



IN WITH  
**SPRING**

*New Takes & Trends*

**Period 2 Marketing & Product Guide**  
**APRIL 24 - MAY 21, 2022**

# Period 2 Marketing & Product Guide

Participating DONE			Participating DONE		
<input type="checkbox"/> <input type="checkbox"/>	What's New For Period 2 New Signage And Product Information	2	<input type="checkbox"/> <input type="checkbox"/>	Display Program Great Value Beer	36
<input type="checkbox"/> <input type="checkbox"/>	Operational Signage Covid-19 & Social Distancing	3	<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (DD) Middle Nesting Table/ Celebration Fixture	37
<input type="checkbox"/> <input type="checkbox"/>	Aeroplan Loyalty Program (LP)	4	<input type="checkbox"/> <input type="checkbox"/>	End Aisles	39
<input type="checkbox"/> <input type="checkbox"/>	Signage Gallery	8	<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	47
<input type="checkbox"/> <input type="checkbox"/>	Early Summer Food & Drink	13	<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer End Aisle	49
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	14	<input type="checkbox"/> <input type="checkbox"/>	Craft Beer Imported Shelf Talkers	50
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (FF-FFA-A) Feature Fixture	15	<input type="checkbox"/> <input type="checkbox"/>	Ontario Wines	51
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal Fixture	18	<input type="checkbox"/> <input type="checkbox"/>	Vintages	53
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS - BSE) Entrance Table	20	<input type="checkbox"/> <input type="checkbox"/>	Gifting	57
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	22	<input type="checkbox"/> <input type="checkbox"/>	Wine & Spirits Special Promotions Fixture (CE2)	58
<input type="checkbox"/> <input type="checkbox"/>	Wines (MI-B) Mini Thematic B	23	<input type="checkbox"/> <input type="checkbox"/>	Flex Space	60
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Mini Thematic C	24	<input type="checkbox"/> <input type="checkbox"/>	Front End Merchandiser	63
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS - BSF) Front Nesting Table	25	<input type="checkbox"/> <input type="checkbox"/>	Beer Impulse	67
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBA) Block Pile A	31	<input type="checkbox"/> <input type="checkbox"/>	The Cold Room Spirits Display (CM)	68
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBB) Block Pile B	32	<input type="checkbox"/> <input type="checkbox"/>	Wine Fridge (P3-6)	69
<input type="checkbox"/> <input type="checkbox"/>	Display Program (SBC) Block Pile C	33	<input type="checkbox"/> <input type="checkbox"/>	Shopping Cart Sign	70
<input type="checkbox"/> <input type="checkbox"/>	Display Program Block Pile D	34	<input type="checkbox"/> <input type="checkbox"/>	On Shelf	71
			<input type="checkbox"/> <input type="checkbox"/>	Sold Space Worksheets	73

# WHAT'S NEW FOR PERIOD 2



## New for Period 2

### Promotional Programs

**Feature Fixture A:** In with Sparkling

**New & Seasonal Fixture:** In with New Rosés

**Entrance Table:** Batanga Cocktail

**Mini Thematic A:** Trendy Flavours for Mom

**Mini Thematic B:** Vintages Essentials for Mom

**Mini Thematic C:** In With Fruity Beers

**Front Nesting Table:** Premium & Standard

**Middle Nesting Table:** California Wines

**Block Pile A:** Molson Canadian

**Block Pile B:** New Tropical Flavours

**Block Pile C:** Earn Aeroplan Points

**Block Pile D:** Cinco De Mayo & Cherry Blossom

Aeroplan Loyalty Offers

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

Early Summer Food & Drink

FEM 1, 2, 3 Sold Space Programs

### Wine Programs

**ON1:** Go Local

**ON2:** Our Buyer's Pick (VOA)

Flex Space

### Beer Programs

Beer Excitement Zone

Craft Beer Imported Shelf Talkers

Ontario Craft Beer End Aisle

Beer, Cider & RTD Impulse Displays

Beer Super Sale (May 20-22)

### Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick



# Operational Signage

## COVID-19 EXIT SIGNAGE

*Updated April 2022*

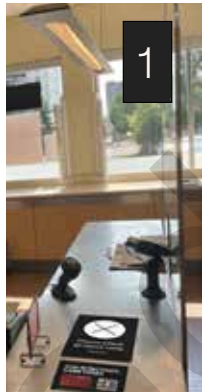
As regulations and mandates begin to ease in Ontario, we have taken the opportunity to reevaluate our COVID-19 and Social Distancing signage package. Some components may now be removed, and others will be updated to the new Black/White Operational colour scheme.

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



### Store Exterior & Entrance Components

- Operational Store Hours Decal
- Front Door "No Smoking/No Vaping" Decal
- Aeroplane Front Window Decal
- Front Door "Safe Shopping" Decal
- Window Sign Suction Cups & Holders



### Vestibule & Cash Area Components

- Plexi Shields
- Hand Sanitizer Pump Decals
- "Cash Closed" Metal Frame Signs
- Cash Desk Decal
- "Please Place All Items Here" Cash Desk Decal
- Aeroplane 6"w x 8"h Cash Desk Decal
- Cash Register Numbers



### Additional Components

- "Line Up Here" Metal Stand Sign
- Kitchen Safety Priority Poster
- Backroom/Office Safety Priority Poster
- Generic Store Temporarily Closed Sign

# 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. The participating products and Aeroplan offers will change every period promotional Period.

**Signage is to remain in place until further notice.**

## Participating Stores

All Stores

## Signage Components & Merchandising Instructions

### Exterior Banners (English/Bilingual)

- Continue to display the Aeroplan Exterior Banner.

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



### Front Door Decal (English/Bilingual)

- Continue to display the 8x8 decal 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.

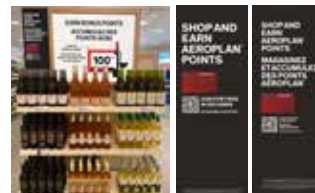
English Re-order# 23OP-AP3 / Bilingual Re-order# 23OP-AP4



### End Aisle Blade Sign (English/Bilingual)

- Blade Signs should be installed on every other End Aisle, beginning at End Aisle #2.

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



### Generic End Aisle Backer Card (English/Bilingual)

- Generic Aeroplan backer card should be installed on end aisles with Aeroplan offers.

English/Bilingual Re-order# 23OP-AP5



## Signage Components & Merchandising Instructions

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

- Perpendicular shelf talkers should be installed 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

### Cash Desk Decal (English/Bilingual)

- Continue to display the Aeroplan decal on the Cash Counter.



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

### 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)

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

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



English Re-order # (AIM-23P2-ANS1) / Bilingual Re-order # (AIM-23P2-ANS2)

### New 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".



## Participating Products

LCBO#	Description	Size (mL)	APP (April 24 - May 21)
42	Canadian Club Premium	750	50
307	Seagrams V.O.	750	100
620	Silk Tassel Canadian Whisky	750	50
1487	Crown Royal	750	60
5041	Ballantine's	375	30
7617	Chivas Regal 12 Year Old	750	110
9043	Crown Royal	375	30
10357	Crown Royal Peach	750	60
10393	Legent	750	150
10485	Pelee Island Lola Pinot Grigio VQA	750	120
11193	Sand Point Cabernet Sauvignon	750	60
11928	Gato Negro Chardonnay	1500	60
12048	Bottega Grappa Alexander, Veneto, Italy	700	100

<b>LCBO#</b>	<b>Description</b>	<b>Size (mL)</b>	<b>APP (April 24 - May 21)</b>
12195	Grand Marnier Cordon Rouge	375	50
12476	Prince Igor Vodka (P.E.T)	1140	75
15026	Brugal 1888	750	250
15282	18.8 Vodka	750	60
15765	Beefeater Blood Orange	750	60
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	50
17117	Rally Trail Blazer	473	20
17537	Colio Cellar Door Series Sauvignon Blanc	750	60
18426	Forty Creek Nanaimo Bar Cream	750	75
18750	Grand River Grand Ave IPA	473	10
18998	Lisbon By Night Red Blend	750	30
19095	Little Buddha Peach Tea	355	5
19820	Havana Club Cuban Smoky	750	75
19854	Kingston 62 Gold	1140	75
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	100
20926	Aperol	375	40
20938	Red House Wine Co. Cabernet Merlot VQA	750	40
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	150
21578	Pj's Craft Cream Liquor Espresso	750	40
23366	Sandeman Ruby Port	750	80
24096	Campari Negroni	375	40
24366	Weekender Blue Raspberry	500	20
24376	Twisted Tea Slightly Sweet	473	40
24426	Black Fly Vodka Crushed Pineapple Punch	473	10
24435	Bacardi Tropical	750	50
25037	No Boats On Sunday Cider (LCBO Warehouse)	6 × 473	40
25277	Back Road Raspberry Hard Hitchhiker Lemonade	473	5
25450	Appleton Estate Signature	375	40
28803	Misterio Malbec	750	85
31930	Seagrams V.O.	1750	140
40626	Charm Soju Liquor	360	20
47290	Forty Creek Barrel Select	375	40
93401	Wyndham Estate Bin 222 Chardonnay	750	80
94060	Casillero Del Diablo Rsv Malbec	750	80
103341	Canadian Club Premium (P.E.T)	750	50
114694	Crown Royal	1750	120
116426	Frontera Cabernet Sauvignon	750	60
129734	Fish Hoek Shiraz	750	85
137125	Russian Standard Vodka	1750	350
165308	Colio Extra Dry White	1500	125
175034	Girls' Night Out Strawberry Samba	750	50
177808	Appleton Estate V/X Signature Blend	750	50
214049	Girls' Night Out Strawberry Samba	1500	60

<b>LCBO#</b>	<b>Description</b>	<b>Size (mL)</b>	<b>APP (April 24 - May 21)</b>
215020	El Dorado 5 Year Old Rum	1140	250
216978	Seagrams V.O.	1140	150
225615	Brugal Anejo	750	50
275909	Caliterra Sauvignon Blanc	750	85
280719	Gato Negro Cabernet Sauvignon	1500	60
285254	Forty Creek Copper Pot Reserve	750	50
292615	Jameson Black Barrel	750	90
382713	Nederburg Sauvignon Blanc	750	75
390583	Canadian Club 100% Rye	750	100
397976	Dr. McGillicuddy Intense Peach	375	75
403519	Crown Royal Apple	750	60
411553	Girls' Night Out Peach Raspberry Rumba	1500	60
420463	Two Oceans Moscato	750	50
434092	Crown Royal Northern Harvest Rye	750	60
436279	Hornitos Plata	750	100
448548	Hardys Stamp Series Riesling/Gewurztraminer	750	85
461053	Josh Cellars Cabernet Sauvignon	750	100
474528	The Glenlivet Founder's Reserve Scotch Whisky	1140	175
476911	Crown Royal Vanilla	750	60
479923	Stalk & Barrel Blue Blend	750	200
492454	1800 Coconut Tequila	750	120
497339	Kona Big Wave Golden Ale	6 × 355	60
541607	The Sexton Single Malt Irish Whiskey	750	180
561100	Josh Cellars Chardonnay	750	100
572453	Adesso Merlot D'Italia	750	10
572461	Adesso Chardonnay D'Italia	750	10
572552	Signal Hill Canadian Whisky	750	150
574541	Magnotta Cabernet Sauvignon Venture Series VQA	750	60
577023	Girls' Night Out Rosé VQA Can	250	20
582411	Gato Negro Merlot	1500	60
600833	Pitu Cachaca	750	100
633271	Gosling's Bermuda Black Seal Rum	750	75
648600	Frisky Beaver White VQA	750	40
665471	Jacob's Creek Reserve Shiraz	750	80



# 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.



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## Signage Ship Date

The Period 2 signage components will be shipped to stores beginning **April 14, 2022**.

Period 2 Signage components will be available for re-order using their corresponding re-order numbers on the Monday after promotion start.

If a sign component is missing or damaged, please call Customer Care Retail Field Store Support: 416-864-6787 or email [acsss@lcbo.com](mailto: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-23P2-MUSIC-CD | Music USB Reorder# AIM-23P2-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 Showcard frame.

### 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 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



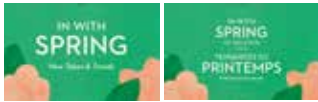
Re-order# 22OP-SD16  
(English + Bilingual)

**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

### 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



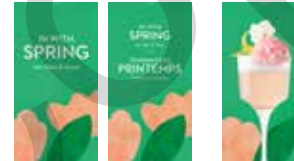
eCOMM ENG/BIL

Same Day Pickup  
ENG/BIL

### Perimeter Transparency Vertical

Vendor installed

#### Medium Vertical Transparencies



In With Spring  
ENG/BIL

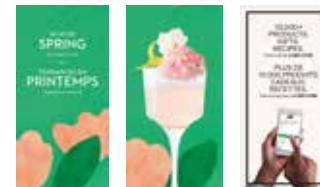
Image



eComm ENG/BIL

Same Day Pickup  
ENG/BIL

#### Large Vertical Transparencies



In With Spring  
BIL

Image

eCOMM  
BIL

## Aeroplan Loyalty Seasonal Banner Insert

**Note: Signage is to remain in place until further notice.**

**Dimensions: 20" w x 70" h**

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



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





# P2 End Aisle Backer Cards

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

**Important Note:** End Aisles 1, 2, 3, 4 & 10 will receive new backer cards in P2. Please keep up the EA 5-20 backer cards for both P1 and P2.

23P2-BC1



EA 1

23P2-BC2A



PREMIUM EA 2A

23P2-BC2B



STANDARD EA 2B

23P2-BC3A



PREMIUM EA 3A

23P2-BC3B



STANDARD EA 3B

23P2-BC4



EA 4

23P2-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

# FOOD & DRINK

## Early Summer Release Date

- The Early Summer issue of *Food & Drink* should be distributed in stores starting May 4, 2022.
- PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO MAY 4.

## Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at [lcbo.com/fddigital](http://lcbo.com/fddigital).

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

## Social Media

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

- Instagram: @lcbofoodanddrink
- Pinterest: [www.pinterest.ca/lcbofoodanddrink](http://www.pinterest.ca/lcbofoodanddrink)

## Additional Copies

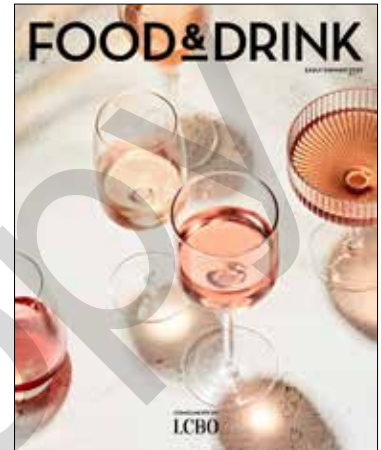
- To request additional copies once your original supply has run out, please email [foodanddrink@lcbo.com](mailto:foodanddrink@lcbo.com) with your store number, contact name, # of copies requested, and English or French version.
- We will distribute additional copies equitably among all stores who request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

## Merchandising Instructions

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

## Signage

- Early Summer *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #23P2-FD1)
- Early Summer *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #23P2-FD2)
- Early Summer *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #23P2-FD3)



## COMING SOON

The Summer 2022 issue will be available June 29, 2022.

# 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:** 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

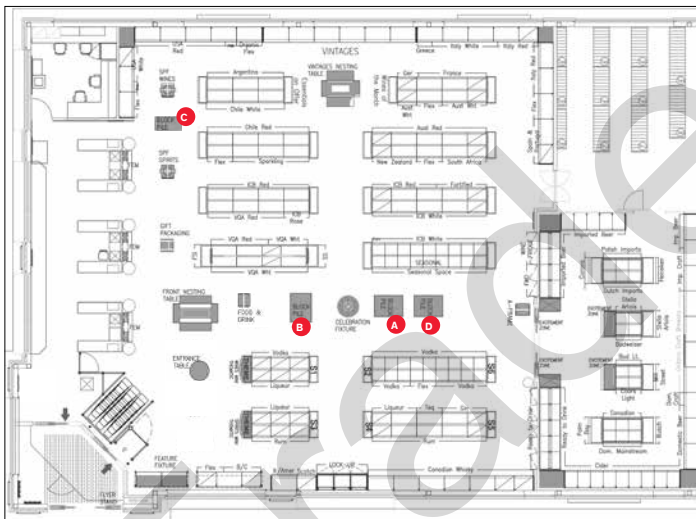
Middle Nesting Table/Celebration Fixture : DD

**A** Block Pile A (SBA): Molson Canadian

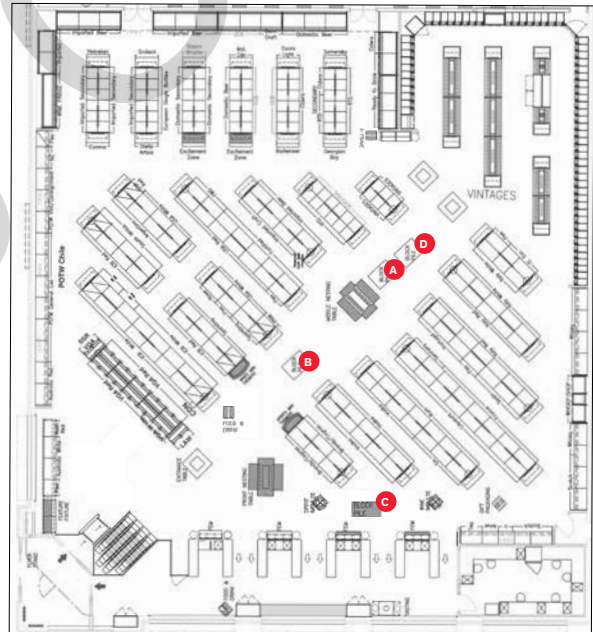
**B** Block Pile B (SBB): New Tropical Flavours

**C** Block Pile C (SBC): Earn Aeroplan Points - Crown Royal

**D** Block Pile D (SB/XBP) Cinco De Mayo & (S1) Cherry Blossom



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



## Overview

Featuring popular Sparkling wines in a range of styles, sizes and price points for Mother's Day. **This is a sold program. Participation is mandatory.**

**Note:** There will be new products on the Feature Fixture for P2. All stores will receive a new set of shelf talkers and a new double-sided box sign for the start of P2. Stores should maintain their P1 category signs and bin strips.

The P2 Feature Fixture A box sign is double-sided:

**Side A:** "In With A Sparkling Cocktail For Mom"

**Side B:** "In With A Sparkling Cocktail"

On **Monday, May 9th**, flip the box sign around to display the generic Sparkling Cocktail messaging.



**Side A:**  
"In With A Sparkling  
Cocktail for Mom"  
Box Sign

**Side B:**  
"In With A  
Sparkling Cocktail"  
Box Sign

## Key Dates (April 24 - May 21, 2022)

**Note:** On **May 9th** switch to the "In With A Sparkling Cocktail" box sign.

## Participating Stores

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

## 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)
- **New** Box Sign Double-sided ENG (Re-order # 23P2-FF4) / BIL (Re-order # 23P2-FF5)  
Side A: "In With A Sparkling Cocktail For Mom" / Side B: "In With A Sparkling Cocktail"
- **New** Shelf Talkers ENG (Re-order # 23P2-FF11) / BIL (Re-order # 23P2-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 branded shelf talkers on the feature fixture display.
- Merchandise the "In With A Sparkling Cocktail For Mom" box sign. On **Monday, May 9th**, flip the box sign around to display the generic Sparkling Cocktail messaging.
- 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.



## New Participating Products

LCBO#	Description	Size (mL)	Offers
11222	Freixenet Italian Rosé	750	
14955	Martini Sparkling Rosé	750	
16306	Segura Viudas Brut Rosé D.O. Cava	750	\$2.00 LTO
16858	Malivoire Che Bello Sparkling VQA	750	\$2.00 LTO
17835	Mionetto Prestige Prosecco Brut Doc Treviso	200	
22499	Gerard Bertrand Change Merlot	750	
22500	Bottega 0 Rosé, Piedmont Veneto	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	
24491	Champagne Victoire Brut Rosé	375	
122689	Henkell Trocken	750	\$2.00 LTO
203125	Henkell Rosé	750	\$2.00 LTO
216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$2.00 LTO
279455	Moet & Chandon Ice Imperial Champagne	750	
394577	Fiol Prosecco	750	\$2.00 LTO
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00 LTO
464776	Louis Bouillot Perle Noire	750	\$2.00 LTO
467811	Ruffino Prosecco	750	
483339	Mionetto Prestige Prosecco	750	
487694	La Marca Prosecco	750	\$2.00 LTO, VA: La Marca Bows (attached)
536565	Lily Sparkling Rosé VQA	750	\$1.00 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



### Key Dates (April 24 - May 21, 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)
- **New** Shelf Talkers ENG (Re-order # 23P2-NS4) / BIL (Re-order # 23P2-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.
- Continue to display the P1 category sign, box signs and bin strips.
- Stores can merchandise their seasonal Rosé assortment on the fixture.

#### 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	23805	Cupcake Light Hearted Rosé	750
13522	Gran Passione Rosato Igt Veneto	750	24080	Jacob's Creek Moscato Rosé Lower Sugar	750
13548	Chateau De Berne Romance Igp Mediterranee	750	24081	Stoneleigh Lighter Rosé	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	Creekside Cabernet Rosé VQA	750
19667	La Baume Rosé	750	164343	The Beachhouse Rosé	750
20188	Maison No 9	750	483040	Francois Dulac Cotes De Provence	750
20359	Expression Cabernet Franc Rosé VQA	750	632513	Lab Rosé Lisboa Vr	750
21623	Freixenet Rosé Igt	750	639856	Megalomaniac Homegrown Rosé VQA	750
23745	Campo Viejo Crisp Rosé	750	642884	D'Ont Poke The Bear Rosé VQA	750
23755	Pasqua Romeo & Juliet Pinot Grigio Rosé	750	647149	Calvet Rosé, Languedoc Aop (Pouch)	1500



# Brand Spotlight (BS-BSE) ENTRANCE TABLE

Cocktail of the Month: Batanga



**This is a sold program. Participation is mandatory.**

**Key Dates (April 24 - May 21, 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
18869	Hornitos Black Barrel	750	\$5.00 LTO, VA: Jarritos Cola 4 Pack
143040	Hornitos Reposado Tequila	750	\$4.00 LTO, VA: Jarritos Cola 4 Pack
436279	Hornitos Plata	750	100 APP, VA: Jarritos Cola 4 Pack

**Value-add: Jarritos Cola 4 Pack with the purchase of participating products.** 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 Batanga cocktail, created by Don Javier, is a simple cocktail made with tequila, fresh pressed lime and cola served in a salt rimmed glass. According to legend, Don Javier would ceremoniously stir his Batanga with the knife he used to cut the lime — feel free to do the same as a nod to the drink's creator.

## 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 # 23P2-ET1) / BIL (Re-order # 23P2-ET2)
- Round Entrance Table Sign  
ENG (Re-order # 23P2-ET3) / BIL (Re-order # 23P2-ET4)
- Shelf Talkers  
ENG (Re-order # 23P2-ET5) / BIL (Re-order # 23P2-ET6)
- Recipe Shelf Talkers  
ENG (Re-order # 23P2-ET7) / BIL (Re-order # 23P2-ET8)
- VA Perp Shelf Talkers  
ENG (Re-order # 23P2-ET9) / BIL (Re-order # 23P2-ET10)

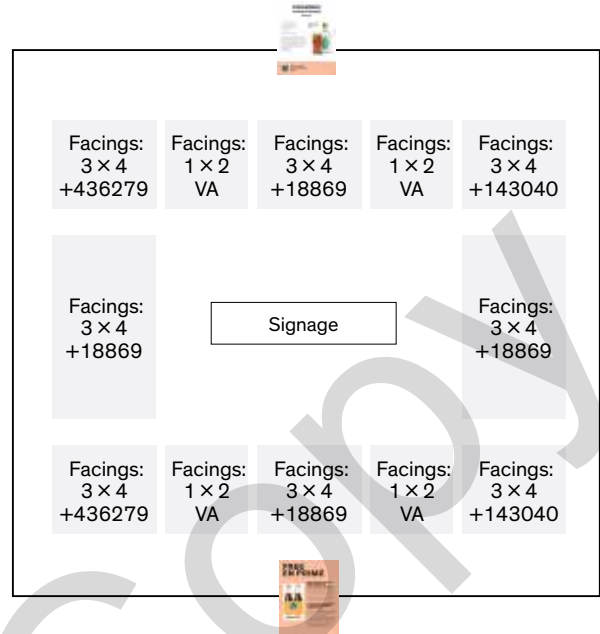


VA Shelf Talker

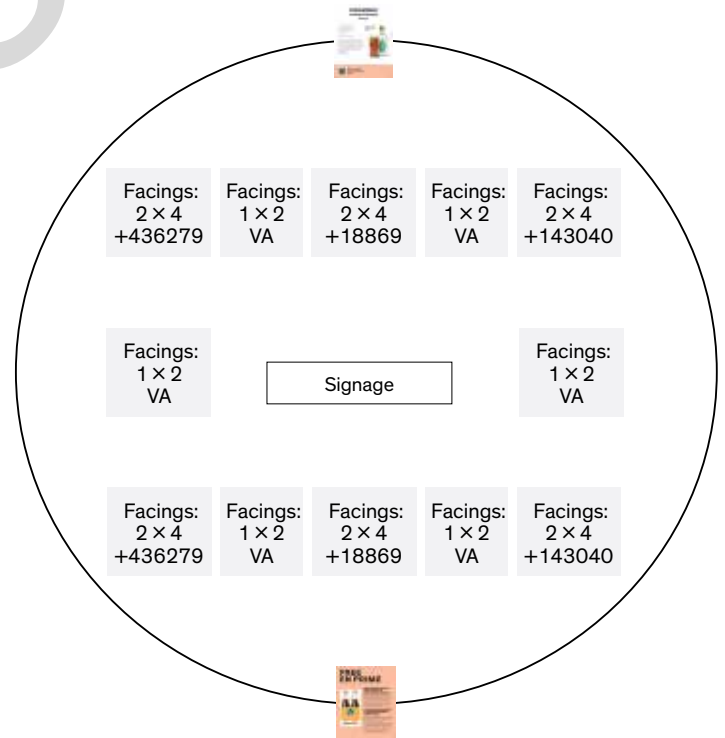


Recipe Shelf Talker

## Planogram - Square Table



## Planogram - Round Table



# Spirits (MI-A)

## MINI THEMATIC A

### Trendy Flavours for Mom/Spring

#### Overview

This display will offer customers an easy solution to Mother's Day gifting with a curated selection of spring and summer inspired flavours. **This is a sold program. Participation is mandatory.**

**Note:** The P2 MTA category sign/backer card are double-sided:

**Side A:** "Trendy Flavours For Mom"

**Side B:** "Trendy Flavours For Spring"

On **Monday, May 9th**, flip the category sign/backer card signage around to display the "Trendy Flavours For Spring".



Side A Category Sign



Side B Category Sign



Side A Backer Card



Side B Backer Card

#### Key Dates (April 24 - May 21, 2022)

**Note:** On **May 9th** switch to the "Trendy Flavours For Spring" category sign/backer card.

#### Participating Stores

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

#### Participating Products

LCBO#	Description	Size (mL)	Offers
15009	New Amsterdam Pink Whitney Vodka	750	\$1.00 LTO
17047	Captain Morgan Sliced Apple Spiced Rum	750	\$1.00 LTO
19388	Bombay Bramble	750	
19401	Ungava Ginger	750	\$3.00 LTO
19515	Absolut Watermelon	750	\$1.00 LTO
24796	Dixon's Wicked Raspberry Gin Ddp	750	\$3.00 LTO
21544	Smirnoff Pink Lemonade	750	
24435	Bacardi Tropical (Limited Edition)	750	50 APP
180695	St-Germain Elderflower Liqueur	750	\$2.00 LTO
334110	Ciroc Peach	750	
484204	Malfy Gin Con Limone	750	\$2.00 LTO



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

#### Signage Components

- Category sign Double-sided ENG (Re-order # 23P2-MTA1) / BIL (Re-order # 23P2-MTA5)  
**Side A:** "Trendy Flavours For Mom" / **Side B:** "Trendy Flavours for Spring"
- Backer card Double-sided ENG (Re-order # 23P2-MTA2) / BIL (Re-order # 23P2-MTA6)  
**Side A:** "Trendy Flavours For Mom" / **Side B:** "Trendy Flavours for Spring"
- Shelf talkers ENG (Re-order # 23P2-MTA3) / BIL (Re-order # 23P2-MTA4)

#### Merchandising Instructions

- Merchandise participating products according to the planogram. Install the Spring gift bags on each shelf of the fixture.
- Install pre-printed shelf talkers in front of each product.
- Merchandise the "Trendy Flavours For Mom" category sign and backer card signage. On **Monday, May 9th**, flip the category sign and backer card signage around to display the "Trendy Flavours For Spring" messaging.

# Wines (MI-B)

## MINI THEMATIC B

### Vintages Essentials for Mom/Spring

#### Overview

This display will offer customers an easy solution to Mother's Day gifting with a curated selection of Vintages Essentials perfect for Mom, including an array of sparkling, white and rosé wines. **This is a sold program.**

**Participation is mandatory.**

**Note:** The P2 MTB category sign/backer card are double-sided:

**Side A:** "Vintages Essentials For Mom"

**Side B:** "In With Vintages Essentials For Spring"

On **Monday, May 9th**, flip the category sign/backer card signage around to display the "In With Vintages Essentials For Spring".

VINTAGES ESSENTIALS FOR MOM  
LES ESSENTIELS DE VINTAGES POUR MAMAN

Side A Category Sign

IN WITH VINTAGES ESSENTIALS FOR SPRING  
TENDANCE LES ESSENTIELS DE VINTAGES  
POUR LE PRINTEMPS

Side B Category Sign



Side A Backer Card Side B Backer Card

#### Key Dates (April 24 - May 21, 2022)

**Note:** On **May 9th** switch to the "In With Vintages Essentials For Spring" category sign/backer card.

#### Participating Stores

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

#### Participating Products

LCBO#	Description	Size (mL)	Offers
48793	Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	\$2.00 LTO
198853	(V) Riesling Quarry Road Organic (Tawse)	750	\$2.00 LTO
213983	Cave Spring Blanc De Blancs Brut VQA	750	\$3.00 LTO
326090	(V) Oyster Bay Pinot Grigio Hawke's Bay	750	\$2.00 LTO
373373	(V) Pierre Sparr Gewurztraminer	750	\$2.00 LTO
559088	(V) Rosé Ladybug (Malivoire Wine Co.)	750	\$2.00 LTO
621458	Bottega Gold Sparkling (Bottega Spa)	750	\$3.00 LTO
650325	Kim Crawford Hawke's Bay Rosé	750	\$2.00 LTO
958975	Mer Soleil Chardonnay Oaked Monterey County	750	\$2.00 LTO



#### Signage Components

- Category sign Double-sided ENG (Re-order # 23P2-MTB7) / BIL (Re-order # 23P2-MTB11)  
**Side A:** "Vintages Essentials For Mom" / **Side B:** "In With Vintages Essentials For Spring"
- Backer card Double-sided ENG (Re-order # 23P2-MTB8) / BIL (Re-order # 23P2-MTB12)  
**Side A:** "Vintages Essentials For Mom" / **Side B:** "In With Vintages Essentials For Spring"
- Shelf talkers ENG (Re-order # 23P2-MTB9) / BIL (Re-order # 23P2-MTB10)

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

#### Merchandising Instructions

- Merchandise participating products according to the planogram. Install the Spring gift bags on each shelf of the fixture.
- Install pre-printed shelf talkers in front of each product.
- Merchandise the "Vintages Essentials For Mom" category sign and backer card signage. On **Monday, May 9th**, flip the category sign and backer card signage around to display the "In With Vintages Essentials For Spring" messaging.



# Beer (MI-C) MINI THEMATIC C

In With Fruity Beers



**This is a sold program. Participation is mandatory.**

**Key Dates (April 24 - May 21, 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 an assortment of locally produced craft beer and ciders perfect for the spring/summer weather.

## Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
24518	Flying Monkeys Space Age Sunshine Quadruple Ipa	473	\$0.25 LTO	6309 - Flying Monkeys Craft Brewery
24666	Amsterdam Helles Golden Lager	473		3842 - Amsterdam Brewing Company
24826	Ace Hill Carb Free	4 x 355		LCBO Warehouse
25034	Reinhart's Blackberry Cider	473		LCBO Warehouse
25050	Muskoka Ebb & Flow Five Alive	473		LCBO Warehouse
25060	Cowbell Brewing Co. Grapefruit Radler	473		458 - Cowbell Brewing Co.
25094	Bench Brewing Sun Daze Rose	473		798 - Bench Brewing Company
25096	Bench Brewing Hopster Ipa	473		798 - Bench Brewing Company
25299	Ernest Light Cider 6-Pack	6 x 473		LCBO Warehouse

## Signage Components

- Backer card ENG/BIL (Re-order# 23P2-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.



25096 Bench Brewing Hopsters IPA		
25060 Cowbell Brewing Grapefruit Radler		25050 Muskoka Ebb & Flow Five Alive
25034 Reinhart's BLACKBERRY Cider	25299 Ernest Light Cider 6 Packs	24518 Flying Monkeys Space Age IPA

# Brand Spotlight (BS - BSF)

## FRONT NESTING TABLE

Premium Flight + Standard Flight

**This is a sold program. Participation is mandatory.**

**Key Dates (April 24 - May 21, 2022)**

### Participating Stores

There are TWO flights of stores during P2. Please ensure you display the participating products and signage that your store is grouped in:

#### Flight A Premium

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

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

The **premium flight** will focus on higher end Tequilas for sipping and the **standard flight** will showcase the best Tequilas for mixing in delicious cocktails. Simply serve with your favourite foods to celebrate Cinco de Mayo at home with family and friends.

### Signage Components

- Table Sign Large ENG (Re-order # 23P2-FNT1) / BIL (Re-order # 23P2-FNT2)
- Table Sign Small ENG (Re-order # 23P2-FNT3) / BIL (Re-order # 23P2-FNT4)
- Common Shelf Talkers ENG (Re-order # 23P2-FNT5) / BIL (Re-order # 23P2-FNT6)
- Premium Shelf Talkers ENG (Re-order # 23P2-FNT15) / BIL (Re-order # 23P2-FNT16)
- Standard Shelf Talkers ENG (Re-order # 23P2-FNT25) / BIL (Re-order # 23P2-FNT26)

### 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.

## Participating Products

Flights	LCBO#	Description	Size (mL)	Offers
Flight A Premium	10899	Jose Cuervo Tradicional Plata*	750	
	10912	Gran Centenario Anejo	750	
	11845	Jose Cuervo Reserva De La Familia Platino	750	
	227678	1800 Silver Tequila*	750	\$2.00 LTO
	398479	1800 Reposado*	750	
	401307	Maestro Dobel Tequila	750	\$5.00 LTO
	450932	Jose Cuervo Tradicional Reposado*	750	
	488205	Jose Cuervo Reserva De La Familia	750	
	492454	1800 Coconut Tequila*	750	120 APP
	549113	1800 Anejo Tequila*	750	\$5.00 LTO
Flight B Standard	10899	Jose Cuervo Tradicional Plata*	750	
	24352	Jose Cuervo Playamar Mango	4 × 355	
	27129	Jose Cuervo Sparkling Classic Margarita	4 × 355	\$1.00 LTO
	174466	Jose Cuervo Especial Silver	750	\$2.00 LTO + VA: Ceramic Coasters
	227678	1800 Silver Tequila*	750	\$2.00 LTO
	267187	Jose Cuervo Especial Gold	750	VA: Ceramic Coasters
	398479	1800 Reposado*	750	
	450932	Jose Cuervo Tradicional Reposado*	750	
	492454	1800 Coconut Tequila*	750	120 APP
	549113	1800 Anejo Tequila*	750	\$5.00 LTO

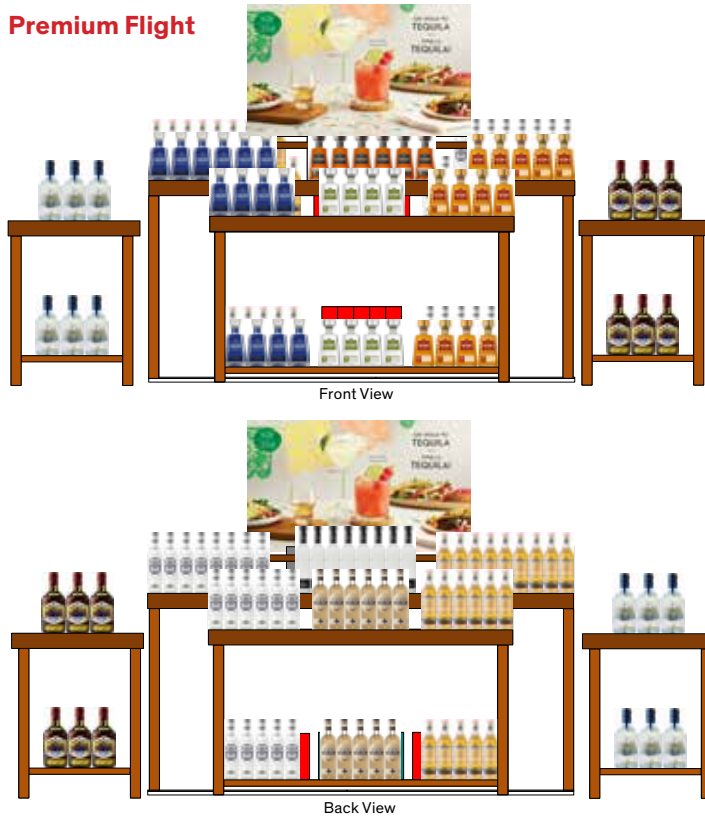
\*Common products that are on both the Premium and Standard Flights.



Table Sign

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

### Premium Flight



Top View (Back)

Facings: 5×8 +10912	Facings: 5×8 +450932	Facings: 5×8 +10899
Facings: 6×8 +10912	Facings: 6×8 +450932	Facings: 6×8 +10899

Facings: 3×5 +11845
Facings: 3×5 +11845

Facings: 9×3 +10912	Facings: 8×3 +401307	Facings: 8×3 +10899
Signage		
Facings: 6×3 +227678	Facings: 6×3 +549113	Facings: 5×3 +398479

Facings: 3×5 +488205
Facings: 3×5 +488205

Facings: 4×8 +227678	Facings: 4×8 +492454	Facings: 4×8 +398479
Facings: 4×8 +227678	Facings: 4×8 +492454	Facings: 4×8 +398479

Top View (Front)

### Standard Flight



Top View (Back)

Facings: 3×5 +27129	Facings: 6×5 +24352	Facings: 3×5 +27129
Facings: 4×8 +492454	Facings: 4×8 +398479	Facings: 4×8 +227678

Facings: 6×11 +24352
Facings: 6×11 +24352

Facings: 6×3 +492454	Facings: 6×3 +549113	Facings: 6×3 +227678
Signage		
Facings: 8×3 +267187	Facings: 8×3 +450932	Facings: 8×3 +174466

Facings: 3×5 +27129
Facings: 3×5 +27129

Facings: 6×8 +267187	Facings: 6×8 +10899	Facings: 6×8 +174466
Facings: 3×5 +27129	Facings: 6×5 +24352	Facings: 3×5 +27129

Top View (Front)



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

### Premium Flight



Front View



Back View

Top View (Back)

Facings: 3x8 +488205	Facings: 3x8 +11845	Facings: 3x8 +488205
Facings: 6x8 +10912	Facings: 6x8 +450932	Facings: 6x8 +10899

Facings: 9x3 +10912	Facings: 8x3 +401307	Facings: 8x3 +10899
Facings: 3x3 +11845	Signage	Facings: 3x3 +488205
Facings: 6x3 +227678	Facings: 6x3 +549113	Facings: 4x3 +398479

Facings: 4x8 +227678	Facings: 4x8 +492454	Facings: 4x8 +398479
Facings: 3x8 +488205	Facings: 3x8 +11845	Facings: 3x8 +488205

Top View (Front)

### Standard Flight



Front View



Back View

Top View (Back)

Facings: 3x8 +27129	Facings: 6x8 +24352	Facings: 3x8 +27129
Facings: 4x8 +492454	Facings: 4x8 +398479	Facings: 4x8 +227678

Facings: 6x3 +492454	Facings: 6x3 +549113	Facings: 6x3 +227678
Facings: 6x4 +24352	Signage	Facings: 3x2 +27129
Facings: 8x3 +267187	Facings: 8x3 +450932	Facings: 6x3 +174466

Facings: 6x8 +267187	Facings: 6x8 +10899	Facings: 6x8 +174466
Facings: 3x8 +27129	Facings: 6x8 +24352	Facings: 3x8 +27129

Top View (Front)

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

### Premium Flight



Front View



Back View

Top View (Back)

Facings: 3x8 +10912	Facings: 3x8 +450932	Facings: 3x8 +10899
Facings: 3x8 +10912	Facings: 4x8 +450932	Facings: 3x8 +10899

Facings: 3x4 +11845
Facings: 3x4 +11845

Facings: 6x3 +10912	Facings: 6x3 +401307	Facings: 6x3 +10899
Signage		
Facings: 4x3 +227678	Facings: 4x3 +549113	Facings: 4x3 +398479

Facings: 3x4 +488205
Facings: 3x4 +488205

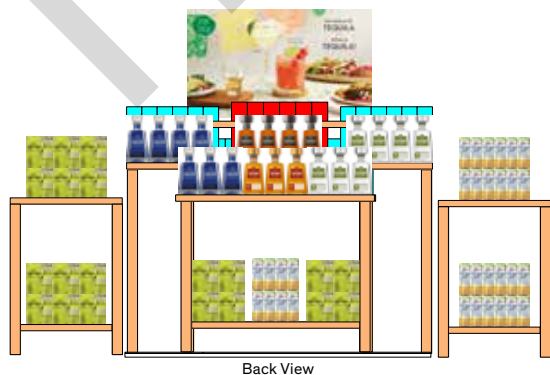
Facings: 2x8 +227678	Facings: 3x8 +492454	Facings: 2x8 +398479
Facings: 2x8 +227678	Facings: 3x8 +492454	Facings: 2x8 +398479

Top View (Front)

### Standard Flight



Front View



Back View

Top View (Back)

Facings: 2x8 +27129	Facings: 4x8 +24352	Facings: 2x8 +27129
Facings: 3x8 +492454	Facings: 3x8 +398479	Facings: 3x8 +227678

Facings: 6x9 +24352
Facings: 6x9 +24352

Facings: 4x3 +492454	Facings: 4x3 +549113	Facings: 4x3 +227678
Signage		
Facings: 6x4 +267187	Facings: 6x3 +450932	Facings: 6x4 +174466

Facings: 3x4 +27129
Facings: 3x4 +27129

Facings: 4x8 +267187	Facings: 4x8 +10899	Facings: 4x8 +174466
Facings: 2x8 +27129	Facings: 4x8 +24352	Facings: 2x8 +27129

Top View (Front)

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

### Premium Flight



Front View



Back View

Top View (Back)

Facings: 3x8 +11845	Facings: 3x8 +488205	
Facings: 3x8 +10912	Facings: 4x8 +450932	Facings: 3x8 +10899

Facings: 6x3 +10912	Facings: 6x3 +401307	Facings: 6x3 +10899
Facings: 2x2 +11845	Signage	Facings: 2x2 +488205
Facings: 4x3 +227678	Facings: 4x3 +549113	Facings: 4x3 +398479

Facings: 2x8 +227678	Facings: 3x8 +492454	Facings: 2x8 +398479
Facings: 3x8 +11845	Facings: 3x8 +488205	

Top View (Front)

### Standard Flight



Front View



Back View

Top View (Back)

Facings: 2x8 +27129	Facings: 4x8 +24352	Facings: 2x8 27129
Facings: 3x8 +492454	Facings: 3x8 +398479	Facings: 3x8 +227678

Facings: 4x3 +492454	Facings: 4x3 +549113	Facings: 4x3 +227678
Facings: 4x5 +24352	Signage	Facings: 2x2 +27129
Facings: 6x3 +267187	Facings: 6x3 +450932	Facings: 6x3 +174466

Facings: 4x8 +267187	Facings: 4x8 +10899	Facings: 4x8 +174466
Facings: 2x8 +27129	Facings: 4x8 +24352	Facings: 2x8 +27129

Top View (Front)

A

# Display Program (BP-SBA)

## BLOCK PILE A

Molson Canadian



**This is a sold program. Participation is mandatory.**

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

**Key Dates (April 24 - May 21, 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
17488	Molson Canadian Cold Shots (275 TBS)	4 × 222	
300699	Molson Canadian (275 TBS)	6 × 473	\$1.00 LTO
900621	Molson Canadian (275 TBS)	6 × 341	VA: Bonus Molson Ultra Can (rep-applied)
904144	Molson Canadian (275 TBS)	6 × 355	

### Signage Components

- **New** Merchandiser Display - supplied by agent
- **New** Pricer Cards ENG (Re-order # 23P2-BPA7) / BIL (Re-order # 23P2-BPA8)
- **New** Shelf Talkers ENG (Re-order # 23P2-BPA9) / BIL (Re-order # 23P2-BPA10)
- End Aisle Backer Card BIL (Re-order # 23P1-BPA11)

### Merchandising Instructions

**The products will change for P2 Block Pile A but the backer card signage will remain the same as P1.**

- The supplier will deliver the merchandiser display to stores in time for the start of the promotion.
- Use the supplier produced merchandiser to build a display with the Molson Canadian products.
- Install the pricer cards in front of the participating products.
- Merchandise the shelf talkers in front of the participating products in section.

Celebrate the NHL Playoffs with Molson Canadian. This program will include a supplier-produced display highlighting the limited edition Stanley Cup packaging.



Supplied by Agent



Blockpile A

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



B

# Display Program (BP-SBB)

## BLOCK PILE B

New Tropical 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 (April 24 - May 21, 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)
24333	Palm Bay Paradise Twist	473
24335	High Noon Pineapple	355
24336	Bud Light Seltzer Passion Fruit	473
24360	Black Fly Tequila Margarita Strawberry	4 × 400
24377	Corona Tropical Cactus Lime	355
24383	Ace Hill Tropical Vodka Soda Mix Pack	6 × 355
24385	Bacardi Pina Colada	355
24432	Georgian Bay Tequila Smash	6 × 355

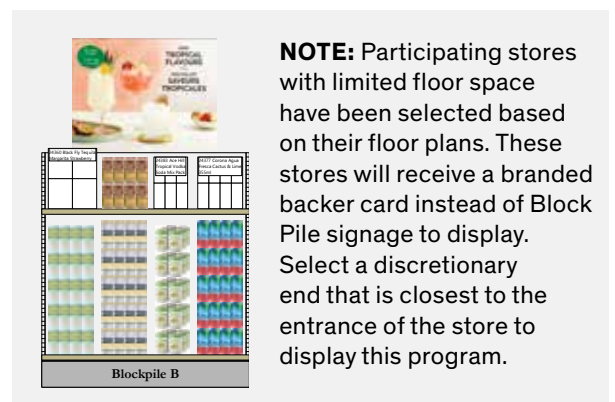
### Signage Components

- Pole Toppers  
ENG (Re-order # 23P2-BPB1) / BIL (Re-order # 23P2-BPB2)
- Cut Case Backer Card ENG (Re-order # 23P2-BPB3)  
BIL (Re-order # 23P2-BPB4)
- Riser Wrap - solid colour (Re-order # 23P2-BPB5)
- Pricer Cards  
ENG (Re-order # 23P2-BPB7) / BIL (Re-order # 23P2-BPB8)
- Shelf Talkers  
ENG (Re-order # 23P2-BPB9) / BIL (Re-order # 23P2-BPB10)
- End Aisle Backer Card BIL (Re-order # 23P2-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.

This period we are featuring an assortment of tropical flavours ranging from refreshing and light to sweet and flavourful.



C

# Display Program (BP-SBC)

## BLOCK PILE C

Earn Aeroplan Points with Crown Royal



**This is a sold program. Participation is mandatory.**

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

**Key Dates (April 24 - May 21, 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
1487	Crown Royal	750	60 APP
9043	Crown Royal	375	30 APP
10357	Crown Royal Peach	750	60 APP
114694	Crown Royal	1750	120 APP
403519	Crown Royal Apple	750	60 APP
434092	Crown Royal Northern Harvest Rye	750	60 APP
476911	Crown Royal Vanilla	750	60 APP

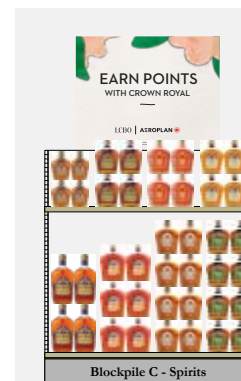
### Signage Components

- Pole Toppers  
ENG (Re-order # 23P2-BPC1) / BIL (Re-order # 23P2-BPC2)
- Cut Case Backer Card  
ENG (Re-order # 23P2-BPC3) / BIL (Re-order # 23P2-BPC4)
- Riser Wrap - solid colour (Re-order # 23P2-BPC5)
- Pricer Cards  
ENG (Re-order # 23P2-BPC7) / BIL (Re-order # 23P2-BPC8)
- Shelf Talkers  
ENG (Re-order # 23P2-BPC9) / BIL (Re-order # 23P2-BPC10)
- End Aisle Backer Card BIL (Re-order # 23P2-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 Crown Royal spirits.



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

D

# Display Program

## BLOCK PILE D

Cinco De Mayo + Cherry Blossom

### Cinco De Mayo Block Pile | Promo Code: SB/XBP

#### Overview

Celebrate Cinco De Mayo and the shift to warmer weather with a beautiful display of Don Julio Tequila in select stores. The display will also feature a guacamole bowl Value Add.

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

**This is a sold program. Participation is mandatory.**

#### Key Dates (April 24 - May 21, 2022)

#### Participating Stores

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

#### Participating Products

LCBO#	Description	Size (mL)	Offers
173542	Tequila Don Julio Blanco	750	\$5.00 LTO + VA: Guacamole Bowl
173559	Tequila Don Julio Reposado	750	

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

#### Signage Components

- Pricer Card  
ENG (Re-order # 23P2-BPD1) / BIL (Re-order # 23P2-BPD2)

#### Merchandising Instructions

- The supplier will deliver and assemble the merchandiser by the start of P2.
- Merchandise the pricer card in front of the participating products.



Supplied by Agent

# Cherry Blossom Block Pile | Promo Code: S1

## Overview

Celebrate Mother's Day and the cherry blossom season with a beautiful display of Japanese spirits in select stores – supported by unique gifts and a great gift for a mom that enjoys a refined cocktail hour.

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

**This is a sold program. Participation is mandatory.**

## Key Dates (April 24 - May 21, 2022)

### Participating Stores

10, 15, 21, 149, 198, 445, 486, 555, 590

### Participating Products

LCBO#	Description	Size (mL)	Offers
465484	Toki	750	\$5.00 LTO + VA: Lime & Yuzu Fever Tree
636209	Roku Gin	750	VA: Lime & Yuzu Fever Tree

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

### Signage Components

- Pricer Card  
ENG (Re-order # 23P2-BPD3) / BIL (Re-order # 23P2-BPD4)

### Merchandising Instructions

- The supplier will deliver and assemble the merchandiser by the start of P2.
- Merchandise the pricer card in front of the participating products.



Supplied by Agent



# Display Program

## BLOCK PILE

Great Value Beer (May 20 - 22)

From May 20-22, 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 (May 20 - 22, 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 #23P2-BPE1) / BIL (Re-order # 23P2-BPE2)
- Cut Case Backer Card ENG (Re-order #23P2-BPE3) / BIL (Re-order # 23P2-BPE4)
- Riser Wrap - solid colour (Re-order # 23P2-BPE5)
- Pricer Cards ENG (Re-order #23P2-BPE7) / BIL (Re-order # 23P2-BPE8)
- Shelf Talkers ENG (Re-order #23P2-BPE9) / BIL (Re-order # 23P2-BPE10)
- End Aisle Backer Card BIL (Re-order # 23P2-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

California Wines

**This is a sold program. Participation is mandatory.**

### Key Dates (April 24 - May 21, 2022)

#### Participating Stores

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

LCBO makes it easy to pick better products for the planet—on Earth Day and every day. This display will showcase California's most popular brands (all General List) and speak to the wine region's leadership when it comes to sustainability.

#### Participating Product

LCBO#	Description	Size (mL)	Offers
14130	Apothic Cabernet Sauvignon	750	\$2.00 LTO
20624	19 Crimes Snoop Dogg Cali Rose	750	
20806	Buena Vista Legendary Badge Zinfandel	750	\$2.00 LTO
20808	Stel + Mar Cabernet Sauvignon Lodi	750	\$2.00 LTO
21968	Lapis Luna Pinot Noir	750	\$2.00 LTO
21969	Longshot Pinot Noir	750	\$2.00 LTO
272393	Smoking Loon Old Vine Zinfandel	750	\$2.00 LTO
461053	Josh Cellars Cabernet Sauvignon	750	100 APP
561100	Josh Cellars Chardonnay	750	100 APP
594341	Rh Phillip Toasted Head Chardonnay	750	\$2.00 LTO
633347	Longshot Cabernet Sauvignon	750	\$2.00 LTO
639971	Barefoot Cellars Pink Pinot Grigio	750	\$1.00 LTO

#### Signage Components

- Table Sign Large ENG (Re-order # 23P2-MNT1) / BIL (Re-order # 23P2-MNT2)
- Table Sign Small ENG (Re-order # 23P2-MNT3) / BIL (Re-order # 23P2-MNT4)
- Celebration Fixture Drum Sign ENG (Re-order # 23P2-MNT5) / BIL (Re-order # 23P2-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P2-MNT7)
- Shelf Talkers ENG (Re-order # 23P2-MNT8) / BIL (Re-order # 23P2-MNT9)
- Food & Drink Merchandiser ENG (Re-order # 23P2-MNT12) / BIL (Re-order # 23P2-MNT13)

#### 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.
- Display the Food & Drink merchandisers on the table when the magazine drops on May 4th.

## Middle Nesting Table Planograms



Front View



Back View

Top View (Back)

Facings: 5x8 +639971	Facings: 5x8 +561100	Facings: 5x8 +20624
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Facings: 6x8 +639971	Facings: 6x8 +594341	Facings: 6x8 +20624
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Facings: 5x8 +21968
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Facings: 6x3 +639971
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Facings: 6x3 +561100
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Facings: 6x3 +594341
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Facings: 6x3 +20624
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Facings: 1x1 F&D
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Facings: 1x1 F&D
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Facings: 5x7 +21969
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Facings: 5x7 +21969
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Facings: 6x3 +14130
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Facings: 6x3 +20808
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Facings: 6x3 +461053
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Facings: 6x3 +633347
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Facings: 6x8 +272393
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Facings: 6x8 +461053
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Facings: 6x8 +20806
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Facings: 5x8 +272393
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Facings: 5x8 +20808
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Facings: 5x8 +20806
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Top View (Front)

## Celebration Fixture Planograms



Front View

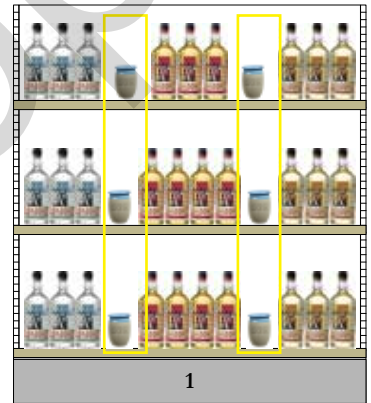


Back View

# Period 2 END AISLES



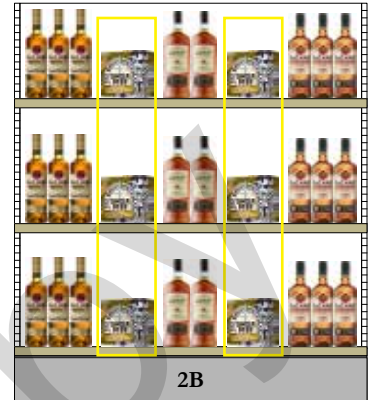
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1</b>	113241	Cazadores Anejo Tequila	750	VA, Necktag
	125187	Cazadores Reposado Tequila	750	VA, Necktag
	363986	Cazadores Blanco Tequila	750	VA, Necktag
	<b>Value-add:</b> Cazadores Cantarito Cups			



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2A Premium</b>	95935	Grey Goose Vodka	750	VA
	116327	Grey Goose La Poire Vodka	750	VA
	417196	Grey Goose Vodka	1140	VA
	<b>Value-add:</b> 187 mL Martini Rose / 200 mL Martini Prosecco (rep-applied)			

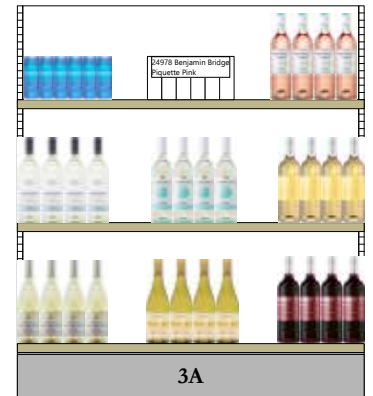






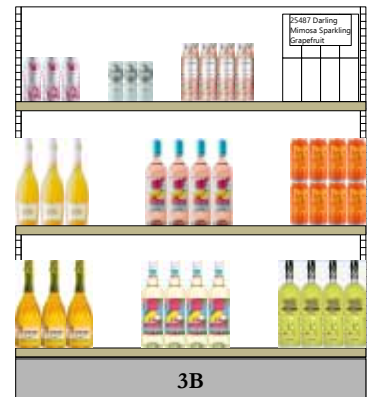
**End Aisle #2B**  
**Standard**

LCBO#	Description	Size (mL)	Offers
1206	Bacardi Gold Rum	750	VA
520353	Bacardi Spiced Rum	750	VA
570366	Bacardi Spiced Rum	1140	VA
<b>Value-add:</b> The Great Gentleman Spicy Ginger Beer 6 × 250 mL			



**End Aisle #3A**  
**Premium**

LCBO#	Description	Size (mL)	Offers
12618	Stoneleigh Lighter Sauvignon Blanc	750	LTO
16777	Bask Sauvignon Blanc	750	LTO
16779	Bask Pinot Noir	750	LTO
19276	Jacob's Creek Moscato Lower Sugar	750	LTO
19725	Cupcake Light Hearted Chardonnay	750	LTO
22500	Bottega O Rosé, Piedmont Veneto	750	Feature Fixture
24555	McGuigan Zero Rosé	750	
24928	Benjamin Bridge Piquette Can	250	
24978	Benjamin Bridge Piquette Pink Can	250	

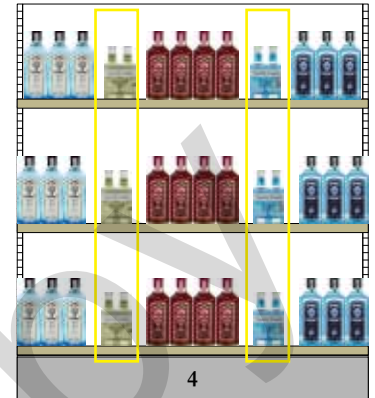


**End Aisle #3B**  
**Standard**

LCBO#	Description	Size (mL)	Offers
14388	Romeo Mimosa	750	
14685	Gaze Blueberry Pomegranate Moscato Wine Cocktail	375	
19253	JP Chenet Fashion Pineapple Sparkling	750	
19297	Girls' Night Out Tropicolada	750	
20857	Darling Mimosa Sparkling Orange Ddp	355	
24556	Joiy Mimosa Wine Beverage Can	250	
24931	Gaze White Peach Moscato Wine Cocktail	375	
25226	Uptown Cocktails Margarita-Style Wine Bev	750	
25487	Darling Mimosa Sparkling Grapefruit	355	
644526	Girls' Night Out Raspberry Rosé Lemonade	750	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #4</b>	19388	Bombay Bramble	750	VA, Necktag
	316844	Bombay Sapphire London Dry	750	VA, Necktag
	319673	Bombay Sapphire East London Dry Gin	750	VA, Necktag
<b>Value-add:</b> Fever Tree Mediterranean Tonic or Ginger Beer 4 × 200 mL				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5</b>	106377	Jacob's Creek Shiraz/Cabernet	750	LTO
	533307	Silk & Spice Red	750	LTO, Flex Space
	669457	Peller Family Vineyards Shiraz Bag In Box	4000	LTO

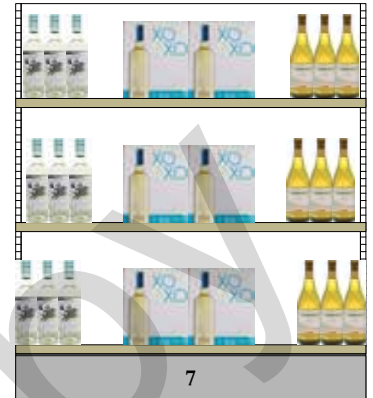


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6</b>	22199	Jacob's Creek Double Barrel Shiraz	750	LTO
	26278	Folonari Valpolicella Classico	1500	LTO
	338855	Bodacious Smooth Red	750	LTO

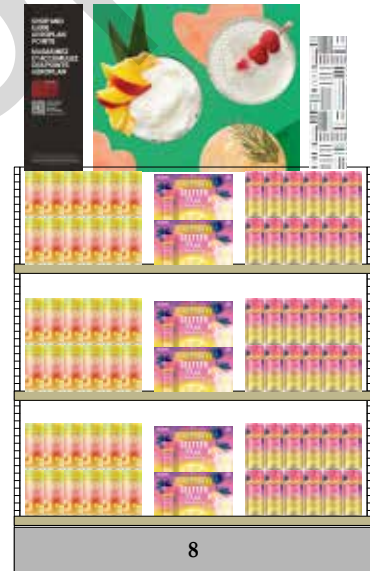




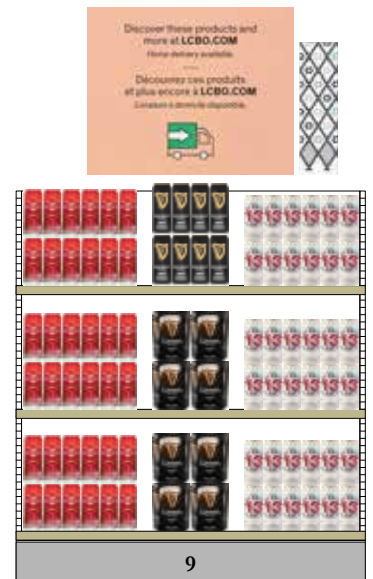
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b>	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO, Wine Fridge
	99408	Woodbridge By Robert Mondavi Chardonnay	750	LTO
	430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO



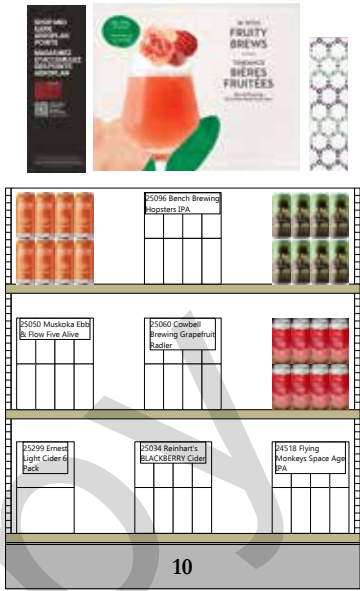
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b>	24390	Smirnoff Ice Peach Lemonade	473	
	24392	Smirnoff Ice Pink Lemonade	473	
	24408	Smirnoff Seltzer Lemonades Variety Pack	12 x 355	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	270439	Smithwick's Ale (LCBO Warehouse)	500	
	270447	Guinness Draught Beer (LCBO Warehouse)	500	LTO
	296244	Guinness Draught (LCBO Warehouse)	4x440	VA
	536227	Guinness Hop House 13 (LCBO Warehouse)	500	LTO



	LCBO#	Description	Size (mL)	Offers
<b>Beer/Cider Mini Thematic C End Aisle #10</b>	24518	Flying Monkeys Space Age Sunshine Quadruple IPA (6309)	473	LTO
	24666	Amsterdam Helles Golden Lager (3842)	473	
	24826	Ace Hill Carb Free (LCBO Warehouse)	4×355	
	25034	Reinhart's Blackberry Cider (LCBO Warehouse)	473	
	25050	Muskoka Ebb & Flow Five Alive (LCBO Warehouse)	473	
	25060	Cowbell Brewing Grapefruit Radler (458)	473	
	25094	Bench Brewing Sun Daze Rosé Sour (798)	473	
	25096	Bench Brewing Hopster IPA (798)	473	
	25299	Ernest Light Cider (LCBO Warehouse)	6×473	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	110056	Absolut Vodka	750	LTO
	209221	Absolut Vodka	1140	
	216655	Absolut Vodka	1750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>	22449	Hendrick's Neptunia	750	Necktag
	573931	Hendrick's Orbium Gin	750	
	637504	Hendrick's Gin	750	







	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	893	J.P. Wiser's Deluxe	750	VA
	33928	J.P. Wiser's Deluxe	1750	VA
	216689	J.P. Wiser's Deluxe	1140	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	217653	Captain Morgan Original Spiced Rum	1140	
	500512	Captain Morgan Original Spiced Rum	750	LTO
	500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	166	Sogrape Mateus Rosé	750	LTO
	175349	Open Rosé VQA	750	LTO
	318014	Cono Sur Bicicleta Pinot Noir Rosé	750	LTO, Wine Fridge





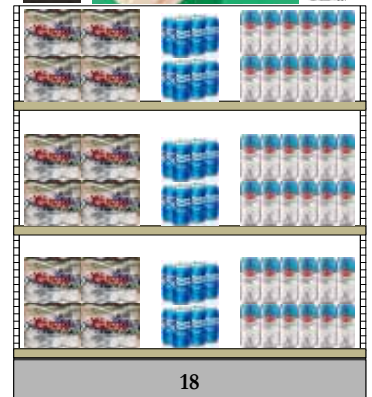
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	386789	Casamigos Tequila Blanco	750	VA, Necktag
	388694	Casamigos Tequila Reposado	750	VA, Necktag
	425686	Casamigos Tequila Anejo	750	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	227413	Iceberg Vodka	1140	VA
	400754	Iceberg Vodka	750	LTO
	544155	Iceberg Vodka (P.E.T)	1750	

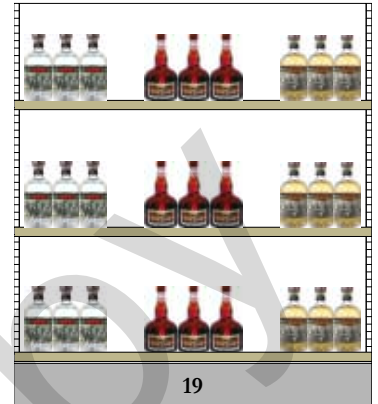


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	300681	Coors Light (275 TBS)	6×473	LTO
	486142	Sleeman Clear 2.0 Shrink Pack (275 TBS)	6×473	LTO
	908665	Bud Light (275 TBS)	6×355	LTO

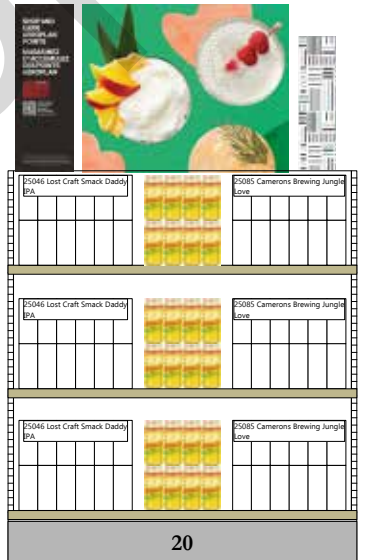




	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	1784	Grand Marnier Cordon Rouge	750	LTO
	324848	Espolon Tequila Blanco	750	VA
	324855	Espolon Tequila Reposado	750	

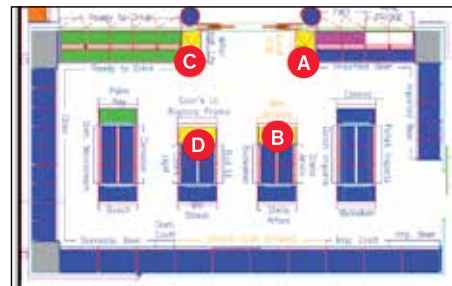


	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	14953	Amsterdam Fria Cerveza (3842)	473	LTO
	25046	High Park Rings Of Saturn IPA (179)	473	
	25085	Cameron's Jungle of Love Tropical Fruit Sour (413)	473	



# 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 (April 24 - May 21, 2022)

### Participating Stores

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

### Participating Products

Location	LCBO#	Description	Supplying Source / Distributor	Offers
<b>A</b> Plinth (EA - EZA)	17819	Stella Artois 6 × 473 mL	275 - The Beer Store	\$0.20 LTO
	17820	Stella Artois 473 mL		
	17823	Stella Artois 6 × 330 mL		
<b>B</b> New/Seasonal (EA - EZB)	14651	Lake Of Bays Low Tide 90 Calorie IPA 473 mL	8958 - Lake Of Bays Brewing	
	24559	Party Sharks, Foggy Ipa 473 mL	5732 - Refined Fool Brewing Company	
	24577	Bongo - Tequilima Cerveza Radler 473 mL	1188 - Big Rig Brewing Co.	
<b>NOTE:</b> These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.				
<b>C</b> Plinth (EA - EZH)	24316	White Claw Hard Seltzer Pineapple 473 mL		
	24317	White Claw Iced Tea Variety Pack 12 × 355 mL		
	24318	White Claw Iced Tea Lemon 473 mL		
<b>D</b> End Aisle (EA - EZD)	24381	Coors Seltzer Blue Raspberry 473 mL		VA
	24431	Coors Seltzer Fruit Splash Variety Pack 12 × 355 mL		
		<b>VA/Merchandiser: Purchase Coors Seltzer Fruit Splash Variety Pack (24431   12 × 355 mL) and receive a free beach towel.</b> The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.		



**Beer Excitement Zone A:** Fresh Pairings for Spring. Light and refreshing in flavour; Stella is the perfect brew for spring gatherings.

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

**Beer Excitement Zone C:** New refreshing and low-cal sippers for Spring. This display will include three new White Claw flavours.

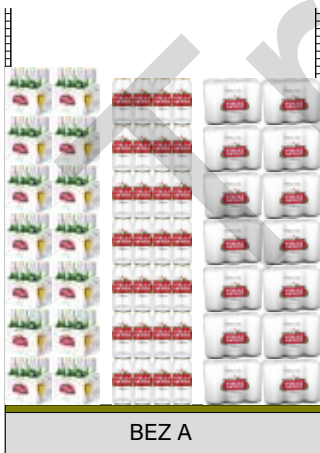
**Beer Excitement Zone D:** Fruity New Seltzers. This display will include a branded beach towel value-add with the purchase of Coors Seltzer Fruit Splash Variety Pack (24431 | 12 x 355 mL).

**Signage Components**

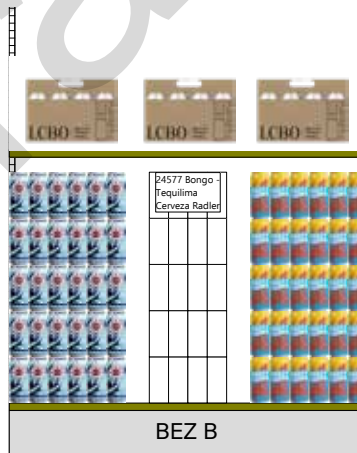
- A. Stella Backer Card ENG/BIL (Re-order # 23P2-BEZ1)
- B. P1-2 Generic Beer Backer Card ENG/BIL (Re-order # 23P1-BEZ2)
- C. White Claw Backer Card ENG/BIL (Re-order # 23P2-BEZ3)
- D. Coors Seltzer Backer Card ENG/BIL (Re-order # 23P2-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 23P2-BEZ5) / BIL (Re-order # 23P2-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 23P2-BEZ7) / BIL (Re-order # 23P2-BEZ8)

**Merchandising Instructions**

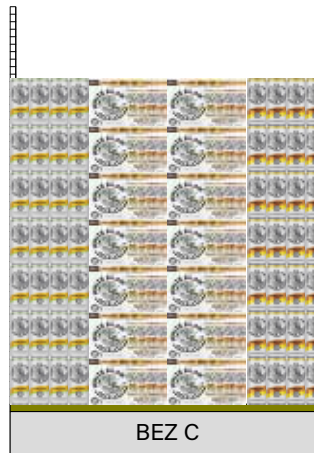
- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value-adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.
- **Beer Excitement Zone B:** Display a fully-assembled 8-pack carrier, filled with selection of new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



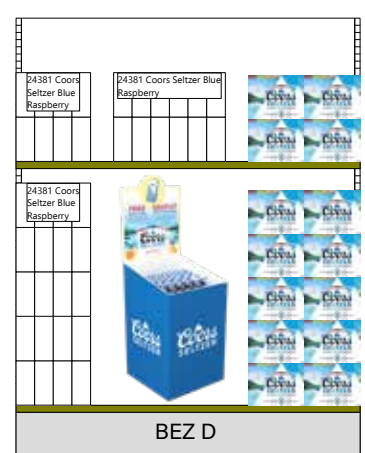
BEZ A



BEZ B



BEZ C



BEZ D

# 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. 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 (April 24 - May 21, 2022)

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
11226	Whitewater Blood Moon Orange Sour	473		8454 - Whitewater Brewing Company
481515	Bench Brewing Balls Falls Session Ipa	473		798 - Bench Brewing Company
16897	Great Lakes Brewery - Burst!	473		1929 - Great Lakes Brewing Co. Inc.
19266	Beau's Lug Tread	6 × 473	\$1.00 LTO	275 - The Beer Store
688507	Flying Monkeys Sparklepuff Triple Ipa	473		6309 - Flying Monkeys Craft Brewery
25258	Side Launch Easy Breezy Light Lager	4 × 355		3827 - Side Launch Brewing

### 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 #AIM-23P2-OCB1) / BIL (Re-order #AIM-23P2-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# Craft Beer Imported

## SHELF TALKERS

**Key Dates (April 24 - May 21, 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)
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

### Signage and Merchandising Instructions

- Pre-Printed Shelf talkers  
ENG (Re-order # AIM-23P1-ICB1) / BIL (Re-order # AIM-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 (April 24 - May 21, 2022)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
261099	Inniskillin Pinot Noir VQA	750	\$2.00 LTO
295006	Cave Spring Dry Rosé VQA	750	\$2.00 LTO
341776	Fresh Beginnings Moscato VQA	750	\$2.00 LTO
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	\$1.00 LTO

#### Participating Stores

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

#### PARTICIPATING STORES – VQA CUBE FIXTURE

##### Signage Components

- LTO Shelf Talkers ENG/BIL (Re-order # AIM-23P2-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 # AIM-23P2-ON1)

##### Merchandising Instruction

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



Backer Card  
(Re-order# NIVQA066)





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

This program will 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 (April 24 - May 21, 2022)**

#### **Participating Stores**

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

#### **Participating Products**

LCBO#	Description	Size (mL)	Offers
10485	Pelee Island Lola Pinot Grigio VQA	750	120 APP
20938	Red House Wine Co. Cabernet Merlot VQA	750	40 APP



#### **Signage Components**

- Shelf Talkers ENG/BIL (Re-order # AIM-23P2-OWP1)
- Ontario Buyer's Pick Backer Card ENG/BIL (Re-order # AIM-23P2-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 (April 24 - May 21, 2022)

#### Participating Stores

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

#### Participating Products

LCBO#	Description	Size (mL)	Offers
324228	Stoneleigh Latitude Marlborough Sauv Blanc	750	\$3.00 LTO
943613	(V) Rocca Guicciarda Chnt Cl Rsv (Ricasoli)	750	\$3.00 LTO



#### Signage Components

- Signage Kit (Re-order # AIM-23P2-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 30 & May 21 Releases)

#### Mandatory Participating Stores

Please refer to the Participation Lookup page 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

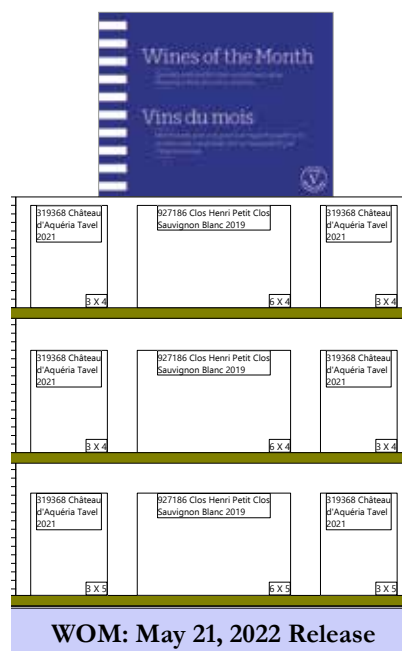
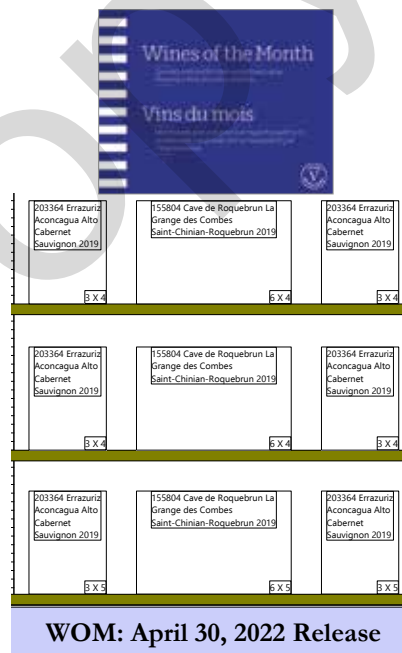
LCBO#	Description	Size (mL)
<b>APRIL 30 RELEASE</b>		
155804	Cave de Roquebrun La Grange des Combes Saint-Chinian-Roquebrun 2019	750
203364	Errazuriz Aconcagua Alto Cabernet Sauvignon 2019	750
<b>MAY 21 RELEASE</b>		
319368	Château d'Aquéria Tavel 2021	750
927186	Clos Henri Petit Clos Sauvignon Blanc 2019	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 (April 24 - May 21, 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 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.
- Shelf Talkers (Re-order# AIM-23P2-VLTO1)

### Participating Products

LCBO#	Description	Size (mL)	Offers
59311	7 Deadly Zins Old Vine Zinfandel	750	\$3.00 LTO
943613	Barone Ricasoli Rocca Guicciarda Riserva Chianti Classico	750	\$3.00 LTO
621458	Bottega Gold Prosecco	750	\$3.00 LTO
213983	Cave Spring Blanc de Blancs Brut Sparkling	750	\$3.00 LTO
119354	Château Saint-Roch Chimères Grenache/Syrah/Carignan	750	\$2.00 LTO
30957	Concha y Toro Winemaker's Lot 148 Carmenère	750	\$3.00 LTO
452789	Confidencial Reserva	750	\$2.00 LTO
606590	Esporão Reserva Red	750	\$2.00 LTO
1578	Flat Rock Twisted White	750	\$2.00 LTO
521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750	\$2.00 LTO
650325	Kim Crawford Rosé	750	\$2.00 LTO
48793	Louis Bouillot Perle d'Aurore Brut Rosé Crémant de Bourgogne	750	\$2.00 LTO
559088	Malivoire Ladybug Rosé	750	\$2.00 LTO
168179	Marchesi di Barolo La Tradizione Barolo	750	\$1.50 LTO
958975	Mer Soleil Reserve Chardonnay	750	\$2.00 LTO
326090	Oyster Bay Pinot Grigio	750	\$2.00 LTO
590414	Oyster Bay Pinot Noir	750	\$2.00 LTO
373373	Pierre Sparr Gewurztraminer	750	\$2.00 LTO
486043	Primus Cabernet Sauvignon	750	\$2.00 LTO
996405	Stags' Leap Winery Cabernet Sauvignon	750	\$5.00 LTO
324228	Stoneleigh Latitude Sauvignon Blanc	750	\$3.00 LTO
198853	Tawse Quarry Road Organic Riesling	750	\$2.00 LTO
451336	Tom Gore Cabernet Sauvignon	750	\$2.00 LTO
419770	Wines of Substance Cabernet Sauvignon	750	\$3.00 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 (April 24 - May 21, 2022)

#### Participating Stores

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

#### Participating Product

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

#### Signage Components & Merchandising Instructions

##### Signage reorder code: AIM-23P2-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 May 22, 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 May 22, 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 May 22, 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

## Spring 2022 Gift Packaging & Gift Cards

The Spring 2022 gift packaging, gift cards and carriers arrived in stores by the start of Period 1. All Inventory has been allocated to stores, **no additional inventory will be available to order.**



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



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



**Spring Gift Card & Carrier**  
Gift Card: LCBO# 24433  
Carrier: LCBO# 24434

## MERCHANDISING OPTIONS

	Cash Ends	Every other EA - except those in the BCRTD Section	Wooden Gift Packaging Fixture	Metal Gift Bag Stand	Mini Thematic A/B	Small Acrylic Gift Card Merchandise
<b>Gifting Items</b>						
+24156 Spring Enhanced Paper Gift Bag	✓	✓	✓		✓	
+24159 Spring Double Bottle Bag	✓			✓		
<b>Gift Cards &amp; Carriers</b>						
+24433 Spring Gift Card			✓			✓
+24434 Spring Gift Card Carrier			✓			✓
+647222 Vintages Gift Card			✓			✓
+647271 Vintages Gift Card Carrier (ENG)			✓			✓
+657882 Vintages Gift Card Carrier (FR)			✓			✓

# 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

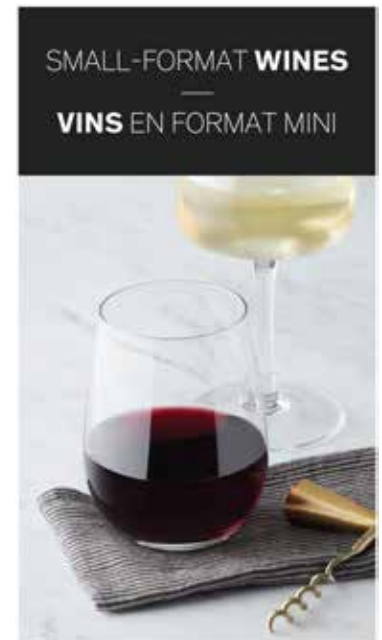
Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### 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 (April 24 - May 21, 2022)

### Participating Stores:

#### FSA (Sparkling/Rosé)

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, 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, 438, 443, 445, 452, 481, 486, 491, 495, 499, 511, 522, 523, 528, 556, 569, 590, 619, 623, 624, 630, 631, 632, 641, 702, 741, 776

### Merchandising Instructions

- 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 Rosé Flex Space Box Sign ENG/BIL (Re-order # 23P2-FS1)
- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 23P2-FS2)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 23P2-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 23P2-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 23P2-FS5)
- Shelf Talkers ENG (Re-order # 23P2-FS6) / BIL (Re-order # 23P2-FS7)
- Bin Strips - solid colour (Re-order # 23P2-FS8)

## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space “In With Spring Rosés”</b>				
		Merchandise a selection of Sparkling/Rosé products (manager’s discretion). La Vielle Ferme products will overlap with incoming Rosé products in P2. Once the La Vielle Ferme products have reduced to half, the Rosé box signage should be added to the fixture.		
<b>(FSB) USA - California Flex Space “Wine That Gives Back”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	15761	Trinity Oaks Cabernet Sauvignon	750	Necktag
	15762	Trinity Oaks Chardonnay	750	\$2.00 LTO, Necktag
<b>(FSC) Europe - Italy/SE Flex Space “Explore the Wines of Portugal”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	89912	Loios Red	750	\$1.00 LTO
	141432	Sogrape Gazela Vinho Verde	750	\$1.00 LTO
	219816	Catedral Reserva Dao	750	\$1.50 LTO
	427377	Porta 6, Vr Lisboa	750	\$2.00 LTO
	452789	(V) Confidencial Reserva (Casa Santos Lima)	750	\$2.00 LTO
	530261	Casal Garcia Vinho Verde, Do	750	
	533307	Silk & Spice Red	750	\$1.50 LTO
	535641	Vicente Faria Animus Douro, Do	750	\$2.00 LTO
	606590	(V) Esporao Red Reserve Alentejo (Finagra	750	\$2.00 LTO
<b>(FSD) Australia/New Zealand Flex Space “Aussie Wines are in Full Bloom”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	20289	Yellow Tail Shiraz	1500	\$3.00 LTO
	21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	VA: Garden Gloves
	229039	Yellow Tail Bubbles	750	\$2.00 LTO
	524314	Yellow Tail Sauvignon Blanc	750	VA: Garden Gloves
	621623	Yellow Tail Cabernet Sauvignon	750	VA: Garden Gloves
	625350	Yellow Tail Merlot	750	
	627802	Yellow Tail Chardonnay	750	\$1.00 LTO
	634410	Yellow Tail Pinot Grigio	1500	VA: Garden Gloves
<b>(FSE) Chile/Argentina Flex Space “Find your Spring Flavour”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	11928	Gato Negro Chardonnay	1500	60 APP
	79129	Gato Negro Sauvignon Blanc	1500	VA: Silicon Cup
	280719	Gato Negro Cabernet Sauvignon	1500	60 APP
	582411	Gato Negro Merlot	1500	60 APP
	639732	Gato Negro Cabernet Merlot	1500	VA: Silicon Cup



# Planoguides

## Sparkling Flex Space



SPARKLING/ROSE FLEX SPACE

## USA Flex Space



USA FLEX SPACE

## EUROPE Italy/SE Flex Space



OLD WORLD FLEX SPACE

## Australia/New Zealand Flex Space



AUS FLEX SPACE

## Chile/Argentina Flex Space



SOUTH AMERICA FLEX SPACE



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.

# 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.

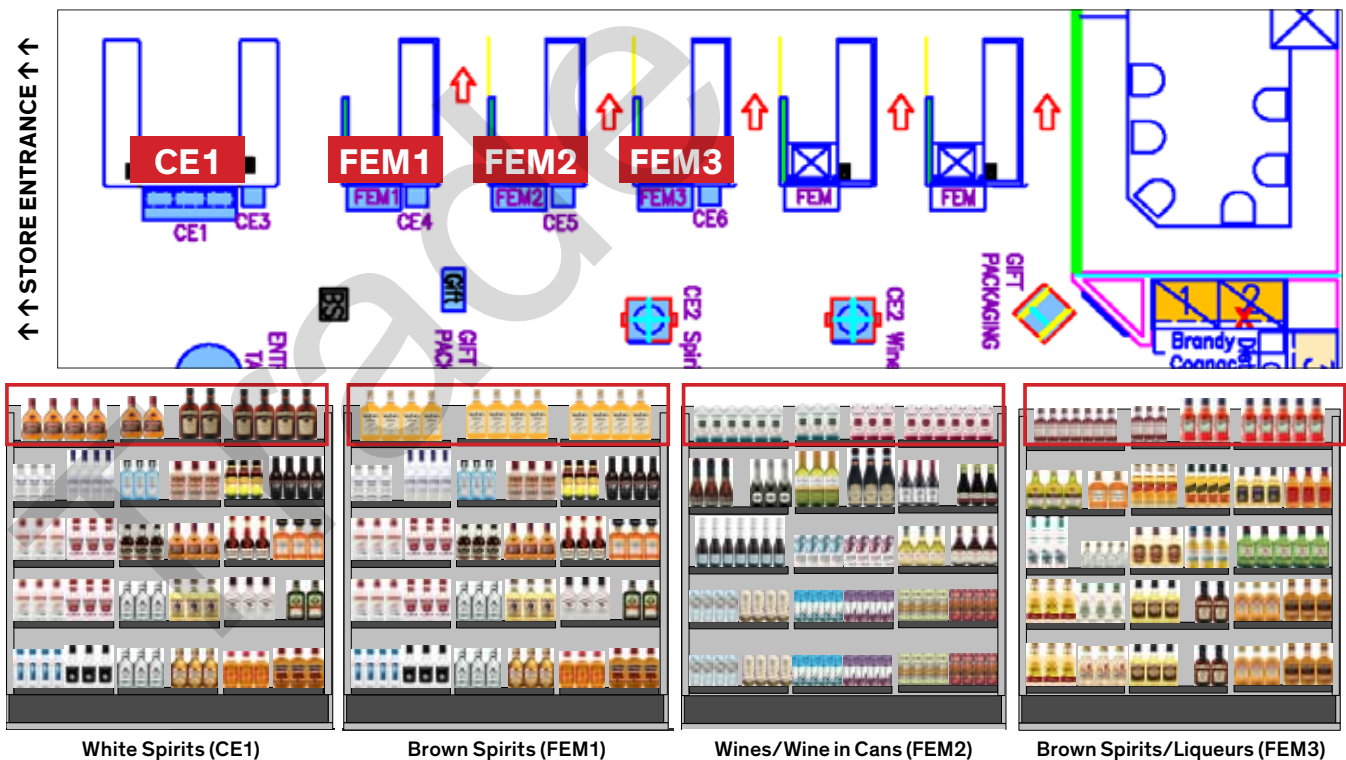
## FEM 1, 2, and 3 Sold Space Program

The Space Planning Team has updated store floorplans to mark FEM fixtures on the sold program. Refer to your store plan on the Dashboard for updates.

Program Name	Spirited Picks	Front End Merchandiser		
Promo Code & Floorplans	CE1	FEM 1	FEM 2	FEM 3
Merchandising	White Spirits	Brown Spirits	Wines/Wines in Cans	Brown Spirits/Liqueurs

### Sample 4 FEM Floorplan/Planoguide

**NOTE:** Discretionary Front End Merchandisers will be noted as "FEM" on updated store floorplans.



# 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 (April 24 - May 21, 2022)

### Participating Stores

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

### Participating Products

LCBO#	Description	Size (mL)	Offers
25450	Appleton Estate Signature	375	40 APP
47290	Forty Creek Barrel Select	375	40 APP

### Signage Components

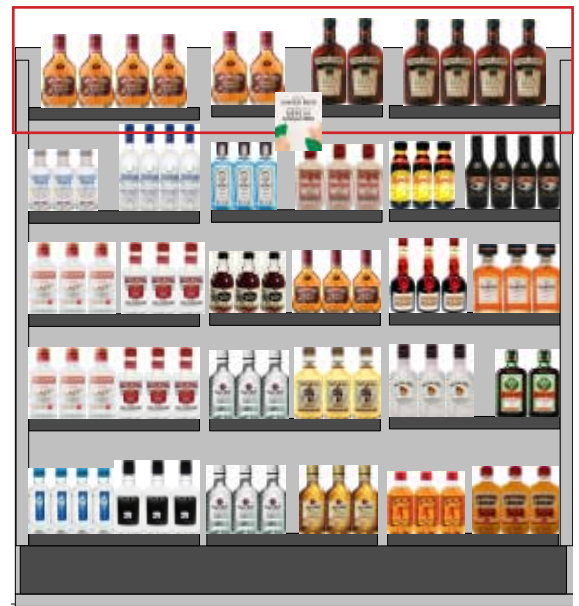
- Spirited Picks Shelf Talkers ENG (Re-order #AIM-23P2-SP2) / BIL (Re-order #AIM-23P2-SP3)
- "Mix with Ginger Beer" Shelf Talker ENG (Re-order #AIM-23P2-SP4) / BIL (Re-order #AIM-23P2-SP5)

### 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 Ginger Beer" shelf talker is installed in the bin strip channel on the fixture.



"Mix with Ginger Beer" Shelf Talker



# FEM 1, 2, and 3 Sold Space Program

## Participating Stores:

### Front End Merchandiser: Spirits (FEM1)

1, 5, 10, 15, 17, 19, 21, 25, 26, 31, 35, 36, 38, 40, 41, 51, 65, 74, 82, 106, 115, 130, 145, 148, 149, 150, 156, 164, 200, 207, 209, 211, 214, 217, 221, 226, 227, 233, 243, 250, 252, 253, 263, 279, 288, 295, 298, 300, 310, 325, 326, 344, 346, 351, 359, 360, 371, 373, 378, 383, 384, 386, 390, 391, 394, 397, 404, 417, 427, 431, 437, 438, 443, 445, 452, 453, 456, 459, 465, 481, 485, 486, 490, 494, 495, 497, 500, 523, 544, 551, 554, 566, 573, 580, 587, 590, 593, 602, 609, 619, 623, 624, 627, 630, 632, 641, 647, 649, 658, 670, 680, 694, 741, 751, 753, 762

### Front End Merchandiser: Wines (FEM2)

1, 5, 10, 15, 17, 19, 21, 25, 26, 31, 35, 36, 38, 40, 41, 82, 115, 130, 148, 149, 150, 156, 164, 207, 211, 214, 217, 221, 226, 233, 243, 252, 253, 279, 288, 295, 310, 326, 344, 346, 359, 360, 371, 383, 384, 386, 390, 391, 394, 397, 404, 417, 431, 437, 438, 443, 445, 452, 453, 456, 481, 485, 486, 494, 495, 497, 500, 523, 551, 554, 566, 573, 580, 590, 593, 602, 609, 619, 623, 624, 627, 630, 632, 641, 647, 649, 658, 670, 680, 694, 741, 751, 753, 762

### Front End Merchandiser: Spirits (FEM3)

1, 5, 10, 15, 19, 21, 25, 31, 35, 38, 40, 82, 130, 148, 149, 164, 217, 226, 233, 252, 253, 288, 295, 310, 326, 344, 346, 360, 371, 383, 386, 390, 391, 394, 404, 417, 438, 443, 445, 452, 481, 485, 486, 494, 495, 523, 554, 566, 590, 609, 619, 623, 624, 627, 630, 647, 649, 658, 680, 741, 751, 762

## 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 #23P2-FEM1) / BIL (Re-order #23P2-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #23P2-FEM3) / BIL (Re-order #23P2-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #23P2-FEM5) / BIL (Re-order #23P2-FEM6)

## Participating Products

LCBO#	Description	Size (mL)	Offers
<b>Front End Merchandiser: Spirits (FEM1)</b>			
<b>*Mandatory Participation: This is a SOLD promotion.</b>			
9522	JP Wiser's Deluxe	375	\$1.00 LTO

<b>Front End Merchandiser: Wines (FEM2)</b>			
<b>*Mandatory Participation: This is a SOLD promotion.</b>			
17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	\$1.00 LTO
17437	Woodbridge By Robert Mondavi Cab Sauvignon Tetra	500	\$1.00 LTO

<b>Front End Merchandiser: Spirits (FEM3)</b>			
<b>*Mandatory Participation: This is a SOLD promotion.</b>			
240233	Campari Negroni	375	40 APP
20926	Aperol	375	40 APP



Brown Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)



# 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 (April 24 - May 21, 2022)

### Participating Stores

1, 5, 10, 15, 17, 18, 22, 23, 25, 26, 31, 35, 36, 38, 40, 41, 44, 50, 51, 55, 57, 58, 62, 64, 65, 72, 74, 80, 82, 83, 84, 90, 97, 102, 106, 115, 125, 130, 132, 139, 144, 145, 148, 149, 150, 154, 156, 163, 164, 168, 179, 187, 191, 195, 196, 198, 200, 201, 202, 207, 209, 210, 211, 214, 217, 221, 226, 227, 228, 229, 233, 234, 237, 242, 243, 244, 250, 252, 253, 255, 260, 263, 265, 269, 270, 278, 279, 287, 288, 295, 298, 300, 310, 311, 325, 326, 329, 340, 344, 346, 351, 359, 360, 362, 367, 370, 371, 373, 378, 381, 383, 384, 385, 386, 387, 389, 390, 391, 392, 393, 394, 397, 398, 400, 401, 404, 407, 411, 412, 416, 417, 427, 431, 432, 434, 436, 437, 438, 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, 540, 542, 544, 545, 546, 549, 551, 554, 555, 556, 559, 564, 566, 568, 569, 573, 575, 579, 580, 585, 586, 587, 590, 593, 601, 602, 605, 609, 616, 617, 618, 619, 623, 624, 627, 630, 631, 632, 634, 635, 638, 640, 641, 649, 652, 653, 655, 657, 658, 660, 661, 665, 667, 670, 671, 672, 680, 684, 691, 694, 695, 699, 702, 703, 706, 741, 743, 751, 753, 756, 771, 776

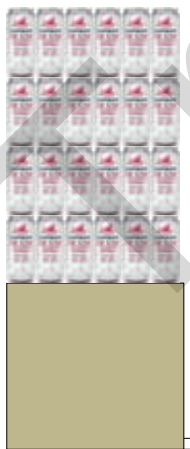
### Merchandising Instructions

- 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 #23P2-FEM7) / BIL (Re-order #23P2-FEM8)

#### Beer Impulse 1 (CE3)



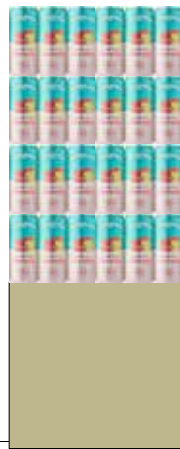
24410 Landshark Seltzer  
Passionfruit Strawberry  
473 mL

#### Beer Impulse 2 (CE4)



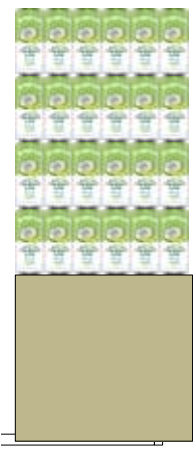
19167 Landshark  
Seltzer Pineapple Mango  
473 mL

#### Beer Impulse 3 (CE5)



649541 Seagram's  
Island Time Anytime  
6 × 355 mL \$1.00 LTO

#### Beer Impulse 4 (CE6)



19110 Seagram Island  
Time Coconut Lime  
6 × 355 mL \$1.00 LTO

# 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 (April 24 - May 21, 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)
13789	Captain Morgan White Rum (P.E.T.)	375
19000	Captain Morgan Dark Rum (P.E.T.)	375
500504	Captain Morgan Original Spiced Rum (P.E.T.)	375

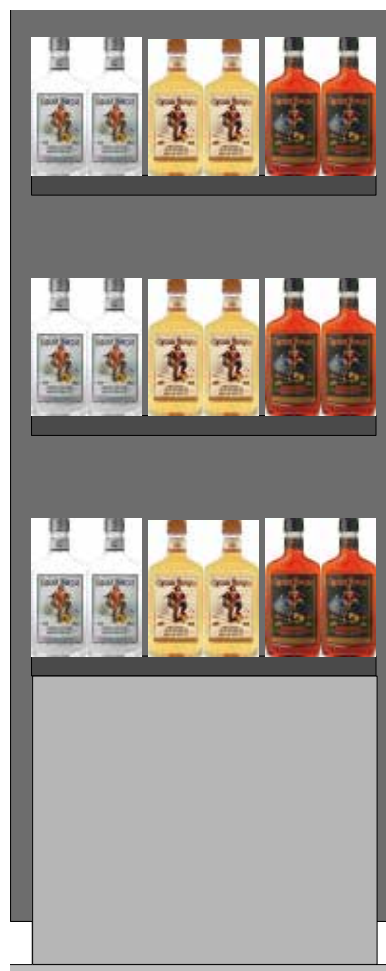


## Signage Components

- A-Frame Sign ENG (Re-order#23P1-AF1) / BIL (Re-order#23P2-AF2)
- Shelf Talker ENG (Re-order#23P1-AF3) / BIL (Re-order#23P2-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.



# Turn 1

## WINE FRIDGE

Period 3 - Period 6

This is a Sold Program and participation is mandatory. Participating products have paid for premium shelf positioning. Stores must bring in participating products for display in the wine fridge. Refer to the Wine Fridge Turn 1 guide for participating products. **This is a sold program. Participation is mandatory.**

### Participating Stores

#### Group A Stores

5, 10, 15, 18, 19, 25, 31, 36, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 171, 182, 195, 207, 212, 214, 226, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 362, 371, 384, 386, 388, 390, 391, 393, 394, 397, 412, 431, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 511, 528, 534, 536, 542, 545, 547, 556, 566, 568, 569, 573, 601, 619, 624, 627, 630, 631, 632, 641, 653, 668, 672, 675, 680, 698, 741, 748, 751, 771, 776

#### Group B Stores

14, 23, 24, 26, 27, 33, 34, 45, 50, 51, 52, 55, 58, 59, 60, 61, 62, 63, 64, 68, 70, 72, 74, 77, 79, 80, 81, 86, 87, 90, 95, 97, 101, 110, 115, 124, 125, 130, 132, 139, 144, 152, 154, 155, 168, 177, 179, 183, 187, 190, 191, 192, 196, 197, 200, 201, 202, 205, 208, 209, 210, 211, 216, 218, 219, 221, 222, 225, 229, 236, 244, 248, 249, 252, 255, 263, 266, 268, 270, 278, 287, 297, 300, 302, 310, 320, 321, 325, 340, 341, 343, 344, 351, 353, 358, 359, 361, 367, 368, 373, 378, 381, 382, 387, 392, 395, 399, 400, 401, 406, 407, 415, 416, 417, 427, 428, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 502, 521, 526, 532, 533, 537, 539, 544, 550, 553, 554, 559, 564, 579, 580, 582, 584, 586, 593, 602, 605, 614, 617, 629, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 744

#### Group C Stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 82, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 193, 199, 217, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 333, 335, 345, 349, 354, 366, 370, 372, 374, 380, 402, 403, 404, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 509, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 703, 706, 746, 749, 754, 755, 756, 760, 761

#### Group D Stores

1, 6, 17, 20, 21, 22, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 65, 69, 71, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 128, 136, 145, 150, 158, 165, 166, 169, 174, 178, 188, 198, 220, 232, 237, 246, 247, 250, 258, 260, 276, 293, 294, 296, 298, 301, 308, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 398, 411, 414, 420, 425, 426, 429, 446, 449, 450, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 519, 522, 523, 527, 529, 530, 540, 549, 551, 555, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 646, 647, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753, 762

### Merchandising Instructions & Signage Component

- Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 22OP-BTU3)
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of 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.



# 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 P2

## Participating Stores

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

Please refer to the Participation Lookup page 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

- Continue to display 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	End Aisles 1, 4, 5-20 Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P2-ST1 BIL: 23P2-ST2	
On Shelf	Premium End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P2-ST12 BIL: 23P2-ST13	
On Shelf	Premium End Aisles Value-add Pre-printed Shelf Talker	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P2-STVA5 BIL: 23P2-STVA6	
On Shelf	Premium End Aisles Value-add Perpendicular Shelf Talker	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 23P2-STVA7 BIL: 23P2-STVA8	
On Shelf	Standard End Aisles Pre-printed Shelf Talkers	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P2-ST14 BIL: 23P2-ST15	
On Shelf	Standard End Aisles Value-add Pre-printed Shelf Talker	Shelf Talkers 6½" w x 1¾" h ENG/BIL	ENG: 23P2-STVA9 BIL: 23P2-STVA10	
On Shelf	Standard End Aisles Value-add Perpendicular Shelf Talker	Shelf Talkers 4" w x 5" h ENG/BIL	ENG: 23P2-STVA11 BIL: 23P2-STVA12	
On Shelf	Regular Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P2-ST3 BIL: 23P2-ST4	
On Shelf	Community Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P2-ST5 BIL: 23P2-ST6	
On Shelf	Discovery Program Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P2-ST7 BIL: 23P2-ST6	
On Shelf	Go Green Extender Pre-printed Extender Strips	Extender Strips 12" w x 2½" h Price/No Price	ENG: 23P2-ST9 BIL: 23P2-ST10	



Location	Message	Component Specifications	Re-Order#	Images (examples only)
On Shelf	Generic Blank Pricer Cards (Operational) <b>Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.</b>	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	ENG: AIM-23P2-ANS1 BIL: AIM-23P2-ANS2	
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-23P2-LTO	

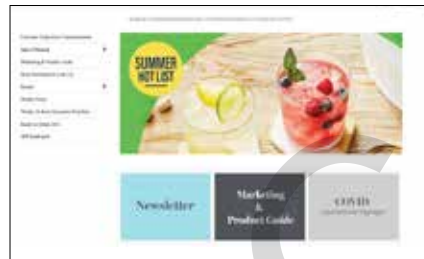
# Sold Space WORKSHEETS

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	113241	Cazadores Anejo Tequila	750	VA, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		125187	Cazadores Reposado Tequila	750	VA, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		363986	Cazadores Blanco Tequila	750	VA, Necktag
<input type="checkbox"/>	<input type="checkbox"/>	2A	95935	Grey Goose Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		116327	Grey Goose La Poire Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		417196	Grey Goose Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	2B	1206	Bacardi Gold Rum	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		520353	Bacardi Spiced Rum	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		570366	Bacardi Spiced Rum	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	3A	12618	Stoneleigh Lighter Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		16777	Bask Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		16779	Bask Pinot Noir	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19276	Jacob's Creek Moscato Lower Sugar	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19725	Cupcake Light Hearted Chardonnay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		22500	Bottega 0 Rosé, Piedmont Veneto	750	Feature Fixture
<input type="checkbox"/>	<input type="checkbox"/>		24555	McGuigan Zero Rosé	750	
<input type="checkbox"/>	<input type="checkbox"/>		24928	Benjamin Bridge Piquette Can	250	
<input type="checkbox"/>	<input type="checkbox"/>		24978	Benjamin Bridge Piquette Pink Can	250	
<input type="checkbox"/>	<input type="checkbox"/>		14388	Romeo Mimosa	750	
<input type="checkbox"/>	<input type="checkbox"/>	3B	14685	Gaze Blueberry Pomegranate Moscato Wine Cocktail	375	
<input type="checkbox"/>	<input type="checkbox"/>		19253	JP Chenet Fashion Pineapple Sparkling	750	
<input type="checkbox"/>	<input type="checkbox"/>		19297	Girls' Night Out Tropicolada	750	
<input type="checkbox"/>	<input type="checkbox"/>		20857	Darling Mimosa Sparkling Orange Ddp	355	
<input type="checkbox"/>	<input type="checkbox"/>		24556	Joiy Mimosa Wine Beverage Can	250	
<input type="checkbox"/>	<input type="checkbox"/>		24931	Gaze White Peach Moscato Wine Cocktail	375	
<input type="checkbox"/>	<input type="checkbox"/>		25226	Uptown Cocktails Margarita-Style Wine Bev	750	
<input type="checkbox"/>	<input type="checkbox"/>		25487	Darling Mimosa Sparkling Grapefruit	355	
<input type="checkbox"/>	<input type="checkbox"/>	4	644526	Girls' Night Out Raspberry Rosé Lemonade	750	
<input type="checkbox"/>	<input type="checkbox"/>		19388	Bombay Bramble	750	VA, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		316844	Bombay Sapphire London Dry	750	VA, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		319673	Bombay Sapphire East London Dry Gin	750	VA, Necktag

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			106377	Jacob's Creek Shiraz/Cabernet	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	5	533307	Silk & Spice Red	750	LTO, Flex Space
			669457	Peller Family Vineyards Shiraz Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6	22199	Jacob's Creek Double Barrel Shiraz	750	LTO
			26278	Folonari Valpolicella Classico	1500	LTO
			338855	Bodacious Smooth Red	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	7	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO, Wine Fridge
			99408	Woodbridge By Robert Mondavi Chardonnay	750	LTO
			430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	8	24390	Smirnoff Ice Peach Lemonade	473	
			24392	Smirnoff Ice Pink Lemonade	473	
			24408	Smirnoff Seltzer Lemonades Variety Pack	12 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	9	270439	Smithwick's Ale (LCBO Warehouse)	500	
			270447	Guinness Draught Beer (LCBO Warehouse)	500	LTO
			296244	Guinness Draught (LCBO Warehouse)	4 × 440	VA
			536227	Guinness Hop House 13 (LCBO Warehouse)	500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	10	24518	Flying Monkeys Space Age Sunshine Quadruple IPA (6309)	473	LTO
			24666	Amsterdam Helles Golden Lager (3842)	473	
			24826	Ace Hill Carb Free (LCBO Warehouse)	4 × 355	
<input type="checkbox"/>	<input type="checkbox"/>	10	25034	Reinhart's Blackberry Cider (LCBO Warehouse)	473	
			25050	Muskoka Ebb & Flow Five Alive (LCBO Warehouse)	473	
			25060	Cowbell Brewing Grapefruit Radler (458)	473	
			25094	Bench Brewing Sun Daze Rosé Sour (798)	473	
			25096	Bench Brewing Hopster IPA (798)	473	
			25299	Ernest Light Cider (LCBO Warehouse)	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>	11	110056	Absolut Vodka	750	LTO
			209221	Absolut Vodka	1140	
			216655	Absolut Vodka	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	12	22449	Hendrick's Neptunia	750	Necktag
			573931	Hendrick's Orbium Gin	750	
			637504	Hendrick's Gin	750	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	13	893	J.P. Wiser's Deluxe	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		33928	J.P. Wiser's Deluxe	1750	VA
<input type="checkbox"/>	<input type="checkbox"/>		216689	J.P. Wiser's Deluxe	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	14	217653	Captain Morgan Original Spiced Rum	1140	
<input type="checkbox"/>	<input type="checkbox"/>		500512	Captain Morgan Original Spiced Rum	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		500546	Captain Morgan Original Spiced Rum (P.E.T)	1750	
<input type="checkbox"/>	<input type="checkbox"/>	15	166	Sogrape Mateus Rosé	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		175349	Open Rosé VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		318014	Cono Sur Bicicleta Pinot Noir Rosé	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	16	386789	Casamigos Tequila Blanco	750	VA Necktag
<input type="checkbox"/>	<input type="checkbox"/>		388694	Casamigos Tequila Reposado	750	VA Necktag
<input type="checkbox"/>	<input type="checkbox"/>		425686	Casamigos Tequila Anejo	750	
<input type="checkbox"/>	<input type="checkbox"/>	17	227413	Iceberg Vodka	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		400754	Iceberg Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		544155	Iceberg Vodka (P.E.T)	1750	
<input type="checkbox"/>	<input type="checkbox"/>	18	300681	Coors Light (275 TBS)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		486142	Sleeman Clear 2.0 Shrink Pack (275 TBS)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		908665	Bud Light (275 TBS)	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	19	1784	Grand Marnier Cordon Rouge	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		324848	Espolon Tequila Blanco	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		324855	Espolon Tequila Reposado	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	20	14953	Amsterdam Fria Cerveza (3842)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		25046	High Park Rings Of Saturn IPA (179)	473	
<input type="checkbox"/>	<input type="checkbox"/>		25085	Cameron's Jungle of Love Tropical Fruit Sour (413)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Entrance Table/COTM	18869	Hornitos Black Barrel	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		143040	Hornitos Reposado Tequila	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		436279	Hornitos Plata	750	APP, VA



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			15009	New Amsterdam Pink Whitney Vodka	750	LTO
			17047	Captain Morgan Sliced Apple Spiced Rum	750	LTO
			19388	Bombay Bramble	750	
			19401	Ungava Ginger	750	LTO
			19515	Absolut Watermelon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic A</b>	24796	Dixon's Wicked Raspberry Gin Ddp	750	LTO
			21544	Smirnoff Pink Lemonade	750	
			24435	Bacardi Tropical (Limited Edition)	750	APP
			180695	St-Germain Elderflower Liqueur	750	LTO
			334110	Ciroc Peach	750	
			484204	Malfy Gin Con Limone	750	LTO
			48793	Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	LTO
			198853	(V) Riesling Quarry Road Organic (Tawse)	750	LTO
			213983	Cave Spring Blanc De Blancs Brut VQA	750	LTO
			326090	(V) Oyster Bay Pinot Grigio Hawke's Bay	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic B</b>	373373	(V) Pierre Sparr Gewurztraminer	750	LTO
			559088	(V) Rosé Ladybug (Malivoire Wine Co.)	750	LTO
			621458	Bottega Gold Sparkling (Bottega Spa)	750	LTO
			650325	Kim Crawford Hawke's Bay Rosé	750	LTO
			958975	Mer Soleil Chardonnay Oaked Monterey County	750	LTO
			10899	Jose Cuervo Tradicional Plata	750	
			10912	Gran Centenario Anejo	750	
			11845	Jose Cuervo Reserva De La Familia Platino	750	
			227678	1800 Silver Tequila	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table Premium Flight</b>	398479	1800 Reposado	750	
			401307	Maestro Dobel Tequila	750	LTO
			450932	Jose Cuervo Tradicional Reposado	750	
			488205	Jose Cuervo Reserva De La Familia	750	
			492454	1800 Coconut Tequila	750	APP
			549113	1800 Anejo Tequila	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			10899	Jose Cuervo Tradicional Plata	750		
			24352	Jose Cuervo Playamar Mango	4 × 355		
			27129	Jose Cuervo Sparkling Classic Margarita	4 × 355	LTO	
			174466	Jose Cuervo Especial Silver	750	LTO, Value Add	
<input type="checkbox"/>	<input type="checkbox"/>	Front Nesting Table Standard Flight	227678	1800 Silver Tequila	750	LTO	
			267187	Jose Cuervo Especial Gold	750	Value Add	
			398479	1800 Reposado	750		
			450932	Jose Cuervo Tradicional Reposado	750		
			492454	1800 Coconut Tequila	750	APP	
			549113	1800 Anejo Tequila	750	LTO	
			17488	Molson Canadian Cold Shots (275 TBS)	4 × 222		
<input type="checkbox"/>	<input type="checkbox"/>		Block Pile A	300699	Molson Canadian (275 TBS)	6 × 473	LTO
				900621	Molson Canadian (275 TBS)	6 × 341	VA
		904144		Molson Canadian (275 TBS)	6 × 355		
			24333	Palm Bay Paradise Twist	473		
			24335	High Noon Pineapple	355		
			24336	Bud Light Seltzer Passion Fruit	473		
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	24360	Black Fly Tequila Margarita Strawberry	4 × 400		
			24377	Corona Tropical Cactus Lime	355		
			24383	Ace Hill Tropical Vodka Soda Mix Pack	6 × 355		
			24385	Bacardi Pina Colada	355		
			24432	Georgian Bay Tequila Smash	6 × 355		
			1487	Crown Royal	750	APP	
			9043	Crown Royal	375	APP	
			10357	Crown Royal Peach	750	APP	
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	114694	Crown Royal	1750	APP	
			403519	Crown Royal Apple	750	APP	
			434092	Crown Royal Northern Harvest Rye	750	APP	
			476911	Crown Royal Vanilla	750	APP	
<input type="checkbox"/>	<input type="checkbox"/>	Cinco De Mayo Block Pile	173542	Tequila Don Julio Blanco	750	LTO + VA	
			173559	Tequila Don Julio Reposado	750		
<input type="checkbox"/>	<input type="checkbox"/>	Cherry Blossom Block Pile	465484	Toki	750	LTO + VA	
			636209	Roku Gin	750	VA	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Super Sale	110320	No Name Beer	6 × 341	LTO	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs	
			14130	Apothic Cabernet Sauvignon	750	LTO	
			20624	19 Crimes Snoop Dogg Cali Rose	750		
			20806	Buena Vista Legendary Badge Zinfandel	750	LTO	
			20808	Stel + Mar Cabernet Sauvignon Lodi	750	LTO	
			21968	Lapis Luna Pinot Noir	750	LTO	
			21969	Longshot Pinot Noir	750	LTO	
<input type="checkbox"/>	<input type="checkbox"/>	Middle Nesting Table/ Celebration Fixture	272393	Smoking Loon Old Vine Zinfandel	750	LTO	
			461053	Josh Cellars Cabernet Sauvignon	750	APP	
			561100	Josh Cellars Chardonnay	750	APP	
			594341	Rh Phillip Toasted Head Chardonnay	750	LTO	
			633347	Longshot Cabernet Sauvignon	750	LTO	
			639971	Barefoot Cellars Pink Pinot Grigio	750	LTO	
				17819	Stella Artois (275)	6 × 473	
<input type="checkbox"/>	<input type="checkbox"/>		Beer Excitement Zone A	17820	Stella Artois (275)	473	LTO
		17823		Stella Artois (275)	6 × 330		
				14651	Lake Of Bays Low Tide 90 Calorie IPA (8958)	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone B	24559	Party Sharks, Foggy Ipa (5732)	473		
			24577	Bongo - Tequilima Cerveza Radler (1188)	473		
				24316	White Claw Hard Seltzer Pineapple	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone C	24317	White Claw Iced Tea Variety Pack	4260		
			24318	White Claw Iced Tea Lemon	473		
				24381	Coors Seltzer Blue Raspberry	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Excitement Zone D	24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	VA	
				11226	Whitewater Blood Moon Orange Sour	473	
			481515	Bench Brewing Balls Falls Session Ipa	473		
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Craft Beer End Aisle	16897	Great Lakes Brewery - Burst!	473		
			19266	Beau's Lug Tread	2838	LTO	
			688507	Flying Monkeys Sparklepuff Triple Ipa	473		
			25258	Side Launch Easy Breezy Light Lager	1420		
				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		

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			261099	Inniskillin Pinot Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario Go-Local	295006	Cave Spring Dry Rosé VQA	750	LTO
			341776	Fresh Beginnings Moscato VQA	750	LTO
			518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	10485	Pelee Island Lola Pinot Grigio VQA	750	APP
			20938	Red House Wine Co. Cabernet Merlot VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	324228	Stoneleigh Latitude Marlborough Sauv Blanc	750	LTO
			943613	(V) Rocca Guicciarda Chnt CI Rsv (Ricasoli)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: April 30	155804	Cave de Roquebrun La Grange des Combes Saint-Chinian-Roquebrun 2019	750	
			203364	Errazuriz Aconcagua Alto Cabernet Sauvignon 2019	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: May 21	319368	Château d'Aquéria Tavel 2021	750	
			927186	Clos Henri Petit Clos Sauvignon Blanc 2019	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	1578	(V)Twisted (Flat Rock Cellars)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	25450	Appleton Estate Signature	375	APP
			47290	Forty Creek Barrel Select	375	APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	9522	JP Wiser's Deluxe	375	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	LTO
			17437	Woodbridge By Robert Mondavi Cab Sauvignon Tetra	500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	240233	Campari Negroni	375	APP
			20926	Aperol	375	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	24410	Landshark Seltzer Passionfruit Strawberry	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	19167	LandShark Seltzer Pineapple Mango	473	
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	649541	Seagram's Island Time Anytime	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 4 (CE6)	19110	Seagram Island Time Coconut Lime	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	13789	Captain Morgan White Rum (P.E.T.)	375	
			19000	Captain Morgan Dark Rum (P.E.T.)	375	
			500504	Captain Morgan Original Spiced Rum (P.E.T.)	375	

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders												
					15	20	30	40	45	50	55	60	65	95			
R1	Vodka A	267302 Crystal Head Vodka	750	LTO												Y	Y
R2	Vodka B	35840 Zubrowka Bison Vodka	750	LTO								Y	Y	Y	Y	Y	Y
R3	Vodka C	16643 Polar Ice Arctic Extreme Vodka (P.E.T)	750	APP								Y	Y	Y	Y	Y	Y
R4	Vodka D	212282 Luksusowa Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	225250 Stolichnaya Vodka	1140	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	646729 Bumbu Craft Rum	750	LTO													Y
R7	Rum B	894014 El Dorado Demerara 5 Year Old Rum	750	LTO								Y	Y	Y	Y	Y	Y
R8	Rum C	225615 Brugal Anejo	750	APP, Value Add								Y	Y	Y	Y	Y	Y
R9	Rum D	398552 Bacardi Limon	750	LTO								Y	Y	Y	Y	Y	Y
R10	Rum E	225698 The Kraken Black Spiced Rum	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	224352 Crown Royal Black	750	LTO												Y	Y
R12	Canadian Whisky B	480624 Woodford Reserve Distiller's Select Bourbon	750	LTO								Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	474585 J.P. Wiser's Apple Whisky	750	LTO								Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	457572 Gibson's Finest Bold 8YO	750	LTO								Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	34637 Canadian Club Premium	1750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	207654 The Glenlivet 12YO Single Malt Scotch Whisky	1140	LTO								Y	Y	Y	Y	Y	Y
R17	Scotch B	7880 Johnnie Walker Black 12 Yr	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	374231 Ungava Gin	750	LTO, Value Add								Y	Y	Y	Y	Y	Y
R19	Liqueurs A	18575 Jim Beam Red Stag	750	LTO												Y	Y
R20	Liqueurs B	176834 Aperol	750	Necktag								Y	Y	Y	Y	Y	Y
R21	Liqueurs C	462424 Cabot Trail Maple Cream	750	LTO								Y	Y	Y	Y	Y	Y
R22	Liqueurs D	5959 Baileys Irish Cream	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	40196 Luxardo Sambuca Dei Cesari	750	Necktag													Y
R24	Brandy B	217950 Crown Royal	1140	LTO								Y	Y	Y	Y	Y	Y
R25	Tequila A	271643 Tequila Tromba Blanco	750	LTO												Y	Y
R26	Ontario Blend A	63313 Peller Family Vineyards Dry White Crtn	1000	LTO, Wine Fridge								Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	14870 Wayne Gretzky Rosé VQA	750	LTO								Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	21384 Small Mercy Easy Going Red	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	470823 Pelee Island Merlot	750	LTO								Y	Y	Y	Y	Y	Y
R30	Ontario Non-VQA B	582825 Peller Estates Family Series Chardonnay VQA	750	LTO								Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	667097 Peller Family Vineyards Sauvignon Blanc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	145417 Pelee Island Lighthouse Riesling VQA	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	620104 Angels Gate Susreserve Riesling VQA	750	LTO												Y	Y
R34	Ontario VQA B	6395 20 Bees Cabernet Merlot VQA	750	LTO												Y	Y
R35	Australia/New Zealand A	553891 Smoky Bay Cabernet Sauvignon	750	LTO												Y	Y
R36	Australia/New Zealand B	20289 Yellow Tail Shiraz	1500	LTO, Flex Space												Y	Y
R37	Australia/New Zealand C	369777 19 Crimes Shiraz Durif	750	LTO								Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	367276 Jacob's Creek Moscato Rosé	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	534263 Beringer Founders Estate Cabernet Sauvignon	750	LTO								Y	Y	Y	Y	Y	Y
R40	USA B	18116 19 Crimes Snoop Dogg Cali Red	750	LTO	Y	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	20904	Passion Of Chile Reserva Cabernet Sauvignon Merlot	750	LTO									Y	Y	Y	Y	
R42 Chile B	665299	Stormy Bay Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R43 France Blend A	464388	Sogrape Vila Regia, Douro	750	LTO												Y	
R44 France Blend B	589010	Mezzacorona Pinot Grigio Trentino	1500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R45 France South A	998351	JP Chenet Ice White	750	LTO											Y	Y	
R46 France South B	29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R47 France Bordeaux/ Burgundy A	165845	Gran Feudo Rosé	750												Y	Y	Y
R48 Italy Central A	22669	Georges Duboeuf Brouilly	750	LTO											Y	Y	
R49 Italy Central B	593855	Astoria Prosecco	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R50 Italy North A	487728	Melini Chianti Docg	750	LTO						Y	Y	Y	Y	Y	Y	Y	
R51 Italy North B	394387	Villa Sandi Prosecco	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R52 Southern Europe A	17447	Lacour Tourny Bordeaux Merlot Cabernet	750	LTO												Y	
R53 Southern Europe B	668228	Sangre De Toro Tempranillo	750	LTO											Y	Y	Y
R54 Germany A	897702	Bottega Vino Dei Poeti Prosecco	750	LTO, Wine Fridge			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R55 Sparkling A	486456	Joiy White Sparkling	250	LTO											Y	Y	Y
R56 Sparkling B		Store Manager's Discretion								Y	Y	Y	Y	Y	Y	Y	
R57 Ontario Beer A	15435	Schneider Helle Weisse (LCBO Warehouse)	500	LTO											Y	Y	
R58 Ontario Beer B	24995	Moosehead Neon Radler Blue Raspberry (275 TBS)	473	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	
R59 Beer 1	18750	Grand River Grand Ave IPA (8469)	473	APP												Y	
R60 Beer 2	409581	Tyskie Beer (LCBO Warehouse)	500	LTO					Y	Y	Y	Y	Y	Y	Y	Y	
R61 Beer 3	25037	No Boats On Sunday Cider (LCBO Warehouse)	6 x 473	APP					Y	Y	Y	Y	Y	Y	Y	Y	
R62 Beer 4	20071	Mill Street Watermelon Wheat (1950)	473						Y	Y	Y	Y	Y	Y	Y	Y	
R63 Party Zone 1	24319	Dillon's Tangerine, Lemon & A Hint Of Mint	473						Y	Y	Y	Y	Y	Y	Y	Y	
R64 Party Zone 2	25273	FLiNG Cucumber Mint Vodka Soda	355						Y	Y	Y	Y	Y	Y	Y	Y	
R65 Party Zone 3	24324	Mxd Sour Cherry	473		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	216903	Banff Ice Vodka	1140	Value Add	Beam Suntory
C2: Canadian Whisky	71746	Tullamore Dew Irish Whiskey	750	LTO	PMA Canada Ltd.
C3: Ontario Non VQA Blend	60707	20 Bees Pinot Grigio VQA	750	LTO	Trajectory Beverage Partners
C4: French Blend	487819	Melini Chianti Classico Riserva Docg	750	LTO	Philippe Dandurand Wines Ltd.
C5: Fixed Store Location	506691	Wolf Blass Yellow Label Shiraz	750	LTO	Mark Anthony Wine & Spirits
C6: Vodka	19535	Skyvodka	1140	LTO	Forty Creek Distillery Ltd
C7: Scotch	27235	Sauza Gold Tequila	750	LTO	Beam Suntory
C8: Liqueurs	1099	Johnnie Walker Red Label	750	LTO	Diageo Canada Inc.
C9: Ontario Blends	617662	Diabolica Red VQA	750	LTO	Mark Anthony Wine & Spirits
C10: France Red	363192	Argento Estate Reserva Organic Malbec	750	LTO	Barrique Wine Imports Ltd.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	LTO	Dionysus Wines & Spirits Ltd.
D2: Discovery Wines 2		Store Manager's Discretion			
D3: Discovery Wines 3	507442	La Linda Private Selection Old Vines Malbec	750	LTO	Fwm Canada
D4: Discovery BSM 1	24602	Brock Street Pineapple Sour (397)	473		Brock Street Brewing Company
D5: Discovery BSM 2	25277	Back Road Raspberry Hard Hitchhiker Lemonade	473		Evergreen Beverage Canada Inc.
D6: Discovery BSM 3	24366	Weekender Blue Raspberry	500	APP	Andrew Peller Limited
D7: Discovery Spirits 1	630913	Tia Maria	750	LTO	PMA Canada Ltd.
D8: Discovery Spirits 2	369819	Mount Gay Eclipse Rum	1750	LTO	Glazer's Of Canada
D9: Discovery Spirits 3	456095	Ketel One Vodka	750	LTO, Value Add	Diageo Canada Inc.

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	14714	Le Reservoir Pinot Noir	750	LTO	Univins And Spirits Canada Inc.

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
166	Sogrape Mateus Rosé	750	\$1.50	End Aisle
1040	Gordons Gin	750	\$1.00	
1099	Johnnie Walker Red Label	750	\$1.50	Comm. Extender
1578	>(V)Twisted (Flat Rock Cellars)	750	\$2.00	OWS
1784	Grand Marnier Cordon Rouge	750	\$3.00	End Aisle
2485	Sauza Silver	750	\$3.00	
2691	Tanqueray London Dry Gin	750	\$1.00	
5959	Baileys Irish Cream	750	\$1.00	Shelf Extender
6395	20 Bees Cabernet Merlot VQA	750	\$2.00	Shelf Extender
6502	Cointreau	750	\$2.00	
7880	Johnnie Walker Black 12 Yr	750	\$3.00	Shelf Extender
9522	J.P. Wiser's Deluxe	375	\$1.00	FEM1
10157	Jameson Irish Whiskey	750	\$1.50	
11850	Buffalo Trace Bourbon	375	\$2.00	
12041	Steam Whistle Pale Ale	473	\$0.35	
12171	Nude Vodka Soda 12 Can Mixer Pack	12 × 355	\$2.00	
12618	Stoneleigh Lighter Sauvignon Blanc	750	\$2.00	End Aisle
12676	Bodacious Cabernet Sauvignon	4000	\$3.00	
12865	J.P. Wiser's Manhattan Canadian Whisky	750	\$1.20	
14130	Apothic Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
14400	Coors Original	6 × 473	\$1.00	
14714	Le Reservoir Pinot Noir	750	\$2.00	Green Extender
14870	Wayne Gretzky Rosé VQA	750	\$2.00	Shelf Extender
14953	Amsterdam Fria Cerveza	473	\$0.25	End Aisle
15009	New Amsterdam Pink Whitney Vodka	750	\$1.00	Mini Thematic
15100	Waterloo Pineapple Radler	473	\$0.20	
15178	No Boats On Sunday Cider	4 × 473	\$2.00	Shelf Extender
15435	Schneider Helle Weisse	500	\$0.25	Shelf Extender
15563	Somersby Apple Cider	473	\$0.25	
15762	Trinity Oaks Chardonnay	750	\$2.00	Flex Space, Necktag
15823	Lake Of Bays Off The Grid Hazy Pale Ale	473	\$0.30	
16297	Masi Modello Prosecco	750	\$3.00	
16306	Segura Viudas Brut Rosé D.O. Cava	750	\$2.00	Feature Fixture A
16546	On The Rocks Hornitos Margarita	375	\$3.00	
16777	Bask Sauvignon Blanc	750	\$1.00	End Aisle
16779	Bask Pinot Noir	750	\$1.00	End Aisle

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
16858	Malivoire Che Bello Sparkling VQA	750	\$2.00	Feature Fixture A
17047	Captain Morgan Sliced Apple Spiced Rum	750	\$1.00	Mini Thematic
17432	Xicote Blanco	750	\$3.00	
17436	Woodbridge By Robert Mondavi Pinot Grigio Tetra	500	\$1.00	FEM2, Wine Fridge
17437	Woodbridge By Robert Mondavi Cab Sauvignon Tetra	500	\$1.00	FEM2
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	\$1.50	Shelf Extender
17817	Corona Extra	6 × 473	\$1.00	
17820	Stella Artois	473	\$0.20	EZA
18116	19 Crimes Snoop Dogg Cali Red	750	\$2.00	Shelf Extender
18391	Pelee Island Merlot Bag In Box	3000	\$3.00	
18575	Jim Beam Red Stag	750	\$1.75	Shelf Extender
18773	Nickel Brook No Bad Daze Easy Going Lager	473	\$0.25	
18869	Hornitos Black Barrel	750	\$5.00	Front Entrance Table, Value Add
19110	Seagram Island Time Coconut Lime	6 × 355	\$1.00	CE6
19119	Bacardi Mojito	355	\$0.25	
19149	Nutrl Vodka Soda Juic'D Fruit Punch	473	\$0.15	
19255	Matua Pinot Grigio Marlborough	750	\$2.00	
19266	Beau's Lug Tread	6 × 473	\$1.00	OCB
19276	Jacob's Creek Moscato Lower Sugar	750	\$2.00	End Aisle
19303	Crown Royal Whisky & Cola	473	\$0.25	
19339	Good Natured Merlot Gamay Noir VQA	750	\$1.00	
19401	Ungava Ginger	750	\$3.00	Mini Thematic
19427	Villa One Silver	750	\$5.00	
19440	Coco Vodka	473	\$0.25	
19452	Waterdog Red	750	\$1.00	
19515	Absolut Watermelon	750	\$1.00	Mini Thematic
19535	Skyy Vodka	1140	\$1.00	Comm. Extender
19592	Ren Ultra Premium Vodka Ddp	750	\$2.00	
19656	Ace Hill Grapefruit Radler	355	\$0.15	
19725	Cupcake Light Hearted Chardonnay	750	\$2.00	End Aisle
19953	Tommasi Le Rosse Pinot Grigio	750	\$2.00	
20219	Collective Arts Guava Gose	473	\$0.20	
20265	Flying Monkeys Worlds Away Modern Lager	473	\$0.20	
20289	Yellow Tail Shiraz	1500	\$3.00	Shelf Extender, Flex Space
20351	Bud Light Seltzer Mango	473	\$0.15	
20806	Buena Vista Legendary Badge Zinfandel	750	\$2.00	Middle Nesting Table

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
20807	Tribute Cabernet Sauvignon	750	\$3.00	
20808	Stel + Mar Cabernet Sauvignon Lodi	750	\$2.00	Middle Nesting Table
20829	Highlander Blackberry Wheat	473	\$0.25	
20904	Passion Of Chile Reserva Cabernet Sauvignon Merlot	750	\$1.50	Shelf Extender
20928	Mighty Moose Canadian Vodka Ddp	750	\$1.00	
21384	Small Mercy Easy Going Red	750	\$1.00	Shelf Extender
21876	Sheep Dog Peanut Butter Whiskey	750	\$3.00	
21968	Lapis Luna Pinot Noir	750	\$2.00	Middle Nesting Table
21969	Longshot Pinot Noir	750	\$2.00	Middle Nesting Table
22199	Jacob's Creek Double Barrel Shiraz	750	\$3.00	End Aisle
22669	Georges Duboeuf Brouilly	750	\$2.00	Shelf Extender
22877	Cala Rey Tempranillo-Syrah	750	\$1.50	
24492	Lolea No2 White Sangria	750	\$2.00	
24518	Flying Monkeys Space Age Sunshine Quadruple IPA	473	\$0.25	Mini Thematic
24796	Dixon's Wicked Raspberry Gin Ddp	750	\$3.00	Mini Thematic
24995	Moosehead Neon Radler Blue Raspberry	473	\$0.20	Shelf Extender
25396	Sleeman Clear 2.0 Lime	473	\$0.25	
27129	Jose Cuervo Sparkling Classic Margarita	4 x 355	\$1.00	Front Nesting Table
26278	Folonari Valpolicella Classico	1500	\$3.00	End Aisle
27235	Sauza Gold Tequila	750	\$2.00	Comm. Extender
29090	Ciao Sang Organic Carton Terra De Chieti Igp	1000	\$1.00	Shelf Extender
34637	Canadian Club Premium	1750	\$1.00	Shelf Extender
35840	Zubrowka Bison Vodka	750	\$1.50	Shelf Extender
47316	Los Arango Reposado Tequila	750	\$3.00	
48793	>Perle D'Aurore Rosé Cremant Bourg (L.Bouillot)	750	\$2.00	Mini Thematic
57349	Chateau Des Charmes Gamay Noir VQA	750	\$1.50	
59311	>(V) Seven Deadly Zins Old Vine Zinfandel	750	\$3.00	
60707	20 Bees Pinot Grigio VQA	750	\$2.00	Comm. Extender
63313	Peller Family Vineyards Dry White Crtn	1000	\$1.00	Shelf Extender,Wine Fridge
71746	Tullamore Dew Irish Whiskey	750	\$3.00	Comm. Extender
73809	Carlsberg Beer	500	\$0.25	
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	End Aisle, Wine Fridge
85456	Colio Dry White	1500	\$1.00	
89862	Girls' Night Out Rosé VQA	750	\$2.00	
89912	Loios Red	750	\$1.00	Flex Space
96263	Tanqueray London Dry Gin	1750	\$1.00	



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
99408	Woodbridge By Robert Mondavi Chardonnay	750	\$2.00	End Aisle
103747	Maker's Mark Kentucky Bourbon	750	\$4.00	
106377	Jacob's Creek Shiraz/Cabernet	750	\$2.00	End Aisle
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$5.00	
109959	Jackson-Triggs Reserve Merlot VQA	750	\$1.00	
110049	Sandbanks Estate Baco Noir VQA	750	\$2.00	
110056	Absolut Vodka	750	\$1.20	End Aisle
111930	Mezzomondo Negroamaro Puglia Igt	1500	\$2.00	
112946	Konzelmann Cabernet Sauvignon Reserve VQA	750	\$1.50	
119354	(V) Cdroussillon Villages Chimeres (St Roch)	750	\$2.00	
122689	Henkell Trocken	750	\$2.00	Feature Fixture A, Wine Fridge
126144	Sibling Rivalry White VQA	750	\$2.00	
127787	Lonetree Authentic Dry Cider	473	\$0.25	
134957	Open Cab 2 Merlot VQA	750	\$1.00	
141432	Sogrape Gazela Vinho Verde	750	\$1.00	Flex Space, Wine Fridge
143040	Hornitos Reposado Tequila	750	\$4.00	Front Entrance Table, Value Add
143891	Peroni Nastro Azzurro	500	\$0.25	
145417	Pelee Island Lighthouse Riesling VQA	750	\$2.00	Shelf Extender
148007	Czechvar Premium Lager	500	\$0.35	
149567	Tag No. 5 Vodka	750	\$1.00	
168179	>(V)Barolo Tradizione(Marchesi Di Barolo)	750	\$1.50	
173542	Tequila Don Julio Blanco	750	\$5.00	Seasonal Block Pile D, Value Add
173617	El Jimador Tequila Blanco	750	\$3.00	
174466	Jose Cuervo Especial Silver	750	\$2.00	Front Nesting Table, Value Add
175349	Open Rosé VQA	750	\$1.00	End Aisle
180695	St-Germain Elderflower Liqueur	750	\$2.00	Mini Thematic
180810	Bud Light Lime	473	\$0.20	
185249	Mirassou Pinot Noir	750	\$2.00	
198853	>(V)Riesling Quarry Road Organic (Tawse)	750	\$2.00	Mini Thematic
203125	Henkell Rosé	750	\$2.00	Feature Fixture A
207654	The Glenlivet 12YO Single Malt Scotch Whisky	1140	\$4.00	Shelf Extender
211219	Palm Bay Pineapple Mand Orange Spritz	6 × 355	\$1.00	
212282	Luksusowa Vodka	1140	\$1.00	Shelf Extender
213983	>Cave Spring Blanc De Blancs Brut VQA	750	\$3.00	Mini Thematic
216655	Absolut Vodka	1750	\$1.35	End Aisle
216689	J.P. Wiser's Deluxe	1140	\$1.00	End Aisle

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
216960	Segura Viudas Brut Reserva Cava Sparkling	750	\$2.00	Feature Fixture A, Wine Fridge
217950	Crown Royal	1140	\$1.00	Shelf Extender
219816	Catedral Reserva Dao	750	\$1.50	Flex Space
222299	The Pavillion Shiraz Cabernet Sauvignon	750	\$1.50	
224352	Crown Royal Black	750	\$4.00	Shelf Extender
225250	Stolichnaya Vodka	1140	\$1.00	Shelf Extender
225698	The Kraken Black Spiced Rum	750	\$1.50	Shelf Extender
227678	1800 Silver Tequila	750	\$2.00	Front Nesting Table
229039	Yellow Tail Bubbles	750	\$2.00	Flex Space, Wine Fridge
229583	Kronenbourg 1664 Blanc	6 × 330	\$1.55	
258954	Spicebox	750	\$1.00	
261099	Inniskillin Pinot Noir VQA	750	\$2.00	goLOCAL
267302	Crystal Head Vodka	750	\$5.00	Shelf Extender
270447	Guinness Draught Beer	500	\$0.25	End Aisle
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	
271643	Tequila Tromba Blanco	750	\$3.00	Shelf Extender
272393	Smoking Loon Old Vine Zinfandel	750	\$2.00	Middle Nesting Table, Necktag
275099	Jackson-Triggs Vidal Bag In Box	4000	\$2.00	
291211	Henry Of Pelham Chardonnay VQA	750	\$2.00	Wine Fridge
295006	Cave Spring Dry Rosé VQA	750	\$2.00	goLOCAL
300681	Coors Light	6 × 473	\$1.00	End Aisle
300699	Molson Canadian	6 × 473	\$1.00	Seasonal Block Pile A, Necktag
318014	Cono Sur Bicicleta Pinot Noir Rosé	750	\$2.00	End Aisle, Wine Fridge
318709	Captain Morgan Original Spiced Rum (P.E.T)	750	\$1.00	
319442	Mike's Hard Lemonade	6 × 355	\$1.00	
324228	>Stoneleigh Latitude Marlborough Sauv Blanc	750	\$3.00	VL 1, Wine Fridge
326009	Knob Creek Bourbon	750	\$5.00	
326090	>(V) Oyster Bay Pinot Grigio Hawke's Bay	750	\$2.00	Mini Thematic
328534	Jackson-Triggs Cabernet Sauvignon	750	\$1.00	
333070	Islay Mist Scotch 8 Year Old	750	\$2.00	
335174	Errazuriz Max Reserva Cabernet Sauvignon	750	\$3.00	
337949	Heineken Lager	500	\$0.20	
338079	Alize Gold Passion Liquor	750	\$5.00	
338855	Bodacious Smooth Red	750	\$1.00	End Aisle
339168	Bodacious Smooth White	750	\$1.00	
341776	Fresh Beginnings Moscato VQA	750	\$2.00	goLOCAL

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
350611	Bulleit Rye	750	\$5.00	
360198	Tromba Anejo Tequila	750	\$7.00	
363192	Argento Estate Reserva Organic Malbec	750	\$2.50	Comm. Extender
367276	Jacob's Creek Moscato Rosé	750	\$2.00	Shelf Extender
369777	19 Crimes Shiraz Durif	750	\$2.00	Shelf Extender
369819	Mount Gay Eclipse Rum	1750	\$4.00	Discovery Extender
370924	Trapiche Pure Malbec	750	\$2.00	
373373	>(V) Pierre Sparr Gewurztraminer	750	\$2.00	Mini Thematic
374231	Ungava Gin	750	\$3.00	Shelf Extender, Value Add
374520	Angry Orchard Hard Crisp Apple	6 × 355	\$1.00	
391177	Sipsmith London Dry Gin	750	\$6.00	
393090	Monasterio De Las Vinas Crianza Carinena	1500	\$2.00	
394387	Villa Sandi Prosecco	750	\$2.00	Shelf Extender
394577	Fiol Prosecco	750	\$2.00	Feature Fixture A
395582	Auchentoshan American Oak, Lowland	750	\$3.00	
398552	Bacardi Limon	750	\$1.00	Shelf Extender
399428	Jackson-Triggs Sauvignon Blanc	1500	\$2.00	Wine Fridge
400754	Iceberg Vodka	750	\$1.00	End Aisle
401307	Maestro Dobel Tequila	750	\$5.00	Front Nesting Table
409581	Tyskie Beer	500	\$0.15	Shelf Extender
419770	>(V) Wines Of Substance Cabernet Sauvignon	750	\$3.00	
421420	Fielding Estate Fireside Red VQA	750	\$1.00	
427377	Porta 6, Vr Lisboa	750	\$2.00	Flex Space
430017	XOXO Pinot Grigio Chardonnay Bag In Box	4000	\$2.00	End Aisle
431239	Faxe Premium Lager	500	\$0.25	
442582	Alexander Keiths IPA	6 × 473	\$1.00	
446567	Iceberg Vodka (P.E.T)	750	\$1.00	
446625	Beatties Farm Crafted Vodka	750	\$4.00	
447763	Jaw Drop Tickling Pink Lemonade	473	\$0.25	
450981	Pelee Island Lola Blush Sparkling VQA	750	\$2.00	Feature Fixture A
451336	>(V) Tom Gore Cabernet Sauvignon	750	\$2.00	
452789	>(V) Confidencial Reserva (Casa Santos Lima)	750	\$2.00	Flex Space
456095	Ketel One Vodka	750	\$4.00	Discovery Extender
457572	Gibson's Finest Bold 8YO	750	\$3.00	Shelf Extender
459818	Sapporo	6 × 500	\$2.00	
459966	Henry Of Pelham Baco Noir Old Vines VQA	750	\$2.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
462424	Cabot Trail Maple Cream	750	\$2.00	Shelf Extender
464388	Sogrape Vila Regia, Douro	750	\$1.00	Shelf Extender
464776	Louis Bouillot Perle Noire	750	\$2.00	Feature Fixture A
465484	Toki	750	\$5.00	S1, Value Add
467662	Strewn Two Vines Riesling Gewurztraminer VQA	750	\$1.00	Discovery Extender
470823	Pelee Island Merlot	750	\$1.00	Shelf Extender
474585	J.P. Wiser's Apple Whisky	750	\$1.20	Shelf Extender
480624	Woodford Reserve Distiller's Select Bourbon	750	\$5.00	Shelf Extender
484204	Malfy Gin Con Limone	750	\$2.00	Mini Thematic
486142	Sleeman Clear 2.0 Shrink Pack	6 × 473	\$2.30	End Aisle
486456	Joiy White Sparkling	250	\$0.50	Shelf Extender
487694	La Marca Prosecco	750	\$2.00	Feature Fixture A, Value Add, Wine Fridge
487728	Melini Chianti Docg	750	\$2.00	Shelf Extender
487819	Melini Chianti Classico Riserva Docg	750	\$3.00	Comm. Extender
492363	Bota Box Cabernet Sauvignon	3000	\$4.00	
492397	Smirnoff Ice Peach Bellini	6 × 355	\$1.00	
496968	Michelob Ultra	6 × 473	\$1.00	
500504	Captain Morgan Original Spiced Rum (P.E.T)	375	\$1.00	Cold Room Spirits
500512	Captain Morgan Original Spiced Rum	750	\$1.00	End Aisle
506691	Wolf Blass Yellow Label Shiraz	750	\$2.50	Comm. Extender
507442	La Linda Private Selection Old Vines Malbec	750	\$2.00	Discovery Extender
516880	Mill Street Original Organic	6 × 473	\$1.25	
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	\$1.00	goLOCAL
521021	>Francis Coppola Diamond Collection Cab Sauv	750	\$2.00	
529354	Pelee Island Pelee Pink VQA	750	\$2.00	Wine Fridge
533307	Silk & Spice Red	750	\$1.50	End Aisle, Flex Space
534263	Beringer Founders Estate Cabernet Sauvignon	750	\$2.00	Shelf Extender
535294	Grolsch Premium Pilsner	500	\$0.25	
535641	Vicente Faria Animus Douro, Do	750	\$2.00	Flex Space
536227	Guinness Hop House 13	500	\$0.25	End Aisle
536565	Lily Sparkling Rosé VQA	750	\$1.00	Feature Fixture A
549113	1800 Anejo Tequila	750	\$5.00	Front Nesting Table
553891	Smoky Bay Cabernet Sauvignon	750	\$1.00	Shelf Extender
559088	>(V) Rosé Ladybug (Malivoire Wine Co.)	750	\$2.00	Mini Thematic
561381	Pelee Island Pinot Grigio Bag In Box	3000	\$5.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
573428	D'Ont Poke The Bear Cider	473	\$0.20	
575357	3 Speed Lager 568	568	\$0.30	
582825	Peller Estates Family Series Chardonnay VQA	750	\$1.00	Shelf Extender
589010	Mezzacorona Pinot Grigio Trentino	1500	\$3.00	Shelf Extender
589051	Peller Family Vineyards Dry White	4000	\$1.00	
590414	>(V) Oyster Bay Pinot Noir Marlborough	750	\$2.00	
593855	Astoria Prosecco	750	\$2.00	Shelf Extender
594127	Vineland Cabernet Franc VQA	750	\$2.00	
594200	Peninsula Ridge Inox Chardonnay VQA	750	\$2.00	
594341	Rh Phillip Toasted Head Chardonnay	750	\$2.00	Middle Nesting Table
601484	Amaro Montenegro Liqueur	750	\$2.00	
606590	>(V) Esporao Red Reserve Alentejo (Finagra	750	\$2.00	Flex Space
617662	Diabolica Red VQA	750	\$2.00	Comm. Extender
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$2.00	
620104	Angels Gate Sussreserve Riesling VQA	750	\$1.50	Shelf Extender
620617	Collavini Pinot Grigio	1500	\$3.50	
621458	>Bottega Gold Sparkling (Bottega Spa)	750	\$3.00	Mini Thematic
623322	Peller Family Vineyards Sauvignon BI	4000	\$3.00	
627802	Yellow Tail Chardonnay	750	\$1.00	Flex Space, Wine Fridge
630913	Tia Maria	750	\$2.00	Discovery Extender
633347	Longshot Cabernet Sauvignon	750	\$2.00	Middle Nesting Table
637728	Jackson-Triggs Shiraz	1500	\$2.00	
638254	Gato Negro Pinot Noir	750	\$1.00	
639880	Bodacious Rosé	750	\$1.00	
639971	Barefoot Cellars Pink Pinot Grigio	750	\$1.00	Middle Nesting Table, Wine Fridge
646729	Bumbu Craft Rum	750	\$2.00	Shelf Extender
649541	Seagram Island Time Anytime	6 × 355	\$1.00	CE6
650325	>Kim Crawford Hawke's Bay Rosé	750	\$2.00	Mini Thematic, Wine Fridge
665299	Stormy Bay Cabernet Sauvignon	750	\$2.00	Shelf Extender
666040	Nutrl Vodka Soda Pineapple	473	\$0.15	
666867	Bavaria Premium Value Beer	6 × 500	\$2.00	
667097	Peller Family Vineyards Sauvignon Blanc	750	\$1.00	Shelf Extender
667113	Peller Family Vineyards Cabernet Sauvignon	750	\$1.00	
668228	Sangre De Toro Tempranillo	750	\$2.00	Shelf Extender
669457	Peller Family Vineyards Shiraz Bag In Box	4000	\$3.00	End Aisle
669473	Peller Family Vineyards Pinot Grigio	1500	\$2.00	



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
697797	Salvador's Original Margarita (P.E.T)	1750	\$2.00	
699389	Magners Original Irish Cider	500	\$0.50	
894014	El Dorado Demerara 5 Year Old Rum	750	\$1.00	Shelf Extender
897702	Bottega Vino Dei Poeti Prosecco	750	\$1.50	Shelf Extender, Wine Fridge
908665	Bud Light	6 × 355	\$1.00	End Aisle
943613	>(V) Rocca Guicciarda Chnt CI Rsv (Ricasoli)	750	\$3.00	VL1
958975	>Mer Soleil Chardonnay Oaked Monterey County	750	\$2.00	Mini Thematic, Wine Fridge
996405	>(V) Stags' Leap Napa Vly Cabernet Sauvignon	750	\$5.00	
998351	JP Chenet Ice White	750	\$2.00	Shelf Extender

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
42	Canadian Club Premium	750	50	
307	Seagrams V.O.	750	100	
620	Silk Tassel Canadian Whisky	750	50	
1487	Crown Royal	750	60	BPC
5041	Ballantine's	375	30	
7617	Chivas Regal 12 Year Old	750	110	
9043	Crown Royal	375	30	BPC
10357	Crown Royal Peach	750	60	BPC
10393	Legent	750	150	
10485	Pelee Island Lola Pinot Grigio VQA	750	120	OWS
11193	Sand Point Cabernet Sauvignon	750	60	
11928	Gato Negro Chardonnay	1500	60	Flex Space, Wine Fridge
12048	Bottega Grappa Alexander, Veneto, Italy	700	100	N/A
12195	Grand Marnier Cordon Rouge	375	50	
12476	Prince Igor Vodka (P.E.T)	1140	75	
15026	Brugal 1888	750	250	
15282	18.8 Vodka	750	60	
15765	Beefeater Blood Orange	750	60	
16643	Polar Ice Arctic Extreme Vodka (P.E.T)	750	50	Shelf Extender
17117	Rally Trail Blazer	473	20	
17537	Colio Cellar Door Series Sauvignon Blanc	750	60	
18426	Forty Creek Nanaimo Bar Cream	750	75	
18750	Grand River Grand Ave IPA	473	10	Shelf Extender
18998	Lisbon By Night Red Blend	750	30	
19095	Little Buddha Peach Tea	355	5	
19820	Havana Club Cuban Smoky	750	75	
19854	Kingston 62 Gold	1140	75	
20258	Hopetown Wine Co. Hill House Craft Red VQA	750	100	
20926	Aperol	375	40	FEM3, APP, Necktag
20938	Red House Wine Co. Cabernet Merlot VQA	750	40	OWS
21309	The Glenlivet Caribbean Reserve Single Malt Scotch	750	150	
21578	Pj's Craft Cream Liquor Espresso	750	40	
23366	Sandeman Ruby Port	750	80	
24096	Campari Negroni	375	40	FEM3
24366	Weekender Blue Raspberry	500	20	Discovery Extender
24376	Twisted Tea Slightly Sweet	473	40	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
24426	Black Fly Vodka Crushed Pineapple Punch	473	10	
24435	Bacardi Tropical	750	50	Mini Thematic, Necktag
25037	No Boats On Sunday Cider (LCBO Warehouse)	6 × 473	40	Shelf Extender
25277	Back Road Raspberry Hard Hitchhiker Lemonade	473	5	
25450	Appleton Estate Signature	375	40	CE1
28803	Misterio Malbec	750	85	
31930	Seagrams V.O.	1750	140	
40626	Charm Soju Liquor	360	20	
47290	Forty Creek Barrel Select	375	40	CE1
93401	Wyndham Estate Bin 222 Chardonnay	750	80	
94060	Casillero Del Diablo Rsv Malbec	750	80	
103341	Canadian Club Premium (P.E.T)	750	50	
114694	Crown Royal	1750	120	BPC
116426	Frontera Cabernet Sauvignon	750	60	
129734	Fish Hoek Shiraz	750	85	
137125	Russian Standard Vodka	1750	350	
165308	Colio Extra Dry White	1500	125	
175034	Girls' Night Out Strawberry Samba	750	50	
177808	Appleton Estate V/X Signature Blend	750	50	
214049	Girls' Night Out Strawberry Samba	1500	60	
215020	El Dorado 5 Year Old Rum	1140	250	
216978	Seagrams V.O.	1140	150	
225615	Brugal Anejo	750	50	Shelf Extender, APP, Value Add
275909	Caliterra Sauvignon Blanc	750	85	
280719	Gato Negro Cabernet Sauvignon	1500	60	Flex Space
285254	Forty Creek Copper Pot Reserve	750	50	
292615	Jameson Black Barrel	750	90	
382713	Nederburg Sauvignon Blanc	750	75	
390583	Canadian Club 100% Rye	750	100	
397976	Dr. McGillicuddy Intense Peach	375	75	
403519	Crown Royal Apple	750	60	BPC
411553	Girls' Night Out Peach Raspberry Rumba	1500	60	
420463	Two Oceans Moscato	750	50	
434092	Crown Royal Northern Harvest Rye	750	60	BPC
436279	Hornitos Plata	750	100	Front Entrance Table, Value Add
448548	Hardys Stamp Series Riesling/Gewurztraminer	750	85	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
461053	Josh Cellars Cabernet Sauvignon	750	100	Middle Nesting Table
474528	The Glenlivet Founder's Reserve Scotch Whisky	1140	175	
476911	Crown Royal Vanilla	750	60	BPC
479923	Stalk & Barrel Blue Blend	750	200	
492454	1800 Coconut Tequila	750	120	Front Nesting Table
497339	Kona Big Wave Golden Ale	6 x 355	60	
541607	The Sexton Single Malt Irish Whiskey	750	180	
561100	Josh Cellars Chardonnay	750	100	Middle Nesting Table
572453	Adesso Merlot D'Italia	750	10	
572461	Adesso Chardonnay D'Italia	750	10	
572552	Signal Hill Canadian Whisky	750	150	
574541	Magnotta Cabernet Sauvignon Venture Series VQA	750	60	
577023	Girls' Night Out Rosé VQA Can	250	20	
582411	Gato Negro Merlot	1500	60	Flex Space
600833	Pitu Cachaca	750	100	
633271	Gosling's Bermuda Black Seal Rum	750	75	
648600	Frisky Beaver White VQA	750	40	
665471	Jacob's Creek Reserve Shiraz	750	80	

## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL		984
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	Mini 50 mL		13397
15501	Coors Light	30 × 355	Bonus Coors Seltzer Can		15501
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	Beach Bag	EZD	24431
170134	Banrock Station Pink Moscato Rosé	750	Upcycling Paint Pens		170134
192922	Seagram's 83	1140	Seagram's V.O.		192922
216903	Banff Ice Vodka	1140	100 mL Rep Applied on the Rocks Cocktail	Comm. Extender	216903
305607	Seagrams 83	750	Seagram's V.O. 50 mL		305607
418590	Modelo Especial	6 × 355	Modelo Cinco de Mayo Beer Opener, Rep Applied		418590
438960	Canadian Club 100% Rye	1140	Canadian Club 1858 50 mL		438960
461434	Alberta Springs Whisky	1750	Canadian Club 100% Rye 2 × 50 mL		461434
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	Crafty Radler		497891
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL		517136
604926	Prince Igor Extreme Vodka (P.E.T)	750	Forty Creek Barrel Select 50 mL		604926
900621	Molson Canadian	6 × 341	Bonus Molson Ultra Can	Seasonal Block Pile A	900621

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
570	Beefeater Dry	750	Beefeater Pink 50 mL	
893	J.P. Wiser's Deluxe	750	JP Wiser's Old Fashioned 50 mL	End Aisle
984	Alberta Premium Whisky	750	Canadian Club 100% Rye 50 mL	
1206	Bacardi Gold Rum	750	The Great Gentleman Spicy Ginger Beer 6 × 250 mL	End Aisle
10715	Malfy Gin Con Arancia	750	Malfy Gin Con Rosa 50 mL	
10946	Fireball 6 Pack Carrier	6 × 50	Southern Comfort 50 mL	
13016	Jacob's Creek Moscato Rosé	1500	House & Home - Digital Subscription	
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	Mini 50 mL	
14996	Hollandia Lager	4 × 500	Bonus Beer Can	
15440	Dab Ultimate Low Carb Beer	6 × 500	Cooler Bag	
15501	Coors Light	30 × 355	Bonus Coors Seltzer Can	
16833	Goldschlager	750	Fireball 50 mL	
16868	18.8 Gin Ddp	750	18.8 Vodka 50 mL	
17933	Top Shelf Vodka Ddp	1140	Top Shelf Gin	

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
18550	Green Owl Vodka	750	Cocktail David's Tea	
18869	Hornitos Black Barrel	750	Jarritos Cola 4 Pk	Front Entrance Table, LTO
19388	Bombay Bramble	750	Fever Tree Mediterranean Tonic or Ginger Beer 4 × 200 mL	End Aisle, Necktag, Mini Thematic
19516	Smirnoff Peach	750	Crown Royal Peach 50 mL	
21378	Jim Beam White Label Bourbon	750	Jim Beam Black 50 mL	
21379	Yellow Tail Cabernet Sauv Whiskey Barrel Aged	750	Garden Gloves	Flex Space
24431	Coors Seltzer Fruit Splash Variety Pack	12 × 355	Beach Towel	EZD
25086	Somersby Mixer Pack	6 × 473	Wild Orchard Crushed Apple	
28506	Fat Bastard Cabernet Sauvignon Pays D'Oc	750	Branded Collectible Glassware	
33928	J.P. Wiser's Deluxe	1750	JP Wiser's Old Fashioned 2 × 50 mL	End Aisle
49726	Yukon Jack	750	Fireball 50 mL	
56622	Beefeater Dry	1750	Beefeater 200 mL	
79129	Gato Negro Sauvignon Blanc	1500	Silicon Cup	Flex Space, Wine Fridge
85316	Blu Giovello Prosecco	750	Saputo Mothers Day Value Add	Wine Fridge
95935	Grey Goose Vodka	750	187 mL Martini Rosé & 200 mL Martini Prosecco	End Aisle
113241	Cazadores Anejo Tequila	750	Cazadores Cantarito Cups	End Aisle, Necktag
116327	Grey Goose La Poire Vodka	750	187 mL Martini Rosé & 200 mL Martini Prosecco	End Aisle
125187	Cazadores Reposado Tequila	750	Cazadores Cantarito Cups	End Aisle, Necktag
143040	Hornitos Reposado Tequila	750	Jarritos Cola 4Pk	Front Entrance Table, LTO
161141	Paso Creek Cabernet Sauvignon Paso Robles	750	Copper Wine Tumbler	
170134	Banrock Station Pink Moscato Rosé	750	Upcycling Paint Pens	
173542	Tequila Don Julio Blanco	750	Guacamole Bowl	Seasonal Block Pile D, LTO
174466	Jose Cuervo Especial Silver	750	Ceramic Coasters	Front Nesting Table, LTO
191866	Pknt Cabernet Sauvignon Reserve	750	Glassware	
192922	Seagram's 83	1140	Seagram's V.O.	
211110	Wyborowa Vodka	1140	Glassware	
216903	Banff Ice Vodka	1140	100 mL Rep Applied on the Rocks Cocktail	Comm. Extender
217216	Myers Planters Punch	1140	Fireball 50 mL	
225615	Brugal Anejo	750	NLVA	Shelf Extender, APP
227413	Iceberg Vodka	1140	Silicone Ice Tray	End Aisle
231571	Seagrams 83 (P.E.T)	1750	Seagram's V.O. 2 × 50 mL	
237792	Icebox Long Island Iced Tea	1140	Mixing Glass	



## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
253302	Luksusowa Vodka	750	Tia Maria Matcha 50 mL	
265157	Jacob's Creek Moscato	750	House and Home - Digital Subscription	
267187	Jose Cuervo Especial Gold	750	Ceramic Coasters	Front Nesting Table
292177	Phillips Butter Ripple Schnapps	750	Revel Stoke Pecan 50 mL	
296244	Guinness Draught	4 × 440	Half & Half Recipe Booklet, Pouring Spoon	End Aisle
298638	Glenmorangie Original Single Malt Scotch Whisky	750	USB Fan	
305607	Seagrams 83	750	Seagram's V.O. 50 mL	
312959	Ketel One	1750	Necktag	
314856	Fireball Whisky Shooter	1140	Twisted Tea	
316844	Bombay Sapphire London Dry	750	Fever Tree Mediterranean Tonic or Ginger Beer 4 × 200 mL	End Aisle, Necktag
319673	Bombay Sapphire East London Dry Gin	750	Fever Tree Mediterranean Tonic or Ginger Beer 4 × 200 mL	End Aisle, Necktag
324848	Espolon Tequila Blanco	750	Espolon Margarita Salts	End Aisle
324855	Espolon Tequila Reposado	750	Espolon Margarita Salts	End Aisle
339606	Stock Vermouth Extra Dry	1000	Cocktail Mixer	
363986	Cazadores Blanco Tequila	750	Cazadores Cantarito Cups	End Aisle, Necktag
374231	Ungava Gin	750	Ungava Ginger 50 mL	Shelf Extender, LTO
386789	Casamigos Tequila Blanco	750	Simply Cocktail Mix	End Aisle, Necktag
388694	Casamigos Tequila Reposado	750	Simply Cocktail Mix	End Aisle, Necktag
398024	Dr. McGillicuddy Intense Peach	1140	Fireball 50 mL	
398776	Fireball Whisky Shooter	375	Seagram's V.O.	
404533	Sogrape Gazela Vinho Verde Rosé, Do	750	Stemless Glass with custom Portugal inspired wrap design and wine cocktail recipe on the box	
405845	Evan Williams Black Label Bourbon Whiskey	750	Evan Williams 50 mL	
406843	Jacob's Creek Moscato	1500	House & Home Digital Subscription	
413104	Dillon's Dry Gin	750	355 mL Slim Can Dillon's RTD	
417196	Grey Goose Vodka	1140	187 mL Martini Rosé & 200 mL Martini Prosecco	End Aisle
418590	Modelo Especial	6 × 355	Modelo Cinco de Mayo Beer Opener, Rep Applied	
436279	Hornitos Plata	750	Jarritos Cola 4Pk	Front Entrance Table, APP
438960	Canadian Club 100% Rye	1140	Canadian Club 1858 50 mL	
445825	Jacob's Creek Moscato Rosé Sparkling	750	House & Home - Digital Subscription	
447953	Fireball Whisky Shooter	750	Twisted Tea 355 mL	
451195	Jose Cuervo Especial Gold Tequila	1750	Ceramic Coasters	
454710	The Kraken Black Spiced Rum	1750	Black Bush Mini 2 × 50 mL	

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
456095	Ketel One Vodka	750	Necktag	Discovery Extender, LTO
461434	Alberta Springs Whisky	1750	Canadian Club 100% Rye 2 × 50 mL	
463539	Aurora Crystal Head Vodka	750	Aurora Shot Glass	
465484	Toki	750	Lime & Yuzu Fever Tree	S1, LTO
487694	La Marca Prosecco	750	La Marca Bows	Feature Fixture A, LTO, Wine Fridge
491803	Southern Comfort (P.E.T)	375	Fireball 50 mL	
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	Crafty Radler	
517136	Alberta Premium Whisky (P.E.T)	750	Canadian Club 100% Rye 50 mL	
518407	Blue Nun 24k Gold Edition Sparkling	750	Gold Flakes Confetti Pack	
520353	Bacardi Spiced Rum	750	The Great Gentleman Spicy Ginger Beer 6 × 250 mL	End Aisle
524314	Yellow Tail Sauvignon Blanc	750	Garden Gloves	Flex Space
526061	Collingwood Double Barrel Whisky	750	Rocks Glass	
526772	Anciano Clasico Garnacha Valencia, Do	750	Golf Tool	
536870	J.P. Wiser's Triple Barrel Rye Canadian Whisky	750	JP Wiser's Deluxe 50 mL	
563122	Fat Bastard Syrah Pays D'Oc	750	Branded Collectible Glassware	
563130	Fat Bastard Chardonnay Pays D'Oc	750	Branded Collectible Glassware	
570366	Bacardi Spiced Rum	1140	The Great Gentleman Spicy Ginger Beer 6 × 250 mL	End Aisle
573857	Niagara Falls Craft Vodka	750	Caesar Spice Rimmer	
574533	Magnotta Pinot Grigio Venture Series VQA	750	187 mL Venture Cab Sauv	Wine Fridge
580183	Blu Giovello Pinot Grigio	750	Saputo Mothers Day Value Add	
588780	Bottega Petalo Il Vino Dell' Amore Moscato	750	Gift Box	
590463	Diplomatico Mantuano	750	Diplomatico Reserva Exclusiva 50 mL	
604926	Prince Igor Extreme Vodka (P.E.T)	750	Forty Creek Barrel Select 50 mL	
610857	Fat Bastard Merlot Vdp	750	Branded Collectible Glassware	
621623	Yellow Tail Cabernet Sauvignon	750	Garden Gloves	Flex Space
633578	Jacob's Creek Pinot Grigio	750	House & Home - Digital Subscription	
634410	Yellow Tail Pinot Grigio	1500	Garden Gloves	Flex Space
636209	Roku Gin	750	Lime & Yuzu Fever Tree	S1
639732	Gato Negro Cabernet Merlot	1500	Silicon Cup	Flex Space
900621	Molson Canadian	6 × 341	Bonus Molson Ultra Can	Seasonal Block Pile A

## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
10322	Cointreau	375	Cosmo	
10717	Carnivor Shiraz	750	Carnivor & Food Network Fire Masters	
11705	Humante Garnacha	750	New Label	
15761	Trinity Oaks Cabernet Sauvignon	750	One Tree. One Bottle	Flex Space
15762	Trinity Oaks Chardonnay	750	One Tree. One Bottle	Flex Space, LTO
16778	Bask Crisp Rosé	750	Try our new Bask	
18721	>Vina Tarapaca Gran Reserva Cab Sauvignon	750	Product Info - New Essentials	
19388	Bombay Bramble	750	Bombay Bramble Cocktails with Fever Tree	End Aisle, Value Add, Mini Thematic
19452	Waterdog Red	750	Save our Scruff Donation Rehouse and Rehome	LTO
20926	Aperol	375	Recipe Necktag	FEM3, APP
22449	Hendrick's Neptunia	750	Neptunia Fizz	End Aisle
24435	Bacardi Tropical	750	Bacardi Tropical Limited Edition	Mini Thematic, APP
40196	Luxardo Sambuca Dei Cesari	750	Cocktail Booklet	Shelf Extender
55517	Smoking Loon Cabernet Sauvignon	750	Smoking Loon Deerhurst Contest	
113241	Cazadores Anejo Tequila	750	Cantarito Recipe Card	End Aisle, Value Add
125187	Cazadores Reposado Tequila	750	Cantarito Recipe Card	End Aisle, Value Add
176834	Aperol	750	Recipe Necktag	Shelf Extender
217281	Bombay Sapphire London Dry	1140	Bombay Cocktails with FeverTree	
272393	Smoking Loon Old Vine Zinfandel	750	Smoking Loon Deerhurst Contest	Middle Nesting Table, LTO
316844	Bombay Sapphire London Dry	750	Bombay Cocktails with Fever Tree	End Aisle, Value Add
319673	Bombay Sapphire East London Dry Gin	750	Bombay East Cocktails with Fever Tree	Middle Nesting Table, Value Add
363986	Cazadores Blanco Tequila	750	Cantarito Recipe Card	End Aisle, Value Add
386789	Casamigos Tequila Blanco	750	Simply Cocktail Mix	End Aisle, Value Add
388694	Casamigos Tequila Reposado	750	Simply Cocktail	End Aisle, Value Add
392647	Carnivor Cabernet Sauvignon	750	Carnivor & Food Network Fire Masters	
483289	Smoking Loon Pinot Grigio	750	Smoking Loon Deerhurst Contest	
544114	Smoking Loon Sauvignon Blanc	750	Smoking Loon Deerhurst Contest	
633594	Smoking Loon Chardonnay	750	Smoking Loon Deerhurst Contest	

# PERIOD 2

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
APRIL 24 <b>Start of Period 2</b>  Install Brand Spotlight Nesting Tables <b>APP START DATE</b>	25	26	27	28	29	30
MAY 1	2	3	4 <i>Food &amp; Drink</i> Early Summer Release 	5  HAPPY <i>Cinco de Mayo</i>	6	7
8  HAPPY <i>Mother's Day</i>	9 <b>Feature Fixture &amp; Mini Thematic A/B:</b> Flip the Mother's Day signage around to display the generic Spring messaging. 	10	11	12	13	14
15	16	17	18	19	20  <b>Great Value Beer Sale Begins (May 20 -22)</b>	21 <b>End of Period 2</b>  <b>APP END DATE</b>