

IN WITH SPRING

New Takes & Trends

Period 1 Marketing & Product Guide
MARCH 27 - APRIL 23, 2022

Period 1 Marketing & Product Guide

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New Sold Space Programs:

Beer Impulse Displays

The Beer, Cider & RTD Impulse program is aimed at encouraging customers to build their basket at the last touchpoint in their customer journey in-stores. Refer to the Beer Impulse Displays section of this guide for details.

Participating Stores

1, 5, 6, 10, 15, 17, 18, 22, 23, 25, 31, 35, 38, 40, 41, 44, 49, 50, 51, 55, 58, 62, 64, 65, 68, 74, 82, 83, 84, 85, 93, 97, 98, 106, 115, 130, 139, 144, 145, 148, 149, 150, 156, 163, 164, 168, 179, 187, 191, 195, 196, 198, 200, 201, 207, 208, 209, 210, 211, 214, 217, 221, 226, 227, 228, 229, 233, 234, 237, 242, 243, 244, 246, 248, 249, 250, 252, 253, 260, 263, 269, 270, 278, 279, 287, 288, 295, 297, 298, 300, 310, 311, 325, 326, 329, 340, 343, 344, 346, 351, 359, 360, 362, 367, 370, 371, 373, 378, 383, 384, 385, 386, 387, 390, 391, 393, 394, 397, 398, 400, 401, 402, 404, 407, 408, 411, 412, 416, 417, 425, 427, 431, 434, 436, 443, 444, 445, 452, 453, 456, 459, 465, 470, 481, 485, 486, 489, 490, 491, 495, 497, 499, 500, 501, 505, 509, 511, 522, 523, 534, 536, 537, 542, 544, 545, 546, 549, 551, 554, 555, 556, 564, 566, 568, 569, 573, 575, 579, 580, 585, 587, 590, 593, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 630, 631, 632, 633, 634, 635, 638, 640, 641, 644, 649, 653, 654, 655, 657, 658, 660, 661, 665, 667, 670, 671, 672, 674, 679, 680, 684, 691, 694, 695, 699, 702, 703, 706, 741, 743, 751, 753, 756, 771, 776

FEM 1, 2 & 3

Effective P1, there will be a new Sold Space program located on the front end merchandisers in select stores. The program will feature two products that are to be merchandised on the top shelf of each display. Refer to the Front End Merchandiser section of this guide for details.

Participating Stores:

Front End Merchandiser: Spirits (FEM1)

1, 6, 10, 17, 23, 25, 31, 35, 41, 51, 55, 65, 74, 82, 106, 115, 130, 145, 148, 149, 150, 156, 164, 195, 198, 200, 207, 209, 211, 217, 221, 226, 227, 228, 233, 243, 248, 250, 252, 253, 263, 278, 279, 288, 295, 298, 300, 310, 325, 326, 344, 346, 351, 359, 362, 373, 378, 383, 384, 386, 391, 397, 404, 411, 427, 436, 443, 444, 445, 452, 453, 459, 465, 481, 485, 486, 490, 495, 500, 501, 522, 523, 544, 551, 554, 555, 564, 566, 573, 580, 585, 587, 590, 602, 605, 609, 616, 617, 618, 624, 627, 632, 633, 640, 641, 649, 653, 655, 658, 661, 670, 694, 699, 741

Front End Merchandiser: Wines (FEM2)

1, 5, 10, 17, 18, 19, 21, 26, 31, 35, 38, 41, 51, 80, 115, 130, 140, 148, 149, 150, 156, 164, 207, 210, 211, 214, 217, 221, 226, 243, 248, 253, 288, 295, 310, 311, 326, 344, 346, 360, 371, 383, 384, 386, 391, 397, 404, 411, 431, 438, 443, 445, 452, 453, 456, 481, 485, 486, 491, 494, 495, 500, 523, 533, 551, 554, 556, 566, 573, 580, 585, 590, 593, 624, 630, 631, 632, 641, 649, 658, 668, 670, 671, 680, 686, 694, 699, 741, 751, 753, 755, 756

Front End Merchandiser: Spirits (FEM3)

1, 5, 10, 19, 21, 23, 25, 31, 35, 38, 130, 148, 149, 164, 198, 217, 226, 228, 233, 252, 253, 279, 288, 295, 310, 311, 326, 344, 346, 360, 362, 371, 383, 385, 386, 391, 404, 426, 438, 443, 445, 452, 481, 485, 486, 494, 495, 522, 523, 542, 554, 555, 566, 590, 627, 649, 658, 680, 741, 751

WHAT'S NEW FOR PERIOD 1



New for Period 1

Promotional Programs

Feature Fixture A: In with Sparkling

New & Seasonal Fixture: In with New Rosés

Entrance Table: Spring G&T

Mini Thematic A: Give the Gift of Rum

Mini Thematic B: Wine Gifts

Mini Thematic C: In with Fruity Beers

Front Nesting Table: Premium & Standard

Middle Nesting Table: Premium & Standard

Block Pile A: Fan Faves For Game Day

Block Pile B: Juicy Spring Flavours

Block Pile C: Earn Points With Smirnoff

Block Pile D: Bacardi

New FEM 1, 2, 3 Sold Space Programs

New Beer, Cider & RTD Impulse Displays

Exterior Banners/Show Cards/Transparencies

Seasonal Banner Insert

End Aisle Backer Cards

Aeroplane Signage

SOS Name Badge Stickers

Spring Gifting

Flex Space

The Cold Room Spirits Display

Shopping Cart Sign

Ontario Wines

ON1: Go Local

ON2: Our Buyer's Pick (VOA)

ON3: Ontario Staff Pick

Vintages

Essentials On Offer End

Wines of the Month End

LTO/Aeroplane Program

Our Buyer's Pick

Beer

Beer Super Sale

Beer Excitement Zone

Ontario Craft Beer End Aisle

Craft Beer Imported Shelf Talkers

Beer Branded Ends

Spirit of Sustainability

NAME BADGE STICKERS

Overview

Through the Spirit of Sustainability we are excited to be fundraising for our first ever environmental campaign in partnership with Tree Canada & Evergreen Canada. Fundraising will be across all stores from April 14-24th *in alignment with Earth Day (April 22nd)*.

This campaign will be supported with Good Partner stories from the trade and funding will support a more prosperous, sustainable Ontario.

Key Dates (April 14 - 24, 2022)

Participating Stores

All Stores

Merchandising Instructions

- Beginning April 14th, encourage all team members to wear the sticker as a way to keep our Spirit of Sustainability program top-of-mind.
- It is designed to be affixed to the lower portion of the back of the existing name tag, and hangs down about 1.5".

Re-order Code

- Name Badge Stickers ENG (Re-order # 23P1-NT1) / BIL (Re-order # 23P1-NT2)



Operational Signage

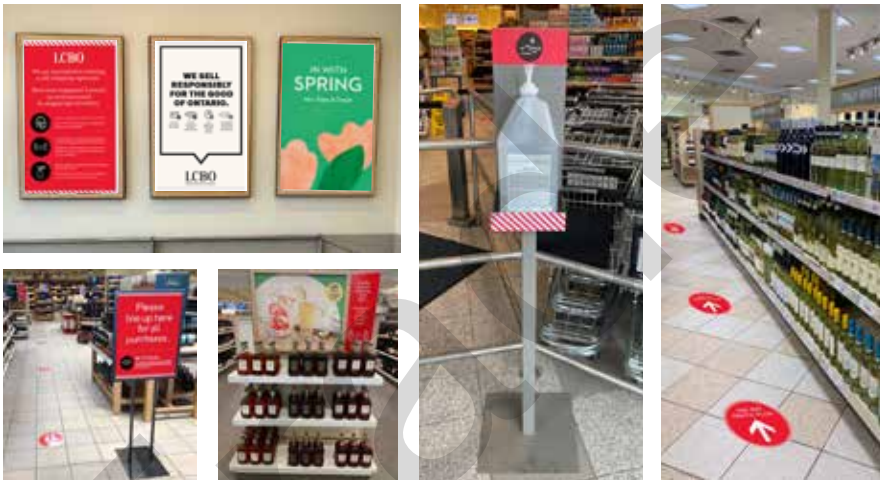
COVID-19 & SOCIAL DISTANCING

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.](#)



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



- Hand Sanitizer Pumps
- 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



- “Place Items Here” Cash Desk Decal
(with updated placement direction)
- Plexi Shield
- “Stand Here” Floor Decal

Aeroplan LOYALTY PROGRAM (LP)

Overview

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

Signage is to remain in place until further notice.

Participating Stores

All Stores

Signage Components & Merchandising Instructions

New Exterior Banners (English/Bilingual)

- Display in the Aeroplan Exterior Banner placement outside the store.

English Re-order# 23OP-AP6 / Bilingual Re-order# 23OP-AP7



New Front Door Decal (English/Bilingual)

- 8x8 decal should be installed on the left side of the second door.

English Re-order# 23OP-AP10 / Bilingual Re-order# 23OP-AP11



Seasonal Banner Insert (English/Bilingual)

- Continue to display the Aeroplan Seasonal Banner Insert.

Note: Signage was shipped to stores in P13.

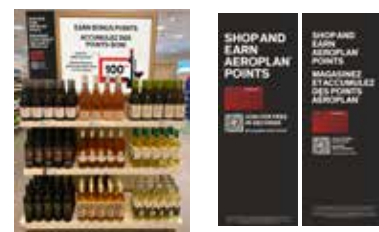
English Re-order# 23OP-AP3 / Bilingual Re-order# 23OP-AP4



New End Aisle Blade Sign (English/Bilingual)

- Install the Blade Signs on every other End Aisle, beginning at End Aisle #2 (alternating with the existing COVID-19 Operational blade sign).

English Re-order# 23OP-AP8 / Bilingual Re-order# 23OP-AP9



Signage Components & Merchandising Instructions

New Generic End Aisle Backer Card (English/Bilingual)

- Install the generic backer card on end aisles with Aeroplan offers.

English/Bilingual Re-order# 23OP-AP5



New In-section Perpendicular Shelf Talker (English/Bilingual)

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

English Re-order# 23OP-AP14 / Bilingual Re-order# 23OP-AP15



New Cash Desk Decal (English/Bilingual)

- Install the Aeroplan decal on the Cash Counter.

English Re-order# 23OP-AP12 / Bilingual Re-order#23OP-AP13



Name Badge Sticker (English/Bilingual)

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

Note: The Aeroplan name badge stickers will stay up until the Spirit of Sustainability (SOS) campaign begins on April 14th. Refer to the SOS name badge stickers section for more details.



P1 Bonus Aeroplan Point Product Offers (March 27 - April 23, 2022)

Signage Components & Merchandising Instructions

New Pre-Printed Bonus Aeroplan Points Shelf Talkers (English/Bilingual)

- Install the Bonus Aeroplan Points shelf talkers in-section and on applicable displays.



English/Bilingual Re-order # (23P1-ANS)

Bonus Aeroplan Points Perpendicular Shelf Talkers (English/Bilingual)

- Install the Bonus Aeroplan Points shelf talkers with the Aeroplan Perpendicular Shelf Talkers in-section and on applicable displays, using a perpendicular shelf clip (PSTC201404).



English Re-order # (22OP-AP1) / Bilingual Re-order # (22OP-AP2)

LCBO#	Description	Size (mL)	Aeroplan Points (March 27 - April 23)
10512	Dujardin VSOP Brandy	750	50
11573	Vodkow	750	100
13906	Unwined Smooth Rosé	750	50
15012	Northern Keep Vodka	750	200
15606	Kona Hanalei IPA	6 x 355	50
15806	Skyy Vodka	750	50
15963	Luxardo Limoncello	750	100
16833	Goldschlager	750	200
16094	Hendrick's Lunar Gin	750	150
16868	18.8 Gin Ddp	750	60
16903	Storyteller Lager	473	23
17055	Jameson Cold Brew Irish Whiskey	750	75
17536	Colio Cellar Door Series Cabernet Sauvignon	750	60
18869	Hornitos Black Barrel	750	100
19516	Smirnoff Peach	750	50
19563	Lot No. 40 Dark Oak Canadian Whisky	750	120
19773	Luna Nuda Pinot Grigio Igt Vigneti Delle Dolomiti	750	50
20082	Fantini Trebbiano D'Abruzzo Doc	1500	80
21265	Gray Jay Deluxe Canadian Whisky Ddp	750	75
21378	Jim Beam White Label Bourbon	750	50
21544	Smirnoff Pink Lemonade	750	50
22017	Smirnoff Vodka (P.E.T)	750	50
22877	Cala Rey Tempranillo-Syrah	750	15
34579	Prince Igor Extreme Vodka (P.E.T)	1140	75
38505	Smirnoff Vodka (P.E.T)	1750	120
49726	Yukon Jack	750	150

LCBO#	Description	Size (mL)	Aeroplan Points (March 27 - April 23)
56622	Beefeater Dry	1750	120
83188	Fuzion Shiraz Malbec	750	85
88799	Alberta Pure Vodka (P.E.T)	750	50
90860	Kittling Ridge Kingsgate Reserve Apera	750	20
91751	Jacob's Creek Reserve Cabsauv Limestone Coast	750	80
110049	Sandbanks Estate Baco Noir VQA	750	30
119628	Lindeman's Bin 45 Cabernet Sauvignon	750	50
119800	Fuzion Chenin-Chardonnay	750	85
131391	Smirnoff Vodka (P.E.T)	1140	75
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	60
175042	Girls' Night Out Pineapple Mango Tango	750	50
181388	Lindeman's Bin 95 Sauvignon Blanc	750	50
183061	Megalomaniac Homegrown Riesling VQA	750	50
187088	PJ's Original Cream (Panama)	750	50
216903	Banff Ice Vodka	1140	75
217216	Myers Planters Punch	1140	90
217273	Mumm Cuvee Napa Brut Prestige	750	100
217786	Jim Beam White Label Bourbon	1140	75
237255	Saint Clair Family Estate Sauvignon Blanc	750	100
237792	Icebox Long Island Iced Tea	1140	150
240416	Montresor Amarone Della Valpolicella Doc	750	100
242339	Alberta Pure Vodka (P.E.T)	1140	75
259192	Santa Carolina Chardonnay	750	50
268375	Henry Of Pelham Riesling VQA	750	50
269985	Illuminati RIPARosso Mont D'Abruzzo Doc	750	40
270439	Smithwick's Ale+	500	10
296228	Calvados Boulard Pays D'Auge	750	100
321794	Smirnoff Ice	24 × 330	160
330803	Bowmore 12 Year Old Islay Single Malt	750	200
335422	Dunavar Pinot Grigio	750	10
350207	Forty Creek Copper Pot Reserve Whisky	1140	75
350397	Banff Ice Vodka	750	50
350561	Forty Creek Cream Liquor	1140	125
363457	> (V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	50
369009	Pinnacle Vodka	750	150
381962	Smirnoff Green Apple Flavoured Vodka	750	50
388710	Tenuta S. Anna Prosecco Extra-Dry	750	100
401745	Russian Standard Gold Vodka	750	225
407775	Snapple Spiked Peach Tea Vodka	458	5
417576	Stock 84 Spirit	1140	150
418657	Lily Sparkling Wine VQA	750	100
440867	Honoro Vera Garnacha Monastrell Organic	750	80
447060	Deakin Estate Sauvignon Blanc	750	85

LCBO#	Description	Size (mL)	Aeroplane Points (March 27 - April 23)
447953	Fireball Whisky Shooter	750	50
458679	Lindeman's Bin 40 Merlot	750	50
465849	Frontera Chardonnay	1500	100
479931	Stalk & Barrel Red Blend	750	250
483255	Casillero Del Diablo Reserva Pinot Grigio	750	80
484204	Malfy Gin Con Limone	750	90
488593	Relax Bubbles	750	60
490144	Cecchi Chianti Docg	750	60
491316	Hires Root Beer	473	5
492397	Smirnoff Ice Peach Bellini	6 × 355	40
494369	Southern Comfort (P.E.T)	200	50
510008	Luxardo Sambuca Dei Cesari	1140	100
518795	Omnipollo IPA	473	20
545392	Smirnoff Berry Blast	750	50
547646	Steam Whistle Premium Pilsner	6 × 341	60
547679	>Wodka Zoladkowa Gorzka	750	50
553917	Frontera After Midnight Dark Red Blend	750	60
573337	McClelland Speyside Single Malt	750	200
573931	Hendrick's Orbium Gin	750	150
574533	Magnotta Pinot Grigio Venture Series VQA	750	60
613950	Sogrape Vila Regia Reserve Douro	750	80
618504	Sogrape Vila Regia	1500	80
635417	The Glenlivet Captain's Reserve Single Malt Scotch	750	150
649251	Smirnoff Vodka & Soda Berry Lemon	4 × 355	40

P1-2: In with Spring SIGNAGE GALLERY

Overview

After a long winter of staying huddled up inside, Ontarians are ready to be inspired. They want to feel connected to what's new—like new trends, new flavours, and new products. And, as the authority on what's new and next in the beverage alcohol industry, the LCBO is ready to connect Ontarians to the inspiration they're looking for.

From fresh cocktail recipes to vibrant on-trend flavours to brand new products, the LCBO is the destination for what's in this spring. Let's all get ready to send out the old and bring in the new.



Signage Ship Date

The Period 1 signage components will be shipped to stores beginning **March 18, 2022**.

All Period 1 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# AIM-23P1-MUSIC-CD | Music USB Reorder# AIM-23P1-MUSIC-USB

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

NOTE: Signage will remain up for Period 1 & Period 2.

P1-2 Exterior Banners

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

PRIORITY OF EXTERIOR BANNERS:

- 1 In With Spring
- 2 Aeroplan Rewards
- 3 ShopLCBO.com
- 4 Image



1 In With Spring



Re-order#
23P1-EB1
(English)

Re-order#
23P1-EB2
(Bilingual)

2 Aeroplan Rewards



Re-order#
23OP-AP6
(English)

Re-order#
23OP-AP7
(Bilingual)

3 ShopLCBO.com



Re-order#
23P1-EB5
(English)

Re-order#
23P1-EB6
(Bilingual)

4 Image



Re-order#
23P1-EB7
(English & Bilingual)

NOTE: Signage will remain up for Period 1 & Period 2.

P1-2 Window Show Cards

Dimensions: 28" w x 45" h

Install: In the windows on the hanger.

In With Spring



Re-order# 23P1-WS1
(English + Bilingual)



Operational Window Show Cards

Reminder: The Info Board, Responsible Service, Generic eCOMM and/or Same Day Pickup and COVID versions are to remain displayed. Continue to display these as they are operational.

Information Board



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

Responsible Service



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

Generic eCOMM



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

Same Day Pickup



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

COVID



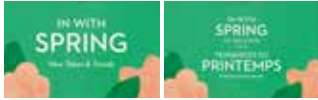
Re-order# OP21-SC1
(English + Bilingual)

NOTE: Signage will remain up for Period 1 & Period 2.

P1-2 Transparencies

Perimeter Transparency Horizontal

Vendor installed



In With Spring 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



In With Spring ENG/BIL



Image



eCOMM ENG/BIL



Same Day Pickup ENG/FRE

Exterior Transparency

Vendor installed



In With Spring
ENG/BIL



Image



eCOMM ENG/BIL



Same Day Pickup
ENG/BIL

Perimeter Transparency Vertical

Vendor installed

Medium Vertical Transparencies



In With Spring
ENG/BIL



Image

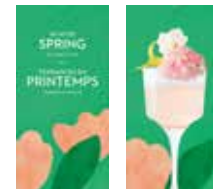


eComm ENG/BIL



Same Day Pickup
ENG/BIL

Large Vertical Transparencies



In With Spring
BIL



Image



eCOMM
BIL

Aeroplan Loyalty Seasonal Banner Insert

Dimensions: 20" w x 70" h

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

Note: The Aeroplan Seasonal Banner Insert was shipped to stores in P13 and is to remain in place until further notice.



ENG Re-order #23OP-AP3
FR Re-order #23OP-AP4



P1 End Aisle Backer Cards

End Aisles 1, 2, 3A, 3B, 4A, 4B, 10 Backer Cards

23P1-BC1



EA 1

23P1-BC2



EA 2

23P1-BC3



EA 3A/B

23P1-BC4



EA 4A/B

23P1-BC10



EA 10

End Aisles 5-20 Generic Backer Cards

NOTE: Signage will remain up for Period 1 & Period 2.

23P1-BC-GEN1



Generic Promo Title

23P1-BC-GEN2



Generic Image A

23P1-BC-GEN3



Generic Image B

23P1-BC-GEN4



Generic Image C

23P1-BC-GEN5



Generic eCOMM

23OP-AP5



Aeroplan Loyalty

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

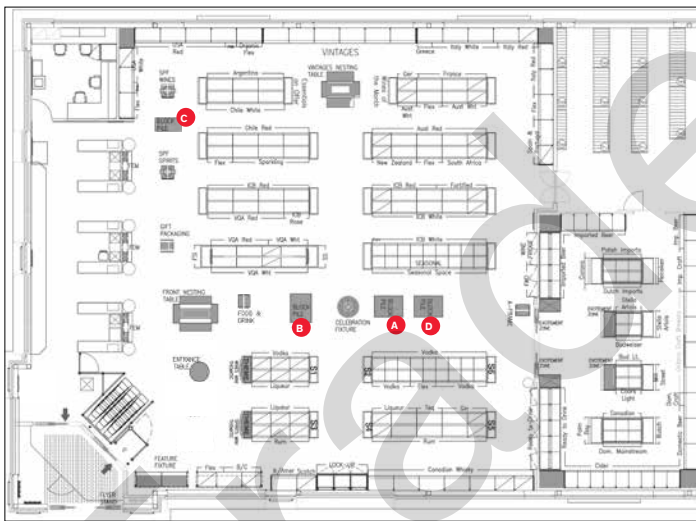
Middle Nesting Table/Celebration Fixture : DD

A Block Pile A (SBA): Fan Faves For Game Day

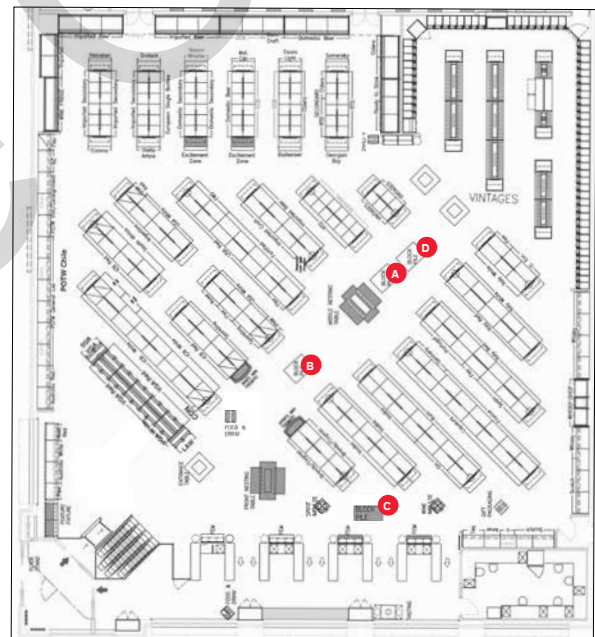
B Block Pile B (SBB): Juicy Spring Flavours

C Block Pile C (SBC): Earn Points With Smirnoff

D Block Pile D (XBP): Bacardi



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

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

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

Brand Spotlight (FF - FFA-A) FEATURE FIXTURE

In with Sparkling



This is a sold program. Participation is mandatory.

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

Featuring popular Sparkling wines in a range of styles, sizes and price points. Products will range from \$10.60 - \$88.75.

Signage Components

- Category Sign “In With Sparkling” ENG/BIL (Re-order # 23P1-FF1)
- Category Sign Solid Colour (Re-order # 23P1-FF2)
- Bin Strips - solid colour (Re-order # 23P1-FF3)
- Box Sign “In With Sparkling Cocktails” BIL (Re-order # 23P1-FF4)
- Box Sign “Sparkling Wines Around the World” BIL (Re-order # 23P1-FF5)
- Shelf Talkers ENG (Re-order # 23P1-FF11) / BIL (Re-order # 23P1-FF12)

Merchandising Instructions

- Please refer to the Store Layout section for inventory management of product.
- When merchandising the participating products, please display the signage as portrayed in the planogram (see images).
- For the remaining 4ft of this fixture, stores are to merchandise Rosé products (Refer to the New & Seasonal section for a list of Rosé products to merchandise).
- Install the category sign, bin strips and box sign.
- Install branded shelf talkers in front of the correct product on the feature fixture display and in section.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.

NOTE: If you are a Bilingual designated store, install all signage with the Bilingual side of shelf talkers and category signs.

Participating Products

LCBO#	Description	Size (mL)	Offers
9118	Henkell Trocken Piccolo	3 × 200	\$1.50 LTO
11222	Freixenet Italian Rosé	750	
12023	Freixenet Prosecco Doc	750	\$2.00 LTO
14884	Pelee Island Lola Secco Sparkling VQA	750	\$2.00 LTO
14955	Martini Sparkling Rosé	750	
16191	Toro Bravo Sparkling Secco White	750	\$1.00 LTO
21381	Pink Poodle Sparkling Rosé	750	\$1.00 LTO
22499	Gerard Bertrand Change Merlot	750	
22501	Gerard Bertrand Naturae Cabernet Sauvignon	750	
22647	Asio Otus Pinot Grigio	1000	
22878	3q Umbria Rosso Igt	750	
24485	Gold Prosecco (Bottega)	200	
24487	Ruffino Prosecco	375	
24490	Champagne Victoire Brut Prestige	375	
24491	Champagne Victoire Brut Rosé	375	
194191	Villa Sandi Prosecco Il Fresco, Doc Treviso	375	
253948	Martini & Rossi Asti	750	
279455	Moet & Chandon Ice Imperial Champagne	750	
284539	Trius Brut VQA	750	\$3.00 LTO
384651	Martini Prosecco Sparkling	750	\$2.00 LTO
395384	Belaire Sparkling Rosé	750	
428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	\$2.00 LTO
467811	Ruffino Prosecco	750	
515452	XOXO Pinot Grigio + Chardonnay Sparkling	750	\$1.00 LTO
577148	Villa Conchi Brut Seleccion	750	\$2.00 LTO
588053	Il Prosecco	750	\$3.00 LTO

4ft. Feature Fixture



8ft. Feature Fixture



IN WITH NEW ROSÉS TENDANCE VINS ROSÉS

Rosé SKUs

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

Refer to the New & Seasonal section of this guide for a list of Rosé products

12ft. Feature Fixture



IN WITH NEW ROSÉS TENDANCE VINS ROSÉS

Rosé SKUs

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

Refer to the New & Seasonal section of this guide for a list of Rosé products

NEW & SEASONAL FIXTURE

P1-6: In With New Rosés



Stores that are not participating in the Brand Spotlight Feature Program, will receive a new category sign, box sign and shelf talkers to promote Rosé SKUs.

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

Seasonal Rosé wines from around the world will be featured for the spring and summer season P1-6.

Signage Components

- Category Sign "In With New Rosés" ENG/BIL (Re-order # 23P1-NS1)
- Category Sign Solid Colour (Re-order # 23P1-NS2)
- Bin Strips - solid colour (Re-order # 23P1-NS3)
- Shelf Talkers ENG (Re-order # 23P1-NS4) / BIL (Re-order # 23P1-NS5)
- Box Sign "In With Low-Sugar Rosé" BIL (Re-order # 23P1-NS6)
- Box Sign "In With Rosé Cocktails" BIL (Re-order # 23P1-NS7)

Merchandising Instructions


- Please refer to the Store Layout section for inventory management of product.
- Stores can merchandise their seasonal Rosé assortment on the fixture.
- Install the category sign, box sign and shelf talkers to promote Rosé SKUs.

4ft. Feature Fixture



8ft. Feature Fixture



 This planoguide is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

Participating Products

LCBO#	Description	Size (mL)	LCBO#	Description	Size (mL)
11597	Pelee Island Bella Sparkling Pinot Noir Rosé VQA	750	23757	S De La Sablette - Coteaux Varois Rosé	750
13245	Argento Rosé	750	23758	Aveleda Fonte Rosé	750
13488	Perrin Studio By Miraval	750	23759	Les Jamelles Clair De Rosé	750
13497	Grand Sud Rosé	1000	23760	Doppio Passo Primitivo Rosato Igt Puglia	750
13522	Gran Passione Rosato Igt Veneto	750	23805	Cupcake Light Hearted Rosé	750
13548	Chateau De Berne Romance Igp Mediterranee	750	24080	Jacob's Creek Moscato Rosé Lower Sugar	750
13907	Jackson-Triggs Proprietors Selection Light Rosé	750	24084	Kim Crawford Illuminate Rosé	750
14145	Toro Bravo Shiraz Garnacha Rosado	750	24085	Santa Carolina Reserva Rosé	750
14867	Sandbanks Summer Rosé VQA	750	24086	Smoky Bay Rosé	750
15568	Listel Gris Rosé	750	24087	Republic Of Pink Rosé	750
17901	Botter Oggi Pinot Grigio Rosato Doc Delle Venezie	750	24088	Villa Maria Sauvignon Blanc Blush	750
18485	Stel + Mar California Rosé	750	24971	Good Natured Rosé VQA	750
18486	Bread & Butter Rosé	750	24972	Speck Bros. F. Tree The Merry Widow Rosé VQA	750
18528	Jacob's Creek Reserve Rosé	750	24973	Offshore Hang Ten Rosé VQA	750
19062	Sandbanks Sparkling Rosé VQA	750	48819	V) Cabernet Rosé (Creekside)	750
19667	La Baume Rosé	750	164343	The Beachhouse Rosé	750
20188	Maison No 9	750	480467	Radio Boka Rosé Vdt Castilla	750
20359	20 Expression Cabernet Franc Rosé	750	483040	Francois Dulac Cotes De Provence	750
21623	Freixenet Rosé Igt	750	632513	Lab Rosé Lisboa Vr	750
23745	Campo Viejo Crisp Rosé	750	639856	Megalomaniac Homegrown Rosé VQA	750
23755	Pasqua Romeo & Juliet Pinot Grigio Rosé	750	642884	D'Ont Poke The Bear Rosé VQA	750
			647149	Calvet Rosé, Languedoc Aop (Pouch)	1500

Brand Spotlight (BS-BSE) ENTRANCE TABLE

Cocktail of the Month: Spring G&T



This is a sold program. Participation is mandatory.

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
16608	Aviation Gin	375	
21996	Aviation Gin	1750	\$3.00 LTO
129940	Aviation Gin	750	VA: Fever Tree 4-Pack Elderflower Tonic

Value-add: Fever Tree 4-Pack Elderflower Tonic with the purchase of 129940 Aviation Gin. The supplier will be providing the value-add to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

The Gin & Tonic takes a stroll through a spring garden with muddled cukes and mint, which add both flavour and a subtle green hue. Any citrusy, juniper-forward gin will work well here including Aviation Gin. For another element from the garden, try Fever Tree Elderflower tonic water.

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 in front of participating products.
- Install the recipe and value add shelf talkers on the entrance table display and in section.
- Add cut cases around the table to bring volume of product out onto the floor.

Signage Components

- Square Entrance Table Sign
ENG (Re-order # 23P1-ET1) / BIL (Re-order # 23P1-ET2)
- Round Entrance Table Sign
ENG (Re-order # 23P1-ET3) / BIL (Re-order # 23P1-ET4)
- Shelf Talkers
ENG (Re-order # 23P1-ET5) / BIL (Re-order # 23P1-ET6)
- Recipe Shelf Talkers
ENG (Re-order # 23P1-ET7) / BIL (Re-order # 23P1-ET8)
- VA Perp Shelf Talkers
ENG (Re-order # 23P1-ET9) / BIL (Re-order # 23P1-ET10)

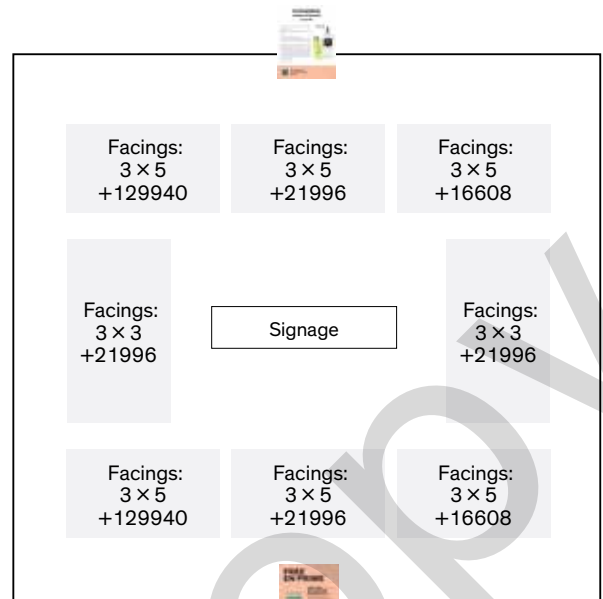


VA Shelf Talker

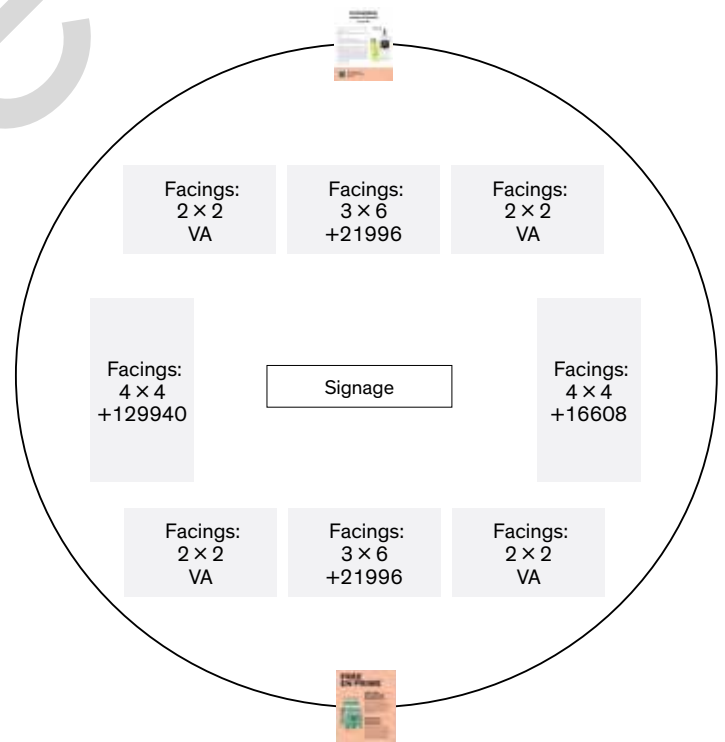
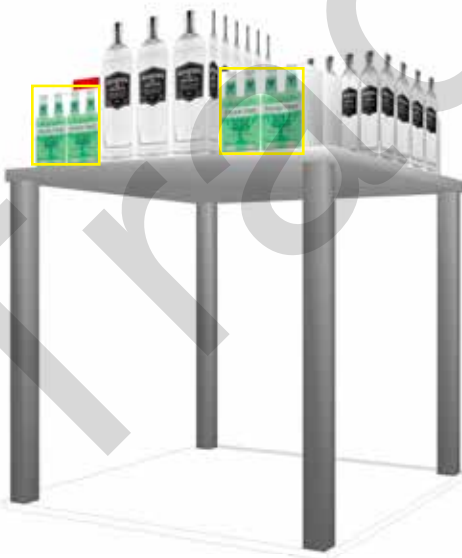


Recipe Shelf Talker

Planogram - Square Table



Planogram - Round Table



Spirits (MI-A) MINI THEMATIC A

Give the Gift of Rum



This is a sold program. Participation is mandatory.

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

This Period we are featuring a selection of aged amber/dark rums. Products will be featured on display along with the new Spring gift bags.

Participating Products

LCBO#	Description	Size (mL)	Offers
14354	Appleton Estate 8 Years Old Reserve	750	
53140	Havana Club 7 Years Old	750	\$3.00 LTO
60608	El Dorado 12 Year Old Rum	750	\$3.00 LTO
64659	Captain Morgan Private Stock Rum	750	\$1.00 LTO
158014	Flor De Cana Centenario 12 Rum	750	\$3.00 LTO
369793	Mount Gay Eclipse Rum	750	\$2.00 LTO
492520	Bacardi 8 Year Old Reserva Gold Rum	750	VA Martini Prosecco 200 mL (attached to bottle)
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00 LTO
646729	Bumbu Craft Rum	750	



Signage Components

- Category sign: Short ENG/BIL (Re-order # 23P1-MTA1)
- Backer card: ENG/BIL (Re-order # 23P1-MTA2)
- Shelf talkers: ENG (Re-order # 23P1-MTA3) / BIL (Re-order # 23P1-MTA4)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign and pre-printed shelf talkers in front of each participating product.
- Merchandise gift bags on each shelf of the fixture. Please refer to the planogram.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.



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

Wines (MI-B) MINI THEMATIC B

Wine Gifts for Spring Celebrations



This is a sold program. Participation is mandatory.

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
14882	Saintly Rosé VQA	750
21224	Albert Bichot Macon Villages Aoc Chardonnay	750
22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750
35170	Pascual Toso Malbec	750
234369	Apothic Red	750
270363	Castillo De Almansa Reserva, Almansa	750
307769	Roséhall Run Pinot Noir VQA	750
506519	Cesari Mara Valpolicella Ripasso Superiore Doc	750
522730	Strewn Chardonnay Barrel-Aged VQA	750

This Period we are featuring a selection of premium red, white and rosé wines that are no fail solutions to bring to Spring celebrations. Products will be featured on the display along with the new Spring gift bags.

Signage Components

- Category sign: Short ENG/BIL (Re-order # 23P1-MTB7)
- Backer card: ENG/BIL (Re-order # 23P1-MTB8)
- Shelf talkers: ENG (Re-order # 23P1-MTB9) / BIL (Re-order # 23P1-MTB10)

Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install category sign and pre-printed shelf talkers in front of each participating product.
- Merchandise gift bags on each shelf of the fixture. Please refer to the planogram.
- If a store chooses to bring in additional inventory to support the program, the "1-in/1-out" rule DOES NOT apply. If a store chooses to list a featured product AFTER the promotional Period has concluded, the "1-in/1-out" rule DOES apply.



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

Beer (MI-C) MINI THEMATIC C

In With Fruity Beers



This is a sold program. Participation is mandatory.

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

This Period we are featuring a selection of fruity beers that are a perfect match for spring entertaining.

Participating Products

LCBO#	Description	Size (mL)	LTO	Supplying Source / Distributor
16465	Ace Hill Low-Cal Mexican Lager (LCBO Warehouse)	4 × 355		LCBO Warehouse
20427	Amsterdam Hazii Imperial IPA (3842)	473		3842 - Amsterdam Brewing Company
25047	Muskoka Drifter (LCBO Warehouse)	473		LCBO Warehouse
25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473		458 - Cowbell Brewing Co.
25096	Bench Brewing Hopsters IPA (798)	473		798 - Bench Brewing Company
25099	Collective Arts Daily Forecast (LCBO Warehouse)	473	\$0.20	LCBO Warehouse
243741	Cameron's Lager (413)	473		413 - Cameron's Brewing Co.
280081	Steam Whistle Premium Pilsner (5577/275/TBS)	6 × 355		5577 - Steam Whistle Brewing 275 - The Beer Store
514935	Flying Monkeys 12 Minutes To Destiny (6309)	473	\$0.20	6309 - Flying Monkeys Craft Brewery

Signage Components

- Backer card ENG/BIL (Re-order# 23P1-BC10)

Merchandising Instructions

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



280081 Steam Whistle Premium Pilsner 6 Pk-C	25096 Bench Brewing Hopsters IPA	25099 Collective Arts Daily Forecast

Brand Spotlight (BS - BSF)

FRONT NESTING TABLE

Premium Flight (Ciroc) + Standard Flight (Tanqueray & Ketel One)

This is a sold program. Participation is mandatory.

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

Flight A Premium (Ciroc)

1, 10, 19, 21, 31, 38, 41, 51, 83, 102, 115, 130, 148, 149, 150, 156, 164, 187, 217, 243, 253, 288, 310, 326, 346, 367, 371, 390, 391, 393, 394, 398, 404, 407, 411, 412, 417, 437, 438, 445, 453, 485, 486, 495, 497, 499, 500, 511, 523, 554, 556, 573, 580, 585, 590, 619, 623, 624, 630, 631, 632, 641, 643, 649, 658, 670, 699, 702, 741, 776

Flight B Standard (Tanqueray & Ketel One)

22, 23, 44, 55, 74, 82, 90, 106, 145, 195, 198, 227, 250, 263, 269, 279, 287, 298, 325, 329, 334, 351, 359, 373, 378, 385, 392, 401, 416, 436, 459, 489, 490, 501, 522, 542, 545, 575, 579, 587, 602, 618, 627, 633, 640, 652, 653, 655, 661, 667, 698, 703, 748

Signage Components

- Table Sign Large ENG (Re-order # 23P1-FNT1) / BIL (Re-order # 23P1-FNT2)
- Table Sign Small ENG (Re-order # 23P1-FNT3) / BIL (Re-order # 23P1-FNT4)
- Premium Shelf Talkers
ENG (Re-order # 23P1-FNT15) / BIL (Re-order # 23P1-FNT16)
- Standard Shelf Talkers
ENG (Re-order # 23P1-FNT25) / BIL (Re-order # 23P1-FNT26)
- Standard VA Perp Shelf Talkers
ENG (Re-order # 23P1-FNT27) / BIL (Re-order # 23P1-FNT28)

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 value adds.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- Install the value-add shelf talkers in the bin strip channel on the table.

Ciroc:

The premium flight will showcase a variety of Giroc flavours such as Summer Citrus, tropical Mango, Coconut, Pineapple, crisp Apple, juicy Peach, Red Berry, and the limited edition Watermelon. Simply add soda and garnish with a complementary flavour.

Tanqueray & Ketel One:

Fresh citrusy and botanicals flavours from Tanqueray and Ketel One make simple spring cocktails. Bonus VA of either Schweppes Soda Water or Tonic.

Participating Products

Flights	LCBO#	Description	Size (mL)	LTO	Offers
Flight A Premium Ciroc	14730	Ciroc Mango	750		Value-add: Stir Spoon (rep-applied)
	19517	Ciroc Summer Citrus	750		
	334110	Ciroc Red Berry	750		
	334128	Ciroc Peach	750	\$3.00	
	381228	Ciroc Coconut	750		
	417295	Ciroc Original Unflavoured	750	\$3.00	
	446823	Ciroc Pineapple	750		
	481614	Ciroc Apple	750		
662379	Ciroc Watermelon	750			

Flight B Standard Tanqueray & Ketel One	2691	Tanqueray London Dry Gin	750		Value-add: 6pk Schwebbes Tonic (near pack)
	96263	Tanqueray London Dry Gin	1750		
	216721	Tanqueray London Dry Gin	1140	\$1.00	
	600163	Tanqueray No. Ten Gin	750	\$5.00	
	358184	Tanqueray Rangpur Gin	750	\$2.50	Value-add: 6pk Schwebbes Soda (near pack)
	573956	Tanqueray Flor De Sevilla	750		
	640920	Ketel One Botanical Cucumber And Mint	750	\$2.00	
	640995	Ketel One Botanical Peach And Orange Blossom	750	\$2.00	
645499	Ketel One Botanical Grapefruit And Rosé	750	\$2.00		

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

Product note: 22454 Tanqueray Blackcurrant Royale 750 mL may be merchandised on the Tanqueray & Ketel One Front Nesting Table at the manager's discretion.



Table Sign



Standard Flight VA Shelf Talkers

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

Premium Flight



Front & Back View

Top View (Back)

Facings: 5x8 +334128	Facings: 5x8 +381228	Facings: 5x8 +19517
Facings: 6x8 +14730	Facings: 6x8 +381228	Facings: 6x8 +446823

Facings: 6x8 +417295	Facings: 6x3 +334110	Facings: 6x3 +334128	Facings: 6x3 +19517	Facings: 6x3 +662379	Facings: 6x8 +481614
Facings: 5x8 +417295	Signage				Facings: 5x8 +481614
	Facings: 6x3 +334110	Facings: 6x3 +334128	Facings: 6x3 +19517	Facings: 6x3 +662379	

Facings: 6x8 +14730	Facings: 6x8 +381228	Facings: 6x8 +446823
Facings: 5x8 +334128	Facings: 5x8 +381228	Facings: 5x8 +19517

Top View (Front)

Standard Flight



Standard VA Shelf Talkers



Front View

Top View (Back)

Facings: 4x9 +358184	Facings: 4x9 +573956	Facings: 4x9 +2691		
Facings: 5x9 +645499	Facings: 1x6 VA	Facings: 5x9 +640920	Facings: 1x6 VA	Facings: 5x9 +640995

Facings: 4x6 +216721	Facings: 6x2 +2691	Facings: 1x9 VA	Facings: 6x2 +600163	Facings: 1x9 VA	Facings: 6x2 +358184	Facings: 3x5 +96263
Facings: 4x6 +216721	Signage				Facings: 3x5 +96263	
	Facings: 6x2 +2691	Facings: 1x9 VA	Facings: 6x2 +600163	Facings: 1x9 VA	Facings: 6x2 +358184	

Facings: 4x7 +573956	Facings: 1x6 VA	Facings: 4x7 +600163	Facings: 1x6 VA	Facings: 4x7 +573956
Facings: 4x7 +2691	Facings: 4x7 +573956	Facings: 4x7 +358184		

Top View (Front)



Back View

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

Premium Flight



Front & Back View

Top View (Back)

Facings: 5x8 +334128	Facings: 5x8 +381228	Facings: 5x8 +19517
Facings: 6x8 +14730	Facings: 6x8 +381228	Facings: 6x8 +446823

Facings: 4x4 +417295	Facings: 4x3 +334110	Facings: 4x3 +334128	Facings: 4x3 +19517	Facings: 4x3 +662379	Facings: 4x4 +481614
Signage					
Facings: 4x4 +417295	Facings: 4x3 +334110	Facings: 4x3 +334128	Facings: 4x3 +19517	Facings: 4x3 +662379	Facings: 4x4 +481614

Facings: 6x8 +14730	Facings: 6x8 +381228	Facings: 6x8 +446823
Facings: 5x8 +334128	Facings: 5x8 +381228	Facings: 5x8 +19517

Top View (Front)

Standard Flight



Standard VA Shelf Talkers



Front View

Top View (Back)

Facings: 4x9 +358184	Facings: 4x9 +573956	Facings: 4x9 +2691		
Facings: 5x9 +645499	Facings: 1x6 VA	Facings: 5x9 +640920	Facings: 1x6 VA	Facings: 5x9 +640995

Facings: 2x2 +216721	Facings: 4x2 +2691	Facings: 1x9 VA	Facings: 4x2 +600163	Facings: 1x9 VA	Facings: 4x2 +358184	Facings: 2x2 +96263
Signage						
Facings: 2x2 +216721	Facings: 4x2 +2691	Facings: 1x9 VA	Facings: 4x2 +600163	Facings: 1x9 VA	Facings: 4x2 +358184	Facings: 2x2 +96263

Facings: 4x7 +573956	Facings: 1x6 VA	Facings: 4x7 +600163	Facings: 1x6 VA	Facings: 4x7 +573956
Facings: 4x7 +2691	Facings: 4x7 +573956	Facings: 4x7 +358184		

Top View (Front)



Back View

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

Premium Flight



Front & Back View

Top View (Back)

Facings: 3x8 +334128	Facings: 3x8 +381228	Facings: 3x8 +19517
Facings: 3x8 +14730	Facings: 3x8 +381228	Facings: 3x8 +446823

Facings: 5x7 +417295
Facings: 5x7 +417295

Facings: 4x3 +334110	Facings: 4x3 +334128	Facings: 4x3 +19517	Facings: 4x3 +662379
Signage			
Facings: 4x3 +334110	Facings: 4x3 +334128	Facings: 4x3 +19517	Facings: 4x3 +662379

Facings: 5x7 +481614
Facings: 5x7 +481614

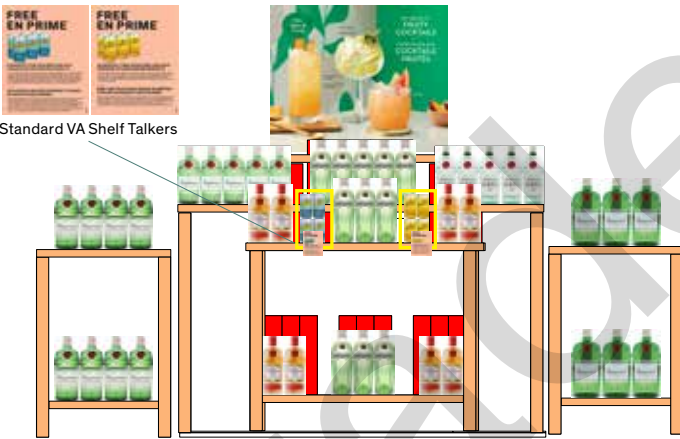
Facings: 3x8 +14730	Facings: 3x8 +381228	Facings: 3x8 +446823
Facings: 3x8 +334128	Facings: 3x8 +381228	Facings: 3x8 +19517

Top View (Front)

Standard Flight



Standard VA Shelf Talkers



Front View

Top View (Back)

Facings: 3x9 +645499	Facings: 3x9 +640920	Facings: 3x9 +640995		
Facings: 3x9 +645499	Facings: 1x4 VA	Facings: 3x9 +640920	Facings: 1x4 VA	Facings: 3x9 +640995

Facings: 4x5 +216721
Facings: 4x5 +216721

Facings: 5x2 +2691	Facings: 5x2 +600163	Facings: 5x2 +358184
Signage		
Facings: 5x3 +2691	Facings: 5x3 +600163	Facings: 5x3 +358184

Facings: 4x5 +96263
Facings: 4x5 +96263

Facings: 2x7 +573956	Facings: 1x4 VA	Facings: 3x7 +600163	Facings: 1x4 VA	Facings: 2x7 +573956
Facings: 2x7 +573956	Facings: 3x7 +600163	Facings: 2x7 +573956		

Top View (Front)



Back View

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

Premium Flight



Top View (Back)

Facings: 3x8 +334110	Facings: 3x8 +381228	Facings: 3x8 +19517
Facings: 3x8 +14730	Facings: 4x8 +381228	Facings: 3x8 +446823

Facings: 4x4 +417295	Facings: 4x3 +334110	Facings: 4x3 +334128	Facings: 4x4 +481614
Signage			
Facings: 4x4 +334110	Facings: 4x3 +334128	Facings: 3x8 +19517	Facings: 4x4 +662379

Facings: 3x8 +14730	Facings: 4x8 +381228	Facings: 3x8 +446823
Facings: 3x8 +19517	Facings: 3x8 +381228	Facings: 3x8 +334110

Top View (Front)

Standard Flight



Standard VA Shelf Talkers



Top View (Back)

Facings: 2x9 +645499	Facings: 3x9 +640920	Facings: 2x9 +640995		
Facings: 3x9 +645499	Facings: 1x4 VA	Facings: 3x9 +640920	Facings: 1x4 VA	Facings: 3x9 +640995

Facings: 3x8 +216721	Facings: 4x2 +2691	Facings: 4x2 +358184	Facings: 2x7 +96263
Signage			
Facings: 4x3 +2691	Facings: 3x7 +600163	Facings: 4x3 +358184	Facings: 3x7 +573956

Facings: 2x7 +573956	Facings: 1x4 VA	Facings: 3x7 +600163	Facings: 1x4 VA	Facings: 2x7 +573956
Facings: 3x7 +573956	Facings: 3x7 +600163	Facings: 3x7 +573956		

Top View (Front)

A

Display Program (BP-SBA)

BLOCK PILE A

Fan Faves For Game Day



This is a sold program. Participation is mandatory.

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

P1 Participating Products (products/offers will change in P2)

LCBO#	Description	Size (mL)	Offers
25078	Mill Street Blue Wave (1950)	473	
284562	Michelob Ultra (275)	473	\$0.20 LTO
311779	Bud Light (275)	6 × 473	\$1.00 LTO
311787	Budweiser (275)	6 × 473	VA
496968	Michelob Ultra (275)	6 × 473	
905976	Budweiser (275)	473	\$0.20 LTO
908665	Bud Light (275)	6 × 355	

Value-add/Dump Bin Merchandiser: Purchase two 6-packs of Budweiser (311787 | 6 × 473 mL) and receive a free Blue Jays hat. The supplier will be providing the VA and dump bin merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.



Baseball season is back! Get ready for game time with Budweiser, Bud Light, Michelob and Mill Street. Signage will remain in place from P1 through to P2. Products/offers will be updated in P2.



Signage Components

- Pole Toppers
ENG (Re-order # 23P1-BPA1) / BIL (Re-order # 23P1-BPA2)
- Cut Case Backer Card
ENG (Re-order # 23P1-BPA3) / BIL (Re-order # 23P1-BPA4)
- Riser Wrap - solid colour (Re-order # 23P1-BPA5)
- Pricer Cards
ENG (Re-order # 23P1-BPA7) / BIL (Re-order # 23P1-BPA8)
- Shelf Talkers
ENG (Re-order # 23P1-BPA9) / BIL (Re-order # 23P1-BPA10)
- End Aisle Backer Card BIL (Re-order # 23P1-BPA11)



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

Merchandising Instructions

- **Note:** Signage will remain in place from P1 through to P2. Products/offers will be updated in P2.
- Please refer to the Store Layout section for inventory management of product.
- Merchandise the participating products according to the planogram.
- Install the pole topper sign, riser wrap and pricer cards.
- Merchandise the dump bin on the floor next to the participating product (311787 | Budweiser | 6 × 473 mL).

B

Display Program (BP-SBB)

BLOCK PILE B

Juicy Spring Flavours



This is a sold program. Participation is mandatory.

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

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
15004	Twisted Tea Mix	12 × 355
15311	Cottage Springs Weekender Mixed Pack	8 × 355
19139	Smirnoff Vodka & Soda Rosé Variety Pack	12 × 355
19357	Social Lite Mixed Pack	12 × 355
21938	White Claw Variety Pack	12 × 355

Signage Components

- Pole Toppers ENG (Re-order #23P1-BPB1)
BIL (Re-order # 23P1-BPB2)
- Cut Case Backer Card ENG (Re-order # 23P1-BPB3)
BIL (Re-order # 23P1-BPB4)
- Riser Wrap - solid colour (Re-order # 23P1-BPB5)
- Pricer Cards ENG (Re-order # 23P1-BPB7)
BIL (Re-order # 23P1-BPB8)
- Shelf Talkers ENG (Re-order # 23P1-BPB9)
BIL (Re-order # 23P1-BPB10)
- End Aisle Backer Card BIL (Re-order # 23P1-BPB11)

Merchandising Instructions

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

Juicy Spring Flavours!
Check out our incredible selection of RTD mixed packs, in a variety of flavours to suit your taste.



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 C

Earn Points with Smirnoff



This is a sold program. Participation is mandatory.

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

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
21544	Smirnoff Pink Lemonade	750	50 APP
22017	Smirnoff Vodka (P.E.T)	750	50 APP
38505	Smirnoff Vodka (P.E.T)	1750	120 APP
131391	Smirnoff Vodka (P.E.T)	1140	75 APP
545392	Smirnoff Berry Blast	750	50 APP

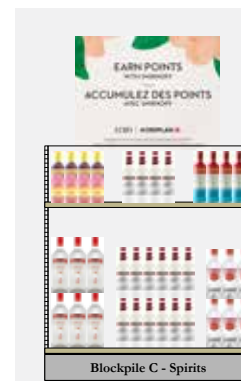
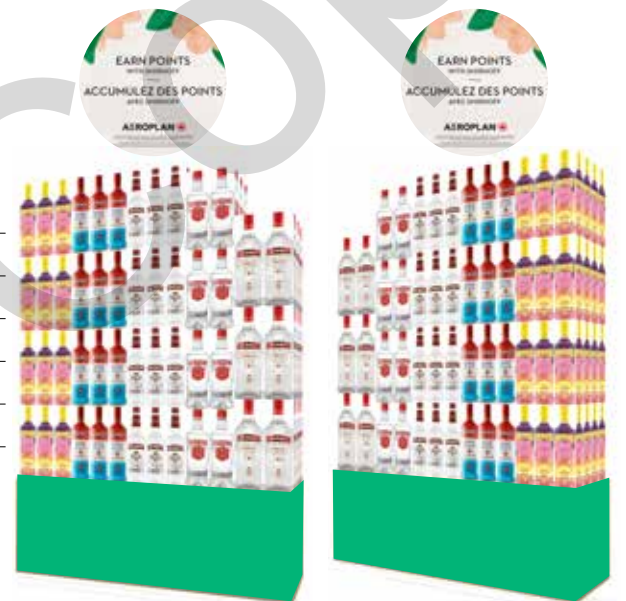
Signage Components

- Pole Toppers ENG (Re-order #23P1-BPC1)
BIL (Re-order # 23P1-BPC2)
- Cut Case Backer Card ENG (Re-order # 23P1-BPC3)
BIL (Re-order # 23P1-BPC4)
- Riser Wrap - solid colour (Re-order # 23P1-BPC5)
- Pricer Cards ENG (Re-order # 23P1-BPC7)
BIL (Re-order # 23P1-BPC8)
- Shelf Talkers ENG (Re-order # 23P1-BPC9)
BIL (Re-order # 23P1-BPC10)
- End Aisle Backer Card BIL (Re-order # 23P1-BPC11)

Merchandising Instructions

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

Earn Aeroplan Bonus Points when you stock up on spirits for classic cocktails.



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

Display Program (XBP) BLOCK PILE D

Bacardi

This is a sold program. Participation is mandatory.

Key Dates (March 27 - April 23, 2022)

Participating Stores

1, 15, 21, 22, 31, 38, 115, 130, 148, 149, 154, 156, 164, 171, 187, 195, 198, 226, 243, 253, 263, 288, 329, 334, 346, 360, 371, 385, 390, 393, 394, 404, 412, 437, 438, 443, 445, 452, 486, 499, 500, 523, 545, 573, 590, 619, 623, 630, 631, 632, 641, 698, 703, 741, 776

Participating Products

LCBO#	Description	Size (mL)	Offers
117	Bacardi Superior White Rum	750	
34595	Patron Silver Tequila	750	Necktag: \$1 Donation to Tree Canada for every bottle sold during promotion period.
95935	Grey Goose Vodka	750	
316844	Bombay Sapphire London Dry	750	

Sustainability Message from the Bacardi Brand Family with \$1.00 donation to Tree Canada for every bottle sold. Necktag will communicate sustainability message: Bacardi spirits are made with 100% sustainability ingredients.

Signage Components

- Printed Corrugate structure - supplied by Agent
- Pricer Card
ENG (Re-order # 23P1-BPD1)
BIL (Re-order # 23P1-BPD2)

Merchandising Instructions

- The supplier will deliver and assemble the merchandiser by the start of P1.
- Merchandise the pricer card in front of the participating products.



Supplied by Agent

Display Program

BLOCK PILE

Great Value Beer (April 14 - 16)

From April 14-16, No Name Beer will retail for \$6.60 (6 × 341 mL) while quantities last. Product may be featured in section or on a Block Pile display in select stores.

Key Dates (April 14 - 16, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Was	Now	Save
110320	No Name Beer	6 × 341	\$9.90	\$6.60	\$3.30

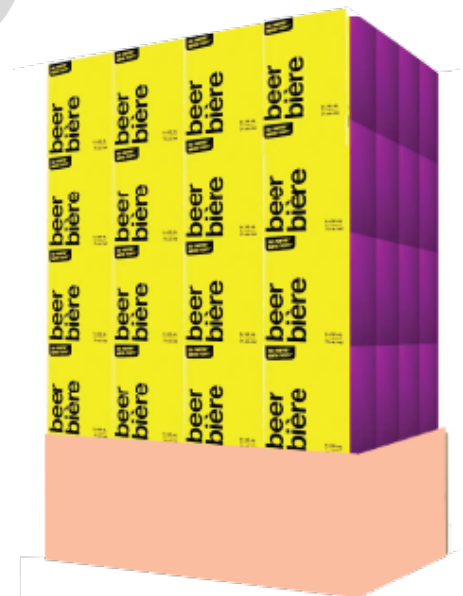


Signage Components

- Pole Toppers ENG (Re-order #23P1-BPE1) / BIL (Re-order # 23P1-BPE2)
- Cut Case Backer Card ENG (Re-order # 23P1-BPE3) / BIL (Re-order # 23P1-BPE4)
- Riser Wrap - solid colour (Re-order # 23P1-BPE5)
- Pricer Cards ENG (Re-order # 23P1-BPE7) / BIL (Re-order # 23P1-BPE8)
- Shelf Talkers ENG (Re-order # 23P1-BPE9) / BIL (Re-order # 23P1-BPE10)
- End Aisle Backer Card BIL (Re-order # 23P1-BPE11)

Merchandising Instructions

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



Brand Spotlight (DD)

MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Premium Flight (California Wines) + Standard Flight (Vintages Essentials)

This is a sold program. Participation is mandatory.

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

Flight A Premium (California Wines)

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, 367, 371, 383, 390, 391, 394, 397, 398, 404, 407, 411, 412, 437, 438, 443, 445, 457, 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

California Wines:

The premium flight will showcase California's most popular brands and speak to the wine region's leadership when it comes to sustainability.

Flight B Standard (Vintages Essentials for Spring Brunch)

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, 542, 575, 579, 587, 602, 605, 609, 618, 627, 633, 640, 652, 653, 655, 661, 698, 700, 703, 706, 748

Vintages Essentials for Spring Brunch:

The standard flight will capitalize on the Easter entertaining and gifting occasion with an all-play of Vintages Essentials.

Signage Components

Flight A Premium (California Wines)

- Table Sign Large ENG (Re-order # 23P1-MNT13) / BIL (Re-order # 23P1-MNT14)
- Table Sign Small BIL (Re-order # 23P1-MNT15)
- Celebration Fixture Drum Sign ENG (Re-order # 23P1-MNT16) / BIL (Re-order # 23P1-MNT17)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P1-MNT18)
- Shelf Talkers ENG (Re-order # 23P1-MNT19) / BIL (Re-order # 23P1-MNT20)

Flight B Standard (Vintages Essentials for Spring Brunch)

- Table Sign Large ENG (Re-order # 23P1-MNT22) / BIL (Re-order # 23P1-MNT23)
- Table Sign Small ENG (Re-order # 23P1-MNT24) / BIL (Re-order # 23P1-MNT25)
- Celebration Fixture Drum Sign ENG (Re-order # 23P1-MNT26) / BIL (Re-order # 23P1-MNT27)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P1-MNT28)
- Shelf Talkers ENG (Re-order # 23P1-MNT29) / BIL (Re-order # 23P1-MNT30)

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, drum sign and bin strips.
- Merchandise the pre-printed shelf talkers in-section and on the table.

Participating Products

Flights	LCBO#	Description	Size (mL)	Offers
Flight A Premium California Wines	18942	Spade & Sparrows Rosé	750	VA: Bottle Opener rep-applied)
	84988	(V) Beringer Napa Valley Chardonnay	750	\$3.00 LTO
	104299	(V) The Prisoner Red Blend	750	
	130138	(V) Meiomi Pinot Noir	750	\$2.00 LTO
	255513	(V) Robert Mondavi Napa Valley Cab Sauvignon	750	
	284943	Francis Coppola Sofia Rosé	750	
	342436	(V) Bonterra Chardonnay Organic	750	
	352583	(V) Beringer Knight's Valley Cab Sauvignon	750	\$5.00 LTO
	444059	(V) Joel Gott 815 Cabernet Sauvignon	750	
	449207	(V)Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$2.00 LTO
	628230	(V) Submission Cabernet Sauvignon	750	\$2.00 LTO
	719435	(V) La Crema Sonoma Coast Pinot Noir	750	\$3.00 LTO
Flight B Standard Vintages Essentials for Spring Brunch	1834	(V) Susana Balbo Crios Torrontes	750	\$2.00 LTO
	31898	(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	\$2.00 LTO
	166538	Crianza Rioja (Bodegas Lan)	750	\$2.00 LTO
	176792	(V) Chard Bramito Sala Umbria (Antinori)	750	\$2.00 LTO
	177824	(V)Gamay Noir (Thirteenth Street)	750	\$2.00 LTO
	285544	(V)Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50 LTO
	394718	Erath Pinot Noir	750	\$3.00 LTO
	443945	(V) Goru (Gsd Wines!)	750	\$1.00 LTO
	460154	Columbia Crest Grand Estates Cab Sauvignon	750	\$2.00 LTO
	573147	(V)Chardonnay VQA	750	\$2.00 LTO
	650432	(V) Castelgiocondo Brunello (Marchesi Frecoba)	750	\$5.00 LTO
	659607	(V) Mitolo Jester Shiraz	750	\$2.00 LTO



Flight A Premium (California Wines)



Flight B Standard (Vintages Essentials For Spring Brunch)

Middle Nesting Table Planograms

Premium Flight



Front View



Back View

Top View (Back)

Facings: 4x7 +449207	Facings: 4x7 +84988	Facings: 4x7 +342436
Facings: 7x7 +284943	Facings: 7x8 +18942	

Facings: 5x8 +104299	Facings: 7x3 +449207	Facings: 7x2 +84988	Facings: 7x3 +342436	Facings: 5x8 +352583
Facings: 5x8 +104299	Signage			Facings: 5x8 +352583
	Facings: 7x3 +444059	Facings: 7x2 +628230	Facings: 7x3 +255513	

Facings: 7x8 +719435	Facings: 7x7 +130138
Facings: 4x7 +444059	Facings: 4x7 +628230
Facings: 4x7 +255513	

Top View (Front)

Standard Flight



Front View



Back View

Top View (Back)

Facings: 5x7 +1834	Facings: 5x7 +176792	Facings: 5x7 +573147
Facings: 5x8 +1834	Facings: 6x8 +176792	Facings: 5x7 +573147

Facings: 5x8 +166538	Facings: 8x3 +177824	Facings: 8x3 +394718	Facings: 8x3 +285544	Facings: 5x8 +659607
Facings: 5x8 +166538	Signage			Facings: 5x8 +659607
	Facings: 8x3 +31898	Facings: 8x3 +650432	Facings: 8x2 +943613	

Facings: 8x6 +443945	Facings: 8x6 +460154
Facings: 5x6 +443945	Facings: 5x6 +650432
Facings: 5x6 +460154	

Top View (Front)

Celebration Fixture Planograms

Premium Flight



Standard Flight



Period 1 END AISLES


	LCBO#	Description	Size (mL)	Offers
End Aisle #1	5959	Baileys Irish Cream	750	VA: Baileys Cookbook
	19418	Baileys Colada	750	
	19419	Baileys Deliciously Light	750	



	LCBO#	Description	Size (mL)	Offers
End Aisle #2	117	Bacardi Superior White Rum	750	VA: Bacardi RTD Mojito 355 mL
	446021	Bacardi Coconut Rum	750	
	498386	Bacardi Raspberry	750	



End Aisle #3A
Premium

LCBO#	Description	Size (mL)	Offers
20896	Ruffino Prosecco Rosé Doc	750	
20979	Juliet Prosecco Rosé Doc	750	LTO
20995	Bottega Prosecco Rosé Doc Spumante Brut, Veneto	750	 VA: Ice bag




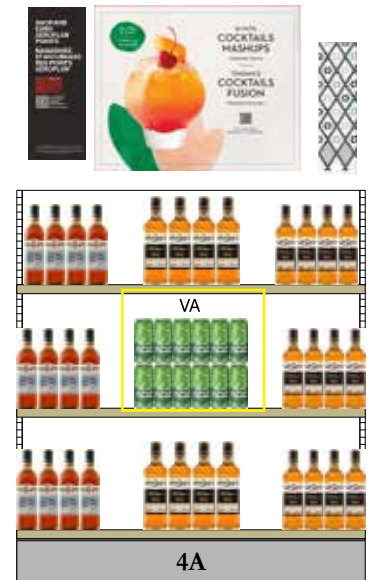
End Aisle #3B
Standard

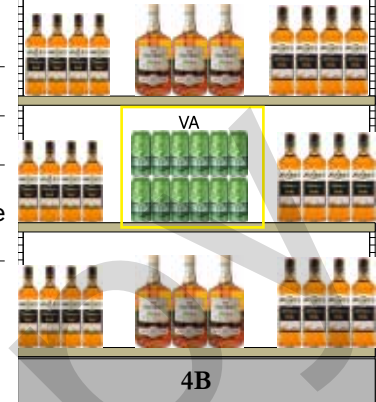
LCBO#	Description	Size (mL)	Offers
1743	Ruffino Chianti	750	VA: Pasta, Recipe Necktag
20896	Ruffino Prosecco Rosé Doc	750	VA: Pasta, Recipe Necktag
589101	Ruffino Lumina Pinot Grigio Igt	750	VA: Pasta, Recipe Necktag, Wine Fridge



End Aisle #4A
Premium

LCBO#	Description	Size (mL)	Offers
893	J.P. Wiser's Deluxe	750	LTO
216689	J.P. Wiser's Deluxe	1140	 VA: Hop Valley Bubble Stash
625996	JP Wisers Old Fashioned Canadian Whisky	750	LTO

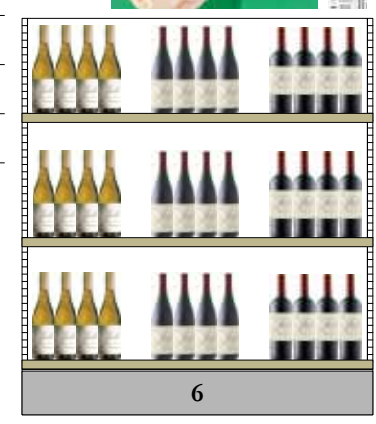




	LCBO#	Description	Size (mL)	Offers
End Aisle #4B Standard	893	J.P. Wiser's Deluxe	750	LTO
	33928	J.P. Wiser's Deluxe	1750	LTO
	216689	J.P. Wiser's Deluxe	1140	VA: Hop Valley Bubble Stash



	LCBO#	Description	Size (mL)	Offers
End Aisle #5	135939	Pelee Island Pinot Noir VQA	750	LTO, Necktag ECO Contest
	136044	Pelee Island Chardonnay VQA	750	LTO, Necktag ECO Contest
	326413	Pelee Island Pinot Grigio VQA	750	LTO, Necktag ECO Contest

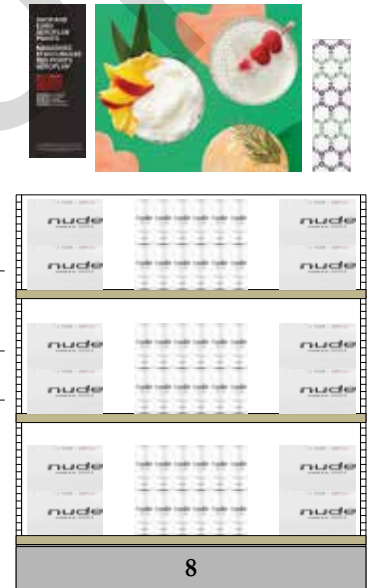


	LCBO#	Description	Size (mL)	Offers
End Aisle #6	17150	Josh Cellars Pinot Noir	750	Necktag
	461053	Josh Cellars Cabernet Sauvignon	750	LTO
	561100	Josh Cellars Chardonnay	750	LTO

	LCBO#	Description	Size (mL)	Offers
End Aisle #7	19853	Botter Oggi Pinot Grigio Doc Organic	750	LTO
	26906	Danzante Pinot Grigio Delle Venezia Igt	750	LTO, Wine Fridge
	564674	Masi Modello Pinot Grigio Delle Venezia Doc	750	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #8	12171	Nude Vodka Soda 12 Can Mixer Pack	12 × 355	
	14664	Nude Vodka Soda Raspberry Lemon	473	

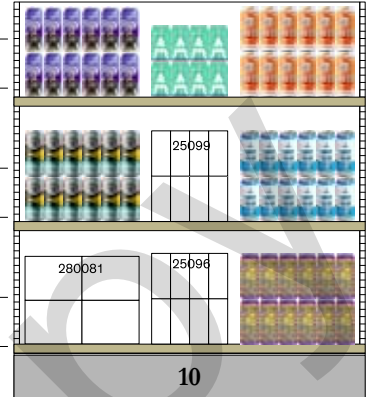


	LCBO#	Description	Size (mL)	Offers
End Aisle #9	20068	Mill Street Hazy Organic IPA (1950)	473	
	20662	Mill Street Raspberry & Blood Orange Sour (1950)	473	
	516880	Mill Street Original Organic (1950)	6 × 473	



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

LCBO#	Description	Size (mL)	Offers
16465	Ace Hill Low-Cal Mexican Lager (LCBO Warehouse)	4 × 355	
20427	Amsterdam Hazii Imperial IPA (3842)	473	
25047	Muskoka Drifter (LCBO Warehouse)	473	
25075	Cowbell Brewing Co. Smooth Sailing Light Lager (458)	473	OCB
25096	Bench Brewing Hopsters IPA (798)	473	
25099	Collective Arts Daily Forecast (LCBO Warehouse)	473	LTO
243741	Cameron's Lager (413)	473	
280081	Steam Whistle Premium Pilsner (5577/275/TBS)	6 × 355	
514935	Flying Monkeys 12 Minutes To Destiny (6309)	473	LTO



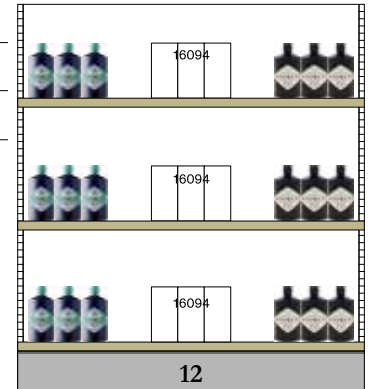
End Aisle #11

LCBO#	Description	Size (mL)	Offers
110056	Absolut Vodka	750	VA (rep applied, attached to product)
209221	Absolut Vodka	1140	LTO
216655	Absolut Vodka	1750	VA (rep applied, attached to product)



End Aisle #12

LCBO#	Description	Size (mL)	Offers
16094	Hendrick's Lunar Gin	750	
573931	Hendrick's Orbium Gin	750	APP
637504	Hendrick's Gin	750	

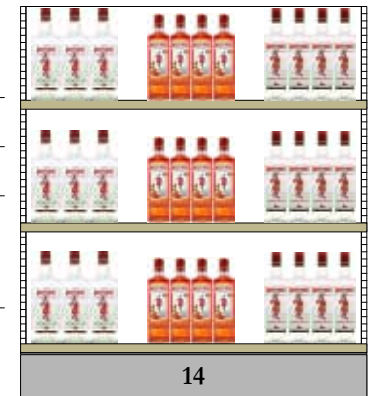




LCBO#	Description	Size (mL)	Offers
End Aisle #13			
34637	Canadian Club Premium	1750	VA (rep applied, attached to product)
311936	Canadian Club Classic 12 Year Old	1140	LTO
390583	Canadian Club 100% Rye	750	LTO



LCBO#	Description	Size (mL)	Offers
End Aisle #14			
15765	Beefeater Blood Orange	750	LTO
56622	Beefeater Dry	1750	APP
209213	Beefeater London Dry Gin	1140	VA (rep applied, attached to product)



LCBO#	Description	Size (mL)	Offers
End Aisle #15			
21382	XOXO Rosé Bag In Box	4000	LTO, Wine Fridge
134916	Ogier Cotes Du Ventoux Rosé Aoc	750	LTO
633578	Jacob's Creek Pinot Grigio	750	LTO

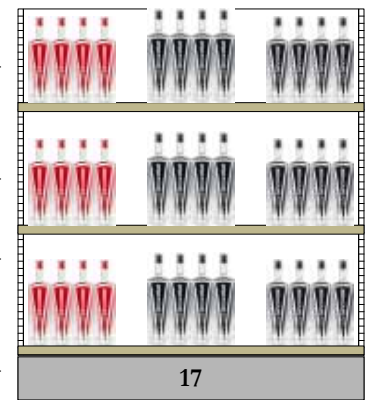




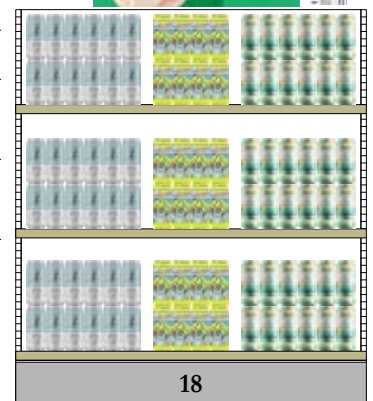
	LCBO#	Description	Size (mL)	Offers
End Aisle #16	19749	Teremana Blanco Tequila	750	VA (rep applied, attached to product)
	19750	Teremana Reposado Tequila	750	



	LCBO#	Description	Size (mL)	Offers
End Aisle #17	19480	Zirkova One Ultra Premium Vodka	1140	VA (rep applied, attached to product)
	638197	Zirkova One Ultra Premium Vodka	750	
	638205	Zirkova Together Ultra Premium Vodka	750	VA (rep applied, attached to product)



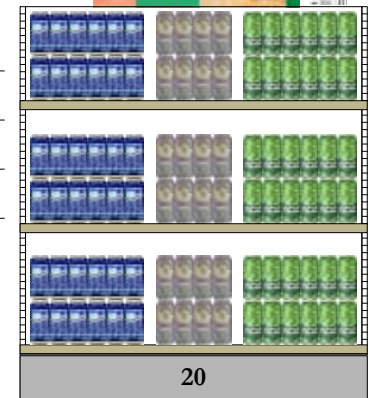
	LCBO#	Description	Size (mL)	Offers
End Aisle #18	17117	Rally Trail Blazer (3431)	473	LTO
	17406	Side Launch Any Day Light IPA (3827)	473	LTO
	508572	Flying Monkeys Juicy Ass IPA (6309)	473	LTO



	LCBO#	Description	Size (mL)	Offers
End Aisle #19	3558	Gibson's Finest Rare 12 Years Old	750	LTO
	200741	Gibson's Finest Rare 12 Years Old	1750	LTO
	215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO

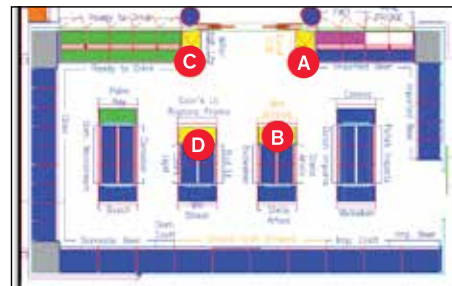


	LCBO#	Description	Size (mL)	Offers
End Aisle #20	22089	Hop Valley Bubble Stash (1757)	473	
	478909	Belgian Moon 473 (275/TBS)	473	
	666966	Creemore Lot 9 Pilsner (1757)	473	



BEER EXCITEMENT ZONE

(A, B, C, D)



The Beer Excitement Zone has four displays to highlight engaging offers on popular products. The three displays are **sold programs (A, C and D)**, and the remaining (B) is a generic display end for merchandising new, seasonal products at store manager's discretion. Refer to your planogram for the location of each display. **This is a sold program. Participation is mandatory. Products will not be forced, please order as necessary to support the display.**

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

Participating Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
A Plinth (EA - EZA)	17817	Corona Extra 6 × 473 mL	275 - The Beer Store	VA
	17818	Corona Extra 6 × 330 mL		
	17846	Corona Extra 6 × 355 mL		\$1.00 LTO
	VA: Purchase 2 Corona 6-packs (17817 6 × 473 mL) and receive a free Corona Citrus Kit. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.			
B New/Seasonal (EA - EZB)	24666	Amsterdam Helles Golden Lager 473 mL	3842 - Amsterdam Brewing Company	
	25085	Cameron's Jungle Of Love Tropical Fruit Sour 473 mL	413 - Cameron's Brewing Co.	
	25484	Faces Double Ipa With Citra & Idaho 7 Hops 473 mL	4826 - Wellington County Brewery Inc	
NOTE: These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.				
C Plinth (EA - EZH)	300681	Coors Light 6 × 473 mL	275 - The Beer Store	VA
	906628	Coors Light 6 × 355 mL		\$1.00 LTO
	VA/Merchandiser: Purchase 2 Coors Light 6-packs (300681 6 × 473 mL) and receive a free Biodegradable Cooler. The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.			
D End Aisle (EA - EZD)	19894	Cracked Canoe 6 × 473 mL	275 - The Beer Store	\$1.50 LTO + Contest
	422345	Moosehead Lager 6 × 473 mL		\$1.50 LTO

Beer Excitement Zone A: Light and refreshing, Corona is a beer that can be enjoyed on any occasion. Receive a Corona Citrus Kit with the purchase of two 6-packs of 17817 Corona Extra.

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

Beer Excitement Zone C: Receive a Biodegradable Cooler with the purchase of two 6-packs of 300681 Coors Light.

Beer Excitement Zone D: To provide consumers with the tools they need to begin their adventures, Cracked Canoe will be partnering with an outdoor lifestyle clothing brand to provide consumers a chance to enter to win co-branded outdoor gear. PIN codes for online entry will be found inside specially marked 6 × 473 mL can cartons of Cracked Canoe.

Signage Components

- A. Corona Backer Card ENG/BIL (Re-order # 23P1-BE21)
- B. P1-2 Generic Beer Backer Card ENG/BIL (Re-order # 23P1-BE22)
- C. Coors Light Backer Card ENG/BIL (Re-order # 23P1-BE23)
- D. Moosehead Lager Backer Card ENG/BIL (Re-order # 23P1-BE24)
- A, C, D Pricer Cards ENG (Re-order # 23P1-BE25) / BIL (Re-order # 23P1-BE26)
- A, C, D Shelf Talkers ENG (Re-order # 23P1-BE27) / BIL (Re-order # 23P1-BE28)

Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value-adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.
- **Beer Excitement Zone B:** Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf. Merchandise the generic Beer Excitement Zone B backer card until the end of P2.



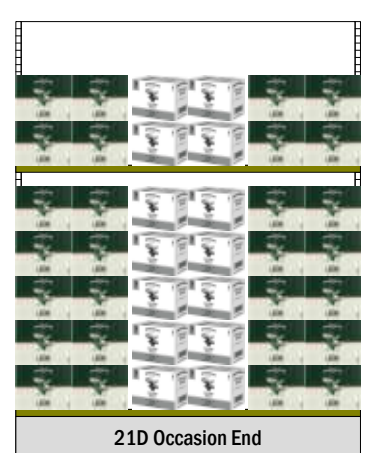
21A



21B New Arrivals



21C Occasion Plinth



21D Occasion End

BEER BRANDED ENDS

NOTE: Signage will remain up for Period 1 & Period 2.

The Beer Branded End Aisles are permanently dedicated to the brands Corona, Stella Artois and Heineken. End Aisle Backer Cards will be printed seasonally to match the look and feel of the thematic.

These are sold spaces and participation is mandatory.

Key Dates (P1 - P2)

Participating Stores

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

Signage Components

Note: Backer Cards MUST remain in place for the duration of P1 - P2.

- Corona Backer Card ENG/BIL (Re-order # 23P1-BCB1)
- Stella Artois Backer Card ENG/BIL (Re-order # 23P1-BCB2)
- Heineken Card ENG/BIL (Re-order # 23P1-BCB3)



Corona End Aisle Example



Stella Artois End Aisle Example



Heineken End Aisle Example

NOTE: Images above are for references only.

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 (March 27 - April 23, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
10815	Collective Arts Hazy State	473	LCBO Warehouse
20801	Nickel Brook Tongue Tied Ddh IPA	473	6699 - Nickel Brook Brewing Company
25051	Muskoka Survival Pack	6x473	LCBO Warehouse
25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	458 - Cowbell Brewing Co.
492009	Steam Whistle Can	473	5577 - Steam Whistle Brewing / 275 - The Beer Store
617647	Amsterdam Blonde	568	3842 - Amsterdam Brewing Company

Merchandising Instructions

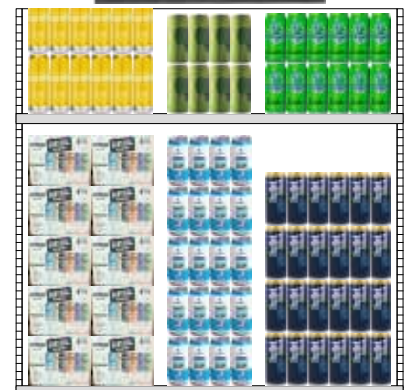
- Merchandise participating products on the End Aisle
- Install pre-printed shelf talkers in front of products.
- Merchandise the "Ontario Craft Beer" End Aisle backer card

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 # 22OP-OCBEA)
- Pre-Printed Shelf talkers
ENG (Re-order #AIIIM-23P1-OCBEA2) / BIL (Re-order #AIIIM-23P1-OCBEA3)
- FLS designated stores must display the bilingual side of the product shelf talkers.



Craft Beer Imported

SHELF TALKERS

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)
23732	Gahan 1772 India Pale Ale	473
492041	Doppel Hirsch Doppel Bock	500
17833	Oskar Blues Can-O-Bliss Double IPA	1420
23743	Kriek Boon	375
25314	Bourgogne Des Flanders Blond	330
22626	Elemental Porter Ale	440

Signage and Merchandising Instructions

- Pre-Printed Shelf talkers
ENG (Re-order # AIIM-23P1-ICB1) / BIL (Re-order # AIIM-23P1-ICB2)
- Bilingual designated stores must display the bilingual side of the product shelf talkers



Example

ONTARIO WINES

ON1: Go Local (VQA) - (EA-GL) (formerly known as Our Wine Country)

This is a sold program. Participation is mandatory. This Program is updated every promotional Period, supported by a LTO offer. Stores must order products required (minimum of one (1) cases per SKU).

NOTE: Stores on this Program will receive 2 sets of pre-printed shelf talkers to promote the products on the VQA Cube and Gondola fixtures. This will arrive in the mailbag.

Key Dates (March 27 - April 23, 2022)

Participating Products

LCBO#	Description	Size (mL)	Offers
16792	Speck Bros. The Goat Lady Chardonnay VQA	750	\$2.00 LTO
80234	Riesling Black Sheep (Featherstone)	750	\$2.00 LTO
145441	Pelee Island Lighthouse Cabernet Franc VQA	750	\$2.00 LTO
587956	Trius Cabernet Sauvignon VQA	750	\$2.00 LTO

Participating Stores

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

PARTICIPATING STORES – VQA CUBE FIXTURE

Signage Components

- LTO Shelf Talkers ENG/BIL (Re-order # AIIM-23P1-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-23P1-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)**

Effective P1, this program will now feature **TWO (2) Ontario VQA** products every period promotional Period. Stores must order products required (minimum of three (3) cases per SKU) **This is a sold program. Participation is mandatory.**

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
110049	Sandbanks Estate Baco Noir VQA	750	30 APP
183061	Megalomaniac Homegrown Riesling VQA	750	50 APP



Signage Components

- Shelf Talkers ENG/BIL (Re-order # AIIM-23P1-OWP1)
- Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # AIIM-23P1-OWP2)

Merchandising Instructions

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.
- **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.

Shelf Talker Only Stores:

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

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 (March 27 - April 24, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
58339	(V) Kaiken Malbec	750	\$2.00 LTO
111641	(V) Chianti Riserva (Rocca Delle Macie)	750	\$2.00 LTO

Signage Components

- Signage Kit (Re-order # AIIM-23P1-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 (April 2 & 16 Releases)

Mandatory Participating 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)
APRIL 2 RELEASE		
123489	Château Hauchat 2019	750
547869	Malbec Medalla Trapiche 2018	750
APRIL 16 RELEASE		
16027	Pinot Noir Sea Sun 2019	750
209148	Finca Ygay Reserva Marqués de Murrieta 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/Aeroplan Program | Key Dates (March 27 - April 23, 2022)

The 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.

Participating Stores

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

Signage Components

- The in-channel shelf talker (4" w. x 2" h.) should be installed over top of the product's bin tag.

Participating Products

LCBO#	Description	Size (mL)	Offers	LCBO#	Description	Size (mL)	Offers
363457	Famille Perrin Réserve Côtes Du Rhône	750	50 APP	719435	La Crema Sonoma Coast Pinot Noir	750	\$3.00 LTO
547679	Wódka Zoladkowa Gorzka	750	50 APP	142018	Majella The Musician Cabernet/Shiraz	750	\$2.00 LTO
177824	13th Street Gamay	750	\$2.00 LTO	573147	Malivoire Estate Grown Chardonnay	750	\$2.00 LTO
176792	Antinori Castello della Sala Bramito Chardonnay	750	\$2.00 LTO	130138	Meiomi Pinot Noir	750	\$2.00 LTO
352583	Beringer Knights Valley Cabernet Sauvignon	750	\$5.00 LTO	659607	Mitolo Jester Shiraz	750	\$2.00 LTO
84988	Beringer Napa Valley Chardonnay	750	\$3.00 LTO	82024	Monasterio de Las Viñas Gran Reserva	750	\$2.00 LTO
342428	Bonterra Organic Cabernet Sauvignon	750	\$2.00 LTO	69377	Monte Antico	750	\$2.00 LTO
273748	Borsao Tres Picos Garnacha	750	\$2.00 LTO	650713	Monte Zovo Sa' Solin Ripasso Valpolicella	750	\$2.00 LTO
31898	Calvet Réserve des Remparts Saint-Émilion	750	\$2.00 LTO	326728	Oyster Bay Chardonnay	750	\$3.00 LTO
650432	Castelgiocondo Brunello di Montalcino	750	\$5.00 LTO	285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50 LTO
460154	Columbia Crest Grand Estates Cabernet Sauvignon	750	\$2.00 LTO	585760	Quails' Gate Pinot Noir	750	\$3.00 LTO
443945	El Gorú Monastrell/Syrah/Petit Verdot	750	\$1.00 LTO	350900	Robert Oatley Signature Series Chardonnay	750	\$2.00 LTO
394718	Erath Pinot Noir	750	\$3.00 LTO	111641	Rocca Delle Macie Riserva Chianti	750	\$2.00 LTO
80234	Featherstone Black Sheep Riesling	750	\$2.00 LTO	449207	Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$2.00 LTO
274753	Hidden Bench Estate Organic Pinot Noir	750	\$3.00 LTO	226944	Rodney Strong Sonoma County Cabernet Sauvignon	750	\$3.00 LTO
389411	Jackson-Triggs Reserve Vidal Icewine	375	\$5.00 LTO	628230	Submission Cabernet Sauvignon	750	\$2.00 LTO
58339	Kaiken Malbec	750	\$2.00 LTO	1834	Susana Balbo Crios Torrontés	750	\$2.00 LTO
925453	Kilikanoon Killerman's Run Shiraz	750	\$3.00 LTO	130989	Tawse Growers Blend Pinot Noir	750	\$2.00 LTO
35386	Kim Crawford Sauvignon Blanc	750	\$2.00 LTO	24133	Thirty Bench Winemaker's Blend Riesling	750	\$3.00 LTO
166538	LAN Crianza	750	\$2.00 LTO	303800	Trius Red	750	\$2.00 LTO

VINTAGES Ontario Our Buyer's Picks Program

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 (March 27 - April 23, 2022)

Participating Stores

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

Participating Product

LCBO#	Description	Size (mL)	Offers
130989	Tawse Pinot Noir Growers Blend Pinot Noir	750	\$2.00 LTO

Signage Components & Merchandising Instructions

Signage reorder code: AIIM-23P1-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 April 24, 2022.

Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by April 24, 2022.

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

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by April 24, 2022

Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 22OP-BTU3)

- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



Basket Sign



Pricer Card



Shelf Talker

GIFTING

NEW!

Spring \$2.95 Enhanced Gift Bag

The Spring Enhanced Gift Bag and \$2.95 Hot Button signage will ship to participating stores for set up with the start of P1. Please refer to the P1 online worksheets posted on the portal for information on Spring Enhanced Gift Bag stores & allocation.

Signage Re-order Codes

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 acs@lcbo.com.

Description	Reorder #
\$2.95 Bag Hot Button Signs	23P1-GFT1
Hot Button Sign Clip (bundles of 10)	NIHK102
Metal Bag Holder	749390



Spring Enhanced Paper Gift Bag
LCBO# 24156 • \$2.95



\$2.95 Bag Hot Buttons

Merchandising Options:

Front Facing End Aisles



- Merchandise the Spring Enhanced Gift Bags on the front facing end aisles.
- Install gift bag Hot Button using the Hot Button sign clip.

Cash Ends



- Merchandise the Spring Enhanced Gift Bags at the cash ends.
- Install gift bag Hot Button using the Hot Button sign clip.

Mini Thematic A/B Fixture: Select Stores



- Merchandise the Spring Enhanced Gift Bags on the Mini Thematic fixtures. Refer to the Mini Thematic A/B sections for more details.

NEW!

Spring \$4.95 Double Bottle Gift Bag

The Spring Double Bottle Gift Bag, \$4.95 Hot Button and Pole Topper signage will ship to participating stores for set up with the start of P1.



Please refer to the P1 online worksheets posted on the portal for information on Spring Enhanced Gift Bag stores & allocation.

Signage Re-order Codes

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.

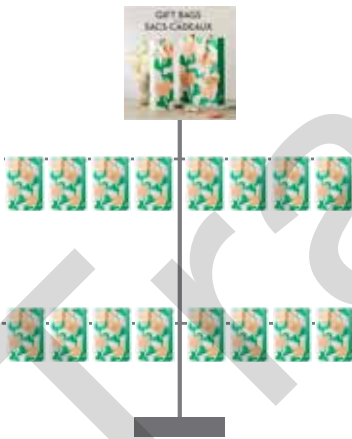


Spring Double Bottle Gift Bag
LCBO# 24159 • \$4.95

Description	Reorder #	Image
\$4.95 Bag Hot Button Signs	23P1-GFT2	
Pole Topper Sign for Metal Gift Bag Stand	ENG: 23P1-GFT5 BIL: 23P1-GFT6	
Hot Button Sign Clip (bundles of 10)	NIHK102	

Merchandising Options:

Metal Gift Bag Stand



- Install the Spring Pole Topper Sign on the Stand. Merchandise the Spring Gift Bags on the fixture (top and bottom arms)

Cash Ends



- Merchandise the Spring Enhanced Gift Bags at the cash ends.
- Install gift bag Hot Button using the Hot Button sign clip.

NEW!

Spring Gift Card & Carrier



Spring is In! The new design of the Spring Gift Cards will support multiple seasonal gift-giving occasions - Spring, Easter and Mother's Day. Spring Gift Cards and Carriers have only been allocated to stores with high Gift Card sales transactions.

No additional inventory is available. Cards and Carriers will arrive in stores by the start of Period 1. Please refer to the P1 online worksheets posted on the portal for information on Spring Gift Card stores & allocation.




Receiving Instructions

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

Gift Cards

LCBO#	Description	Image
24433	Spring Gift Card	
647222	Vintages	



Gift Card Carriers

LCBO#	Description	Image
24434	Spring Gift Card Carrier	
647271	Vintages (English)	
657882	Vintages (French)	

Merchandising Instructions

- Remove the Year-Round gift card merchandiser inserts and store it in a safe place.
- Install the Spring gift card merchandiser inserts.
- Merchandise a selection of Spring, Vintages and Year-Round Gift Cards/Carriers.
- Stores may order additional Gift Cards and carriers by emailing: ordergiftcards@lcbo.com

Signage Re-order Codes

Image	Description	Reorder #
	Gift Card Insert Sign - Upper & Lower (LCBO)	23P1-GFT3
	Gift Card Insert Sign - Upper & Lower (Vintages)	23P1-GFT4
Gift Card Merchandiser		Re-order#
	Small Acrylic Gift Card Merchandiser (for cash desk)	GFT 105



LCBO Small Acrylic Gift Card Merchandiser (2 pieces)



Vintages Small Acrylic Gift Card Merchandiser (2 pieces)


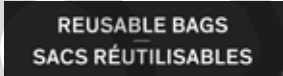

HOW TO MERCHANDISE

Gift Packaging Floor Merchandiser (Metal)

Place the merchandiser in a prominent, high-traffic location near the front of the store. Please continue to replenish the fixture throughout the promotion.

Signage Re-order Codes

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.

Description	Reorder #	REUSABLE BAGS	REUSABLE BAGS SACS RÉUTILISABLES
Reusable Bags Insert Sign	ENG/ENG: OP22-GFT9 BIL/BIL: OP22-GFT11		
Metal Stand Bottom (solid black)	OP22-GFT10		

Merchandising Options:

Metal Reusable Bag Fixture



- Install the Reusable Bags insert sign.
- Merchandise LCBO Year-Round Reusable Bags (front & back of fixture)



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

NEW RETAIL PRICE

LCBO \$1.50 "Our Favourite" Gift Bag

The LCBO "Our Favourite" Gift Bags have increased in price from \$1.00 to \$1.50. Stores will receive new \$1.50 Hot Buttons Signs to reflect the increased retail price.

Signage Re-order Codes

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.

Description	Reorder #
New \$1.50 Bag Hot Button Signs	OP22-GFT1
Hot Button Sign Clip (bundles of 10)	NIHK102
Metal Bag Holder	749390



LCBO "Our Favourite" Gift Bag
Case packed 100
LCBO# 652842 • \$1.50



\$1.50 Bag Hot Buttons

Merchandising Options:

Front Facing End Aisles



- Merchandise the LCBO "Our Favourite" gift bags on the front facing end aisles.
- Install gift bag Hot Button using the Hot Button sign clip.

Cash Ends



- Merchandise the LCBO "Our Favourite" gift bags at the cash ends.
- Install gift bag Hot Button using the Hot Button sign clip.

Wooden Gift Packaging Merchandiser: Select Stores



Wine and Spirits

SPECIAL PROMOTIONS FIXTURE (CE2)

The Special Promotions Fixtures are located in front of cash registers. The Spirits Fixture will be merchandising 375 mL spirits products, and the Wine Fixture will hold 375 mL wine products.

This is a sold program. Participation is mandatory.

Key Dates (ongoing)

Participating Stores

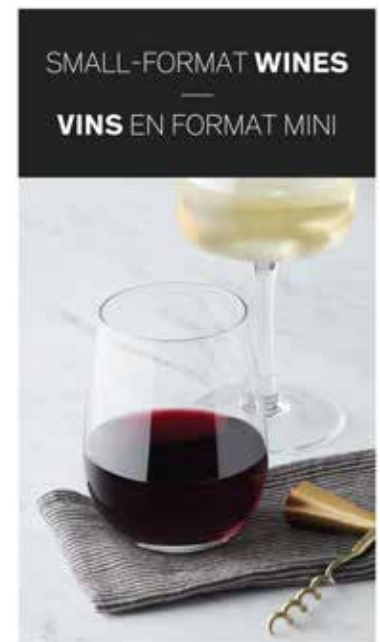
Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Merchandising Instructions

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

Signage Components

- Category Sign Wine (Bilingual)
Re-order #22OP-SPF1
- Category Sign Spirits (Bilingual)
Re-order #22OP-SPF2
- Wine Poster Sign (Bilingual)
Re-order #22OP-SPF3
- Spirits Poster Sign (Bilingual)
Re-order #22OP-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.Loehr 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).**

Key Dates (March 27 - April 23, 2022)

Participating Stores:

FSA (Sparkling)

1, 4, 5, 10, 15, 19, 21, 22, 25, 31, 36, 38, 65, 130, 148, 149, 150, 156, 164, 187, 212, 217, 226, 227, 243, 263, 279, 288, 298, 310, 334, 344, 346, 358, 359, 360, 367, 371, 381, 385, 386, 390, 391, 393, 394, 404, 407, 412, 416, 417, 426, 432, 437, 438, 445, 452, 459, 470, 481, 491, 495, 497, 499, 511, 522, 523, 549, 579, 585, 590, 593, 601, 609, 614, 619, 623, 630, 631, 632, 641, 649, 665, 670, 698, 702

FSB, FSC, FSD and FSE (USA, Europe, Australia/New Zealand and Chile/Argentina/South Africa)

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

- Flex Spaces FSB, FSC, FSD and FSE are sold to the Trade and 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.
- 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.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- 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

- FSA Sparkling Flex Space Box Sign ENG/BIL (Re-order # 23P1-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 23P1-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 23P1-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 23P1-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 23P1-FS5)
- Shelf Talkers ENG (Re-order # 23P1-FS6) / BIL (Re-order # 23P1-FS7)
- Bin Strips - solid colour (Re-order # 23P1-FS8)

Participating Products

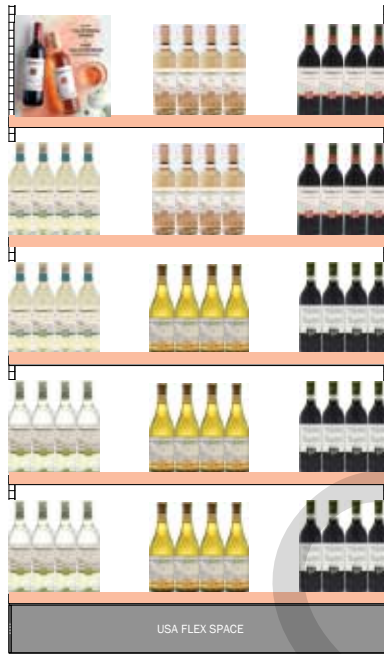
Box Sign	LCBO#	Description	Size (mL)	Offers
(FSA) Sparkling Flex Space “Eco-conscious French wine”				
	34991	La Vieille Ferme Luberon Blanc Aoc	1500	\$1.50 LTO
	263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	\$1.50 LTO
	298505	La Vieille Ferme Luberon Blanc Aoc	750	
	363457	(V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	50 APP
	447896	La Vieille Ferme Cotes Du Ventoux	1500	
	622134	Perrin La Vieille Ferme Rosé Ventoux Aoc	750	\$1.50 LTO
(FSB) USA - California Flex Space “Sunny California Wines”				
*Mandatory Participation: This is a SOLD promotion.				
	13248	Woodbridge By Robert Mondavi Rosé	750	
	40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	
	48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00 LTO
	99408	Woodbridge By Robert Mondavi Chardonnay	750	
	494492	Woodbridge By Robert Mondavi Merlot	750	
	523431	Woodbridge By Robert Mondavi Pinot Grigio	750	
(FSC) Europe - Italy/SE Flex Space “New from Italy”				
*Mandatory Participation: This is a SOLD promotion.				
	22195	Fresco Di Masi Bianco	750	\$3.00 LTO
	22196	Fresco Di Masi Rosso	750	\$3.00 LTO
	155051	Masi Campofiorin Igt	750	\$3.00 LTO
	317057	Masi Costasera Amarone Classico Doc	750	\$5.00 LTO
	620773	Masi Masianco Pinot Grigio	750	\$2.00 LTO
(FSD) Australia/New Zealand Flex Space “Eco-friendly Aussie Wine”				
*Mandatory Participation: This is a SOLD promotion.				
	119628	Lindemans Bin 45 Cabernet Sauvignon	750	50 APP
	142117	Lindemans Bin 65 Chardonnay	750	\$1.00 LTO
	145367	Lindemans Bin 50 Shiraz	750	
	181388	Lindemans Bin 95 Sauvignon Blanc	750	50 APP
	458679	Lindemans Bin 40 Merlot	750	50 APP
	668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00 LTO
(FSE) Chile/Argentina Flex Space “Big Flavours, Great Value”				
*Mandatory Participation: This is a SOLD promotion.				
	113019	Frontera Sauvignon Blanc Central Valley	1500	
	116426	Frontera Cabernet Sauvignon	750	
	286187	Frontera Cabernet Sauvignon	1500	
	465849	Frontera Chardonnay	1500	100 APP
	553917	Frontera After Midnight Dark Red Blend	750	60 APP
	669093	Frontera Shiraz/Cabernet Sauvignon	1500	

Planoguides

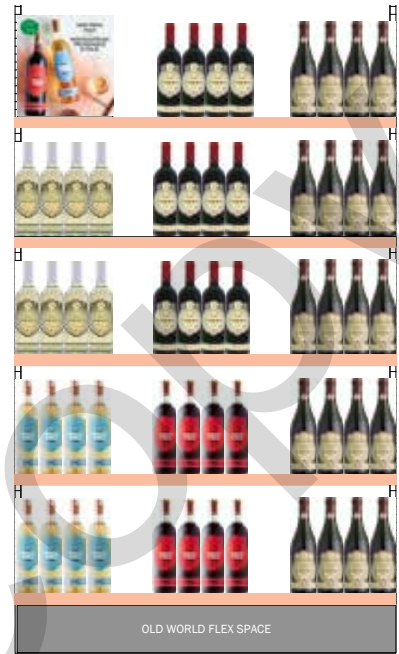
Sparkling Flex Space



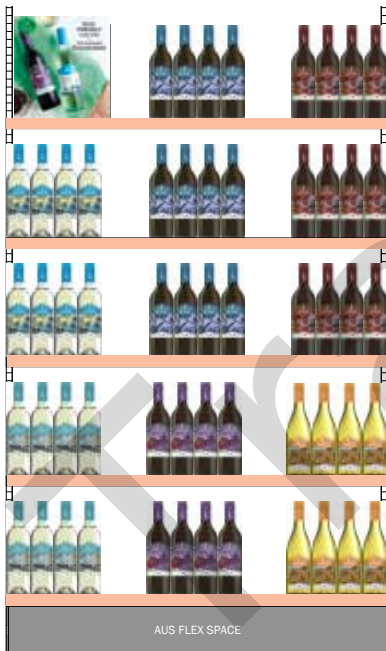
USA Flex Space



EUROPE Italy/SE Flex Space



Australia/New Zealand Flex Space



Chile/Argentina Flex Space



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

NEW!

FRONT END MERCHANDISER

The Front End Merchandiser program is aimed at encouraging customers to build their basket at the last touchpoint in their customer journey in-stores.

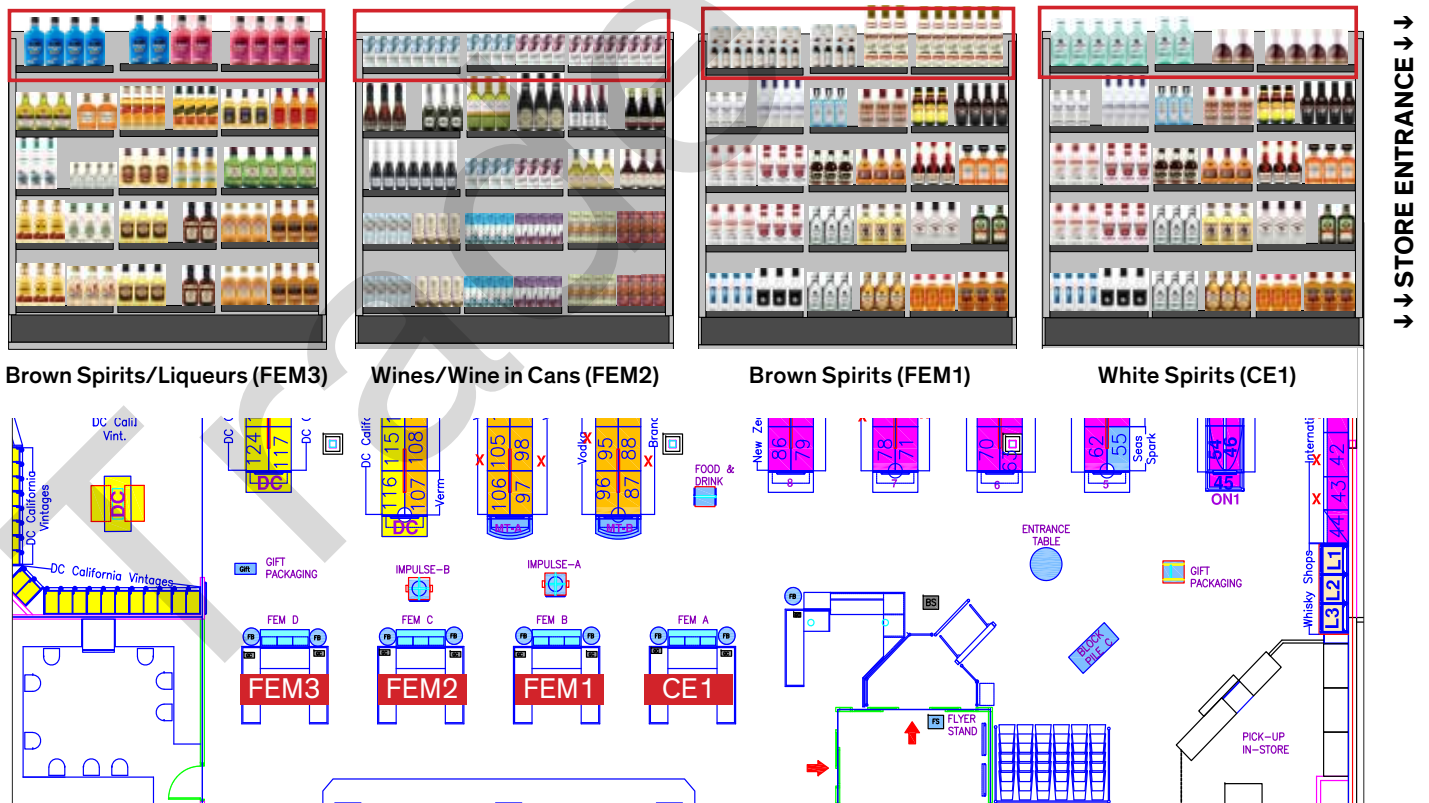
Key Dates (March 27 - April 23, 2022)

New FEM 1, 2, and 3 Sold Space Program

Effective P1, there will be a new Sold Space program located on the front end merchandisers in select stores. The program will feature two products that are to be merchandised on the top shelf of each display.

Program Name	Spirited Picks	Front End Merchandiser		
Promo Code	CE1	FEM 1	FEM 2	FEM 3
Marked on Floorplans	FEM A	FEM B	FEM C	FEM D
Merchandising	White Spirits	Brown Spirits	Wines/Wines in Cans	Brown Spirits/Liqueurs

Sample 4 FEM Planoguide/Floorplan



Spirited Picks Program

Promo code: CE1

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.

Key Dates (March 27 - April 23, 2022)

Participating Stores

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

Participating Products

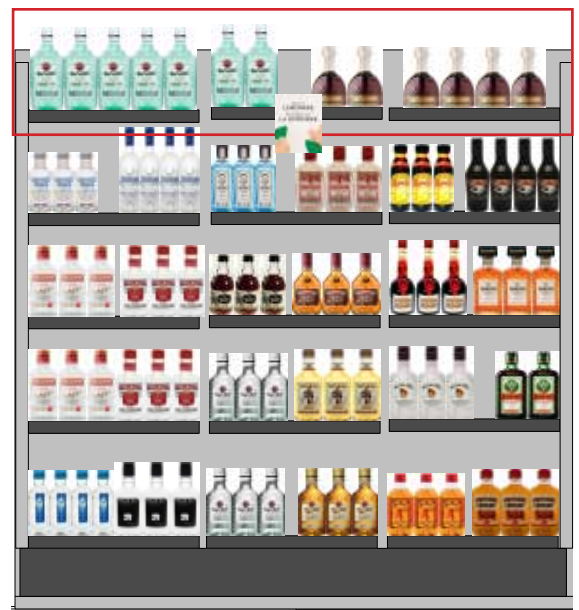
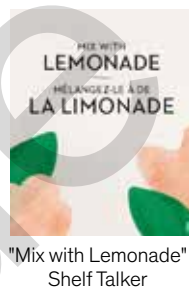
LCBO#	Description	Size (mL)	Offers
18919	D'Usse VSOP	375	
596	Bacardi Superior	375	\$1.00 LTO

Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #23P1-SP2) / BIL (Re-order #23P1-SP3)
- "Mix with Lemonade" Shelf Talker ENG (Re-order #23P1-SP4) / BIL (Re-order #23P1-SP5)

Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser closest to the entrance of the store.
- Install the shelf talkers in front of the participating products.
- Ensure the "Mix with Lemonade" shelf talker is installed in the bin strip channel on the fixture.



FEM 1, 2, and 3 Sold Space Program

Participating Stores:

Front End Merchandiser: Spirits (FEM1)

1, 6, 10, 17, 23, 25, 31, 35, 41, 51, 55, 65, 74, 82, 106, 115, 130, 145, 148, 149, 150, 156, 164, 195, 198, 200, 207, 209, 211, 217, 221, 226, 227, 228, 233, 243, 248, 250, 252, 253, 263, 278, 279, 288, 295, 298, 300, 310, 325, 326, 344, 346, 351, 359, 362, 373, 378, 383, 384, 386, 391, 397, 404, 411, 427, 436, 443, 444, 445, 452, 453, 459, 465, 481, 485, 486, 490, 495, 500, 501, 522, 523, 544, 551, 554, 555, 564, 566, 573, 580, 585, 587, 590, 602, 605, 609, 616, 617, 618, 624, 627, 632, 633, 640, 641, 649, 653, 655, 658, 661, 670, 694, 699, 741

Front End Merchandiser: Wines (FEM2)

1, 5, 10, 17, 18, 19, 21, 26, 31, 35, 38, 41, 51, 80, 115, 130, 140, 148, 149, 150, 156, 164, 207, 210, 211, 214, 217, 221, 226, 243, 248, 253, 288, 295, 310, 311, 326, 344, 346, 360, 371, 383, 384, 386, 391, 397, 404, 411, 431, 438, 443, 445, 452, 453, 456, 481, 485, 486, 491, 494, 495, 500, 523, 533, 551, 554, 556, 566, 573, 580, 585, 590, 593, 624, 630, 631, 632, 641, 649, 658, 668, 670, 671, 680, 686, 694, 699, 741, 751, 753, 755, 756

Front End Merchandiser: Spirits (FEM3)

1, 5, 10, 19, 21, 23, 25, 31, 35, 38, 130, 148, 149, 164, 198, 217, 226, 228, 233, 252, 253, 279, 288, 295, 310, 311, 326, 344, 346, 360, 362, 371, 383, 385, 386, 391, 404, 426, 438, 443, 445, 452, 481, 485, 486, 494, 495, 522, 523, 542, 554, 555, 566, 590, 627, 649, 658, 680, 741, 751

Merchandising Instructions

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

Signage Components

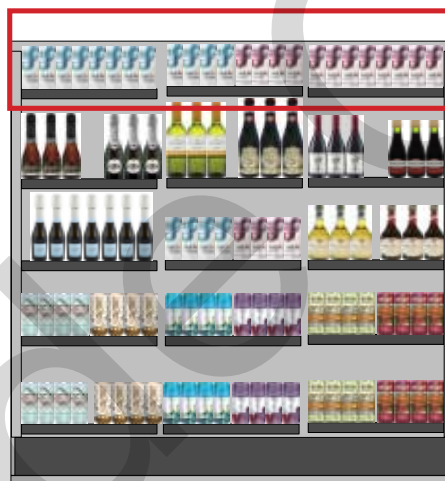
- FEM1 Shelf Talkers ENG (Re-order #23P1-FEM1) / BIL (Re-order #23P1-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #23P1-FEM3) / BIL (Re-order #23P1-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #23P1-FEM5) / BIL (Re-order #23P1-FEM6)

Participating Products

LCBO#	Description	Size (mL)	Offers
Front End Merchandiser: Spirits (FEM1)			
*Mandatory Participation: This is a SOLD promotion.			
11423	Dillon's The Professors Negroni	4 × 125	\$1.00 LTO
22885	Dillon's Manhattan	4 × 125	
Front End Merchandiser: Wines (FEM2)			
*Mandatory Participation: This is a SOLD promotion.			
10425	Bodacious Smooth Red Can	250	
10426	Bodacious Pinot Grigio Can	250	\$0.50 LTO
Front End Merchandiser: Spirits (FEM3)			
*Mandatory Participation: This is a SOLD promotion.			
22492	Warheads Blue Raspberry	375	
24145	Warheads Watermelon	375	



Brown Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

NEW!

Beer, Cider, RTD IMPULSE DISPLAYS

The Beer, Cider & RTD Impulse program is aimed at encouraging customers to build their basket at the last touchpoint in their customer journey in-stores. **This is a sold program. Participation is mandatory.**

Key Dates (March 27 - April 23, 2022)

Participating Stores

1, 5, 6, 10, 15, 17, 18, 22, 23, 25, 31, 35, 38, 40, 41, 44, 49, 50, 51, 55, 58, 62, 64, 65, 68, 74, 82, 83, 84, 85, 93, 97, 98, 106, 115, 130, 139, 144, 145, 148, 149, 150, 156, 163, 164, 168, 179, 187, 191, 195, 196, 198, 200, 201, 207, 208, 209, 210, 211, 214, 217, 221, 226, 227, 228, 229, 233, 234, 237, 242, 243, 244, 246, 248, 249, 250, 252, 253, 260, 263, 269, 270, 278, 279, 287, 288, 295, 297, 298, 300, 310, 311, 325, 326, 329, 340, 343, 344, 346, 351, 359, 360, 362, 367, 370, 371, 373, 378, 383, 384, 385, 386, 387, 390, 391, 393, 394, 397, 398, 400, 401, 402, 404, 407, 408, 411, 412, 416, 417, 425, 427, 431, 434, 436, 443, 444, 445, 452, 453, 456, 459, 465, 470, 481, 485, 486, 489, 490, 491, 495, 497, 499, 500, 501, 505, 509, 511, 522, 523, 534, 536, 537, 542, 544, 545, 546, 549, 551, 554, 555, 556, 564, 566, 568, 569, 573, 575, 579, 580, 585, 587, 590, 593, 601, 602, 605, 609, 614, 616, 617, 618, 619, 623, 624, 627, 630, 631, 632, 633, 634, 635, 638, 640, 641, 644, 649, 653, 654, 655, 657, 658, 660, 661, 665, 667, 670, 671, 672, 674, 679, 680, 684, 691, 694, 695, 699, 702, 703, 706, 741, 743, 751, 753, 756, 771, 776

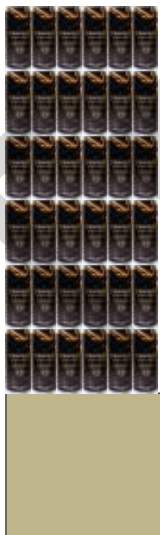
Merchandising Instructions

- Merchandise the participating products on risers, crates or cut case displays at the cash desk.
- Install the pricer cards in front of the participating products.

Signage Components

- Pricer Card ENG (Re-order #23P1-FEM7) / BIL (Re-order #23P1-FEM8)

Beer Impulse 1 (CE3)



+560532 | Strongbow Cider
500 mL | \$.20 LTO

Beer Impulse 2 (CE4)



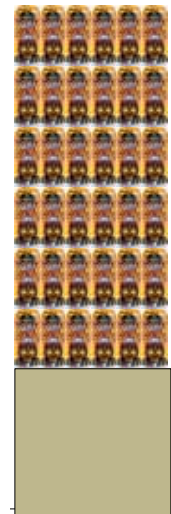
+270439 | Smithwick's Ale
500 mL | 10 APP

Beer Impulse 3 (CE5)



+19734 | Ace Hill
Lemon-Cayenne Radler
355 mL

Beer Impulse 4 (CE6)



+159772 | Muskoka Hazed
And Confused 473 mL

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 (March 27 - April 23, 2022)

Participating Stores

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

Participating Products

LCBO#	Description	Size (mL)	Offers
17885	Wayne Gretzky Maple Cask Finish Canadian Whisky	750	VA: 355 mL Gretzky Lager
472332	Wayne Gretzky Red Cask Whisky	750	
541094	Wayne Gretzky Ice Cask Whisky	750	

Value-add: Andrew Peller Agents will attach the beer to the products and will leave enough beer to refill display. Store staff can merchandise according to the planogram shown when replenishing.

Signage Components

- A-Frame Sign ENG (Re-order#23P1-AF1) / BIL (Re-order#23P1-AF2)
- Shelf Talker ENG (Re-order#23P1-AF3) / BIL (Re-order#23P1-AF4)

Merchandising Instructions

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



SHOPPING CART SIGN

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

Key Dates

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

Home Delivery Message Shopping Cart Sign: Keep installed until the end of Period 2.

Participating Stores

All stores that have shopping cart frames MUST install both Shopping Cart Signs.

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



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)

P1-2 Home Delivery Shopping Cart Sign














Signage Component






- P1-2 Home Delivery Shopping Cart Sign
ENG/BIL (Re-order # 23P1-SC1)

Merchandising Instructions

- Install the Home Delivery message shopping cart sign on the inside of the shopping cart.

ON SHELF

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	EA 5-20 Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P1-ST1 BIL: 23P1-ST2	
On Shelf	Premium EA Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P1-ST12 BIL: 23P1-ST13	
On Shelf	Premium EA VA Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P1-STVA5 BIL: 23P1-STVA6	
On Shelf	Premium EA VA Perpendicular Shelf Talkers	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 23P1-STVA7 BIL: 23P1-STVA8	
On Shelf	Standard EA Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P1-ST14 BIL: 23P1-ST15	
On Shelf	Standard EA VA Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P1-STVA9 BIL: 23P1-STVA10	
On Shelf	Standard EA VA Perpendicular Shelf Talkers	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 23P1-STVA11 BIL: 23P1-STVA12	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P1-ST3 BIL: 23P1-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P1-ST5 BIL: 23P1-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P1-ST7 BIL: 23P1-ST8	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P1-ST9 BIL: 23P1-ST10	

Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Generic Blank Pricer Cards (Operational) Note: The Generic Blank Pricer Cards will be removed from the on-shelf POP package as of P1. If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Pricer Cards 8" w x 7" h	692111	
On Shelf	Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	23P1-ST11	
On Shelf	Blank Bin Tags for General Use (25pk)	Bin Tags 6" w x 1¾" h	749358	
On Shelf	Pre-Printed Aeroplan Points Offer Shelf Talkers (English/Bilingual)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	23P1-ANS	
On Shelf	"SAVE" Shelf Talkers Pre-Printed (Limited Time Offer Program)	6½" w x 1¾" h ENG/Price ENG/No Price BIL/Price BIL/No Price	LTO Bundle AIM-P1-LTO	

Trade

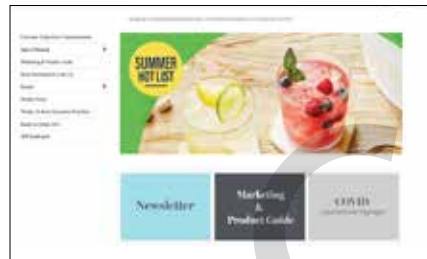
Sold Space WORKSHEETS

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"/>	1	5959	Baileys Irish Cream	750	
			19418	Baileys Colada	750	VA
			19419	Baileys Deliciously Light	750	
<input type="checkbox"/>	<input type="checkbox"/>	2	117	Bacardi Superior White Rum	750	VA, BP, Necktag
			446021	Bacardi Coconut Rum	750	VA
			498386	Bacardi Raspberry	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	3A	20896	Ruffino Prosecco Rosé Doc	750	End Aisle
			20979	Juliet Prosecco Rosé Doc	750	LTO
			20995	Bottega Prosecco Rosé Doc Spumante Brut, Veneto	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	3B	1743	Ruffino Chianti	750	VA, Recipe Necktag
			20896	Ruffino Prosecco Rosé Doc	750	VA, Recipe Necktag
			589101	Ruffino Lumina Pinot Grigio Igt	750	VA, Recipe Necktag, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	4A	893	J.P. Wiser's Deluxe	750	LTO
			216689	J.P. Wiser's Deluxe	1140	VA
			625996	JP Wisers Old Fashioned Canadian Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4B	893	J.P. Wiser's Deluxe	750	LTO
			33928	J.P. Wiser's Deluxe	1750	LTO
			216689	J.P. Wiser's Deluxe	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	5	135939	Pelee Island Pinot Noir VQA	750	LTO, Necktag ECO Contest
			136044	Pelee Island Chardonnay VQA	750	LTO, Necktag ECO Contest
			326413	Pelee Island Pinot Grigio VQA	750	LTO, Necktag ECO Contest
<input type="checkbox"/>	<input type="checkbox"/>	6	17150	Josh Cellars Pinot Noir	750	Necktag
			461053	Josh Cellars Cabernet Sauvignon	750	LTO
			561100	Josh Cellars Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7	19853	Botter Oggi Pinot Grigio Doc Organic	750	LTO
			26906	Danzante Pinot Grigio Delle Venezie Igt	750	LTO, Wine Fridge
			564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	8	12171	Nude Vodka Soda 12 Can Mixer Pack	12 × 355	
			14664	Nude Vodka Soda Raspberry Lemon	473	
<input type="checkbox"/>	<input type="checkbox"/>	9	20068	Mill Street Hazy Organic IPA (1950)	473	
			20662	Mill Street Raspberry & Blood Orange Sour (1950)	473	
			516880	Mill Street Original Organic (1950)	6 × 473	
			16465	Ace Hill Low-Cal Mexican Lager	4 × 355	
			20427	Amsterdam Hazii Imperial IPA	473	
			25047	Muskoka Drifter	473	
<input type="checkbox"/>	<input type="checkbox"/>	10	25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	OCB
			25096	Bench Brewing Hopsters IPA	473	
			25099	Collective Arts Daily Forecast	473	LTO
			243741	Cameron's Lager	473	
			280081	Steam Whistle Premium Pilsner	6 × 355	
			514935	Flying Monkeys 12 Minutes To Destiny	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		11	110056	Absolut Vodka	750
		209221		Absolut Vodka	1140	LTO
		216655		Absolut Vodka	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>	12	16094	Hendrick's Lunar Gin	750	
			573931	Hendrick's Orbium Gin	750	APP
			637504	Hendrick's Gin	750	
<input type="checkbox"/>	<input type="checkbox"/>	13	34637	Canadian Club Premium	1750	VA
			311936	Canadian Club Classic 12 Year Old	1140	LTO
			390583	Canadian Club 100% Rye	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	14	15765	Beefeater Blood Orange	750	LTO
			56622	Beefeater Dry	1750	APP
			209213	Beefeater London Dry Gin	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	15	21382	XOXO Rosé Bag In Box	4000	LTO, Wine Fridge
			134916	Ogier Cotes Du Ventoux Rosé Aoc	750	LTO
			633578	Jacob's Creek Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	16	19749	Teremana Blanco Tequila	750	VA
			19750	Teremana Reposado Tequila	750	VA
			19480	Zirkova One Ultra Premium Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	17	638197	Zirkova One Ultra Premium Vodka	750	
			638205	Zirkova Together Ultra Premium Vodka	750	VA

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	18	17117	Rally Trail Blazer (3431)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		17406	Side Launch Any Day Light IPA (3827)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		508572	Flying Monkeys Juicy Ass IPA (6309)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	19	3558	Gibson's Finest Rare 12 Years Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		200741	Gibson's Finest Rare 12 Years Old	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		215871	Gibson's Finest Rare 12 Years Old Whisky	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	20	22089	Hop Valley Bubble Stash (1757)	473	
<input type="checkbox"/>	<input type="checkbox"/>		478909	Belgian Moon 473 (275/TBS)	473	
<input type="checkbox"/>	<input type="checkbox"/>		666966	Creemore Lot 9 Pilsner (1757)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Feature Fixture		Refer to the Feature Fixture A section for a list of products		
<input type="checkbox"/>	<input type="checkbox"/>	New & Seasonal		Refer to the New & Seasonal section for a list of products		
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	16608	Aviation Gin	375	
<input type="checkbox"/>	<input type="checkbox"/>		21996	Aviation Gin	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		129940	Aviation Gin	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic A	14354	Appleton Estate 8 Years Old Reserve	750	
<input type="checkbox"/>	<input type="checkbox"/>		53140	Havana Club 7 Years Old	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		60608	El Dorado 12 Year Old Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		64659	Captain Morgan Private Stock Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		158014	Flor De Cana Centenario 12 Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		369793	Mount Gay Eclipse Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		492520	Bacardi 8 Year Old Reserva Gold Rum	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		633271	Gosling's Bermuda Black Seal Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Mini Thematic B	646729	Bumbu Craft Rum	750	
<input type="checkbox"/>	<input type="checkbox"/>		14882	Saintly Rosé VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>		21224	Albert Bichot Macon Villages Aoc Chardonnay	750	
<input type="checkbox"/>	<input type="checkbox"/>		22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	
<input type="checkbox"/>	<input type="checkbox"/>		35170	Pascual Toso Malbec	750	
<input type="checkbox"/>	<input type="checkbox"/>		234369	Apothic Red	750	
<input type="checkbox"/>	<input type="checkbox"/>		270363	Castillo De Almansa Reserva, Almansa	750	
<input type="checkbox"/>	<input type="checkbox"/>		307769	Roséhall Run Pinot Noir VQA	750	
<input type="checkbox"/>	<input type="checkbox"/>	506519	Cesari Mara Valpolicella Ripasso Superiore Doc	750		
<input type="checkbox"/>	<input type="checkbox"/>	522730	Strewn Chardonnay Barrel-Aged VQA	750		

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Flight A Premium Ciroc	14730	Ciroc Mango	750	VA
			19517	Ciroc Summer Citrus	750	VA
			334110	Ciroc Red Berry	750	VA
			334128	Ciroc Peach	750	VA + LTO
<input type="checkbox"/>	<input type="checkbox"/>		381228	Ciroc Coconut	750	VA
			417295	Ciroc Original Unflavoured	750	VA + LTO
			446823	Ciroc Pineapple	750	VA
			481614	Ciroc Apple	750	VA
			662379	Ciroc Watermelon	750	VA
		Flight B Standard Tanqueray & Ketel One	2691	Tanqueray London Dry Gin	750	VA
			96263	Tanqueray London Dry Gin	1750	VA
			216721	Tanqueray London Dry Gin	1140	VA + LTO
			600163	Tanqueray No. Ten Gin	750	VA + LTO
<input type="checkbox"/>	<input type="checkbox"/>		358184	Tanqueray Rangpur Gin	750	VA + LTO
			573956	Tanqueray Flor De Sevilla	750	VA
			640920	Ketel One Botanical Cucumber And Mint	750	VA + LTO
			640995	Ketel One Botanical Peach And Orange Blossom	750	VA + LTO
			645499	Ketel One Botanical Grapefruit And Rosé	750	VA + LTO
		Block Pile A	25078	Mill Street Blue Wave (1950)	473	
			284562	Michelob Ultra (275)	473	LTO
			311779	Bud Light (275)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		311787	Budweiser (275)	6 × 473	VA
			496968	Michelob Ultra (275)	6 × 473	
			905976	Budweiser (275)	473	LTO
		Block Pile B	908665	Bud Light (275)	6 × 355	
			15004	Twisted Tea Mix	12 × 355	
			15311	Cottage Springs Weekender Mixed Pack	8 × 355	
<input type="checkbox"/>	<input type="checkbox"/>		19139	Smirnoff Vodka & Soda Rosé Variety Pack	12 × 355	
			19357	Social Lite Mixed Pack	12 × 355	
			21938	White Claw Variety Pack	12 × 355	
		Block Pile C	21544	Smirnoff Pink Lemonade	750	APP
			22017	Smirnoff Vodka (P.E.T)	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		38505	Smirnoff Vodka (P.E.T)	1750	APP
			131391	Smirnoff Vodka (P.E.T)	1140	APP
			545392	Smirnoff Berry Blast	750	APP

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile D	117	Bacardi Superior White Rum	750	
			34595	Patron Silver Tequila	750	Necktag
			95935	Grey Goose Vodka	750	
			316844	Bombay Sapphire London Dry	750	
			18942	Spade & Sparrows Rosé	750	VA
			84988	(V) Beringer Napa Valley Chardonnay	750	LTO
			104299	(V) The Prisoner Red Blend	750	
			130138	(V) Meiomi Pinot Noir	750	LTO
			255513	(V) Robert Mondavi Napa Valley Cab Sauvignon	750	
<input type="checkbox"/>	<input type="checkbox"/>	Flight A Premium California Wines	284943	Francis Coppola Sofia Rosé	750	
			342436	(V) Bonterra Chardonnay Organic	750	
			352583	(V) Beringer Knight's Valley Cab Sauvignon	750	LTO
			444059	(V) Joel Gott 815 Cabernet Sauvignon	750	
			449207	(V) Rodney Strong Charlotte's Home Sauvignon Blanc	750	LTO
			628230	(V) Submission Cabernet Sauvignon	750	LTO
			719435	(V) La Crema Sonoma Coast Pinot Noir	750	LTO
				1834	(V) Susana Balbo Crios Torrontes	750
			31898	(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	LTO
			166538	Crianza Rioja (Bodegas Lan)	750	LTO
			176792	(V) Chard Bramito Sala Umbria (Antinori)	750	LTO
			177824	(V) Gamay Noir (Thirteenth Street)	750	LTO
			285544	(V) Penfolds Koonunga Hill Shiraz/Cabernet	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Flight B Standard Vintages Essentials for Spring Brunch	394718	Erath Pinot Noir	750	LTO
			443945	(V) Goru (Gsd Wines)	750	LTO
			460154	Columbia Crest Grand Estates Cab Sauvignon	750	LTO
			573147	(V) Chardonnay VQA	750	LTO
			650432	(V) Castelgiocondo Brunello (Marchesi Frecoba)	750	LTO
			659607	(V) Mitolo Jester Shiraz	750	LTO
			943613	(V) Rocca Guicciarda Chnt Cl Rsv (Ricasoli)	750	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone A	17817	Corona Extra (275)	6 × 473	VA
			17818	Corona Extra (275)	6 × 330	
			17846	Corona Extra (275)	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	24666	Amsterdam Helles Golden Lager (3842)	473	
			25085	Cameron's Jungle Of Love Tropical Fruit Sour (413)	473	
			25484	Faces Double Ipa With Citra & Idaho 7 Hops (4826)	473	

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	300681	Coors Light (275)	6 × 473	VA
			906628	Coors Light (275)	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	19894	Cracked Canoe (275)	6 × 473	LTO + Contest
			422345	Moosehead Lager (275)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	10815	Collective Arts Hazy State	473	
			20801	Nickel Brook Tongue Tied Ddh IPA	473	
			25051	Muskoka Survival Pack	6×473	
			25075	Cowbell Brewing Co. Smooth Sailing Light Lager	473	
			492009	Steam Whistle Can	473	
			617647	Amsterdam Blonde	568	
			23732	Gahan 1772 India Pale Ale	473	
<input type="checkbox"/>	<input type="checkbox"/>	Craft Beer Imported Shelf Talkers	492041	Doppel Hirsch Doppel Bock	500	
			17833	Oskar Blues Can-O-Bliss Double IPA	1420	
			23743	Kriek Boon	375	
			25314	Bourgogne Des Flanders Blond	330	
			22626	Elemental Porter Ale	440	
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	16792	Speck Bros. The Goat Lady Chardonnay VQA	750	LTO
			80234	Riesling Black Sheep (Featherstone)	750	LTO
			145441	Pelee Island Lighthouse Cabernet Franc VQA	750	LTO
			587956	Trius Cabernet Sauvignon VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	110049	Sandbanks Estate Baco Noir VQA	750	APP
			183061	Megalomaniac Homegrown Riesling VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	58339	(V) Kaiken Malbec	750	LTO
			111641	(V) Chianti Riserva (Rocca Delle Macie)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: April 2	123489	Château Hauchat 2019	750	
			547869	Malbec Medalla Trapiche 2018	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: April 16	16027	Pinot Noir Sea Sun 2019	750	
			209148	Finca Ygay Reserva Marqués de Murrieta 2016	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	130989	Tawse Pinot Noir Growers Blend Pinot Noir	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Flex Space		Refer to the Flex Space section for a list of products		
<input type="checkbox"/>	<input type="checkbox"/>	FEM1	11423	Dillon's The Professors Negroni	4 × 125	LTO
			22885	Dillon's Manhattan	4 × 125	
<input type="checkbox"/>	<input type="checkbox"/>	FEM2	10425	Bodacious Smooth Red Can	250	
			10426	Bodacious Pinot Grigio Can	250	LTO

Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	FEM3	22492	Warheads Blue Raspberry	375	
			24145	Warheads Watermelon	375	
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	18919	D'Usse VSOP	375	
			596	Bacardi Superior	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse	560532	Strongbow Cider	500	LTO
			270439	Smithwick's Ale	500	APP
			19734	Ace Hill Lemon-Cayenne Radler	355	
			159772	Muskoka Hazed And Confused	473	
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	17885	Wayne Gretzky Maple Cask Finish Canadian Whisky	750	
			472332	Wayne Gretzky Red Cask Whisky	750	VA
			541094	Wayne Gretzky Ice Cask Whisky	750	

LTO = Limited Time Offer

ST = Shelf Talker

VA = Value-added

APP = Aeroplan Points

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	66			
R1	Vodka A	211110	Wyborowa Vodka	1140	LTO											Y	Y
R2	Vodka B	227413	Iceberg Vodka	1140	LTO								Y	Y	Y	Y	Y
R3	Vodka C	210286	Russian Standard Vodka	1140	LTO								Y	Y	Y	Y	Y
R4	Vodka D	363812	Tito's Handmade Vodka	375	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	253302	Luksusowa Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	15026	Brugal 1888	750	LTO												Y
R7	Rum B	545210	Plantation 3 Star White Rum	750	LTO									Y	Y	Y	Y
R8	Rum C	462309	Lamb's Spiced Rum	750	LTO									Y	Y	Y	Y
R9	Rum D	602920	Flor De Cana 5 Year Rum Anejo Clasico	750	Value Add									Y	Y	Y	Y
R10	Rum E	500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	13915	The Forager Botanical Whisky	750	Value Add											Y	Y
R12	Canadian Whisky B	474551	J.P. Wiser's Vanilla Whisky	750	LTO									Y	Y	Y	Y
R13	Canadian Whisky C	42	Canadian Club Premium	750	LTO								Y	Y	Y	Y	Y
R14	Canadian Whisky D	536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	LTO								Y	Y	Y	Y	Y
R15	Canadian Whisky E	10357	Crown Royal Peach	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	404160	McClelland Single Malt Islay Scotch	750	LTO									Y	Y	Y	Y
R17	Scotch B	204560	Highland Park 12 Yr Old Single Malt	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	19401	Ungava Ginger	750	Value Add									Y	Y	Y	Y
R19	Liqueurs A	18877	Cabot Trail Maple Cream	1140	LTO											Y	Y
R20	Liqueurs B	398479	1800 Reposado	750	LTO									Y	Y	Y	Y
R21	Liqueurs C	447953	Fireball Whisky Shooter	750	APP									Y	Y	Y	Y
R22	Liqueurs D	20926	Aperol	375	Value Add	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	21574	Hine H By Hine VSOP Fine Champagne Cognac	750	LTO												Y
R24	Brandy B	605881	Disaronno Originale Amaretto	1140	LTO									Y	Y	Y	Y
R25	Tequila A	436279	Hornitos Plata	750	LTO											Y	Y
R26	Ontario Blend A	377820	Jackson-Triggs Merlot	1500	LTO									Y	Y	Y	Y
R27	Ontario Blend B	429811	Black Cellar Shiraz Cabernet	1500	LTO									Y	Y	Y	Y
R28	Ontario Blend C	221804	Trius Sauvignon Blanc VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	228551	Cave Spring Chardonnay VQA	750	LTO											Y	Y
R30	Ontario Non-VQA B	609875	Eastdell Black Cab VQA	750	LTO											Y	Y
R31	Ontario Non-VQA C	14883	Pelee Island Lola Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	19338	Good Natured Crisp Chardonnay VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	200584	Konzelmann Pinot Noir VQA	750	LTO											Y	Y
R34	Ontario VQA B	454967	Chateau Des Charmes Pinot Noir Estate Bottled VQA	750	LTO											Y	Y
R35	Australia/New Zealand A	406843	Jacob's Creek Moscato	1500	LTO											Y	Y
R36	Australia/New Zealand B	68254	Yellow Tail Pinot Grigio	750	LTO											Y	Y
R37	Australia/New Zealand C	311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	LTO											Y	Y
R38	Australia/New Zealand D	426601	Villa Maria Private Bin Sauvignon Blanc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	55517	Smoking Loon Cabernet Sauvignon	750	LTO											Y	Y
R40	USA B	292128	Firestone Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65				
R41 Chile A	413070	Two Oceans Sauvignon Blanc	1500	LTO										Y	Y	Y	Y
R42 Chile B	278416	Casillero Del Diablo Reserva Cab Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	LTO													Y
R44 France Blend B	426718	Cesari Amarone Classico Doc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	446633	Citra Montepulciano D'Abruzzo Doc	750	LTO												Y	Y
R46 France South B	669200	Ciao Pinot Grigio Organic Carton	1000	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/ Burgundy A	530261	Casal Garcia Vinho Verde, Do	750	LTO											Y	Y	Y
R48 Italy Central A	194118	Enzo Vincenzo Valpolicella RIPAsso Doc	750	LTO												Y	Y
R49 Italy Central B	46946	Taylor Fladgate Late Bottled Vintage Port	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	17779	Belleruche Rouge Cote Du Rhone	750	LTO						Y	Y	Y	Y	Y	Y	Y	Y
R51 Italy North B	386961	Borsao Tinto Garnacha	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	269985	Illuminati RIPArrosso Mont D'Abruzzo Doc	750	APP													Y
R53 Southern Europe B	293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	LTO										Y	Y	Y	Y
R54 Germany A	212480	Georges Duboeuf Beaujolais Aoc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	361501	Carpineto Dogajolo Rosso Toscano Igt	750	LTO											Y	Y	Y
R56 Sparkling B	445825	Jacob's Creek Moscato Rosé Sparkling	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	525188	Peroni Nastro Azzurro (LCBO Warehouse)	6 × 330	LTO												Y	Y
R58 Ontario Beer B	284562	Michelob Ultra (275/TBS)	473		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	576587	Fenelon Falls Brewery Vienna Lager (259)	473														Y
R60 Beer 2	614909	Kozel Beer (LCBO Warehouse)	500	LTO						Y	Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	19998	Cowbell Rosé Cider (458)	473	LTO						Y	Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	15119	Creemore Springs Lager (1757)	6 × 355	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	407775	Snapple Spiked Peach Tea Vodka	458	APP				Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	19159	Tempo Gin Smash Mango Peach	473	LTO						Y	Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	491316	Hires Root Beer	473	APP		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	21692	Montenegro Select Aperitivo	750	Value Add	Mark Anthony Wine & Spirits
C2: Canadian Whisky	114694	Crown Royal	1750	LTO	Diageo Canada Inc.
C3: Ontario Non VQA Blend	648402	Bodacious Moscato	750	LTO	Arterra Wines Canada Inc.
C4: French Blend	408286	Lolea No 1 Red Sangria Spain	750	LTO	Christopher Stewart Wine & Spirits
C5: Fixed Store Location	278127	Santa Carolina Sauvignon Blanc Reserva	1500	LTO	Charton Hobbs Inc
C6: Vodka	225243	Stolichnaya Vodka	750	Value Add	Mark Anthony Wine & Spirits
C7: Scotch	392308	Baileys Vanilla Cinnamon	750	LTO	Diageo Canada Inc.
C8: Liqueurs	326025	Basil Hayden Straight Bourbon	750	LTO	Beam Suntory
C9: Ontario Blends	427328	Long Weekend Cabernet VQA	750	LTO	Fielding Estate Winery
C10: France Red	302349	Rosémount Diamond Shiraz	750	LTO	Mark Anthony Wine & Spirits

Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	LTO	Arterra Wines Canada Inc.
D2: Discovery Wines 2	166934	C'Est La Vie Pinot Noir Syrah	750	LTO	Dionysus Wines & Spirits Ltd.
D3: Discovery Wines 3	19261	Bread & Butter Chardonnay	750	LTO, Wine Fridge	Dionysus Wines & Spirits Ltd.
D4: Discovery BSM 1	497438	Spearhead Hawaiian Pale Ale (86)	473		Spearhead Brewing Company
D5: Discovery BSM 2	617183	Zubr (LCBO Warehouse)	500	LTO	Asahi Canada
D6: Discovery BSM 3	281907	Jaw Drop Sucking Lemons	473	LTO	Breakthru Beverage Canada Inc.
D7: Discovery Spirits 1	21555	Tia Maria Matcha Cream Liqueur	750	LTO	Pma Canada Ltd.
D8: Discovery Spirits 2	572552	Signal Hill Canadian Whisky	750	LTO	Russian Standard Vodka Canada Ltd
D9: Discovery Spirits 3	11573	Vodkow	750	APP	Fwm Canada

Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	157883	Montes Reserva Cabernet Sauvignon	750	LTO	Vin Vino Wine Merchants Inc.

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
42	Canadian Club Premium	750	\$1.20	Shelf Extender
596	Bacardi Superior White Rum (P.E.T)	375	\$1.00	CE1
893	J.P. Wiser's Deluxe	750	\$1.00	End Aisle
1834	>(V) Susana Balbo Crios Torrontes	750	\$2.00	Middle Nesting Table
3558	Gibson's Finest Rare 12 Years Old	750	\$3.00	End Aisle
5322	Aveleda Vinho Verde	750	\$1.00	
9118	Henkell Trocken Piccolo	3 × 200	\$1.50	Feature Fixture A
10357	Crown Royal Peach	750	\$2.00	Shelf Extender
10426	Bodacious Pinot Grigio Can	250	\$0.50	FEM2
11423	Dillon's The Professors Negroni	4 × 125	\$1.00	FEM1
11571	XOXO Rosé	750	\$1.00	
12023	Freixenet Prosecco Doc	750	\$2.00	Feature Fixture A
13587	Bacardi Gold (P.E.T)	1140	\$1.00	
13904	Henry Of Pelham Pinot Noir VQA	750	\$2.00	
14023	Tawse Gin Ddp	750	\$3.00	
14525	Georgian Bay Raspberry Rhubarb Vodka Smash	473	\$0.20	
14534	Twisted Tea Peach	473	\$0.20	
14651	Lake Of Bays Low Tide Zero Ibu IPA	473	\$0.30	
14882	Saintly Rosé VQA	750	\$3.00	Mini Thematic, Wine Fridge
14883	Pelee Island Lola Chardonnay VQA	750	\$2.00	Shelf Extender
14884	Pelee Island Lola Secco Sparkling VQA	750	\$2.00	Feature Fixture A
14996	Hollandia Lager	4 × 500	\$1.00	
15026	Brugal 1888	750	\$5.00	Shelf Extender
15119	Creemore Springs Lager	6 × 355	\$1.00	Shelf Extender
15760	Slow Press Cabernet Sauvignon	750	\$2.00	
15765	Beefeater Blood Orange	750	\$2.00	End Aisle
15881	Steam Whistle Session Lager	473	\$0.35	
16191	Toro Bravo Sparkling Secco White	750	\$1.00	Feature Fixture A
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	\$1.00	
16792	Speck Bros. The Goat Lady Chardonnay VQA	750	\$2.00	goLOCAL
16936	Hacker Pschorr Keller Bier	500	\$0.25	
17117	Rally Trail Blazer	473	\$0.25	End Aisle
17396	Cameron's Cruising Through The Galaxy Hazy	473	\$0.20	
17406	Side Launch Any Day Light IPA	473	\$0.20	End Aisle
17779	Belleruche Rouge Cote Du Rhone	750	\$3.00	Shelf Extender
17823	Stella Artois	6 × 330	\$1.00	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
17846	Corona Extra	6 × 355	\$1.00	EZA
18224	Vodkow Cream	750	\$3.00	
18393	Wayne Gretzky Estate Cabernet Merlot VQA	3000	\$3.00	
18524	Wayne Gretzky Salted Caramel Cream Whisky	750	\$3.00	
18877	Cabot Trail Maple Cream	1140	\$3.00	Shelf Extender
18998	Lisbon By Night Red Blend	750	\$1.00	
19035	St. Remy XO	375	\$1.00	
19095	Little Buddha Peach Tea	355	\$0.25	
19134	Absolut Mango Mule	355	\$0.30	
19159	Tempo Gin Smash Mango Peach	473	\$0.25	Shelf Extender
19261	Bread & Butter Chardonnay	750	\$2.00	Discovery Extender, Wine Fridge
19338	Good Natured Crisp Chardonnay VQA	750	\$1.00	Shelf Extender
19581	Mill Street Original Organic Lager	6 × 355	\$1.00	
19820	Havana Club Cuban Smoky	750	\$3.00	
19853	Botter Oggi Pinot Grigio Doc Organic	750	\$2.00	End Aisle
19894	Cracked Canoe	6 × 473	\$1.50	EZD, Contest
19998	Cowbell Rosé Cider	473	\$0.20	Shelf Extender
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	\$1.00	
20259	Grow Wild Enchanting White VQA	750	\$2.00	
20979	Juliet Prosecco Rosé Doc	750	\$2.00	End Aisle
21224	Albert Bichot Macon Villages Aoc Chardonnay	750	\$2.00	Mini Thematic
21381	Pink Poodle Sparkling Rosé	750	\$1.00	Feature Fixture A
21382	XOXO Rosé Bag In Box	4000	\$2.15	End Aisle, Wine Fridge
21555	Tia Maria Matcha Cream Liqueur	750	\$2.00	Discovery Extender
21574	Hine H By Hine VSOP Fine Champagne Cognac	750	\$5.00	Shelf Extender
21996	Aviation Gin	1750	\$3.00	Front Entrance Table
22195	Fresco Di Masi Bianco	750	\$3.00	Wine Fridge
22196	Fresco Di Masi Rosso	750	\$3.00	Flex Space
22197	Jacob's Creek Double Barrel Cabernet Sauvignon	750	\$3.00	Mini Thematic
22296	Ck Mondavi Cabernet Sauvignon	750	\$2.00	
22302	Barefoot Fruitscato Peach	750	\$0.50	
24133	> Riesling Thirty Bench (Andrew Peller)	750	\$3.00	
25099	Collective Arts Daily Forecast	473	\$0.20	Mini Thematic
26906	Danzante Pinot Grigio Delle Venezie Igt	750	\$2.00	End Aisle, Wine Fridge
31898	>(V) Calvet Reserve Des Remparts Saint Emilion Aoc	750	\$2.00	Middle Nesting Table
33928	J.P. Wiser's Deluxe	1750	\$1.35	End Aisle
34991	La Vieille Ferme Luberon Blanc Aoc	1500	\$1.50	Flex Space

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
35170	Pascual Toso Malbec	750	\$2.00	Mini Thematic
35386	>Kim Crawford Marlborough Sauvignon Blanc	750	\$2.00	
45898	Bacardi Superior White Rum (P.E.T)	1750	\$1.35	
46946	Taylor Fladgate Late Bottled Vintage Port	750	\$2.00	Shelf Extender
48611	Woodbridge By Robert Mondavi Cabernet Sauv	750	\$2.00	Flex Space
53140	Havana Club 7 Years Old	750	\$3.00	Mini Thematic
55517	Smoking Loon Cabernet Sauvignon	750	\$2.00	Shelf Extender
58339	>(V) Kaiken Malbec	750	\$2.00	VL 1
58438	Jackson-Triggs Reserve Sauvignon Blanc VQA	750	\$1.00	Discovery Extender
60608	El Dorado 12 Year Old Rum	750	\$3.00	Mini Thematic
64659	Captain Morgan Private Stock Rum	750	\$1.00	Mini Thematic
68254	Yellow Tail Pinot Grigio	750	\$1.00	Shelf Extender
69377	> (V) Monte Antico Igt (Empson)	750	\$2.00	
80234	>V) Riesling Black Sheep (Featherstone)	750	\$2.00	goLOCAL
82024	>(V)Monasterio De Las Vinas Gr Rsv (Grandes Vinos)	750	\$2.00	
84988	>(V) Beringer Napa Valley Chardonnay	750	\$3.00	Wine Fridge, Middle Nesting Table
103341	Canadian Club Premium (P.E.T)	750	\$1.20	
111641	>(V) Chianti Riserva (Rocca Delle Macie)	750	\$2.00	VL 1
114694	Crown Royal	1750	\$2.00	Comm. Extender
116038	Metaxa Seven Star	750	\$2.00	
126151	Sibling Rivalry Red VQA	750	\$2.00	
130138	>(V) Meiomi Pinot Noir	750	\$2.00	Middle Nesting Table
130989	>Tawse Pinot Noir Growers Blend Pinot Noir	750	\$2.00	OWS
132506	XOXO Pinot Grigio/Chardonnay	1500	\$2.00	
134916	Ogier Cotes Du Ventoux Rosé Aoc	750	\$2.00	End Aisle
135939	Pelee Island Pinot Noir VQA	750	\$2.00	End Aisle, Necktag
136044	Pelee Island Chardonnay VQA	750	\$1.00	End Aisle, Necktag
142018	>The Musician By Majella Cabernet Shiraz	750	\$2.00	
142117	Lindemans Bin 65 Chardonnay	750	\$1.00	Flex Space
145441	Pelee Island Lighthouse Cabernet Franc VQA	750	\$2.00	goLOCAL
155051	Masi Campofiorin Igt	750	\$3.00	
157883	Montes Reserva Cabernet Sauvignon	750	\$2.00	Green Extender
158014	Flor De Cana Centenario 12 Rum	750	\$3.00	Mini Thematic
166538	>Crianza Rioja (Bodegas Lan)	750	\$2.00	Middle Nesting Table
166934	C'Est La Vie Pinot Noir Syrah	750	\$1.50	Discovery Extender
176792	>(V) Chard Bramito Sala Umbria (Antinori)	750	\$2.00	Middle Nesting Table
177824	>(V)Gamay Noir (Thirteenth Street)	750	\$2.00	Middle Nesting Table

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
178541	Batasiolo Barolo Docg	750	\$2.00	
190439	Wellington Special Pale Ale	473	\$0.25	
194118	Enzo Vincenzo Valpolicella RIPAsso Doc	750	\$2.50	Shelf Extender
200584	Konzelmann Pinot Noir VQA	750	\$2.00	Shelf Extender
200741	Gibson's Finest Rare 12 Years Old	1750	\$5.00	End Aisle
208918	1792 Small Batch Kentucky Bourbon (Sazerac)	750	\$3.00	
209221	Absolut Vodka	1140	\$1.00	End Aisle
210286	Russian Standard Vodka	1140	\$1.50	Shelf Extender
211110	Wyborowa Vodka	1140	\$1.20	Shelf Extender
212480	Georges Duboeuf Beaujolais Aoc	750	\$2.00	Shelf Extender
214049	Girls' Night Out Strawberry Samba	1500	\$1.00	
215871	Gibson's Finest Rare 12 Years Old Whisky	1140	\$4.00	End Aisle
216721	Tanqueray London Dry Gin	1140	\$1.00	Front Nesting Table
216820	Finlandia Vodka	1140	\$1.00	
216952	Barefoot Bubbly Pinot Grigio	750	\$1.00	
217133	Sauza Gold Tequila	1140	\$3.00	
217794	Johnnie Walker Red Label	1140	\$2.00	
219543	Inniskillin Late Autumn Riesling VQA	750	\$1.00	Wine Fridge
221804	Trius Sauvignon Blanc VQA	750	\$2.00	Shelf Extender
226944	>(V) Rodney Strong Cab Sauv Sonoma County	750	\$3.00	
227413	Iceberg Vodka	1140	\$1.00	Shelf Extender
228551	Cave Spring Chardonnay VQA	750	\$2.00	Shelf Extender
230821	Cupcake Chardonnay	750	\$2.00	
234369	Apothic Red	750	\$2.00	Mini Thematic
253302	Luksusowa Vodka	750	\$1.00	Shelf Extender
261305	Peninsula Ridge Cabernet Merlot VQA	750	\$2.00	
263640	La Vieille Ferme Cotes Du Ventoux Aoc	750	\$1.50	Flex Space
267773	Hop City Barking Squirrel Lager	473	\$0.20	
269761	Raymond Classic Cabernet Sauvignon	750	\$2.00	
270363	Castillo De Almansa Reserva, Almansa	750	\$1.50	Mini Thematic
270884	Jackson-Triggs Cabernet Sauvignon Bag In Box	4000	\$3.00	
270942	Jackson-Triggs Sauvignon Blanc Bag In Box	4000	\$3.00	
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	
278127	Santa Carolina Sauvignon Blanc Reserva	1500	\$3.00	Comm. Extender
278416	Casillero Del Diablo Reserva Cab Sauvignon	750	\$2.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
281907	Jaw Drop Sucking Lemons	473	\$0.25	Discovery Extender
284539	Trius Brut VQA	750	\$3.00	Feature Fixture A
284562	Michelob Ultra	473	\$0.20	Seasonal Block Pile A
285544	>(V)Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.50	Middle Nesting Table
292128	Firestone Cabernet Sauvignon	750	\$2.00	Shelf Extender
292557	The Wolftrap Syrah Mourvedre Viognier	750	\$2.00	
293043	Stoneleigh Marlborough Sauvignon Blanc	750	\$2.00	Wine Fridge
293159	Les Jamelles Cabernet Sauvignon Pays D'Oc	750	\$2.00	Shelf Extender
296228	Calvados Boulard Pays D'Auge	750	\$5.00	APP
298638	Glenmorangie Original Single Malt Scotch Whisky	750	\$5.00	
302349	Rosémount Diamond Shiraz	750	\$2.00	Comm. Extender
302380	Mezzacorona Pinot Grigio Trentino	750	\$2.00	Wine Fridge
302810	Heineken	6 × 500	\$1.00	
303800	>(V) Trius VQA	750	\$2.00	
307769	Roséhall Run Pinot Noir VQA	750	\$2.00	Mini Thematic
311779	Bud Light	6 × 473	\$1.00	Seasonal Block Pile A
311795	Wolf Blass Red Label Shiraz/Cabernet Sauv	750	\$2.00	Shelf Extender
311936	Canadian Club Classic 12 Year Old	1140	\$1.50	End Aisle
317057	Masi Costasera Amarone Classico Doc	750	\$5.00	Flex Space
318683	The Kraken Black Spiced Rum	1140	\$2.00	
319384	>(V) Carte Noire (Les Maitres Vig De St Tropez)	750	\$1.00	
322024	Adobe Reserva Merlot Organic	750	\$2.00	Necktag
326025	Basil Hayden Straight Bourbon	750	\$5.00	Comm. Extender
326256	Wayne Gretzky Pinot Grigio VQA	750	\$2.00	
326413	Pelee Island Pinot Grigio VQA	750	\$2.00	End Aisle, Necktag
326728	>(V) Oyster Bay Chardonnay Marlborough	750	\$3.00	
333583	Thornbury Premium Apple Cider	473	\$0.25	
334110	Ciroc Peach	750	\$3.00	Front Nesting Table, Value Add
341743	Trius Rosé VQA	750	\$3.00	
342428	>(V) Bonterra Cabernet Sauvignon Organic	750	\$2.00	Necktag
346445	Sandbanks Dunes Red VQA	750	\$1.00	
350546	Root 1 Carmenere Colchagua	750	\$2.00	
352583	>(V) Beringer Knight's Valley Cab Sauvignon	750	\$5.00	Middle Nesting Table
357145	Open Smooth Red VQA	750	\$1.00	
358184	Tanqueray Rangpur Gin	750	\$2.50	Front Nesting Table, Value Add
361501	Carpineto Dogajolo Rosso Toscano lgt	750	\$2.00	Shelf Extender
363812	Tito's Handmade Vodka	375	\$1.00	Shelf Extender

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
369793	Mount Gay Eclipse Rum	750	\$2.00	Mini Thematic
377820	Jackson-Triggs Merlot	1500	\$2.00	Shelf Extender
378091	Villa Annaberta Valpolicella RIPAsso Superiore	750	\$2.00	
379958	Kronenbourg 1664 Blanc	500	\$0.25	
382002	Smirnoff Raspberry Flavoured Vodka	750	\$1.00	
383059	Sleeman Original Draught	6 × 473	\$2.00	
384651	Martini Prosecco Sparkling	750	\$2.00	Feature Fixture A
386961	Borsao Tinto Garnacha	750	\$2.00	Shelf Extender
387050	Open Smooth White VQA	750	\$1.00	
387159	Bodacious Smooth Red	1500	\$2.00	
389411	>(V)Prop Res Vidal Icewine VQA	375	\$5.00	
390583	Canadian Club 100% Rye	750	\$1.50	End Aisle
392308	Baileys Vanilla Cinnamon	750	\$1.50	Comm. Extender
394015	Brickworks Batch:1904 Cider	473	\$0.30	
394536	Bitburger Premium Pilsner	500	\$0.35	
394718	>Erath Pinot Noir	750	\$3.00	Middle Nesting Table
397539	Boodles Gin	750	\$1.00	
398479	1800 Reposado	750	\$2.00	Shelf Extender
404160	McClelland Single Malt Islay Scotch	750	\$5.00	Shelf Extender
406843	Jacob's Creek Moscato	1500	\$2.00	Shelf Extender
408286	Lolea No 1 Red Sangria Spain	750	\$2.00	Comm. Extender
410852	Woodford Reserve Double Oaked	750	\$10.00	
413070	Two Oceans Sauvignon Blanc	1500	\$2.00	Shelf Extender
417295	Ciroc Original Unflavoured	750	\$3.00	Front Nesting Table, Value Add
422345	Moosehead Lager	6 × 473	\$1.50	EZD
426601	Villa Maria Private Bin Sauvignon Blanc	750	\$2.00	Shelf Extender
426718	Cesari Amarone Classico Doc	750	\$4.00	Shelf Extender
427310	Long Weekend Chardonnay Pinot Grigio VQA	750	\$1.00	
427328	Long Weekend Cabernet VQA	750	\$1.00	Comm. Extender
428086	Grande Cuvee 1531 De Aimery, Cremant De Limoux	750	\$2.00	Feature Fixture A
429787	Bodacious Smooth White	1500	\$2.00	
429811	Black Cellar Shiraz Cabernet	1500	\$2.00	Shelf Extender
436279	Hornitos Plata	750	\$4.00	Shelf Extender
443945	>(V) Goru (Gsd Winesl)	750	\$1.00	Middle Nesting Table
445825	Jacob's Creek Moscato Rosé Sparkling	750	\$2.00	Shelf Extender
446633	Citra Montepulciano D'Abruzzo Doc	750	\$1.00	Shelf Extender
447540	Georgian Bay Gin Smash	473	\$0.20	

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
449207	>(V)Rodney Strong Charlotte's Home Sauvignon Blanc	750	\$2.00	Middle Nesting Table
450130	Smirnoff Ice Light Raspberry & Soda	4 × 355	\$1.00	
454967	Chateau Des Charmes Pinot Noir Estate Bottled VQA	750	\$2.00	Shelf Extender
459917	Peller Family Vineyards Rosé	1500	\$1.50	
460154	>Columbia Crest Grand Estates Cab Sauvignon	750	\$2.00	Middle Nesting Table
460360	El Jimador Tequila Reposado	750	\$2.00	
461053	Josh Cellars Cabernet Sauvignon	750	\$2.00	End Aisle
462309	Lamb's Spiced Rum	750	\$1.00	Shelf Extender
463406	Dillon's Bitters Lime	100	\$2.00	
474551	J.P. Wiser's Vanilla Whisky	750	\$1.20	Shelf Extender
479923	Stalk & Barrel Blue Blend	750	\$1.70	
483263	Don David Reserve Malbec	750	\$2.00	
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	\$1.50	Shelf Extender
489351	Gahan Blueberry Ale	473	\$0.25	
491290	Pop Shoppe Hard Cream Soda	473	\$0.25	
492009	Steam Whistle	473	\$0.25	OCB
493486	Breezer Tropical Orange Smoothie	6 × 355	\$1.00	
496950	Rolling Rock	6 × 473	\$1.00	
499384	Kacaba Cabernet VQA	750	\$1.00	
500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	\$1.35	Shelf Extender
506519	Cesari Mara Valpolicella Ripasso Superiore Doc	750	\$3.00	Mini Thematic
508572	Flying Monkeys Juicy Ass IPA	473	\$0.20	End Aisle
514851	Okanagan Apple Cider	473	\$0.30	
514935	Flying Monkeys 12 Minutes To Destiny	473	\$0.20	Mini Thematic
515452	XOXO Pinot Grigio+Chardonnay Sparkling	750	\$1.00	Feature Fixture A
518795	Omnipollo IPA	473	\$0.20	APP
520304	Bacardi Gold	1140	\$1.00	
522730	Strewn Chardonnay Barrel-Aged VQA	750	\$1.00	Mini Thematic
525188	Peroni Nastro Azzurro	6 × 330	\$1.00	Shelf Extender
530261	Casal Garcia Vinho Verde, Do	750	\$1.00	Shelf Extender
536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	\$3.00	Shelf Extender
542969	Ungava Gin	375	\$1.00	Value Add
545210	Plantation 3 Star White Rum	750	\$1.00	Shelf Extender
554469	Guinness Draught	8 × 440	\$2.00	
556951	Chateau Des Charmes Cabernet Merlot VQA	750	\$1.00	
558940	Miller Lite	6 × 473	\$1.00	Contest
560532	Strongbow Cider	500	\$0.20	CE3

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
561100	Josh Cellars Chardonnay	750	\$2.00	End Aisle
564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	\$2.00	End Aisle
572552	Signal Hill Canadian Whisky	750	\$3.00	Discovery Extender
573147	>(V)Chardonnay VQA	750	\$2.00	Middle Nesting Table
577148	Villa Conchi Brut Seleccion	750	\$2.00	Feature Fixture A
585760	>(V) Quails' Gate Pinot Noir Okanagan Valley	750	\$3.00	
587956	Trius Cabernet Sauvignon VQA	750	\$2.00	goLOCAL
588053	Il Prosecco	750	\$3.00	Feature Fixture A
589036	Peller Family Vineyards Cab Merlot	4000	\$3.00	
600163	Tanqueray No. Ten Gin	750	\$5.00	Front Nesting Table, Value Add
605162	Broker's Premium London Dry Gin	750	\$1.00	
605881	Disaronno Originale Amaretto	1140	\$3.00	Shelf Extender
609875	Estdell Black Cab VQA	750	\$2.00	Shelf Extender
614826	Pelee Island Pinot Grigio	1500	\$2.00	
614909	Kozel Beer	500	\$0.20	Shelf Extender
617183	Zubr	500	\$0.20	Discovery Extender
617647	Amsterdam Blonde	568	\$0.30	OCB
620492	Argento Seleccion Pinot Grigio	750	\$2.00	
620773	Masi Masiatico Pinot Grigio	750	\$2.00	Wine Fridge, Flex Space
621110	Jackson-Triggs Pinot Grigio	750	\$1.00	
622134	Perrin La Vieille Ferme Rosé Ventoux Aoc	750	\$1.50	Flex Space
625996	Jp Wisers Old Fashioned Canadian Whisky	750	\$1.20	End Aisle
628172	Farmers Market Rosso Organic Vd'Italia	750	\$2.00	
628230	>(V) Submission Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
633271	Gosling's Bermuda Black Seal Rum	750	\$2.00	Mini Thematic
633578	Jacob's Creek Pinot Grigio	750	\$2.00	End Aisle
635771	Castano Monastrell Tinto	750	\$1.00	
636068	Malfy Gin Rosa	750	\$2.00	
637199	Pelee Island Shiraz/Cabernet	750	\$1.00	
640920	Ketel One Botanical Cucumber And Mint	750	\$2.00	Front Nesting Table, Value Add
640995	Ketel One Botanical Peach And Orange Blossom	750	\$2.00	Front Nesting Table, Value Add
645499	Ketel One Botanical Grapefruit And Rosé	750	\$2.00	Front Nesting Table, Value Add
648402	Bodacious Moscato	750	\$1.00	Comm. Extender
648410	Ardiel Cider House Victoria Pear Cider	473	\$0.25	
648881	Grand Marnier Louis Alexandre	750	\$10.00	
650432	>(V) Castelgiocondo Brunello (Marchesi Frecoba)	750	\$5.00	Middle Nesting Table
650713	>(V) Sa'solin RIPAsso Valp.(Terre Di Verona)	750	\$2.00	
659607	>(V) Mitolo Jester Shiraz	750	\$2.00	Middle Nesting Table

Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
667014	Fortress Rum	750	\$3.00	
668947	Lindemans Bin 85 Pinot Grigio	750	\$1.00	Flex Space
669200	Ciao Pinot Grigio Organic Carton	1000	\$1.00	Shelf Extender
669465	Peller Family Vineyards Pinot Grigio	4000	\$3.00	
719435	>(V) La Crema Sonoma Coast Pinot Noir	750	\$3.00	Middle Nesting Table
904409	Molson Canadian	473	\$0.20	
905976	Budweiser	473	\$0.20	Seasonal Block Pile A
906628	Coors Light	6 × 355	\$1.00	EZH
925453	>Kilikanoon Shiraz Killermans Run	750	\$3.00	

Trade Copy

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
10512	Dujardin VSOP Brandy	750	50	
11573	Vodkow	750	100	Discovery Extender
13906	Unwined Smooth Rosé	750	50	
15012	Northern Keep Vodka	750	200	
15606	Kona Hanalei IPA	6 × 355	50	
15806	Skyy Vodka	750	50	
15963	Luxardo Limoncello	750	100	
16833	Goldschlager	750	200	
16094	Hendrick's Lunar Gin	750	150	
16868	18.8 Gin Ddp	750	60	
16903	Storyteller Lager	473	23	
17055	Jameson Cold Brew Irish Whiskey	750	75	
17536	Colio Cellar Door Series Cabernet Sauvignon	750	60	
18869	Hornitos Black Barrel	750	100	
19516	Smirnoff Peach	750	50	
19563	Lot No. 40 Dark Oak Canadian Whisky	750	120	
19773	Luna Nuda Pinot Grigio Igt Vigneti Delle Dolomiti	750	50	
20082	Fantini Trebbiano D'Abruzzo Doc	1500	80	
21265	Gray Jay Deluxe Canadian Whisky Ddp	750	75	
21378	Jim Beam White Label Bourbon	750	50	
21544	Smirnoff Pink Lemonade	750	50	Seasonal Block Pile C
22017	Smirnoff Vodka (P.E.T)	750	50	Seasonal Block Pile C
22877	Cala Rey Tempranillo-Syrah	750	15	
34579	Prince Igor Extreme Vodka (P.E.T)	1140	75	
38505	Smirnoff Vodka (P.E.T)	1750	120	Seasonal Block Pile C
49726	Yukon Jack	750	150	
56622	Beefeater Dry	1750	120	End Aisle 14
83188	Fuzion Shiraz Malbec	750	85	
88799	Alberta Pure Vodka (P.E.T)	750	50	
90860	Kittling Ridge Kingsgate Reserve Apera	750	20	
91751	Jacob's Creek Reserve Cabsauv Limestone Coast	750	80	
110049	Sandbanks Estate Baco Noir VQA	750	30	OWS
119628	Lindeman's Bin 45 Cabernet Sauvignon	750	50	Flex Space
119800	Fuzion Chenin-Chardonnay	750	85	
131391	Smirnoff Vodka (P.E.T)	1140	75	Seasonal Block Pile C

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
157909	Laurent Miquel Pere Et Fils Chardonnay D'Oc	750	60	
175042	Girls' Night Out Pineapple Mango Tango	750	50	
181388	Lindeman's Bin 95 Sauvignon Blanc	750	50	Flex Space
183061	Megalomaniac Homegrown Riesling VQA	750	50	OWS
187088	PJ's Original Cream (Panama)	750	50	
216903	Banff Ice Vodka	1140	75	
217216	Myers Planters Punch	1140	90	
217273	Mumm Cuvee Napa Brut Prestige	750	100	
217786	Jim Beam White Label Bourbon	1140	75	
237255	Saint Clair Family Estate Sauvignon Blanc	750	100	
237792	Icebox Long Island Iced Tea	1140	150	
240416	Montresor Amarone Della Valpolicella Doc	750	100	
242339	Alberta Pure Vodka (P.E.T)	1140	75	
259192	Santa Carolina Chardonnay	750	50	
268375	Henry Of Pelham Riesling VQA	750	50	
269985	Illuminati RIPArosso Mont D'Abruzzo Doc	750	40	Shelf Extender
270439	Smithwick's Ale+	500	10	CE4
296228	Calvados Boulard Pays D'Auge	750	100	LTO
321794	Smirnoff Ice	24 x 330	160	
330803	Bowmore 12 Year Old Islay Single Malt	750	200	
335422	Dunavar Pinot Grigio	750	10	
350207	Forty Creek Copper Pot Reserve Whisky	1140	75	
350397	Banff Ice Vodka	750	50	
350561	Forty Creek Cream Liquor	1140	125	
363457	> (V)Perrin Reserve Cotes Rhone (Dom Perrin)	750	50	Flex Space
369009	Pinnacle Vodka	750	150	
381962	Smirnoff Green Apple Flavoured Vodka	750	50	
388710	Tenuta S. Anna Prosecco Extra-Dry	750	100	
401745	Russian Standard Gold Vodka	750	225	Necktag
407775	Snapple Spiked Peach Tea Vodka	458	5	Shelf Extender
417576	Stock 84 Spirit	1140	150	
418657	Lily Sparkling Wine VQA	750	100	
440867	Honoro Vera Garnacha Monastrell Organic	750	80	
447060	Deakin Estate Sauvignon Blanc	750	85	
447953	Fireball Whisky Shooter	750	50	Shelf Extender
458679	Lindeman's Bin 40 Merlot	750	50	Flex Space
465849	Frontera Chardonnay	1500	100	Flex Space
479931	Stalk & Barrel Red Blend	750	250	

Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
483255	Casillero Del Diablo Reserva Pinot Grigio	750	80	
484204	Malfy Gin Con Limone	750	90	
488593	Relax Bubbles	750	60	
490144	Cecchi Chianti Docg	750	60	
491316	Hires Root Beer	473	5	Shelf Extender
492397	Smirnoff Ice Peach Bellini	6 × 355	40	
494369	Southern Comfort (P.E.T)	200	50	
510008	Luxardo Sambuca Dei Cesari	1140	100	
518795	Omnipollo IPA	473	20	LTO
545392	Smirnoff Berry Blast	750	50	Seasonal Block Pile C
547646	Steam Whistle Premium Pilsner	6 × 341	60	
547679	>Wodka Zoladkowa Gorzka	750	50	
553917	Frontera After Midnight Dark Red Blend	750	60	Flex Space
573337	McClelland Speyside Single Malt	750	200	
573931	Hendrick's Orbium Gin	750	150	End Aisle 12
574533	Magnotta Pinot Grigio Venture Series VQA	750	60	Wine Fridge
613950	Sogrape Vila Regia Reserve Douro	750	80	
618504	Sogrape Vila Regia	1500	80	
635417	The Glenlivet Captain's Reserve Single Malt Scotch	750	150	
649251	Smirnoff Vodka & Soda Berry Lemon	4 × 355	40	

Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	VA Mother Carton#
307	Seagrams V.O.	750	Southern Comfort 50 mL	307
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL	620
15506	Miller Lite	30 × 355	Pin on pack to redeem \$10 gift card	15506
17817	Corona Extra	6 × 473	Purchase 2 Corona 6 × 473 mL and receive a free Corona Citrus Kit	17817
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL	190363
300681	Coors Light	6 × 473	Biodegradable cooler	300681
311787	Budweiser	6 × 473	Purchase 2 Budweiser 6 × 473 mL and receive a free Blue Jays hat	311787
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL	398016

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
117	Bacardi Superior White Rum	750	Bacardi RTD 355 mL
307	Seagrams V.O.	750	Southern Comfort 50 mL
620	Silk Tassel Canadian Whisky	750	Fireball 50 mL
2691	Tanqueray London Dry Gin	750	6Pk Schweppes Tonic
5959	Baileys Irish Cream	750	Baileys Cookbook
10074	Canadian Mist Blended Whisky	750	Fireball 50 mL
10717	Carnivor Shiraz	750	Carnivor Burger Patty Mold
11850	Buffalo Trace Bourbon	375	Sheep Dog Peanut Butter Whiskey
12865	J.P. Wiser's Manhattan Canadian Whisky	750	JP Wiser's Old Fashioned 50 mL
13188	Absolut Juice Strawberry Edition	750	Absolut Watermelon 50 mL
13248	Woodbridge By Robert Mondavi Rosé	750	Tumbler
13909	Georgian Bay Canadian Whisky	750	355 mL can of Smash Innovation (Pear Gin Smash, Cherry Gin Smash or Watermelon Vodka Smash)
13915	The Forager Botanical Whisky	750	Seed Paper Shopping Bag
14730	Ciroc Mango	750	Ciroc Cocktail Spoon
15281	Kraken Black Roast Rum	750	Cold Brew Coffee
15506	Miller Lite	30 × 355	Pin on pack to redeem \$10 gift card
16178	Crystal Head Onyx	750	Onyx Shot Glass
17817	Corona Extra	6 × 473	Purchase 2 Corona 6 × 473 mL and receive a free Corona Citrus Kit
17885	Wayne Gretzky Maple Cask Finish Canadian Whisky	750	Gretzky Lager 355 mL
18574	Jim Beam Honey	750	Jim Beam Black 50 mL
18942	Spade & Sparrows Rosé	750	Bottle Opener
19266	Beau's Lug Tread	6 × 473	Bonus About Time Can

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
19339	Good Natured Merlot Gamay Noir VQA	750	Wax Ppaper Cling - Abeego
19401	Ungava Ginger	750	Ungava Gin 50 mL
19418	Baileys Colada	750	Baileys Cookbook
19419	Baileys Deliciously Light	750	Baileys Cookbook
19480	Zirkova One Ultra Premium Vodka	1140	Zirkova 50 mL
19517	Ciroc Summer Citrus	750	Ciroc Glass Jigger
19749	Teremana Blanco Tequila	750	Can of Sapsucker
19750	Teremana Reposado Tequila	750	Can of Sapsucker
19855	Kingston 62 Gold	750	Forty Creek Barrel Select 50 mL
20926	Aperol	375	CO-Branded LCBO Bag
20995	Bottega Prosecco Rosé Doc Spumante Brut, Veneto	750	Ice bag
21097	The Glenlivet 12 Yr Malt	750	Havana Club Smoky 50 mL
21383	Small Mercy Upbeat White	750	Lanyard
21384	Small Mercy Easy Going Red	750	Lanyard
21441	Honest Lot Sauvignon Blanc	750	Mesh Bag
21442	Honest Lot Cabernet Sauvignon	750	Mesh Bag
21692	Montenegro Select Aperitivo	750	Fever Tree Club Soda 150 mL
31930	Seagrams V.O.	1750	Fireball 2 × 50 mL
34595	Patron Silver Tequila	750	Donation
34637	Canadian Club Premium	1750	Canadian Club 1858 200 mL
40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	Tumbler
43703	Hennessy VSOP Cognac	750	PROSYRO bar syrup
96263	Tanqueray London Dry Gin	1750	6Pk Schweppes Tonic
99408	Woodbridge By Robert Mondavi Chardonnay	750	Tumbler
106377	Jacob's Creek Shiraz/Cabernet	750	House & Home Digital Subscription Offer
110056	Absolut Vodka	750	Absolut Watermelon Vodka 50 mL
114934	Golden Wedding (P.E.T)	1750	Golden Wedding 50 mL
128090	Collective Arts Artisanal Gin	750	Botany Sparkling Botanical Water - One Can with Purchase of Bottle
129940	Aviation Gin	750	Fever Tree 4-Pack Elderflower Tonic
137117	Russian Standard Vodka	750	Russian Standard 50 mL
148007	Czechvar Premium Lager	500	Branded Coaster
174466	Jose Cuervo Especial Silver	750	Playamar Mango Single Can
190363	Prince Igor Vodka (P.E.T)	1750	Prince Igor Extreme 2 × 50 mL
209213	Beefeater London Dry Gin	1140	Beefeater Pink 50 mL
212282	Luksusowa Vodka	1140	Tia Maria Matcha 50 mL
216226	Alberta Premium Whisky	1140	Rocks Glass

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
216655	Absolut Vodka	1750	Absolut Mango Mule 355 mL
216689	J.P. Wiser's Deluxe	1140	Hop Valley- Bubble Stash 473 mL
216978	Seagrams V.O.	1140	Fireball 50 mL
217125	Sauza Silver	1140	Jim Beam Black 50 mL
217687	Canadian Club Premium	1140	Canadian Club & Ginger Ale 473 mL
225243	Stolichnaya Vodka	750	Copper Mule Mug
258681	>V) G. Marquis Chardonnay VQA	750	187 mL of G Marquis Pinot Noir
260869	Sobieski Vodka	1140	Sobeski 50 mL
267187	Jose Cuervo Especial Gold	750	Playamar Mango Single Can
267245	Jose Cuervo Especial Gold Tequila	1140	Playamar Mango Single Can
286898	Jacob's Creek Chardonnay	750	House & Home Digital Subscription Offer
300681	Coors Light	6 × 473	Biodegradable cooler
311787	Budweiser	6 × 473	Purchase 2 Budweiser 6 × 473 mL and receive a free Blue Jays hat
316844	Bombay Sapphire London Dry	750	Donation
334110	Ciroc Peach	750	Ciroc Glass Jigger
334128	Ciroc Red Berry	750	Ciroc Glass Jigger
358184	Tanqueray Rangpur Gin	750	6Pk Schweppes Soda
365270	Crystal Head Vodka	1750	Signal Hill 2 × 50 mL
381228	Ciroc Coconut	750	Ciroc Glass Jigger
392647	Carnivor Cabernet Sauvignon	750	Carnivor Burger Patty Mold
398016	Dr. McGillicuddy Intense Peach	750	Fireball 50 mL
398032	Dr. McGillicuddy Intense Butterscotch	750	Boxed Rocks Glass
401315	Jose Cuervo Especial Silver	1140	Playamar Mango Single Can
402818	Flor De Cana Grand Reserva 7 Rum	750	Sugarcane Straws
417295	Ciroc Original Unflavoured	750	Glass Jigger
439661	Fireball (P.E.T)	200	Southern Comfort 50 mL
446021	Bacardi Coconut Rum	750	Bacardi RTD 355 mL
446559	Georgian Bay Vodka	750	355 mL can of Smash Innovation (Pear Gin Smash, Cherry Gin Smash or Watermelon Vodka Smash)
446823	Ciroc Pineapple	750	Ciroc Glass Jigger
448597	Georgian Bay Gin	750	355 mL can of Smash Innovation (Pear Gin Smash, Cherry Gin Smash or Watermelon Vodka Smash)
451336	>(V) Tom Gore Cabernet Sauvignon	750	Herb Planter Box
456350	Fireball Cinnamon Whisky	1750	Seagram's V.O. 2 × 50 mL
472332	Wayne Gretzky Red Cask Whisky	750	Gretzky Lager 355 mL
477885	Polar Ice Vodka (P.E.T)	1750	Polar Ice 200 mL
481614	Ciroc Apple	750	Ciroc Cocktail Spoon

Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved
491811	Southern Comfort	750	Cocktail Jigger
492520	Bacardi 8 Year Old Reserva Gold Rum	750	Martini Prosecco 200 mL
494492	Woodbridge By Robert Mondavi Merlot	750	Tumbler
498386	Bacardi Raspberry	750	Bacardi RTD Mojito 355 mL
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	Tumbler
524363	Santa Carolina Cabernet Sauvignon	1500	Sangira Glass
526772	Anciano Clasico Garnacha Valencia, Do	750	Golf Tool
541094	Wayne Gretzky Ice Cask Whisky	750	Gretzky Lager 355 mL
542969	Ungava Gin	375	Ungava Gin 50 mL
548644	Jacob's Creek Shiraz	750	House & Home Digital Subscription Offer
556621	Belvedere Pure Vodka	1140	PROSYRO Cocktail Mix Syrup
561720	Magnum Scotch Malt Whisky Cream Liqueur	750	Magnum Cream 50 mL
573956	Tanqueray Flor De Sevilla	750	6Pk Schweppes Soda
574541	Magnotta Cabernet Sauvignon Venture Series VQA	750	187 mL Venture Pinot Grigio
600163	Tanqueray No. Ten Gin	750	6Pk Schweppes Tonic
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	Sugarcane Strawa
638205	Zirkova Together Ultra Premium Vodka	750	Zirkova 50 mL
640920	Ketel One Botanical Cucumber And Mint	750	6Pk Schweppes Soda
640995	Ketel One Botanical Peach And Orange Blossom	750	6Pk Schweppes Soda
645499	Ketel One Botanical Grapefruit And Rosé	750	6Pk Schweppes Soda
645713	Spring Mill Distillery Vodka Ddp	750	Spring Mill Distillery Barrel Coaster
656561	>(V) J.Lohr Seven Oaks Cabernet Sauvignon	750	Gift Box
662379	Ciroc Watermelon	750	Ciroc Cocktail Spoon
666867	Bavaria Premium Value Beer	6 × 500	Can Koozie
666875	Dab Original	6 × 500	Cooler Bag
666883	Henninger Lager	6 × 500	Bonus Beer Can

Necktags

LCBO#	Description	Size (mL)	NT Approved
117	Bacardi Superior White Rum	750	Bacardi Sustainability
1743	Ruffino Chianti	750	Recipe NTG
14354	Appleton Estate 8YO Reserve	750	Recipe NTG
17150	Josh Cellars Pinot Noir	750	Accolade: Winery of the Year
18828	Ardbeg Beastie 5 Year Old	750	ARDBEG Ceasar RECIPE
21532	Grant's Sherry Cask 8YO Finish	750	Rich Like Feast, Like Fruits, Like Fortune
22192	Grant's Triplewood 12YO	750	Two Barrels Make it Good. Third Makes it Grant's
27797	Ruffino Il Ducale Toscana Igp	750	Recipe NTG
31112	Grant's Triple Wood Blended Scotch Whisky	750	Two Barrels Make it Good. Third Makes it Grant's
34595	Patron Silver Tequila	750	Sustainability awareness
42606	Ruffino Chianti	1500	Recipe NTG
45195	Ruffino Chianti Classico Riserva Ducale Docg	750	Recipe NTG
80127	Sailor Jerry Spiced Rum	750	Jerry Loves Ginger
95935	Grey Goose Vodka	750	Grey Goose Sustainability
135939	Pelee Island Pinot Noir VQA	750	Pelee Island Eco Contest in Support of Nature Conservancy of Canada
136044	Pelee Island Chardonnay VQA	750	Pelee Island Eco Contest in Support of Nature Conservancy of Canada
145367	Lindemans Bin 50 Shiraz	750	Plant One Neck Tag
216689	J.P. Wiser's Deluxe	1140	Bonus Hop Valley Bubble Stash
217257	Sailor Jerry Spiced Rum	1140	Jerry Loves Ginger
226555	Hahn Pinot Noir	750	Easter Essential
235671	Trapiche Cabernet Sauvignon	750	Alaris - Label Update
247056	Grant's Triple Wood Blended Scotch Whisky	1750	Two Barrels Make it Good. Third Makes it Grant's
307025	Ruffino Aziano Chianti Classico Docg	750	Recipe NTG
322024	Adobe Reserva Merlot Organic	750	Earth Day/Month and Green Message
326413	Pelee Island Pinot Grigio VQA	750	Pelee Island Eco Contest in Support of Nature Conservancy of Canada
342428	>(V) Bonterra Cabernet Sauvignon Organic	750	Earth Month - Eco-Friedly Campaign
401745	Russian Standard Gold Vodka	750	Cocktails & Accolades
467811	Ruffino Prosecco	750	Recipe NTG
492520	Bacardi 8 Year Old Reserva Gold Rum	750	Old Cuban Recipe
501551	Trapiche Malbec	750	Alaris - Label update
545871	Ruffino Lumina Pinot Grigio Igt	1500	Recipe NTG
589101	Ruffino Lumina Pinot Grigio Igt	750	Recipe NTG
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	Cocktail Feature
605931	Grant's Triple Wood Blended Scotch Whisky	1140	Two Barrels Make it Good. Third Makes it Grant's
620930	Trapiche Cabernet Sauvignon	1500	Alaris - New Label

PERIOD 1

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MARCH 27  Start of P1 Install Brand Spotlight Nesting Tables APP START DATE	28	29	30	31	APRIL 1	2
3	4	5	6	7	8	9
10	11	12	13	14  Spirit of Sustainability Fundraising Begins (April 14-24) Great Value Beer Sale (April 14-16) 	15 Good Friday (stores closed)	16
17 Easter Sunday (stores closed)	18 Easter Monday (select stores open)	19	20	21	22  Earth Day	23  End of P1 APP END DATE

LCBO