



(Example only)
Supplied by Agent

Kim Crawford (W3)

This is a sold program. Participation is mandatory.

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

1, 4, 5, 10, 15, 18, 21, 22, 25, 31, 35, 36, 38, 40, 41, 51, 55, 57, 60, 65, 80, 82, 83, 95, 99, 106, 115, 125, 130, 132, 140, 143, 145, 148, 149, 150, 154, 156, 163, 164, 168, 179, 182, 187, 191, 192, 195, 198, 202, 209, 211, 212, 214, 217, 218, 226, 227, 228, 233, 237, 243, 253, 255, 263, 265, 288, 295, 298, 300, 310, 311, 324, 325, 326, 334, 344, 346, 351, 355, 358, 359, 360, 367, 371, 373, 378, 381, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 398, 401, 404, 407, 412, 415, 417, 431, 432, 434, 437, 438, 443, 445, 452, 453, 454, 456, 459, 465, 481, 485, 486, 491, 494, 495, 497, 499, 500, 501, 509, 521, 522, 523, 526, 528, 533, 534, 537, 540, 542, 544, 549, 551, 553, 554, 556, 566, 569, 573, 575, 579, 580, 587, 589, 590, 593, 602, 609, 617, 619, 623, 624, 627, 630, 631, 632, 633, 634, 636, 637, 638, 640, 641, 643, 644, 645, 649, 650, 653, 657, 658, 660, 665, 667, 670, 671, 674, 675, 676, 684, 691, 694, 695, 697, 699, 702, 706, 741, 771, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
35386	Kim Crawford Sauvignon Blanc	750	\$2.00 LTO

Signage Components

- Pricer Card
ENG (Re-order # 22P10-BPD1) / BIL (Re-order # 22P10-BPD2)
- Pole Topper
ENG (Re-order # 22P10-BPD9) / BIL (Re-order # 22P10-BPD10)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign and pricer cards.



Display Program

BEER SUPER SALE

From December 10 - 12, No Name Beer will be part of a beer super sale promotion. Products may be featured in section or on a Block Pile display in select stores.

Key Dates (Dec 10 - 12)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source/Distributor
110320	No Name Beer	6 × 341	\$3.30 LTO	2425 - Loblaws

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.

Signage Components

- Pricer Card
ENG (Re-order # 22P10-BAB1) / BIL (Re-order # 22P10-BAB2)
- Shelf Talkers
ENG (Re-order # 22P10-BAB3) / BIL (Re-order # 22P10-BAB4)
- Cut Case Backer Card
ENG (Re-order # 22P10-BAB5) / BIL (Re-order # 22P10-BAB6)



Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Vintages Essentials

IMPORTANT NOTE:

There will be new products on the Middle Nesting Table for P10. All stores will receive new set of shelf talkers for the start of P10.

Standard Stores will also receive a new table sign, drum sign and bin strips. Recycle P9 signage and replace with new P10 signage:

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

All other stores should maintain their P9 table sign, drum sign and bin strips.

This is a sold program. Participation is mandatory.

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

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

Features a variety of Vintages Essentials from around the world. Customers will be able to find gifts from white wines to light and robust reds.

Signage Components

- Premium Shelf Talkers ENG (Re-order # 22P10-MNT4) / BIL (Re-order # 22P10-MNT5)
- Standard Table Sign Large ENG (Re-order # 22P10-MNT9) / BIL (Re-order # 22P10-MNT10)
- Standard Table Sign Small BIL (Re-order # 22P10-MNT11)
- Standard Shelf Talkers ENG (Re-order # 22P10-MNT12) / BIL (Re-order # 22P10-MNT13)
- Standard Celebration Fixture Drum Sign ENG (Re-order # 22P10-MNT14) / BIL (Re-order # 22P10-MNT15)
- Standard Celebration Fixture Bin Strip - solid colour (Re-order # 22P10-MNT16)

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.
- **Premium stores:** Install the new shelf talkers and continue to display the P9 table sign, drum sign and bin strips.
- **Standard stores:** Recycle P9 signage and install the new P10 shelf talkers, table sign, drum sign and bin strips.

NEW! Participating Products - Period 10

LCBO#	Description	Size (mL)	Offers
50203	Beronia Reserva	750	\$2.00 LTO
59311	7 Deadly Zins Old Vine Zinfandel	750	\$3.00 LTO
69377	Monte Antico	750	\$2.00 LTO
232371	Louis M. Martini Napa Valley Cabernet Sauvignon	750	\$5.00 LTO
303800	Trius Red	750	\$2.00 LTO
316570	Oyster Bay Sauvignon Blanc	750	\$2.00 LTO
395384	Luc Belaire Rare Sparkling Rosé	750	\$3.00 LTO
413179	Zenato Amarone della Valpolicella Classico	750	\$3.00 LTO
433417	Tedeschi Amarone della Valpolicella	750	\$5.00 LTO
451336	Tom Gore Cabernet Sauvignon	750	\$2.00 LTO
608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$3.00 LTO
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	\$2.00 LTO
951319	Bollini Pinot Grigio	750	\$2.00 LTO
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$5.00 LTO

Celebration Fixture Planograms



Middle Nesting Table Planograms



Front View



Back View

Top View (Back)

Cut Case +50203	Facings: 3×6 +687582	Facings: 4×6 +395384	Facings: 4×6 +951319	Cut Case +951319
Facings: 6×8 +50203	Facings: 8×3 +69377	Facings: 8×3 +413179	Facings: 8×3 +433417	Facings: 6×8 +316570
Signage				
	Facings: 8×3 +59311	Facings: 8×3 +303800	Facings: 8×3 +232371	
Cut Case +451336	Facings: 4×6 +451336	Facings: 4×8 +996405	Facings: 4×6 +608653	Cut Case +316570

Top View (Front)

Period 9 & 10 END AISLES

IMPORTANT NOTES:

- End Aisle# 3, 6 are **Flighted A & B**. Ensure you display the participating product that your store is grouped in.
- End Aisle#1, 2, 3A, 3B, 4, 11, 12, 13, 14, 16, 18, 20 have the same participating products for P9 and P10. Please maintain the display for **the duration of P9 and P10**.
- End Aisle # 6A, 6B, 8, 9, 19 have some product changes for P10. Ensure you review those skus carefully.
- End Aisle #5, 7, 10, 15, 17 have new products for P10.
- New End Aisle#10 backer card for P10. All other remaining Backer Card signage MUST remain in place for **P9 - P10**.
- Beginning November 16 - every other End Aisle will display a new blade sign for the new LCBO Loyalty Program.

	LCBO#	Description	Size (mL)	Offers
End Aisle #1 (P9 - P10)	1487	Crown Royal	750	LTO, Block Pile C
	114694	Crown Royal	1750	Block Pile C
	217950	Crown Royal	1140	

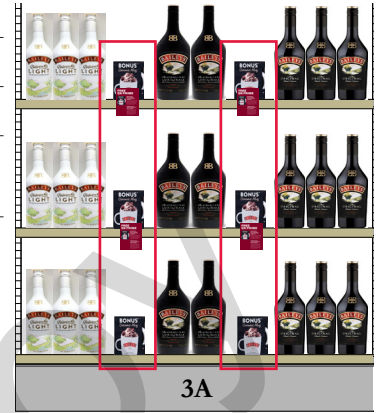
The products will remain the same as P9 with new offers for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #2 (P9 - P10)	67	Smirnoff Vodka	750	
	38505	Smirnoff Vodka (P.E.T)	1750	
	216929	Smirnoff Vodka	1140	

Maintain the display for the duration of P9 & P10

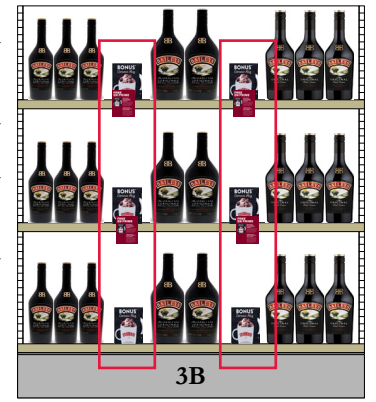




LCBO#	Description	Size (mL)	Offers
19419	Baileys Deliciously Light	750	Value Add
193490	Baileys Irish Cream	1750	Value Add
605956	Baileys Irish Cream Liquor	1140	LTO, Value Add

Maintain the display for the duration of **P9 & P10**

**End Aisle #3A
(P9 - P10)
Premium**



LCBO#	Description	Size (mL)	Offers
5959	Baileys Irish Cream	750	Value Add
193490	Baileys Irish Cream	1750	Value Add
605956	Baileys Irish Cream Liquor	1140	LTO, Value Add

Maintain the display for the duration of **P9 & P10**

**End Aisle #3B
(P9 - P10)
Standard**



LCBO#	Description	Size (mL)	Offers
893	J.P. Wiser's Deluxe	750	LTO
33928	J.P. Wiser's Deluxe	1750	LTO
216689	J.P. Wiser's Deluxe	1140	Value Add

Maintain the display for the duration of **P9 & P10**

**End Aisle #4
(P9 - P10)**



	LCBO#	Description	Size (mL)	Offers
End Aisle #5	144493	Montecillo Crianza Rioja	750	LTO
	234369	Apothic Red	750	LTO
	589036	Peller Family Vineyards Cab Merlot	4000	LTO

New products on this end for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #6A Premium	117	Bacardi Superior White Rum	750	LTO
	1206	Bacardi Gold Rum	750	LTO
	570366	Bacardi Spiced Rum	1140	LTO

New products for P10:
1206 Bacardi Gold Rum & 117 Bacardi Superior White Rum
SKU 570366 Bacardi Spiced Rum will be on promotion for
the duration of **P9 & P10**



	LCBO#	Description	Size (mL)	Offers
End Aisle #6B (P9 & P10) Standard	117	Bacardi Superior White Rum	750	LTO
	45898	Bacardi Superior White Rum (P.E.T)	1750	
	520320	Bacardi Superior	1140	

Maintain the display for the duration of **P9 & P10**





	LCBO#	Description	Size (mL)	Offers
End Aisle #7	392647	Carnivor Cabernet Sauvignon	750	LTO
	506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO
	669457	Peller Family Vineyards Shiraz Bag In Box	4000	LTO

New products on this end for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #8	500512	Captain Morgan Original Spiced Rum	750	LTO
	500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	
	617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	Value Add

New products for P10: 500512 Captain Morgan Spiced Rum & 617688 Captain Morgan Spiced Rum (P.E.T)
SKU 500546 Captain Morgan Spiced Rum 1750 mL will be on promotion for the duration of **P9 & P10**



	LCBO#	Description	Size (mL)	Offers
End Aisle #9	1099	Johnnie Walker Red Label	750	
	291278	Johnnie Walker Gold Reserve	750	FNT
	422006	Johnnie Walker Black Label Scotch	1750	LTO, FNT

New products for P10: 1099 Johnnie Walker Red Label & 291278 Johnnie Walker Gold Reserve
SKU 422006 Johnnie Walker Black Label Scotch, will be on promotion for the duration of **P9 & P10**



**Beer/Cider
Mini Thematic C
End Aisle #10**

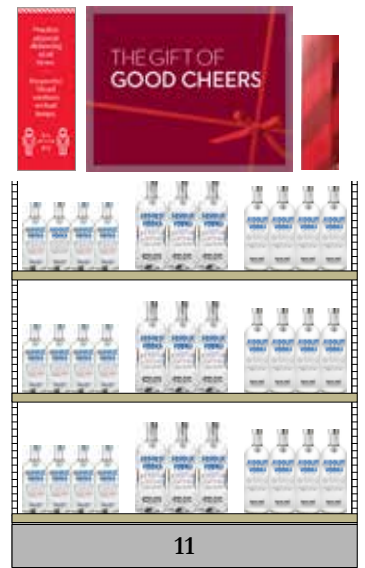
LCBO#	Description	Size (mL)	Offers
15117	Muskoka Survival Pack (LCBO Warehouse)	6 × 473	LTO
17906	Great Lakes-Hanlan's Point Coconut Coffee Porter (1929)	473	
19003	Manifesto (6309)	473	LTO
19609	Henderson X Rush Canadian Golden Ale (766)	473	
21269	Amsterdam Winter Flight Pack (3842)	4 × 473	
22222	Wellington Boutique Mixer (4826)	6 × 473	
22742	Collective Arts Mix 6 Pack (4678)	6 × 473	
23007	Peanut Butter & Raspberry Shake (8454)	473	
23500	Jelly King with Cranberry & Tangerine (2990)	500	



New products and backer card for P10.

**End Aisle #11
(P9 - P10)**

LCBO#	Description	Size (mL)	Offers
110056	Absolut Vodka	750	LTO
209221	Absolut Vodka	1140	Value Add
216655	Absolut Vodka	1750	LTO



Maintain the display for the duration of P9 & P10

**End Aisle #12
(P9 - P10)**

LCBO#	Description	Size (mL)	Offers
42	Canadian Club Premium	750	LTO
311928	Canadian Club Classic 12 Year Old	750	LTO
390583	Canadian Club 100% Rye	750	LTO



Maintain the display for the duration of P9 & P10

**End Aisle #13
(P9 - P10)**

LCBO#	Description	Size (mL)	Offers
10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
350207	Forty Creek Copper Pot Reserve Whisky	1140	LTO
550715	Forty Creek Barrel Select	750	Value Add

Maintain the display for the duration of P9 & P10



**End Aisle #14
(P9 - P10)**

LCBO#	Description	Size (mL)	Offers
10157	Jameson Irish Whiskey	750	LTO
17055	Jameson Cold Brew Irish Whiskey	750	LTO
207613	Jameson Irish Whiskey	1140	Value Add

Maintain the display for the duration of P9 & P10



End Aisle #15

LCBO#	Description	Size (mL)	Offers
19261	Bread & Butter Chardonnay	750	LTO
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	LTO
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO

New products on this end for P10.





	LCBO#	Description	Size (mL)	Offers
End Aisle #16 (P9 - P10)	3558	Gibson's Finest Rare 12 Years Old	750	LTO
	200741	Gibson's Finest Rare 12 Years Old	1750	LTO
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO

Maintain the display for the duration of P9 & P10



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	22199	Jacob's Creek Double Barrel Shiraz	750	LTO
	166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	LTO
	357145	Open Smooth Red VQA	750	LTO

New products on this end for P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #18 (P9 - P10)	95935	Grey Goose Vodka	750	
	217281	Bombay Sapphire London Dry	1140	
	417196	Grey Goose Vodka	1140	

Maintain the display for the duration of P9 & P10





	LCBO#	Description	Size (mL)	Offers
End Aisle #19	41384	Jack Daniel's Tennessee Whiskey	750	LTO
	380899	Jack Daniel's Tennessee Honey	1140	LTO
	480624	Woodford Reserve Distiller's Select Bourbon	750	LTO

New product for P10:
 480624 Woodford Reserve Distiller's Select Bourbon
 SKU 41384 Jack Daniel's Whiskey & 380899 Jack Daniel's
 Honey will be on promotion for the duration of **P9 & P10**



	LCBO#	Description	Size (mL)	Offers
End Aisle #20 (P9 - P10)	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	LTO
	12385	Glenfiddich Single Malt 12 Year Old	750	
	513077	Glenfiddich Project Xx Experimental Series	750	

Maintain the display for the duration of **P9 & P10**



Trade

COPY

Suggested Discretionary Ends - Lighter Choices For Entertaining

These are suggested product groupings that stores should implement on discretionary ends around the perimeter of the store. Items are grouped with an intent to tell a story – keep brand families together for ease of shopability of our customers.

Participating Stores

A&B Stores

Key Dates (Period 9-10)

Merchandising Instructions

- Merchandise products on an available Discretionary End along the perimeter of the store close to the category section (i.e. Wine Gifts near the Wines section).

Signage Components

- “Lighter Choices for Entertaining” Generic End Aisle Backer Card
ENG/BIL (Re-order # 22P9-BC-GEN5)

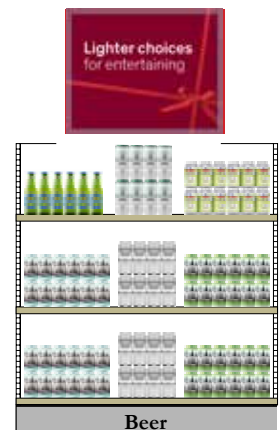
Spirits

LCBO#	Description	Size (mL)
640920	Ketel One Botanical Cucumber And Mint	750
640995	Ketel One Botanical Peach And Orange Blossom	750
645499	Ketel One Botanical Grapefruit And Rose	750



Beer

LCBO#	Description	Size (mL)
13654	Partake Brewing Non-Alcoholic IPA	355
17222	Budweiser Zero	473
17926	Sleeman 5 Point Citrus 0.5%	2130
589416	Heineken 0.0	6×330
589549	Clausthaler Premium Non Alcoholic	500
617878	Partake Brewing Non-Alcoholic Pale Ale	355



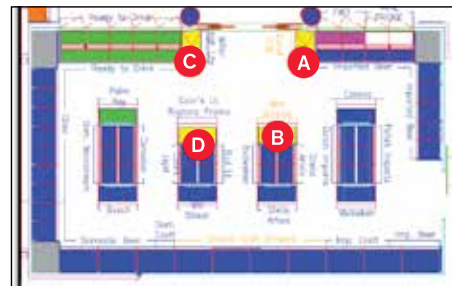
Wines

LCBO#	Description	Size (mL)
12618	Stoneleigh Lighter Sauvignon Blanc	750
18946	Sunny with a Chance of Flowers Pinot Noir	750
18947	Kim Crawford Illuminate Sauvignon Blanc	750



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 (November 28, 2021 - January 1, 2022)

Participating Stores

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

Participating Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
A Plinth (EA - EZA)	19894	Cracked Canoe 6 × 473 mL		
	422345	Moosehead Lager 6 × 473 mL	275 - The Beer Store	\$1.50 LTO + VA
	VA/Merchandiser: Free mystery gift with the purchase of Moosehead Lager (422345 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.			
B New/Seasonal (EA - EZB)	23554	Woodhouse Double Ipa 473 mL	189 - Woodhouse Brewing Co	
	23509	Cowbell. Papaya Peach Hazy Ipa 473 mL	458 - Cowbell Brewing Co.	
	23058	Zap! Cranberry Ginger Sour 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.				
C Plinth (EA - EZH)	17819	Stella Artois 6 × 473 mL		\$1.00 LTO
	17820	Stella Artois 473 mL	275 - The Beer Store	
	17823	Stella Artois 6 × 330 mL		VA
VA/Merchandiser: Branded chalice with the purchase of two Stella Artois 6-packs (17823 6 × 330 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)	18	Heineken Lager 6 × 330 mL		VA/Contest
	302810	Heineken 6 × 500 mL	LCBO Warehouse	\$1.20 LTO
	VA/Merchandiser: Free Bottle Opener VA and Heineken Festive Contest (18 6 × 330 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.			

Beer Excitement Zone A: Free mystery gift with the purchase of Moosehead Lager. Place the value-add merchandiser in the middle of the end and load up the sides with the holiday favourite – Moosehead.

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

Beer Excitement Zone C: Get a Stella chalice with the purchase of two Stella Artois 6-packs (17823 | 6 x 330 mL).

Beer Excitement Zone D: Free Bottle Opener VA and Heineken Festive Contest. Place the value-add merchandiser in the middle of the end and load up the sides with the holiday favourite – Heineken.

Signage Components

- A. "Moosehead" Backer Card BIL (Re-order # 22P10-EZ1)
- A. "Moosehead" Transparency ENG (Re-order # 22P10-EZ2) / BIL (Re-order # 22P10-EZ3)
- B. P9-10 "The Gift Of Good Cheers" Backer Card Card BIL (Re-order # 22P9-EZ4)
- C. "Stella" Backer Card BIL (Re-order # 22P10-EZ5)
- A, C, D Pricer Cards ENG (Re-order # 22P10-EZ6) / BIL (Re-order # 22P10-EZ7)
- A, C, D Shelf Talkers ENG (Re-order # 22P10-EZ8) / BIL (Re-order # 22P10-EZ9)
- D. "Heineken" Backer Card BIL (Re-order # 22P10-EZ10)
- D. "Heineken" Transparency ENG (Re-order # 22P10-EZ11) / BIL (Re-order # 22P10-EZ12)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value-adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.
- **Beer Excitement Zone B:** Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf. Merchandise the generic Beer Excitement Zone B backer card until the end of P10.



BEER BRANDED ENDS

P9 - 10

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

These are sold spaces and participation is mandatory.

Backer Cards MUST remain in place for the duration of P9 - 10.

Key Dates (P9 - 10)

Participating Stores

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

Signage Components

- Corona Backer Card ENG/BIL (Re-order # 22P9-BCB1)
- Heineken Backer Card ENG/BIL (Re-order # 22P9-BCB2)
- Stella Artois Backer Card ENG/BIL (Re-order # 22P9-BCB3)



NOTE: Images on the right are for references only.

Winter Design 8-PACK CARRIER



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

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

Key Dates (ongoing)

Participating Stores

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

Signage Components

- Header Card ENG (Re-order # 22P9-BCS1) / BIL (Re-order # 22P9-BCS2)
- 8-Pack Carrier BIL (Re-order # 22P9-8PK)

Merchandising Instructions

- Display the 8-pack carriers on the metal merchandiser.
- Continue to display the Holiday 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.

Additional Merchandising: Excitement Zone B “New” End Aisle

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

Craft Beer Imported

SHELF TALKERS

Craft Beer Program (Imported)

Key Dates (ongoing)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
21056	Tynt Meadow	330
21059	Timothy Taylor Landlord	500
20067	GIB Cranberry Orange Wheat Ale	473
22625	Left Hand Galactic Cowboy Imperial Stout Nitro	1616
254656	Ayinger Celebrator Doppelbock	330
22528	St Feuillien Cuvee de Noel	330
22627	Deschutes Jubelale Winter Ale	1420
97469	Samichlaus	330
22628	Great Divide Mexican Chocolate Yeti	568
538629	Backwoods Bastard Bourbon Barrel Aged	355

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order # AIIM-22P10-ICB1) / BIL (Re-order # AIIM-22P10-ICB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

Wine and Spirits

SPECIAL PROMOTIONS FIXTURE (CE2)

Period 9 - 10

Use the Special Promotions Fixtures at the front of your store to showcase the designated small format products. These are also great stocking stuffers.

This is a sold program. Participation is mandatory.

Key Dates (Period 9 - 10)

Participating Stores

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

Merchandising Instructions

- Continue to display the Holiday Spirits & Wines category sign and poster sign until the end of P10.
- Please note that stores are not required to list product(s) that they do not already carry to support this program. Please select wines and spirits from the lists provided that are already listed in your store.
- Important Note: During the promotional period, if your store sells through a participating product(s), ONLY select an alternate product from the list to replace on the fixture for the duration of the period.

Signage Components

- Wine Category Sign (Re-order #22P9-SPF1)
- Wine Poster Sign (Re-order #22P9-SPF2)
- Spirits Category Sign (Re-order #22P9-SPF3)
- Spirits Poster Sign (Re-order #22P9-SPF4)



Spirits Impulse - 375 mL Format:

This is a sold program. Participation is mandatory.

Participating Products

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



Wine Impulse - Half Bottles:

It is recommended that stores do not double merchandise any 375 mL wines on the special promotions fixture and the Front End Merchandiser, in order to reduce excess inventory at store level.

Participating Products

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



Important Note:

If your store sells through a participating product(s), **ONLY** select an alternate product from the product list to replace on the fixture for the duration of the period.

FLEX SPACE



Overview

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

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

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

Key Dates:

New products and box sign for P10: Australia/New Zealand and Chile/Argentina Flex Spaces

No changes from P9: Sparkling, USA and Europe Flex Spaces

Participating Stores

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

Merchandising Instructions

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

Signage Components

New signage for P10:

- For Moments That Count Box Sign (Re-order # 22P10-FS4)
- The Perfect Gift: Wine And Chocolate Box Sign (Re-order # 22P10-FS5)
- Shelf Talkers ENG (Re-order # 22P10-FS6) / BIL (Re-order # 22P10-FS7)
- Bin Strips - solid colour (Re-order # 22P10-FS8)

Continue to display the below signage from P9:

- Gifts That Sparkle Box Sign (Re-order # 22P9-FS1)
- Give The Gift Of Josh Box Sign (Re-order # 22P9-FS2)
- Toast The Holidays In Italian Box Sign (Re-order # 22P9-FS3)

Participating Products

Box Sign	LCBO#	Description	Size (mL)	LTO
(FSB) USA - California Flex Space "Give The Gift Of Josh"				
*Mandatory Participation: This is a SOLD promotion and will stay up until the end of Period 10.				
	15754	Josh Cellars Pinot Grigio	750	
	16947	Josh Cellars Prosecco	750	
	21624	Josh Cellars Prosecco Rose	750	
	461053	Josh Cellars Cabernet Sauvignon	750	
	561100	Josh Cellars Chardonnay	750	\$2.00
	638221	Josh Cellars Merlot	750	
(FSC) Europe - Italy/SE Flex Space "Toast The Holidays In Italian"				
*Mandatory Participation: This is a SOLD promotion and will stay up until the end of Period 10.				
	1743	Ruffino Chianti	750	\$2.00
	20896	Ruffino Prosecco Rosé	750	
	27797	Ruffino Il Ducale Toscana IGP	750	
	42606	Ruffino Chianti	1500	
	45195	Ruffino Chianti Classico Riserva Ducale	750	
	467811	Ruffino Prosecco	750	
	545871	Ruffino Lumina Pinot Grigio IGT	1500	
	589101	Ruffino Lumina Pinot Grigio IGT	750	\$2.00
NEW	(FSD) Australia/New Zealand Flex Space "For Moments That Count"			
*Mandatory Participation: This is a SOLD promotion.				
	11936	The Magic Box Amazing Cabernet	750	\$2.00
	11937	The Magic Box Wondrous Chardonnay	750	\$2.00
	17761	The Magic Box Spectacular Shiraz	750	\$2.00
	21379	Yellow Tail Whiskey Barrel Cabernet Sauvignon	750	\$2.00
	229039	Yellow Tail Bubbles	750	\$2.00
	524314	Yellow Tail Sauvignon Blanc	750	\$2.00
	572164	Yellow Tail Cabernet Sauvignon	1500	\$2.00
	624544	Yellow Tail Shiraz	750	\$2.00
	627802	Yellow Tail Chardonnay	750	\$1.00
NEW	(FSE) Chile/Argentina Flex Space "The Perfect Gift: Wine & Chocolate"			
*Mandatory Participation: This is a SOLD promotion.				
	57133	Santa Carolina Reserva Carmenère	750	\$2.00
	278119	Santa Carolina Reserva Cabernet Sauvignon	1500	\$3.00
	278127	Santa Carolina Reserva Sauvignon Blanc	1500	\$2.00
	304022	Santa Carolina Reserva Chardonnay	750	\$2.00
	324590	Santa Carolina Reserva Merlot	750	
	337535	Santa Carolina Reserva Sauvignon Blanc	750	
	408658	Santa Carolina Reserva de Familia Cabernet Sauvignon	750	\$3.00
	275925	Santa Carolina Reserva Cabernet Sauvignon	750	



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 “Give The Gift Of Josh”



EUROPE Italy/SE Flex Space “Toast The Holidays In Italian”



NEW

Australia/New Zealand Flex Space “For Moments That Count”



NEW

Chile/Argentina Flex Space “The Perfect Gift: Wine & Chocolate”



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

1, 4, 10, 15, 17, 18, 19, 21, 22, 23, 25, 26, 31, 33, 34, 35, 38, 41, 44, 51, 55, 57, 65, 68, 74, 77, 82, 83, 84, 90, 95, 102, 106, 115, 125, 130, 132, 139, 141, 143, 145, 148, 149, 150, 154, 156, 158, 164, 166, 167, 168, 171, 179, 184, 187, 191, 195, 198, 207, 209, 211, 212, 216, 218, 221, 226, 227, 228, 233, 242, 243, 244, 250, 252, 253, 258, 263, 269, 270, 278, 279, 287, 288, 298, 300, 310, 325, 326, 329, 334, 340, 344, 346, 351, 359, 360, 361, 362, 367, 371, 373, 378, 381, 383, 385, 386, 387, 390, 391, 392, 393, 394, 397, 401, 404, 405, 407, 411, 412, 416, 417, 425, 427, 428, 431, 432, 434, 436, 437, 443, 445, 452, 456, 458, 459, 461, 465, 470, 481, 485, 489, 490, 491, 494, 495, 497, 499, 500, 501, 502, 505, 510, 511, 521, 523, 534, 536, 544, 545, 546, 549, 551, 553, 554, 555, 556, 564, 566, 568, 569, 573, 575, 579, 580, 584, 585, 587, 590, 601, 602, 605, 609, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 640, 641, 643, 644, 649, 652, 653, 654, 655, 658, 661, 665, 667, 670, 694, 698, 699, 700, 702, 703, 706, 741, 748, 771, 776

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

NEW

LCBO#	Description	Size (mL)	Offers
Sparkling Flex Space "Gifts That Sparkle"			
16396	Champagne Victoire Brut Rose	750	\$3.00 LTO
158550	Cuvee Rose Brut(Champagne Laurent Perrier)	750	
190025	Champagne Victoire Brut Prestige	750	\$3.00 LTO
365312	Taittinger Brut Reserve Champagne	750	\$5.00 LTO
537605	Nicolas Feuillatte Brut Champagne	750	\$5.00 LTO
Organic Flex Space			
Maintain regular merchandising of organic assortment (secondary location for all general list and Vintages organic products.)			



Trade

THE COLD ROOM SPIRITS DISPLAY (CM)

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

This is a sold program. Participation is mandatory.

Key Dates (Period 9 - 10)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
11945	Proper No. Twelve	750

Signage Components

- Shelf Talker
ENG (Re-order# 22P10-AF3) / BIL (Re-order# 22P10-AF4)
- P9-10 A-Frame Sign
ENG (Re-order#22P9-AF1) / BIL (Re-order#22P9-AF2)

Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Install the shelf talkers on the fixture.
- Continue to display the P9 A-frame sign.
- **The product will remain the same as P9 but with no LTO for P10.**

Proper No. Twelve pays homage to founder Conor McGregor's neighbourhood of Crumlin, Dublin 12. This product will remain on the display for both P9 and P10.



FRONT END MERCHANDISER

Spirited Picks + Stocking Stuffers

This holiday season the top two shelves of the FEM in select locations will be dedicated to amazing last minute stocking stuffers. These select stores will be receiving an assortment of products to merchandise on these shelves. 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.

This is a sold program. Participation is mandatory.

Stores with 2 Front End Merchandisers will now separate product by Category:

1. Spirits
2. Wines

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

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

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

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #22P10-FEM3) / BIL (Re-order #22P10-FEM4)
- P9-10 Spirited Picks Box Sign (Re-order #22P9-FEM2)
- P9-10 Stocking Stuffer Box Sign (Re-order #22P9-FEM1)
- P9-10 Stocking Stuffer Shelf Talkers ENG (Re-order #22P9-FEM5) / BIL (Re-order #22P9-FEM6)

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.**
- Install box sign and shelf talkers.

Spirited Picks Program

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

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

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

Participating Products

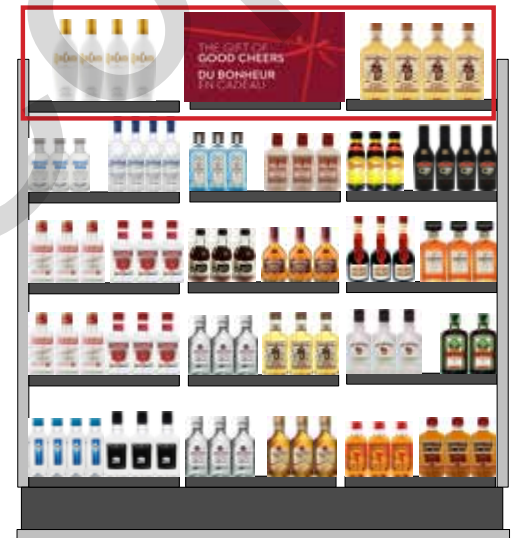
LCBO#	Description	Size (mL)	Offers
500504	Captain Morgan Original Spiced Rum (PET)	375	
540120	RumChata Cream Liqueur	375	VA: Rep Applied RumChata branded coffee mug

Signage Components

- Spirited Picks Shelf Talkers
ENG (Re-order #22P10-FEM3) / BIL (Re-order #22P10-FEM4)
- P9-10 Spirited Picks Box Sign (Re-order #22P9-FEM2)

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 P9 box sign in the middle of the shelf.



Sample planogram with Spirited Picks Program

Stocking Stuffers

Participating Products

LCBO#	Description	Format (mL)	Retail
Spirits			
11314	Jack Daniels Family Gift Pack Sampler	250	\$24.95
16921	Wayne Gretzky Red Cask Whisky Gift Pack	375	\$27.95
17088	Willibald Gingerbread Gin	375	\$26.95
21619	Kahlua Vanilla	375	\$16.95
21636	Appleton Estate Taster Pack	200	\$44.95
21714	Regions of Scotland Whisky Tasting Set	150	\$62.95
21860	Patron 3 × 50 mL Sampler Pack	150	\$34.95
22009	Holiday Crackers	200	\$29.95
22032	Fireball Pre-Filled Tree Ornament 6 × 50 mL	300	\$24.95
22188	Penderyn Single Malt Whisky 3 × 200 mL Gift Pack	200	\$59.95
49627	Tequila Rose 6-Pack Carrier	300	\$18.95
184671	El Dorado Mini Delux Collection 3 × 50 mL	150	\$24.95
210104	Kahlua Mint Mocha	375	\$16.95
248039	Mazzetti Ferrari Grappa Chardonnay	200	\$159.95
428474	Glenmorangie Taster 4-Pack	400	\$62.80
461962	Crown Royal Glass Pack	375	\$21.45
465500	Mazzetti 12 Year Old Brandy in Globe with Ship	200	\$69.95
519546	RumChata MiniChatas	375	\$19.95
609263	Johnnie Walker Discover Tasting Pack	250	\$49.95
624221	Mozart Trio Gift Pack Chocolate Liqueurs	150	\$19.20
Wines			
11223	Freixenet Italian Rosé	200	\$6.95
11224	Friexenet Prosecco DOC	200	\$6.95
16938	La Marca Prosecco	375	\$12.95
16944	Champagne Pommery Pink Pop Rosé	200	\$18.95
16950	Blue Nun 24K Gold Edition Sparkling	200	\$5.25
21630	Moet Rosé Mini	200	\$30.15
21632	Bottega Rosé Gold Spumante	200	\$7.95
463281	Mateus Rosé	250	\$4.25
484048	Strewn Vidal Icewine Icetime Hockey Player VQA	200	\$31.95
898882	Kittling Ridge Icewine & Brandy 4-Glass Gift Set	375	\$29.95
RTD			
17071	Twisted Shotz Chocolate Box	240	\$19.95

Sample 3 FEM Planogram



FEM - Additional 50 mL products

Select stores will be getting 50 mL products to merchandise in addition to their regular assortment.

Participating Products

LCBO#	Description	Size (mL)
245381	Patron Silver Tequila	50
294249	Crystal Head Vodka	50
112110	Crown Royal Mini	50
22558	Canadian Club Premium Mini	50
209239	Absolut Vodka	50
72009	Bacardi Superior White Rum	50

Sample 4 FEM Planogram - Additional 50 mL products



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 (November 28, 2021 - January 1, 2022)

Participating Products

LCBO#	Description	Size (mL)	Offers
1545	Flat Rock Pinot Noir	750	\$2.00 LTO
217505	Henry Of Pelham Cuvée Catharine Rosé Brut VQA	750	\$4.00 LTO
234583	Cave Spring Riesling VQA	750	\$2.00 LTO
450981	Pelee Island Lola Blush VQA	750	\$2.00 LTO

Participating Stores

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

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- LTO Shelf Talkers ENG/BIL (Re-order # AIIM-22P10-ON1)

Merchandising Instructions

- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



Cube Signs x 2
(Re-order# OWSIGN-001)



Cube Sign
(Re-order# OWSIGN-002)



PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES

Signage Components

- Our Wine Country Backer Card (Re-order# NIVQA066)
- LTO Shelf Talkers ENG/BIL (Re-order # AIIM-22P10-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 P10.

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
426577	Sprucewood Shores Pinot Grigio VQA	750
164087	Sandbanks Sleeping Giant VQA	750
16858	Malivoire Che Bello Sparkling VQA	750
19928	Persona Cabernet Merlot VQA	750



Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIIM-22P10-OWP1)
- Holiday Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # AIIM-22P9-OWP2)

NOTE: The Ontario Buyer's Pick Backer Card is to remain in place until the end of P10.

Merchandising Instructions

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

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

Cut-Case Display Stores:

- **Option 1:** Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola, with the supporting shelf talkers.
- **Option 2:** If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card (re-order# AIIM-22P9-OWP2)
- **Option 3:** If no available nearby discretionary end, install the shelf talkers in-section in front of the participating products.

End Aisle Display Stores:

- Stores that have ONE (1) VQA Gondola Fixture are to install the Backer Card on a single End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display. If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card (re-order# AIIM-22P9-OWP2)

Shelf Talker Only Stores:

- Shelf Talkers ENG/BIL (Re-order # AIIM-22P10-OWP1)
- Install the shelf talkers in-section in front of the participating products.

ON3: Ontario Staff Pick Backer Card Program (Permanent)

Signage

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



Merchandising Instructions

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

Participating Stores

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

ON3B: Craft VQA Wineries (Permanent)

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

Stores will be forced allocated the inventory prior to the start of the program. As product sells down, fill the display with other product from Small VQA Wineries. Refer to the [P9 Worksheets](#) for a list of applicable wineries.

Participating Stores

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

Key Dates (P7-P13)

Participating Products: Turn 2

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

PARTICIPATING STORES – VQA GONDOLA END

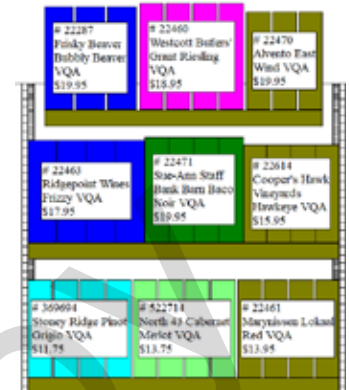
33, 40, 41, 51, 65, 84, 130, 164, 207, 211, 229, 233, 263, 351, 384, 391, 404, 417, 437, 443, 481, 485, 486, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

Signage Components

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

Merchandising Instructions

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



PARTICIPATING STORES – BOUTIQUE STYLE END

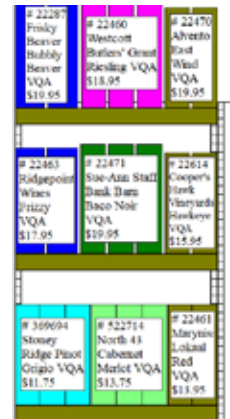
115, 187, 252, 300, 392, 401, 407, 412, 497

Signage Components

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

Merchandising Instructions

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



PARTICIPATING STORES – CUBED END

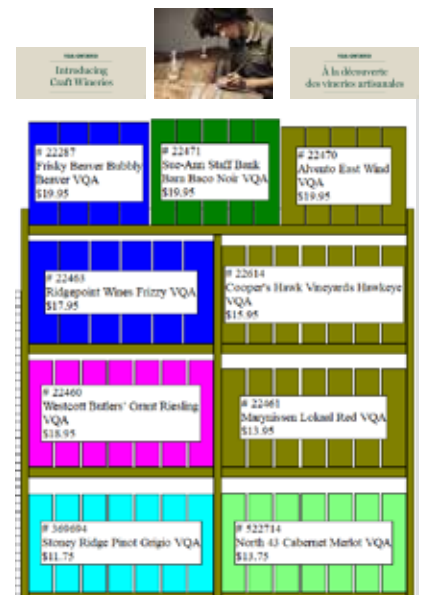
212, 359, 427, 459

Signage Components

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

Merchandising Instructions

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



VINTAGES

V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

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

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
326728	Oyster Bay Chardonnay	750	\$3.00
425488	Sella & Mosca Riserva Cannonau di Sardegna	750	\$3.00



Signage Components

- Signage Kit (Re-order # AIIM-22P10-VINT1)
Branded Backer Card ENG/BIL
LTO Shelf Talkers ENG/BIL
- Bin tag overlay
2" English: VBTC001 / 2" French: VBTC004
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

Merchandising Instructions

- Merchandise products together on a frontfacing/primary end aisle.
- Install the branded backer card and LTO offer shelf talkers.
- Use the bin tag overlays to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



V2

VINTAGES Wines of the Month

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

Key Dates (December 11 Release)

Mandatory Participation Stores

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

All other participating stores

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

Participating Products

LCBO#	Description	Size (mL)
636183	Xavier Vignon Lirac 2019	750
269357	Chateau Ste. Michelle Cabernet Sauvignon 2018	750

Signage Components

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

Merchandising Instructions

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



VINTAGES LTO Program

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

Key Dates (November 29, 2021 - January 2, 2022)

Participating Stores

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

Signage Components

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



Participating Products

LCBO#	Description	Size (mL)	Price	Now	LTO
147504	13th Street Cuvée Brut Rosé	750	\$29.95	\$24.95	\$5.00
59311	7 Deadly Zins Old Vine Zinfandel	750	\$24.95	\$21.95	\$3.00
943613	Barone Ricasoli Rocca Guicciarda Riserva Chianti Classico	750	\$24.95	\$21.95	\$3.00
50203	Beronia Reserva	750	\$21.95	\$19.95	\$2.00
951319	Bollini Pinot Grigio	750	\$18.95	\$16.95	\$2.00
342428	Bonterra Organic Cabernet Sauvignon	750	\$21.95	\$19.95	\$2.00
650432	Castelgiocondo Brunello Di Montalcino	750	\$53.95	\$48.95	\$5.00
213983	Cave Spring Blanc De Blancs Brut Sparkling	750	\$29.95	\$26.95	\$3.00
447441	Cave Spring Riesling Icewine	375	\$49.95	\$39.96	\$9.99
224766	Château des Charmes Brut Sparkling	750	\$25.95	\$21.95	\$4.00
210047	Columbia Crest H3 Cabernet Sauvignon	750	\$19.95	\$16.95	\$3.00
337238	Concha y Toro Marques de Casa Concha Cabernet Sauvignon	750	\$22.95	\$19.95	\$3.00
259721	E. Guigal Côtes du Rhône	750	\$21.95	\$18.95	\$3.00
976662	Faustino I Gran Reserva	750	\$31.95	\$29.95	\$2.00
1545	Flat Rock Pinot Noir	750	\$22.95	\$20.95	\$2.00
521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750	\$24.95	\$22.95	\$2.00
373985	Gérard Bertrand Côte Des Roses Rosé	750	\$18.95	\$16.95	\$2.00
430561	Henry of Pelham Riesling Icewine	375	\$49.95	\$44.95	\$5.00
461699	Henry of Pelham Speck Family Reserve Baco Noir	750	\$27.95	\$24.95	\$3.00
388306	Inniskillin Vidal Icewine	375	\$49.95	\$44.95	\$5.00
626390	Kim Crawford Pinot Noir	750	\$22.95	\$20.95	\$2.00
35386	Kim Crawford Sauvignon Blanc	750	\$19.95	\$17.95	\$2.00
522672	Lakeview Cellars Vidal Icewine	200	\$22.95	\$20.95	\$2.00
48793	Louis Bouillot Perle d'Aurore Brut Rosé Crémant de Bourgogne	750	\$22.95	\$20.95	\$2.00
232371	Louis M. Martini Napa Valley Cabernet Sauvignon	750	\$44.95	\$39.95	\$5.00
395384	Luc Belaire Rare Sparkling Rosé	750	\$39.95	\$36.95	\$3.00
452672	Luigi Bosca Malbec	750	\$18.95	\$16.95	\$2.00
587154	Magnotta Vidal Icewine	375	\$33.95	\$30.95	\$3.00
69377	Monte Antico	750	\$15.95	\$13.95	\$2.00

Participating Products

LCBO#	Description	Size (mL)	Price	Now	LTO
650713	Monte Zovo Sa' Solin Ripasso Valpolicella	750	\$19.95	\$17.95	\$2.00
177345	Muga Reserva	750	\$26.95	\$22.95	\$4.00
326728	Oyster Bay Chardonnay	750	\$19.95	\$16.95	\$3.00
316570	Oyster Bay Sauvignon Blanc	750	\$19.95	\$16.95	\$3.00
377770	Quails' Gate Chardonnay	750	\$24.95	\$21.95	\$3.00
350900	Robert Oatley Signature Series Chardonnay	750	\$19.95	\$17.95	\$2.00
741769	Rocca delle Macie Chianti Classico	750	\$18.95	\$15.95	\$3.00
408658	Santa Carolina Reserva de Familia Cabernet Sauvignon	750	\$19.95	\$16.95	\$3.00
687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	\$20.95	\$18.95	\$2.00
425488	Sella & Mosca Riserva Cannonau di Sardegna	750	\$18.95	\$15.95	\$3.00
608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$27.95	\$24.95	\$3.00
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$62.95	\$57.95	\$5.00
370361	Tawse Spark Limestone Ridge Organic Brut Sparkling Riesling	750	\$20.95	\$18.95	\$2.00
433417	Tedeschi Amarone della Valpolicella	750	\$47.95	\$42.95	\$5.00
354761	Terra Vega Carmenère KPM	750	\$10.00	\$9.00	\$1.00
156968	Terra Vega Sauvignon Blanc KPM	750	\$10.00	\$9.00	\$1.00
149237	The Foreign Affair The Conspiracy	750	\$19.95	\$16.95	\$3.00
451336	Tom Gore Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00
36483	Torres Gran Coronas Reserva Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00
303800	Trius Red	750	\$24.95	\$22.95	\$2.00
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$19.95	\$17.95	\$2.00
413179	Zenato Amarone della Valpolicella Classico	750	\$52.95	\$49.95	\$3.00

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

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

Key Dates (November 28, 2021 - January 1, 2022)

Participating Stores

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

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

Participating Product

LCBO#	Description	Size (mL)	Offers
149237	The Foreign Affair The Conspiracy	750	\$3.00 LTO

Signage Components & Merchandising Instructions

Signage reorder code: AIIM-22P10-VBP

Pricer Card ENG/FR

- Merchandise the participating product in a cut-case display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by January 1, 2022.

Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by January 1, 2022.

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

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by January 1, 2022.

Available Chilled Hot Button

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

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



Basket Sign














Pricer Card



Shelf Talker

ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Common End Aisles 10-20 Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P10-ST1 BIL: 22P10-ST2	
On Shelf	Premium Flighted End Aisles 1A-9A Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P10-ST14 BIL: 22P10-ST15	
On Shelf	Standard Flighted End Aisles 1B-9B Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P10-ST16 BIL: 22P10-ST17	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P10-ST3 BIL: 22P10-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P10-ST5 BIL: 22P10-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P10-ST7 BIL: 22P10-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P10-ST9 BIL: 22P10-ST10	
On Shelf	Blank Bin Tags for General Use (25pk)	Bin Tags 6" w x 1¾" h	749358	
On Shelf	Aeroplan Points Offer Blank Shelf Talkers	Bin Tags 6" w x 1¾" h	749359	
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	LTO Bundle AIM-P10-LTO	
On Shelf	Pre-Printed Aeroplan Points Offer Shelf Talkers (English/Bilingual)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	AIM-22P10-ANS	

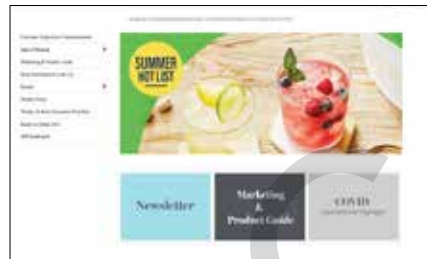
Sold Space WORKSHEETS

An electronic version (MS Excel format) of these worksheets is available on the Customer Experience Portal Site.

Quick links to Excel versions of the Worksheets can also be found every week in the [Customer Experience Newsletter](#) or by navigating to the <http://home.lcbo.com/CustomerExperience/Pages/Marketing-and-Product-Guidelines.aspx> page on the Portal.



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1A 1B	1487	Crown Royal	750	LTO, BPC
			114694	Crown Royal	1750	BPC
			217950	Crown Royal	1140	
<input type="checkbox"/>	<input type="checkbox"/>	2A 2B	67	Smirnoff Vodka	750	
			38505	Smirnoff Vodka (P.E.T)	1750	
			216929	Smirnoff Vodka	1140	
<input type="checkbox"/>	<input type="checkbox"/>	3A	19419	Baileys Deliciously Light	750	VA
			193490	Baileys Irish Cream	1750	VA
			605956	Baileys Irish Cream Liquor	1140	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	3B	5959	Baileys Irish Cream	750	VA
			193490	Baileys Irish Cream	1750	VA
			605956	Baileys Irish Cream Liquor	1140	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	4A 4B	893	J.P. Wiser's Deluxe	750	LTO
			33928	J.P. Wiser's Deluxe	1750	LTO
			216689	J.P. Wiser's Deluxe	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	5A 5B	144493	Montecillo Crianza Rioja	750	LTO
			234369	Apothic Red	750	LTO
			589036	Peller Family Vineyards Cab Merlot	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6A	117	Bacardi Superior White Rum	750	LTO
			1206	Bacardi Gold Rum	750	LTO
			570366	Bacardi Spiced Rum	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6B	117	Bacardi Superior White Rum	750	LTO
			45898	Bacardi Superior White Rum (P.E.T)	1750	
			520320	Bacardi Superior	1140	
<input type="checkbox"/>	<input type="checkbox"/>	7A 7B	392647	Carnivor Cabernet Sauvignon	750	LTO
			506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	LTO
			669457	Peller Family Vineyards Shiraz Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8A 8B	500512	Captain Morgan Original Spiced Rum	750	LTO
			500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	
			617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	9A 9B	1099	Johnnie Walker Red Label	750	
			291278	Johnnie Walker Gold Reserve	750	FNT
			422006	Johnnie Walker Black Label Scotch	1750	LTO, FNT

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		10	15117	Muskoka Survival Pack (LCBO Warehouse)	6 × 473	LTO
			17906	Great Lakes-Hanlan's Point Coconut Coffee Porter (1929)	473	
			19003	Manifesto (6309)	473	LTO
			19609	Henderson X Rush Canadian Golden Ale (766)	473	
<input type="checkbox"/>	<input type="checkbox"/>		21269	Amsterdam Winter Flight Pack (3842)	4 × 473	
			22222	Wellington Boutique Mixer (4826)	6 × 473	
			22742	Collective Arts Mix 6 Pack (4678)	6 × 473	
			23007	Peanut Butter & Raspberry Shake (8454)	473	
			23500	Jelly King with Cranberry & Tangerine (2990)	500	
<input type="checkbox"/>	<input type="checkbox"/>		11	110056	Absolut Vodka	750
		209221		Absolut Vodka	1140	VA
		216655		Absolut Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	12	42	Canadian Club Premium	750	LTO
			311928	Canadian Club Classic 12 Year Old	750	LTO
			390583	Canadian Club 100% Rye	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	13	10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
			350207	Forty Creek Copper Pot Reserve Whisky	1140	LTO
			550715	Forty Creek Barrel Select	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	14	10157	Jameson Irish Whiskey	750	LTO
			17055	Jameson Cold Brew Irish Whiskey	750	LTO
			207613	Jameson Irish Whiskey	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	15	19261	Bread & Butter Chardonnay	750	LTO
			270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	LTO
			394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	16	3558	Gibson's Finest Rare 12 Years Old	750	LTO
			200741	Gibson's Finest Rare 12 Years Old	1750	LTO
			215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	17	22199	Jacob's Creek Double Barrel Shiraz	750	LTO
			166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	LTO
			357145	Open Smooth Red VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	95935	Grey Goose Vodka	750	
			217281	Bombay Sapphire London Dry	1140	
			417196	Grey Goose Vodka	1140	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	19	41384	Jack Daniel's Tennessee Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		380899	Jack Daniel's Tennessee Honey	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		480624	Woodford Reserve Distiller's Select Bourbon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	20	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		12385	Glenfiddich Single Malt 12 Year Old	750	
<input type="checkbox"/>	<input type="checkbox"/>		513077	Glenfiddich Project Xx Experimental Series	750	
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	380865	Rumchata Cream Liqueur	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		400259	Baileys Salted Caramel	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		462424	Cabot Trail Maple Cream	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		519298	Wayne Gretzky Canadian Cream Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	8284	Hennessy VS Cognac	750	
<input type="checkbox"/>	<input type="checkbox"/>		43703	Hennessy VSOP Cognac	750	
<input type="checkbox"/>	<input type="checkbox"/>		245688	Hennessy VS Cognac	375	
<input type="checkbox"/>	<input type="checkbox"/>		492884	Hennessy VSOP Cognac	375	
<input type="checkbox"/>	<input type="checkbox"/>		605576	Hennessy VS Cognac	200	
<input type="checkbox"/>	<input type="checkbox"/>		21853	Hennessy XO Holiday 2021 Offer	750	
<input type="checkbox"/>	<input type="checkbox"/>		21897	Hennessy VSOP Holiday 2021 Deluxe Offer	750	
<input type="checkbox"/>	<input type="checkbox"/>		622357	Hennessy VS Cognac Holiday Edition	750	
<input type="checkbox"/>	<input type="checkbox"/>		Mini Thematic B	16396	Champagne Victoire Brut Rose	750
<input type="checkbox"/>	<input type="checkbox"/>	16789		Lazzara Bianco Secco VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	21434		Romeo Prosecco	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	48793		Perle D'Aurore Rose Cremant Bourg (L.Bouillot)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	216945		Freixenet Cordon Negro Brut Cava	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	229039		Yellow Tail Bubbles	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	284539		Trius Brut VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	483339		Mionetto Prestige Prosecco Brut DOC Treviso	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	518407	Blue Nun 24k Gold Edition Sparkling	750		

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			7880	Johnnie Walker Black Label Scotch Whisky	750	LTO
			18306	Johnnie Walker Double Black	750	
			21706	Johnnie Walker Black - Icon	750	
			21707	Johnnie Walker Gold - Icon	750	
			21710	Johnnie Walker Red - Icon	750	
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table	217794	Johnnie Walker Red Label	1140	LTO
			217802	Johnnie Walker Black Label Scotch Whisky	1140	
			291278	Johnnie Walker Gold Label Reserve Scotch Whisky	750	
			292805	Johnnie Walker 18 Year Old Scotch Whisky	750	
			308155	Johnnie Walker Blue Label Scotch Whisky	750	
			422006	Johnnie Walker Black Label Scotch Whisky	1750	LTO
			468116	Johnnie Walker Green Label Scotch Whisky	750	
			17818	Corona Extra (275)	1980	LTO
			17819	Stella Artois (275)	2838	LTO
<input type="checkbox"/>	<input type="checkbox"/>		Block Pile A	300681	Coors Light (275)	2838
		300699		Molson Canadian (275)	2838	LTO
		311787		Budweiser (275)	2838	LTO
		459818		Sapporo (275)	3000	LTO
		12171		Nude Vodka Soda 12 Can Mixer Pack	12 × 355	LTO
		19145	Mike's Hard White Freeze	473	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	21938	White Claw Mixer	12 × 355	
			112318	Palm Bay Variety Pack	12 × 355	LTO
			166090	Jack Daniel's And Cola Tall Can	473	LTO
			570705	Georgian Bay Cranberry Gin Smash	473	
		1487	Crown Royal Whisky	750	LTO + VA	
		10357	Crown Royal Peach	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	114694	Crown Royal Whisky	1750	
			224352	Crown Royal Black	750	VA
			403519	Crown Royal Apple	750	
			434092	Crown Royal Northern Harvest Rye	750	LTO + VA
			476911	Crown Royal Vanilla	750	
		5959	Baileys Original Irish Cream	750	VA	
<input type="checkbox"/>	<input type="checkbox"/>	BPD: Baileys	19419	Baileys Deliciously Light	750	VA
			605956	Baileys Original Irish Cream	1140	LTO + VA

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			106450	(V)Santa Margherita Pinot Grigio Valdadige	750	
		BPD: Santa Margherita	687558	Santa Margherita Pinot Grigio	375	
			687582	Santa Margherita Prosecco	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	BPD: Ruffino	1743	Ruffino Chianti	750	LTO
			467811	Ruffino Prosecco	750	LTO + VA
			589101	Ruffino Lumina Pinot Grigio Igt	750	LTO
			20896	Ruffino Sparkling Rosé	750	LTO + VA
		BPD: La Marca	487694	La Marca Prosecco	750	VA
		BPD: Kim Crawford	35386	Kim Crawford Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Super Sale	110320	No Name Beer	6 × 341	LTO
			50203	Beronia Reserva	750	LTO
			59311	7 Deadly Zins Old Vine Zinfandel	750	LTO
			69377	Monte Antico	750	LTO
			232371	Louis M. Martini Napa Valley Cabernet Sauvignon	750	LTO
			303800	Trius Red	750	LTO
			316570	Oyster Bay Sauvignon Blanc	750	LTO
			395384	Luc Belaire Rare Sparkling Rosé	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	413179	Zenato Amarone della Valpolicella Classico	750	LTO
			433417	Tedeschi Amarone della Valpolicella	750	LTO
			451336	Tom Gore Cabernet Sauvignon	750	LTO
			608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	LTO
			687582	Santa Margherita Brut Valdobbiadene Prosecco Superiore	750	LTO
			951319	Bollini Pinot Grigio	750	LTO
			996405	Stags' Leap Winery Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	19894	Cracked Canoe	6 × 473	
			422345	Moosehead Lager	6 × 473	LTO + VA
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	23554	Woodhouse Double Ipa	473	
			23509	Cowbell. Papaya Peach Hazy Ipa	473	
			23058	Zap! Cranberry Ginger Sour	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	17819	Stella Artois	6 × 473	LTO
			17820	Stella Artois	473	
			17823	Stella Artois	6 × 330	VA
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	18	Heineken Lager	6 × 330	VA/Contest
			302810	Heineken	6 × 500	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	21056	Tynt Meadow	330	
			21059	Timothy Taylor Landlord	500	
			20067	GIB Cranberry Orange Wheat Ale	473	
			22625	Left Hand Galactic Cowboy Imperial Stout Nitro	1616	
			254656	Ayinger Celebrator Doppelbock	330	
			22528	St Feuillien Cuvee de Noel	330	
			22627	Deschutes Jubelale Winter Ale	1420	
			97469	Samichlaus	330	
			22628	Great Divide Mexican Chocolate Yeti	568	
			538629	Backwoods Bastard Bourbon Barrel Aged	355	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	1545	Flat Rock Pinot Noir	750	LTO
			217505	Henry Of Pelham Cuvée Catharine Rosé Brut VQA	750	LTO
			234583	Cave Spring Riesling VQA	750	LTO
			450981	Pelee Island Lola Blush VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	426577	Sprucewood Shores Pinot Grigio VQA	750	
			164087	Sandbanks Sleeping Giant VQA	750	
			16858	Malivoire Che Bello Sparkling VQA	750	
			19928	Persona Cabernet Merlot VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	326728	Oyster Bay Chardonnay	750	LTO
			425488	Sella & Mosca Riserva Cannonau di Sardegna	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: Dec 11	636183	Xavier Vignon Lirac 2019	750	
			269357	Chateau Ste. Michelle Cabernet Sauvignon 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	149237	The Foreign Affair The Conspiracy	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	500504	Captain Morgan Original Spiced Rum (PET)	375	
			540120	RumChata Cream Liqueur	375	VA
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	11945	Proper No. Twelve	750	

LTO = Limited Time Offer

ST = Shelf Talker

VA = Value-added

SCP = Shopping Cart Program

FNT = Front Nesting Table

BP = Block Pile

COTM = Cocktail of the Month

WF = Wine Fridge

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65				
R1	Vodka A	400754	Iceberg Vodka	750	LTO											Y	Y
R2	Vodka B	149567	Tag No. 5 Vodka	750	LTO							Y	Y	Y	Y	Y	Y
R3	Vodka C	417295	Ciroc Original Unflavoured	750	LTO							Y	Y	Y	Y	Y	Y
R4	Vodka D	456095	Ketel One Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	225243	Stolichnaya Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	894014	El Dorado Demerara 5 Year Old Rum	750	LTO												Y
R7	Rum B	80127	Sailor Jerry Spiced Rum	750	LTO								Y	Y	Y	Y	Y
R8	Rum C	318709	Captain Morgan Original Spiced Rum (P.E.T)	750	LTO								Y	Y	Y	Y	Y
R9	Rum D	53140	Havana Club 7 Years Old	750	LTO								Y	Y	Y	Y	Y
R10	Rum E	225698	The Kraken Black Spiced Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	631853	Maverick Barnburner Whisky	750	LTO											Y	Y
R12	Canadian Whisky B	536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	LTO								Y	Y	Y	Y	Y
R13	Canadian Whisky C	387209	Centennial 10 Year Old Limited Edition Rye	750	LTO							Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	285254	Forty Creek Copper Pot Reserve	750	LTO							Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	34637	Canadian Club Premium	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	479980	Macallan 12 YO Double Cask	750	LTO								Y	Y	Y	Y	Y
R17	Scotch B	216689	JP Wiser's Deluxe	1140	VA	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	216721	Tanqueray London Dry Gin	1140	LTO								Y	Y	Y	Y	Y
R19	Liqueurs A	380865	Rumchata	750	LTO, Front Entrance Table											Y	Y
R20	Liqueurs B	491811	Southern Comfort	750									Y	Y	Y	Y	Y
R21	Liqueurs C	108357	Carolans Irish Cream	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	447953	Fireball Whisky Shooter	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	9902	Courvoisier VSOP	750	LTO												Y
R24	Brandy B	2253	Disaronno Amaretto	750	LTO								Y	Y	Y	Y	Y
R25	Tequila A	227678	1800 Silver Tequila	750	LTO										Y	Y	Y
R26	Ontario Blend A	328534	Jackson-Triggs Cabernet Sauvignon	750	LTO								Y	Y	Y	Y	Y
R27	Ontario Blend B	429811	Black Cellar Shiraz Cabernet	1500	LTO								Y	Y	Y	Y	Y
R28	Ontario Blend C	289835	Peller Family Vineyards Dry White	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	348979	Inniskillin Pinot Grigio VQA	750	LTO										Y	Y	Y
R30	Ontario Non-VQA B	19339	Good Natured Merlot Gamay Noir VQA	750	LTO								Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	145417	Pelee Island Lighthouse Riesling VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	326413	Pelee Island Pinot Grigio VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	110049	Sandbanks Estate Baco Noir VQA	750	LTO											Y	Y
R34	Ontario VQA B	459917	Peller Family Vineyards Rose	1500	LTO										Y	Y	Y
R35	Australia/New Zealand A	668947	Lindemans Bin 85 Pinot Grigio	750	LTO											Y	Y
R36	Australia/New Zealand B	106377	Jacob's Creek Shiraz/Cabernet	750	LTO										Y	Y	Y
R37	Australia/New Zealand C	624544	Yellow Tail Shiraz	750	LTO, Flex Space								Y	Y	Y	Y	Y
R38	Australia/New Zealand D	251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	541961	Three Thieves Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R40	USA B	308007	Menage A Trois Red	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	LTO, Necktag										Y	Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R42 Chile B	278416	Casillero Del Diablo Reserva Cab Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	378091	Villa Annaberta Valpolicella Ripasso Superiore	750	LTO										Y	
R44 France Blend B	302380	Mezzacorona Pinot Grigio Trentino	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	628289	Philippe De Rothschild Pinot Noir Pays D'Oc	750	LTO									Y	Y	
R46 France South B	229542	Folonari Pinot Grigio Delle Venezie Doc	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/Burgundy A	33340	Collavini Pinot Grigio	750	LTO, Wine Fridge									Y	Y	
R48 Italy Central A	243055	Beronia Tempranillo Rioja	750	LTO									Y	Y	
R49 Italy Central B	46946	Taylor Fladgate Late Bottled Vintage Port	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	394577	Fiol Prosecco Doc	750	LTO, Wine Fridge						Y	Y	Y	Y	Y	
R51 Italy North B	492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	141952	Pasqua Passimento Rosso Igt	750	LTO										Y	
R53 Southern Europe B	267070	Tommasi Il Sestante Valpolicella Rip Sup Doc	750										Y	Y	
R54 Germany A	828	Folonari Valpolicella Doc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	445825	Jacob's Creek Moscato Rose Sparkling	750	LTO									Y	Y	
R56 Sparkling B	536565	Lily Sparkling Rose VQA	750	LTO				Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	15041	Innis & Gunn Original (LCBO Warehouse)	6 × 500	LTO									Y	Y	
R58 Ontario Beer B	558940	Miller Lite (275/TBS)	6 × 473	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	13814	Shawn & Ed Lager Original (902)	4 × 473	LTO										Y	
R60 Beer 2	442731	Kilkenny Irish Ale (LCBO Warehouse)	4 × 500	LTO				Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	394015	Brickworks Batch:1904 Cider (1950)	473	LTO				Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	516880	Mill Street Original Organic (1950)	6 × 473	LTO				Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	19591	Bacardi Mojito Cocktail	750	LTO				Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	321760	Smirnoff Ice (P.E.T)	1000	LTO				Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	444497	American Vintage Lemon Hard Iced Tea	6 × 355	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	316844	Bombay Sapphire London Dry	750	LTO	Bacardi Canada Inc.
C2: Canadian Whisky	10357	Crown Royal Peach	750	LTO	Diageo Canada Inc.
C3: Ontario Non VQA Blend	470823	Pelee Island Merlot	750	LTO	Pelee Island Winery
C4: French Blend	384651	Martini Prosecco Sparkling	750	LTO	Bacardi Canada Inc.
C5: Fixed Store Location	413070	Two Oceans Sauvignon Blanc	1500	LTO	Pma Canada Ltd.
C6: Vodka	216820	Finlandia Vodka	1140	LTO	Pma Canada Ltd.
C7: Scotch	1784	Grand Marnier Cordon Rouge	750	LTO	Forty Creek Distillery Ltd
C8: Liqueurs	434092	Crown Royal Northern Harvest Rye	750	LTO, Seasonal BPC	Diageo Canada Inc.
C9: Ontario Blends	617662	Diabolica Red VQA	750	LTO	Mark Anthony Wine & Spirits
C10: France Red	394783	Dona Paula Estate Malbec	750	LTO	Select Wine Merchants Inc.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	LTO Wine Fridge	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2	24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	LTO	Mark Anthony Wine & Spirits
D3: Discovery Wines 3	627802	Yellow Tail Chardonnay	750	LTO	Philippe Dandurand Wines Ltd.
D4: Discovery BSM 1	22226	Muskoka Winter Beard Stout (LCBO Warehouse)	473	Discovery Extender	Lakes Of Muskoka Cottage Brewery
D5: Discovery BSM 2	407478	Jaw Drop Squirting Oranges	473	LTO	Breakthru Beverage Canada Inc.
D6: Discovery BSM 3	75200	Breezer Tropical Orange Smoothie	1000	LTO Flex Space	Bacardi Canada Inc.
D7: Discovery Spirits 1	143040	Hornitos Reposado Tequila	750	LTO	Beam Suntory
D8: Discovery Spirits 2	352021	Sortilege Maple Cream	750	LTO	Univins And Spirits Canada Inc.
D9: Discovery Spirits 3	570	Beefeater Dry	750	LTO	Corby Spirit And Wine Limited

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	36483	(V) Torres Gran Coronas Reserva (Miguel Torres)	750	LTO	Philippe Dandurand Wines Ltd.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
42	Canadian Club Premium	750	\$1.25	End Aisle
117	Bacardi Superior White Rum	750	\$1.00	End Aisle
570	Beefeater Dry	750	\$1.00	Discovery Extender
604	Chiarli Castelvetro Lambrusco	750	\$1.00	
828	Folonari Valpolicella Doc	750	\$2.00	Shelf Extender
893	J.P. Wiser's Deluxe	750	\$1.50	End Aisle
1206	Bacardi Gold Rum	750	\$1.00	End Aisle
1487	Crown Royal	750	\$3.00	End Aisle, Seasonal Block Pile C
1545	> (V) Pinot Noir Ontario (Flat Rock Cellars)	750	\$2.00	goLOCAL
1743	Ruffino Chianti	750	\$2.00	Flex Space
1784	Grand Marnier Cordon Rouge	750	\$3.00	Comm. Extender
1867	Drambuie	750	\$4.00	
2253	Disaronno Amaretto	750	\$2.00	Shelf Extender
2881	Pisse-Dru Beaujolais	750	\$2.00	
3558	Gibson's Finest Rare 12 Years Old	750	\$3.00	End Aisle
7880	Johnnie Walker Black 12 Yr	750	\$3.00	Front Nesting Table
9902	Courvoisier VSOP	750	\$6.00	Shelf Extender
10157	Jameson Irish Whiskey	750	\$2.00	End Aisle
10213	Kahlua Coffee Liquor	750	\$2.00	
10357	Crown Royal Peach	750	\$1.50	Shelf Extender
10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	\$5.00	End Aisle
10937	Forty Creek Double Barrel Reserve Whisky	750	\$2.00	End Aisle
11564	The Audacity Of Thomas G. Bright Merlot Cab VQA	750	\$2.00	
11573	Vodkwo	750	\$3.00	
11868	Whitley Neill Rhubarb & Ginger	750	\$5.00	
11936	The Magic Box Amazing Cabernet	750	\$2.00	Flex Space
11937	The Magic Box Wondrous Chardonnay	750	\$2.00	Flex Space
12171	Nude Vodka Soda 12 Can Mixer Pack	12 x 355	\$2.00	Seasonal Block Pile B
12676	Bodacious Cabernet Sauvignon	4000	\$2.00	
12858	Waterloo Grapefruit Radler	473	\$0.20	
13057	Writers Tears Copper Pot Irish Whiskey	700	\$5.00	
13510	Herradura Silver Tequila	750	\$5.00	
13588	Bacardi Gold (P.E.T)	750	\$1.00	
13814	Shawn & Ed Lagershed Original	4 x 473	\$1.50	Shelf Extender
14130	Apothic Cabernet Sauvignon	750	\$2.00	
14136	Coors Original	473	\$0.25	
14355	Appleton Estate 12yo Rare	750	\$2.50	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
14526	Hey Y'All Green Tea & Honey Hard Iced Tea	458	\$0.25	
14706	Little Buddha Cc Grilled Pineapple Rosemary-Vodka	355	\$0.25	
14910	Bushmills Irish Whiskey	750	\$3.00	
14988	Muskoka Detour	6 × 473	\$1.25	
15012	Northern Keep Vodka	750	\$2.75	
15041	Innis & Gunn Original	6 × 500	\$1.00	Shelf Extender
15117	Muskoka Survival Pack	6 × 473	\$1.00	Mini Thematic
15310	Matt & Steve's Caesar Original Lightly Spiced	473	\$0.20	
15506	Miller Lite Tbs Combo Item	30 × 355	\$4.00	
15563	Somersby Apple Cider	473	\$0.25	
15806	Skyy Vodka	750	\$1.00	
15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	\$0.30	OCB
16094	Hendrick's Lunar Gin	750	\$3.00	
16396	Champagne Victoire Brut Rose	750	\$3.00	Mini Thematic
16465	Ace Hill Low-Cal Mexican Lager	4 × 355	\$0.50	
16789	Lazzara Bianco Secco Sparkling VQA	750	\$2.00	Mini Thematic
16859	Dixon's Wicked Blueberry Gin	750	\$2.00	
17055	Jameson Cold Brew Irish Whiskey	750	\$2.00	End Aisle
17761	The Magic Box Spectacular Shiraz	750	\$2.00	Flex Space
17818	Corona Extra	6 × 330	\$1.25	Seasonal Block Pile A
17819	Stella Artois	6 × 473	\$1.00	EZH, Seasonal Block Pile A
18224	Vodkow Cream	750	\$3.00	
18393	Wayne Gretzky Estate Cabernet Merlot VQA Bib	3000	\$3.00	
19003	Manifesto	473	\$0.25	Mini Thematic
19098	Founder's Original Gin Bramble	355	\$0.15	
19100	Canada Dry Classics Gin & Tonic	473	\$0.15	
19130	Lemon Life Hard Lemonade Seltzer	6 × 355	\$1.00	
19145	Mike's Hard White Freeze	473	\$0.15	Seasonal Block Pile B
19167	Landshark Seltzer Pineapple Mango	473	\$0.20	
19252	Muskoka Spirits Peach & Blackcurrant	473	\$0.20	
19261	Bread & Butter Chardonnay	750	\$2.00	End Aisle
19266	Beau's Lug Tread	6 × 473	\$1.00	
19338	Good Natured Crisp Chardonnay VQA	750	\$1.00	Wine Fridge
19339	Good Natured Merlot Gamay Noir VQA	750	\$1.00	Shelf Extender
19591	Bacardi Mojito Cocktail	750	\$1.00	Shelf Extender
19923	Peroni Nastro Azzurro Slim Can	6 × 330	\$1.00	
20214	Fontanafredda Barolo Docg	750	\$4.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
20928	Mighty Moose Canadian Vodka Ddp	750	\$3.00	
21097	The Glenlivet 12 Yr Malt	750	\$3.00	Shelf Extender
21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	\$2.00	Flex Space
21382	XOXO Rose Bag In Box	4000	\$4.00	
21434	Romeo Prosecco	750	\$2.00	Mini Thematic
21699	Absolut Voices Limited Holiday Edition Bottle	750	\$1.00	
22035	Skrewball Peanut Butter Whiskey	750	\$5.00	
24422	Fazi Battaglia Verdic Dei Castelli Di Jesi	750	\$2.50	Discovery Extender
25262	Fonseca Periquita Red, Setubal	750	\$1.00	
25999	Jagermeister	1140	\$4.00	
31864	Disaronno Amaretto	375	\$1.00	CE2
33340	Collavini Pinot Grigio	750	\$2.00	Shelf Extender, Wine Fridge
33928	J.P. Wiser's Deluxe	1750	\$1.50	End Aisle
34637	Canadian Club Premium	1750	\$1.05	Shelf Extender
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$2.00	Middle Nesting Table
36483	>(V) Torres Gran Coronas Reserva (Miguel Torres)	750	\$2.00	Green Extender
38117	>(V) Riesling Elevation St Urban (Vineland)	750	\$2.00	
41384	Jack Daniel's Tennessee Whiskey	750	\$2.00	End Aisle
46946	Taylor Fladgate Late Bottled Vintage Port	750	\$2.00	Shelf Extender
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00	
48793	>Perle D'Aurore Rose Cremant Bourg (L.Bouillot)	750	\$2.00	Mini Thematic
50203	>Beronia Reserva (Gonzales Byass)	750	\$2.00	Middle Nesting Table
53140	Havana Club 7 Years Old	750	\$3.00	Shelf Extender
57133	Santa Carolina Carmenere Reserva	750	\$2.00	Flex Space
59311	>(V) Seven Deadly Zins Old Vine Zinfandel	750	\$3.00	Middle Nesting Table
61408	Jagermeister	375	\$1.00	CE2
69377	>(V) Monte Antico lgt (Empson)	750	\$2.00	Middle Nesting Table
73809	Carlsberg Beer	500	\$0.20	
75200	Breezer Tropical Orange Smoothie	1000	\$1.00	Discovery Extender
80127	Sailor Jerry Spiced Rum	750	\$2.00	Shelf Extender
81653	Chateau Des Charmes Barrel Fermentd Chard VQA	750	\$1.50	
85316	Blu Giovello Prosecco	750	\$2.00	Wine Fridge
103341	Canadian Club Premium (P.E.T)	750	\$1.25	
103747	Maker's Mark Kentucky Bourbon	750	\$5.00	
106377	Jacob's Creek Shiraz/Cabernet	750	\$2.50	Shelf Extender
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	\$3.00	
107342	Reinhart's Red Apple Strong Cider	473	\$0.25	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
108357	Carolans Irish Cream	750	\$2.00	Shelf Extender
110049	Sandbanks Estate Baco Noir VQA	750	\$2.00	Shelf Extender
110056	Absolut Vodka	750	\$1.00	End Aisle
111526	Nederburg Cabernet Sauvignon	750	\$2.00	
112318	Palm Bay Variety Pack	12 x 355	\$2.00	Seasonal Block Pile B
112979	Bacardi Superior White Rum (P.E.T)	750	\$1.00	
129940	Aviation Gin	750	\$2.00	
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	
135939	Pelee Island Pinot Noir VQA	750	\$2.00	
137117	Russian Standard Vodka	750	\$1.50	
137810	Campo Viejo Rioja Reserva	750	\$3.00	
139162	No.99 Rye Lager - Wayne Gretzky Craft Brewing	473	\$0.25	
141952	Pasqua Passimento Rosso Igt	750	\$3.00	Shelf Extender
143040	Hornitos Reposado Tequila	750	\$4.00	Discovery Extender
144493	Montecillo Crianza Rioja	750	\$2.00	End Aisle
145417	Pelee Island Lighthouse Riesling VQA	750	\$2.00	Shelf Extender
147504	>13th St Cuvee Rose Brut(13th Street Wine Co)	750	\$5.00	
148007	Czechvar Premium Lager	500	\$0.35	
149237	>The Conspiracy Ripasso Style (Foreign Affai	750	\$3.00	OWS
149567	Tag No. 5 Vodka	750	\$1.00	Shelf Extender
155051	Masi Campofiorin Igt	750	\$2.00	
156968	>(V) Sauv Blanc Terra Vega Kpm (Luis Felipe E	750	\$1.00	
158014	Flor De Cana Centenario 12 Rum	750	\$3.00	
166090	Jack Daniel's And Cola Tall Can	473	\$0.25	Seasonal Block Pile B
166959	Albert Bichot Bourgogne Pinot Noir Aoc	750	\$2.00	End Aisle
177345	>(V) Muga Reserva Rioja (Bodegas Muga)	750	\$4.00	
177485	Sandbanks Cabernet Franc VQA	750	\$2.00	
180695	St-Germain Elderflower Liqueur	750	\$3.00	
190025	Champagne Victoire Brut Prestige	750	\$3.00	Wine Fridge
191866	Pknt Cabernet Sauvignon Reserve	750	\$1.00	
195966	Farina Valpolicella Rip Superiore Doc	750	\$2.00	
200741	Gibson's Finest Rare 12 Years Old	1750	\$5.00	End Aisle
204560	Highland Park 12 Yr Old Single Malt	750	\$6.00	
207514	Remy Martin 375	375	\$2.50	
210047	>Columbia Crest H3 Cabernet Sauvignon	750	\$3.00	
213934	Georges Duboeuf Beaujolais Brouilly	750	\$2.00	
213983	>Cave Spring Blanc De Blancs Brut VQA	750	\$3.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$4.00	End Aisle
216655	Absolut Vodka	1750	\$1.50	End Aisle
216721	Tanqueray London Dry Gin	1140	\$1.00	Shelf Extender
216820	Finlandia Vodka	1140	\$1.00	Comm. Extender
216945	Freixenet Cordon Negro Brut Cava	750	\$1.50	Mini Thematic
217257	Sailor Jerry Spiced Rum	1140	\$1.65	
217273	Mumm Cuvee Napa Brut Prestige	750	\$5.00	
217505	Henry Of Pelham Cuvee Catharine Brut Rose VQA	750	\$4.00	goLOCAL
217521	Henry Of Pelham Cuv. Catharine Brut VQA	750	\$4.00	
217794	Johnnie Walker Red Label	1140	\$2.00	Front Nesting Table
217943	Courvoisier XO	750	\$15.00	
218875	Domaine Jean Bousquet Cabernet Sauv Organic	750	\$1.50	
219030	Red House Wine Co. Cabernet Shiraz VQA	750	\$2.00	
219543	Inniskillin Late Autumn Riesling VQA	750	\$1.00	Wine Fridge
221804	Trius Sauvignon Blanc VQA	750	\$1.00	
224766	>V)Brut Methode Traditionelle (Chateau Des C	750	\$4.00	
225243	Stolichnaya Vodka	750	\$1.00	Shelf Extender
225698	The Kraken Black Spiced Rum	750	\$2.00	Shelf Extender
225938	Lucid Absinthe Superieure	750	\$6.00	
227678	1800 Silver Tequila	750	\$2.50	Shelf Extender
229039	Yellow Tail Bubbles	750	\$2.00	Mini Thematic, Wine Fridge, Flex Space
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00	Shelf Extender, Wine Fridge
230821	Cupcake Chardonnay	750	\$2.00	
230987	Jameson Irish Whiskey	375	\$1.00	
232371	>Louis M.Martini Cabernet Sauvignon Napa Vly	750	\$5.00	Middle Nesting Table
234369	Apothic Red	750	\$2.00	End Aisle
234583	Cave Spring Riesling VQA	750	\$2.00	goLOCAL, Wine Fridge
235671	Trapiche Cabernet Sauvignon	750	\$1.50	
243055	Beronia Tempranillo Rioja	750	\$2.00	Shelf Extender
245340	Chapoutier Belleruche Cdr White Aoc	750	\$3.00	
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	Shelf Extender
253302	Luksusowa Vodka	750	\$1.00	Necktag
255281	Aberfeldy 12 Year Old	750	\$2.00	
259721	>(V)Cotes Du Rhone (Guigal)	750	\$3.00	
264333	Terre Del Barolo Barolo Docg	750	\$2.00	
265157	Jacob's Creek Moscato	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
265199	Absolut Vodka	375	\$0.50	CE2
267161	Jose Cuervo Especial Gold	375	\$1.00	
269563	Maker's Mark Kentucky Straight Bourbon	375	\$3.00	CE2
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	
270926	Henry Of Pelham Baco Noir VQA	750	\$2.00	
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	End Aisle
272716	Stolichnaya Vodka	1750	\$1.45	
273516	Ron Zacapa 23 Centenario Rum	750	\$5.00	
277194	Batasiolo Bosc D'La Rei Moscato D'Asti Docg	750	\$1.50	Wine Fridge
278119	Santa Carolina Cabernet Sauvignon Reserva	1500	\$3.00	Flex Space
278127	Santa Carolina Sauvignon Blanc Reserva	1500	\$2.00	Flex Space
278416	Casillero Del Diablo Reserva Cab Sauvignon	750	\$2.00	Shelf Extender
283929	Captain Morgan Black Spiced Rum	750	\$2.00	
284539	Trius Brut VQA	750	\$3.00	Mini Thematic, Wine Fridge
285254	Forty Creek Copper Pot Reserve	750	\$1.50	Shelf Extender
289835	Peller Family Vineyards Dry White	1500	\$1.50	Shelf Extender
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$3.00	Wine Fridge
293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	\$2.00	
296244	Guinness Draught	4 × 440	\$1.00	
300681	Coors Light	6 × 473	\$1.00	Seasonal Block Pile A
300699	Molson Canadian	6 × 473	\$1.00	Seasonal Block Pile A
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	Shelf Extender
302810	Heineken	6 × 500	\$1.20	EZD, LTO
303800	>(V) Trius Vqa Red (Andres Wines Ltd)	750	\$2.00	Middle Nesting Table
304022	Santa Carolina Chardonnay Reserva	750	\$2.00	Flex Space
308007	Menage A Trois Red	750	\$2.00	Shelf Extender
311787	Budweiser	6 × 473	\$1.00	Seasonal Block Pile A
311928	Canadian Club Classic 12 Year Old	750	\$3.00	End Aisle
316570	>(V) Oyster Bay Sauvignon Blanc Marlborough	750	\$3.00	Middle Nesting Table
316844	Bombay Sapphire London Dry	750	\$1.00	Comm. Extender
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	Shelf Extender
321760	Smirnoff Ice (P.E.T)	1000	\$1.00	Shelf Extender
326413	Pelee Island Pinot Grigio VQA	750	\$2.00	Shelf Extender
326728	>(V) Oyster Bay Chardonnay Marlborough	750	\$3.00	VL1
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	Shelf Extender
330803	Bowmore 12 Year Old Islay Single Malt	750	\$5.00	
333583	Thornbury Premium Apple Cider	473	\$0.30	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
337238	>(V) Marques De Casa Concha Cab Sauvignon	750	\$3.00	
338855	Bodacious Smooth Red	750	\$1.00	
342428	>(V) Bonterra Cabernet Sauvignon Organic	750	\$2.00	
348979	Inniskillin Pinot Grigio VQA	750	\$2.00	Shelf Extender
350207	Forty Creek Copper Pot Reserve Whisky	1140	\$2.00	End Aisle
350900	>(V)Robert Oatley Signature Series Chardonnay	750	\$2.00	
351429	Amsterdam Boneshaker	473	\$0.30	
352021	Sortilege Maple Cream	750	\$3.00	Discovery Extender
354761	>(V) Carmenere Terra Vega (Kpm) (Luis F. Edwards)	750	\$1.00	
357145	Open Smooth Red VQA	750	\$1.00	End Aisle
358556	Dillon's Gin 22 Unfiltered	750	\$2.00	
365205	Cono Sur Sparkling Rose	750	\$2.00	Wine Fridge
365312	Taittinger Brut Reserve Champagne	750	\$5.00	
370361	>Riesling Sparkling Limestone Ridge (Tawse)	750	\$2.00	
373985	>(V)Cote Des Roses Rose Languedoc (Gerard Bertrand	750	\$2.00	
377770	>(V) Quails' Gate Okanagan Vly Chardonnay VQA	750	\$3.00	
377820	Jackson-Triggs Merlot	1500	\$2.00	
378091	Villa Annaberta Valpolicella Ripasso Superiore	750	\$3.00	Shelf Extender
379958	Kronenbourg 1664 Blanc	500	\$0.25	
380865	Rumchata	750	\$2.50	Shelf Extender, Front Entrance Table
380899	Jack Daniel's Tennessee Honey	1140	\$4.00	End Aisle
384651	Martini Prosecco Sparkling	750	\$2.00	Comm. Extender
387050	Open Smooth White VQA	750	\$1.00	
387209	Centennial 10 Year Old Limited Edition Rye	750	\$1.00	Shelf Extender
388306	>(V) Vidal Icewine VQA (Inniskillin)	375	\$5.00	
390583	Canadian Club 100% Rye	750	\$2.00	End Aisle
392647	Carnivor Cabernet Sauvignon	750	\$2.00	End Aisle
394015	Brickworks Batch:1904 Cider	473	\$0.30	Shelf Extender
394387	Villa Sandi Prosecco Il Fresco Doc, Treviso	750	\$3.00	End Aisle
394577	Fiol Prosecco Doc	750	\$3.00	Shelf Extender, Wine Fridge
394783	Dona Paula Estate Malbec	750	\$2.00	Comm. Extender
395384	>Belaire Sparkling Rose (Sovereign Brands)	750	\$3.00	Middle Nesting Table
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	
400259	Baileys Salted Caramel	750	\$1.00	Front Entrance Table, Value Add
400754	Iceberg Vodka	750	\$1.00	Shelf Extender
401307	Maestro Dobel Tequila	750	\$5.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
401745	Russian Standard Gold Vodka	750	\$2.00	
404160	Mcclelland Single Malt Islay Scotch	750	\$5.00	
407478	Jaw Drop Squirting Oranges	473	\$0.25	Discovery Extender
407536	Philippe De Rothschild Sauv Blanc Pays D'Oc	750	\$2.00	
407668	Shiny Apple Cider	473	\$0.20	
408658	> Santa Carolina Cab Sauv Reserva De Familia	750	\$3.00	Flex Space
413070	Two Oceans Sauvignon Blanc	1500	\$2.00	Comm. Extender
413179	> (V) Amarone CI Valpolicella (Zenato)	750	\$3.00	Middle Nesting Table
417295	Ciroc Original Unflavoured	750	\$5.00	Shelf Extender
418590	Modelo Especial	6 × 355	\$1.00	
419986	Jacob's Creek Double Barrel Shiraz	750	\$3.00	End Aisle
422006	Johnnie Walker Black Label Scotch.	1750	\$5.00	End Aisle, Front Nesting Table
422345	Moosehead Lager	6 × 473	\$1.50	EZA, Value Add
425488	> (V) Cannonau Riserva Sardinia (Sella & Mosca)	750	\$3.00	VL1
426528	Wayne Gretzky Baco Noir VQA	750	\$1.00	
426718	Cesari Amarone Classico Doc	750	\$5.00	
426908	Peller Family Vineyards Cab Sauv	1500	\$2.00	
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	Shelf Extender
430561	> (V) Riesling Icewine VQA (Henry Of Pelham)	375	\$5.00	
433417	> (V) Marne 180 Amarone (Fratelli Tedeschi)	750	\$5.00	Middle Nesting Table
434092	Crown Royal Northern Harvest Rye	750	\$2.00	Comm. Extender, Seasonal Block Pile C
442582	Alexander Keiths IPA	6 × 473	\$1.00	
442731	Kilkenny Irish Ale	4 × 500	\$2.00	Shelf Extender
444497	American Vintage Lemon Hard Iced Tea	6 × 355	\$1.00	Shelf Extender
445825	Jacob's Creek Moscato Rose Sparkling	750	\$2.50	Shelf Extender
446021	Bacardi Coconut Rum	750	\$1.00	
446526	Star Of Bombay	750	\$2.00	
446567	Iceberg Vodka (P.E.T)	750	\$1.00	
447441	> Riesling Icewine (Cave Spring Cellars)	375	\$9.99	
447953	Fireball Whisky Shooter	750	\$3.00	Shelf Extender
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00	goLOCAL
451336	> (V) Tom Gore Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
452672	> (V) Luigi Bosca Malbec	750	\$2.00	
456095	Ketel One Vodka	750	\$3.00	Shelf Extender
459818	Sapporo	6 × 500	\$2.00	Seasonal Block Pile A
459917	Peller Family Vineyards Rose	1500	\$1.50	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
460360	El Jimador Tequila Reposado	750	\$2.00	
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	
461699	>(V)Baco Speck Family Reserve	750	\$3.00	
462424	Cabot Trail Maple Cream	750	\$2.00	Front Entrance Table
465385	Landshark Lager	6 × 473	\$1.00	
467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	\$1.00	Discovery Extender, Wine Fridge
470823	Pelee Island Merlot	750	\$1.00	Comm. Extender
472332	Wayne Gretzky Red Cask Whisky	750	\$3.00	
479980	Macallan 12 YO Double Cask	750	\$6.00	Shelf Extender
480624	Woodford Reserve Distiller's Select Bourbon	750	\$3.00	End Aisle
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	\$2.00	Mini Thematic, Wine Fridge
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$1.80	
486241	Nutri Vodka	750	\$3.00	
486381	Tag No.5 Vodka (P.E.T)	1750	\$1.00	
487728	Melini Chianti Docg	750	\$2.00	
491480	Twisted Shotz B52	4 × 30	\$0.50	
492017	Steam Whistle	6 × 473	\$1.50	
492116	Folonari Pinot Grigio Delle Venezie Doc Bib	3000	\$5.00	Shelf Extender
492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$2.00	
500512	Captain Morgan Original Spiced Rum	750	\$1.00	End Aisle
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	\$3.00	End Aisle
508580	Wellington Upside IPA	473	\$0.25	OCB
516880	Mill Street Original Organic	6 × 473	\$1.50	Shelf Extender
518753	D'Ont Poke The Bear White VQA	750	\$1.00	
519298	Wayne Gretzky Cream Whisky	750	\$3.00	Front Entrance Table
521021	>(V) Francis Coppola Diamond Coll Cab Sauv	750	\$2.00	
522672	>(V)Vidal Icewine VQA Nia(Lakeview Cellars)	200	\$2.00	
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	\$2.00	
523688	Bodacious Smooth White Bag In Box	4000	\$2.00	
524314	Yellow Tail Sauvignon Blanc	750	\$2.00	Flex Space
526228	Jackson-Triggs Reserve Meritage VQA	750	\$1.00	
526772	Anciano Clasico Garnacha Valencia, Do	750	\$1.75	
531400	Estrella Damm	500	\$0.20	
534230	Beringer Founders Estate Chardonnay	750	\$2.00	
534925	Grolsch Pilsner	6 × 500	\$1.00	
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	\$1.00	Value Add
536565	Lily Sparkling Rose VQA	750	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	\$2.00	Shelf Extender
537605	Nicolas Feuillatte Brut Champagne	750	\$5.00	
541243	Creemore Springs Premium Lager	6 × 473	\$1.25	
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	
541961	Three Thieves Cabernet Sauvignon	750	\$2.00	Shelf Extender
544031	Chateau D'Aigueville Cdr Villages Red Aoc	750	\$2.00	
544833	Miller Genuine Draught	6 × 355	\$1.25	
545194	Top Shelf Vodka	750	\$2.50	
549220	Cenote Tequila Anejo	750	\$5.00	
557108	St Remy XO Brandy	750	\$1.00	
557827	Stolichnaya Gold Vodka	750	\$5.00	
560532	Strongbow Cider	500	\$0.20	
561100	Josh Cellars Chardonnay	750	\$2.00	Flex Space
566174	Warre's Otima 10 Year Old Port	500	\$3.00	
570366	Bacardi Spiced Rum	1140	\$1.30	End Aisle
572164	Yellow Tail Cabernet Sauvignon	1500	\$2.00	Flex Space
572594	Duntroon Cyder House Standing Rock	473	\$0.20	
579979	Bodacious Bubbles	750	\$1.00	
587154	>(V)Vidal Icewine Vqa Ltd Edition(Magnotta	375	\$3.00	
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	End Aisle
589051	Peller Family Vineyards Dry White	4000	\$0.85	
589069	Peller Family Vineyards Red Bag In Box	4000	\$1.00	
589101	Ruffino Lumina Pinot Grigio Igt	750	\$2.00	Flex Space, Wine Fridge
597559	Tito's Handmade Vodka	750	\$2.00	
603050	The Glenlivet French Oak Reserve 15 Year Old	750	\$5.00	
605857	Amarula Cream	1140	\$4.00	
605956	Baileys Irish Cream Liquor	1140	\$2.00	End Aisle, Value Add
608653	>Sonoma Cutrer Chardonnay Rus River Ranches	750	\$3.00	Middle Nesting Table
611392	Mott's Clamato Caesar Extra Spicy	6 × 341	\$1.00	
614826	Pelee Island Pinot Grigio	1500	\$2.00	
617662	Diabolica Red VQA	750	\$2.00	Comm. Extender
617878	Partake Brewing Non-Alcoholic Pale Ale	355	\$1.90	
624544	Yellow Tail Shiraz	750	\$2.00	Shelf Extender, Flex Space
626390	>Kim Crawford Marlborough Pinot Noir	750	\$2.00	
627802	Yellow Tail Chardonnay	750	\$1.00	Discovery Extender, Flex Space
628206	Bodacious Bourbon Barrel Aged Red Blend	750	\$1.00	
628289	Philippe De Rothschild Pinot Noir Pays D'Oc	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
631226	Mcguinness Creme De Cacao White	750	\$1.00	
631853	Maverick Barnburner Whisky	750	\$3.00	Shelf Extender
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	
633347	Longshot Cabernet Sauvignon	750	\$2.00	
635508	Drumshanbo Gunpowder Irish Gin	750	\$5.00	
647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	\$2.00	Shelf Extender, Necktag
650432	>(V) Castelgiocondo Brunello (Marchesi Frecoba)	750	\$5.00	
650713	>(V) Sa'solin Ripasso Valp.(Terre Di Verona)	750	\$2.00	
668228	Sangre De Toro Tempranillo	750	\$2.00	
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00	Shelf Extender
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	End Aisle
687582	>Prosecco Di Valdobbiadene Brut (S. Margherit	750	\$2.00	Middle Nesting Table, Wine Fridge
697623	Michelob Ultra	6 x 355	\$1.00	
698415	Creemore India Pale Ale	473	\$0.25	
741769	>(V)Chianti Classico (Rocca Delle Macie)	750	\$3.00	
894014	El Dorado Demerara 5 Year Old Rum	750	\$1.75	Shelf Extender
943613	>(V) Rocca Guicciarda Chnt CI Rsv (Ricasoli)	750	\$3.00	
951319	>(V) Pinot Grigio Bollini (Empson)	750	\$2.00	Middle Nesting Table, Wine Fridge
976662	>(V)Faustino I Gran Reserva Rioja(Bod Faust	750	\$2.00	
996405	>(V) Stags' Leap Napa Vly Cabernet Sauvignon	750	\$5.00	Middle Nesting Table

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL	984
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL	8219
8805	Forty Creek Barrel Select Whisky	1750	Forager 50 mL	8805
17823	Stella Artois	6 × 330	Purchase 2 Stella Artois 6 × 330 mL and receive a free Chalice	17823
34579	Prince Igor Extreme Vodka (P.E.T)	1140	FC Barrel Select 50 mL	34579
53082	Alberta Pure Vodka (P.E.T)	1750	Canadian Club 1858 2 × 50 mL	53082
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL	54213
88799	Alberta Pure Vodka (P.E.T)	750	Canadian Club 1858 50 mL	88799
216226	Alberta Premium Whisky	1140	Canadian Club 100% Rye 50 mL	216226
216903	Banff Ice Vodka	1140	Banff Ice 50 mL	216903
218032	Domaine Chandon Brut	750	Gift Box	218032
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8 YO 50 mL	223529
242339	Alberta Pure Vodka (P.E.T)	1140	Canadian Club 1858 50 mL	242339
281378	Forty Creek Cream Liquor	750	FC Barrel Select 50 mL	281378
314856	Fireball Whisky Shooter	1140	Fireball 50 mL	314856
350397	Banff Ice Vodka	750	Banff Ice 50 mL	350397
397091	Forty Creek Copper Pot Reserve	1750	FC Double Barrel 2 × 50 mL	397091
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL	398016
436956	Casillero Del Diablo Devil's Collection Red	750	Holiday Bow	436956
454462	Banff Ice Vodka (P.E.T)	1750	Canadian Club 1858 2 × 50 mL	454462
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 × 50 mL	461434
483255	Casillero Del Diablo Reserva Pinot Grigio	750	Holiday Bow	483255
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL	517136
550715	Forty Creek Barrel Select	750	Forty Creek Copper Pot 50 mL	550715
578641	Casillero Del Diablo Reserva Sauvignon Blanc	750	Holiday Bow	578641
620666	Casillero Del Diablo Reserva Carmenere	750	Holiday Bow	620666

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
18	Heineken Lager	6 × 330	Free Bottle Opener VA
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL
992	Royal Reserve	1140	JP Wiser's Deluxe 50 mL
1222	Wiser's Special Blend	750	JP Wiser's Deluxe 50 mL
3871	Alberta Premium Whisky (P.E.T)	375	Canadian Club 100% Rye 50 mL
5959	Baileys Irish Cream	750	Lindt Chocolate
6106	Kronenbourg	6 × 330	Snow Globe
8219	Prince Igor Vodka (P.E.T)	750	Prince Igor Extreme 50 mL
8805	Forty Creek Barrel Select Whisky	1750	Forager 50 mL
9522	J.P. Wiser's Deluxe	375	JP Wiser's Triple Barrel 50 mL
10074	Canadian Mist Blended Whisky	750	Seagram's V.O. 50 mL
10216	Kahlua Coffee Liqueur	1140	Chocolate
10899	Jose Cuervo Tradicional Plata	750	Enviro Bag
11850	Buffalo Trace Bourbon	375	Buffalo Trace Bourbon 50 mL
11945	Proper No. Twelve	750	Bottle Hoodie
12781	Sogrape Mateus Rose	1500	Frose Wine Glass
13459	Bio Bio Organic Merlot	750	Sustainable Holiday Bow
13492	Riunite Lambrusco Frizzante	750	Cooler Bag
13597	Bumbu XO Rum	750	Organza Bag (easy gifting), Santa Hat or Bottle Mini-Scarf
13610	Brave Italian Growers Organic And Vegan Bianco	750	Sustainable Holiday Bow
13915	The Forager Botanical Whisky	750	Fever Tree Tonic (Single)
14301	Riunite Moscato D'Oro	750	Cooler Bag
14977	Sogrape Grao Vasco Dao	750	Holiday Gift Box
16580	Maker's Mark	1140	Cookie Cutter
16878	The Audacity Of Thomas G. Bright Orange VQA	750	Gift box
17537	Colio Cellar Door Series Sauvignon Blanc	750	Bow
17823	Stella Artois	6 × 330	Purchase 2 Stella Artois 6 × 330 mL and receive a free Chalice
17925	Somersby Cider Mixer Pack	6 × 473	Bonus Sample (Hops & Apples) 473 mL-C
17933	Top Shelf Vodka Ddp	1140	Top Shelf Bitter
18170	Czechvar Dark Lager	500	Branded Cell Phone Wallet
18877	Cabot Trail Maple Cream	1140	Mug
19239	Porta 6 White	750	Bag
19535	Skyy Vodka	1140	Forager 50 mL
19592	Ren Ultra Premium Vodka Ddp	750	Holiday Gift Box
19612	Jacob's Creek Shiraz/Cabernet	1500	Wine Glass
19820	Havana Club Cuban Smoky	750	Havana Club 7YO 50 mL
20926	Aperol	375	Aperol Cocktail Pin

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
21378	Jim Beam White Label Bourbon	750	Earbuds
21532	Grant's Sherry Cask 8YO Finish	750	Gift Box
21978	Howler Head Banana Infused Kentucky Straight Bourbon	750	Neck Tag UFC Store Gift Code
22074	Top Shelf Butter Tart Liquor Ddp	375	Butter Tart 50 mL
22384	Chateau De Gourgazaud Minervois Aoc	750	DropStop
27797	Ruffino Il Ducale Toscana Igp	750	Gift Box
34579	Prince Igor Extreme Vodka (P.E.T)	1140	FC Barrel Select 50 mL
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	Bow
47316	Los Arango Reposado Tequila	750	Calabrito
54213	Alberta Premium Whisky (P.E.T)	1750	Canadian Club 100% Rye 2 × 50 mL
56366	Sterling Vintner's Cabernet Sauvignon	750	Raptors Toque
58339	>(V) Kaiken Malbec	750	Caiquén Shaped Ornament
61564	Royal Reserve (P.E.T)	1750	JP Wiser's Deluxe 2 × 50 mL
63966	Wayne Gretzky Merlot VQA	750	WG Red Whisky 50 mL
71647	Polar Ice Vodka (P.E.T)	750	Cabot Trail Maple Cream 50 mL
89862	Girls' Night Out Rose VQA	750	Bow
95968	Royal Reserve (P.E.T)	750	JP Wiser's Deluxe 50 mL
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	Santa Hat/ Scarf
99408	Woodbridge By Robert Mondavi Chardonnay	750	Bow
104299	>(V) The Prisoner Red Blend	750	Gift Box
107235	PJ's Salted Caramel (Panama Jack's)	750	Free Coffee
109959	Jackson-Triggs Reserve Merlot VQA	750	Bow
112672	Wiser's Special Blend (P.E.T)	1750	JP Wiser's Deluxe 2 × 50 mL
122689	Henkell Trocken	750	Toblerone
130138	>(V) Meiomi Pinot Noir	750	Gift Box
135566	Polar Ice Vodka	750	Cabot Trail Maple Cream 50 mL
146761	Fielding Riesling VQA	750	Stemless Wine Glass
158550	> Cuvee Rose Brut (Champagne Laurent Perrier)	750	Gift Box
161141	Paso Creek Cabernet Sauvignon Paso Robles	750	Gift Box
163949	Misterio Cabernet Sauvignon	750	Gift Box
165308	Colio Extra Dry White	1500	Bow
170142	Zonin Valpolicella Ripasso Superiore Doc	750	Gift Box
191858	Pknt Carmenera Reserve	750	Stemless Wine Glass
193490	Baileys Irish Cream	1750	Baileys Gold Bow
207613	Jameson Irish Whiskey	1140	Toque
209221	Absolut Vodka	1140	Copper Mule Cup

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
210286	Russian Standard Vodka	1140	Mini Bottle Topper Fur Hats
214049	Girls' Night Out Strawberry Samba	1500	Bow
215483	Harveys Bristol Cream Sherry	750	Dillon's Bitters
216226	Alberta Premium Whisky	1140	Canadian Club 100% Rye 50 mL
216671	Wisers Special Blend	1140	JP Wiser's Deluxe 50 mL
216689	J.P. Wiser's Deluxe	1140	Tumbler
217802	Johnnie Walker Black Label	1140	Johnnie Walker 50 mL
218032	Domaine Chandon Brut	750	Gift Box
218644	Santa Rita 120 Reserva Especial Cabernet Sauvignon	750	Gift Box
219816	Catedral Reserva Dao	750	Holiday Bow Stopper
221887	>(V) Robert Mondavi Napa Valley Fume Blanc	750	Gift Tin
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8 YO 50 mL
225250	Stolichnaya Vodka	1140	Snowboard Socks
225615	Brugal Anejo	750	Jim Beam 50 mL
225920	Sandbanks Baco Noir Reserve VQA	750	Gift Box
229583	Kronenbourg 1664 Blanc	6 × 330	Snow Globe
230474	Graffigna Malbec	750	Restaurant Discount Offer
237792	Icebox Long Island Iced Tea	1140	Fireball 50 mL
240150	Polar Ice Vodka	1140	Toque
240416	Montesor Amarone Della Valpolicella Doc	750	Gift Box
255513	>(V) Robert Mondavi Napa Valley Cab Sauvignon	750	Gift Tin
259192	Santa Carolina Chardonnay	750	Gift Bow
261099	Inniskillin Pinot Noir VQA	750	Gift Box
262337	G.A. Schmitt Niersteiner L.H.	750	Christmas Stocking Ornament
275925	Santa Carolina Cabernet Sauvignon Reserva	750	Nestle L'Atelier Dark Chocolate 115g
276816	Fonseca White Port	750	Fonseca Bin 27 50 mL
277186	Zonin Prosecco Brut 1821 Doc	750	Gift Box
277731	Yealands Sauvignon Blanc Marlborough	750	Santa Hat/Scarf
277954	Campari Aperitivo	750	Campari Collectable Pin
281378	Forty Creek Cream Liquor	750	FC Barrel Select 50 mL
286195	JP Azeitao Red	750	Coasters
286237	Clean Slate Riesling Mosel	750	Slate Coaster
303040	Fielding Fireside White VQA	750	Stemless Wine Glass
311910	Canadian Club Classic 12 Year Old	375	Canadian Club 100% Rye 50 mL
311936	Canadian Club Classic 12 Year Old	1140	Northern Keep 50 mL
314856	Fireball Whisky Shooter	1140	Fireball 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
317057	Masi Costasera Amarone Classico Doc	750	Gift Box
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	Produce Bag
324590	Santa Carolina Merlot Reserva	750	Chocolate 100g
325076	>(V) Whispering Angel Rose (Caves D'Esclans)	750	Gift Box
325787	McGuigan Black Label Shiraz	750	Holiday Gift Bag
328526	Jackson-Triggs Chardonnay	1500	Bow
331025	Jackson-Triggs Cabernet Sauvignon	1500	Bow
334110	Ciroc Peach	750	Ciroc 50 mL
334128	Ciroc Red Berry	750	Ciroc 50 mL
335059	Super Bock	6 × 330	Branded Blade Bottle Opener
338053	Alize Red Passion Liquor	750	iPhone Case
338079	Alize Gold Passion Liquor	750	Glassware
361741	Santa Carolina Merlot	750	Gift Bow
363507	Prince Igor Extreme Vodka (P.E.T)	1750	Forty Creek Barrel Select 2 × 50 mL
367276	Jacob's Creek Moscato Rose	750	Yo Sox
369009	Pinnacle Vodka	750	Canadian Club 1858 50 mL
374520	Angry Orchard Hard Crisp Apple	6 × 355	Fireball 50 mL
380972	Luccarelli Negroamaro Puglia Igt	750	Holiday Hat/ Scarf
382580	Meukow Cognac VS	750	Bitters with recipe necktag
383711	Jackson-Triggs Merlot	750	Bow
386961	Borsao Tinto Garnacha	750	Holiday Gift Bag
388710	Tenuta S. Anna Prosecco Extra-Dry	750	Gift Box
395582	Auchentoshan American Oak, Lowland	750	Auchentoshan 12 YO 50 mL
397091	Forty Creek Copper Pot Reserve	1750	FC Double Barrel 2 × 50 mL
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL
398024	Dr. McGillicuddy Intense Peach	1140	Dr. McGillicuddy's Butterscotch 50 mL
398776	Fireball Whisky Shooter	375	Fireball 50 mL
399410	Jackson-Triggs Sauvignon Blanc	750	Bow
400259	Baileys Salted Caramel	750	Lindt Chocolate
407528	Philippe De Rothschild Chardonnay Pays D'Oc	750	Bow
407544	Philippe De Rothschild Merlot Vdp	750	Bow
407551	Philippe De Rothschild Cab Sauv Pays D'Oc	750	Bow
422345	Moosehead Lager	6 × 473	Mystery Box
429258	Jameson Caskmates Stout Irish Whiskey	750	Havana Club 7YO 50 mL
430355	Jura Origin 10 Year Old	750	Pocket Square
431106	Creekside Cabernet Merlot VQA	750	Wine Glass
436956	Casillero Del Diablo Devil's Collection Red	750	Holiday Bow

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
451476	Dixon's Silvercreek Vodka DDp	750	Custom Collectible Glass
452615	Herradura Reposado Tequila	750	Gift Bag
456350	Fireball Cinnamon Whisky	1750	Fireball Socks
461053	Josh Cellars Cabernet Sauvignon	750	Gift Box
461434	Alberta Springs Whisky	1750	Canadian Club 1858 2 × 50 mL
462309	Lamb's Spiced Rum	750	Lamb's Sock
464388	Sogrape Vila Regia, Douro	750	Holiday Gift Box
467811	Ruffino Prosecco	750	Gift Box
475145	Zonin Valpolicella Classico Doc	750	Gift Box
477885	Polar Ice Vodka (P.E.T)	1750	Cabot Trail Maple Cream 2 × 50 mL
479923	Stalk & Barrel Blue Blend	750	Stalk & Barrel 50 mL
483255	Casillero Del Diablo Reserva Pinot Grigio	750	Holiday Bow
487694	La Marca Prosecco Doc	750	La Marca Gift Bags & Bows
493072	Bowmore No. 1	750	Bowmore 12 YO 50 mL
494369	Southern Comfort (P.E.T)	200	Fireball 50 mL
494492	Woodbridge By Robert Mondavi Merlot	750	Bow
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL
520353	Bacardi Spiced Rum	750	Phillips Butter Ripple 50 mL
525188	Peroni Nastro Azzurro	6 × 330	Socks
527598	Amatore Rosso Verona Igt	750	Holiday Bow Stopper
532358	Julia Florista Red	750	Bag
535344	Santa Carolina Cabernet Sauvignon	750	Gift Bow
535641	Vicente Faria Animus Douro, Do	750	Gift Box
535682	Jackson-Triggs Reserve Series Pinot Grigio VQA	750	Bow
540120	Rumchata Cream Liqueur	375	Coffee Mug
541011	Wayne Gretzky Red Cask Whisky	375	Cream 50 mL
542910	Top Shelf Gin	750	Top Shelf 50 mL
549113	1800 Anejo Tequila	750	Bow
550715	Forty Creek Barrel Select	750	Forty Creek Copper Pot 50 mL
554469	Guinness Draught	8 × 440	Mini Pie Pan
558940	Miller Lite	6 × 473	Free Holiday Socks
560680	Jackson-Triggs Reserve Cab Fr/Cab Sauv VQA	750	Bow
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	Santa Hat
572552	Signal Hill Canadian Whisky	750	Signal Hill 50 mL
573857	Niagara Falls Craft Vodka	750	NFCD Vodka 50 mL
573972	Kronenbourg Blanc Fruit Rouges	6 × 330	Snow Globe
574541	Magnotta Cabernet Sauvignon Venture Series VQA	750	187 mL Venture Pinot Grigio

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
576942	Diabolica White VQA	750	Diabolica Socks
578641	Casillero Del Diablo Reserva Sauvignon Blanc	750	Holiday Bow
580183	Blu Giovello Pinot Grigio	750	Cork String Lights
590364	Alianca Terra Boa Tinto, Old Vines, Beira	750	Coasters
593855	Astoria Prosecco La Robinia	750	Fishnets
601484	Amaro Montenegro Liqueur	750	Mini Fever Tree Soda 150 mL
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	Becherovka 50 mL
605600	Grand Marnier Cordon Rouge	1140	GM Citrus Squeezer
605881	Disaronno Originale Amaretto	1140	Velvet 50 mL
605956	Baileys Irish Cream Liqueur	1140	Baileys Giftbox
617688	Captain Morgan Original Spiced Rum (P.E.T)	1140	Captain Morgan VA
620666	Casillero Del Diablo Reserva Carmenere	750	Holiday Bow
620724	Creekside Sauvignon Blanc VQA	750	Wine Glass
623678	Carolans Irish Cream	1140	VA Coffee
628172	Farmers Market Rosso Organic Vd'Italia	750	Sustainable Holiday Bow
632950	Ruffino Sparkling Rose	750	Gift Box
635391	Jameson Caskmates Ipa Irish Whiskey	750	Havana Club 7YO 50 mL
638353	Niagara Falls Rye Canadian Whisky	750	NFCD Vodka 50 mL
645705	Niagara Falls Canadian Maple Whisky Ddp	750	NFCD Vodka 50 mL
646729	Bumbu Craft Rum	750	Organza Bag (easy gifting) + santa hat -or- mini bottle neck scarf
650325	>Kim Crawford Hawke's Bay Rose	750	Holiday Ornament
656561	>(V) J.Lohr Seven Oaks Cabernet Sauvignon	750	Gift Box
659607	>(V) Mitolo Jester Shiraz	750	Gift Box
666867	Bavaria Premium Value Beer	6 × 500	Bonus Doozie
666875	Dab Original	6 × 500	Bonus Beanie
729392	>Marai De Marai Extra Dry Blue Bottle (Foss	750	Sparkling Stoppers
897702	Bottega Vino Dei Poeti Prosecco Doc	750	Santa Hat/Scarf
943787	>(V) Wakefield Estate Shiraz Clare Valley	750	Gift Box
991950	>Kim Crawford Marlborough Chardonnay Unoaked	750	Holiday Ornament

Necktags

LCBO#	Description	Size (mL)	NT Approved
10512	Dujardin VSOP Brandy	750	Cocktail Recipe
17477	Bisquit & Dubouche VSOP	750	Award NTG
18721	19 Tarapaca Gran Reserva Cabernet Sauvignon	750	Tarapaca Home of Biodiversity
19404	Cruxland Gin	750	Cruxland Gin - Kalahari Sunset Recipe
19592	Ren Ultra Premium Vodka Ddp	750	Holiday Theme Cocktail NEcktag
68817	>V) Chardonnay Estate (Hidden Bench)	750	Award NTG
253302	Luksusowa Vodka	750	Winter Cocktail Book
286807	Buton Vecchia Romagna Brandy	750	Vecchia Romagna Cocktail Recipe
296228	Calvados Boulard Pays D'Auge	750	#1 in Canada
326975	Kacaba Unoaked Chardonnay VQA	750	Recipe on Back
364174	Drambuie	375	Gifting NT
469643	Rossi D'Asiago Limoncello Snaps	750	Recipe
499384	Kacaba Cabernet VQA	750	Recipe on Back
634402	Vina Tarapaca Reserva Sauvignon Blanc	750	Tarapaca Home of Biodiversity
647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	Tarapaca Home of Biodiversity

PERIOD 10

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NOVEMBER 28 Start of P10   Aeroplan Double Point Offers: Nov 28-Dec 24	29 <i>Cyber Monday Online Sale</i>  LTO START DATE	30	DECEMBER 1 <i>Ontario's Four Children's Hospital Campaign Begins (Dec 1-31)</i>	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25 <i>Happy Holidays!</i> <i>(Offices & Stores closed)</i> 
26 <i>Boxing Day</i> <i>(Select Stores open)</i>  Aeroplan Regular Point Offers: Dec 26-Jan 2	27	28	29	30	31 <i>New Year's Eve</i> 	JANUARY 1 <i>New Year's Day</i> <i>(Offices & Stores closed)</i> End of P10 