



THE GIFT OF GOOD CHEERS

Period 9 Marketing & Product Guide
NOVEMBER 7-27, 2021

WHAT'S NEW FOR PERIOD 9



New for Period 9

Promotional Programs

Feature Fixture: Gifts for the Season

Entrance Table: Spiced Daiquiri

Mini Thematic A: Aged Spirits Gifts

Mini Thematic B: Give The Gift Of Great Wine

Mini Thematic C: Local RTD Gifts

Front Nesting Table: Premium & Standard Flights

Middle Nesting Table: Premium & Standard Flights

Block Pile A: Budweiser

Block Pile B: RTD Gifts

Block Pile C: Smirnoff/Black Friday

Block Pile D: Hennessy

Holiday Gifting

Holiday Food & Drink

Holiday Gifts Ask Me Stickers

P9-10 POP

Nouveau Wines Block Pile

Seasonal Gondola

Local Product Program

Stocking Stuffers (FEM)

Flex Space

The Cold Room Spirits Display

Shopping Cart Sign

Special Promotions Fixture

Ontario Wines

ON1: Go Local

ON2: Our Buyer's Pick (VQA)

ON3: Ontario Staff Pick

ON3B: Craft VQA Wineries

Vintages

Vintages Essentials On Offer End

Vintages Wines of the Month End

Vintages LTO Program

Vintages Our Buyer's Pick

Beer

Beer Excitement Zone

Ontario Craft Beer End Aisle

Beer Branded Ends

8-Pack Beer Carrier Signage

Craft Beer Imported Shelf Talkers



Unchanged from Period 8

Refer to the Period 8 MPG for more details.

Responsible Service Program

Wine Fridge Turn 2 (P7-P11)

Operational Signage: COVID-19 & Social Distancing Signage (Search "COVID Aug2021" on the Portal for the latest instructions.)

Holiday 2021 GIFT PACKAGING

Please refer to the Seasonal Inventory Site for distribution details on the amount of boxes and gift bags your store will receive. **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>



2021 Holiday Gift Guide: Watch for the 2021 Holiday Gift Guide in your mailbox. The guide includes information on all the holiday gift products and packaging.

You can also view all the gifting details on the LCBO Holiday Portal Site: <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

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

Please refer to the Seasonal Inventory Site for distribution details on the amount of boxes and gift bags 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>



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

HOW TO MERCHANDISE

Holiday “Our Favourite” Gift Bags

Holiday “Our Favourite” Gift Bags will be merchandised in three (3) areas:

- Cash Ends
- End Aisles
- Wooden Gift Packaging Fixtures



All stores will receive the Holiday Hot Buttons to be installed at each merchandising location in the store.

Stores in FLS designated areas MUST display the bilingual side of the sign.

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email acsss@lcbo.com.



Holiday “Our Favourite” Gift Bags
Case packed 100
LCBO# 16621 • \$1.00

	Description	Reorder #
 	\$1.00 Bag Hot Button Signs	22P9-GFT1
	Hot Button Sign Clip (bundles of 10)	NIHK102
	Metal Bag End Aisle Holder	749390

Merchandising Options:

Cash Ends: (all stores)



Front Facing End Aisles: (all stores)



Wooden Gift Packaging Fixture: (select stores)



HOW TO MERCHANDISE

Holiday Double Bottle Bags

Holiday Double Bottle Bags will be merchandised in two (2) areas:

- Cash Ends
- Wooden Gift Packaging Fixtures


Participating stores will receive the Holiday Hot Buttons to be installed at each merchandising location in the store.

Stores in FLS designated areas MUST display the bilingual side of the sign.

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email acsss@lcbo.com.



Holiday Double Bottle Bag
Case packed 24
LCBO# 21541 • \$2.95

	Description	Reorder #
	\$2.95 Bag Hot Button Signs	22P9-GFT2
	Hot Button Sign Clip (bundles of 10)	NIHK102

Merchandising Options:

Cash Ends: (all stores)



Wooden Gift Packaging Fixture: (select stores)



HOW TO MERCHANDISE

Metal Reusable Bag Fixture


A Pole Topper sign will be shipped to all participating stores for the fixture. Remove the existing Year-Round Pole Topper sign and replace with the holiday version. **Store the year-round sign in a safe place to be used in Period 11.**

Merchandise the Holiday Reusable Double Bottle Bag and Year-Round Reusable bags on the fixture. Please note that this fixture has TWO (2) metal arms, allowing 4 merchandising opportunities. Please follow instructions below to merchandise the fixture. Stores in FLS designated areas MUST display the bilingual side of the sign.


REMINDER: Stores with residual inventory of Holiday 2020 Gift Packaging may merchandise those items in addition to 2021 designs. Ensure 2021 designs are merchandised at the top of any merchandiser.

Replacement signs can be ordered from Customer Care Retail Field Store Support: 416-864-6787 or email acsss@lcbo.com.


Signage Re-order Codes

Signage	Description	Reorder #
	Reusable Bags Pole Topper Sign for Metal Gift Fixture	ENG 22P9-GFT5 BIL 22P9-GFT6







Holiday Reusable Double Bottle Bag
LCBO# 16612 • \$1.50



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



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



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

HOW TO MERCHANDISE

Gift Packaging Floor Merchandiser (Metal)



Stores will receive a Holiday sign kit for the Metal Gift Packaging Merchandiser. Remove the existing Year-Round signage and replace with the holiday version. **Store the year-round signs in a safe place to be used in Period 11.** Please replenish throughout Period 9 and Period 10.

REMINDER: Stores with residual inventory of Holiday 2020 Gift Packaging may merchandise those items in addition to 2021 designs. Ensure 2021 designs are merchandised at the top of any merchandiser.

The following Holiday gift packaging items will be merchandised on this fixture:

LCBO#	Component	Case Pack	Retail
16612	Holiday Reusable Double Bottle Bag	50	\$1.50

Signage Re-order Codes

Signage	Description	Reorder #
	Insert Sign	ENG: 22P9-GFT9 BIL: 22P9-GFT11
	Metal Stand Bottom	22P9-GFT10





Holiday Reusable Double Bottle Bag
LCBO# 16612 • \$1.50



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



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



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



HOW TO MERCHANDISE

Gift Packaging Floor Merchandiser (Wood)

Remove the year-round sign and packaging currently merchandised on the fixture and replace with Holiday packaging and the “Wrap it up” sign insert. Store the year-round gift packaging and signs in a safe place to be used in Period 11.

REMINDER: Stores with residual inventory of Holiday 2020 Gift Packaging may merchandise those items in addition to 2021 designs. Ensure 2021 designs are merchandised at the top of any merchandiser.

Signage Re-order Codes

Signage	Description	Re-order #
	LCBO Gift Packaging Floor Merchandiser Sign	ENG 22P9-GFT7 BIL 22P9-GFT8
	Vintages Gift Packaging Floor Merchandiser Sign	

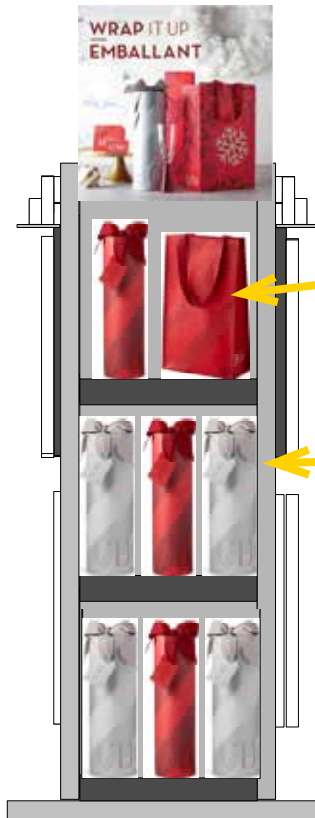


Front view



Back view

SIDE A:



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

SIDE B:



Holiday Gift Cards
& Presenters

Holiday \$1.00 Bag
Case packed 100
LCBO# 16621 • \$1.00

Holiday Double
Bottle Bag
Case packed 50
LCBO# 21541 • \$2.95

SIDE C:



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

SIDE D:



Holiday Gift Cards
& Presenters

Holiday \$1.00 Bag
Case packed 100
LCBO# 16621 • \$1.00

Holiday Double
Bottle Bag
Case packed 50
LCBO# 21541 • \$2.95

INCREMENTAL SALES OPPORTUNITY!

LCBO Gift Cards

For customers who aren't sure of what to buy – don't let them leave empty-handed. Recommend an LCBO or Vintages gift card. When customers redeem our gift cards, they spend an average of 50% more than the value of the card and often splurge by buying higher priced premium brands. It is also a great opportunity to increase the customer's basket size, while minimizing returns at the end of the Holiday season.

- This year's holiday themed gift cards and presenters will arrive in stores the week of **October 25**. The holiday gift card merchandising signage will arrive by the start of Period 9.
- **Select stores will receive the new Holiday red generic LCBO gift cards. Stores with residual red and silver gift cards and carriers from Holiday 2020 may merchandise those as well.**
- Please ensure that gift cards and presenters are merchandised properly and are continuously replenished to keep them fully stocked at all times.
- Please refer to the online worksheets for Holiday gift card distribution details.
- For additional inventory contact ordergiftcards@lcbo.com with the sku number(s) and quantity requested.

LCBO#	Gift Card Theme and Presenters
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)



Merchandising Options:

Merchandise Gift Cards and presenters on the following fixtures:

- Small Acrylic Gift Card Merchandisers (on Cash Ends)
- Wooden Gift Packaging Floor Merchandiser (if your store has one).
- **NOTE:** Stores with Vintages Gift Cards and Carriers should merchandise them in the acrylic gift card merchandiser with the LCBO Gift Card insert signs (Vintages insert signs will not be provided this holiday).

Signage Component	Re-order#
Small Acrylic Gift Card Merchandiser (for cash desk)	GFT-105
Small Acrylic Gift Card Merchandiser Insert Sign (LCBO) (2 pieces)	22P9-GFT3

Gift Card Allocations & Receivals

Receive gift cards and presenters into inventory as you would any other Vendor Direct Receivals using **Givex distributor 6230**. Vendor Direct Receivals procedures are available on the intranet portal (search "Vendor Direct Receivals")

Gift Card Batch Activations

Gift Card Batch Activation is available for customers purchasing large orders. Complete batch activation instructions are available on the intranet portal. Search "Gift Card Program", select "Article after URL, and then select "Batch Activation Form" on the right hand side of the Gift Card Program Page. Alternatively, customers can conveniently order gift cards online in bulk quantities for a nominal fee at www.lcbo.com/giftcards.



Give The Gift Of Local

MERCHANDISING INSTRUCTIONS

Overview

Stores will receive a new P9 signage kit to highlight local products to our customers. These signage components will help to support local Ontario products in stores. **Please refer to the following pages carefully for instructions on what products should be merchandised on each display.**

All Stores

Give The Gift Of Local On-Shelf Merchandising (all stores)

Select Stores

Local Wines/VQA End Aisle (select stores)

Cold Room Cut Case Displays (select stores)

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

OCB End Aisles in Beer Sections (select stores)



Perpendicular Shelf Talker

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

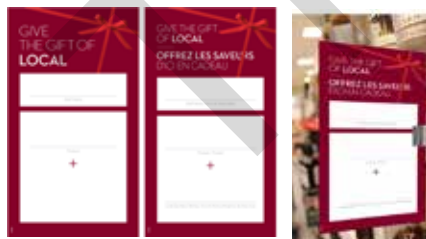
Participation is mandatory.

Participating Stores

All stores

Key Dates (Period 9 -10)

Signage Components & Merchandising Instructions



“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. Use a black Sharpie Marker and clearly print all required information on the shelf talker.

There are spaces for:

- Employee Name
- Product
- Local Business Pairing

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

- **Re-order Code: ENG (# 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 will receive signage to support 2 Cut Case Displays of Ontario Craft Beer and Cider products to be positioned on either side of the entrance to the Cold Room. **Participation is mandatory.**

Key Dates (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.**

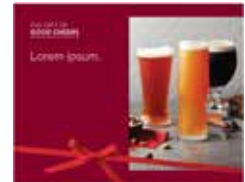
Key Dates (November 7 - 27)

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.**



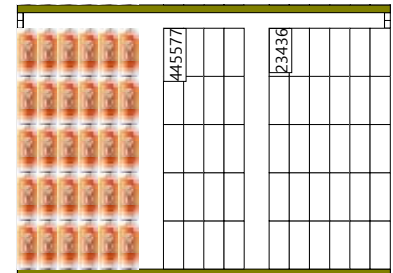
Merchandising Instructions

- 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

- Backer Card Card BIL (Re-order #22P9-EZ4)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)



Suggested Products

Location	LCBO#	Description	Supplying Source / Distributor
B New/Seasonal (EA - EZB)	20427	Amsterdam Hazii Imperial Ipa - 473 mL	3842 - Amsterdam Brewing Company
	23436	Collective Arts Cherry Pie Sour - 473 mL	4678 - Collective Arts Brewing Limited
	445577	Great Lakes Brewery Lake Effect - 473 mL	1929 - Great Lakes Brewing Co. Inc.

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 7 - 27)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
12172	Flying Monkeys Freakshow Crush Hazy Ipa	473	6309 - Flying Monkeys Craft Brewery
13445	Henderson's Brewing Co. Export Stout	473	766 - Henderson Brewing Co
14677	Big Rig Brewery Shakedown Apa	473	1188 - Big Rig Brewing Co.
408054	Great Lakes Pompous Ass	473	1929 - Great Lakes Brewing Co. Inc.
445734	Northern Logger	473	7346 - Sleeping Giant Brewing Company
667790	Amsterdam Boneshaker IPA	6 x 473	3842 - Amsterdam Brewing Company

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-22P9-OCBEA2) / BIL (Re-order #AIIIM-22P9-OCBEA3)
- FLS designated stores must display the bilingual side of the product shelf talkers.



ASK ME STICKERS

Holiday Gifts



Ask me about
our Holiday Gifts!

“Ask me about our Holiday Gifts!” Stickers

Overview

The “Ask me about our Holiday Gifts!” sticker gives you a great opportunity to identify yourself as a gifting expert and help customers find the perfect gift for their friends and family. It is also a great visual reminder for our customers that we have great gifts and that when you buy a gift from the LCBO, you are giving the gift of special holiday moments.

Key Dates (October 18 - November 15, 2021)

Participating Stores

All Stores

Merchandising Instructions

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

Re-order Code

- ENG (Re-order # 22P9-HNT1) / BIL (Re-order # 22P9-HNT2)



Operational Signage

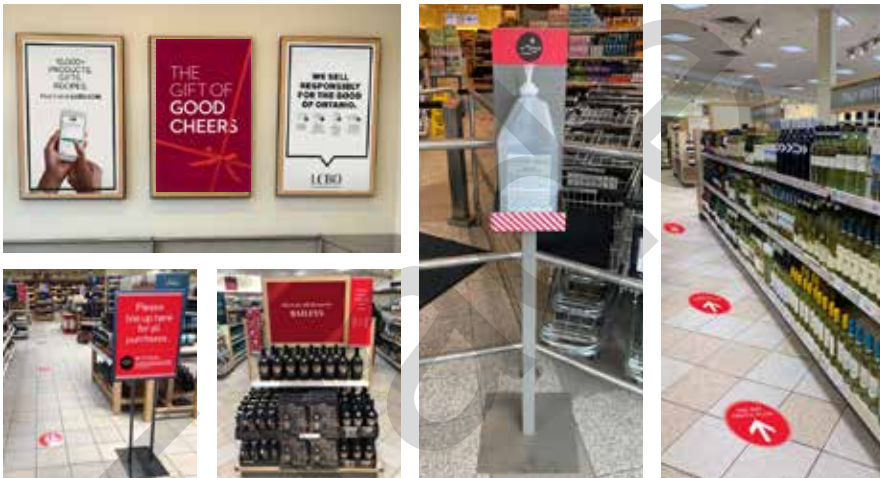
COVID-19 & SOCIAL DISTANCING

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

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 9 signage components will be shipped to stores beginning **October 29th, 2021**.

All Period 9 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.

NEW LOYALTY PROGRAM

Launch November 16, 2021

We are excited to launch our new loyalty program on November 16th!

Several new signage elements will be provided closer to execution to help announce our new partner to LCBO customers.

Complete details will be shared closer to launch but please refer to the information below for a list of elements that will be used to communicate our new loyalty program.

Store Exterior:

Exterior Banner
Front Door Decal

Store Entrance:

Seasonal Banner Insert

Salesfloor:

End Aisle Blade Sign
End Aisle Backer Card
Floor Decal

In-Section:

Perpendicular Shelf Talker
Shelf Talkers

Cash Desk:

Case End Sign
POS Screens

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

PT9-PT10 Exterior Banners

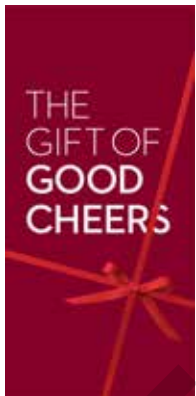
Dimensions: 28" w x 45" h
Install: Exterior on building

PRIORITY OF EXTERIOR BANNERS:

- 1 The Gift Of Good Cheers
- 2 Keep Blank
- 3 ShopLCBO.com
- 4 Repeat Thematic (if applicable)



1 The Gift Of Good Cheers

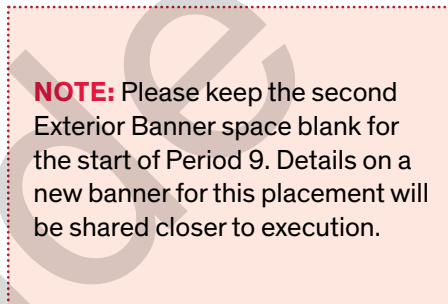


Re-order#
22P9-EB1
(English)



Re-order#
22P9-EB2
(Bilingual)

2 Keep Blank



3 ShopLCBO.com



Re-order#
22P9-EB3
(English)



Re-order#
22P9-EB4
(Bilingual)

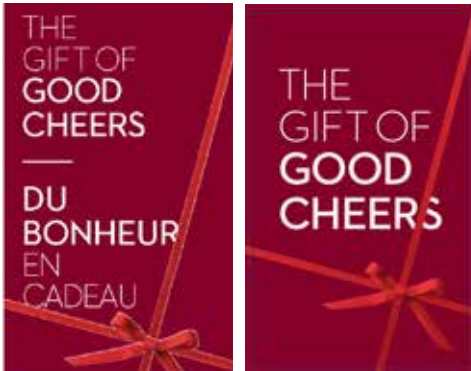
NOTE: Signage is to remain in place for the duration of P9 - P10.

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: Recycle the "Mix IT Up" show card and REPLACE with the "The Gift Of Good Cheers" version.

OPERATIONAL WINDOW SHOW CARDS:

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

ACTION: Continue to display these as they are operational.

Information Board (Operational Signage)



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

Responsible Service (Operational Signage)



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

Generic eComm (Operational Signage)



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

Same Day Pickup (Operational Signage)



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

COVID (Operational Signage)



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

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

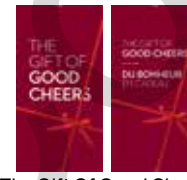


Same Day Pickup ENG/BIL

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-SB1
BIL Re-order #22P9-SB2












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.

 <p>22P9-BC1</p> <p>Period 9-10 EA1</p>	 <p>22P9-BC2</p> <p>Period 9-10 EA2</p>	 <p>22P9-BC3</p> <p>Period 9-10 EA3</p>	 <p>22P9-BC4</p> <p>Period 9-10 EA4</p>
 <p>22P9-BC5</p> <p>Period 9-10 EA5</p>	 <p>22P9-BC6</p> <p>Period 9-10 EA6</p>	 <p>22P9-BC7</p> <p>Period 9-10 EA7</p>	 <p>22P9-BC8</p> <p>Period 9-10 EA8</p>
 <p>22P9-BC9</p> <p>Period 9-10 EA9</p>	 <p>22P9-BC10</p> <p>Period 9 EA10</p> <p>*Backer card will be updated in P10*</p>		

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

 <p>22P9-BC-GEN1</p> <p>The Gift of Good Cheer ENG/BIL</p>	 <p>22P9-BC-GEN2</p> <p>Cocktail Image</p>	 <p>22P9-BC-GEN3</p> <p>eComm ENG/BIL</p>	 <p>22P9-BC-GEN4</p> <p>CRM Sign Up ENG/BIL</p>	 <p>22P9-BC-GEN5</p> <p>Lighter Choices For Entertaining ENG/BIL</p>
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A Time To Give Back

Spirit of Sustainability Holiday Integration

Through SoS, we are committed to the Health and Well-Being of our customers, employees, and communities across Ontario. During the Holiday Season we will be executing our annual fundraising campaign in support of the Children's Hospitals of Ontario while promoting moderation.

Fundraising Campaign

- Fundraise for Children's Hospital Foundation of Ontario
- Across all stores from December 1 - December 31

Annual Moderation Consumption Campaign

- Ensuring moderate messaging in communications



SHOPPING CART SIGN

The outside will feature the Responsible Service messaging. The Responsible Service sign is bilingual. Signs are to be installed by the start of the promotion. **Participation is mandatory.**

Key Dates

Responsible Service Shopping Cart Sign: Keep installed until further notice.

Participating Stores

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

Responsible Service Shopping Cart Sign



Thematic Shopping Cart Sign

NOTE: Please keep the inside of the shopping cart sign blank for the start of Period 9. Details on new signage for this placement will be shared closer to execution.

Signage Component

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

Merchandising Instructions

- Install the Responsible Service shopping cart sign on the outside of the shopping cart.
- **NOTE:** The Responsible Service shopping cart signs are in bundles of 20 (1 order = 20 signs)

HOLIDAY GIFT GUIDE

The Gift of Good Cheers

Overview

The LCBO “The Gift of Good Cheers” Holiday Gift Guide will highlight 100+ thoughtful gifts for everyone on your list. Even if this year’s celebrations feel a little different, we’re here to help you create some meaningful moments this holiday season. Give a gift from the LCBO and give the gift of time together.

Drop Date: November 10, 2021

Approximately 1M copies distributed via direct mail to select Ontario homes.

Participating Products

Refer to the [P9 Worksheets](#) posted on the Portal for complete product information.

Distribution Details

- All stores will be sent a limited amount of copies for staff reference
- Curbside/Same-Day Pickup Stores will be sent a bulk shipment of copies, based on order history, to be included with all pickup orders.
- The guide will also be adapted for online viewing at LCBO.com, with digital ads driving to promote these and many more products.

ACTION

- Include one copy of the The Gift of Good Cheers guide in each Same Day/Curbside Pickup online order fulfilled.
- **Guides are not to be merchandised on the floor or left at the front for customers to pick up. These are specifically for customers to receive with their online orders.**
- You may provide to customers and suppliers if requested.

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:

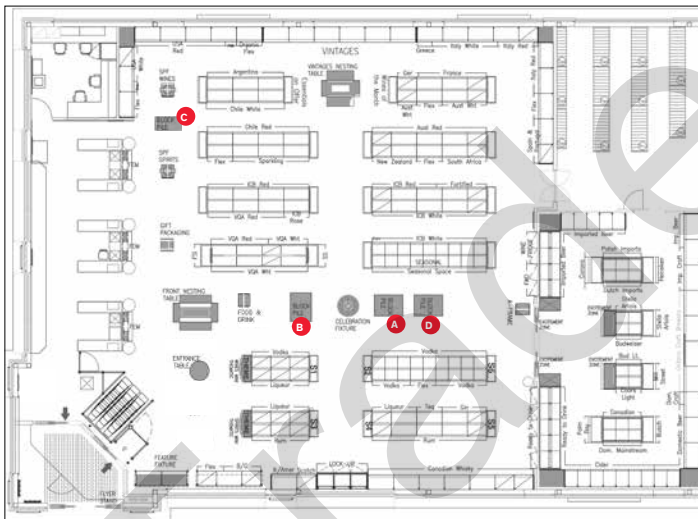
Entrance Table/Cocktail of the Month: BS - BSE

Feature Fixture: FF - FFA

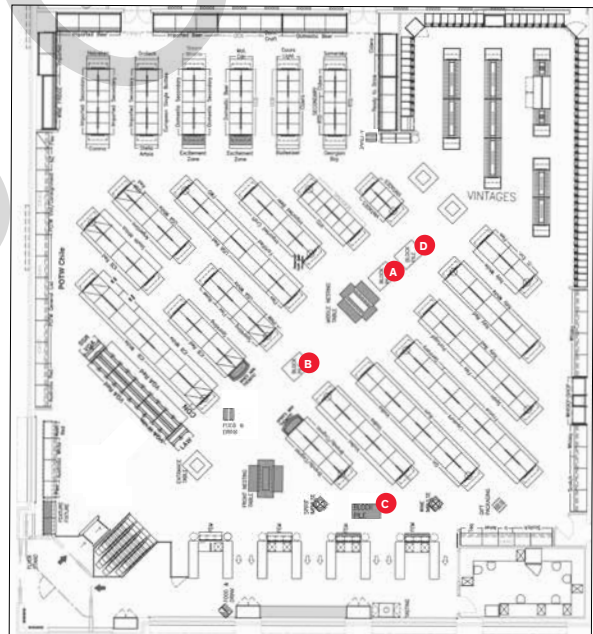
Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

- A** Block Pile A (SBA): Budweiser
- B** Block Pile B (SBB): RTD Gifts
- C** Block Pile C (SBC): Smirnoff
Black Friday Block Pile (FSG-A): Spirits & Wines
- D** Block Pile D (XBP): Hennessy



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.

HOLIDAY GIFT PACKS

The intent behind our gift pack merchandising strategy is to tell a story while keeping it simple, focused and easy to navigate for our customers.

This strategy will help accomplish the following goals:

- Create an **ease of shopability** for our customers
- Create an **ease of execution** for retail
- Create **displays that are maximized** based on inventory
- Create **compelling displays** (moments) that drive average basket value and units per transaction

Just as in previous years stores have been grouped into Clusters based on their size, architecture and sales history. These clusters determine the assortment and allocation of Holiday Gift Packs each store will receive.

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

Refer to the Holiday Gifting Portal for more information on Gifting Allocation, Assortment and Delivery.

The following pages will provide details on the direction stores should use to merchandise Holiday Gift Packs on various display points.

Merchandising Instructions:

Spirit Gifts:

- 12ft Feature Fixture of spirits
- 8ft Feature Fixture
- 4ft Feature Fixture

***If stores do not have any of the above fixtures, they should implement on discretionary ends around the perimeter of the store.**

Beer Gifts:

- 16ft Seasonal Gondola
- 12ft Seasonal Gondola

Wine Variations:

- 16ft Seasonal Gondola (In stores that have a second seasonal gondola)
- Discretionary ends around the perimeter of the store.



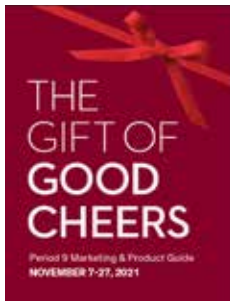
Gift packs will start arriving in stores in **WEEK 29**.

Start setting them up in their **DESIGNATED AREAS** based on the store merchandising plan. Mapping your store ahead of Period Changeover will help with this.

MAPPING YOUR STORE

The key to a successful holiday will depend on the planning we do. Mapping your store for all holiday product display points will make changeover and merchandising easier.

Tools to Map Your Store



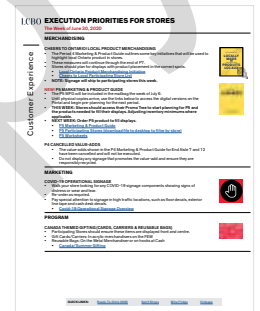
P9 Marketing & Product Guide



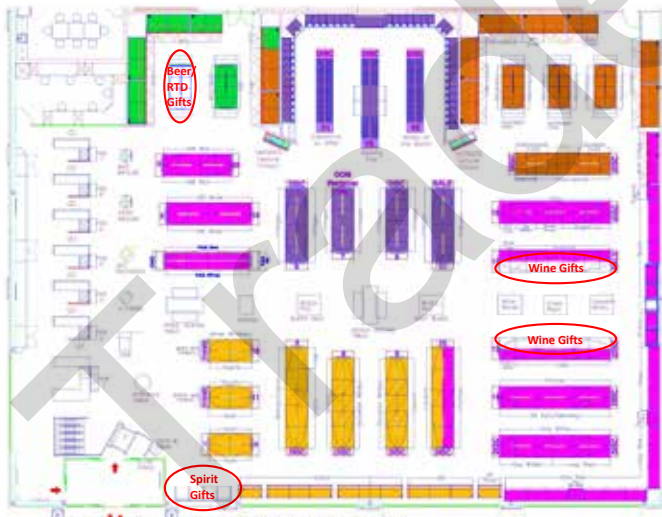
Store Floor Plan (download from the Dashboard)



P9 Highlights & Updates (sent with the Weekly Merchandising Priorities in the Retail Blast on Wednesdays)



Weekly Merchandising Priorities



How to Map Your Store

1. Determine your store key display points based on allocation and architecture. Review your store floor plan on the dashboard.
2. After reviewing the display point participating store lists, place your store key display points on your map (referring to your floor plan from the dashboard)
3. Review your store's previous performance on the participating SKUs and order product accordingly
4. Plan to execute the promo change; does it cause chain reactions? Will it cause bare shelves? Do you have all your marketing signage components?
5. Create a checklist and cross things off as they are fully completed. Use the Highlights and Updates that is provided in the Weekly Priorities to verify your points

SPIRIT GIFTS

Feature Fixture & Cut Case/Discretionary Ends

Feature Fixture - Gifts of the Season

During Period 9 the Feature Fixture will transition into the Holiday Spirit Gifts fixture. Unless Spirit Gifts are sold-down sooner, stores should begin to transition to Sparkling Wines in week 38.

The fixture will transition back to Brand Spotlight Feature Fixture and New & Seasonal fixture in Period 11.

IMPORTANT NOTE: Holiday Gift Packs will begin to arrive in stores during WEEK 29. Begin to stage holiday gift packs on the bottom shelves of the Feature Fixture as they arrive. Reminder: The category sign is double-sided, one side is for the P8 theme, and one side is for the P9 Holiday theme. Please flip the category sign over to the Holiday P9 Holiday theme. It is imperative that stores follow the planoguides in order to feature the holiday gift packs effectively.

Launch Date: November 1, 2021

Begin to stage holiday gift packs on the Fixture as they arrive in P8 to simplify changeover.

Participating Stores

All Feature Fixture and New & Seasonal Fixture Stores.

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

Additional signage kits are available for re-order:

- Shelf Talkers
ENG (Re-order # 22P9-FF1) / BIL (Re-order # 22P9-FF2)
- 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)



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



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



Please refer to your store's holiday gifting allocation for each business unit to determine which of these products your store will carry and adjust the planoguide as required. Based on your store fixture size and product assortments, please increase or decrease product facings to create an impactful display during the holiday season.

Once the Feature Fixture has sold through the products with smaller quantities, replenish with **top sellers** / expand the facings of the driving SKUs.

Merchandising Instructions

- The category sign is double-sided, one side is for the P8 theme, and one side is for the P9 Holiday theme. Please flip the category sign over to the P9 Holiday theme.
- Please remove all newly released products and place in appropriate locations within your store. **ONLY** use the fixture to merchandise supplier gift packs from the Spirits holiday gift program. It is imperative that stores follow the planoguides and merchandising tips (next page) in order to feature the holiday gift packs effectively.

Merchandising Tips

The Feature Fixture is for displaying our Premium Spirits Gift Packs

- Larger facings to **Top Gift Items** (SKUs with the highest quantities)
- Keep business units together and merchandise White Spirits, Brandy and Dark Spirits together
- Keep White Spirits gifts together, and further up, as certain SKUs will only fit on the top shelf of the Feature Fixture

Examples:

WHITE SPIRITS → VODKA → GIN

DARK SPIRITS → RUM → COGNAC/BRANDY (on high shelf as higher price-points) →

WHISKY (IRISH / AMERICAN TOGETHER) → CANADIAN WHISKY → SCOTCH on higher shelves as higher price-points)

Once the Feature Fixture has sold through the products with smaller quantities, replenish with our **top sellers** / expand the facings of the driving SKUs.

12ft Feature Fixture



8ft Feature Fixture



4ft Feature Fixture



Suggested Discretionary Ends - Spirits

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.

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).

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 # 22P9-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)

Baileys Gifts



Example Only

Crown Royal Gifts



Example Only

BEER & WINE GIFTS

Seasonal Gondola & Cut Case/Discretionary Ends

Key Dates (November 7 - January 2)

Participating Stores

Stores with a Convertible Seasonal Gondola will receive signage to support this program in time for the beginning of 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

- Please remove all newly released products and place in appropriate locations within your store.
- Install 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.

Seasonal Gondola - Beer

16ft Seasonal Gondola

Beer Gifts

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

Beer Gifts



Example Only

Seasonal Gondola - Wines

16ft Seasonal Gondola

Wine Gifts

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

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

Suggested Discretionary Ends - Wines

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.

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

- “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 # 22P9-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



Holiday Wines

Example Only

New World Wine Gifts



New World Wine Gifts

Example Only

Specialty Wine Gifts



Specialty Wine Gifts

Example Only

Sparkling Gifts



Sparkling Gifts

Example Only

VQA Wine Gifts



VQA Wine Gifts

Example Only

Brand Spotlight (BS-BSE) ENTRANCE TABLE

Spiced Daiquiri



Key Dates (November 7 - 27)

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
177808	Appleton Estate V/X Signature Blend	750	VA: Appleton Estate Collectable Pin attached
402818	Flor De Cana Grand Reserva 7 Rum	750	\$2.00 LTO
492520	Bacardi 8 Year Old Reserva Gold Rum	750	Super Sale Nov 24-28th: \$4.00 LTO
500512	Captain Morgan Original Spiced Rum	750	VA Daiquiri Glass attached

While the Daiquiri is thought of as a summer refresher, the adaptable drink can be easily winterized for cooler weather. For this rendition we shake up aged rum, tart lime juice and a fragrant syrup of honey and mulling spices. For an even bolder cocktail, use spiced rum.

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.

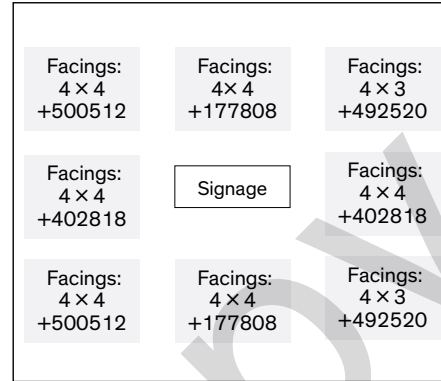
Signage Components

- Square Entrance Table Sign ENG (Re-order # 22P9-ET1) / BIL (Re-order # 22P9-ET2)
- Round Entrance Table Sign ENG (Re-order # 22P9-ET3) / BIL (Re-order # 22P9-ET4)
- Shelf Talkers ENG (Re-order # 22P9-ET5) / BIL (Re-order # 22P9-ET6)
- Recipe Shelf Talkers ENG (Re-order # 22P9-ET7) / BIL (Re-order # 22P9-ET8)

Planogram - Square Table



(Back View)

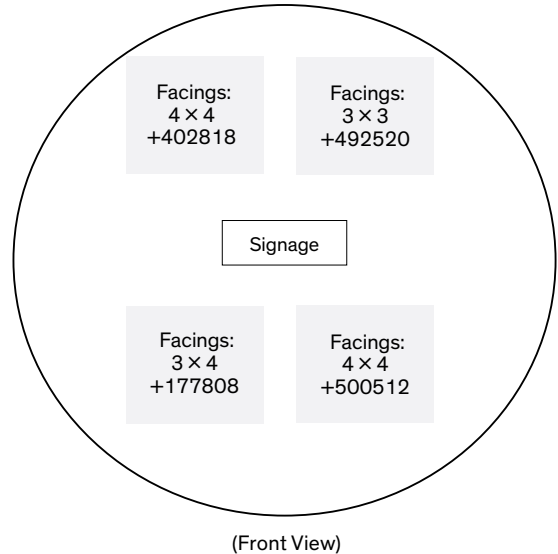


NOTE: Merchandise participating products on bottom of table.

Planogram - Round Table



(Back View)



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

Aged Spirits Gifts

This is a sold program. Participation is mandatory.

Key Dates (November 7 - 27)

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
4101	Remy Martin VSOP Cognac	750	\$5.00 LTO
19158	Laphroaig Quarter Cask Islay Single Malt Scotch Whisky	750	\$6.00 LTO
21097	The Glenlivet 12 Year Old Single Malt Scotch Whisky	750	VA
34603	Patron Anejo Tequila	750	\$5.00 LTO
60608	El Dorado 12 Year Old Rum	750	\$3.00 LTO
131870	Bushmills Malt 10 Year Old Irish Whiskey	750	VA
243824	Oban 14 Year Old Single Malt Scotch Whisky	750	
249680	Talisker 10 Year Old Single Malt Scotch Whisky	750	
298638	Glenmorangie Original Highland Single Malt Scotch Whisky	750	\$5.00 LTO
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	\$2.00 LTO
646729	Bumbu Craft Rum	750	

Signage Components

- Category sign: Short (Re-order # 22P9-MTA1)
- Shelf talkers:
ENG (Re-order # 22P9-MTA2) / BIL (Re-order # 22P9-MTA3)
- Backer card: ENG/BIL (Re-order # 22P9-MTA4)
- Transparency
ENG (Re-order # 22P9-MTA5) / BIL (Re-order # 22P9-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.

The P9 MTA will feature a selection of aged spirits (whisky, Cognac, rum and tequila) perfect for giving as gifts. 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.

Wines (MI-B)

MINI THEMATIC B

Give The Gift Of Great Wine

This is a sold program. Participation is mandatory.

Key Dates (November 7 - 27)

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)	LTO Offers
22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	\$3.00
51573	Bouchard Pere & Fils Macon-Lugny St-Pierre	750	\$2.00
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$3.00
219808	Cavaliere D'Oro Gabbiano Chianti Classico DOCG	750	\$3.00
261099	Inniskillin Pinot Noir VQA	750	\$2.00
361881	Sandbanks French Kiss VQA	750	\$2.00
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00
587956	Trius Cabernet Sauvignon VQA	750	\$2.00
594341	Toasted Head Chardonnay	750	\$2.00

Signage Components

- Category sign: Short (Re-order# 22P9-MTB7)
- Shelf talkers:
ENG (Re-order# 22P9-MTB8) / BIL (Re-order #22P9-MTB9)
- Backer card: ENG/BIL (Re-order# 22P9-MTB10)
- Transparency
ENG (Re-order# 22P9-MTB11) / BIL (Re-order# 22P9-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.

We have a premium selection of LCBO Wines with a focus on beautiful bottles priced above \$17 (+LTO). 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 RTD Gifts

This is a sold program. Participation is mandatory.

Key Dates (November 7 - 27)

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)	LTO Offers
14483	Ace Hill Raspberry Vodka Soda	355	
19142	Cottage Springs Vodka Soda Wild Cherry	355	
19150	Cottage Springs Vodka Soda Raspberry Lemonade	355	
19168	Muskoka Spirits Hard Sparkling Water Mixer Pack	4 x 355	\$1.00
19350	Grapefruit Tequila Paloma	355	\$0.15
570705	Georgian Bay Cranberry Gin Smash	473	

Signage Components

- Backer card ENG/BIL (Re-order# 22P9-BC10)

Merchandising Instructions

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

The P9 MTC will feature a selection of local Ready-to-Drink products perfect for entertaining and holiday relaxation.



FOOD & DRINK

Holiday Release Date

- The Holiday issue of *Food & Drink* should be distributed in stores starting Wednesday, November 10.
- PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO NOVEMBER 10.

Digital/Online Edition

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

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

Social Media

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

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

Additional Copies

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

Merchandising Instructions

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

Signage

- Holiday *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #22P9-FD1)
- Holiday *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #22P9-FD2)
- Holiday *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #22P9-FD3)



COMING SOON

The Spring 2022 issue will be available March 2, 2022.

Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

Flight A Premium + Flight B Standard

This is a sold program. Participation is mandatory.

Key Dates (November 7 - 27)

Participating Stores

There are TWO Flight of stores during P9. Please see store list below:

Flight A Premium:

1, 4, 10, 19, 21, 31, 38, 41, 51, 83, 102, 115, 130, 148, 149, 150, 156, 164, 187, 217, 243, 253, 288, 310, 326, 346, 355, 367, 371, 390, 391, 393, 394, 398, 404, 411, 412, 417, 437, 445, 453, 485, 486, 495, 497, 499, 500, 511, 523, 554, 556, 573, 580, 585, 590, 619, 623, 624, 630, 631, 632, 643, 649, 670, 699, 702, 741, 776

Flight B Standard:

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

Signage Components

- Table Sign Large
ENG (Re-order# 22P9-FNT1) / ENG (Re-order# 22P9-FNT2)
- Table Sign Small
ENG (Re-order# 22P9-FNT3) / ENG (Re-order# 22P9-FNT4)
- Premium Shelf Talkers
ENG (Re-order# 22P9-FNT5) / ENG (Re-order# 22P9-FNT6)
- Standard Shelf Talkers
ENG (Re-order# 22P9-FNT7) / ENG (Re-order# 22P9-FNT8)

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.

This season the front nesting table will have a mix of tried and true spirits that customers can shop through Whisky, Vodka, Gin, Rum Cognac, Tequila for the spirit lovers on their shopping list. Signage will remain in place from P9 through to P10. Products will be updated in P10.

Participating Products

	LCBO#	Description	Size (mL)	Offers
Flight A Premium	95935	Grey Goose Vodka	750	
	110056	Absolut Vodka	750	VA: Absolut Watermelon 50 mL Rep-Applied, On Pack
	216721	Tanqueray Dry Gin	1140	
	217281	Bombay Sapphire London Dry	1140	\$1.00 LTO
	334110	Ciroc Peach Spirit Drink	750	\$3.00 LTO
	410803	D'Ussé VSOP Cognac	750	VA: Special Rep-Applied Necktag that has an augmented reality QR code which personalizes the label.
	425686	Casamigos Tequila Anejo	750	\$6.00 LTO
	492520	Bacardi 8 Year Old Reserva Gold Rum	750	
	597559	Tito's Handmade Vodka	750	VA: Holiday Sweater Rep-Applied, On Pack
	636845	Redbreast 12 Year Old Irish Whiskey	750	\$10.00 LTO
637504	Hendrick's Gin	750	\$3.00 LTO	
Flight B Standard	2691	Tanqueray Dry Gin	750	\$1.00 LTO
	14354	Appleton Estate 8 YO Reserve	750	\$2.00 LTO
	95935	Grey Goose Vodka	750	
	173542	Don Julio Blanco Tequila	750	\$5.00 LTO
	209221	Absolut Vodka	1140	\$1.00 LTO
	225250	Stolichnaya Vodka	1140	\$1.00 LTO
	316844	Bombay Sapphire London Dry	750	
	386789	Casamigos Tequila Blanco	750	\$5.00 LTO
	437772	Belvedere Pure Vodka	750	VA: Gift box; Rep-Applied, On Pack
	456095	Ketel One Vodka	750	
	545160	Tito's Handmade Vodka	1750	\$5.00 LTO
	557470	Empress 1908 Gin	750	VA: Cocktail Picks; Rep-Applied, On Pack



Table Sign for Flight A Premium and Flight B Standard

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) - Premium Flight



Premium Flight (Front)



Premium Flight (Back)

Top View (Back)

Cut Case +597559	Facings: 3x5 +597559	Facings: 4x6 +425686	Facings: 3x7 +217281	Cut Case +95935
	Facings: 3x5 +410803	Facings: 4x6 +636845	Facings: 3x7 +492520	

Facings: 5x3 +110056	Facings: 5x3 +597559	Facings: 5x3 +95935	Facings: 4x3 +217281	Facings: 4x3 +216721
Facings: 4x3 +110056	Signage			Facings: 3x2 +216721
Facings: 5x3 +110056	Facings: 4x3 +597559	Facings: 5x3 +95935	Facings: 4x3 +217281	Facings: 4x3 +216721

Facings: 6x6 +334110	Signage			Facings: 6x6 +637504
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Cut Case +110056	Facings: 4x7 +492520	Facings: 4x7 +425686	Facings: 4x7 +492520	Cut Case +637504
	Facings: 4x7 +597559	Facings: 4x7 +425686	Facings: 3x7 +217281	

Top View (Front)

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



Standard Flight (Front)



Standard Flight (Back)

Top View (Back)

Cut Case +316844	Facings: 2x3 +545160	Facings: 5x9 +456095	Facings: 2x3 +545160	Cut Case +2691
	Facings: 3x8 +386789	Facings: 4x6 +173542	Facings: 3x8 +14354	

Facings: 5x8 +95935	Facings: 8x3 +316844	Facings: 8x3 +557470	Facings: 7x2 +2691	Facings: 5x8 +437772
	Facings: 3x3 +209221		Facings: 3x3 +225250	
	Facings: 7x2 +209221	Facings: 7x2 +545160	Facings: 7x2 +225250	

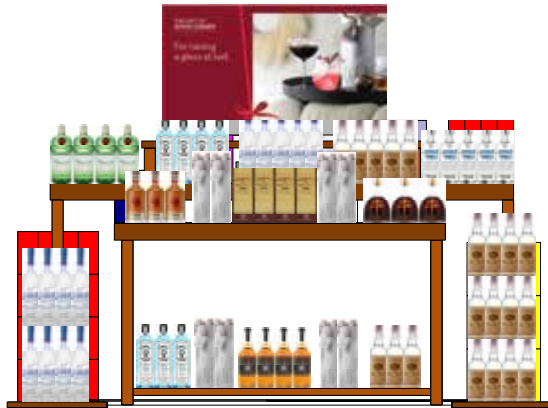
Cut Case +95935	Facings: 4x4 +209221	Facings: 5x9 +456095	Facings: 4x4 +225250	Cut Case +456095
	Facings: 2x3 +545160	Facings: 5x9 +456095	Facings: 2x3 +545160	

Top View (Front)

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



Premium Flight (Front)



Premium Flight (Back)

Cut Case +597559		Top View (Back)				Cut Case +95935	
Facings: 3x2 +597559		Facings: 4x2 +425686		Facings: 3x2 +217281			
Facings: 3x5 +410803		Facings: 4x6 +636845		Facings: 3x7 +492520			
Facings: 5x2 +110056	Facings: 5x3 +597559	Facings: 5x3 +95935	Facings: 4x3 +217281	Signage		Facings: 4x8 +216721	
Facings: 5x3 +334110							
Facings: 5x3 +334110	Facings: 5x3 +597559	Facings: 5x3 +95935	Facings: 4x3 +217281				
Cut Case +110056		Top View (Front)				Cut Case +637504	
Facings: 3x5 +492520		Facings: 4x7 +425686		Facings: 3x7 +492520			
Facings: 3x8 +597559		Facings: 4x7 +425686		Facings: 3x5 +217281			

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



Standard Flight (Front)



Standard Flight (Back)

Cut Case +316844		Top View (Back)				Cut Case +2691	
Facings: 2x3 +545160		Facings: 5x9 +456095		Facings: 2x3 +545160			
Facings: 3x8 +386789		Facings: 4x6 +173542		Facings: 3x8 +14354			
Facings: 8x3 +316844	Facings: 8x3 +557470	Facings: 7x3 +2691					
Facings: 2x3 +209221		Facings: 2x3 +225250					
Facings: 7x3 +209221	Facings: 7x2 +545160	Facings: 7x3 +225250					
Cut Case +95935		Top View (Front)				Cut Case +437772	
Facings: 4x4 +209221		Facings: 5x8 +456095		Facings: 4x4 +225250			
Facings: 2x3 +545160		Facings: 5x8 +456095		Facings: 2x3 +545160			

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



Premium Flight (Front)



Premium Flight (Back)

Top View (Back)

Facings: 3×7 +217281		Facings: 3×7 +110056
Facings: 2×6 +636845		Facings: 2×5 +410803
		Facings: 2×7 +492520

Facings: 4×3 +597559	Facings: 4×3 +110056	Facings: 4×3 +217281	Facings: 4×3 +95935
Signage			
Facings: 4×3 +597559	Facings: 4×3 +110056	Facings: 4×3 +217281	Facings: 4×3 +95935

Facings:
5×7
+334110

Facings:
4×4
+637504

Facings: 4×7 +425686		Facings: 4×7 +492520
Facings: 3×7 +110056		Facings: 3×7 +217281

Cut Case
+597559

Cut Case
+95935

Top View (Front)

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



Standard Flight (Front)



Standard Flight (Back)

Top View (Back)

	Facings: 3×9 +545160	
Facings: 2×8 +386789		Facings: 2×6 +173542
		Facings: 2×8 +14354

Facings: 4×3 +316844	Facings: 6×3 +557470	Facings: 4×3 +2691
Signage		
Facings: 4×3 +209221	Facings: 5×2 +545160	Facings: 4×3 +225250

Facings:
5×7
+95935

Facings:
5×7
+437772

Facings: 2×6 +209221		Facings: 3×9 +456095		Facings: 2×6 +225250
	Facings: 3×9 +545160			

Cut Case
+95935

Cut Case
+437772

Top View (Front)

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



Premium Flight (Front)



Premium Flight (Back)

Top View (Back)

Facings: 3x7 +217281		Facings: 3x7 +110056	
Facings: 2x6 +636845		Facings: 2x5 +410803	Facings: 2x7 +492520

Facings: 4x3 +334110	Facings: 4x3 +110056	Facings: 4x3 +217281	Facings: 4x3 +637504
Signage			
Facings: 4x3 +334110	Facings: 4x3 +110056	Facings: 4x3 +217281	Facings: 3x3 +637504

Facings: 3x7 +425686		Facings: 2x5 +34595		Facings: 3x7 +492520
Facings: 3x7 +110056		Facings: 3x7 +217281		

Cut Case
+597559

Cut Case
+95935

Top View (Front)

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



Standard Flight (Front)



Standard Flight (Back)

Top View (Back)

	Facings: 3x9 +545160			
Facings: 2x8 +386789		Facings: 2x6 +173542		Facings: 2x8 +14354

Facings: 4x3 +316844	Facings: 6x3 +557470	Facings: 4x3 +2691
Signage		
Facings: 4x3 +209221	Facings: 5x2 +545160	Facings: 4x3 +225250

Facings: 2x6 +209221		Facings: 3x9 +456095		Facings: 2x6 +225250
	Facings: 3x9 +545160			

Cut Case
+95935

Cut Case
+437772

Top View (Front)

A

Display Program (BP-SBA)

BLOCK PILE A

Budweiser

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 7 - 27)

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
84210	Mill Street Original Organic Lager	6 × 341	LTO	1950 - Trillium Beverage Inc.
311779	Bud Light	6 × 473		
311787	Budweiser	6 × 473	VA: NHL socks near pack	275 - The Beer Store
496968	Michelob Ultra	6 × 473		
904334	Budweiser	6 × 355	\$1.00 LTO	
908665	Bud Light	6 × 355	\$1.00 LTO	

Buy 2 packs of Budweiser (+311787 6 × 473 mL) and get a pair of NHL socks.



Signage Components

- Pole Toppers
ENG (Re-order # 22P9-BPA1) / BIL (Re-order # 22P9-BPA2)
- Riser Wrap - solid colour (Re-order # 22P9-BPA3)
- Pricer Cards
ENG (Re-order # 22P9-BPA4) / BIL (Re-order # 22P9-BPA5)
- Shelf Talkers
ENG (Re-order # 22P9-BPA6) / BIL (Re-order # 22P9-BPA7)
- Cut Case Backer Card
ENG (Re-order # 22P9-BPA8) / BIL (Re-order # 22P9-BPA9)
- End Aisle Backer Card BIL (Re-order # 22P9-BPA10)

Merchandising Instructions

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



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

B

Display Program (BP-SBB)

BLOCK PILE B

RTD Gifts

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 7 - 27)

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
14994	Nutrl Vodka Soda Mixed Pack	12 × 355	
15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	
15373	White Claw Hard Seltzer Mixer	12 × 355	
19122	White Claw Hard Seltzer Black Cherry 6×355mL	6 × 355	
19139	Smirnoff Vodka & Soda Rose Variety Pack	12 × 355	
19543	Twisted Tea Original	12 × 355	\$2.00 LTO

Signage Components

- Pole Toppers
ENG (Re-order # 22P9-BPB1) / BIL (Re-order # 22P9-BPB2)
- Riser Wrap - solid colour (Re-order # 22P9-BPB3)
- Pricer Cards
ENG (Re-order # 22P9-BPB4) / BIL (Re-order # 22P9-BPB5)
- Shelf Talkers
ENG (Re-order # 22P9-BPB6) / BIL (Re-order # 22P9-BPB7)
- Cut Case Backer Card
ENG (Re-order # 22P9-BPB8) / BIL (Re-order # 22P9-BPB9)
- End Aisle Backer Card BIL (Re-order # 22P9-BPB10)

Merchandising Instructions

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

Block Pile B features top RTD large packs, perfect for holiday entertaining: White Claw, Cottage Springs, Twisted Tea, Nutrl & Smirnoff.



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

C

Display Program (BP-SBC)

BLOCK PILE

Smirnoff + Black Friday Super Sale

Smirnoff Block Pile (November 7 - 27)

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
19516	Smirnoff Peach	750	\$1.00 LTO
21544	Smirnoff Pink Lemonade	750	\$1.00 LTO
22017	Smirnoff Vodka (P.E.T.)	750	VA:
38505	Smirnoff Vodka (P.E.T.)	1750	Smirnoff 50 mL attached
131391	Smirnoff Vodka (P.E.T.)	1140	attached
382002	Smirnoff Raspberry Flavoured Vodka	750	\$1.00 LTO
545392	Smirnoff Berry Blast	750	\$1.00 LTO

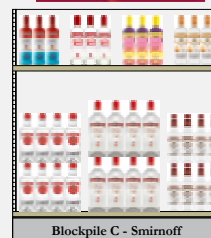
Signage Components

- Cut Case Backer Card
ENG (Re-order # 22P9-BPC1) / BIL (Re-order # 22P9-BPC2)
- Pole Toppers
ENG (Re-order # 22P9-BPC3) / BIL (Re-order # 22P9-BPC4)
- Riser Wrap - solid colour (Re-order # 22P9-BPC5)
- Pricer Cards
ENG (Re-order # 22P9-BPC6) / BIL (Re-order # 22P9-BPC7)
- Shelf Talkers
ENG (Re-order # 22P9-BPC8) / BIL (Re-order # 22P9-BPC9)
- End Aisle Backer Card BIL (Re-order # 22P9-BPC10)

Merchandising Instructions

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

Great offers on classic Spirits that are perfect for holiday gift giving. LTOs and VA on select skus.



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.

Black Friday Block Pile: FSG-A , (November 24 - 28)

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.

We're offering customers savings on a variety of wines and spirits over five days.

Participating Products

LCBO#	Description	Size (mL)	LTO	
Wines				
15760	Slow Press Cabernet Sauvignon	750	\$4.00	
172148	Boutari Agiorgitiko Nemea Red	750	\$1.00	
225086	Liano Sangiovese/Cabernet Sauvignon	750	\$6.00	
255851	Veedha Douro Red	750	\$2.00	Block Pile Display
359257	Ravenswood Vintners Blend Zinfandel	750	\$3.00	
507442	La Linda Private Selection Old Vines Malbec	750	\$3.00	
523563	Bodacious Cabernet Sauvignon	1500	\$3.50	
Spirits				
114694	Crown Royal	1750	\$3.50	
374231	Ungava Gin	750	\$5.00	Block Pile Display
582973	Bombay Sapphire London Dry	1750	\$2.50	
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$6.00	
267302	Crystal Head Vodka	750	\$8.00	On-shelf display only (please do not include in the block pile)
536946	J.P. Wiser's 15 YO Canadian Whisky	750	\$5.00	
543611	Basil Hayden's Dark Rye	750	\$7.00	
633289	Gosling's Black Seal Rum 151 Proof	750	\$4.00	

Signage Components

- Pole topper ENG (Re-order # 22P9-BPC11) / BIL (Re-order # 22P9-BPC12)
- Riser Wrap ENG (Re-order # 22P9-BPC13) / BIL (Re-order # 22P9-BPC14)
- Pricer Cards ENG (Re-order # 22P9-BPC15) / BIL (Re-order # 22P9-BPC16)
- Shelf Talkers ENG (Re-order # 22P9-BPC17) / BIL (Re-order # 22P9-BPC18)
- Bin ticket extension ENG (Re-order # 22P9-BPC19) / BIL (Re-order # 22P9-BPC20)
- End Aisle Backer Card BIL (Re-order # 22P9-BPC21)

Merchandising Instructions

- Merchandise the participating products according to the planogram. Build the Black Friday wines & spirits block piles on each side of the Smirnoff Block Pile.
- Install the pole topper, riser wrap and pricer cards.
- Merchandise 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.

Wines Block Pile



Front View

Back View

Smirnoff Block Pile

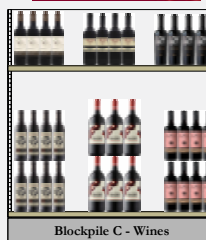
Continue to merchandise the Smirnoff Block Pile until the end of Period 9. Refer to the Smirnoff Block Pile section for more details.

Spirits Block Pile

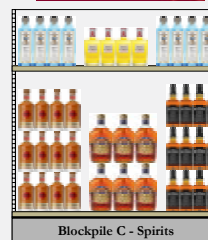


Front View

Back View



Blockpile C - Wines



Blockpile C - Spirits

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

NOUVEAU WINES BLOCK PILE

Nouveau wines are released around the world on the third Thursday of November every year. The Nouveau program offers customers a taste of the first wines from this year's harvest.

Official Launch: Thursday, November 18th, 2021. DO NOT display products before launch date.

Participating Stores

1, 3, 4, 5, 6, 7, 10, 12, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 29, 31, 33, 34, 35, 36, 38, 40, 41, 42, 44, 45, 47, 49, 50, 51, 53, 55, 56, 57, 58, 59, 60, 62, 63, 64, 65, 67, 68, 69, 70, 71, 72, 74, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 91, 93, 95, 97, 98, 99, 101, 102, 103, 106, 108, 112, 115, 119, 122, 123, 124, 125, 129, 130, 132, 137, 139, 140, 143, 144, 145, 148, 149, 150, 151, 153, 154, 155, 156, 163, 164, 167, 168, 170, 171, 175, 179, 182, 184, 187, 191, 192, 195, 196, 198, 200, 201, 202, 207, 208, 209, 210, 211, 212, 214, 217, 218, 221, 223, 224, 225, 226, 227, 228, 229, 230, 233, 234, 236, 237, 238, 242, 243, 244, 247, 248, 249, 250, 252, 253, 255, 258, 260, 263, 265, 268, 269, 270, 277, 278, 287, 288, 295, 298, 300, 304, 306, 308, 309, 310, 311, 312, 320, 324, 325, 326, 327, 329, 330, 331, 333, 334, 340, 343, 344, 345, 346, 351, 352, 353, 354, 355, 358, 359, 360, 361, 363, 367, 368, 370, 371, 373, 378, 379, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 397, 398, 400, 401, 402, 404, 407, 412, 415, 416, 417, 418, 419, 420, 426, 427, 428, 431, 432, 434, 435, 437, 438, 441, 443, 444, 445, 446, 451, 452, 453, 454, 456, 457, 459, 461, 465, 467, 470, 474, 481, 483, 485, 486, 490, 491, 494, 495, 496, 497, 499, 500, 501, 505, 507, 509, 511, 512, 515, 521, 522, 523, 526, 528, 529, 532, 534, 536, 537, 538, 539, 540, 542, 544, 545, 546, 547, 549, 550, 551, 552, 553, 554, 555, 556, 559, 563, 566, 568, 569, 571, 573, 575, 578, 579, 580, 582, 585, 586, 587, 589, 590, 593, 598, 599, 602, 605, 606, 609, 614, 616, 617, 618, 619, 623, 624, 627, 629, 630, 631, 632, 633, 634, 635, 638, 639, 640, 641, 642, 643, 644, 645, 649, 650, 651, 652, 653, 656, 657, 658, 660, 665, 670, 677, 684, 694, 695, 697, 698, 699, 700, 702, 703, 706, 741, 747, 771, 776

Participating Products

LCBO#	Description	Size (mL)
113266	Beaujolais Villages Nouveau (Joseph Drouhin)	750
638080	Bouchard Aine Beaujolais Nouveau	750
891846	Duboeuf Gamay Nouveau	750
897934	Mommessin Beaujolais Nouveau	750
932780	Beaujolais-Villages Nouveau (G. Duboeuf)	750

Signage Components

- Pole Topper ENG (Re-order # 22P9-BPN1) / BIL (Re-order # 22P9-BPN2)
- Riser Wrap (Re-order # 22P9-BPN3)
- Pricer Cards ENG (Re-order # 22P9-BPN4) / BIL (Re-order # 22P9-BPN5)
- Shelf Talkers ENG (Re-order # 22P9-BPN6) / BIL (Re-order # 22P9-BPN7)
- Backer Card ENG/BIL (Re-order # 22P9-BPN8)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install pole topper sign and shelf talkers.
- **Participating stores with limited floor space will receive a branded backer card instead of Block Pile signage to merchandise the display. Select a discretionary end that is closest to the entrance of the store to display this program.**



D

Display Program

BLOCK PILE D

Hennessy & Baileys

Hennessy (BP-XBP)

This is a sold program. Participation is mandatory.

Key Dates (November 7 - 27)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
622357	Hennessy Vs Cognac	750

Signage Components

- Printed Corrugate structure - supplied by Agent
- Hennessy Pricer Card (Re-order # 22P9-BPD1) / BIL (Re-order # 22P9-BPD2)

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.

Block Pile D gives brands an opportunity to shine – and what better time to do it then over the Holidays.



(Example only)
Supplied by Agent

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)
5959	Baileys	750
19419	Baileys Deliciously Light	750

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Card
ENG (Re-order #AIIIM-22P9-BBP1)
- BIL (Re-order #AIIIM-22P9-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

Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Flight A Premium + Flight B Standard

This is a sold program. Participation is mandatory.

Key Dates (November 7 - November 27)

Front Nesting Table Participating Stores

Flight A Premium:

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

Flight B Standard:

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

Features a global variety of popular picks and bestsellers of sparkling, white and red wines, so customers can easily choose fail-proof crowd pleasers. And with budget-friendly price points from \$14 to \$26, there's something for everyone.

Signage Components

Flight A Premium:

- Table Sign Large ENG (Re-order # 22P9-MNT1) / BIL (Re-order # 22P9-MNT2)
- Table Sign Small BIL (Re-order # 22P9-MNT3)
- Shelf Talkers ENG (Re-order # 22P9-MNT4) / BIL (Re-order # 22P9-MNT5)
- Celebration Fixture Drum Sign ENG (Re-order # 22P9-MNT6) / BIL (Re-order # 22P9-MNT7)
- Celebration Fixture Bin Strip - solid colour (Re-order # 22P9-MNT8)
- Food & Drink Merchandiser ENG (Re-order # 22P9-MNT17) / BIL (Re-order # 22P9-MNT18)

Flight B Standard:

- Table Sign Large ENG (Re-order # 22P9-MNT9) / BIL (Re-order # 22P9-MNT10)
- Table Sign Small BIL (Re-order # 22P9-MNT11)
- Shelf Talkers ENG (Re-order # 22P9-MNT12) / BIL (Re-order # 22P9-MNT13)
- Celebration Fixture Drum Sign ENG (Re-order # 22P9-MNT14) / BIL (Re-order # 22P9-MNT15)
- Celebration Fixture Bin Strip - solid colour (Re-order # 22P9-MNT16)
- Food & Drink Merchandiser ENG (Re-order # 22P9-MNT17) / BIL (Re-order # 22P9-MNT18)

Merchandising Instructions

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

Participating Products

Flight	LCBO#	Description	Size (mL)	Offers
Flight A Premium	35386	Kim Crawford Sauvignon Blanc	750	
	63891	Emiliana Coyam	750	
	104299	The Prisoner	750	\$5.00 LTO
	106450	Santa Margherita Pinot Grigio	750	
	130138	Meiomi Pinot Noir	750	
	149237	Foreign Affair Winery CONSPIRACY	750	VA: Chocolate
	210047	Columbia Crest H3 Cabernet Sauvignon	750	
	356220	Tommasi Amarone	750	\$5.00 LTO
	365924	Louis Jadot Beaujolais-Village	750	
	479766	Zenato Ripassa Valpolicella Superiore	750	\$3.00 LTO
	521021	Francis Ford Coppola Cabernet Sauvignon	750	
	650432	Castelgiocondo Brunello di Montalcino	750	\$5.00 LTO
	738823	Liberty School Cabernet Sauvignon	750	
	925453	Kilikanoon Killerman's Run Shiraz	750	
Flight B Standard	48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	
	85316	Blu Giovello Prosecco	750	
	137810	Campo Viejo Rioja Reserva	750	
	155051	Masi Campofiorin Igt	750	
	251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	
	285585	Masi Bonacosta Valpolicella Classico Doc	750	\$2.00 LTO
	293043	Stoneleigh Marlborough Sauvignon Blanc	750	
	357145	Open Smooth Red VQA	750	
	392225	Robert Mondavi Private Selection Cabernet Sauvignon	750	\$3.00 LTO
	392654	Apothic Dark	750	\$2.00 LTO
	464743	Angoves Cabernet	750	
	589010	Mezzacorona Pinot Grigio 1.5L	1500	\$3.00 LTO
	633354	Longshot Pinot Grigio	750	\$2.00 LTO
	897702	Bottega Vino Dei Poeti Prosecco Doc	750	\$1.50 LTO



Table Sign
Premium Flight



Table Sign
Standard Flight

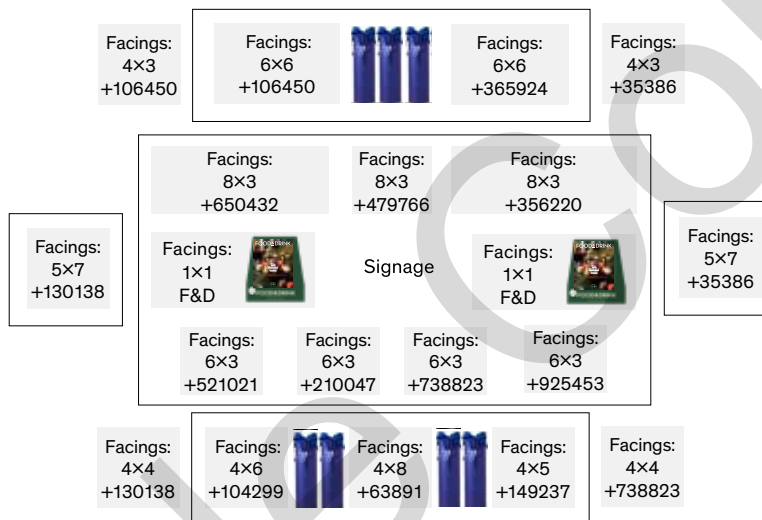
Middle Nesting Table Planograms

Premium Flight



Front View

Back View



Celebration Fixture Planograms

Premium Flight



Front View

Back View

Middle Nesting Table Planograms

Standard Flight



Front View

Back View

Facings: 3x4 +589010	Facings: 3x4 +285585	Facings: 3x4 +137810
Facings: 4x3 +392225	Facings: 5x9 +357145	Facings: 5x8 +392654
Facings: 5x9 +464743	Facings: 4x3 +293043	
Facings: 6x3 +48611	Facings: 6x3 +392654	Facings: 6x3 +251876
Facings: 6x3 +633354		
Facings: 1x1 F&D +392225	Signage	Facings: 1x1 F&D +293043
Facings: 6x3 +137810	Facings: 6x3 +285585	Facings: 6x3 +155051
Facings: 6x3 +589010		
Facings: 4x3 +137810	Facings: 4x7 +85316	Facings: 5x8 +155051
Facings: 4x7 +897702		
Facings: 4x4 +137810	Facings: 4x7 +285585	Facings: 3x4 +589010
Facings: 4x3 +285585		

Celebration Fixture Planograms

Premium Flight



Front View

Back View

Period 9 & 10 END AISLES

IMPORTANT NOTES:

- End Aisle# 3, 6, 8 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, 19, 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, 8A, 8B, 9 will have some product changes in P10. Ensure you review those skus carefully.
- End Aisle #5, 7, 15, 17 all products will change in P10.
- All Backer Card signage **MUST remain in place for P9 - P10 with the exception EA#10 which will be updated in P10**.
- Beginning November 16 - every other End Aisle will display a new blade sign for the new LCBO Loyalty Program. Details on a new blade sign for this placement will be shared closer to execution.

	LCBO#	Description	Size (mL)	Offers
End Aisle #1 (P9 - P10)	1487	Crown Royal	750	
	114694	Crown Royal	1750	Flex Space
	217950	Crown Royal	1140	LTO

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



1

NOTE: Beginning November 16 - every other End Aisle will display a new blade sign for the new LCBO Loyalty Program. Details on a new blade sign for this placement will be shared closer to execution.

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

Maintain the display for the duration of P9 & P10



Blade Sign

2



3A

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

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	VA, Flex Space
193490	Baileys Irish Cream	1750	LTO
605956	Baileys Irish Cream Liquor	1140	VA

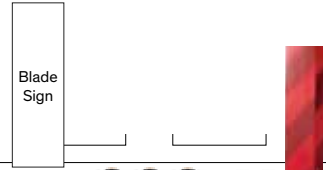
Maintain the display for the duration of P9 & P10



3B

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

Maintain the display for the duration of P9 & P10



4

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



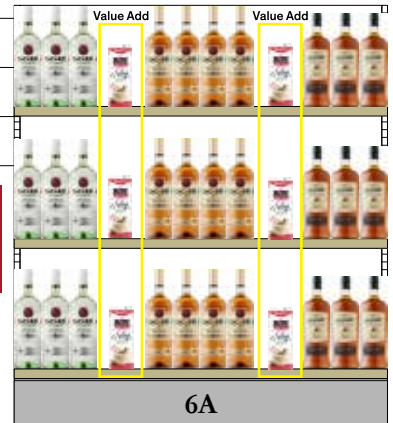
	LCBO#	Description	Size (mL)	Offers
End Aisle #5 (P9 only)	26278	Folonari Valpolicella Classico	1500	LTO
	75689	Wayne Gretzky Cabernet Merlot VQA	750	LTO
	506691	Wolf Blass Yellow Label Shiraz	750	LTO, Flex Space

All products on this end will change in P10.



	LCBO#	Description	Size (mL)	Offers
End Aisle #6A Premium	520304	Bacardi Gold	1140	LTO
	520320	Bacardi Superior	1140	LTO
	570366	Bacardi Spiced Rum	1140	VA

Only 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	
	45898	Bacardi Superior White Rum (P.E.T)	1750	
	520320	Bacardi Superior	1140	LTO

Maintain the display for the duration of P9 & P10





**End Aisle #7
(P9 only)**

LCBO#	Description	Size (mL)	Offers
10882	Bar Dog Cabernet Sauvignon	750	LTO
331025	Jackson-Triggs Cabernet Sauvignon	1500	LTO
464214	Anciano 7 Year Gran Reserva Tempranillo Valdepenas	750	LTO

All products on this end will change in P10.

7

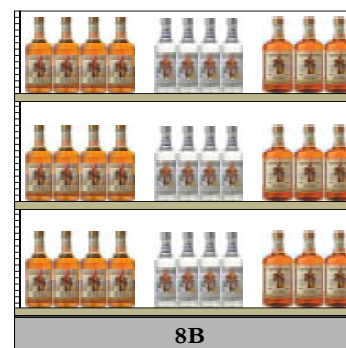


**End Aisle #8A
Premium**

LCBO#	Description	Size (mL)	Offers
17047	Captain Morgan Sliced Apple Spiced Rum	750	VA
217653	Captain Morgan Original Spiced Rum	1140	
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	LTO

Only SKU 500546 Captain Morgan Original Spiced Rum will be on promotion for the duration of P9 & P10

8A



**End Aisle #8B
Standard**

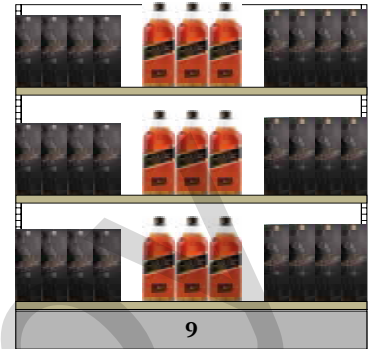
LCBO#	Description	Size (mL)	Offers
935	Captain Morgan White Rum	750	VA
217653	Captain Morgan Original Spiced Rum	1140	
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	LTO

Only SKU 500546 Captain Morgan Original Spiced Rum will be on promotion for the duration of P9 & P10

8B

	LCBO#	Description	Size (mL)	Offers
End Aisle #9	7880	Johnnie Walker Black 12 Yr	750	
	217802	Johnnie Walker Black Label	1140	LTO
	422006	Johnnie Walker Black Label Scotch	1750	

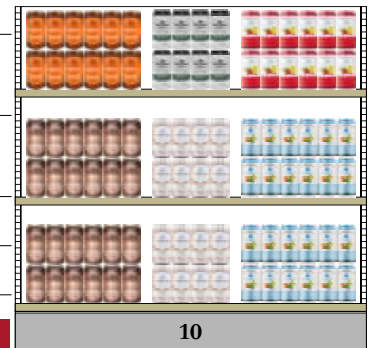
SKU 217802 Johnnie Walker Black Label and SKU 422006 Johnnie Walker Black Label Scotch, will be on promotion for the duration of **P9 & P10**



9

	LCBO#	Description	Size (mL)	Offers
Beer/Cider Mini Thematic C End Aisle #10	14483	Ace Hill Raspberry Vodka Soda	355	
	19142	Cottage Springs Wild Cherry Vodka Soda	355	
	19150	Cottage Springs Raspberry Vodka Lemonade	355	
	19168	Muskoka Spirits Hard Sparkling Water Mixer Pack	4 x 355	LTO
	19350	Founder's Original Tequila Paloma	355	
	570705	Georgian Bay Cranberry Gin Smash	473	

NOTE: Refer to the Mini Thematic C section for more details.

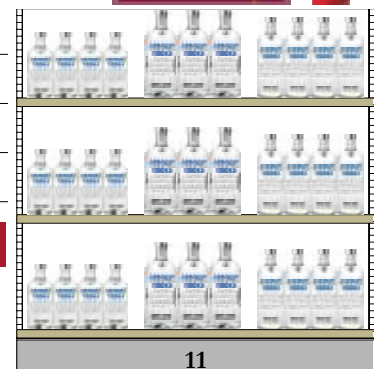


10

All products on this end will change in P10 and a new backer card will be sent.

	LCBO#	Description	Size (mL)	Offers
End Aisle #11 (P9 - P10)	110056	Absolut Vodka	750	VA, FNT
	209221	Absolut Vodka	1140	LTO, FNT
	216655	Absolut Vodka	1750	VA

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



11



	LCBO#	Description	Size (mL)	Offers
End Aisle #12 (P9 - P10)	42	Canadian Club Premium	750	VA
	311928	Canadian Club Classic 12 Year Old	750	VA
	390583	Canadian Club 100% Rye	750	VA

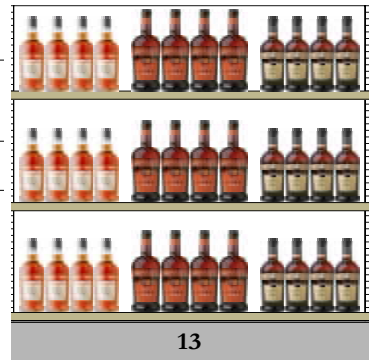
Maintain the display for the duration of P9 & P10



12

	LCBO#	Description	Size (mL)	Offers
End Aisle #13 (P9 - P10)	10937	Forty Creek Double Barrel Reserve Whisky	750	Necktag
	350207	Forty Creek Copper Pot Reserve Whisky	1140	VA
	550715	Forty Creek Barrel Select	750	

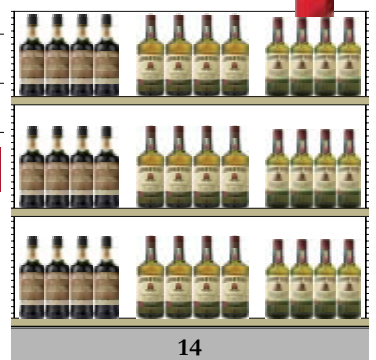
Maintain the display for the duration of P9 & P10



13

	LCBO#	Description	Size (mL)	Offers
End Aisle #14 (P9 - P10)	10157	Jameson Irish Whiskey	750	VA
	17055	Jameson Cold Brew Irish Whiskey	750	
	207613	Jameson Irish Whiskey	1140	LTO

Maintain the display for the duration of P9 & P10



14

	LCBO#	Description	Size (mL)	Offers
End Aisle #15 (P9 only)	277186	Zonin Prosecco Brut 1821 Doc	750	LTO, Wine Fridge
	326256	Wayne Gretzky Pinot Grigio VQA	750	LTO
	379180	Robert Mondavi Private Selection Chardonnay	750	LTO

All products on this end will change in P10.



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

Maintain the display for the duration of P9 & P10



	LCBO#	Description	Size (mL)	Offers
End Aisle #17 (P9 only)	943	Mouton Cadet Bordeaux Red Aoc	750	LTO, VA
	413062	Two Oceans Cabernet Sauvignon/ Merlot	1500	LTO
	432732	Bodacious Smooth Red Bag In Box	4000	LTO

All products on this end will change in P10.





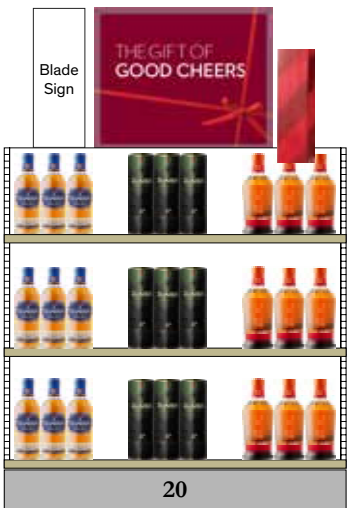
	LCBO#	Description	Size (mL)	Offers
End Aisle #18 (P9 - P10)	95935	Grey Goose Vodka	750	FNT
	217281	Bombay Sapphire London Dry	1140	LTO, FNT
	417196	Grey Goose Vodka	1140	

Maintain the display for the duration of P9 & P10



	LCBO#	Description	Size (mL)	Offers
End Aisle #19 (P9 - P10)	41384	Jack Daniel's Tennessee Whiskey	750	VA, Flex Space
	182931	Jack Daniel's Tennessee Whiskey	1750	LTO
	380899	Jack Daniel's Tennessee Honey	1140	VA

Maintain the display 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	
	12385	Glenfiddich Single Malt 12 Year Old	750	
	513077	Glenfiddich Project Xx Experimental Series	750	LTO

Maintain the display for the duration of P9 & P10

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)

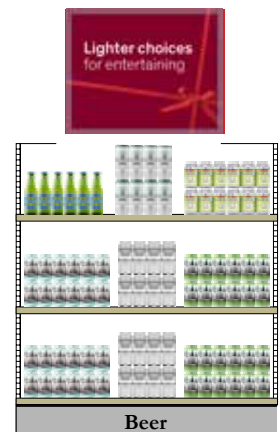
Spirits

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



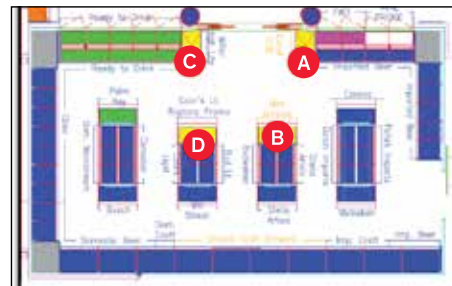
Wines

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 7 - 27)

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)	300681	Coors Light 6 × 473 mL	275 - The Beer Store	Contest
	906628	Coors Light 6 × 355 mL	275 - The Beer Store	\$1.45 LTO
	906669	Coors Light 473 mL	275 - The Beer Store	\$0.20 LTO
B New/Seasonal (EA - EZB)	20427	Amsterdam Hazii Imperial Ipa - 473 mL	3842 - Amsterdam Brewing Company	
	23436	Collective Arts Cherry Pie Sour - 473 mL	4678 - Collective Arts Brewing Limited	
	445577	Great Lakes Brewery Lake Effect - 473 mL	1929 - Great Lakes Brewing Co. Inc.	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.				
C Plinth (EA - EZH)	17817	Corona Extra 6 × 473 mL	275 - The Beer Store	\$1.00 LTO
	17818	Corona Extra 6 × 330 mL	275 - The Beer Store	Contest
	550764	Corona Extra 710 mL	LCBO Warehouse	
D End Aisle (EA - EZD)	270447	Guinness Draught Beer Can 500 mL	LCBO Warehouse	Contest
	296244	Guinness Draught 4 × 440 mL	LCBO Warehouse	
	554469	Guinness Draught 8 × 440 mL	LCBO Warehouse	\$2.00 LTO

Beer Excitement Zone A: Features an assortment of Coors Light beers and contest to win a team onesie.

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

Beer Excitement Zone C: With the purchase of Corona beer customers can enter to win 1 of 100 Corona branded snowboards.

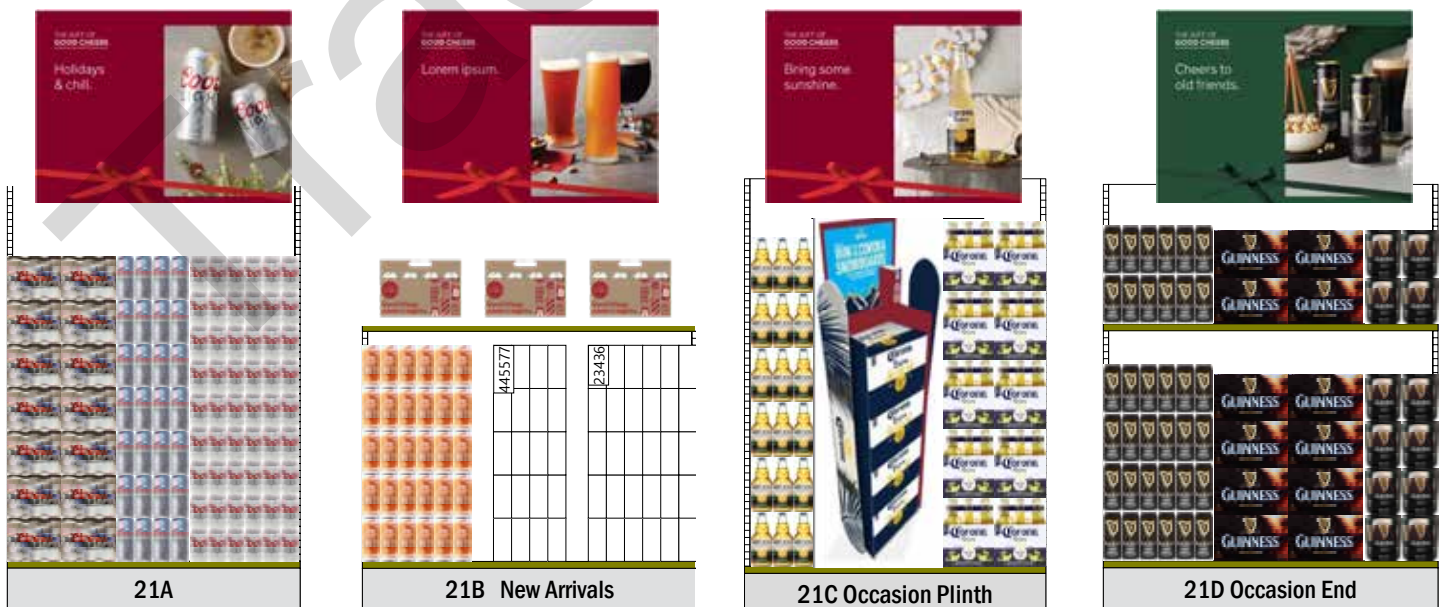
Beer Excitement Zone D: With the purchase of Guinness participating products, customers can enter to win a trip to Dublin. Shelf talkers will be provided to communicate details.

Signage Components

- A. "Holidays & Chill" Backer Card BIL (Re-order # 22P9-EZ1)
- A. "Holidays & Chill" Transparency ENG (Re-order # 22P9-EZ2) / BIL (Re-order # 22P9-EZ3)
- B. "OCB" Backer Card BIL (Re-order # 22P9-EZ4)
- C. "Bring Some Sunshine" Backer Card BIL (Re-order # 22P9-EZ5)
- A, C, D Pricer Cards ENG (Re-order # 22P9-EZ6) / BIL (Re-order # 22P8-EZ7)
- A, C, D Shelf Talkers ENG (Re-order # 22P9-EZ8) / BIL (Re-order # 22P9-EZ9)
- D. "Cheers To Old Friends" Backer Card BIL (Re-order # 22P9-EZ10)
- D. "Cheers To Old Friends" Transparency ENG (Re-order # 22P9-EZ11) / BIL (Re-order # 22P9-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 21B 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

1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 31, 33, 34, 35, 36, 38, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 91, 93, 95, 97, 98, 99, 101, 102, 105, 106, 108, 111, 112, 114, 115, 116, 119, 123, 125, 127, 128, 130, 132, 136, 137, 139, 140, 143, 144, 145, 146, 148, 149, 150, 151, 154, 155, 156, 157, 158, 163, 164, 167, 168, 169, 170, 171, 174, 175, 177, 178, 179, 182, 184, 186, 187, 188, 191, 192, 195, 196, 197, 198, 200, 202, 205, 207, 208, 209, 210, 211, 212, 214, 216, 217, 218, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 236, 237, 238, 240, 241, 242, 243, 244, 247, 249, 250, 251, 252, 253, 255, 258, 259, 260, 261, 262, 263, 266, 267, 268, 270, 278, 279, 283, 284, 285, 286, 287, 288, 289, 295, 298, 300, 303, 304, 305, 306, 307, 308, 310, 312, 313, 315, 316, 318, 320, 322, 323, 324, 325, 326, 327, 329, 331, 333, 334, 335, 340, 343, 344, 345, 346, 347, 351, 352, 354, 355, 358, 359, 360, 361, 362, 363, 366, 367, 368, 370, 371, 373, 376, 377, 378, 381, 382, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 409, 411, 412, 415, 417, 419, 420, 425, 426, 427, 431, 432, 434, 435, 436, 437, 438, 439, 441, 443, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 465, 466, 467, 468, 469, 470, 474, 481, 482, 483, 485, 486, 489, 490, 491, 494, 495, 496, 497, 498, 499, 500, 501, 504, 505, 507, 509, 511, 512, 515, 516, 517, 520, 521, 522, 523, 526, 528, 529, 531, 532, 534, 536, 537, 538, 539, 540, 542, 544, 545, 546, 547, 549, 550, 551, 552, 553, 554, 555, 556, 557, 559, 560, 561, 564, 566, 568, 569, 571, 573, 575, 576, 578, 579, 580, 581, 582, 585, 586, 587, 589, 590, 593, 599, 601, 602, 605, 606, 609, 614, 616, 617, 618, 619, 623, 624, 626, 627, 630, 631, 633, 634, 638, 639, 640, 641, 642, 643, 644, 645, 646, 648, 649, 650, 652, 653, 654, 655, 656, 657, 658, 660, 661, 665, 667, 669, 670, 671, 672, 673, 674, 677, 679, 684, 685, 691, 694, 695, 697, 698, 699, 702, 703, 706, 741, 743, 746, 749, 760, 771, 776

Signage Components

- Header Card ENG (Re-order # 22P9-BCS1) / BIL (Re-order # 22P9-BCS2)
- 8-Pack Carrier BIL (Re-order # 21OP-8PKCARRIER)

Merchandising Instructions

- Display the 8-pack carriers on the metal merchandiser.
- Store the year-round sign in a safe place to be used in Period 11. Install 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

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

Participating Products

LCBO#	Description	Size (mL)
13345	Brewdog Hazy Jane	473
21845	Rogue Dead n Dead	473
21056	Tynt Meadow	330
21734	Houblon Chouffe	330
407981	Samuel Smith's Celebrated Oatmeal Stout	550
21059	Timothy Taylor Landlord	500
21061	Chimay Grande Reserve Barrel Aged	750
84889	Hofbrau Oktoberfestbier	500
16693	Flying Dog Gonzo Imperial Porter	355
21058	Founders Porter	355

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order # AIIM-22P9-ICB1) / BIL (Re-order # AIIM-22P9-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

- Remove and carefully store your year round signage posters for your Special Promotion Fixtures until the beginning of PT11.
- 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.
- Remove the metal recipe holder and store it in a safe place for future use.
- 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:

Australia/New Zealand and Chile/Argentina Flex Spaces **will stay up until the end of P9.**

USA, Europe and Sparkling Flex Spaces **will stay up for the duration of P9-10.**

Participating Stores

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

Merchandising Instructions

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

Signage Components

- 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)
- Bring An Aussie Home For The Holidays Box Sign (Re-order # 22P9-FS4)
- Go Green For The Holidays Box Sign (Re-order # 22P9-FS5)
- Shelf Talkers ENG (Re-order #22P9-FS6) / BIL (Re-order # 22P9-FS7)
- Bin Strips - solid colour (Re-order # 22P9-FS8)

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	\$2.00
	561100	Josh Cellars Chardonnay	750	
	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	
	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	\$2.00
	545871	Ruffino Lumina Pinot Grigio IGT	1500	
	589101	Ruffino Lumina Pinot Grigio IGT	750	
(FSD) Australia/New Zealand Flex Space "Bring An Aussie Home For The Holidays"				
*Mandatory Participation: This is a SOLD promotion and will stay up until the end of Period 9.				
	251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	
	494310	Wolf Blass Yellow Label Chardonnay	1500	
	506691	Wolf Blass Yellow Label Shiraz	750	\$3.00
	538637	Wolf Blass Yellow Label Merlot	750	\$2.00
	611475	Wolf Blass Yellow Label Sauvignon Blanc	750	
	611483	Wolf Blass Red Label Cabernet Merlot	750	\$2.00
(FSE) Chile/Argentina Flex Space "Go Green For The Holidays"				
*Mandatory Participation: This is a SOLD promotion and will stay up until the end of Period 9.				
	16363	Cono Sur Pinot Noir Organic	750	\$2.00
	64287	Cono Sur Bicicleta Viognier	750	\$2.00
	230565	Cono Sur Chardonnay Organic	750	\$2.00
	318014	Cono Sur Bicicleta Pinot Noir Rosé	750	\$2.00
	524371	Cono Sur Bicicleta Cabernet Sauvignon	750	\$2.00
	553792	Cono Sur Cabernet Sauvignon Carmenère Syrah Organic	750	\$2.00



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

USA Flex Space “Give The Gift Of Josh”



Flex 2: California

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



Flex 3: Italy/Spain

Australia/New Zealand Flex Space “Bring An Aussie Home For The Holidays”



Flex 4: Australia

Chile/Argentina Flex Space “Go Green For The Holidays”




Flex 5: Chile/Argentina

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

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

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

Box Sign	Description
Sparkling Flex Space "Gifts That Sparkle"	
	Due to global supply chain delays and increased demand for champagne, stores may experience intermittent stock outs during the Holiday periods. To ensure ready for business position, please use your discretion to select other available sparkling wines to augment your assortment.
Organic Flex Space	
Maintain regular merchandising of organic assortment (secondary location for all general list and Vintages organic products.)	

THE COLD ROOM SPIRITS DISPLAY (CM)

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

This is a sold program. Participation is mandatory.

Key Dates (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)	Offers
11945	Proper No. Twelve	750	\$1.50 LTO

Signage Components

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

Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Install the A-frame sign and shelf talkers on the fixture.
- **The 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

Stocking Stuffers + Spirited Picks

STOCKING
STUFFERS
—
POUR LE BAS
DE NOËL

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

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

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.

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



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.

Participating Stores

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

Participating Products

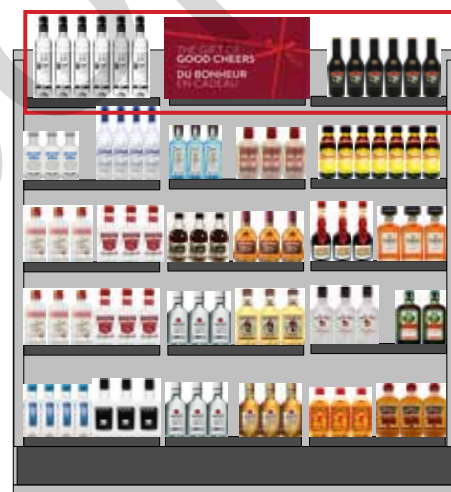
LCBO#	Description	Size (mL)	Offers
74933	Baileys Original Irish Cream	375	\$1.00 LTO
446468	Ketel One Vodka	375	

Signage Components

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

Merchandising Instructions

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



Sample planogram with Spirited Picks Program

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 7 - 27)

Participating Products

LCBO#	Description	Size (mL)	Offers
6395	20 Bees Cabernet Merlot VQA	750	\$2.00 LTO
14884	Pelee Island Lola Secco Sparkling VQA	750	\$2.00 LTO
60707	20 Bees Pinot Grigio VQA	750	\$2.00 LTO
134965	Open Riesling Gewürztraminer VQA	750	\$1.00 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-22P9-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-22P9-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 7 - 27)

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)
10486	Pelee Island Lola Merlot VQA	750
16648	Jackson-Triggs Reserve Baco Noir VQA	750
518753	D'Ont Poke The Bear White VQA	750
620724	Creekside Sauvignon Blanc VQA	750

Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIIM-22P9-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-22P9-OWP1)
- Install the shelf talkers in-section in front of the participating products.

ON3: Ontario Staff Pick Backer Card Program (Permanent)

Signage

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



Merchandising Instructions

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

Participating Stores

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

ON3B: Craft VQA Wineries (Permanent)

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

Stores will be forced allocated the inventory prior to the start of the program. As product sells down, fill the display with other product from Small VQA Wineries. Refer to the [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

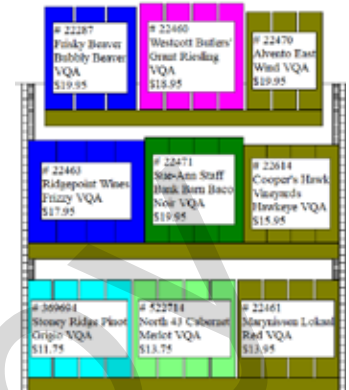
33, 40, 41, 51, 65, 84, 130, 164, 207, 211, 229, 233, 263, 351, 384, 391, 404, 417, 437, 443, 481, 485, 486, 509, 551, 556, 575, 587, 602, 609, 633, 652, 653, 667, 694, 706, 741

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

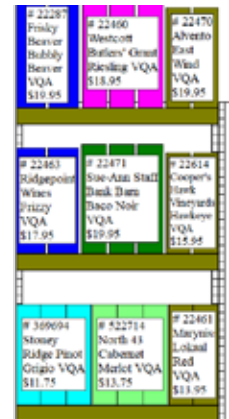
115, 187, 252, 300, 392, 401, 407, 412, 497

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

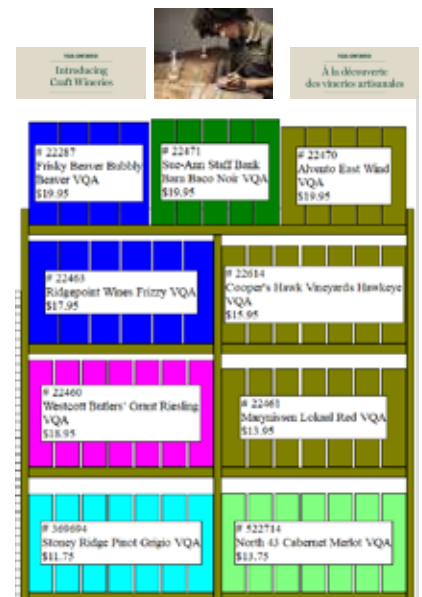
212, 359, 427, 459

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 7 - 27)

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
308122	Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00 LTO
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$2.00 LTO



Signage Components

- Signage Kit (Re-order # AIIM-22P9-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 (Nov 13 & Nov 27 Releases)

Mandatory Participation Stores

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

All other participating stores

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

Participating Products

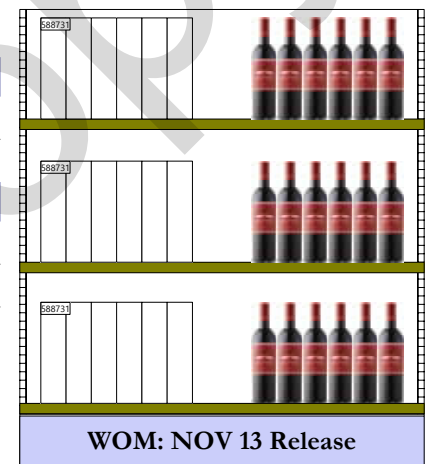
LCBO#	Description	Size (mL)
NOV 13 RELEASE		
17232	Chombart & Speck Cave Mystère Merlot 2018	750
588731	Trivento Golden Reserve Malbec 2018	750
NOV 27 RELEASE		
11109	Ambrogio e Giovanni Folonari Nozzole Chianti Classico Riserva 2018	750
429662	Killibinbin Scream Shiraz 2016	750

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 8 - November 28, 2021)

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
342436	Bonterra Chardonnay	750	\$19.95	\$17.95	\$2.00
273748	Borsao Tres Picos Garnacha	750	\$19.95	\$17.95	\$2.00
974717	Casas Del Bosque Reserva Sauvignon Blanc	750	\$14.95	\$12.95	\$2.00
985002	Catena Cabernet Sauvignon	750	\$19.95	\$17.95	\$2.00
681643	Château Argadens Bordeaux Supérieur	750	\$18.95	\$16.45	\$2.50
565861	Château Des Charmes Vidal Icewine	200	\$28.95	\$24.95	\$4.00
30957	Concha Y Toro Winemaker's Lot 148 Carmenère	750	\$18.95	\$15.95	\$3.00
571133	Dillon'S Vermouth	750	\$18.95	\$16.95	\$2.00
363457	Famille Perrin Réserve Côtes Du Rhône	750	\$16.95	\$14.95	\$2.00
80234	Featherstone Black Sheep Riesling	750	\$18.95	\$16.95	\$2.00
1578	Flat Rock Twisted White	750	\$15.95	\$13.95	\$2.00
729392	Foss Marai Extra Dry	750	\$19.95	\$17.95	\$2.00
141580	Galil Mountain Shiraz Kp	750	\$18.75	\$16.75	\$2.00
308122	Ghost Pines Winemaker'S Blend Chardonnay	750	\$21.95	\$19.95	\$2.00
479014	Gran Feudo Reserva	750	\$18.95	\$16.95	\$2.00
68817	Hidden Bench Estate Chardonnay	750	\$29.95	\$27.95	\$2.00
274753	Hidden Bench Estate Organic Pinot Noir	750	\$34.95	\$31.95	\$3.00
389411	Jackson-Triggs Reserve Vidal Icewine	375	\$34.95	\$29.95	\$5.00
369686	Kendall-Jackson Vintner's Reserve Chardonnay	750	\$21.95	\$19.95	\$2.00
158550	Laurent-Perrier Cuvée Brut Rosé Champagne	750	\$102.95	\$92.95	\$10.00
168716	M. Chapoutier Les Vignes De Bila-Haut Côtes Du Roussillon-Villages	750	\$15.95	\$13.95	\$2.00
573147	Malivoire Estate Grown Chardonnay	750	\$19.95	\$17.95	\$2.00
545004	Mission Hill Reserve Chardonnay	750	\$24.95	\$21.95	\$3.00

Participating Products

LCBO#	Description	Size (mL)	Price	Now	LTO
659607	Mitolo Jester Shiraz	750	\$23.95	\$20.95	\$3.00
606541	Pèppoli Chianti Classico	750	\$20.95	\$18.95	\$2.00
585760	Quails' Gate Pinot Noir	750	\$34.95	\$31.95	\$3.00
544791	Reif Estate Vidal Icewine	200	\$22.95	\$20.95	\$2.00
606624	Ringbolt Cabernet Sauvignon	750	\$21.95	\$19.95	\$2.00
226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$27.95	\$25.95	\$2.00
314575	Sterling Napa Valley Cabernet Sauvignon	750	\$44.95	\$39.95	\$5.00
104299	The Prisoner	750	\$54.95	\$49.95	\$5.00
24133	Thirty Bench Winemaker's Blend Riesling	750	\$19.95	\$16.95	\$3.00
356220	Tommasi Amarone Della Valpolicella Classico	750	\$49.95	\$44.95	\$5.00
910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$24.95	\$22.95	\$2.00
943787	Wakefield Estate Shiraz Clare Valley	750	\$19.95	\$16.95	\$3.00
311258	Wits End Luna Shiraz	750	\$17.95	\$15.95	\$2.00
611293	Yarden Mount Hermon Red Kp	750	\$22.40	\$20.40	\$2.00
479766	Zenato Ripassa Valpolicella Superiore	750	\$27.95	\$24.95	\$3.00
160143	Catello di Neive Barbarsco	750	\$29.95	\$26.95	\$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 7 - 27)

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
68817	Hidden Bench Estate Chardonnay	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage reorder code: AIIM-22P9-VBP

Pricer Card ENG/FR

- Merchandise the participating product in a cut-case display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by November 28, 2021.

Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by November 28, 2021.

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

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by November 28, 2021.

Available Chilled Hot Button

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

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



Basket Sign





Pricer Card









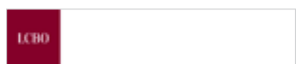







Shelf Talker

OTHER PROGRAMS

Program	Duration	Next Release	
	Wine Fridge	September 12, 2021 - January 29, 2022 Period 7 - Period 11	Posted online
	Whisky Shop	October 10, 2021 - January 29, 2022 Period 8 - Period 11	Posted online

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: 22P9-ST1 BIL: 22P9-ST2	
On Shelf	Premium Flighted End Aisles 1A-9A Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P9-ST14 BIL: 22P9-ST15	
On Shelf	Standard Flighted End Aisles 1B-9B Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 22P9-ST16 BIL: 22P9-ST17	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P9-ST3 BIL: 22P9-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P9-ST5 BIL: 22P9-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P9-ST7 BIL: 22P9-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 22P9-ST9 BIL: 222P9-ST10	
On Shelf	Generic Blank Pricer Cards (25pk)	Pricer Cards 8" w x 7" h	22P9-ST11	
On Shelf	Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	22P9-ST12	
On Shelf	Blank Bin Tags for General Use (25pk)	Bin Tags 6" w x 1¾" h	749358	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h English/Price English/No Price	LTO Bundle DMS-P9-LTO	
On Shelf	"SAVE/ ÉPARGNEZ" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		
On Shelf	"NEW" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h English/Price English/No Price	BNS Bundle DMS-P9-BNS	
On Shelf	"NEW/NOUVEAU" Shelf Talkers Pre-Printed (New Product Program)	6½" w x 1¾" h Bilingual/Price Bilingual/No Price		

Trade

Sold Space WORKSHEETS

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

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



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 1	1487	Crown Royal	750	
<input type="checkbox"/>	<input type="checkbox"/>		114694	Crown Royal	1750	Flex Space
<input type="checkbox"/>	<input type="checkbox"/>		217950	Crown Royal	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 2	67	Smirnoff Vodka	750	
<input type="checkbox"/>	<input type="checkbox"/>		38505	Smirnoff Vodka (P.E.T)	1750	BPC
<input type="checkbox"/>	<input type="checkbox"/>		216929	Smirnoff Vodka	1140	
<input type="checkbox"/>	<input type="checkbox"/>	Premium End Aisle 3A	19419	Baileys Deliciously Light	750	
<input type="checkbox"/>	<input type="checkbox"/>		193490	Baileys Irish Cream	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		605956	Baileys Irish Cream Liquor	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	Standard End Aisle 3B	5959	Baileys Irish Cream	750	VA, Flex Space
<input type="checkbox"/>	<input type="checkbox"/>		193490	Baileys Irish Cream	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		605956	Baileys Irish Cream Liquor	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 4	893	J.P. Wiser's Deluxe	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		33928	J.P. Wiser's Deluxe	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		216689	J.P. Wiser's Deluxe	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 5	26278	Folonari Valpolicella Classico	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		75689	Wayne Gretzky Cabernet Merlot VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		506691	Wolf Blass Yellow Label Shiraz	750	LTO, Flex Space
<input type="checkbox"/>	<input type="checkbox"/>	Premium End Aisle 6A	520304	Bacardi Gold	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		520320	Bacardi Superior	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		570366	Bacardi Spiced Rum	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	Standard End Aisle 6B	117	Bacardi Superior White Rum	750	
<input type="checkbox"/>	<input type="checkbox"/>		45898	Bacardi Superior White Rum (P.E.T)	1750	
<input type="checkbox"/>	<input type="checkbox"/>		520320	Bacardi Superior	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 7	10882	Bar Dog Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		331025	Jackson-Triggs Cabernet Sauvignon	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		464214	Anciano 7 Year Gran Reserva Tempranillo Valdepenas	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Premium End Aisle 8A	17047	Captain Morgan Sliced Apple Spiced Rum	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		217653	Captain Morgan Original Spiced Rum	1140	
<input type="checkbox"/>	<input type="checkbox"/>		500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Standard End Aisle 8B	935	Captain Morgan White Rum	750	VA
			217653	Captain Morgan Original Spiced Rum	1140	
			500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 9	7880	Johnnie Walker Black 12 Yr	750	
			217802	Johnnie Walker Black Label	1140	LTO
			422006	Johnnie Walker Black Label Scotch	1750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 10: Mini Thematic C	14483	Ace Hill Raspberry Vodka Soda	355	
			19142	Cottage Springs Wild Cherry Vodka Soda	355	
			19150	Cottage Springs Raspberry Vodka Lemonade	355	
			19168	Muskoka Spirits Hard Sparkling Water Mixer Pack	4 x 355	LTO
			19350	Founder's Original Tequila Paloma	355	
			570705	Georgian Bay Cranberry Gin Smash	473	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 11	110056	Absolut Vodka	750	VA, FNT
			209221	Absolut Vodka	1140	LTO, FNT
			216655	Absolut Vodka	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 12	42	Canadian Club Premium	750	VA
			311928	Canadian Club Classic 12 Year Old	750	VA
			390583	Canadian Club 100% Rye	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 13	10937	Forty Creek Double Barrel Reserve Whisky	750	Necktag
			350207	Forty Creek Copper Pot Reserve Whisky	1140	VA
			550715	Forty Creek Barrel Select	750	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 14	10157	Jameson Irish Whiskey	750	VA
			17055	Jameson Cold Brew Irish Whiskey	750	
			207613	Jameson Irish Whiskey	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 15	277186	Zonin Prosecco Brut 1821 Doc	750	LTO, WF
			326256	Wayne Gretzky Pinot Grigio VQA	750	LTO
			379180	Robert Mondavi Private Selection Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 16	3558	Gibson's Finest Rare 12 Years Old	750	
			200741	Gibson's Finest Rare 12 Years Old	1750	
			215871	Gibson's Finest Rare 12 Years Old Whisky	1140	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 17	943	Mouton Cadet Bordeaux Red Aoc	750	LTO, VA
			413062	Two Oceans Cabernet Sauvignon/Merlot	1500	LTO
			432732	Bodacious Smooth Red Bag In Box	4000	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 18	95935	Grey Goose Vodka	750	FNT
<input type="checkbox"/>	<input type="checkbox"/>		217281	Bombay Sapphire London Dry	1140	LTO, FNT
<input type="checkbox"/>	<input type="checkbox"/>		417196	Grey Goose Vodka	1140	
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 19	41384	Jack Daniel's Tennessee Whiskey	750	VA, FlexSpace
<input type="checkbox"/>	<input type="checkbox"/>		182931	Jack Daniel's Tennessee Whiskey	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		380899	Jack Daniel's Tennessee Honey	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	End Aisle 20	10831	Glenfiddich 14 Year Old Bourbon Barrel Reserve	750	
<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	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	177808	Appleton Estate V/X Signature Blend	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		402818	Flor De Cana Grand Reserva 7 Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		492520	Bacardi 8 Year Old Reserva Gold Rum	750	
<input type="checkbox"/>	<input type="checkbox"/>		500512	Captain Morgan Original Spiced Rum	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		4101	Remy Martin VSOP Cognac	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19158	Laphroaig Quarter Cask Islay Single Malt Scotch Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		21097	The Glenlivet 12 Year Old Single Malt Scotch Whisky	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	34603	Patron Anejo Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		60608	El Dorado 12 Year Old Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		131870	Bushmills Malt 10 Year Old Irish Whiskey	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		243824	Oban 14 Year Old Single Malt Scotch Whisky	750	
<input type="checkbox"/>	<input type="checkbox"/>		249680	Talisker 10 Year Old Single Malt Scotch Whisky	750	
<input type="checkbox"/>	<input type="checkbox"/>		298638	Glenmorangie Original Highland Single Malt Scotch Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	646729	Bumbu Craft Rum	750	
<input type="checkbox"/>	<input type="checkbox"/>		22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		51573	Bouchard Pere & Fils Macon-Lugny St-Pierre	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		170142	Zonin Valpolicella Ripasso Superiore Doc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		219808	Cavaliere D'Oro Gabbiano Chianti Classico DOCG	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	261099	Inniskillin Pinot Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		361881	Sandbanks French Kiss VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		461053	Josh Cellars Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		587956	Trius Cabernet Sauvignon VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		594341	Toasted Head Chardonnay	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			34595	Patron Silver Tequila	750	
			95935	Grey Goose Vodka	750	
			110056	Absolut Vodka	750	VA
			216721	Tanqueray Dry Gin	1140	
			217281	Bombay Sapphire London Dry	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Premium Front Nesting Table	334110	Ciroc Peach Spirit Drink	750	LTO
			410803	D'Ussé VSOP Cognac	750	VA
			425686	Casamigos Tequila Anejo	750	LTO
			492520	Bacardi 8 Year Old Reserva Gold Rum	750	
			597559	Tito's Handmade Vodka	750	VA
			636845	Redbreast 12 Year Old Irish Whiskey	750	LTO
			637504	Hendrick's Gin	750	LTO
			2691	Tanqueray Dry Gin	750	LTO
			14354	Appleton Estate 8 YO Reserve	750	LTO
			95935	Grey Goose Vodka	750	
			173542	Don Julio Blanco Tequila	750	LTO
			209221	Absolut Vodka	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Standard Front Nesting Table	225250	Stolichnaya Vodka	1140	LTO
			316844	Bombay Sapphire London Dry	750	
			386789	Casamigos Tequila Blanco	750	LTO
			437772	Belvedere Pure Vodka	750	VA
			456095	Ketel One Vodka	750	
			545160	Tito's Handmade Vodka	1750	LTO
			557470	Empress 1908 Gin	750	VA
			311779	Bud Light	6 × 473	
			311787	Budweiser	6 × 473	VA
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	496968	Michelob Ultra	6 × 473	
			904334	Budweiser	6 × 355	LTO
			905976	Budweiser	473	LTO
			908665	Bud Light	6 × 355	LTO
			14994	Nutrl Vodka Soda Mixed Pack	12 × 355	
			15311	Cottage Springs Weekender Mixed 8 Pack	8 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	15373	White Claw Hard Seltzer Mixer	12 × 355	
			19122	White Claw Hard Seltzer Black Cherry 6×355mL	6 × 355	
			19139	Smirnoff Vodka & Soda Rose Variety Pack	12 × 355	LTO
			19543	Twisted Tea Original	12 × 355	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			19516	Smirnoff Peach	750	LTO
			21544	Smirnoff Pink Lemonade	750	LTO
			22017	Smirnoff Vodka (P.E.T.)	750	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	38505	Smirnoff Vodka (P.E.T.)	1750	VA
			131391	Smirnoff Vodka (P.E.T.)	1140	
			382002	Smirnoff Raspberry Flavoured Vodka	750	LTO
			545392	Smirnoff Berry Blast	750	LTO
			15760	Slow Press Cabernet Sauvignon	750	\$4.00
			172148	Boutari Agiorgitiko Nemea Red	750	\$1.00
			225086	Liano Sangiovese/Cabernet Sauvignon	750	\$6.00
			255851	Veedha Douro Red	750	\$2.00
			359257	Ravenswood Vintners Blend Zinfandel	750	\$3.00
			507442	La Linda Private Selection Old Vines Malbec	750	\$3.00
			523563	Bodacious Cabernet Sauvignon	1500	\$3.50
			41384	Jack Daniel's Tennessee Whiskey	750	\$5.00
			114694	Crown Royal	1750	\$3.50
<input type="checkbox"/>	<input type="checkbox"/>	Black Friday Sale	374231	Ungava Gin	750	\$5.00
			492520	Bacardi 8 Year Old Reserva Gold Rum	750	\$4.00
			582973	Bombay Sapphire London Dry	1750	\$2.50
			107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$6.00
			267302	Crystal Head Vodka	750	\$8.00
			479980	Macallan 12 YO Double Cask	750	\$10.00
			536946	J.P. Wiser's 15 YO Canadian Whisky	750	\$5.00
			543611	Basil Hayden's Dark Rye	750	\$7.00
			633289	Gosling's Black Seal Rum 151 Proof	750	\$4.00
			639906	Glenrothes 12 Year Old	750	\$7.00
			113266	Beaujolais Villages Nouveau (Joseph Drouhin)	750	
			638080	Bouchard Aine Beaujolais Nouveau	750	
<input type="checkbox"/>	<input type="checkbox"/>	Nouveau Wines Block Pile	891846	Duboeuf Gamay Nouveau	750	
			897934	Mommessin Beaujolais Nouveau	750	
			932780	Beaujolais-Villages Nouveau (G. Duboeuf)	750	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	622357	Hennessy Vs Cognac	750		
			35386	Kim Crawford Sauvignon Blanc	750		
			63891	Emiliana Coyam	750		
			104299	The Prisoner	750	\$5.00 LTO	
			106450	Santa Margherita Pinot Grigio	750		
			130138	Meiomi Pinot Noir	750		
			149237	Foreign Affair Winery CONSPIRACY	750		
<input type="checkbox"/>	<input type="checkbox"/>		Premium Middle Nesting Table/ Celebration Fixture	210047	Columbia Crest H3 Cabernet Sauvignon	750	
				356220	Tommasi Amarone	750	\$5.00 LTO
				365924	Louis Jadot Beaujolais-Village	750	
		479766		Zenato Ripassa Valpolicella Superiore	750	\$3.00 LTO	
		521021		Francis Ford Coppola Cabernet Sauvignon	750		
		650432		Castelgiocondo Brunello di Montalcino	750	\$5.00 LTO	
		738823		Liberty School Cabernet Sauvignon	750		
		925453		Kilikanoon Killerman's Run Shiraz	750		
		48611		Woodbridge By Robert Mondavi Cabernet Sauv	750		
		85316		Blu Giovello Prosecco	750		
		137810	Campo Viejo Rioja Reserva	750			
		155051	Masi Campofiorin Igt	750			
		251876	Wolf Blass Yellow Label Cabernet Sauvignon	750			
		285585	Masi Bonacosta Valpolicella Classico Doc	750	\$2.00 LTO		
<input type="checkbox"/>	<input type="checkbox"/>	Standard Middle Nesting Table/ Celebration Fixture	293043	Stoneleigh Marlborough Sauvignon Blanc	750		
			357145	Open Smooth Red VQA	750		
			392225	Robert Mondavi Private Selection Cabernet Sauvignon	750	\$3.00 LTO	
			392654	Apothic Dark	750	\$2.00 LTO	
			464743	Angoves Cabernet	750		
			589010	Mezzacorona Pinot Grigio 1.5L	1500	\$3.00 LTO	
			633354	Longshot Pinot Grigio	750	\$2.00 LTO	
			897702	Bottega Vino Dei Poeti Prosecco Doc	750	\$1.50 LTO	
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone A	300681	Coors Light	6 × 473	
				906628	Coors Light	6 × 355	
		906669		Coors Light	473		

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	20427	Amsterdam Hazii Imperial Ipa	473	
			23436	Collective Arts Cherry Pie Sour	473	
			445577	Great Lakes Brewery Lake Effect	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	17817	Corona Extra	6 × 473	
			17818	Corona Extra	6 × 330	
			550764	Corona Extra	710	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	270447	Guinness Draught Beer Can	500	
			296244	Guinness Draught	4 × 440	
			554469	Guinness Draught	8 × 440	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	13345	Brewdog Hazy Jane	473	
			21845	Rogue Dead n Dead	473	
			21056	Tynt Meadow	330	
			21734	Houblon Chouffe	330	
			407981	Samuel Smith's Celebrated Oatmeal Stout	550	
			21059	Timothy Taylor Landlord	500	
			21061	Chimay Grande Reserve Barrel Aged	750	
			84889	Hofbrau Oktoberfestbier	500	
			16693	Flying Dog Gonzo Imperial Porter	355	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	21058	Founders Porter	355	
			6395	20 Bees Cabernet Merlot VQA	750	LTO
			14884	Pelee Island Lola Secco Sparkling VQA	750	LTO
			60707	20 Bees Pinot Grigio VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	134965	Open Riesling Gewürztraminer VQA	750	LTO
			10486	Pelee Island Lola Merlot VQA	750	
			16648	Jackson-Triggs Reserve Baco Noir VQA	750	
			518753	D'Ont Poke The Bear White VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	620724	Creekside Sauvignon Blanc VQA	750	
			308122	Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00 LTO
			910430	Tommasi Ripasso Valpolicella Classico Superiore	750	\$2.00 LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: Nov 13	17232	Chombart & Speck Cave Mystère Merlot 2018	750	
			588731	Trivento Golden Reserve Malbec 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Wine of the Month: Nov 27	11109	Ambrogio e Giovanni Folonari Nozzole Chianti Classico Riserva 2018	750	
			429662	Killibinbin Scream Shiraz 2016	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	68817	Hidden Bench Estate Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	74933	Baileys Original Irish Cream	375	LTO
			446468	Ketel One Vodka	375	
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	11945	Proper No. Twelve	750	LTO

LTO = Limited Time Offer

ST = Shelf Talker

VA = Value-added

SCP = Shopping Cart Program

FNT = Front Nesting Table

BP = Block Pile

COTM = Cocktail of the Month

WF = Wine Fridge

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders										
					15	20	30	40	45	50	55	60	65		
R38	Australia/New Zealand D	13016	Jacob's Creek Moscato Rose	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	56366	Sterling Vintner's Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R40	USA B	260851	Cupcake Red Velvet	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R41	Chile A	157883	Montes Reserva Cabernet Sauvignon	750	LTO						Y	Y	Y	Y	
R42	Chile B	429761	Santa Julia Reserva Malbec	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43	France Blend A	372391	Leonardo Chianti Fiasco	750	LTO										Y
R44	France Blend B	580183	Blu Giovello Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45	France South A	16840	Bolla Valpolicella Classico	750	LTO									Y	Y
R46	France South B	481838	Folonari Valpolicella Ripasso Class Sup Doc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R47	France Bordeaux/ Burgundy A	317057	Masi Costasera Amarone Classico Doc	750	LTO									Y	Y
R48	Italy Central A	19452	Waterdog Red	750	LTO									Y	Y
R49	Italy Central B	20979	Juliet Prosecco Rose Doc	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50	Italy North A	376145	Radio Boka Tempranillo Vdt Castilla	750	LTO					Y	Y	Y	Y	Y	Y
R51	Italy North B	621821	Folonari Pinot Grigio Delle Venezie Doc	1500	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y
R52	Southern Europe A	8094	Deinhard Green Label Riesling Mosel	750	LTO										Y
R53	Southern Europe B	191239	Grahams Late Bottled Vintage Port	750	LTO								Y	Y	Y
R54	Germany A	336529	Black Tower Rivaner	1500	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R55	Sparkling A	541979	Three Thieves Pinot Grigio	750	LTO, Wine Fridge									Y	Y
R56	Sparkling B	253948	Martini & Rossi Asti	750	LTO				Y	Y	Y	Y	Y	Y	Y
R57	Ontario Beer A	433516	Lagunitas IPA (LCBO Warehouse)	6 × 355	LTO									Y	Y
R58	Ontario Beer B	270439	Smithwick's Ale (LCBO Warehouse)	500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59	Beer 1	23250	Rowdy Piper Session IPA (4322)	473											Y
R60	Beer 2	15717	Flying Monkeys The Mutants Are Revolting (6309)	473	LTO					Y	Y	Y	Y	Y	Y
R61	Beer 3	15733	Mill Street Organic Pilsner (1950)	473	LTO					Y	Y	Y	Y	Y	Y
R62	Beer 4	547646	Steam Whistle Premium Pilsner (5577)	6 × 341	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R63	Party Zone 1		TBC					Y	Y	Y	Y	Y	Y	Y	Y
R64	Party Zone 2	649343	Smirnoff Ice Light Original	4 × 355	LTO			Y	Y	Y	Y	Y	Y	Y	Y
R65	Party Zone 3	649269	Smirnoff Vodka & Soda Cranberry Lime	4 × 355	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	20362	Finlandia Vodka	750	LTO	PMA Canada Ltd.
C2: Canadian Whisky	21378	Jim Beam White Label Bourbon	750	LTO	Beam Suntory
C3: Ontario Non VQA Blend	429795	Bodacious Cabernet Sauvignon	750	LTO	Arterra Wines Canada Inc.
C4: French Blend	215483	Harveys Bristol Cream Sherry	750	LTO	Mark Anthony Wine & Spirits
C5: Fixed Store Location	340380	Two Oceans Sauvignon Blanc	750	LTO, Wine Fridge	PMA Canada Ltd.
C6: Vodka	542910	Top Shelf Gin	750	LTO	Top Shelf Distillers
C7: Scotch	20047	Forty Creek Foxheart	750	LTO	Forty Creek Distillery Ltd
C8: Liqueurs	250134	Sortilege	750	LTO	Univins And Spirits Canada Inc.
C9: Ontario Blends	522730	Strewn Chardonnay Barrel-Aged VQA	750	LTO	Dionysus Wines & Spirits Ltd.
C10: France Red	358838	Wakefield Promised Land Cabernet Sauvignon	750	LTO	Vin Vino Wine Merchants Inc.

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	21442	Honest Lot Cabernet Sauvignon	750	LTO	Andrew Peller Limited
D2: Discovery Wines 2	593855	Astoria Prosecco La Robinia	750	LTO, Wine Fridge	Lifford Wine & Spirits Inc.
D3: Discovery Wines 3	400556	Bodega Norton Barrel Select Malbec	750	LTO	Pma Canada Ltd.
D4: Discovery BSM 1	21892	Muskoka IPA Mixer Pack (LCBO Warehouse)	6 × 473		Lakes Of Muskoka Cottage Brewery
D5: Discovery BSM 2	618132	Sarah Cole Whip Cider (LCNO Warehouse)	473	LTO	Univins And Spirits Canada Inc.
D6: Discovery BSM 3	211227	Palm Bay Ruby Grapefruit Sunrise Spritz	6 × 355	LTO	Rtd Canada Inc.
D7: Discovery Spirits 1	605600	Grand Marnier Cordon Rouge	1 140	LTO	Forty Creek Distillery Ltd
D8: Discovery Spirits 2	705418	El Dorado Special Reserve 15 Year Old Rum	750	LTO	Woodman Wines & Spirits
D9: Discovery Spirits 3	638197	Zirkova One Ultra Premium Vodka	750	LTO	Dionysus Wines & Spirits Ltd.

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	495507	Robertson Winery Chenin Blanc	750	LTO	Univins And Spirits Canada Inc.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
18	Heineken Lager	6 × 330	\$1.00	
943	Mouton Cadet Bordeaux Red Aoc	750	\$2.00	End Aisle, Value Add
1040	Gordons Gin	750	\$1.00	
1099	Johnnie Walker Red Label	750	\$1.50	Shelf Extender,
1578	>(V)Twisted (Flat Rock Cellars)	750	\$2.00	
1925	Courvoisier VS	750	\$5.00	Shelf Extender, Value Add
2691	Tanqueray Dry Gin	750	\$1.00	Front Nesting Table
2808	Bacardi Gold Rum (P.E.T)	375	\$0.50	CE2
4101	Remy Martin VSOP	750	\$5.00	Mini Thematic
6395	20 Bees Cabernet Merlot VQA	750	\$2.00	goLOCAL
8094	Deinhard Green Label Riesling Mosel	750	\$2.00	Shelf Extender
10216	Kahlua Coffee Liquor	1140	\$2.00	
10485	Pelee Island Lola Pinot Grigio VQA	750	\$2.00	Shelf Extender
10882	Bar Dog Cabernet Sauvignon	750	\$2.00	End Aisle
11248	Baileys Espresso	750	\$1.00	
11945	Proper No. Twelve	750	\$1.50	
12195	Grand Marnier Cordon Rouge	375	\$2.00	CE2
12197	Five Farms Single Batch Irish Cream Liqueur	750	\$3.00	
13016	Jacob's Creek Moscato Rose	1500	\$2.00	Shelf Extender
13587	Bacardi Gold (P.E.T)	1140	\$1.00	
13681	Collective Arts Circling The Sun Applecherry Cider	473	\$0.20	
14354	Appleton Estate 8yo Reserve	750	\$2.00	Front Nesting Table
14884	Pelee Island Lola Secco Sparkling VQA	750	\$2.00	goLOCAL
15026	Brugal 1888	750	\$5.00	
15116	Cowbell Brewing Co. Hazy Days IPA	473	\$0.20	
15440	Dab Ultimate Low Carb Beer	6 × 500	\$2.00	
15504	Coors Original	30 × 355	\$4.00	
15717	Flying Monkeys The Mutants Are Revolting	473	\$0.20	Shelf Extender
15733	Mill Street Organic Pilsner	473	\$0.25	Shelf Extender
16109	Open Fresh'N Fruity Gamay VQA	750	\$1.00	
16329	Abbot Ale	500	\$0.30	
16363	Cono Sur Pinot Noir Organic	750	\$2.00	Flex Space
16473	Voodoo Ranger IPA	473	\$0.25	
16508	Nickel Brook Metal Head Double Headstock	473	\$0.50	
16580	Maker's Mark	1140	\$6.00	
16741	JJ Mcwilliam Shiraz/Cabernet	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16840	Bolla Valpolicella Classico	750	\$2.00	Shelf Extender
16871	Collingwood Rockwell Pilsner	473	\$0.25	
16907	Rickard's Red	473	\$0.20	
17469	Rumchata	1750	\$4.00	
17753	Vida Organica Malbec	750	\$1.00	
17762	Jacob's Creek Double Barrel Cabernet Sauvignon	750	\$3.00	Mini Thematic
17817	Corona Extra	6 × 473	\$1.00	EZH
17820	Stella Artois	473	\$0.20	
18426	Forty Creek Nanaimo Bar Cream	750	\$1.00	
18717	Adnams Ghost Ship Pale Ale 0.5%	4 × 330	\$1.00	
19101	Vizzy Hard Seltzer Pineapple Mango	473	\$0.15	
19102	Vizzy Hard Seltzer Blueberry Pomegranate	473	\$0.15	
19126	Freed Earth Green Tea With Honey	6 × 355	\$1.00	
19128	Crown Royal Cranberry Apple	473	\$0.25	
19136	Georgian Bay Peach Half Smash	355	\$0.25	
19139	Smirnoff Vodka & Soda Rose Variety Pack	12 × 355	\$2.00	Seasonal Block Pile B
19158	Laphroaig Quarter Cask Single Islay Malt	750	\$6.00	Mini Thematic, Value Add
19168	Muskoka Spirits Hard Sparkling Water Mixer Pack	4 × 355	\$0.75	Mini Thematic
19268	Beau's Full Time IPA	473	\$0.25	
19347	Founder's Original Bourbon Sour	355	\$0.15	
19452	Waterdog Red	750	\$2.00	Shelf Extender
19516	Smirnoff Peach	750	\$1.00	Seasonal Block Pile C
19543	Twisted Tea Original	12 × 355	\$2.00	Seasonal Block Pile B
20010	Cameron's Crooked Nose Stout	473	\$0.25	
20047	Forty Creek Foxheart	750	\$3.00	Comm. Extender
20289	Yellow Tail Shiraz	1500	\$2.00	Shelf Extender
20362	Finlandia Vodka	750	\$1.00	Comm. Extender
20799	La Marca Prosecco Rose Doc	750	\$2.00	Wine Fridge
20865	Ventoux Grande Reserve Des Challieres	750	\$2.00	
20979	Juliet Prosecco Rose Doc	750	\$2.00	Shelf Extender, Wine Fridge
20995	Bottega Prosecco Rose Doc Spumante Brut, Veneto	750	\$2.00	Wine Fridge
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	\$2.00	Shelf Extender
21378	Jim Beam White Label Bourbon	750	\$1.75	Comm. Extender
21384	Small Mercy Easy Going Red	750	\$1.00	Shelf Extender
21441	Honest Lot Sauvignon Blanc	750	\$1.00	
21442	Honest Lot Cabernet Sauvignon	750	\$1.00	Discovery Extender
21544	Smirnoff Pink Lemonade	750	\$1.00	Seasonal Block Pile C

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	Shelf Extender
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00	
26278	Folonari Valpolicella Classico	1500	\$3.00	End Aisle
27797	Ruffino Il Ducale Toscana Igp	750	\$2.00	Flex Space
28803	Misterio Malbec	750	\$1.50	
30957	>Concha Y Toro Winemaker's Lot 148 Carmenere	750	\$3.00	
51573	Bouchard Pere & Fils Macon-Lugny St-Pierre	750	\$2.00	Mini Thematic
53678	Peninsula Ridge Sauvignon Blanc VQA	750	\$1.00	Wine Fridge
55517	Smoking Loon Cabernet Sauvignon	750	\$2.00	
56366	Sterling Vintner's Cabernet Sauvignon	750	\$2.00	Shelf Extender
56622	Beefeater Dry	1750	\$1.50	Shelf Extender
56697	Fresita Sparkling Wine	750	\$1.00	
57448	Luxardo Maraschino Cherry	750	\$3.00	Value Add
60608	El Dorado 12 Year Old Rum	750	\$3.00	Mini Thematic
60707	20 Bees Pinot Grigio VQA	750	\$2.00	goLOCAL
63826	Wayne Gretzky Chardonnay VQA	750	\$1.00	
64287	Cono Sur Bicicleta Viognier	750	\$2.00	Wine Fridge, Flex Space
64659	Captain Morgan Private Stock Rum	750	\$1.00	
68817	>V Chardonnay Estate (Hidden Bench)	750	\$2.00	OWS
74393	Baileys Irish Cream	375	\$1.00	CE1
75689	Wayne Gretzky Cabernet Merlot VQA	750	\$1.00	End Aisle
80234	>V Riesling Black Sheep (Featherstone)	750	\$2.00	
84210	Mill Street Original Organic Lager	6 × 341	\$1.25	
91751	Jacob's Creek Reserve Cabsauv Limestone Coast	750	\$3.00	Shelf Extender
99218	Cavit Collection Pinot Grigio Delle Venez Igt	750	\$2.00	
104299	>(V) The Prisoner Red Blend	750	\$5.00	Middle Nesting Table
108100	Martell Vs Fine Cognac (In Box)	750	\$4.00	
110031	Sandbanks Estate Dunes White VQA	750	\$2.00	
117101	Jagermeister	750	\$2.00	
126151	Sibling Rivalry Red VQA	750	\$2.00	
127787	Lonetree Authentic Dry Cider	473	\$0.25	
131870	Bushmills Malt 10 Year Old	750	\$5.00	Mini Thematic
134965	Open Riesling-Gewurztraminer VQA	750	\$1.00	goLOCAL
136044	Pelee Island Chardonnay VQA	750	\$1.00	Shelf Extender
141580	>(V) Syrah K/P (Galil Mountain Winery)	750	\$2.00	
152587	Chateau Saint-Germain Bordeaux Superieur Aoc	750	\$2.00	
157883	Montes Reserva Cabernet Sauvignon	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
158550	> Cuvee Rose Brut(Champagne Laurent Perrier)	750	\$10.00	
160143	>(V)Castello Di Neive Barbaresco Docg	750	\$3.00	
168716	>(V) Les Vignes De Bila-Haut (Chapoutier)	750	\$2.00	
170142	Zonin Valpolicella Ripasso Superiore Doc	750	\$3.00	Mini Thematic
173542	Tequila Don Julio Blanco	750	\$5.00	Front Nesting Table
181636	Sobieski Vodka	750	\$1.00	
182931	Jack Daniel's Tennessee Whiskey	1750	\$3.00	End Aisle
191239	Grahams Late Bottled Vintage Port	750	\$2.50	Shelf Extender
193490	Baileys Irish Cream	1750	\$2.00	End Aisle
201293	Sapporo	500	\$0.25	
207613	Jameson Irish Whiskey	1140	\$2.00	End Aisle
209221	Absolut Vodka	1140	\$1.00	End Aisle, Front Nesting Table
210286	Russian Standard Vodka	1140	\$1.75	
211227	Palm Bay Ruby Grapefruit Sunrise Spritz	6 × 355	\$1.00	Discovery Extender
212282	Luksusowa Vodka	1140	\$1.00	Shelf Extender
213496	Pasqua Pinot Grigio Delle Venezie Doc	750	\$2.00	
215483	Harveys Bristol Cream Sherry	750	\$2.00	Comm. Extender
215814	Codorniu Brut Clasico Sparkling	750	\$2.50	
215988	Luxardo Amaretto Di Saschira	750	\$3.00	
216689	J.P. Wiser's Deluxe	1140	\$1.00	End Aisle
217281	Bombay Sapphire London Dry	1140	\$1.00	End Aisle, Front Nesting Table
217679	Jackson-Triggs Sparkling Reserve VQA	750	\$1.00	
217802	Johnnie Walker Black Label	1140	\$4.00	End Aisle
217950	Crown Royal	1140	\$2.00	End Aisle
219808	Cavaliere D'Oro Gabbiano Chianti Classic Docg	750	\$3.00	Mini Thematic
225250	Stolichnaya Vodka	1140	\$1.00	Shelf Extender, Front Nesting Table
225615	Brugal Anejo	750	\$1.20	Shelf Extender
225920	Sandbanks Baco Noir Reserve VQA	750	\$2.00	Shelf Extender
226944	>(V) Rodney Strong Cab Sauv Sonoma County	750	\$2.00	
229583	Kronenbourg 1664 Blanc	6 × 330	\$1.40	
230565	Cono Sur Chardonnay Organic	750	\$2.00	Wine Fridge, Flex Space
245688	Hennessy Vs Cognac	375	\$5.00	
248997	Laphroaig 10 Year Old	750	\$5.00	
250134	Sortilege	750	\$3.00	Comm. Extender
253948	Martini & Rossi Asti	750	\$2.00	Shelf Extender
254631	Stolichnaya Elit Vodka	750	\$10.00	
255380	Pilsner Urquell	500	\$0.20	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
257329	Caliterra Cabernet Sauvignon	750	\$1.00	
258954	Spicebox	750	\$1.00	Shelf Extender
260364	Megalomaniac Homegrown Red VQA	750	\$2.00	
260851	Cupcake Red Velvet	750	\$4.00	Shelf Extender
261099	Inniskillin Pinot Noir VQA	750	\$2.00	Mini Thematic
267187	Jose Cuervo Especial Gold	750	\$2.00	Shelf Extender
267773	Hop City Barking Squirrel Lager	473	\$0.20	
270017	Jacob's Creek Reserve Chardonnay	750	\$3.00	
270439	Smithwick's Ale	500	\$0.25	Shelf Extender
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	
273110	Canadian Club & Ginger Ale	473	\$0.15	
273516	Ron Zacapa 23 Centenario Rum	750	\$5.00	
273748	>(V) Tres Picos Campo De Borja (Bodegas Borsao)	750	\$2.00	
274753	>Pinot Noir Estate (Hidden Bench Vineyards)	750	\$3.00	
277186	Zonin Prosecco Brut 1821 Doc	750	\$2.00	End Aisle, Wine Fridge
277731	Yealands Sauvignon Blanc Marlborough	750	\$2.00	
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$3.00	Middle Nesting Table
288837	Muskoka Mad Tom IPA	473	\$0.25	
298638	Glenmorangie Original Single Malt Scotch Whisky	750	\$5.00	Mini Thematic
308122	>Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00	VL 1
312959	Ketel One	1750	\$5.00	
314575	>(V) Sterling Napa Valley Cabernet Sauvignon	750	\$5.00	
317057	Masi Costasera Amarone Classico Doc	750	\$5.00	Shelf Extender
318014	Cono Sur Bicicleta Pinot Noir Rose	750	\$2.00	
318618	Plantation Grande Reserve	750	\$3.00	Shelf Extender
318683	The Kraken Black Spiced Rum	1140	\$2.00	Shelf Extender
319673	Bombay Sapphire East London Dry Gin	750	\$1.00	
326256	Wayne Gretzky Pinot Grigio VQA	750	\$2.00	End Aisle
328518	Jackson-Triggs Chardonnay	750	\$1.00	
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$2.00	End Aisle
333591	Innis & Gunn The Original	6 x 330	\$1.00	
334110	Ciroc Peach	750	\$3.00	Shelf Extender, Front Nesting Table
334151	Bacardi Superior White Rum (P.E.T)	1140	\$1.00	
336529	Black Tower Rivaner	1500	\$2.00	Shelf Extender
337535	Santa Carolina Sauvignon Blanc Reserva	750	\$2.00	
339168	Bodacious Smooth White	750	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
340380	Two Oceans Sauvignon Blanc	750	\$2.00	Comm. Extender, Wine Fridge
342246	Amarula Cream	750	\$3.00	Shelf Extender
342436	>(V) Bonterra Chardonnay Organic	750	\$2.00	
350504	Yellow Tail Big Bold Red	750	\$2.00	
350611	Bulleit Rye	750	\$1.50	
355933	Black Cellar Shiraz Cabernet	750	\$1.00	Shelf Extender
356220	>(V) Amarone Classico Docg (Tommasi)	750	\$5.00	Middle Nesting Table
356857	Hine Rare VSOP	750	\$10.00	
358838	Wakefield Promised Land Cabernet Sauvignon	750	\$2.00	Comm. Extender
361881	Sandbanks French Kiss VQA	750	\$2.00	Mini Thematic
363457	>(V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	\$2.00	
363978	Miguel Torres Chile Pisco El Gobernador	700	\$3.00	
363986	Cazadores Blanco Tequila	750	\$1.00	
366609	Plantation XO 20th Anniversary	750	\$5.00	
366666	El Dorado 8 YO Cask Aged Demerara Rum	750	\$3.00	
369009	Pinnacle Vodka	750	\$1.25	
369686	>(V) Kendall-Jackson Vintners Rsv Chardonnay	750	\$2.00	Wine Fridge
369801	Mount Gay Eclipse Rum	1140	\$2.00	Shelf Extender
372219	Sandbanks Pinot Grigio VQA	750	\$2.00	
372391	Leonardo Chianti Fiasco	750	\$2.00	Shelf Extender
374546	Growers Honeycrisp Apple Cider	473	\$0.25	
376145	Radio Boka Tempranillo Vdt Castilla	750	\$2.00	Shelf Extender
379180	Robert Mondavi Private Selection Chardonnay	750	\$2.00	End Aisle
379321	E&J Gallo XO Brandy	750	\$1.00	
382002	Smirnoff Raspberry Flavoured Vodka	750	\$1.00	Seasonal Block Pile C
383711	Jackson-Triggs Merlot	750	\$1.00	Shelf Extender
386789	Casamigos Tequila Blanco	750	\$5.00	Front Nesting Table
389411	>(V)Prop Res Vidal Icewine VQA (Jackson Triggs)	375	\$5.00	
392225	Robert Mondavi Private Selection Cab/Sav	750	\$3.00	Middle Nesting Table
392654	Apothic Dark Red	750	\$2.00	Middle Nesting Table
397539	Boodles Gin	750	\$2.00	
398552	Bacardi Limon	750	\$1.00	Shelf Extender
398776	Fireball Whisky Shooter	375	\$1.50	CE2
399410	Jackson-Triggs Sauvignon Blanc	750	\$1.00	
400556	Bodega Norton Barrel Select Malbec	750	\$3.00	Discovery Extender
402818	Flor De Cana Grand Reserva 7 Rum	750	\$2.00	Front Entrance Table
403519	Crown Royal Apple	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
404939	Burnt Ship Bay Pinot Grigio VQA	750	\$2.00	
406868	Mcguigan Black Label Shiraz	1500	\$2.00	
413062	Two Oceans Cabernet Sauvignon/Merlot	1500	\$2.00	End Aisle
415745	Nobilo Sauvignon Blanc Marlborough	750	\$2.00	Wine Fridge
416487	The Wanted Zin Old Vines Zinfandel Igt	750	\$2.00	
425686	Casamigos Tequila Anejo	750	\$6.00	Front Nesting Table
429688	Veuve Ambal Cremant De Bourgogne Grande Cuvee Brut	750	\$2.00	Wine Fridge
429761	Santa Julia Reserva Malbec	750	\$2.00	Shelf Extender
429795	Bodacious Cabernet Sauvignon	750	\$1.00	Comm. Extender
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$4.00	
431239	Faxe Premium Lager	500	\$0.15	
432732	Bodacious Smooth Red Bag In Box	4000	\$3.00	End Aisle
433516	Lagunitas IPA	6 × 355	\$1.00	Shelf Extender
433714	Pelee Island Cabernet Franc VQA	750	\$2.00	
451476	Dixon's Silvercreek Vodka Ddp	750	\$2.00	
452615	Herradura Reposado Tequila	750	\$5.00	
454967	Chateau Des Charmes Pinot Noir Estate Bottled VQA	750	\$2.00	
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00	Mini Thematic, Flex Space
462432	Piper-Heidsieck Brut Champagne	750	\$5.00	
464214	Anciano 7 Year Gran Reserva Tempranillo Valdepenas	750	\$2.00	End Aisle
464743	Angove Organic Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
465146	Les Janelles Sauvignon Blanc Pays Doc	750	\$2.00	Wine Fridge
467811	Ruffino Prosecco	750	\$2.00	Wine Fridge, Flex Space
470096	Marius Rouge Pays D'Oc	750	\$1.75	
479014	> (V) Gran Feudo Reserva	750	\$2.00	
479766	> (V) Ripassa Valpolicella Sup (Zenato)	750	\$3.00	
480442	Liquormen's Dirty Ol Cad Whisky, Trailer Park Boys	750	\$3.00	
481838	Folonari Valpolicella Ripasso Class Sup Doc	750	\$2.00	Shelf Extender
485177	Stormy Bay Cabernet Sauvignon	1500	\$2.00	
492256	Tag No.5 Vodka (P.E.T)	1140	\$1.00	Shelf Extender
493999	Absolut Lime Vodka	750	\$1.00	
495507	Robertson Winery Chenin Blanc	750	\$1.50	Green Extender
496950	Rolling Rock	6 × 473	\$1.00	
500504	Captain Morgan Original Spiced Rum (P.E.T)	375	\$1.00	
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	\$1.50	End Aisle
506691	Wolf Blass Yellow Label Shiraz	750	\$3.00	End Aisle, Flex Space
513077	Glenfiddich Project Xx Experimental Series	750	\$5.00	End Aisle

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$1.00	Shelf Extender
520304	Bacardi Gold	1140	\$1.00	End Aisle
520320	Bacardi Superior	1140	\$1.00	End Aisle
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00	Comm. Extender
523027	Open Dark Red VQA	750	\$1.00	
524322	Trapiche Reserve Malbec	1500	\$2.00	
524371	Cono Sur Bicicleta Cabernet Sauvignon	750	\$2.00	Flex Space
525188	Peroni Nastro Azzurro	6 × 330	\$1.00	
535179	Carolans Irish Cream	375	\$1.00	
535641	Vicente Faria Animus Douro, Do	750	\$2.00	
538538	Woodhouse IPA	473	\$0.20	
538637	Wolf Blass Yellow Label Merlot	750	\$2.00	Flex Space
541011	Wayne Gretzky Red Cask Whisky	375	\$2.00	
541219	Kw Craft Cider Can	473	\$0.25	
541979	Three Thieves Pinot Grigio	750	\$2.00	Shelf Extender, Wine Fridge
542910	Top Shelf Gin	750	\$2.00	Comm. Extender
544155	Iceberg Vodka (P.E.T)	1750	\$1.00	
544791	>Vidal Icewine 200 mL (Reif Estate Winery)	200	\$2.00	
545004	>(V) Mission Hill Reserve Chardonnay VQA	750	\$3.00	
545160	Tito's Handmade Vodka	1750	\$5.00	Shelf Extender, Value Add, Front Nesting Table
545392	Smirnoff Berry Blast	750	\$1.00	Seasonal Block Pile C
547646	Steam Whistle Premium Pilsner	6 × 341	\$1.50	Shelf Extender
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	\$5.00	
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	\$2.00	Mini Thematic
549113	1800 Anejo Tequila	750	\$4.00	
553792	Cono Sur Cabernet Sauv Carmenere Syrah Organic	750	\$2.00	Flex Space
554469	Guinness Draught	8 × 440	\$2.00	EZD
556621	Belvedere Pure	1140	\$5.00	
558098	Twisted Shotz Sex On The Beach	4 × 30	\$0.50	
558932	Miller Genuine Draft	6 × 473	\$1.00	
558999	Kittling Ridge Icewine & Brandy	375	\$1.50	
561381	Pelee Island Pinot Grigio Bag In Box	3000	\$5.00	
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	\$3.00	Shelf Extender
565861	>(V) Vidal Icewine Est (Ch Des Charmes)	200	\$4.00	
571133	>Dillon's Vermouth	750	\$2.00	
573147	>(V)Chardonnay VQA Niagara (Malivoire)	750	\$2.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
573352	Aberlour A'Bunadh Scotch Whisky	750	\$10.00	
575001	Wild Turkey Longbranch	750	\$5.00	
575365	Beau's Full Time IPA	473	\$0.25	
580183	Blu Giovello Pinot Grigio	750	\$1.75	Shelf Extender
582825	Peller Estates Family Series Chardonnay VQA	750	\$1.00	Shelf Extender
585760	>(V) Quails' Gate Pinot Noir Okanagan Valley	750	\$3.00	
587956	Trius Cabernet Sauvignon VQA	750	\$2.00	Mini Thematic
589010	Mezzacorona Pinot Grigio Trentino	1500	\$3.00	Middle Nesting Table
589028	Peller Family Vineyards Rose Bag In Box	4000	\$1.00	
593855	Astoria Prosecco La Robinia	750	\$2.00	Discovery Extender, Wine Fridge
593905	Kittling Ridge White Zinfandel Vidal	1500	\$1.25	
594168	Pelee Island Merlot	1500	\$2.00	
594341	Rh Phillip Toasted Head Chardonnay	750	\$2.00	Mini Thematic, Wine Fridge
600551	Meukow Feline VSOP Cognac	750	\$8.00	
601484	Amaro Montenegro Liqueur	750	\$2.00	
605600	Grand Marnier Cordon Rouge	1140	\$4.00	Discovery Extender
605881	Disaronno Originale Amaretto	1140	\$3.00	Shelf Extender
606541	>(V)Peppoli Chianti Classico Docg (Antinori)	750	\$2.00	
606624	>Ringbolt Cabernet Sauvignon Marg River	750	\$2.00	
607903	Peller Family Vineyards Cabernet Merlot	1500	\$2.00	
611293	Yarden Mount Hermon Red Kp	750	\$2.00	
611483	Wolf Blass Red Label Cabernet Merlot	750	\$2.00	Flex Space
612259	Sleeman Original Draught	6 x 341	\$1.50	
613497	Moosehead Lager	473	\$0.25	
618231	Pelee Island Lola Gewurztraminer VQA	750	\$1.00	
619452	Matua Sauvignon Blanc Hawke's Bay	750	\$2.00	Shelf Extender
620104	Angels Gate Sussreserve Riesling VQA	750	\$2.00	
620617	Collavini Pinot Grigio	1500	\$3.50	
620773	Masi Masianco Pinot Grigio	750	\$2.00	Wine Fridge
621821	Folonari Pinot Grigio Delle Venezie Doc	1500	\$3.00	Shelf Extender
633354	Longshot Pinot Grigio	750	\$2.00	Wine Fridge, Middle Nesting Table
635227	Liberty Village Dry Cider	473	\$0.25	
636845	Redbreast 12 Year Old Irish Whiskey	750	\$10.00	Front Nesting Table
637058	Bombay Sapphire London Dry Gin	375	\$1.00	
637504	Hendrick's Gin	750	\$3.00	Front Nesting Table
638197	Zirkova One Ultra Premium Vodka	750	\$2.00	Discovery Extender
649269	Smirnoff Vodka & Soda Cranberry Lime	4 x 355	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
649343	Smirnoff Ice Light Original	4 × 355	\$1.00	Shelf Extender
649442	Rev Grapefruit Watermelon	473	\$0.25	
659607	>(V) Mitolo Jester Shiraz	750	\$3.00	
666917	Creemore Premium Lager	473	\$0.25	
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	
676775	Lech Beer	500	\$0.15	
681643	>(V) Ch Argadens Bordeaux Sup. (Maison Sichel)	750	\$2.50	
705418	El Dorado Special Reserve 15 Year Old Rum	750	\$5.00	Discovery Extender
729392	>Marai De Marai Extra Dry Blue Bottle (Foss)	750	\$2.00	
897702	Bottega Vino Dei Poeti Prosecco Doc	750	\$1.50	Wine Fridge, Middle Nesting Table
904334	Budweiser	6 × 355	\$1.00	Seasonal Block Pile A
905976	Budweiser	473	\$0.20	Seasonal Block Pile A
906628	Coors Light	6 × 355	\$1.45	EZA
906669	Coors Light	473	\$0.20	EZA
908665	Bud Light	6 × 355	\$1.00	Seasonal Block Pile A
910430	>(V)Tommasi Ripasso Valpolicella (Tommasi)	750	\$2.00	VL1
943787	>(V) Wakefield Estate Shiraz Clare Valley	750	\$3.00	
985002	>(V) Catena Cabernet Sauvignon Mendoza	750	\$2.00	

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
42	Canadian Club Premium	750	Gift Box	42
1925	Courvoisier VS	750	Gift Box	1925
18224	Vodkwo Cream	750	Vodkwo Vodka 50 mL	18224
53082	Alberta Pure Vodka (P.E.T)	1750	Canadian Club 1858 2 × 50 mL	53082
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 1858 50 mL	103341
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL	190363
192922	Seagram's 83	1140	Fireball 50 mL	192922
216903	Banff Ice Vodka	1140	Banff Ice 50 mL	216903
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO 50 mL	223529
285254	Forty Creek Copper Pot Reserve	750	FC Double Barrel 50 mL	285254
287409	Cortel Napoleon VSOP Brandy	750	Holiday Gift Box	287409
305607	Seagrams 83	750	Southern Comfort 50 mL	305607
311787	Budweiser	6 × 473	Buy 2 Budweiser 6 × 473 mL and receive a free pair of Gongshow x Budweiser Socks	311787
350207	Forty Creek Copper Pot Reserve Whisky	1140	FC Double Barrel 50 mL	350207
350397	Banff Ice Vodka	750	Banff Ice 50 mL	350397
350629	Forty Creek Barrel Select Whisky	1140	FC Copper Pot 50 mL	350629
390260	Appleton Estate V/X Signature Blend	1750	Appleton Estate 8YO 50 mL	390260
437772	Belvedere Vodka	750	Gift Box	437772
454462	Banff Ice Vodka (P.E.T)	1750	On The Rocks Margarita 100 mL	454462
491811	Southern Comfort	750	Fireball 50 mL	491811

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
42	Canadian Club Premium	750	Gift Box
893	J.P. Wiser's Deluxe	750	Tumbler
935	Captain Morgan White Rum	750	Captain Morgan VA
943	Mouton Cadet Bordeaux Red Aoc	750	Bow
1503	Alberta Pure Vodka (P.E.T)	375	Canadian Club 1858 50 mL
1743	Ruffino Chianti	750	Ornament
1784	Grand Marnier Cordon Rouge	750	GM Citrus Squeezer
1925	Courvoisier VS	750	Gift Box
2253	Disaronno Amaretto	750	Velvet 50 mL
4465	Teacher's Highland Cream	750	Canadian Club 1858 50 mL
5959	Baileys Irish Cream	750	Near Pack Mug

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
10157	Jameson Irish Whiskey	750	Jameson Cold Brew 50 mL
10213	Kahlua Coffee Liqueur	750	Chocolate
13733	Stave & Steel Canadian Whisky Barrel Cab Sauv	750	Wine Glass
13906	Unwined Smooth Rose	750	Sleep Mask
13909	Georgian Bay Canadian Whisky Ddp	750	Gin 50 mL
14609	Moneybag Vodka	750	MoneyBag Merchandise
14910	Bushmills Irish Whiskey	750	Black Bush 50 mL
14944	Marquis De Villard Brandy	750	FEDC 5YO 50 mL
15012	Northern Keep Vodka	750	Northern Keep 50 mL
15281	Kraken Black Roast Rum	750	Cold Brew Can
15806	Sky Vodka	750	Forager 50 mL
15862	Zubrowka Biala Vodka	750	Shot Glass
15963	Luxardo Limoncello	750	Limoncello Spritz
16767	Saintly Sparkling Rose VQA	750	Gift Box
16952	Robert Mondavi Priv. Sel. Rye Barrel Red	750	Gift Box
17047	Captain Morgan Sliced Apple Spiced Rum	750	Captain Morgan VA
17690	Trius Brut Rose Sparkling (Andrew Peller)	750	Gift pack/Tube
17933	Top Shelf Vodka Ddp	1140	Top Shelf Bitter 50 mL
18224	Vodkwo Cream	750	Vodkwo Vodka 50 mL
18441	Carolans Irish Cream	1750	VA Coffee
18574	Jim Beam Honey	750	Jim Beam Black 50 mL
19158	Laphroaig Quarter Cask Single Islay Malt	750	Hip Flask
19592	Ren Ultra Premium Vodka Ddp	750	Holiday Gift Box
19661	Veuve Clicquot Ponsardin Rose	750	Gift Box
21097	The Glenlivet 12 Yr Malt	750	The Glenlivet Caribbean Reserve 50 mL
22384	Chateau De Gourgazaud Minervois Aoc	750	DropStop
31062	Ruffino Orvieto Classico Doc	750	Ornament
31112	Grant's Family Reserve	750	Grants 12YO 50 mL
31757	Smirnoff Vodka (P.E.T)	750	Smirnoff 50 mL
31864	Disaronno Amaretto	375	Disaronno Velvet 50 mL
33928	J.P. Wiser's Deluxe	1750	JP Wiser's Old Fashioned 2 × 50 mL
34637	Canadian Club Premium	1750	Canadian Club 1858 200 mL
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	Holiday Ornament
35840	Zubrowka Bison Vodka	750	Cider Pack
40196	Luxardo Sambuca Dei Cesari	750	Coffee
41384	Jack Daniel's Tennessee Whiskey	750	JD Gift Tin
49726	Yukon Jack	750	Fireball 50 mL
52050	The Famous Grouse	750	Jim Beam Black 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
53140	Havana Club 7 Years Old	750	Havana Club Smoky 50 mL
57448	Luxardo Maraschino Cherry	750	200th Anniversary Cocktail
61374	Bushmills Black Bush	750	Old Fashioned Kit
61408	Jagermeister	375	Cold Brew 50 mL
63891	>Coyam Red Blend Organic	750	Gift Box
71647	Polar Ice Vodka (P.E.T)	750	Toque
80127	Sailor Jerry Spiced Rum	750	Air Freshener
85456	Colio Dry White	1500	Pot Holder
88799	Alberta Pure Vodka (P.E.T)	750	Telescopic Straw
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 1858 50 mL
103747	Maker's Mark Kentucky Bourbon	750	Maker's Mark 50 mL
106377	Jacob's Creek Shiraz/Cabernet	750	Wine Glass
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	Auchentoshan 12 YO 50 mL
108357	Carolans Irish Cream	750	VA Coffee Mug
110056	Absolut Vodka	750	Copper Mule Cup
131391	Smirnoff Vodka (P.E.T)	1140	Smirnoff 50 mL
135566	Polar Ice Vodka	750	Toque
137125	Russian Standard Vodka	1750	Copper Mug
137810	Campo Viejo Rioja Reserva	750	Wine Glass
149237	>The Conspiracy Ripasso Style (Foreign Affair)	750	Chocolate
155051	Masi Campofiorin Igt	750	Gift Box
177808	Appleton Estate V/X Signature Blend	750	Appleton Estate Collectable Pin
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL
192922	Seagram's 83	1140	Fireball 50 mL
205401	Teacher's Highland Cream	1140	Canadian Club 1858 50 mL
211110	Wyborowa Vodka	1140	Glassware
211326	Dujardin VSOP Brandy	1140	FDC 5YO 50 mL
215343	Martini & Rossi Sweet Vermouth Red	1000	Bombay East 50 mL
216655	Absolut Vodka	1750	Absolut Watermelon 2 × 50 mL
216960	Segura Viudas Brut Reserva Cava Sparkling	750	Glassware
217216	Myers Planters Punch	1140	Fireball 50 mL
217257	Sailor Jerry Spiced Rum	1140	Air Freshener
217588	Kamora Coffee Liquor	1140	Northern Keep 50 mL
223529	Appleton Estate V/X Signature Blend	1140	Appleton Estate 8YO 50 mL
225698	The Kraken Black Spiced Rum	750	Pour Spout
227678	1800 Silver Tequila	750	Bow
230987	Jameson Irish Whiskey	375	Jameson Cold Brew 50 mL
231571	Seagrams 83 (P.E.T)	1750	Fireball 2 × 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
231779	Bartenura Moscato- Kpm Igt	750	Gift Bag
240150	Polar Ice Vodka	1140	Cabot Trail Maple Cream 50 mL
242107	No. 3 London Dry Gin	750	Gift Box
242339	Alberta Pure Vodka (P.E.T)	1140	Telescopic Straw
244186	Collingwood Whisky	750	Maple Syrup 50 mL
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	Premium Aerator
258681	>V) G. Marquis Chardonnay VQA The Silver Line	750	187 mL G Marq SL Pinot Noir
262337	G.A. Schmitt Niersteiner L.H.	750	German stocking ornament
265157	Jacob's Creek Moscato	750	Yo Sox
269563	Maker's Mark Kentucky Straight Bourbon	375	Cookie Cutter
284539	Trius Brut Vqa	750	Gift pack/Tube
285163	Amaro Lucano	750	Lucano Amaro 50 mL
285254	Forty Creek Copper Pot Reserve	750	FC Double Barrel 50 mL
285544	>(V)Penfolds Koonunga Hill Shiraz/Cabernet	750	Riedel Glassware
286237	Clean Slate Riesling Mosel	750	Slate Coaster
287409	Cortel Napoleon VSOP Brandy	750	Holiday Gift Box
292177	Phillips Butter Ripple Schnapps	750	Bacardi Spiced 50 mL
292615	Jameson Black Barrel	750	The Glenlivet Caribbean Reserve 50 mL
293043	Stoneleigh Marlborough Sauvignon Blanc	750	Produce Bag
296244	Guinness Draught	4 × 440	Recipe Booklet
305607	Seagrams 83	750	Southern Comfort 50 mL
311787	Budweiser	6 × 473	Buy 2 Budweiser 6 × 473 mL and receive a free pair of Gongshow x Budweiser Socks
311928	Canadian Club Classic 12 Year Old	750	Gift Box
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	Liquid VA
326025	Basil Hayden Straight Bourbon	750	Copper Jigger
330803	Bowmore 12 Year Old Islay Single Malt	750	Bowmore 12 YO 50 mL
333070	Islay Mist Scotch 8 Year Old	750	Islay Mist or Gran MacNish 50 mL
334128	Ciroc Red Berry	750	Liquid VA
338053	Alize Red Passion Liquor	750	Glassware
350207	Forty Creek Copper Pot Reserve Whisky	1140	FC Double Barrel 50 mL
350629	Forty Creek Barrel Select Whisky	1140	FC Copper Pot 50 mL
358192	Bruichladdich The Botanist Islay Dry Gin	750	Holiday VA
366534	The Kraken Black Spiced Rum	375	Pour Spout
366633	Ron Diplomatico Reserva Exclusiva Rum	750	Glassware
380899	Jack Daniel's Tennessee Honey	1140	JD Fire 50 mL
390260	Appleton Estate V/X Signature Blend	1750	Appleton Estate 8YO 50 mL
390583	Canadian Club 100% Rye	750	Canadian Club 1858 50 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
392597	Chloe Chardonnay	750	Wine Glass
397976	Dr. McGillicuddy Intense Peach	375	Moustache Wax
398479	1800 Reposado	750	Bow
401745	Russian Standard Gold Vodka	750	Signal Hill 50 mL
405845	Evan Williams Black Label Bourbon Whiskey	750	Mule Mug
408658	> Santa Carolina Cab Sauv Reserva De Familia	750	Gift Box
410803	D'Usse VSOP	750	Augmented Reality Personalized Label
426718	Cesari Amarone Classico Doc	750	Gift Box
439661	Fireball (P.E.T)	200	Fireball 50 mL
441543	Wakefield Promised Land Shiraz	750	Wine Glass
446559	Georgian Bay Vodka	750	Whisky 50 mL
446823	Ciroc Pineapple	750	Liquid VA
447466	Santa Carolina Cabernet Sauvignon/Merlot	1500	12oz Mason Jar with Sangria Recipe
448597	Georgian Bay Gin	750	Vodka 50 mL
462424	Cabot Trail Maple Cream	750	Mug
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	Gift Box
465484	Toki	750	Northern Keep 50 mL
472332	Wayne Gretzky Red Cask Whisky	750	Wayne Gretzky Cream 50 mL
481366	High River Canadian Whisky	750	Seagram's V.O. 50 mL
482026	Moet & Chandon Brut Rose	750	Gift Box
483339	Mionetto Prestige Prosecco Brut Doc Treviso	750	Select Mini VA
485169	Colio Blush Rose	1500	Pot Holder
487694	La Marca Prosecco Doc	750	La Marca Gift Bags & Bows
491803	Southern Comfort (P.E.T)	375	Southern Comfort 50 mL
491811	Southern Comfort	750	Fireball 50 mL
500512	Captain Morgan Original Spiced Rum	750	COTM 50 mL
506519	Cesari Mara Valpolicella Ripass Superiore Doc	750	Gift Box
520684	Reunion Maple Moonshine Ddp	750	Top Shelf Liquor 50 mL
526061	Collingwood Double Barrel Whisky	750	Maple Syrup 50 mL
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	Wine Glass
545160	Tito's Handmade Vodka	1750	Viveau Sparkling Water
545343	Flor De Cana Anejo Clasico 5	1140	FDC 12YO 50 mL
557470	Empress 1908 Gin	750	Cocktail Picks
561100	Josh Cellars Chardonnay	750	Gift Box
563338	Veuve Clicquot Brut Champagne	750	Gift Box
568642	Sapporo Premium Lager	6 × 355	Katana Bottle Opener
570366	Bacardi Spiced Rum	1140	So Good Eggnog 946 mL

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
573402	Bearface 7YO Triple Oak Canadian Whisky	750	Camping Mug
589101	Ruffino Lumina Pinot Grigio Igt	750	Ornament
597559	Tito's Handmade Vodka	750	Holiday Sweater
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	Flor De Cana 7YO 50 mL
605063	Buffalo Trace Bourbon	750	Boxed Glass On-Pack
605931	Grant's Family Reserve	1140	Grants 12YO 50 mL
605956	Baileys Irish Cream Liquor	1140	Station Cold Brew
614669	Trapiche Reserve Cabernet Sauvignon	750	Trapiche Wine Remover Pen
625996	JP Wisers Old Fashioned Canadian Whisky	750	Candied Orange Peel
630913	Tia Maria	750	Tia Maria Match 50 mL
633578	Jacob's Creek Pinot Grigio	750	Produce Bag
638205	Zirkova Together Ultra Premium Vodka	750	Mini Bottle 50 mL
698159	Magnotta Pinot Noir Venture Series VQA	750	187 mL Venture Pinot Grigio
912956 (V)	Modus Toscana Igt (Ruffino)	750	Gift Box

Necktags

LCBO#	Description	Size (mL)	NT Approved
1867	Drambuie	750	Gifting NT
10937	Forty Creek Double Barrel Reserve Whisky	750	Award Necktag
13904	Henry Of Pelham Pinot Noir VQA	750	Dairy Farmers of Ontario
17477	Bisquit & Dubouche V.S.O.P	750	NEW Product NTG
18721	19 Tarapaca Gran Reserva Cabernet Sauvignon	750	Tarapaca Home of Biodiversity
19592	Ren Ultra Premium Vodka Ddp	750	Holiday Theme Cocktail Neck Tag
211326	Dujardin VSOP Brandy	1140	Cocktail Recipe
259432	Belvedere Pure Vodka	1750	MH LIVING SOILS program
268375	Henry Of Pelham Riesling VQA	750	Dairy Farmers of Ontario
308056	Mumm Grand Cordon Brut Champagne	750	Canfar Donation
414334	Monkey Shoulder Blended Malt Scotch Whisky	750	Made for Mixing
459966	Henry Of Pelham Baco Noir Old Vines VQA	750	Dairy Farmers of Ontario
634402	Vina Tarapaca Reserva Sauvignon Blanc	750	Tarapaca Home of Biodiversity
647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	Tarapaca Home of Biodiversity

PERIOD 9

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
NOVEMBER 7 Start of P9   Install Brand Spotlight Nesting Tables	8 LTO START DATE	9	10 Holiday Food & Drink Issue & Gift Guide Drop 	11 Remembrance Day (Stores open at 12pm & Offices closed) 	12	13
14	15	16	17	18 Beaujolais Nouveau 2021 	19	20
21	22	23	24 Black Friday Sale Begins (Nov 24-28)	25	26	27
28 Start of P10  	29 Cyber Monday Online Sale 	30	DECEMBER 1	2	3	4